

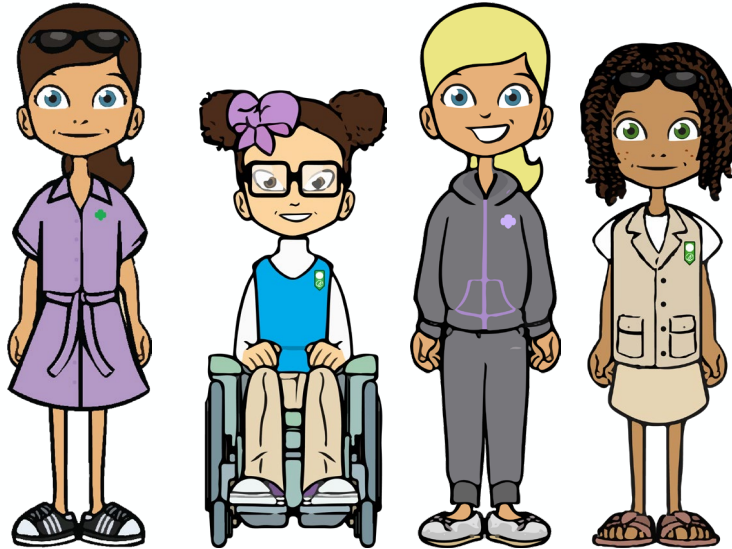


2024 FALL PRODUCT PROGRAM TRAINING

\$475,973 earned last fall through our council's
program to benefit Girl Scouts

Each participant helped to earn \$144 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"?



