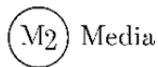


2024 Fall Product Program Troop Guide



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!

Getting Started!

- VOLUNTEERS -

1. Follow the link sent to your email the week of September 9, 2024 to access M2 Operating System (M2OS). If you do not receive your email contact your Service Unit Fall Product Coordinator.
2. Complete M2OS video introduction.
3. Create your volunteer avatar!
4. Launch the PAEC (parent/adult email campaign) to the Girl Scouts in your Troop.

Important Dates

Week of September 9

Troop Fall Product Coordinator access to M2OS.

September 13

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

October 5

Family deadline for entering in-person/order card sales into M2OS.

October 6

Last day troops can enter or edit order card items.

October 7

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

Week of October 21

Delivery of order card items to the Service Unit Fall Product Coordinator (SUFPC)—troop pick up of items begins.

November 10

Last day for online sales and the 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 and final paperwork due to the SUFPC.



EMBRACE POSSIBILITY

** Girl Scouts must be registered for the 2024-2025 membership year, and their household in good standing with the council to participate.*

Participation Options

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



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.



Troop Fall Product Coordinators earn the patch when they complete/achieve the following:

- Create an avatar in M2OS.
- Send the PAEC (parent/adult email campaign) as soon as the program starts from M2OS.
- Reach \$2,000 or more in total troop 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.



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.



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.

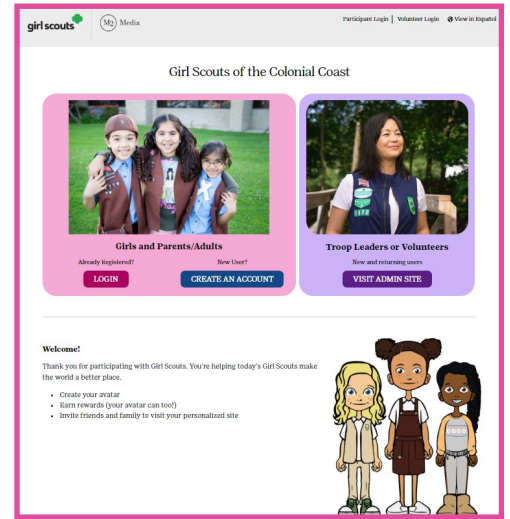
Once again, GSCCC is proud to be partnering with USO of Central Virginia and South Hampton Roads this year.



M2 Access– Getting Started

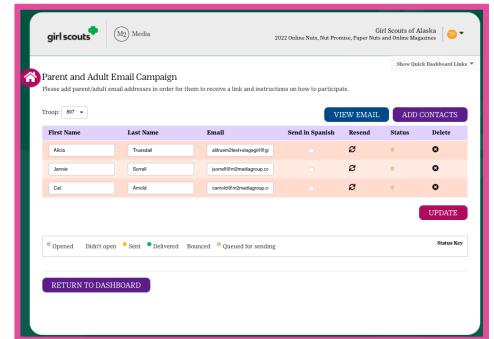
Step 1 – Logging In

- Troop Fall Product Coordinators (TFPCs) will be added to the M2OS system by their Service Unit Fall Product Coordinator (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 9.
- 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 Girl Scouts how fun this process is!
- Check to make sure all your Girl Scouts are listed in M2. If they are not (and they are registered), email an *Add a Participant* form to janellec@gsgccc.org.



Step 2 – Jump Start the Program

- When the program launches login to M2OS and send a blast to all of your Girl Scout caregivers.
- Under Campaign Settings select Parent/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!



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.



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



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.
- ONLY adults 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.
- 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.

DEPOSIT TICKET	
DATE	CURRENCY
Feb 29, 2014	100.00
CUSTOMER NAME	SMITH
CHECK NUMBER	9
AMOUNT	100.00
TOTAL	184.00

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@gsgccc.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, immediately contact Janelle Campbell at janellec@gsgccc.org.

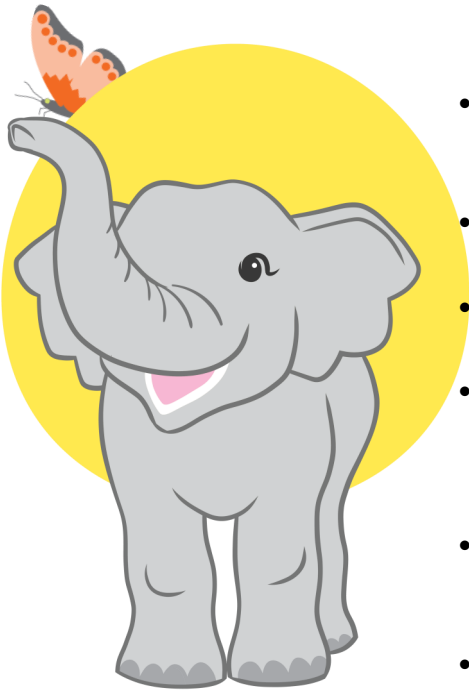
Safety and Social Media Rules

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.

