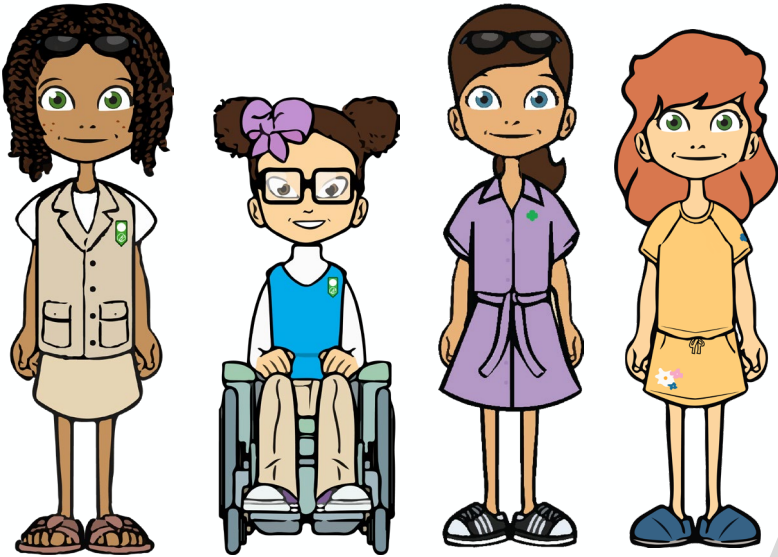




2025 FALL PRODUCT PROGRAM TRAINING



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 participate in fun adventures like travel and camp



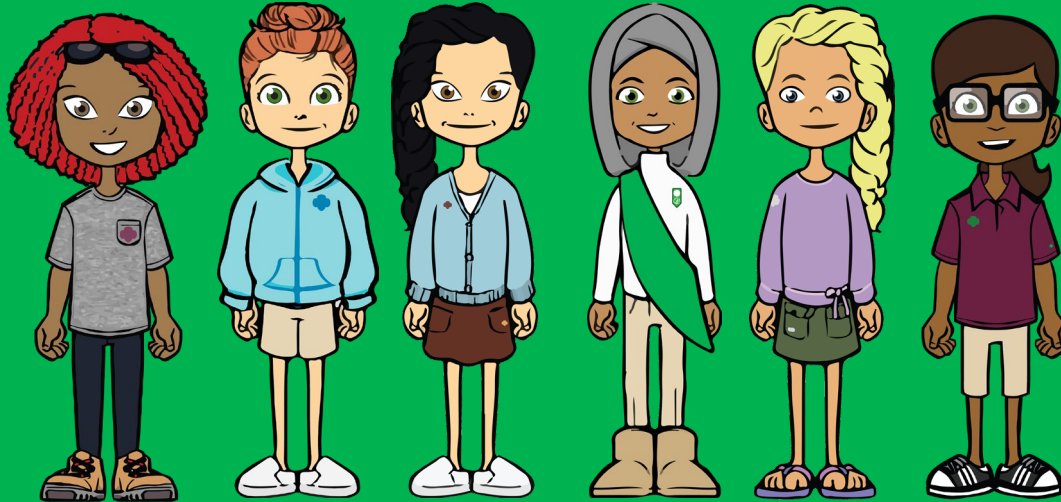
Troops use money earned to give back to their community



The program helps fund the entire Girl Scout Experience

THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?



GRIZZLY BEAR

Live in forests, mountains,
and near rivers where they
catch salmon

Very strong swimmers and can
cross large rivers

Grizzly cubs remain with their
mothers for 2 -3 years to learn
survival skills

Before hibernation, grizzlies eat
up to 20,000 calories a day.





BRAVE.
FIERCE. FUN!

TROOP PROCEEDS

15% of Total Sales and an
additional 2% for opt -out.



DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

#1 – Dark Choc. Sea Salt Caramels

#2 – Choc. Covered Pretzels

#3 – Pecan Carmale Supremes

#4 – Peanut Butter Elephants

#5 – English Butter Toffee

NEW PRODUCTS



Praline Pecans

Pecan halves are candied with a sweet and crunchy coating.

Taco Peanuts

Peanuts seasoned with the expected flavors of a taco.



TROPHY NUT TINS

Perfect for Gifts
and Treats!



Woodland Camping Tin
Milk Chocolate Mint Trefoils

Winter Wilderness Tin
Individually Wrapped
Peppermint Rounds



**Charming Woodland
Friends Tin**
Chocolate Covered Pretzels





**care to
share**

CARE TO SHARE

Customer makes purchase to support local charities.

