



2023 FALL PRODUCT PROGRAM TRAINING

Troops earned over \$86,000 last Fall Product Program, with Girl PGA being \$336.

**PGA = per girl average

IN-PERSON SALES: SEPTEMBER 29 - OCTOBER 22
GIRL-DELIVERY SALES: SEPTEMBER 29 - OCTOBER 24
ONLINE DIRECT SHIP SALES: SEPTEMBER 29 - OCTOBER 27



5 SKILLS ACQUIRED THROUGH GIRL SCOUT LEADERSHIP EXPERIENCE

Goal Setting
Money Management
People Skills
Decision Making
Business Ethics

Plus Girl Scout Programs, Camp,
Troop Activities & Giving Back



YOUR IMPACT ON THE GIRL SCOUT'S EXPERIENCE



The Program itself is a learning experience



Troops use money earned from the program participate in fun adventures like travel and camp



Troops use money earned to give back to their community



The program helps fund the entire Girl Scout Experience



THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?



OCELOT

Wide distribution from northern Argentina to the southwestern U.S.

Up to 3 feet in length, 35 pounds and runs up to 38 MPH

Solitary and exclusive territories which can range upwards of 35 square miles

Endangered due to habitat destruction





**OWN YOUR
magic**

TROOP PROCEEDS

15% of all nut and candy sales

20% of all magazine and more sales (including BarkBox and Tervis Tumblers online-only products)



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates
Magazines & More



DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items in 2022

- #1 – Peanut Butter Penguins
- #2 – Dark Chocolate Sea Salt Caramels
- #3 – Pecan Supremes
- #4 – English Butter Toffee
- #5 – Dulce Daisies



A **Whimsy Sprinkle Tin Peppermint Bark Rounds**
Milk chocolate with peppermint candies on top of dark chocolate.
\$14.00
in. Whimsy Sprinkle Tin



B **Friendship Magic Tin Milk Chocolate Mint Trebits**
Minty chocolate, milk chocolate mint. No artificial colors or flavors.
\$12.00
in. Off-Save Tin



C **Everything Seasoned Cashews**
Cashews seasoned with onion, poppy seeds, garlic, and sesame seeds.
\$10.00
in.



D **Whole Cashews**
Courmeil cashews roasted and lightly salted.
\$10.00
in. Q



E **Sweet Cinnamon Almonds**
Almonds roasted and seasoned with honey and cinnamon.
\$10.00
in. Q



F **Dark Chocolate Sea Salt Caramels**
Caramel enrobed in dark chocolate with sea salt.
\$9.00
in. Off-Save



G **English Butter Toffee**
Butter wafers covered in milk chocolate with caramel almonds.
\$9.00
in. Off-Save



H **Chocolate Covered Almonds**
Almonds enrobed in milk chocolate.
\$9.00
in. Q



I **Dobble Dipped Milk Chocolate Peanuts**
Roasted peanuts dipped twice in milk chocolate.
\$9.00
in. Q



J **Peanut Butter Penguins**
Peanut butter covered with milk chocolate.
\$9.00
in. Off-Save



K **Pecan Caramel Supremes**
Caramel and pecans covered in milk chocolate.
\$9.00
in. Off-Save



L **Dulce Daisies**
Milk chocolate daisies filled with a caramel center.
\$8.00
in. Off-Save



M **Spicy Cajun Mix**
Soylent, hot Cajun core sticks, criss sesame chips, fava and hot Cajun sesame sticks.
\$8.00
in. Q



N **Cranberry Trail Mix**
Cranberries, raisins, almonds, cashews, English walnuts, and banana chips.
\$8.00
in.



O **Fruit Slices**
Dive, chewy, flavored candy sprinkled with sugar.
\$7.00
in.



P **Heavy Roasted Peanuts**
Peanuts roasted and seasoned with honey and salt.
\$7.00
in. Q

Q **Care to Share**
\$7.00
Share snacks with local heroes like firefighters, first responders, and police officers with a \$7 donation.
Thank you for your support!

