

## **2020 Girl Scout Fall Product Program**

### **Family Newsletter**

Girl Scout Families,

Welcome to a new year in Girl Scouting and the wonderful world of the Girl Scout Fall Product Program.

The Girl Scout Fall Product Program is a fun and easy way for your Girl Scout to learn and develop the “5 Skills” that will help in her daily life today and for her future.

### **Why Participate?**

**Goal Setting:** Help your Girl Scout set and reach her personal goal.

**Decision Making:** Has her troop decided on a goal? Work with your Girl Scout and troop leadership to learn more about the goal and what steps and decisions your Girl Scout can make to reach that goal.

**Money Management:** Use the money envelope provided in your girl packet. Help your Girl Scout calculate how many orders she needs to reach her goal and track her progress.

**People Skills:** Work with your Girl Scout to encourage customers to donate to the Gift of Caring opportunity. Gift of Caring benefits the military, essential workers and community based organizations.

**Business Ethics:** Be courteous, smile and say “Thank you” whether or not you get the sale. Turn in your money and orders on time. Deliver all your orders.

This year’s program will be **October 1 –21, 2020** (October 19 (in-person)/October 21 (online) taking period) and gives your Girl Scout an opportunity to set goals, earn rewards and help her troop earn funds for troop activities and trips during the first half of the Girl Scout year. The program offers numerous options for customers including nuts, candy and magazines.

### **Important Information About the Program**

1. Troops have the opportunity to earn money now to help get the year started off.
2. Troops/girls can pick and choose from which parts of the program they would like to participate in:
  - Nut and/or Candy Orders
  - Online Orders
  - Magazine Orders Online
3. The decision to participate in the Fall Product Program should be made by the girls and their parents/guardians.



## Launching Her Fall Business

It's easy to participate with in-person or online options!

Girls have the opportunity to sell nuts and candy in-person and online PLUS they can sell magazines online! All of this is designed specifically for our Girl Scouts and their customers!

**Program begins  
October 1, 2020**

### 4 Easy Steps to Get Started

1. Go to [gsnutsandmags.com/gsgcnwi](https://gsnutsandmags.com/gsgcnwi) and follow the prompts to set up a M2 account with your Girl Scout. You'll need to have your 5-digit troop number ready to help you set up an account. Girls can only have one M2 account, so please do not create more than one!
2. Help your Girl Scout create her own personalized storefront and avatar. Creating an avatar is fun and easy. You will also have the option to upload a photo and video for friends and family to see. This step is optional, but has been proven to increase sales. Girls have the opportunity to earn their own avatar patch! Send emails! Girls who send at least fifteen emails through M2 have 148% higher sales than girls who don't.

#### **Girls must complete the following to earn the patch:**

- Create their own personalized avatar
  - Send 15+ emails through M2
  - Have at least \$300 in Total Sales (including nuts, candy, magazines or Gift of Caring ).
  - This patch will be mailed directly to the girl's home, so be sure to enter her mailing address into M2. As each patch is unique and personalized, these patches will ship 6-8 weeks after earning.
3. Once you have sent your emails, you can also share your storefront on social media. Customers can choose the Direct Ship option, purchase from a full assortment of Girl Scout products and gift items or magazines, and pay with a credit card. These items will be directly sent to the customer, with no money to collect or product to deliver.



#### **To earn the Product Crossover patch girls will need to:**

- Create your M2 Avatar in the Fall Product Program
- Send 15+ emails in the Fall
- Sell 135+ packages of cookies during the 2021 Cookie Program and 25 Fall items during the 2020 Girl Scout Fall Product Program
- These patches will ship directly to your home approximately 6-8 weeks after the Cookie Program.

