



2023 Fall Product Program Family Guide

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
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!



Important Dates

September 15

- Program Begins.
- Access to M2OS system via an invitation email or by visiting the council's [M2OS](#) site.

October 7

- Last day for Girl Scouts to enter order card sales in M2OS.
- *Not mandatory—talk to your Troop Fall Product Coordinator (TFPC) about how they wish to receive your order.*

October 9

- Last day to **cancel** an online girl deliver.
- Last day for customers to place online girl deliver orders.

October 27-29

- Order card and online girl deliver product arrives.
- TFPCs will let families know when product is available for pick-up.

November 12

- Last day for online sales.
- Program Ends.

December 17

- Top 5 Fall Product Entrepreneur Event!

January 2024

- Rewards are distributed to troops.



girlscouts
of the colonial coast

To participate the Girl Scout must be registered for the 2023-2024 membership year and their household must be in good financial standing with the council.



OWN YOUR
magic
FALL PRODUCT PROGRAM

Girl Scout and Customer Sales Options

Product	Sale Type	Process	Delivery
Nuts and Chocolate	Order Card, In-Person Sale	<ul style="list-style-type: none"> Girl Scouts collect sales on their order card. Do not collect payment until product is delivered. Sales may be entered into M2OS by the troop or caregiver. Girl Scouts submit customer payments to the troop fall product coordinator. 	<ul style="list-style-type: none"> Delivered by the Girl Scout to the customer prior to the end of the program. The Girl Scout collects payment at delivery.
	Online Girl Delivered	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to customers. Customers pay online (no shipping costs). Orders are automatically credited to the troop and Girl Scout in M2OS. 	<ul style="list-style-type: none"> Delivered by the Girl Scout to customer prior to the end of the program. No payment is due—payment was made online. If a Girl Scout cannot deliver an order they must contact M2 customer service by October 9, 2023 to cancel.
	Direct Shipped	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to their customers. Customers pay online, including the cost of shipping. Orders are automatically credited to the troop and Girl Scout in M2OS. <i>New in 2023</i> Customers will receive one-time free magazine subscription. 	<ul style="list-style-type: none"> Shipped directly to the customer. Standard delivery is 1-2 weeks. Customers have the option for expedited shipping.
Magazines	Online	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to customers. Customers pay online. Orders are automatically credited to the troop and Girl Scout in M2OS. 	<ul style="list-style-type: none"> Shipped directly to the customer. Standard delivery is 6-8 weeks.
BarkBox	Online	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to customers. Customers pay online, including the cost of shipping. Orders are automatically credited to the troop and Girl Scout in M2OS. 	<ul style="list-style-type: none"> Shipped directly to the customer. This is a one-time purchase, not a subscription, and will not replace customer's existing monthly subscription box Standard delivery is 6-8 weeks.
Tervis	Online	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to customers. Customers pay online, including the cost of shipping. Orders are automatically credited to the troop and Girl Scout in M2OS. 	<ul style="list-style-type: none"> Shipped directly to the customer. Standard delivery is 6-8 weeks.

BarkBox & Tervis—2023 Pilot Programs

GSUSA is excited to announce they are expanding the 2023 Fall Product Program's existing online offerings by adding two new PILOT product categories.

BarkBox

BARK is a leading global brand for dogs, known for bringing partner brands to life in their signature BarkBox, which includes a Pose & Play Beret dog toy created by BARK and GSUSA as well as one canister of Berry Trios™ BARK + Girl Scouts dog treats. The addition of a Girl Scout themed BarkBox to the Fall Product Program allows Girl Scouts to share their passion for animals, generate troop funds for their Girl Scout activities, and gives customers the option to purchase something for their fur baby.

The Girl Scout BarkBox will be sold exclusively online and shipped directly to customers for \$19.99 + \$5 shipping fee.



Tervis Tumblers

Tervis® provides a wide selection of premium insulated tumblers and water bottles, ranging from top sellers to your favorite MLB®, NFL®, and collegiate sports teams and more. M2 Media will offer this additional product line in the Fall Program this year; all items will be shipped directly to customers. The addition of this product line broadens the Fall Product Program lineup to ensure all customers can find a product they love, while simultaneously supporting their Girl Scout and her troop.

