

OWN YOUR **magic**

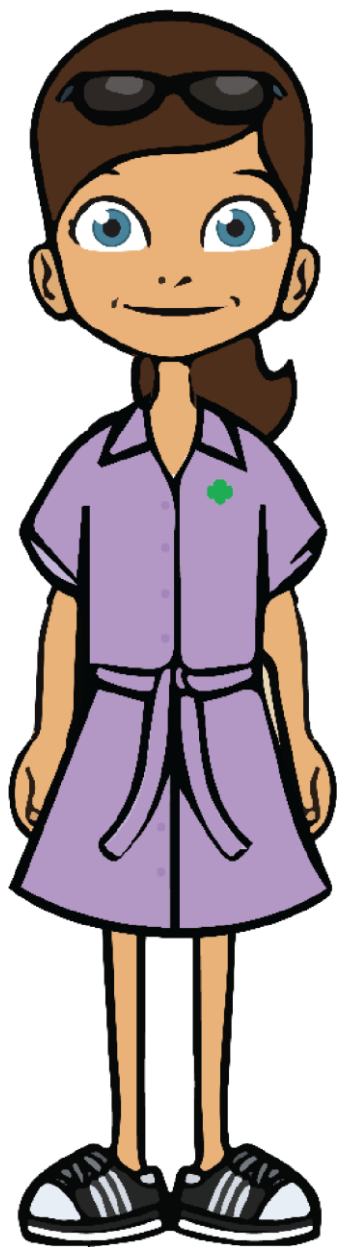
2023 FALL PRODUCT PROGRAM TRAINING

5 SKILLS ACQUIRED THROUGH GIRL SCOUT LEADERSHIP EXPERIENCE

Goal Setting
Money Management
People Skills
Decision Making
Business Ethics

Plus... Girl Scout Programs, Camp, Troop
Activities & Giving Back!





YOUR IMPACT ON THE GIRL SCOUT'S EXPERIENCE

The Program itself is a learning experience

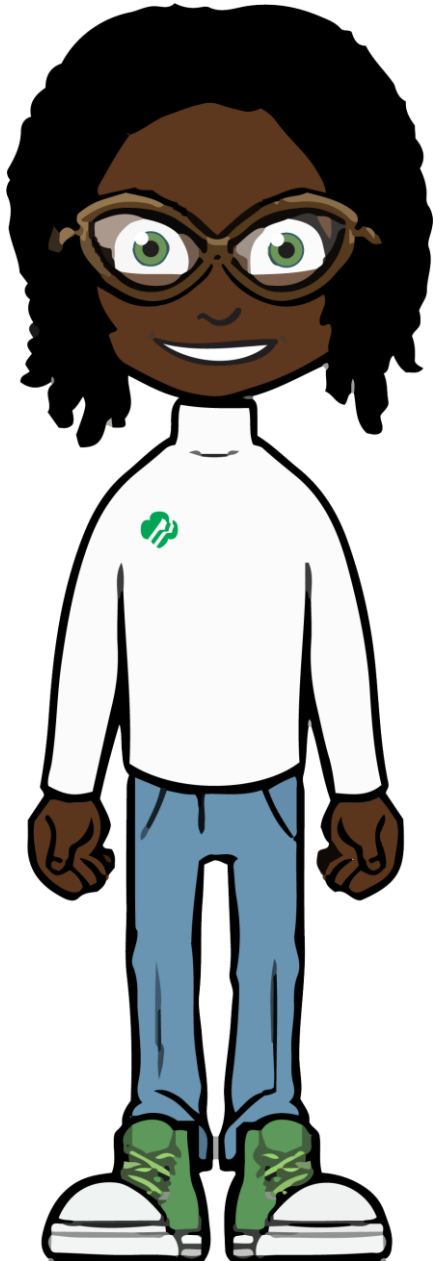
Troops use money earned from the program to participate in fun adventures like travel and camp

Troops use money earned to give back to their community

The program helps fund the entire Girl Scout Experience

OWN YOUR **magic**

How the Program Works



Troop Product Program Manager (TPPM)

Introduces Fall Program/CNM to troop and families

Encourages participation by sending encouraging notes and reminders

Confirms orders are in and paid for by families



Troop Product Program Manager (TPPM)

If the troop allows Girl Delivery, they should communicate that to the families.

Product will be shipped to the TPPM (or delegate)'s address. Includes recognitions.

Distribute promptly!