- Customers can also choose the Girl Delivery option. These items will also be paid for online, so all girls need to do is deliver products. No money should be collected for any online orders. With this option, customers can only select from the 16 nut and candy items listed on the paper order card.
4. Girls can also choose to take orders using the traditional paper order card. You will be able to enter these order totals directly into her M2 storefront through October 19
1. Log into your Girl Scout's M2 account – **[gsnutsandmags.com/gsgcnwi](https://gsnutsandmags.com/gsgcnwi)**.
  2. From your Campaign page, click the “Manage Paper Orders” icon.
  3. Enter the total number of items ordered for each product type.
  4. Confirm that the TOTAL matches your order card.
  5. Click “Update” to save your orders.
  6. Hold on to your paper order card so you can deliver the product and collect payment.

## Important Dates for Families

### October 1, 2020

- Girl Scout households will receive a Welcome email with instructions to get their Girl Scout's online store prepared for when the order taking period begins (ONLY if the troop leader has triggered the parent/guardian email blast through the M2 system).

### October 2, 2020

- **If the troop leader has not triggered the parent/guardian email blast through the M2 system,** Girl Scout households will receive a Welcome email with instructions to get their Girl Scout's online store prepared.

### October 1-19 , 2020

- Girl Scouts can begin collecting nut/candy orders from family and friends using their order card.
- Girl Scouts send emails for online ordering.
- All money is collected at this time.
- Families can enter their Girl Scout's in-person order into the M2 system through October 19.

### October 20-21, 2020

- Troops can enter in-person orders if the parent or guardian has not entered the order into the M2 system.
- All money is due to the troop leader.

### Week of November 5 - 8, 2020

- Troop leader will pick up the troop's fall product delivery from the Service Unit. The troop leader will then schedule parents to pick up their Girl Scout's nut/candy items from a designated location .

### December 2020

- Troop leader will schedule time to pick up the Girl Scouts rewards from a designated location.

## IN-PERSON SALES

The order card gives customers the choice of 16 great nut/candy items and a Gift of Caring Nut/Candy Donation option . Collect money when the order is taken. You can accept cash or checks made payable to the Girl Scout troop. The troop can let you know which method of payment the troop prefers.

- Nut/Candy Orders: Using the nut/candy order card, customers select their favorites and pay at time of order. Nut/candy orders will be distributed to the troop the week of November 5 then girls deliver the products to their customers.

## ONLINE SALES

- Customers can choose the **Direct Ship option**, purchase from a full assortment of Girl Scout products and gift items or magazines, and pay with a credit card. These items will be directly sent to the customer, with no money to collect or product to deliver.
- Customers can also choose the **Girl Delivery option**. These items will also be paid for online, so all girls need to do is deliver products. No money should be collected for any online orders. With this option, customers can only select from the 16 nut and candy items listed on the paper order card.
- Girls can post their fall product online program link on online sites such as Facebook and Twitter; selling Fall Product on eBay, Facebook Marketplace, Craigslist, Amazon, or any other online resale website that takes payment is NOT allowed.

## DONATIONS | GIFT OF CARING

Customers can make a Gift of Caring (Care to Share) donation to your Girl Scout in-person and/or online. These donations support and provide comfort to the women and men serving in the armed forces.

For each \$5 donation, a nut/candy item will be sent to military personnel. To take a donation in-person, simply enter the quantity of Gift of Caring Nut/Candy Donations on the order card.

## REWARDS AND PATCHES

Girls earn rewards and patches as they reach each level outlined on the Order Card. **Rewards are cumulative.** Nutty Bucks are program credits that girls can earn to help them pay for their Girl Scout experiences. It can be chosen instead of rewards at levels indicated on the Order Card. It can also be used to pay for her Girl Scout membership, program materials in our shops, and/or help girls participate in certain Girl Scout events and activities (including camp)!

That's it! Now you're ready to get started. Need support? Just give your Troop Leader or the Product Program Team a call at 855.456.8347 ext 6722 or [productprogram@girlscoutsgcnwi.org](mailto:productprogram@girlscoutsgcnwi.org).

