



2023 Fall Product Program FAMILY GUIDE



Important Information

Troop #: _____ Product Coord: _____

Phone #: _____ Email: _____

M2 Website: gsnutsandmags.com/gsoc

M2 User Name: _____ M2 Password: _____

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

Important Dates

September 17

Fall Product Program Begins!

Online order taking begins. Girls can begin sending emails via M2 with both the direct ship and online girl delivery options.

October 15

Fall Product Program ends.

Last day customers can order magazines, Bark Box, Tervis or nuts/candy.

October 17

Girl Reward Choices Due!

Last day for girls to make their reward choices in M2OS.

November 4-6

Product Pick-up and girl delivery begins.

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

Girl deliveries should be done right away and done no later than November 17, 2023.

Early January

Rewards begin shipping.

Your Troop Product Coordinator will distribute to girls when rewards arrive.

**All online girl delivery
orders should be delivered
to customers right away!**

Learn more about the Fall Product Program at www.GSCookiesEtc.org/fallproduct

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 her troop decided on a goal? Work with your Girl Scout and the troop leadership to learn more about the goal 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 to the Care to Share opportunity.

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. Turn in your money and orders on time. Deliver all your orders.

Troop Proceeds

Did you know that each Fall item that a Girl Scout sells goes towards her Troop’s proceeds? Troop proceeds can help your Girl Scout’s Troop fund their troop activities. Troop Activities include, Council events, Troop Travel, Camping, and more!

- **Trophy Nut Items**—This year, Troops receive \$1.00 per nut, chocolate and Care to Share donation sold
- **M2 Media Items**—Troops receive \$3 for every magazine, Bark Box and Tervis product sold

Troop proceeds belong to the troop, not the individual girl members.

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



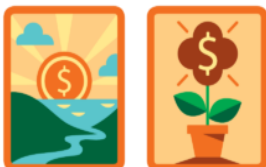
Junior



Cadette



Senior



Ambassador



How Girl Scouts Sell Fall Product Items

The Fall Product Program has gone completely online! No order cards and no receipts or money to collect makes the Fall Product Program simple.

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

- Girls and parents 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, fall product 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.
- Troops may **not** set quotas for individual girls.

Tips for Girls

- Use M2OS online sales program to:
 - * Upload your photo or video to share with family and friends
 - * Email family, friends, and former customers
 - * Track your online sales from your Dashboard
 - * Create your Avatar
 - * Retrieve your council QR code
 - * Parents should guide and encourage their Girl Scouts when making individual sales goals.

Helpful Hint: Create and print flyers containing your QR code

- * Create and customize your message to customers reminding them to place their orders by **October 15, 2023.**
- When creating a video remember the following:
 - * Wear your Girl Scout uniform and pins
 - * Tell customers how your troop will use the troop proceeds

Helpful Hint: Make a poster or a fun video to show your customers what goals you have and let them know how your troop will use troop proceeds in your video.

- * Encourage customers to support our Care to Share donation program
- * Remind customers the last day to place an orders is **October 15, 2023**
- * Let customers know when product will arrive (**November 4-6**) and when you will deliver their order



Trophy Nuts, Candies, and Care to Share

Online Nut Store (Trophy Nut Items)

As part of the M2OS online system, emails to friends and family will include the option for them to order, pay for 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!



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

More information can be found on



\$14.00	Milk Chocolate Mint Trefoils	NEW! Honey Jalapeno Peanuts	\$08.00
\$14.00	Peppermint Bark Rounds Tin	Peanut Butter Penguins	\$07.00
\$10.00	Chocolate Covered Almonds	Pecan Supremes	\$08.00
\$10.00	Sweet Cinnamon Almond	NEW! Cranberry Trail Mix	\$08.00
\$10.00	Whole Cashews	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		

2023 Collectable Tin



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

M2 Media Online Products

Online Magazine Orders (M2 Media Items)



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

Girls may send emails inviting friends and family to order products online using the M2OS online sales items.



NEW! 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.



NEW! Bark Box & Tervis Troop Proceeds \$3

NEW! Tervis® Prices vary + 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 Online Fall Product Business

3 Easy Steps to “Own Your Magic” with M2OS

- 1 Starting **September 17, 2023** 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, videos and more!

Didn't receive an email? No problem! Go to www.gsnutsandmags.com/gsoc and follow the prompts to set up an M2 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 M2 account, so please do not create more than one!

- 2 Create and personalize online storefront!

Help your Girl Scout create her own personalized storefront by:

- Creating an avatar. It's fun and easy!
- Upload a photo and video for friends and family to see

Fun Fact: Adding a photo and video has been proven to increase sales

- Create and customize your message to customers reminding them to place their orders by **October 15, 2023**.
- Enter email addresses

- 3 Begin sending emails to family and friends! Customer 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 only select from the 17 nut and candy items listed on page 3.

