

2023 FALL PRODUCT PROGRAM RALLY GUIDE



HOSTING A SERVICE UNIT OR TROOP FALL PRODUCT PROGRAM RALLY

It's time to RALLY your Girl Scouts for the Fall Product Program and this is your handy guide to getting there! Why is a Fall Product Program Rally important? The short answer is “rallying” your Girl Scouts is a great way to kick off the Girl Scout year. Troops can earn proceeds to begin funding their troop activities, and Girl Scouts can earn cool rewards and learn valuable business skills!

Visit The Bridge (gsgibridge.com/fallprogram) to request samples of the nut and candy items for your rally. We recommend requesting these items early so we can get them to you with plenty of time for your Girl Scouts to participate!

Rally Kits will not contain reward samples. As always, Girl Scouts can see all rewards offered on their Nut Order Card. We will be previewing rewards in the Official Girl Scouts of Greater Iowa Leaders Group on Facebook, so keep an eye out for an online unboxing video with some of our very own GSGI Girl Scouts!



Don't forget, you can request Fall Product Program Rally patches and product samples for your rally by visiting The Bridge at gsgibridge.com/fallprogram.

WHAT IS A FALL PRODUCT PROGRAM RALLY?

A Fall Product Program Rally is a troop or service unit-led event that teaches Girl Scouts the basics of the program and helps them develop their business savvy and sales pitch.

WHY SHOULD WE HOST A FALL PRODUCT PROGRAM RALLY?

It's a great way to preview the upcoming Fall Product Program—teaching Girl Scouts the value of setting and achieving goals, while generating enthusiasm and support for the Fall Product Program among adults and Girl Scouts alike! It also gives the Girl Scouts and volunteers a chance to meet each other and gets them excited about the new Girl Scout year.

WHEN SHOULD WE HOST A FALL PRODUCT PROGRAM RALLY?

The Fall Product Program runs September 29 - October 27, so we recommend hosting a rally prior to the start of the program.

HOW SHOULD WE HOLD OUR FALL PRODUCT PROGRAM RALLY?

Look at the number of Girl Scouts and adults you anticipate attending to determine how much space you'll need for activities.

You can host a Fall Product Program Rally in one of three ways. Recommendations for each type of rally can be found later in this guide:

1. Host a “traditional rally” that focuses mainly on the Fall Product Program, offering fun and educational activities to teach Girl Scouts business basics.
2. Host a “social rally” to bring Girl Scouts together to socialize and get to know each other, while also introducing the Fall Product Program.
3. Host a “virtual rally” for a flexible option for busy families to learn about the Fall Product Program and do a fun activity!

WHO SHOULD WE INVITE TO OUR FALL PRODUCT PROGRAM RALLY?

- All Girl Scouts in your troop or service unit, along with their parent/guardians, as well as all troop leaders and volunteers.
- You can even ask Girl Scouts to bring a non-Girl Scout friend and help them sign up for Girl Scouts! Non-member participants can get registered at girlscoutsiowa.org/join (or email info@gsiowa.org for assistance).



TRADITIONAL RALLY

At a traditional rally, Girl Scouts move between 4 to 6 stations to make crafts, do activities, and learn about Fall Product Program nuts and candy, rewards, and entrepreneurship. This is a good format to engage older Girl Scouts, because you can request their help to run each station.

SUGGESTED STATIONS:

- ▲ **LEARN ABOUT THE OCELOT, THE FALL PRODUCT PROGRAM MASCOT!** Introduce them to Ozzie the Ocelot—check out facts on page four.
- ▲ **CHECK OUT THE FALL PRODUCT PROGRAM REWARDS AND SET GOALS!** Have the Girl Scouts discuss their goals for earning rewards and proceeds for their troop. How many magazine subscriptions and nut and chocolate items would they like to sell? How about a goal for donations? Girl Scouts should set their personal goals, which support and contribute to their troop goal. They can use these goals as a reminder as to why they are participating in the Fall Product Program and what they want to achieve.
- ▲ **TASTE TEST!** Girl Scouts can sample and learn the product lineup. A key to making the Fall Product Program successful is knowing the product. Ask the Girl Scouts to tell you about their favorites. Remind them that if a customer doesn't want the nuts and candy products, they might be interested in buying magazines or donating through Care to Share!
- ▲ **"OWN YOUR MAGIC!"** Have Girl Scouts practice putting the motto for this year into action. They can get set up for Fall Product Program success by making their sales plan, creating a customer list, and practicing their pitch.

