

2023 Fall Product Program Troop Guide



girl scouts
of the colonial coast

Getting Started! Volunteers

1. Register for the 2023-24 Girl Scout membership year.
2. Have a current and valid background check on file, and be in good financial standing with the council.
3. Complete the Troop Fall Product Coordinator training in gsLearn.
4. Verify your troop roster is correct.
5. Use the link provided in your access email to log-in to M2 Operating System (M2OS) to set up your account.
6. Setup the Parent Guardian Email Blast for your Girl Scouts in the M2 system.

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

Week of September 11
Access to M2 System

Friday, September 15
Program Begins

Saturday, October 7
Last day for Girl Scouts to enter order card sales in M2

Sunday, October 8
Last day troops can enter order card sales in M2

Monday, October 9
Last day for customers to place online girl deliver orders

Friday-Saturday October 27-28
Product arrives to SUFPC's and troop pick up begins

Sunday, November 12
Last day for online sales and the end of program

Monday, November 13
Girl Scout's final payment due to troop

Wednesday, November 15
Rewards due in M2OS and troop paperwork due to SUFPC



** Girl Scouts must be registered for the 2023-2024 membership year and their household must be in good financial standings with the council.*

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



Participation 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.


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](#)



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.



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.





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.

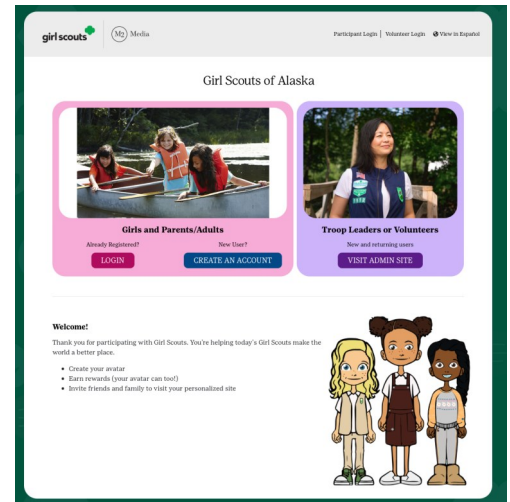
The Top 5 Fall Product entrepreneurs will enjoy a private paint and pizza party with Hailey and learn on to paint an Ocelot on Sunday, December 17, 2023 at A Place for Girls.

M2 Access– Getting Started



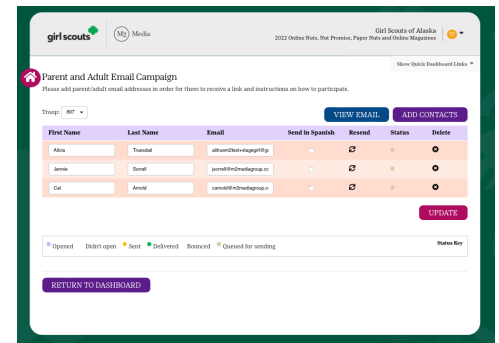
Step 1 – Logging In

- Troop Fall Product Coordinators (TFPCs) will be added to the M2OS system by their SUFPC after you have completed training and signed the online TFPC agreement.
- Once added you will receive an access email starting the week of September 11.
- Watch the required short training video.
- Follow the instructions in the email to create your password.
- Always select the Volunteer login when working with your troop.
- The home page is the troop dashboard. *If you manage more than one troop you can select the troop you want to view from the drop down box.*
- Create your own M2 avatar and share with the girls how fun this process is!
- Check to make sure all your troop girls are listed in M2. If they are not (and they are registered), email an *Add a Girl* form to janellec@gscac.org.



Step 2 – Jump Start the Program

- When the program launches login to M2OS and send a blast to all of your girls.
- Under Campaign Settings select Parent and Adult Email Campaign.



Step 3 – Delivery Pick-Up

If your Service Unit has setup a delivery schedule in M2OS follow these steps to choose a time.

- Click Product Pick Up
- Select your pick-up date and time. Click Save & Continue.
- Close tab to return back to the troop dashboard.

Step 4 – Reward Opt Out

If your troop/group is comprised of Girl Scout Cadettes and up, you may choose to opt-out of rewards and earn additional proceeds.

Follow these steps to opt-out:

- Under Rewards & Patches click Reward Opt Out
- Toggle the slide to turn off rewards for the troop.
- Click Update

CAUTION! Once you opt-out you cannot change the option!

OWN YOUR
magic



Money Matters



Troop Fall Product Coordinator Tips

- Collect payments from caregivers frequently.
- Do NOT distribute additional product if payments are not submitted regularly—and alert your SU Fall Product Coordinator if a caregiver stops communicating with you.
- Make frequent deposits. The safest place for money is in the bank!
- ALWAYS provide a signed receipt.
- Enter girl payments into M2OS.
- Troops may NOT keep donations as income—all donations must be used to purchase Care to Share items.

Accepting Checks

- Checks are to be made payable to GSCCC or Girl Scout Council of Colonial Coast.
- Deposit all checks into a Council bank account.
- 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.