ONLINE SHOPPING SITES

Supporters select their desired product line

Nuts & Chocolates have two options:
Girl Delivered or Direct Ship

The screenshot shows a fundraising page for a Girl Scout named Izzy. At the top left is the 'girl scouts' logo, and at the top right is a 'View in Español' link. In the center, there is a circular profile picture of Izzy, a blonde girl with glasses, and the text 'Help Izzy,'. Below this is a paragraph of text: 'Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn \$350.00 to help Girl Scouts, and so that our troop can camp on the north rim of the Grand Canyon. Will you please help by shopping at my online site? Thank you.' A pink 'PLAY' button with a right-pointing triangle is positioned below the text. Underneath is a section titled 'How You Can Support Me' with two product categories. The first category is 'Magazines', featuring a collage of magazine covers including 'food magazine', 'girl scout EAT!', and 'Sports Illustrated KID'. Below the collage is a light blue box with the text 'Visit my magazine site to purchase your favorite magazines.' and a pink 'SHOP MY SITE' button. The second category is 'Nuts and Chocolates', featuring a close-up image of almonds. Below the image is a light blue box with the text 'Visit my nuts and chocolates favorite site.' and a pink 'SHOP MY SITE' button.

This screenshot shows a storefront for 'Izzy's Nut and Chocolate Store'. At the top left is the 'girl scouts of alaska' logo, and at the top right is a 'View in Español' link. The main heading reads 'Welcome to Izzy's Nut and Chocolate Store'. Below this are two promotional cards. The first card is pink and titled 'SAVE SHIPPING COSTS'. It features a hand icon and the text: 'I would like to purchase nuts and chocolates and coordinate with you to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.' Below this is a note '(Perfect for people who live close to Izzy)' and a pink 'GIRL DELIVERED' button. The second card is purple and titled 'CONVENIENCE'. It features a truck icon and the text: 'I prefer the convenience of paying by credit card and having products shipped directly to my door, so that the shipping charges are minimal for this option.' Below this is a note '(Additional shipping available for this option)' and a purple 'SHIP TO HOME' button.



Featured Products

Cranberry Trail Mix: NEW! A tasty blend of dried fruit and salted nuts.

Mint Trefoils Friendship Tin: Mint-infused milk chocolates in a collectible tin

Sweet Cinnamon Almonds: NEW! Deliciously sweet cinnamon almonds.



TROPHY NUT TINS

Perfect for Gifts
and Treats!



Friendship Magic Tin
Milk Chocolate Mint Trefoils

Whimsy Snowflake Tin
Peppermint Bark Rounds






CARE TO SHARE

Customer makes purchase to support local heroes like firefighters and first responders!

Orders can be placed through order card, online girl delivered or direct ship channels

Products are distributed by council and are not delivered to troops/Girl Scouts

With six donations, Girl Scouts will earn the Care to Share Patch 

MAGAZINES

Top selling magazines offered

Easy renewal

No cost shipping



**PRODUCTS GIRL
SCOUT
SUPPORTERS
CAN PURCHASE**

Tervis® Tumblers



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed mini BarkBox



Earn rewards for your participation!
Check the back of your nut order card and on your online site to learn more about all of the rewards you can earn.

girlscouts
of greater iowa



Earn two personalized patches with your name and avatar! See how to earn both patches below.



Fall Personalized Patch

- Create your avatar
- Send 18+ emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell \$350+ in total Fall sales

Personalize by choosing from two avatars. You have the option to select from a safari outfit or Girl Scout attire.





Girl Scout Cookie Crossover Personalized Patch

- Create your avatar in the M2 system
- Send 18+ emails during the Fall Product Program
- Use the "Share My Site" function in the M2 system during the Fall Product Program
- Sell 200+ packages of cookies during the 2024 Girl Scout Cookie Program

Earn these patches that fit together!



Go to www.gsnutsandmags.com/gsgj

<p>1 Login</p> <p>Visit the website Use the QR Code, URL above or click the link from the council website. Follow the prompts to participate in the online Fall Product Program.</p>  <p>Scan here and have your troop number ready!</p> <p>My troop # _____</p>	<p>2 Create</p> <p>Build your site To customize your site, you can create an avatar that looks like you and also record a personalized message for your avatar to deliver to friends and family. Don't miss all of the ways you can earn virtual rewards when you complete various setup steps for your personalized site.</p> 	<p>3 Share</p> <p>E-mail friends and family Your supporters will see your goal and hear your avatar deliver your special message. Friends and family can easily help you reach your goals when they shop online! Don't forget to share with friends and family on social media or you can also send them a text, with the help of a parent/adult. Please follow current GSUSA guidelines for online sales and marketing.</p>
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girlscouts
of greater iowa

Girl Scout Fall Product Program

Girl Scouts is a place where every participant has the space and support they need to reach their full potential and accomplish amazing things. A lifetime of leadership, success, and adventure starts here.

