

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! Girl Scouts will have the opportunity to earn individual rewards, troop proceeds, and support the council. All girls must be registered Girl Scout members for the 2022-2023 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 and Share My Site through the M2OS system to qualify to earn the 2022-2023 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.

## Girl Scouts Choose How to Participate – Online, In-Person or BOTH!

**ONLINE**—Selling online is easy! Girl Scouts 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 30 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 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.
- Girl Scouts can print customized business cards and door hangers, from her M2OS Girl Dashboard, with her online code.
- Girl Scouts can “Share My Site” via Text or through Facebook and Twitter social media from her M2OS Girl Dashboard. *Using the Share My Site feature is a requirement to earn the Personalized M2 Avatar patch and the Fall & Cookie Crossover Personalized M2 Avatar patch.*
- Customers can make a \$6 donation online from the Nut & Chocolate Store for nuts 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 (payable to the troop) is collected from the customer at the time of placing the order.

## Important Dates

- **Tuesday, September 20**—Early access when Troop Fall Product Chair queues the Parent Adult Email Campaign (PAEC) email
- **Wednesday, September 21**—Fall Product Program begins (including online and in-person sales)
- **Saturday, October 22**—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 10-12** (varies by service unit)—Service Unit delivery of product

## New Products

- Girl Scout Memories Tin with Mint Treasurers **AND** Mitten Holiday Tin with Deluxe Pecan Clusters



## Patches and Rewards



- **Go Bright Ahead patch** – Sell fifteen (15) or more nut/chocolate items in-person or online.
- **Swimming Seal patch** – Sell three (3) magazine orders.
- **2022 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 and Share My Site 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.

- **2022-2023 Fall and Girl Scout Cookie Crossover Personalized M2 Avatar patch** – 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+ boxes 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.
- **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).
- 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 Girl Scouts 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 **one day early** to parents all registered Girl Scouts in the troop on Tuesday, September 20. Otherwise, parents of registered Girl Scouts will be sent a launch email on Wednesday, September 21. Girls must have been registered by Sunday, September 4, 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 at right, 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 and Share My Site.
  - Print business cards, sales flyers and 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 go to [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) for more information, training videos and resources.

