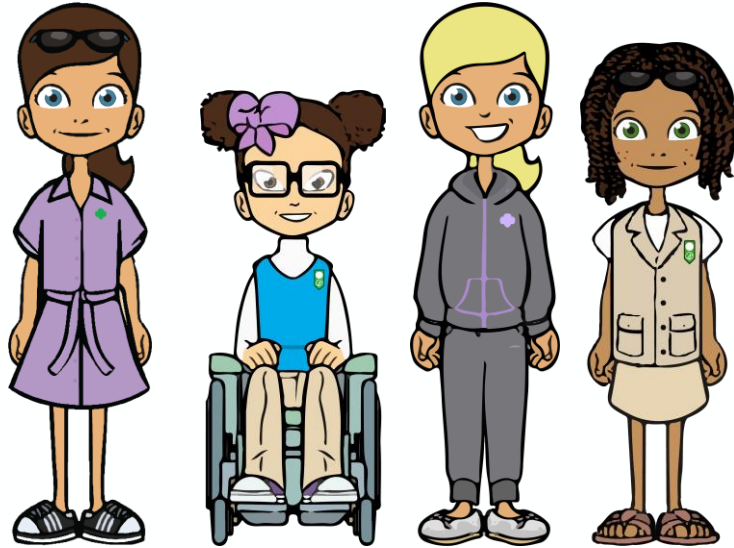




2024 FALL PRODUCT PROGRAM TRAINING

Each participant helped to earn \$346 which went
directly toward troop Program funding





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



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



THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?



ASIAN ELEPHANT

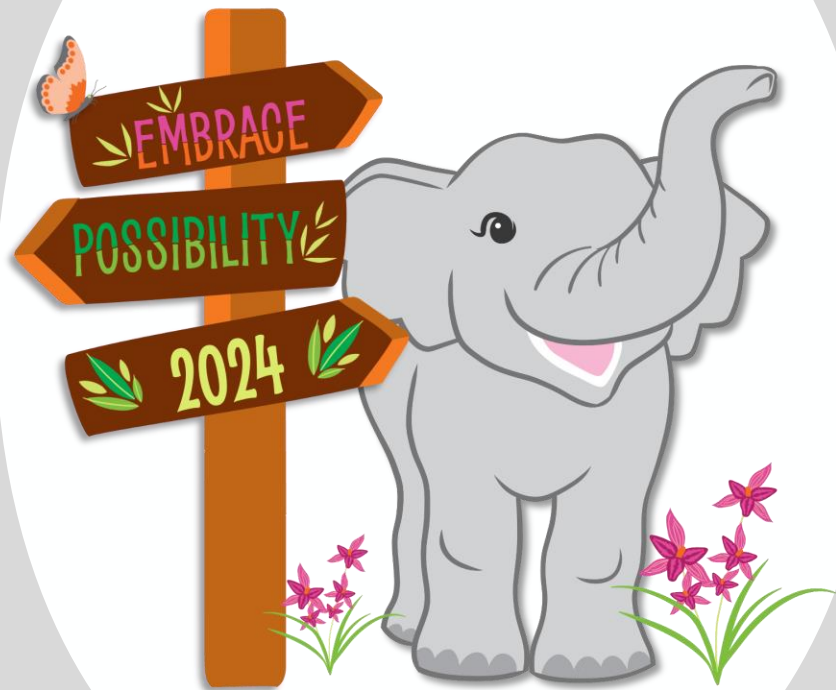
Largest mammal on the Asian continent – living in forests

Up to 21 feet in length, 12 feet tall and up to 11,000 pounds

Very social spending 2/3 of the day feeding on grasses, bananas, rice and sugarcane

Endangered with fewer than 50,000 remaining due to habitat loss and poaching





TROOP PROCEEDS

17% of Total Sales (Daisy, Brownie, and Junior Troops taking rewards)

Girl Scout Reward “Opt-Out” Option (Cadettes, Seniors, Ambassadors)—Troops receive a base of 19% in proceeds from total sales. This includes nuts & chocolates, magazines, Tervis® tumblers, Girl Scout exclusive BarkBoxes, and personalized products. Girl Scouts will receive patches only, with no additional rewards.