Fun Fact: Girls who send at least 18 emails through M2 have 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**.



Earn Girl Scout Rewards for participating!

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/March 2024**.



Fall and Cookies Crossover Patch 2023-2024

To earn this patch girls will need to:

- Create an M2 Avatar in the Fall Product
- Send 18 emails through M2 in the Fall
- Sell 250 packages of cookies during the 2024 Cookie Programs

THESE PATCHES WILL SHIP IN MAY DIRECTLY TO YOUR HOME.

Fall 2023 Mascot and Theme

Meet the 2023 Fall Program Mascot, the Ocelot!

Interesting Facts about the Ocelot:

- Ocelots live in rainforests
- Ocelots are nocturnal
- Ocelots coats are unique

Own Your Magic!

The Fall Product Program 2023 Theme is "Own Your Magic"! This Fall we encourage Girl Scouts to go far by owning their magic to accomplish their goals.



**OWN
YOUR magic**

Girl Rewards Line-Up

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



Ocelot Patch
4+ Magazine
Items

Own Your
Magic Patch
15+ Items

2023 Patch
18+ Emails



Magic Flower
Necklace
27+ Combined
Items



Ocelot Charm
Bracelet
37+ Combined
Items



Small Ocelot Plush &
Goal Getter Patch
47+ Combined Items



Care to Share Patch
8+ Care to Share Items



OR



Color Changing Light Bulb
57+ Combined Items
OR \$5 OC Bucks



OR



Own Your Magic T-Shirt
67+ Combined Items
OR \$8 OC Bucks



OR



Color Changing Markers and
Magic Zipper Pouch
80+ Combined Items
OR \$8 OC Bucks



OR



Large Ocelot plush and 100+ Patch
100+ Combined Items
OR \$10 OC Bucks and 100+ Patch



OR



Wireless Cat Headphones
150+ Combined Items
OR \$20 OC Bucks

save the Date!



Ocelot Experience at the Santa Ana Zoo
on Saturday 12/02/2023

200+ Combined Items

OR \$25 OC Bucks



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.

Parent Responsibility

The Parent Responsibility Form is an online fillable PDF form located on gscookiesetc.org/fallproduct/resources under the *Girl* accordion. Submitting this form allows permission to have your Girl Scout participate in the Fall Product Program.

Please read, sign, and return the online form to your Troop Product Coordinator prior to participating in the Fall Product Program.

Example of the Parent Responsibility Form

2023 Girl Scout Fall Product Program
Parent Responsibility Form

My Girl Scout has my permission to participate in the 2023 Girl Scout Fall Product Program. **I agree to accept payment responsibility for all products she receives and to see that she has adult supervision at all times.**

The Fall Product program begins on **Sunday, September 17, 2023**. This year's Fall Product Program is online only and Girls do not need to collect money.

I agree to the following:

- ☐ My Girl Scout is registered as a Girl Scout for the 2023-2024 membership year.
- ☐ My Girl Scout and I will sign the [Girl Scout Internet Safety Pledge](#).
- ☐ **No orders or sales will be made prior to Sunday, September 17, 2023.**
- ☐ Social media marketing is limited to sites set to private.
- ☐ There is no jurisdiction for online sales but girls cannot have customers pay online except through the M2OS online sales system.
- ☐ I will accept responsibility for all products received and understand product cannot be returned unless it is damaged.
- ☐ I will accept responsibility in making sure all purchased products are received by the purchasing customer.
- ☐ My Girl Scout and I will follow **ALL** Girl Scout Fall Product Program guidelines.
- ☐ I will respect and meet all deadlines.
- ☐ I understand **Sunday, October 15, 2023 is the last day customers can purchase products online.**

In consideration of my daughter being permitted to participate in the Fall Product Program , I (we) hereby release, waive, discharge and covenant not to sue the Girl Scouts of Orange County, its directors, officers, employees, volunteers and agents (collectively the "Council") from any and all liability to myself or my daughter for any loss or damage, including property damage, personal injury, or death, whether caused by the negligence of the Council or otherwise, resulting from or related to my daughter's participation in the Event. I understand that all unpaid accounts may result in collection procedures.

Troop/Group # _____ Date _____

Girl's Name _____

Parent/Guardian Name _____

Address _____

Street City Zip

Home Phone # _____ Cell Phone # _____

Email _____

Signature—Parent or Guardian _____

*The Parent Responsibility Form is located on gscookiesetc.org/fallproduct/resources under the *Girl* accordion.*