



2023
Fall Product Program
JULIETTE FAMILY GUIDE



Important Information

Troop #: _____ Juliette Coordinator: _____

Phone #: _____ Email: _____

M2 Website: gsnutsandmags.com/gsoc

M2 User Name: _____ M2 Password: _____

M2 Customer Service: 800-372-8520 GSOC Customer Care: customercare@girlscoutsoc.org

Why Participate?

The Girl Scout Fall Product Program teaches your Girl Scout the “5 Skills” that will help her grow into a leader and prepare her for the future.

Goal Setting: Empowering her to define what she wants and to create a plan to succeed. Help your daughter set goals, view rewards & send emails using M2OS.

Decision Making: Teaching her critical thinking and problem solving skills. Has she decided on a goal? Work with your Girl Scout to learn more about their goals and what steps and decisions your Girl Scout can make to reach that goal.

Money Management: Mastering financial literacy skills. Help your Girl Scout calculate how many orders she needs to reach her goal and track her progress.

People Skills: Communicating and understanding customers. Help your daughter ask friends and family for support. Work with your Girl Scout to encourage customers to donate through Care to Share.

Business Ethics: Reinforcing the positive values she is developing as a Girl Scout. Be courteous, smile and say “Thank you” whether or not you get the sale.

Fall Program Dates

September 17 Fall Product Program Begins! Girls can begin sending emails via M2 with both the direct ship and online girl delivery options.

October 15 Fall Product Program Ends. This is the last day customers can order chocolate, nuts, magazines, Bark Box, and Tervis products.

Things Every Juliette Parent Needs to Know

- Parents guide their daughters when making individual learning and sales goals.
- Juliette Girl Scouts participate fully which includes all patches, reward items, and events. Juliette's are **not** eligible for troop proceeds.
- Participate in online sales and Care to Share only unless a Juliette Regional Coordinator volunteer is appointed to facilitate product distribution.

How Girl Scout Juliettes Sell Fall Product Items

Order Taking: The Fall Product Program is online only. No order cards and no money to collect makes the Fall Product Program simple!

Digital Sales: Girls may send text messages and emails inviting friends and family to order products online using the M2OS online sales program.

- Girls and parents must use the online platform for collecting fall product orders. Customers order online, pay online, and can choose to have the product shipped to them or delivered by their favorite Girl Scout.
- Girls are only to use the internet to market the Girl Scout Fall Product Program to friends and family (for clarity, "friends and family" are people whom the girl or her family personally know).
- For safety purposes, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to "private".
- Friends and family of a girl participating in the Fall Program must not market or share a girl's contact information, sales links, or sales information on public-facing online sites.

Tips for Girls

Use M2OS online sales program to:

- * Upload a photo or video to share with family and friends announcing your Fall goals
- * Email family, friends, and former customers
- * Track your online sales from your Dashboard
- * Create your Personalized Avatar
- * Retrieve your Girl Scout Fall Program QR code
- * Parents should guide and encourage their Girl Scouts when making individual sales goals.

Helpful Hints:

- Create and print flyers containing your Girl Scout Fall Program QR code to promote placing orders
- Create and customize a message to your customers reminding them to place their orders before **October 15, 2023.**
- When creating your Girl Scout video or post kindly remind your customers that product will start to arrive **November 4-6.**
- Encourage customers to support the Care to Share donation program if they do not want to purchase Fall Products for themselves.



Trophy Nuts, Candies, and Care to Share

Online Nut Store (Trophy Nut Items)

As part of the M2OS online system, Girl Scouts can send emails to friends and family that will include the option for them to order, pay and have nuts delivered to their home/business or to be delivered by their favorite Girl Scout. Below are the items available for both direct ship and girl delivered. Plus, there are more items available online for the direct ship option only!

