



# 2011 Fall Product Sale Program Guide for Troops



## Helpful Web Links:

Girl Scouts Louisiana East webpage:

- [www.gsle.org](http://www.gsle.org)

Nut-e Ordering Portal:

- <https://www.ashdonfarmsnute.com/Home.aspx>

Be a Reader Online Activities:

- <http://www.qspbeareader.com/activities/>

QSP

- <http://girlscouts.qsp.com/gsa/index.aspx?siteid=12&faccountid=425610040>

Dear Fall Product Managers,

Welcome to the 2011-2012 Girl Scout Year! Girl Scouts is turning 100 years young; and we couldn't have done it without the important contribution of time and service from our valued volunteers. 100 years ago the world was a very different place and 100 years from now it will be what we make it.

This year's theme "**Investing in Today = Success for Tomorrow**" offers activities to help girls make decisions, exercise their people skills, and manage money to reach their goals—which might be to take a trip or fund a park renovation—whatever it is they want to do as Girl Scouts. As girls invest their time and effort to reach these immediate goals; they're doing much more than that. They are also investing in their tomorrows as competent and successful adults who work, lead, and care intensely in their jobs, communities, and families.

We hope you have an outstanding and successful Girl Scout year and we sincerely appreciate all of your hard work to make this program a success. Every day you are truly building girls of **courage, confidence, and character**, who make the world a better place!

Sincerely,

Director of Sales



### Be a Reader Patch Activities:

Any Girl Scout at any level is eligible to receive the **Be a Reader** patch. Leaders decide on the number of activities required from the activity booklet or interactive activities online.

Girls receive the large **Be a Reader** patch the first time they participate. Each smaller embroidered bee represents a girl's participation in subsequent years. Like other participation patches, the **Be a Reader** patch should be worn on the back of a Girl Scout vest, sash, tunic or included in a scrapbook.



### Address Adventure Activities for Girl Scouts of all ages!

Take the **Project Future** challenge!

Girl Scouts all across America are coming together to create a better future for everyone. Check out the **Girl Scouts in Action** section of your troop poster and read about how girls are making a difference in their communities and beyond. The girls featured earned their Girl Scout Gold Award and were honored as National Young Women of Distinction. Be sure to read about our council's own, Maris, 17 of New Orleans, La. and her tree planting mission!

### Address Adventure Patches

Like the **Be a Reader** program, girls will receive the large Address Adventure patch the first time they participate. Each smaller globe represents a girl's participation in subsequent years.

*These patches are available for purchase at the council shops!*

## Participation Guidelines:

- All age levels are encouraged to participate!
- Every girl must be a *registered* member of GSUSA. Each adult volunteer or any adult working with girls, handling troop product or money must also be a *registered* member of GSUSA.
  - **Registration Deadline: September 16, 2011**
- TFPM must attend training and have a troop checking account.
- Girls must have a signed Parent/Guardian Permission & Responsibility Form prior to participating in the program.

## Nut-e

- **Nut-e** is the software from Ashdon Farms where you will track the sales for your troop. This is where you will enter nut/candy orders, online and catalog magazine sales, submit incentive orders and generate reports.

### Here are the basics:

1. Get a user name and password from your SUFPM at training.
2. Log into Nut-e and update your troop information.
3. Be familiar with the site—Detailed instructions can be found in the manual on navigating the system, adding girls, adding girl orders, submitting the troop's order and incentives and generating reports.

## Troop Proceeds:

- **\$1.00** for every nut/candy item sold.
- **\$2.00** for every complete address booklet (1 per girl, 10 names per booklet).
- **10%** of the price of each magazine/book sold, with a **5%** bonus for online purchases.

## Money Management:

- **All** orders are pre-orders; money is collected for nuts and candy, books and magazine items at the time of order taking (**CASH ONLY**)
- A troop check payable to the Girl Scouts Louisiana East should be submitted to the Service Unit Fall Product Manager by **October 27<sup>th</sup>, 2011**.

## Troop Timeline:

### August-September:

- Attend your Service Unit's training for the Fall Product Program.
- Help girls set goals and plan how to use troop proceeds.
- Host troop meeting (Girl Scouts & parents) to train and distribute materials.
- Collect signed Parent/Guardian Permission & Responsibility forms for each girl participating. Remind parents that money is due at time of order.

### Activities You Can Do with Girls!

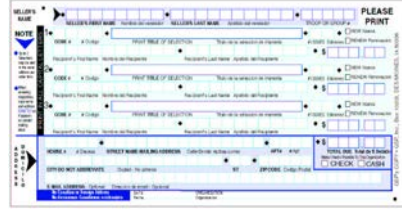
1. **Be a Reader: Investing in Today = Success for Tomorrow** activity booklet and online interactive activities.
  2. **Address Adventure Project Future** troop poster.
- **September 30<sup>th</sup> – October 23<sup>rd</sup>**: Order taking period.
  - **October 25<sup>th</sup>**: Girl nut/candy orders as well as QSP orders and completed Step 2 booklets due to TFPM.
  - **October 26<sup>th</sup>**: Troop orders should be entered into Nut-e by midnight, as troops will be locked out.
  - **October 27<sup>th</sup>**: Troop check payable to GSLE should be submitted to SUFPM along with other requested paperwork.
  - **November 14<sup>th</sup> -19<sup>th</sup>**: Product delivery to Service Units. Your SUFPM will let you know when and where to pick up your nut/candy orders.
  - **December 1<sup>st</sup>**: Incentives delivered to Service Units. Your SUFPM will let you know when and where to pick up your troops incentives.