Tervis Tumblers will be sold exclusively online and shipped directly to customers. Prices vary, shipping is \$5.99 for 1-3 items plus an additional \$1 for 4+ items.



Pilot Program Troop Proceeds and Customer Service

Proceeds

Troops will earn a flat rate of 10% (12% for those that opt-out of rewards) on all BarkBox and Tervis sales.

Customer Service

M2 Media will manage all customer inquiries for Tervis® tumblers and BARK. Customers may contact M2 Media by phone 800-372-8520 or email






Girl Scout's Storefront or Landing Page

Girl Scouts will send ONE marketing email to customers. When the customer chooses to support the Girl Scout they will be directed to the Girl Scout's landing page (see below). On the landing page, the customer will have FOUR options.

1. Magazines (M2 Media)
2. Nuts and Chocolate (Ashdon Farms)
3. Tumblers (Tervis)
4. BARK x Girl Scouts (BarkBox)

Customers must visit individual stores to purchase specific items. Shipping is charged separately by each store.

View in Español




Help Court,

Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn \$500.00 to help Girl Scouts, and so that our troop can go to camp. Will you please help by shopping at my online site? Thank you.

[PLAY ▶](#)


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](#)



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](#)



Welcome to Izzy's Nut and Chocolate Store



SAVE SHIPPING COSTS

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

[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](#)

New Items for 2023

Mascot

The 2023 Fall Product Program mascot is the Ocelot. Their unique spotted coats help them blend into the forest while hunting for prey and helps protect them while sleeping during the day on tree branches and in bushes. Ocelots require dense cover that is found in a variety of habitats, including thorn scrub, coastal marshes, mangrove, and tropical forests. Ocelots can be found from southern Texas in the U.S. to Mexico throughout Central and South America.



Chocolate Covered Almonds

Crunchy almonds covered in milk Chocolate. Comes in a 10 oz. pop-top can.



Cranberry Nut Mix

A tasty mix of peanuts, raisins, cranberries, cashews, banana chips, almonds and walnuts. Comes in a 7oz. pop-top can.



2023 Girl Scout Tin

This year's tin has all the wonderful memories from Girl Scouts and filled with Mint Treasures. A must-have addition to any Girl Scout's collection!



2023 Holiday Tin

Embrace the feeling of winter while snacking on chocolate covered pretzels with this winter chickadee tin. This tin makes the perfect holiday gift for others (or yourself)!



Tervis Tumblers

Tervis® provides a wide selection of premium insulated tumblers and water bottles, ranging from top sellers to your favorite MLB®, NFL®, and collegiate sports teams and more.



BarkBox

GSUSA has collaborated with BARK on a Bark Box. Each box comes with a custom Pose & Play Beret dog toy as well as one canister of Berry Trios dog treats. The Girl Scout BarkBox will be sold exclusively online by Girl Scouts and shipped directly to consumers.



Troop Proceeds and Care to Share

Troop Proceeds

Product	With Rewards	Without Rewards
Nuts and Candy	16%	18%
Magazines	16%	18%
BarkBox	10%	12%
Tervis	10%	12%



Proceed and Reward Guidance

- Proceeds may only be allocated to Girl Scout troops/groups for Girl Scout program activities. Cash based accounts may not be kept for or distributed to individual Girl Scouts.
- All rewards earned by Girl Scouts through product activities must support Girl Scout program experiences (such as camp, travel, and program events; but not scholarships or financial credits toward outside organizations).
- Opting out of rewards is a Girl Scout/troop led decision and is only available for Girl Scout Cadettes, Seniors and Ambassadors.
- Troops may not be split for the purpose of rewards.
- Council reserves the right to substitute a reward.
- The Girl Scout rewards structure can be found on the back of the order card. Rewards are cumulative.
- All rewards and events are Girl Scout youth only, non-refundable and non-transferrable.

