



## 2025 Girl Scout Fall Product Program Family Newsletter

### Welcome to the Fall Product Program!

The Girl Scout Fall Product Program is an exciting opportunity for girls to develop entrepreneurial skills while supporting their troop activities and the Girl Scout mission. Whether you're a first-time Girl Scout family or a seasoned veteran, this program offers valuable learning experiences for girls of all ages. Like the Girl Scout Cookie Program—the Fall Product Program is a fun and engaging way for your Girl Scout to learn goal setting, decision making, money management, people skills and business ethics — which helps in daily life today and in the future.

### Program Timeline – Mark Your Calendars!

**Order Period:** September 19 - October 16

**Delivery Period:** October 30 - November 2

*Your troop leader will notify you of your specific delivery date*

### What is the Fall Product Program?

The Fall Product Program features a variety of high-quality products including nuts, chocolates, candies, and magazines. **This program helps girls:**

- Build confidence through customer interaction
- Develop money management skills
- Learn goal-setting and achievement
- Practice communication and sales techniques
- Support their troop's activities and badge work
- Contribute to Girl Scout programs in their community

The decision to participate in the Fall Product Program should be made by the Girl Scouts and their parents/guardians.

***If your Girl Scout's troop is not participating, don't worry - your girl can still join the fun!! Just reach out to the product program team ([productprogram@girlscoutsgcnwi.org](mailto:productprogram@girlscoutsgcnwi.org)), and we will tell you how!***



Renew Your Girl Scout Membership to Participate in the Fall Product Program!

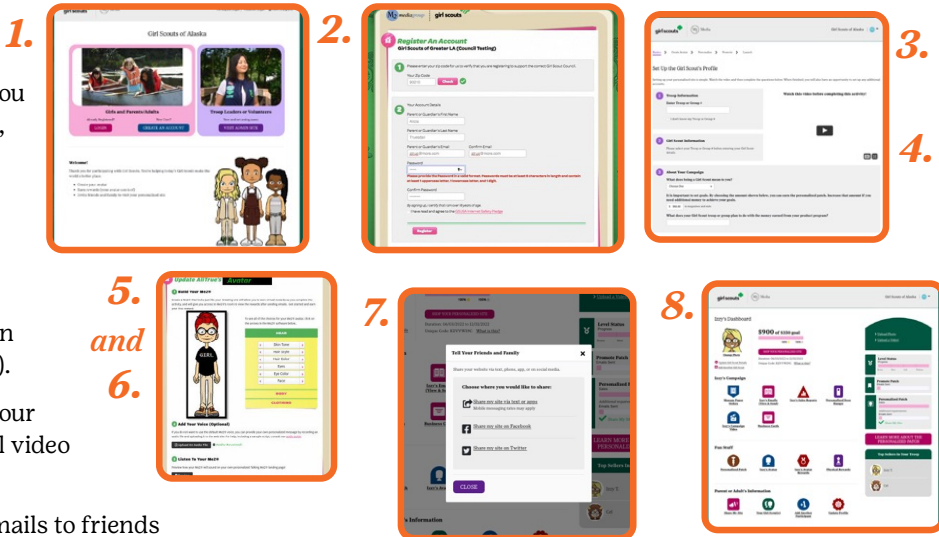


# 2025 BRAVE.FUN! FIERCE.FUN!

## Launching Your Fall Product Business Using the M2 Online System

It's time to set up your Fall Product storefront and kick off your online business. On September 19, you can go to [gsnutsandmags.com/gsgcnwi](https://gsnutsandmags.com/gsgcnwi) to get started. Returning users can click **Login** and enter your username and password. If you're new to M2, click **Register**.

1. Click **login** or **create an account**.
2. Enter your information and set your password. If you have an existing account and forgot your password, simply click the forgot password link to reset.
3. Enter your troop number and search for and select your Girl Scout's name.
4. Answer questions about goals and Girl Scouting.
5. Create your personal avatar. (There are over 3 billion feature combinations, so you can really customize!)
6. Record a message and make your avatar "talk" to your customers; or create and upload your own personal video sales pitch.
7. Add your customers and send at least 20 unique emails to friends and family through M2. Girls who send at least 20 unique emails typically average about 150% higher sales.
8. You can also share your storefront link from your dashboard to social media. Remember, the Girl Scout of Greater Chicago and Northwest Indiana Product Programs should always be led by a Girl Scout under the supervision of her caregivers. Posting sales links on eBay, Facebook Marketplace, Craigslist, Amazon, or other paid resale sites is NOT allowed. Girl Scouts may only share their digital Fall Product Program link on personal social media accounts (their own if permitted, or their parent/guardian's). Use caution when sharing the link on any public pages since orders do not need caregiver approval during the Fall Product Program so caregivers will be responsible for delivering ALL online girl delivery orders.



### Benefits of Participating in the M2 Online System:

- Customers receive their orders faster by shipping straight to the customer.
- No need to collect money for orders.
- All debit and major credit cards are accepted.

