

2024 Fall Product Guide for Families

Find More Resources



gsw.org/fallproduct



Important Info

Troop #: _____

Fall Product Manager: _____

Order Due Date: _____

Email: _____

Money Due Date: _____

Phone # _____

M2 Website: gsnutsandmags.com/gsw

M2 Customer Service: [800.372.8520](tel:800.372.8520)

M2 Username: _____

M2 Password: _____

GSWO Customer Care: 1.888.350.5090 or customercare@gsw.org

Important Dates



Prior to October 4

Sign the required agreement form at gswoweb.org/productagreement.

October 4

Go to gsnutsandmags.com/gswoweb to set up a M2 storefront.

October 4

Order taking begins. Girls can begin sending emails via M2.

October 24

Last day caregivers can enter paper orders into M2.

October 29

Last day customers can order nuts/candy online to be delivered by girls.

November 7 - 9

Troop Product Pick-Up

Your troop fall product manager will let you know when you can pick up your order.

November 10

Last day customers can order magazines or shipped nuts/candy.

Early December - Payment is due

Your troop fall product manager will let you know when they will be collecting payment. Abide by their deadline.

Mid to late December

Rewards are expected to begin shipping. Your troop fall product manager will distribute to girls once they have them.



Why Participate?

Learn the value of a dollar, how to budget, the difference between needs and wants, how to make tough decisions, and how to set big goals, all while remembering to be honest and fair. During the Fall Product and Cookie Programs, girls are given the resources and opportunities to decide on the big goal, plan with confidence, and budget for tomorrow. Seize the opportunity to practice a financially independent future, all while earning funds to support troop adventures.

Girls Gain Life Skills by Participating

Goal Setting:

Girls set Fall Product goals and, with their troop, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

Decision Making:

Girls decide how to participate, how to market their sale, and what to do with their earnings. As they make many choices (big and small) throughout the program, they will learn important decision-making skills that will help them throughout their lives.

Money Management:

Girls develop a budget, take orders, and handle customers' money. This will help them learn money management, from their lunch money to their allowance and future paycheck!

People Skills:

Girls learn how to talk (and listen) to their customers. These people skills helps them do better with group projects, sports teams, on the playground, and later at work.

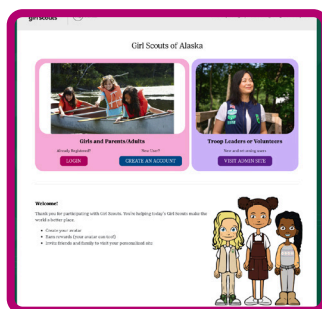
Business Ethics:

Girls act honestly and responsibility during every step of the Fall Product Program. This matters because employers want to hire ethical employees — and the world needs ethical leaders.

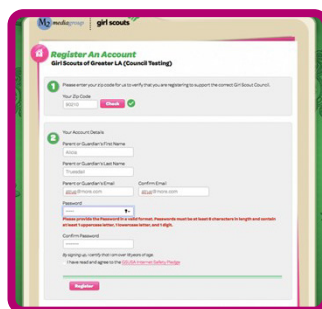
Launching Her Online Fall Product Business



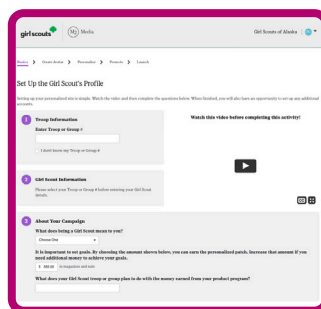
It's time to set up your Fall Product storefront and kick off your online business. On October 4, you can go to gsnutsandmags.com/gsw to get started. Returning users can click Login and enter your username and password. If you're new to M2, click Register.



