



2020 FALL PRODUCT PROGRAM TRAINING

Girl Scouts of Greater Chicago and
Northwest Indiana

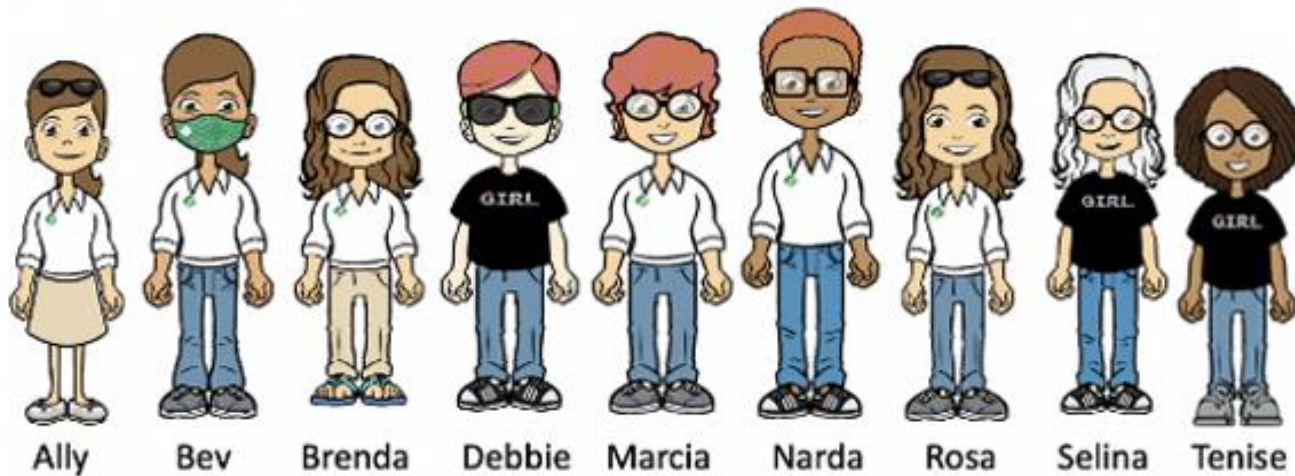
THANK YOU!

- We **appreciate** your time, energy and efforts
- Our Product Program is a success because of **YOU!**
- You help girls learn and develop skills that last a lifetime
- We are excited to kick off this new Girl Scout year with you and look forward to “bravely sharing our strengths”



THANK YOU RV'S!

- Let's Thank Our Awesome Regional Volunteers!!!



Regional Volunteers

THE WHY FOR GIRLS



What Do Girl Scouts
Learn from Fall Product
Program?



What Have Girl Scouts
Experienced Using the
Money Earned from Fall
Product Program?



How Have Troops Used
Money Earned from
Product Programs to
Give Back?

WHAT'S YOUR WHY?

- Why are you here today?
- Why do you volunteer for this program?
- Do you know **WHY** your time, efforts and energy matter?
- Do you know the impact you are making on the lives of girls?



You are directly impacting the future of girls by...

Facilitating the largest girl-led entrepreneurial program in the world

Assisting girls in **earning** funds to support their amazing girl-led adventures and service opportunities locally, nationally and globally

Providing girls the opportunity to **share** their skills to make the world a better place



You are providing **girls** with **life-changing** experiences by trusting your strengths

BRAVELY BE YOU!

YOUR EFFORTS MATTER

SUCCESS FOLLOWS WHEN
YOU DEFINE WHAT
INSPIRES **YOU**
MOTIVATES YOU
AND FIRES YOU UP!
.....
WHAT'S YOUR WHY?

- Use your strengths to create memorable experiences for girls
- Stay focused on the why
- Be a resource for your troops and girls
- Set goals for your service unit and encourage troops to do the same as an example to girls
- Deliver products and rewards
- Share the value and benefits of the program



THREE TOED PYGMY SLOTH

Found living on Isla Escudo de Veraguas off the coast of Panama

It is the smallest of the three toed sloths and was only recognized as a species in 2001

Habitat destruction is the largest threat to the species

Sloths can swim

A unique species of green algae is found on the fur and is considered symbiotic, providing camouflage without detriment to their health

Population <100

Size around 6 pounds

Eats primarily leaves of red mangroves



REWARDS

Rewards are cumulative, giving you an opportunity to earn each item as you reach your goals. Please circle the item(s) you wish to earn at each level. *Denotes default item if no reward is selected

Nut/Candy

 12+ Nut/Candy Items Trust Your Strengths Patch	 25+ Nut/Candy Items Double-sided Necklace	 35+ Nut/Candy Items Super Seller Patch AND Watercolor Paint Kit	 45+ Nut/Candy Items Small Sloth Plush* OR Fuzzy Sloth Journal	 55+ Nut/Candy Items Tassel String Lights OR Bravely Be You T-shirt*	 75+ Nut/Candy Items Heart String Light Kit
 110+ Nut/Candy Items 100+ Patch AND Sunpak Ultimate Vlogging Kit (please see website) OR Samsung Galaxy Tablet OR \$75 Nutty Bucks*	 150+ Nut/Candy Items 1 Year Family Membership to Brookfield Zoo OR Victrola-Navigator 8-in-1 Classic Bluetooth Record Player OR \$100 Nutty Bucks*	 200+ Nut/Candy Items Apple AirPods with Wireless Charging Case OR Beats by Dr. Dre-Solo3 Wireless Headphones OR \$150 Nutty Bucks*			

Magazines

 3+ Magazines Bravely Be You Patch	 6+ Magazines Sloth Pen	 8+ Magazines Fit Wrist	 10+ Magazines Super Seller Mags Patch AND Small Sloth Plush	 12+ Magazines Sloth Socks* OR Mini Bluetooth Speaker	 16+ Magazines Large Sloth Plush* OR Tote Bag
 20+ Magazines Goal Getter Patch AND Sunpak Ultimate Vlogging Kit (please see website) OR Samsung Galaxy Tablet OR \$75 Nutty Bucks*	 30+ Magazines 1 Year Family Membership to Brookfield Zoo OR Victrola-Navigator 8-in-1 Classic Bluetooth Record Player OR \$100 Nutty Bucks*	 40+ Magazines Apple AirPods with Wireless Charging Case OR Beats by Dr. Dre-Solo3 Wireless Headphones OR \$150 Nutty Bucks*			

Get these two special patches with your nuts and candy on them!

FALL PERSONALIZED PATCH

TO EARN:

- Create your avatar
- Send this email
- Sell 200+ in total fall sales

GIRL SCOUT COOKIE CROSS-OVER PERSONALIZED PATCH

TO EARN:

- Create your avatar in the fall
- Send 15+ emails in the fall
- Sell 100+ packages of cookies during the 2020 Girl Scout Cookie Program

Online Program

1. Begin selling on or after October 1, 2020.
2. Log on at www.gsnutsandmags.com/gsgcmw1 to get started.
3. Enter 15+ email addresses inviting family and friends to order magazines, nuts and candy to receive the 2020 Sloth Patch.
4. Text & Share your online site to invite friends & family to support you!
5. Create your personalized M2 avatar.
6. You will receive rewards and your troop will receive proceeds for every order placed online by October 21, 2020.

Important Dates:

110+ Nut/Candy Items

Fit-Together Patches!
Earn them all!

