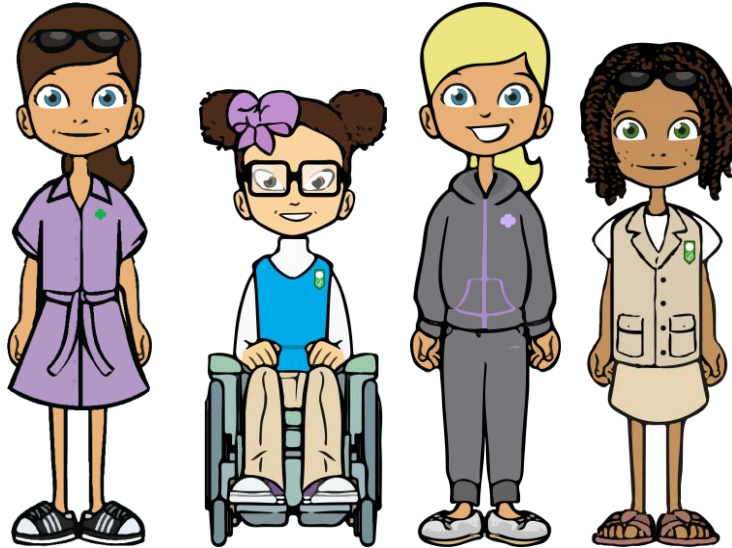




## 2024 FALL PRODUCT PROGRAM TRAINING

\$255,317 earned last fall through our council's  
program to benefit Girl Scouts

Each participant helped to earn \$168 which went  
directly toward troop Program funding



## **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 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

# THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?



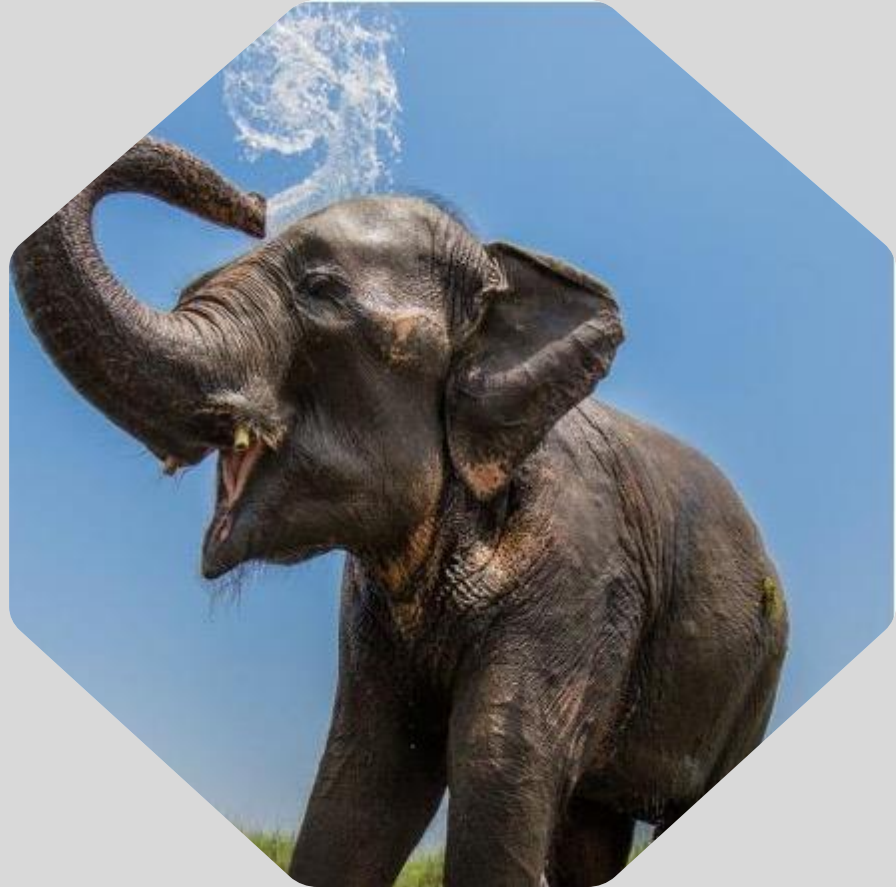
## ASIAN ELEPHANT

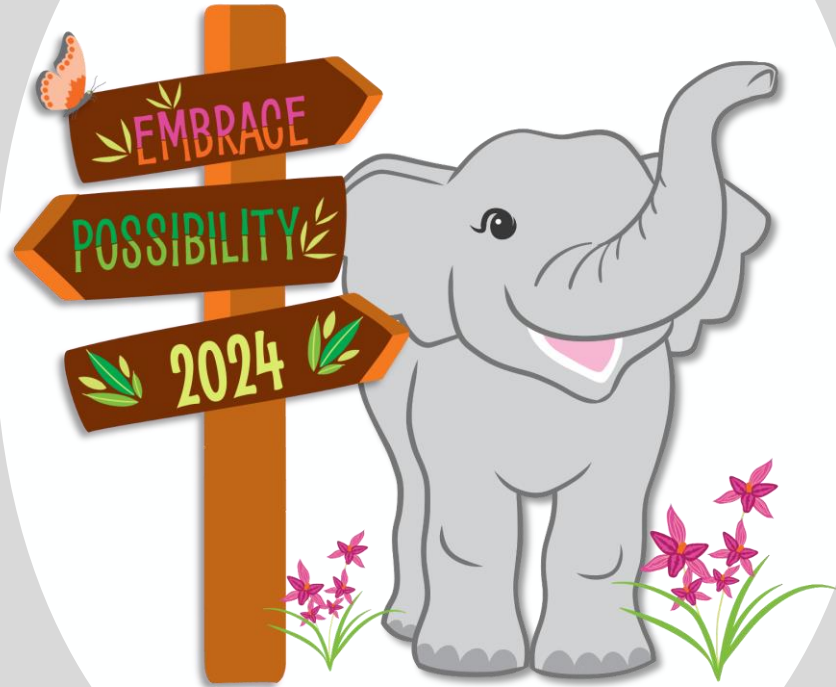
Largest mammal on the Asian continent – living in forests

Up to 21 feet in length, 12 feet tall and up to 11,000 pounds

Very social spending 2/3 of the day feeding on grasses, bananas, rice and sugarcane

