



## **2025 FALL PRODUCT PROGRAM TRAINING**

## Zoom Housekeeping

### Handouts

- Slide deck and recording will be available on the website next week. We will send out a link to all participants by Friday.

### Close Captioning

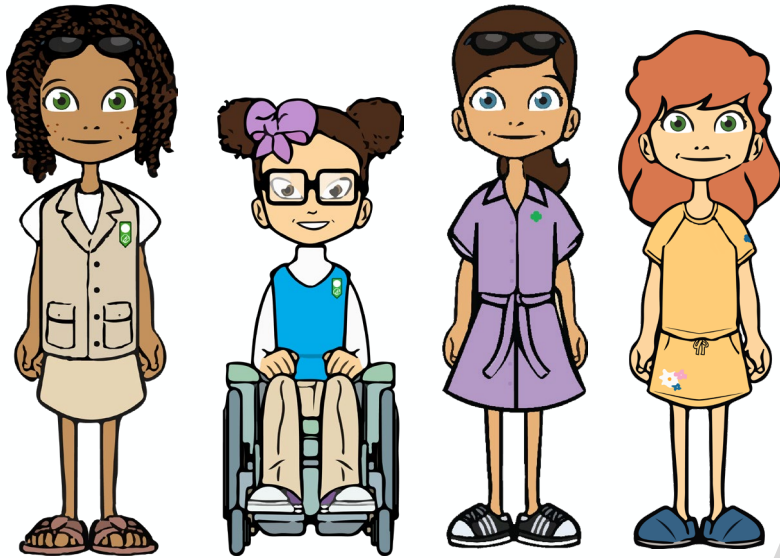
- Caption setting and transcripts can be assessed in Zoom under the “Show Captions”

### Chat

- Chat feature will only be available for host, co-host and panelists to communicate with one another and to share resources and links with attendees.

### Q&A

- Questions & Answer (Q&A) feature allows attendees to ask questions during the meeting, and for the host, co-hosts, and panelists to answer their questions.



## **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

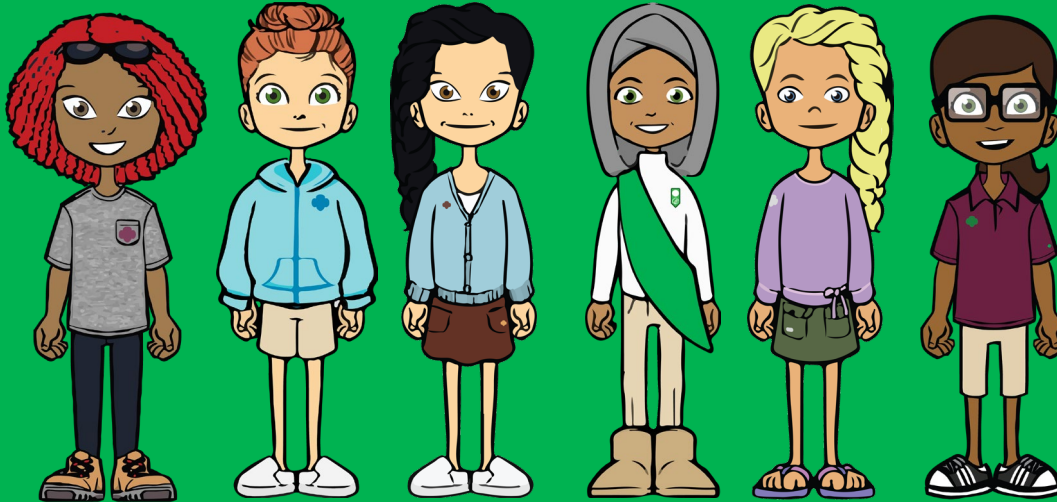


The program helps fund the entire Girl Scout Experience



# THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?



## GRIZZLY BEAR

Live in forests, mountains, and near rivers where they catch salmon

Very strong swimmers and can cross large rivers

Grizzly cubs remain with their mothers for 2-3 years to learn survival skills

Before hibernation, grizzlies eat up to 20,000 calories a day.





**BRAVE.**  
**FIERCE.** **FUN!**

## TROOP PROCEEDS

15% of Total Sales  
(with rewards)

**OR**

20% of Total Sales\*  
(without rewards)

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

**A Mint Treasures \$15** Creamy milk chocolate with a refreshing mint filled center. 6oz. Tin  
**B Deluxe Pecan Clusters w/ Holiday Tin \$14** Roasted pecans covered in caramel and milk chocolate. Perfect for gift giving! 5oz. Tin  
**C Whole Cashews \$10** A classic favorite roasted and salted with sea salt. 8oz. PopTop Can  
**D Almonds Covered in a Chocolate Coating \$9** Crunchy almonds in a chocolate coating. 7oz. PopTop Can



**E Cherry Almond Clusters \$9** Roasted almonds and dried cherries covered in caramel and milk chocolate. 6oz. Box  
**F Nut & Caramel Trail Mix \$9** Peanuts, whole cashews, caramel mini cups and cocoa gems. 5oz. PopTop Can  
**G English Butter Toffee \$9** Crunchy handcrafted toffee drenched in milk chocolate. 5oz. Box  
**H Chocolate Covered Raisins \$9** The plumpiest raisins covered in smooth milk chocolate. 10oz. PopTop Can



**I Dark Chocolate Caramel Caps \$9** Dark chocolate covered caramel topped with sea salt. 6oz. Box  
**J Peanut Butter Trail Mix \$8** Peanuts, peanut butter gems, peanut butter mini cups, mini pretzels and cashews. 7oz. Bag  
**K Deluxe Pecan Clusters \$8** Roasted pecans covered in caramel and milk chocolate. 5oz. Box  
**L Peanut Butter Bears \$8** Milk chocolate bears with a smooth peanut butter filling. 5oz. Box



**M Dulce de Leche Owls \$8** Fresh, milky caramel surrounded by smooth milk chocolate. 5.1oz. Box  
**N Dark Chocolate Peppermint Pretzels \$8** Crunchy pretzels coated in rich dark chocolate and sprinkled with peppermint pieces. 6.5oz. Bag  
**O Honey Roasted Peanuts \$8** Peanuts roasted with a touch of honey. 9oz. PopTop Can  
**P Fruit Slices \$7** Fat free! Assorted naturally & artificially fruit flavored chewy candy. 10oz. Bag



Ⓚ = Kosher ⓀⓀ = Kosher, Dairy gf = Naturally Gluten Free \*CAUTION: ALL products processed on shared equipment with peanut and tree nut containing products.

# DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

- #1 – Pecan Clusters
- #2 – English Butter Toffee
- #3 – Peanut Butter Bears
- #4 – Chocolate Covered Almonds
- #5 – Chocolate Covered Raisins

## NEW PRODUCTS



**Cherry Almond Clusters**  
(order card, online girl delivered or direct ship)

Roasted almonds and dried cherries covered in caramel and milk chocolate.

**Nut & Caramel Mix**  
(order card, online girl delivered or direct ship)

Peanuts, whole cashews, caramel mini cups and cocoa gems.





# ASHDON FARMS TINS

Perfect for Gifts  
and Treats!



