

Fall Product Program Troop Guide

Fall 2025

Getting Started!

VOLUNTEERS

1. Follow the link sent to your email address the week of September 12 to access the M2OS site. If you haven't received your email by the end of the week, contact Product Program (productprogram@girlscoutsgcnwi.org or 1-855-456-8347, ext. 6722).
2. Complete M2OS system training.
3. Create your volunteer Avatar!
4. Launch the PAEC (Parent Adult Email Campaign) to the Girl Scouts in your troop.

What is the Fall Product Program?

This program is an integral part of a Girl Scout's journey toward leadership. Allowing participants to practice skills such as:



Goal Setting
Decision Making
People Skills
Money Management
Business Ethics

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!

FALL PRODUCT PROGRAM TIMELINE

Email invitation sent to service unit fall product manager (SUFM) and troop fall product manager (TFM) to access the M2 online system.	September 12
FALL PRODUCT PROGRAM BEGINS! Girl Scouts may begin sending emails to friends, family and prospective customers to gain sales.	September 19
Troop ACH Authorization form due. Delivery Station Form due.	September 30
Last day for parents to enter nut/candy order card sales into the M2 online system.	October 14 by 11:59 p.m. CST
Troop leader deadline to enter any nut/candy order card sales that haven't been previously entered by parents.	October 15 by 11:59 p.m. CST
All online sales end for both girl-delivered and direct shipped.	October 16 by 11:59 p.m. CST
Service Unit Fall Product Manager deadline to enter any nut/candy order card sales that haven't been previously entered by parents.	October 16 by 11:59 p.m. CST
Last day for girl reward choices to be made in the M2 site.	October 18 by 11:59 p.m. CST
ACH withdrawal from troop bank account for balance due.	October 24
Delivery of in-person nut/candy items to service units (SU). You will be notified by the council of your SU delivery date/time.	October 30 – November 2
Rewards delivered to SUFM. Confirm count and distribute to troops.	December 2025

Personalized Patches & Rewards!

In the fall, Girl Scouts and leaders who create avatars and meet the criteria below will earn a patch with their very own virtual likeness on it!

- **Girl Scouts:** Create your avatar, send 20+ unique emails, use the "Share My Site" function in the M2 system during the Fall Product Program and sell \$350 in total sales (in-person, online and Gift of Caring/Care to Share sales)!
- **Volunteers:** Create your avatar, send the Parent Adult Email Campaign, and reach \$1,900 in total troop sales by the end of the program!

Check out the back of the nut/candy order card to see all the great rewards participants can earn this season!

When participants launch their online account, they can track progress and select rewards as they earn them!





Choose your background and your avatar design!



Earn Customized Patches

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

*Troop leaders can earn a patch by: creating their avatar, send the Parent Adult Email Campaign, and reaching \$1900 in total troop sales by the end of the program.

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+ packages of cookies AND sell 25+ total fall items during the 2025 Girl Scout Fall Product Program



PARTICIPATION OPTIONS

Product	Sale Type	Process	Delivery to Customers	Troop Proceeds
Nuts/ Chocolate	In-Person	<ul style="list-style-type: none"> Girl Scouts ask customers in person and fill out order card Participants collect money from customers at the time of the order Family/troop enters orders into M2OS by the appropriate deadline Participants turn in money to troop 	Delivered by participating Girl Scouts to customers	15% of gross sales and rewards
	Online Girl-Delivered	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to friends and family Customers pay online and participants deliver products Orders are automatically credited to the participants in M2OS 	Delivered by participants to customers (If a Girl Scout/family receives an online order from a customer where they will not be able to deliver the items in-person, they will need to contact M2 customer service by October 16 to cancel)	15% of gross sales and rewards
	Direct Shipped	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to friends and family Customers pay online, including the cost of shipping Orders are automatically credited to the participants in M2OS 	Shipped directly to the customer (1-2 weeks standard delivery timeframe after order processing. Customers will have option for expedited shipping)	15% of gross sales and rewards
Magazines and More	Online	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to friends and family Customers pay online Orders are automatically credited to the participants in M2OS 	Shipped directly to the customer (6-8 weeks standard delivery timeframe after order processing)	15% of gross sales and rewards

Gift of Caring Program

- 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.

What Troops Earn!



Daisy and Brownie Troops (Grades K-3)	Junior, Cadette, Senior, and Ambassador Troops (Grades 4-12)	
Girls earn rewards and troops earn 15% of gross sales.*	Troop must decide between two options:	
	Girls earn rewards and patches, and troops earn 15% of gross sales.	Girls earn patches, girls opt out of earning rewards, and troops earn 20% of gross sales
	Opting out of rewards must happen by October 18. Once the council product order is submitted, the proceed plan cannot be changed.	

***Gross sales includes all order taking options: order cards, online sales, and Gift of Caring sales.** Gross sales excludes shipping costs.

