



2020 Fall Product Program Troop Guide & Timeline

**BRAVELY
BE YOU**

2020 Fall Product Program Theme: Bravely Be You!

2020 Fall Product Program Mascot: Sloth

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Product Program Team

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2020 Timeline - Important Dates

August 17th	Fall Product Virtual Training
Mid to Late August	Online Training and Knowledge Check/Quiz roll out to troops
Week of September 21st	Troop and Girl Upload onto M2 platform
October 1st	Fall Product Program In-person & Online Sale Begins
October 1st	<p>Troops verify that all 20/21 registered girls appear on their MS roster</p> <p><i>*Report any girls that are not listed to the Product Program team via info@gsgst.org</i></p>
October 29th	Fall Product Program In-Person Sales End
October 30th	<p>Troop Fall Product Order Due Into M2</p> <p><i>*preferably before 11PM</i></p>
November 1st	Last Day of online girl delivery order
November 18th - 20th	<p>Fall Product Delivery to Service Units & Distribution To Troops</p> <p><i>*dates/locations vary by Service Unit</i></p>
November 30th	Fall Product Program On-line Sale Ends
December 7th	<p>Fall Product Program Collection Forms Due</p> <p>No Exceptions</p>
December 9th	<p>Fall Product Program ACH Payment Due</p> <p><i>*Initial Cookie Order will not be placed for any troop that does not clear the 2020 Fall Product Program</i></p>

Why participate?

Troop Benefits:

- ♦ Great way to start up troops funds
- ♦ Great practice for the Cookie Program
- ♦ Easy to sell products
- ♦ Short & simple sale - intended to sell to family and close friends

Troops Eligibility Requirements:

- ♦ Must be registered for the 2021 Membership year
- ♦ One member of the troop leadership team must have undergone New Leader Basics
- ♦ Troop bank request must be in process by October 15, 2020 for all troops with new accounts

Troop/Parent Program Guidelines:

- ♦ Only registered girls can participate in the sale
- ♦ Volunteers and Parents/Guardians must be debt-free from council
- ♦ By signing the permission slip, troops/parents agree to be responsible for all product ordered and signed for, for complete payment of product issued and paperwork for the program
- ♦ Product cannot be returned to the troop or council for any reason - although damaged product must be reported to the council immediately

Girl Benefits:

Girls sell Fall Products in multiple ways:

- ♦ Nut and candy in person for delivery (order card)
- ♦ Online for girl delivery (products on order card only)
- ♦ Online for shipment (customer is responsible for shipping fees)
- ♦ Online magazine orders
- ♦ Gift of Sharing - Thank you nut order

5 Skills for Girls:

What are your hopes for girls in your troop? You want them to make good decisions, know how to manage money and how to set and reach goals. The Fall Product Program helps them succeed today and prepares them for future success. When girls participate in the Fall Product Program, they develop five essential skills:



2020 Online Platform -



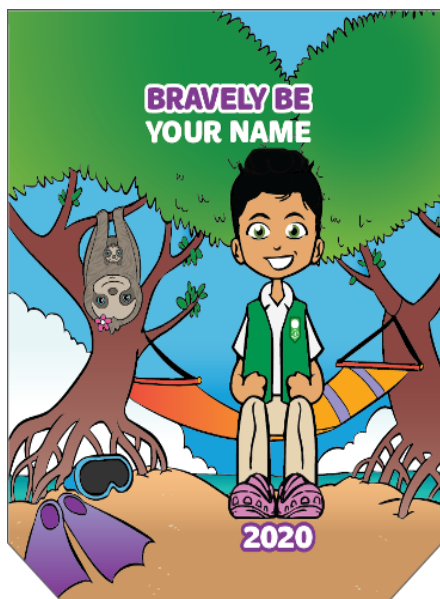
The M2 online system give Girl Scouts the opportunity to use the internet to send emails to family and friends, inviting them to support their product sales efforts by purchasing nuts, chocolates and magazines/other subscriptions online with links to our secure shopping site.

Through the online store, family and friends can order from a selection of a variety of nut and chocolate Girl Scout products, as well as an exclusive group of Ashdon Farms gift items. Customers may also select from hundreds of magazine titles as well.

