



# 2024 Fall Product Program Family Guide

## What is the Fall Product Program?

The program is an integral part of a Girl Scout's journey toward leadership, allowing participants to practice skills such as:

*Goal Setting*  
*Decision Making*  
*Money Management*  
*People Skills*  
*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!

## Troop Fall Product Coordinator (TFPC)

Name:

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Email:

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Phone:

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## Important Dates

### September 13

- Program begins and participants have access to M2OS to send marketing emails.

### October 5

- Last day for Girl Scouts to enter order card sales in M2.
- *Your TFPC may ask you to confirm information entered via text, email or phone.*

### October 7

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

### Week of October 21

- Delivery of order card items to the Service Unit.
- TFPC will provide family pick up dates and times.

### November 10

- Last day for online sales.
- End of program.

### November 11

- Final payments from families due to the Troop Fall Product Coordinator.

### November 13

- Last day for the troop or participant to make reward choices in M2OS .

### January 2025

- Rewards are distributed to troops.

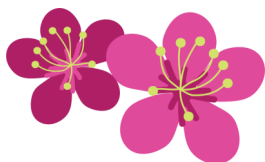
# Participation Options

| Product            | Sale Type             | Process  | Delivery to Customers   |
|--------------------|-----------------------|--|---|
| Nuts and Chocolate | In-Person Order Card  | <ul style="list-style-type: none"> <li>Participants take orders <b>only</b>.</li> <li>Payment to be collected at the time of delivery.</li> <li>Family/Troop enters orders into M2OS by the appropriate deadline.</li> <li>Participants turn in money to Troop.</li> </ul>               | <ul style="list-style-type: none"> <li>Delivered by participating Girl Scouts to customers.</li> <li>Collect payment.</li> </ul>  |
|                    | Online Girl-Delivered | <ul style="list-style-type: none"> <li>Girl Scouts create their personalized storefront in M2OS and send emails to friends and family.</li> <li>Customers pay online—no shipping fees.</li> <li>Orders are automatically credited to the participants in M2OS .</li> </ul>               | <ul style="list-style-type: none"> <li>Delivered by participants to customers. No payment due.</li> <li>If a Girl Scout <b>cannot</b> deliver an order they <b>must</b> contact M2 customer service by <b>October 7, 2024</b> to cancel.</li> </ul> |
|                    | Direct Shipped        | <ul style="list-style-type: none"> <li>Girl Scouts create their personalized storefront in M2OS and send emails to friends and family.</li> <li>Customers pay online, including the cost of shipping.</li> <li>Orders are automatically credited to the participants in M2OS.</li> </ul> | <ul style="list-style-type: none"> <li>Shipped directly to the customer.</li> <li>Standard delivery is 1-2 weeks.</li> <li>Customers have the option for expedited shipping.</li> </ul>   |
| Magazines & More   | Online                | <ul style="list-style-type: none"> <li>Girl Scouts create their personalized storefront in M2OS and send emails to friends and family.</li> <li>Customers pay online, including the cost of shipping.</li> <li>Orders are automatically credited to the participants in M2OS.</li> </ul> | <ul style="list-style-type: none"> <li>Shipped directly to the customer.</li> <li>Standard delivery is 6-8 weeks.</li> </ul>  |

## Earn Customized a Avatar Patch

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

- Create an avatar in M2OS.
- Send 36+ **unique** emails and 1 share from M2OS.
- Reach \$400+ in total sales.



# New for 2024

## Mascot

Our mascot is the Asian elephant. Asian elephants are social, forming groups of six to seven related females led by the oldest female, the matriarch. They are the largest land mammals on the Asian continent. Their trunks contain around 100,000 muscles used for tasks as delicate as picking up small objects or as powerful as uprooting trees.



## Cheddar Caramel Crunch

A tasty mix cheese crackers, cheddar corn sticks, caramel cheddar puffs and micro mini pretzels. Comes in a 6.5 oz. stand up bag.