It's Back! All troops who achieve 80% renewal by September 15, 2025 (renewal period from April - September 15), and sell over \$1,000 in the 2025 Fall Product program are eligible to earn an additional 5 cents per package sold during the 2026 cookie program. New troops can earn the additional 5 cents per package sold during the 2026 cookie program by selling \$1,000+ in the Fall Product program.

Girls Earn Patches!



Nut/Candy

- ▶ 15+ Nut/Candy Items (Brave. Fierce. Fun! Patch)

Email

- ▶ 20+ unique emails through M2 (2025 patch)

Magazines

- ▶ 3+ Magazines (Bear patch)

Gift of Caring

- ▶ 7+ "Gift of Caring" Nut/Candy Donations (Care to Share Patch)

Combined Sales

- ▶ 45+ Total Fall Product Items (Super Seller Patch)
- ▶ 110+ Total Fall Product Items (100 Club Patch)

Girls Earn Rewards!


Each Girl Scout accrues rewards cumulatively as shown on the reverse side of the order card. For example, if she sells 45+ items, she receives the 45+ reward item, PLUS each previous level reward. Whether she sells all nuts/candy, just magazines, or BOTH, it all adds up.



PLEASE NOTE: Once the troop's reward order is submitted, no changes can be made. Troops must report any missing or damaged rewards immediately to the service unit fall product manager (SUFM) within two weeks of receipt. Unclaimed rewards should be returned to council by December 20.

Getting Started with Your Girl Scouts

Each Troop Fall Product Manager (TFM) should attend their service unit training or view the online troop fall product manager training. At your meeting you will receive the following materials:

Troop Materials	Girl Materials
Each troop leader receives: <ul style="list-style-type: none">• One (1) Troop Fall Product Manager Guide• One (1) Receipt Book	Troop fall product managers (TFMs) are responsible for distributing girl materials. Each girl should receive: <ul style="list-style-type: none">• One (1) Order Card• One (1) Family Newsletter• One (1) M2 Girl Informational Flyer• One (1) Permission Slip• One (1) Money Envelope
Additional Materials All other materials, trainings and videos can be found at gsfallproduct.com 	

First Time Troops!

Encourage Girls and Parents to Opt-in to Online Order Taking!

There are many benefits of online order taking including:

- ▶ Online orders require much less work for the troop.
- ▶ All payments are made online for all products. *This means nothing for girls to collect!*

Host a Family Meeting for Your Girl Scouts and Their Families.

At your meeting:

- ▶ Explain why participation is important to girls and the troop.
- ▶ Emphasize how your troop gets a jump start on building your troop bank account to fund activities and events for the coming year.
- ▶ Stress safety and selling tips for in-person and online order taking.
- ▶ Review the program dates and deadlines.
- ▶ Review the Fall Product Program highlights. Explain nut, candy and magazine, Personalized Stationery, Candles, BarkBox and Tervis Tumbler orders
 - Magazines are a great option for out-of-town customers to support the Girl Scout they know; there are several online options.
- ▶ Review the options for customers to place orders.
- ▶ Highlight goal setting; work with the Girl Scouts to set a troop goal.
- ▶ Distribute order cards and other materials.
- ▶ Generate enthusiasm for the Fall Product Program.

Volunteer M2OS Access – In Depth

Volunteers will receive an email invitation from M2 that explains how to access the site and get started. If you have not received an email invitation to access the M2OS site by September 12 please visit www.gsnutsandmags.com/admin and select “Forgot Password.” If you need further assistance, please contact your SU product manager or M2 customer service.

First Steps (allow 15-20 minutes to complete) Starting September 12

- ▶ Your access email will prompt you to create a password to access your M2OS volunteer account. If you are a returning user, you can login using your existing credentials.
- ▶ You will be prompted to complete certain account information, as applicable - watch a short system training video, enter a mailing address, create your avatar, and send access emails to the participants in your troop using the Parent Adult Email Campaign (PAEC).
- ▶ You will see a list of girls already uploaded — this includes all Girl Scouts registered last year and those renewed for the 2026 Girl Scout year. New registrations are added throughout the program. For new participants, just have them visit www.gsnutsandmags.com/gsgcnwi to request access, and they’ll be added to your troop roster once membership is confirmed.

Order Taking:



September 19 – October 14 (paper card orders) | October 16 (online orders)

Troop leaders must enter any orders not entered by parents into M2OS. Leaders will be able to enter order October 15 until 11:59 PM.

- ▶ Girl Scouts can launch their accounts beginning September 19. Please note that the system will not accept any early participant activity; participants must wait until the sale launch date.
- ▶ Participants can enter their own paper orders into their accounts through October 14. If they do not enter their orders, you will need to do so through your volunteer account on October 15.

