



Welcome to the Product Program training for Troops. Thank you for taking the time out of your busy schedule to learn more about and prepare for the upcoming program. The last campaign was a successful program for girls with overall direct financial benefit going back to girls within the council. Each girl participating significantly contributed to the troop and council funding to support their activities.

If you served in this role last year, you helped keep the Product Program story relevant and assisted in motivating troops and girls to achieve their goals. If you are new, welcome aboard and get ready for an incredible Product Program.

YOUR IMPACT ON THE GIRL'S EXPERIENCE



The Program itself is a learning experience



Troops use money earned from the program to participate in fun adventures like travel and camp



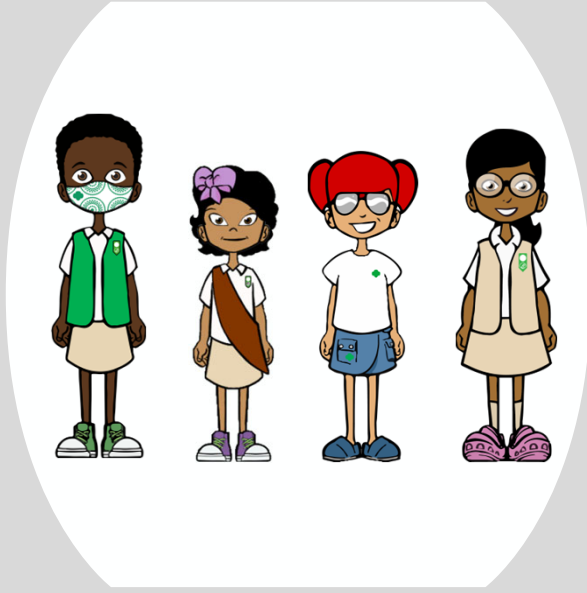
Troops use money earned to give back to their community



The program helps fund the entire Girl Scout Experience

You are directly impacting the future of girls by:

- Facilitating this girl-led entrepreneurial program
- Assisting girls in earning money to support their amazing girl-led adventures
- Enabling troops to give and serve locally, nationally and globally
- Providing girls with the opportunities to share their skills to make the world a better place.



**5 SKILLS ACQUIRED
THROUGH GIRL SCOUT
LEADERSHIP EXPERIENCE**

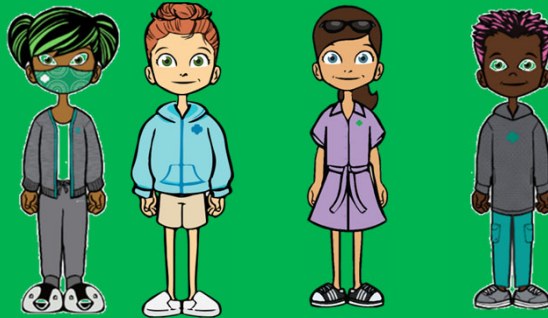
Goal Setting
Money Management
People Skills
Decision Making
Business Ethics

Plus the program supports CPR/FA training, start up funds for new troops, and \$500 toward a GSUSA destination

So why Product Programs? The Product Program reinforces the 5 skills acquired through the Girl Scout Leadership Experience including Goal Setting, Money Management, People Skills, Decision Making and Business Ethics. Participation allows girls to not only learn valuable life skills, but progressively build an entrepreneurial mindset, preparing them for future business opportunities and leadership roles. Plus, girls directly benefit since their participation helps to support CPR and First Aid training for one adult in each troop, provides start up funds for new troops, and provides a one time \$500 payment toward the registration fee for each girl who is accepted to a GSUSA Destination. Additionally, it helps troops fund activities and giving back to their communities. That's their why. What's your why? Take a moment to reflect on how you have seen girls benefit through Product Programs.

THE GIRL'S PERSONALIZED EXPERIENCE

What's her "why"?



You have the opportunity to help troops deliver the girl's personalized experience. Each girl has her own "why." Work with the troops to help girls understand and articulate their "whys". Focus on goal setting: each girl's personal goals, as well as troop and financial goals. Working together troops can help girls feel comfortable sharing their goals with supporters.

