



2021 Girl Scout Fall Product Program Family Newsletter

Hello Girl Scout Families!

Welcome to a new year of Girl Scouting and another wonderful season of the Girl Scout Fall Product Program. This year's program will be September 24 – October 18 (October 18 (in-person orders)/October 20 (online orders)) 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.

The Girl Scout Fall Product Program is a fun and easy way for your Girl Scout to learn and develop important skills – goal setting, decision making, money management, people skills and entrepreneurship - which help in her daily life today and her future.

Why Participate?

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

Decision Making: Has her troop decided on a goal? Whether it is learning a new skill, save up for a camping trip or travel, or pledging to surpass Fall Product programmatic achievements of the year prior, work with your Girl Scout and troop leadership to find the best ways to reach said goal.

Money Management: Use the money envelope provided in your 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 program. Gift of Caring benefits the military, essential workers and local 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.

Important Information About the Program

1. Troops have the opportunity to earn money now to help start their new troop year!
2. Troops/Girl Scouts can pick and choose from several different parts of the program they would like to participate in:
 - Nut and/or candy orders
 - Online orders
 - Online magazine orders

The decision to participate in the Fall Product Program should be made by the girls and their parents/guardians. If your daughters' troop is not participating, that doesn't mean YOU can't! Just reach out to the Product Program Team (productprogram@girlscoutsgcnwi.org) and we will tell you how!

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 accept online magazine orders! All of this is designed online, for the specific needs of both our Girl Scouts and their customers!

4 Easy Steps to Get Started

1. Go to 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 message or sales pitch for friends and family to see. This step is optional, but has been proven to increase sales. Girl Scouts have the opportunity to earn their very own avatar patch with their customized avatar they create! Send emails to earn this patch! Girls who send at least 20 emails through M2 have 148% higher sales than girls who don't (stats provided by M2).

Girls must complete the following to earn the Fall Personalized Patch:

- Create their own personalized avatar
 - Send 20+ emails through M2
 - Have at least \$300 in total sales (including nuts, candy, magazines and/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.
 - Customers can also choose the "Girl Delivery" option. These items will also be paid for online, and then delivered by the Girl Scout who received the order. No money should be collected for any online orders.
 - If the customer chooses "Direct Ship," they have access to all items available online.
 - If the customer chooses "Girl Delivered," they will only get to choose from the 16 options that are on the 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 18.
 - Log into your Girl Scout's M2 account – gsnutsandmags.com/gsgcnwi.
 - From your Campaign page, click the "Manage Paper Orders" icon.
 - Enter the total number of items ordered for each product type.
 - Confirm that the TOTAL matches your order card.
 - Click "Update" to save your orders.
 - Hold on to your paper order card so you can deliver the product and collect payment.

To earn the Product Crossover patch girls will need to:

1. Create your M2 Avatar in the Fall Product Program
2. Send 20+ emails in the Fall
3. Sell 160+ packages of cookies during the 2022 Cookie Program and 25+ Fall items during the 2021 Girl Scout Fall Product Program
4. These patches will ship directly to your home approximately 6-8 weeks after the Cookie Program.



Important Dates for Families

September 24, 2021

- 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).

September 25, 2021

- 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.

September 24-October 18, 2021

- Girl Scouts can begin collecting nut/candy orders from family and friends using their order card. All orders are paid for at this time.
- Girl Scouts send emails for online ordering.
- Families can enter their Girl Scout's in-person order into the M2 system through October 18.

October 19-20, 2021

- All payments from orders taken on the order card are due to the troop leader.
- Troops can enter in-person orders if the parent or guardian has not entered the order into the M2 system.

Week of November 4 - 7, 2021

- Troop leaders 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 2021

- Troop leaders will schedule time to pick up their Girl Scouts' rewards from a designated location.

Girl Scout Participation

Both troop and individual participation in the Fall Product Program is fully optional and not required for anyone. For those who are interested in participating in the Fall Product Program, girls have more than one way to engage. Girls can elect to participate in one or more aspects of the program.

In-Person Sales

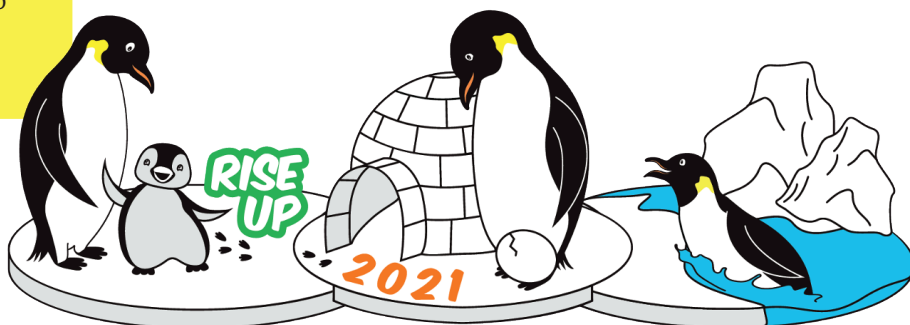
- The order card gives customers the choice of 16 great nut/candy items and a Gift of Caring Nut/Candy Donation option. All payments are due when the order is taken. Both cash or checks made payable to the Girl Scout troop are accepted. Discuss with your troop how you would prefer to seek payment.
- Nut/Candy Orders: Using the nut/candy order card, customers select their favorites and pay at the time of order. Discuss with your troop how you would prefer to seek payment. Nut/candy orders will be distributed to the troop the week of November 4 then Girl Scouts deliver the products to their customers.

Online Sales

- Customers who 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.
- Girl Scouts can post their digital Fall Product 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.

Girl Delivery

- Customers can choose the "Girl Delivery" option. This means the customer orders and pays online. 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! The Girl Scout will receive the physical product from the troop and deliver the product in person to the customer. This feature is available to all customers and takes some consideration by the family and troop.



Products

Review the order card to see the delicious selection of nut and candy items available for online and in-person delivery. Customers may shop online through a Girl Scouts' online storefront. Plus, they can buy magazine subscriptions! When ordering online, customers can elect to have their order delivered by the Girl Scout or shipped directly to a location of their choice.

Online customers are offered an even larger selection of nut and candy products in addition to what is listed on the girl order card. Those items are shipped only. Shipping fees apply.

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 local Girl Scouts and provide comfort to military personnel, first-responders, as well as those served by local, charitable community organizations.

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

Did you know that our council is always in the top 3 across our nation for GOC donations!?! Congratulations!

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 Girl Scouts can select to earn instead of rewards to help them pay for their Girl Scout experiences. It can also be used to pay for a 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? Either contact your troop leader or the Product Program Team at 855.456.8347 ext 6722 or productprogram@girlscoutsgcnwi.org.

