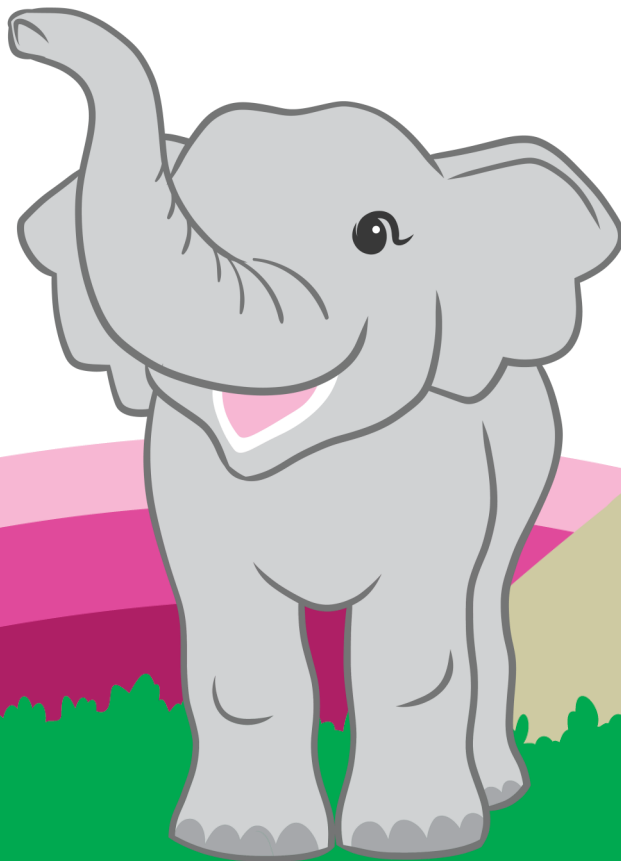


girlscouts  
of orange county

# Juliette Family Guide

## 2024 Fall Product Program

EMBRACE  
EMBRACE  
POSSIBILITY



# Girl Scouts of Orange County Families

Welcome to the 2024 Girl Scouts Fall Product Program!  
Use this guide to prepare both you and your Girl Scout Juliette for success.

Participating in the Fall Product Program builds self-esteem, teaches Girl Scouts valuable skills of goal setting, decision making, money management, people skills, and business ethics.

**As a Family**, you encourage their success by setting goals while earning patches, badges, rewards and OC Bucks.

**As a Girl Scout Juliette**, they set goals and earn proceeds needed to fund fun activities and adventures.

**As a council**, we are here to support your journey and cheer you on!

## Important Dates

**September 15**

Fall Product Program begins

Online order taking begins.

**October 13**

Fall Product Program ends

Last day customers can order all Fall Products.

**October 15**

Girl Reward choices due

This is the last day for Girl Scouts to make their reward choices in M2OS.

**November 2-4**

Product Pick-up and girl delivery begins

Your Juliette Coordinator will share Product pick-up date and time with you.

**Early January**

Rewards begin shipping

Your Juliette Coordinator will distribute rewards to Girl Scouts Juliettes when they arrive.

## Tag you're it!

Share your Fall Product Program photos with Council.

## Follow

Girl Scouts of Orange County on Facebook  
and tag us on Instagram @girlscoutsoc!

Learn more about the Fall Product Program at  
[www.GSCookiesEtc.org/fallproduct](http://www.GSCookiesEtc.org/fallproduct)



This Juliette  
Family Guide belongs to

Girl Scout Name:

Service Unit:

Phone:

Email:

M2 Website:

GSNutsandMags.com/GSOC

M2 User Name:

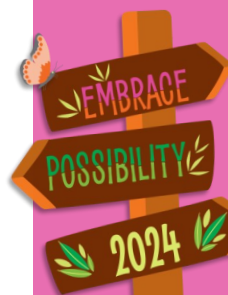
M2 Password:

M2 Customer Service:

800-372-8520

GSOC Customer Care:

[customercare@girlscoutsoc.org](mailto:customercare@girlscoutsoc.org)



## Why Participate?

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

**Goal Setting:** Empower your Girl Scout to define what they want and to create a plan to succeed. Help your Girl Scout set goals, select rewards & send emails using M2OS.

**Decision Making:** Teaching Girl Scouts critical thinking and problem solving skills. Have they decided on a goal? Work with your Girl Scout and the Juliette Coordinator to decide on what goal to choose 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 they need to reach their goal and track their progress.

**People Skills:** Communicating and understanding customers. Help your Girl Scout 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 they are developing as a Girl Scout. Be courteous, smile and deliver all orders with a thank you and smile. Be a sister to every Girl Scout and follow the Girl Scout Promise and Law.

