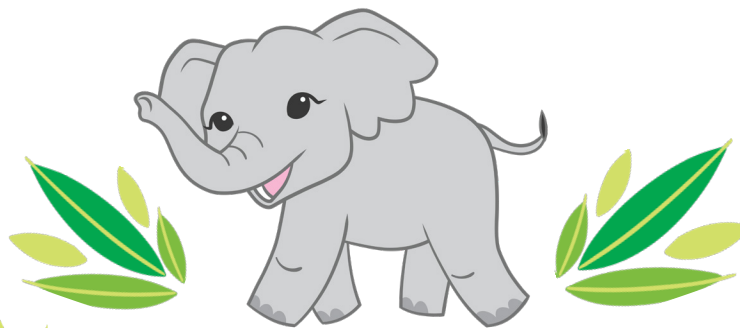




girl scouts 
of nypenn pathways



EMBRACE POSSIBILITY

TREATS, READS & MORE
RALLY GUIDE



WELCOME TO THE 2024 TREATS, READS & MORE (TRM) PROGRAM!

Our Rally Guide will help your troop “EMBRACE POSSIBILITY” with TRM. It also encourages participation and helps your troop explore the program. The activities in this guide are simple and supplies needed are items found in most households.

Before we embrace the Rally Guide, **here’s a quick overview of TRM:**

Who can participate?

Any registered GSNYPENN Girl Scout in grades K-12 is welcome and encouraged to participate in TRM.

What types of products are available?

Girl Scouts offer their friends and family the chance to purchase delicious nut and candy items, magazine subscriptions, Tervis® Tumblers and Girl Scout-themed BarkBoxes™. (Our nut and candy items are yummy with several gluten-free options, too!) Items make great gifts for any holiday.

Where can you participate?

Girl Scouts email friends and family from the comfort of home using the M2 site. Register using the link sent to your email or visit gsnutsandmags.com/Campaign/Account/Register/2531. Participants can create adorable avatars and include personalized videos and messages through the site.

Girl Scouts can also use paper order forms to take orders as they go door to door in their neighborhood, visit a caregiver at work, etc. The possibilities are endless!

How does the program work?

Girl Scouts earn rewards, patches and experiences whether they use paper order forms, M2’s online portal (similar to Digital Cookie) or a combination!

Girl Scouts involved in fall sports or other activities can still participate simply by sending emails through the site. They can even earn the Elephant patch just for sending 18+ emails!

TRM is “one and done,” meaning one order is placed and the program takes about six weeks! Troops can start using proceeds right away because it’s a prepaid program.

Another unique feature is that troops earn more in proceeds as troop members sell more products, possibly earning more than they would during the Girl Scout Cookie Program! Troops earn base proceeds of 15% on all items sold. Troops with a per-girl selling average of \$325 or higher earn 5% more (20% total) in proceeds.

Additionally, Junior, Cadette, Senior and Ambassador troops can opt out of rewards and earn an additional 5% in troop proceeds; that’s 25% of total sales in proceeds!



When is the program?

October 1: Program starts

October 1-29: Caregivers enter paper form orders into M2

October 1-November 12: Customers shop online for direct shipping

October 30: Girl delivery option ends

Week of November 18: Girl delivery and paper form orders arrive

Your Service Unit Fall Product Manager will provide details for delivery week!



Now that you're prepared for TRM, let's get ready to host a rally! Every Girl Scout participating in the rally can earn a 2024 TRM Rally patch! Email our GSNYPENN Retail Team at store@gsnypenn.org or call 315.698.9400 or 1.800.943.4414, option 3, to order your patches!



\$0.50 per patch

Every troop that hosts a rally and purchases their patches by November 1 will have a chance to win one of 10 pizza parties for their troop (\$40 value)!



Important Sites & Information

GSNYPENN TRM Webpages: gsnypenn.org/trm

GSNYPENN TRM YouTube Playlist: <https://bit.ly/4fScqVU>

GSNYPENN Customer Engagement: info@gsnypenn.org or call 315.698.9400 or 1.800.943.4414 to speak with a staff member

M2 Site Setup: gsnutsandmags.com/Campaign/Account/Register/2531

M2 Customer Service: support.gsnutsandmags.com to troubleshoot questions/concerns or call 1.800.372.8520 to speak with a representative



LEARN ALL ABOUT OUR 2024 TRM Mascot: THE ASIAN ELEPHANT

All About Asian Elephants

Diet: they spend up to 19 hours a day feeding mostly on grasses. However, they also eat large amounts of tree bark, roots, leaves, and small stems. They enjoy cultivated crops such as bananas, rice, and sugarcane and always stay close to a source of water because they need to drink water at least once a day. They can consume around 300 pounds of food a day!