Accepting Credit Cards

- It is a troop decision to accept credit card payments.
- All credit card readers or apps (Venmo, PayPal, CashApp) must deposit funds DIRECTLY to the troop account.
- All accounts must use the name Girl Scout Troop # XXX or GS Troop # XXX.
- All fees associated with accepting credit card payments are the responsibility of the troop.
- Upcharges, service fees and tax cannot be charged to the customer.
- Troops can choose to have multiple swiping devices.
- Adults ONLY may process credit/debit card transactions.
- PCI Compliance requires that credit card numbers are not written down and processed at a later date.
- Troops will submit credit card summary reports with their final sale paperwork.

Deposit Slips

- Complete all fields on the deposit slip.
- List the customer's last name or the troop number on the deposit slip, NOT the check number.
- One deposit slip equals one deposit. Start a new deposit slip when you run out of lines.0000
- Enter ONLY council deposits individually in M2OS.
- Do not combine fall product proceeds and other troop funds when depositing to the troop account.
- Be sure the bank VALIDATES your deposit slip. If they do not validate ask for a printed receipt.
- Council may receive bank corrections from the banks. The troop and SUFPC will be notified immediately Council.

IRS & Inventory



IRS & Council Deposits

The IRS requires banks and businesses to file Form 8300, the Currency Transaction Report if they receive cash payments over \$10,000.

Once booth sales begin troop deposits OFTEN exceed \$10,000 in a day. Due to the IRS regulation, the bank will require volunteers to provide a Driver's License and Social Security number so that they are able to complete their IRS-mandated reporting.

Providing this information does NOT impact your personal finances
—please provide the information.

If you prefer not to provide the information you can:

- Deposit cash into your troop account, then write a troop check to council.
- Deposit cash through the ATM.
- Use the night deposit; include a note with your name and address that requests a receipt be mailed.



Uncollected Caregivers

- Always keep (deposit) all troop proceeds, unless you have unsold product.
- If a caregiver is uncollected short pay Council and follow these steps:
 - Make at least three attempts to collect any past due amounts from caregivers.
 - Document collection attempts on the Product Programs Uncollected Form. The form can be found on the council site or can be requested by emailing customercare@gsccl.org.
 - Submit the uncollected form along with the Caregiver Permission & Financial Responsibility Form, signed receipts for money and product, and printed copies of texts and emails with your final paperwork to the service unit.



Inventory Notes

- Cupboards are not available.
- Service Units may order extra product when submitting order card sales—discuss with your SUFPC.
- Troops may order extra product when submitting order card sales.
- Troops are to pay council in full for unsold product prior to submitting final paperwork.
- If you receive damaged inventory contact Janelle Campbell at janellec@gsccl.org.





Safety and Social Media Rules

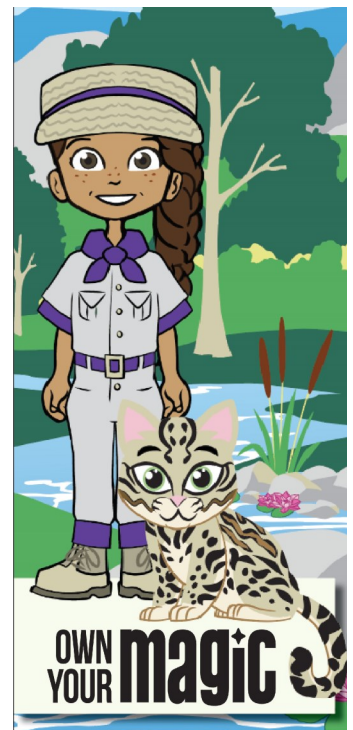
Basic Safety Guidelines

- 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.



FAQs



Q: All of the girls in my troop are not listed in M2OS. Can they still participate?

- Yes!
- Only Girl Scouts registered for membership 2023-24 by August 15 were included in the initial import of girls.
- Additional girls can be added by submitting an *Add a Girl* form to janellec@gsccc.org.
- To access the form visit our [Fall Product page](#).

Q: My girls are attempting to register and get a “Campaign is Currently Unavailable” message.

- Girl Scouts cannot setup their online account until September 15, 2023.

Q: I entered the email addresses to send the Parent and Caregiver Email blast, the site says **“Queued for Sending”, how long does it take to send?**

- Access emails will not be sent to participants until the September 15.

Q: I am a Volunteer and have a Girl Scout participating. Can I use the same email address for my volunteer and caregiver/Girl Scout access?

- Yes! You will be notified upon login as to which account you are signing on to; there are different sites for volunteers and parent/caregivers.

Q: One of my Girl Scouts received an online girl-delivered order that the family is unable to deliver. How do I cancel?

- The parent/guardian will need to contact M2 Customer Service to have the order cancelled and removed from the system. This cancellation MUST be completed before October 9, 2023.

Q: How do I replace damaged items?

- Damages will be replaced by council. Email janellec@gsccc.org for assistance.
- Customer's with product quality concerns should contact Ashdon Farms directly.

Contacts

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

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

Girl Scouts of Colonial Coast
customercare@gsccc.org
gsccc.org

Chris Ramos-Smith
Senior Director of Business Operations
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Janelle Campbell
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Shannon Daugherty
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shannond@gsccc.org