## Dill Pickled Peanuts

Crunchy peanut with an irresistible dill pickle flavor. Comes in a 10 oz. pop-top can.



## 2024 Holiday Tin

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



## 2024 Girl Scout Tin

This year's tin has all the wonderful memories from Girl Scouts between 2005 and 2018 and filled with Mint Treasures. A must-have addition to any Girl Scout's collection!



## BarkBox—New Options!

GSUSA has collaborated with BARK on a Bark Box. Customers will have **three** boxes to choose from. Prices range from \$19.99-\$27.99.



## Personalized Products—A New Product Line!

Stationery, notepads, and photo frames. Prices range from \$22-\$62.



# More than Nuts & Chocolates

## BarkBox

BARK is a leading global brand for dogs known for bringing partner brands to life in their signature BarkBox. This year BARK is offering **three** themed boxes. Girl Scouts can share their passion for animals and allow customers to purchase something for their fur baby.

*One time purchase—no subscription.*

### Mini BarkBox 1 - \$19.99

Beret Toy and Berry Trios™ BARK + Girl Scouts dog treats.

### Mini BarkBox 2- \$22.99

S'mores Stick Toy and Berry Trios™ BARK + Girl Scouts dog treats.

### Mini BarkBox 3 - \$27.99

S'mores Stick Toy, Pup Patch toy, and Berry Trios™ BARK + Girl Scouts dog treats.

*Sold exclusively online and shipped direct to customers for \$5 shipping fee for a single unit, \$10 for 2 or more units.*



Includes everything you see here:



Pictured is BarkBox 3

## 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..

*Sold exclusively online and shipped direct to customers. Prices vary, shipping is \$5.99 for 1-3 items plus an additional \$1 for 4+ items.*



## Personalized Items

High quality stationery, notepads, and photo frames. Shipped directly with customized colors, fonts, names and more!

*Sold exclusively online and shipped direct to customers. Prices range from \$22-\$62, shipping is \$14.99 for the first item, additional items are \$4 to the same shipping address.*

## Customer Service

Customers may contact M2 Media by phone 800-372-8520 or email [support.gsnutsandmags.com](mailto:support.gsnutsandmags.com).





# Troop Proceeds and Care to Share

## Proceed By Product

| Product               | With Rewards | Without Rewards |
|-----------------------|--------------|-----------------|
| Nuts and Candy        | 16%          | 18%             |
| Magazines             | 16%          | 18%             |
| BarkBox               | 10%          | 12%             |
| Tervis                | 10%          | 12%             |
| Personalized Products | 10 %         | 12 %            |



## Proceed and Reward Guidance

- Proceeds may only be allocated to Girl Scout troops/groups where multiple Girl Scouts are the joint beneficiaries. Proceeds fund troop/group objectives where Girl Scouts have made a democratic decision regarding the use of funds.
- Proceeds received by a troop/group are non-transferable. Girl Scouts who leave the troop or leave Girl Scouting are not entitled to proceeds earned while in the group when they leave.
- 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 troop/group 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 reward structure can be found on the back of the order card. Rewards are cumulative.
- All rewards/events are 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.



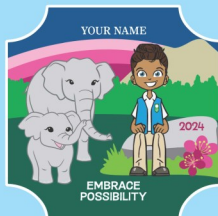
# M2 Access – Getting Started

## PARTICIPATE and EARN rewards!

Check your online site to learn more about all of the rewards you can earn.



Discover how to earn the personalized patch with your name and avatar below.



Collect theme patches that fit together!

### Fall Personalized Patch

- Create your avatar
- Send 36+ unique emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell \$400+ in total Fall sales

Personalize by choosing from two scenes.



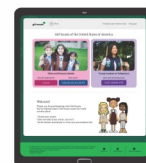
**LOGIN, CREATE and SHARE with 3 easy steps.**

1

### Visit [www.gsnutsandmags.com/gscolonialcoast](http://www.gsnutsandmags.com/gscolonialcoast)

Use the QR Code, enter the URL above or click the link from the council website. Have your troop number ready and follow the prompts to participate in the online Fall Product Program.

