



girlscouts
of northern illinois

M2 Media

2023 FALL PRODUCT PROGRAM TRAINING

In 2022, each participant helped to earn an average of \$332 which went directly toward troop Program funding.



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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



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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



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THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?

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OCELOT

Wide distribution from northern Argentina to the southwestern U.S.

Up to 3 feet in length, 35 pounds and runs up to 38 MPH

Solitary and exclusive territories which can range upwards of 35 square miles

Endangered due to habitat destruction




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TROOP PROCEEDS

17% of Total Sales with Rewards.

19% of Total Sales when older Girl Scout troops opt-out of Rewards.

Each participating Girl Scout contributed on average \$332 to troop/Program funding



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PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates
Magazines & More

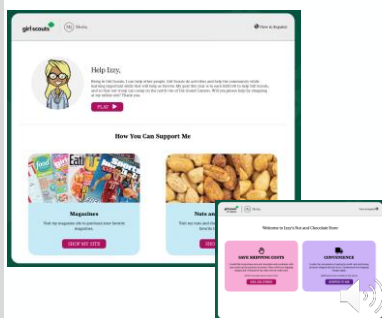


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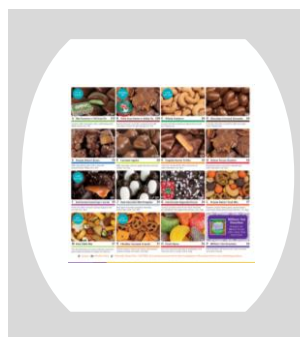
ONLINE SHOPPING SITES

Supporters select their desired product line

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



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DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

- #1 - Deluxe Pecan Clusters
- #2 - Peanut Butter Bears
- #3 - English Butter Toffee
- #4 - Dark Chocolate Caramel Caps
- #5 - Whole Cashews with Sea Salt



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Thai Chili Mix
(order card, online girl delivered or direct ship)

Cheddar Caramel Mix
(order card, online girl delivered or direct ship)



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



Milk Chocolate Mint Treasures

Chickadees on Mushroom Tin
(order card, online girl delivered or direct ship)
Deluxe Pecan Clusters



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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 special patch and credit towards other rewards



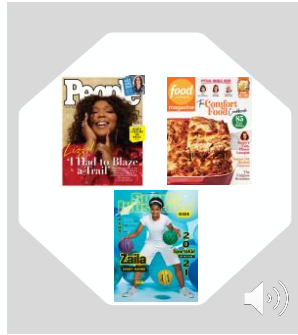
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MAGAZINES

Top selling magazines offered

Easy renewal

No cost shipping



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PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers




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PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed mini BarkBox



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HOW TO GET STARTED

Online to purchase nuts & chocolates, magazines, Tervis® Tumblers and BarkBox®

In-person with nut order card

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GIRL SCOUT'S PLATFORM SET-UP

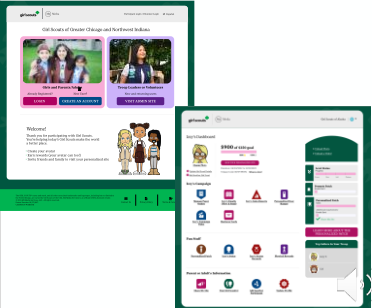
Preferred Email Address

Confirm Membership

Highlight Girl Scout Goals

Build an Avatar

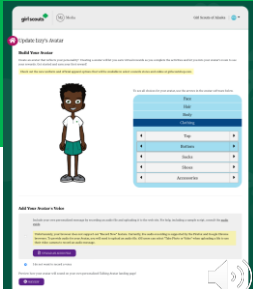
Include Video



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GIRL SCOUT'S PERSONALIZED EXPERIENCE

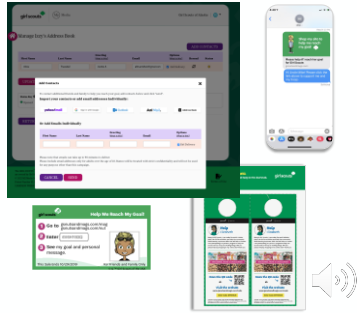
Design an Avatar



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TOOLS TO RUN A BUSINESS

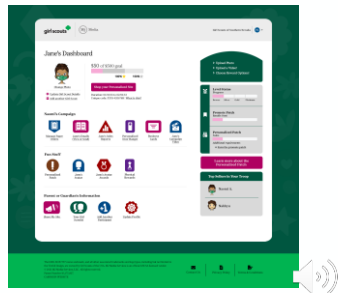
- Send emails
- Share My Site with social media and texting
- Printable business cards
- Door hangers with QR codes



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PARTICIPANT'S DASHBOARD

- Additional emails/social media/texts
- Girl Scout's avatar room with virtual rewards & troop photo
- Manage nut card order entry
- Select rewards
- Sales reports



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Fall Personalized Patch

Personalized Patch with Theme Backgrounds

Criteria to earn
During GSNi's Fall Product Program, in M20S create an Avatar, send 18+ emails, use Share My Site function, and total sales of \$350.



