

# 2022-23 Fall Product Program Guide

## How the Fall Product Program Works

The Fall Product Program allows girls to be entrepreneurs by offering family and friends the opportunity to purchase delicious nuts, savory chocolates, and a wide variety of magazines.

Girls can elect to participate in person by using the nut order card and collecting payments.

Girls can also participate online by inviting family and friends to place an order.

Customers are able to choose to have items shipped directly to them, or they can choose to have nut and chocolate products delivered by the Girl Scout.

## GIRLS & TROOPS CAN EARN AWESOME REWARDS!

There's something for everybody, including patches, t-shirts, the popular mascot plush animals, and lots of trendy things that girls really love!

You can challenge her online skills through our online-only rewards, or teach her the value of giving back to her community by collecting donations for the Care to Share program.



The Fall Product Program runs from September 30—October 30, 2022.

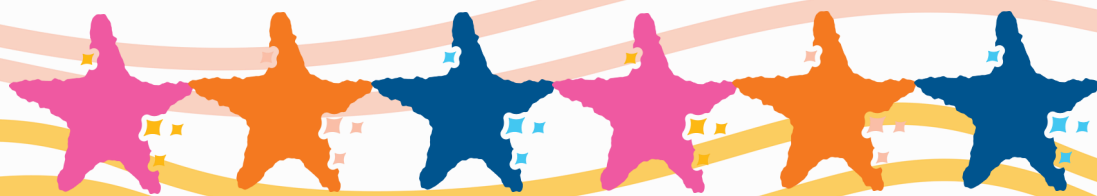


## CHECK IT OUT!

Using your mobile device, scan the QR code below to access our newly designed Fall Product web page!



OR go to [GSNIM.org](https://GSNIM.org), [click the Cookies+ Tab](#) for the Fall Product.



## Welcome to the 2022 Fall Product Program!

### Goal Setting

Start your Fall Product Program this year with a troop discussion on the importance of setting goals. Work on both a troop goal as well as individual goals for each girl. Talk about the troop goal first, keeping in mind the activities that everyone would like to do this year and how much money will be needed. Next, talk about how each girl can contribute to the troop goal by setting their own individual goals and working hard to reach them. Have the girls fill in the goal chart and record the troop's progress throughout the program to help keep everyone on track to reach each goal!

We hope that you and your Girl Scouts are excited about the upcoming Fall Product Program. Not only will she help her troop fund their Girl Scout experiences, but she will learn vital financial literacy and marketing skills. With safety as our top priority, we have several flexible participation options so that your girls can choose the option that works best for your troop. As always, we thank you from the bottom of our hearts for your support!

### ***Fall back into Girl Scouts with the Fall Product Program!***

Girls learn all aspects of running an online business by using the M2 platform. M2 makes the experience girl friendly with an easy-to-navigate dashboard where they can create a video, set their goals, create messages for their customers, and the most popular feature, create their own avatar – which girls love!

## Fall Product Troop Volunteer Checklist

- ☐ Troop volunteers handling products or money for the troop must complete the [Product Program Volunteer Agreement Form](#).
- ☐ Attend training with your service unit or at a GSNI-M Service Center.
- ☐ Set up your volunteer login and avatar between Sep. 23-29.
- ☐ Set up Parent-Adult Email Campaign between Sep. 23-29.
- ☐ Distribute order cards, money envelopes, and flyers to girls. Encourage them to go online and set up their avatar and virtual storefront.
- ☐ Have caregivers fill out a [Girl Product Program Permission Form](#) for each girl in the troop. This form is valid for both Fall product and the cookie program.
- ☐ Collect all money due from girls no later than Oct. 31.
- ☐ Complete Paper Order entry no later than Nov. 1.
- ☐ Make sure that all girl rewards are selected by Nov. 2.
- ☐ Deposits are due to GSNI-M by Nov. 4.
- ☐ Double check training videos (on gsLearn) and flyers throughout the program for refreshers
- ☐ Connect with your Service Unit for product & reward pickup expectations.





