Magic Message Maker
Amaze your customers with this Gift of Caring communication piece

Girls learn the power and impact of creative marketing with this attention grabbing communication piece that will help them Do a World of Good with cookies by building awareness of, and participation in, Gift of Caring.

Accomplish Amazing Things with Gift of Caring
Highlight the Power of One - one girl, asking each customer to purchase one more package to support their Gift of Caring project - when every girl and customer participates the impact is astounding! This amazing origami style card will draw customers into reading through your Gift of Caring message, convincing them of the difference that they can make when they support your cause with their cookie donations. Copy the template onto 110# cardstock for girls to write in their Gift of Caring cause, and then color, cut, fold and glue into an amazing, attention grabbing marketing piece!

Supplies:
◆ Magic Message Maker (printed 2-sided on 110# card stock) - one copy per girl. (Choose either color OR black & white art included with this activity)
◆ Scissors
◆ Tacky glue, glue strips or glue dots (glue strips or dots have the advantage of immediate adhesion without drying time). We do not recommend glue sticks, as they may not provide strong enough adhesion.
◆ Pens or pencils to fill in Gift of Caring cause
◆ Markers, crayons or colored pencils (if using black and white version)

Rally Tips:
◆ For long event time slots, print the black and white version and allow time for girls to color in their message makers before cutting and folding them.
◆ For short event time slots, print the color version and focus the activity on cutting and folding the piece.
◆ IMPORTANT: Run a test copy to make sure the front and back properly align before printing the entire print run for your event. When you hold your copy up to the light you should be able to see how the outer edges of both sides line up with each other.

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Instructions:

- Discuss your council’s Gift of Caring program with the girls, and help them select a cause if there is not a council program with a council-wide cause.
- Provide each girl a Message Maker, a scissors and a pen.
- Invite girls to fill in their Gift of Caring cause on panel 2 (Image A), and their first name on panel 4 (Image B).
- Allow time for girls to color in their Message Maker if you are using the black and white version.
- Suggest girls cut out their Message Maker, following the dotted lines. SAVE THE CUT/GLUE INSTRUCTION KEY. Note: for the center lines, you may wish to have them pre-cut by a local printer, OR punch a “starter hole” under the globe to provide a point to start cutting (Image C) OR show them how to fold on the center dotted line to make it easier to cut the lines below the globes, then unfold to cut the center line.
- Fold and glue the Message Maker per the key provided next to each Message Maker.

Demonstrate how to fold and turn your way through the message (see sequence to the right). Suggest that girls hand this piece to friends and relatives to walk them through the Gift of Caring program, and to ask for their support.

C. Make optional hole punch here for easier cutting.

A. Write Gift of Caring cause here

B. Girl writes first name here

Folding Sequence

Start here. Fold open the two panels, to the sides, all the way back, flat, until image 2 is revealed.

1. Fold the cookie box panel open (up & down), all the way back, flat, until image 3 is revealed.

2. Fold open the two panels, to the sides, all the way back, flat, until image 4 is revealed.

3. To return to the beginning, fold the globe panel open (up & down) until image 1 is revealed.
I’m committed to doing a World of Good...

Girl Scouts

Open your heart this Cookie Season

You will be AMazed how you can make a difference!

Will you please help me reach my goal?

Doing A World of Good! ...with Cookies!

Thank you for your support!

NOTE: Works best when printed on 110# card stock.
collecting one package for a worthy cause...

One girl...
from one customer,
changing lives,
difference!

A: After folding, glue A to A

B: After folding, glue B to B

C: After folding, glue C to C

D: After folding, glue D to D

To:

changing making a

PRINTS 2-SIDED TOP UP ON BOTH SIDES
I'm committed to doing a World of Good... Will you please help me reach my goal?

...with Cookies!

You will be amazed how you can make a difference!

Open your heart to the cookie season!

NOTE: Works best when printed on 110# card stock

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A
After folding, glue A to A

B
After folding, glue B to B

C
After folding, glue C to C

D
After folding, glue D to D

Collecting one package for a worthy cause...

One girl...
from one customer,

When you donate a single box of cookies

To:

Changing making a
difference!

lives,