

**BRAVELY
BE YOU**



Welcome!!

Instructions for this meeting

- **Enter your Name, Troop Number and Service Unit in the chat box**
- **During presentation, please enter ALL questions into the Chat Box**
 - **We will monitor and answer all questions this evening or in a follow up email, if we run out of time.**
- **This presentation is being recorded and will be sent out next week.**

Thank you for your cooperation!



2020 FALL PRODUCT PROGRAM TRAINING

Girl Scouts of Greater South Texas

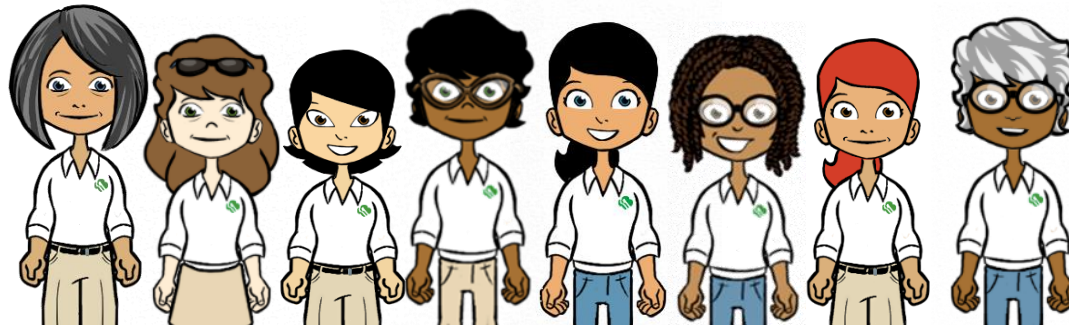
TODD A. WINGEN
ASHDON FARMS



•ASHDON FARMS™•

THANK YOU!

- We **appreciate** your time, energy and efforts
- Our Product Program is a success because of **YOU!**
- You help girls learn and develop skills that last a lifetime
- We are excited to kick off this new Girl Scout year with you and look forward to “bravely sharing our strengths”



THE WHY FOR GIRLS



What Do Girl Scouts
Learn from Fall Product
Program?



What Have Girl Scouts
Experienced Using the
Money Earned from Fall
Product Program?



How Have Troops Used
Money Earned from
Product Programs to **Give
Back**?

WHAT'S YOUR WHY?

- Why are you here today?
- Why do you volunteer for this program?
- Do you know **WHY** your time, efforts and energy matter?
- Do you know the impact you are making on the lives of girls?



You are directly impacting the future of girls by...

Facilitating the largest girl-led entrepreneurial program in the world

Assisting girls in **earning** funds to support their amazing girl-led adventures and service opportunities locally, nationally and globally

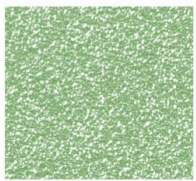
Providing girls the opportunity to **share** their skills to make the world a better place



You are providing girls with **life-changing** experiences by trusting your strengths

**BRAVELY
BE YOU**

YOUR EFFORTS MATTER

SUCCESS FOLLOWS WHEN
YOU DEFINE WHAT
INSPIRES  YOU
MOTIVATES YOU
AND FIRES YOU UP!
.....
WHAT'S YOUR WHY?

- Use your strengths to create memorable experiences for girls
- Stay focused on the why
- Be a resource for your troops and girls
- Set goals for your service unit and encourage troops to do the same as an example to girls
- Deliver products and rewards
- Share the value and benefits of the program



THREE TOED PYGMY SLOTH

Found living on Isla Escudo de Veraguas off the coast of Panama

It is the smallest of the three toed sloths and was only recognized as a species in 2001

Habitat destruction is the largest threat to the species

Sloths can swim

A unique species of green algae is found on the fur and is considered symbiotic, providing camouflage without detriment to their health

Population <100

Size around 6 pounds

Eats primarily leaves of red mangroves

·ASHDON FARMS™·

- Founded in 1921, Ashdon Farms, has been working with Girl Scout Councils since 1996 as an Approved and Licensed Vendor for GSUSA,
- Consistently received the highest rating possible of Superior from AIB. The rating is for Supply Chain quality, Safe food handling, Production, Packaging, and Distribution for facilities involved in the Food Industry.
- SQF certified level 2 is an additional certification for Quality and Safety.
- Ashdon Farms has been busy during the Pandemic, and before the Girl Scout season, supplying other large retail customers. Costco, CVS, Walgreens, and more.



Highlights

- Girl Delivered sales increased 765% WOW! Amazing
- Overall Nut and Chocolate sales increased 22.6%
- Top Selling items – Choc. Cov. Almonds, Deluxe Pecan Clusters, Salsa Mix
- Top Selling Online item – Thank you nuts
- Total participation was higher
- Per Girl Average increased 17.66%



Top Sellers in 2019

Nationally

1. Deluxe Pecan Clusters
2. Peanut Butter Bears
3. Whole Cashews with Sea Salt
4. Dark Chocolate Caramel Caps
5. Chocolate Covered Almonds
6. English Butter Toffee
7. Mint Treasures (Girl Scout tin)
8. Dark Chocolate Mint Penguins
9. Fruit Slices
10. Dulce de Leche Owls

GS of Greater South Texas

1. Chocolate Covered Almonds
2. Deluxe Pecan Clusters
3. Salsa Mix
4. Cranberry nut mix
5. Honey Roasted Mixed nuts
6. Peanut Butter Bears
7. Butter Toasted Peanuts
8. Dill Pickle Peanuts
9. Fruit Slices
10. Mint Treasures (Girl Scout tin)



Excellent Lineup

- Great Variety
- Great Quality
- Great Value
- Great for Holiday Gifts



- **Customers can make \$5 donations towards nuts to be donated to Support the Military through Operation Gratitude!**
- **Troops earn proceeds and girls earn credit towards rewards.**
- **There is a special Care to Share patch available for girls**



www.operationgratitude.com



New Product for 2020

Mint Treasures

NEW!



Girl Scout Brownie Uniform Tin - \$10
Second in the Series (1986)



Mint Treasures
individually wrapped
with Girl Scout logo

New Product for 2020

NEW!

Peanut Butter Pretzel Mix



\$7 Stand Up Bag

Online Girl Delivered Option

- Online option for customers
- Customers pay online with a credit card, but don't pay for shipping
- Same products as the in-person order card
- Orders automatically show in system
- Product is shipped with girl's in-person orders
- Girl delivers to the customer
- No need to collect money for these orders
- No fees for the Girl Delivered orders
- Last day for Online girl delivered is 11/1



Direct Shipped Online Orders

- Customers order from the girls' online store.
- An expanded list of product options are available.
- All major credit and debit cards are accepted.
- Customer pays shipping cost.
- All shipped orders go directly to customer within about 1 week.
- Girl and Troops gets credit for all sales.



Online Exclusive Items

The online store offers all 25 Girl Scout branded nut/candy items PLUS 9 online exclusive items.