Adding Nut Order Card Items into M2OS:

Customer orders received online will automatically be credited to the Girl Scout and troop. No further action is required. Girl-delivered online orders will be included in your troop's deliveries and shipped orders will be sent as processed.

Order card orders may be entered in one of two ways:

- Participants can enter their own paper orders into their accounts through October 14.
 - Troop leaders must enter any orders not entered by parents into M2OS. Leaders will be able to enter order October 15 until 11:59 PM.
- ▶ Choose **Paper Order Entry** from your dashboard.
 - ▶ Click the Girl Scout's name to edit/enter orders.
DO NOT enter online girl-delivered products.
 - ▶ Enter total nut/candy items by variety from the order card. Click **Update**. Make sure the totals match.
 - ▶ There is no submit button! Orders are transmitted for fulfillment automatically after the cutoff date.

Tips!

Only order the exact number of nut/candy items sold, as product cannot be returned to council.

Rewards are automatically calculated. Please note that rewards could take up to an hour to update after adjustments have been made to products sold.

Troop Banking and Payment

1. Troops must submit an ACH (Automated Clearing House) Form by September 30. Previously submitted banking information will be rolled over.
2. Payment is collected when orders are placed. Families must submit all payments before the troop order is finalized. Issue receipts for cash/checks received.
3. Deposit all money into your troop bank account and keep all receipts!
4. The amount owed to the council will be deducted via an ACH debit on October 24. Amount due is calculated automatically in M2OS.
5. Find balance due by clicking the "Banking and Payments" link on your troop dashboard. You will see an overview of all sales and proceeds information for your troop. The "Reports" link shows even more detail. View the Troop Orders Report or download your troop's delivery ticket and toggle on financial information.
6. Proceeds checks (if applicable) will be mailed to the eligible troop treasurer or leader at the conclusion of the program.
7. Proceeds from over payments or excess online orders will be deposited via ACH after account verification.

Extra Information

Money for all online orders will show as already paid to council which will reduce the troop's balance due for the total product order. If your troop decides to accept checks, be sure to have the customer's phone number listed on the check. We recommend you only take checks from people you know and are comfortable contacting if there is a problem.

Program Wrap-Up



Products

Remember, all products are automatically submitted for fulfillment! There is no “submit” button!

- ▶ Pick up troop nut/candy items from your SUFM.
- ▶ Fill out receipts (using the receipt booklet) or print delivery tickets for each order (use M2OS “Delivery Tickets” link)
- ▶ Sort products by participant before scheduling family pickups
- ▶ Verify quantities match tickets and get family signatures at pickup

Rewards

Girl Scouts must make their rewards selections online by October 18.

- ▶ If a participant does not make their selections, you may do so through the Troop account until October 18.
- ▶ Any selections not made by October 18 will automatically default to the council’s selection.
- ▶ Reward deliveries will be coordinated with your SUFM in a similar fashion to products.

Deliveries

Troops should make sure their Girl Scouts coordinate delivery of product with their customers. Happy customers = returning customers!

- ▶ Participants/parents/adults will receive an online report of orders with email addresses and phone numbers of their customers.
- ▶ Participants may contact M2 customer service for additional customer information if necessary for delivery.

Scan the QR codes below for additional materials.



gsfallproduct.com



www.gsnutsandmags.com/gsgcnwi

FAQs



Please visit our support site at support.gsnutandmags.com for more information. Here are a few frequently asked questions as you get started:

- Q:** My Girl Scouts are attempting to register and get a “Campaign is Currently Unavailable” message.
- ▶ Girl Scouts cannot begin online account registration until the program start date.
- Q:** I entered the email addresses to send access notifications to the Girl Scouts in my troop. The site says, “Queued for Sending”, but how long does it take to send?
- ▶ Access emails will not be sent to the participants until the start date of the program.
- Q:** I am a volunteer and have a Girl Scout participating. Can I use the same email address for my volunteer and participating accounts?
- ▶ Yes! You will be notified upon login as to which account you are signing on to. Volunteer accounts are accessed at: www.gsnutsandmags.com/admin, and participating accounts are accessed at: www.gsnutsandmags.com/gsgcnwi.
- Q:** One of my Girl Scouts received an online girl-delivered order that the family is unable to deliver. How do I remove it?
- ▶ The parent/guardian (or customer) will need to contact M2 customer service to have the order cancelled and removed from the system. This cancellation MUST be completed before the end of parent paper order card entry.

We Appreciate You!
**Thank you for being an integral part
of our Fall Product Program.**

Questions?

For questions regarding specific council-related details, contact your service unit or product program team.

For questions regarding M2OS or other general sale questions, contact M2 customer support!

Service Unit Fall Product Manager

Name: _____

Email: _____

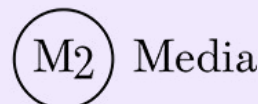
Phone: _____

girlscouts 

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M2 Customer Service
support.gsnutsandmags.com
800-372-8520