Endangered with fewer than 50,000 remaining due to habitat loss and poaching

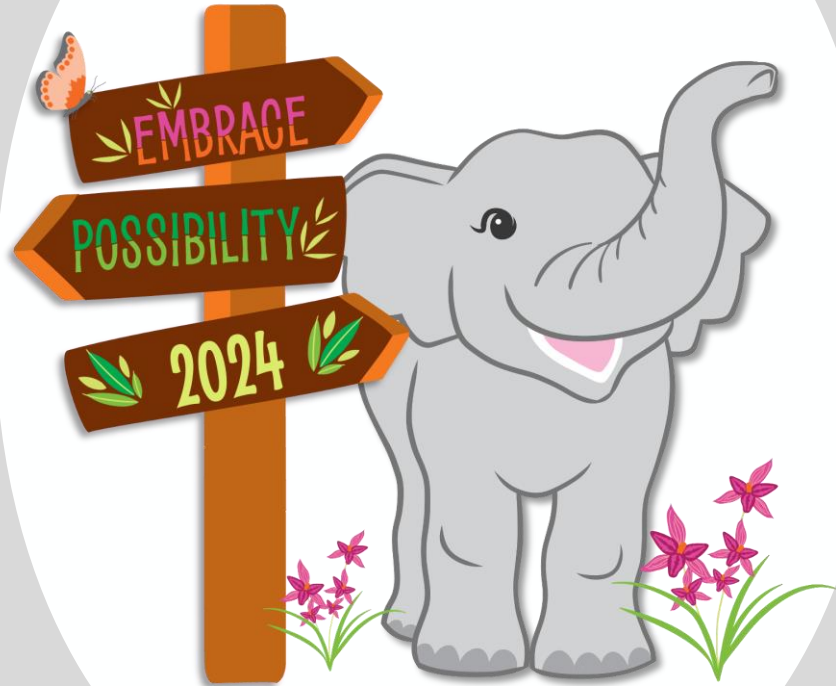




## TROOP PROCEEDS

15% of Direct Shipped Nuts, Magazines, BarkBox, & Tumblers, \$1 per item for Nut Order Card and Online Girl Delivery

Each participating Girl Scout contributed \$168 to troop/Program funding



## TROOP PROCEEDS

Troop Proceeds MATH  
order card items on a \$10 item  
the troop makes \$1.00 profit.

Online items of the same \$10  
item will earn the troop \$1.50

with only 20 online items  
versus order card items, the  
troop will earn an extra \$10  
profit

# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates

Magazines & More





# ONLINE SHOPPING SITES


Supporters select their desired product line

Nuts & Chocolates have two options:  
Girl Delivered or  
Direct Ship

girl scouts

M2 Media


View in Español



Help Izzy,  
Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn \$350.00 to help Girl Scouts, and so that our troop can camp on the north rim of the Grand Canyon. Will you please help by shopping at my online site? Thank you.


PLAY ▶

How You Can Support Me



**Magazines**  
Visit my magazine site to purchase your favorite magazines.

SHOP MY SITE



**Nuts and**  
Visit my nuts and chocolate site to purchase your favorite treats.


SHOP MY SITE

girl scouts of alaska

M2 Media


View in Español

Welcome to Izzy's Nut and Chocolate Store



**SAVE SHIPPING COSTS**  
I would like to purchase nuts and chocolates and coordinate with key to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.  
(Perfect for people who live close to Izzy)

GIRL DELIVERED



**CONVENIENCE**  
I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges apply.  
(Additional products available for this option)

SHIPPED TO ME

# NEW WAYS TO VISIT STOREFRONTS

Supporters can now  
visit other  
storefronts after  
checking out online

Thank you for helping Sienna achieve her goal!

**We've completed your order.**

Order #10774



[Print Receipt](#)

**Appear on Sienna's store**

- ☒ Allow my first name and last initial to be used on Sienna's top supporters listing. We will not display the purchase amounts.

**Thank you for your promise to purchase nuts and chocolates! You should receive an email confirmation shortly.**

Sienna will follow up with you to confirm your order, and deliver products.

Sienna completed her goal! Thank you!

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

## Continue Your Support



SHOP MAGAZINES



SHOP PERSONALIZED PRODUCTS



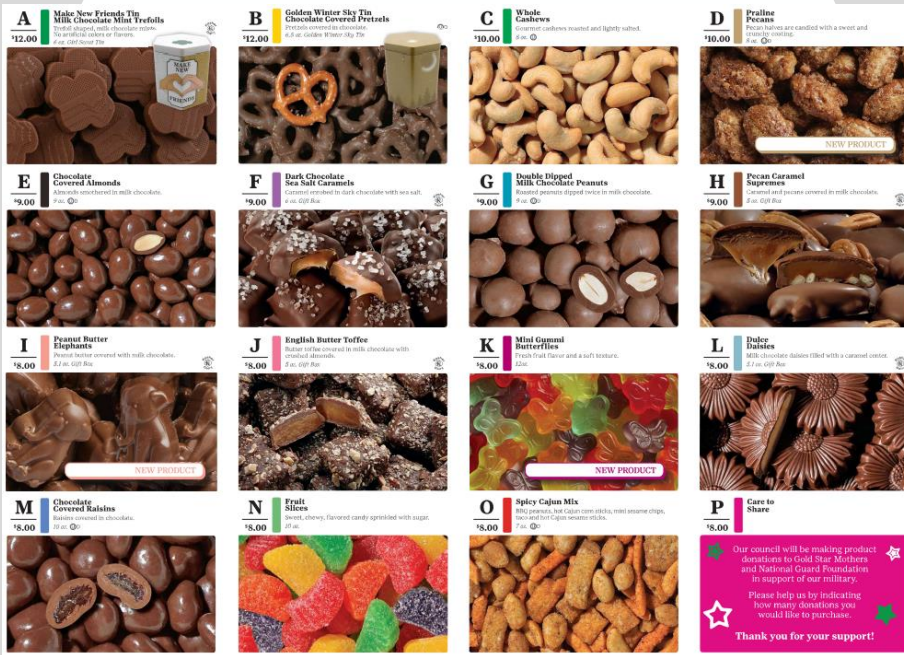
SHOP TUMBLERS



SHOP BARK X GIRL SCOUTS



SHOP NUTS & CHOCOLATES



# DELICIOUS NUTS & CHOCOLATES

## Council's Top Selling Items

- #1 – Peanut Butter Penguins
- #2 – Pecan Caramel Supremes
- #3 – Dark Chocolate Sea Salt Caramels
- #4 – Dulce Daisies
- #5 – Spicy Cajun Mix

# NEW PRODUCTS



**Mini Gummi Butterflies**  
Fresh fruit flavor & a soft texture.

**Praline Pecans**  
Pecan halves are candied with a sweet & crunchy coating.





# TROPHY NUT TINS

Perfect for Gifts  
and Treats!



