



2023 Fall Product Rewards Look Book

Are you ready to become a female entrepreneur?

Consider these steps when building your budding business!

Entrepreneurial Mindset

Most people when they think of an entrepreneur think of business moguls that run multi-million or even billion dollar companies. While those people are definitely entrepreneurs they all got their start somewhere!

In fact over 80% of female entrepreneurs were Girl Scouts, many crediting the Cookie Program as their first business!

You can practice the same skills they mastered and develop an entrepreneurial mindset during the Fall Product Program!

Entrepreneurs are:

- ◇ Confident in their abilities
- ◇ Socially conscious problem-solvers
- ◇ Curious learners
- ◇ Innovative and flexible thinkers
- ◇ Challenge-seekers and risk-takers who learn from setbacks
- ◇ Collaborative teamsters



Here are some of our favorite ways to quick start your Fall Product Business:

- Create a commercial advertising your business and your goals.
- Send out emails to friends and family, and share on private social media—don't forget to include your commercial!
- Update your progress towards goal .
- Ask customers to donate an extra item that will go to local food pantries.
- Remind customers that the holidays are coming up and they may need gifts!
- Don't forget a personalized thank you to your customers!

Set a Goal



Talk with your troop and/or your caregiver to determine your goal and your troop goal!

Do you want to fund an experience, like camping, visit to the zoo, or travel?

Maybe you want to give back to the community with a service project!

Work with someone you trust to come up with a number of items needed to reach that goal!



Make Decisions



It's YOUR business. How would you like to run it?

Options to consider:

Set up an online storefront to quickly and easily connect with customers.

Make a map through your neighborhood and try out door to door methods.

Take your order card to school, church, sports, and more to connect with your extended community.

Make a plan based on your goals!



Build your Network



Now that you have set your goal and made your plan its time to connect with your customers!

Start small with your friends and family but ask yourself how you can grow those connections to find new customers!

Can you get referrals?

Connect with businesses?

Reach out to past customers?

Safely use social media to reach customers who may not live nearby.



Earn some patches

Now that you've got the skills check out what you can earn!

Patches



Support local food pantries and earn a patch!

Earned for 5+ donations



It is time to Own Your Magic with this fun patch!

Earned for 15+ nut/candy items



This 2023 patch doesn't even require any items sold!

Earned for sending 18+ emails



Lead the way with this adorable ocelot patch!

Earned for 2+ magazines

Earn all three to complete your ocelot column!



What's more fun than creating your own avatar with your online business? Getting a patch with YOUR name and avatar!

You even get to choose between the jungle or waterfall background scenes!

Earn the patch:

1. Set up M2 account and create avatar
2. Send 18+ emails through M2 site
3. Have at least \$350+ in total sales



One custom patch not enough? Complete the first two steps toward the Cookie Crossover Avatar patch!

During Fall Product, set up M2 account, create an avatar and send 18 emails through M2. Then sell 250+ packages of cookies in the 2024 Cookie Program to earn this patch!



Meet the Mascot

The Ocelot! The ocelot is a wild cat sometimes mistaken for jaguars and leopards, but ocelots are significantly smaller than both, growing up to twice the size of domestic cats!

Fall Product Mascot



Opal, the small ocelot, is named after the gem that is multi-faceted and symbolizes confidence –just like a Girl Scout! She super cuddly and soft, making her the perfect snuggle buddy! From front paw to back, she is 15 inches long.

Earned by selling 40+ items

Meet Ona, the large plush. Grow your family of ocelots by adding Ona to the clowder! She' stands 16 inches tall, almost half that of the real ocelots who can grow to be 2-3 feet long!

Earned by selling 100+ items



One lucky girl will get to complete her clowder of ocelots with Oakley! She is over 3 foot tall - that's bigger than a real ocelot's length!

To qualify, girls must set up an M2 account, create their avatar, send 18+ emails and submit any Bingo's from the Ocelot Bingo card.

Visit gsw.org/fallproduct for a downloadable card.



Girl Rewards

But wait there's more than patches and stuffed animals!

New Gear!



Own your magic with this action flower necklace! Open it up to reveal the 2023 theme message! The chain is nickel plated to hold its shine.

Earn this reward by selling 25+ items

No accessory collection is complete without a bracelet and an ocelot charm to go with it! The silver bracelet is adjustable to fit a variety of wrist sizes. The nickel-free, nickel-plated zinc alloy charm comes separately so it can be added to the bracelet, a necklace or anything else you prefer to clip it to!



Choose this reward by selling 55+ items

Check out this awesome paint-by-numbers set! Customize this ocelot scene on a 7.5x11.5 canvas. Set includes frame, paint, and brushes—everything you need for your own ocelot masterpiece!

Choose this reward by selling 70+ items



Show off your ocelot love with this 2023 themed t-shirt! Shirts are available in sizes youth small through adult 3XL and are a unisex style and fit.

Choose this reward by selling 85+ items

Girl Rewards

They just keep going!



Turn up the fun with this Bluetooth tower speaker! Over 4 hours of playing time on a full charge. Comes with a charging cord and pairs easily with any compatible device.

Colors may vary.



Looking for a flexible option to meet your individual needs? At each level 55+ and higher, you can choose Digital Dough instead of the reward. Digital Dough is a council “digital card” emailed to you after the season closes. It can be used for registration, events, camp, in the shop and more!

Choose this reward option by selling 100+ items



Inside the folder of stationary set

Enjoy hours of creativity with this stationary set and color changing markers. Stationary includes one notebook with 80 sheets of paper and a sticker sheet with over 15 different stickers. Set also includes 10 custom Own Your Magic mini note cards, perfect to take to camp! At this reward level, you'll also earn the 10-pack of color changing markers.

Choose this reward by selling 150+ items

Fall Product Reward Overview

PATCHES

2023 Patch: 18+ emails

Ocelot: 2+ Magazine

Own Your Magic: 15+ nut/candy items

Care to Share: 5+ Donations



Fall Product Avatar Patch

1. Send 18 emails through M2
2. Have at least \$350 in total sales



Cookie Avatar Patch

1. Meet Fall Avatar Patch requirements
2. Sell 250+ packages during the 2024 Cookie Season

A girl will earn all rewards up to her number of items sold. Some levels have choices that should be entered into M2.

Items at 55+ all have options for Digital Dough as well.

GSWO reserves the right to substitute similar items for an equal or greater value



25+Items



85+Items



40+Items



100+Items

OR



55+Items



100+Items



70+Items



150+Items

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