## Girl Scout Make New Friends Tin

(order card, online girl  
delivered or direct ship)  
Milk Chocolate Mint Treasures



## Polar Bear Holiday Tin

(order card, online girl  
delivered or direct ship)  
Deluxe Pecan Clusters





**care to  
share**

## **CARE TO SHARE**

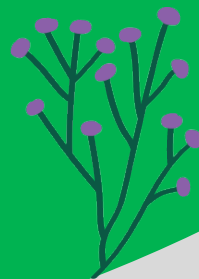
Customer makes purchase to support military, community-based organizations and essential workers.

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

Troops earn proceeds and Girl Scouts earn a special patch and credit towards other rewards

# ORDERING OPTIONS & PRODUCT LINES





# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates

Magazines & More




# ONLINE SHOPPING SITES

Supporters select  
their desired product  
line

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


### How You Can Support Me



**Magazines**

Visit my magazine site to purchase your favorite magazines.


SHOP MY SITE



**Nuts and Chocolates**

Visit my nuts and chocolates site to purchase your favorite treats and snacks.


SHOP MY SITE



**Personalized Products**

Visit my personalized products site to purchase personalized stationery, picture frames, notepads and more.


SHOP MY SITE



**Tumblers**

Visit my Tervis® Tumblers site to purchase premium, insulated tumblers and water bottles.


SHOP MY SITE



**BARK x Girl Scouts Shop**

Visit my site to purchase an exclusive Girl Scout themed Mini BarkBox for dogs.

SHOP MY SITE




**Candles**

Visit my candle products site to purchase a variety of high-quality scented candles. Made in the USA

SHOP MY SITE


### Welcome to Athena's Nut and Chocolate Store

  
**SAVE SHIPPING COSTS**

I would like to purchase nuts and chocolates and coordinate with Athena 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 Athena)

GIRL DELIVERED

  
**CONVENIENCE**

I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges apply.

(Additional products available for this option)

SHIPPED TO ME

Supporters can visit other storefronts after checking out online

Supporters can visit other storefronts after checking out online

Thank you for helping Athena achieve the goal!

**We've completed your order.**

Order #20825

[Print Receipt](#)

Appear on Athena's store

- ☒ Allow my first name and last initial to be used on Athena's top supporters listing. We will not display the purchase amounts.

**We appreciate your help.**

Thank you for your support. You will receive an email confirmation shortly.

If you purchased a magazine as a gift, you will receive instructions in your confirmation email telling you how to select a gift message to be sent to the recipient.

Athena completed her goal! Thank you!

Thank you for helping today's Girl Scouts make the world a better place.

## Continue Your Support



## SHOP MAGAZINES



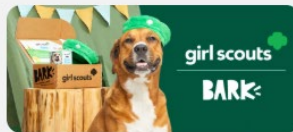
## SHOP NUTS & CHOCOLATES



**SHOP PERSONALIZED PRODUCTS**



**SHOP TUMBLERS**



**SHOP BARKBOX PRODUCTS**

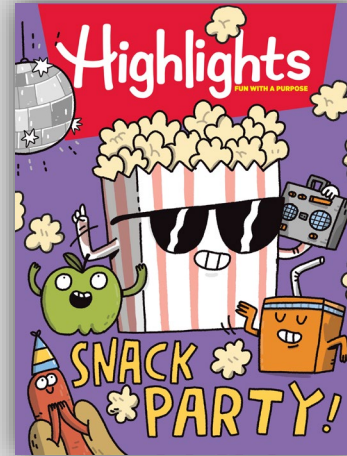


**SHOP CANDLES**

# MAGAZINES

Top selling magazines offered

Easy renewal





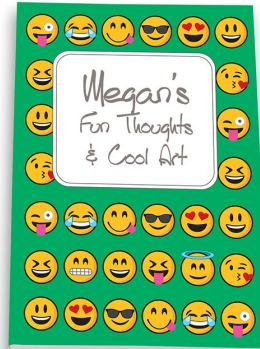
**PRODUCTS GIRL  
SCOUT  
SUPPORTERS CAN  
PURCHASE**

Tervis® Tumblers



# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

## Personalized Products



# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Candles

16oz  
Double Wick  
80 hour burn time



# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed  
BarkBox options

Choose from five different  
boxes!



## Happy Trails & Tails



Ruff Terrain Boots



Outdoor Adventure  
Pup Patches



Berry Trios™  
Treats

## Cozy Pup Campout



Campfire Tails Set



Stick With It  
Pup Patch



Berry Trios™  
Treats

## Good Dog Goals



Good Dog Sash



Learn and Earn  
Pup Patches



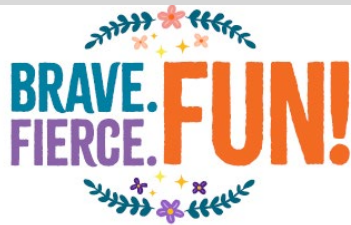
Berry Trios™  
Treats





# GIRL SCOUT EXPERIENCE





# HOW TO GET STARTED

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

In-person with nut order card

**Join the Fun and Earn Rewards!**  
Visit Your Online Site to Explore All the Rewards You Can Earn.

**Here's How To Earn Two Personalized Patches With Your Name and Avatar:**



**Choose Your Name Patch**

- Create your avatar
- Send 20+ unique emails
- Use the "Share My Site" feature in the M2 system to ask friends and family for support
- Sell \$350+ in total Fall sales



**Girl Scout Cookie Crossover Personalized Patch**

- Create your avatar in the M2 system
- Send 20+ unique emails during the Fall Product Program
- Use the "Share My Site" feature in the M2 system during the Fall Product Program
- Sell 175+ packages of cookies during the 2025 Girl Scout Cookie Program and 25+ Fall Product items during the 2025 Girl Scout Fall Product Program

Visit [gsnutsandmags.com/gsgcnw1](https://gsnutsandmags.com/gsgcnw1) to login.

**1 Login**



Use the QR code, the URL above, or the council website link. Jump into the program right away—no email required. With your troop number ready, follow the prompts to join the Fall Product Program online.

My troop #

**2 Create**

Customize your site with an avatar that looks like you, and add a personal message for friends and family. Earn virtual rewards by completing setup steps.



**3 Share**

Friends and family can help you reach your goals by shopping online! Start by sending emails through M2, so supporters can see your goal and hear your personalized avatar message in your own voice.

Team up with your parent or guardian to safely share your shop link on social media, or via text to market your online business. Remember to follow current GSUSA guidelines for online sales and marketing.

