

GSCCC Fall Product Program IRM Guide



BRAVE.
FIERCE. FUN!

Meet your Team

Thank you for volunteering as the Troop Fall Product Coordinator. Your support is essential for achieving troop and Girl Scout goals and providing enriching experiences through the Fall Product Program. You'll coordinate with parents, manage sales, and foster achievement among participants, contributing to a successful, memorable season for our scouts. We appreciate your commitment and enthusiasm and look forward to a fantastic season together!

Janelle Campbell *Shannon Daugherty*



Janelle Campbell is the Product Program Manager at GSCCC, where she has worked for nearly six years. She coordinates teams, develops product strategies, and analyzes sales to empower girls with courage, confidence, and character. Known for her energy and organization, she ensures smooth operations, especially during cookie season. Outside of work, Janelle enjoys NASCAR races and spending time with friends and family, bringing passion and fun to all her endeavors.

Shannon Daugherty is the Business Operations Specialist at Girl Scouts of the Colonial Coast, where she has worked for four years. A lifelong Girl Scout, she combines her personal experience and passion for the program to assist volunteers. Outside of work, Shannon enjoys camping and reading with her dog. She is dedicated to helping Girl Scouts build skills and create lasting memories.



SUFPC Information

Name: _____

Phone Number: _____

Email Address: _____

Fall Product Glossary

SUFPC - Service Unit Fall Product Coordinator

TFPC - Troop Fall Product Coordinator

M2- The online platform for Fall Product, offering magazines, personalized products, BarkBox, candles, and Tervis items.

Ashdon Farms - Vendor for nuts and chocolates.

Mags & More - A segment of the Fall Product program that features magazines, Tervis, BarkBox, personalized products, and candles.

PAEC - Parent/Adult Email Campaign.

Care to Share- A council-wide service initiative allowing customers to purchase nuts for donation to the USO, with the council managing the delivery of these items.

What is the Fall Product Program?

The Fall Product Program is an easy, fun way to earn funds for your Girl Scout activities at the beginning of the Girl Scout year - don't miss out on all the fun!



This program is an integral part of a Girl Scout's journey toward leadership. Girl Scouts learn and develop these five skills:



Business Ethics



Decision Making



Goal Setting



Money Management



People Skills

Getting Started:

- Girl Scouts must be registered for the 2025-2026 membership year, and their household must be in good standing with the council to participate.
- Complete your IRM Permission & Financial Responsibility Agreement.
- Follow the link sent to your email address from your Service Unit Fall Product Coordinator on September 12, 2025. (If you haven't received an email, and it's September 12, you can visit www.gsnutsandmags.com/gscolonialcoast to get started.)
- Once you log in, please fill out all fields. If your Girl Scout's name is not there, she will be placed in a holding tank for council to verify the information.

Important Dates

Friday, September 12

- Program begins and Girl Scouts have access to M2 to send marketing emails and begin taking orders from friends and family.

Saturday, October 4

- Last day Girl Scouts can enter order card sales in M2.

Sunday, October 5

- Last day IRM's can enter orders sales in M2 through the volunteer site.

Monday, October 6

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

Week of October 20

- Delivery of order card & girl deliver items to the Service Unit.
- SUFPC will provide pick up dates and times.

Sunday, November 9

- Last day for online sale, and program ends

Monday, November 10

- Final payment from families due to the Service Unit Fall Product Coordinator.

Wednesday, November 12

- Final paperwork due to SUFPC.

January 2026

- Rewards are distributed by SUFPC.

BRAVE.
FIERCE.
FUN!



