



Girl Scouts of Northern Illinois works with Ashdon Farms and M2 Media Group to provide a customizable experience for girls while offering quality nut, chocolate and candy products and popular magazines! Girls will have the opportunity to earn individual rewards, troop proceeds, and support the council. All girls must be registered Girl Scout members for the 2021–22 MY (membership year) to participate.

When you support your Girl Scout's participation in the Fall Product Program, you are helping her gain independence and confidence, all while building social and practical life skills toward 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

Why Participate?

- Base proceeds 17%! Matches the Cookie Program proceeds! Earning this base of 17% of total sales creates valuable troop proceeds to fund troop activities early in the membership year.
- **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.**
- All proceeds stay local! Program revenue contributes to maintaining camps, programs and properties that help your girl succeed in Girl Scouting.

Girls Choose How to Participate – Online, In-Person or BOTH!

ONLINE – Selling online is easy! Girls create an online platform to market the products to family and friends near home and across the country. See the back of this newsletter for more details regarding the M2OS online ordering platform.

- Magazine subscriptions may **ONLY** be ordered online.
- Over 25 nut and chocolate items are available through the online Nut & Chocolate Store!
- Nut and chocolate products ordered online can be shipped directly to customers (shipping and handling charges do apply).
- **No fee for Girl Delivery online orders!** Girl Delivery available for online ordering of items on the paper order card. Customers may order these nut/chocolate items online and girls deliver the product in-person. This offers the convenience of online orders without the cost of shipping.
- Girls can print customized business cards and door hangers, from her M2OS Girl Dashboard, with her online code.
- Girls can "Share My Site" through Facebook and Twitter social media from her M2OS Girl Dashboard.
- **NEW Girls can "Share My Site" via Text** or other WebShareAPI apps from her M2OS Girl Dashboard.
- Customers can make a \$5 donation online from the Nut & Chocolate Store to be sent to military troops! Girls will receive credit for these donations towards the Care to Share patch! *Purchasing the \$20 donation on the online magazine store does NOT apply toward earning the "Care to Share" patch.*



IN-PERSON

- Nuts, chocolates and donations may be ordered directly from a girl via her paper order card (payment by cash or check is collected from the customer at the time of placing the order).

Important Dates

- **Tuesday, September 14**—Early Bird Online Sales **ONLY** begins (Girl Scout/troop will not receive credit for sales before this date.)
- **Monday, October 4**—Fall Product Program begins (including online and in-person sales)
- **Saturday, October 23**—In-person sales on paper order card ends and Parent order entry deadline and payment due to Troop Fall Product Chair (Confirm individual troop deadline with Troop Fall Product Chair.)
- **Monday, October 24**—Fall Product Program ends for all order types (Credit will not be received for sales after final sales date.)
- **November 11-13** (varies by service unit)—Service Unit delivery of product

New Products

- Girl Scout Uniform Tin with Mint Treasurers **AND** Bunny Holiday Tin with Deluxe Pecan Clusters
- Caramel Apples (boxed chocolates with caramel apple filling) **AND** Sweet & Salty Mix



Patches and Rewards

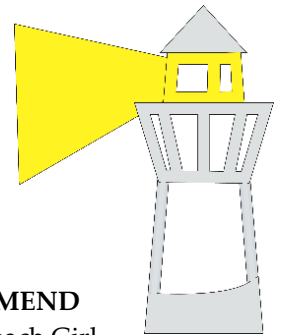
- **Rise Up patch** – Sell ten (10) or more nut/chocolate items in-person or online.
- **Penguin Iceberg patch** – Sell three (3) magazine orders.
- **2021 patch** – Send 18+ emails using M2OS platform to potential customers.
- **Care to Share patch** – Receive four (4) or more donations for nuts.
- **Personalized M2 Avatar patch** (choice of two designs) – 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 when it is earned.
- **2021-2022 Fall and Girl Scout Cookie Crossover Personalized M2 Avatar, Rises Up & Spreads Kindness patch** – Send 18+ emails using M2OS platform to potential customers during the 2020 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.
- **\$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 (date and time are tentative).
- All other rewards are listed on the Girl Scout's paper order card.



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 Troop Fall Product Chair will be sent to parents all registered Girl Scouts in the troop 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/failed, parents can use the QR code at right, go to



www.gsnutsandmags.com/gsni OR go to 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 for more information, training videos and resources.