6oz Almond
Cran-Orange
Crunch



7oz Black
Forrest Trail Mix



7oz Buffalo Ranch
Pretzel Mix



15oz Gourmet
Blend



20oz Gourmet
Caramel Corn w/
Almonds & Pecans



15oz Jumbo
Cashews



6oz Mocha Cups



2019 GS Junior Tin
w/ Mint Treasures



8oz Salt & Pepper
Cashew Halves



Additional items available for Online Direct Shipped

NEW!

Chocolate Covered Pretzels



Winter Chickadee Holiday Tin \$9

NEW!

Winter Chickadee Holiday Tin



Deluxe Pecan Clusters



Caramel Treasures

Online Shipping Chart



Product Subtotal	Standard	2 Day
\$0.01 - \$15.00	\$8.95	\$19.60
\$15.01 - \$30.00	\$10.50	\$25.60
\$30.01 - \$45.00	\$11.95	\$29.85
\$45.01 - \$60.00	\$14.50	\$33.00
\$60.01 - \$75.00	\$20.50	\$38.00
Every additional \$15	+\$3.50	+\$7.50



Nut and Candy Delivery

- You or someone in your Service Unit will receive the product for all your troops.
- Count the nut and candy items carefully before signing and report any discrepancies.
- Prior to distribution, maintain product in cool, dry location away from critters and hungry teenagers.
- Communicate with troop fall product managers about where and when product will be ready for pick up.
- Pre-sort and distribute nut and candy products to your troops asap using the report in M2OS.
- Obtain the signed report from the Adult picking up for each Troop.
- Practice Safety protocols.





2020
Girl Rewards and Troop
Proceed Plan Options

Girl Rewards

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

Fit-Together Patches!



2+ Magazines

30+ Nut/Candy Items

15+ Nut/Candy Items

Magazines



2+ Magazines
2020 Sloth Patch

Combined Items



100+ Combined Items
100+ Patch & Large Sloth Plush & Sloth Socks

Emails



15+ Emails Sent
Online Patch

Donations



3+ Donation Items
Care to Share Patch

Collect them all!



15+ Emails Sent



70+ Nut/Candy Items



100+ Combined Items



3+ Donation Items

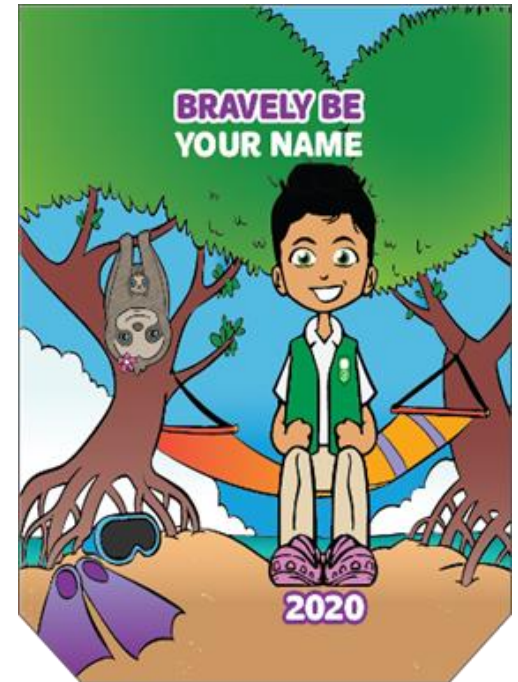
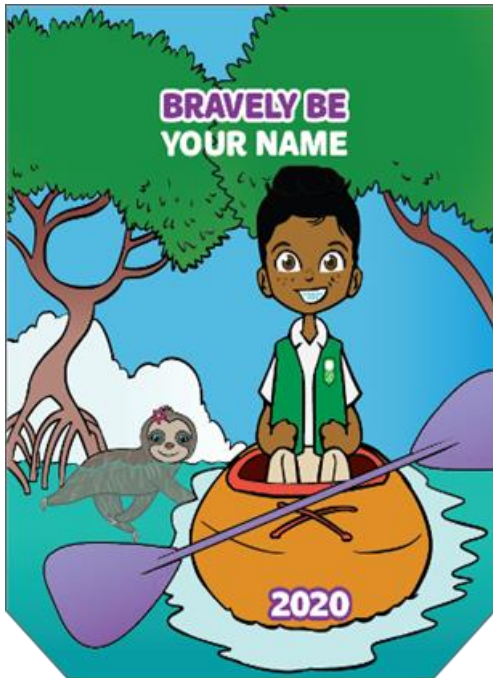
Rewards are cumulative and recognition plan for each interval is for all combined items, not just nut/candy items as listed on order card.

Personalized Patches

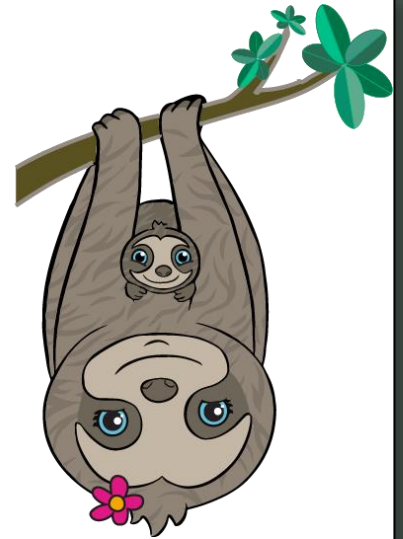
- Girls choose an adventure for their avatar
- Kayak with swimming sloths down a mangrove-lined river
- Relax on a hammock with a sloth friend and her baby

Earned by:

- Sending 15+ Emails & selling \$300+ in total sales during fall program
- Patches are shipped directly to girls



Troop Proceed Options



Standard Option:

15% of total magazine sales
\$.75 per nut/ chocolate item sold

Opt Out Option:

20% of total magazine sales
\$.80 per nut/ chocolate item sold

Troop must make their selection prior to submitting nut/candy order.

AARON PARKER
M2 MEDIA GROUP



Earn Rewards For Your Participation
Check the back of your nut order card and on your online site to learn more about all of the rewards you can earn.

girl scouts of greater south texas (M) Media Group

Theme patches that fit together!

Fall Personalized Patch
with your name and avatar!

To Earn:

- Create your avatar
- Send 15+ emails
- Sell \$300+ in total Fall Items

You can choose whether you will want your avatar to be kayaking or relaxing in a hammock on your patch if earned.

Girl Scout Cookie Program Crossover Personalized Patch

To Earn:

- Create your avatar in the Fall
- Sell 100+ items in the Fall
- Sell 300+ packages of cookies during the 2021 Girl Scout Cookie Program

Step 1 - Visit the website

www.gsnutsandmags.com/gsgst
(or click on the link from the council website)
Follow the prompts to participate in the online Fall Product Program. Please have your troop number before starting.

MY TROOP # _____

Step 2 - Create your personalized site

You will be creating an avatar who looks just like you. You can also record a personalized message for your avatar to deliver to friends and family. As you set up your site, she will earn virtual rewards as you complete the steps to create your personalized site for the Fall Product Program.