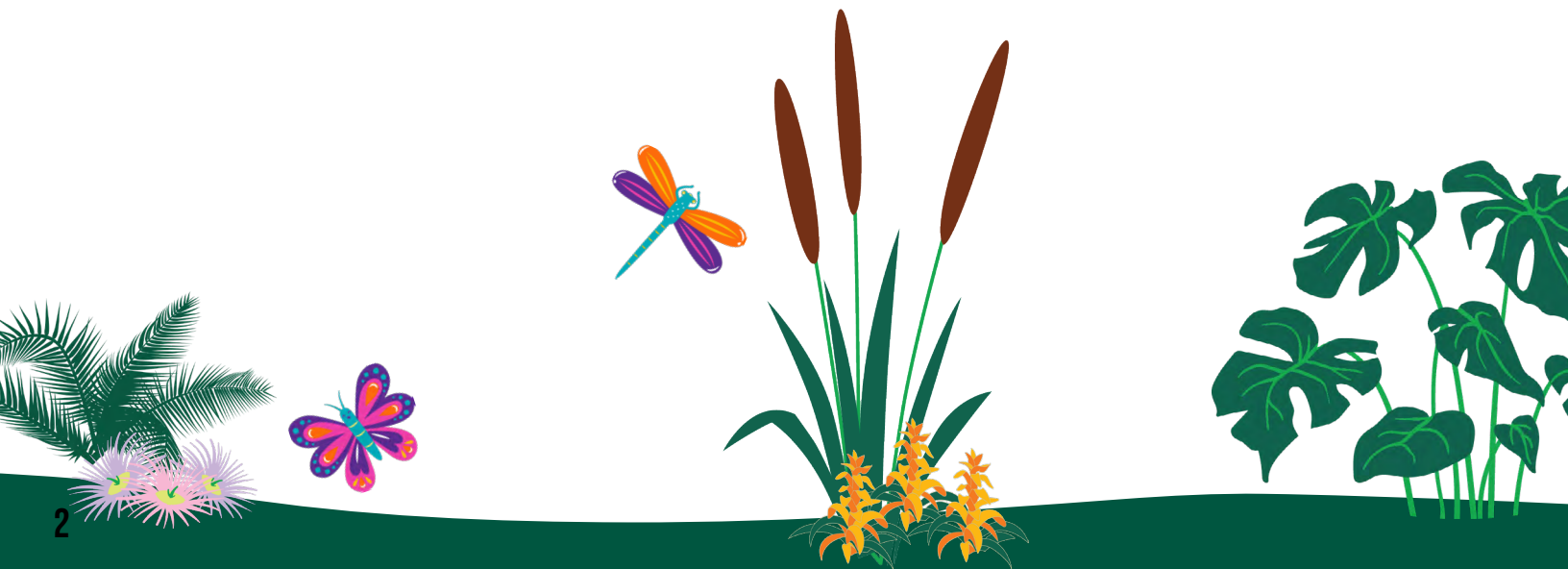
SOCIAL RALLY

At a Social Rally, Girl Scouts gather primarily for a fun social activity. This format is more informal and can be very appealing for all program levels. Instead of having stations, gather all the Girl Scouts together to talk to them about the Fall Product Program, show them rewards, share product samples, and then they will be free to enjoy the activity.

SOCIAL RALLY IDEAS

Below are some great social rally ideas and don't forget to check out The Bridge (gsgibridge.com/fallprogram) for the Own Your Magic Patch Program where Girl Scouts will join Ozzie the Ocelot and take on the Own Your Magic Challenge!