Girl Scouts and Families

Receives invite, registers and has fun with site

Sends emails to friends and family

Markets the program to family and friends



ALL orders must be input in the M2 system by the family.

ALL orders must be prepaid with a credit card, or the product will not be ordered.

Council does not receive any extras for late purchases.



Girl Scouts of Greater Chicago and Northwest Indiana



Girls and Parents/Adults

Already Registered? New User?

[LOGIN](#) [CREATE AN ACCOUNT](#)



Troop Leaders or Volunteers

New and returning users

[VISIT ADMIN SITE](#)

Welcome!

Thank you for participating with Girl Scouts. You're helping today's Girl Scouts make the world a better place.

- Create your avatar
- Earn rewards (your avatar can too!)
- Invite friends and family to visit your personalized site



Girl Scout Platform Set-Up

Launch email is sent to email address on file; can also be accessed by the link on our website

Membership is confirmed

Izzy's Dashboard



Change Photo

- Update Girl Scout Details
- Add Another Girl Scout

\$900 of \$350 goal

100% ★ 100%

SHOP YOUR PERSONALIZED SITE

Duration: 06/03/2022 to 12/31/2022
Unique Code: KZVVW39C [What is this?](#)

Izzy's Campaign



Manage Paper Orders



Izzy's Emails (View & Send)



Izzy's Sales Reports



Personalized Door Hanger



Izzy's Campaign Video



Business Cards

Fun Stuff



Personalized Patch



Izzy's Avatar



Izzy's Avatar Rewards



Physical Rewards

Parent or Adult's Information



Share My Site



Your Girl Scout(s)



Add Another Participant



Update Profile

> Upload Photo

> Upload a Video!

Level Status
Progress

Bronze Silver Gold Platinum

Promote Patch
Emails Sent

Personalized Patch
Sales

Additional requirements:
Emails Sent

[Share My Site](#)

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop



Izzy T.



Cel

Girl Scout Platform Set-Up and Marketing

1. Build an avatar
2. Upload a video
3. Send Emails
4. **Share My Site** via social media and/or text

Izzy's Dashboard



Change Photo

- Update Girl Scout Details
- Add Another Girl Scout

\$900 of \$350 goal



SHOP YOUR PERSONALIZED SITE

Duration: 06/03/2022 to 12/31/2022
 Unique Code: KZVVW39C [What is this?](#)

Izzy's Campaign

Manage Paper Orders | Izzy's Emails (View & Send) | Izzy's Sales Reports | Personalized Door Hanger

Izzy's Campaign Video | Business Cards

Fun Stuff

Personalized Patch | Izzy's Avatar | Izzy's Avatar Rewards | Physical Rewards

Parent or Adult's Information

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

> Upload Photo
 > Upload a Video!

Level Status
 Progress

Promote Patch
 Emails Sent

Personalized Patch
 Sales

Additional requirements:
 Emails Sent

[Share My Site](#)