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates
Magazines & More




ONLINE SHOPPING SITES

Supporters select their desired product line

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


girlscouts M2 Media View in Español

 Help Izzy,

Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn \$350.00 to help Girl Scouts, and so that our troop can camp on the north rim of the Grand Canyon. Will you please help by shopping at my online site? Thank you.

PLAY ▶


How You Can Support Me



Magazines

Visit my magazine site to purchase your favorite magazines.

SHOP MY SITE




Nuts and Chocolates

Visit my nuts and chocolates site to purchase your favorite treats.

SHOP MY SITE

girlscouts of alaska M2 Media View in Español


Welcome to Izzy's Nut and Chocolate Store

 **SAVE SHIPPING COSTS**

I would like to purchase nuts and chocolates and coordinate with Izzy to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.

(Perfect for people who live close to Izzy)


GIRL DELIVERED

 **CONVENIENCE**

I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges apply.

(Additional products available for this option)

SHIPPED TO ME



NEW WAYS TO VISIT STOREFRONTS

Supporters can now visit other storefronts after checking out online

Thank you for helping Sienna achieve her goal!

We've completed your order.

Order #10774



[Print Receipt](#)

Appear on Sienna's store

- Allow my first name and last initial to be used on Sienna's top supporters listing. We will not display the purchase amounts.

Thank you for your promise to purchase nuts and chocolates! You should receive an email confirmation shortly.

Sienna will follow up with you to confirm your order, and deliver products.

Sienna completed her goal! Thank you!

Thank you for helping today's Girl Scouts make the world a better place.

Continue Your Support



SHOP MAGAZINES



SHOP PERSONALIZED PRODUCTS



SHOP TUMBLERS



SHOP BARK X GIRL SCOUTS



SHOP NUTS & CHOCOLATES





DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

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



NEW PRODUCTS



New Product to Council
(order card, online girl delivered
or direct ship)
Vanilla Honey Roasted Pecans



ASHDON FARMS TINS

Perfect for Gifts
and Treats!



Girl Scout Memory Box Tin
(order card, online girl
delivered or direct ship)
Milk Chocolate Mint
Treasures

**Garden Friends
Holiday Tin**
(order card, online girl
delivered or direct ship)
Deluxe Pecan Clusters OR
NEW Milk Chocolate
Pretzels





**CARE TO
SHARE**


CARE TO SHARE

Customer makes purchase to support local military organizations

Orders can be placed through order card, online girl delivered or direct ship channels

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



MAGAZINES

Top selling magazines offered

Easy renewal

New magazines



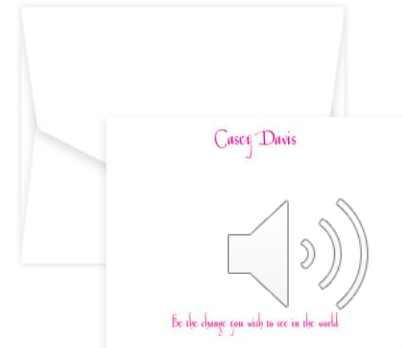
**PRODUCTS GIRL
SCOUT
SUPPORTERS
CAN PURCHASE**

Tervis® Tumblers



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Personalized Products





HOW TO GET STARTED

Online to purchase nuts & chocolates, magazines, Tervis® Tumblers, personalized products and BarkBox
 In-person with nut order card

PARTICIPATE and EARN rewards!
 Check your online site to learn more about all of the rewards you can earn.

Discover how to earn two personalized patches with your name and avatar below.

Fall Personalized Patch

- Create your avatar
- Send 18 emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell \$350+ in total Fall sales

Personalize by choosing from two scenes.

Girl Scout Cookie Crossover Personalized Patch

- Create your avatar in the M2 system
- Send 18 emails during the Fall Product Program
- Use the "Share My Site" function in the M2 system during the Fall Product Program
- Sell 250+ packages of cookies during the 2024 Girl Scout Cookie Program

Collect these patches that fit together!

LOGIN, CREATE and SHARE with 3 easy steps.