**Make New Friends Tin**  
Milk Chocolate Mint Trefoils

**Winter Scene Tins**  
Chocolate Covered Pretzel

Individually Wrapped  
Peppermint Rounds





# CARE TO SHARE

## **CARE TO SHARE**

Customer makes purchase to support Gold Star Mothers & National Guard Foundation in support of our military.

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

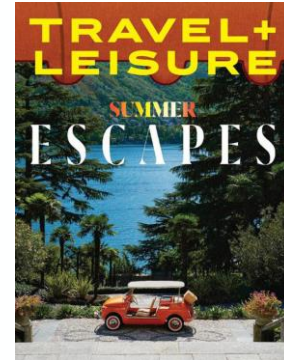
Products are distributed by council and are not delivered to troops/Girl Scouts

Troops earn proceeds and Girl Scouts earn a special patch and credit towards other rewards

# MAGAZINES

Top selling magazines offered

Easy renewal  
15% troop profit



# Shipping & Handling Fee on Magazines

- Cost of shipping magazines has increased
- Need to charge \$2.95 on orders with print magazines only
  - Fee is per order, regardless of number of titles purchased
  - No S&H fee on digital titles
  - No S&H fee for magazines when purchased with another product that has a shipping cost
- The fee will be waived if the customer purchases a \$10 cart upsell title
  - Three titles will be presented in the cart upsell



# Cart Upsell Changes

Last Year



## Thank you for your support!

As a special thank you for your support you're entitled to receive 13 issues of Southern Living for just \$10.00.

That's 29% off regular price.

Your purchase will help Naomi reach her goal, earn patches, and be able to do fun activities this year!

ADD TO CART

This Year



## Thank you for your support!

Your order has a \$2.95 shipping and handling cost. To avoid shipping costs, purchase one of these favorite subscriptions at a discount for yourself or as a gift.

Your purchase will help Karen reach her goal, earn patches, and be able to do fun activities this year!



**People**  
26 Issues  
\$10.00

75% off regular price.



**Southern Living**  
13 Issues  
\$10.00

29% off regular price.



**Food and Wine**  
12 Issues  
\$10.00

29% off regular price.

ADD TO CART

Great News... More details to come, but we will be doing a .05 bonus for troops who patriate at a certain level in the fall program.



# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers

15% troop profit



# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Personalized  
Products

15% troop profit



15% troop profit







## Girl Scout Fall Product Program

Girl Scouts is a place where every participant has the space and support she needs to reach her full potential and accomplish amazing things. A lifetime of leadership, success, and adventure starts here.

The Girl Scouts® name, mark, and all associated trademarks and logos, including the Trefoil Design, are owned by Girl Scouts of the USA. Trophy Nut Company is an official GSUSA licensee.



### PARTICIPATE and EARN rewards!

Check your online site to learn more about all of the rewards you can earn.

Discover how to earn two personalized patches with your name and avatar below.



#### Fall Personalized Patch

- Create your avatar
- Send 20+ emails
- Use the "Share My Story" function in the M2 system to ask friends and family for support
- Sell \$325+ in total Fall items

Personalize by choosing from two scenes.



#### Girl Scout Cookie Crossover Personalized Patch

- Create your avatar in the M2 system
- Send 20+ emails during the Fall Product Program
- Use the "Share My Story" function in the M2 system during the Fall Product Program
- Sell 300+ packages of cookies during the 2025 Girl Scout Cookie Program



Collect these patches and fit together!

### LOGIN, CREATE and SHARE with 3 easy steps.

#### 1 Visit [www.gsnutsandmags.com/bgdc](http://www.gsnutsandmags.com/bgdc)

Use the QR Code, enter the URL above or click the link from the council website. Have your troop number ready and follow the prompts to participate in the online Fall Product Program. My troop number is \_\_\_\_\_



#### 2 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 Contact friends and family

Friends and family can easily help you reach your goals when they shop online! Get started by sending emails through the M2 system. Your supporters will see your goal and hear your avatar deliver a message customized by you in your voice. Don't forget that you can also share your link to help on social media or send a text, with the help of your parent/adult. Please follow current GSUSA guidelines for online sales and marketing.



# HOW TO GET STARTED

Online to purchase nuts & chocolates, magazines, Tervis® Tumblers, personalized products and BarkBox