Characteristics: they are thick-skinned herbivores with fan-shaped ears and large trunks. Both males and females can have tusks, though not all of them develop them. Tusks tend to be smaller in Asian elephants compared to their African relatives.



Scientific name: *Elephas maximus*

Body length: 18-21 feet

Height: 6 to 12 feet tall at the shoulder

Weight: 4,400 – 12,000 pounds

Gestation period: 18-22 months

Life span: 60 to 70 years

Interesting Facts:

- The Asian elephant is the largest land mammal on the Asian continent.
- They are extremely sociable, forming groups of six to seven related females that are led by the oldest female, the matriarch.
- Elephants can use low-frequency sound waves for communication between members of the herd and individuals outside the herd and can carry these sounds for distances of up to 10 miles.
- Their trunks contain around 100,000 muscles and can be used for tasks as delicate as picking up small objects or as powerful as uprooting trees.



**Thank you for taking the time to host a TRM Rally!
We look forward to seeing what your troop achieves this
year, the possibilities are endless!**

ACTIVITY 1: Goal Setting

Recommended time: 15-20 minutes

Girl Scouts will learn how to set their TRM goals and create a plan to reach them!

SUPPLIES NEEDED:

- Markers, crayons, colored pencils, etc.
- Scissors
- Tape
- Printouts of Elephant & Peanut Coloring Sheet – 1 per Girl Scout
- 2 feet of yarn, string, twine, etc. per Girl Scout
- 1 TRM order form per Girl Scout
- 1 paperclip per Girl Scout

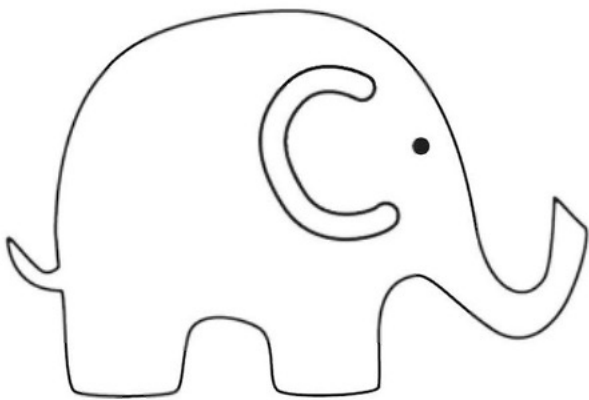
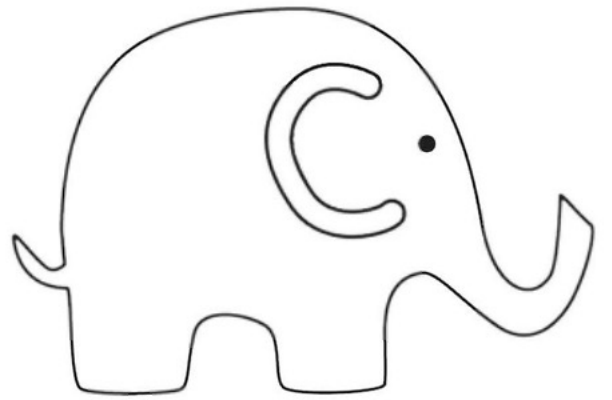
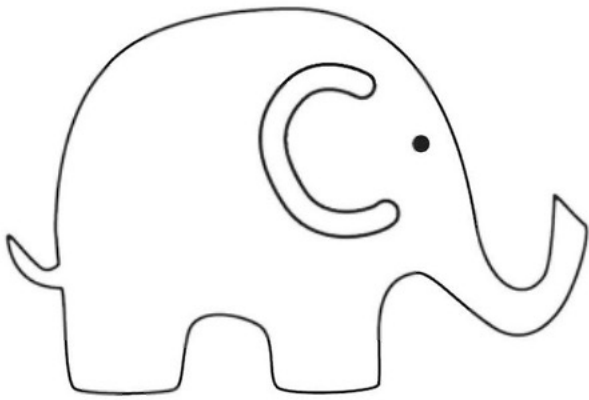
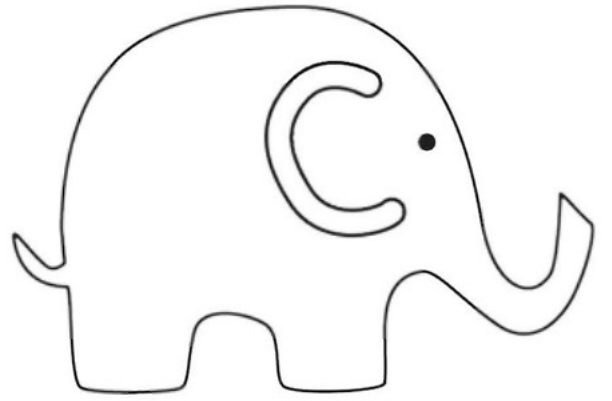
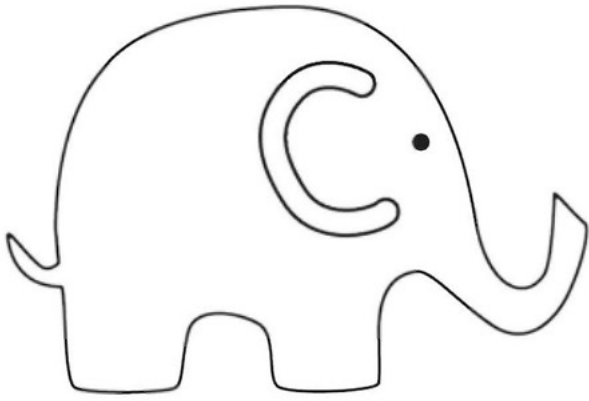