- 1 Visit www.gasutandmags.com/gw/ie**

Use the QR code, enter the GIL number or click the link from the council website. Have your troop number ready and follow the prompts to participate in the online Fall Product Program. **My troop number is:** _____
- 2 Build your site**

To customize your site, you can create an avatar that looks like you and also record a personalized message for your avatar to deliver to friends and family. Don't miss all of the ways you can earn virtual rewards when you complete various setup steps for your personalized site.
- 3 Contact friends and family**

Friends and family can easily help you reach your goals when they shop online! Get started by sending emails through the M2 system. Your supporters will see your goal and hear your avatar deliver a message customized by you in your voice. Don't forget that you can also share your link to shop on social media or send a text, with the help of your parent/adult. Please follow current GSUSA guidelines for online sales and marketing.

#GSC2024



GIRL SCOUT'S PLATFORM SET-UP

Preferred Email
Address

Confirm Membership

Highlight Girl Scout
Goals

Build an Avatar

Include Video

The screenshot shows the top navigation bar with the Girl Scouts logo, a media icon, and links for 'Participant Login', 'Volunteer Login', and 'Español'. Below the navigation is the title 'Girl Scouts of Greater Chicago and Northwest Indiana'. There are two main registration options: 'Girls and Parents/Adults' (with sub-options for 'Already Registered?' and 'New User?') and 'Troop Leaders or Volunteers' (with sub-options for 'New and returning users'). Each option has a corresponding button: 'LOGIN' and 'CREATE AN ACCOUNT' for the first, and 'VISIT ADMIN SITE' for the second. At the bottom, there is a 'Welcome!' message, a thank-you note, and a list of instructions: 'Create your avatar', 'Earn rewards (your avatar can too!)', and 'Invite friends and family to visit your personalized site'. An illustration of three Girl Scouts is also present.

The screenshot shows a personalized dashboard for a user named Sienna. At the top, it displays the goal: '\$1,914.85 of \$350.00 goal' with a progress bar. Below this is a 'SHOP YOUR PERSONALIZED SITE' button and a date range from 07/02/2024 to 11/29/2024. The dashboard is divided into several sections: 'Sienna's Campaign' with icons for 'Manage Paper Orders', 'Sienna's Emails (View & Send)', 'Sienna's Sales Reports', 'Supporter Thank You', 'Personalized Door Hanger', 'Sienna's Campaign Video', and 'Business Cards'; 'Fun Stuff' with icons for 'Personalized Patch', 'Sienna's Avatar', and 'Sienna's Avatar Rewards'; and 'Parent or Adult's Information' with icons for 'Share My Site', 'Your Girl Scout(s)', 'Add Another Participant', and 'Update Profile'. On the right side, there are three vertical panels: 'Level Status' (with a progress bar), 'Promote Patch' (with a 'Share My Site' button), and 'Personalized Patch' (with an 'Add New Registration' button and a 'Share My Site' button). At the bottom right, there is a 'LEARN MORE ABOUT THE PERSONALIZED PATCH' button and a 'Top Sellers in Your Troop' section listing 'Angie C.' and 'Sienna M.'.

GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar

girlscouts | M2 Media | Girl Scouts of Alaska

Update Izzy's Avatar

Build Your Avatar

Create an avatar that reflects your personality! Creating an avatar will let you earn virtual rewards as you complete the activities and let you into your avatar's room to see your rewards. Get started and earn your first reward!

Check out the new uniform and official apparel options that will be available in select councils stores and online at [girlscoutshop.com](https://www.girlscoutshop.com).

To see all choices for your avatar, use the arrows in the avatar software below.

- Face
- Hair
- Body
- Clothing

- Top
- Bottom
- Socks
- Shoes
- Accessories

Add Your Avatar's Voice

Include your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult the [audio guide](#).

Unfortunately, your browser does not support our "Record Now" feature. Currently, live audio recording is supported by the Firefox and Google Chrome browsers. To provide audio for your Avatar, you will need to upload an audio file. iOS users can select "Take Photo or Video" when uploading a file to use their video camera to record an audio message.

UPLOAD AN AUDIO FILE

I do not want to record a voice

Preview how your avatar will sound on your own personalized Talking Avatar landing page!

