

## Welcome and Thank You

We are looking forward to a great Fall Product Program season with delicious nut and chocolate products, a wide variety of magazines and more new products for your Girl Scout to promote, sell and receive rewards. The GSNI Product Program Team leverages national programs from our vendors Ashdon Farms and M2 Media Group and customizes it for GSNI. Please use this guide and resources at [www.girlscoutsni.org/fallproductprogram](http://www.girlscoutsni.org/fallproductprogram) and [Rallyhood](http://Rallyhood) as your source of information for GSNI's 2024 Fall Product Program.

When you help your Girl Scout participate in the Fall Product Program, you are helping her gain independence and confidence, all while building social and practical life skills towards her 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!
- In addition to regular rewards, earn S'more Dough to use towards fees for many council or service unit programs and events or use in any GSNI retail store.
- All proceeds stay local! Program revenue contributes to maintaining GSNI camps, programs and properties that help your Girl Scout succeed in Girl Scouting.



## Contacts and Resources

The Service Unit Fall Product Program Coordinator will work directly with you and your Girl Scout to assist with program. If uncertain who to contact, please reach out to the Product Program Team.

<a href="mailto:cookies4you@girlscoutsni.org">cookies4you@girlscoutsni.org</a>		847-214-9295 (during regular business hours)
Anna Jarrett, Director of Product Programs Home Base—Oswego RC <a href="mailto:ajarrett@girlscoutsni.org">ajarrett@girlscoutsni.org</a>	Debbie Karner, Senior Product Program Manager Home Base—South Elgin <a href="mailto:dkarner@girlscoutsni.org">dkarner@girlscoutsni.org</a>	Michele Doonan, Product Program Manager Home Base—Rockford <a href="mailto:mdoonan@girlscoutsni.org">mdoonan@girlscoutsni.org</a>
GSNI Customer Care (for membership, finance-related or general questions) <a href="mailto:Customercare@girlscoutsni.org">Customercare@girlscoutsni.org</a> OR 844-476-4463		
M2OS Customer Service For questions regarding M2OS, all online orders (magazine subscriptions, Tervis® tumblers, Girl Scout exclusive BarkBoxes and online Nut and Chocolate Store) and product concerns. <a href="https://support.gsnutsandmags.com">https://support.gsnutsandmags.com</a> OR 800-372-8520		
Volunteer and Girl Scout/Parent access to M2OS  M2OS (This is the ALL-IN-ONE program management system website for troops and Girl Scouts/parents). <a href="http://www.gsnutsandmags.com/GSNI">www.gsnutsandmags.com/GSNI</a> or use QR code at right.		GSNI Resources  For all program resources including links to training videos to assist both troops and Girl Scouts/parents with M2OS. • Rallyhood <a href="https://rallyhood.com/157733">https://rallyhood.com/157733</a> • GSNI website <a href="http://www.girlscoutsni.org/fallproductprogram">www.girlscoutsni.org/fallproductprogram</a> .

## 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 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.



## 2024 Important Dates

Friday, August 30	All resources available at <a href="http://www.girlscoutsni.org/fallproductprogram">www.girlscoutsni.org/fallproductprogram</a> and <a href="#">Rallyhood</a> .
Week of September 3	Council will Juliettes with Fall Product Program participation information. Materials to be received from Service Unit Fall Product Program Coordinator.
Wednesday, September 18	Fall Product Program begins.
Tuesday, October 22 @ 12-1 p.m. or 7-8 p.m.	Virtual MicroTraining—End of Season Review. See <a href="#">GSNI website</a> or <a href="#">Rallyhood</a> for meeting links.
Saturday, October 26 @ 11:59 p.m.	Parent enters all “off-line” orders (paper order card) AND selects Girl Scout reward choices (if applicable) in M2OS. *If taking payment directly to a resource center, must give copy of receipt to Service Unit Fall Product Program Coordinator.
Monday, October 28	Fall Product Program ends.
Thursday-Saturday, November 14-16	Product delivery to SU Fall Product Program Coordinator (varies by SU).
Early December	Rewards delivered to Service Unit Fall Product Program Coordinator.

## Girl Scout Selling Tools

Looking professional is key to the success of any business! The following selling tools are available to Girl Scouts.

### Personalized Business Cards and Door Hangers

- Business Cards and Door Hangers can be printed from a Girl Scout’s M2OS Dashboard with the Girl Scouts storefront codes and links already added! These can be left at doors if neighbors and friends are not home when visiting.
- Girl Scouts can use the QR code created on the Door Hanger to send to potential customers.