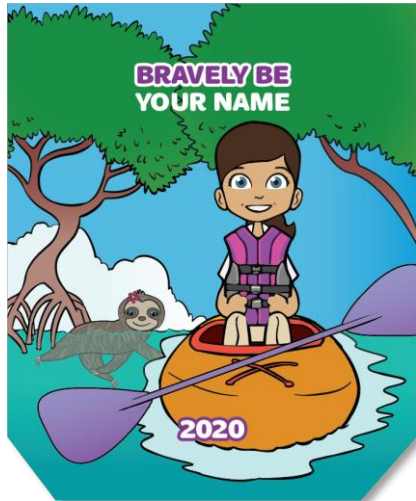
15+ Sloth Plush
3+ Magazines
12+ Nut/Candy Items

20+ Magazines

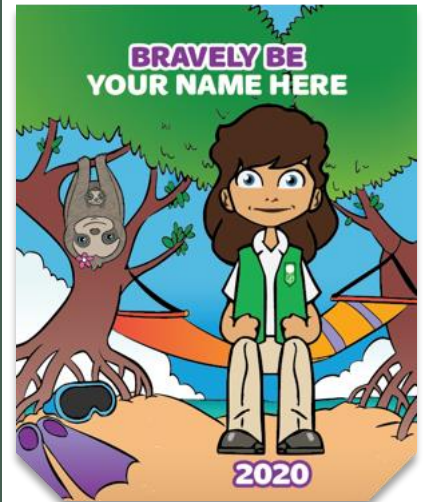


2020 GIRL REWARDS

PERSONALIZED PATCHES



- Girls choose an adventure for their avatar
- Kayak with swimming sloths down a mangrove-lined river
- Relax on a hammock with a sloth friend and her baby
- Earned by:
 - Sending 15+ Emails & selling \$300 in total fall product items
- Patches are shipped directly to girls



15% total sales
with rewards

OR

*18% total sales
without rewards

Option available for Junior,
Cadette, Senior and
Ambassador Level Troops



Magazines,
Nuts and
Chocolates

TROOP PROCEEDS



100% of Cookie
Goal

12¢
Per cookie case
sold

105% of Cookie
Goal

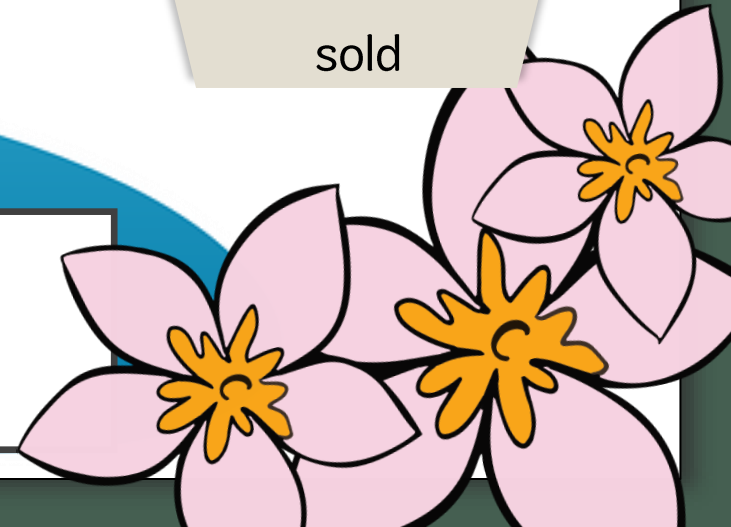
25¢
Per cookie case
sold

75% girl
participation from
FY 20 Fall Product
Program
+
105% of Cookie Goal

35¢
Per cookie case
sold



SERVICE UNIT INCENTIVE



AUTOMATED CLEARING HOUSE (ACH)



ACH FORM
Due
September 30

ACH Sweep
(100% of amount
due to council)
October 30

- One form for both the Fall Product Program and Cookie Program
- ACH Adjustment Form for troops unable to pay by the time of the sweep
- Collection Process

Delivery of Product November 5-8

**SU Delivery
Station Form
Due
September 30**



SERVICE UNIT DELIVERY

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.

girl scouts of greater chicago and northwest Indiana | Media Group

These patches that fit together!

Full Personalized Patch
with your name and avatar!

To Earn:

- Create your avatar
- Send 15+ emails
- Sell \$300+ in total Fall sales

You can choose whether you will want your avatar to be kayaking or relaxing in a hammock on your patch if earned.

Girl Scout Cookie Crossover Personalized Patch

To Earn:

- Create your avatar in the Fall
- Send 15+ emails in the Fall
- Sell 135+ packages of cookies during the 2021 Girl Scout Cookie Program and 25 Fall items during the 2020 Girl Scout Fall Product Program

Step 1 - Visit the website

www.gsnutsandmag.com/gsgcnwi
(or click on the link from the council website)
Follow the prompts to participate in the online Fall Product Program. Please have your 5-digit troop number before starting.

MY 5-DIGIT TROOP # _____

Step 2 - Create your personalized site

You will be creating an avatar who looks just like you. You can also record a personalized message for your avatar to deliver to friends and family. As you set up your site, she will earn virtual rewards as you complete the steps to create your personalized site for the Fall Product Program.

Step 3 - Send emails

When you send emails to friends and family, they will see your goal and hear your avatar deliver your special message. By clicking a link, they will be able to shop online while helping you reach your goal. Don't forget to share with additional friends and family on social media with the help of a parent/guardian. Please follow current GSUSA guidelines for online sales and marketing.

TWO WAYS TO PARTICIPATE

- Girls offer a variety of items to family and friends in two ways
 - **In-person** using a nut order card
 - **Online** sending emails and sharing link on social media to purchase magazines and nuts/chocolates

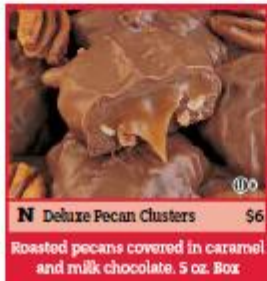
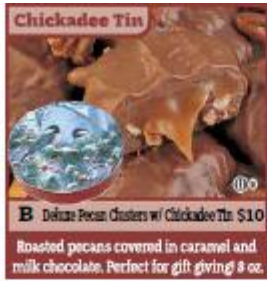
girl scouts

GIRL SCOUT FALL PRODUCT PROGRAM

GIRL SCOUTS IS A PLACE WHERE EVERY GIRL HAS THE SPACE AND SUPPORT SHE NEEDS TO REACH HER 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 Trefoil Design, are owned by Girl Scouts of the USA. Trooply Nut Company is an official GSUSA licensee.

IN-PERSON NUT/CHOCOLATE ITEMS



- Delicious selection of items
- Holiday Tin & Gift Items
- Gift of Caring



GIRL ONLINE EXPERIENCE

- Create a virtual likeness
 - Creating avatars makes participating fun and get results with PATENTED Girl Scout platform



GETTING STARTED

- Girls log in as a first-time participant or as a returning user from last year
- Spanish experience available

M₂ mediagroup girl scouts

girl scouts

Thank you for supporting Girl Scouts!

Create a Me² avatar!

Earn rewards for participating. Your Me² can earn rewards too!

Invite friends and family to shop online!

Your participation helps Girl Scouts inspire today's girls to become tomorrow's leaders!

GET Started!

Girls and Parents/Guardians

Been here before?
Returning participants please login

Login

First time?
Register an account.

Register

Volunteer

Are you a Girl Scout Troop Leader or Volunteer?
Visit our administration site and login with the appropriate credentials.

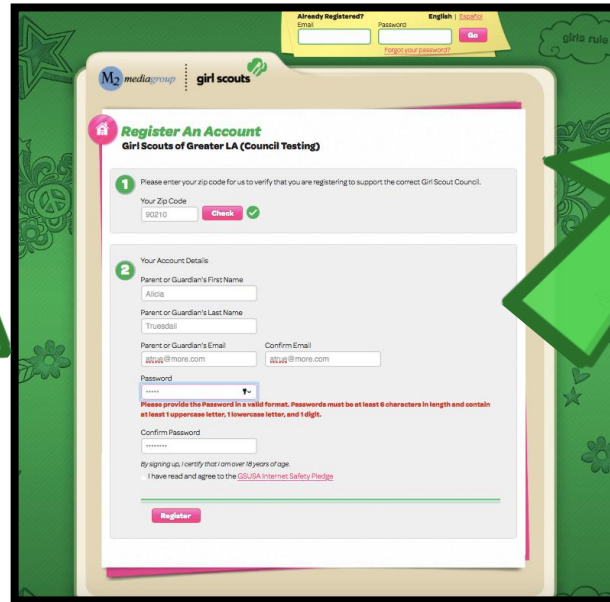
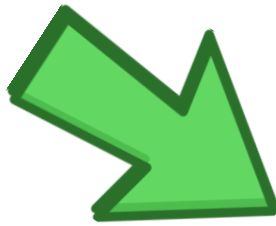
Volunteer

