

GSNI 2022 Fall Product Program

Girl Patches and Rewards

Patches

- *Go Bright Ahead* – Sell fifteen (15) or more nut/chocolate items in-person or online.
- *Swimming Seal* – Sell three (3) magazine orders.
- *2022* – Send 18+ emails using M2OS platform to potential customers.

The above three patches are interlocking!

- *Care to Share* – Receive four (4) or more donations for nuts.

- *Personalized M2 Avatar patch* – Create avatar, send 18+ emails and Share My Site using M2OS platform to potential customers AND Sell \$325+ in TOTAL sales. If earned, this patch will be mailed directly to the Girl Scout from M2 Media Group vendor. Two different designs to choose from!



- *2022-2023 Fall and Girl Scout Cookie Crossover Personalized M2 Avatar patch* – Create avatar, send 18+ emails and Share My Site using M2OS platform to potential customers during the 2022 Fall Product Program AND Send 18+ unique emails using Digital Cookie 9.0 platform and sell 225+ packages of cookies during the 2023 Cookie Program. If earned, this patch will be mailed directly to the Girl Scout from M2 Media Group vendor after the 2023 Cookie Program ends.
- NOTE: Personalized patches can take 8-10 weeks in production time after requirements are met and received by M2.

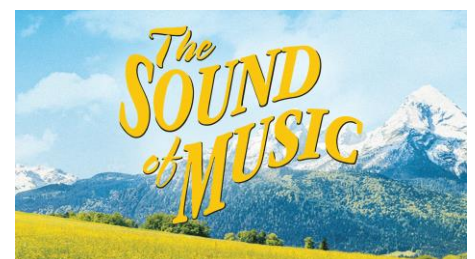


Rewards

- All rewards are pictured on the order card.
- Rewards will be earned for total dollar sales at the following levels and are cumulative.
 - \$125 – Seal Keychain
 - \$225 – Theme Necklace and Goal Getter Patch
 - \$325 – Small Seal Plush
 - \$375 – Seal Charm AND Charm Bracelet
 - \$425 – **CHOICE** of Color Changing Sunglasses OR \$10 Cashew Cash
 - \$525 – Diamond Art Sticker Craft
 - \$625 – Large Seal Plush
 - \$800 – Go Bright Ahead T-shirt
 - \$1,000 – LED Lights Strip
 - \$1,500 – **CHOICE** of Beach Day Kit* OR \$50 Cashew Cash
 - *Beach Towel and Dry Bag
 - \$3000 – **CHOICE** of Overnight stay at Great Wolf Lodge (Wisconsin Dells, WI or Gurnee, IL) for Girl Scout and Chaperone, maximum \$300 OR Oculus VR Headset
- Cashew Cash works similar to Cookie Dough. All Cashew Cash earned during the 2022 Fall Product Program will expire April 1, 2024. Cashew Cash e-codes will be distributed directly to the Girl Scout via parent email.



The Top 10 Fall Product Program Entrepreneurs will be invited with a chaperone to a Broadway production of **Sound of Music** at Paramount Theater in Aurora, IL for a 1:00 p.m. show on Sunday, November 13, 2022 (date and time are tentative).



Troop Proceeds and Rewards

- Troops receive a minimum of 17% in proceeds from the total sales of chocolates, nuts, and magazines.
 - This matches the percentage earned in troop proceeds for the Cookie Program, however proceeds can add up faster! For example, 17% of a \$5 box of cookies is \$.85, but 17% of a \$7 nut/chocolate item equals \$1.19 or of a \$20 magazine subscription equals \$3.40!
 - Some troops may receive a credit in proceeds (where council owes the troop money instead of needing to do a bank sweep) due to online orders. This credit will be deposited directly into the troop account or if this amount is under \$20, the troop will be issued a GSNI e-code.
- Troop Fall Product Chair(s) can create their own M2 Avatar and receive her/his own personalized patch with TOTAL troop sales of \$1,500+ **AND** queue launch emails to girls using *Parent Adult Email Campaign (PAEC)* under *Campaign Setup* on the troop dashboard in M2OS.
- Older Girl “Opt-Out” Option (Cadettes, Seniors, Ambassadors/Grades 6--12 only): Troops receive a base of 19% in proceeds from total sales of nuts/chocolates and magazines. Girls will receive patches only, with no additional rewards.



Service Unit Goal Rewards

Troops participating in the Fall Product Program help their Service Unit (SU) have extra money for activities or help off-set the cost for SU program events/day camps. Each service unit that meets its Fall Product Program goal will receive bonus funds of 1% of total sales for the service unit. Ask your Service Unit Fall Product Program Coordinator for additional details on your service unit's goal.