

# Product Program “Pop-Up” Promotions FAQs

## What are “Pop Up” Promotions?

“Pop Up” promotions are opportunities for Girl Scouts to go above and beyond in their participation in a given Product Program by meeting specific criteria within a window of time. An example of a pop up promotion might be “Send 10+ emails from your Digital Cookie site Friday - Sunday to earn a special-edition cookie patch!” Pop up promotions are generally not announced until the day they begin and usually last anywhere from one day to one week.

## Who can participate in “Pop Up” Promotions?

All registered Girl Scouts are invited to participate in pop up promotions. It’s important to recognize that not every girl who participates in a Product Program will qualify for a pop up promotion prize and that is OK. We know it’s fun to earn patches and extra goodies throughout the Product Programs, but it’s important to remember that the main goal of the programs are for Girl Scouts to learn financial literacy and entrepreneurial skills.

## How do I find out about “Pop Up” Promotions?

Pop up promotions are almost always announced via social media and email. If you have opted out of emails, please check our Facebook and Instagram pages regularly throughout the program. You can opt back in to emails by contacting our Member Care team at [MemberCare@cbgsc.org](mailto:MemberCare@cbgsc.org). If you are unable to access email or social media, we suggest asking another caregiver in the troop or a troop volunteer to notify you when a pop up promotion is announced.

## What is the point of “Pop Up” Promotions?

GSCB has utilized pop up promotions over the past two years and they have proven to be successful in motivating Girl Scouts to continue and sometimes even increase their efforts during Product Programs. GSCB will target specific actions that are beneficial to girls reaching their goals such as sending emails to family and friends or utilizing digital platforms like M2 and Digital Cookie. The surprise factor of a pop up promotion is meant to maintain or boost the energy and momentum as we near the middle and/or end of the program (when Girl Scouts start to lose interest or lack motivation to continue participating).

## Why shouldn’t my Girl Scout just wait to participate until a “Pop Up” Promotion happens?

Pop up promotions are great surprise motivators when your Girl Scout is feeling a little disinterested, but the requirements for pop ups change from program to program and may not happen at all. There’s no guarantee that we will host a pop up for any one action (i.e. sending emails) and waiting may hinder your Girl Scouts’ chances at earning the actual program rewards or troop proceeds.

## How will I know if my Girl Scout earned the prize for a “Pop Up” Promotion?

GSCB will send an email notification to any girl who earned a pop up promotion prize. Sometimes the names of winners will be announced on our social media pages as well. Be aware that we will never share girl’s last names on social media unless there are special circumstances and we have permission from the caregiver.

Thank you for your continued participation in, and support of GSCB Product Programs! For additional questions or concerns, please contact [MemberCare@cbgsc.org](mailto:MemberCare@cbgsc.org).