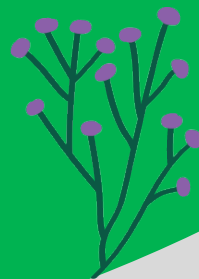
Orders can be placed through online girl delivered or direct ship channels

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

A cluster of colorful flowers including red, pink, yellow, and purple blooms with green leaves, located in the top-left corner of the slide.

ORDERING OPTIONS & PRODUCT LINES



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


How You Can Support Me



Magazines

Visit my magazine site to purchase your favorite magazines.


SHOP MY SITE



Nuts and Chocolates

Visit my nuts and chocolates site to purchase your favorite treats and snacks.


SHOP MY SITE



Personalized Products

Visit my personalized products site to purchase personalized stationery, picture frames, notepads and more.


SHOP MY SITE



Tumblers

Visit my Tervis® Tumblers site to purchase premium, insulated tumblers and water bottles.


SHOP MY SITE



BARK x Girl Scouts Shop

Visit my site to purchase an exclusive Girl Scout themed Mini BarkBox for dogs.

SHOP MY SITE




Candles

Visit my candle products site to purchase a variety of high-quality scented candles. Made in the USA

SHOP MY SITE

Welcome to Athena's Nut and Chocolate Store




SAVE SHIPPING COSTS

I would like to purchase nuts and chocolates and coordinate with Athena 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 Athena)

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

Supporters can visit
other storefronts
after checking out
online

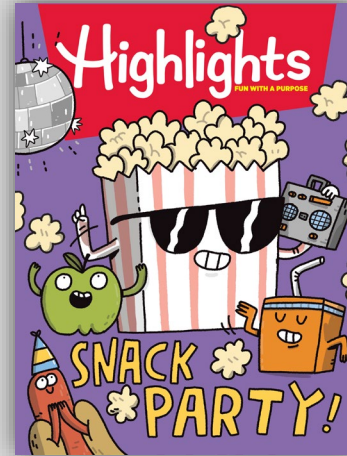
Supporters can visit
other storefronts
after checking out
online

SHOP CANDLES

MAGAZINES

Top selling magazines offered

Easy renewal



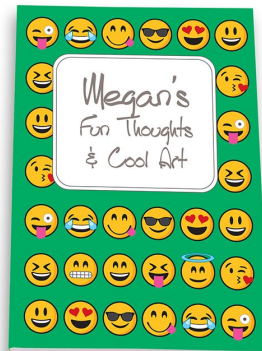
**PRODUCTS GIRL
SCOUT
SUPPORTERS
CAN PURCHASE**

Tervis® Tumblers



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Personalized Products



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Candles

16oz
Double Wick
80 hour burn time



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed
BarkBox options

Choose from five
different boxes!



Happy Trails & Tails



Ruff Terrain Boots



Outdoor Adventure
Pup Patches



Berry Trios™
Treats

Cozy Pup Campout



Campfire Tails Set



Stick With It
Pup Patch



Berry Trios™
Treats

Good Dog Goals



Good Dog Sash



Learn and Earn
Pup Patches



Berry Trios™
Treats



GIRL SCOUT EXPERIENCE



Join the Fun and Earn Rewards!

Visit Your Online Site to Explore All the Rewards You Can Earn.

girlscouts
of central maryland

M2 Media

Here's How to Earn Two Personalized Patches with your Name and Avatar:



Fall Personalized Patch

- Create your avatar
- Send 18+ emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell \$375+ in total Fall sales



Girl Scout Cookie Crossover Personalized Patch

- Create your avatar in the M2 system
- Send 18+ emails during the Fall Product Program
- Use the "Share My Site" function in the M2 system during the Fall Product Program
- Sell \$375+ in total Fall sales
- Sell 210+ packages of cookies during the 2026 Girl Scout Cookie Program



Visit gsnutsandmags.com/gscm to login.

1 Login



Use the QR code, the URL above, or the council website link. Jump into the program right away - no need to wait for an email. With your troop number ready, follow the prompts to join the Fall Product Program online.

My troop #

2 Create

Customize your site with an avatar that looks like you, and add a personal message for friends and family. Earn virtual rewards by completing setup steps.



3 Share

Friends and family can help you reach your goals by shopping online! Start by sending emails through M2, so supporters can see your goal and hear your personalized avatar message in your own voice.

Team up with your parent or guardian to safely share your shop link on social media, or via text to market your online business. Remember to follow current GSUSA guidelines for online sales and marketing.

