

# AGSES Colleague Conversation Notes

Encouraging Girls to Participate in Product Sale Programs	
07.08.2010	2:00 pm Eastern Time
Teleconference	
<b>Facilitators</b>	Jennifer McGowan, Program Services Director, GS Colonial Coast Amanda Hamaker, Manager, National Product Sales, GSUSA
<b>Suggestion</b>	You may also want to check out the notes from an earlier Product Sales Colleague Conversation held on 12/01/09.
<b>Question/Topic</b>	Where have you had success with increasing participation numbers.
<b>Comments</b>	<p>Councils have found increased success in Booth Sales, especially with larger councils.</p> <p>Troop incentives from the council have worked well. The purchasing of cost effective t-shirts and the like utilizing the incentive portion of the budget. Based on percentage of boxes sold and girl participation, the council would have an immediate "give away" to the troop participants.</p> <p>Coordinated efforts with registration have resulted in positive results. Had cookie sales in October. If you get 85% of the troop signed up to sell, the troop would receive \$.05 more per box.</p> <p>Had cookie packets available at the new Daisy troop training. Event though it was late in the cookie sale window, they were coached into cookie sales immediately and in 10 days they had sold over 10,000 boxes of cookies via booth sales.</p> <p>A big Event like "Cookies at the Zoo" and then setting up a 'fast pass' for the girls to use at the zoo after cookie sale at the zoo.</p>
<b>Question/Topic</b>	What follow-up have you tried if troops had not sent in cookie orders.
<b>Comments</b>	<p>Some councils, after initial orders come in, a membership rep contacts the troops to see why they hadn't sent in orders. Reason heard for not ordering were:</p> <ul style="list-style-type: none"> <li>• Had enough troop money in their account to meet their needs</li> <li>• Some troops disbanded</li> <li>• Got information too late</li> <li>• Bad timing</li> <li>• Maybe next year</li> <li>• The leaders are new and just trying to get their heads around everything</li> <li>• Couldn't get volunteers to step up</li> </ul> <p>Volunteers still tend to look at sales as a council fundraiser. We need to communicate and instill in volunteers that product sales are part of the program.</p>

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<b>Question/Topic</b>	Getting Girls involved with incentives.
<b>Comments</b>	<p>Councils have had success with the following:</p> <ul style="list-style-type: none"> <li>• Big trips (i.e. California councils have success with offering a trip to Disney or some of the other area attractions.)</li> <li>• Top Seller Mystery Trip: had an increase from 22 girls to 35 girls who achieved this award. Also saw a slight increase in overall participation in product sales.</li> <li>• Statistics seem to show that of councils that offer a special incentive/experience tend to have a higher per girl average in sales, but not sure how that may stack up with the participant rate.</li> <li>• Have increasing levels of incentives and the added effort involved seemed to be worth it to achieve new levels for girls.</li> <li>• Councils went and got more high ticket items to encouraged girls to strive for a higher level (i.e. ipods, digital cameras, laptop, etc.)</li> <li>• Some councils went with a two-tier incentive system. Lower level has fun stuffed toys, and little fun things – appealing to the younger girls. The upper tier has the more expensive items for older girls.</li> </ul>
<b>Question/Topic</b>	Any negative results with a new incentive program.
<b>Comments</b>	<p>Some Councils had disappointing results with using high ticket items as incentives. They found that the majority of the girls were still not achieving. They were hearing from the girls that they want the instant gratification – getting that stuffed animal right away. Young girls do not put value of incentive over that of instant gratification.</p> <p>Council experiences are drastically different. While some councils were unsure what part of the budget the incentive funds would come from, others utilized a figure of 2-4% of group sales as their guide.</p>
<b>Question/Topic</b>	Combining Programs
<b>Comments</b>	<p>The National participation rate is around 62% and pulling that up for councils that aren't near that number could consist of stronger integration of product sales and Membership – look at product sales and membership as a package.</p> <p>Use in conjunction with membership– become a girl scout to: sell cookies; go on a great trip. Then, make sure the marketing happens and that there is a solid program experience happening throughout.</p>
<b>Question/Topic</b>	Any success with individually registered girls?
<b>Comments</b>	<p>Councils have had success with grouping all of the individual girls into one single group.</p> <p>One council had great success by taking their program right into the schools resulting in almost \$60,000 in sales (for just one region of the council) with the overall individual girl program bringing in about \$100,000. Many girls felt that they were 'really a Girl Scout'. They were excited to get incentives like pizza parties and fun trips.</p>

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<b>Final Comments</b>	<ul style="list-style-type: none"><li>• Quit apologizing for the cookie sales program!</li><li>• Product sales is a pathway to connect Girls with community, community businesses and community leaders.</li><li>• Product Sales has a lot of history and tradition and we need to be proud of that.</li><li>• We hear girls say, "I love selling cookies – it makes me feel like a real Girl Scout!"</li></ul>