Care to Share

The Care to Share Program is a great way for customers to give back to the community! Girl Scouts collect donations (in \$8 increments) and the council takes care of delivering the product! Girl Scouts earn rewards and troops earn proceeds on each donated item.

Once again, GSCCC is proud to be partnering with USO of Central Virginia and South Hampton Roads this year.





2023 Rewards & Patches

Own Your Magic
36+ Nut/Candy Items

2023 Patch
36+ Unique Emails Sent

Ocelot Patch
3+ Magazines



Care to Share Patch
10+ Care to Share Items



Personalized Avatar Patches

Girl Scouts earn the patch when they complete/achieve the following:

- Create an avatar.
- Send 36+ unique emails and 1 share.
- Reach \$400+ in total sales.

Volunteers earn the patch when they complete/achieve the following:

- Create an avatar
- Send the Parent/Guardian Email Blast as soon as the program starts.
- Reach \$2,000 or more in total troop sales.



\$175 Total Sales
Flower Necklace



\$325 Total Sales
Zipper Pouch



\$450 Total Sales
Ocelot Socks



\$600 Total Sales
Small Ocelot Plush



\$750 Total Sales
Own Your Magic
T-Shirt



\$1,000 Total Sales
Bluetooth Tower and Theme
Stickers



\$1,250 Total Sales
Large Plush



Top Entrepreneur

The 2023 Fall Product Entrepreneur will be featured on the 2024 order card. Seraphina from the Williamsburg Service Unit was our Top Seller for 2022.

The Top 5 Fall Product entrepreneurs will enjoy a private paint and pizza party with Hailey and learn to paint an Ocelot on Sunday, December 17, 2023 at A Place for Girls.

M2OS Online Site

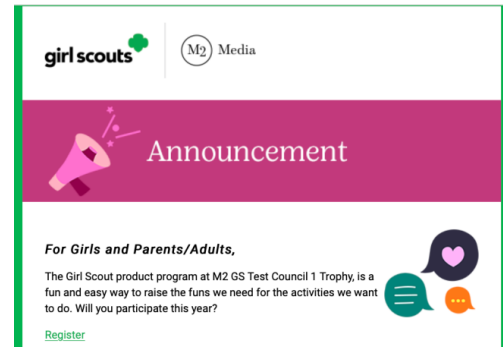


There are TWO ways to get started:

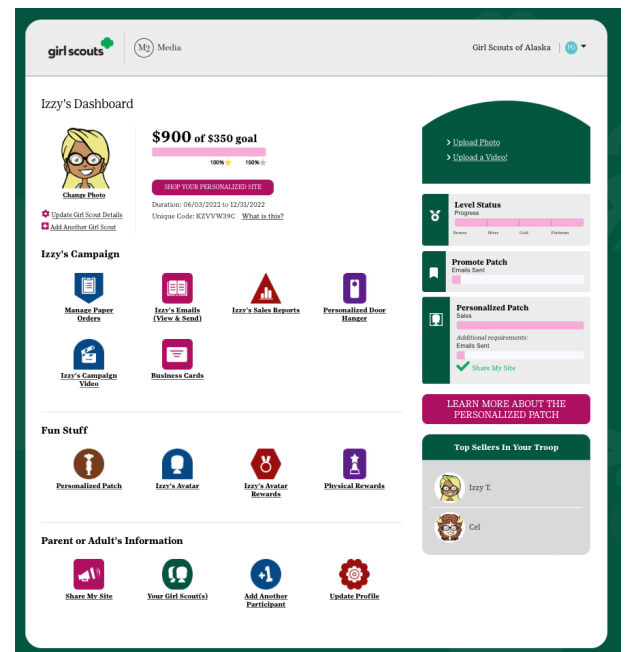
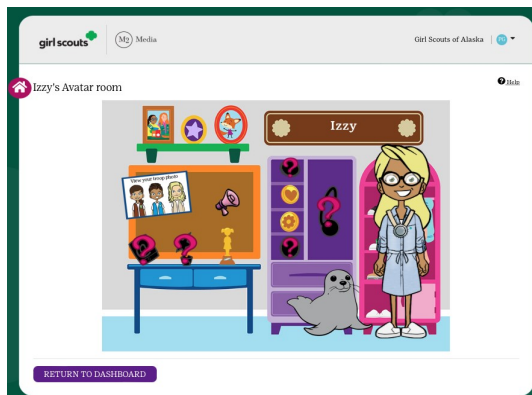
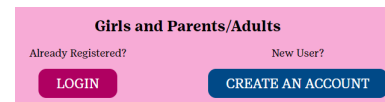
1. Receive an email from your Troop Fall Product Coordinator—click Register to begin the process.
2. Visit gsnutsandmags.com/gscolonialcoast click Create an Account, then follow the on-screen prompts.