Important Contacts

M2 Customer Service

support.gsnutsandmags.com
1-800-372-8520

Ashdon Farms Customer Service

800-274-3666

Girl Scouts of Colonial Coast

customercare@gsccc.org
757-547-4405

Product Program Manager

Janelle Campbell

Business Operation Specialist

Shannon Daugherty

Participation Options

Sale Type	Process	Delivery to Customer
In Person Nuts & Chocolates	<ul style="list-style-type: none"> Girl Scouts take orders only. Payments to be collected at time of delivery. Family/Troop enters orders in M2OS by the appropriate deadline. Girl Scouts turn in money. 	<ul style="list-style-type: none"> Delivered by the Girl Scout to customers. Collect Payment.
Online Girl Delivery Nuts & Chocolates	<ul style="list-style-type: none"> Girl Scouts create their personalized storefront in M2OS and send emails to friends and family. Customers pay online - no shipping fees. Orders are automatically credited to the participants in M2. 	<ul style="list-style-type: none"> Delivered by the Girl Scout to customer. (Payment was collected online in advance.) If a Girl Scout cannot deliver an order they must contact M2 customer service by October 6, 2025.
Direct Ship Nuts & Chocolates	<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 Girl Scout in M2. 	<ul style="list-style-type: none"> Shipped directly to customer. Standard delivery is 1-2 weeks. Customers have the option for expedited shipping.
Magazines & More (Tervis, Candles, BarkBox, Personalized Products)	<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 Girl Scout in M2. 	<ul style="list-style-type: none"> Shipped directly to the customer. Standard delivery is 6-8 weeks.

Personalized Patch

Girls: Create your avatar, send 36+ emails, use the “Share My Site” function in the M2 system, and reach \$400+ in total sales.



Proceeds by Products

Product	With Rewards	Without Rewards
Nuts & Chocolates	16%	18%
Magazines	16%	18%
Tervis, BarkBox, Personalized Products, and Candles	10%	12%



Proceeds and Reward Guidelines

- 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.**

Care to Share Program

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 to the USO Mid-Atlantic. Girl Scouts earn rewards and troops earn proceeds for each donated item. Girl Scouts will receive a special patch if they have 10 or more Care to Share donations.



GSCCC is proud to be partnering with the USO Mid-Atlantic.



Volunteer M2 Access - Getting Started

- You will receive an email from mail@gsnutsandmags.com to get started. Once you click on the link, you will be prompted to create a password to access your M2 Volunteer account. If you are a returning user, you can log in 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.
- Girl Scouts must have a signed IRM Agreement form before they can sell.
- Girl Scouts can launch their sites on Friday, September 12, 2025.
- Girl Scouts can enter their own paper orders into their account through October 4, 2025. If they don't enter their orders by then, the Service Unit Fall Product Coordinator has until 11:59 pm on Monday, October 6, 2025, to enter orders.

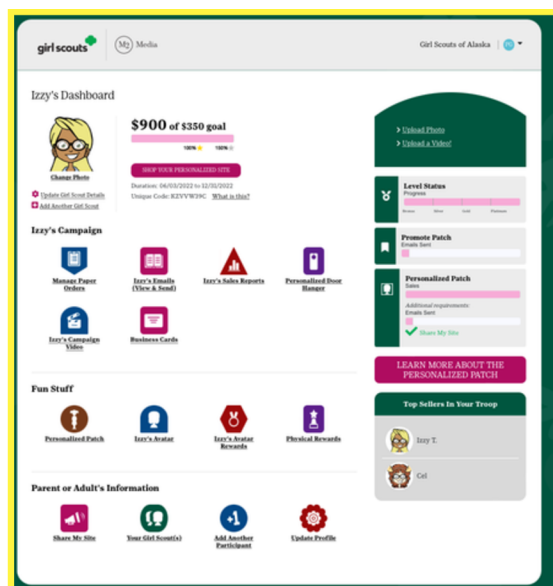
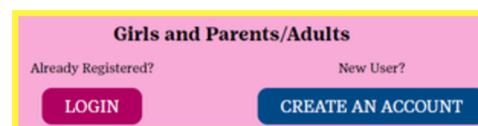
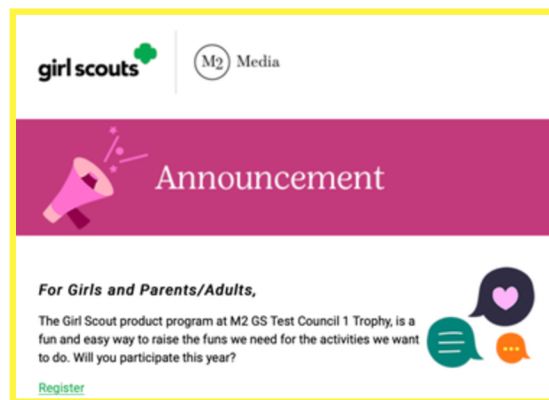
M2 Girl Scout Access