## How do Juliettes participate?

The Fall Product Program is easy and completely online! During the Fall Product Program there are no order cards, receipts or money to collect, it's simple!

Juliettes will use the M2OS online system to send emails inviting friends and family to order products from their Fall Product store front.

- **To start:** Parents/Guardians should submit their Juliette's Fall Product Program Participation Opt In Form. Click [HERE](#) to have your Juliette Opt in.
  - Council will assign a Juliette Coordinator to your Juliette and they will contact you to introduce themselves and help you get started.
- **M2OS Website:** Juliettes and parents/guardians will use the online platform M2OS for collecting Fall product orders. Customers can order online, pay online, and can choose to have Fall product shipped to them or delivered by their favorite Girl Scout
  - For safety purposes online marketing activities, especially those conducted through social media platforms, should always be done with adult supervision and through accounts set to “private”.
  - Friends and family of a Juliette participating in the Fall Program must not market or share a Girl Scout's contact information, sales links, or sales information on public-facing online sites.

## Things Every Juliette Parent Needs to Know

- Parent and guardians guide Girl Scouts when making individual goals.
- Individual Sellers participate fully in our rewards plan, which includes all patches, 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 and money collection.



## Trophy Nuts, Candies, and Care to Share

### Online Nut Store (Trophy Nut Items)

These items are available for direct ship and girl delivery. There are more items available for the direct ship option only, just ask a participating Girl Scout.

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| \$7 Honey Roasted Peanuts            | \$8 Butterfly Gummies             |
| \$7 Fruit Slices                     | \$9 English Butter Toffee         |
| \$8 Butter Toffee Peanuts            | \$9 Chocolate Covered Raisins     |
| \$8 Dark Chocolate Sea Salt Caramels | \$10 Chocolate Covered Almonds    |
| \$8 Peanut Butter Elephants          | \$10 Whole Cashews                |
| \$8 Spicy Cajun Mix                  | \$12 Holiday Mix                  |
| \$8 Cranberry Trail Mix              | \$14 Peppermint Bark Round Tins   |
| \$8 Pecan Caramel Supremes           | \$14 Milk Chocolate Mint Trefoils |

### Butterfly Gummies



### Holiday Mix



### Care to Share

With the purchase of a Care to Share, a Fall Product item will be donated to the U.S Military or OC Food Bank.

Girl Scouts who sell 8+ Care to Share items earn a Care to Share patch.

## M2 Media Online Products

### Online Fall Products Store (M2 Media Items)

There's something for everyone! These additional Fall Products are offerings from M2 Media and are available for direct ship only.

### Online Magazine Orders (M2 Media Items) - Prices vary



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



### Tervis® - Prices vary + Shipping



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

### Bark Box - Prices vary + Shipping GSUSA has collaborated with BARK on new Girl Scouts theme Bark Boxes!



- |   |  |   |  |
|---|--|---|--|
| <b>Mini Bark Box 1:</b>  | <b>Mini Bark Box 2:</b>  | <b>Full Bark Box:</b>   | <b>Shipping:</b>   |
| Beret toy and treats<br>\$19.99   | S'mores toy and<br>1 treat cannister<br>\$22.99  | S'mores toy, Pup<br>Patches and<br>1 treat cannister<br>\$27.99 | \$5 for a single unit<br>\$10 for 2+ units<br>Shipping subsidized<br>by BARK |

## Launching their Fall Business

### 3 Easy Steps to sell online with M2OS

- 1 Parents/Guardians and Girl Scouts 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 [gsnutsandmags.com/gsoc](https://gsnutsandmags.com/gsoc) and follow the prompts to set up an M2OS account with your Juliette. You'll need to have your Juliette "troop number" ready to help you set up an account. Juliettes 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 Juliette create her own personalized storefront by:

- Creating an avatar
- Upload a photo and video explaining your goals and share with you customers that are family and friends.
- Create and customize your message to remind customers to place their orders by **October 13, 2024**
- 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.
- **Online Girl Delivered Option:** Girl Scouts 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 16 nut and candy items only listed on page 4.