ACTIVITY:

- Ask Girl Scouts to review the rewards on the TRM order form
- Have them circle their reward goal level on the form
- Each Girl Scout will cut out their 5 elephants and color them in; write their goal on the back of 1 elephant and other lower-level rewards on the other 4; then tape the elephants to the string with their goal as the top elephant
- Next cut out the peanut, color it in and have the Girl Scouts write their name on it
- Girl Scouts will paperclip their peanuts to their elephants and move them up the string as they get closer and closer to their goals
- Girl Scouts can see how close they are to reaching their goal and possibly exceeding it

EXAMPLE:





ACTIVITY 2: DECISION MAKING & MONEY MANAGEMENT

Recommended time: 20-25 minutes

Girl Scouts will work together using their goals and determine what they want to do with their TRM proceeds!

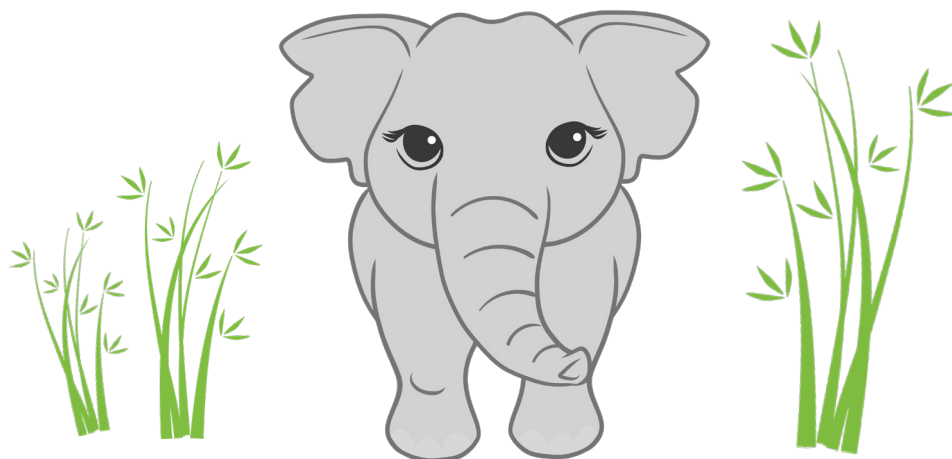
SUPPLIES NEEDED:

- Sheet of paper
- Printouts of Activity Questionnaire
- Markers, pens, colored pencils, etc.
- Calculator
- Optional: phone or other device with Internet access

ACTIVITY:

- Use the Activity Questionnaire* and ask your Girl Scouts the questions—feel free to add your own
- Write down their answers
- Working together, decide on one activity/adventure they want to do with their TRM proceeds
- Here's an example: spend a day at the local zoo!
 - Go online (or guesstimate) to see how much it is to enter the zoo
 - \$10 per youth and \$12 per adult
 - Figure out how many people would need to go to the zoo
 - 8 Girl Scouts in the troop and 3 adult volunteers
 - Are there any encounters at the zoo they would like to try?
 - \$20 per Girl Scout to hold a baby kangaroo; only 4 want to participate
 - Calculate lunch at the zoo
 - \$12 per person
- Fill in the fields to determine how much the troop needs to sell to fund this adventure

**Younger Girl Scouts may benefit from pictures, brochures or flyers with examples of possible activities. It may be difficult for them to come up with new adventures. Looking for ideas? Check out our event calendar at gsnypenn.org/events. They may be more apt to want to do things they have already done unless they see new possibilities.*



ACTIVITY QUESTIONNAIRE



- What type of activity excites you?