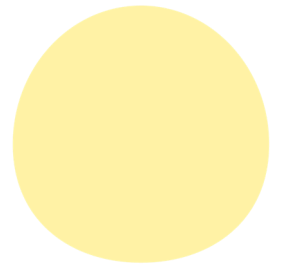
Social Media & Marketing

- 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).
- 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.



EMBRACE POSSIBILITY

FAQs



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

- Yes!
- Only Girl Scouts registered for membership 2024-25 by August 15 were included in the initial import.
- Additional Girl Scouts can be added by submitting an *Add a Participant* form to janellec@gscce.org.
- To access the form visit our [Fall Product page](#).

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

- Girl Scouts cannot setup their online account until September 13, 2024.

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 September 13, 2024.

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. Volunteer accounts are accessed at: www.gsnutsandmags.com/admin, and participating accounts are accessed at: www.girlscoutmagazines.com/Campaign/Account/Register

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 7, 2024**.

Q: How do I replace damaged items?

- Damages will be replaced by council. Email janellec@gscce.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

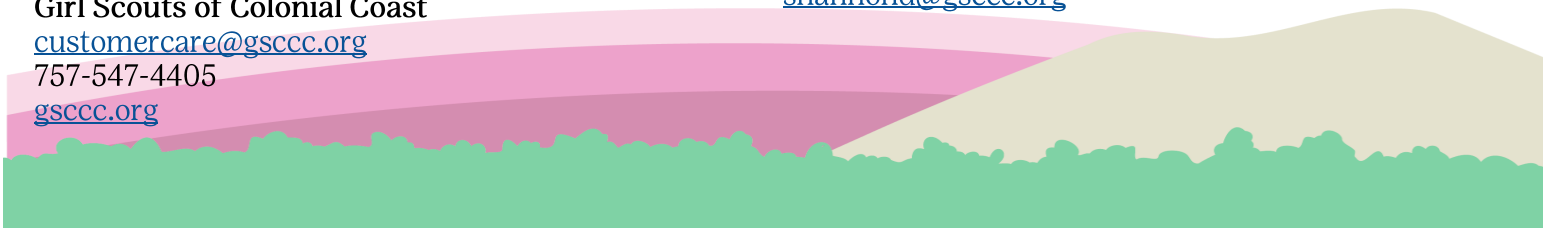
Ashdon Farms Customer Service
Product Information or Quality Concerns
800-274-3666
alschutzman.com

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

Chris Ramos-Smith
Senior Director of Business Operations
chris@gscce.org

Janelle Campbell
Product Program and Service Manager
janellec@gscce.org

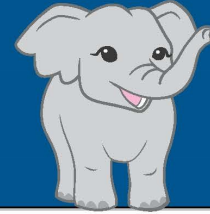
Shannon Daugherty
Product Program and Service Specialist
shannond@gscce.org



A fun activity to introduce your troop to the Fall Product Program and the Asian Elephant!

ASIAN ELEPHANTS FACTS & FIND

Directions: Find and circle all the bold words that describe the Asian elephant in the boxes below. The words may be vertically, horizontally or diagonally placed. Then, go over what each of the words mean.



H Y X I K U A S I A S X E V Z P G W
E I Y S S E W G E S T A T I O N C G
R G C A T M W A X J F T T W V F V B
B T C P R S A L T D Y A Q U A F M D
I I A K O M B T P E W E U G S G K H
V S L S N M O P R F R D S V T K T C
O Y F F G W Q J L I F U A J Y J S T
R J C O M M U N I C A T I O N O E J
E T P L M B X Y Z G C R H E V E P W
S D S A A K P R R F I P C S F M G W
K S P H J L C O Q X B O G H Z O C Y
N D Y U E N D A N G E R E D M P H I

MATRIARCH

Is known as the dominant older female that leads the herd.

HERBIVORES

Their diet primarily consists of grasses, fruits, leaves and bark.

STRONG

They are known for their impressive strength in being able to lift and carry heavy objects.

TUSKS

These can be found on both males and females. However, they are more prominent and generally larger in males.

COMMUNICATION

They use low-frequency sound waves for communication between members of the herd and outside of the herd. These sounds can carry for distances up to 10 miles.

ASIA

The largest continent on earth and where Asian Elephants can be found.

GESTATION

They have one of the longest gestation periods among mammals. Babies develop 18 to 22 months.

CALF

A baby Asian elephant is called a calf and are cared for by their mother and the rest of the herd.

WATER

Asian elephants depend on water, often found near large sources. They consume 30 to 50 gallons daily.

ENDANGERED

Endangered due to habitat loss and ivory poaching, these elephants confront multiple survival threats.