## Tips for Juliettes

Juliettes 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 council QR code

Juliette Fall Product Program marketing tips:

- Create and print flyers containing your QR code to promote placing orders
- Customize a message to your customers reminding them to place their orders before **October 13.**



# Fall Product Program Rewards

With adult supervision, Girl Scout Juliettes can make their reward choices in M2OS as each prize level is earned. The last day Juliettes can update their rewards in M2OS is **October 15 by 9:00 pm.**



Theme Stickers  
\$275+ Combined Items



Elephant Necklace  
\$375+ Combined Items



Small Elephant Plush  
\$475+ Combined Items



Diamond Art Kit **OR** \$5 OC Bucks  
\$575+ Combined Items



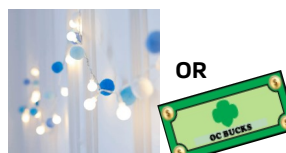
Embrace Possibility Shirt **OR**  
\$7 OC Bucks  
\$700+ Combined Items



Notebook and Gel Pens  
**OR** \$8 OC Bucks  
\$900+ Combined Items



Large Elephant plush  
**OR** \$10 OC Bucks  
1,000+ Combined Items

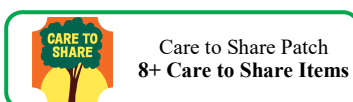


Pom Pom String Lights **OR**  
\$20 OC Bucks  
\$1,300+ Combined Items



Embrace Possibility Luncheon  
with CEO Dr. Vikki Shepp 11/16/24  
**OR** \$25 OC Bucks  
\$1,500+ Combined Items

Fall Top Entrepreneurs: Save the date!



Care to Share Patch  
8+ Care to Share Items

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/cash cannot be offered in exchange.

For more on Girl Scout Rewards visit [GSCookiesetc.org](http://GSCookiesetc.org) to learn more.

Embrace Possibility Patch  
15+ Candy/Nut items



Elephant Patch 2024 Patch  
4+ Magazine Items 18+ Emails Sent

## Juliette Dollars

In addition to the cumulative patches & prizes girls earn, Juliettes 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, 2026** 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	\$4.50
15-24 Trophy items	\$9.00
25-34 Trophy items	\$13.50
35-44 Trophy items	\$18.00
45-54 Trophy items	\$22.50
55-64 Trophy items	\$27.00
65-74 Trophy items	\$31.50
75-84 Trophy items	\$36.00
85-94 Trophy items	\$40.50
95-104 Trophy items	\$45.00
105-114 Trophy items	\$49.50



### 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
51-55 Magazines	\$33.00

## Earn Fall Girl Scout Patches for participating!

### Earn Your Avatar Patch!

During the Fall, Juliettes have the unique opportunity to earn a patch that they design 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 their home, so be sure to enter her mailing address into M2OS.
- The 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 approximately **April 2025**.



### Fall and Cookies Crossover Patch 2024-2025

To earn this patch Juliettes 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 2025 Cookie Programs

**THESE PATCHES WILL SHIP IN MAY DIRECTLY TO YOUR HOME.**

## Financial Literacy Badges

Juliettes participating in the Fall Product Program have the opportunity to have fun being a Girl Scout Entrepreneur while learning skills and earning badges. Check out the Financial Literacy Badges Juliettes can learn in the Fall Product Program.

- Set a goal:** Goal setting is important because you can create a plan and list steps you need to take to reach them. Think about the activities you want to do and how much it will cost.
- Plan your strategy:** Think about what steps you need to take to meet your goal. How many magazines, nuts, chocolates, Tervis tumblers and Bark Box items will you need to sell?
- Start your Fall Product business:** Remember to follow good business ethics and the Safety Activity and Council guidelines.
- Track your progress:** Use the Fall Product Program Calendar page to track your progress and sales throughout the program.
- Celebrate:** Make sure to celebrate accomplishments every time your Juliette make progress towards their goals!

Below are Financial Literacy badges Juliettes can earn when they go above and beyond in the Fall Product Program.



Daisy

K-1



Brownies

2-3



Junior

4-5



Cadette

6-8



Senior

9-10



Ambassador

11-12

# Fall Product Program Calendar

## Attention Girl Scout Goal Getters!

Embrace possibility and use the calendar to track and watch your goals increase daily.

## Important Dates

See important Fall Product Program dates for 2024 below.

## September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

★ 09/14—Fall Kick Off at Girl Scouts of Orange County Council Headquarters  
 ★ 09/15—The Fall Product Program starts  
 ★ 09/15—M2OS opens for Girl Scouts to start selling in the Fall Product Program

## October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

\* All of October is Financial Planning Month!  
 ★ 10/11 Girl Scouts to remind customers to order before the end of the Fall Product Program  
 ★ 10/13 The Fall Product Program ends  
 ★ 10/15 This is the last day for Girl Scouts to select and submit their Girl Rewards

## November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

★ 11/2-11/4 Product Delivery and Distribution from Fall Juliette Coordinator  
 ★ 11/2-11/15 Girl Deliveries  
 ★ 11/7 The Fall Top Entrepreneur Reception  
 ★ 11/16 **Reward Experience:** Embrace Possibility Luncheon with CEO Dr. Vikki Shepp