HAWAIIAN MONK SEAL

Hails from the Hawaiian Islands
and Johnston Atoll

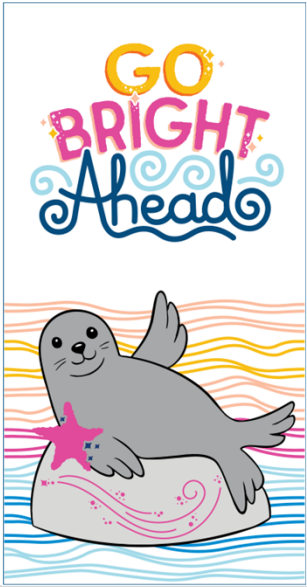
Up to 7 feet in length, 600 pounds
and living 30+ years

Underwater for 20+ minutes and
diving up to 1,800 feet

Critically endangered due to
hunting, accidental capture in
fishing gear and habitat destruction



Each campaign is refreshed for the girls with a new theme and mascot. Here's your first look so that you have the details to share with troops and girls. This campaign's theme is "Go Bright Ahead" and is the coordinated theme with the upcoming Cookie Program too. The accompanying theme mascot this year is the Hawaiian Monk Seal. The Monk Seal hails from the Hawaiian Islands and Johnson Atoll. At up to seven feet in length and 600 pounds, these Hawaiian monk seals have fortitude as they can remain underwater for 20+ minutes and dive up to 1,800 feet. The mascot this year raises awareness that the Hawaiian Monk Seal is critically endangered due to hunting, accidental capture in fishing gear and habitat destruction.



The logo features the text "GO BRIGHT Ahead" in a colorful, stylized font. Below the text is a cartoon seal swimming in water, holding a pink star. The background of the logo is white with blue and yellow wavy lines representing water.

TROOP PROCEEDS

\$1.00 each
Nut, Chocolate, Candy

\$2.00 each
Magazine Subscription

Troops with PGA of \$350 or more will receive an extra \$0.05 per unit sold

Girl goals work in tandem with the troop's financial goals. Encourage troops to use some time during a troop meeting to map out their troop's collective goals for this coming Girl Scout program year. Use those goals to create a troop budget. Work with the girls to set both individual goals and show how each girl contributes toward reaching the troop goal. Fall Product Program is an easy way to earn startup funds and begin to meet troop's goals for the year.

PRODUCTS GIRL SUPPORTERS CAN PURCHASE

Nuts & Chocolates

Magazines

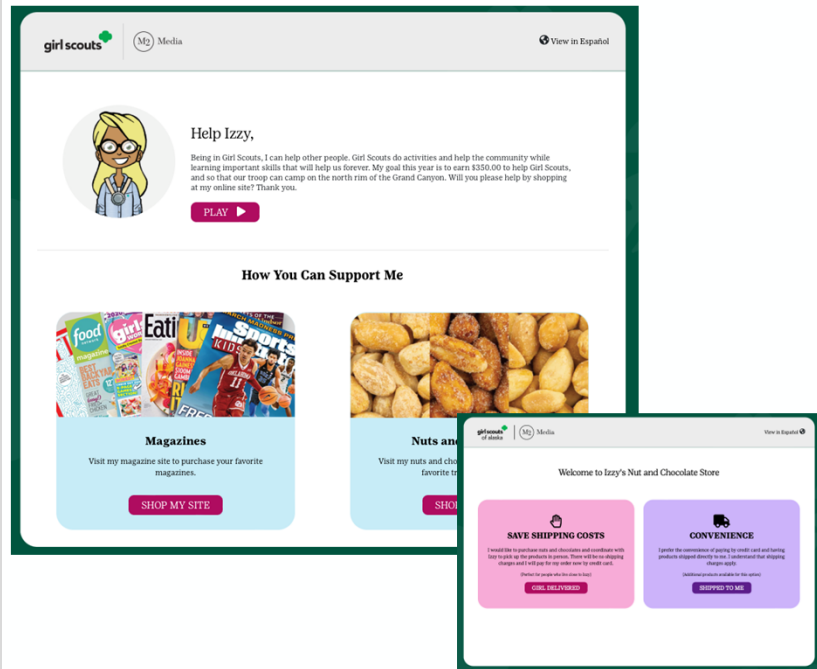


Supporters can purchase nuts and chocolates as well as magazines to support girls with reaching their goals. All choices are available online with additional options to purchase in person.

ONLINE SHOPPING SITES

Supporters select their desired product line

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



For the online options, girls and adults invite friends and family to make a purchase via email, social media, texting, business cards and door hangers. Supporters select their online storefront to choose magazines or nuts/chocolates. When selecting nuts and chocolates, supporters have the option to choose girl delivered or direct ship. Girls and adults have the option to determine which customers have the option to purchase products that girls will deliver. Therefore, some supporters will have the option of girl delivery or direct ship and others may see direct ship only. Girl delivered nuts/chocolates are those items available at council and ultimately delivered by the Girl Scout. Direct ship items are sent directly to the customer preferred address after paying for shipping. Regardless of option chosen, supporters pay for all products online at the time of checkout.



DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

- #1 – Deluxe Pecan Clusters
- #2 – Peanut Butter Bears
- #3 – Chocolate covered Almonds
- #4 - Honey Roasted Mixed Nuts with Peanuts
- #5 - Whole Cashews with Sea Salt

Customers can also support a Girl Scout by purchasing nuts and chocolates via the nut order card. Girls are responsible for collecting payment and delivering these items to customers. Here are the items available on the nut order card for this campaign along with the top selling items in our council area last campaign.

ASHDON FARMS TINS

Perfect for Gifts
and Treats!



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

Chickadee on Mitten Tin
(order card, online girl
delivered or direct ship)
Milk Chocolate Pretzels



The Girl Scout tin this year is a memory box tin. The holiday tin works great for gift gifting around the holidays with the delicious treat included.



CARE TO SHARE

Customer makes purchase to support Operation Gratitude

Orders can be placed through order card, online girl delivered or direct ship channels

Products are distributed by council and are not delivered to troops/girls

Troops earn proceeds and girls earn special patch and credit towards other rewards

Supporters give back by making a purchase to support the girl's efforts to support their community. Orders for these items can be placed via the order card, online girl delivered or direct ship channels. Troops earn proceeds and girls earn a special patch for 5 or more Care to Share items AND credit towards other girl rewards.

MAGAZINES

Top selling magazines offered

Easy renewal

No cost shipping



Girls offer supporters access to top selling magazines with the online shopping option. It is easy to renew magazines while at the same time supporting their Girl Scouts. Magazines are a no cost shipping option that supporters can purchase for themselves or as a gift for others.



HOW TO GET STARTED

Online to purchase nuts & chocolates, magazines and personalized products

In-person with nut order card

Girls can get started by reaching out using the available online tools like email, sharing social media links and texting. There are also in person tools available including the nut order card, business cards and door hangers.

GIRL'S PLATFORM SET-UP

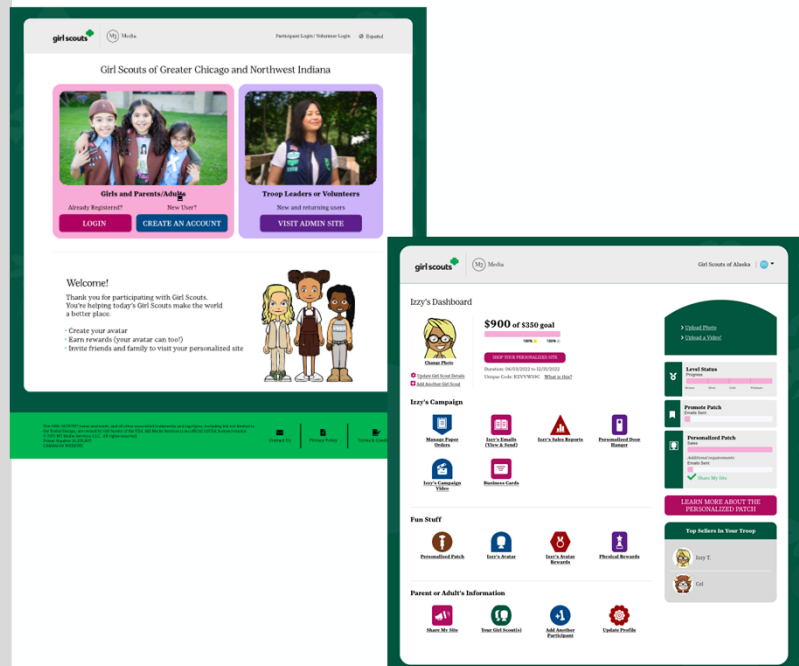
Preferred Email
Address

Confirm Membership

Highlight Girl Scout
Goals

Build Her Avatar

Include Video

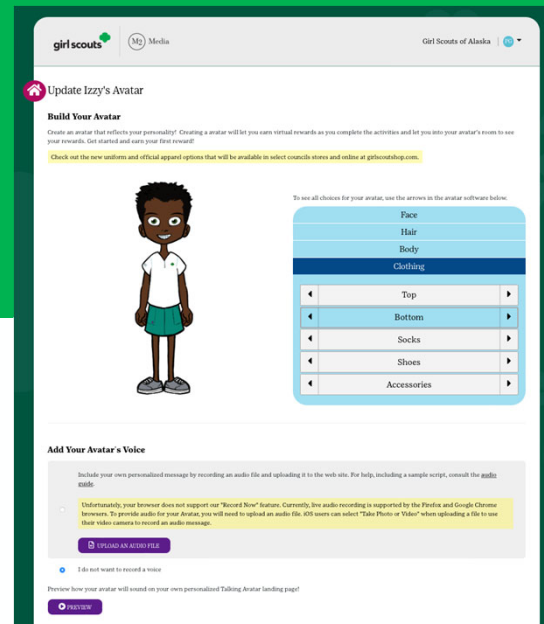


The parent/adult and girl login for the first time after receiving the launch email or accessing the council-specific url on or after go day. Girls should have their troop number available. If a girl doesn't see her troop number or name, complete the setup process and council will verify after complete. Returning participants can use the same email address and password but need to confirm and complete the setup process. Returning participants may also notice that the site has a new, refreshed look due to Girl Scout rebranding.