# GIRL SCOUT'S PLATFORM SET- UP

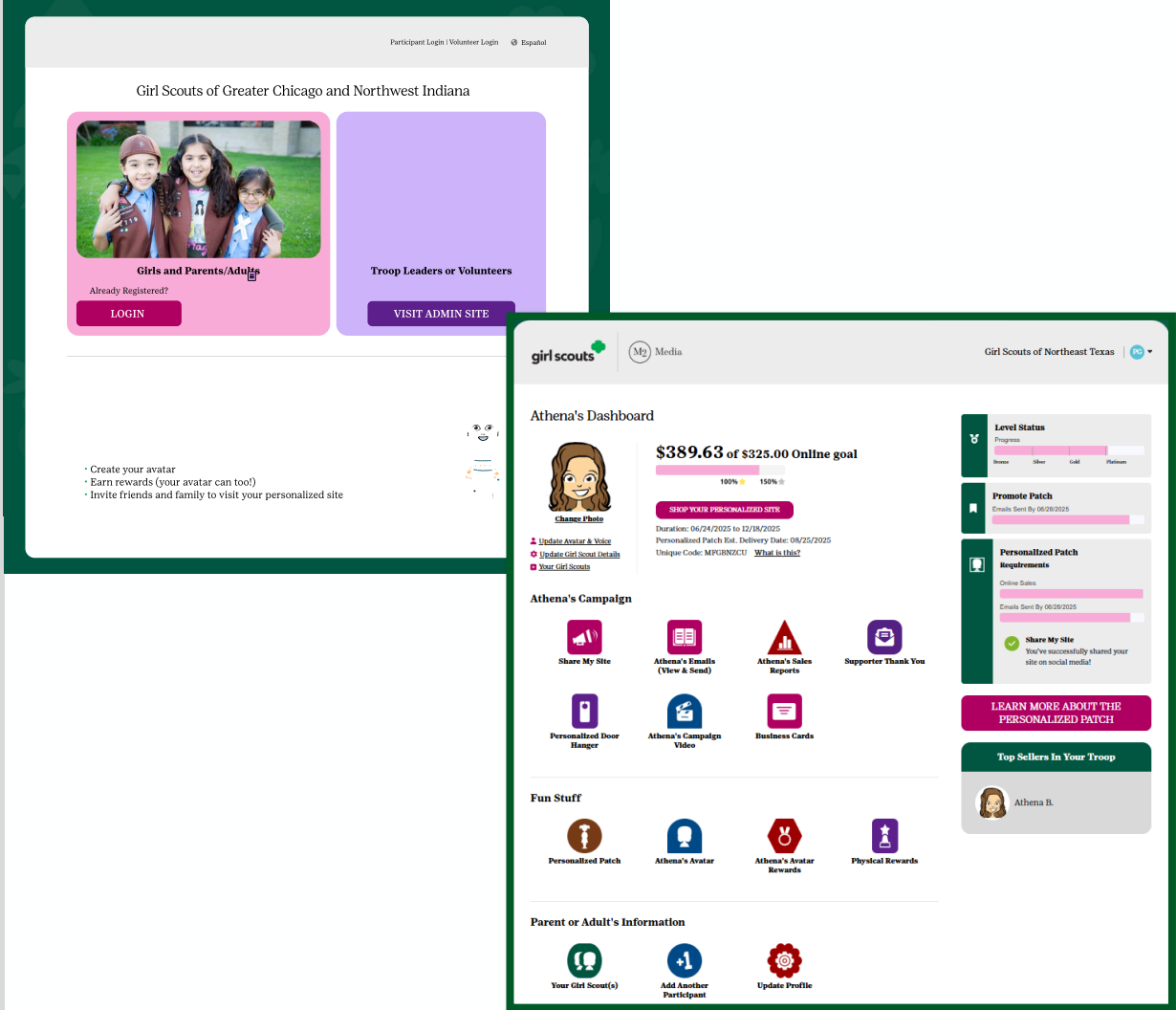
Preferred Email Address

Confirm Membership

Highlight Girl Scout Goals

Build an Avatar

Include Video



# GIRL SCOUT'S PERSONALIZED EXPERIENCE

## Design an Avatar



girlscouts

M2 Media


Girl Scouts of Northeast Texas

Update Athena'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 uniform and official apparel options that are available in council stores or online at [girlscoutshop.com](#).



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

Face	
◀	Skin Tone ▶
◀	Eyes ▶
◀	Eye Color ▶
◀	Face / Masks ▶
Hair	
Body	
Clothing	

**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](#).

☒ RECORD NOW ☐ UPLOAD AN AUDIO FILE Audio Received!

☐ I do not want to record a voice

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

PREVIEW

UPDATE

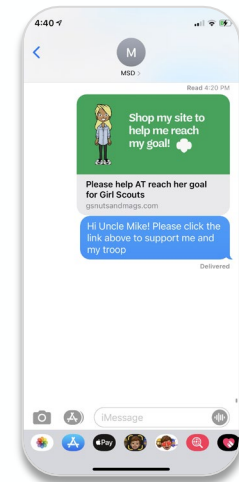
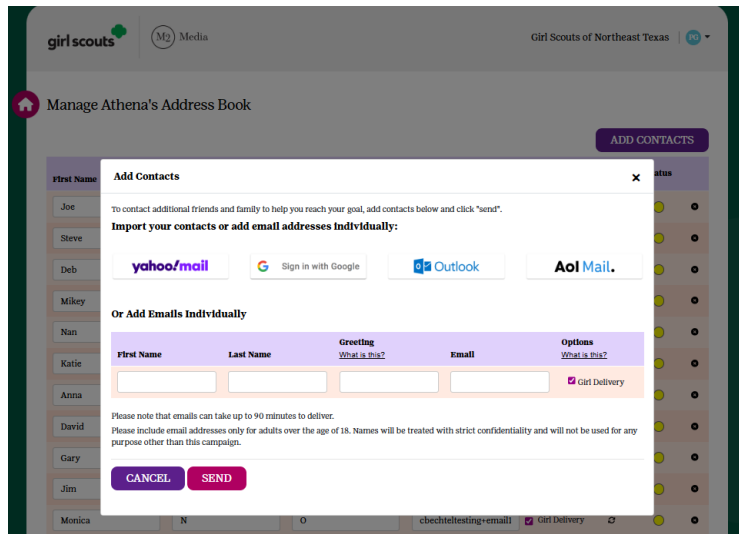
# TOOLS TO RUN A BUSINESS

Send emails

Share My Site with social media and texting – *NEW toolkit this year!*

Printable business cards

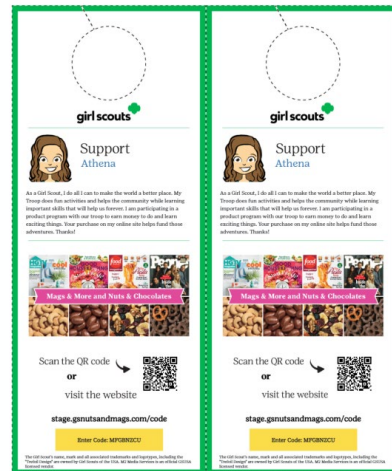
Door hangers with QR codes



Printable Door Hangers

Just cut along the dotted lines and hang on the doorknob.

\* For best results print on card stock paper and keep your browser font size at the standard setting.



