



GUIDE FOR TROOPS

Kick off your Girl Scout year with a Fall in a Flash event—a power hour of fast-paced marketing for the fall product program! It's a fun way for girls to support and encourage each other through a dedicated “speed hour” of product marketing.



Girls will fill out a template with phone numbers and email addresses in advance, then spend one hour reaching out to friends and loved ones to ask them to support her goals. Whether in person or virtual, girls feed off of each other's energy, celebrating every time an order is placed. Plus, girls have the chance to earn the 2020 fall product program participation patch in just one hour and enter an opportunity drawing for a jumbo Paloma (our sloth mascot)!

Girls with five or more magazine subscriptions over the course of the program will be entered into an opportunity drawing for a **jumbo Paloma plush!** Five or more products are required to earn the 2020 fall product program participation patch.



What can one power hour do? Join in the fun to find out!

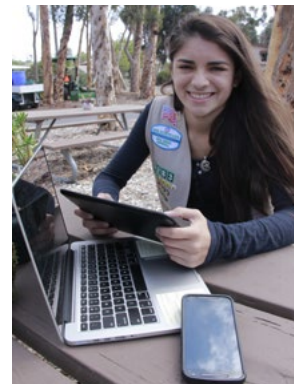
WHY IT WORKS

- It's quick! In just one hour, girls gain confidence as they achieve goals!
- The excitement is contagious.
- Everyone participates and supports each other.
- Friends and family get to connect with their favorite Girl Scout!



HOW IT WORKS

Troops leaders will set a date and time for a troop meeting. Depending on current recommendations, the gathering may be virtual or in a safe, socially distant location such as a neighborhood park. Suggestions for hosting the meeting in either format are on the back.



Watch girls crush goals as they discover how successful they can be!

VIRTUAL

Before the meeting:

- Distribute fillable contact sheets to girls with the invitations. Instruct girls to complete the list and have it handy during the meeting.
- Work with parents to ensure girls can borrow or use a phone for an hour.
- Ask parents to connect with their family and friends, reminding them to answer the phone.
- Enter the website and girl's unique code from M2OS in a text for easy forwarding.
- Decide on a "code word" to share in the chat whenever a girl markets a product.
- Depending on which platform you use, you can select an emoji.



During the meeting:

- Be sure everyone is muted when they are speed-connecting with friends and family.
- Offer encouragement! Have an assortment of fun, motivational signs to hold up to the screen at random intervals to keep up the excitement.
- Remind girls of their goals.
- At the end of the meeting, copy and paste the chat log into a document—then email it to the girls to showcase the success of their hour. As a bonus activity, girls can also work to add up how many products and magazines were ordered to estimate the troop's proceeds.

IN-PERSON

Before the meeting:

- Distribute fillable contact sheets to girls with the invitations. Instruct girls to complete the list and bring it to the meeting.
- Work with parents to ensure girls can borrow or use a phone for an hour. Remind girls a few hours in advance of the meeting to fully charge cell phones.
- Ask parents to connect with their family and friends, asking them to answer the phone.
- Enter the website and girl's unique code from M2OS in a text for easy forwarding.
- Bring a bell or buzzer for girls to use to celebrate an order (tip: many board games have buzzers you can use for this event).

During the meeting:

- Have girls sit in a circle a safe distance apart from one another.
- Place buzzer in the center of the circle. Each time an order is placed, girls can run to the buzzer to share their excitement with troopmates!
- Celebrate with ice cream or other small treat at the end!

