



Girl Scouts of Southeastern Michigan

Welcome Letter and Instructions

Dear Troop Leader:

Welcome to the 2017 Girl Scout Fall Product Sale Program! The fall sale program is a fun and easy way for your troop to earn money to get your Girl Scout year started right by selling candy, nuts, and magazines. Enclosed in this envelope is everything you need to get started.

Step 1: Make sure all of your girls are registered. Girls must be registered to participate in the fall sale program.

Step 2: Appoint a troop product program manager. This is the adult who will coordinate the sale for your troop. They must be a registered adult, and have a current background check with GSSEM. The troop product manager must complete the Product Program Agreement: Responsibilities and Assumption of Debt form online at gssem.org/fallsale.

Step 3: Complete your **ACH Debit Authorization Form** online at gssem.org/fallsale. To do this, you will need a copy of a troop check. For 2017, all troops must complete this form. Complete this form online and attach a picture of your check.

Step 4: Complete training and review the **Fall Sale Troop Handbook**. You have two options for training. You can complete an on-demand online recorded training at any time. This training will be available on September 8, and can be viewed by visiting www.gssem.org, click on The Hub in the top right, then *programs*, then *product program*, then *fall sale program*. Alternatively, you can attend a live webinar from your computer, tablet or phone. The live webinars cover the same content as the recorded training, but allow you the opportunity to ask questions. Webinar dates are:

Session 1: Thursday, September 14, 2017: 6:30-7:30 p.m.

Session 2: Wednesday, September 20, 2017: 6:30-7:30 p.m.

Session 3: Thursday, September 21, 2017: 6:30-7:30 p.m.

To sign up for a webinar, please email productsales@gssem.org, including the session that you would like to attend. You will receive the webinar link in response.

If you would like to sample the product or see the rewards, be sure to visit a GSSEM shop during our Back to Troop Kick Off, September 21-23. More details can be found at www.gssem.org.

Step 5: Discuss the fall sale with your girls and parents. Inform them of important deadlines, and pass out the **Girl Nut & Candy Order Cards**, the **Girl & Family Magazine Flyer**, and the **Girl Delivered Online Order Handout**. This is also a good time to ask each parent to complete the **Product Program Parent Permission Form**.

Step 6: Remember to share information about the **fall sale/cookie avatar patch** with the girls and families. This patch can only be earned by setting up a website and sending 12 emails during the fall sale program, and achieving a cookie PGA of 180+ boxes on the initial order.

Step 7: Start selling! The sale begins on October 2, 2017. On this day, girls can begin taking orders. Girls selling online can set up their website early, and begin selling to family and friends on September 25, 2017.