HOW TO GET STARTED

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

GIRL SCOUT'S PLATFORM SET-UP

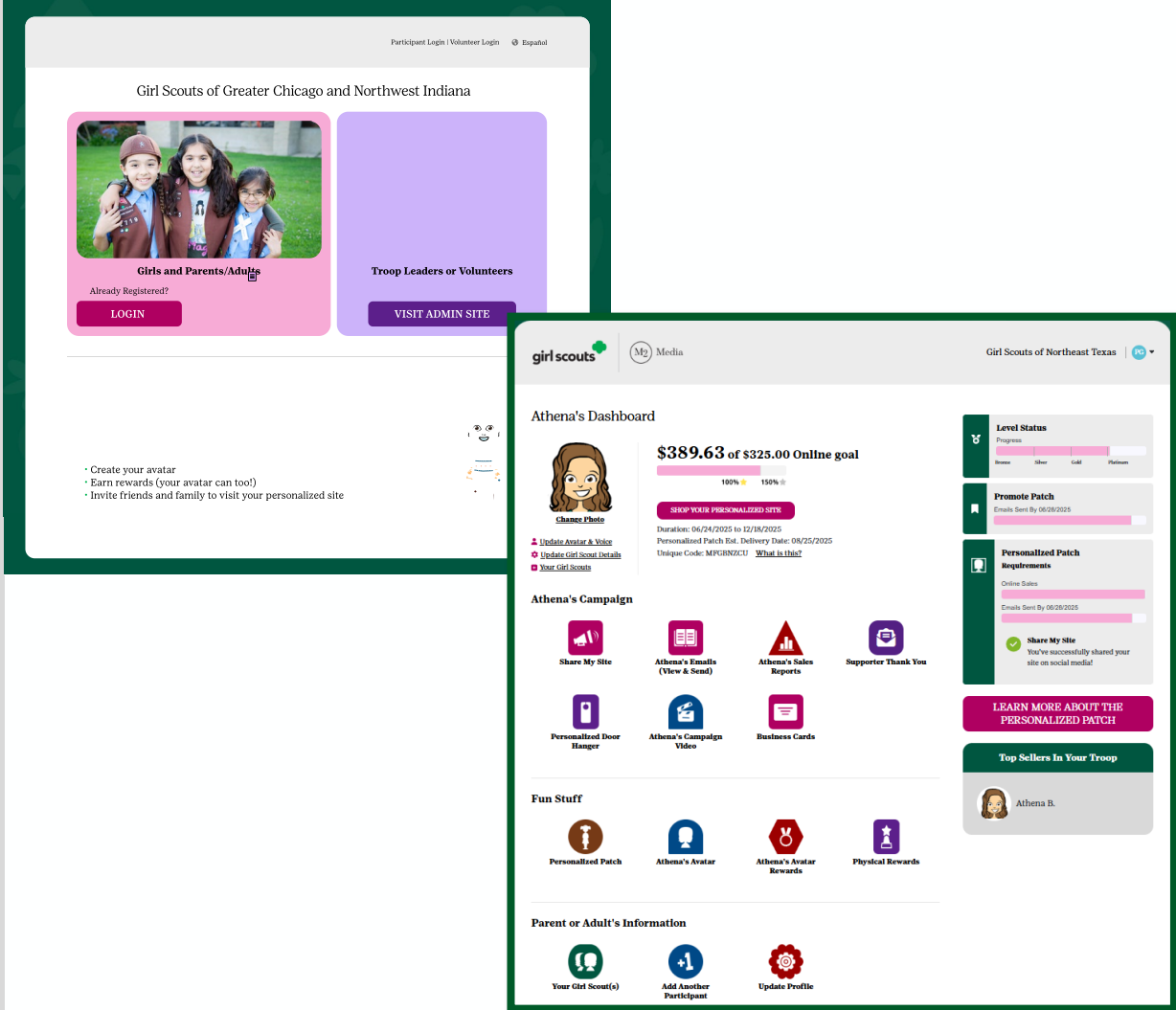
Preferred Email
Address

Confirm Membership

Highlight Girl Scout
Goals

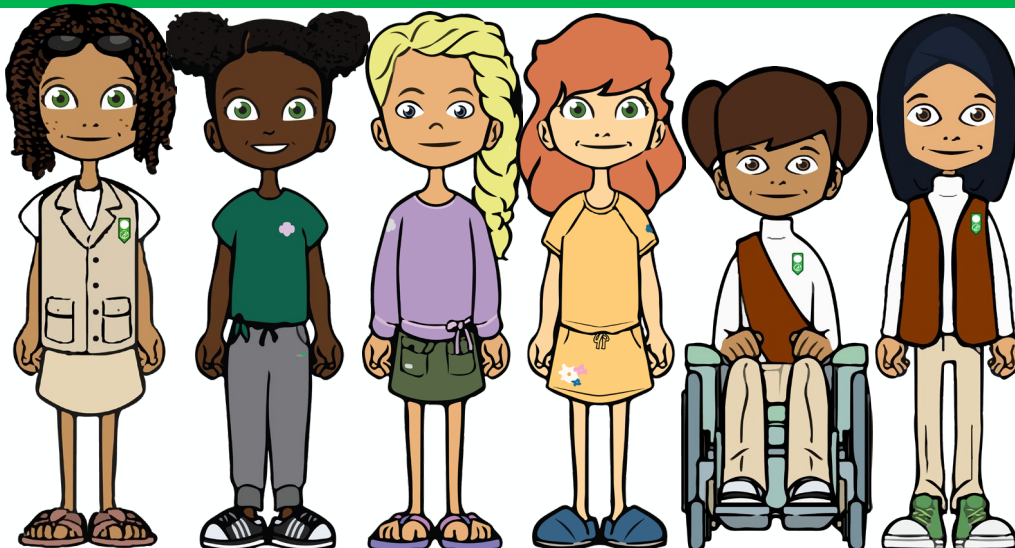
Build an Avatar

Include Video



GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar



girlscouts


M2 Media

Girl Scouts of Northeast Texas

Update Athena'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 uniform and official apparel options that are available in council stores or online at girlscoutshop.com.



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

Face	
◀	Skin Tone ▶
