






2025 FALL PRODUCT PROGRAM TRAINING

Participating Girl Scouts helped to earn an average of \$139 each, which went directly toward troop Program funding

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Exciting Updates Coming to the 2025 Fall Product Program!




Digital Manual –
Access everything you need right at your fingertips—anytime, anywhere! No printed copies will be distributed

Quick-Access Cheat Sheet -
A one-page resource packed with links to all the essential documents and info you'll need this season.

Single Point of Contact -
All Fall Product inquiries should be directed to Michele Doonan at cookies4you@girlscoutsnj.org.



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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

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**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

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THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?



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GRIZZLY BEAR

Live in forests, mountains, and near rivers where they catch salmon.

Very strong swimmers and can cross large rivers.

Grizzly cubs remain with their mothers for 2-3 years to learn survival skills.

Before hibernation, grizzlies eat up to 20,000 calories a day.



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TROOP PROCEEDS

17% of Total Sales

Girl Scout Reward "Opt-out Option"
Cadette, Senior, and Ambassador Troops may opt-out of rewards and earn an additional 2% (19% total) in troop proceeds from all sales. This includes nuts & chocolates, magazines, Girl Scout exclusive BarkBoxes, personalized products and candles. Girl Scouts will receive patches only, with no additional rewards.

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DELICIOUS NUTS & CHOCOLATES

For two years in a row, Council's Top Selling Items

#1 – English Butter Toffee
#2 – Peanut Butter Bears
#3 – Deluxe Pecan Clusters
#4 – Dark Chocolate Caramel Caps
#5 – Military Donation


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PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates
Magazines & More


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NEW PRODUCTS



Cherry Almond Clusters
(order card, online girl delivered or direct ship)
Roasted almonds and dried cherries covered in caramel and milk chocolate.

Nut & Caramel Trail Mix
(online for direct ship only)
Peanuts, cashews, caramel mini cups and cocoa gems.



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ASHDON FARMS TINS

Perfect for Gifts and Treats!




Girl Scout Make New Friends Tin
(order card, online girl delivered or direct ship)
Milk Chocolate Mint Treasures



Polar Bear Holiday Tin
(order card, online girl delivered or direct ship)
Milk Chocolate Pretzels or Deluxe Pecan Clusters



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care to share

CARE TO SHARE

Customer makes purchase to support local military organizations.

Orders can be placed through order card and online girl delivered.

Products are distributed by council and are not delivered to troops/Girl Scouts.

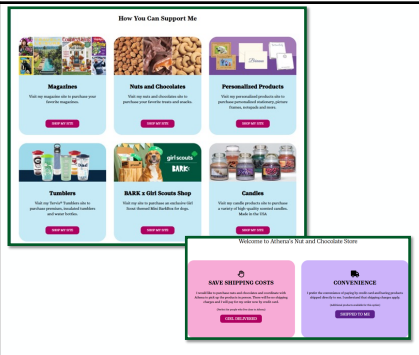
Troops earn proceeds and Girl Scouts earn a special patch and credit towards other rewards.

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ONLINE SHOPPING SITES

Supporters select their desired product line.

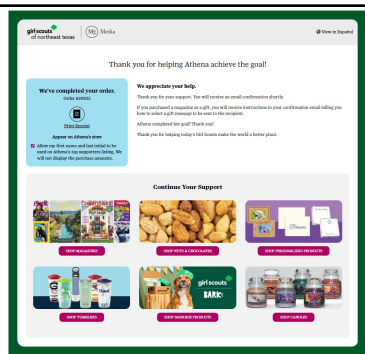
Nuts & Chocolates have two options: Girl Delivered or Direct Ship.



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WAYS TO VISIT STOREFRONTS

Supporters can visit other storefronts after checking out online.

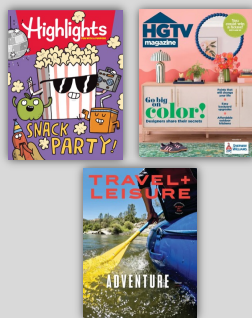


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MAGAZINES

Top selling magazines offered

Easy renewal



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PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers



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PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Personalized Products



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PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Candles

