

OWN YOUR  
magic

2023  
Fall Product  
Program



girl scouts  
of southeastern  
new england

## Troop Volunteer Guide

### Key Dates

**Thursday, September 14th:** Order taking begins both in-person and online. Girl Scouts can start taking orders anytime during the program.

**Friday, October 27th:** Last day to take orders. Online orders shut off at 11:59pm.

**Saturday and Sunday, October 28th-29th:** Troop orders and payments due to Service Unit PPC.

**Thursday and Friday, November 16th and 17th:** Candy and nuts arrive to Service Units for distribution.

**December:** Reward Items delivered to Service Unit PPC

# Contents and Contacts

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## **GSSNE Contacts:**

Ginger Lallo, Chief Operating Officer  
Rebecca Reynolds and Michelle Jessop, Product Program Managers

401-331-4500 or [customer-care@gssne.org](mailto:customer-care@gssne.org)

**Ashdon Farms (nuts & candy product questions)** 1-800-274-3666

**M2 Customer Service (magazines, online tech support, custom patch)**

1-800-372-8520 [support.gsnutsandmags.com](http://support.gsnutsandmags.com)



Thank you for volunteering your time to assist your troop and Girl Scouts of Southeastern New England (GSSNE) with the 2023 Fall Product Program.

With your support, Girl Scouts will have the opportunity to participate in a high quality entrepreneurial program, as well as generate funds for troop activities and projects. Girl Scouts also develop skills in five key areas during Product Programs: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. These essential skills are necessary to successfully navigate throughout life, whether working on a high school science project, becoming a project manager or becoming the next CEO.

All participants are winners! While Girl Scouts learn new skills, they'll also be generating funds for supplies, activities, and exciting trips! Your participation and support not only helps them to continue to have affordable and engaging programs and events, but funds also go towards adult training and maintaining our camps.

Thank you for your dedication and hard work as you support your troops every day!

The Product Program Team,  
Ginger, Rebecca, Michelle

# Participation

## Why Participate?

The Fall Product Program is a council-sponsored program that combines educational activities with money earning opportunities for troops. During the Fall Product Program, Girl Scouts participate in selling nuts and candy from Ashdon Farms and magazines from M2, all of which go a long way to help with troop start-up funds! The Fall Product Program is a simple, fun introduction to Girl Scout Product Programs!



## The Five Skills

When Girl Scouts participate in the Fall Product Program, they develop these five essential skills:

- **Goal Setting:** Girl Scouts set goals individually and with their troop and then develop a plan to reach these goals. They also learn to work together as a team while working toward their goals!
- **Decision Making:** Girl Scouts decide as a team how they will spend their proceeds, which allows for collaboration and critical thinking.
- **Money Management:** When they process orders, Girl Scouts learn how to handle customer's money and they also learn how to process online sales through credit card transactions. This teaches them important financial literacy skills.
- **People Skills:** Girl Scouts learn how to approach customers and gain self confidence in public speaking when making their sales pitch while selling fall products. They need to be able to present the product and payment options to friends and family members which helps in developing healthy relationships and self-esteem.
- **Business Ethics:** Girl Scouts learn to be responsible and honest throughout the Fall Product Program. They learn to use care with money and product and the importance of follow through by delivering product to customers in a timely manner. These skills help reinforce the positive values that girls learn throughout Girl Scouting.

## What is required for a troop to Participate?

- Troops must have two adult Troop Fall Product Program Managers who are registered volunteers, with a current background check, have attended training, and have signed a digital 2023 Troop Fall Product Program Manager Description and Agreement.
- Per GSUSA standards, all troops should ideally have at least 5 registered Girl Scouts. Troops with fewer members are still encouraged to participate in the product program but can expect to be contacted by GSSNE about the status of their troop. Troops with only one registered member will be changed to Individually Registered Member status.
- Girl Scouts must be registered for the 2023-2024 membership year and submit a fully completed and signed 2023-2024 Product Program Permission Form online and must be clear of outstanding product program debt.