# SHARE MY SITE TOOL KIT

Many ways to Share


Download images for  
additional online  
marketing

Copy the storefront link  
to send

Share on Social Media

Text friends & family


Athena's Dashboard



Change Photo

[Update Avatar & Voice](#)  
[Update Girl Scout Details](#)  
[Your Girl Scouts](#)


**\$359.68** of **\$325.00** Online goal

100%  150%

[SHOP YOUR PERSONALIZED SITE](#)

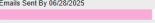
Duration: 06/24/2025 to 12/18/2025  
Personalized Patch Est. Delivery Date: 08/25/2025  
Unique Code: MFGBNZCU [What is this?](#)

**Level Status**

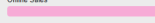
Progress 


Bronze Silver Gold Platinum

**Promote Patch**

Emails Sent By 06/28/2025 

**Personalized Patch Requirements**


Online Sales 

Emails Sent By 06/28/2025 


**Share My Site**


You've successfully shared your site on social media!


**Things to Do Today**


 **Share My Site**

**Athena's Campaign**


 **Share My Site**

 **Athena's Emails**  
(View & Send)

 **Athena's Sales**  
Reports

 **Supporter Thank You**


**Top Sellers In Your Tr**

 Athena B.

**LEARN MORE ABOUT PERSONALIZED PATCH**


**Download Social Media Images**

Save the following images to your phone or computer and use when sharing your store link.

 **Visit my site to help me reach my goal!**

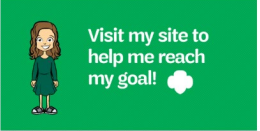
**Instagram Story, Snapchat**  
1080 x 1920

[DOWNLOAD](#)

 **Visit my site to help me reach my goal!**

**Instagram**  
1080 x 1080

[DOWNLOAD](#)

 **Visit my site to help me reach my goal!**

**Facebook, X /Twitter**  
1200 x 630

[DOWNLOAD](#)


[CLOSE](#)


**Share My Site**


Generate your website link and share via text, phone, app, or on social media.

**Ways to Share**

Choose where you would like to share:

 [Share my site via text or apps](#)

 [Share my site on Facebook](#)

 [Share my site on Twitter / X](#)

**Social Media Kit**

Some social media sites like Instagram require you to include images with your post. Feel free to use these specially sized images when you share.

[DOWNLOAD SOCIAL IMAGES](#)

[COPY YOUR STORE LINK](#)

[RETURN TO DASHBOARD](#)

**Unique Code**

**MFGBNZCU**

**Helpful Sales Tips**

- For best results, share with friends and family weekly throughout the product program.
- Remember to always follow the Girl Scout Internet Safety Pledge.

# PARTICIPANT'S DASHBOARD


Supporter Thank You email

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

Manage nut card order entry


Select rewards

Sales reports

Media

Girl Scouts of Northeast TexasPG

Athena's Dashboard

[Change Photo](#)

[Update Avatar & Voice](#)  
[Update Girl Scout Details](#)  
[Your Girl Scouts](#)


**\$389.63** of \$325.00 Online goal


100%★150%★


SHOP YOUR PERSONALIZED SITE


Duration: 06/24/2025 to 12/18/2025  
Personalized Patch Est. Delivery Date: 08/25/2025  
Unique Code: MFGRNZCU [What is this?](#)


Athena's Campaign


  
Share My Site


  
Athena's Emails (View & Send)

  
Athena's Sales Reports


  
Supporter Thank You


  
Personalized Door Hanger


  
Athena's Campaign Video


  
Business Cards

Fun Stuff


  
Personalized Patch


  
Athena's Avatar


  
Athena's Avatar Rewards

  
Physical Rewards

Parent or Adult's Information

  
Your Girl Scout(s)

  
Add Another Participant

  
Update Profile

**Level Status**

Progress

BronzeSilverGoldPlatinum

**Promote Patch**

Emails Sent By 06/28/2025

**Personalized Patch Requirements**

Online Sales


Emails Sent By 06/28/2025

Share My Site

You've successfully shared your site on social media!

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop

Athena B.

# PARTICIPANT'S DASHBOARD (cont.)

Things to Do Today pop up & banner

The screenshot displays the 'Athena's Dashboard' for Girl Scouts of Northeast Texas. At the top, the Girl Scouts logo and 'M2 Media' are visible, along with the text 'Girl Scouts of Northeast Texas' and a 'PG' rating. The main section features a profile picture of Athena, a 'Change Photo' link, and three links: 'Update Avatar & Voice', 'Update Girl Scout Details', and 'Your Girl Scouts'. A fundraising goal is shown as '\$359.68 of \$325.00 Online goal' with a progress bar indicating 100% completion. A 'Level Status' section shows progress towards Bronze, Silver, Gold, and Platinum levels. A 'Personalized Patch' section shows progress towards a patch sent by 06/28/2025. A 'Share My Site' section shows progress towards sharing the site on social media. A 'Things to Do Today' pop-up is displayed in the center, containing the text: 'To ensure your product program reaches its full potential, be sure to complete these items today.' and a link to 'Share My Site' with the description 'Share your website via text, phone, app, or on social media.' The pop-up has a 'CLOSE' button and a 'Do Not Show Again' link. At the bottom, there is a 'Things to Do Today' banner with a megaphone icon and a 'Share My Site' link. Below this, a 'Athena's Campaign' section contains four icons: 'Share My Site', 'Athena's Emails (View & Send)', 'Athena's Sales Reports', and 'Supporter Thank You'. On the right side, there is a 'Learn More About The Personalized Patch' button and a 'Top Sellers In Your Troop' section featuring Athena B.

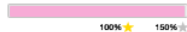


## Sienna's Dashboard



[Change Photo](#)

**\$1,914.85** of \$350.00 goal



[SHOP YOUR PERSONALIZED SITE](#)

Duration: 07/02/2024 to 11/29/2024  
Personalized Patch Est. Delivery Date: 09/04/2024  
Unique Code: 462AXTA9 [What is this?](#)

### Sienna's Campaign



Manage Paper Orders



Sienna's Emails  
(View & Send)



Sienna's Sales  
Reports



Supporter Thank You

## Supporter Thank You

Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.

[GET STARTED](#)

## Supporter Thank You

Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.



### Thank You Email

Personalize the email copy below.

#### Your Message

Dear [Supporter Name]

Thank you for supporting Girl Scouts and me with your recent purchase.

Your support makes a real difference. You're helping me and my troop earn proceeds that fund amazing experiences, all while learning skills that will last a lifetime.

If you would like to buy any additional products from me, please visit my Online Site to place your order before my sale ends.

From Sienna

[ACTIVATE EMAIL](#)

# SAY THANKS!

## AVATAR ROOM UPGRADE!

Unlock new, cool  
room accessories  
when completing  
tasks



# Fall Personalized Patch

## Personalized Patch with Theme Backgrounds

- Create your avatar
- Send 20+ unique emails
- Sell \$350+ in total sales
- Use the “Share My Site” function in the M2 system to ask friend and family for support



# 2025-26 FALL & COOKIE CROSSOVER PATCH

**Fall Criteria:** Create your avatar & send 20+ unique emails

Use the “Share My Site” function in the M2 system during the Fall Product Program.

Sell 25+ total fall items during the 2025 Girl Scout Fall Product Program

**AND**

**Cookie Program:** Sell 175+ boxes of cookies during packages 2026 Cookie Program.





# GIRL SCOUT REWARDS



## REWARDS

Rewards are cumulative. Earn items as you reach your goals! Please make reward choices on your M2 website. Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.