The Girl Scouts® name, mark, and all associated trademarks and logos, including the Girl Scout Design, are owned by Girl Scouts of the USA. Troop® Nut Company is an official GSUSA licensee.



HOW TO GET STARTED

Online to purchase nuts & chocolates, magazines, Tervis® Tumblers and BarkBox

In-person with nut order card



GIRL SCOUT'S PLATFORM SET-UP

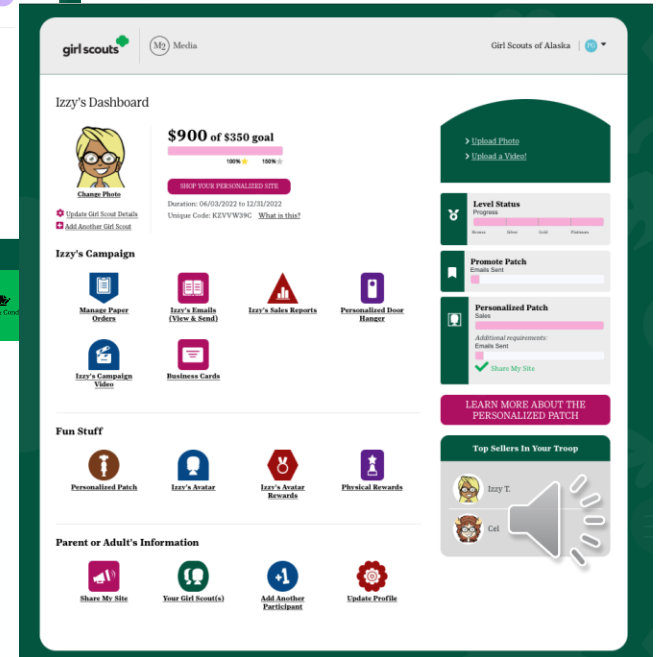
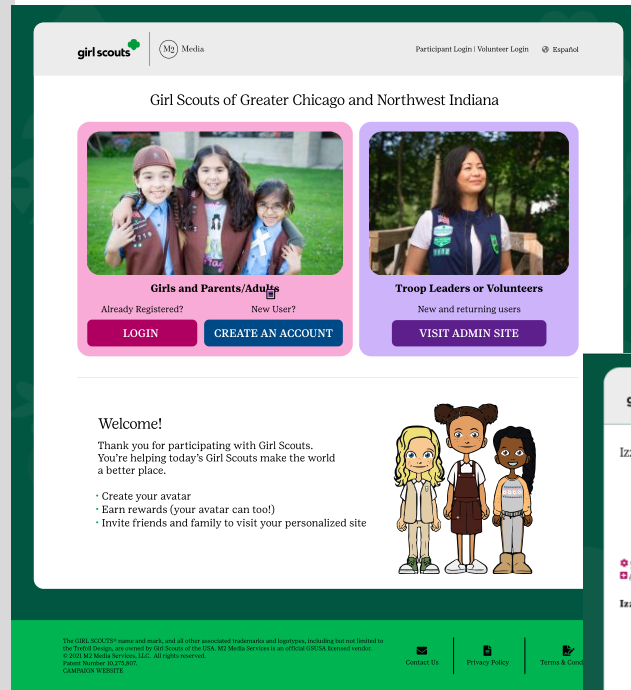
Preferred Email
Address

Confirm Membership

Highlight Girl Scout
Goals

Build an Avatar

Include Video



GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar

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Update Izzy's Avatar

Build Your Avatar

Create an avatar that reflects your personality! Creating an avatar will let you earn virtual rewards as you complete the activities and let you into your avatar's room to see your rewards. Get started and earn your first reward!

Check out the new uniform and official apparel options that will be available in select councils stores and online at [girlscoutshop.com](https://www.girlscoutshop.com).

To see all choices for your avatar, use the arrows in the avatar software below.



Face
Hair
Body
Clothing
◀ Top ▶
◀ Bottom ▶
◀ Socks ▶
◀ Shoes ▶
◀ Accessories ▶


Add Your Avatar's Voice

Include your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult the [audio guide](#).