In-person with nut order card

# GIRL SCOUT'S PLATFORM SET-UP

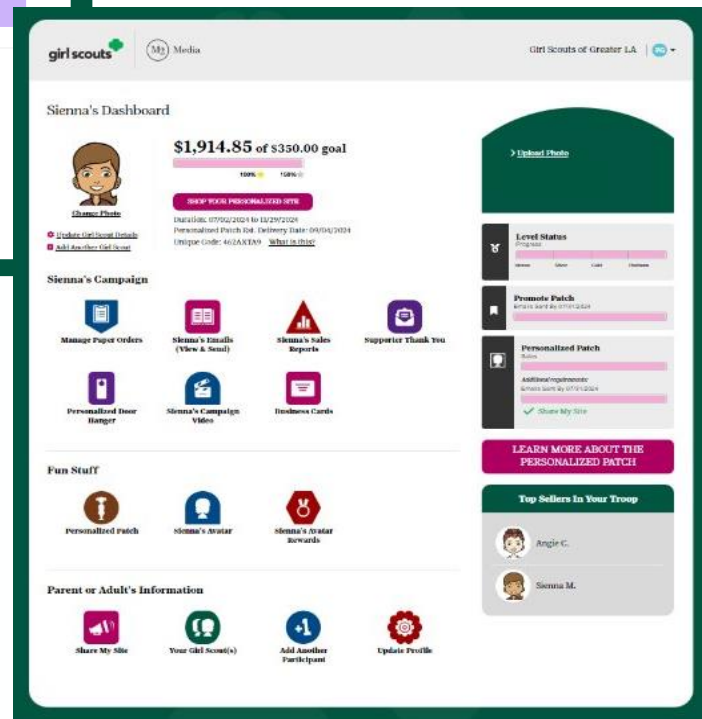
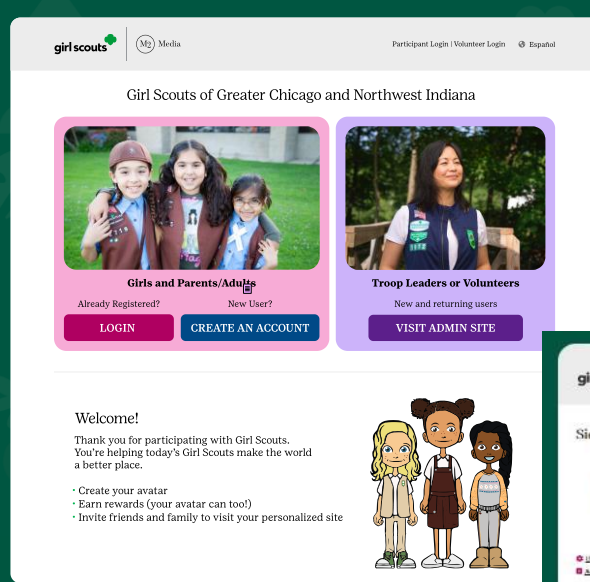
Preferred Email  
Address

Confirm Membership

Highlight Girl Scout  
Goals

Build an Avatar

Include Video



# GIRL SCOUT'S PERSONALIZED EXPERIENCE

## Design an Avatar

girl scouts

M2 Media


Girl Scouts of Alaska

Update Izzy's Avatar

**Build Your Avatar**

Create an avatar that reflects your personality! Creating an avatar will let you earn virtual rewards as you complete the activities and let you into your avatar's room to see your rewards. Get started and earn your first reward!

Check out the new uniform and official apparel options that will be available in select councils stores and online at [girlscoutshop.com](https://girlscoutshop.com).



To see all choices for your avatar, use the arrows in the avatar software below.

Face	
Hair	
Body	
Clothing	
◀	Top ▶
◀	Bottom ▶
◀	Socks ▶
◀	Shoes ▶
◀	Accessories ▶

**Add Your Avatar's Voice**

Include your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult the [audio guide](#).

Unfortunately, your browser does not support our "Record Now" feature. Currently, live audio recording is supported by the Firefox and Google Chrome browsers. To provide audio for your Avatar, you will need to upload an audio file. iOS users can select "Take Photo or Video" when uploading a file to use their video camera to record an audio message.

UPLOAD AN AUDIO FILE

☒ I do not want to record a voice

Preview: how your avatar will sound on your own personalized Talking Avatar landing page!

PREVIEW



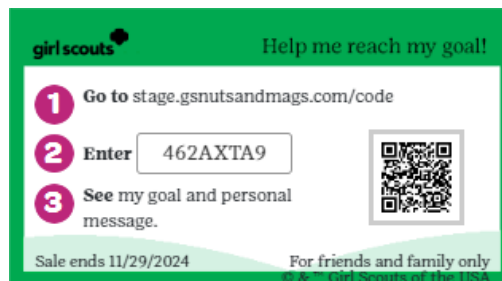
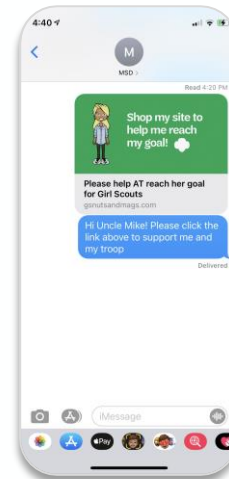
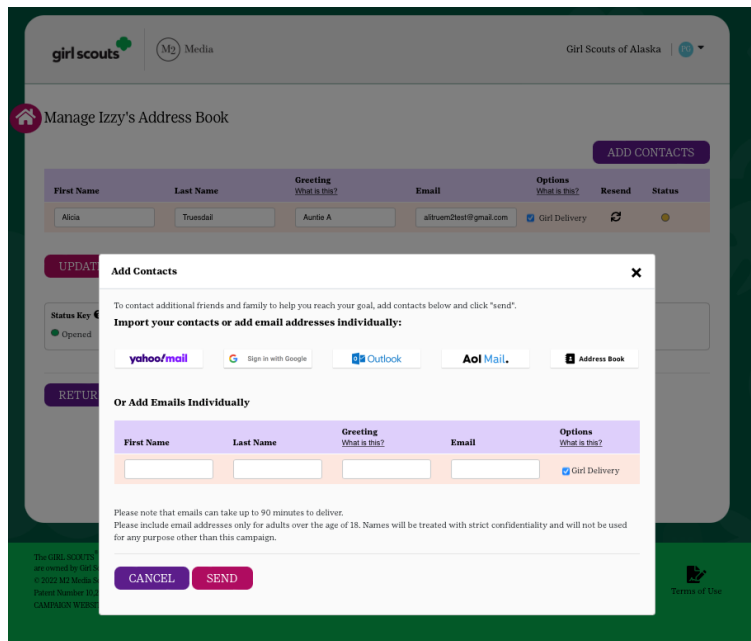
# TOOLS TO RUN A BUSINESS

Send emails

Share My Site with  
social media and  
texting

Printable business  
cards

Door hangers with  
QR codes



# PARTICIPANT'S DASHBOARD

Additional emails/social media/texts

Girl Scout's avatar room with virtual rewards & troop photo

Manage nut card order entry

Select rewards


Sales reports

girl scouts

M2 Media

Girl Scouts of Greater LA PG

Sienna's Dashboard



Change Photo

[Update Girl Scout Details](#)  
[Add Another Girl Scout](#)

\$1,914.85 of \$350.00 goal

100% ★ 150% ★

SHOP YOUR PERSONALIZED SITE

Duration: 07/02/2024 to 11/29/2024  
Personalized Patch Est. Delivery Date: 09/04/2024  
Unique Code: 462AXTA9 [What is this?](#)

> Upload Photo

Level Status

Progress

Bronze Silver Gold Platinum

Promote Patch

Emails Sent By 07/31/2024

Personalized Patch


Sales


Additional requirements:  
Emails Sent By 07/31/2024

✓ Share My Site


LEARN MORE ABOUT THE PERSONALIZED PATCH


Top Sellers In Your Troop


 Angie C.