The parent/adult and girl validate their council with their zip code next, confirm girl's troop number, and then answer questions about the girl's Girl Scout goals and what Girl Scouting means to her. Along the way she builds her virtual avatar likeness with the patented Girl Scout platform. Girls sharing their goals for the Product Program through an individual or troop video has shown to significantly increase results too.

GIRL'S PERSONALIZED EXPERIENCE

Design Her Own Avatar



Girls engage digitally with supporters by designing their own avatar. This can help make the digital experience more personalized like connecting with supporters in person, but in the digital space. Girls personalize their avatar, select the avatar's experience of snorkeling or paddle boarding with the Hawaiian Monk Seal, and include their

name, nickname or initials on the patch. Once the personalized patch is earned with the criteria highlighted, through in person and online efforts together, the patch is directly shipped to the mailing address provided after login.

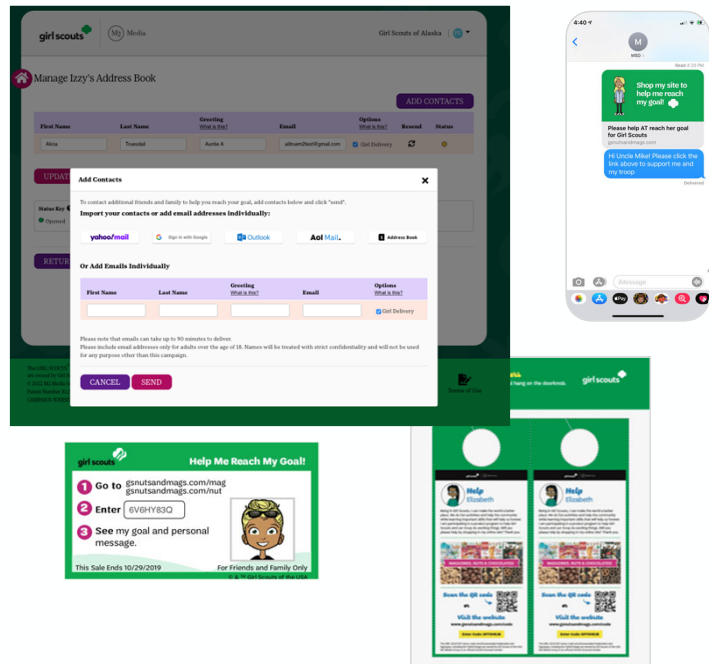
TOOLS TO RUN HER BUSINESS

Send emails

Share My Site with social media and texting

Printable business cards

Door hangers with QR codes



Girls can personalize their request for support based on the supporter's preferences for each contact. The most popular option is still sending emails with over 58% of sales coming from that channel. Next in line is social media. Texting shares the girl's personalized site conveniently for those using a smartphone. The printable business cards and door hangers are effective printable tools as leave behinds after contact with supporters.

GIRL'S DASHBOARD

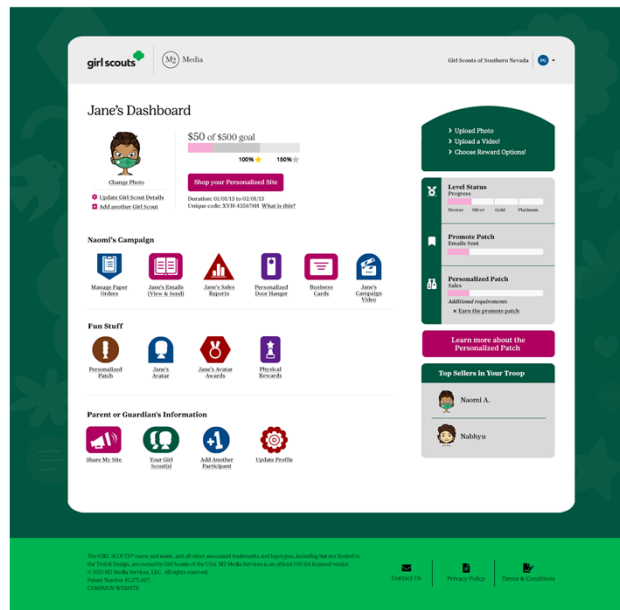
Additional emails/social media/texts

Girl's avatar room with virtual rewards & troop photo

Manage nut card order entry

Select rewards

Sales reports



Here is the girl's online toolkit for managing both online sales and in person participation. Girls can send additional emails, social media and texts from the Girl Dashboard. Girls visit their Avatars room 4 times on average during the program to see virtual rewards earned by completing actions and also the troop photo. Parent/Adults and girls enter in the totals of each item using the nut order card into the system prior to the end of the program if this is an option offered by council. Nut order card totals will be tabulated and added to all online sales totals in reports. Rewards earned are automatically selected and girls can make selections at levels where there are choices after rewards are earned. There are reports showing sales by category and specific reports highlighting girl delivered items sold online by supporter with contact information for in person nut and chocolate delivery.