- ♦ Girls will build their own M2 avatar! This super fun exercise engages the girl in a new way, girls earn a patch of their customized avatar when they send 15+ emails and sell \$300 in total fall items.
- ♦ Ship or Girl Delivery? Customers can select “girl delivery” if they are local. The girl will deliver and collect the payment in a traditional manner after she receives her nut/candy products. Online girl delivery options are limited to the varieties listed on the order card.
- ♦ Customers that choose shipment will pay online via credit card and the product are shipped directly to the customer.
- ♦ No order entry, all online sales are automatically recorded in M2 so that girls receive proceeds and rewards for every online order.

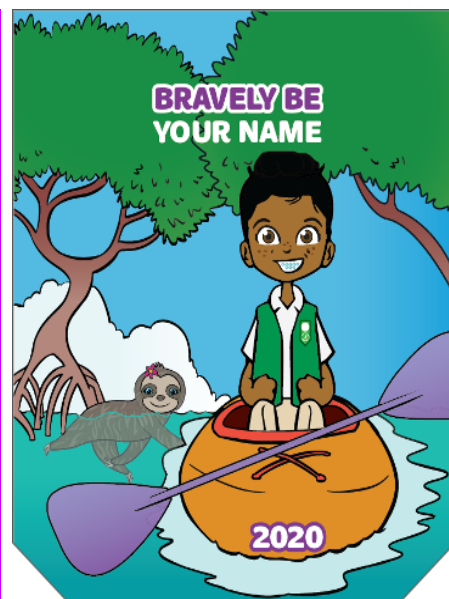
How to get started?

GSGST will import your troop, troop user will receive an email link to register and log on (check spam folder). Registered girls will be imported into the online system. Girls/Parents will log onto **www.gsnutsandmags.com/GSGST** to set up their online store. M2 will track the girls progress towards rewards in real time and will send the girl/parent an email to let her know how close she is to her goal.



Girls earn a custom avatar patch when they send 15+ valid emails and sell \$300 in total fall items! This year, girls can choose between 2 designs!

**Parents may call M2 Customer Service, 800.372.8520, to inquire about the status of their daughter's avatar patch after the conclusion of the program - roughly after November 30th.*



Troop Checklist

Pre-Selling Checklist:

- ☐ New Troops: Open a troop bank account if your troop has not already done so. GSGST policy requires each troop to have an active troop bank account before participating in Product Programs. Contact info@gsgst.org for information on opening a troop account.
- ☐ All girls who participate in product program must be registered with GSGST and have a current signed Parent/Guardian Permission Agreement form on file with their troop/council (form is online at www.gsgst.org).
- ☐ Troop user must have internet access and a valid email address to manage your troop in M2OS and to receive important updates/reminders from council and Service Unit level throughout the program.
- ☐ Submit the following completed forms upon completing and receiving positive results from the Fall Product Program online training and knowledge quiz.

**Troop Fall Product Agreement Form with
ACH Information including valid troop bank account information

- ☐ Check email often throughout the program for important updates and critical date reminders from your Service Unit level, and council product program team.
- ☐ Along with your troops leadership team arrange the date, time and location for training your Girl Scouts and parents/guardians.
- ☐ For latest information on the GSGST product program, we strongly recommend that girls, parents, and troops, “Like” GSGST on Facebook and other social media sites.

Material Checklist:

*For each **Registered Girl***

- ◇ Order Card
- ◇ Parent Permission Agreement Form
- ◇ Money Envelope
- ◇ Girl Info Sheet

*For each **Troop***

- ◇ Completion and positive test results of Fall Product Program online training and knowledge quiz
- ◇ Troop Fall Product Agreement Form with ACH information
- ◇ Fall Product Program Troop Guide
- ◇ Sales material for each registered girl

Troop Checklist Cont.

Parent & Girl Training Checklist:

- ◇ Host a Fall Product Program training night for girls and their families. Explain the purpose of the program as a troop opportunity to generate funds to start the Girl Scout year, and hand out program materials.
- ◇ Inspire! Encourage! Motivate! You are the face of the program. How you present the program will have a big effect on the girl's enthusiasm and parent support.
- ◇ Review the 5 skills for girls - Goal Setting, Decision Making, Money Management, People Skills and Business Ethics .
- ◇ Troops and girls should set individual and troop goals - reinforce how individual sales goals help the troop reach its overall goal and fund troop program activities.
- ◇ Review all important dates and deadlines. Meeting due dates are critical to the success of the program; share the importance of timeliness to families.
- ◇ Review the troops money handling procedures, set clear expectations for conduct and collection of monies due to troop.

Money Handling Guidelines

This is a financial program - that means GSGST tries to instill good business ethics in girls and volunteers by determining best practices. All policies are for the common good of everyone. Troops must ensure that everyone, especially parents understands the business part of the Fall Product Program.