 Sienna M.


Sienna's Campaign


 Manage Paper Orders


 Sienna's Emails (View & Send)

 Sienna's Sales Reports


 Supporter Thank You


 Personalized Door Hanger


 Sienna's Campaign Video

 Business Cards


Fun Stuff


 Personalized Patch


 Sienna's Avatar


 Sienna's Avatar Rewards

Parent or Adult's Information

 Share My Site


 Your Girl Scout(s)

 Add Another Participant

 Update Profile

# Say Thanks!

### Sienna's Dashboard



[Change Photo](#)

[Update Girl Scout Details](#)

[Add Another Girl Scout](#)


**\$1,914.85** of \$350.00 goal


100% ★ 150% ☆


[SHOP YOUR PERSONALIZED SITE](#)


Duration: 07/02/2024 to 11/29/2024  
Personalized Patch Est. Delivery Date: 09/04/2024  
Unique Code: 462AXTA9 [What is this?](#)

#### Sienna's Campaign

  
Manage Paper Orders

  
Sienna's Emails  
(View & Send)

  
Sienna's Sales  
Reports

  
Supporter Thank You

## Supporter Thank You

Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.

[GET STARTED](#)

## Supporter Thank You

Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.



### Thank You Email

Personalize the email copy below.

#### Your Message

Dear [Supporter Name]

Thank you for supporting Girl Scouts and me with your recent purchase.

Your support makes a real difference. You're helping me and my troop earn proceeds that fund amazing experiences, all while learning skills that will last a lifetime.

If you would like to buy any additional products from me, please visit my Online Site to place your order before my sale ends.

From Sienna

[ACTIVATE EMAIL](#)

# Fall Personalized Patch

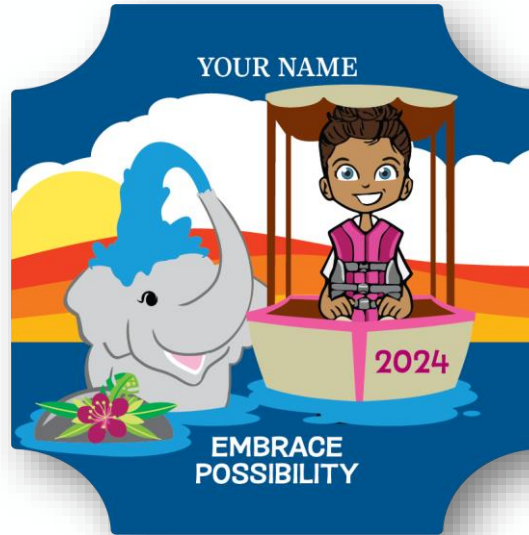
Personalized Patch with  
Theme Backgrounds

Create your avatar

Send 20+ emails

Use the "Share My Site" function

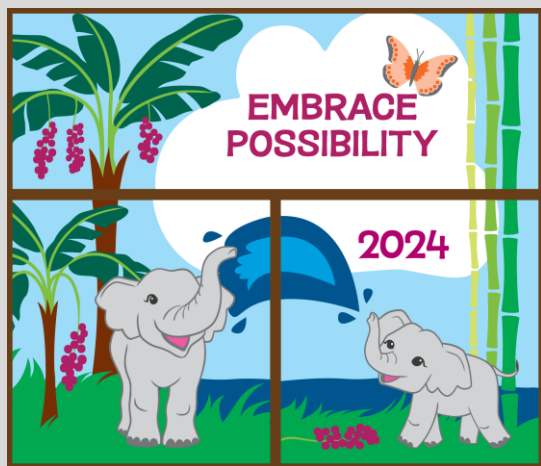
Sell \$325+ in total Fall items



# 2024-25 FALL & COOKIE CROSSOVER PATCH

Create your avatar  
Send 20+ emails during  
the Fall Product  
Program  
Use the "Share My Site"  
function  
Sell 300+ packages of  
cookies during the 2025  
Girl Scout  
Cookie Program





# GIRL SCOUT REWARDS



## 2024 Rewards!

Rewards are cumulative.  
Reward choices can be made online once a participant sets up her online campaign site.

\*Rewards are subject to change due to unforeseen circumstances, and similar items might be used as a substitute.

Some items may vary in color.

### Important Dates

Begin selling on:

Turn in my order form by:

Pick up my product by:

Deliver product to customers by:

Turn in money by:

### Patches

Embrace Possibility Patch  
20+ smalls  
\$8.00



Elephant Patch  
sell 3+ mugs  
& more items

2024 Patch  
15+ mug & candy items



Super Seller Patch  
sell 20+ online items



Care to Share Patch  
sell 3+ care to share

Council Patch  
use the "Share My Site" function in the M2 system to ask friends and family for support and set up our online site and send 20+ emails by 10/9/24



### Combined sales rewards

Charm Bracelet & Elephant Charm  
\$150+ in sales



Theme Necklace  
\$250+ in sales



Small Elephant Plush  
\$350+ in sales



Diamond Art Kit  
\$475+ in sales



Embrace Possibility T-Shirt  
\$600+ in sales



Black Notebook & Gel Pens  
\$750+ in sales



Your choice of:  
Large Elephant Plush or 15 Council Gift Card  
\$900+ in sales



Your choice of:  
Top Seller Experience 2025 or Portable Outdoor Mat  
\$1100+ in sales

**TOP SELLER EXPERIENCE 2025**

\*Follow the parent Facebook page at GSBDC Parents and Volunteers for updates.