LEARN MORE ABOUT THE PERSONALIZED PATCH

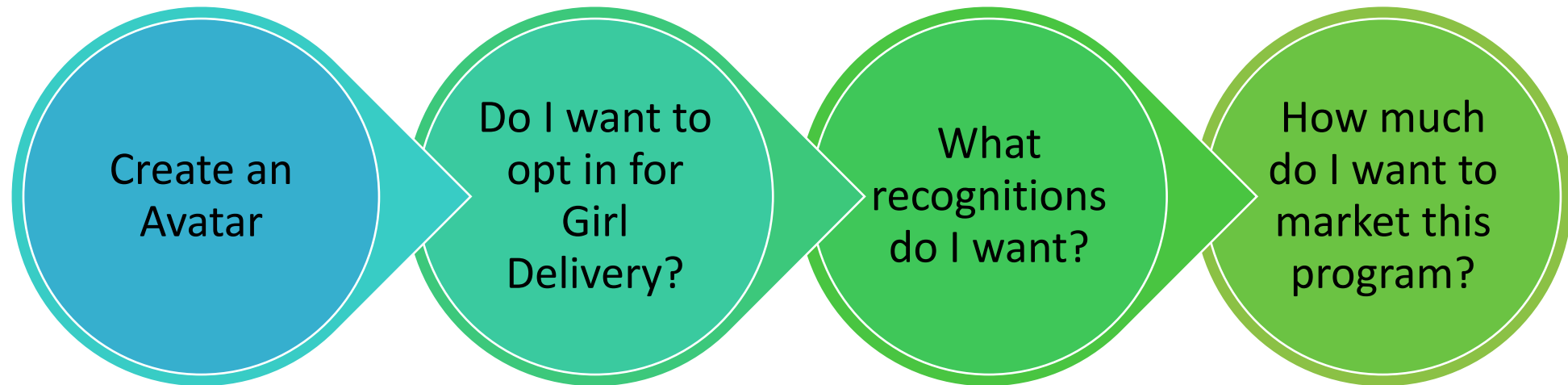
Top Sellers In Your Troop

- Izzy T.
- Col

Girl Scout Dashboard

- Watch for updates
- Select recognitions
- Manage order entry

Actions Girls and Families Make on the M2 Portal



Marketing Tools

girl scouts

Support Fake

As a Girl Scout, I do all I can to make the world a better place. My Troop does fun activities and helps the community while learning important skills that will help us forever. I am participating in a product program with our troop to earn money to do and learn exciting things. Your purchase on my online site helps fund these adventures. Thank!

MAGAZINES, NUTS & CHOCOLATES!

Scan the QR code
or
visit the website

gsnutsandmags.com/code

Enter Code: DMFJAFR9

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girl scouts

Help me reach my goal!

- 1 Go to gsnutsandmags.com/code
- 2 Enter
- 3 See my goal and personal message.

Sale ends 10/23/2022

For friends and family only

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OWN YOUR **magic**

What's Returning for 2023?

Magazines



Candy & Nuts



girl scouts
The Girl Scout organization is just one of the ways to reduce
pollution and beautify the community and
help the people's appreciation for living things.

pecan caramel
supremes
pecan and caramel
covered in full
milk chocolate

NET WT 5 OZ (142g)

GSKSMO Top Selling Items

- #1 – Dark Chocolate Sea Salt Caramels
 - #2 – Pecan Supremes
 - #3 – Peanut Butter Penguins
 - #4 – English Butter Toffee
 - #5 – Chocolate Covered Almonds
-



CARE TO SHARE

Customer makes purchase to support USO

Orders can be placed through order card, online girl delivered or direct ship channels

Products are distributed by council and are not delivered to troops/Girl Scouts

Troops earn proceeds and Girl Scouts earn a special patch (10+) and credit towards other rewards



OWN YOUR **magic**

What's New for 2023?

2023 Mascot

Found in northern
Argentina through the
southwestern U.S.

Endangered due to
habitat destruction



New!

HOLIDAY MIX

Roasted almonds and peanuts, candy-coated pretzel balls, milk chocolate caramel balls, yogurt cranberries, and mini nonpareils



New!
SWEET
CINNAMON
ALMONDS

Cinnamon and sugar- coated
whole almonds



New!
**HONEY JALAPENO
PEANUTS**

Peanuts seasoned with a
honey-sweetened jalapeno
seasoning



New!
**FRIENDSHIP
MAGIC TIN**

Milk Chocolate Mint
Trefoils



New!
SNOWMAN TIN

Milk chocolate covered
pretzels





New!
TERVIS TUMBLERS!

BULLDOG

GREEN

FLOWER

tervis

LOVE
IS A
FOUR
LEGGED
WORD

tervis

CHIEF

of 9 Eggs

Dad

Great

inspiration





girl scouts

BARK

Girl Scout-themed Mini BarkBox

One time purchase, not a subscription

Exclusive to the M2 Media Platform

Includes custom "Pose & Play" Beret dog toy and one of a kind Berry Trios™ Bark & Girl Scout dog treats!

\$19.99 + \$5 flat fee shipping

GSKSMO

Fall Product Program

Benefits of Participating:

- Girl Scouts learn and practice the Five Skills: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics, as they earn proceeds for their troop and exciting rewards.
- Proceeds stay local to benefit our council and troops earn \$2 on each magazine subscription sold and \$1 for each nut/chocolate item sold.
- The Fall Product Program is an excellent way to earn start up proceeds to fund your troop's activities and projects throughout the year.

Important Dates:

- **10/2/23:** Program begins – online ordering opens and Girl Scouts may sell in-person.
- **10/25/23:** Last day for online girl delivery and online orders for direct shipped nut and chocolate and magazine orders.
- **11/13 - 11/16:** Products and rewards will be shipped directly to troops for distribution to participating Girl Scouts.



Go online to see new product offerings!

Go to www.gsnutsandmags.com/gsksmo

1 Login

Visit the website
Use the QR Code, URL above or click the link from the council website. Follow the prompts to participate in the online Fall Product Program.



Scan here and have your troop number ready!