## 2022 Product Lineup

<b><i>Mint Treasures—Girl Scout Memory Tin.....</i></b>	<b>\$11</b>
<b><i>Deluxe Pecan Clusters—Holiday Tin.....</i></b>	<b>\$11</b>
<b><i>Honey Roasted Mixed Nuts .....</i></b>	<b>\$10</b>
<b><i>Whole Cashews w/ Sea Salt .....</i></b>	<b>\$8</b>
<b><i>Dark Chocolate Peppermint Pretzels.....</i></b>	<b>\$8</b>
<b><i>Deluxe Pecan Clusters .....</i></b>	<b>\$8</b>
<b><i>English Butter Toffee .....</i></b>	<b>\$8</b>
<b><i>Dark Choc. Caramel Caps w/ Sea Salt .....</i></b>	<b>\$8</b>
<b><i>Caramel Apples.....</i></b>	<b>\$8</b>
<b><i>Peanut Butter Trail Mix.....</i></b>	<b>\$8</b>
<b><i>Sweet &amp; Salty Mix.....</i></b>	<b>\$8</b>
<b><i>Chocolate Covered Raisins .....</i></b>	<b>\$7</b>
<b><i>Peanut Butter Bears.....</i></b>	<b>\$7</b>
<b><i>Dulce de Leche Owls.....</i></b>	<b>\$7</b>
<b><i>Hot Cajun Crunch.....</i></b>	<b>\$7</b>
<b><i>Fruit Slices.....</i></b>	<b>\$6</b>
<b><i>Care to Share Donation.....</i></b>	<b>\$6</b>

### *M2 Website Trainings:*

GSNI-M is happy to offer several tutorial videos to assist with navigating the M2 site. These are available at [gsnutsandmags.com](https://gsnutsandmags.com) or at the link below.

*Scan or click the QR code to view the training videos:*

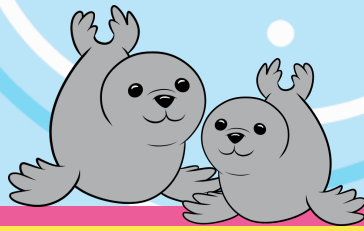


### **Care to Share Donations**

With “Care to Share”, GSNI-M will distribute a container of snacks to military and public servant partners. If a customer would like to donate a can of snacks, girls will collect the \$6 payment and mark their order card accordingly. Care to Share donations may be also be made online (great for out of town friends and family)! Care to Share rewards are based on the combined total amount donated on both the order card and via online donations.







## Troop Proceeds & Refunds

Daisy, Brownie, and Junior troops will earn 13% of their total sales, and the girl rewards are cumulative! Cadette, Senior, and Ambassador troops can choose to opt-out of rewards, earn 15% troop profit, and receive patches only. Please send an email to [frontdesk@gsnim.org](mailto:frontdesk@gsnim.org) by October 24 if your C/S/A troop would like to opt-out of rewards.

All reward selections need to be completed by November 4 in the M2 website.

**Refunds for Troop Overpayment – If a troop overpaid into the GSNI-M bank account** for the MY23 Fall Product Program, refunds will be issued in the form of a credit off of the troop's cookie balance for 2023. If a troop does not participate in the cookie program, refunds of \$10 or more will be mailed to the troop treasurer.

## Product and Reward Delivery

- ◆ Products will be delivered to Service Unit Product Program Coordinators beginning the week of November 14.
- ◆ Reward delivery may be as late as December or January.
- ◆ Please be prompt in distributing your troop's products and rewards. Contact us ASAP at [iwantcookies@gsnim.org](mailto:iwantcookies@gsnim.org) if you need assistance with distribution or if you have any unresponsive troop/parent. Product and rewards not picked up need to be returned to a GSNI-M Service Center.







Hi!

Our friendly customer service representatives are ready and waiting to answer all of your Fall Product Program questions!

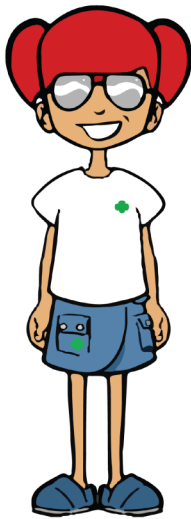
[support.gsnutsandmags.com](https://support.gsnutsandmags.com)

**(800)-372-8520**

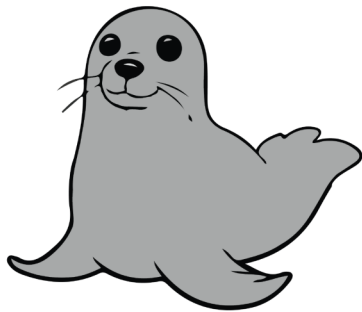
We're happy to help!



