

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 and [Rallyhood](#) as your source of information for GSNI's 2023 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?

- **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.
- **Girl Scouts 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.



2023 Important Dates

Wednesday, August 30	All resources available at www.girlscoutsni.org/fallproductprogram and Rallyhood .
Week of September 11	Program materials will be mailed to all Juliette Girl Scouts or may be received from the Service Unit Fall Product Program Coordinator.
Wednesday, September 20	Fall Product Program begins.
Tuesday, October 17 @ 12-1 p.m. or 7-8 p.m.	Virtual MicroTraining—End of Season Review
Saturday, October 21 @ 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 23	Fall Product Program ends.
Thursday-Saturday, November 9-11	Product delivery to SU Fall Product Program Coordinator (varies by SU).
Early December	Rewards delivered to Service Unit Fall Product Program Coordinator.

Contact Information

- Your volunteer Service Unit Fall Product Program Coordinator My Service Unit Delivery Date _____
 - Name _____ Phone _____
 - Email _____
- GSNI Product Program Team
 - Department email, cookies4you@girlscoutsni.org
 - Anna Jarrett, Director of Product Programs- home base Oswego, ajarrett@girlscoutsni.org
 - Debbie Karner, Senior Product Program Manager-home base South Elgin, dkarner@girlscoutsni.org
 - Michele Doonan, Product Program Manager-home base Rockford, mdoonan@girlscoutsni.org
 - Becky Staat, Chief Revenue Officer, bstaat@girlscoutsni.org
- GSNI Customer Care for general questions and to be directed to other departments: customercare@girlscoutsni.org
- By phone, 844-GSNI4ME (476-4463).

Resources and Website Links

- M2OS (This is the ALL-IN-ONE program management system website for troops and Girl Scouts/parents). www.gsnutsandmags.com/GSNI or use QR code at right.
- More resources and forms are also available on Rallyhood and the GSNI website at www.girlscoutsni.org/fallproductprogram. Links to training videos to assist Girl Scouts/parents with M2OS can also be found here.
- For questions regarding M2OS, all online orders (magazine subscriptions, Tervis® tumblers, Girl Scout exclusive BarkBox and online Nut and Chocolate Store) and product concerns, contact M2 Media Group Customer Service at 800-372-8520 or <https://support.gsnutsandmags.com>.



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

- One software system for order management of both online and offline orders.
- Fully mobile responsive design (i.e. works on your cell phone or tablet)!
- Girl Scouts/parents can enter offline orders directly.
- Girl Delivery for online orders of items listed on paper order card.
- 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 parent and set up their M2OS account.** *From M2OS, each Girl Scout can create her a personalized M2 Avatar!* Girl Scouts/parents can also manage the sale by entering paper order card (offline) orders, choosing rewards, viewing sales stats, finding important program dates/information and activities, as well as sending customized emails, texts, Share My Site (social media links), and inviting friends and family to support a Girl Scout's program goals.

How do Girl Scouts/parents get started?

Launch email queued by the Service Unit Fall Product Program Coordinator will be sent *one day early* to parents of registered Juliette Girl Scouts in the service unit 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 as additional Girl Scouts are uploaded into M2OS. If a launch email is not received/found, parents can use the QR code above, go to www.gsnutsandmags.com/gsni OR go to www.girlscoutsni.org/fallproductprogram 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.
 - 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 the [Family Newsletter](#) and go to Rallyhood or www.girlscoutsni.org/fallproductprogram for more information, training videos and resources.



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!** All Girl Scouts who sell at least 15 nut/chocolate items will receive the *Own Your Magic* patch.

- Peace Out Girl Scout Tin with Mint Treasures - \$12
- Mushroom & Friends Holiday Tin with Deluxe Pecan Clusters - \$10
- Whole Cashews with Sea Salt (Can) - \$8
- Chocolate Covered Almonds (Can) - \$8
- Peanut Butter Bears (Box) - \$8
- Caramel Apples (box) - \$8
- English Butter Toffee (Box) - \$8
- Deluxe Pecan Clusters (Box) - \$8
- Dark Chocolate Caramel Caps with Sea Salt (Box) - \$8
- Dark Chocolate Mint Penguins (Box) - \$8
- Dark Chocolate Peppermint Pretzels (Bag) - \$8
- Peanut Butter Trail Mix (Bag) - \$7
- Thai Chili Mix (Can) - \$7
- Cheddar Caramel Crunch (Bag) - \$7
- Fruit Slices (Can) - \$6
- Care to Share (donation) - \$6