## Ways to Participate!

Girl Scouts/Troops can pick and choose from several different parts of the program they would like to participate in: Every dollar raised stays here in our council to provide quality council events, financial literacy opportunities for our Girl Scouts, maintain our camp properties and provide programming to our members.

### ONLINE

#### Direct Ship:

Customers purchase from the full product catalog online. They can select nuts and chocolates, Tervis® Tumblers as well as a BarkBox, personalized product items, candles and magazines and more. Payment is made online with a credit card and receive direct delivery.

#### Girl Delivery:

Customers order and pay online from 16 select nut/candy items only, but Girl Scouts deliver personally.

Orders are processed automatically (don't add to paper cards). Girl Delivery orders arrive with troop delivery October 30-November 2. Available through October 16 only—ideal for family and friends you'll see in person.

Girl Scouts can share their digital sales link on personal/family social media accounts. Selling on eBay, Facebook Marketplace, Craigslist, Amazon, or other resale sites is prohibited.

### ORDER CARD

- The order card gives customers the choice of 16 great nut and candy items and a Gift of Caring Nut and Candy Donation option. All payments are due when the order is taken. Discuss with your troop leader how they would prefer to receive payment and when orders are due.

### BOTH: Online and Order Card

- Girl Scouts can catapult their fall product business and take customer orders using their outline link and their order card.

## Important Dates for Families

### September 19, 2025

- 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.
- Go to [gsnutsandmags.com/gsgcnwi](https://gsnutsandmags.com/gsgcnwi) to set up a M2 storefront.

### September 19 – October 16, 2025

- Girl Scouts can begin collecting nut and candy orders from family and friends using their order card. All orders are paid for at the time of purchase.
- Girl Scouts can send emails to encourage customers to place online orders.
- Families can enter their Girl Scout's in-person order (order card orders) into the M2 system through October 14. Girl Scouts can continue taking online orders through October 16.
- Troop leaders will be able to enter in-person orders into the M2 system until October 15 – 11:59 PM if the parent or guardian has not entered the order.

### October 16, 2025

- All payments from orders taken on the order card are due to the troop leader. Your troop leader may provide a different due date.
- Last day for Girl Scouts to take online orders.

### Week of October 30 – November 2, 2025

- Troop leaders will pick up the troop's fall product order from the service unit. Your troop leader will notify you when to pick up your products.

### December 2025

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



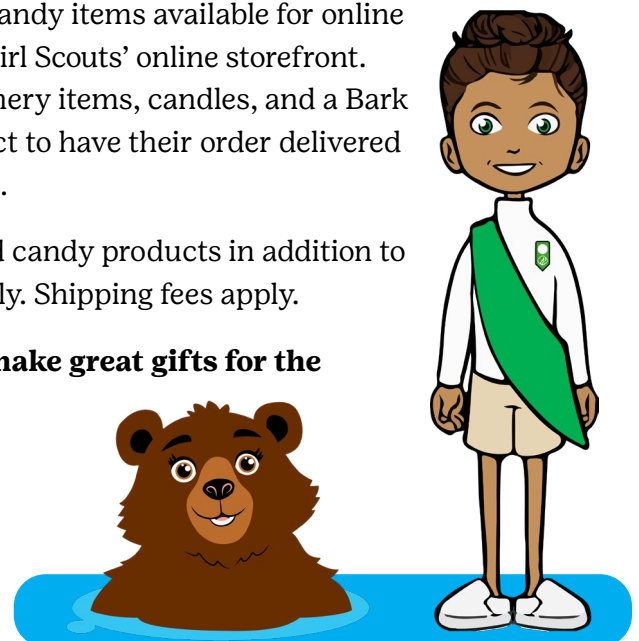
## Products

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, personalized stationery items, candles, and a Bark Box. When ordering nut/candy items 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.

**Customers love fall product items! They are delicious and make great gifts for the holidays, teacher's gifts and much more.**

**BRAVE.  
FIERCE. FUN!**





## Donations | Gift of Caring

- Gift of Caring (also known as Care to Share) is a great way for customers to give back to the community through donations of products. Customers may choose to donate in-person or online.
- For each \$7 donation, a can of candy/nuts will be sent to veterans, active-duty service members (both at home and abroad), community-based organizations and essential workers.
- Donations are credited to the Girl Scout's sales and troops receive proceeds. Girls earn the Care to Share patch by receiving seven or more donations.



## Rewards And Patches

Girl Scouts 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 council shops, and/or help them participate in certain Girl Scout events and activities (including camp)!

### Fall Personalized Patch

#### To earn:

1. Create your avatar
2. Send 20+ unique emails
3. Use the "Share My Site" function in the M2 system to ask friends and family for support
4. Sell \$350+ in total sales



*Choose your background and your avatar design!*



## Back again!

**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.)

### Girl Scout Cookie Program Crossover Patch

#### To earn:

1. **Fall Criteria:** Create your avatar and send 20+ unique emails
2. Use the "Share My Site" function in the M2 system during the Fall Product Program.
3. **2026 Cookie Program:** Sell 175+ boxes of cookies AND sell 25+ total fall items during the 2025 Girl Scout Fall Product Program.



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](mailto:productprogram@girlscoutsgcnwi.org).