

## Welcome and Thank You

We are looking forward to a great Fall Product Program season with new features, new promotions, and new products for your Girl Scout to promote, sell and receive rewards. The GSNI Product Program Team leverages national programs from our vendors Ashdon Farms and M2 Media Group and customizes it for GSNI. Please use this guide and resources at [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) as your source of information for GSNI's 2021 Fall Product Program.

When you help your Girl Scout participate in the Fall Product Program, you are helping her gain independence and confidence, all while building social and practical life skills towards her future. Through the Fall Product Program girls not only learn **Financial Literacy**, but through these **Five Skills** are progressively gaining an **Entrepreneurial Mindset**:



goal setting



decision-making



money management



people skills



business ethics



## Benefits of Participation

- **No fee for Girl Delivery online orders!** Customers can order online the same nut and chocolate items listed on the paper order card without paying shipping costs or any additional service fees!
- All magazine subscriptions can only be ordered online.
- M2OS all-in-one program management software.
- **Girls must set up their M2OS online ordering platform and send a minimum of 18 emails through the system to qualify to earn the 2021-2022 Fall and Girl Scout Cookie Crossover Personalized M2 Avatar patch.**
- Program revenue contributes to maintaining camps, programs, and properties that help your girls succeed in the Girl Scout Leadership Experience. All proceeds stay local!

## 2021 Important Dates

Tuesday, August 31	All resources available at <a href="http://www.girlscoutsni.org/fallproductprogram">www.girlscoutsni.org/fallproductprogram</a> .
Early September	Distribution of materials from SU Fall Product Program Coordinator.
Tuesday, September 14	Early Bird Online Sales ONLY Begins. (2021/2022 registered Girl Scout members can start selling online.)
Monday, October 4	Fall Product Program begins. (In-Person and Online selling)
Saturday, October 23	Parent enters all "off-line" orders (paper order card) AND selects girl reward choices (if applicable) in M2OS *If taking payment directly to a resource center, must give copy of receipt to SU Fall Product Program Coordinator.
Monday, October 25	Fall Product Program ends.
Thursday-Saturday, November 11-13	Delivery of product to SU Fall Product Program Coordinator (varies by SU).
Early December	Rewards delivered to SU Fall Product Program Coordinator.

## Contact Information

- Your volunteer Service Unit Fall Product Program Coordinator My Service Unit Delivery Date \_\_\_\_\_
  - Name \_\_\_\_\_ Phone \_\_\_\_\_
  - Email \_\_\_\_\_
- GSNI Product Program Team
  - Department email, [cookies4you@girlscoutsni.org](mailto:cookies4you@girlscoutsni.org)
  - Anna Jarrett, Director of Product Programs-Oswego, [ajarrett@girlscoutsni.org](mailto:ajarrett@girlscoutsni.org)
  - Debbie Karner, Senior Product Program Manager-South Elgin, [dkarner@girlscoutsni.org](mailto:dkarner@girlscoutsni.org)
  - Michele Doonan, Product Program Manager-Rockford (includes all west side of council), [mdoonan@girlscoutsni.org](mailto:mdoonan@girlscoutsni.org)
  - Becky Staat, Chief Revenue Officer, [bstaat@girlscoutsni.org](mailto:bstaat@girlscoutsni.org)
- GSNI Customer Care for general questions and to be directed to other departments: [customercare@girlscoutsni.org](mailto:customercare@girlscoutsni.org)  
By phone, dial 844-GSNI4ME (476-4463) or call the Product Hotline at 847-214-9295.

## Resources and Website Links

- M2OS (This is the ALL-IN-ONE program management system website for troops and girls/parents). [www.gsnutsandmags.com/GSNI](http://www.gsnutsandmags.com/GSNI) or use QR code at right.
- More resources and forms are also available on the GSNI website at [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram). Links to training videos to assist girls/parents with M2OS can also be found here.
- For questions regarding M2OS, all online orders (magazine subscriptions and online Nut Store) and product concerns, contact M2 Media Group Customer Service at 800-372-8520 or [www.support.gsnutsandmags.com](http://www.support.gsnutsandmags.com).



