

2023 Girl Scout Fall Nuts and Candy Product Program Promotional Toolkit

The 2023 Girl Scout Fall Nuts and Candy Product Program is here! With your help, Girl Scouts in your troop will earn funds for troop activities while practicing entrepreneurship skills and making memories with their friends.

This toolkit provides resources to help your troop reach their Fall Nuts and Candy Product Program goals. Let's show the world how Girl Scouts run their awesome businesses!

Key Dates

Mark these important dates on your calendar.

Sun., Oct. 1–Sun., Oct. 22, 2023

- Girls participate in the online program, take orders, and collect payment.

Sun., Oct. 15

- Troop Opt-Out forms due to council.

Mon., Oct. 23 by 11:59 p.m.

- Caregivers enter order card totals and rewards choices into M2.

Tues., Oct. 24 by 11:59 p.m.

- Troop Fall Product Coordinator TFPC deposits all collected money into a troop bank account and confirms all orders and rewards are entered into M2.

Wed., Nov. 8

- Amount due to council is automatically deducted from troop bank account by ACH.

Mon., Nov. 13–Fri., Nov. 17

- TFPC picks up product and rewards from SUFPC and distributes them to Girl Scouts.



girlscouts 
of ohio's heartland

Own Your Magic with Social Media!

Social media is an excellent resource for promoting the Fall Nuts and Candy Product Program! You can share how the Fall Nuts and Candy Product Program helps your Girl Scouts achieve their goals, let people know when and what products are available, and thank customers for their support. Use the following graphics to teach your friends and family about the Fall Nuts and Candy Product Program on Facebook, Twitter, Instagram, and more!

Facebook and Twitter Profile Cover



Profile Photos



Say It with a #Hashtag

Hashtags are used in social media to reach wider audiences and make it easier for users to find posts related to a common topic. Create a hashtag by placing the # symbol in front of a word or phrase with no spaces.

Use these hashtags, and you might even see your posts on GSOH's Facebook, Twitter, or Instagram accounts!

#GirlScoutsOH #GSOHFallProduct2023
#Entrepreneur #GSOH #GirlScoutStrong
#GirlScouts

#FallProduct2023 #GoNuts #OhioCommunity
#ColumbusOhio #GSNutsandCandy #NutsandCandy
#SupportGirls #SupportGirlScouts



Share Your Me2 Avatar

Girl Scouts registered to participate in the online program can customize their websites, collect orders online, and create a customized avatar! Share a side-by-side of you and your avatar and ask your friends and family online how similar they are. Encouraging people to comment on your posts makes them more visible. Make sure to include information on how to order!

Copy That: Messaging for Your Supporters

Are you ready to spread the word about the Fall Nuts and Candy Product Program? Help your followers on social media learn about the products available and how the proceeds help your troop. Here are some example posts you can use. Experiment by writing and testing your own! Don't forget to share the link to your store when making your posts.

Facebook and Twitter

- My Girl Scout goal is to _____ this year. You can make it possible by purchasing nuts, candy, or magazines during the Girl Scout Fall Nuts and Candy Product Program! They make great gifts, PLUS you're supporting me as I become a leader of tomorrow. It's a win-win!
- I'm NUTS for Girl Scouts—and for running my own business! Support me during the Girl Scout Fall Nuts and Candy Product Program by getting cans of nuts or candies from me from October 1-22.
- Buy some Mint Treasures for a friend because, yes, they're tasty, but you'll also be helping Girl Scouts learn goal setting, money management, and more!
- My Girl Scout wants to _____. And when you support her through the Girl Scout Fall Nuts and Candy Product Program, you'll help her achieve her goal!
- Love Girl Scouts nuts and candy? This year you can spread the love with your furry friend and purchase a Girl Scout BarkBox! With one-of-a-kind dog treats and a Girl Scout beret toy, there's something for Spot to love about the Girl Scouts Fall Nuts and Candy Product Program too. Order online from my store here: _____.
- This year in our Girl Scouts Fall Nuts and Candy Product Program, we've got more than just sweet treats. Show your team spirit with a Tervis Tumbler that has your favorite sports team logo on it. Order online and it will be shipped directly to you! Storefront link: _____.

Instagram

- My Girl Scout goal is to _____ this year. You can make it possible by purchasing nuts, candy, or magazines during the Girl Scout Fall Nuts and Candy Product Program! They make great gifts, PLUS you're supporting me as I become a leader of tomorrow. It's a win-win! Visit the link in the bio to make your purchase!
- Need holiday gifts? Our Girl Scouts have you covered! From nuts and candy to magazines, you can find something for everyone! And you'll help girls learn business ethics and people skills simultaneously! Click the link in the bio to purchase gifts now!
- As entrepreneurs, Girl Scouts learn money management, business ethics, goal setting, and so much more! Help my girl learn by getting some nuts, candy, and magazines from the link in my bio!
- My Girl Scout wants to _____. And when you support her through the Girl Scout Fall Nuts and Candy Product Program, you'll help her achieve her goal! Get nuts, candy, and magazines at the link in my bio!
- Can't get enough Girl Scout swag? We have great news! This year you can spread the love with your furry friend and purchase a Girl Scout BarkBox! With one-of-a-kind dog treats and a Girl Scout beret toy, there's something for Spot to love about the Girl Scouts Fall Nuts and Candy Product Program too. Order online from my store here: _____.

Graphics

You can use these graphics on Facebook, Instagram, or Twitter.



Zoom Backgrounds

Your Girl Scout can hold virtual booths for friends and family with these Zoom Backgrounds!