My troop # _____

2 Create

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 Share

E-mail friends and family
Your supporters will see your goal and hear your avatar deliver your special message. Friends and family can easily help you reach your goals when they shop online! Don't forget to share with friends and family on social media or you can also send them a text, with the help of a parent/adult. Please follow current GSUSA guidelines for online sales and marketing.

1418SMO

Earn rewards for your participation!

Check the back of your nut order card and on your online site to learn more about all of the rewards you can earn.



Care To Share Patch

Sell 10+ items



2023 Patch

Send 18+ emails



Fall Personalized Patch

Create your avatar, send 18+ emails, use the "Share My Site" function in the M2 system and reach \$300+ in total sales



Own Your Magic Patch

\$100+ in total sales



T-shirt

\$350+ in total sales or \$5 Cookie Dough



Cat Headphones
\$650+ in total sales or \$10 Cookie Dough

Bracelet & Ocelot Charm

\$250+ in total sales



Small Ocelot Plush

\$450+ in total sales or \$5 Cookie Dough



Ocelot Socks
\$550+ in total sales or \$5 Cookie Dough



Creativity Bundle*

\$750+ in total sales or \$20 Cookie Dough
*Color changing markers, paint by numbers craft, stationery set

Buy or renew your favorite magazines and try some delicious nuts and chocolates!

Your supporters can purchase these tasty products online and have you deliver them to their doorstep!



A - Milk Chocolate Mint Trefoils Tin	\$15.00	I - Peanut Butter Penguins	\$10.00
B - Peppermint Bark Rounds Tin	\$14.00	J - English Butter Toffee	\$10.00
C - Holiday Mix	\$13.00	K - Dulce Daisies	\$10.00
D - Sweet Cinnamon Almonds	\$13.00	L - Spicy Cajun Mix	\$9.00
E - Whole Cashews	\$12.00	M - Gorp Trail Mix	\$9.00
F - Chocolate Covered Almonds	\$11.00	N - Honey & Jalapeno Peanuts	\$9.00
G - Dark Chocolate SS Caramels	\$10.00	O - Fruit Slices	\$8.50
H - Pecan Supremes	\$10.00	P - Cookie Share	\$8.50

Hundreds of titles including:

Better Homes & Gardens
Consumer Reports
Food Network
National Geographic Kids
Sports Illustrated
People

See many more options online!

Questions? Contact us at support.gsnutsandmags.com or 1-800-372-8520

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3 Share

E-mail friends and family
Your supporters will see your goal and hear your avatar deliver your special message. Friends and family can easily help you reach your goals when they shop online! Don't forget to share with friends and family on social media or you can also send them a text, with the help of a parent/adult. Please follow current GSUSA guidelines for online sales and marketing.

Paper Forms to Hand Out

Will be shipped to you later this summer

Limited amount – there is not one for every girl

Will be available online at GSKSMO.org

Not meant to be an order card

Front side includes important dates and how to log in (QR Code or URL)

Back side shows recognition plan, list of candy and nut items that can be girl delivered and a handful of magazine titles

No mention of Tervis or BarkBox

OWN YOUR **magic**

Proceeds

TROOP PROCEEDS

\$1
per

- Each candy item
- Each nut item
- Care to Share order

\$2
per

- Each Tervis Cup
- Each Bark Box
- Any magazine subscription*

*combo subscriptions count as one subscription



TROOP PROCEEDS



\$50 for
\$500

- Troops earn \$50 of camp credit for every \$500 sold
- Camp credit earned in Fall 2023 expires December 31, 2024
- Troops must complete camping/use by December 31, 2024
- Credits can be used for property reservation



Girl Rewards

Care To Share Patch

Sell 10+ items



2023 Patch

Send 18+ emails



Fall Personalized Patch

Create your avatar, send 18+ emails, use the "Share My Site" function in the M2 system and reach \$300+ in total sales



Own Your Magic Patch

\$100+ in total sales



T-shirt

\$350+ in total sales
or \$5 Cookie Dough



Cat Headphones

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or \$10 Cookie Dough

Bracelet & Ocelot Charm

\$250+ in total sales



Small Ocelot Plush

\$450+ in total sales
or \$5 Cookie Dough



Ocelot Socks

\$550+ in total sales
or \$5 Cookie Dough



Creativity Bundle*

\$750+ in total sales
or \$20 Cookie Dough

*Color changing markers,
paint by numbers craft, stationery set

Girl Rewards

18+ Emails = Patch, No Sales Needed!



