



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 and NEW exclusive BarkBox! 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 2023-2024 MY (membership year).

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?

- **NEW Products**—Tervis® Tumblers return and Girl Scout exclusive mini BarkBox will be available for customers to purchase. In the Nut & Chocolate store, Thai Chili Mix and Cheddar Caramel Crunch have been added as well as a new holiday tin and the second in a series of collectable Girl Scout tins.
- 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 2023-2024 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 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 home and across the country. See the back of this newsletter for more details regarding the M2OS online ordering platform.

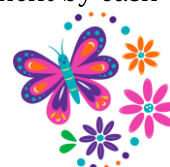
- Magazine subscriptions, Tervis® Tumblers and BarkBox ONLY available for online ordering.
- Thirty (30) nut and chocolate items are available through the online Nut & Chocolate Store!
- Nut and chocolate products ordered online can be shipped directly to customers (shipping charges do apply).
- **No 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 Girl Scouts 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 Dashboard, with personalized storefront code and links already added.
- Girl Scouts can “Share My Site” via Text or through Facebook and Twitter social media from the M2OS 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! Girl Scouts 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 19**—Early access when Troop Fall Product Chair queues the Parent Adult Email Campaign (PAEC) email
- **Wednesday, September 20**—Fall Product Program begins (including online and in-person sales)
- **Saturday, October 21**—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 23**—Fall Product Program ends for all order types
- **November 9-11** (varies by service unit)—Service Unit delivery of product

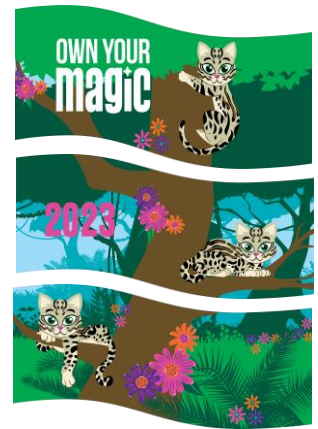


Patches and Rewards

- **Own Your Magic patch** – Sell fifteen (15) or more nut/chocolate items in-person or online.
- **Ocelot patch** – Sell three (3) magazine subscriptions, tumblers and/or BarkBoxes.
- **2023 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** – Create an avatar, send 18+ emails and Share My Site using M2OS platform to potential customers AND Sell \$350+ in TOTAL sales. If earned, this patch will be mailed directly to the Girl Scout from M2 Media Group vendor when it is earned. Two different designs to choose from! Personalized patches can take 8-12 weeks in production time after requirements are met and received by M2.



- **2023-2024 Fall and Girl Scout Cookie Crossover Personalized M2 Avatar patch** – Create an avatar, send 18+ emails and Share My Site using M2OS platform to potential customers during the 2023 Fall Product Program AND Send 18+ unique emails using Digital Cookie DC24 platform and sell 225+ packages of cookies during the 2024 Cookie Program. If earned, this patch will be mailed directly to the Girl Scout from M2 Media Group vendor after the 2024 Cookie Program ends.
- 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 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 19. Otherwise, parents of registered Girl Scouts will be sent a launch email on Wednesday, September 20. Girl Scouts must have been registered by Sunday, September 3, 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 OR go to www.girlscoutsni.org/fallproductprogram or Rallyhood 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 the page.
 - Enter a goal and what Girl Scouting means.
 - Create a personalized M2 Avatar and record a message from the M2 Avatar.
 - 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 go to www.girlscoutsni.org/fallproductprogram or Rallyhood for more information, training videos and resources.