Step 3 - Send emails

When you send emails to friends and family, they will see your goal and hear your avatar deliver your special message. By clicking a link, they will be able to shop online while helping you reach your goal! Don't forget to share with additional friends and family on social media with the help of a parent/guardian. Please follow current GSUSA guidelines for online sales and marketing.

141-6537

TWO WAYS TO PARTICIPATE

- Girls offer a variety of items to family and friends in two ways
- **In-person** using a nut order card
- **Online** sending emails and sharing link on social media to purchase magazines and nuts/chocolates

2020-2021 Fall Product Program

girl scouts of greater south texas

Proceeds from the Fall Product Program stay local and every purchase means business smarts, adventure, and success for girls in your community.

My First Name: _____
My Troop #: _____
My Goal: _____

GIRL ONLINE EXPERIENCE

- Create a virtual likeness
 - Creating avatars makes participating fun and get results with PATENTED Girl Scout platform



GETTING STARTED

- Girls log in as a first-time participant or as a returning user from last year
- Spanish experience available



REGISTERING AN ACCOUNT

Register An Account
Girl Scouts of Greater LA (Council Testing)

1 Please enter your zip code for us to verify that you are registering to support the correct Girl Scout Council.

Your Zip Code

Check

- Zip code validation ensuring girl in correct council



Register An Account
Girl Scouts of Greater LA (Council Testing)

1 Please enter your zip code for us to verify that you are registering to support the correct Girl Scout Council.

Your Zip Code 90210 ✓

2 Your Account Details

Parent or Guardian's First Name Alicia

Parent or Guardian's Last Name Truesdell

Parent or Guardian's Email alicia@more.com Confirm Email alicia@more.com

Password Confirm Password

Please provide the Password in a valid format. Passwords must be at least 6 characters in length and contain at least 1 uppercase letter, 1 lowercase letter, and 1 digit.

By signing up, I certify that I am over 18 years of age.
I have read and agree to the [GSUSA Internet Safety Pledge](#)

- Participant information and secure password setup

SET UP the Girl Scout's Profile

Setting up your personalized storefront is easy. Get started by watching the video and then complete the questions below. Once finished, you will have an opportunity to set up any additional Girl Scouts.

1 Enter Troop or Group # 10000

2 Choose Girl Scout suzy jones
Your Girl Scout's name appears below. Once saved, this name cannot be changed.

Girl Scout's First Name suzy

Girl Scout's Last Name jones

Girl Scout's Nickname (What is This?)

3 What does being a Girl Scout mean to you?

It is important to set goals. The amount shown below will earn you the personalized patch but you can increase it if you need additional money to achieve your goals.

\$300.00 in magazines and nuts

What does your Girl Scout team plan to do with the money earned from your product sale?

- Troop number selection or "I don't know/see my Troop#/Group#"
- Participant can edit nickname
- Answer questions about girl goals and what Girl Scouting means to her



Update AliTrue's Avatar

1 Build Your Me2®

Create a Me2® that looks just like you! Creating one will allow you to earn virtual rewards as you complete the activity, and will give you access to Me2®'s room to view the rewards after sending emails. Get started and earn your first reward!



To see all of the choices for your Me2® avatar, click on the arrows in the Me2® software below..

HEAD		
◀	Skin Tone	▶
◀	Hair Style	▶
◀	Hair Color	▶
◀	Eyes	▶
◀	Eye Color	▶
◀	Face	▶
BODY		
CLOTHING		

2 Add Your Voice (Optional)

If you do not want to use the default Me2® voice, you can provide your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult our [audio guide](#).

Upload An Audio File

Audio Received!

3 Listen To Your Me2®

Preview how your Me2® will sound on your own personalized Talking Me2® landing page!

Preview

CREATE AVATAR & RECORD VOICE

- Girl designs her own likeness with over 3 billion avatar feature combinations
- New feature choices for Fall 2020



PERSONALIZED CAMPAIGN

- Girls can upload a photo or a video which can be shared on their online storefront
- Girls who upload photos and/or videos sell more to reach their goals

The screenshot shows the 'Me2' storefront design tool by the media group. At the top, there are navigation tabs: Basics, Create Me2 (active), Personalize, Promote, and Launch. The main heading is 'DESIGN your Personalized Storefront™'. Below this, there are sections for 'Ali's Photo' and 'Ali's Video'. The 'Ali's Photo' section includes a placeholder for a photo and a 'Send 15 emails and sell' goal. The 'Ali's Video' section includes a placeholder for a video and a 'Who better to tell your friends and family about your campaign than you?' goal. A 'Need Help?' button is also present. A modal window titled 'Add a selfie and decorate it!' is open, showing a photo of a girl and options to 'Upload a photo' or 'Take a Photo'. Below the photo, there are five icons for decoration: a cloud, a heart, a flower, a star, and a plus sign. A toggle switch at the bottom of the modal allows the user to choose whether to use the photo on their storefront. The modal has 'Close', 'Delete Photo', and 'Save' buttons.

M2 mediagroup girl scouts

English | Español | Logout

Basics Create Me2 Personalize Promote Launch

DESIGN your Personalized Storefront™

Ali's Photo
Friends and family will love seeing your picture while they shop! Upload a favorite photo.

Send 15 emails and sell

Add a selfie and decorate it!
Privacy: a photo will only be seen by friends and family you email. You will have a chance to preview, change and delete it prior to sending emails. **Additional Privacy Rules.**

Ali's Video
Who better to tell your friends and family about your campaign than you?

Upload a Video
Privacy: a video will only be seen by friends and family you email. You will have a chance to preview, change and delete it prior to sending emails. **Additional Privacy Rules.**

Need Help?
Need Help? We have created instructions for you.

Add a selfie and decorate it!

Upload a photo
(Read the privacy rules)

Take a Photo
(With your web cam)

Decorate Your Selfie

Use this photo on your storefront. If you choose not to use this photo, we'll show your Me2 or your council's default photo.

Close Delete Photo Save

English | Español | Logout

Basics Create Me2 Personalize **Promote** Launch

PROMOTE Your Campaign

Send emails to your friends and family to tell them about your campaign and invite them to shop online at your personalized store to help you reach your goal.

Import Your Contacts

Yahoo Gmail Outlook.com AOL Address Book

Or Add Emails Individually

First Name	Last Name	Greeting What is this?	Email	Delete
<input type="text"/>	<input type="text"/>	<input type="text" value="I.e. Grandma"/>	<input type="text"/>	<input type="text"/>

Add **12** more emails and launch your campaign to earn a reward!

Please note that emails can take up to 90 minutes to deliver.

