



Guide for Troops

Fall in a Flash is a powerful, speedy kick off for the fall product program! It's a fun way for girls to support and encourage each other through a dedicated 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 connect with friends and family to ask them to support her goals. Whether in-person or virtual, girls feed off of each other's energy, celebrating each time an order is placed.



What can one power hour do? Join in the fun to find out! Be prepared to crush some troop goals and watch as girls learn how successful they can be when they commit to Fall in a Flash.

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 in accordance with the current in-person meeting guidelines. At the meeting, girls will call or text their potential customers and offer to take orders over the phone. If they can't reach them or the customer prefers to place an online order, the girl can send a follow up marketing email. Suggestions for hosting the meeting in either an in-person or virtual format are on the reverse side.

**Please visit
sdgirlscouts.org/COVID
for current meeting
recommendations.**

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 caregivers 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 caregivers to connect with their friends and family to tip them off that they'll be receiving a call from their favorite Girl Scout.
- Write down or enter the girl's site information from the M2 system in a text format for easy access.
- Bring a bell or buzzer for girls to use to celebrate an order. **Tip:** many board games have buzzers usable for this event.

During the meeting:

- Have girls sit in a circle.
- 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 the whole troop! Consider creating a special cheer for girls to recite each time the buzzer goes off. (See below for an exciting contest opportunity!)
- At the end, tally up the number of items marketed. Revel in the power of one hour and reevaluate the troop goal!
- Celebrate their success with ice cream or a small treat.



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 caregivers to ensure girls can borrow or use a phone for an hour.
- Ask caregivers to connect with their family and friends, reminding them to answer the phone.
- Write down or enter the girl's site information from the M2 system in a text format for easy access.
- Decide on a "code word" to share in the chat whenever a girl markets a product. Depending on which platform, an emoji could be selected as the code word.



During the meeting:

- Be sure everyone is muted.
- Offer encouragement! Have an assortment of fun, motivational signs to hold up to the screen at random intervals to keep the excitement up.
- Remind girls of their goals.
- At the end of the meeting, copy and paste the chat log into a document before closing the meeting. This can be emailed to girls as a record of how successful their hour was. As a bonus activity, girls can also work to add up how many products and magazines were ordered to estimate the troop's proceeds.



Contest Alert!

If troops create a cheer to celebrate and encourage each other, send Girl Scouts San Diego those videos! Submit your troop video, using the QR code by **Tuesday, Oct. 26** to be entered to win one of 10 money bags, perfect for the upcoming cookie program.

