**HAPPY TREATS & READS PROGRAM!**

The 2020 Girl Scout *Treats & Reads Program* is here! Treats & Reads is a Girl Scout Council-sponsored program that combines educational activities for girls with money-earning opportunities for troops. It is a chance for troops to fund extraordinary adventures and service projects, purchase badges and uniforms and so much more!

By participating in Treats & Reads, Girl Scouts learn skills that are essential to leadership, to success and to life: people skills, money management, business ethics, goal setting and decision making.

This branding toolkit will help guide Girl Scouts and their families through the program—explore its content and use these resources to help your Girl Scout develop her growing business skills. Inside you’ll find:

- Graphics
- Social media posts
- and more!

The resources will help your Girl Scout confidently navigate this business venture AND help her reach her *Treats & Reads Program* goals!

*P.S. Don’t forget to take pics of your Girl Scouts in entrepreneurial-action! Post that image (or images) and tag us!*
Girl Scouts can use the following social media graphics to supercharge their growing business! These tools are specially curated to show the community our Girl Scouts are taking the lead and having unique adventures!

**PROFILE COVERS**

- **TREATS & READS**
  - Support Girl Scout adventures! Make a TREATS & READS purchase today!

- **TRY THESE TASTY TREATS**
  - Make a TREATS & Reads purchase now until Nov. 22!

- **NOW OPEN**
  - Make a TREATS & Reads purchase now until Nov. 22!

- **SUPPORT MY ENTREPRENEUR**
  - Make a TREATS & Reads purchase now until Nov. 22!
We have LOTS of Council-customized graphics for Girl Scouts and their families to choose from! Don’t forget, when you post, remind your audience your Girl Scout is learning skills essential for success in leadership—and in life!
SHARE IT

Are you ready to spread the word about the **Treats & Reads Program**? Help your followers on social media learn about the yummy treats and magazines available—also remind them exactly HOW your Girl Scout and her troop benefits from the program.

Here are some example posts. Experiment by writing and testing your own! Don’t forget to share the link to your Girl Scout’s store and use the hashtag #GSEM TreatsNReads!

**PARENT/CAREGIVER TIP:** When sharing links to her online store, make sure social accounts are set to “private” to ensure your Girl Scout’s safety!

**FACEBOOK AND INSTAGRAM SAMPLE POSTS**

- Girl Scout Treats & Reads Program has started! This year, you can shop and buy all from the comforts of your home using my online store link! Make sure you try the new Peanut Butter Trail Mix before the program ends Nov. 22.

- This year my troop is using our Treats & Reads Program proceeds to support our mask making service project! Help me reach our goal by purchasing nuts, candy or magazines. My favorite are the Peanut Butter Bears!

- Need holiday gifts? Our Girl Scout troop has you covered! From nuts and candy to magazines, you can find something for everyone! Since it's the season of giving, consider donating $5 to Project Thank You. Every donation of a Treats & Reads item will be directly distributed to one of our nonprofit partners.

- Support my Girl Scout Troop from the comfort of your home! Your Treats & Reads purchase will support leadership and service programs for our troop! Make sure to try the new Peanut Butter Trail Mix before the program ends Nov. 22!

**SAMPLE TWEETS**

- Girl Scout Treats & Reads Program started! Make a purchase of nuts, candies or magazines and support my troop’s goal of earning money to go to Girl Scout resident camp next summer!

- Things I enjoy during the fall: boots, hot coffee drinks, football games and Girl Scouts Treats & Reads Program! Order nuts, candies and magazines from me now until Nov. 22.

- Support my business today and make a purchase of nuts, candies and magazines. *Reminder, we're still [INSERT APPROPRIATE NUMBER] days from Girl Scout Cookie season!

- Already a Treats & Reads Program supporter? Reach out to renew OR extend your magazine subscription!
Virtual Booths—hosted on social media—give girls the opportunity to achieve their sales goals and help others in their community from home. Check out the Virtual Treats & Reads Booth graphics available to market your event!
Promote your Virtual Treats & Reads Booth through Zoom! Set these fun graphics as your background and let your friends, family and customers know Treats & Reads is available!
Online Marketing Guidance

Online marketing and sales efforts for Treats & Reads should be limited to friends and family only and not promoted on public facing web sites.

Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, etc.). GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.

Supplemental Safety Tips for Online Marketing:

1. Continue to adhere to the Girl Scout Internet Safety Pledge
2. Review Product Program Safety information in Volunteer Essentials
3. In addition, review and apply the below Supplemental Safety Tips for Online Marketing:
   • To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms
   • Always use your M2 online sales link for online customer orders
   • Parents/caregivers must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
   • Never share your personal information (e.g., last name, phone number, email or street address)
   • Never share your personal location information
**TREATS & READS PROGRAM KEY DATES**

**SATURDAY, SEPTEMBER 26**
*Treats & Reads Program* Go Day! Girl Scouts begin taking in person and online orders.

**SUNDAY, OCTOBER 18**
In-person and online orders for girl delivery end. Parents, please enter your Girl Scout’s paper orders in M2 OR give the order form to her Troop Fall Product Manager.

**MONDAY, OCTOBER 19-SUNDAY, NOVEMBER 22**
Online orders continue for shipped nuts, candy, magazines and Project Thank You.

**THURSDAY, NOVEMBER 14-SUNDAY, NOVEMBER 22**
Girl Scouts deliver *Treats & Reads* items.

**SUNDAY, NOVEMBER 22**
*Treats & Reads Program* ends!

Please post pics and share with us!