

# GSNI 2023 Fall Product Program

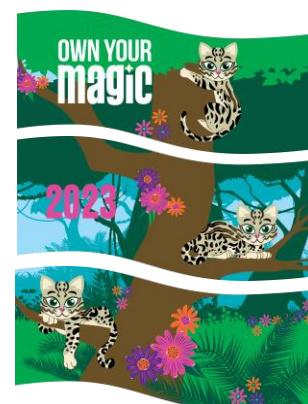
## Girl Patches and Rewards

### Patches

- *Own Your Magic* – Sell fifteen (15) or more nut/chocolate items in-person or online.
- *Ocelot* – Sell three (3) magazine orders, Tervis® 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<sup>^</sup> OR \$50 Cashew Cash
    - <sup>^</sup>Retro Bulb, Color Changing Markers, Zipper Pouch, Paint by Numbers, Selfie Ring Light
  - \$3000 – **CHOICE** of Nintendo Switch OR Camping & Hiking package<sup>^^</sup>
    - <sup>^^</sup>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).



## Troop Proceeds and Rewards

- Troops receive a minimum of 17% in proceeds from the total sales of nuts & chocolates, magazines, tumblers and BarkBoxes.
  - This matches the percentage earned in troop proceeds for the Cookie Program, however proceeds can add up faster! For example, 17% of a \$5 package of cookies is \$.85, but 17% of a \$8 nut/chocolate item equals \$1.36 or of a \$20 magazine subscription equals \$3.40!
  - Some troops may receive a credit in proceeds (where council owes the troop money instead of needing to do a bank sweep) due to online orders. This credit will be deposited directly into the troop account or if this amount is under \$20, the troop will be issued a GSNI e-code.
- Troop Fall Product Chair(s) can create their own M2 Avatar and receive their own personalized patch with TOTAL troop sales of \$1,750+ **AND** queue launch emails to Girl Scouts using *Parent Adult Email Campaign (PAEC)* under *Campaign Setup* on the troop dashboard in M2OS.
- Older Girl Scout “Opt-Out” Option (Cadettes, Seniors, Ambassadors/Grades 6—12 only): Troops receive a base of 19% in proceeds from total sales of nuts/chocolates, magazines, Tervis® tumblers and BarkBoxes. Girl Scouts will receive patches only, with no additional rewards.



## Service Unit Goal Rewards

Troops participating in the Fall Product Program help their Service Unit (SU) have extra money for activities or help off-set the cost for SU events/day camps. Each service unit that meets its Fall Product Program goal will receive bonus funds of 1% of total sales for the service unit. Ask your Service Unit Fall Product Program Coordinator for additional details on the service unit's goal.