



# Daisy Digital Leadership

## Step 1: Map Your Fall Product Sales Reach

It's time to map out where you'll sell your Fall Products!

- Draw a map of your neighborhood or the Girl Scout network you plan to reach. This includes homes, schools, and businesses.
- Invent your own special symbols for each type of location (e.g., a star for a school, a house outline for homes, a dollar sign for businesses).
- On the side of your map, list the online groups or individuals you want to reach with your sales.
- Display your map in a visible spot. As you offer sales, you can mark off the locations you've contacted.

**Materials:**  
Paper  
Pencil  
Crayons

## Step 2: Share Smart, Stay Safe Online

Selling fall products online is exciting, but it's super important to be safe! This step helps you understand what information is okay to share and what's best to keep private.

- With a grown-up's help, write down the following: your full name, birthday, home address, and your age.
- On a sheet of paper, draw three things that make you - YOU. This can be part of your online "avatar" – a safe way to represent yourself without sharing private details. Head to your digital storefront to create your M2 Media avatar.
  - Using a crayon, cross out any information on your first list that you think you shouldn't share with strangers online.
  - Now, get ready to send out those 25 fall product emails! Remember to always prioritize your safety and never share private information. Use your M2 Media storefront to send messages to potential customers.

**Materials:**  
Paper  
Pencil  
Crayons  
Mobile Device  
OR  
Computer

## Step 3: Technology for Good: Set Up Your Online Store

It's time to get creative and set up your online store!

- Think of a fun jingle or short message to share using your M2 Media storefront! This can include information about the fall products you're selling, your personal sales goal, and what your troop plans to do with the money you raise.
  - Use your "Bear Goal" craft to always remember your goal!

**Materials:**  
Mobile Device  
OR  
Computer  
"Bear Goal"  
Craft



# Brownie

## Digital Leadership

### Step 1: Explore Your Selling Community

Get ready to explore your community and discover who might want to buy your delicious fall products!

- Make a list of all the people and local places you could sell to. Think about family, friends, your parents' coworkers, teachers, and neighbors. Will you sell to the same people who bought your cookies, or will you find new customers?
- Use your drawing supplies to draw a map of your community. Mark down potential selling spots.
- Now, let's think like business pros! How do laws connect to selling products? Consider things like respecting "no soliciting" signs or understanding online selling rules. Do you think knowing these laws helps you become a better salesperson and potentially make more sales? Discuss this with a grown-up if you're not sure.

#### Materials:

Paper  
Pencil  
Crayons  
Colored  
Pencils

### Step 2: Discover Your Digital Footprint: What's True & Not

Selling fall products online is exciting and rewarding, but it's super important to be smart about what information you share. Let's learn how to create a safe online presence!

- Write down the following personal details: full name, birthday, home address, your age, and three things you like to do.
- Now, grab a crayon and cross out the things on your list that you should never share online with strangers.
- Use the information you can share online (like the things you like to do) to create a drawing or avatar. How can this drawing show your interests and what you care about without revealing private details? Head to your digital storefront to create your M2 Media avatar.
- It's time to send out those 25 fall product emails through your M2 Media digital storefront! Remember to always prioritize your safety and never share private information. Use your M2 Media storefront to send messages to potential customers.

#### Materials:

Paper  
Pencil  
Crayons  
Colored  
Pencils  
Mobile Device  
OR  
Computer



# Brownie

## Digital Leadership

### Step 3: Examine What's True or Not

In this step, we'll sharpen your skills at spotting what's real and what's fake online!

- Practice identifying "fake" information using the "Spot the Fakes" game. Your grown-up can help by showing you the examples provided of real and fake online content (like news headlines, social media posts, or ads) and discussing how to tell the difference.

**Materials:**  
Mobile Device  
OR  
Computer  
"Spot the Fakes" Game

### Step 4: Design Your Digital Community

Let's get creative and imagine your ideal online space for selling!