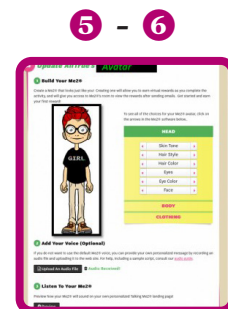
1



2



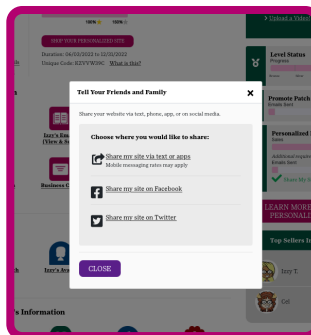
3



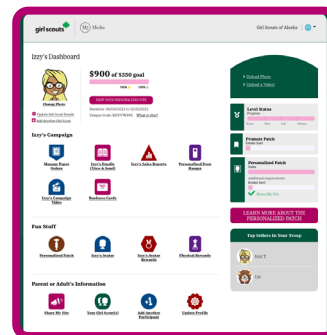
5 - 6

1. Click login or create an account.
2. Enter your information and set your password.
3. Enter your troop number and search for and select your Girl Scout's name.
4. Answer questions about goals and Girl Scouting.
5. Create your personal avatar. (There are over 3 billion feature combinations, so you can really customize!)
6. Record a message and make your avatar "talk" to your customers; or create and upload your own personal video sales pitch.
7. Add your customers and send at least 20 emails to friends and family through M2. Girls who send at least 20 emails typically average about 150% higher sales.
8. You can also share your storefront link from your dashboard to social media. Remember, the Girl Scout of Western Ohio Product Programs should always be led by a Girl Scout under the supervision of her caregivers. While posting in community groups and neighborhood pages IS now permitted, girls should never share their last name or

7



8



personal information. Use caution when sharing the link on any public pages since orders do not need caregiver approval during the Fall Product Program so caregivers will be responsible for delivering ALL online girl delivery orders. Sales links should never be posted to online resale sites such as eBay, Facebook Marketplace, Craigslist, or Amazon.

Once your Fall Product site is set up, you will see this dashboard when you log in. From here, you can:

- Add customers and send emails (click "[Emails View & Send](#)")
- Review orders (click "[Sales Reports](#)")
- Print customized business cards with a link to your storefront
- Upload selfie and video
- Track your online progress
- Enter paper order card orders (click "[Manage Paper Orders](#)")

From the dashboard, you can also set up another M2 account if you have another Girl Scout participating. Just click "Add Another Girl Scout" link under the profile picture.

Know Your Product

\$12



Peppermint Bark
(Silver Swirling Snow Tin)

\$12



**Milk Chocolate
Mint Trefoil**
(Girl Scout Tin)

\$12



Chocolate Covered Pretzels
(Golden Winter Sky Tin)

\$10



**Peanut Butter
Malt Balls**

\$9



Whole Cashews

\$9



**Everything Seasoned
Cashews**

\$9



**Honey Vanilla
Cashew Splits**

\$9



**Milk Chocolate
Double Dipped Peanuts**

\$9



**Dark Chocolate
Sea Salt Caramels**

\$9



**Peanut Butter
Elephants**

\$9



**Chocolate Covered
Raisins**

\$9



Gummie Butterflies

Donation Opportunity

Have a customer who doesn't want to purchase nuts or candy for themselves? No problem—offer them Care to Share! The Care to Share program allows customers to donate a nut or candy item to a local food bank for just \$8! Last year, our council donated almost 6,000 items to local food banks in western Ohio and southeast Indiana.

Want to be a Stellar Seller?

Try asking each customer if they want to buy one item for Care to Share! Ask 20 friends and family to purchase an item and sell an additional 20 items!



Learn more about the products for the Fall Program at gswo.org/fallproduct.

\$8



Pecan Supreme

\$8



**English Butter
Toffee**

\$8



Dulce Daisies

\$8



Fruit Slices

Rewards (Rewards are cumulative)

GSWO reserves the right to substitute reward(s) with a similar item of equal quality.

