



FALL PRODUCT  
**SWEETS  
'N' TREATS**

# New Troop Guide

Congratulations! You've made a very important decision to take part in the Fall Product Sweets 'N' Treats program where you and your troop will learn and earn.

Here, we will outline some basic steps and resources available to you as you get started on this journey.

## Key info

- Fall Product Sweets 'N' Treats – Refers to the Girl Scout's Fall Fundraiser program where Girl Scouts create a business around selling various items (Nuts, Chocolates, Magazine subscriptions and donations towards Care to Share) to the public.
- Community Fall Product Chair (CFPC) - A registered and background checked adult Community member responsible for coordinating the Fall Product Sweets 'N' Treats Program on behalf of the Community.
- PGA – This stands for Per Girl Average and outlines the average amount of items or sales a Girl Scout taking part in the Program would achieve.
- Duration - The program begins September 14 this year and ends on November 28. We ask that girls submit their paperwork to the troop Fall Product Chair by November 29.

## First Steps

- First ensure you are a fully formed troop with the minimum number of registered Girl Scouts and Troop Co-Leaders who have passed a background check. If you have the label "Starter Troop" on your troop, this means you are not fully formed. Check with Council to see what is causing your delay.
- Determine who in your troop will be the Troop Fall Product Chair. Most often it's one of the Troop Co-Leaders, but it doesn't have to be this way. This person must be a registered Girl Scout member and works hand in hand with the Troop Co-Leaders. One of their functions is to add the Troop's bank account information into the system for online product sales the girls take part in.
- Make sure you know your Service Community and name. If you don't know, reach out to Council with your troop's information and we can help connect you with your Community Fall Product Chair.
- All Troop Fall Product Chairs will receive an email invitation to access the M2 system prior to the girls accessing it. There is a short training video and you'll need to verify the email addresses for the parents in your troop.



After you are acquainted with the basics, we encourage you strive for one of the following paths for your first time in the Fall Product Sweets 'N' Treats Program or use this to continually progress through the program:

Purely Digital	Digital + Cardio	Open for Business
PGA of 25 items	PGA of 35	PGA of 40
Have girls create an Online Avatar	Have girls create an Online Avatar	Have girls create an Online Avatar
18+ Email Push	18+ Email Push	18+ Email Push
Share My Site	Share My Site	Share My Site
	Walk-about	Walk-about
		Girl Scout Booth

## Purely Digital

- Have girls create their Avatar on their online store.
- Have girls send at least 18 emails friends and family with a goal of sending out 18 emails each. They will have earned their first patch of the program just by doing this.
- Have girls share their online store link via text or on their private social media pages (Parental Guidance permitting). Remember marketplace or commerce pages are not allowed.
- If you have your troop engage in these activities, you will most likely get to a 25 PGA.

## Digital + Cardio

- Take part in the Purely Digital option in addition to the following.
- Have your troop coordinate and take part in a Girl Scout Walk-about. They'll go door to door in their neighborhood and either leave a door hanger\* or use their order card to take the person's order down.
- If you have your troop engage in these activities, you will most likely get to a 35 PGA which is the average.

## Open for Business

- Taking part in the previous option and add the booth tactic.
- Work with your CFPC to sign up for a Girl Scout Booth at a local business. Your troop will have products on hand and directly engage with the public, pitching and closing the sale on the spot. This has been a tried and proven approach for girls to develop their entrepreneurship and leadership skills.
- If you have your troop engage in these activities, you will most likely get to a 40 PGA which is above average.

\*There is a Door hanger template you can download and use for your Walk-about.

### Resources



Fall Product  
Sweets 'N' Treats  
webpage

#### Council Contact Info

CustomerCare@citrus-gs.org  
(407) 896-4475

### Connect with us



New Troop Leader  
Facebook Group



Product Facebook  
Group Page