**M2OS** is the ALL-IN-ONE Fall Product Program software.

- One software system for order management of both online and offline orders. Same software for girls and troops.
- Fully mobile responsive design (i.e. works on your cell phone or tablet)!
- Girls/parents can enter offline orders directly.
- Spanish options are available throughout the site.

For Girl Scouts/parents, M2OS is not just a platform for taking online orders. **We HIGHLY RECOMMEND all participating Girl Scouts login with their parent and set up their M2OS account.** From M2OS, each Girl Scout can create her own M2 Avatar! Girls/parents can also manage the sale by entering paper order card (offline) orders, choosing rewards, viewing sales stats, find important program dates/information and activities, as well as send customized emails, texts, social media links inviting friends and family to support Girl Scouts' program goals.

### How do girls/parents get started?

**Launch email queued by the Service Unit Fall Product Program Coordinator will be sent to parents all registered Juliette Girl Scouts in the service unit on Tuesday, September 14.** Otherwise, parents of registered Girl Scouts will be sent a launch email on Wednesday, September 15. Girls must have been registered by Sunday, August 29 to receive these initial launch emails. If registered later, launch emails will be sent as additional Girl Scouts are uploaded into M2OS. If a launch email is not received/found, parents can use the QR code above, go to [www.gsnutsandmags.com/gsni](http://www.gsnutsandmags.com/gsni) OR go to [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) and click on link to get started.

- Parents will enter zip code for council verification, enter participant information and secure password, select/enter troop number, edit participant nickname if desired.
- Parents should assist their Girl Scout with the setup of her page.
  - Enter a goal and what Girl Scouting means to her.
  - Create her own M2 Avatar and record a message from her M2 Avatar.
  - Personalize her campaign.
  - Promote her campaign through emails, social media and **NEW texting available.**
  - Print business cards, sales flyers and **NEW door hangers** from a her M2OS Girl Dashboard.
  - Prepare to earn the personalized patch by entering her name (or nickname or initials), choose the background and provide a mailing address.
  - Visit her Avatar Room to earn virtual rewards.
- The Girl Scout's dashboard is her campaign headquarters! Parents can also reference the Family Newsletter and go to [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) for more information, training videos and resources.



## Products

### Ashdon Farms Nuts and Chocolates

The GSNI Nut/Chocolate Paper Order Card will have 15 items available in a range of prices. All items listed on the order card will also be available to order online for Girl Delivery. **The cost of online orders for Girl Delivery is the same as ordering on the paper order card!** All girls who sell at least 10 nut/chocolate items will receive the "Rise Up" patch.

- Girl Scout Uniform Tin with Mint Treasures - \$10
- Bunny Holiday Tin with Deluxe Pecan Clusters - \$10
- Whole Cashews with Sea Salt (Can) - \$8
- NEW – Caramel Apples (box) - \$7
- Peanut Butter Trail Mix (Bag) - \$7
- Dark Chocolate Peppermint Pretzels (Bag) - \$7
- English Butter Toffee (Box) - \$7
- Deluxe Pecan Clusters (Box) - \$7
- Dark Chocolate Caramel Caps with Sea Salt (Box) - \$7
- Mint Chocolate Penguins (Box) - \$7
- NEW – Sweet and Salty Mix (Can) - \$7
- Chocolate Covered Raisins (Can) - \$7
- Peanut Butter Bears (Box) - \$6
- Dill Pickle Peanuts (Can) - \$6
- Fruit Slices (Can) - \$5



Sweet & Salty Mix

Caramel Apples



### Online Nut and Chocolate Store

Using the Online Nut and Chocolate Store, customers will now be able to order, pay for, and receive direct shipments of nuts and chocolates! (Shipping and handling fees will be charged to the customer.) Girls and troops will receive credit for these sales, the same as in-person sales, assuming the purchase is completed by the GSNI sales deadline of Monday, October 25. In addition to the 15 items listed above, customers will also be able to order the COMPLETE line of Girl Scout products including online exclusive products from Ashdon Farms.

### Magazine Subscriptions

Your Girl Scout's customers have the opportunity to order a wide range of magazine subscriptions for up to 90% off newsstand prices! All girls who sell at least three (3) magazine subscriptions will receive the Penguin Iceberg patch.

