Virtual Girl Scout Fall Product Booths
Step-by-Step Guide
Virtual booths—hosted on social media—give girls a way to achieve their sales goals and help others in their community from home. In fact, girls may find this allows them to discover new ways to take the lead in their product business and stay connected through virtual means.

*Here’s how it works:*  

**STEP 1**

*Invite girls to brainstorm how they can help others with Girl Scout Fall Products*

Girls will undoubtedly want to do their part, and there’s never been a better time for a donation program that enables customers to donate Fall Products.

Would girls like to encourage customers to support first responders on the front lines? Or send nuts and chocolate to surprise elderly neighbors or to someone in need? There are certainly many people who would be cheered by Girl Scout Nuts and Chocolates. You could create special graphics girls can use to get the word out for your Virtual Booth.

**STEP 2**

*Create a social media event or schedule a live stream*

Invite girls (with proper supervision) to go live on Facebook or Instagram to reach large numbers of potential customers. You can also set up a Facebook Event (see directions below).

**Remember:** Girls should review and apply the Internet Safety Pledge and the Safety Activity Checkpoints
**Step 3**

*Make it personal and make it fun*

**Graphics**
Let the girl get creative by making some Virtual Booth graphics.

**Girl Bling**
Customers love to see personal touches from girls at booths, and the same is true online. Encourage girls to bling their virtual booth with custom artwork, photos and videos.

**Girl URL**
If girls have set up their page on M2 they can share their URL links to the online store. Have them, place it front and center. If any girl doesn’t have M2 page set up yet, now is a great time to encourage her to sign up so she can take her sales and marketing efforts to the next level by going online.

**Step 4**

*Consider the logistics and include the details*

**How will your Fall Products be delivered?**
If your council allows a “girl delivery” option to customers, adult supervision is required to keep girls safe. Adults must accompany Girl Scouts Daisies, Brownies and Juniors when they are delivering Fall Products. If permissible in your area, adults might decide to leave products on customers’ doorsteps to avoid face-to-face interaction. If you are going to drop them on the doorstep make sure they are home since product melts very quickly. In some cases, girl may need to promise customers the products will be delivered at a later date. Review the Girl Scouts’ safety guidelines available at girlscouts.org. Be certain to check and follow national and local health guidelines.

**How will you handle payment?**
Consider using your swiper apps for pre-payment. You can also use other preferred apps to handle digital transactions. A few popular ones include Venmo, Cash App and PayPal.
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**STEP 5**

**Invite friends and family**

Encourage girls to mention their goals, what they are going to do with their troop funds and how they are helping their community.

**STEP 6**

**Promote on social media and in your community**

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 comes naturally to them. Using Girl Scouts’ online safety guidelines, encourage them to go big with social sharing to drive customers near and far to their Virtual Booth. They will love making a virtual pitch or creating videos to direct customers to their site.

**HELPFUL HINTS**

**DID YOU KNOW?**

Through the Girl Scout Fall Product Program girls develop essential skills and learn how to think like entrepreneurs. Girls as young as five are building their confidence and learning about the amazing products we have to offer!
STEP 7

Celebrate and share your success!

Be sure to plan for celebrating and rewarding all those amazing girls.
- Check your council’s website for patches the girls can earn.
- Brainstorm creative ways to celebrate success.
- Encourage girls to plan a celebration in-person or virtually. Everyone will be looking forward to that party!

Remember, safety must be everyone’s top priority.

Be sure to review and follow Girl Scouts’ safety guidelines available at girlscouts.org. The safety of girls and their families must always come first.
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**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 booth, or a date range when you’ll be responding to requests.

- Customize!

- 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 the girls’ goals and invite friends and family to request fall products through the Comments. **Be sure to check privacy settings so only the people you want to see your page can see it.**