REGISTERING AN ACCOUNT



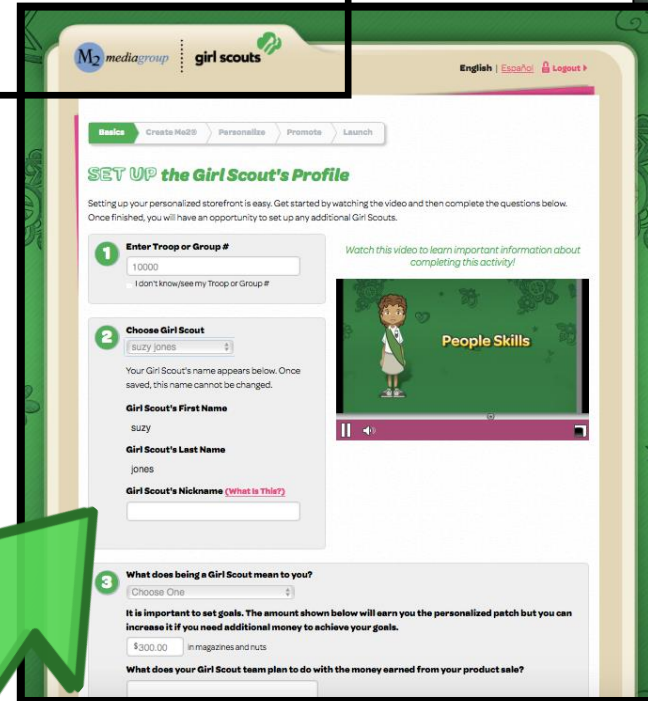
The screenshot shows the 'Register An Account' page for Girl Scouts of Greater LA. Step 1 is 'Please enter your zip code for us to verify that you are registering to support the correct Girl Scout Council.' The 'Your Zip Code' field contains '90210' and a green checkmark is visible next to the 'Check' button.

- Zip code validation ensuring girl in correct council



The screenshot shows the 'Register An Account' page for Girl Scouts of Greater LA. Step 2 is 'Your Account Details'. It includes fields for 'Parent or Guardian's First Name' (Alicia), 'Parent or Guardian's Last Name' (Truesdell), 'Parent or Guardian's Email' (atjag@more.com), and 'Confirm Email' (atjag@more.com). There is a 'Password' field with a strength indicator and a 'Confirm Password' field. A 'Register' button is at the bottom.

- Participant information and secure password setup



The screenshot shows the 'SET UP the Girl Scout's Profile' page. Step 1 is 'Enter Troop or Group #' with a dropdown menu set to '10000' and a 'Check' button. Step 2 is 'Choose Girl Scout' with a dropdown menu set to 'suzy jones'. Step 3 is 'What does being a Girl Scout mean to you?' with a dropdown menu set to 'Choose One'. A video player titled 'People Skills' is visible on the right.

- Troop number selection or "I don't know/see my Troop#/Group#"
- Participant can edit nickname
- Answer questions about girl goals and what Girl Scouting means to her

Update AliTrue's Avatar

1 Build Your Me2®

Create a Me2® that looks just like you! Creating one will allow you to earn virtual rewards as you complete the activity, and will give you access to Me2®'s room to view the rewards after sending emails. Get started and earn your first reward!



To see all of the choices for your Me2® avatar, click on the arrows in the Me2® software below..

HEAD		
◀	Skin Tone	▶
◀	Hair Style	▶
◀	Hair Color	▶
◀	Eyes	▶
◀	Eye Color	▶
◀	Face	▶
BODY		
CLOTHING		

2 Add Your Voice (Optional)

If you do not want to use the default Me2® voice, you can provide your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult our [audio guide](#).

Upload An Audio File 🗑️ Audio Received!

3 Listen To Your Me2®

Preview how your Me2® will sound on your own personalized Talking Me2® landing page!

Preview

CREATE AVATAR & RECORD VOICE

- Girl designs her own likeness with over 3 billion avatar feature combinations
- New feature choices for Fall 2020



PERSONALIZED CAMPAIGN

- Girls can upload a photo or a video which can be shared on their online storefront
- Girls who upload photos and/or videos sell more to reach their goals

The screenshot shows the 'Me2' storefront design interface for Girl Scouts. At the top, there are logos for 'M2 mediagroup' and 'girl scouts', along with language options for 'English' and 'Español', and a 'Logout' button. A navigation bar includes 'Basics', 'Create Me2', 'Personalize', 'Promote', and 'Launch'. The main heading is 'DESIGN your Personalized Storefront™'. Under 'Ali's Photo', it says 'Friends and family will love seeing your picture while they shop! Upload a favorite photo.' To the right, it says 'Send 15 emails and sell'. Below this is a preview of a storefront with a cartoon girl in a canoe and the text 'BRAVELY BE YOUR NAME' and '2020'. A 'Need Help?' button is visible. Under 'Ali's Video', it says 'Who better to tell your friends and family about your campaign than you?' and 'Upload a Video'. A privacy notice for videos is partially visible. A modal window titled 'Add a selfie and decorate it!' is open, showing a photo of a girl, options to 'Upload a photo' or 'Take a Photo', and a 'Decorate Your Selfie' section with icons for a cloud, heart, flower, and star. At the bottom of the modal, there is a toggle switch and text: 'Use this photo on your storefront. If you choose not to use this photo, we'll show your Me2 or your council's default photo.' Buttons for 'Close', 'Delete Photo', and 'Save' are at the bottom.

English | Español | Logout

Basics Create Me2™ Personalize Promote Launch

PROMOTE Your Campaign

Send emails to your friends and family to tell them about your campaign and invite them to shop online at your personalized store to help you reach your goal.

Import Your Contacts

Yahoo
 Gmail
 Outlook.com
 AOL
 Address Book

Or Add Emails Individually

First Name	Last Name	Greeting What is this?	Email	Delete
<input type="text"/>	<input type="text"/>	<input type="text" value="i.e. Grandma"/>	<input type="text"/>	<input type="text"/>

Add **12** more emails and launch your campaign to earn a reward!

Please note that emails can take up to 90 minutes to deliver.

Please include email addresses only for adults over the age of 18. Names will be treated with strict

Previous

Tell Your Friends

Share Your Storefront

Share your storefronts on Facebook

[Share Your Magazine Storefront](#)
[Share Your Nut Storefront](#)

Share your storefronts on Twitter

[Share Your Magazine Storefront](#)
[Share Your Nut Storefront](#)

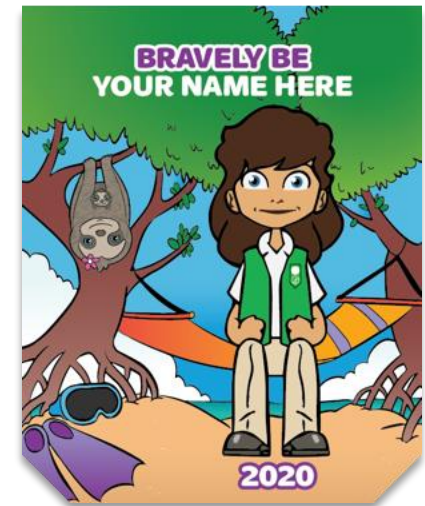
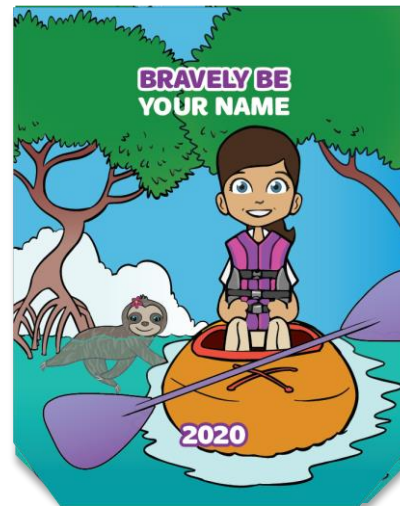
Close

PROMOTING HER CAMPAIGN

- Girls share their online storefront link with family and friends by sending emails or sharing on social media
- 27% of online sales come from social media
- Girls also have business cards preprinted with their storefront code
 - Take a picture of the business card and text family and friends.
- Easier for returning girls with customer email addresses saved year over year
- Option to include last name so friends and family know who is sending the email
- Simplicity of one click renewals for customers previously purchasing magazines


PERSONALIZED PATCH SHIPPING

- Girl chooses name, nickname or initials for her patch
- Girl makes selection between two patch backgrounds
- Opportunity to provide mailing address after login
- Personalized patches ship directly to girls as earned throughout the program



Personalized Patch

To earn the personalized patch sell \$77.00 in nuts and chocolates.
Please enter your address. If you earn the personalized patch, you should receive your patch in the mail approximately 4-6 weeks after earning it.



If you earn it, this is how your Me2® and name will appear on your personalized patch.