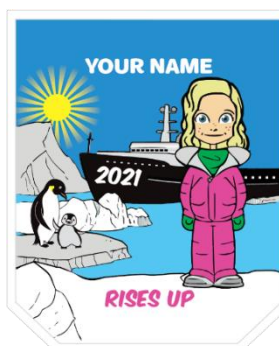


**Magazine subscriptions can ONLY be ordered online.**

See below and pages 4 & 5 for details on how girls can customize their online web page and contact customers. **All online orders must be completed between the GSNI sales dates of Tuesday, September 14--Monday, October 25, for the girl and troop to receive credit towards rewards and proceeds.**

### Patches and rewards related to online orders

- Email 18 or more people using M2OS to earn the 2021 patch.
- Email 18 or more people using M2OS and TOTAL sales of \$300 to earn a Personalized M2 Avatar patch with a choice of two designs.





## Care to Share/Donation

For customers not interested in purchasing any of the products offered but who still want to support their Girl Scout, donation opportunities are available!

- Customers may make a \$5 donation for nuts to be sent to military troops. All girls who receive at least four (4) nut donations will earn the Care to Share patch. This donation purchase is the **ONLY** way to earn the Care to Share patch.
- These donations may be purchased from the online Nut and Chocolate Store or on the paper order card.  
*Please note: purchasing the \$20 donation on the online magazine store does NOT apply toward earning the Care to Share patch.*



## Girl Patches and Rewards

### Patches

- *Rise Up* – Sell ten (10) or more nut/chocolate items in-person or online.
- *Penguin Iceberg* – Sell three (3) magazine orders.
- *2021* – Send 18+ emails using M2OS platform to potential customers.



NOTE: The above three patches are interlocking!

- *Care to Share* – Receive four (4) or more donations for nuts.
- *Personalized M2 Avatar patch* – Send 18+ emails using M2OS platform to potential customers AND Sell \$300+ in TOTAL sales. If earned, this patch will be mailed directly to the Girl Scout from M2 Media Group vendor.
- *2021-2022 Fall and Girl Scout Cookie Crossover Personalized M2 Avatar, Rises Up & Spreads Kindness patch* – Create avatar and send 18+ emails using M2OS platform to potential customers during the 2021 Fall Product Program AND Send 18+ unique emails using Digital Cookie 8.0 platform and sell 225+ boxes of cookies during the 2022 Cookie Program. If earned, this patch will be mailed directly to the Girl Scout from M2 Media Group vendor after the 2021 Cookie Program ends.



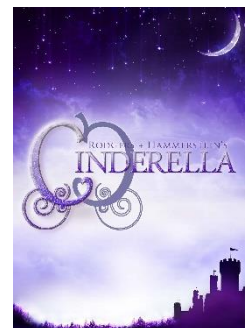
### Rewards

- All rewards are pictured on the order card.
- Rewards will be earned for total dollar sales at the following levels and are cumulative.
  - \$100 – Penguin Necklace
  - \$200 – Penguin Pen and Goal Getting Patch
  - \$300 – Small Penguin Plush
  - \$350 – Penguin Charm AND Charm Bracelet
  - \$400 – **CHOICE** of Friendship Bracelet Kit OR \$10 Cashew Cash
  - \$500 – **CHOICE** of Tie-Dye Kit OR Clipboard Set
  - \$600 – Large Penguin Plush
  - \$800 – **CHOICE** of Bluetooth Shower Speaker OR USB Hanging Lights
  - \$1,000 – **CHOICE** of Rise Up T-shirt OR Good Vibes Light
  - \$1,500 – **CHOICE** of Slumber Party Kit\* OR \$50 Cashew Cash  
\*Sleeping Bag, Penguin Puzzle Kit and Reusable Straw Set
  - \$3000 – **CHOICE** of Overnight stay at Great Wolf Lodge (Wisconsin Dells, WI or Gurnee, IL) for Girl Scout and Chaperone, maximum \$300 OR Nintendo Switch



**The Top 10 Fall Product Program Entrepreneurs** will be invited with a chaperone to a Broadway production of *Cinderella* at Paramount Theater in Aurora, IL for a 1:00 p.m. show on Sunday, November 14, 2021.

- Cashew Cash works similar to Cookie Dough. All Cashew Cash earned during the 2021 Fall Product Program will expire April 1, 2023. Cashew Cash e-codes will be distributed directly to the Girl Scout via email.