PREVIEW



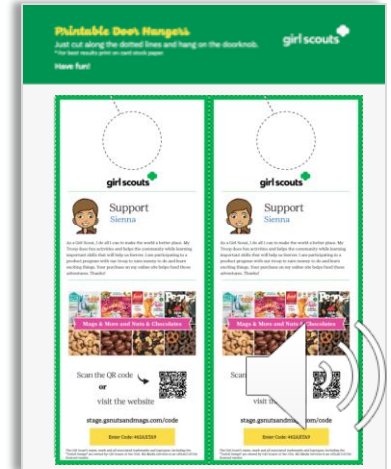
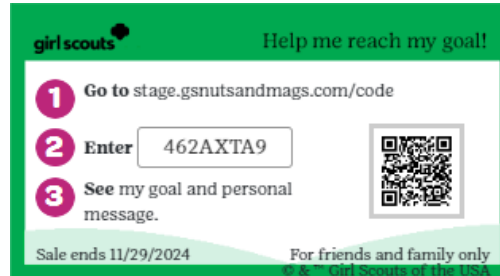
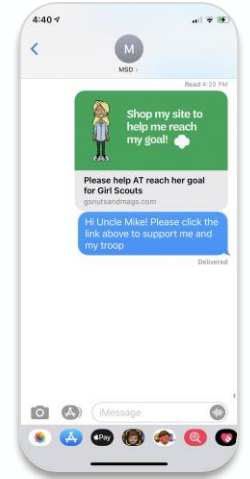
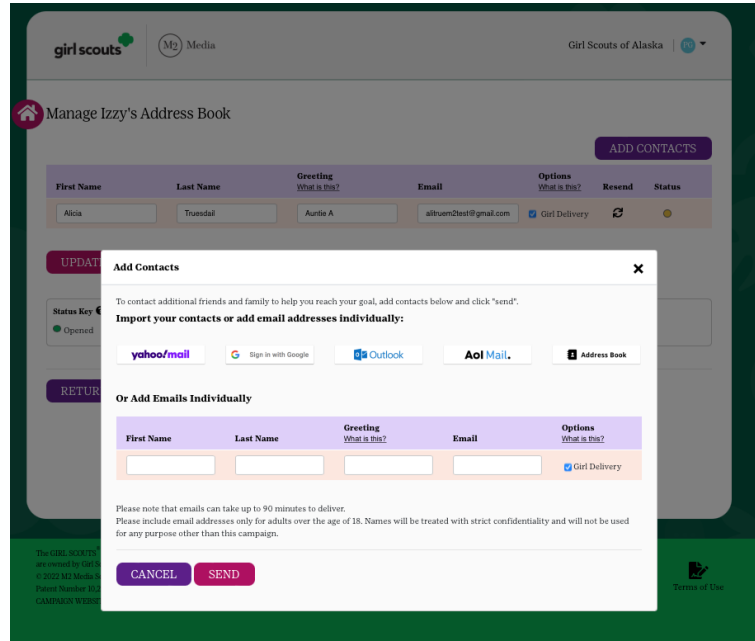
TOOLS TO RUN A BUSINESS