How Your Patch Looks
You may preview your selections on the left.

Name on Patch
Nickname

Girl Scout's Nickname
JanJan

What will appear on your patch?
Your Me2® Space Suit(w/shoes)

Shipping Address
For best delivery use parent / guardian name.

First Name Last Name

Address Line 1

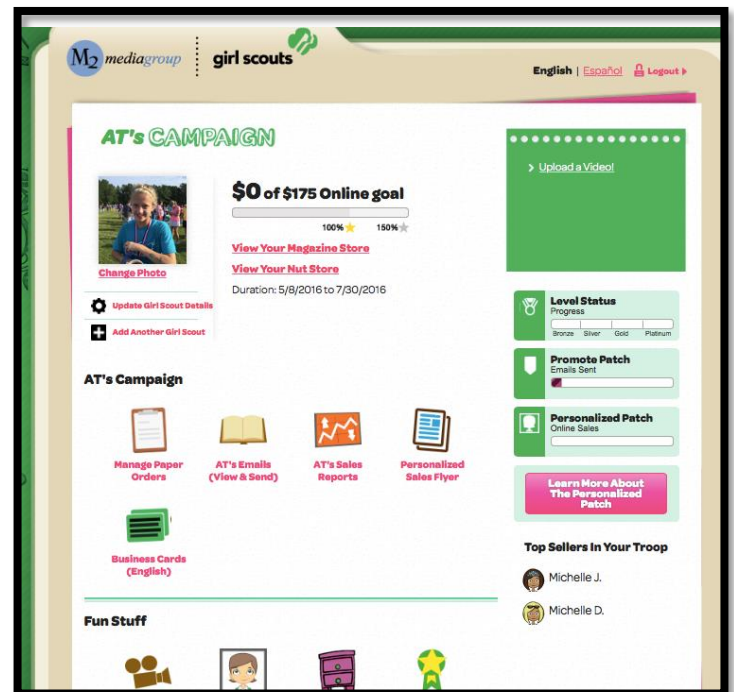
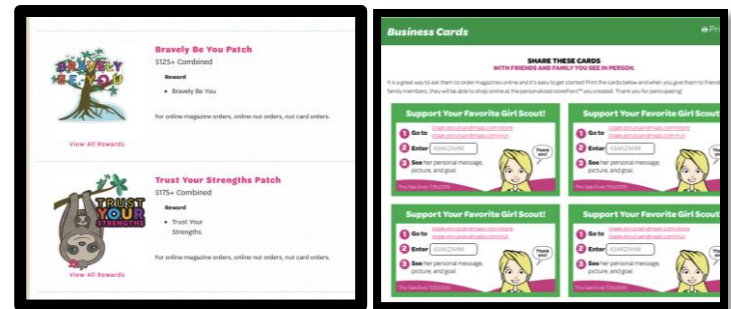
Address Line 2

Apt B

City State Zip

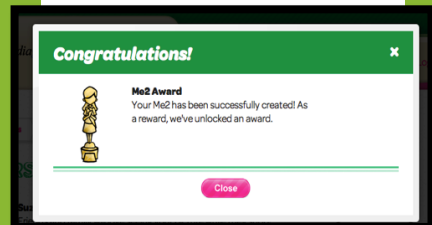
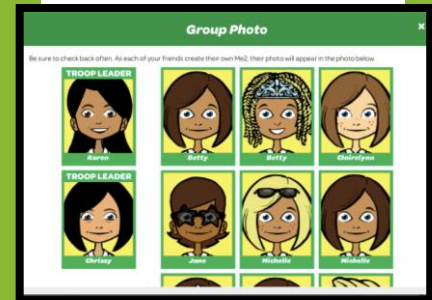
GIRL'S CAMPAIGN HQ

- Navigation tools for all aspects of the program
- Emails/Social Media
- Printable business cards with girl's online store code
- Manage paper orders (nut card sales entry)
- Rewards earned and actions need to receive rewards
- Reports



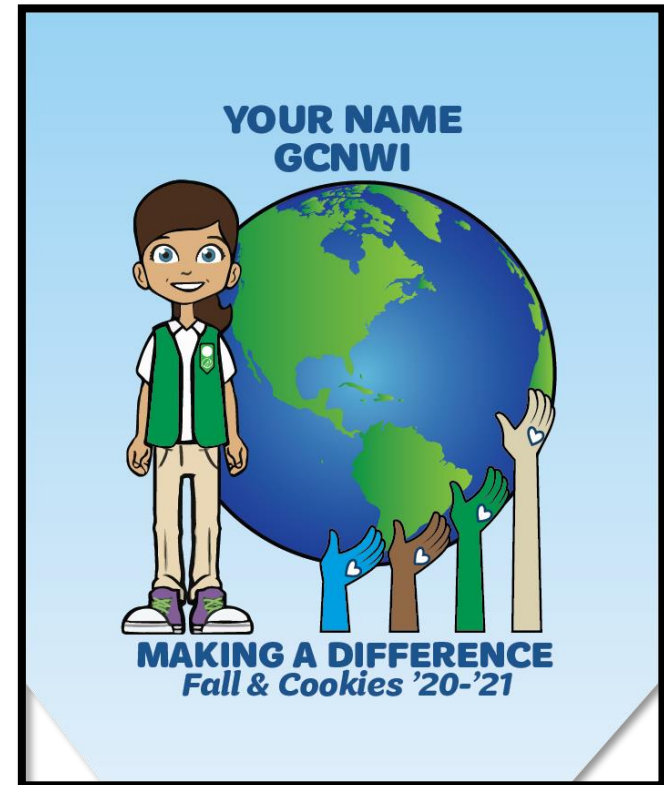
AVATAR'S ROOM

- Girls can earn virtual rewards for their avatars by completing actions within M2OS
- Girls revisit their room an average of **4 times** during the program
- View virtual rewards earned and **troop photo**



2020-21 FALL & GIRL SCOUT COOKIE CROSSOVER PATCH

- As a Girl Scout member, girls work to create change and to become dynamic leaders
- To earn this crossover patch, girls must:
 - Participate in the 2020 Fall Product Program by creating an avatar and sending 15+ emails
 - Sell 135+ packages of cookies during the 2021 Cookie Program and 25+ fall items during the fall





Hello Amy,

The magazine and nut sale that I am participating in for Girl Scouts Test Council 7 is going strong and there is still time to help. You can [click here](#) and see my personalized magazine store and how close I am to reaching my goal. If you buy or renew a print or digital magazine, over 50% goes to Girl Scouts!

You can also purchase nuts and chocolates. Just [click here](#) to view the awesome products and shop at my personalized store.

[Click here](#) if you would like to hear a special message from my avatar. Thank you so much for your support!

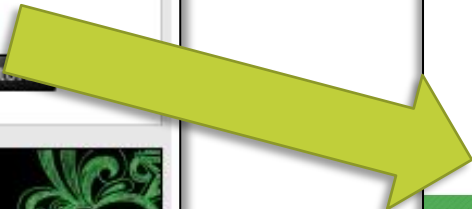
[Shop AT's Magazine Store](#)

[Shop AT's Nuts & Chocolate Store](#)

Thank You

AT True


Girl Scouts Test Council 7



CUSTOMER EMAILS

- Family and friends receive emails with links to shop for magazines and nuts/chocolates and can hear the special message recorded by their favorite Girl Scout

M2 mediagroup girl scouts








HELP AT,

Being in Girl Scouts, I can help other people. We do fun activities and help the community while learning important skills that will help us forever. I am trying to earn \$250 to help Girl Scouts, and so that our troop can swim with sharks. Will you please help by shopping in my online store? Thank you.

[Play >](#)

Support Girl Scouts by ordering your favorite magazines, nuts, or chocolates!

[Shop My Magazine Store](#) [Shop My Nut Store](#)

 People	 Cooking Light	 Sports Illustrated	 National Geographic Kids	 Food Network Magazine
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ONLINE STOREFRONTS

Preview Your PERSONALIZED STOREFRONT™

[Launch Your Campaign](#) [Return](#)

Your Store

This is a preview of how your personalized storefront™ will look to your friends and family once you launch your campaign.

Support micky

0% of Goal 100% ★ 150% ★

[Change Your Photo](#) [Change Your Goal Amount](#)

Being in Girl Scouts, I can make the world a better place. We do fun activities and help the community while learning important skills that will help us forever. I am participating in a product sale to help Girl Scouts and our troop do exciting things. Will you please help by shopping in my online store? Thank you.