## QSP Magazine Program:

QSP, a division of Time Inc, sponsors this wonderful Girl Scout money earning program, which promotes literacy through the sale of magazine subscriptions and books. Troops receive 10% of the price of each magazine or book sold (and 15% for online purchases).

### So How Does It Work?

#### Paper Subscriptions:



- Print all information and use a ball point pen.
- Write Girl Scout's name & troop number at the top of the form.
- Ensure the address and name of the customer are complete. Missing information will cause delays in processing the order.
- Write GSLE or Girl Scouts Louisiana East beside organization name.
- Advise parents to give the pink copy to the customer. This is a receipt, and the QSP customer service contact information and guarantee are on the back.

**Paper magazine subscriptions generally start 12-14 weeks after orders are processed in November.**

#### What about Renewals?

- Copy the name and address exactly as it appears on the current label. Do NOT include labels! Subscriptions for renewals should ensure continuous service.



## QSP Online Magazine Program:

Click & **GO Green!**

Friends and Family can take advantage of this safe and simple opportunity to purchase their favorite magazines online from their favorite Girl Scout. Troops receive 15% of the price of each magazine or book sold online.

**Customers pay online and begin receiving subscriptions within 3 to 4 weeks.** It's just that easy!



### So How Does it Work?

Girls, with adult supervision, visit the council web site ([www.gsle.org](http://www.gsle.org)) when the sale begins, and click on the "Online" patch featured above.

- Girls will complete the age appropriate interactive learning activity and send 12 or more emails to friends and family inviting them to support their favorite Girl Scout and her troop on their journey toward their goals!
- Remember girls will receive the "Online" patch for sending just 12 or more emails.
- At the end of the program, *October 23<sup>rd</sup>, 2011* girls/adults must login and print or send the "Detailed Order Report" to the TFPM by *October 25<sup>th</sup>, 2011* in order to receive credit for these sales.

#### What about Renewals?

- Like paper subscriptions, copy the name and address exactly as it appears on the label and renewals should be continuous.

The online email system will send out the first batch of emails the day the girl/parent initiates the program and then two reminder emails. The reminder emails are sent 7 and 14 days after the initial email is sent. At any point during our program, the customer can opt out of receiving the two reminder emails.



### The 411 on Nut Promises:

- This year girls will be able to secure **commitments** to purchase nuts and candy via the QSP site. Girls/parents will have the option to send the online nut card to friends and family along with the 12 or more emails.
- **It is important to stress that payment for these nut/candy items are NOT taken online.** Girls/parents will need to place and deliver these orders through the same process as those on the traditional order card—in fact encourage girls/parents to add these orders to their traditional order card.



### QSP Launches Facebook Store!

QSP now offers girls/parents an easy way to invite Facebook friends to shop and support their favorite Girl Scout on Facebook, and girls receive full credit!

#### It's incredibly easy for parents:

- Girls/parents register at [qsp.com](http://qsp.com), as always.
- Girls/parents clicks on the Facebook logo on My QSP( the page the girl/parent see automatically after registering or, if already registered, after selecting a student):
- Girls/parents add a message that will appear in her Facebook newsfeed and be seen by all friends!

#### It's incredibly easy for Facebook friends:

- A friend sees the invite.
- The friend clicks the arrow and the store opens in the newsfeed, in Facebook! Best sellers appear first, but more categories are available via a simple drop-down menu.
- The friend clicks on a magazine, sees the offers available, and can indicate whether ordering a renewal or a new subscription.
- After adding to cart, the friend can continue shopping or check out. The information entered during checkout is actually going straight to [qsp.com](http://qsp.com), and is completely secure. Facebook neither captures nor retains any information.
- After the checkout process, the friend is asked to "share" with her Facebook friends, thereby spreading the word to more friends. The order, meanwhile, is processed by [qsp.com](http://qsp.com), and automatically credited to Girl Scouts Louisiana East and the girl!

*When explaining this option to girls/parents, it's important to use the words **12 emails or more AND Facebook friends. Girls MUST send 12 emails in order to receive the "Online" patch, the use of Facebook is NOT a substitute.***



### Caring is sharing!

Last year Girl Scouts Louisiana East donated over 2,000 canisters of Honey Roasted Peanuts to our military troops serving overseas!

#### Here is how the program works!

- This wonderful community service project gives customers the option to purchase Honey-Roasted peanuts for our brave men and women serving in our military.
- When a girl sells **5** items for the troops, she will receive the "Share" patch featured above.
- The 5 troop items will count toward any and all earned incentives.

### Closing out Your Troop's Sale

The program ends on October 23<sup>rd</sup>, 2011, but there are a few very important steps to closing out your troop's sale.

#### Collect from each Family:

- A copy of their QSP online magazine report. (Detailed Order Report)
- The yellow and white copies of the paper magazine forms.
- Any completed address booklets.
- All monies due for nut and candy items.

### What to enter in Nut-e

- Ensure that all girls' nut/candy orders have been entered as this information will calculate the bill due to the Council and will be use calculate both troops proceeds and incentives.
- With paper and online magazine subscriptions enter the total retail cost of both under their respective headings.
- Using the Detailed Order Report, verify that each girl entered at least 12 email addresses. Enter 1 under emails on the girl page. If a girl turned in a completed address booklet enter 1 under address booklet.