Things to Do Online

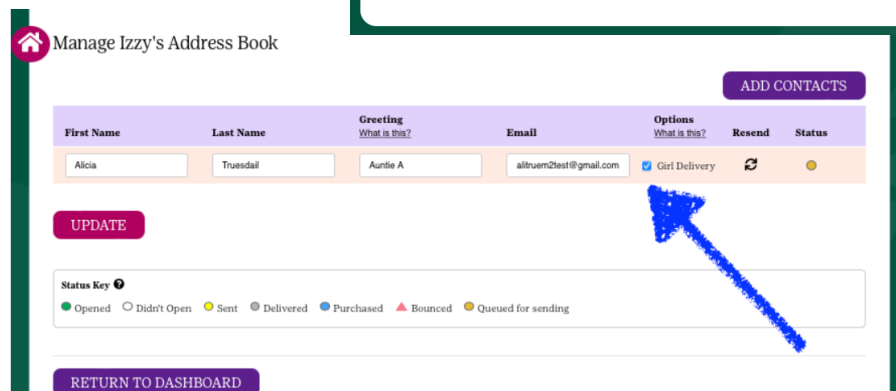
- Personalize your site with a picture, video or voice recording.
- Enter your goal.
- Customize your avatar.
- Check your sales progress.
- **See what rewards you've earned**—choose a reward if there is choice available.
- Share your site with customers.
- Print personalized business cards and door hangers.
- Visit your custom avatar's room. Check out the avatars created by your friends.
- Earn virtual rewards.
- And more!



OR



Personalized Patch



CAREFUL! Online girl deliver orders are **AUTOMATICALLY** approved. To cancel contact M2 Customer Support by October 9, 2023.

Money & Inventory



Money Matters

- Never collect payment for order card sales BEFORE delivering nuts and candy.
- Do not collect payment for online girl deliver orders.
- Payment for ALL online sales are AUTOMATICALLY credited to the girl and troop.
- Always request a receipt for all products received and payments made to your troop.
- Once a receipt is signed financial responsibility transitions to the person receiving product or payment.
- Troops may limit product distributed at one time until payment has been received for the previous items.



Accepting Checks

- Checks are to be made payable to GSCCC or Girl Scout Council of Colonial Coast.
- Do not accept post-dated, two-party checks.
- Do not accept starter checks—all checks must have an address and phone number listed.
- Verify the written amount of the check matches the dollar box.
- Returned checks will be handled by Profituity, and will be assessed a return fee. Profituity can be reached at 888-436-5101.

Inventory Notes

- The ONLY items available for online girl deliver orders are listed on your order card.
- There are ADDITIONAL nut/candy items available for direct ship to the customer.
- Cupboards are not available—there is only one order placed by Girl Scouts and their troops during Fall Product.
- Caregivers may order extra product when submitting order card sales.
CAUTION: you will be financially responsible for unsold product.
- If you receive damaged inventory contact your TFPC immediately.
- If a customer is unhappy with the quality of the product have them contact Ashdon Farms at 800-274-3666. This number can also be found on all product packaging. Troops cannot issue a refund or replace product.
- Customer questions related to online direct ship orders for nuts/candies, magazines, tumblers and BarkBox are handled by M2 customer service. The customer or Girl Scout can contact M2 by phone or email at support.gsnutsandmags.com or 800-372-8520 be sure to have the order number ready.