◀	Eyes ▶
◀	Eye Color ▶
◀	Face / Masks ▶
Hair	
Body	
Clothing	

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](#).

RECORD NOW

UPLOAD AN AUDIO FILE

Audio Received!

☐ I do not want to record a voice

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

PREVIEW

UPDATE

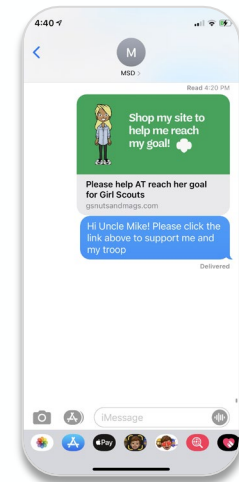
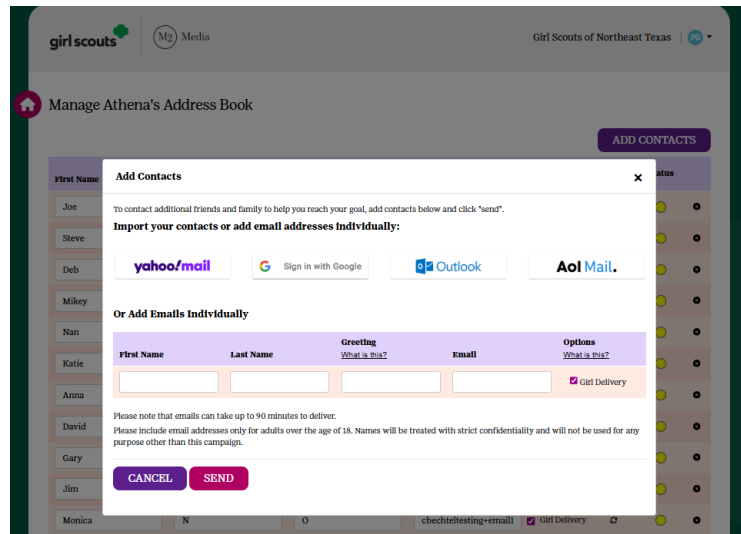
TOOLS TO RUN A BUSINESS

Send emails

Share My Site with social media and texting – *NEW toolkit this year!*

Printable business cards

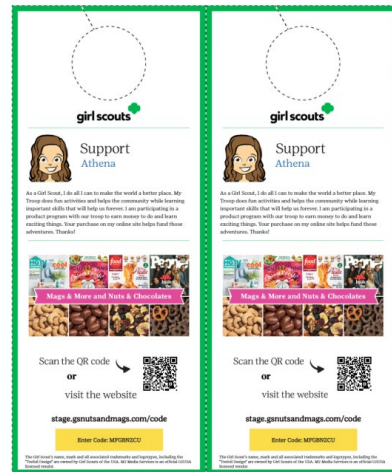
Door hangers with QR codes



Printable Door Hangers

Just cut along the dotted lines and hang on the doorknob.