Unfortunately, your browser does not support our "Record Now" feature. Currently, live audio recording is supported by the Firefox and Google Chrome browsers. To provide audio for your Avatar, you will need to upload an audio file. iOS users can select "Take Photo or Video" when uploading a file to use their video camera to record an audio message.

I do not want to record a voice

Preview how your avatar will sound on your own personalized Talking Avatar landing page!



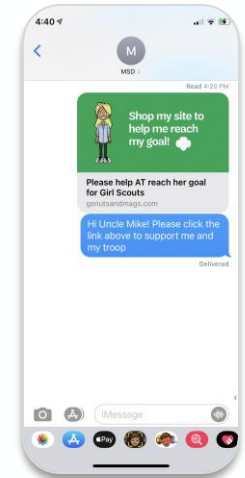
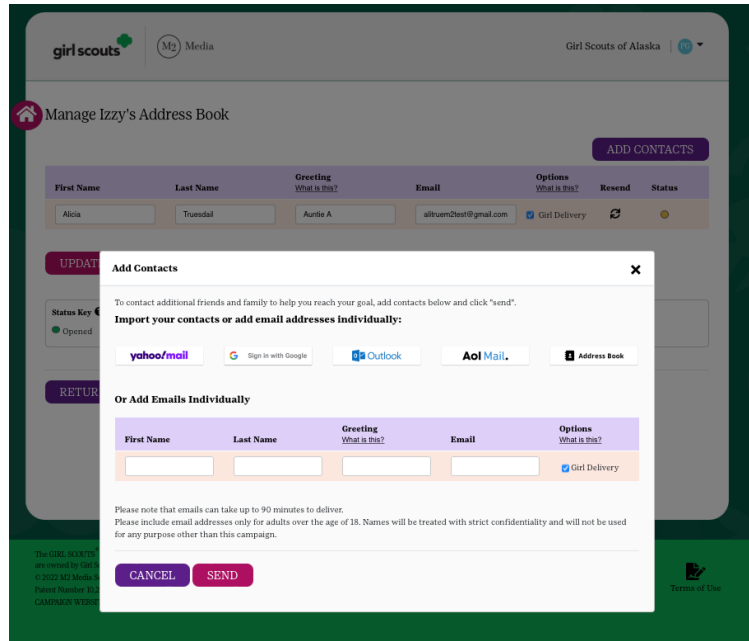
TOOLS TO RUN A BUSINESS

Send emails

Share My Site with social media and texting

Printable business cards

Door hangers with QR codes



PARTICIPANT'S DASHBOARD

Additional emails/social media/texts

Girl Scout's avatar room with virtual rewards & troop photo

Manage nut card order entry

Select rewards

Sales reports

girl scouts M2 Media Girl Scouts of Southern Nevada

Jane's Dashboard

Change Photo
Update Girl Scout Details
Add another Girl Scout

\$50 of \$500 goal
100% 150%
Shop your Personalized Site
Duration: 01/01/13 to 02/01/13
Unique code: XYH-435678H What is this?

Naomi's Campaign

Manage Paper Orders
Jane's Emails (View & Send)
Jane's Sales Reports
Personalized Door Hanger
Business Cards
Jane's Campaign Video

Fun Stuff

Personalized Patch
Jane's Avatar
Jane's Avatar Awards
Physical Rewards

Parent or Guardian's Information

Share My Site
Your Girl Scout(s)
Add Another Participant
Update Profile

- Upload Photo
- Upload a Video!
- Choose Reward Options!

Level Status

Progress

Bronze Silver Gold Platinum

Promote Patch

Emails Sent

Personalized Patch

Sales
Additional requirements
Earn the promote patch

Learn more about the Personalized Patch

Top Sellers in Your Troop

Naomi A.
Nabhyu

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Phone Number 10.275.967
CAMPAIGN WEBSITE