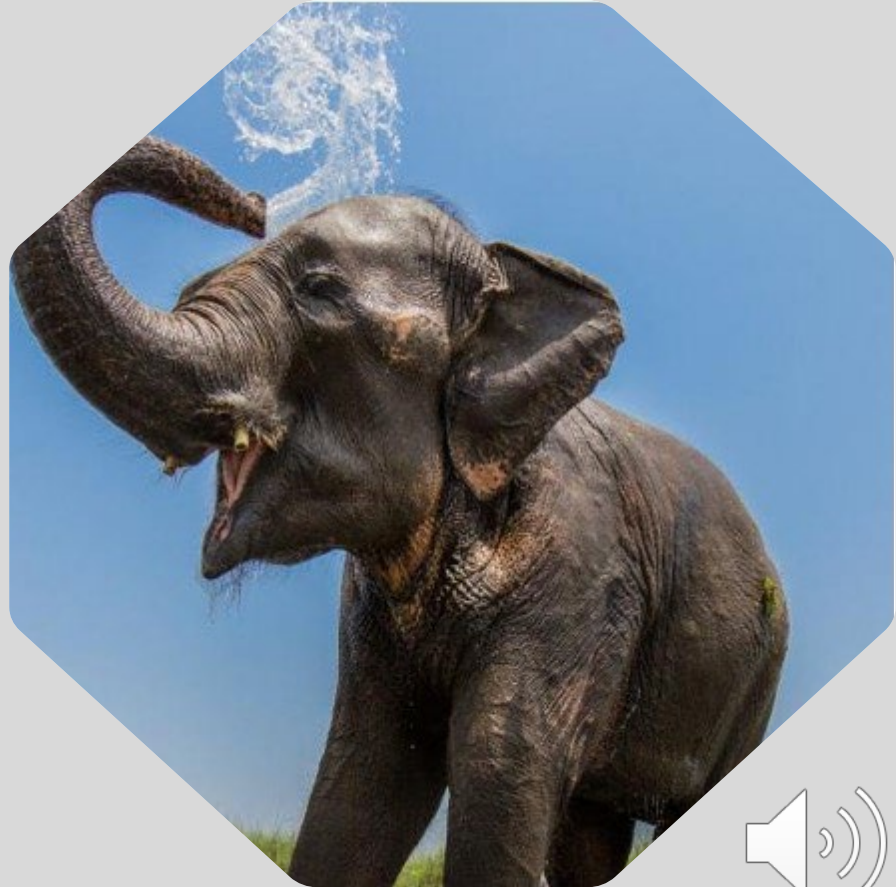
ASIAN ELEPHANT

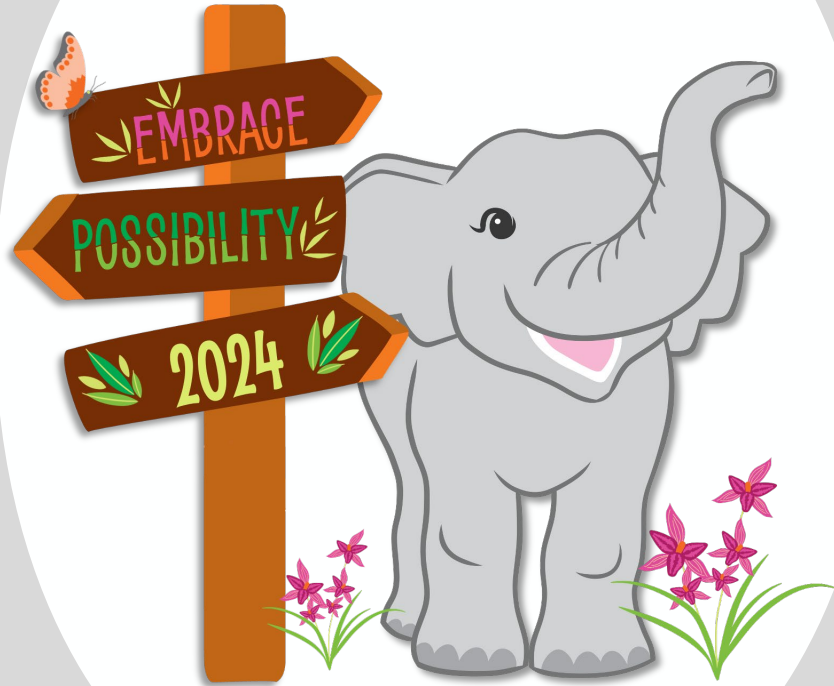
Largest mammal on the Asian continent – living in forests

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

\$2 per Mags & More items
\$1 per Nut/Chocolate items

Each participating Girl Scout
contributed \$144 to troop/Program
funding



ONLINE SHOPPING SITES


Supporters select their desired product line

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

girlscouts

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

girlscouts 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 Izzy 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 – Chocolate Covered Pretzel - Tin

#2 – Dk Chocolate Sea Salt Caramels

#3 – Peanut Butter Penguins

#4 – Chocolate Covered Almonds

#5 – Chocolate Covered Raisins



| | | | |
|--|---|---|---|
| <p>A Main New: Friendly Tin Milk Chocolate Mint Tiramisu Milk chocolate with mint cream filling. No artificial colors or flavors. 6.5 oz. Golden Winter Tin.</p> <p>\$13.00</p> | <p>B Silver Sparkling Sugar Tin Peppermint Bark Rounds Thin mint chocolate with crushed peppermint candy on top of dark chocolate. 6.5 oz. Golden Winter Tin.</p> <p>\$12.00</p> | <p>C Golden Winter Tin Milk Chocolate Covered Pretzels Pretzels covered in milk chocolate. 6.5 oz. Golden Winter Tin.</p> <p>\$12.00</p> | <p>D Praline Pecans Pecan halves are coated with a sweet and crunchy coating. 6.5 oz.</p> <p>\$12.00</p> |
| <p>E Everything Seasoned Cashews Cashews coated with onion, garlic, and sesame seeds. 6.5 oz.</p> <p>\$10.00</p> | <p>F Whole Cashews Covered in dark chocolate and lightly salted. 6.5 oz.</p> <p>\$10.00</p> | <p>G Milk Chocolate Peanut Butter Flavored Malt Balls Malt balls coated with milk chocolate and peanut butter. 6.5 oz. Golden Winter Tin.</p> <p>\$10.00</p> | <p>H Chocolate Covered Almonds Almonds covered in milk chocolate. 6.5 oz.</p> <p>\$9.00</p> |
| <p>I Mint Caramel Butterflies Mint caramel and a soft texture. 6.5 oz.</p> <p>\$9.00</p> | <p>J Dark Chocolate Sea Salt Caramels Caramel covered in dark chocolate with sea salt. 6.5 oz. 6.5 oz. tin.</p> <p>\$8.00</p> | <p>K English Butter Toffee Butter toffee covered in milk chocolate with coconut flakes. 6.5 oz. 6.5 oz. tin.</p> <p>\$8.00</p> | <p>L Peanut Butter Elephants Peanut butter covered with milk chocolate. 6.5 oz. 6.5 oz. tin.</p> <p>\$8.00</p> |
| <p>M Pecan Caramel Sugarmen Caramel and pecans covered in milk chocolate. 6.5 oz. 6.5 oz. tin.</p> <p>\$8.00</p> | <p>N Chocolate Covered Raisins Raisins covered in milk chocolate. 6.5 oz. 6.5 oz. tin.</p> <p>\$8.00</p> | <p>O Cranberry Trail Mix Cranberries, almonds, cashews, raisins, English toffee, and butter chips. 6.5 oz. 6.5 oz. tin.</p> <p>\$8.00</p> | <p>P Fruit Slices Fruit slices covered in milk chocolate. 6.5 oz. 6.5 oz. tin.</p> <p>\$7.00</p> |
| <p>Q Care to Share 6.5 oz. 6.5 oz. tin.</p> <p>\$7.00</p> | <p>Our council will be making donations to the military. Please help us by indicating how many donations you would like to purchase. Thank you for your support!</p> | | |