Credit Limit Guidelines:

As troops are responsible for all product signed for, GSGST recommends using caution. Troops must be proactive and collect funds from girls in a timely manner.

Girls' Monies:

- ◆ All participating girls must be registered with GSGST and have a Parent Permission form on file with the troop/council in order to participate in the product program.
- ◆ For the Fall Product Program, payment is collected when girls deliver product. Likewise, product should not be delivered without receiving payment in full.
- ◆ For the gift of sharing "Thank you" nuts, payment is accepted immediately.
- ◆ Girls may accept cash and/or checks made payable to the troop, although GSGST cautions against accepting checks and we advice the troop use their better judgement.
- ◆ Credit/debit cards may be used, troops are responsible for paying any fees associated with credit cards. Fees may not be up-charged to the customer.
- ◆ Fall Product Program funds should be collected from girls and safeguarded by parents immediately. Funds should be submitted for deposit to the troop promptly and frequently.
- ◆ Troops should receipt every transaction. Both parents and the troop should have copies of signed receipts for clarity and reconciliation.

Money Handling Guidelines Cont.

Troops' Monies:

- ♦ All council proceeds will be collected from troops via ACH draft.
- ♦ All troops will submit ACH authorization information and a Troop Fall Product Program Agreement form.
- ♦ Troops will deposit all Fall Product Program funds for nut and candy items into their troop bank accounts promptly and frequently, and in time for funds to be available on the draft date.
- ♦ The full balance of council proceeds will be drafted from troops account by the date listed on the timeline in this manual.
- ♦ Troops will not be allowed to participate in the 2021 Cookie Program if financial obligations are not complete by set published due dates.

Collections:

- ♦ Should payment concerns arise with a parent/guardian in the troop, the Troop Fall Product Manager are asked to document the situation and first try to resolve the issue within their own troop.
- ♦ If problems persist, troops are asked to submit the parent into collections.
- ♦ If the situation has not been resolved, Troop Leaders/Troop Fall Product Manager must submit a collection form no later than December 7, 2020 .
- ♦ The form must contain all pertinent information, details of collection attempt, girl permission slip, and Fall Product receipts.



Product, Proceeds & Rewards

The Products:

16 Tasty and Delightful Nut and Candy Varieties

Prices: Vary from \$5 to \$10 depending on the variety

Review the girl's order card and Fall Product Guide for families to inform yourself of the nut/candy items available. A full selection of all items offered can be viewed by the customer when they shop through a girl's online store. - magazines and more items can be purchased on the girl's online store front as well.

Customer's can also donate a general nut item by purchasing the \$5 "Thank you" nut option - a nut item will be donated to Operation Gratitude, an organization that ships donated items to the military.



The Proceeds:

With Recognitions:	\$.75 per nut/candy item	15% magazine & other online exclusive items
Without Recognitions:	\$.80 per nut/candy item	20% magazine & other online exclusive items

*Troops must make their proceed selection prior to October 30th
This can be done in the troop profile page in M2*





Product, Proceeds & Rewards Cont.





The Rewards:

All rewards are cumulative. As orders are entered in M2, it will automatically assign the correct rewards to each girl. Rewards are subject to substitution and may not be exactly as the pictures shown on order card.

Recognitions Recognitions are cumulative, giving you an opportunity to earn each item as you reach your goals. Please circle the item(s) you wish to earn at each level.

Nuts/Candy

 15+ Nut/Candy Items Trust Your Strengths Patch	 30+ Nut/Candy Items Bravely Be You Patch & Sloth Charm and Bracelet	 50+ Nut/Candy Items Small Sloth Plush	 70+ Nut/Candy Items Super Seller Patch & Fuzzy Sloth Journal & Sloth Pen
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 2+ Magazines 2020 Sloth Patch	 100+ Combined Items 100+ Patch & Large Sloth Plush & Sloth Socks	 15+ Emails Sent Online Patch	 3+ Donation Items Care to Share Patch
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Fit-Together Patches!