Contact Us Privacy Policy Terms & Conditions

Fall Personalized Patch

Personalized Patch with Theme Backgrounds

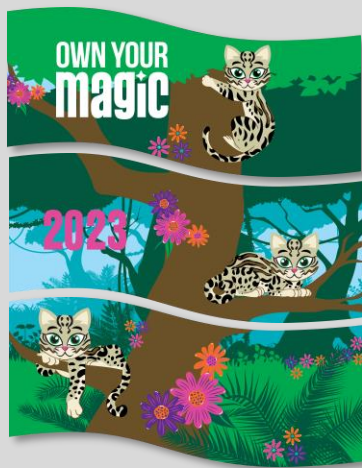
- Create avatar in M2 system
- Use “Share My Site” function in M2 system
- Send 18+ emails during the Fall Product Program
- Sell a total of \$350 in combined nuts & candy and magazines



2023-24 FALL & COOKIE CROSSOVER PATCH

- Create avatar in M2 system
- Use “Share My Site” function in M2 system
- Send 18+ emails during the Fall Product Program
- Sell 300+ packages of cookies during the 2024 Girl Scout Cookie Program





GIRL SCOUT REWARDS



2023 Rewards!

Rewards are earned individually, per participant, per product program season. Reward choices can be made online once a participant sets up their online campaign site. Rewards are subject to change due to unforeseen circumstances, and similar items might be used as a substitute. Some items may vary in color.

Important Dates

Begin selling on: _____
 Turn in my order form by: _____
 Pick up my product by: _____
 Deliver product to customers by: _____
 Turn in money by: _____

Magazines & More

Ocelot Patch
sell 2+ magazines



Super Seller Mags Patch & your choice of:
LED Bike Lights or **3 Munch Money**
sell 4+ magazines



Your choice of:
Ocelot Socks or **5 Munch Money**
sell 6+ magazines



Your choice of:
Starlight Kitty-3D Buildable Light or **10 Munch Money**
sell 10+ magazines



Nuts & Candy

2023 Patch
sell 12+ nut items



Super Seller Patch & your choice of:
Own Your Magic Necklace or Pen & Decal Set or **3 Munch Money**
sell 24+ nut items



Your choice of:
Ocelot Charm & Bracelet or **5 Munch Money**
sell 36+ nut items



Goal Getter Patch & your choice of:
Small Ocelot Plush or **7 Munch Money**
sell 48+ nut items



Your choice of:
Own Your Magic T-Shirt or **9 Munch Money**
sell 60+ nut items



Your choice of:
Large Ocelot Plush or **Star Projector** or **12 Munch Money**
sell 80+ nut items



Your choice of:
Cat Headphones or **Mini Fridge** or **20 Munch Money**
sell 100+ nut items



Patches

Own Your Magic Patch
18+ emails sent



Care to Share Patch
sell 6+ project thank you items



Your choice of:
Kindle Fire or **Fuji Film Instant Film Camera** or **50 Munch Money**
sell \$900+ in combined sales



Your choice of:
Apple AirPods or **Custom Converse** or **100 Munch Money**
sell \$1,300+ in combined sales



Your choice of:
Nintendo Switch Lite or **150 Munch Money**
sell \$1,800+ in combined sales



Earn these two special patches with your name and avatar on them.



Earn a Fall Personalized Patch with your avatar. Here's how!

- Create your avatar
- Send 18+ emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell \$250+ in total Fall sales



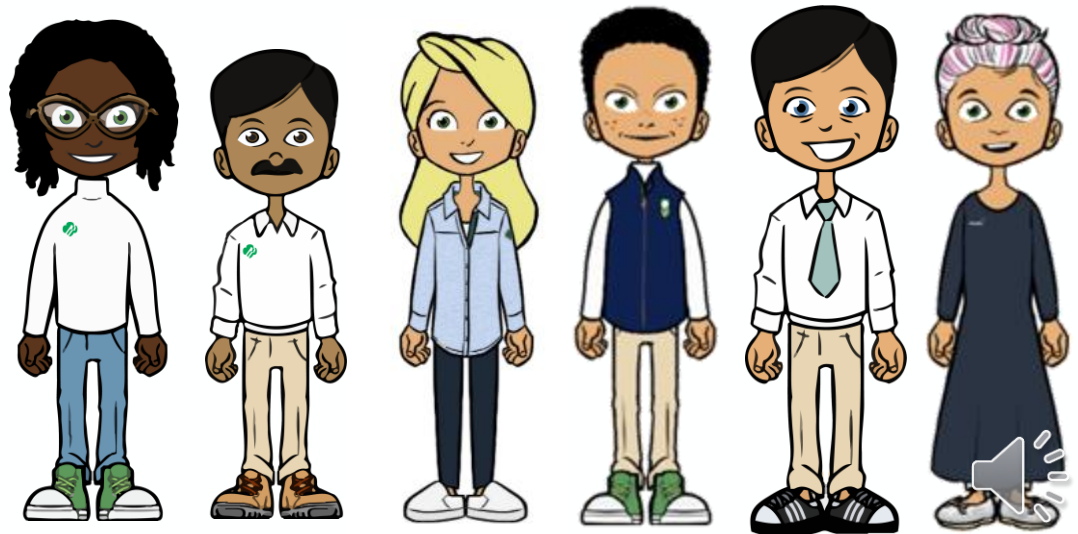
Personalize by choosing from two avatars. You have the option to select from a safari outfit or Girl Scout attire.