NEW PRODUCTS



Mini Gummi Butterflies
Fresh fruit flavor and a soft texture

Milk Chocolate Peanut Butter Flavored Malt Balls
Malt ball double coated with milk chocolate and peanut butter flavored cream coating



NEW PRODUCTS



Praline Pecans

Pecan halves are candied with a sweet and crunchy coating

Peanut Butter Elephants

Peanut butter covered with milk chocolate



TROPHY NUT TINS

Perfect for Gifts
and Treats!



Winter Scene Tins
Chocolate Covered Pretzel

Individually Wrapped
Peppermint Rounds



Make New Friends Tin
Milk Chocolate Mint Trefoils





CARE TO SHARE

CARE TO SHARE

Customer makes purchase to support the 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

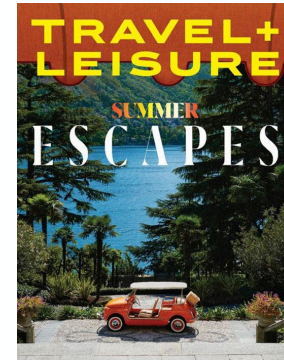
Troops earn proceeds and Girl Scouts earn a special patch and credit towards other rewards



MAGAZINES

Top selling magazines offered

Easy renewal



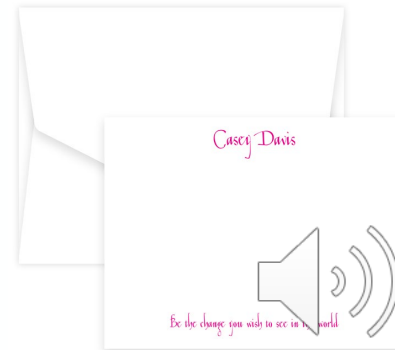
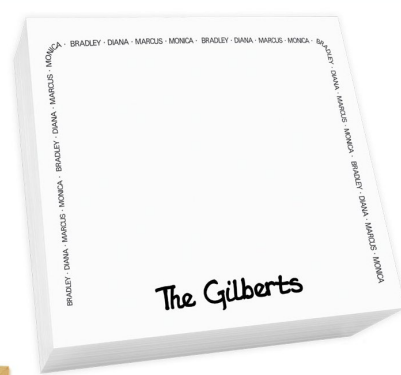
PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Personalized
Products



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed BarkBox options

Choose from one big box or two different mini boxes!

The image is a promotional graphic for Girl Scouts BarkBox. At the top center, a small dog is dressed as a leprechaun, wearing a green hat and a green scarf, with its tongue sticking out of its mouth. To the left of the dog, the text "BURSTING WITH BERRIES!" is written in a playful, green, hand-drawn font. To the right of the dog, the "girl scouts" logo is in the top right corner, followed by the "BARK" logo in a bold, black, sans-serif font. Below the "BARK" logo, the text "Berry Trios™" is written in a large, blue, cursive font. Underneath this, a paragraph of text reads: "These handcrafted treats are great for training, sharing, and finding out who's a good dog." Below this paragraph, the text "Dog Treats" and "9 oz | 255 g" is displayed. In the foreground, three cardboard boxes are shown. The box on the left is a mini box, the middle one is a large box, and the one on the right is another mini box. Each box is open, revealing its contents: a small bag of "Berry Trios" dog treats, a green shamrock-shaped treat, a pink "Belly Rubs" treat, and a small white cup with yellow flames. The boxes are labeled "girl scouts" and "BARK" on the front. A speaker icon is located in the bottom right corner of the image.

girl scouts

BARK

Berry Trios™

These handcrafted treats are great for training, sharing, and finding out who's a good dog.