Orders due by: \_\_\_\_\_ Pick up products by: \_\_\_\_\_ Turn in money by: \_\_\_\_\_

### Nut/Candy Items



15+ Nut/Candy Items  
Brave. Fierce. Fun! Patch



25+ Nut/Candy Items  
BFF Necklace

### Magazine and More Items



4+ Mags & More Items  
Bear Patch



7+ Mags & More Items  
Bear Charm & Charm Bracelet

### Emails



20+ Emails Sent  
2025 Patch

### Donations



7+ Gift of Caring  
Donations  
Care to Share Patch

### Combined Sales



25+ Combined Items  
XXL Grizzly Plush  
Drawing  
Sell 25+ items and your name is automatically entered into a drawing for our HUGE Grizzly! (1 winner per council)



45+ Combined Units  
Super Seller Patch & Choice of:  
\*Small Grizzly Plush OR Mini Scratch Notes



60+ Combined Units  
BFF T-shirt



75+ Combined Units  
Choice of: \*Large Grizzly Plush  
OR Mini Canvas Travel Bag

\*Denotes default item if no reward is selected.



110+ Combined Units  
100+ Patch & Choice of:  
Amazon Fire HD 8 tablet, 8" HD Display, 3GB memory, 32GB  
OR Movie Bundle (An exciting afternoon November 22, 2025 at the movie theatre in Rosemont! Girl Scout & Chaperson will enjoy a new and well-loved movie (Wicked for Good), food, and more.)  
OR \*\$100 Nutty Bucks

150+ Combined Units  
Choice of: Ticketmaster Experience  
OR RockJam 61 Key Keyboard Piano Bundle  
OR \*\$150 Nutty Bucks

### IT'S BACK!

Top 3 sellers will receive up to 4 free tickets to the 2026 Cookie Rally, be recognized on the Ice during the Cookie Rally, and more! Top Sellers are calculated by the number of items sold. (All products combined. Each magazine subscription counts as 1 item.)

Beginning 9/19/2025, scan this QR code to begin setting up your online storefront. Once launched, you'll be able to offer family and friends the opportunity to support you and your troop by purchasing online!



200+ Combined Units  
Choice of: VJANGER Digital Camera AND KODAK Step Printer  
Wireless Color Mobile Photo Printer Bundle  
OR \*\$200 Nutty Bucks

**Courage  
Confidence  
Character**

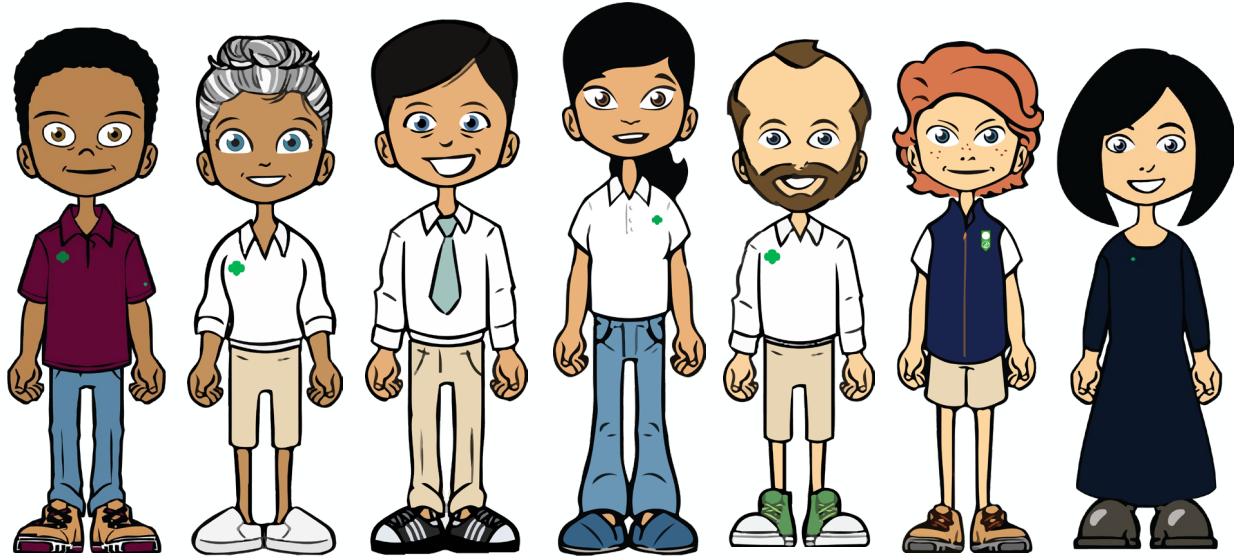
**Nutty Bucks**

**girlscouts**   
of greater chicago  
and northwest  
indiana

## **GIRLS CAN USE NUTTY BUCKS ONLINE**

Use the Nutty Bucks voucher at  
our council shop, for camp,  
council led programs or  
membership registration

# VOLUNTEER EXPERIENCE





## Announcement

To manage the product program this year, please set up your account now. Your username will be the email address shown below. Use that information when you [create your password](#).

Once you log in, create your avatar, and check or enter the email addresses for the Girl Scouts/parents in your troop. They will receive an email with instructions on how to participate.

Username:

Once you have created your password, you can [access the site using this link](#) or go to [gsnutsandmags.com/admin](https://gsnutsandmags.com/admin).

The program will run from 06/24/2025 to 12/28/2025. Please encourage all Girl Scouts to participate. It's fun and also a great learning experience. If you have any questions, [contact us online](#) or call 1-800-372-8520. Thank you for all that you do for Girl Scouts.

Thank you,  
Girl Scouts of Northeast Texas



# TROOP VOLUNTEER ACCESS

Email invitation to login

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



Girl Scouts of Northeast Texas  
2025 Nut and Magazine Campaign

TP

### Send Parent/Adult Welcome Emails

Parent/adult emails have been added by your Girl Scout Council. Please review, make any changes, and click "Send and Continue." They will receive an email from you with a link and instructions to participate.




Any participants entered later by you or the Girl Scout Council will automatically receive the same instructions.