* For best results print on card stock paper and keep your browser font size at the standard setting.



SHARE MY SITE TOOL KIT

Many ways to Share


Download images for
additional online
marketing

Copy the storefront
link to send

Share on Social Media

Text friends & family

Athena's Dashboard



Change Photo

Update Avatar & Voice
Update Girl Scout Details
Your Girl Scouts

\$359.68 of **\$325.00** Online goal

100% 150%

SHOP YOUR PERSONALIZED SITE

Duration: 06/24/2025 to 12/18/2025
Personalized Patch Est. Delivery Date: 08/25/2025
Unique Code: MFGBNZCU [What is this?](#)

Level Status

Progress

Bronze Silver Gold Platinum

Promote Patch

Emails Sent By 06/28/2025

Personalized Patch Requirements

Online Sales

Emails Sent By 06/28/2025

Share My Site

You've successfully shared your site on social media!

Things to Do Today

Share My Site

Athena's Campaign

Share My Site
Athena's Emails (View & Send)
Athena's Sales Reports
Supporter Thank You

Top Sellers In Your Tr

Athena B.

LEARN MORE ABOUT PERSONALIZED PATCH

Download Social Media Images

Save the following images to your phone or computer and use when sharing your store link.

Visit my site to help me reach my goal!

Instagram Story, Snapchat
1080 x 1920

DOWNLOAD

Visit my site to help me reach my goal!

Instagram
1080 x 1080

DOWNLOAD

Visit my site to help me reach my goal!

Facebook, X /Twitter
1200 x 630

DOWNLOAD

CLOSE

Share My Site

Generate your website link and share via text, phone, app, or on social media.

Ways to Share

Choose where you would like to share:

Share my site via text or apps

Share my site on Facebook

Share my site on Twitter / X

Social Media Kit

Some social media sites like Instagram require you to include images with your post. Feel free to use these specially sized images when you share.

DOWNLOAD SOCIAL IMAGES

COPY YOUR STORE LINK

RETURN TO DASHBOARD

Unique Code

MFGBNZCU

Helpful Sales Tips

- For best results, share with friends and family weekly throughout the product program.
- Remember to always follow the Girl Scout Internet Safety Pledge.

Supporter Thank You email

Sales reports

M2

Media

Girl Scouts of Northeast Texas

PG

Athena's Dashboard

Change Photo

[Update Avatar & Voice](#)
[Update Girl Scout Details](#)
[Your Girl Scouts](#)

\$389.63 of \$325.00 Online goal

100%

150%

SHOP YOUR PERSONALIZED SITE

Duration: 06/24/2025 to 12/18/2025
Personalized Patch Est. Delivery Date: 08/25/2025
Unique Code: MFGBNZCU [What is this?](#)

Athena's Campaign

Share My Site

Athena's Emails (View & Send)

Athena's Sales Reports

Supporter Thank You

Personalized Door Hanger

Athena's Campaign Video

Business Cards

Fun Stuff

Personalized Patch

Athena's Avatar

Athena's Avatar Rewards

Physical Rewards

Parent or Adult's Information

Add Another Participant

Update Profile

Level Status

Progress

BronzeSilverGoldPlatinum

Promote Patch

Emails Sent By 06/28/2025

Personalized Patch Requirements

Online Sales
Emails Sent By 06/28/2025

Share My Site

You've successfully shared your site on social media!

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop


Athena B.

PARTICIPANT'S DASHBOARD (cont.)

Things to Do Today
pop up & banner

girlscouts M2 Media Girl Scouts of Northeast Texas PG

Athena's Dashboard


[Change Photo](#)

[Update Avatar & Voice](#)
[Update Girl Scout Details](#)
[Your Girl Scouts](#)


\$359.68 of **\$325.00** Online goal

Progress: 100% ★ 150% ★

Level Status
Progress: Bronze Silver Gold Platinum


Things to Do Today ×

To ensure your product program reaches its full potential, be sure to complete these items today.





 **Share My Site**
Share your website via text, phone, app, or on social media.

CLOSE [Do Not Show Again](#)

Things to Do Today


Share My Site

Athena's Campaign

 **Share My Site**
 **Athena's Emails (View & Send)**
 **Athena's Sales Reports**
 **Supporter Thank You**


Personalized Patch
Sent By 06/28/2025

Personalized Patch
Requirements
Sales
Sent By 06/28/2025

Share My Site
You've successfully shared your site on social media!