Dog Treats
9 oz | 255 g

girl scouts

girl scouts

girl scouts



Girl Scout Fall Product Program

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

The Girl Scouts' names, marks, and all associated trademarks and logos, including the Trefoil logo, are owned by Girl Scouts of the USA. Trefoil: A Girl Scout is an official GSUSA license.



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.



Collect these patches that fit together!

Fall Personalized Patch

- Create your avatar
- Send 16 e-mails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell 4+ Mags & More items and 25+ nut/chocolate items

Personalize by choosing from two avatars.

Girl Scout Cookie Crossover Personalized Patch

- Create your avatar in the M2 system
- Send 16 e-mails during the Fall Product Program
- Use the "Share My Site" function in the M2 system during the Fall Product Program
- Sell 135+ packages of cookies on Initial Order during the 2025 Girl Scout Cookie Program

LOGIN, CREATE and SHARE with 3 easy steps.

- 1** Visit www.gsnutsandmags.com/gshh
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 shop on social media or send a text, with the help of your parent/adult. Please follow current GSUSA guidelines for online sales and marketing.



Scan here



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

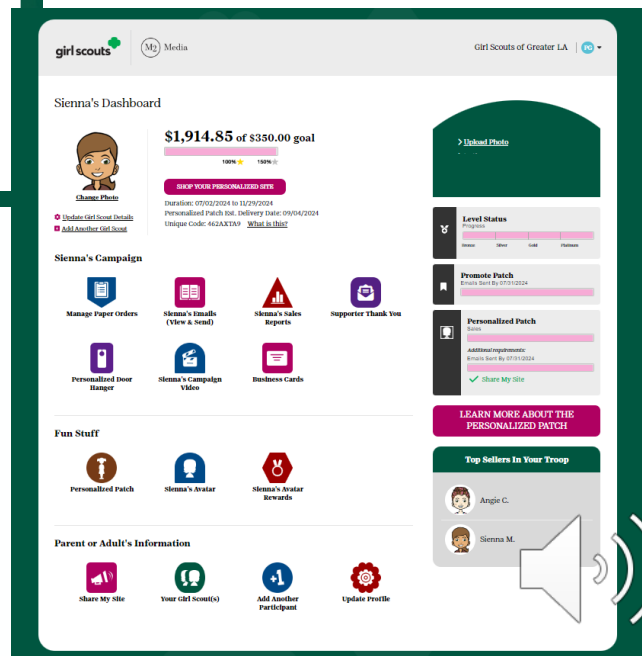
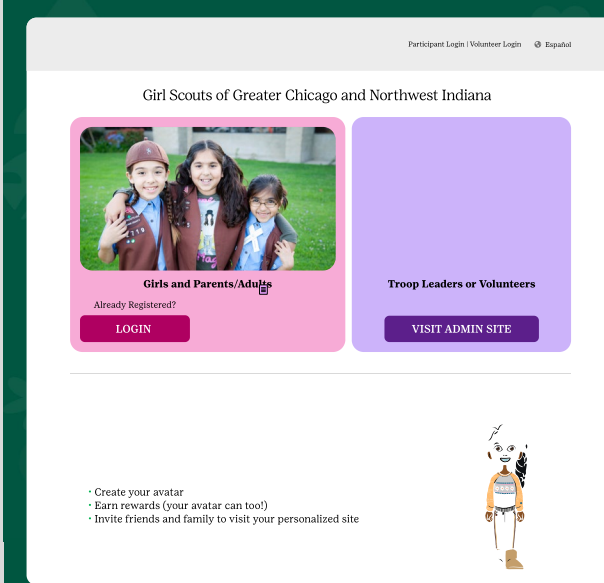
Preferred Email
Address