### CREATE YOUR AVATAR AND PARTICIPATE IN THE FALL PRODUCT PROGRAM!



GO  
BRIGHT  
Ahead



### *Safety Measures*

Safety is our number one priority. During the Product Program, safety measures must be increased. Click or scan the QR code to find the most recent guidance from GSUSA about how to keep all girls safe this season. Before participating in any money-earning activity, it's super important for Girl Scouts and adults to review the following materials:

- [Safety Tips for Product Sales \(PDF\)](#)

Scan or click the QR code to view GSUSA's Safety Resources:



### *Heath Guidelines*

Girls and volunteers are not required to participate in any activity. It is the sole discretion of each individual family and their comfort level with the planned activity whether to participate or not.

Troops need to follow state and local health guidelines anytime they are gathering. Please refer to the Center for Disease Control (CDC) for the latest information.





## Key Dates 2022-2023

**Sept 23:** Volunteer access opens on [gsnitsandmags.com](https://gsnitsandmags.com). **A launch email will go to the Troop Product Program Coordinator for the website.** Please verify that all troop members are listed and that girl email addresses are correct. Please take the time to personalize the launch email that will go out to your troop's families.

**Sept 25, 4pm (ET):** Troop volunteer training at both GSNI-M Service Centers or Zoom.

**Sept 28, 6:30pm (ET):** Troop volunteer training at both GSNI-M Service Centers or Zoom.

**Sept 30:** Online ordering and Order Card sales begin! Girls will receive an email inviting them to register on the website. *IF login information is not received, girls may also register directly at [gsnitsandmags.com](https://gsnitsandmags.com).* **Girls must collect money at the time of order.**

**Oct 24:** Opt-out selection for Cadette/Senior/Ambassador troops due.

**Oct 30:** Order taking ends. Customers lose access for placing online orders at midnight. Girls may no longer take orders and **no online payments can be made after this date.**

**Oct. 31:** Last day for girl /parent to enter their own paper order forms on the website. Money is due to troop leader.

**Nov. 1:** Last day for troops to enter paper order cards.

**Nov. 2:** Last day for girls and troops to make reward choices.

**Nov. 4:** Deposits due to GSNI-M bank accounts from troop.



Only deposit what is owed, check your ***Troop Summary/Amount Due Report.*** Troop proceeds should be deposited into your troop bank account. Submit all deposit receipts with your troop number to [frontdesk@gsnim.org](mailto:frontdesk@gsnim.org). GSNI-M only accepts troop checks.

**Nov. 15:** Products begin delivering to Service Units. Troops will be notified when their product is ready for pick up.

**Dec. 2022/Jan. 2023:** ETA for reward delivery to Service Units. GSNI-M and Service Units will communicate with everyone when we have updates on the delivery status and pickup availability.

**Sep. 15, 2023:** Nutty Bucks expire.





# Girl Rewards

- Girl rewards are cumulative.
- Girls earn items as they reach their goals!
- Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.
- Make reward choices on the M2 website.
- Nutty Bucks can be used for GSNI-M girl activities, camp, girl membership, and in GSNI-M Council stores and trading posts.

## **Every Girl Scout has the opportunity to win the Giant Seal!**

*Earn entries by:*

*One Entry: Upload a sales video to the M2 website*

*One Entry: Have at least 1 online order*

*One Entry: For every \$100 in sales (combined order card and online sales)*

## Girl Personalized Patch

*Girls can earn their custom, personalized patch! To earn this, girls must meet all of the requirements below:*

- *\$300 in total sales*
- *18+ emails sent*
- *Create their own avatar online*
- *Share their seller link and have at least one sale from that link.*

## Troop Personalized Patch

*Troop leaders can also earn their personalized patch!*

*Troop leaders must sent out the Parent-Adult Email Campaign AND*

*The troop must have \$1300+ in total sales.*

### EARN A PERSONALIZED PATCH!

CHOOSE YOUR BACKGROUND FOR YOUR PATCH



PADDLE BOARD





**Your Name**

Discuss what activities your troop would like to do this year

Determine how much money you will need to make that happen

Set a fall product goal based on your troop budget

My troop  
goal

\$

My  
individual \$

**Share your goals with friends and family**

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

Mark your progress in the clouds as you get closer to reaching your goal

**1**

Start by going to your council's website and clicking on the link to participate in the online portion of the program.

**2**

Enter your goals and your progress will appear on your online site for friends and family to see.