16oz
Double Wick
80 hour burn time



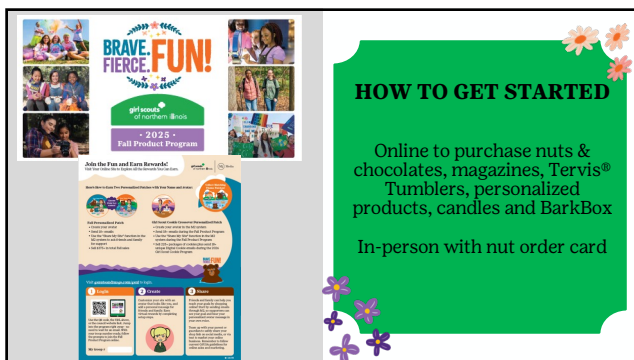
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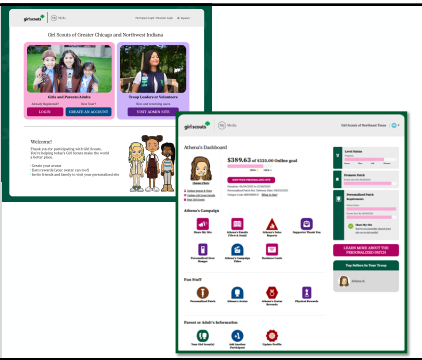
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GIRL SCOUT'S PLATFORM SET-UP


- Preferred Email Address
- Confirm Membership
- Highlight Girl Scout Goals
- Build an Avatar
- Include Video

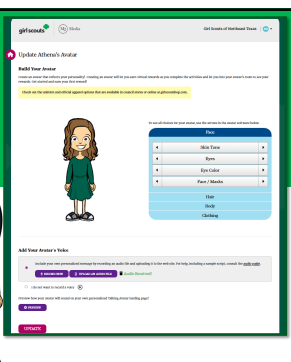


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GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar

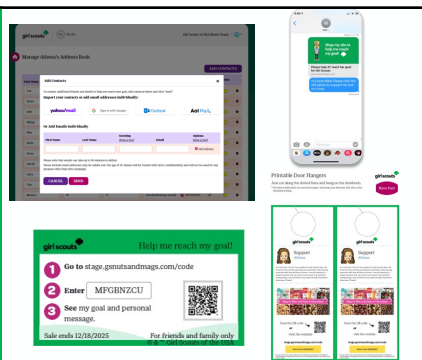




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TOOLS TO RUN A BUSINESS

- Send emails
- Share My Site with social media and texting
- Printable business cards
- Door hangers with QR codes



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NEW

SHARE MY

SITE

TOOL KIT

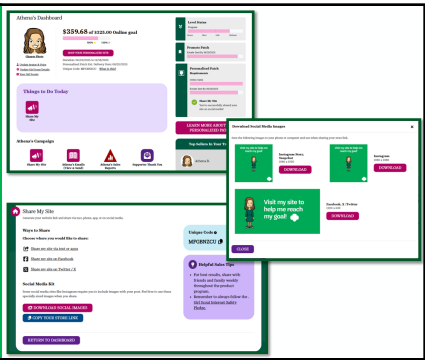
Many ways to Share

Download images for additional online marketing

Copy the storefront link to send

Share on Social Media

Text friends & family



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PARTICIPANT'S DASHBOARD

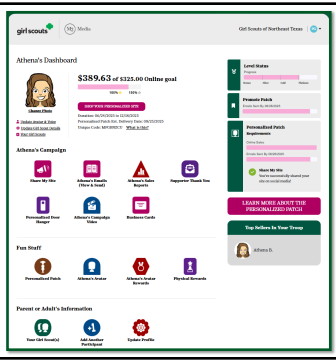
Supporter Thank You email

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

Manage nut card order entry

Select rewards

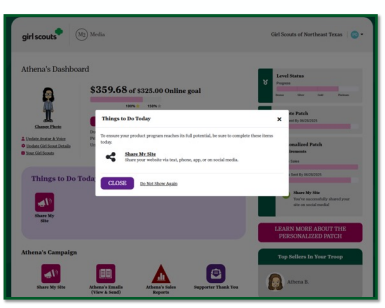
Sales reports



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PARTICIPANT'S DASHBOARD (cont.)