Earn a Girl Scout Cookie Giveaway Personalized Patch with your Avatar. Here's how!

- Create your avatar in the M2 system
- Send 18+ emails during the Fall Product Program
- Use the "Share My Site" function in the M2 system during the Fall Product Program
- Sell 300+ packages of cookies during the 2024 Girl Scout Cookie Program

VOLUNTEER EXPERIENCE



girl scouts 

 M2 Media Group



Thank You

Dear Michelle

It's time for the Fall product sale and an exciting year ahead for Girl Scouts! For the Fall sale this year, we have a website where you can communicate with the girls / parents in your troop, monitor results, and build an avatar to be included in a troop photo. Your username will be the email address shown below. Please [click here](#) to create your password.

Username:

Once your password is created, [click here](#) to access the site or go to <https://www.girlscoutmagazines.com/admin>

The sale will run from 09/19/2014 at 12:00 AM to 11/25/2014 at 11:59 PM. Please encourage all of the girls in your troop to participate. If you have any questions, please contact your unit leader or the council. Thank you for all that you do for Girl Scouts!

Girl Scouts of California's Central Coast



TROOP VOLUNTEER ACCESS

Email invitation to login sent on September 22

Troop training video

Queue Parent/Adult Email Campaign

Volunteer avatar



PARENT/ADULT EMAIL CAMPAIGN

Email addresses
uploaded by council

Edit or enter missing
parent/adult emails

Email with instructions
on how to participate

The screenshot shows a web interface for managing an email campaign. At the top, there are logos for 'girlscouts' and 'M2 Media', along with the text 'Girl Scouts of Alaska' and '2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines'. A home icon and the title 'Parent and Adult Email Campaign' are visible. Below the title is a message: 'Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.' A 'Troop:' dropdown menu is set to '897'. There are two buttons: 'VIEW EMAIL' and 'ADD CONTACTS'. A table lists three contacts with columns for First Name, Last Name, Email, Send in Spanish, Resend, Status, and Delete. The table includes an 'UPDATE' button and a 'Status Key' legend. A 'RETURN TO DASHBOARD' button is at the bottom, and a speaker icon is in the bottom right corner.

girlscouts M2 Media Girl Scouts of Alaska 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines TP

Show Quick Dashboard Links

Parent and Adult Email Campaign

Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.

Troop: 897

VIEW EMAIL ADD CONTACTS

First Name	Last Name	Email	Send in Spanish	Resend	Status	Delete
Alicia	Truesdail	altruem2test+stagegirif@gr	<input type="checkbox"/>			
Jennie	Sorrell	jsorrell@m2mediagroup.cc	<input type="checkbox"/>			
Cat	Arnold	carold@m2mediagroup.o	<input type="checkbox"/>			

UPDATE

● Opened ● Didn't open ● Sent ● Delivered ● Bounced ● Queued for sending Status Key

RETURN TO DASHBOARD

TROOP DASHBOARD

Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments

girlscouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | TP

Girl Scouts of Alaska

Alicia True
Edit Avatar | Your Patch | View Troop Photo | Change Role

3 Campaigns Launched
Last Year: 0

3 Avatars created
Last Year: 0

23 Emails Sent
Last Year: 0

3 Participants with 1+ Shares
Last Year: 0

Stats: Current Campaign Troop: 897

Magazines				
Direct Ship Nuts				
Online Nut Girl Delivered				
Nut Card				

\$1,355.00 Total Sales Last Year	\$53.00 Online Magazines Last Year	\$0.00 Direct Ship Nuts Last Year	\$0.00 Online Nut Girl Delivered Last Year
\$1,302.00 Nut Card Last Year	N/A Last Year	N/A Last Year	N/A Last Year