2+ Magazines
30+ Nut/Candy Items
15+ Nut/Candy Items

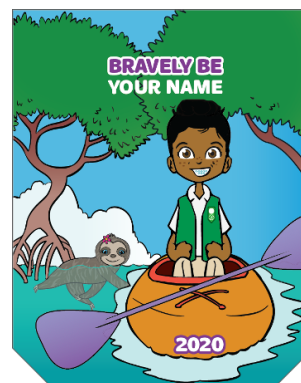
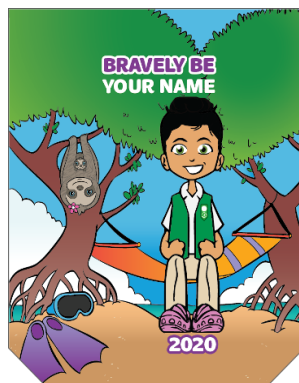
Collect them all!



15+ Emails Sent
70+ Nut/Candy Items
100+ Combined Items
3+ Donation Items

***Recognition plan for each interval is for all combined items, not just nut/candy items as listed on order card.**

New for 2020 - Create your own avatar! Girls earn a custom avatar patch when they send 15+ valid emails and sell \$300 in total fall items! This year, girls can choose between 2 designs! Patch will be directly sent to the girls!



Girl Scout Cookie Program Crossover Personalized Patch!

To Earn:

1. Create your avatar in the Fall
2. Sell 100+ items during the 2020 Fall Product Program
3. Sell 300+ packages of cookies during the 2021 Cookie Program



M2 Platform & Information

Online Access:

This powerful online sales program will power up the girls Fall campaign and support big goals by marketing their sales via email. Girls are invited to email friends and family to gather support for their troop. Girls will love this site where they will build their own avatar, and reach their goals quickly. Girls should send emails right away on October 1st, as the online option of the Fall Product Program runs through November 30th.

Troop M2 Set-Up:

- ◆ Once the council uploads troops into the system, the system will automatically send the Troop Fall Product Manager an email that provides a link to get the troop started and enables password set up. Check your spam folder if you don't receive the email.
- ◆ Once logged in, troops can manage your troop sales through the dashboard. This dashboard provides a snapshot of the participation and sales for the entire troop. If you manage more than one troop, you will be able to select the troop you want to view. Girls registered will be automatically uploaded by council.

Tracking Sales:

Each troop in GSGST will use M2OS as its product program management system. All transactions must be done through M2OS to ensure accurate and real-time data.

Troops will enter orders by girl and any additional troop product, as applicable by October 30th.

Online Orders Direct-Ship:

All direct-ship orders placed online by customers are shipped by Ashdon Farms. Customers need to be aware of shipping costs. Note that chocolate items are recommended to be shipped 2nd day air with refrigeration and this will add to the standard shipping cost. Even one chocolate item means the whole order will be shipped 2nd day air with refrigeration.

Customers must call M2 Customer Service for any inquiries about their order - 1.800.372.8520

Girl Delivery:

Customers may choose the "Girl Delivery" option when placing an online order. These orders will be delivered to the troop on the delivery day and the girl will connect with the customer for delivery and to collect payment in person. Online girl delivery options are limited to nut/candy options listed on the girls order card.

M2 Platform & Information Cont.

Online Orders:

Once girls receive their online access link girls will:

1. Register and create login/password
2. Create an M2 avatar
3. Enter the email addresses of friends and family to invite them to shop for nut/candy and magazine items. These can be imported from your existing email account or manually entered one at a time. Be sure that email addresses are valid.
4. Girls can log in and check their progress at any time, add more email addresses, view bounced emails, track sent emails and total sales to date.
5. Girls earn the M2 avatar patch for sending 15+ valid emails and achieving \$300 in total sale items.
6. No payment to collect, customers pay M2 directly online.

M2 Customer Service:

The M2 Customer Service hotline is available to all troops seeking information about the status of an order. Online orders are placed immediately with the publisher and customers typically see their first issue in just 6-8 weeks. Please note that schedules are dependent on the frequency of the publication. Example: quarterly magazines will see a much longer turn around time as the order may have just missed an issue, which maximizes the delay.

If you wish to investigate the status of your Girl Scout orders, you may call the 800 number at any time or email question@gsnutsandmags.com. You must have the customers name, address, magazine name and either new or renewal information. M2 has great representatives and can readily track your orders.

M2 Customer Service

800.372.8520

question@gsnutsandmags.com



Planning your Order

Planning your Nut & Candy Order:

Troops are not required to round up their nut/candy order to the nearest case (12 units). However, we advise that troops consider adding a small (10%) allowance onto their actual orders.