There are TWO ways to get started:

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

Things to Do on Girl Scout Dashboard

- Personalize your site with a picture, video, or voice recording.
- Enter your goal.
- Customize your Avatar.
- Manage order card sales.
- Check your sales progress.
- **See what rewards you have earned** - choose a reward if there is a choice available.
- Message customers via email, text, or social media.
- Print personalized business cards and door hangers.
- **Visit your custom avatar's room.** Check out the avatars created by your friends.
- Send THANK YOU emails to supporters.
- And **MORE!**



CAREFUL! Online girl deliver order are **AUTOMATICALLY** approved. To cancel an online girl deliver order contact M2 Customer Support by October 6, 2025.


Girl Scout Storefront

Getting Started

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

1. Magazines
2. Nuts and Chocolates
3. Personalized Products
4. Tervis Tumbler
5. Bark x Girl Scouts
6. Candles

The customer must visit individual stores to purchase specific items. Shipping varies and is charged separately by each store.




Help jim,

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

Money and Inventory

Money Matters

- Collect payment for order card sales when delivering the nuts and chocolates.
- Payments for Girl Delivered items has already been collected.
- Payment for ALL online sales is AUTOMATICALLY credited to the Girl Scout and troop.
- Request a receipt for all products received and payments made to the troop.
- Once a receipt is signed, financial responsibility transitions to the person receiving the product.
- 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

- The **ONLY** items available for online girl delivery orders are items listed on the order card.
- There are **ADDITIONAL** nuts/candy items available for direct ship to customers
- Cupboards are not available - there is only one order placed by Girl Scouts and their troops during the 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 SUFPC 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 products.
- Customer questions related to online direct ship orders for nuts/candies, magazines, tumblers, candles, 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



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 and Marketing Guidelines

- 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).
- Girl Scouts/Caregivers should consider truncating or removing their last name when using social media sites to protect their identity.
- 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.
- Group sites (military, neighborhood, etc.) ARE allowed—provided the post is not on listed on the resale portion of the site.
- Sales links should NEVER be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, Virtual Yard Sales, Amazon, etc.).
- Social media ads are NOT to be purchased or donated to promote sales links.
- 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.
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Reminders

Products

- Coordinate with your Troop Fall Product Coordinator to pick up your nut/candy items.
- When you arrive to pick up your Girl Scout nut/candy items, ensure that you inspect and count the items. The Troop will have you sign a receipt, and keep a copy for yourself.



Deliveries

- Girl Scouts should coordinate delivery of product with their customers. Happy customers equal returning customers!
- Girl Scouts can pull an online report of orders with email addresses and phone numbers of their customers.
- Collect payment for items that were not purchased for online girl deliver.

Rewards

- Girl Scouts should select their rewards by November 9.
- Rewards will be delivered to your Service Unit Fall Product Coordinator at the end of December/ early part of January.



FAQs

My Girl Scout is attempting to register and gets a “Campaign is Currently Unavailable” message.

- Girl Scouts cannot begin online account registration until the sale start date of September 12, 2025.

My Girl Scout 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 or removed from the system. This cancellation MUST be completed before October 6, 2025.



Contacts

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

M2 - Login Site
gsnutsandmags.com/gscolonialcoast

Ashdon Farms Customer Service
Product Information and Quality Concerns
800-274-3666

Girl Scouts of Colonial Coast
customercare@gscgcc.org
757-547-4405