# Girl Scout Safety and Technology

## Girl Scout Safety

Safety is always a priority for our council. More detailed information can be found in the Volunteer Essentials and Safety Activity Checkpoints on our council's website, gssne.org. All Girl Scouts participating in online Girl Scout activities should read and sign the Girl Scout Internet Safety Pledge. Below are some other tips for having a safe and successful Girl Scout Product Program:

- **Show you're a Girl Scout:** Always wear the Girl Scout membership pin, vest/sash/tunic, and/or Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up:** Always use the buddy system. It's not just safe, it's more fun!
- **Be prepared:** If taking orders door-to-door, only do so in an area that you're familiar with.
- **Partner with adults:** Adults must accompany Girl Scouts when they are taking orders, selling or delivering product.
- **Plan ahead:** Always have a plan for safeguarding money, and avoid walking around with large amounts of it or keeping it at home or school. Girl Scouts should give money to supervising adults, who should deposit as soon as possible.
- **Do not enter:** Never enter the home or vehicle of a person when you are selling or making deliveries.
- **Sell in daytime:** Sell only during daylight hours.
- **Protect privacy:** Full names, addresses, and email addresses should never be given out to customers. Protect customer privacy by not sharing their information except for the product program.
- **Be safe on the road:** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.

## GSUSA Policy on Online Selling, Marketing, & Social Media

No Girl Scout, or adult acting on behalf of Girl Scout members, can collect money online for Girl Scout products or a money-earning activity online. The exception to this is GSUSA approved product programs.

- **The Girl Scout Product Programs are girl-led programs, and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their parents or caregivers.**
- Friends and family of a Girl Scout participating in Girl Scout Product Programs must not market or share their contact information, sales links, or sales information on online resale sites (examples: Craigslist, yard sale sites, Facebook Marketplace, neighborhood sites, Amazon, or e-Bay). They also should not share their sales link with any news outlets.
- For safety purposes, Girl Scouts should consider truncating or removing their last name when using social media sites to protect their identity.
- Should any online marketing activities be identified as in violation of this policy, GSUSA or GSSNE reserves the right to intervene and request removal or remove the post.
- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms.



# Getting Started

You've attended your service unit fall product program training, and received your troop's paperwork. What's next?

1. Sign the Troop Fall Product Program Manager Description and Agreement form found on [gssne.org](https://gssne.org)
2. Read through this guide. Reach out to your service unit's Product Program Coordinator (PPC) with any questions.
3. Attend GSSNE's virtual troop leader training about the M2OS platform on September 6th. If you miss it, check our website for the recording.
4. Log onto MyGS and check to make sure that all members of your troop have a 2023-2024 membership. No one can not participate in the Fall Product Program if they are not registered.
5. Schedule time during your next troop meeting to discuss the Fall Product Program with Girl Scouts and their caregivers. During this meeting, have the caregivers sign the Family Adult Permission and Responsibility form electronically. Talk to them about the ways to participate—both online and in person. Set a goal for your troop and discuss what you might use your proceeds for. Discuss rewards as well and if your troop is old enough, talk about the reward opt-out option available.



## Getting started on M2OS

M2OS (M2) is the online platform used during the Fall Product Program. This platform is used by both Girl Scouts and troop volunteers to take and track orders for candy, nuts, and magazines.

- Girl Scouts and Troop volunteers who have a 23-24 membership by August 25th will be uploaded to M2 before the start of the program. They will receive a registration email to create their M2 account on or around September 6th. **If you had an account last year, it has been erased and you will need to create a new one.**
- Any Girl Scouts who join or renew after August 25th, will need to be sent an email invite from their troop volunteer to create an M2 account.
- After the start of the program, newly registered/renewed members will be uploaded to M2 twice a week. This will allow troop volunteers to send them the welcome email.
- If you notice a Girl Scout from your MyGS roster that has not appeared on your M2 roster within a week, please reach out to [customer-care@gssne.org](mailto:customer-care@gssne.org) or call 401-331-4500 so we can get them added.