Fall Personalized Patch

Personalized Patch with Theme Backgrounds

To earn:

1. Create your avatar
2. Send 18+ emails
3. Share on social
4. Sell \$325 in total sales
5. Choose your background & your avatar design!



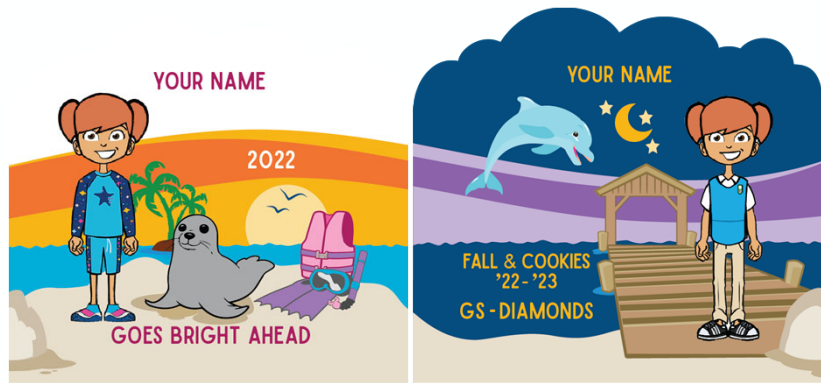
Girls engage digitally with supporters by designing their own avatar which is a way to help make the digital experience more personalized like connecting with supporters in person, but in the digital space. Girls personalize their avatar, select the avatar's experience of snorkeling or paddle boarding with the Hawaiian

Monk Seal, and include their name, nickname or initials on the patch. Once the personalized patch is earned with the criteria highlighted, through in person and online efforts together, the patch is directly shipped to the mailing address provided after login.

2022-23 FALL & COOKIE CROSSOVER PATCH

To earn:

1. Fall Criteria: Create your avatar, send 18+ emails, & share on social
2. 2023 Cookie Program: Sell 275+ boxes of cookies



Girls can also earn a Crossover patch during the 2023 Cookie Program that compliments the Personalized Patch. This patch features the 2023 Cookie Program mascot and is earned with the criteria highlighted and directly shipped to the mailing address provided after login.



GIRL REWARDS



REWARDS

Rewards are cumulative. Earn items as you reach your goals! Please make reward choices on your M2 website.

20+ Combined Units Choice of: Beaded Lei Bracelet & Fan OR Sea Life Magic Sand	40+ Combined Units Choice of: Eye Mask OR Hawaiian Baseball Cap	50+ Combined Units Choice of: Small Seal Plush OR Seal Journals	70+ Combined Units Choice of: Beach Cosmetic Bag OR Unicorn Kite
90+ Combined Units Choice of: Go Bright Ahead T-Shirt OR Snorkel Set	120+ Combined Units Choice of: Large Seal Plush OR LED Strip Lights	150+ Combined Units Dry Bag & Device Holder	175+ Combined Units Go Bright Ahead Beach Towel

