





### 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 27 ONLINE DIRECT SHIP SALES: SEPTEMBER 29 - OCTOBER 27

### 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

girl scouts

The program helps fund the entire <sup>[</sup>Girl Scout Experience

# THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

### What's their "why"?





# **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









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# **DELICIOUS NUTS & CHOCOLATES**

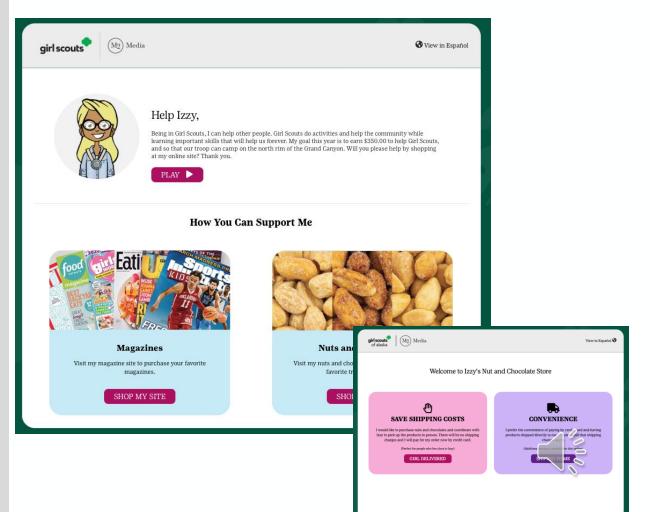
### Council's Top Selling Items in 2022

#1 – Peanut Butter Penguins #2 – Dark Chocolate Sea Salt Caramels #3 – Pecan Supremes #4 – English Butter Toffee #5 – Dulce Daisies 000

### ONLINE SHOPPING SITES

Supporters select their desired product line

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



#### PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers



#### PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed mini BarkBox







#### **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.

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# 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