## Girl Selling Tools

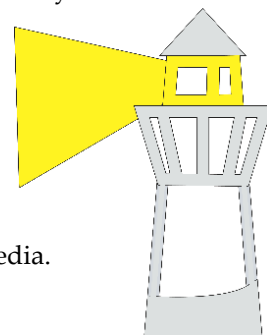
Looking professional is key to the success of any business! The following selling tools are available to girls.

### Business Cards and Door Hangers

- Business Cards can be printed from a girl's M2OS Girl Dashboard with her ONLINE ID already added!
- **NEW** Door Hangers can also be printed from a girl's M2OS Girl Dashboard with her ONLINE ID already added! These can be left on doors if neighbors and friends are not home when visiting.

### Personalized Sales Flyer

- A personalized sales flyer is available for Girl Scouts to print from the M2OS Girl Dashboard. The flyer includes top magazine choices, girl's name and individual code. There is also a QR code that customers can scan to take them directly to the Girl Scout's page to purchase magazines online.



### Social Media and Texting

- From a girl's M2OS Girl Dashboard, she can "Share My Site" through Facebook or Twitter social media.
- **NEW** Girls can "Share My Site" via Text or other WebShareAPI apps.

## Juliette Girl Scouts Participation Procedures

All Girl Scouts, whether part of a troop, an individually registered Juliette Girl Scout or part of a series pathway, are encouraged to participate in the Fall Product and Cookie Programs. The Service Unit (SU) Fall Product Program Coordinator will act as the "Troop Fall Product Chair" for all Juliette Girl Scouts participating in the Fall Product Program within the service unit. Girl Scouts/parents will communicate directly with the SU Fall Product Program Coordinator for order and payment submission, delivery, and rewards. All Juliettes in the service unit will be listed with a special pseudo troop. This troop number will be used for participation in M2OS platform. **If your Girl Scout is Cadette level or above (6<sup>th</sup>-12<sup>th</sup> grade) and wishes to opt-out of rewards, please communicate this to your SU Fall Product Program Coordinator at the very beginning of the program and prior to any online orders so girls can be assigned to pseudo troops appropriately and receive credit for all online orders.**

All girls participating in the 2021 Fall Product Program must be registered Girl Scout members for the 2021-2022 MY (membership year). Juliettes will receive their program supplies and information from the SU Fall Product Program Coordinator and parents must complete a Product Program Permission/Financial Responsibility Form. This form will be held by the SU Fall Product Program Coordinator until all payments are received and through the entire membership year as it is also applicable for the 2022 Cookie Program.

### Pre-Sale Activities

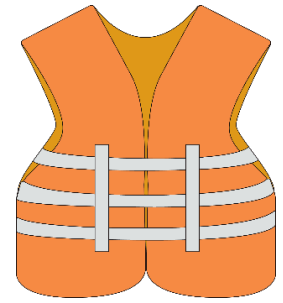
- Discuss with your Girl Scout the benefits of participation in the Fall Product Program including the 5 Skills, financial literacy, individual rewards, and S'more Dough.
- Set a sales goal with your Girl Scout based on a reward or an amount of S'more Dough she would like to earn.
- Discuss types of products being sold, including items on order card and online. Choose method for selling – in-person, online or both!
- Work with your Girl Scout to set up her M2OS online platform. See page 2 of this guide, Getting Started, and Tips in the Family Newsletter and go to [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) for more information.

### Orders Taking

- Girls registered for the 2021/2022 MY (membership year), who have received their materials from their SU Fall Product Program Coordinator, may participate in the Early Bird Online Sales starting on Tuesday, September 14.
- October 4-25, 2020, girls can continue to sell using M2OS platform and use their order card for in-person selling (in-person ends October 23).
- Girls will not receive credit towards rewards or S'more Dough for any sales prior to September 14 and after October 25.
- Money for orders should be collected at the time of the order. Customers ordering online, will pay by debit/credit card when placing the order.
- **No convenience fee for Girl Delivery online orders!** Online ordering with Girl Delivery available for items on the paper order card. No shipping charges!
- Checks received from customers should be made payable to GSNI or the service unit. Confirm with your SU Fall Product Program Coordinator.
- By Saturday, October 23, Nut & Chocolate Paper Order card orders need to be entered and rewards selected (if applicable) in M2OS or submitted to your SU Fall Product Program Coordinator. Full payment\* needs to be submitted to your SU Fall Product Program Coordinator by Monday, October 25. \*If taking payment directly to a resource center, must give copy of receipt to SU Fall Product Program Coordinator.