Please include email addresses only for adults over the age of 18. Names will be treated with strict

Previous

Tell Your Friends

Share Your Storefront

Share your storefronts on Facebook

[Share Your Magazine Storefront](#)

[Share Your Nut Storefront](#)

Share your storefronts on Twitter

[Share Your Magazine Storefront](#)

[Share Your Nut Storefront](#)

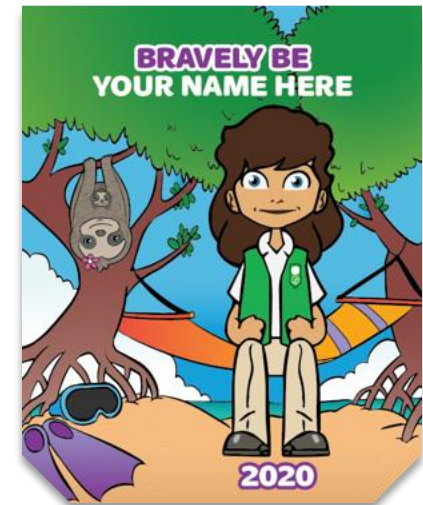
Close

PROMOTING HER CAMPAIGN

- Girls share their online storefront link with family and friends by sending emails or sharing on social media
- 27% of online sales come from social media
- Girls also have business cards preprinted with their storefront code
 - Take a picture of the business card and text family and friends.
- Easier for returning girls with customer email addresses saved year over year
- Option to include last name so friends and family know who is sending the email
- Simplicity of one click renewals for customers previously purchasing magazines

PERSONALIZED PATCH SHIPPING

- Girl chooses name, nickname or initials for her patch
- Girl makes selection between two patch backgrounds
- Opportunity to provide mailing address after login
- Personalized patches ship directly to girls as earned throughout the program



Personalized Patch
×

To earn the personalized patch sell \$77.00 in nuts and chocolates.

Please enter your address. If you earn the personalized patch, you should receive your patch in the mail approximately 4-6 weeks after earning it.

If you earn it, this is how your Me2® and name will appear on your personalized patch.

How Your Patch Looks
You may preview your selections on the left.

Name on Patch
Nickname

Girl Scout's Nickname
JanJan

What will appear on your patch?
Your Me2® Space Suit(w/shoes)

Shipping Address
For best delivery use parent / guardian name.

First Name Last Name

Address Line 1

Address Line 2

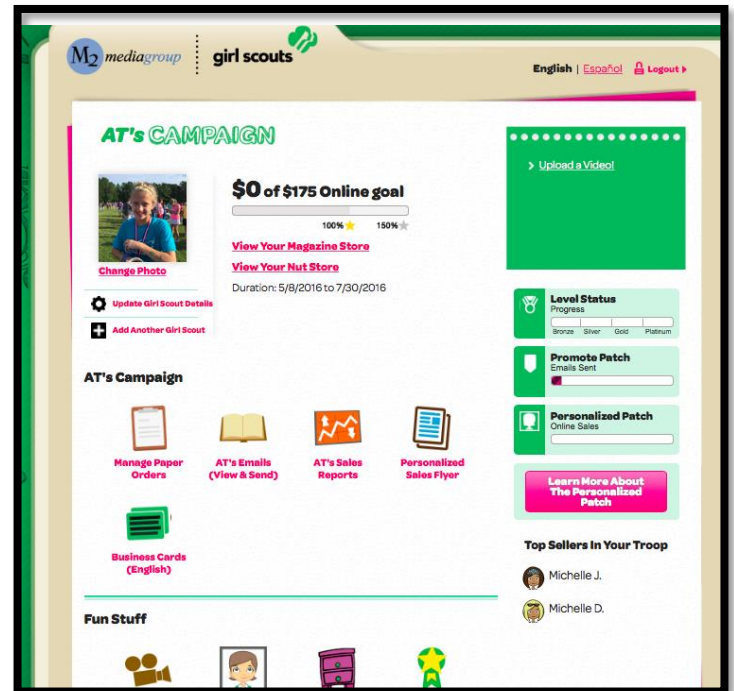
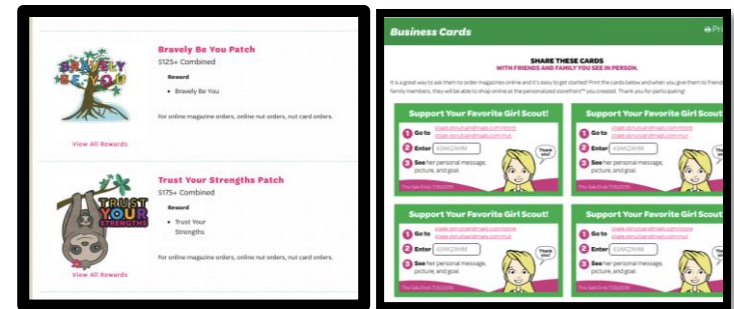
City State Zip

Remind Me Later

Save

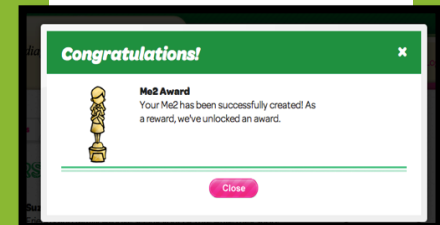
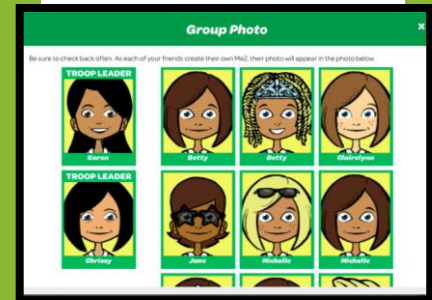
GIRL'S CAMPAIGN HQ

- Navigation tools for all aspects of the program
- Emails/Social Media
- Printable business cards with girl's online store code
- Manage paper orders (nut card sales entry)
- Rewards earned and actions need to receive rewards
- Reports



AVATAR'S ROOM

- Girls can earn virtual rewards for their avatars by completing actions within M2OS
- Girls revisit their room an average of **4 times** during the program
- View virtual rewards earned and **troop photo**



2020-21 FALL & GIRL SCOUT COOKIE CROSSOVER PATCH

- As a Girl Scout member, girls work to create change and to become dynamic leaders
- To earn this crossover patch, girls must:
 - Participate in the 2020 Fall Product Program by creating an avatar and selling 100+ items
 - Sell 300+ packages of cookies during the 2021 Cookie Program





Hello Amy,

The magazine and nut sale that I am participating in for Girl Scouts Test Council 7 is going strong and there is still time to help. You can [click here](#) and see my personalized magazine store and how close I am to reaching my goal. If you buy or renew a print or digital magazine, over 50% goes to Girl Scouts!

You can also purchase nuts and chocolates. Just [click here](#) to view the awesome products and shop at my personalized store.

[Click here](#) if you would like to hear a special message from my avatar. Thank you so much for your support!