# Getting to know M2

## Logging In

When you access M2 for the first time, it will be through the welcome email you'll receive on or around September 6th (if you had a membership by 8/25). After that, logging in will be done by visiting **gsnutsandmags.com/gssne**. Troop volunteers will log in under troop volunteer, and caregivers under the campaign site. If you are both a troop volunteer and the caregiver of a Girl Scout, you can use the same email address to log in, but you will need to switch back and forth between the sites.

- When you log in for the first time, you will be required to watch a short training video that walks you through the site.
- Your landing page upon login will be your troop dashboard. This will show you general metrics about your troop's sales.

**girlscouts** | M2 Media | Girl Scouts of Southeastern New England | 2022 Nut and Magazine Campaign | TP

Girl Scouts of Southeastern New England

**Michelle Jessop**  
 Edit Avatar  
 Your Patch  
 View Troop Photo  
 Change Role

**Stats: Current Campaign** Troop: 54

Online Magazines	Direct Ship Nuts	Online Nut Girl Delivered	Nut Card
\$508.00	\$144.00	\$16.00	\$164.00
Total Sales	Online Magazines	Online Nut Girl Delivered	Nut Card
\$2,016.00	N/A	N/A	\$2,016.00
Last Year	Last Year	Last Year	Last Year

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

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**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**

- Delivery Tickets
- Paper Order Entry

**Rewards and Patches**

- Rewards
- Personalized Patches

# More M2 Instructions

1. Create your M2 avatar and share with your troop how fun this process is. Both Girl Scouts and troop volunteers can earn a personalized patch during the Fall Product Program that will feature this avatar.
2. If you need to send the welcome email to anyone in your troop, click **Parent/Adult Email Campaign** to get that done.
3. If your Girl Scouts are participating online, any online orders placed by them will be automatically added to their counts in M2, but if they took any paper order card orders, those will need to be entered manually. Caregivers can also do this themselves. Their access to enter order card orders will run from October 21-25. Troop volunteers have access to add them until October 27th. To do this click **Paper Order Entry** on the dashboard. Find the Girl Scout you're entering for on the dropdown list. Enter the quantities of each item and click update.
4. Rewards are calculated automatically based on each Girl Scout's orders in M2. The only choices that will need to be made are for shirt sizes. Once your product orders are entered, click on **Rewards** on your dashboard then click 'Earners' to check your reward order. If any of the Girl Scouts in your troop have a triangle with a "!" inside, there's a choice that needs to be made for them.
5. If your troop chooses to opt-out of rewards, click on **Reward Opt-Out** to toggle this option on for your troop. Please note that all registered members need to also sign the separate reward opt-out form online.
6. Any Girl Scouts who have orders totaling \$315 or more, has sent 16+ emails, and used the share my site feature are eligible for a personalized patch. Make sure that they've created an avatar and saved her address in M2. You can click on **Personalized Patch** on your dashboard to see the list of participants who are eligible. If anyone on the list has a triangle symbol with a "!" inside, that means something needs to be done before the patch is created—most likely an address needs to be entered for it to be sent to.
7. To find out if Girl Scouts in your troop have used the share my site feature, go to **Reports** then 'Special Reports'. Run the Girl Scout Orders report, and one of the columns will tell you how many times each Girl Scout used that feature.
8. The **Troop Summary/Amount Due Report** is where you'll find information on any balance due to council at the end of the sale. Please make sure to check this report after the sale ends at 11:59pm on September 27th. If there is a balance listed, please make arrangement to pay this balance via GSSNE's ePayment system, or by giving payment to your PPC. If the amount due listed is a negative number, that means that council will be issuing you a payment. Any refunds for overpayment will be made electronically. Please visit:  
[girlscoutsofsoutheasternnewengland.formstack.com/forms/product\\_program\\_refund\\_request](http://girlscoutsofsoutheasternnewengland.formstack.com/forms/product_program_refund_request) to provide account information for a refund. Only fill out this form if your troop is due a refund.



# New for 2023!

## Tervis

Tervis tumblers and water bottles are back for the 2023 Fall Product Program as an online purchase option for customers. Tumblers and water bottles can be purchased with designs including sports teams, colleges, travel themes and more.



## Tins

Available on the order card and online

- Toadstool Holiday Tin with Milk Chocolate Covered Pretzels \$10 (online option to get pecan clusters)
- Girl Scout Memories Tin with Mint Treasures \$10



## New Nut/Candy item from Ashdon Farms

This year we are introducing Cheddar Caramel Crunch to the Girl Scout order card and online options. This new mix is made of cheese crackers, cheese corn sticks, mini pretzels, and caramel cheddar corn puffs.





# More New for 2023!

# BARK=BOX

New for 2023 is the inclusion of a BarkBox partnership with Girl Scouts. Available to purchase online, the Mini BarkBox will include a custom Pose & Play Beret dog toy as well as one canister of Berry Trios which is a BarkBox and Girl Scouts one-of-a-kind collaboration. These Mini Barkboxes will be sold for \$19.99 and shipping will be a flat \$5.00 per delivery address. Please note, this will be a separate shipping charge from any other online purchases of candy, nuts or tumblers.

**girl scouts**  
**BARK=**  
**Berry Trios**

BURSTING WITH BERRIES!

These handcrafted treats are great for training, sharing, and finding out who's a good dog.

9 oz. | 255 g

Serving Suggestions	Guaranteed Analysis	Calorie Content (Calculated ME)
Teeny 5 to 10 lb. 1/2 - 1/2 treat	Crude Protein 6% (min) Crude Fat 4% (min) Crude Fiber 3% (max) Moisture 30% (max)	375 kcal/kg; 44 kcal/treat
Small 10 to 25 lb. 1/2 - 1 treat	<b>Ingredients:</b> Whole Wheat Flour, Cane Molasses, Vegetable Glycerin, Canola Oil, Blueberry, Cranberry, Raspberry, Blackberry, Strawberry, Natural Blueberry Flavor, Citric Acid (preservative), Vinegar, Mixed Tocopherols (preservative), Rosemary Extract, Green Tea Extract, Spearmint. <b>Feeding Guidelines:</b> To ensure your dog maintains a healthy body weight follow feeding guidelines in table. Not intended as a complete and balanced food. Provide fresh water daily in a clean bowl. For small dogs, consider breaking the treat into smaller pieces. Some dogs are puppers - treats may be a choking hazard if swallowed whole. Always monitor your dog while treats are being consumed to ensure they are chewing their treats. Monitor them at other times to make sure they are super adorable!	Oven baked with love in Okeene, OK, US
Medium 25 to 50 lb. 1 treat		
Gentle Giants 50+ lb. 1-2 treats		

**BARK=**  
Manufactured For:  
Barkbox, Inc.  
170 Broadway  
New York, NY 10271

**PUPPY BANK!**  
All dogs deserve a good home. Once you finish this canister of Berry Trios™, use it as a piggy bank to save money for your local dog shelter.

The GIRL SCOUTS® name, mark, and all associated trademarks and logos, including the Trefoil Design, are owned by Girl Scouts of the USA. Bark is an official GSUSA licensed vendor.



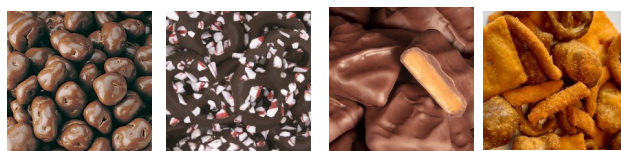
# Product Lineup

## Nuts/Candy

Nuts and candy are available for purchase through a paper order card or online. All the products on the paper order card are offered online, but there are also other great options available online only like Hot Cajun Crunch, Cranberry Nut Mix, and Thai Chili Mix! You can also find old favorites like Dill Pickle Peanuts and Salt and Pepper Cashews online!

These items will be featured on the paper order card this year:

- Fruit Slices, \$6
- Honey Roasted Peanuts, \$6
- Peanut Butter Bears, \$7
- Dulce de Leche Owls, \$7
- Dark Chocolate Mint Penguins, \$7
- Deluxe Pecan Clusters, \$7
- Peanut Butter Trail Mix, \$7
- Dark Chocolate Caramel Caps with Sea Salt, \$7
- Chocolate Covered Raisins, \$7
- Dark Chocolate Peppermint Pretzels, \$7
- English Butter Toffee, \$8
- Cheddar Caramel Crunch, \$8
- Whole Cashews, \$9
- Chocolate Covered Pretzels with Toadstool Tin, \$10
- Mint Treasures with Memory Tin, \$10
- Honey Roasted Mixed Nuts, \$10



## Magazines

Magazines are available for purchase online. Both print and digital subscriptions are available! Current magazine subscribers can also renew their current subscription through the Fall Product Program.



## Military Share

Customers have the opportunity to purchase Military Share items through the Girl Scout online store and on the order card. Customers may purchase military nuts for \$6 and the troop will receive \$1.00 in proceeds for each (\$1.15 for troops opting for Older Girl Proceeds).

All Military Share nuts are distributed to our local military service members in mid-November. Girl Scouts with 5+ Military Donations will receive a Care To Share patch!



# Proceeds and Finances

## What can a troop earn?

**\$1.00 for each candy, nut or military share item**

**\$2.10 for each magazine, tumbler, or BarkBox item**



Older troops (Cadettes and above) may receive an extra 15 cents per candy/nut item and 25 cents per magazine if they opt out of receiving reward items. Troops that opt out of rewards still receive patches.

## Collecting and Depositing Money

- Remind Girl Scouts and caregivers that they must collect payment when the order is taken. Customers can make a payment using cash, check, venmo, or other payment app at the discretion of the troop.
- Always write receipts! When money is collected from parents/caregivers, Girl Scouts, or troops, receipts must be filled out to show acceptance of money on behalf of the council. Receipts should always be written when product is exchanged and a new receipt should be completed each time.
- Enter payments under the appropriate participant in M2OS as received.
- Deposit payments into the troop bank account or give to your PPC as often as possible. The safest place for money is in the bank!
- Money from Girl Scout Product Programs should NEVER be deposited into personal bank accounts. Per GSSNE policy, all troops are required to have their own bank account for troop activities.
- All final payments from Girl Scouts are due to the troop no later than October 27, 2023. Your troop's payments are due to your PPC by October 29, 2023.



## ePayments

The ePayment system is available for troops to submit payments directly to GSSNE. Visit

**<https://sne.gsachonline.com>** when you are ready to make your payment.

GSSNE is charged for every returned check or ePayment. We understand that mistakes happen, and as such, troops will not be charged a fee by GSSNE for the first returned check or ePayment that we receive. However, GSSNE cannot assist with bank fees incurred by troops relating to bounced payments. If GSSNE receives a second returned check or ePayment from a troop, the troop will incur fees of \$25 per check and \$35 per ePayment return. Once a customer or troop bounces a check or ePayment, GSSNE will only accept cash, money order, or bank check for payment.

## Accepting Checks

- **Only collect checks from friends and family members.**
- Checks are to be made payable to GSSNE or Girl Scouts of Southeastern New England.
- List your troop number and the Girl Scout's name in the memo section of the checks.
- Checks must have a complete address and phone number listed; no starter checks.
- Write the customer's license number and state on the check.
- Deposit all checks into your troop bank account or submit payment to your service unit PPC.
- Do not accept post-dated or two party checks.

# Delivery







We suggest that you print your own delivery ticket to bring with you to your delivery location as a reference.

- You will receive exactly what your troop sold. No extras.
- To print a delivery ticket for your troop pick up, click the “Delivery Tickets” icon. You will have to type in your troop number to generate the ticket. (Please note you will not be able to view or print this until October 28.)
- Arrive at your assigned delivery location and time. (Be sure to follow any specific instructions that may be communicated regarding your specific delivery location.)
- Use a vehicle large enough to hold your entire order. You will be required to get out of your vehicle and count and sign for the product. It’s your responsibility to make sure you have your complete order. **Double check your order for accuracy. Council will not replace missing items if you signed a receipt showing you received them.**
- After you pick up your product, sort into individual orders before allowing caregivers to pick up. This will help you make sure each order is accurate before product is picked up. You can print a report “by girl” to use when sorting into individual orders by clicking the "Delivery Tickets" icon, Girl tickets.
- Prepare a receipt for each order. When caregivers pick up, have them count and verify the order and sign. Complete a receipt for each transaction. Remember, caregivers are financially responsible for all the product for which they sign.
- If you find any damaged items, contact GSSNE immediately. A like-for-like exchange will be made.