- ▲ **DAY IN THE PARK:** Host a cookout and bring fun yard games. Over lunch you can review the rewards and tell Girl Scouts all about the Fall Product Program.
- ▲ **SKATING PARTY:** Invite Girl Scouts to a fun day at the local skating rink. Reserve the party room to serve Fall Product Program snacks, review the rewards, and tell the Girl Scouts all about the Fall Product Program.
- ▲ **ICE CREAM SOCIAL:** Day in the Park with a twist! Provide ice cream and ask each troop to bring an assigned topping (use product for toppings as well)! Over treats you can review the rewards and tell Girl Scouts all about the Fall Product Program. Have adults assigned to manage the toppings stations to help keep things healthy and safe!
- ▲ Some other great ideas include a Pancake Brunch, Movie Night, Star-gazing Party, or Pizza and Games Afternoon!



VIRTUAL RALLY

A virtual rally is an event that is hosted online through free group meeting software like Facebook Live or Zoom. Girl Scouts and parents can access virtual meetings on their phones or laptops at home. A virtual rally is a great opportunity for service units or troops who want a flexible option to kick off the Fall Product Program!

- ▲ **STEP 1:** Pick your software. There are several tutorials on how to host meetings online. Facebook Live and Zoom are both easy to use. Consider what kind of access Girl Scouts will need to view your online rally and try to pick software that is easiest for them to access (free and preferably without a lot of sign-up steps).
- ▲ **STEP 2:** Plan your Rally!
- ▲ **STEP 3:** Publicize your event on private social media (does your service unit have a Facebook page?), in email, and during meetings. Make sure Girl Scouts know ahead of time when they should plan to be online, how they will watch, and how long it will last.
- ▲ **STEP 4:** If you have never used this software before, practice using it. You don't have to run through the whole meeting. Launch a live meeting briefly and ask a co-leader to log in as a participant. Have your friend submit a comment in the chat box if one is available. Practice all the features you plan to use during your actual presentation. Make sure you know how to secure your meeting from visitors that shouldn't be there.

TIPS FOR SUCCESSFUL VIRTUAL RALLIES:

- ▲ **SAY HELLO!** Greet Girl Scouts as they log in and encourage chatting until you start.
- ▲ **DON'T FORGET TO INTRODUCE YOURSELF!** Having two speakers is a great idea, because it is really engaging to watch two people interact with each other. Also consider having older Girl Scouts help you out with parts of the presentation.
- ▲ **GET HELP!** During the live event we recommend having at least one speaker and one person to watch the chat box (moderator). The moderator can let the speaker know if any questions come in and can also watch the chat box for inappropriate comments and remove unwanted attendees if needed.
- ▲ **MAKE IT FUN!** Interacting with participants is a great way to keep everyone engaged. Ask questions frequently and give everyone a chance to respond. Zoom allows participants to unmute themselves and talk to you! On Facebook Live, participants can answer in the comments.
- ▲ **PLAN AHEAD!** Just because your event is virtual doesn't mean that Girl Scouts cannot do some activities on their own! You can pre-plan your activities and have troop leaders drop them off ahead of the meeting! You can still request samples and include enough for each Girl Scout in the troop to try. Samples can be distributed to troop leaders to hand out to their troop.

PLANNING NOTES



OCELOT FAST FACTS

SCIENTIFIC NAME

Leopardus Pardalis

TROPHIC LEVEL

Carnivorous

WEIGHT

18-34 pounds

DIET

Diet consists mainly of small rodents, lizards, fish, and crabs.

LIFE SPAN

Ocelots generally live from 8 to 11 years.

HABITAT

They live in a variety of vegetated habitats, from tropical to subtropical rainforests in Central and South America to semi-arid thorn-scrub in Texas and northern Mexico.

PREDATORS

Larger wild cats such as jaguars and pumas. An ocelot protects itself by climbing up tall trees and camouflaging into the leaves.

FUN FACTS

- ▲ Ocelots are picky eaters.
- ▲ Ocelots are nocturnal.
- ▲ Ocelot's coats are unique (no two ocelots have the same markings!)