[Shop AT's Magazine Store](#)

[Shop AT's Nuts & Chocolate Store](#)

Thank You

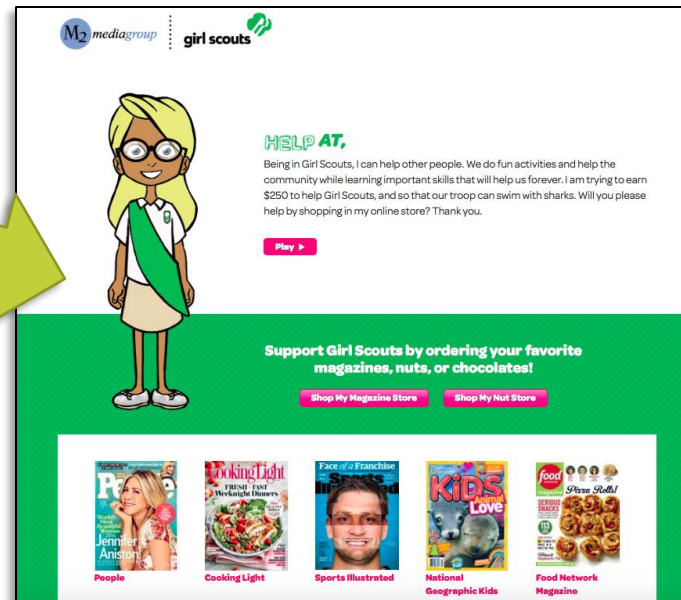
AT True

Girl Scouts Test Council 7



CUSTOMER EMAILS

- Family and friends receive emails with links to shop for magazines and nuts/chocolates and can hear the special message recorded by their favorite Girl Scout



ONLINE STOREFRONTS

Preview Your PERSONALIZED STOREFRONT™

[Launch Your Campaign](#) [Return](#)

Your Store

This is a preview of how your personalized storefront™ will look to your friends and family once you launch your campaign.



[Change Your Video](#)



Support micky

0% of Goal
100% 150%

[Change Your Photo](#)

[Change Your Goal Amount](#)

Being in Girl Scouts, I can make the world a better place. We do fun activities and help the community while learning important skills that will help us forever. I am participating in a product sale to help Girl Scouts and our troop do exciting things. Will you please help by shopping in my online store? Thank you.

Top Supporters: Uncle Mike, Grandma
[Change Your Goal](#)



Categories

All Titles
Best Sellers
Automotive, Aviation,
& Boating
Beauty & Fashion
Business & Finance
Cooking & Cuisine
Entertainment &
Hobbies
Family & Animals

Suggested for You

Best Sellers



Indianapolis Monthly
[More Info](#)

Beauty & Fashion



Popular Science
[More Info](#)

Business & Finance



Bloomberg Markets
[More Info](#)

Cooking & Cuisine



Cosmopolitan en
Español
[More Info](#)

Magazine
selections include
all Time, Inc titles,
Reader's Digest and
subscription kits for
kids

[Shopping Cart](#)



ater los angeles



Support AT!

100% 150%

0% achieved of goal
\$175 left until AT earns a personalized patch!

Being in Girl Scouts, I can help other people. We do fun activities and help the community while learning important skills that will help us forever. I am trying to earn \$175 to help Girl Scouts, and so that our troop can camp on the north rim of the Grand Canyon. Will you please help by shopping in my online store? Thank you.



money will not be collected online and products will not be shipped directly to customers for these nut products. Payments and delivery will be handled by your favorite Girl Scout. Please contact her to confirm age for payment and delivery.

Available Products



Butter Toffee
Peanuts
[View Details](#)



Spicy Cajun Mix
[View Details](#)



Fruit Slices
[View Details](#)



Peanut Butter
Monkeys
[View Details](#)



Dark Chocolate
Sea Salt Caramels
[View Details](#)

ONLINE NUTS/CHOCOLATES

- Customers have the option to choose girl delivered or direct ship
- Customers pay for all products online at the time of checkout

Welcome to *AT's* Chocolate and Nut Store

SAVE SHIPPING COSTS:

I would like to make a promise to purchase nuts and chocolates. I will coordinate with AT and her parent or guardian to pick up the products in person. There will be no shipping charges.
(Perfect for people who live close to AT)



Girl Delivered

CONVENIENCE:

I prefer the convenience of paying by credit card and having products shipped directly to me. I don't mind paying for shipping.
(Additional products available for this option)



Shipped To Me

ENTERING IN-PERSON NUT ORDER CARD ITEMS

- Parents/girls enter the total of each item using the nut order card into the M2OS system prior to the end of the program
- Nut order card totals will be tabulated and added to all online sales totals in reports
- All in-person nut orders must be entered into M2OS system to be processed



Manage Paper Orders

Nut Orders

Please enter the total number of items by product from your in person nut order card sales. The total number of items is

	Product	Price	Quantity	Total
A	Fruit Slices	\$6.00	<input type="text" value="8"/>	\$48.00
B	Peanut Butter Monkeys	\$5.00	<input type="text" value="12"/>	\$60.00
C	Dark Chocolate Sea Salt Caramels	\$5.00	<input type="text" value="50"/>	\$250.00
Totals			70	\$358.00

Update

Return To Dashboard

Girl Scouts Test Council 7
 2017 Nut and Magazine Sales

SP

Reports

All Sales
 Online Magazines
 Online Nuts
 Paper Sales
 Special Reports
 Online Nuts Girl Delivered

Council Report
 Service Unit Report
 Troop Report
 Girl Scout Report

All Sales : Current Campaign
Girl Scout Report - Izzy Cole
 (Number of Emails Sent: 1)

Range:
 Current Campaign
 [Search Tools](#)

	Qty	Total
Online Magazines	0	\$0.00
Online Nuts	0	\$0.00
Nut Order Card	27	\$147.00
Total Sales	27	\$147.00

Online Magazines

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout.				

Online Nuts

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout.				

Nut Order Card

Product	Price	Qty	Sales
Dark Chocolate Sea Salt Caramels	\$5.00	9	\$45.00
Fruit Slices	\$6.00	12	\$72.00
Peanut Butter Monkeys	\$5.00	6	\$30.00
Total		27	\$147.00

Print Report
 Download PDF
 Export Excel

Email Recipient
 PDF
 Email Report

REPORTS

- Reports broken out by sales categories
- View all girl delivered items sold online by customer to see which products to deliver
- Report emailed to parents at end of program

VOLUNTEER LEVEL ACCESS

Enabling the girl experience





girl scouts



Thank You

Dear Michelle

It's time for the Fall product sale and an exciting year ahead for Girl Scouts! For the Fall sale this year, we have a website where you can communicate with the girls / parents in your troop, monitor results, and build an avatar to be included in a troop photo. Your username will be the email address shown below. Please [click here](#) to create your password.

Username: mikedonnarummajr+one@gmail.com

Once your password is created, [click here](#) to access the site or go to <https://www.girlscoutmagazines.com/admin>

The sale will run from 09/19/2014 at 12:00 AM to 11/25/2014 at 11:59 PM. Please encourage all of the girls in your troop to participate. If you have any questions, please contact your service unit leader or the council. Thank you for all that you do for Girl Scouts!