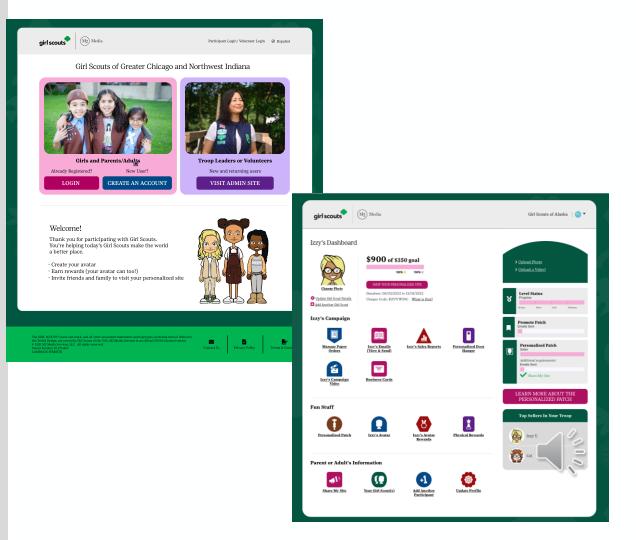
Preferred Email Address

Confirm Membership

Highlight Girl Scout Goals

Build an Avatar

Include Video



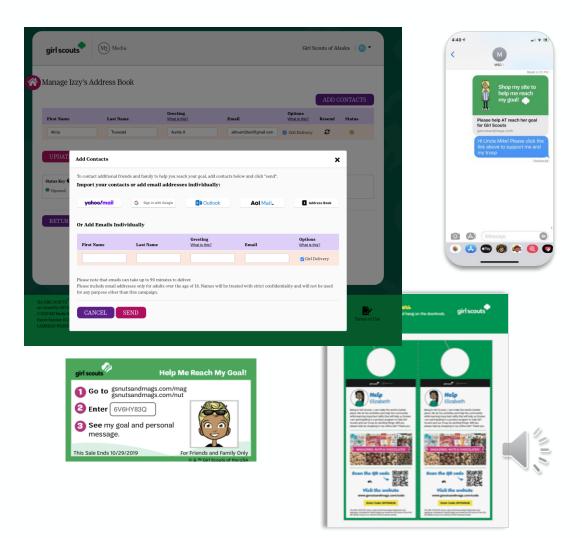
# TOOLS TO RUN A BUSINESS

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



# **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

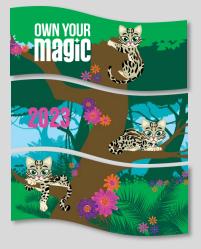


### 2023-24 FALL & COOKIE CROSSOVER PATCH

- 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





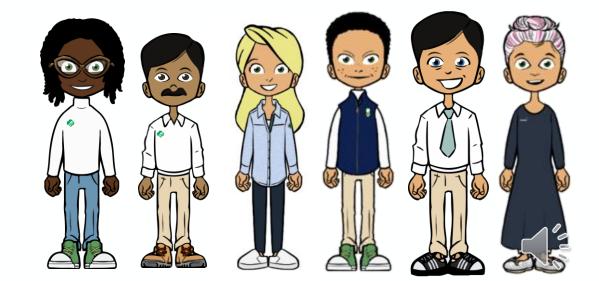


# GIRL SCOUT REWARDS





# VOLUNTEER EXPERIENCE





Thank You

(M<sub>2</sub>) Media Group

#### 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 <u>click</u> <u>here</u> to create your password.

Username:

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

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

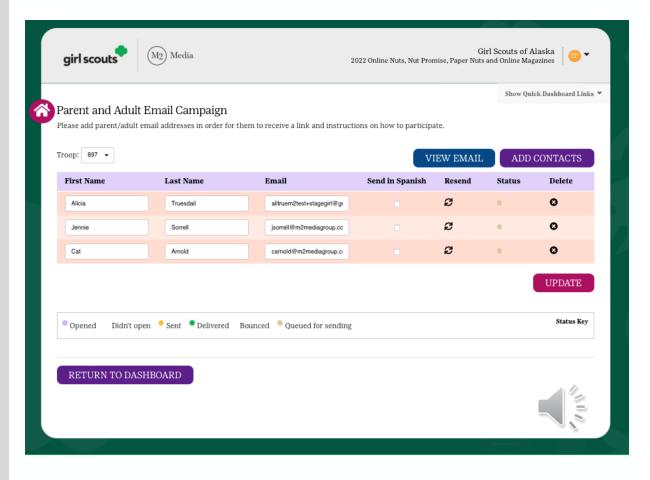


# PARENT/ADULT EMAIL CAMPAIGN

Email addresses uploaded by council

Edit or enter missing parent/adult emails

Email with instructions on how to participate



# TROOP DASHBOARD

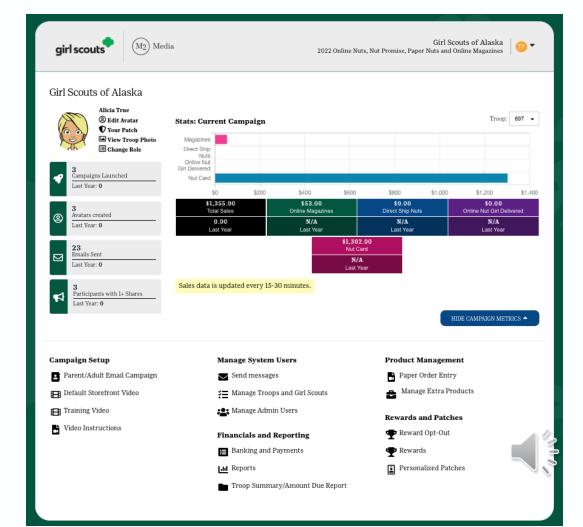
Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments



# TROOPS REWARDS



Troops and Juliettes who have a per-girlaverage 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



\*this will be a prerecorded video available after September 19 if you are unable to catch the premiere!



### **DELIVERY OF NUTS/CHOCOLATES**

Product will be delivered to Service Unit Product Chairs between November 8-13



### DELIVERY TICKETS

Print delivery tickets by troop or participant

Available for easier picking and packing

Option to include financials

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# **BALANCING FINANCES**

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### DELIVERY OF REWARDS

Rewards will be delivered to Service Unit Product Chairs January 2024



# DELIVERY TICKETS

Print reward delivery tickets by troop or participant

Available for easier picking and packing

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### 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



# Hey TPM's! Check out our Finance Training!

Located on The Bridge at *gsgibridge.org/fallprogram* 

- Troop Proceeds
- Handling Money
- Setting up your bank account
- Balancing finances





# THANK YOU!

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

We look forward to a successful 2023 Program!



