

Girl Scouts of Northern Illinois CFO Program



Calling all leaders of Girl Scout Cadettes, Seniors and Ambassadors! Would you like to offer your older girls a fun, easy and educational way to earn extra proceeds during the Fall Product Program? Well, we have the perfect opportunity for you! Ashdon Farms is offering a pilot program (GSUSA approved) called the Creative Funding Opportunity (CFO) program.

The CFO program is designed specifically for Girl Scout Cadettes through Ambassadors who participate in the Fall Product Program and offers a more challenging and relevant program experience. This program allows for older girls to hone their communication skills by connecting with local businesses. This direct contact will not only offer businesses an online means to purchase a quality product for corporate gift giving but will open up career exploration opportunities for the girl. It's a win-win situation. The business gets easy online access to purchase gifts, and the girl learns valuable skills and earns additional proceeds for meaningful activities.

With more and more people moving toward online purchases, Ashdon Farms and GSNI would like to keep up with the trend and offer an online program for fall product as well. It is important to note that the products being offered to businesses are not the same as those being offered on the order card to family and friends.

How can older girls get started with the CFO program?

- Leaders should present this opportunity to the girls in the troop and identify whether they'd like to do this as a team or as individuals.
- The girls attend a training to learn about the products and learn more about what it takes to be successful in the business world.
- The girls establish an account with "Seller-ID" and register as an individual or as a team. The registration cutoff date is October 28, 2011.
- The girls can download the following programs from the activities tab: Marketing Plan, Customer List, Presentation Checklist, Track Orders, and Thank-You Notes.
- Additionally, they can print product brochures and their own business cards!



- The girls then present the CFO items to local businesses, asking them to purchase corporate gifts. (Gifts that show appreciation and build relationships and/or gifts for holidays or as a thank you.)
- The girls will also have the ability to send e-mails to potential customers from the CFO website. E-mails can be personalized and will contain the CFO link. E-mail receipt cut-off date: December 1, 2011.

The CFO program offers a deluxe line of products that are offered in elegant tins and cut glass jars. All of these products are sold through the Ashdon Farms CFO website at www.ashdonfarmscfo.com. The customer goes on the website and places their order with a credit card. Early order discounts and personalized gift messaging is available on all items. The products are then shipped (free shipping on all orders) from the Ashdon Farms warehouse directly to the customer so the girl never handles the money or the product! Please e-mail Holly Bartelt at hbartelt@girlscoutsni.org if you have any questions or concerns.