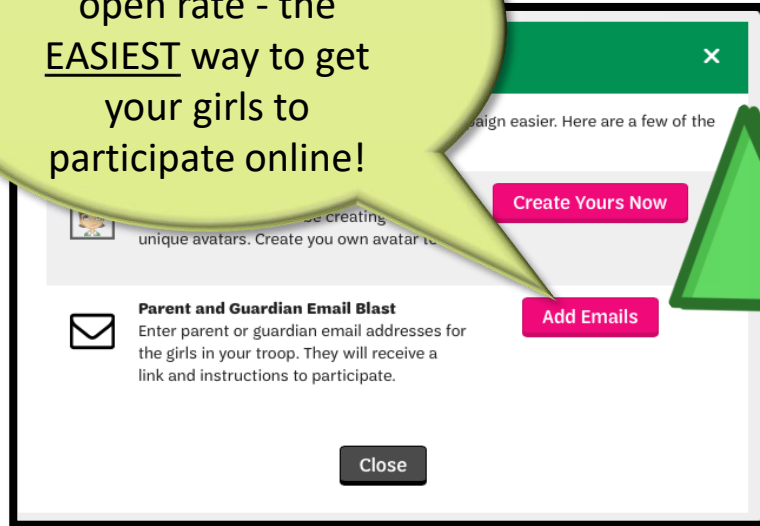
Girl Scouts of California's Central Coast



WELCOME TO YOUR CAMPAIGN

- Prior to Fall Product Program start, volunteers receive email invitation to M2OS
- Click link embedded in email to setup password
- After login, volunteers can return to council's M2OS landing page

The Parent/Guardian Email Blast has a **72%** open rate - the EASIEST way to get your girls to participate online!



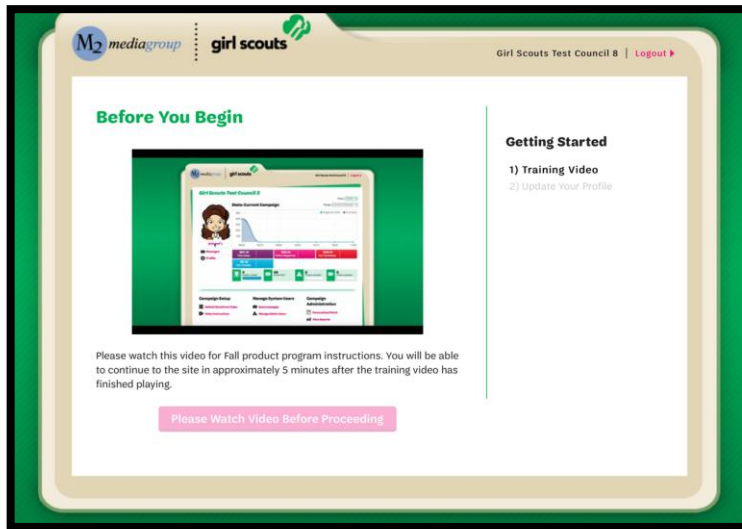
A screenshot of a web form titled "Parent and Guardian Email Blast". The form has a green header bar with a close button (X). Below the header, there is a section with a pink button labeled "Create Yours Now". The main section of the form has a pink button labeled "Add Emails". At the bottom, there is a grey button labeled "Close".

Parent and Guardian Email Blast
Enter parent or guardian email addresses for the girls in your troop. They will receive a link and instructions to participate.



GETTING STARTED

- Watch troop training video
- Create your troop leader avatar
- Within M2OS, launch parent/guardian email blasts announcing troop participation in the Fall Product Program
- Manage nut card orders (after girl entry for any girls who didn't enter their own paper orders)
- View reports



A screenshot of the M2OS "Before You Begin" page. The page has a green header bar with the M2 media group and girl scouts logos. Below the header, there is a section titled "Before You Begin" with a video player showing a training video. To the right of the video player, there is a "Getting Started" section with a list of steps: 1) Training Video, 2) Update Your Profile. Below the video player, there is a pink button labeled "Please Watch Video Before Proceeding".

Before You Begin

Getting Started

- 1) Training Video
- 2) Update Your Profile

Please Watch Video Before Proceeding

PARENT AND GUARDIAN EMAIL BLAST

The screenshot shows the 'Parent and Guardian Email Blast' interface. At the top, there are logos for 'M2 mediagroup' and 'girl scouts'. The header includes 'Girl Scouts Test Council 9', 'Role: Troop (Change)', and a 'Logout' link. A pink home icon is on the left. The main title is 'Parent and Guardian Email Blast'. Below it, there's a 'Troop' dropdown menu set to '20000'. There are two buttons: 'View Email' and 'Add Contacts'. A table lists contacts with columns: First Name, Last Name, Email, Send In Spanish, Resend, Status, and Delete. The table contains two rows: Michael Bain (eklein@m2med) and Karen Phillips (kphillips@m2me). Both have 'Send In Spanish' unchecked and 'Resend' icons. Their status is 'Sent' (yellow circle). A pink 'Update' button is at the bottom right. A 'Status Key' section at the bottom left shows color-coded circles for: Opened (green), Didn't open (white), Sent (yellow), Delivered (grey), Bounced (red), and Queued for sending (orange).

First Name	Last Name	Email	Send In Spanish	Resend	Status	Delete
Michael	Bain	eklein@m2med	<input type="checkbox"/>		Sent (Yellow)	
Karen	Phillips	kphillips@m2me	<input type="checkbox"/>		Sent (Yellow)	

Status Key

- Opened (Green)
- Didn't open (White)
- Sent (Yellow)
- Delivered (Grey)
- Bounced (Red)
- Queued for sending (Orange)

- Troop leaders can launch an email directly to parents with a link and instructions on how to participate
- Parent email addresses will be uploaded by council
- Volunteers can edit or enter any missing parent/guardian emails

TROOP CAMPAIGN HEADQUARTERS

- Headquarters for managing a troop campaign
- All program management tools on one site




Girl Scouts Test

Online Mags, Nut Promise, Nut Commerce, and

Girl Scouts Test Council



Ali True

 [Edit Me2®](#)

 [Your Patch](#)

 [View Troop Photo](#)

 **0** Avatars created

 **0** Emails Sent

 **0** Photos uploaded

 **0** Videos uploaded

Stats: Current Campaign

Range:



\$153.00 Total Sales	\$0.00 Online Magazines	\$0.00 Direct Ship Nuts	\$0.00 Online Nut Girl Delivered
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Hide Ca

Campaign Setup

-  [Parent and Guardian Email Blast](#)
-  [Default Storefront Video](#)
-  [Training Video](#)
-  [Video Instructions](#)

Manage System Users

-  [Send messages](#)
-  [Manage Troops & Girl Scouts](#)
-  [Manage Admin Users](#)

Financials & Reporting

-  [Banking & Payments](#)
-  [Reports](#)
-  [Troop Summary / Amount Due Report](#)

Product Manage

-  [Paper Order En](#)

Rewards & Patch

-  [Reward Opt-Out](#)
-  [Rewards](#)
-  [Personalized Pa](#)



Messages

Participant

Supporter

Troop Leaders

✉ Emails

Type: Announcement

Subject: Girl Scout Product Sale Announcement

MESSAGING THROUGH M2OS

This is the body of our participant announcement email message.