Top Supporters: Uncle Mike, Grandma
[Change Your Goal](#)

Categories

- All Titles
- Best Sellers
- Automotive, Aviation, & Boating
- Beauty & Fashion
- Business & Finance
- Cooking & Cuisine
- Entertainment & Hobbies
- Family & Animals

Suggested for You

<p>Best Sellers</p> <p>Indianapolis Monthly More Info</p>	<p>Beauty & Fashion</p> <p>Popular Science More Info</p>	<p>Business & Finance</p> <p>Bloomberg Markets More Info</p>	<p>Cooking & Cuisine</p> <p>Cosmopolitan en Español More Info</p>
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Magazine selections include all Time, Inc titles, Reader's Digest and more!

Support micky

100% of goal 150% ★

Items left until Jessie earns a personalized patch!

Being in Girl Scouts, I can make the world a better place. We do fun activities and help the community while learning important skills that will help us forever. I am trying to sell 4 magazines and 30 or more nut and chocolate items to help Girl Scouts, and so that our troop can Go to the zoo. Will you please help by shopping in my online site? Thank you!

Products will not be shipped directly to customers for these nut and chocolate products. Please see your favorite Girl Scout to pick up products in person.

Products



Honey Roasted Peanuts
[View Details](#)



Fruit Slices
[View Details](#)



Peanut Butter Bears
[View Details](#)



Dark Chocolate Caramel Caps with Sea Salt
[View Details](#)

MAGAZINES



- ❖ Available to Order online
- ❖ Pay with credit card
- ❖ Subscription starts quicker than paper ordering
- ❖ Great for gift giving!

Reminder: Girls can leave their business cards with customers that they did not email- that unique code allows girls to receive credit!

ONLINE NUTS/CHOCOLATES

- Customers have the option to choose girl delivered or direct ship
- Customers pay for all products online at the time of checkout

Welcome to **AT's** Nut and Chocolate Store

SAVE SHIPPING COSTS:



I would like to purchase nuts and chocolates and coordinate with AT to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.

(Perfect for people who live close to AT)

Girl Delivered

CONVENIENCE:



I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges are part of this delivery method.

(Additional products available for this option)

Shipped To Me

ADDITIONAL PRODUCT

AVAILABLE ONLINE ONLY*



Coconut Cashews



Salsa Mix



Honey BBQ Snack Mix



Choc Covered Almonds



Carmel Treasures



Almond Butter Cups

not available with Online Girl Delivered

Online Only Items



**6oz Almond
Cran-Orange**



**7oz Black
Forrest Trail Mix**



**7oz Buffalo Ranch
Pretzel Mix**



15oz Gourmet



**20oz Gourmet
Caramel Corn w/
Almonds & Pecans**



**15oz Jumbo
Cashews**



6oz Mocha Cups



**2019 GS Junior Tin
w/ Mint Treasures**



**8oz Salt & Pepper
Cashew Halves**

Online Shipping Chart

Product Subtotal	Standard	2 Day
\$0.01 - \$15.00	\$8.95	\$19.60
\$15.01 - \$30.00	\$10.50	\$25.60
\$30.01 - \$45.00	\$11.95	\$29.85
\$45.01 - \$60.00	\$14.50	\$33.00
\$60.01 - \$75.00	\$20.50	\$38.00
Every additional \$15	+ \$3.50	+ \$7.50

ENTERING IN-PERSON NUT ORDER CARD ITEMS

- Parents/girls enter the total of each item using the nut order card into the M2OS system prior to the end of the program
- Nut order card totals will be tabulated and added to all online sales totals in reports
- All in-person nut orders must be entered into M2OS system to be processed

Manage Paper Orders

Nut Orders

Please enter the total number of items by product from your in person nut order card sales. The cut off date to enter items is 12/25/2020.

	Product	Price	Quantity	Total
A	Honey Roasted Peanuts	\$5.00	<input type="text" value="10"/>	\$50.00
B	Hot Cajun Crunch Mix	\$5.00	<input type="text" value="9"/>	\$45.00
C	Fruit Slices	\$5.00	<input type="text" value="2"/>	\$10.00
D	Peanut Butter Bears	\$6.00	<input type="text" value="10"/>	\$60.00
E	Dark Chocolate Caramel Caps with Sea Salt	\$7.00	<input type="text" value="12"/>	\$84.00
Totals			43	\$249.00

[Update](#)



Reports

All
SalesOnline
MagazinesOnline
NutsPaper
SalesSpecial
Reports Online Nuts
Girl DeliveredCouncil Report > Service Unit Report > Troop Report > **Girl Scout Report**

All Sales : Current Campaign

Girl Scout Report - Izzy Cole

(Number of Emails Sent: 1)

Range:

Current Campaign ▾

[Search Tools](#)

	Qty	Total
Online Magazines	0	\$0.00
Online Nuts	0	\$0.00
Nut Order Card	27	\$147.00
Total Sales	27	\$147.00

Online Magazines

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout.				

Online Nuts

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout.				

Nut Order Card

Product	Price	Qty	Sales
Dark Chocolate Sea Salt Caramels	\$5.00	9	\$45.00
Fruit Slices	\$6.00	12	\$72.00
Peanut Butter Monkeys	\$5.00	6	\$30.00
Total		27	\$147.00

Print Report

Download PDF

Export Excel



Email Recipient

PDF ▾

Email Report

REPORTS

- Reports broken out by sales categories
- View all girl delivered items sold online by customer to see which products to deliver
- Report emailed to parents at end of program

VOLUNTEER LEVEL ACCESS

Enabling the girl experience





girl scouts



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: mikedonnarummajr+one@gmail.com

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 service unit leader or the council. Thank you for all that you do for Girl Scouts!

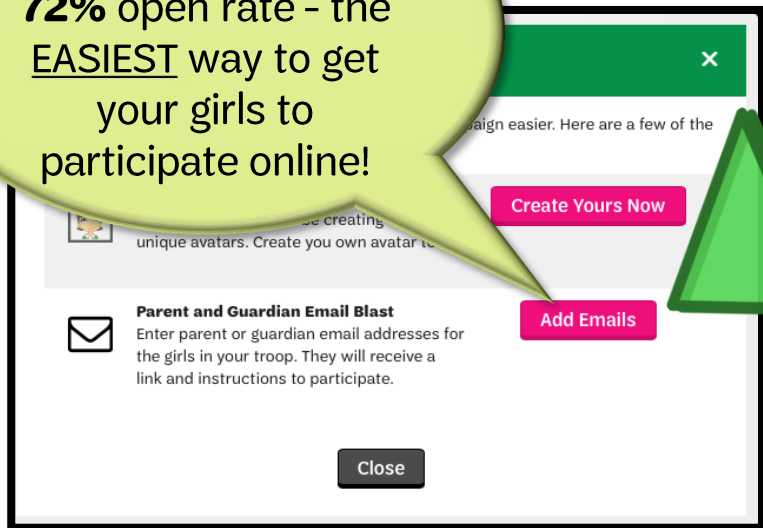
Girl Scouts of California's Central Coast



WELCOME TO YOUR CAMPAIGN

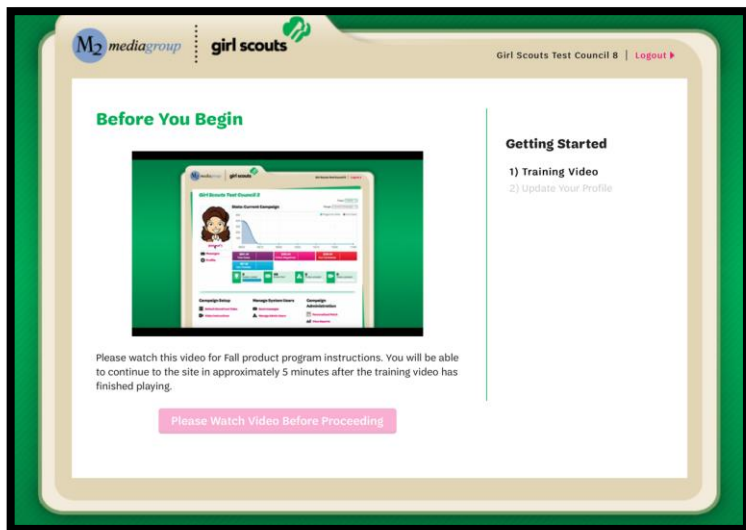
- Prior to Fall Product Program start, volunteers receive email invitation to M2OS
- Click link embedded in email to setup password
- After login, volunteers can return to council's M2OS landing page

The Parent/Guardian Email Blast has a **72%** open rate - the EASIEST way to get your girls to participate online!