### Share My Site

- From a Girl Scout’s M2OS Girl Scout Dashboard, use “Share My Site” to contact customers via Text or social media.
- At least one type of Share My Site is required to earn both the Personalized M2 Avatar patch and the Fall & Cookie Crossover Personalized M2 Avatar patch.

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

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

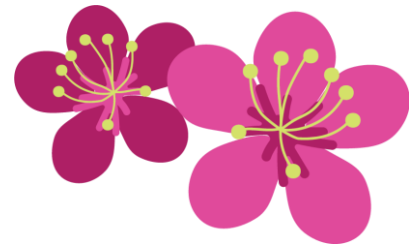
- **We HIGHLY RECOMMEND all participating Girl Scouts login with their parents and set up their M2OS account.** From M2OS, each Girl Scout can create a M2 Avatar!
- Girl Scouts/parents can also manage the sale by entering paper order card (offline) orders, choosing rewards, viewing sales stats, find 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?**

Parents of registered Girl Scouts will be sent a launch email on Wednesday, September 18. Girl Scouts must be 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/gsni](http://www.gsnutsandmags.com/gsni), [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.



### **Juliette Girl Scouts Participation Procedures**

All Girl Scouts are encouraged to participate in the Fall Product and Cookie Programs. The Service Unit (SU) Fall Product Program Coordinator will act as the "Troop Fall Product Chair" for all Juliette Girl Scouts participating within the service unit. Girl Scouts/parents will communicate directly with the SU Fall Product Program Coordinator for order and payment submission, product delivery, and rewards. All Juliettes in the service unit will be listed with a special pseudo troop. This troop number will be used for participation in M2OS platform. If your Girl Scout is Cadette, Senior or Ambassador (6<sup>th</sup>-12<sup>th</sup> grade) and wishes to opt-out of rewards, please communicate this to your SU Fall Product Program Coordinator at the very beginning of the program and prior to any online orders.

All Girl Scouts participating in the 2024 Fall Product Program must be registered Girl Scout members for the 2024-2025 membership year. Juliettes will receive their program materials from the Service Unit Fall Product Program Coordinator and parents must complete a Product Program Permission/Financial Responsibility Form.

#### **Pre-Sale Activities**

- Discuss with your Girl Scout the benefits of participation in the Fall Product Program including the 5 Skills, financial literacy, individual rewards, and S'more Dough.
- Set a sales goal with your Girl Scout.
- Discuss types of products being sold, including items on order card and online. Choose method for selling – in-person, online or both!
- Work with your Girl Scout to set up the M2OS online platform.

#### **Orders Taking**

- Parents of registered Girl Scouts will receive the Launch email on Wednesday, September 18.
- Money for in-person orders should be collected at the time of the order. Customers ordering online, will pay by debit/credit card when placing the order.

- Online ordering with Girl Delivery available for items on the paper order card. No shipping charges!
- Checks received from customers should be made payable to GSNI or the service unit. Confirm which process with your SU Fall Product Program Coordinator.
- By Saturday, October 26, Nut & Chocolate Paper Order card orders need to be entered and rewards selected (if applicable) in M2OS or submitted to your SU Fall Product Program Coordinator. Full payment\* needs to be submitted to your SU Fall Product Program Coordinator by Monday, October 28.  
\*If taking payment directly to a resource center, must give copy of receipt to SU Fall Product Program Coordinator.

### Order Delivery and Rewards

- Delivery of product for order card and online girl delivery customers will be delivered to the SU Fall Product Program Coordinator November 14-16, 2024 (varies by SU). Your SU Fall Product Program Coordinator will schedule a time with all Juliettes to pick up their orders. Girl Scouts will not receive product for orders until all payment has been received or completed at a GSNI Resource Center.
- Product should be delivered to customers as soon as possible.
- Final rewards will be distributed to the Juliette in early December.
- Cashew Cash and S'more Dough earned will be emailed as an e-code directly to the parent of the Girl Scout (or the email associated with the Girl Scout's membership). Juliettes do not earn troop rewards.

