

Multicultural Marketing Kit

Usage Tips

Below are some recommendations on using the Multicultural Marketing Kit. These list suggested ways of displaying the various pieces in the kit. You can also look at the accompanying placement map and photograph for reference.

Display Placement

1. Place white table cloth on table and secure Girl Scouts banner around the edge of the table.
2. Display posters on easels if available.
3. Place the older girl (Defy) table-top display and the volunteer table top display together.
4. Place brownie girl (Astronaut) table-top on the other end of the table.
5. Place one brochure vertically (standing), next to the brownie girl table top display.
6. Place two hand-back cards next to the brochure.
7. One hand-back card should be placed with the red side face up. The second should be with the white side face up.
8. Place one giveaway bag in the center of the display table, vertically (standing). You can place something behind it to help it stand.
9. Position the older girl (Defy) poster by the brownie table top display and the brochure. If you are using an easel, place the easel by the brownie table top display, otherwise please consider placing on the table itself.
10. Position the brownie girl (Astronaut) poster by the table top displays for older girls (Defy) and volunteers. If you are using an easel, place the easel by the older girls (Defy) display, otherwise please consider placing on the table itself.
11. Please be sure to secure all materials to the display table, as wind, activity or other factors may disturb the display.
12. Be sure to secure all materials to the display table, as wind, activity or other factors may disturb the display.
13. This kit can be re-used at other events or meetings for the purposes of recruitment, brand awareness, or simply aesthetic appeal.

Additional Recommendations

1. We kindly ask that you do not display or add any other materials to these materials. As this is a pilot, and this kit is still in the testing phase, we ask that you kindly not place any other materials, including your council materials on the table.
2. We also kindly ask that you refrain from cookie sales of any kind at these tables. As we are trying to penetrate a new market, and must attempt to steer away from any stereotypes about Girl Scouting, including those around cookies and cookie sales. We are strictly trying to drive membership recruitment with this project, and it is not intended for cookie sales.
3. The hand-back cards are for recruitment follow-up. We strongly recommend asking every visitor to the table to fill out a card. If people feel uncomfortable or are reluctant, here are some suggested responses:
 - a. These are for survey purposes, as we are trying to compile a study on who visits our booths/tables.
 - b. These are non-invasive questions, and this information is for our survey purposes only. It will not be shared with anyone outside the Girl Scouts of the USA.
 - c. This is a very short card to fill out and will only take a minute to complete.
 - d. Encourage visitors to provide as much information as possible, explaining that these are for research purposes, and more information will enable us to get a better sense of who comprises our audience.
4. When somebody stops by at the table asking for cookies, please ask them to fill out a hand-back card, and explain to them that you will send them more information about the cookies. Hand them a brochure as well.
5. When somebody approaches the table for a bag, we suggest that you ask them to fill out a hand-back card, and then give them a bag.
6. Each time you give somebody a bag, please be sure to hand them a brochure as well.
7. If somebody is interested in becoming a member, please have them indicate so in writing when they fill out a hand-back card, and inform them that they will be contacted shortly.