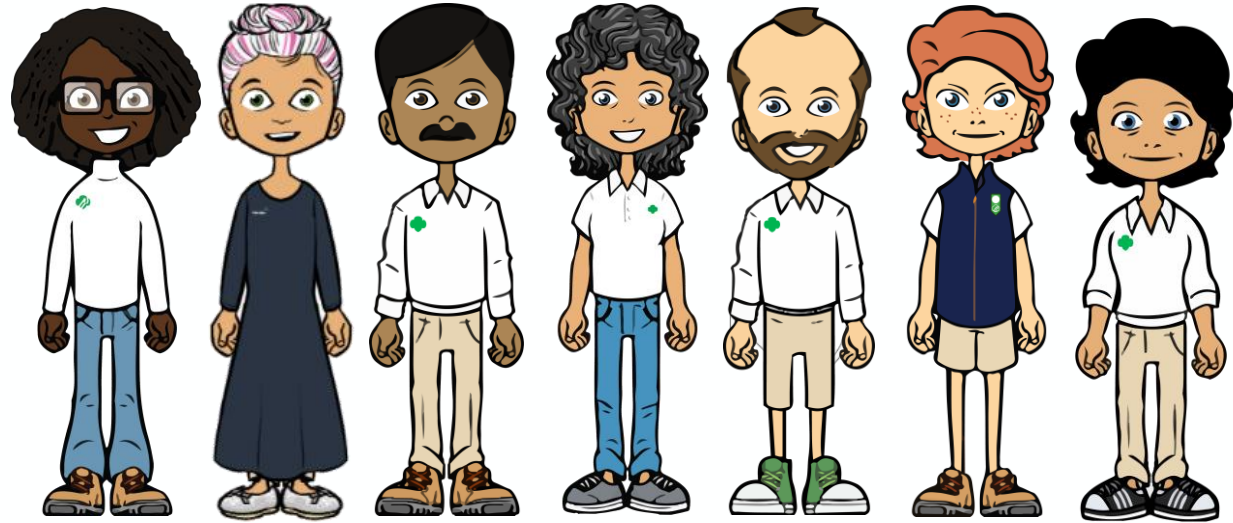
Top Seller Experience 2025 or Your choice of:  
35 Council Gift Card, American Girl Gift Card, Amazon Gift Card, or Sporting Goods Gift Card  
\$1500+ in sales

**TOP SELLER EXPERIENCE 2025**

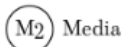
\*Follow the parent Facebook page at GSBDC Parents and Volunteers for updates.



# **VOLUNTEER EXPERIENCE**







## Announcement

To manage the product program this year, please set up your account now. Your username will be the email address shown below. Use that information when you [create your password](#).

Once you log in, create your avatar and visit the "Parent and Adult Email Campaign" section. Check or enter the email addresses for the Girl Scouts/parents in your troop so they will receive an email with instructions on how to participate.

You will also be able to communicate with troop leaders and access reports and other information for the Girl Scouts in your troop and all of the troops in your service unit.

Username

Once you have created your password, you can [access the site using this link](#) or go to [gsnatsandmags.com/admin](https://gsnatsandmags.com/admin).

The program will run from 07/02/2024 to 11/29/2024. Please encourage all Girl Scouts to participate. It's fun and also a great learning experience. If you have any questions, [contact us online](#) or call 1-800-372-8520. Thank you for all that you do for Girl Scouts.

Thank you,  
Girl Scouts of Greater LA



# TROOP VOLUNTEER ACCESS

Email invitation to login  
09/27/24

Troop training video

Queue Parent/Adult Email  
Campaign

Volunteer avatar





# PARENT/ADULT EMAIL CAMPAIGN

Email addresses  
uploaded by the council

**Edit or enter missing  
parent/adult emails**


**Email with  
instructions on how to  
participate**



Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

TP










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@gr"/>	<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](#)