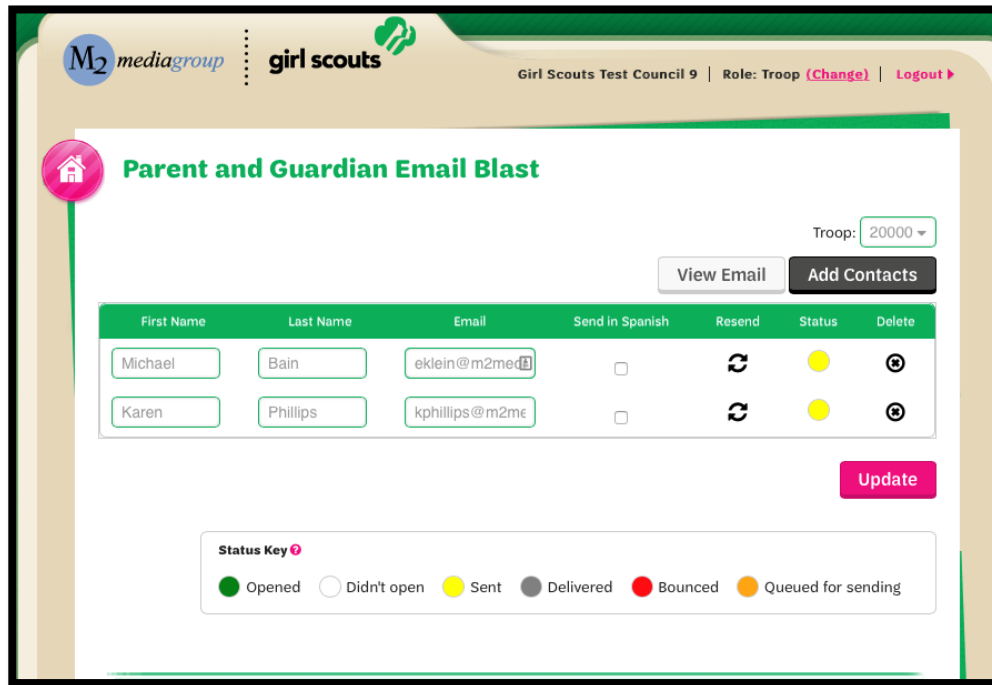


GETTING STARTED

- Watch troop training video
- Create your troop leader avatar
- Within M2OS, launch parent/guardian email blasts announcing troop participation in the Fall Product Program
- Manage nut card orders (after girl entry for any girls who didn't enter their own paper orders)
- View reports



PARENT AND GUARDIAN EMAIL BLAST







- Troop leaders can launch an email directly to parents with a link and instructions on how to participate
- Parent email addresses will be uploaded by council
- Volunteers can edit or enter any missing parent/guardian emails

TROOP CAMPAIGN HEADQUARTERS

- Headquarters for managing a troop campaign
- All program management tools on one site

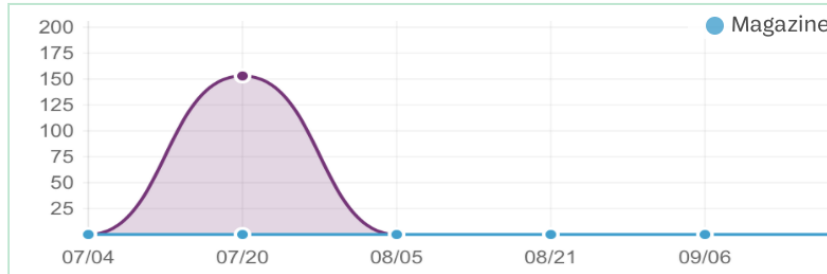
Girl Scouts Test Council

 **Ali True**
[Edit Me2®](#)
[Your Patch](#)
[View Troop Photo](#)

-  **0** Avatars created
-  **0** Emails Sent
-  **0** Photos uploaded
-  **0** Videos uploaded

Stats: Current Campaign



Range:






\$153.00 Total Sales	\$0.00 Online Magazines	\$0.00 Direct Ship Nuts	\$0.00 Online Nut Girl Delivered
--------------------------------	-----------------------------------	-----------------------------------	--

Hide Ca

Campaign Setup

-  [Parent and Guardian Email Blast](#)
-  [Default Storefront Video](#)
-  [Training Video](#)
-  [Video Instructions](#)

Manage System Users

-  [Send messages](#)
-  [Manage Troops & Girl Scouts](#)
-  [Manage Admin Users](#)




Financials & Reporting

-  [Banking & Payments](#)
-  [Reports](#)
-  [Troop Summary / Amount Due Report](#)

Product Manage

-  [Paper Order En](#)

Rewards & Patch

-  [Reward Opt-Out](#)
-  [Rewards](#)
-  [Personalized Pa](#)

MESSAGING THROUGH M2OS

- Contacting specific participants, troops and supporters
 - **Troop to Girl** – Announcement, Registered but not Launched, Thank You
 - **SU to Troop** – Everyone, Only those not Logged In, Only those Logged in



girl scouts



Girl Scouts of Southern A



Messages

Participant

Supporter

Troop Leaders

✉ Emails

Type:

Subject:

This is the body of our participant announcement email message.

Thank You,
Girl Scouts

ENTERING IN-PERSON NUT ORDER CARD ITEMS

The screenshot displays the 'Paper Orders' section of the Girl Scouts Test Council dashboard. The page title is 'Paper Orders' and the subtitle is 'Manage paper orders for this campaign.' The troop number is 'Troop 123'. Below the title, there is a table of Girl Scouts with their names, GSUSA numbers, email addresses, and nut sales data. The table has columns for Scout, GSUSA Number, Email, Qty, and Sales. The data is as follows:

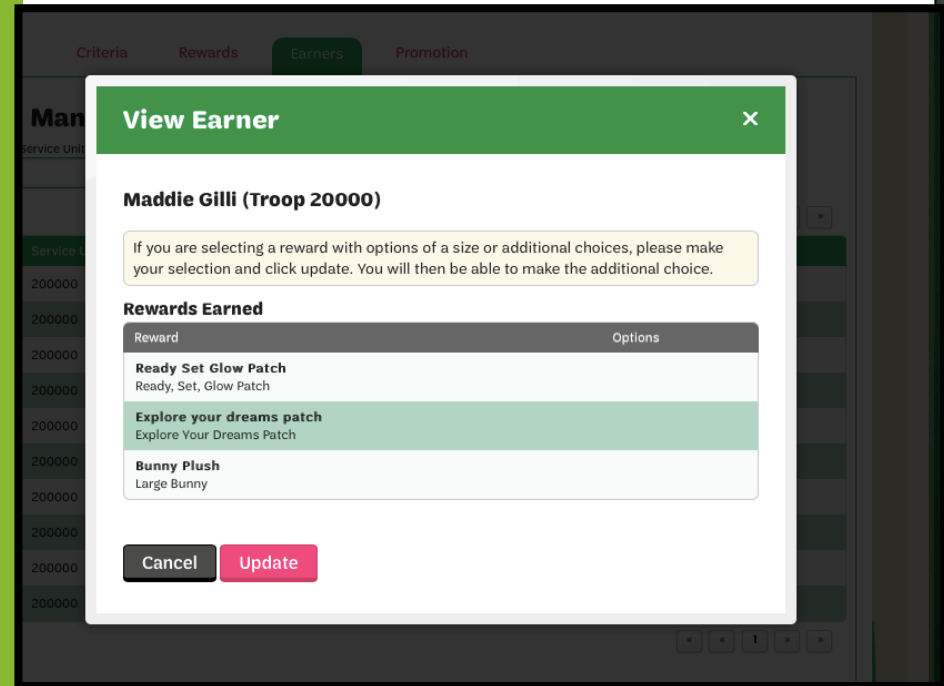
Scout	GSUSA Number	Email	Nut Sales		
			Qty	Sales	Sales
Izzy Cole	99990120787	✉	0	\$0.00	\$0.00
Sally Jones	99990120746	✉	0	\$0.00	\$0.00
Girl Parker	987654321	✉	25	\$138.00	\$138.00
Suzy Smith	547839208765	✉	3	\$15.00	\$15.00
Izzy True	99990120747	✉	0	\$0.00	\$0.00

At the bottom left, there is a button labeled 'Return To Dashboard'.

