

# Girl Scouts – Dakota Horizons FALL SALE 2009 ONLINE MAGAZINE ORDERING PROCESS

## **Benefits of Online Magazines**

- ***Easy Addition to Existing Nut Program*** – A link to the online magazine system via the Dakota Horizons website provides girls/families with program information
- ***Additional Proceeds for Council & Troops*** – Online subscriptions are the same low price as in the catalog. In fact, many of our subscriptions are less expensive than other offers. Troops earn \$2.00 per subscription.
- ***Friends & Families Benefit*** – Friends and families are able to support their favorite Girl Scout by purchasing something they are already buying. The average household subscribes to five publications. Friends and families can buy in an online environment they are used to and get their subscriptions processed immediately by purchasing online.
- ***Paperless for Council*** – Online magazines require no money collection, deposits or product delivery. All money collection and deliveries are handled by QSP/Reader's Digest.
- ***Consistent with the Girl Scout Mission*** – Magazines promote literacy – a core value in Girl Scouting.

## **How the Process Works:**

1. A Girl Scout and her parent/guardian go to [www.gsdakotahorizons.org](http://www.gsdakotahorizons.org) and register through the link to QSP.
2. The Girl Scout then completes an age level appropriate short interactive online activity.
3. The Girl Scout is then given the opportunity to send e-mails to her family and friends, asking them to support the Girl Scouts by buying or renewing magazine subscriptions.
4. The QSP system tracks purchased subscriptions back to the girl/parent registration so the family can log back in at the conclusion of the Product Sale to print a report that shows that the girl sent emails and how many magazines were purchased as a result.
5. Girls who participate in the online program and send 12 or more email addresses would earn a patch in addition to the opportunity to earn additional recognitions based on how many magazines were purchased online.