# TROOP DASHBOARD

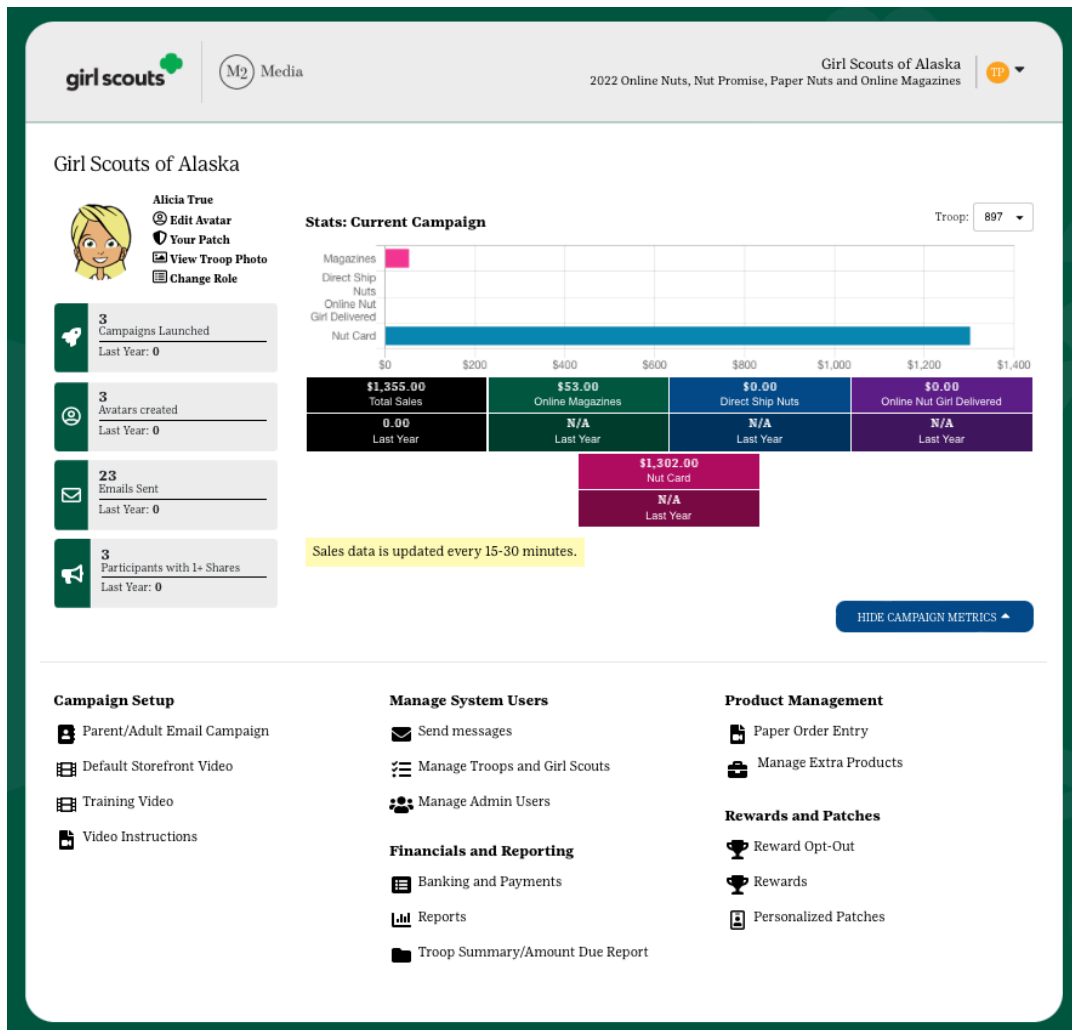
Messaging

Manage nut card order  
entry

Select rewards

Sales reports

Banking and payments



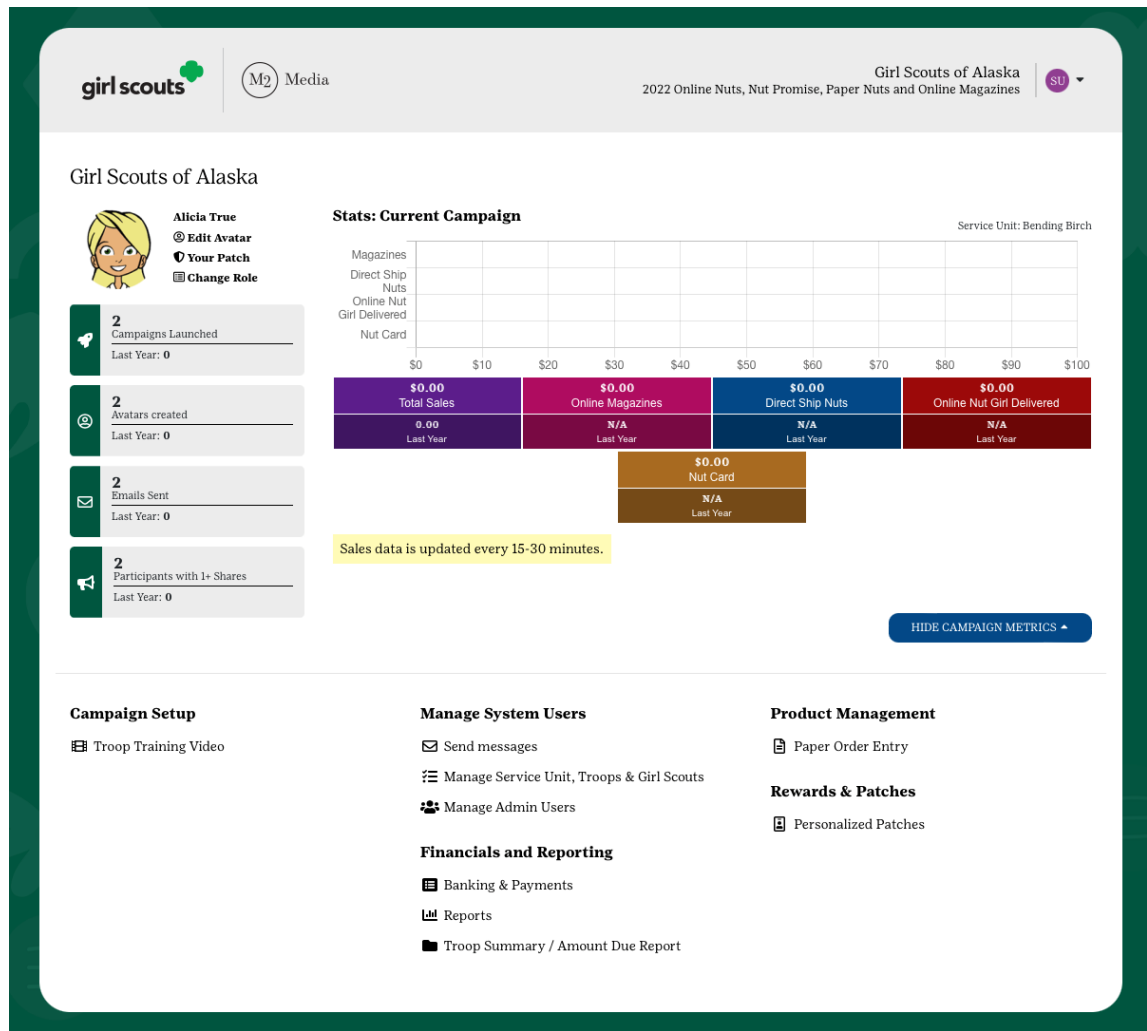
# SERVICE UNIT DASHBOARD

Messaging

Manage nut card order  
entry

Sales reports

Banking and payments



# IMPORTANT DATES





# DELIVERY OF NUTS/CHOCOLATES

Troop pick-up  
November 14-23, 2024

Girl Scout pick-up



## Option to include financials

[illegible]

## FAQs

How do I reset my password?

When can a supporter expect a direct ship nut order placed online?

When will a participant receive their Personalized Patch?

What if a participant didn't find their name as they log into the platform?

When can I expect my online girl delivery items?



# DELIVERY OF REWARDS

SU Delivery at the end of  
December

Girl Scout pick-up from Troops





## FINANCES & REWARDS DELIVERY (TRAINING AFTER PRODUCT DELIVERY)





# SUPPORT & WHAT'S NEXT

M2 Customer Care

Nut/chocolate & reward delivery

Getting started...