Safety and Social Media Rules

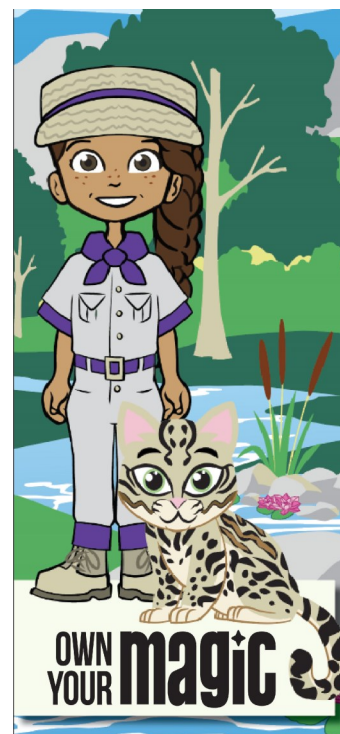
Basic Safety Guidelines

- Girl Scout Spirit! Wear the Girl Scout uniform or other clothing to identify yourself as a Girl Scout.
- Buddy Up! Always use the buddy system. It's not just safe, it's more fun.
- Be streetwise! Become familiar with the areas and neighborhoods where you will be selling product.
- Partner with Adults! All Girl Scouts must be accompanied by an adult when taking orders or selling/delivering product.
- Plan Ahead! Always have a plan for safeguarding money. Avoid walking around with large amounts or keeping it at home or school. Deposit troop and council proceeds often.
- Do Not Enter! Never enter the home or vehicle of a person when you are selling or making deliveries.
- Protect Privacy! Girls' names, addresses and email addresses should never be given out to customers. Use a group contact number or email overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information.
- Be Safe on the Road! Always follow safe pedestrian practices. Be aware of traffic when unloading product and passengers from vehicles.



Social Media & Marketing

- The Fall Product Program is a girl-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their caregiver.
- Those engaging in online sales and marketing must review and apply the *Digital Marketing Tips and Their Families* (girlscoutcookies.org/digitalmarketingtips).
- Social media ads are NOT to be purchased or donated to promote sales links.
- Girl Scouts/Caregivers should consider truncating or removing their last name when using social media sites to protect their identity.
- GSUSA and GSCCC reserve the right to remove or disable a link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- Girls may use private Facebook, Twitter, Instagram, text messages, IMs, and emails as online marketing tools to let family, friends, and former customers know about the sale.
- Sales links should NEVER be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, Virtual Yard Sales, Amazon, etc.).
- Group sites (military, neighborhood, etc.) ARE allowed—provided the post is not on listed on the resale portion of the site.



My Troop Fall Product Coordinator (TFPC)

Name:

Email:

Phone:

Contacts

M2 Customer Service
Includes BarkBox and Tervis
support.gsnutsandmags.com
800-372-8520

M2OS
gsnutsandmags.com/gscolonialcoast



Ashdon Farms Customer Service
Product Information or Quality Concerns
800-274-3666
alschutzman.com

Girl Scouts of Colonial Coast (GSCCC)
customercare@gsccc.org
gsccc.org

[Fall Product Activity Guide](#)



Five Ocelot Fun Facts

1. It is thought that the word ocelot comes from the Aztec word "tlalocelot" which means "field tiger."
2. Female ocelots are known as queens. Female ocelots, somewhat smaller than males, typically live alone. At full maturity, they weigh around 25 pounds and stand approximately 18 inches at the shoulder.
3. Ocelots have excellent communication skills. Like other wild cats, ocelots have evolved vocal cords that allow them to express a wide range of sounds and vibrations.
4. Each ocelot has a unique coat. When ocelots are born, their eyes are blue, and they appear dark gray. But their spots and patterns become more apparent and distinctive as they develop.
5. Ocelots are found in United States, Mexico, Central America and South America in every country except Chile. In the United States, these cats have been found in Arizona and Texas.



OWN YOUR MAGIC