Confirm Membership

Highlight Girl Scout
Goals

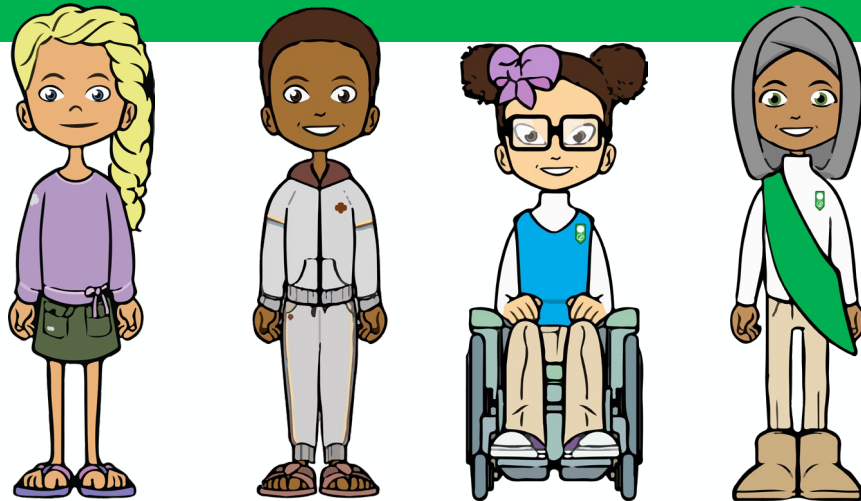
Build an Avatar




Include Video




GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar




  Girl Scouts 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.




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**



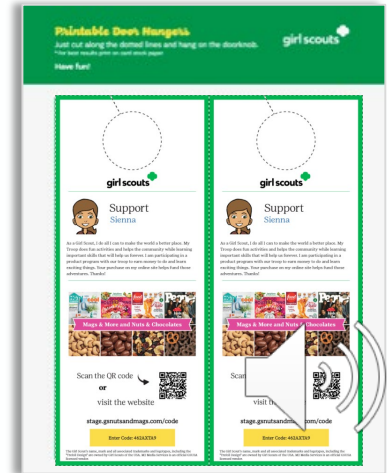
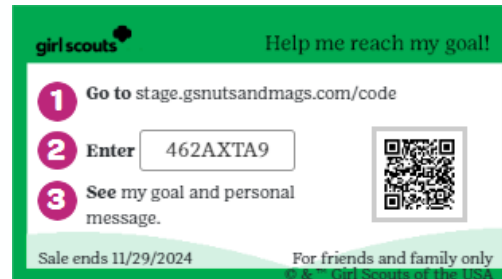
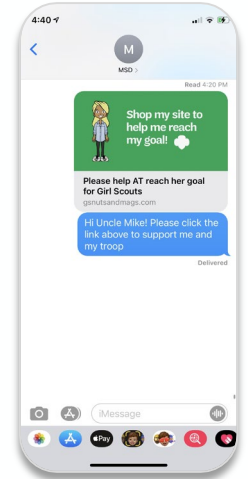
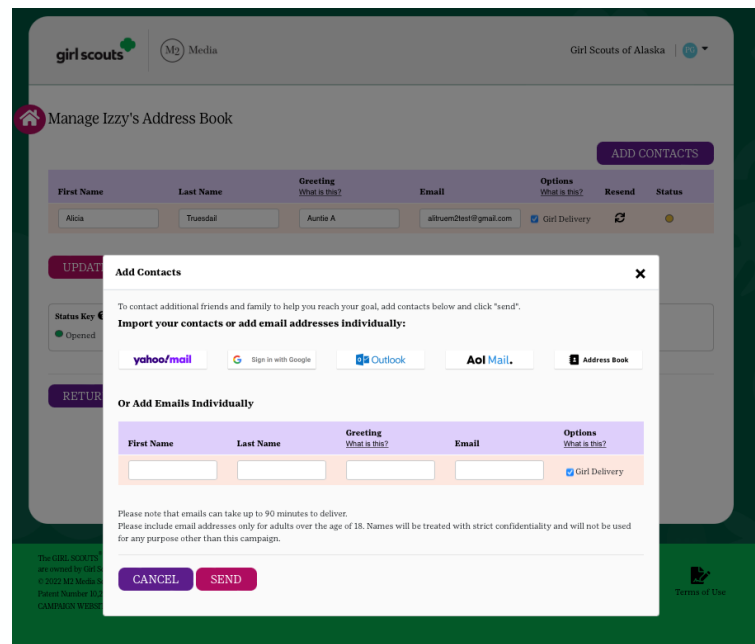
TOOLS TO RUN A BUSINESS

Send emails

Share My Site with
social media and
texting

Printable business
cards

Door hangers with
QR codes



Additional emails/social media/texts

NEW Supporter Thank You email

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

Manage nut card order entry


Select rewards

Sales reports



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 18+ emails
- Share your site
- Sell 4+ Mags & More items and 25+ nut/chocolate items