Thank You,
Girl Scouts

- Contacting specific participants, troops and supporters
 - **Troop to Girl** – Announcement, Registered but not Launched, Thank You
 - **SU to Troop** – Everyone, Only those not Logged In, Only those Logged in

ENTERING IN-PERSON NUT ORDER CARD ITEMS

The screenshot shows the 'Paper Orders' management page for the Girl Scouts Test Council. The page includes a header with the M2 mediagroup and Girl Scouts logos, and a navigation bar with links for Online Mags, Nut Promise, Nut Commerce, and Paper Nuts. A 'Troop 123' dropdown is visible. The main content area is titled 'Paper Orders' and includes a sub-header 'Manage paper orders for this campaign.' Below this, there is a 'Show Quick Dashboard Links' button and a 'Troop 123' label. A instruction 'Click rows to edit paper orders.' is provided. A table lists the following data:

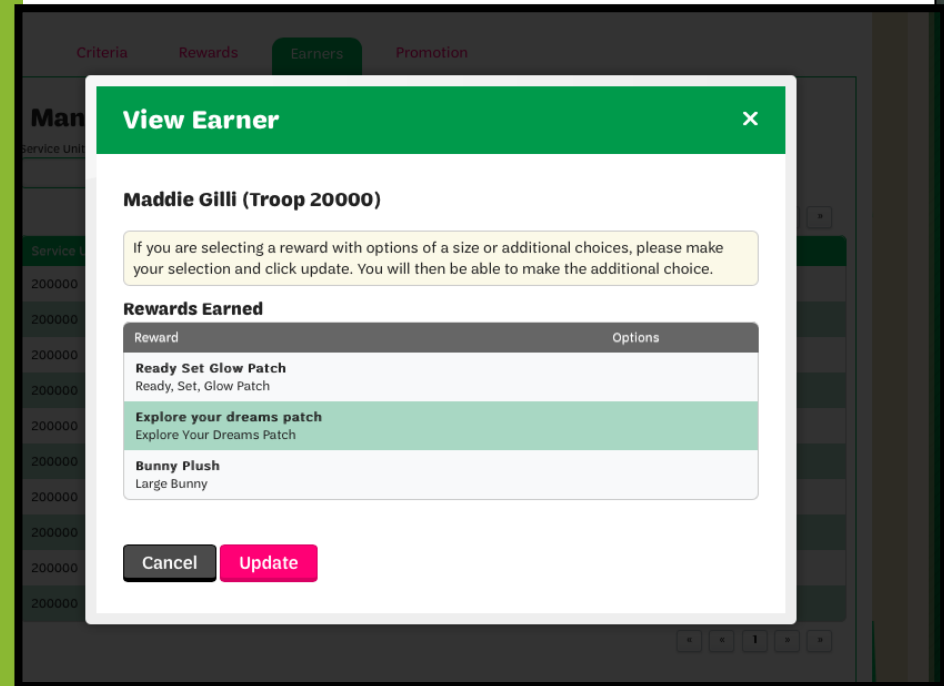
Scout	GSUSA Number	Email	Nut Sales		
			Qty	Sales	Sales
Izzy Cole	99990120787	✉	0	\$0.00	\$0.00
Sally Jones	99990120746	✉	0	\$0.00	\$0.00
Girl Parker	987654321	✉	25	\$138.00	\$138.00
Suzy Smith	547839208765	✉	3	\$15.00	\$15.00
Izzy True	99990120747	✉	0	\$0.00	\$0.00

At the bottom of the page, there is a 'Return To Dashboard' button.

- Select the Girl Scout's name to edit her orders
- Click "+Add Girl Scout" to add orders for any girls missing from the list
- Message girls directly with questions about items entered

GIRL REWARDS

- Rewards are automatically calculated for girls
- To view rewards, choose the **Rewards** link from the **Troop Dashboard**
- If girls didn't make choices, volunteers can make reward selections for them
- Detailed reports of earned rewards available under **Reports** link or through the **Delivery Tickets** link



Banking and Payments
Manage banking and payments for this campaign.

Show Quick Dashboard Links ▾

Service Unit

Troop Payments - Service Unit 456
View all payments for your troop(s).

[Search Tools](#)

Click rows to view payments for a particular Troop.

Troop #	Gross Sales	\$ Collected Online	Total Proceeds & Bonuses	Total Owed	Total Payments	Balance
+ 123	\$153.00	\$0.00	\$30.60	\$122.40	\$109.98	\$12.42

TROOP BANKING & PAYMENTS

- View troop financial information at a glance including:
 - Gross sales
 - Total paid online by customers
 - Total proceeds earned
 - Balance due council
 - Girl payments (if entered by troop)

Banking and Payments
Manage banking and payments for this campaign.

Troop Payments [Import/Options](#)

Council > Service Unit > Troop

Troop Payments - Troop 368

Troop Deposits
View payments made by this troop to the council

[Add ACH](#)

Date	Bank Name	Reference ID	Memo	Deposit
12/10/2018	Traditional Bank	FP Bank Sweep		\$330.60

Girl Scout Payments
View Girl Scout payments for this troop.

[Search Tools](#) [Add Girl Scout Payment](#)

Click rows to view girl scout payment information. Click the "+" menu to access additional features.

Girl Scout	Payments Due Troop	Payments Made	Balance
+ Elizabeth Watson	\$0.00	\$0.00	\$0.00
+ Jessica Kuebbing	\$463.00	\$0.00	\$463.00
+ Kaitlyn Grooms	\$0.00	\$0.00	\$0.00
+ Mary Kate Perkins	\$0.00	\$0.00	\$0.00
+ Megan Roland	\$0.00	\$0.00	\$0.00
+ Shelby Wisner	\$0.00	\$0.00	\$0.00

Add Girl Scout Payment ✕

1 Select the Girl Scout you will be recording a payment for:
Girl Scout

2 Record the payment details:

Amount
\$

Payment Date

Bank Name Check/Deposit/Ref #

Memo

[Cancel](#) [Record Payment](#)

M2 mediagroup girl scouts Girl Scouts Test Council
Online Mags, Nut Promise, Nut Commerce, and Paper Nuts

Reports
View financial and special reports for this campaign.

[All Sales](#)
[Magazine Sales](#)
[Direct Ship Nuts](#)
[Nut Order Card](#)
[Online Nuts Girl Delivered](#)
[Special Reports](#)
[Summary Report](#)

Troop Summary Report

Campaign and Sales information for your troops.

Total Sales		Campaign Stats	
Collected Online	\$0.00	Girls Selling	0
Collected from Customers	\$153.00	Avatars Created	0
Troop Proceeds and Bonuses	\$30.60	Photos Uploaded	0
Amount Due Council	\$122.40	Voice Recordings	0
Payments Made to Council	\$109.98	Total Personalized Patches Earned	0
Balance Due Council	\$12.42	Number Emails Sent	0
		Per-Girl-Average Units	0
		Per-Girl-Average Dollars	\$0.00

Online Magazine Sales

Magazine Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Direct Shipped Sales

Direct Shipped Units	0
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M2 mediagroup girl scouts Girl Scouts Test Council
Online Mags, Nut Promise, Nut Commerce, and Paper Nuts

Reports
View financial and special reports for this campaign.