- Select the Girl Scout's name to edit her orders
- Click "+Add Girl Scout" to add orders for any girls missing from the list
- Message girls directly with questions about items entered

GIRL REWARDS

- Rewards are automatically calculated for girls
- To view rewards, choose the **Rewards** link from the **Troop Dashboard**
- If girls didn't make choices, volunteers can make reward selections for them
- Detailed reports of earned rewards available under **Reports** link or through the **Delivery Tickets** link



Banking and Payments
Manage banking and payments for this campaign.

Show Quick Dashboard Links ▾

Service Unit

Troop Payments - Service Unit 456
View all payments for your troop(s).

[Search Tools](#)

Click rows to view payments for a particular Troop.

Troop #	Gross Sales	\$ Collected Online	Total Proceeds & Bonuses	Total Owed	Total Payments	Balance
+ 123	\$153.00	\$0.00	\$30.60	\$122.40	\$109.98	\$12.42

TROOP BANKING & PAYMENTS

- View troop financial information at a glance including:

- Gross sales
- Total paid online by customers
- Total proceeds earned
- Balance due council
- Girl payments (if entered by troop)

Banking and Payments
Manage banking and payments for this campaign.

Troop Payments [Import/Options](#)

Council ▾ Service Unit ▾ Troop ▾

Troop Payments - Troop 368

Troop Deposits
View payments made by this troop to the council

[Add ACH](#)

Date	Bank Name	Reference ID	Memo	Deposit
12/10/2018	Traditional Bank	FP Bank Sweep		\$330.60

Girl Scout Payments
View Girl Scout payments for this troop.

[Search Tools](#) [Add Girl Scout Payment](#)

Click rows to view girl scout payment information. Click the "+" menu to access additional features.

Girl Scout	Payments Due Troop	Payments Made	Balance
+ Elizabeth Watson	\$0.00	\$0.00	\$0.00
+ Jessica Kuebbing	\$463.00	\$0.00	\$463.00
+ Kailyn Grooms	\$0.00	\$0.00	\$0.00
+ Mary Kate Perkins	\$0.00	\$0.00	\$0.00
+ Megan Roland	\$0.00	\$0.00	\$0.00
+ Shelby Wisler	\$0.00	\$0.00	\$0.00

Add Girl Scout Payment ✕

- Select the Girl Scout you will be recording a payment for:**
Girl Scout
Select Girl Scout...
- Record the payment details:**
Amount
\$
Payment Date

Bank Name Check/Deposit/Ref #
Memo

[Cancel](#) [Record Payment](#)

Reports
View financial and special reports for this campaign.

[All Sales](#)
[Magazine Sales](#)
[Direct Ship Nuts](#)
[Nut Order Card](#)
[Online Nuts Girl Delivered](#)
[Special Reports](#)
[Summary Report](#)

Troop Summary Report

Campaign and Sales information for your troops.

Total Sales		Campaign Stats	
Collected Online	\$0.00	Girls Selling	0
Collected from Customers	\$153.00	Avatars Created	0
Troop Proceeds and Bonuses	\$30.60	Photos Uploaded	0
Amount Due Council	\$122.40	Voice Recordings	0
Payments Made to Council	\$109.98	Total Personalized Patches Earned	0
Balance Due Council	\$12.42	Number Emails Sent	0
		Per-Girl-Average Units	0
		Per-Girl-Average Dollars	\$0.00

Online Magazine Sales

Magazine Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Direct Shipped Sales

Direct Shipped Units	0
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REPORTS

- Click the **Reports** link from the Troop Dashboard to view total sales or sales by product category
- Click a girl name to view the specific details of individual girls
- Link on dashboard **Troop Summary/Amount Due Report**

Reports
View financial and special reports for this campaign.

[All Sales](#)
[Magazine Sales](#)
[Direct Ship Nuts](#)
[Nut Order Card](#)
[Online Nuts Girl Delivered](#)
[Special Reports](#)
[Summary Report](#)

Troop Report

All Sales : Current Campaign
Troop Report - 123

Range: Current Campaign [Search Tools](#)

	Qty	Total
Online Magazines	0	\$0.00
Direct Ship Nuts	0	\$0.00
Nut Order Card	28	\$153.00
Online Nuts Girl Delivered	0	\$0.00
Total Sales	28	\$153.00

Click rows to drill down report.

Participant	Emails	Magazines		Nuts		Total
		Qty	Sales	Qty	Sales	
+ Izzy Cole 99990120787	1	0	\$0.00	0	\$0.00	\$0.00
+ Sally Jones 99990120746	0	0	\$0.00	0	\$0.00	\$0.00
+ Girl Parker 987654321	0	0	\$0.00	25	\$138.00	\$138.00
+ Suzy Smith 34789012345	0	0	\$0.00	3	\$15.00	\$15.00
+ Izzy True 99990120747	0	0	\$0.00	0	\$0.00	\$0.00
Total	1	0	\$0.00	28	\$153.00	\$153.00

SERVICE UNIT DASHBOARD

- Send messages to troops
- Manage troop admin users
- Manage/edit girl and troop products
- View troop financials and payments made to council
- Troop sales summaries
- Delivery tickets

Girl Scouts Test Council



Ali True

Edit Me2®

Your Patch

View Troop Photo



0
Avatars created



1
Emails Sent



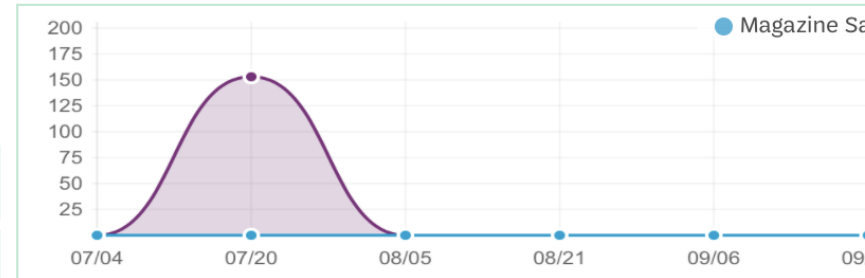
0
Photos uploaded



0
Videos uploaded

Stats: Current Campaign

Range: C



\$153.00 Total Sales	\$0.00 Online Magazines	\$0.00 Direct Ship Nuts	\$0.00 Online Nut Girl Delivered
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Hide Cam

Campaign Setup

Troop Training Video

Manage System Users

Send messages

Manage Service Unit,
Troops & Girl Scouts

Manage Admin Users

Financials & Reporting

Banking & Payments

Reports

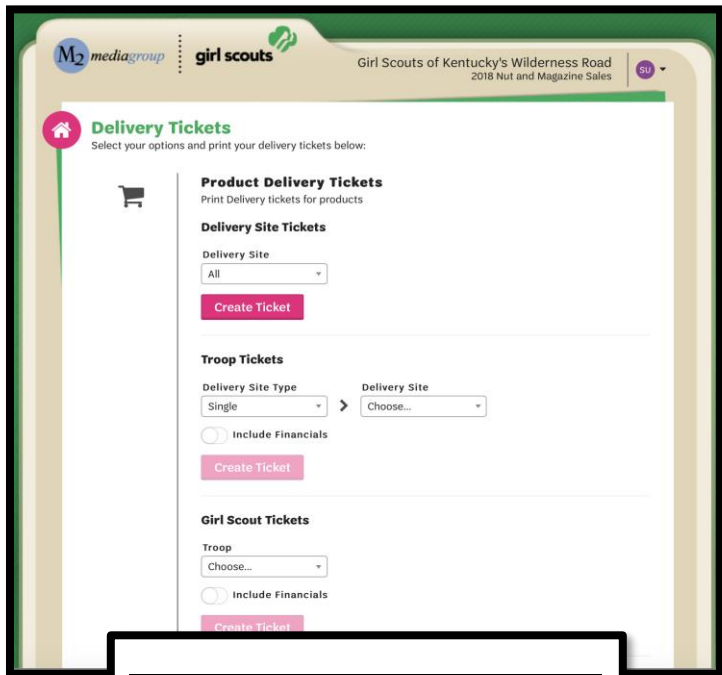
Troop Summary / Amount
Due Report

Product Management

Paper Order Entry

Rewards & Patches

Personalized Patch



Product	Full Cases	Cases Short	Single Places	Pieces Short
Duke Desserts	0			
Fruit Slices	0			
Peanut Butter Monkeys	0			
Spiry Cogan Mix	0			
Chocolate Covered Raisins	0			
Cranberry Trail Mix	0			
Dark Chocolate Sea Salt Caramels	0			
Double Dipped Peanuts	0			
English Butter Toffee	0			
Pecan Supremes	0			
Chocolate Covered Almonds	0			
Whole Cashews	0			
Mint Treats	0			
Gorp Trail Mix	0			
Peppermint Bark	0			
Cave To Share	0			
Total	0			

