



VIRTUAL TOOLKIT

FOR

GIRLS & FAMILIES



VIRTUAL GRAND OPENING



Hosting a virtual Treats & Keeps Grand Opening on Zoom or social media gives you a way to showcase your products to family and friends. A virtual store launch will help you to achieve your personal and community goals while remaining socially distant. In fact, you may find that this allows you to discover new ways to take the lead in your business and stay connected through virtual means.

Here's how it works:

STEP 1: Create a Zoom, social media event or live stream

With proper supervision, set up a Zoom meeting, go live on Facebook or Instagram and reach large numbers of your family and friends announcing the opening of your store. You can also consider setting up a Facebook Event.

You can showcase all of the amazing products offered and share your direct online store link for chocolates, nuts and magazine purchases as well as collect donations to first responders on the front line through the Treats4Good initiative.

Remember: Girls should review and take the [Girl Scout Internet Safety Pledge](#)

STEP 2: Make it personal and make it fun

Girl Bling

Customers love to see personal touches from girls at booths, and the same is true online. Bling out your virtual grand opening with personal artwork, photos and videos. Consider using fun and interactive backgrounds as well (link on page 5).

M2 Platform

If you have an M2 store link to share, place it front and center. If not, now is a great time to sign up for one so you can take your sales and marketing efforts to the next level. Open your M2 store by going online to: gsnutsandmags.com/gsgatl.



STEP 3: Invite friends and family

Mention your goals, what your troop is going to do with their troop funds and how you are helping your community. Make sure they know exactly where and when to log on to your virtual grand opening and most importantly if they are unable to join, how they can reach out to you with their order.

STEP 4: Promote on social media

As you know, go-getter Girl Scouts can and will bring out the good in any situation! Now more than ever, girls are spending time in virtual settings and engaging in social media, so an online experience may come naturally to you. Using Girl Scouts' online safety guidelines, go big with social sharing to drive family and friends near and far to your virtual grand opening and your individual M2 store. Make your virtual pitch and/or create videos to direct them to their site.

#VirtualTreats&Keeps

Be sure to use **#VirtualTreats&Keeps** in all your posts AND encourage customers to share a photo with their chocolate, nuts and magazines using the same hashtag. Together, we can build momentum nationwide!

STEP 5: Celebrate and share your success!

You've worked hard and deserve a celebration.

- Follow up with customers who made a purchase with a personalized thank you email. If you are delivering their items, consider leaving a note with their delivery!
- If you had attendees at your grand opening that did not make a purchase—thank them anyway and make sure they know the last day they can order from you just in case they change their mind.
- Check GSGATL's website for rewards and patches that can be earned.
- Work together with your troop to explore creative ways to celebrate your success and the success of the entire troop; in-person or virtually.

Be sure to review and follow Girl Scouts' safety guidelines available at [girlscouts.org](https://www.girlscouts.org).

Got 59 Minutes?

Take the challenge!

It's EASY!

- No money to collect
- You & your troop get credit for all sales
- Your troop earns proceeds
- You earn rewards
- You learn communication skills, time management, goal setting and more!
- It's done in just 59 minutes!

You'll Be AMAZED At What You Can Do In Only 59 Minutes!

What's the 59 Minute Challenge?

An innovative, fun, and **quick** way for your troop to earn money for Girl Scout adventures and you to earn great rewards! Challenge other girls in your troop to take the challenge too!



How Does It Work?

It only takes 59 minutes. Simply set up your M2 site, then call, text or even host a virtual party to ask friends and family to support you and your troop by purchasing items from your order card or by sending them the link to your online M2 store. That's it! You'll be shocked at how easy this is.

Here's a sample of a short phone script:

Hi Mr./Mrs. _____. This is _____. I am participating in a "59 Minute Challenge". My troop is raising money to _____ (share what your troop plans to do with the proceeds).

My goal is to sell _____ items in 59 minutes.

There are a great selection of chocolates, nuts and magazines that you get to choose from when you purchase from my online store. We offer products such as Pecan Supremes, Chocolate Covered Almonds, Peppermint Bark in a Snowman tin, just to name a few.

So, would you be willing to help support me by making a \$20 purchase?

Answer: YES. Great! Thank you soooo much.

Answer: NO Ok...well, would you mind donating \$6 to our Treats4Good Program that provides products to first responders and healthcare workers? You would really be helping us out.

I can send you a link to pay online right now (preferred) or I can get it from you this week/weekend.

THANK YOU FOR SUPPORTING ME AND Troop _____!



Social Media Tips

How to set up a Facebook event

Setting up a Facebook event is easy and gives girls a chance to practice some tech-savvy business skills.

- On the left menu of your Facebook feed, click + Create Event and choose Private. If you create a Private event, only invited guests will see your event.
- Fill in the event name, location, date, time and description. You can choose a specific date and time to host a “live” virtual grand opening, or a date range when you’ll be responding to requests.
- Customize! Make it your own and SHINE.
- Click Create. You’ll be taken to your event where you can invite guests, share posts and edit event details.

You can follow similar steps to create a standalone Facebook page, where you can include information about your goals and invite friends and family to request products through the Comments. Be sure to check privacy settings so only the people you want to see your page can see it.

Ready to live stream?

Going live on Instagram or Facebook is an easy way to reach people quickly. On either platform, look for the help section to find step-by-step guidance.

Hosting a Zoom meeting?

A free version of Zoom allows for a maximum duration of 40 minutes. Here’s a [Zoom FAQ](#) to help you get started.

Need Zoom Backgrounds?

[Virtual Backgrounds](#)