18+ Emails
Go Bright Ahead Patch

15+ Net/Candy Items
2022 Patch

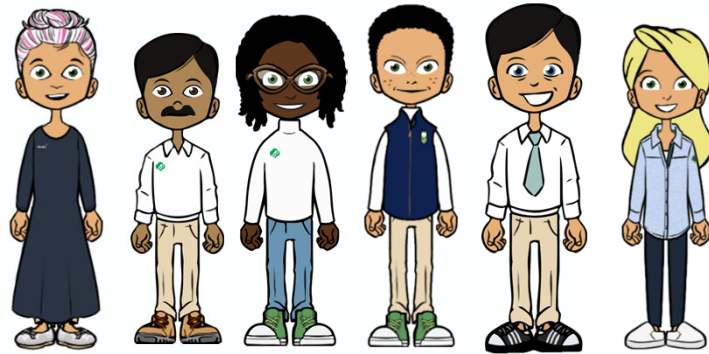
3+ Mags
Swimming Seal Patch

5+ Military Net Donations
Care to Share Patch

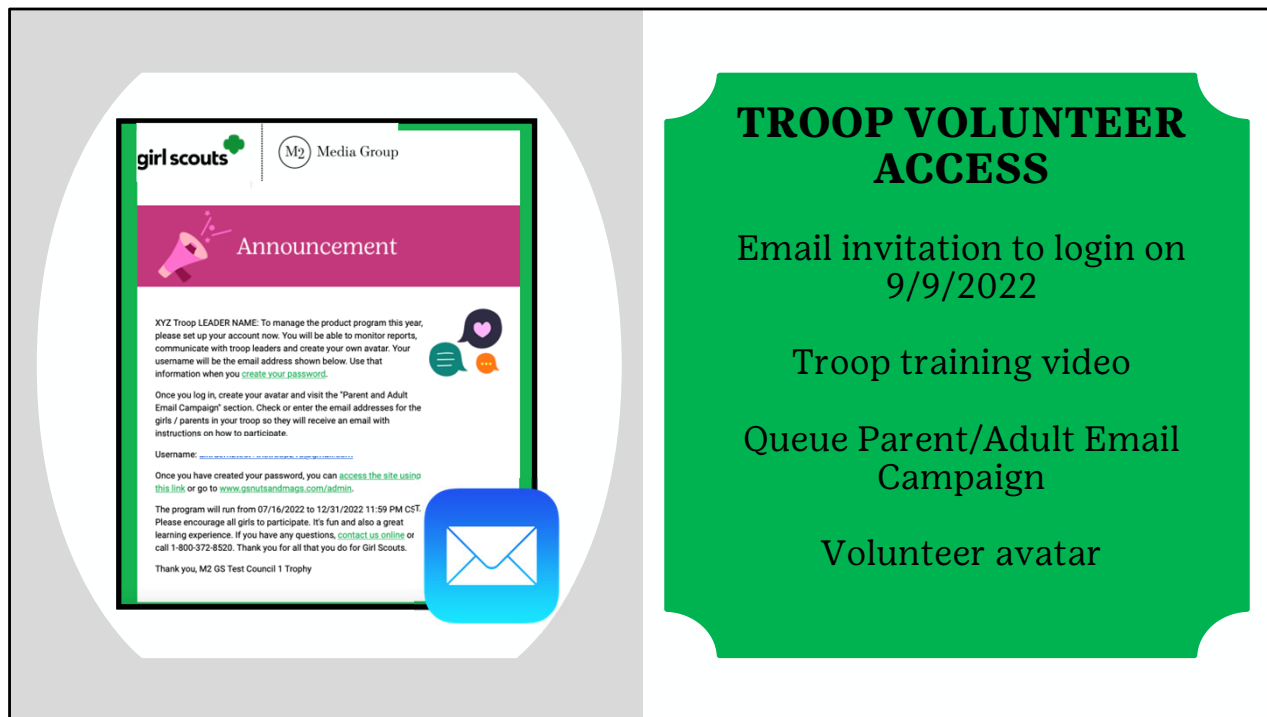
Visit www.gsnutsandmags.com/GSSCMM to create your website!

Girls can earn theme patches to commemorate the campaign, cute plush that tie-in to the theme and other girl appealing items. Council offered patches and girl rewards are featured here, online on the M2OS software and on the nut order card, if one is provided.

VOLUNTEER EXPERIENCE



So far, the focus has been on the purpose, products and girl experience associated with the Product Program. Now we will transition to the troop volunteer experience and the tools available to troops as they come alongside girls through their Girl Scout Leadership experience.



M2OS is a management toolkit that provides troops with tools to enable girls to do great things. Before the start of the Program or when council gives you access, troops will receive an invitation to login to the toolkit. Troops will watch a short training video about the details of the M2OS platform. Training now and then training in the platform. This gives troop volunteers a great overview of the Product Program today and a troop training video later that will take them through the details of the platform when they are in M2OS. Troops login and get started with the next step in troop training. Then queue up the Parent/Adult Email Campaign announcing the troop's participation in the Program and providing parents/adults with a link and instructions on how to participate with their Girl Scouts. Along the way, be sure to encourage troops to create their troop volunteer avatar as well."

PARENT/ADULT EMAIL CAMPAIGN

Email addresses
uploaded by council

Edit or enter missing
parent/adult emails

Email with instructions
on how to participate

girlscouts M2 Media Girl Scouts of Alaska 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

Parent and Adult Email Campaign

Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.