Online Magazine Sales	Direct Shipped Nut Sales	Online Nuts Gift Delivered	
Total Collected Sales Online: \$97.00	Total Collected Sales Online: \$80.95	Total Collected Sales Online: \$0.00	
Proceeds: \$14.55	Proceeds: \$13.49	Proceeds: \$0.00	
Nut Card Sales		Total Sales	\$188.95
Collected from Customer: \$0.00		Collected Online:	\$188.95
Proceeds: \$0.00		Collected from Customer:	\$0.00
		Proceeds and Bonuses:	\$28.04
		Payment Due Council:	(\$28.04)

DELIVERY TICKETS

- Print delivery tickets by SU, troop or girl
- Available for products and rewards for easier picking and packing
- Option to include financials

**ME2®
VOLUNTEER
PATCH**



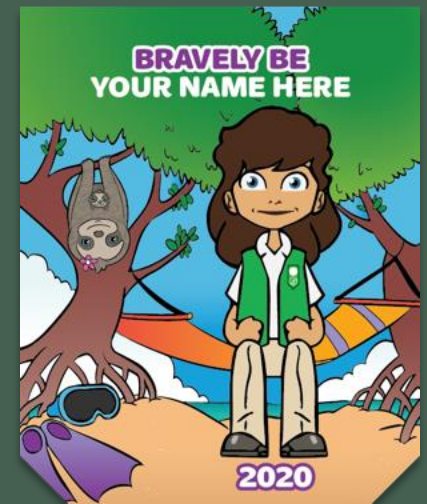
**Troop Fall
Product Chairs**

Earned by achieving
\$1,200 in total Troop
sales



**Service Unit Fall
Product Chairs**

Earned by achieving \$1
in total SU sales



WHAT'S NEXT?


- Remind troops to login to M2OS, watch training video and create their avatar
- Encourage troops to send the Parent/Guardian launch email to participants
 - Girls setup their own campaign on M2OS, so troop leaders don't need to
- Emphasize the simplicity of online girl delivered items
 - Money collected **online** and items automatically added for the girls
 - Girl simply deliver the items
 - Remind the troops about the Online Training
 - September 23rd at 6:30pm

IMPORTANT DATES

- Program begins: **October 1st**
- In-person girl order taking and girl delivered online order taking ends: **October 19th** (in-person)/ **October 21st** (girl delivered) (10:59 PM CST)
- Last day for parents to enter paper orders in M2OS: **October 19th** (10:59 PM CST)
- SU lockout: **October 22nd** (10:59 PM CST)
- Online orders for Direct Ship Nuts and Magazines ends: **October 21st** (10:59 PM CST)
- ACH Sweep **October 30th** (10:59 PM CST)
- SU Nut Deliveries: **November 5-8th**
 - **BE ON THE LOOKOUT FOR MORE DETAILS TO FOLLOW FROM THE PRODUCT PROGRAM TEAM**
- **TROOP TRAINING: Sept 23rd 6:30pm**

RESOURCES

- Tons of great resources including:
 - **Service Unit Guide (YELLOW)**
 - **Troop FPM Guide (PINK)**
 - Council Website
 - Videos
 - Activity Guide
 - Open Mic Night
 - **GIRL MATERIALS:**
 - **Family newsletters**
 - **Girl permission/internet responsibility forms**
 - **Informational flyers**
 - **Order cards**
 - **Receipt books**
 - **Money envelopes**
- You should have received the items in **yellow**
- If you need additional materials, please contact the Product Program Team



Fall Product Program Service Unit Guide

What is the Fall Product Program?

This program is an integral part of a Girl Scout's journey toward leadership. Learning and developing:

- Goal Setting
- Teamwork
- Presentation skills
- Customer service
- Money management

An easy, fun way to earn startup funds for your troop activities at the beginning of the Girl Scout year - don't miss out on all the fun!

Mark Your Calendar!
Early Access for Service Unit and Troop Leaders

September 24
October 1
October 19 (in-person)
October 21 (online) (10:30 PM CST)
October 19 (10:30 AM CST)
October 21 (10:30 AM CST)
October 20-21 (10:30 AM CST)
October 22 (10:30 AM CST)
October 20 - 21
October 21 (10:30 PM CST)
October 30
November 5-8
November 15

Materials Checklist

Please notify the Product Program Team if you need additional materials. You should receive the following materials from the council the week of August 10:

- Troop Guides
- Troop Statement of Responsibility Form
- Girl Materials (each participating girl should receive one of each)
 - Candy/Nut Order Card
 - Girl Permission Form
 - M2 Girl Information Flyer
 - Family Newsletter
 - Girl Money Envelope

Rewards!

Rewards are automatically calculated in the M2 system and will be visible to girls. Girls choose if two items are offered. If a girl does not make a choice by October 19, the Troop Fall Manager (TFM) can indicate which item the girl would like to receive. Otherwise, the default reward will be chosen.

Rewards will be delivered via UPS in early November to the address provided. Count all rewards and compare to shipping list prior to sorting rewards by troop for pickup. Log into www.gsnutsandmags.com/gscnw and click Delivery Tickets from the dashboard menu or choose the Reports link to get the information you need to sort and pack rewards for your troops. Have troops double check the rewards order and sign the receipt at pickup.




Bravely Be You

Trust Your Strengths



2020 Fall Product Program Activities

The GIRL SCOUTS® name, mark and all associated trademarks and logos, including the Trefoil Design are owned by Girl Scouts of M2 Media Group is an official GSUSA licensed vendor.




Earn Rewards for Your Participation

Check the back of your order and visit our online site to learn more about all of the rewards you can earn.

Fall Personalized Patch

WITH BRAGGING AND AWARD!

To Earn:

- Create your avatar
- Sell 100+ in total
- Sell 1000+ in total Fall sales

You can choose whether you will want your avatar to be bragging or relaxing in a hammock on your patch if earned.

Girl Scout Cookie Customer's Personalized Patch

To Earn:

- Create your avatar in the Fall
- Sell 100+ in total in the Fall
- Sell 1000+ packages of cookies during the 2021 Girl Scout Cookie Program, and 25 Fall items during the 2020 Girl Scout Fall Product Program

Step 1 - Visit the website

www.gsnutsandmags.com/gscnw
(or click on the link from the council website)

Follow the prompts to participate in the online Fall Product Program. Please have your 5-digit troop number before starting.

Step 2 - Create your personalized site

You will be creating an avatar who looks just like you. You can also record a personalized message for your avatar to deliver to friends and family. As you set up your site, it will earn virtual rewards as you complete the steps to create your personalized site for the Fall Product Program.

Step 3 - Send emails

When you send emails to friends and family, they will see your goal and hear your avatar deliver your special message. By clicking a link, they will be able to shop online while helping you reach your goal. Don't forget to share with additional friends and family on social media with the help of a parent/guardian. Please follow current GSUSA guidelines for online sales and marketing.



Angela

Carl

CJ

Shari

Sheri

Susan

Vale

GCNWI Product Program Team

RESOURCES

• If you need to speak/email with someone:

- Service Unit Contacts
- Regional Volunteers (RVs)
- Product Program Staff:



productprogram@girlscoutsgcnwi.org



855.456.8347 ext. 6722



Ally

Bev

Brenda

Debbie

Marcia

Narda

Rosa

Selina

Tenise

Regional Volunteers

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

Thank
you

THANK YOU!

- **You are** the difference!
- Thank you for **contributing** to the positive experiences girls have through the Fall Product Program
- We appreciate you and all that you do to support **Girl Scouts!**