### S'more Dough

- Each participating Juliette will earn S'more Dough in place of troop proceeds. **Based on IRS guidelines, actual cash proceeds based on a dollar per dollar calculation may only be allocated to Girl Scout Troops and not an individual.**
  - Girl Scouts may apply S'more Dough to fees for resident camps, day/twilight camps, most council and service unit events, destinations, and Girl Scouts of the USA membership fee. The dough may also be spent in any GSNI Council Store.
  - **S'more Dough will have an April 1, 2026 expiration date.**
  - The expiration date may be extended for Girl Scouts saving for a destination trip or a Lifetime Membership to Girl Scouts of the USA. To receive an extension, Girl Scouts must submit their request to a member of the Product Program Team prior to the original expiration date.
  - S'more Dough is not transferable.
  - GSUSA has provided Councils with strict guidance and clarification due to recent steps taken by the Department of the Treasury. Issued on June 27, 2011, "IRS Directive 6-27 Subject Booster Club Dues and Non-Exempt Activity." Per the IRS, "a section 501 (c) (3) organization must not be organized or operated for the benefit of private interests." On August 26, 2013, the Tax Court revoked the 501 (C) (3) statute of Capital Gymnastics Booster Club, Inc. noting in part that crediting fundraising to offset fees was an impermissible private benefit.
  - If appropriate practices are not followed, actions could be considered a "private benefit" to the participant (impacting the tax situation of individuals) by the IRS and could also result in the organization (Girl Scouts of Northern Illinois) paying "unrelated business income tax" or losing its *tax-exempt* status altogether.

### S'More Dough Ranges

<u>Total \$ Sales</u>	<u>Daisy-Ambassador (w/ Rewards)</u> OR	<u>Reward Opt-out Option (CAD, SR, AMB)***</u>
\$25-\$149	\$15 S'more Dough	\$20 S'more Dough
\$150-\$249	\$30 S'more Dough	\$35 S'more Dough
\$250-\$349	\$50 S'more Dough	\$55 S'more Dough
\$350-\$399	\$60 S'more Dough	\$65 S'more Dough
\$400-\$449	\$70 S'more Dough	\$75 S'more Dough
\$450-\$549	\$80 S'more Dough	\$85 S'more Dough
\$550-\$649	\$100 S'more Dough	\$110 S'more Dough
\$650-\$799	\$115 S'more Dough	\$125 S'more Dough
\$800-\$999	\$135 S'more Dough	\$150 S'more Dough
\$1000-\$1499	\$150 S'more Dough	\$165 S'more Dough
\$1500-\$2999	\$175 S'more Dough	\$190 S'more Dough
\$3000+	\$190 S'more Dough	\$205 S'more Dough

\*\*\*Available to Girl Scout levels CAD, SR, AMB (6<sup>th</sup>-12<sup>th</sup> grade) only. With this option, Girl Scouts only earn reward patches and no other rewards in exchange for higher amounts of S'more Dough.





## Products

### Ashdon Farms Nuts and Chocolates

The GSNI Nut/Chocolate Paper Order Card will have 15 items available in a range of prices. All items listed on the order card will also be available to order online for Girl Delivery. The cost of online orders for Girl Delivery is the same as ordering on the paper order card!

- Girl Scout Memory Tin (third in series) with Mint Treasures - \$13
- Garden Friends Holiday Tin with Deluxe Pecan Clusters - \$12
- NEW Garden Friends Holiday Tin with Chocolate Covered Pretzels - \$12
- NEW Vanilla Honey Roasted Pecans (Can) - \$9
- Chocolate Covered Almonds (Can) - \$9
- English Butter Toffee (Box) - \$9
- Whole Cashews with Sea Salt (Can) - \$9
- Peanut Butter Bears (Box) - \$9
- Deluxe Pecan Clusters (Box) - \$9
- Dark Chocolate Caramel Caps with Sea Salt (Box) - \$9
- Dark Chocolate Mint Penguins (Box) - \$9
- Dark Chocolate Peppermint Pretzels (Bag) - \$9
- Peanut Butter Trail Mix (Bag) - \$8
- Cheddar Caramel Crunch (Bag) - \$8
- Fruit Slices (Can) - \$7
- Care to Share (donation) - \$7

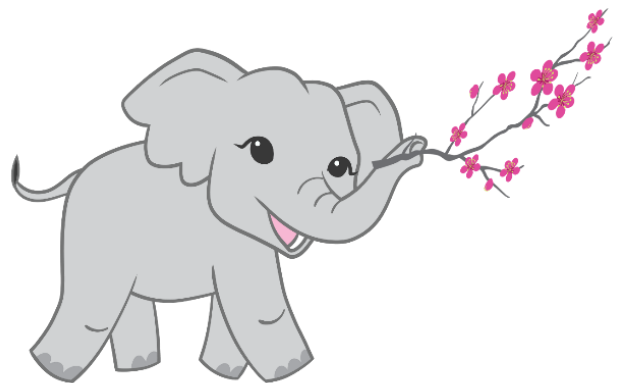


### Online Nut and Chocolate Store for direct shipping orders

Using the Online Nut and Chocolate Store, customers will now be able to order, pay for, and receive direct shipments of nuts and chocolates! (Shipping and handling fees will be charged to the customer.) Girl Scouts and troops will receive credit for these sales, the same as all online sales. In addition to the 15 items listed above, customers will also be able to order the COMPLETE line of Girl Scout products including online exclusive products from Ashdon Farms. These include:

### Girl Scout Additional Products

- Honey Roasted Mixed Nuts (Jar) - \$13
- Cranberry Nut Mix (Can) - \$8
- Butter Toasted Peanuts (Can) - \$9
- Dulce de Leche Owls (Box) - \$9
- Chocolate Covered Raisins (Can) - \$9
- Dill Pickle Peanuts (Can) - \$8
- Hot Cajun Crunch (Can) - \$8
- Thai Chili Mix (Can) - \$8
- Sweet & Salty Mix - \$8
- Honey Roasted Peanuts (Can) - \$8



### Girl Scout Online Exclusive Products

- Caramel Apples (Box) - \$9
- Gourmet Caramel Corn with Almonds and Pecans (20 oz.) - \$24
- Gourmet Nut Blend (15 oz.) - \$25
- 2022 & 2023 Girl Scout Memory Tins w/Mint Treasures - \$13 each



## Additional Online ONLY Products

- **Magazine subscriptions**

- Includes a wide range of magazine subscriptions for up to 90% off newsstand prices!
- Subscriptions are delivered directly to customers.



- **Tervis® Tumblers**

- Tervis® offers premium insulated tumblers, ranging from top sellers to favorite MLB®, NFL® and collegiate sports teams and more.
- All items will be shipped direct to customers. Shipping costs will be \$7.99 per tumbler for 1 tumbler, \$13.98 for 2 tumblers, \$19.97 for 3 tumblers and an additional \$1.00 for each additional tumbler on the same order going to the same address.



- **Girl Scout exclusive BarkBox**



- Mini Bark Box includes a custom Pose & Play Beret dog toy and one canister of Berry Trios™ dog treats - \$19.99
- NEW Mini Bark Box includes a custom S'mores Stick dog toy and one canister of Berry Trios™ dog treats - \$22.99
- NEW Full BarkBox includes custom S'mores Stick dog toy, Pup Patches toys and one canister of Berry Trios™ dog treats - \$27.99
- Boxes are shipped directly to customers. Shipping cost for a single box will be \$5. Shipping to the same address for 2+ boxes will be \$10.



- **NEW Personalized Products**

- Items will include personalized stationary, note pads, and picture frames.
- Pricing ranges from \$21-\$61.
- All items will be shipped directly to customers. Shipping costs will be \$14.99 for the first item and \$4 for each additional item purchased on the same order and going to the same address.



# Girl Patches and Rewards

## Care to Share/Donation



For customers not interested in purchasing any of the products offered but still want to support their Girl Scout, donation opportunities are available!

- Customers may make a \$7 donation for nuts to be sent to military troops. All Girl Scouts who receive at least four (4) nut donations will earn the *Care to Share* patch. This donation purchase is the **ONLY** way to earn the Care to Share patch.
- These donations may be purchased from the online Nut and Chocolate Store or on the paper order card. *Please note, purchasing the \$20 donation on the online magazine store does NOT apply toward earning the Care to Share patch.*

## Patches

- *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.



- *Personalized M2 Avatar patch* – Create avatar, send 18+ emails and Share My Site using M2OS platform **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 take 8-12 weeks in production time.



## Rewards

- All rewards are pictured on the order card.
- Rewards will be earned for total dollar sales at the following levels and are cumulative.
  - \$150 – LED Scrunchie
  - \$250 – Embrace Possibility Heart Necklace and Goal Getter Patch
  - \$350 – Small Elephant Plush
  - \$400 – Elephant Charm **AND** Charm Bracelet
  - \$450 – **CHOICE** of Tassel Keychain **OR** \$10 Cashew Cash
  - \$550 – Nail Polish Kit
  - \$650 – Large Elephant Plush
  - \$800 – Embrace Possibility T-shirt
  - \$1,000 – Coloring Pillowcase
  - \$1,500 – **CHOICE** of Portable Outdoor Mat and Wristlet **OR** \$50 Cashew Cash
  - \$3000 – **CHOICE** of JBL PartyBox On-The-Go Portable Party Speaker **OR** Build-A-Bear Party<sup>^</sup>
- Cashew Cash works similar to Cookie Dough. All Cashew Cash earned during the 2024 Fall Product Program will expire April 1, 2026. Cashew Cash e-codes will be emailed directly to the email address associated with the parent/primary caregiver listed with the Girl Scout's membership.



**The Top 10 Fall Product Program Entrepreneurs** will be invited with a chaperone to a Broadway production of **Frozen** at Paramount Theater in Aurora, IL for a 1:00 p.m. show on Sunday, November 17, 2024 (date and time are tentative).