#### Getting Started

- 1) Update Your Profile
- 2) Send Email - Troop 5240

#### Troop 5240

VIEW EMAIL

First Name	Last Name	Email	Send in Spanish
Sean	Morgan	smorgan@m2mediagr	<input type="checkbox"/> 
Kayla	Rees	krees@m2mediagroup	<input type="checkbox"/> 
Courtney	Bechtel	cbechteltesting+Athen	<input type="checkbox"/> 
			<input type="checkbox"/>

SEND AND CONTINUE

# TROOP DASHBOARD


Messaging

Manage nut card order entry

Select rewards

Sales reports


Banking and payments



M2 Media

Girl Scouts of Northeast Texas  
2025 Nut and Magazine Campaign

TP



Zoey Bechtel

[Edit Avatar](#)

[Your Patch](#)

[View Troop Photo](#)

[Change Season](#)

2

Online Campaigns Launched

Last Year: 0

0

Participants Selling

Last Year: 0

2

Emails Sent

Last Year: 0

2

Participants with 1+ Shares

Last Year: 0

Stats: Current Campaign

Troop: 5240

Magazines

Direct Ship Nuts

Online Nuts Girl Delivered

Personalized Products

Tumblers

BarkBox

Candles

\$0

\$10

\$20

\$30

\$40

\$50

\$60

\$70

\$80

\$90

\$100

\$0.00	\$0.00	\$0.00	\$0.00
Total Sales	Online Magazines	Direct Ship Nuts	Online Nuts Girl Delivered
\$0.00	N/A	N/A	N/A
Last Year	Last Year	Last Year	Last Year
\$0.00	\$0.00	\$0.00	\$0.00
Personalized Products	Tumblers	Bark Box	Candles
N/A	N/A	N/A	N/A
Last Year	Last Year	Last Year	Last Year

Note: Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

Campaign Setup

[Parent/Adult Email Campaign](#)

[Default Storefront 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

Rewards and Patches

[Rewards](#)

[Personalized Patches](#)

# TROOPS REWARDS

Create your avatar

Send the Parent Adult  
Email Campaign

Reach \$1,900 in total  
troop sales by the  
end of the program!



# SERVICE UNIT DASHBOARD

Messaging

Manage nut card order  
entry

Sales reports

Banking and payments

girl scouts

M2 Media

Girl Scouts of Northeast Texas

2025 Nut and Magazine Campaign

SU

**Courtney Bechtel**  
[Edit Avatar](#)  
[Your Patch](#)  
[Change Role](#)

0

Online Campaigns Launched

Last Year: 0

0

Participants Selling

Last Year: 0

0

Emails Sent

Last Year: 0

0

Participants with 1+ Shares

Last Year: 0

Stats: Current Campaign

Service Unit: 456

Magazines

Direct Ship Nuts

Online Nuts Girl Delivered

Personalized Products

Tumblers

BarkBox

Candies

\$0

\$10

\$20

\$30

\$40

\$50

\$60

\$70

\$80

\$90

\$100

\$0.00 Total Sales	\$0.00 Online Magazines	\$0.00 Direct Ship Nuts	\$0.00 Online Nuts Girl Delivered
\$0.00 Last Year	N/A Last Year	N/A Last Year	N/A Last Year
\$0.00 Personalized Products	\$0.00 Tumblers	\$0.00 Bark Box	\$0.00 Candies
N/A Last Year	N/A Last Year	N/A Last Year	N/A Last Year

Note: Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

Manage System Users

Send Messages

Manage Troops & Girl Scouts

Manage Admin Users

Financials and Reporting

Banking & Payments

Reports

Troop Summary / Amount Due Report

Product Management

Rewards & Patches

Personalized Patches

# SERVICE UNIT REWARDS

Create your avatar

Have at least \$1 in  
total service unit sales



## FAQs

How do I reset my password?

When can a supporter expect a direct ship nut order placed online?

When will a participant receive their Personalized Patch?

What if a participant didn't find their name as they log into the platform?

When can I expect my online girl delivery items?



# Troop Incentive

**It's Back!** Troops that achieve **80% membership renewal\*** by September 15, 2025 **AND sell over \$1,000 in the 2025 Fall Product program will earn an additional 5 cents for each package** sold during our 2026 cookie program.

**New troops** can also qualify for the extra 5 cents by selling over \$1,000 in Fall Product.

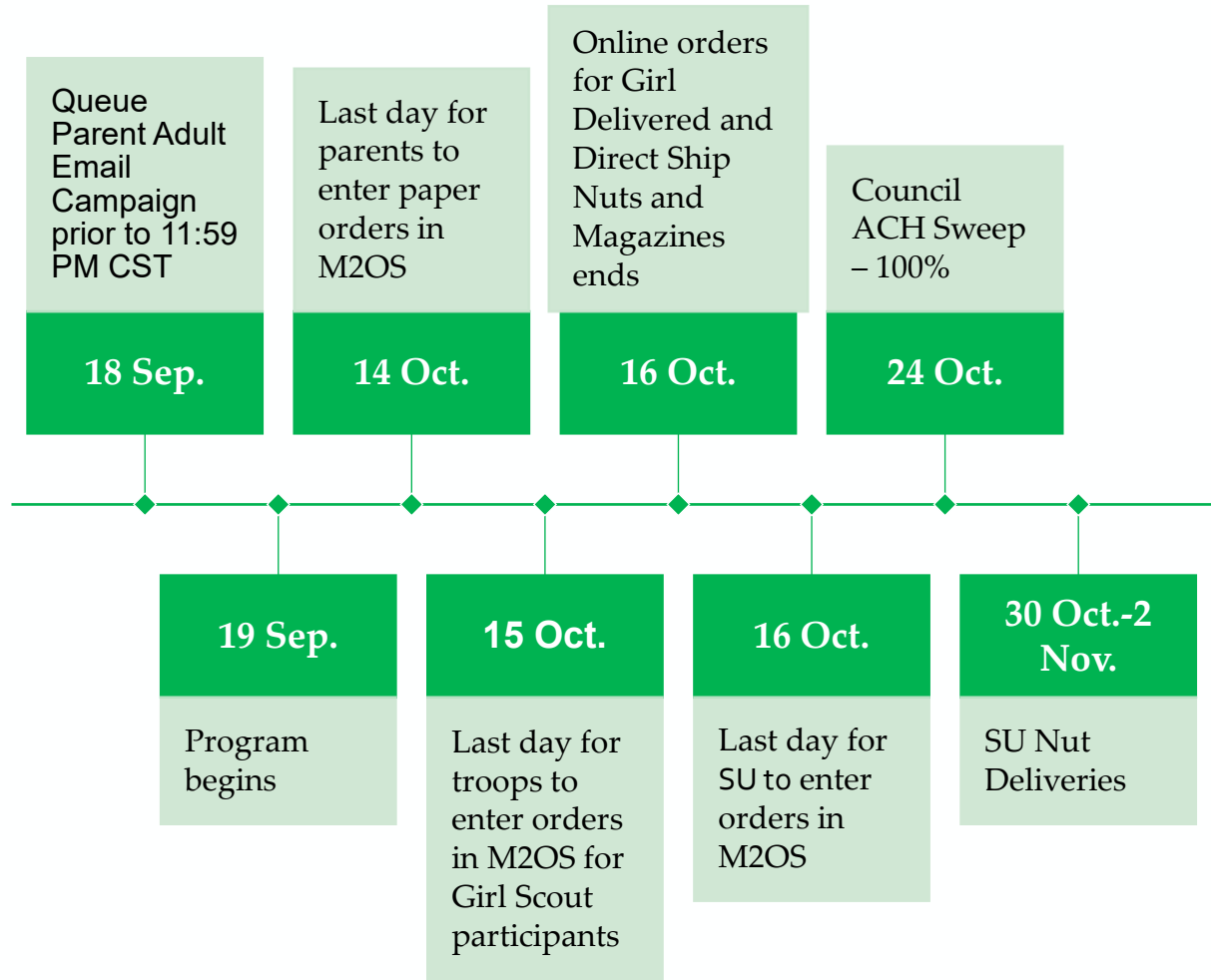
*Note: New troops are defined as those that started after November 1, 2024.*