\$14.00	Milk Chocolate Mint Trefoils		Honey Jalapeno Peanuts	\$08.00
\$14.00	Peppermint Bark Rounds Tin		NEW! Peanut Butter Penguins	\$07.00
\$10.00	Chocolate Covered Almonds		Pecan Supremes	\$08.00
\$10.00	Sweet Cinnamon Almond		Cranberry Trail Mix	\$08.00
\$10.00	Whole Cashews	NEW!	Honey Roasted Peanuts	\$06.00
\$08.00	Chocolate Covered Raisins		Spicy Cajun Mix	\$06.00
\$09.00	English Butter Toffee		Fruit Slices	\$06.00
\$08.00	Dark Chocolate Sea Salt Caramels		Care to Share	\$06.00
\$07.00	Butter Toffee Peanuts			



Brand new this year, fixed Shipping and handling on Nuts and Candy!
[Click here for more.](#)



Girl Scouts can give back to their community through earning the **virtual Care to Share Patch**.

More information can be found on www.gscookiesetc.org.

Earn 8+ Care to Share Items

M2 Media Online Products



Give subscriptions as gifts, renew existing subscriptions or order new subscriptions! There are over 500 magazines both print and digital versions to choose from!



Bark Box

\$19.99 + Shipping

GSUSA has collaborated with BARK on a Girl Scout theme Bark Box as a pilot program. Each box comes with a custom Pose & Play Beret dog toy as well as one canister of Berry Trios™ dog treats.

Product available while supplies last.



Tervis®

\$27.99-\$49.99 + Shipping

Tervis provides a wide selection of premium insulated tumblers and water bottles, ranging your favorite MLB®, NFL®, and collegiate sports teams and more!



Launching Her Fall Product Business

3 Easy Steps to sell online with M2OS

- 1 Parents/Girls will receive an email from M2 Media which will include key details about participating using the M2OS online system including how to register, how-to videos and more!

Didn't receive an email? No problem! Go to gsnutsandmags.com/gsoc and follow the prompts to set up an M2OS account with your Girl Scout. You'll need to have your troop number ready to help you set up an account. **Girls can only have one M2OS account, so please do not create more than one!**

- 2 Create and personalize her storefront, it's fun and easy!

Help your Girl Scout create her own personalized storefront by:

- Creating an avatar
- Upload a photo and video for family and friends to see
- Create and customize your message to remind customers to place their orders by **October 15, 2023**
- Enter email addresses

- 3 Begin sending emails to family and friends. Customers will have two options to purchase products through the email they receive.

- **Direct Ship Option:** Customers can choose the Direct Ship option where they will have the ability to purchase from a full assortment of Girl Scout products, magazines, Bark Box and Tervis products and pay with a credit card online. These items will be directly sent to the customer, with no money to collect or product to deliver. Shipping and handling fees will apply. Girls can also share their storefront with direct ship only on social media with adult supervision.
- **Online Girl Delivered Option:** Girls can choose to offer an online *girl delivered* option to customers in the local area where the customer pays for nuts online with a credit card and then the girl delivers the online girl delivered order. All sales and payments are automatically reported in M2OS. With this option, customers can select from the 17 nut and candy items only listed on page 3.

Earn Girl Scout Rewards for participating!

To earn your Avatar patch:

Girls have the unique opportunity to earn their own avatar patch by completing the following requirements:

- Create their own personalized avatar
- Send 18+ emails through M2OS during the Fall Program
- Have at least \$350 in sales
- **This patch will be mailed directly to the girl's home, so be sure to enter her mailing address into M2OS.**
- Patch will be sent to production as soon as criteria is met, so make sure to have your avatar personalized the way you want it made.
- Patches are estimated to ship in **February 2024**.



Fun Fact: Girls who send at least 18 emails through M2OS have a 148% higher sales than girls who don't.

Deadline: The last day girls receive credit for online orders is **October 15, 2023**. Be sure to personalize your email to customers, encouraging them to order before the end date. **Online orders cannot be placed after October 15, 2023.**

Fall Product Program Rewards

Girls with parent supervision make their reward choices in M2OS as each prize level is earned. The last day girls can update their rewards in M2OS is **October 17, 2023 by 9:00 pm.**