[All Sales](#)
[Magazine Sales](#)
[Direct Ship Nuts](#)
[Nut Order Card](#)
[Online Nuts Girl Delivered](#)
[Special Reports](#)
[Summary Report](#)

Troop Report

All Sales : Current Campaign Troop Report - 123

Range: Current Campaign [Search Tools](#)

	Qty	Total
Online	0	\$0.00
Magazines	0	\$0.00
Direct Ship Nuts	0	\$0.00
Nut Order Card	28	\$153.00
Online Nuts Girl Delivered	0	\$0.00
Total Sales	28	\$153.00

Click rows to drill down report.

Participant	Emails	Magazines		Nuts		Total
		Qty	Sales	Qty	Sales	
+ Izzy Cole 99990120787	1	0	\$0.00	0	\$0.00	\$0.00
+ Sally Jones 99990120746	0	0	\$0.00	0	\$0.00	\$0.00
+ Girl Parker 987654321	0	0	\$0.00	25	\$138.00	\$138.00
+ Suzy Smith 347839208765	0	0	\$0.00	3	\$15.00	\$15.00
+ Izzy True 99990120747	0	0	\$0.00	0	\$0.00	\$0.00
Total	1	0	\$0.00	28	\$153.00	\$153.00

REPORTS

- Click the **Reports** link from the Troop Dashboard to view total sales or sales by product category
- Click a girl name to view the specific details of individual girls
- Link on dashboard **Troop Summary/Amount Due Report**

- Send messages to troops
- Manage troop admin users
- Manage/edit girl and troop products
- View troop financials and payments made to council
- Troop sales summaries
- Delivery tickets

Girl Scouts Test Council



Ali True

Edit Me2®

Your Patch

View Troop Photo



0
Avatars created



1
Emails Sent



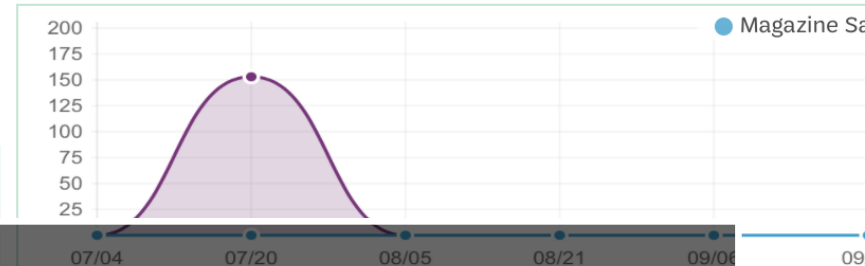
0
Photos uploaded



0
Videos uploaded

Stats: Current Campaign

Range: C



SERVICE UNIT DASHBOARD

Campaign Setup

Troop Training Video

Manage System Users

Send messages

**Manage Service Unit,
Troops & Girl Scouts**

Manage Admin Users

Financials & Reporting

Banking & Payments

Reports

**Troop Summary / Amount
Due Report**

Product Management

Paper Order Entry

Rewards & Patches

Personalized Patch

Delivery Tickets
Select your options and print your delivery tickets below:

Product Delivery Tickets
Print Delivery tickets for products

Delivery Site Tickets

Delivery Site:

Troop Tickets

Delivery Site Type: Delivery Site:

☐ Include Financials

Girl Scout Tickets

Troop:

☐ Include Financials

Product	Full Cases	Cases Short	Single Places	Pieces Short
Duke Dosses	0	0	0	
Fruit Slices	0	0	0	
Peanut Butter Monkeys	0	0	0	
Spicy Cogen Mix	0	0	0	
Chocolate Covered Raisins	0	0	0	
Cranberry Trail Mix	0	0	0	
Dark Chocolate Sea Salt Caramels	0	0	0	
Double Dipped Peanuts	0	0	0	
English Butter Toffee	0	0	0	
Pecan Supremes	0	0	0	
Chocolate Covered Almonds	0	0	0	
Whole Cashews	0	0	0	
Mint Tiramisu	0	0	0	
Gorp Trail Mix	0	0	0	
Peppermint Bark	0	0	0	
Cave To Share	0	0	0	
Total	0	0	0	

Online Magazine Sales	Direct Shipped Nut Sales	Online Nuts Grit Delivered
Total Collected Sales Online: \$97.00	Total Collected Sales Online: \$80.95	Total Collected Sales Online: \$0.00
Proceeds: \$14.55	Proceeds: \$13.49	Proceeds: \$0.00
Nut Card Sales		
Collected from Customer: \$0.00		Total Sales: \$188.95
Proceeds: \$0.00		Collected Online: \$188.95
		Collected from Customer: \$0.00
		Proceeds and Bonuses: \$28.04
		Payment Due Council: (\$28.04)

DELIVERY TICKETS

- Print delivery tickets by SU, troop or girl
- Available for products and rewards for easier picking and packing
- Option to include financials

**ME2®
VOLUNTEER
PATCH**



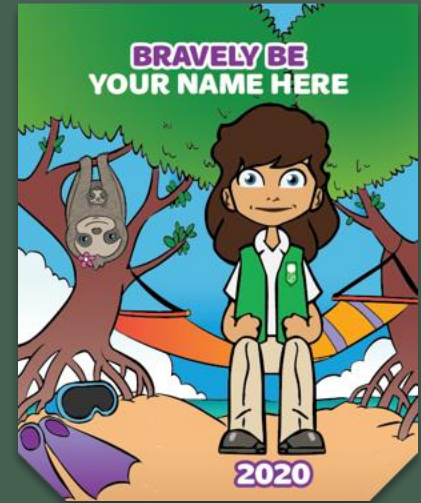
**Troop Fall Product
Chairs**

Earned by achieving
\$1,300 in total Troop
sales



**Service Unit
Product Chairs**

Earned for \$1 in total
Service Unit sales



WHAT'S NEXT?

- Remind troops to login to M2OS, watch training video and create their avatar
- Encourage troops to send the Parent/Guardian launch email to participants
 - Girls setup their own campaign on M2OS, so troop leaders don't need to
- Emphasize the simplicity of online girl delivered items
 - Money collected **online** and items automatically added for the girls
 - Girl simply deliver the items

IMPORTANT DATES

- Program begins: **October 1st**
- In-person girl order taking and girl delivered online order taking ends: **October 29th**
- Last day for troops to enter orders in M2OS for girls: **October 30th**
- SU lockout: **November 1st**
- Online orders for Direct Ship Nuts and Magazines ends: **November 30th**
- SU Nut Deliveries: **November 18th–20th**

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

A close-up photograph of the words "Thank You" written in a cursive, handwritten style using blue ink on a light-colored, slightly textured paper. The ink is vibrant and the strokes are fluid, with some visible texture from the paper and the ink itself. The word "Thank" is on the top line and "You" is on the line below it, both slanted slightly to the right.

THANK YOU!

- **You** are the difference!
- Thank you for **contributing** to the positive experiences girls have through the Fall Product Program
- We appreciate you and all that you do to support **Girl Scouts!**