*(Last year, during the fall product FY 25, our council distributed an additional \$53,816.45 to troops that exceeded \$1,000 in fall product sales and met their 80% renewal goal!)*

\*renewal period from April - September 15



# IMPORTANT DATES



## Role of Service Unit Fall Product Manager

*Setting the Foundation for Success*



### Goal Setting & Training

- Conduct Troop Leader/Fall Product Manager Training
- Share the service unit goal with troop leaders and discuss strategies to reach/exceed it
- Plan what the service unit will do when the goal is reached

### Materials Management

- Receive printed materials (shipped from M2)
- Distribute printed materials to troops
- Bring extras of printed materials to service unit meetings

### Program Promotion

- Attend service unit meetings and champion the program
- Talk about the program at service unit meetings

## Role of Service Unit Fall Product Manager

*Guiding Troops Through the  
Program*

### Ongoing Support

- Check in with troops (*especially new troops or those with new Troop Fall Product Managers*)
- Provide guidance and enthusiasm throughout the program
- Monitor progress toward service unit goals

### Order Management

- Make sure troop orders are submitted on time (*products and rewards*)
- Track participation and sales progress
- Offer additional support to struggling troops



## Role of Service Unit Fall Product Manager

*Delivering Success*



### Product & Reward Distribution

- Receive large deliveries of product
- Sort product by troop
- Schedule troop pick-ups
- Receive large deliveries of rewards
- Sort rewards by troop
- Schedule reward pick-ups

### Celebration Planning

- Plan to celebrate whether the service unit met/exceeded/did not reach the goal
- Recognize troop achievements and participation
- Evaluate program success and lessons learned

**Smart tip:** Recruit volunteers early! Product sorting and distribution are perfect tasks for sharing the workload in larger Service Units.

## DID YOU KNOW?

Service Units who reach

100% of the 2025 Fall Product  
Goal

**AND**

105% of the 2026 Cookie  
Program Goal

Your service unit will receive \$.35  
per case of cookies sold.







**BRAVE.**  
**FIERCE.** **FUN!**

## TROOP PROCEEDS

15% of Total Sales  
(with rewards)

**OR**

20% of Total Sales\*  
(without rewards)

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

# Fall Product Program Troop Leader Training Agenda

## Welcome & Program Overview

- Program timeline and key dates
- Goals and expectations for troops
- Review the program including new products, various ways to participate, etc.

## Troop Leader Responsibilities

- Family meeting requirements
- Material distribution checklist
- M2 platform management
- Progress monitoring and support

## Money Management & Safety

- **Critical:** Payment before product distribution
- Money handling procedures
- Accountability expectations
- Bad debt management



## Fall Product Program Troop Leader Training Agenda

### **Product & Reward Distribution**

- Service unit delivery schedule
- Sorting and pick-up coordination
- Timely product and reward distribution importance

### **Support & Resources**

- Available training materials
- SUM/SUFM contact information
- Troubleshooting common issues

### **Q&A & Next Steps**

- Address troop leader questions
- Confirm understanding of expectations
- Schedule family meeting deadlines



Council ACH Sweep  
October 24  
*(100% Balance Due)*

**Troop ACH Form**

*(Council will roll over banking information from last year.)*

**ACH Adjustment Form**

*(For troops who cannot meet its financial obligation on the scheduled sweep date.)*

**Individual Collection Form**

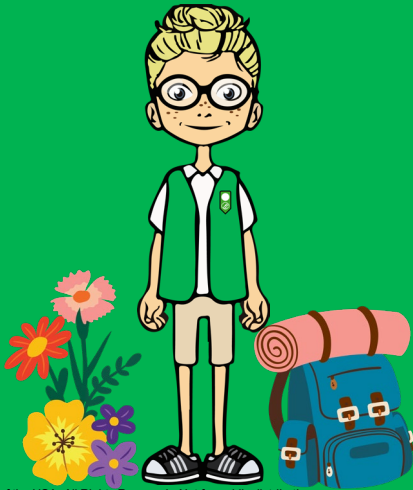
*(Submit this form to report girls who are not paid in full. **Troops should NEVER pay for a Girl Scout's delinquency.**)*

When do troops receive proceeds if the troop has only online orders or if the troop is owed funds?

Approximately the 2nd week of December.

## Fall Product Training

Real Sales. Real Money.



### Money Management

- Collect money due from order card orders
- Count with someone, sign receipts, make regular deposits
- Troop leaders are held accountable for all funds owed to council - **Remember:** *Proceeds belongs to the Girl Scouts in the troop.*

### Critical Rule: NO Product Without Payment

**"Collect first, deliver second"**

- Never distribute until fully paid
- If the Troop has bad debt from a parent, keep track of contact points. Email is great for this.



# BALANCING FINANCES

## Sales reports

## Banking and payments

girlscouts

M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

Show Quick Dashboard Links

Banking and Payments

Check banking and payments for this campaign.

Service Unit / Troop

Troop Payments - Troop 6512

Troop Deposits

View payments made by this troop to the council

MANAGE ACH

Date	Bank Name	Check/Deposit/Ref#	Comments	Deposit
No results returned				

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
+ Janie Jones	\$0.00	\$15.00	(\$15.00)

RETURN TO DASHBOARD

girlscouts

M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

Show Quick Dashboard Links

Reports

See financial and other reports for this campaign.

All SalesMagazinesDirect Ship NutsNut Order CardOnline Nuts Girl DeliveredSpecial ReportsSummary Report

Troop Summary Report

Campaign and sales information for your troops.

Troop: 6512

Total Sales

Total \$ Sold	\$0.00
Collected Online	\$0.00
Collected from Customers	\$0.00
Total Troop Extras	\$0.00
Troop Proceeds and Bonuses	\$0.00
Amount Due Council	\$0.00
Payments Made to Council	\$0.00
Balance Due Council	\$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
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Nut Card Sales

Nut Card Units	0
Total Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Online Nuts Girl Delivered

Online Nuts Girl Delivered Units	0
----------------------------------	---

Campaign Stats

Girls Selling	0
Avatars Created	0
Photos Uploaded	0
Voice Recordings	0
Total Personalized Patches Earned	0
Number Emails Sent	0
Per-Girl-Average Units	0
Per-Girl-Average Dollars	\$0.00
Reward Opt Out	No



## DELIVERY OF NUTS/CHOCOLATES

Delivered to Service Unit  
October 30 – November 2

Troop pick-up & Girls Deliver to  
Customers  
October 30 – November 10

# DELIVERY OF PRODUCT

October 30 - November 2



## Step One:

- Complete your [Service Unit Delivery Station Form](#) by September 30.

## Step Two:

- The council will confirm your delivery date and time by October 25.
- Coordinate volunteers to assist with the delivery.

## Step Three:


- Communicate the confirmed delivery date and pick-up details with the troops.
- Separate by variety: 16 different items!
- Ensure all product items are distributed to the troops.
- Remember to count, count, and count again to ensure accuracy.