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

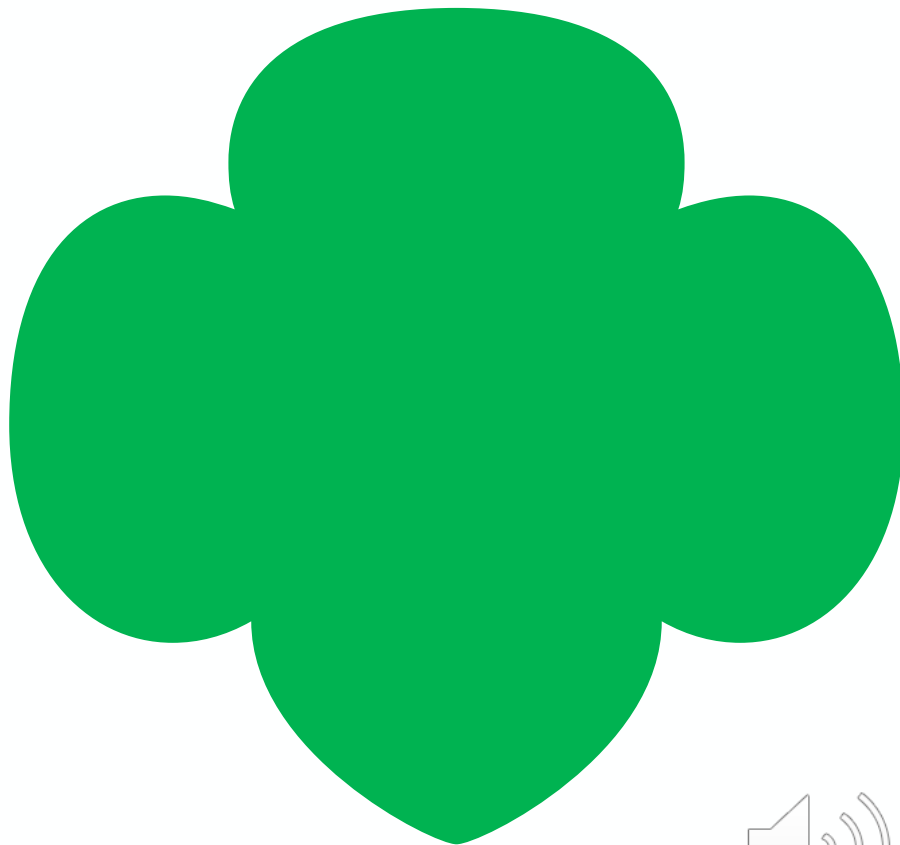
(800)-372-8520

We're happy to help!

**THANK YOU!**

For your continued support of Girl  
Scouting and the Fall Product  
Program.

We look forward to a successful  
2024 Program!



PRODUCT DELIVERY  
(TRAINING PRIOR TO PRODUCT DELIVERY)



# FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee



# BALANCING FINANCES

## Sales reports

## Banking and payments

girl scouts

M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

Show Quick Dashboard Links

Banking and Payments

Check banking and payments for this campaign.

Service Unit / Troop

Troop Payments - Troop 6512

Troop Deposits  
View payments made by this troop to the council

MANAGE ACH

Date	Bank Name	Check/Deposit/Ref#	Comments	Deposit
No results returned				

Girl Scout Payments  
View Girl Scout payments for this troop.

SEARCH TOOLS

ADD GIRL SCOUT PAYMENT

Click rows to view girl scout payment information. Click the "+" menu to access additional features.

Girl Scout	Payments Due Troop	Payments Made	Balance
+ Janie Jones	\$0.00	\$15.00	(\$15.00)

RETURN TO DASHBOARD

girl scouts

M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

Show Quick Dashboard Links

Reports

See financial and other reports for this campaign.

All SalesMagazinesDirect Ship NutsNut Order CardOnline Nuts Girl DeliveredSpecial ReportsSummary Report

Troop Summary Report

Campaign and sales information for your troops.

Troop: 6512

Total Sales

Total \$ Sold	\$0.00
Collected Online	\$0.00
Collected from Customers	\$0.00
Total Troop Extras	\$0.00
Troop Proceeds and Bonuses	\$0.00
Amount Due Council	\$0.00
Payments Made to Council	\$0.00
Balance Due Council	\$0.00

Online Magazine Sales

Magazine Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Direct Shipped Sales

Direct Shipped Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Nut Card Sales

Nut Card Units	0
Total Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Online Nuts Girl Delivered

Online Nuts Girl Delivered Units	0
----------------------------------	---

Campaign Stats

Girls Selling	0
Avatars Created	0
Photos Uploaded	0
Voice Recordings	0
Total Personalized Patches Earned	0
Number Emails Sent	0
Per-Girl-Average Units	0
Per-Girl-Average Dollars	\$0.00
Reward Opt Out	No



# DELIVERY TICKETS

Print reward delivery  
tickets by troop or  
participant

Available for easier  
picking and packing

M2

Media

Girl Scouts of Alaska

2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

SP

Show Quick Dashboard Links

Delivery Tickets

Select your options and print your delivery tickets below:

Troop Tickets by Delivery Site

Delivery Site Type

Single

>

Delivery Site

Alicia True (SU C...

>

Troop

All

☐ Include Financials

CREATE TICKET

Troop Tickets By Troop

Troop

Choose...

☐ Include Financials

CREATE TICKET

Girl Scout Tickets

Troop

Choose...

☐ Include Financials

CREATE TICKET

Product	Full Price	Cost	Margin	Profit
Duke Cookies	0	0		
Fruit Slides	0	0		
Peanut Butter Monkeys	0	0		
Spicy Chip Mix	0	0		
Chocolate Covered Peaches	0	0		
Cashew Trail Mix	0	0		
Dark Chocolate Sea Salt Caramels	0	0		
Double Chocolate Peaches	0	0		
English Butter Toffee	0	0		
Peanut Supremes	0	0		
Chocolate Covered Almonds	0	0		
Whole Cashews	0	0		
Mint Truffles	0	0		
Gump Trail Mix	0	0		
Peanut Butter Bark	0	0		
Cash To Share	0	0		
Total	0	0		

Online Magazine Sales

Total Collected Sales Online

\$97.00

Proceeds

\$14.00

Net Card Sales

\$0.00

Collected from Customers

\$0.00

Proceeds

\$0.00

Direct Deposit Nut Sales

Total Collected Sales Online

\$89.95

Proceeds

\$13.49

Collected from Customers

\$0.00

Collected from Customers

\$0.00

Proceeds and Bonuses

\$0.00

Online Nuts Girl Collected

Total Collected Sales Online

\$0.00

Proceeds

\$0.00

Total Sales

Collected Online

Collected from Customers

Proceeds and Bonuses

Payment Due Council

\$27.00 (\$28.00)



# FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee