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2023-24 FALL & COOKIE CROSSOVER PATCH

Criteria to earn
During GSNI's Fall Product Program, in M2 system create an Avatar, send 18+ emails, and use Share My Site function.

During GSNI's Cookie Program, sell 225+ packages and send 18+ unique emails though Digital Cookie.



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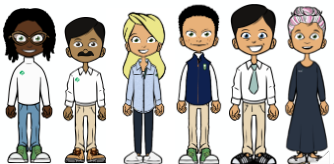


GIRL SCOUT REWARDS

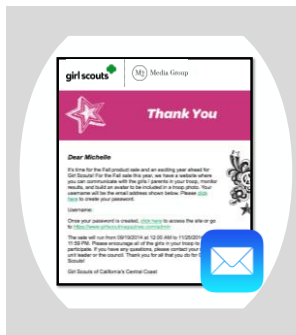


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VOLUNTEER EXPERIENCE



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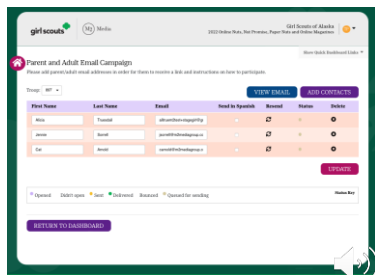


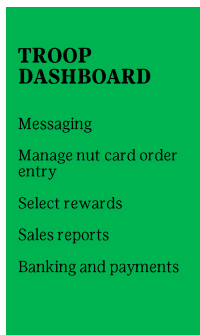
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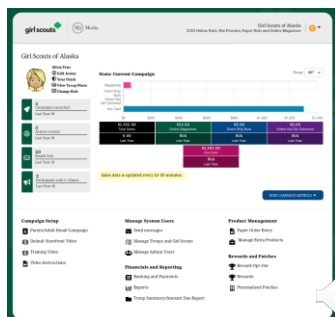


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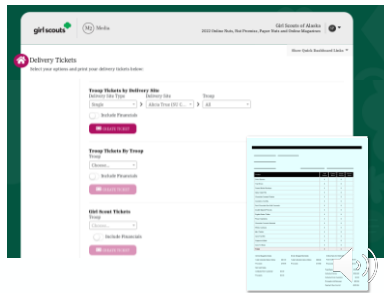


DELIVERY TICKETS

Print delivery tickets by troop or participant

Available for easier picking and packing

Option to include financials

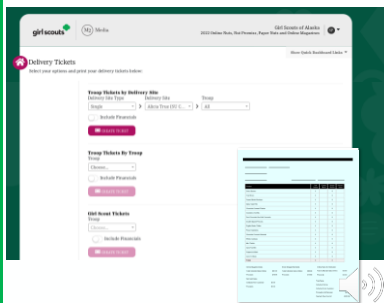


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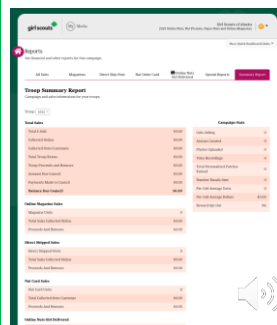
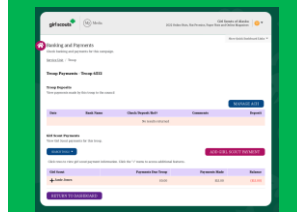


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BALANCING FINANCES

Sales reports

Banking and payments



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**TROOPS
REWARDS**

Receive this patch if your troop has \$1,750+ in sales and Troop Fall Product Chair sends the Parent/Adult Email Campaign (PAEC)



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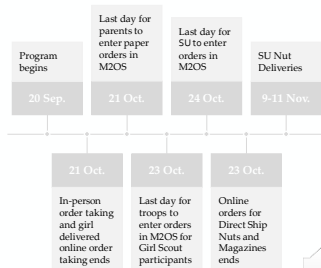
FAQs

- 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?



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**IMPORTANT
DATES**



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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

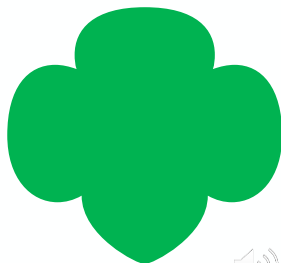


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THANK YOU!

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

We look forward to a successful 2023 Program!



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