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

- Mushroom & Friends Holiday Tin w/ Chocolate Covered Pretzels - \$10
- Honey Roasted Mixed Nuts (Jar) - \$12
- Cranberry Nut Mix (Can) - \$7
- Butter Toasted Peanuts (Can) - \$8
- Dulce de Leche Owls (Box) - \$8
- Chocolate Covered Raisins (Can) - \$8
- Dill Pickle Peanuts (Can) - \$7
- Hot Cajun Crunch (Can) - \$7
- Sweet & Salty Mix - \$7
- Honey Roasted Peanuts (Can) - \$7

Girl Scout Online Exclusive Products

- Almond Cran-Orange Crunch (Bag) - \$8
- Gourmet Caramel Corn with Almonds and Pecans (20 oz.) - \$24
- Gourmet Nut Blend (15 oz.) - \$25
- 2020, 2022 Girl Scout Tins w/Mint Treasures - \$12 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 \$5.99 per tumbler for the first three and an additional \$1.00 for each additional tumbler on the same order.
- **Girl Scout exclusive BarkBox**
 - The Girl Scout exclusive BarkBox will include a custom Pose & Play Beret dog toy and one canister of Berry Trios™ dog treats. Both items come packaged in a custom Girl Scouts Mini BarkBox with a Girl Scout liner. The cost is \$19.99 per box. Boxes are shipped directly to customers for a flat shipping fee of \$5 per address. All Girl Scouts who sell at least 3 magazine subscriptions, tumblers and/or BarkBoxes will receive the *Ocelot* patch.

Care to Share/Donation



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

- Customers may make a \$6 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.*

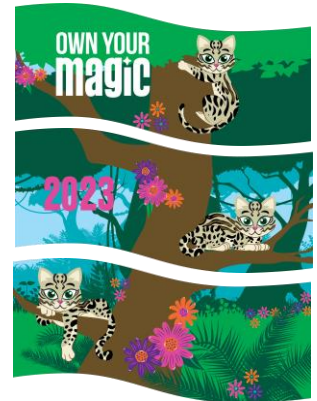
Girl Patches and Rewards

Patches

- *Own Your Magic* – Sell fifteen (15) or more nut/chocolate items in-person or online.
- *Ocelot* – Sell three (3) magazine orders, tumblers and/or BarkBoxes
- *2023* – Send 18+ emails using M2OS platform to potential customers.
- *Care to Share* – Receive four (4) or more donations for nuts.



- *Personalized M2 Avatar patch* – Create 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. Two different designs to choose from!



- *2023-2024 Fall and Girl Scout Cookie Crossover Personalized M2 Avatar patch* – Create 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.
- NOTE: Personalized patches can take 8-12 weeks in production time after requirements are met and received by M2.

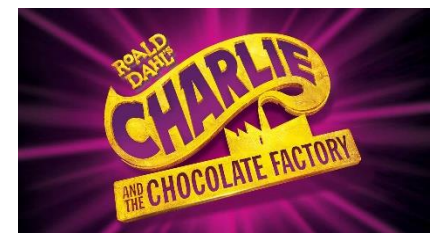


Rewards

- 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 Bike Lights
 - \$250 – Own Your Magic Necklace and Goal Getter Patch
 - \$350 – Small Ocelot Plush
 - \$400 – Ocelot Charm AND Charm Bracelet
 - \$450 – **CHOICE** of Theme Stickers & Headband OR \$10 Cashew Cash
 - \$550 – Ocelot Socks
 - \$650 – Large Ocelot Plush
 - \$800 – Own Your Magic T-shirt
 - \$1,000 – Cat Headphones
 - \$1,500 – **CHOICE** of Create Your Magic Kit[^] OR \$50 Cashew Cash
 - [^]Retro Bulb, Color Changing Markers, Zipper Pouch, Paint by Numbers, Selfie Ring Light
 - \$3000 – **CHOICE** of Nintendo Switch OR Camping & Hiking package^{^^}
 - ^{^^}4-person tent, sleeping bag, LED lantern, hydration backpack, trekking poles
- Cashew Cash works similar to Cookie Dough. All Cashew Cash earned during the 2023 Fall Product Program will expire April 1, 2025. 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 **Charlie and the Chocolate Factory** at Paramount Theater in Aurora, IL for a 1:00 p.m. show on Sunday, November 12, 2023 (date and time are tentative).



