



Girl Scouts of Northern Illinois (GSNI) works with Ashdon Farms and M2 Media Group to provide a customizable experience for Girl Scouts while offering quality nut, chocolate and candy products, popular magazines, Tervis® Tumblers, Girl Scout exclusive BarkBox, and other new products! Girl Scouts will have the opportunity to earn individual rewards, troop proceeds, and support the council. All participants must be registered Girl Scout members for the 2024-2025 membership year (MY25).

When you support your Girl Scout's participation in the Fall Product Program, you are helping to teach independence and confidence, all while building social and practical life skills towards the future. Through the Fall Product Program Girl Scouts 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?

- Fall Product makes great holiday gifts!
- Contribute to troop proceeds to fund activities early in the membership year and earn individual rewards!
- All proceeds stay local! Program revenue contributes to maintaining camps, programs and properties that help your Girl Scout 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 and far. See how Girl Scouts get started in M2OS on the back of this newsletter.

- **NEW** More Girl Scout exclusive BarkBox options and Personalized stationery and picture frames.
- Magazine subscriptions, Tervis® Tumblers, Girl Scout exclusive BarkBoxes and Personalized products **ONLY** available for online ordering.
- Thirty (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).
- Girl Delivery is available for online ordering of items on the paper order card. Customers place order online and Girl Scouts deliver the product in-person offering the convenience of online orders without the cost of shipping.
- Girl Scouts can “Share My Site” via Text or social media from the M2OS Dashboard.

## 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.
- **NEW** Vanilla Honey Roasted Pecans have been added as well as a new holiday tin with options or Deluxe Pecan Clusters or Chocolate Covered Pretzels and the third in a series of collectable Girl Scout tins.



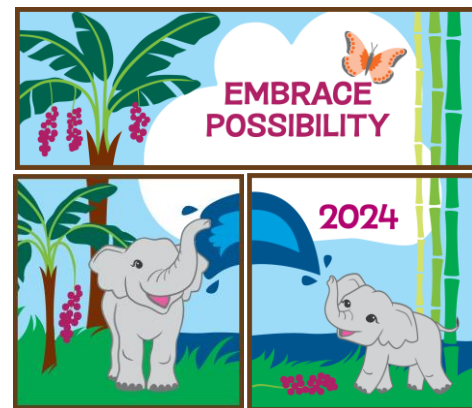
## Important Dates

- **Tuesday, September 17**—Early access when Troop Fall Product Chair queues the Parent Adult Email Campaign (PAEC) email
- **Wednesday, September 18**—Fall Product Program begins (including online and in-person sales)
- **Saturday, October 26**—In-person sales on paper order card ends and Parent order entry deadline and payment due to Troop Fall Product Chair
- **Monday, October 28**—Fall Product Program ends for all order types
- **November 14-16** (varies by service unit)—Service Unit delivery of product



## Patches and Rewards

- All Rewards listed on the paper order card and online.
- *Embrace Possibility* – Sell fifteen (15) or more nut/chocolate items in-person or online.
- *Elephant* – Sell three (3) magazine orders, Tervis® tumblers, Girl Scout exclusive BarkBoxes and/or Personalized products.
- *2024* – Send 18+ emails using M2OS platform to potential customers.
- *Care to Share* – Sell four (4) military nut donations from the paper order card or online Nut Store. *Purchasing the \$20 donation on the online magazine store does NOT apply toward earning the “Care to Share” patch.*



- *Personalized M2 Avatar patch* – Create avatar, send 18+ emails and Share My Site using M2OS platform to potential customers AND Sell \$375+ 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!

- *2024-2025 Fall & Girl Scout Cookie Crossover Personalized M2 Avatar patch* – Create avatar, send 18+ emails and Share My Site using M2OS platform during the 2024 Fall Product Program AND Send 18+ unique emails through Digital Cookie and sell 225+ packages of cookies during the 2025 Cookie Program. If earned, this patch will be mailed directly to the Girl Scout from M2 Media Group vendor after the 2025 Cookie Program ends. NOTE: Personalized patches can take 8-12 weeks in production time after requirements are met and received by M2.



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

For Girl Scouts/parents, M2OS is not just a platform for taking online orders.

- **We HIGHLY RECOMMEND all participating Girl Scouts login with their parents and set up their M2OS account.** From M2OS, each Girl Scout can create a M2 Avatar!
- Girl Scouts/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, Share My Site (social media links), and inviting friends and family to support the Girl Scout's program goals.

## How do Girls Scouts/parents get started?

Launch email queued by the Troop Fall Product Chair will be sent **one day early** to parents of all registered Girl Scouts in the troop on Tuesday, September 17. Otherwise, parents of registered Girl Scouts will be sent a launch email on Wednesday, September 18. Girl Scouts must have been registered by August 28, to receive these initial launch emails. If registered later, launch emails will be sent weekly 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/gsnj](http://www.gsnutsandmags.com/gsnj), [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) or Rallyhood <https://rallyhood.com/157733> for the 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 the page.
  - Enter a goal and what Girl Scouting means.
  - Create a personalized M2 Avatar and record a message.
  - Personalize the campaign.
  - Promote the campaign through emails and Share My Site.
  - Print business cards and door hangers from a the M2OS Dashboard.
  - Prepare to earn the personalized patch by entering the Girl Scout's name (or nickname or initials), choose the background and provide a mailing address.
  - Visit the Avatar Room to earn virtual rewards.
- The Girl Scout's dashboard serves as campaign headquarters! Parents can also reference [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) or Rallyhood for more information, training videos and resources.