## Order Delivery and Rewards

- Delivery of product for order card and online girl delivery customers will be delivered to the SU Fall Product Program Coordinator November 11-13, 2021 (varies by SU). Your SU Fall Product Program Coordinator will schedule a time with all Juliettes to pick up their orders. Girls will not receive product for orders until all payment has been received or a receipt of payment to resource center is presented to your SU Fall Product Program Coordinator.
- Nut and Chocolate items should be delivered to customers as soon as possible.
- Final rewards will be distributed to the Juliette in early December following the end of the Fall Product Program. If reward choices are needed as part of your Girl Scout's reward selection, this must be selected in M2OS or communicated to your SU Fall Product Program Coordinator at the time of order submission by October 23.
- Cashew Cash and S'more Dough earned will be emailed as an e-code directly to the parent of the Girl Scout (or the email associated with the Girl Scout's membership). **Juliettes do not earn troop rewards.**



## S'more Dough

- Each participating Juliette will earn S'more Dough in place of troop proceeds. **Based on IRS guidelines, actual cash proceeds based on a dollar per dollar calculation may only be allocated to Girl Scout Troops and not an individual.**
  - Girls may apply S'more Dough to fees for resident camps, day/twilight camps, most council and service unit events, destinations, and Girl Scouts of the USA membership fee. The dough may also be spent in any GSNI Council Store.
  - **S'more Dough will have an April 1, 2023 expiration date** and will be emailed as an e-code directly to the parent of the Girl Scout by GSNI.
  - The expiration date may be extended for girls saving for a destination trip or a Lifetime Membership to Girl Scouts of the USA. To receive an extension, girls must submit their request to a member of the Product Program Team prior to the original expiration date.
  - Girl Scouts of Northern Illinois will not replace lost or expired dough.
  - S'more Dough is not transferable.
  - GSUSA has provided Councils with strict guidance and clarification due to recent steps taken by the Department of the Treasury. Issued on June 27, 2011, "IRS Directive 6-27 Subject Booster Club Dues and Non-Exempt Activity." Per the IRS, "a section 501 (c) (3) organization must not be organized or operated for the benefit of private interests." On August 26, 2013, the Tax Court revoked the 501 (C) (3) statute of Capital Gymnastics Booster Club, Inc. noting in part that crediting fundraising to off-set fees was an impermissible private benefit.
  - If appropriate practices are not followed, actions could be considered a "private benefit" to the participant (impacting the tax situation of individuals) by the IRS and could also result in the organization (Girl Scouts of Northern Illinois) paying "unrelated business income tax" or losing its *tax-exempt* status altogether.

## S'more Dough Ranges

<u>Total \$ Sales</u>	<u>Daisy-Ambassador (w/ Rewards)</u>	OR	<u>Older Girl Option (No Rewards)**</u>
\$25-\$99	\$5 S'more Dough		\$10 S'more Dough
\$100-\$199	\$15 S'more Dough		\$20 S'more Dough
\$200-\$274	\$25 S'more Dough		\$30 S'more Dough
\$300-\$349	\$35 S'more Dough		\$40 S'more Dough
\$350-\$399	\$50 S'more Dough		\$55 S'more Dough
\$400-\$499	\$65 S'more Dough		\$70 S'more Dough
\$500-\$599	\$80 S'more Dough		\$85 S'more Dough
\$600-\$799	\$95 S'more Dough		\$105 S'more Dough
\$800-\$999	\$110 S'more Dough		\$125 S'more Dough
\$1000-\$1499	\$130 S'more Dough		\$145 S'more Dough
\$1500-\$1999	\$150 S'more Dough		\$165 S'more Dough
\$2000+	\$175 S'more Dough		\$190 S'more Dough

\*\*\*Older Girl Option is available to Girl Scout levels Cadette through Ambassador (6<sup>th</sup>-12<sup>th</sup> grade) only. Choosing this option, girls may earn higher amounts of S'more Dough on sales and receive patches only in lieu of earning all the rewards on the order card.