Girl 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" via Text or Facebook and Twitter 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.

Juliette Girl Scouts Participation Procedures

All Girl Scouts, whether part of a troop, an individually registered Juliette Girl Scout or part of a series pathway, 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 in the Fall Product Program within the service unit. Girl Scouts/parents will communicate directly with the SU Fall Product Program Coordinator for order and payment submission, 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 level or above (6th-12th 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 so Girl Scout can be assigned to pseudo troops appropriately and receive credit for all online orders.**

All Girl Scouts participating in the 2023 Fall Product Program must be registered Girl Scout members for the 2023-2024 MY (membership year). Juliettes will receive their program materials by mail or from the SU Fall Product Program Coordinator and parents must complete a Product Program Permission/Financial Responsibility Form. This form will be held by the SU Fall Product Program Coordinator until all payments are received and through the entire membership year as it is also applicable for the 2024 Cookie Program.

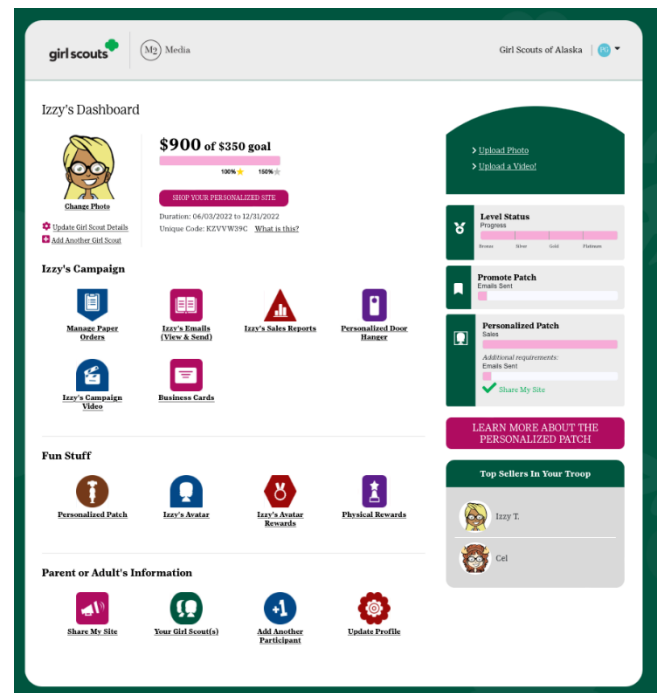
Pre-Sale Activities

- 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 based on a reward or an amount of S'more Dough interested in earning.
- 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. See page 2 of this guide, Getting Started, and Tips in the [Family Newsletter](#) and go to www.girlscoutsni.org/fallproductprogram and [Rallyhood](#) for more activities and resources.



Orders Taking

- Girl Scouts registered for the 2023/2024 MY (membership year), who have received their materials by mail or from their SU Fall Product Program Coordinator, may participate Wednesday, September 20-October 23. Girl Scouts may start participation Tuesday, September 19, if SU Fall Product Program Coordinator queues the PAEC.
- Girl Scouts will not receive credit towards rewards or S'more Dough for any sales prior to September 19 and after October 23.
- 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.
- **No convenience fee for Girl Delivery online orders!** 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 with your SU Fall Product Program Coordinator.
- By Saturday, October 21, 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 23. *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 9-11, 2023 (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 a receipt of payment to resource center is presented to your SU Fall Product Program Coordinator.
- Nut and Chocolate items should be delivered to customers as soon as possible.
- Final rewards will be distributed to the Juliette in early December following the end of the Fall Product Program. If reward choices are needed as part of your Girl Scout's reward selection, this must be selected in M2OS or communicated to your SU Fall Product Program Coordinator at the time of order submission by October 21.
- 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, 2025 expiration date** and will be emailed as an e-code directly to the parent of the Girl Scout by GSNI.
 - 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.
 - Girl Scouts of Northern Illinois will not replace lost or expired dough.
 - 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 off-set 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>Older Girl Scout Option (No Rewards)***</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

***Older Girl Scout Option is available to Girl Scout levels Cadette through Ambassador (6th-12th grade) only. Choosing this option, Girl Scouts may earn higher amounts of S'more Dough on sales and receive patches only in lieu of earning all the rewards on the order card.