# 2023 Rewards

## Candy/Nut Rewards

 <p><b>12+ items</b> Own your magic patch</p>	 <p><b>20+ items</b></p>	 <p><b>40+ items</b> Theme stickers and Zipper pouch</p>
 <p><b>60+ items</b> T-shirt and Super Seller patch</p>	<p><b>80+ items</b> Large Ocelot plush</p> 	 <p><b>100+ items</b> Stationery set and color changing markers</p>

## Magazine, Tervis, and Barkbox Rewards

<p><b>2+ items</b> Ocelot patch</p> 	<p><b>6+ items</b> Small Ocelot plush</p> 
 <p><b>8+ items</b> Paint by numbers and patch</p>	<p><b>12+ items</b> Ocelot socks and Color changing light</p> 

# Other Rewards



**Send 16+ emails**  
2023 Patch



**5+ Military Donations**  
Care To Share Patch



**\$1,300 Combined Sales/Parent Adult Email Campaign**

Volunteer Personalized Patch for 2 troop volunteers (2 design options)



**\$315 Combined Sales/Share/16+ emails**

Personalized patch (2 design options)

## Troop rewards

Each troop who has 100% girl participation and a per girl average of \$160+ in sales will be entered to win 1 of 3 Girl Scout Cookie Gift Packs, including a cookie cart and other items to decorate your cookie booth!

## Combined cookie and fall reward

Girl Scouts can earn an awesome personalized combined cookie and fall product program patch. Girl Scouts who create an avatar, share their site and send 16+ emails and during the Fall Product Program and sell 250+ packages of cookies in the 2024 Cookie program will receive the crossover patch.



# Wrapping Up!

Final paperwork and payments are due to your service unit's Product Program Coordinator by Sunday, October 29. Please coordinate with your PPC to make your final payments and turn in your troop's orders.

Check off the items you've completed at the end of the program!

- Collect all order cards. Enter or verify all orders in M2 under Paper Order Entry. GSSNE orders the exact number of items that troops enter into M2, so it is important that orders are entered accurately. Please note, any online (girl delivered or direct ship) orders are included automatically in individual and troop totals, they do not need to be manually added.
- Collect cash and checks from Girl Scouts and deposit into troop bank account.
- Confirm the reward items that everyone will be receiving. Please note that if a Girl Scout sells 60+ nut/candy items, they earn a t-shirt and you'll need to enter the size.
- Print your troop's *Summary/Amount Due Report*.**
  1. **To prevent overpaying what is owed by your troop, please wait until online sales end at 11:59 pm on October 27th to pull this report for your final payment.** Even if your troop stops taking in-person orders before this date, online sales can still come in until October 27. Additional online sales will increase your proceeds and the amount of money your troop has deposited, and will change the final amount due to council.
  2. To find this report, go to M2's *Financials & Reports* section on the dashboard then click the *Troop Summary/Amount Due Report* option.
  3. **The report titled *Troop Summary/Amount Due Report* will show you a summary of everything from the sale, including what your troop owes to council.** This amount will already have your troop's proceeds (including proceeds from online sales) and any payments that have been made through online sales (or earlier in the sale) subtracted from it.
  4. Pay the exact amount listed in the *Amount Due Report* to council. Payment can be made through our ePayment system, by making a deposit directly into GSSNE's bank account, or by cash/check to your PPC. They may have specific guidance about payment methods, so make sure to check with them
- Turn in all payments and a copy of your final Amount Due Report to your Product Program Coordinator by October 29.







**girl scouts**   
of southeastern  
new england

**We're here to help!**



Ginger Lallo



Rebecca Reynolds



Michelle Jessop

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