

girl scouts

BARK



Hello Girl Scout!

It's me, YOUR HONORARY CANINE TROOP MEMBER!
I'm writing to share suggestions on how to sell
Girl Scout-Themed BarkBox mini boxes. Please
sell a lot of them, so all of my dog
friends can get these amazing toys and treats!

Product Overview



Campfire Sing-A-Long

Gather 'hound the campfire! This BarkBox is packed with three campfire-themed toys your dog will howl for: the squeaky Squeak-Along Guitar, the Cozy Campfire (with a hidden spot to stash a treat), and the Roastin' S'mores marshmallow toy. Created by the adventurous minds at BARK, it also includes delicious Berry Trios™ treats and special training activities.



Berry Trios™

It's not a troop meeting without snacks and skill building! These soft berry treats are packed with real fruit and wholesome grains. Tear them into smaller pieces for teaching your pup new skills, or sharing with dog friends.

Simple Instructions



Write down the names of friends and family you'd like to invite to support your Girl Scout goals.



Write down a personal statement about your Girl Scout goals.

Make sure to explain how your family and friends' support will help you reach your goals. For example, if I were writing it, I would say something like, "My goals are to get lots of treats and squeaky toys for my friends and me. So, please support this goal by buying us treats and squeaky toys!" You can also draw a picture as a personal statement.



Create a sales messaging plan for each person you wrote down on your list.

This is how you're going to bark at — I mean talk to — your friends and family. Here's one way to ask: Would you like to support me reaching my goal by buying your dog a Girl Scout Themed Mini BarkBox?



Now, Here Are Some Tools to Help You



Send a text to your family and friends with a photo or gif, and one of the sample messages.



Send an email using the personal statement you wrote in step 2.

Make sure to follow up a week before the program ends!



Use these sample social media posts (with your adult's permission).



Host a video meeting to explain what's so awesome about the Girl Scout Themed Mini BarkBox.

Use the provided video meeting background to make your meeting extra cool.