My troop number is \_\_\_\_\_



Scan here ↓



2

### Build your site

To customize your site, you can create an avatar that looks like you and also record a personalized message for your avatar to deliver to friends and family. Don't miss all of the ways you can earn virtual rewards when you complete various setup steps for your personalized site.



3

### Contact friends and family

Friends and family can easily help you reach your goals when they shop online! Get started by sending emails through the M2 system. Your supporters will see your goal and hear your avatar deliver a message customized by you in your voice. Don't forget that you can also share your link to shop on social media or send a text, with the help of your parent/adult. Please follow current GSUSA guidelines for online sales and marketing.



# M2 Access– Getting Started

girlscouts M2 Media Girl Scouts of Greater LA PG

### Sienna's Dashboard

[Change Photo](#)

**\$1,914.85** of \$350.00 goal  
100% 150%

[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?](#)

[Update Girl Scout Details](#)  
[Add Another Girl Scout](#)

### Sienna's Campaign

- Manage Paper Orders
- Sienna's Emails (View & Send)
- Sienna's Sales Reports
- Supporter Thank You
- Personalized Door Hanger
- Sienna's Campaign Video
- Business Cards

### Fun Stuff

- Personalized Patch
- Sienna's Avatar
- Sienna's Avatar Rewards

### Parent or Adult's Information

- Share My Site
- Your Girl Scout(s)
- Add Another Participant
- Update Profile

[Upload Photo](#)

### Level Status

Progress

None Silver Gold Platinum

### Promote Patch

Emails Sent By 07/31/2024

### Personalized Patch

Sales

Additional requirements:  
Emails Sent By 07/31/2024

[Share My Site](#)

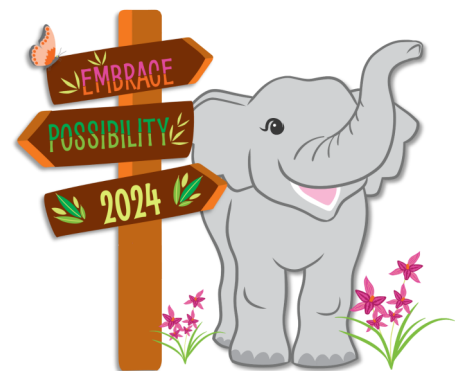
[LEARN MORE ABOUT THE PERSONALIZED PATCH](#)

### Top Sellers In Your Troop

- Archie C.
- Sienna M.

## What Can You Do on the Girl Scout's Dashboard

- Message customers via email, text or social media.
- Customize your personal avatar.
- Print business cards.
- Send THANK YOU emails to supporters.
- Visit your avatar room—earn virtual rewards and see your troop's photo.
- Manage order card sales.
- Select rewards.
- View sales reports.





# 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 **FIVE** options.

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

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



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 \$100.00 to help Girl Scouts, and so that our troop can help. 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