Girl Rewards

Personalized Patches



2. Sent 18+ emails
3. Use Share My Site function on portal
4. Reach \$300 in sales

You must create your patch and confirm

Patch is mailed directly to girl



Girl Rewards

Crossover Personalized Patches



1. Create an avatar for CNM
2. Sent 18+ emails for CNM
3. Use Share My Site function on portal for CNM
4. Sell 200 packages of cookies in 2024

You must create your patch and confirm

Patch is mailed directly to girl





Thank You

Dear Michelle

It's time for the Fall product sale and an exciting year ahead for Girl Scouts! For the Fall sale this year, we have a website where you can communicate with the girls / parents in your troop, monitor results, and build an avatar to be included in a troop photo. Your username will be the email address shown below. Please [click here](#) to create your password.

Username:

Once your password is created, [click here](#) to access the site or go to <https://www.girlscoutmagazines.com/admin>

The sale will run from 09/19/2014 at 12:00 AM to 11/25/2014 at 11:59 PM. Please encourage all of the girls in your troop to participate. If you have any questions, please contact your service unit leader or the council. Thank you for all that you do for Girl Scouts!

Girl Scouts of California's Central Coast



Volunteer Platform Set-Up

- Email is sent to email address on file; can also be accessed by the link on our website
- Troop Training Video
- **Launch Parent/Adult Email**
- Create a volunteer avatar

[Show Quick Dashboard Links](#)

Parent and Adult Email Campaign

Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.

Troop: 897

[VIEW EMAIL](#)[ADD CONTACTS](#)

First Name	Last Name	Email	Send in Spanish	Resend	Status	Delete
<input type="text" value="Alicia"/>	<input type="text" value="Truesdail"/>	<input type="text" value="altruem2test+stagegirl@gi"/>	<input type="checkbox"/>			
<input type="text" value="Jennie"/>	<input type="text" value="Sorrell"/>	<input type="text" value="jsorrell@m2mediagroup.cc"/>	<input type="checkbox"/>			
<input type="text" value="Cat"/>	<input type="text" value="Arnold"/>	<input type="text" value="camold@m2mediagroup.o"/>	<input type="checkbox"/>			

[UPDATE](#)

Opened Didn't open Sent Delivered Bounced Queued for sending

Status Key

[RETURN TO DASHBOARD](#)

Volunteer Platform Set-Up

Troop Volunteers can edit or enter missing parent/adult emails

Girl Scouts of Alaska



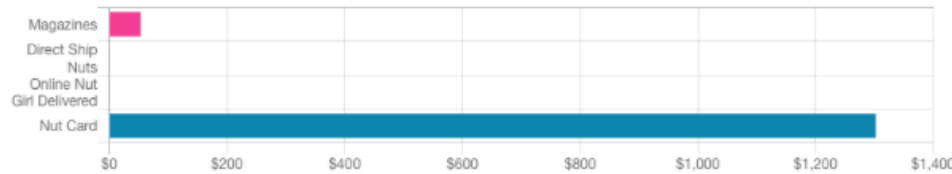
Alicia True

- Edit Avatar
- Your Patch
- View Troop Photo
- Change Role

- 3** Campaigns Launched
Last Year: 0
- 3** Avatars created
Last Year: 0
- 23** Emails Sent
Last Year: 0
- 3** Participants with 1+ Shares
Last Year: 0

Stats: Current Campaign

Troop: 897



\$1,355.00 Total Sales	\$53.00 Online Magazines	\$0.00 Direct Ship Nuts	\$0.00 Online Nut Girl Delivered
0.00 Last Year	N/A Last Year	N/A Last Year	N/A Last Year
	\$1,302.00 Nut Card		
	N/A Last Year		

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

Campaign Setup

- Parent/Adult Email Campaign
- Default Storefront Video
- Training Video
- Video Instructions

Manage System Users

- Send messages
- Manage Troops and Girl Scouts
- Manage Admin Users

Financials and Reporting

- Banking and Payments
- Reports
- Troop Summary/Amount Due Report

Product Management

- Paper Order Entry
- Manage Extra Products

Rewards and Patches

- Reward Opt-Out
- Rewards
- Personalized Patches

Troop Dashboard

- Troop PPMs can send messages
- Help with nut card order entry
- Select recognitions
- Look at sales reporting