Magazine Sales Reward



Elephant Patch

Sell 2+ Mags & More*

*Excludes nuts and candy items

Email Rewards



2024 Patch

Send 20+ emails

Nuts & Candy Sales Rewards



Care to Share Patch

Sell 5 Care to Share Items

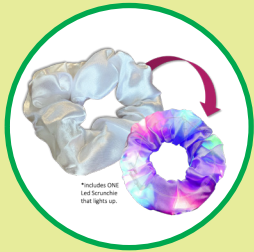
Embrace Possibility Patch



Embrace Possibility Patch

Sell 15 Nut/Candy Items

Cumulative Rewards



LED Scrunchie

25+ Items

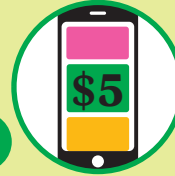


Emiko - Small Plush Elephant

40+ Items



OR

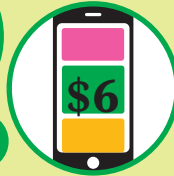


Nail Polish Kit OR \$5 Digital Dough

55+ Items



OR

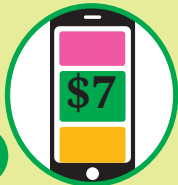


Diamond Art Kit OR \$6 Digital Dough

70+ Items



OR

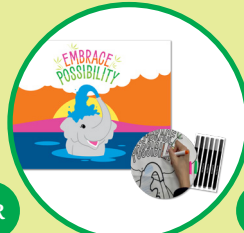


Embrace Possibility T-shirt OR \$7 Digital Dough

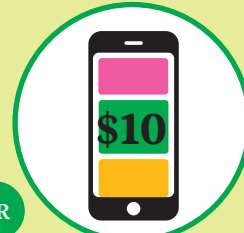
85+ Items



OR



OR



Emerald - Large Plush Elephant OR Coloring Pillowcase OR \$10 Digital Dough

100+ Items



Personalized Avatar Patch

- Set up M2 account and create avatar
- Send 20 emails through M2
- Have at least \$375 in total sales

Patches will be mailed directly to girl's home, so be sure to enter her mailing address into M2. Patches will ship in February 2025.



Cookie Crossover Avatar Patch

- Set up M2 account and create avatar in fall
- Send 20 emails through M2 in fall
- Sell at least 250 packages of cookies in the 2025 Cookie Program

Patches will be mailed directly to girl's home in May 2025.



Girls can enter to win Eartha, the giant plush elephant. To be eligible, girls must:

- 1 Set up an M2 storefront & create a personalized avatar
- 2 Send at least 20 emails through M2

3 Complete squares on the bingo card found at the back of this guide. Submit card by November 17, 2024. See bingo card for more instructions.

Fall Product Program Bingo



As you complete the activities below, cross them off.
 For every five squares in a row, you'll receive one entry for your chance to WIN Eartha, the Giant Elephant Plush.
 Complete the entire card and you'll get 25 entries!

B I N G O

Called family or friends about my program	Chose my reward level goal	Practiced my sales pitch	Told a friend about Girl Scouts	Created my M2 avatar
Received a Care to Share donation	Plan to participate in the 2025 Cookie Program	Can recite the Girl Scout Promise	Told a customer about my favorite fall item	Sold one Girl Scout Mint Trefoil tin
Sold one new Butterfly Gummies item	Watched Mascot Monday on GSWO's Facebook		Uploaded a photo or video to M2	Sold two magazines from my M2 site
Learned one fact about Asian Elephants	Recorded an avatar message on M2	Spoke with a caregiver about ways to participate	Sold 10 nut or candy items	Sent 20 emails through M2
Achieved my Fall Product Program goal	Sent 25 emails through M2	Earned Emiko, the small elephant plush	Made \$50 in sales on my paper order card	Can recite the Girl Scout Law

Submit your completed bingo card
 by November 17, 2024 at gsw.org/elephantbingo