Send emails

Share My Site with social media and texting

Printable business cards

Door hangers with QR codes



PARTICIPANT'S DASHBOARD

Additional emails/social media/texts

NEW Supporter Thank You email

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

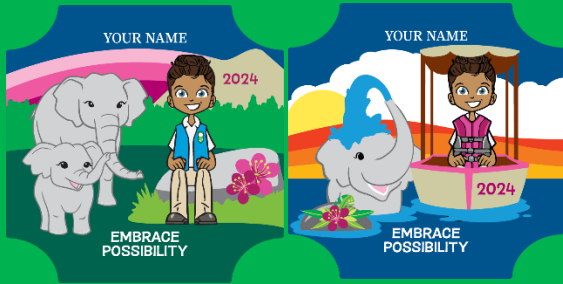
Manage nut card order entry

Select rewards

Sales reports

The dashboard for Sienna features a header with the Girl Scouts logo, 'M2 Media', and 'Girl Scouts of Greater LA'. The main content area is titled 'Sienna's Dashboard' and includes a profile picture with a 'Change Photo' link, a fundraising progress bar showing '\$1,914.85 of \$350.00 goal' (100% complete), and a 'SHOP YOUR PERSONALIZED SITE' button. Below this is a 'Sienna's Campaigns' section with icons for 'Manage Paper Orders', 'Sienna's Emails (View & Send)', 'Sienna's Sales Reports', 'Supporter Thank You', 'Personalized Door Hanger', 'Sienna's Campaign Video', and 'Business Cards'. A 'Fun Stuff' section contains 'Personalized Patch', 'Sienna's Avatar', and 'Sienna's Avatar Rewards'. The 'Parent or Adult's Information' section includes 'Share My Site', 'Your Girl Scout(s)', 'Add Another Participant', and 'Update Profile'. On the right side, there are several informational cards: 'Upload Photo', 'Level Status' (Progress bar), 'Promote Patch' (Emails Sent By 07/31/2024), 'Personalized Patch' (Sales, Additional requirements: Emails Sent By 07/31/2024, and a 'Share My Site' link), and 'LEARN MORE ABOUT THE PERSONALIZED PATCH'. At the bottom right, a 'Top Sellers In Your Troop' section lists 'Angie C.' and 'Sienna M.'.





Fall Personalized Patch

Personalized Patch with Theme Backgrounds

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.



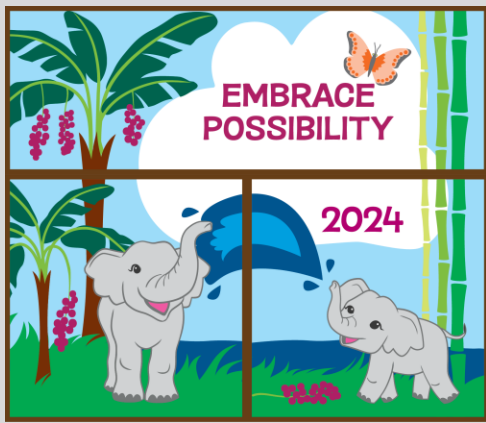
2024-25 FALL & COOKIE CROSSOVER PATCH

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.

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.





GIRL SCOUT REWARDS



REWARDS *Rewards are cumulative. Earn items as you reach your goals! Please make reward choices on your M2 website. Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.*

Orders due by: _____ Pick up products by: _____ Turn in money by: _____

► **Total Sales**

 \$150+ Total Sales LED Scrunchie	 \$250+ Total Sales Goal Getter Patch & Heart Necklace	 \$350+ Total Sales Small Elephant Plush	 \$400+ Total Sales Elephant Charms & Charm Bracelet
 \$450+ Total Sales Choice of: Tassel Keychain OR \$10 Cashew Cash	 \$550+ Total Sales Nail Polish Kit	 \$650+ Total Sales Large Elephant Plush	 \$800+ Total Sales Embrace Possibility T-Shirt
 \$1,000+ Total Sales Coloring Pillowcase	 \$1,500+ Total Sales Choice of: Portable Outdoor Mat & Wristlet OR \$50 Cashew Cash	 \$3,000+ Total Sales Choice of: JHL Party Box On The Go OR Build-A-Bear Party for up to 10 people (includes one furry friend, one clothing item and box/person, some restrictions apply)	

► **Patches**

 15+ Nut/Candy Items Embrace Possibility Patch	 4+ Military Nut Donations Care to Share Patch	 Top 10 Fall Product Program Entrepreneurs will be invited with a chaperone to a Broadway production of <i>Frozen</i> at Paramount Theater in Aurora, IL for 1:00 p.m. show on Sunday, November 17, 2024
 3+ Mags & More Items Elephant Patch	 18+ Emails Sent 2024 Patch	

Visit www.gsnutsandmags.com/GSNI to create your website!

Earn these two special patches with your name and avatar on them!

Fall Personalized Patch:



- Create your avatar
- Send 18+ emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell \$275+ in total Fall sales

Personalize your patch by choosing from two sizes.