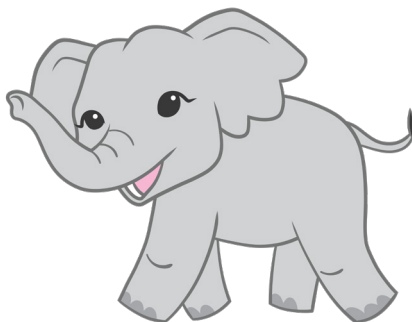
_____	_____
_____	_____
_____	_____

- If you could go on a local troop trip, where would you go?

_____	_____
_____	_____
_____	_____

- What other things would you like to do with your TRM proceeds?

_____	_____
_____	_____
_____	_____



EXPENSE CALCULATOR:

Estimated troop total sales: \$ _____

15% base proceeds (x .85) - \$ _____

Estimated total proceeds \$ _____

This is the amount your troop would have to use towards their experience!

Experience/location: _____

Youth admission: \$ _____

Adult admission: \$ _____

of youth: X _____

of adult: X _____

Total \$ for youth: \$ _____

Total \$ for adult: \$ _____

Expense total \$ for all youth & adults: \$ _____

Additional youth experiences: \$ _____

Additional adult experiences: \$ _____

of youth: X _____

of adult: X _____

Total \$ for youth: \$ _____

Total \$ for adult: \$ _____

Expense total \$ for all youth & adults experiences: \$ _____

Lunch for youth & adults: \$ _____

for youth & adults: X _____

Expense total \$ for all youth & adult lunches: \$ _____

Take the 3 expense totals (admission, experiences and lunches): \$ _____

The estimated total TRM proceeds amount \$ _____ Estimated total expenses \$ _____

How much more do you need to sell to have enough for your experience? \$ _____



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ACTIVITY 3: BUSINESS ETHICS & PEOPLE SKILLS

Recommended time: 15-20 minutes

Girl Scouts will learn how to engage their customers and help decide which product is best for them.

SUPPLIES NEEDED:

- Printouts of the Scenario Cards—free to create your own!
- Markers, pens, colored pencils, etc.

ACTIVITY:

- Girl Scouts will pair up
- In each pair, have one be the customer and the other the Girl Scout—remind the Girl Scouts that they will each get a turn to play both roles
- Pick a Scenario Card to start with, some Girl Scouts start as the customer and others as the Girl Scout
- Look at the card and determine a possible solution—there could be more than one!
- Encourage your Girl Scouts to create their unique scenarios and solutions/responses for the last one
- These scenarios will help them with most customer situations they may encounter



SCENARIO 1:

Girl Scout rings a neighbor's doorbell.

Girl Scout starts:

"Hello. My name is _____ ,
and I'm selling nuts and candy. Would you
help me reach my goal?"

Customer responds:

"How nice! Unfortunately, I cannot eat nuts
or candy. Do you offer anything else?"

Girl Scout's response: _____

SCENARIO 2:

Girl Scout calls Uncle Fred to see if he would
like to support her troop.

Uncle Fred:

"Hi! I'm glad you called. I would love to order
from you but won't see you until December.
What is the best way for me to order? Will
the product be available in December?"

Girl Scout's response: _____

SCENARIO 3:

Girl Scout wants to ask a friend or family
member to purchase something, but this
person is always busy and on the run.

Friend/family individual:

"I am so sorry, _____ ,
but I don't have time to look at your order
card. Is there any other way I can shop at
my convenience?"