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop

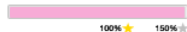
 **Athena B.**

Sienna's Dashboard



[Change Photo](#)

\$1,914.85 of \$350.00 goal



[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](#)

SAY THANKS!

AVATAR ROOM UPGRADE!

Unlock new, cool
room accessories
when completing
tasks



Fall Personalized Patch

Personalized Patch with Theme Backgrounds

- Create avatar
- Share My Site
- Send 18+ Emails
- Sell \$375+ in total sales



2025 -26 FALL & COOKIE CROSSOVER PATCH

- 18+ Emails during FPP
- Share My Site during FPP
- \$375+ in total Fall Sales
- 210+ Packages of Cookies





GIRL SCOUT REWARDS



2025 Fall Product Rewards

Rewards are cumulative. Earn items as you reach your goals!

BRAVE. FIERCE. FUN!

\$100 Total Sales



2025 Patch

\$200 Total Sales



Grizzly Bear Patch & Pom Pom Keychain

\$300 Total Sales



Charm Bracelet and Bear Charm

\$400 Total Sales



Small Grizzly Plush

\$550 Total Sales



Brave. Fierce. Fun! T-Shirt

\$750 Total Sales



Large Grizzly Plush

\$1000 Total Sales



Mini Canvas Travel Bag

18+ Emails Sent



Brave. Fierce. Fun! Patch

Volunteer Patch

- \$1000+ total troop sales
- Send Parent and Adult Email Campaign

5+ Care to Share Donations



Care to Share Patch

\$1000 Total Troop Sales



Additional \$0.05 per package in cookie proceeds for upcoming 2026 Cookie Program

Important Dates

September 25th, 2025: Program begins - online ordering opens.

October 20th, 2025: Last day of program - online ordering closes.

November 17th-21st, 2025: Nut and chocolate items will be delivered to troops.

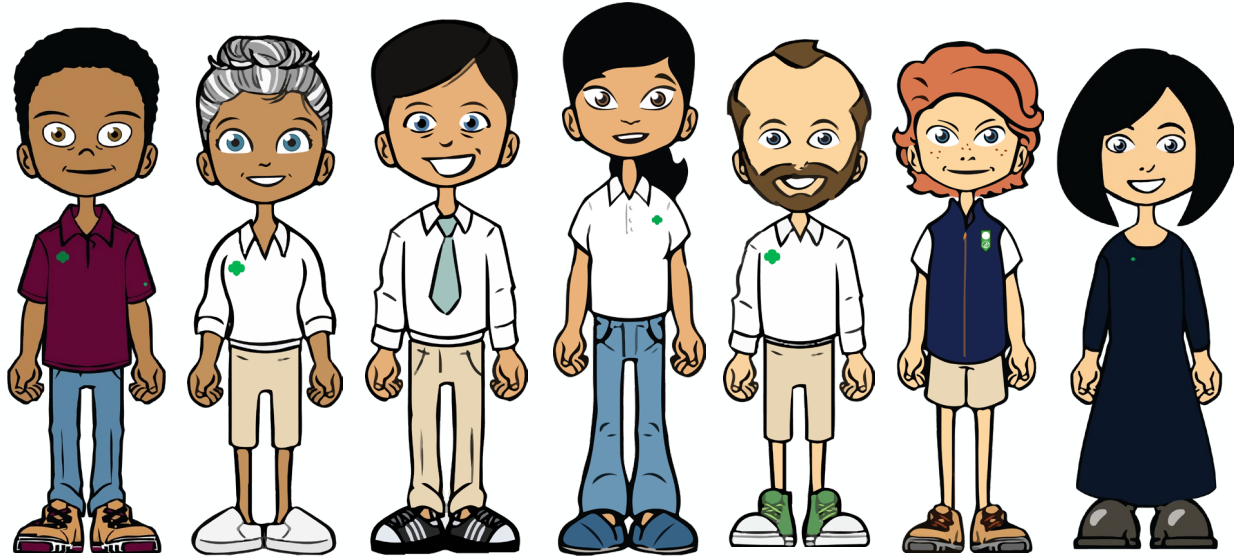
Questions? Contact M2 at support.gsnutsandmags.com or 1-800-372-8520. For council support contact GSCM at membercare@gscm.org or 410-358-9711.