2024-25 FALL & COOKIE CROSSOVER PATCH

- Create your avatar
- Send 18+ emails during the FPP
- Use the "Share My Site" function in the M2 system
- Sell 135+ packages of cookies on Initial Order during the 2025 Girl Scout Cookie Program



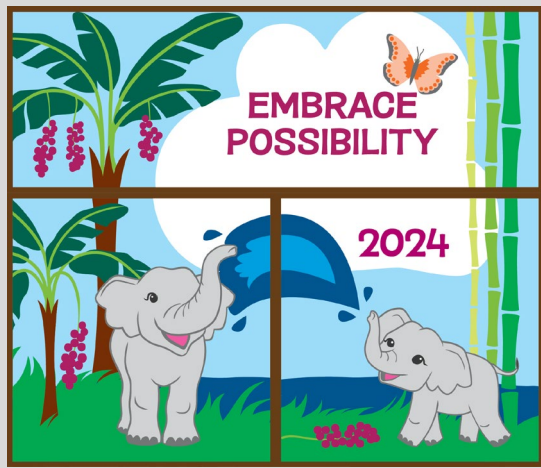
BONUS COOKIE PROCEEDS

Troop Cookie PGA of 135 during initial order

+













\$1200 in Fall Product

Additional \$.10 per package in Cookies

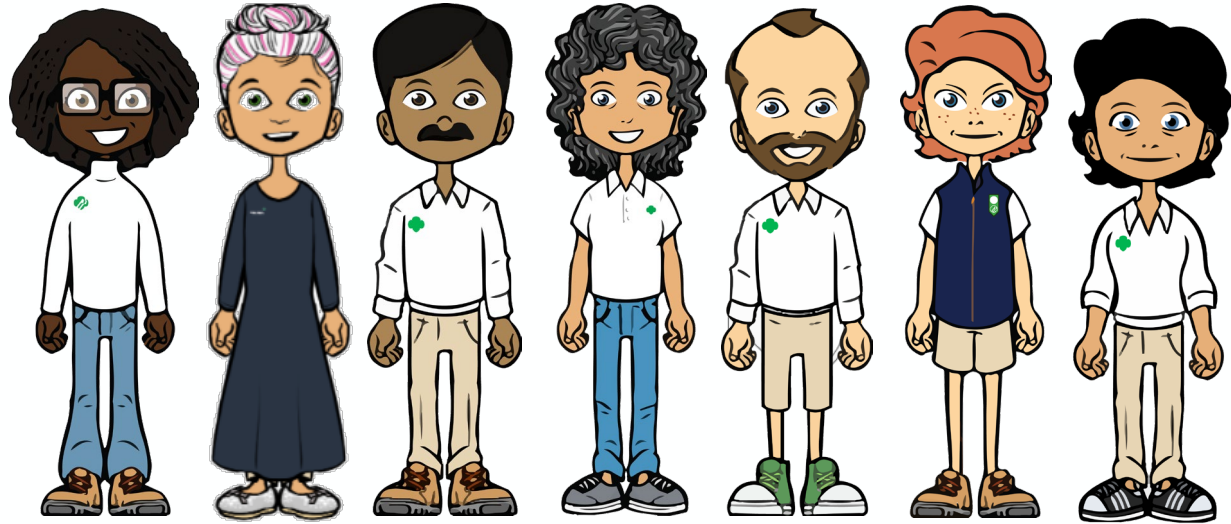


GIRL SCOUT REWARDS



| Patches | | |
|---|---|--|
| Embrace Possibility Patch Sell 18+ Emails Elephant Patch Sell 3+ Mugs & More Units | | 2024 Patch Sell 15+ Nuts/Chocolate Units Care to Share Patch 5+ Care to Share Items |
| Combined Item Rewards | | |
| Embrace Possibility Stickers \$125+ Combined Sales | Embrace Possibility Necklace \$225+ Combined Sales | Your choice of: Small Elephant Plush or \$5 Dough Si Dough \$325+ Combined Sales  OR  |
| Your choice of: Elephant Charm & Bracelet or \$6 Dough Si Dough \$425+ Combined Sales  OR  | Your choice of: Paint Sticks or \$6 Dough Si Dough \$525+ Combined Sales  OR  | Your choice of: Diamond Art Kit or \$7 Dough Si Dough \$625+ Combined Sales  OR  |
| Your choice of: Large Elephant Plush or \$10 Dough Si Dough \$800+ Combined Sales  OR  | | Your choice of: Coloring Pillowcase or \$15 Dough Si Dough \$1000+ Combined Sales  OR  |

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.