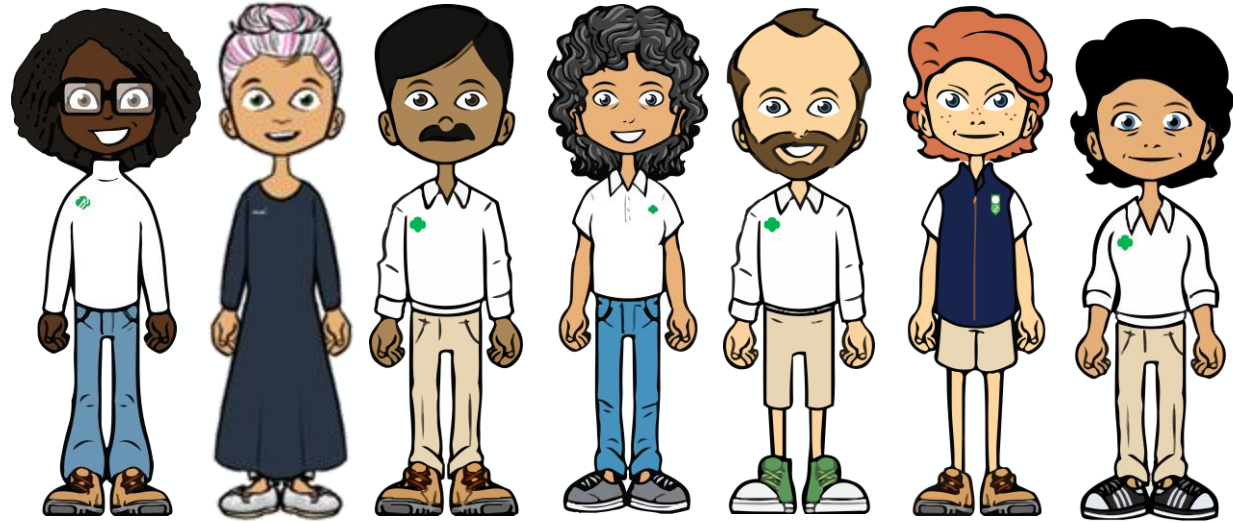
Girl Scout Cookie Crossover Personalized Patch:



- Create your avatar in the M2 system
- Send 18+ emails during the Fall Product Program
- Use the "Share My Site" function in the M2 system during the Fall Product Program
- Sell 225+ packages of cookies plus send 18+ unique emails through Digital Cookie during the 2025 Girl Scout Cookie Program



VOLUNTEER EXPERIENCE





Announcement

To manage the product program this year, please set up your account now. Your username will be the email address shown below. Use that information when you [create your password](#).

Once you log in, create your avatar and visit the "Parent and Adult Email Campaign" section. Check or enter the email addresses for the Girl Scouts/parents in your troop so they will receive an email with instructions on how to participate.

You will also be able to communicate with troop leaders and access reports and other information for the Girl Scouts in your troop and all of the troops in your service unit.

Username:

Once you have created your password, you can [access the site using this link](#) or go to gsnutsandmagz.com/admin.

The program will run from 07/02/2024 to 11/29/2024. Please encourage all Girl Scouts to participate. It's fun and also a great learning experience. If you have any questions, [contact us online](#) or call 1-800-372-8520. Thank you for all that you do for Girl Scouts.

Thank you,
Girl Scouts of Greater LA



TROOP VOLUNTEER ACCESS

Email invitation to login

Troop training video

Queue Parent/Adult Email Campaign

Volunteer avatar



PARENT/ADULT EMAIL CAMPAIGN

Email addresses
uploaded by council

Edit or enter missing
parent/adult emails

Email with instructions
on how to participate

girlscouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | TP

Show Quick Dashboard Links

Parent and Adult Email Campaign

Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.

Troop: 897

[VIEW EMAIL](#) [ADD CONTACTS](#)

First Name	Last Name	Email	Send in Spanish	Resend	Status	Delete
<input type="text" value="Alicia"/>	<input type="text" value="Truesdail"/>	<input type="text" value="altruem2test+stagegir@gr"/>	<input type="checkbox"/>		●	
<input type="text" value="Jennie"/>	<input type="text" value="Sorrell"/>	<input type="text" value="jsorrell@m2mediagroup.cc"/>	<input type="checkbox"/>		●	
<input type="text" value="Cat"/>	<input type="text" value="Arnold"/>	<input type="text" value="carold@m2mediagroup.o"/>	<input type="checkbox"/>		●	

[UPDATE](#)

Opened Didn't open Sent Delivered Bounced Queued for sending Status Key

[RETURN TO DASHBOARD](#)



TROOP DASHBOARD

Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments

girl scouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | TP

Girl Scouts of Alaska

Alicia True
Edit Avatar
Your Patch
View Troop Photo
Change Role

Troop: 897

Stats: Current Campaign

Magazines	Direct Ship Nuts	Online Nut Girl Delivered	Nut Card
\$1,355.00	\$53.00	\$0.00	\$0.00
Total Sales	Online Magazines	Direct Ship Nuts	Online Nut Girl Delivered
0.00	N/A	N/A	N/A
Last Year	Last Year	Last Year	Last Year