The GIRL SCOUTS® name, mark and all associated trademarks and logos, including the Trefoil Design are owned by Girl Scouts of the USA. M2 Media Services is an official GSUSA licensed vendor.

girlscouts
of central maryland



VOLUNTEER EXPERIENCE



FALL PRODUCT MANAGER ROLES

Available for both
Service Units and troops

Position descriptions on
forms

Follow links to right or
visit gscm.org under
“Fall Product Program”

The screenshot shows the website for Girl Scouts of Central Maryland (gscm.org). The navigation bar includes links for Discover, Get Involved, Camp, Fall Product & Cookies (highlighted with a green arrow), Support Us, and Members. Below the navigation bar, there are three main sections: For Cookie Customers, For Cookie Sellers, and Fall Product Program. The Fall Product Program section is highlighted with a green arrow. To the right of the Fall Product Program section is a purple banner featuring a photo of two girls holding cookie boxes and text that reads: "Find out how to buy Girl Scout Cookies, explore Girl Scout Cookie flavors, try delicious recipes, see how girls learn essential life skills, and more." Below the banner, there are four colored boxes with text and buttons: 1. Green box: "Build your own personalized site and invite your friends and family to check it out!" with a button labeled "M2 WEBSITE". 2. Purple box: "Participate and Earn Rewards" with a button labeled "CHECK REWARDS". 3. Blue box: "SU Fall Product Manager Position Description" with a button labeled "SIGN HERE". 4. Brown box: "Troop Fall Product Manager Position Description" with a button labeled "SIGN HERE". Green arrows point from the "Fall Product & Cookies" link in the navigation bar to the "Fall Product Program" section, and from the "Fall Product Program" section to the "SU Fall Product Manager Position Description" and "Troop Fall Product Manager Position Description" boxes.

[Troop Fall Product Manager Position Description](#)
[SU Fall Product Manager Position Description](#)



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 check or enter the email addresses for the Girl Scouts/parents in your troop. They will receive an email with instructions on how to participate.

Username:

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

The program will run from 06/24/2025 to 12/28/2025. 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 Northeast Texas



TROOP VOLUNTEER ACCESS

Email invitation to login

Troop training video

Queue Parent/Adult Email
Campaign



Volunteer avatar

PARENT/ADULT EMAIL CAMPAIGN

Email addresses
uploaded by council

Edit or enter missing
parent/adult emails

Email with instructions
on how to participate



Girl Scouts of Northeast Texas
2025 Nut and Magazine Campaign

TP

Send Parent/Adult Welcome Emails

Parent/adult emails have been added by your Girl Scout Council. Please review, make any changes, and click "Send and Continue." They will receive an email from you with a link and instructions to participate.




Any participants entered later by you or the Girl Scout Council will automatically receive the same instructions.

Getting Started

- 1) Update Your Profile
- 2) Send Email - Troop 5240

Troop 5240

VIEW EMAIL

First Name	Last Name	Email	Send in Spanish
Sean	Morgan	smorgan@m2mediagr	<input type="checkbox"/> 
Kayla	Rees	krees@m2mediagroup	<input type="checkbox"/> 
Courtney	Bechtel	cbechteltesting+Athen	<input type="checkbox"/> 
			<input type="checkbox"/>

SEND AND CONTINUE

TROOP DASHBOARD

Messaging

Sales reports

Financials

M2

Media

Girl Scouts of Northeast Texas

2025 Nut and Magazine Campaign

TP

Zoey Bechtel

Edit Avatar
 Your Patch
 View Troop Photo
 Change Season

2

Online Campaigns Launched

Last Year: 0

0

Participants Selling

Last Year: 0

2

Emails Sent

Last Year: 0

2

Participants with 1+ Shares

Last Year: 0

Stats: Current Campaign

Troop: 5240

Magazines

Direct Ship Nuts

Online Nuts Girl Delivered

Personalized Products

Tumblers

BarkBox

Candles

\$0

\$10

\$20

\$30

\$40

\$50

\$60

\$70

\$80

\$90

\$100

\$0.00 Total Sales	\$0.00 Online Magazines	\$0.00 Direct Ship Nuts	\$0.00 Online Nuts Girl Delivered
\$0.00 Last Year	N/A Last Year	N/A Last Year	N/A Last Year
\$0.00 Personalized Products	\$0.00 Tumblers	\$0.00 Bark Box	\$0.00 Candles
N/A Last Year	N/A Last Year	N/A Last Year	N/A Last Year