Troop Rewards

Personalized Patches



1. Create an avatar
2. Reach \$1000 in total troop sales

You must create your patch and confirm

Patch is mailed directly to you



IMPORTANT DATES

- Introduce CNM at the **Aug/Sept** SU Meeting
- **October 2**: Program Begins, Online & In-person
- **October 25**: Program Ends
- **November 11 – 16**: Products/Recognitions begin shipping



If help is needed with orders



girlscouts  M2 Media

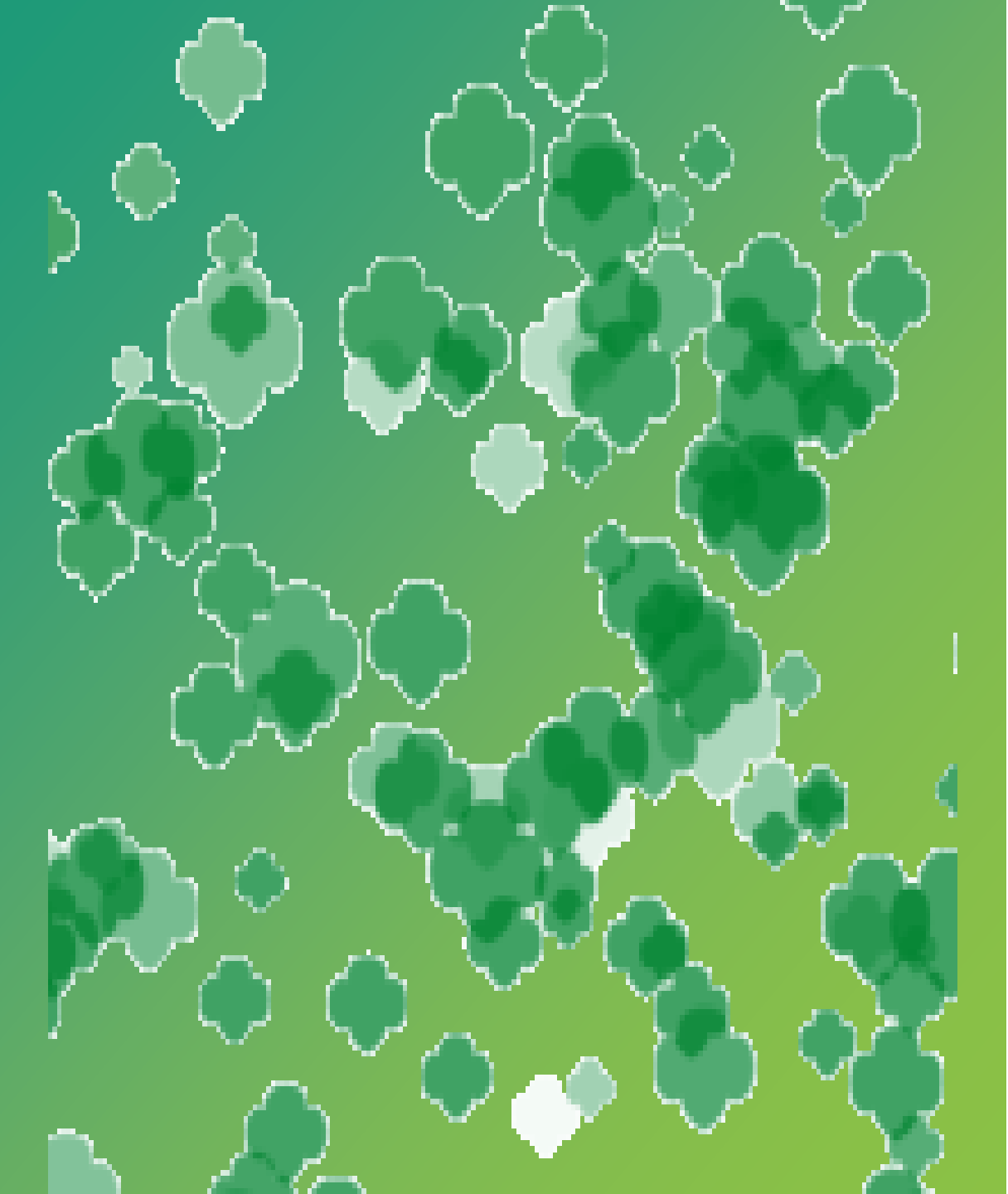
Hi!
Our friendly customer service representatives are ready and waiting to answer all of your Fall Product Program questions!

support.gsnutsandmags.com
(800)-372-8520

We're happy to help!

OWN YOUR **magic**

Promoting Troop Participation



THANK YOU!