\$1,302.00 Nut Card
N/A Last Year

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

Campaign Setup

- Parent/Adult Email Campaign
- Default Storefront Video
- Training Video
- Video Instructions

Manage System Users

- Send messages
- Manage Troops and Girl Scouts
- Manage Admin Users

Financials and Reporting

- Banking and Payments
- Reports
- Troop Summary/Amount Due Report

Product Management

- Paper Order Entry
- Manage Extra Products

Rewards and Patches

- Reward Opt-Out
- Rewards
- Personalized Patches



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.



NEW- Troop Bonus

Troops that sell a total of \$2500 during Fall Product Program and a 200+ package PGA (Per Girl Scout Average of Girl Scouts selling) during the 2025 Cookie Program, will receive an additional \$.05 per package of cookies in troop proceeds.



IMPORTANT DATES



FAQs

How do I reset my password?

When can a supporter expect a direct ship nut order placed online?

When will a participant receive their Personalized Patch?

What if a participant didn't find their name as they log into the platform?

When can I expect my online girl delivery items?



BALANCING FINANCES

Sales reports

Banking and payments

The screenshot shows the 'Banking and Payments' section of the Girl Scouts Alaska dashboard. It includes a 'Troop Payments - Troop 6512' section with a 'MANAGE ACH' button and a table with columns for Date, Bank Name, Check/Deposit/Ref#, Comments, and Deposit. Below that is the 'Girl Scout Payments' section with a 'SEARCH TOOLS' button and a table with columns for Girl Scout, Payments Due Troop, Payments Made, and Balance. A 'RETURN TO DASHBOARD' button is at the bottom.

girlscouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | 10

Show Quick Dashboard Links

Banking and Payments

Check banking and payments for this campaign.

Service Unit / Troop

Troop Payments - Troop 6512

Troop Deposits
View payments made by this troop to the council

[MANAGE ACH](#)

Date	Bank Name	Check/Deposit/Ref#	Comments	Deposit
No results returned				

Girl Scout Payments
View Girl Scout payments for this troop.

[SEARCH TOOLS](#) [ADD GIRL SCOUT PAYMENT](#)

Click rows to view girl scout payment information. Click the "+" menu to access additional features.

Girl Scout	Payments Due Troop	Payments Made	Balance
+ Janie Jones	\$0.00	\$15.00	(\$15.00)

[RETURN TO DASHBOARD](#)

The screenshot shows the 'Reports' section of the Girl Scouts Alaska dashboard. It includes a 'Troop Summary Report' section with a 'Troop' dropdown set to 6512. Below that are three tables: 'Total Sales', 'Online Magazine Sales', and 'Direct Shipped Sales'. To the right is a 'Campaign Stats' table. At the bottom right is a speaker icon.

girlscouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | 10

Show Quick Dashboard Links

Reports

See financial and other reports for this campaign.

All Sales | Magazines | Direct Ship Nuts | Nut Order Card | Online Nuts Girl Delivered | Special Reports | **Summary Report**

Troop Summary Report

Campaign and sales information for your troops.

Troop: 6512

Total Sales

Total \$ Sold	\$0.00
Collected Online	\$0.00
Collected from Customers	\$0.00
Total Troop Extras	\$0.00
Troop Proceeds and Bonuses	\$0.00
Amount Due Council	\$0.00
Payments Made to Council	\$0.00
Balance Due Council	\$0.00

Online Magazine Sales

Magazine Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Direct Shipped Sales

Direct Shipped Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Nut Card Sales

Nut Card Units	0
Total Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Online Nuts Girl Delivered

Online Nuts Girl Delivered Units	0
----------------------------------	---

Campaign Stats

Girls Selling	0
Avatars Created	0
Photos Uploaded	0
Voice Recordings	0
Total Personalized Patches Earned	0
Number Emails Sent	0
Per-Girl-Average Units	0
Per-Girl-Average Dollars	\$0.00
Reward Opt Out	No

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



THANK YOU!

For your continued support of Girl
Scouting and the Fall Product
Program.

We look forward to a successful
2024 Program!



girl scouts
of northern illinois