Troop: 897

VIEW EMAIL ADD CONTACTS

First Name	Last Name	Email	Send in Spanish	Resend	Status	Delete
Alicia	Tuesdal	altruem2test+stagegirl@g	☐			
Jessie	Sorell	jsorell@m2mediagroup.co	☐			
Cal	Arnold	camold@m2mediagroup.o	☐			

UPDATE

☐ Opened
 ☐ Didn't open
 ☐ Sent
 ☐ Delivered
 ☐ Bounced
 ☐ Queued for sending
 Status Key

RETURN TO DASHBOARD

After troops watch the troop training video, they queue up the Parent/Adult Email Campaign. Parent/adult email addresses will be uploaded by council, so troops just need to confirm the email addresses are the ones used by parent/adults in your troop and confirm all the girls in their troop are listed so they get the email blast at the start of the Program.

TROOP DASHBOARD

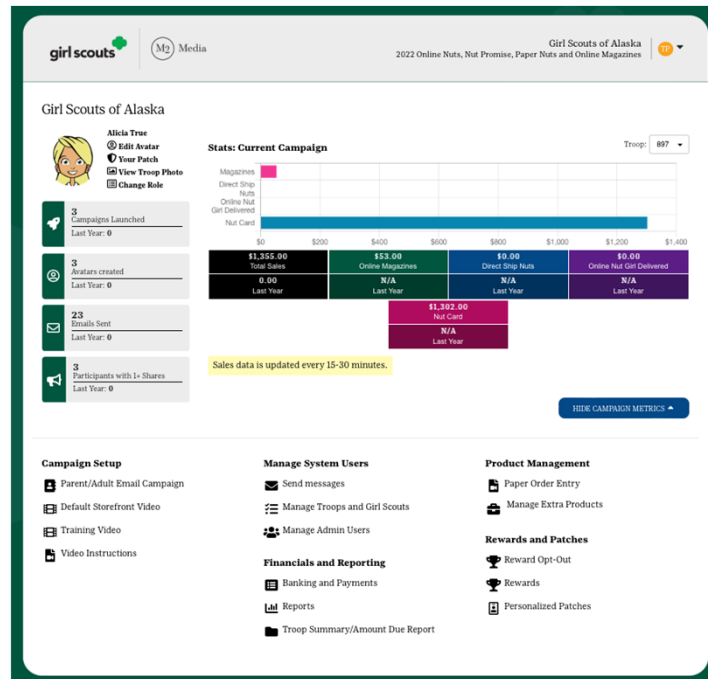
Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments



Troop leaders and product program managers can view overall troop stats on the landing page of the volunteer admin site, as well as manage the program. Troops have the ability to send messages to girls within the troop to encourage participation, share Program updates, and thank them at the conclusion of the Program. Troops also have the ability to edit or enter girl order card items if council participates with the nut order card. Rewards and personalized patches that girls have earned will appear in the site. Troops should check to make sure they are correct, make any missing selections of items so rewards can be submitted, and enter addresses where necessary for patches to be fulfilled. Troop level reports are available showing total sales and a break down by channel and product. The Troop Summary Report is a great overview of the key troop financials including troop proceeds and balance due to council. Banking and Payments provides troops with a view into bank transactions and council payments and gives troops an optional tool to track girl payments if entered by the troop.

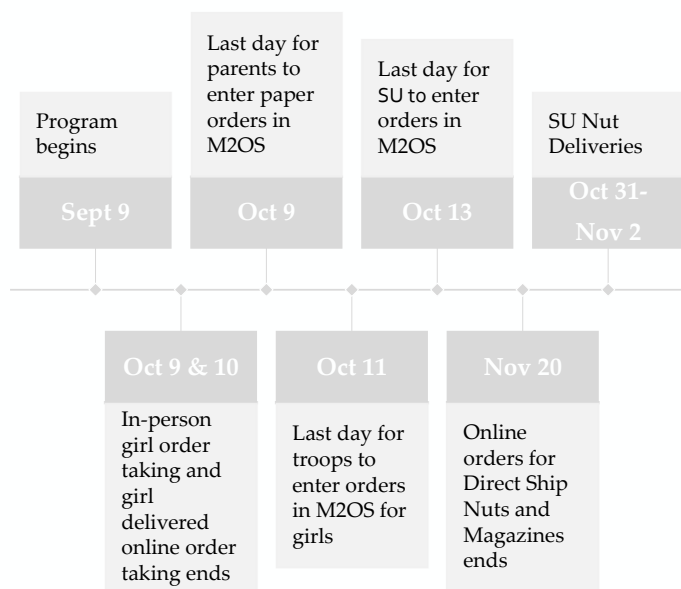
When troops login, a troop training video will take them through these tools. Even after the program is over, troop volunteers can login to see reports and banking information throughout the duration of the Girl Scout year.

*Troop Fall Product Manager earn for \$1,500 in troop sales plus send parent email blast!



The specifics for earning the troop rewards are featured here.