# DELIVERY TICKETS

Print delivery tickets by  
Service Unit or troop

Available for easier  
picking and packing


Option to include  
financials

 M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

SP

Show Quick Dashboard Links

 Delivery Tickets

Select your options and print your delivery tickets below:

**Troop Tickets by Delivery Site**

Delivery Site Type

Single

>

Delivery Site


Alicia True (SU C...

>

Troop

All

☐ Include Financials


 CREATE TICKET

**Troop Tickets By Troop**

Troop

Choose...

☐ Include Financials


 CREATE TICKET

**Girl Scout Tickets**

Troop

Choose...

☐ Include Financials

 CREATE TICKET

Item	Qty	Unit Price	Total Price	Print
Dark Cookies	0	0	0	
Fruit Bars	0	0	0	
Peanut Butter Cookies	0	0	0	
Spicy Chapin Mls	0	0	0	
Chocolate Covered Raisins	0	0	0	
Cranberry Trail Mix	0	0	0	
Dark Chocolate Sea Salt Caramels	0	0	0	
Double Chocolate Pecans	0	0	0	
English Butter Taffies	0	0	0	
Peanut Supremes	0	0	0	
Chocolate Covered Almonds	0	0	0	
Whole Cashews	0	0	0	
Mint Tiramisu	0	0	0	
Grip Trail Mix	0	0	0	
Peanut Butter Bark	0	0	0	
Care To Share	0	0	0	
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	

Online Magazine Sales

Total Collected Sales Online

Proceeds

Net Card Sales

Collected from Customer

Proceeds

Direct Shipped Nut Sales

Total Collected Sales Online

Proceeds

Online Nuts Girl Delivered

Total Collected Sales Online

Proceeds

Total Sales

Collected Online

Collected from Customer

Proceeds and Payments

Payment Due Council

\$97.00

\$14.05

\$0.00

\$0.00

\$0.00

\$0.00

\$99.95

\$13.49

\$0.00

\$198.95

\$198.95

\$0.00

\$28.04

(\$28.04)

## REMINDER



### Receipts, Receipts, Receipts!

Receipt every time money or product changes hands.

Count everything you receive **before you sign off.**

For the Service Unit, it will be the delivery agent.

Load vehicles after your entire order is signed off.



# DELIVERY OF REWARDS

December 2025






# DELIVERY TICKETS

Print reward delivery tickets by troop or participant

Available for easier picking and packing




M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

SP

Show Quick Dashboard Links

 Delivery Tickets

Select your options and print your delivery tickets below:

Troop Tickets by Delivery Site

Delivery Site Type

Single

>

Delivery Site

Alicia True (SU C...

>

Troop

All

☐ Include Financials

CREATE TICKET

Troop Tickets By Troop

Troop

Choose...

☐ Include Financials

CREATE TICKET

Girl Scout Tickets

Troop

Choose...

☐ Include Financials

CREATE TICKET

Product	Full Price	Online Price	Print Price	Print Date
Dark Biscuits	0	0		
Fruit Biscuits	0	0		
Peanut Butter Monkeys	0	0		
Spicy Cash Mix	0	0		
Chocolate Covered Peanuts	0	0		
Cashews Trail Mix	0	0		
Dark Chocolate Sea Salt Caramels	0	0		
Double Dipped Peanuts	0	0		
English Butter Toffee	0	0		
Pecan Supremes	0	0		
Chocolate Covered Almonds	0	0		
Whole Cashews	0	0		
Mint Truffles	0	0		
Gump Pastries	0	0		
Peppermint Bark	0	0		
Cash To Store	0	0		
Total	0	0		

Online Magazine Sales	Direct Shipped Nut Sales	Online Nut Gift Delivered			
Total Collected Sales Online	\$97.00	Total Collected Sales Online	\$69.95	Total Collected Sales Online	\$0.00
Proceeds	\$14.00	Proceeds	\$13.49	Proceeds	\$0.00
Net Gift Sales		Total Sales		Total Sales	\$169.95
Collected from Customer	\$0.00	Collected Online		Collected Online	\$169.95
Proceeds	\$0.00	Collected from Customer		Collected from Customer	\$0.00
		Proceeds and Bonuses		Proceeds and Bonuses	\$28.04
		Payment Due Council		Payment Due Council	(\$28.04)



# What's Next?

## Get Started

- ✓ **Login to M2OS** and watch training video
- ✓ **Create your avatar** - make it fun!
- ✓ Get familiar with the platform

## Connect with Parents (by Sept 19)

- ✓ **Send Parent Adult Email Campaign** to participants
- ✓ Girl Scouts setup their own campaign on M2OS, so troop leaders don't need to.
- ✓ One click = maximum reach

## Emphasize the simplicity of online girl delivered items

- ✓ Share My Site with social media and texting
- ✓ Money collected automatically online
- ✓ Items auto-added to girls' accounts
- ✓ Girls simply deliver - that's it!

**Have FUN and celebrate your success!**

***Participation in the Fall Product Program  
is a family decision.***

## RESOURCES



## TONS OF GREAT RESOURCES AVAILABLE:

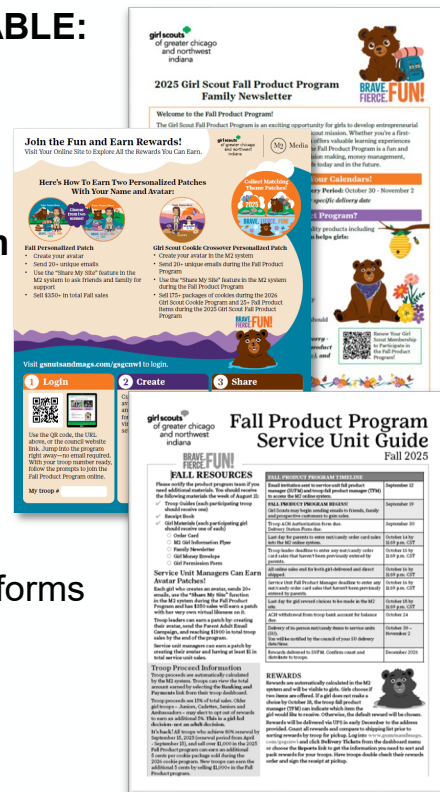
### Program Resources:

- Service Unit Fall Product Guide
- Troop Fall Product Manager Guide
- Council Website – [gsfallproduct.com](https://gsfallproduct.com)
- Instructional Videos
- Activity Guide
- Open Mic Night Sessions
- Fireside Chats

### Girl Scout Materials:

- Family newsletters
- Girl permission/internet responsibility forms
- Informational flyers
- Order cards
- Receipt books
- Money envelopes

**Need additional materials? Contact the Product Program Team for support.**



If you need to speak/email with  
someone:

**Product Program Staff**

productprogram  
@girlscoutsgcnwi.org  
855.456.8347 ext. 6722

**Product Squad Team Member**



Angela



Carl



Selena



Shari



Sheri



Susan



Vale

GCNWI Product Program Team



Ally



Bev M



Bev V



Brenda



Debbie



Marcia



Narda



Pam



Tenise



Tina

Product Squad



**Brave.**  
**Fierce.**  
**FUN!**

# 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



# Questions

**THANK YOU!**

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

We look forward to a successful  
2025 Program!