Keep in mind:

1. Customers may want more than they originally ordered. We see it every year, people cannot get enough of their favorites.
2. The tins make an awesome holiday and party gift for upcoming holiday season. They are the perfect gift of appreciation when you attend a holiday house party.
3. If you need nine or more of any product (but fewer than 12), we strongly recommend that you round up and take the whole case. History shows that you will need it.
4. We recommend rounding up to full cases of 12 items for the most popular varieties like Chocolate Covered Almonds, Cranberry Nut Mix, Salsa Mix, and Deluxe Pecan Clusters.
5. To order extra troop products, choose “Manage Troops and Girl Scouts” from the dashboard, click on the “+” to the left of your troop number and select, “Add Extra Products” from the menu. Enter the extra units you would like to add to your troop order.
6. Troops cannot order more products after submitting their order. Troops are responsible for all products ordered.

To Place an Order:

- ◆ Take online training and complete the knowledge quiz.
- ◆ Submit your Fall Product Manger Agreement form with ACH information
- ◆ M2OS is where you manage your troops sales. M2OS will send you an access email. Click on the link to set up your password and login information.
- ◆ Hold a girl and family training to teach your troop about the Fall Product Program.
- ◆ Collect signed Parent Permission Agreement forms from each participating girl .
- ◆ Distribute girl sales material to each girl, including the girl order card.
- ◆ On or before October 29th, collect order cards from all girls and enter their sales quantities by variety into M2OS. Orders are entered by girl and by product.
- ◆ Make sure orders are saved after every girls entry.
- ◆ Troops must enter orders by October 30th before 10PM.



Order Pick-Up

Nut/Candy Order Pick-Up:

Most Service Units have a designated Fall Product Program Manager who will coordinate this process.

November 18th - 20th: Delivery dates and locations vary by Service Unit. Your SUFPM will coordinate a time for you to pick up the troops nut/candy order. Once you are assigned a time and location, please be aware of this time commitment and plan accordingly to be on time. If need be, recruit someone else in your troop to help you.

Guidelines for a Successful Troop Pick-Up:

1. Please be patient, flexible and ready to help—everyone working at the distribution site are all volunteers also.
2. *Count, Count, Count!* Verify your troop order before you sign for product. Take a print-out of your order with you to be sure you are getting the correct number of items. Remember, you are responsible for the product you sign and are taking. No exceptions!
3. Do not separate girl orders at the delivery site. Delivery is too congested a place to do this well. Wait until you take all product to another staging area (i.e. your home).
4. Once home, separate girl orders before notifying families that product has arrived.
5. Prepare a receipt for each family picking up product. Troops may print a delivery ticket from M2OS, along with financial information for each girl, so that the family knows what they owe the troops.
6. When parents pick up product, have them count and confirm totals. Parent signs for all product received. Keep all signed receipts!
7. Do not store product in a car, direct sunlight, a garage, on cement floor, outdoor porch, patio or in any warm place. Remember you are responsible for this product.
8. If you plan to have extra product on hand for more sales opportunities, please be sure to store it properly.
9. Melted chocolate is not considered damaged. All chocolate items are shipped to council with refrigeration. Anything that is melted is considered to be the result of improper handling/storage. Review guidelines with parents as they are responsible for product taken.



Overview Checklist

Before Fall Product Program:

- ♦ All participating members must be registered for the 2021 Membership year.
- ♦ One member of the troop leadership team must have undergone New Leader Basics.
- ♦ If not already done, troop bank request must be in process by October 15, 2020

During & After Fall Product Program:

- ♦ Online sales data will automatically populate M2OS. Girls need to deliver the Girl Delivered Promise Orders and collect payment. For products that were shipped to the customer, there is nothing to do here except watch the sales and troop proceeds roll in.
- ♦ Make sure all gift of sharing “Thank you” nuts have been recorded and allocated to girls so they will receive credit.
- ♦ Verify that all nut/chocolate products ordered and delivered to the troop have been completely allocated to the correct girl on or before October 30th.
- ♦ All money collected should be deposited into the troop bank account promptly and frequently, in time for the funds to be available for the ACH draft - draft is scheduled for December 9, 2020.
- ♦ If you have a parent with money outstanding to the troop, DO NOT WAIT! Make sure you submit a Product Collection Form to GSGST in a timely manner. Collection forms are due on or before December 7, 2020 - NO EXCEPTIONS!
- ♦ Girl rewards for your troop will be received and distributed by your Service Unit in late December/early January. When notified, please pick up and distribute promptly!
- ♦ Celebrate you girls’ successes, learn from your planning and start the conversation about setting girl and troops goals for the 2021 Cookie Program.