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

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




M2 Media

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

 M2 Media

Girl Scouts of Alaska

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

Girl Scouts of Alaska TP



Alicia True

Edit Avatar

Your Patch

View Troop Photo

Change Role

3 Campaigns Launched

Last Year: 0

3 Avatars created

Last Year: 0

23 Emails Sent

Last Year: 0

3 Participants with 1+ Shares

Last Year: 0

Stats: Current Campaign

Troop: 897

Magazines


Direct Ship

Nuts

Online Nut

Girl Delivered

Nut Card



| | | | |
|-------------|------------------|------------------|---------------------------|
| \$1,355.00 | \$53.00 | \$0.00 | \$0.00 |
| Total Sales | Online Magazines | Direct Ship Nuts | Online Nut Girl Delivered |
| 0.00 | N/A | N/A | N/A |
| Last Year | Last Year | Last Year | Last Year |

\$1,302.00

Nut Card

N/A

Last Year

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

Campaign Setup

Parent/Adult Email Campaign

Default Storefront Video

Training 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

Paper Order Entry

Manage Extra Products

Rewards and Patches

Reward Opt-Out

Rewards

Personalized Patches

TROOPS REWARDS

- Create Avatar
- \$1200 in total sales
- Send the PAEC



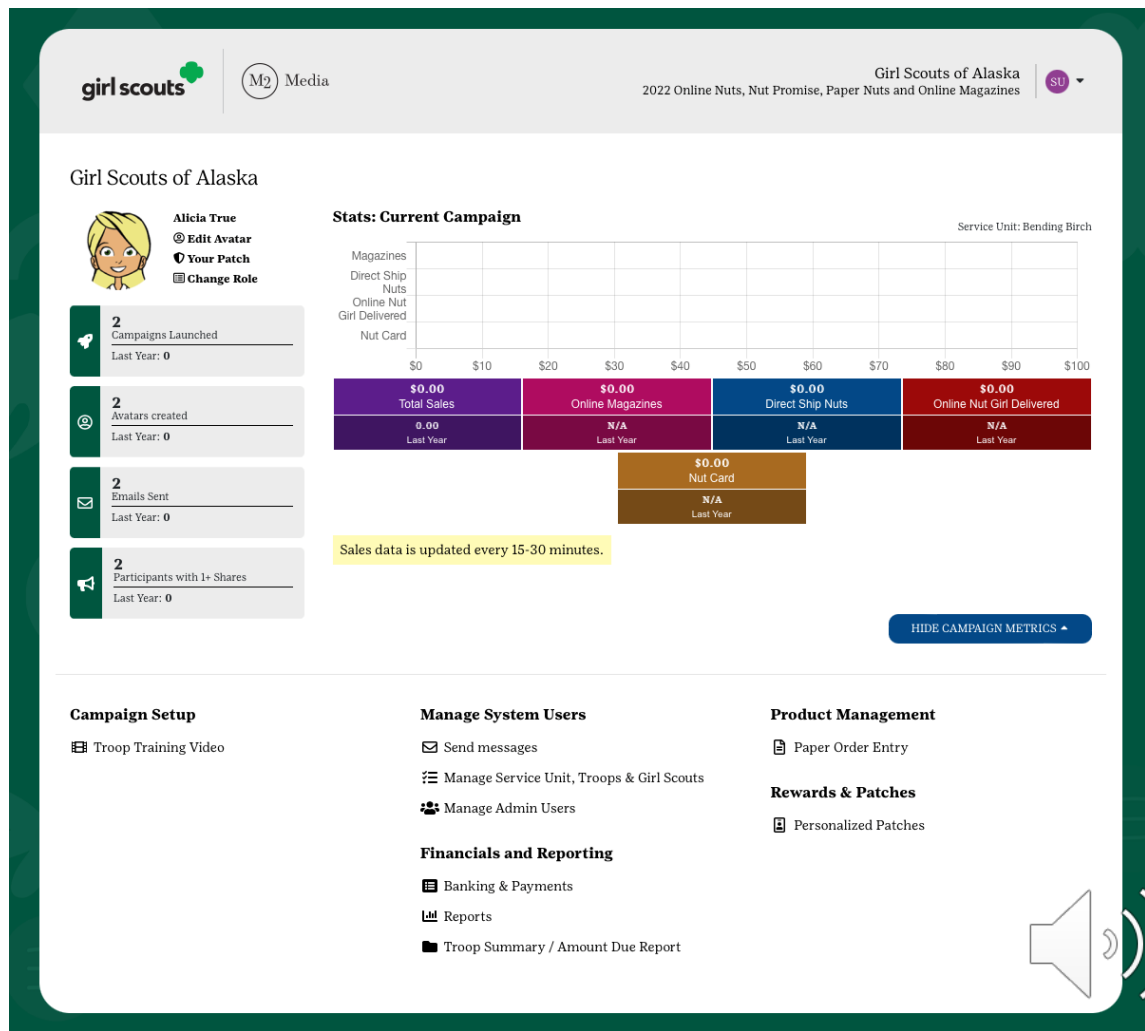
SERVICE UNIT DASHBOARD

Messaging

Manage nut card order
entry

Sales reports

Banking and payments

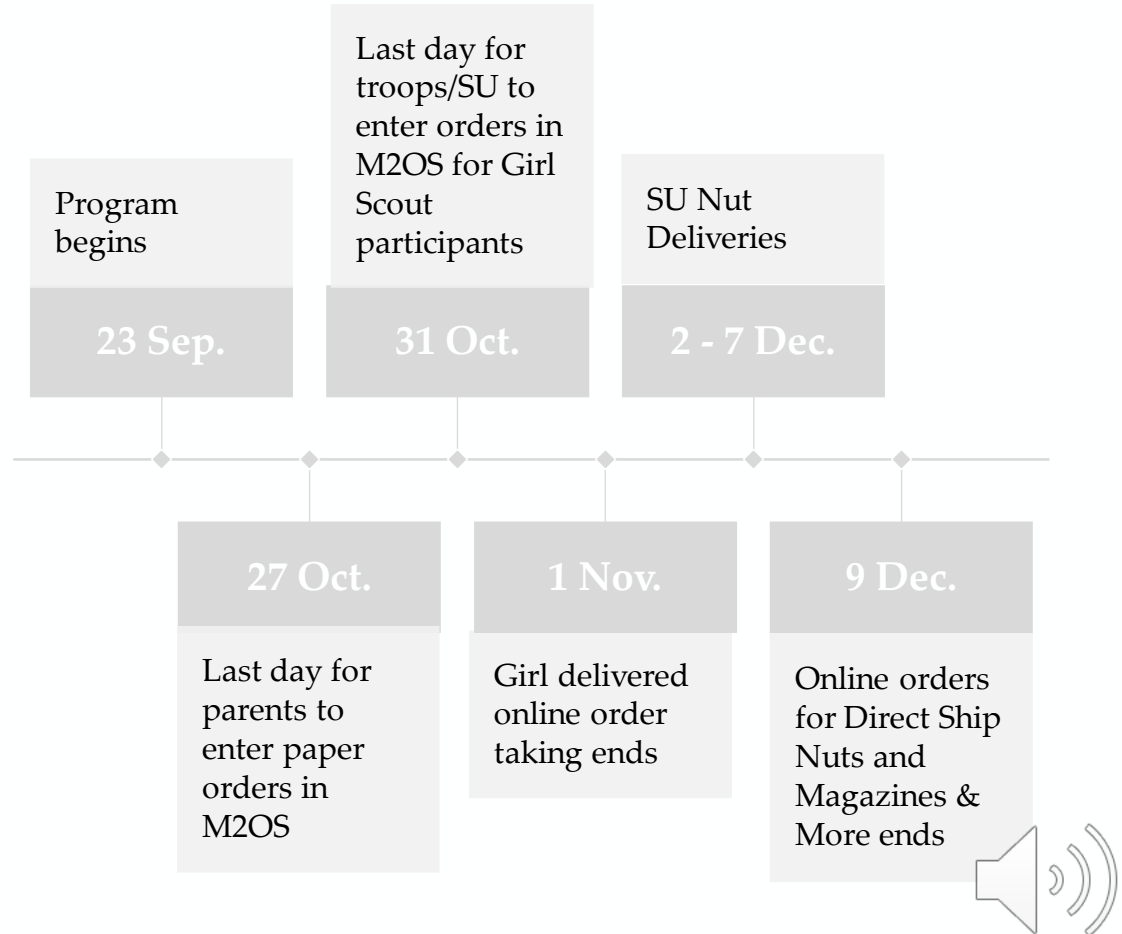


SERVICE UNIT REWARDS

- Create Avatar
- Have \$1 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
2024 Program!