### Personalized Products

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

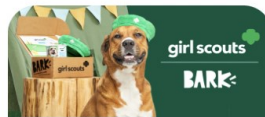
SHOP MY SITE



### 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

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



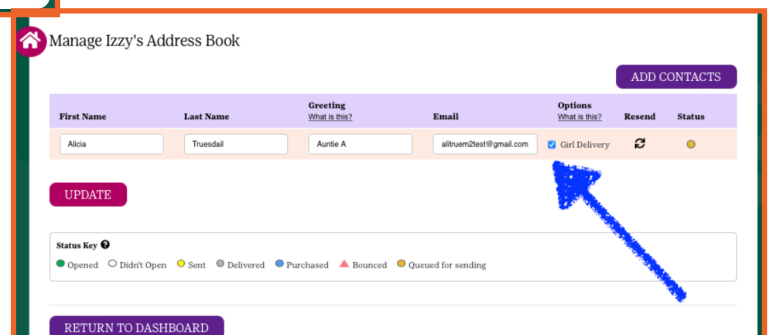
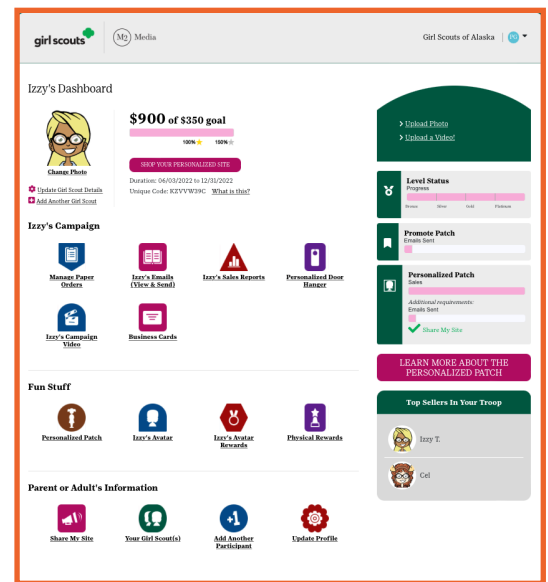
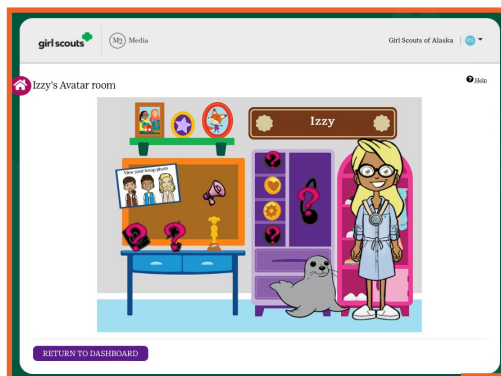
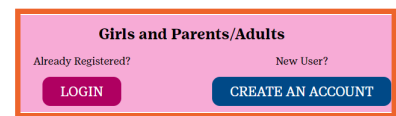
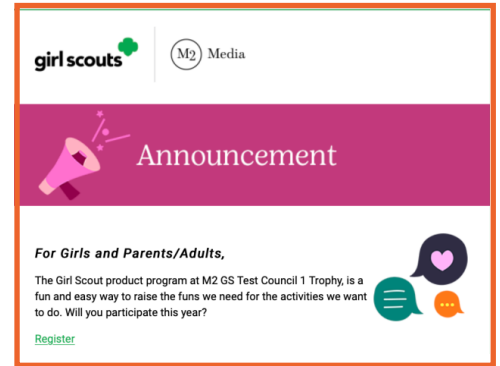
# Girl Scout's Storefront or Landing Page

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](https://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!



**CAREFUL!** Online girl deliver orders are **AUTOMATICALLY** approved.

To cancel contact M2 Customer Support by October 7, 2024.

# Safety and Social Media Rules

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## Basic Safety Guidelines

- **Girl Scout Spirit!** Wear your 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!** Girl Scout's 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 Scout-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](http://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.



# Money & More

## 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 Scout 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](http://support.gsnutsandmags.com) or 800-372-8520 **be sure to have the order number ready.**

## Contacts

M2 Customer Service  
*Includes BarkBox and Tervis*  
[support.gsnutsandmags.com](http://support.gsnutsandmags.com)  
800-372-8520

M2OS  
[gsnutsandmags.com/gscolonialcoast](http://gsnutsandmags.com/gscolonialcoast)

Ashdon Farms Customer Service  
Product Information or Quality Concerns  
800-274-3666  
[alschutzman.com](http://alschutzman.com)

Girl Scouts of Colonial Coast  
[customercare@gscgcc.org](mailto:customercare@gscgcc.org)  
757-547-4405  
[gscgcc.org](http://gscgcc.org)



# EMBRACE POSSIBILITY

2024