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

Campaign Setup

- Parent/Adult Email Campaign
- Default Storefront Video
- Training Video
- Video Instructions

Manage System Users

- Send messages
- Manage Troops and Girl Scouts
- Manage Admin Users

Financials and Reporting

- Banking and Payments
- Reports
- Troop Summary/Amount Due Report

Product Management

- Paper Order Entry
- Manage Extra Products

Rewards and Patches

- Reward Opt-Out
- Rewards
- Personalized Patches

TROOPS REWARDS



Troops and Juliettes who have a per-girl-average of 50 items sold will earn a premium booth slot during the 2024 Cookie Program OR a customized GSGI tote bag!



VOLUNTEER INCENTIVES



**FALL
PRODUCT
PROGRAM
KICKOFF**

Returning this year! GSGI Virtual Fall
Product Program Kickoff

Join us for the virtual kickoff on September 19 to learn the ins and outs of the Fall Product Program, take a closer look at some of the amazing rewards, meet Ozzie the Ocelot, and discover how you can "Own Your Magic."



Sign up for free and earn your Fall Product Program Kickoff patch at girlscoutsiowa.org/events



IMPORTANT DATES

WEEK OF SEPTEMBER 11

Materials start arriving to troops and Juliettes.

MONTH OF SEPTEMBER

Host Your Troop Kickoff Meeting! Resources available on The Bridge (gsgibridge.com/fallprogram). See page 5 for details on how to host this meeting!

SEPTEMBER 19

Virtual Fall Product Program Kickoff Rally! See page 4 of this guide for more info and register to watch the premiere at girlscoutsiowa.org/events!

SEPTEMBER 21

Attend the virtual live Fall Product Program training from 6:00 p.m. to 7:00 p.m., focusing on learning specifics of the program and offering a platform for you to ask any questions you have. Specialized pre-recorded training for specific roles and finance management will also be available on The Bridge! (gsgibridge.com/fallprogram)

SEPTEMBER 22

Email invitations are sent to all registered volunteers with directions to access the M2 system. Log in and watch a short system training video, create your own custom avatar, and schedule your parent/guardian emails to go out on September 29.

SEPTEMBER 29

Troop Product Managers can send the parent/guardian launch email in the M2 system, inviting Girl Scouts to access their M2 account. Order card and online sales begin!

SEPTEMBER 30

Email invitations sent to all registered Girl Scouts who have not logged into their M2 account yet with directions to get started.

OCTOBER 20

Bank account information due.

OCTOBER 22

In-person sales end. All Nut Order Cards and money due to the TPM. Last day for SUPCs to enter delivery station details into M2.

OCTOBER 23

Girl Scouts of Greater Iowa (GSGI) Staff available over phone and email until 9:00 p.m. for support.

OCTOBER 24

Online girl-delivery sales end. Last day for TPMs to enter Nut Order Card sales in the M2 system.

OCTOBER 27

Online magazine and Direct Ship nut orders end.

OCTOBER 30

Last day for Reward Orders to be entered into the M2 system.

BY OCTOBER 31

Last day to deposit all money collected into the troop bank account.



IMPORTANT DATES

NOVEMBER 2

Total balance due for product emailed to the TPM. The amount due will be auto withdrawn from your troop bank account November 8.

NOVEMBER 5

Payment Adjustment Forms and Girl Shortage Forms, if applicable, due by 11:59 p.m. Any Girl Shortage Form submitted must also include the Girl Scout's signed Product Program Permission Form.

NOVEMBER 8

Payment for product auto withdrawn from troop bank account.

NOVEMBER 8-13

Nuts and candy are delivered to each service unit, then to troops.

BY NOVEMBER 22

Girl Scouts should have product delivered to customers.

JANUARY 2024

Rewards delivered to service units, then to troops and Girl Scouts as soon as possible.



FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee



girlscouts | M2 Media

Hi!
Our friendly customer service representatives are ready and waiting to answer all of your Fall Product Program questions!

support.gsnutsandmags.com
(800)-372-8520

We're happy to help!

THANK YOU!

For your continued support of Girl
Scouting and the Fall Product
Program.

We look forward to a successful
2023 Program!