**3**

Check the dates of the product program and make sure to have all orders before the end date.

**4**

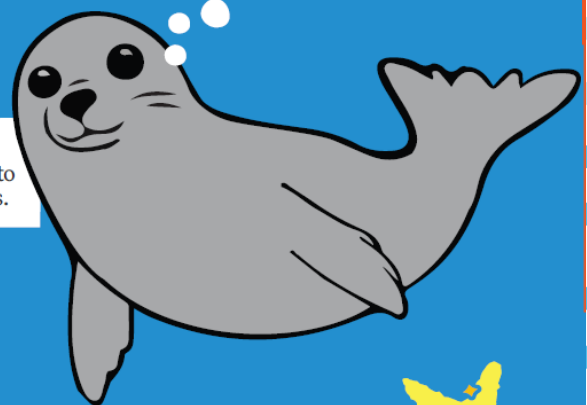
Practice telling customers about the benefits of buying and reading magazines. You might even suggest specific magazines to friends and family based upon your knowledge of their interests.

**5**

Thank every customer, whether they buy online or in person.

**6**

Make sure to follow all Girl Scout safety activity checkpoints for computer/online use and council sponsored product program. Only contact people you and your family know.



The GIRL SCOUTS name and mark, and all associated trademarks and logotypes, including the Trefoil Design, are owned by Girl Scouts of the USA. M2 Media Services is an official GSUSA licensee.



## Decision Making

Girls learn to make decisions on their own and as a team. During the program, there will be many decisions for the girls to make that will guide them toward reaching their goal. To start, they will need to decide which friends and family to contact and how best to contact them: in person, by phone or email, text messages, or on social media. What actions should they take to maximize their results after that? The M2 system provides easy steps, with the help of a parent or guardian, to give their avatar a voice with their own personal message, upload a photo or video, or share on social media. Have each girl answer the questions below and note which decisions each one will make (or has made) when marketing their own program. Discuss and share ideas.

How will you contact your potential customers?

- ◇ In person
- ◇ Phone call
- ◇ Text message
- ◇ Email
- ◇ Social media
- ◇ Send a note

Will you use any online tools in the M2 system to get the word out?

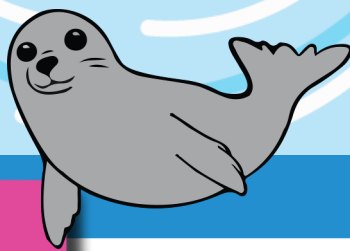
- ◇ Create a video
- ◇ Give your avatar a voice
- ◇ Hand out business cards

## Money Management

Throughout the program, encourage the girls to check their progress frequently. Sales reports are available on the dashboard for individual girls and at the troop level. Use the reports to calculate troop proceeds, then add in any sales from nut cards to see how close everyone is to reaching their individual goals and the troop goal.







GO  
BRIGHT  
Ahead

## People Skills

**Girls find their voice and build confidence through customer interactions.**

There are so many ways for the girls to communicate with their friends and family about the Fall Product Program: social media, phone calls, emails, text messages, and in person. Have the girls think about what products each potential customer might like that she could recommend to them. Encourage her to find her voice and it will help build confidence every time she talks to someone new about the program. Have each girl use the form below as a guide.

### List of Potential Customers

	Name of Person	Ideas/Suggestions	Method of Contact <small>In person, phone call, text message, email, other?</small>	Did you follow up? <small>Yes/No</small>	Did you say thank you? <small>Yes/No</small>
	<i>Example Aunt cathy</i>	<i>something chocolatey</i>	<i>phone call</i>	<i>yes</i>	<i>yes</i>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

## Business Ethics

*Girls learn to act ethically, both in business and life.*

As the girls prepare to ask friends and family to support their efforts in the Fall Product Program, encourage them to contact their potential customers respectfully and in a timely manner. They should plan to share why the troop is earning money and what the troop intends to do with the proceeds earned. Any questions they are asked should be answered honestly and thoughtfully. Also, a “thank you” goes a long way. Each girl should make sure to say thank you to the people who took time out of their day to support them. Customers need to know that they are appreciated when they make a purchase that benefits the girl and her troop. Have each of the girls prepare for their part in the program by completing each of these activities:

- ◇ Create a list of plans for the proceeds that she can share with her supporters.
- ◇ Create her own note cards, stationery, or personalized email to say thank you.