Note: Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS ▲

Campaign Setup

Parent/Adult Email Campaign

Default Storefront 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

Rewards and Patches

Rewards


Personalized Patches

DELIVERY TICKETS

Print delivery tickets
by troop or Girl Scout
participant

Available for easier
picking and packing

Option to include
financials




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

Item	Est. Cost	Order Price	Print Price	Print Cost
Dark Cookies	0	0		
Fruit Flies	0	0		
Peanut Butter Mookies	0	0		
Spicy Cap'n M's	0	0		
Chocolate Covered Peas	0	0		
Cranberry Trail Mix	0	0		
Dark Chocolate Sea Salt Caramels	0	0		
Double Chocolate Peas	0	0		
English Butter Taffies	0	0		
Peanut Supremes	0	0		
Chocolate Covered Almonds	0	0		
Whole Caramels	0	0		
Mint Taffies	0	0		
Grip Trail Mix	0	0		
Peanut Butter Bark	0	0		
Care To Share	0	0		
Total	0	0		

Online Magazine Sales

Total Collected Sales Online

Proceeds

Net Card Sales

Collected from Customer

Proceeds

Direct Shipped Nut Sales

Total Collected Sales Online

Proceeds

Online Nuts Girl Delivered

Total Collected Sales Online

Proceeds

Total Sales

Collected Online

Collected from Customer

Proceeds and Refunds

Payment Due Council

\$97.00

\$14.05

\$0.00

\$0.00

\$0.00

\$0.00

\$88.95

\$13.49

\$0.00

\$186.95

\$186.95

\$0.00

\$28.04

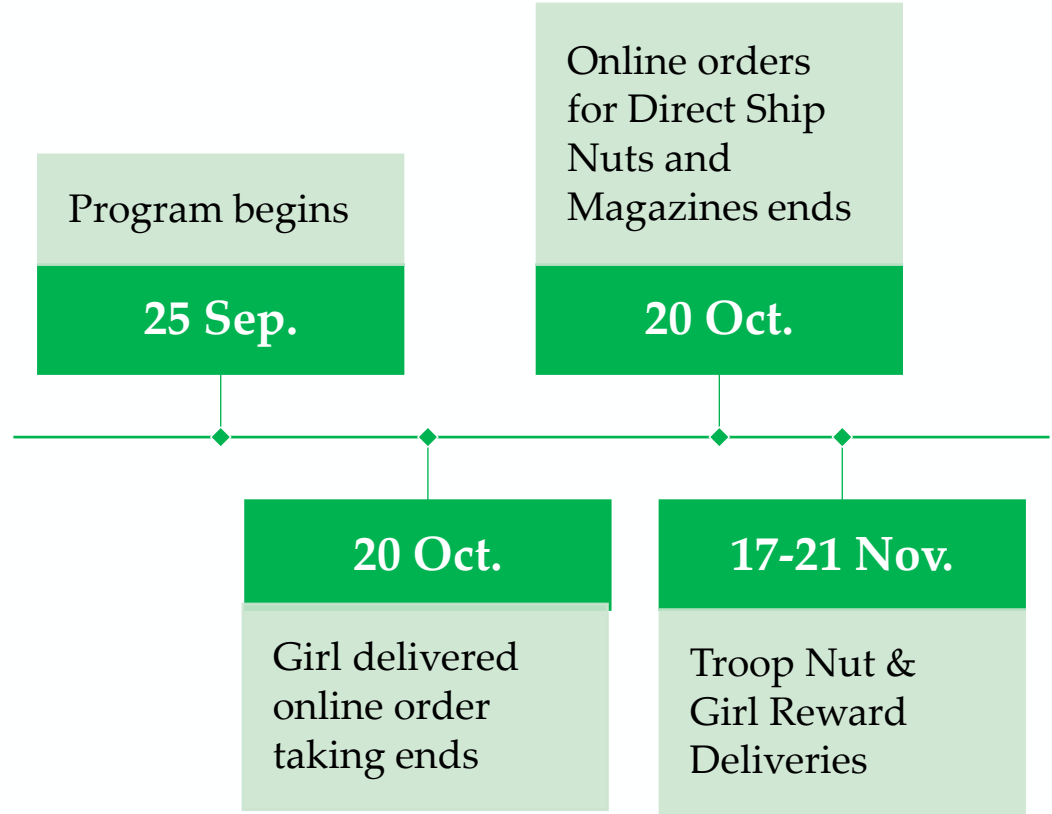
(\$28.04)

TROOPS REWARDS

- PAEC Required
- \$1000+ in total sales



IMPORTANT DATES



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?



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

(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
2025 Program!