- Using your drawing supplies, draw your images to create a vision board. Design what your online selling "community" or store could look like.
  - What colors would it have? What kind of pictures? How would it make customers feel? List any selling goals you have for this product season.

**Materials:**  
Paper  
Pencil  
Crayons  
Colored Pencils

### Step 5: Create Digital Content

It's time to bring your online store to life with awesome content.

- Use your mobile device or computer to set up your online fall product store on M2 Media!
- Think of a fun jingle or short message to share using your M2 Media storefront! This can include information about the fall products you're selling, your personal sales goal, and what your troop plans to do with the money you raise.
  - Use your "Bear Goal" craft to always remember your goal!

**Materials:**  
Mobile Device  
OR  
Computer  
"Bear Goal" Craft



# Junior Digital Leadership

## Step 1: Map Your Fall Product Sales Reach

It's time to map out where you'll sell your Fall Products!

- Draw a map of your neighborhood or the Girl Scout network you plan to reach. This includes homes, schools, and businesses.
- Invent your own special symbols for each type of location (e.g., a star for a school, a house outline for homes, a dollar sign for businesses).
- On the side of your map, list the online groups or individuals you want to reach with your sales.
- Display your map in a visible spot. As you offer sales, you can mark off the locations you've contacted.

### Materials:

**Paper  
Pencil  
Crayons  
Colored  
Pencils  
Mobile Device  
OR  
Computer**

## Step 2: Explore Your Selling Community & Map Your Reach

Now that you're thinking about your online presence, let's explore your entire selling community – both online and in person.

- Grab your drawing supplies. Draw a map of your neighborhood or the Girl Scout network you plan to reach. This includes homes, schools, and businesses.
- Invent your own special symbols for each type of location (e.g., a star for a school, a house outline for homes, a dollar sign for businesses).
- On the side of your map, list the online groups or individuals you want to reach with your sales.
- Track your progress by marking off the locations you've contacted.

### Materials:

**Paper  
Pencil  
Crayons  
Colored  
Pencils**

## Step 3: Power Up Your Online Sale & Create Digital Content

Now that you have your avatar and a map, it's time to build out your online presence and create engaging content for your fall product season.

- Use your drawing supplies to create a vision board. Design what your online selling "community" or store could look like. What colors would it have? What kind of pictures? How would it make customers feel?
- Think of a fun jingle or short message to share! This can include information about the fall products you're selling, your personal sales goal, and what your troop plans to do with the money you raise. You'll use your mobile device or computer to record this on your M2 Media online store.

### Materials:

**Paper  
Pencil  
Crayons  
Colored  
Pencils**



# Junior Digital Leadership

## Step 4: Consider the Source: Spotting What's True & Not

Ever watched something on TV, online, or read something that just didn't seem true? It's important to understand false advertising and how ads can be biased, especially when you're selling online!

- Watch the following video about advertising: [Girl Scout Cookies Ranked From Worst To First](#)
- Discuss with friends or an adult how the video made you feel and what could have been done differently. Think about how you can apply these lessons to your own sales messages to be honest and clear.
- Practice identifying "fake" information using the "Spot the Fakes" game. Your grown-up can help by showing you the examples provided of real and fake online content (like news headlines, social media posts, or ads) and discussing how to tell the difference.

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**  
**"Spot the Fakes" Game**

## Step 5: Explore Your Troop and Personal Rewards

You're almost ready to launch your sales! Let's focus on what you and your troop hope to achieve.

- What are your personal selling goals for your fall product? Does your troop have goals as well?
  - Use your "Bear Goal" craft to always remember your goal!
- Create a "Goal Swap" Bracelet to exchange with a friend! Each bead can represent a goal or a step towards achieving it.

**Materials:**  
**"Bear Goal"**  
**Craft**  
**"Goal SWAP"**  
**Bracelet**



# Cadette Digital Leadership

## Step 1: Design Your Digital Persona – Your Fall Product

### Avatar

Before you dive into online sales, let's create your unique digital identity! This "avatar" will help you connect with customers safely and creatively.

- What will your fall product avatar look like? Think about details that show your personality, your love for Girl Scouts, or even a hint about the delicious products you're selling, without revealing any personal information like your full name, birthday, or home address.
- Grab your drawing supplies. Draw your avatar and write a short description of its characteristics. This helps you visualize it before creating a digital version.
- Once you have a clear idea, use your mobile device or computer and log into your M2 Media girl dashboard to bring your avatar to life!

#### Materials:

**Paper**  
**Pencil**  
**Crayons**  
**Colored**  
**Pencils**  
**Mobile Device**  
**OR**  
**Computer**

## Step 2: Design Your Digital Community & Power Up Your Sales

Now that you have your digital persona, let's build out your online selling space and create engaging content that will attract customers.

- Use your drawing supplies to create a vision board. Imagine and design what your online selling "community" or store could look like. What colors would it have? What kind of pictures would you use? How would it make customers feel when they visit? This helps you visualize your online presence.
- What are your personal selling goals for your fall product? Does your troop have goals as well?
  - Use your "Bear Goal Craft" to always remember your goal!
- Think of a fun, catchy jingle or a short, enthusiastic voice message. This message is a fantastic way to personalize your sales pitch! It should share exciting information about the fall products you're selling, clearly state your personal sales goal, and explain what your troop plans to do with the proceeds. You'll use your mobile device or computer to record this using your M2 Media digital storefront. Practice it a few times to get it just right!

#### Materials:

**Paper**  
**Pencil**  
**Crayons**  
**Colored**  
**Pencils**  
**Mobile Device**  
**OR**  
**Computer**  
**"Bear Goal**  
**Craft"**





# Cadette Digital Leadership

## Step 3: Investigate the Digital World of Online Sales & Bias

As you prepare to sell online, it's super important to be a smart consumer of information! Let's learn to spot false advertising and understand how ads can be biased.

- Use your mobile device or computer to watch this insightful video about advertising: [Girl Scout Cookies Ranked From Worst To First](#). Pay close attention to the techniques used to persuade viewers.
- After watching, discuss with friends or a trusted adult how the video made you feel and what could have been done differently. Think about how you can apply these lessons to your own sales messages to ensure they are always honest, clear, and trustworthy. You can use paper and a pencil for notes if you like.
- Practice identifying "fake" information using the "Spot the Fakes" game. Your grown-up can help by showing you the examples provided of real and fake online content (like news headlines, social media posts, or ads) and discussing how to tell the difference.

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**  
**"Spot the Fakes" Game**

## Step 4: Discover Your Digital Landscape & Create an Infographic Ad

Now that you've honed your critical thinking skills and created your online persona, it's time to put your digital advocacy skills to work. You'll design a powerful infographic ad to share your fall product story. Using Digital Platforms to Advocate:

- Create a detailed list of all the ways you can use technology to spread the word about your fall products. Think broadly: email, your online store, messaging apps, and with adult supervision, social media. What can you do to ensure your products reach as many potential customers as possible?

**Materials:**  
**Paper**  
**Pencil**  
**Crayons**  
**Colored Pencils**  
**Mobile Device**  
**OR**  
**Computer**



# Cadette Digital Leadership

## Step 4: Discover Your Digital Landscape & Create an Infographic Ad (cont'd)

- Using your drawing supplies, design a visually appealing infographic ad. This isn't just about the fall product lineup; it's about your mission!
  - Include information about your delicious fall products, your personal sales goal, your troop's goals and what you plan to do with your proceeds, a brief message about how you wish to reach these goals, a positive message about how you can help support fellow Girl Scouts in their sales journey. Make it colorful, easy to read, and engaging!
- Once your infographic is complete, use your mobile device or computer to share it through multiple modes of technology and other platforms (e.g., email to family, share on your online storefront or, with adult supervision, on appropriate social media channels).
  - Did people understand your message? Was it engaging?
- Use the feedback you receive to make any improvements to your infographic. Then, reshare your updated ad! Does this help with your sales?

**Materials:**  
Paper  
Pencil  
Crayons  
Colored  
Pencils  
Mobile  
Device  
OR  
Computer

## Step 5: Continue to Share Your Progress & Celebrate Success

You're well on your way to a successful fall product season! This final step is all about tracking your progress and making a final push.

- Keep a close eye on your sales numbers and how close you are to reaching your personal and troop goals.
- Use your mobile device or computer to send emails to current and potential customers, sharing your progress towards your goals. This creates excitement and encourages more sales.
- Include information about your fall products again in your progress updates for a last push for some final sales. You've got this!

**Materials:**  
Mobile Device  
OR  
Computer





# Senior Digital Leadership

## Step 1: Design Your Digital Persona – Your Fall Product

### Avatar

Before you dive into the exciting world of online sales, let's create your unique digital identity! This "avatar" will be your safe and creative way to connect with customers online. Think of it as your virtual sales manager!

- What will your fall product avatar look like? Spend some time thinking about details that truly show your personality, your enthusiasm for Girl Scouts, or even a fun hint about the delicious products you're selling. The key is to do this without revealing any personal information like your full name, birthday, or home address.
  - Will your avatar wear a Girl Scout uniform? Will it have a favorite fall product? Will it have a special catchphrase?
- Grab your pencil and a sheet of paper. Draw your avatar and write a short description of its characteristics, personality, and what makes it unique. This helps you visualize your digital self before you bring it to life online.
- Once you have a clear idea, use your mobile device or computer and log into your M2 Media girl dashboard to bring your avatar to life!

#### Materials:

Paper  
Pencil  
Crayons  
Colored  
Pencils  
Mobile  
Device  
OR  
Computer

## Step 2: Craft Engaging Content & Build Your Digital Storefront

Now that your digital persona is ready, it's time to build out your online selling space and create captivating content that will attract customers and tell your story!

- Use your drawing supplies to create a vibrant vision board. Imagine and design what your online selling "community" or store could look like.
  - Think about the overall feel. What colors would it have? What kind of pictures would you use to showcase your products? How would it make customers feel when they visit? This helps you visualize your ideal online presence.
- What is your personal selling goal for this fall product season? Also, consider if your troop has any collective goals you want to contribute to! Knowing your goals will help you stay motivated.
  - Use the "Bear Goal" craft to always remember your goal!

#### Materials:

Paper  
Pencil  
Crayons  
Colored  
Pencils  
Mobile  
Device  
OR  
Computer  
"Bear Goal"  
Craft



# Senior Digital Leadership

## Step 2: Craft Engaging Content & Build Your Digital Storefront (cont'd)

- Think of a fun, catchy jingle or a short, enthusiastic voice message. This message is a fantastic way to personalize your sales pitch! It should share exciting information about the fall products you're selling, clearly state your personal sales goal, and explain what your troop plans to do with the proceeds. You'll use your mobile device or computer to record this using your M2 Media digital storefront. Practice it a few times to get it just right!

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**

## Step 3: Investigate the Digital World: Spotting Bias & False Advertising

As you prepare to sell online and interact with digital content, it's super important to be a smart consumer of information! Let's learn to spot false advertising and understand how ads can be biased. This skill will help you be a more ethical seller and a more informed digital citizen.

- Use your mobile device or computer to watch this insightful video about advertising: [Girl Scout Cookies Ranked From Worst To First](#). Pay close attention to the techniques used to persuade viewers.
- After watching, discuss with friends, family, or a trusted adult how the video made you feel and what could have been done differently.
  - How can you apply these lessons to your own sales messages to ensure they are always honest, clear, and trustworthy?
- Find an existing advertisement online (with adult supervision) that you think shows bias or uses misleading techniques. Now, on a sheet of paper, recreate that ad! Your challenge is to still advertise the product effectively but without any bias or misleading information. How can you present the product honestly and clearly?
- Practice identifying "fake" information using the "Spot the Fakes" game. Your grown-up can help by showing you the examples provided of real and fake online content (like news headlines, social media posts, or ads) and discussing how to tell the difference.

**Materials:**  
**Paper**  
**Pencil**  
**Crayons**  
**Colored Pencils**  
**Mobile Device**  
**OR**  
**Computer**  
**"Spot the Fakes" Game**



# Senior Digital Leadership

## Step 4: Advocate for Your Products: Design & Share Your Infographic Ad

Now that you've honed your critical thinking skills and created your online persona, it's time to put your digital advocacy skills to work. You'll design a powerful infographic ad to share your fall product story.

- Create a detailed list of all the ways you can use technology to spread the word about your fall products. Think broadly: email, your M2 Media digital storefront, messaging apps, and with adult supervision, social media. What can you do to ensure your products reach as many potential customers as possible?
- Using your drawing supplies, design a visually appealing infographic ad. This isn't just about the fall product lineup; it's about your mission!
  - Include information about your delicious fall products, your personal sales goal, your troop's goals and what you plan to do with your proceeds, a brief message about how you wish to reach these goals, a positive message about how you can help support fellow Girl Scouts in their sales journey. Make it colorful, easy to read, and engaging!
- Once your infographic is complete, use your mobile device or computer to share it through multiple modes of technology and other platforms (e.g., email to family, share on your online storefront or, with adult supervision, on appropriate social media channels).
  - Did people understand your message? Was it engaging?
- Use the feedback you receive to make any improvements to your infographic. Then, reshare your updated ad! Does this help with your sales?

**Materials:**  
**Paper**  
**Pencil**  
**Crayons**  
**Colored**  
**Pencils**  
**Mobile Device**  
**OR**  
**Computer**



# Senior Digital Leadership

## Step 5: Continue to Share Your Progress & Celebrate Success!

You're on your way to a fantastic fall product season! This final step is all about maintaining momentum, tracking your achievements, and celebrating every success.

- Regularly check your sales numbers and see how close you are to reaching your personal and troop goals. You can use paper and a pencil to track this, or use your online platform's tools.
- Use your mobile device or computer to send friendly emails or messages to current and potential customers. Share your exciting progress towards your personal and troop goals! This creates a sense of community and encourages more sales.
- Include information about your fall products again in your progress updates for a last push for some final sales. Remind everyone of the delicious treats and the great cause they are supporting. You've got this!
- Once the sale is over, take time to celebrate your hard work and achievements, both individually and as a troop!

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**



# Ambassador Digital Leadership

## Step 1: Design Your Digital Persona – Your Fall Product

### Avatar

Before you dive into the exciting world of online sales, let's create your unique digital identity! This "avatar" will be your safe and creative way to connect with customers online. Think of it as your virtual sales manager!

- What will your fall product avatar look like? Spend some time thinking about details that truly show your personality, your enthusiasm for Girl Scouts, or even a fun hint about the delicious products you're selling. The key is to do this without revealing any personal information like your full name, birthday, or home address.
  - Will your avatar wear a Girl Scout uniform? Will it have a favorite fall product? Will it have a special catchphrase?
- Grab your pencil and a sheet of paper. Draw your avatar and write a short description of its characteristics, personality, and what makes it unique. This helps you visualize your digital self before you bring it to life online.
- Once you have a clear idea, use your mobile device or computer and log into your M2 Media girl dashboard to bring your avatar to life!

**Materials:**  
**Paper**  
**Pencil**  
**Crayons**  
**Colored**  
**Pencils**  
**Mobile Device**  
**OR**  
**Computer**

## Step 2: Craft Engaging Content & Build Your Digital Storefront

Now that your digital persona is ready, it's time to build out your online selling space and create captivating content that will attract customers and tell your story!

- Use your drawing supplies to create a vibrant vision board. Imagine and design what your online selling "community" or store could look like.
  - Think about the overall feel. What colors would it have? What kind of pictures would you use to showcase your products? How would it make customers feel when they visit? This helps you visualize your ideal online presence.

**Materials:**  
**Paper**  
**Pencil**  
**Crayons**  
**Colored**  
**Pencils**  
**Mobile Device**  
**OR**  
**Computer**



# Ambassador Digital Leadership

## Step 2: Craft Engaging Content & Build Your Digital Storefront (cont'd)

- What is your personal selling goal for this fall product season? Also, consider if your troop has any collective goals you want to contribute to! Knowing your goals will help you stay motivated.
  - Use the “Bear Goal” craft to always remember your goal!
- Think of a fun, catchy jingle or a short, enthusiastic voice message. This message is a fantastic way to personalize your sales pitch! It should share exciting information about the fall products you're selling, clearly state your personal sales goal, and explain what your troop plans to do with the proceeds. You'll use your mobile device or computer to record this using your M2 Media digital storefront. Practice it a few times to get it just right!

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**  
**“Bear Goal”**  
**Craft**

## Step 3: Investigate the Digital World: Spotting Bias & False Advertising

As you prepare to sell online and interact with digital content, it's super important to be a smart consumer of information! Let's learn to spot false advertising and understand how ads can be biased. This skill will help you be a more ethical seller and a more informed digital citizen.

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- Practice identifying "fake" information using the "Spot the Fakes" game. Your grown-up can help by showing you the examples provided of real and fake online content (like news headlines, social media posts, or ads) and discussing how to tell the difference.

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**  
**“Spot the**  
**Fakes” Game**





# Ambassador Digital Leadership

## Step 3: Investigate the Digital World: Spotting Bias & False Advertising (cont'd)

- Find an existing advertisement online (with adult supervision) that you think shows bias or uses misleading techniques. Now, on a sheet of paper, recreate that ad! Your challenge is to still advertise the product effectively but without any bias or misleading information. How can you present the product honestly and clearly?
- How does Artificial Intelligence influence product sales?
  - Create a list of ways Artificial intelligence (AI) can influence the sales of products.
    - Can they be a negative or positive impact?
    - How can you ensure that your fall products don't become part of the (AI) trend? Is it possible?

**Materials:**  
Paper  
Pencil  
Crayons  
Colored  
Pencils  
Mobile Device  
OR  
Computer

## Step 4: Advocate for Your Products: Design & Share Your Infographic Ad

Now that you've honed your critical thinking skills and created your online persona, it's time to put your digital advocacy skills to work. You'll design a powerful infographic ad to share your fall product story.

- Create a detailed list of all the ways you can use technology to spread the word about your fall products. Think broadly: email, your M2 Media digital storefront, messaging apps, and with adult supervision, social media. What can you do to ensure your products reach as many potential customers as possible?
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**Materials:**  
Paper  
Pencil  
Crayons  
Colored  
Pencils  
Mobile Device  
OR  
Computer



# Ambassador Digital Leadership

## Step 4: Advocate for Your Products: Design & Share Your Infographic Ad (cont'd)

- Once your infographic is complete, use your mobile device or computer to share it through multiple modes of technology and other platforms (e.g., email to family, share on your online storefront or, with adult supervision, on appropriate social media channels).
  - Did people understand your message? Was it engaging?
- Use the feedback you receive to make any improvements to your infographic. Then, reshare your updated ad! Does this help with your sales?

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**

## Step 5: Continue to Share Your Progress & Celebrate Success!

You're on your way to a fantastic fall product season! This final step is all about maintaining momentum, tracking your achievements, and celebrating every success.

- Regularly check your sales numbers and see how close you are to reaching your personal and troop goals. You can use paper and a pencil to track this, or use your online platform's tools.
- Use your mobile device or computer to send friendly emails or messages to current and potential customers. Share your exciting progress towards your personal and troop goals! This creates a sense of community and encourages more sales.
- Include information about your fall products again in your progress updates for a last push for some final sales. Remind everyone of the delicious treats and the great cause they are supporting. You've got this!
- Once the sale is over, take time to celebrate your hard work and achievements, both individually and as a troop!

**Materials:**  
**Mobile Device**  
**OR**  
**Computer**