Girl Scout's response: _____

SCENARIO 4:

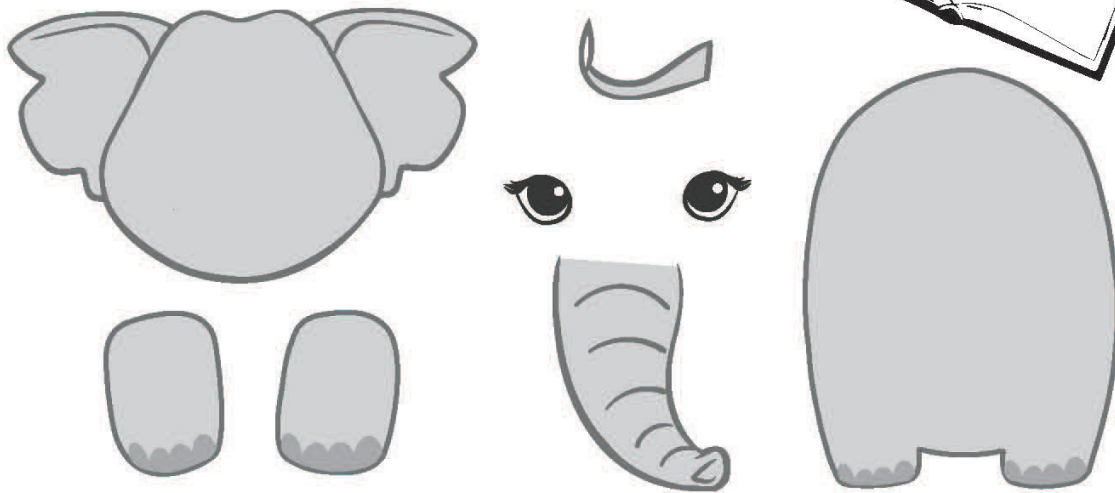
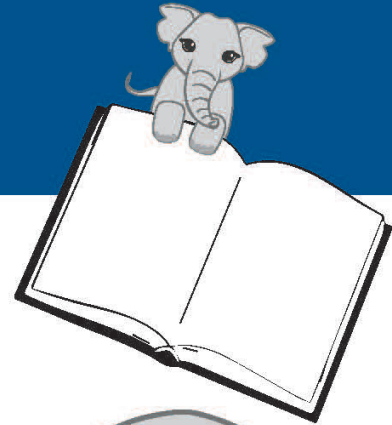
Create your own!

CONGRATS!
YOU HAVE SUCCESSFULLY COMPLETED OUR 2024 TRM RALLY GUIDE!

Best of luck with your program! Be sure to EMBRACE POSSIBILITY!

(If you want to do more, here are a few other fun activities to try...)

BUILD AN ASIAN ELEPHANT BOOKMARK



HOW TO ASSEMBLE YOUR ELEPHANT

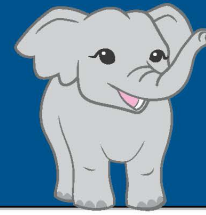
1. Print and cut out the elephant pieces.
2. Glue the head onto the body.
3. Glue the feet onto the body. Make sure not to put glue at the bottom of the feet so your book page can slide underneath.
4. Glue the eyes and trunk on the head.
5. Glue the tail to the body (from behind).
6. Read lots of books!

SUPPLIES NEEDED

- Printed template
- Paper
- Scissors
- Glue

ASIAN ELEPHANTS FACTS & FIND

Directions: Find and circle all the bold words that describe the Asian elephant in the boxes below. The words may be vertically, horizontally or diagonally placed. Then, go over what each of the words mean.



H Y X I K U A S I A S X E V Z P G W
E I Y S S E W G E S T A T I O N C G
R G C A T M W A X J F T T W V F V B
B T C P R S A L T D Y A Q U A F M D
I I A K O M B T P E W E U G S G K H
V S L S N M O P R F R D S V T K T C
O Y F F G W Q J L I F U A J Y J S T
R J C O M M U N I C A T I O N O E J
E T P L M B X Y Z G C R H E V E P W
S D S A A K P R R F I P C S F M G W
K S P H J L C O Q X B O G H Z O C Y
N D Y U E N D A N G E R E D M P H I

MATRIARCH

Is known as the dominant older female that leads the herd.

HERBIVORES

Their diet primarily consists of grasses, fruits, leaves and bark.

STRONG

They are known for their impressive strength in being able to lift and carry heavy objects.

TUSKS

These can be found on both males and females. However, they are more prominent and generally larger in males.

COMMUNICATION

They use low-frequency sound waves for communication between members of the herd and outside of the herd. These sounds can carry for distances up to 10 miles.

ASIA

The largest continent on earth and where Asian Elephants can be found.

GESTATION

They have one of the longest gestation periods among mammals. Babies develop 18 to 22 months.

CALF

A baby Asian elephant is called a calf and are cared for by their mother and the rest of the herd.

WATER

Asian elephants depend on water, often found near large sources. They consume 30 to 50 gallons daily.

ENDANGERED

Endangered due to habitat loss and ivory poaching, these elephants confront multiple survival threats.