 <p>Ocelot Patch 4+ Magazine Items</p>  <p>Own Your Magic Patch 15+ Items</p>  <p>2023 Patch 18+ Emails</p>	<p>27+ Combined Items</p>  <p>Magic Flower Necklace</p>	<p>37+ Combined Items</p>  <p>Ocelot Charm Bracelet</p>	<p>47+ Combined Items</p>  <p>Small Ocelot Plush & Goal Getter Patch</p>
	<p>57+ Combined Items</p>  <p>Color Changing Light Bulb OR \$5 OC Bucks</p> 	<p>67+ Combined Items</p>  <p>Own Your Magic T-Shirt OR \$5 OC Bucks</p> 	<p>80+ Combined Items</p>  <p>Color Changing Markers and Magic Pouch OR \$8 OC Bucks</p> 
<p>Earn Your Fall Avatar Patch</p>  <p>\$350+ in Fall sales and 18+ Fall Emails sent</p>	<p>Earn Your Fall and Cookies Patch</p>  <p>18+ Fall Emails sent 250+ Cookie pkgs sold during 2024 Cookie Program</p>	<p>100+ Combined Items</p>  <p>Large Ocelot plush and 100+ Patch OR \$10 OC Bucks and 100+ Patch</p>  <p>Care to Share Patch 8+ Care to Share Items</p> 	<p>Save the Date!</p>  <p>200+ Combined Items</p> <p>Ocelot Experience at the Santa Ana Zoo on Saturday 12/02/2023</p> <p>OR \$25 OC Bucks</p> 

All reward items are cumulative. Due to availability, a comparable item may be substituted for any reward item. Must attend experience to receive item. Tickets/gift cards will not be offered in exchange.

Juliette Dollars

In addition to the cumulative patches & prizes girls earn, Juliette Girl Scouts earn Juliette Dollars in lieu of troop proceeds. Girls earn the highest level of Juliette Dollars achieved for both the Nut and Magazines and more. Juliette Dollars are earned in bands or ranges and are not cumulative.

Juliette Dollars may be redeemed towards Council and Service Unit events, Day Camps, Camp Scherman, Destinations and/or in our Council Shop. Juliette Dollars expire **April 30, 2025** and cannot be redeemed for Troop/Group travel, Gold Award, Lifetime Membership or cash.

Juliette Dollars for Nut Items Sold

(Amount received is for highest level achieved.)

5-14 Trophy items	\$5.00
15-24 Trophy items	\$10.00
25-34 Trophy items	\$15.00
35-44 Trophy items	\$20.00
45-54 Trophy items	\$25.00
55-64 Trophy items	\$30.00
65-74 Trophy items	\$35.00
75-84 Trophy items	\$40.00
85-94 Trophy items	\$45.00
95-104 Trophy items	\$50.00
105 + Trophy items	\$55.00

OWN YOUR magic



Juliette Dollars for Magazines

(Amount received is for highest level achieved.)

2-5 Magazines	\$3.00
6-10 Magazines	\$6.00
11-15 Magazines	\$9.00
16-20 Magazines	\$12.00
21-25 Magazines	\$15.00
26-30 Magazines	\$18.00
31-35 Magazines	\$21.00
36-40 Magazines	\$24.00
41-45 Magazines	\$27.00
46-50 Magazines	\$30.00
51 + Magazines	\$33.00

Important Dates

September 17

Fall Product Program begins!

Order taking begins. Girls can begin sending emails via M2OS with both the direct ship and online girl delivery options.

October 15

Fall Product Program ends!

Last day customers can order magazines, nuts, candy, Bark Box, and Tervis product.

October 17

Girl Reward choices are due!

Last day for girls to make reward choices in M2OS.

November 4-6

Product Pick-up and girl delivery begins.

Juliette Coordinator will share product pick-up date and time with troop.

Early January

Rewards begin shipping. Your Juliette Coordinator will distribute to girls when rewards arrive.



Financial Literacy Badges

The Girl's Guide to Girl Scouting has badges that teach girls how to use money wisely. Girls participating in the Fall Product Program are likely to complete some of their badge requirements as part of their program experience! Take a look at new Financial Literacy badges using the [Badge Explorer](#).

Daisy



Brownie



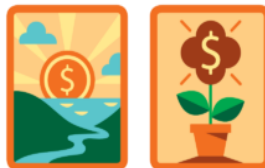
Junior



Cadette



Senior



Ambassador