IMPORTANT DATES



Important dates for the Program are found here and can also be found in the Fall Product Program Troop Guide and on the council website: <https://www.gssc-mm.org/en/cookies/fall-product-sales.html>



DELIVERY OF NUTS/CHOCOLATES

Troop pick-up

Girl pick-up

Here are details about how you will receive products for your troops. A few rules of thumb. Be sure to count the nut and chocolate items carefully before signing the delivery ticket and report any discrepancies immediately. Prior to distribution to the girls, keep the product in a cool, dry location away from animals. Communicate with troops about where and when their product will be available for pickup. Pre-sort and distribute nut and candy products to your troops as soon as possible using the reports in the M2OS platform. Be sure to practice safety protocols. Service Unit Fall Product Managers will notify Troops when and where they can pick up the product based on delivery schedules they receive. You will coordinate with your troop members for their pick up separate from the Service Unit pick up.

BALANCING FINANCES

Sales reports

Banking and payments

The screenshot shows the 'Banking and Payments' section for Troop 6512. It includes a 'Troop Payments - Troop 6512' header and a 'Troop Deposits' section with a 'MANAGE ACH' button. Below is a table with columns: Date, Bank Name, Check/Deposit Ref#, Comments, and Deposit. The table shows 'No results returned'. There is also a 'Girl Scout Payments' section with a 'SEARCH TOOLS' button and an 'ADD GIRL SCOUT PAYMENT' button. At the bottom, there is a table with columns: Girl Scout, Payments Due Troop, Payments Made, and Balance. The table shows a payment due from Jamie Jones for \$5.00, with \$15.00 made, leaving a balance of (\$10.00). A 'RETURN TO DASHBOARD' button is at the bottom.

Date	Bank Name	Check/Deposit Ref#	Comments	Deposit
No results returned				

Girl Scout	Payments Due Troop	Payments Made	Balance
Jamie Jones	\$5.00	\$15.00	(\$10.00)

The screenshot shows the 'Troop Summary Report' for Troop 6512. It includes a 'Total Sales' section with a table showing various sales items and their amounts. It also includes a 'Campaign Stats' section with a table showing various campaign metrics. The 'Total Sales' table shows items like Total \$ Sold, Collected Online, Total Troop Extras, Troop Proceeds and Bonuses, Amount Due Council, Payments Made to Council, and Balance Due Council. The 'Campaign Stats' table shows items like Girls Selling, Avatars Created, Photos Uploaded, Voice Recordings, Total Personalized Patches Earned, Number Emails Sent, Per-Girl-Average Units, Per-Girl-Average Dollars, and Reward Opt Out. There are also sections for 'Online Magazine Sales', 'Direct Shipped Sales', 'Nut Card Sales', and 'Online Nuts Girl Delivered'.

Total Sales	
Total \$ Sold	\$0.00
Collected Online	\$0.00
Collected from Customers	\$0.00
Total Troop Extras	\$0.00
Troop Proceeds and Bonuses	\$0.00
Amount Due Council	\$0.00
Payments Made to Council	\$0.00
Balance Due Council	\$0.00

Campaign Stats	
Girls Selling	0
Avatars Created	0
Photos Uploaded	0
Voice Recordings	0
Total Personalized Patches Earned	0
Number Emails Sent	0
Per-Girl-Average Units	0
Per-Girl-Average Dollars	\$0.00
Reward Opt Out	No

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

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

Nut Card Sales	
Nut Card Units	0
Total Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Online Nuts Girl Delivered	
Online Nuts Girl Delivered Units	0

Service Unit and troop level reports are available by total sales and product category with the Troop Summary Report being a great overview of key troop financials including troop proceeds and balance due council. Banking and Payments provides troops with a view into bank transactions and council payments and gives troops an optional tool to track girl payments if entered by the troop.

DELIVERY OF GIRL REWARDS

Troop pick-up

Girl pick-up



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FALL PRODUCT PROGRAM CAREGIVER PERMISSION

<https://gsscmmforms.wufoo.com/forms/20222023-product-program-caregiver-permission/>

The caregiver of each girl who participates in the Fall Product Program must complete a permission form. This permission form is good for the Fall Product Program and the 2023 Cookie program.

FALL PRODUCT PROGRAM VOLUNTEER AGREEMENT

<https://gsscmmforms.wufoo.com/forms/fall-product-program-manager-agreement/>

Each Troop Fall Product Manager must complete this form so that they can be given access to the system.

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



M2's Customer Care team is cross-trained to handle support for volunteer/participant and customer inquiries, so direct folks there as needed. Thank you for your time and effort with the Product Program.

Remember for your troop questions, please always first reach out to your Service Unit Fall Product Program Manager for assistance.

Thank you for being the Troop Fall Product Manager. Best wishes for a successful program!