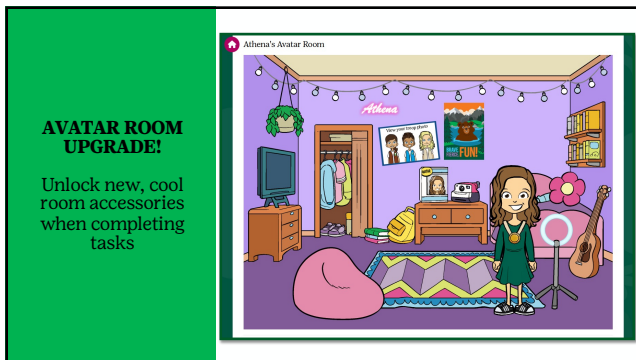
Things to Do Today pop up & banner



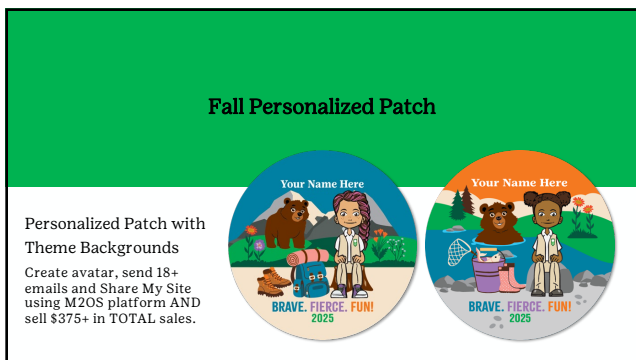
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2025-26 FALL & COOKIE CROSSOVER PATCH

Create avatar, send 18+ emails and Share My Site using M2OS platform during the 2025 Fall Product Program AND send 18+ unique emails through Digital Cookie and sell 225+ packages of cookies during the 2026 Cookie Program.

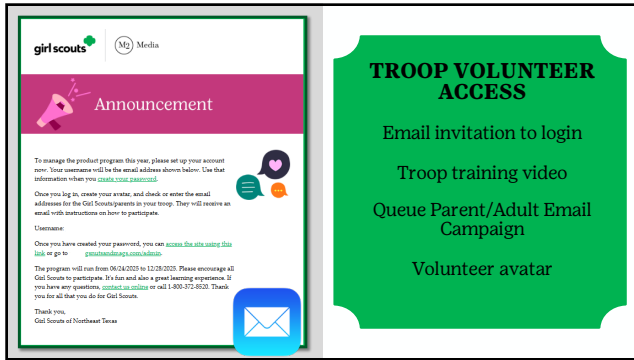
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GIRL SCOUT REWARDS

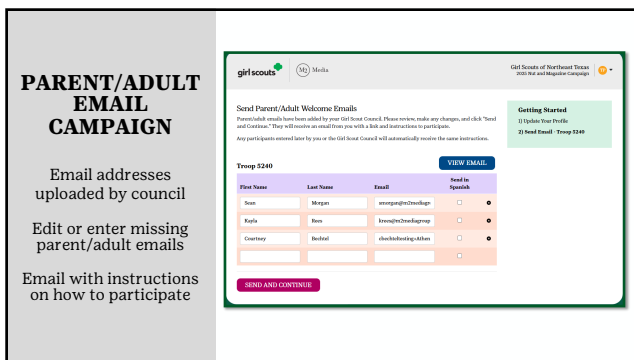
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VOLUNTEER EXPERIENCE

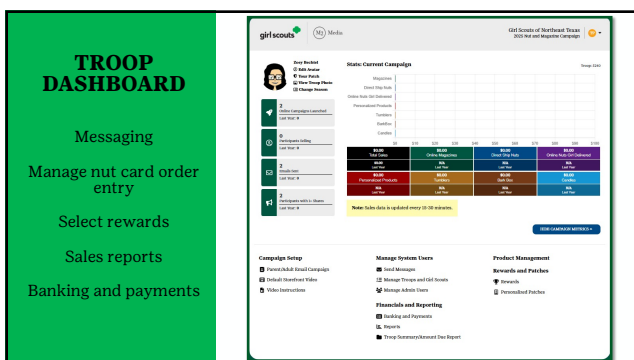
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TROOPS REWARDS

Troop Fall Product Chair(s) can create their own M2 Avatar and receive their own personalized patch with TOTAL troop sales of \$2,000+ **AND** queue launch emails to Girl Scouts using *Parent Adult Email Campaign (PAEC)* under *Campaign Setup* on the troop dashboard in M2OS.




UPDATED Troop Bonus

Troops that sell \$225 PGA (Per Girl Scout Average of Girl Scouts selling) during Fall Product Program **AND** a 225+ package PGA (Per Girl Scout Average of Girl Scouts selling) during the 2026 Cookie Program, will receive an additional \$.05 per package of cookies in troop proceeds.

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Important Dates



BEAR FIERCE FUN!

2025 FALL PRODUCT PROGRAM SCHEDULE


Friday Aug 29	Tue. Sept 16	Wed. Sept 17	Tue. Oct 21	Sat. Oct 25	Mon. Oct 27	Nov. 13-15
Troop online training available on gsLearn.	Fall Product Program Starts!!			Paper order cards due Parent entry deadline		Service Unit Delivers Invites by SU!
		Early access when Troop Fall Product Chair queues Parent Adult Email Campaign (PAEC) email	Virtual MicroTraining: End of Season tasks 12-1 PM and 7-8 PM		Troop Order/Reward deadline Program Ends	

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FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee



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!

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