

RISE UP



2021
FALL PRODUCT
PROGRAM GUIDE
FOR GIRLS & FAMILIES



girlscouts 
of central california
south



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CONTACT INFORMATION



Girl Scouts of Central California South

Phone: (800) 490-8653 For regular hours and after hour emergencies

Email: customer care@girlscoutscs.org

Fall Product Service Unit Director: _____

Phone: _____

Email: _____

Fall Product Troop Coordinator: _____

Phone: _____

Email: _____

M2 Website: www.gsnutsandmags.com/gscs

M2 Username/Email: _____

M2 Password: _____

Product Delivery Date, Time and Location

Service Unit/Troop Pick-up Day: _____
(Date and Time)

Location: _____
(Address)

Girl Pick-up Day: _____
(Provided by Fall Product Troop Coordinator—Date and Time)

Location: _____
(Address)



CALENDAR



SEPTEMBER 2021

Month of September	Participation and Financial Agreement Forms to be Completed by Parent/Guardian Form link available on GSCCS website www.girlscoutscs.org
September 25 & 26	NEW! Fall Product Kick-Off Events—In-Person
September 27—30	NEW! Fall Product Rally Week—Virtual and At-Home

OCTOBER 2021

October 1	Fall Product Program Begins—Presale Order Cards and Online Orders Start Girls allowed access to M2 and begin setting up online stores and sending emails to friends and family Girls begin taking orders using order cards
October 25	Pre-Sale Order Cards End, Online Sales Continue Girls continue with online sales
October 1-26	Parents/Guardians Enter Orders from Order Cards into M2—Locked out Oct. 26 at 8:59pm Parents order any extra nut and chocolates products to use for Lemonade Stands in M2
October 27	Girl Delivery Online Orders for Nut and Chocolates Ends Direct Delivery online orders for nut/chocolates and magazines continue

NOVEMBER 2021

November 12-17 Product Delivery	Product delivery to girls and parents/guardians begin to deliver product to customers
November 17	Booths and Lemonade Stands Begin
November 25-26	GSCCS Holiday—Fresno and Bakersfield Council Offices and Gold Mine Stores Closed

DECEMBER 2021

December 1	Fall Product Program Ends at 8:59pm Booth and Lemonade Stand ends Online orders for magazines and direct shipped nuts/chocolates end—M2 online store closes at 8:59pm
December 4	Girl rewards selection due in M2 by 8:59pm

JANUARY 2022

Rewards delivered to Service Unit Directors
Service Unit Directors distribute to Troop Coordinators
Troop Coordinators distribute to girls
Rewards delivered to Council Coordinators
Council Coordinators distribute to Juliettes





WELCOME



Dear Girl Scout and Parent/Guardian,

Welcome and thank you for your participation in the 2021 Fall Product Program! This is a fun and rewarding experience for the Girl Scouts of Central California South. With your help, girls learn that they can do anything they set their minds to.

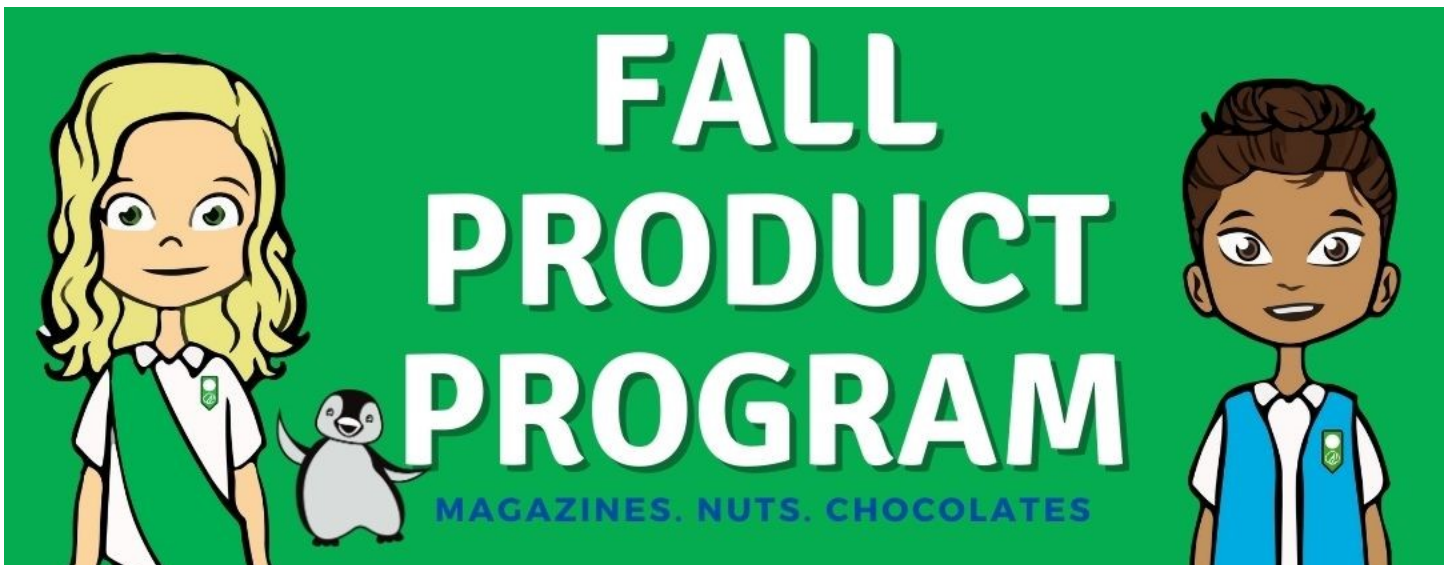
In addition to being a great opportunity for the troop to earn funds for the start of the 2021-2022 Girl Scout year, Fall Product Program is an important learning opportunity that teaches girls valuable life skills she will use for years to come. Your leadership is an important component to ensuring that girls experience and learn the “5 Skills” at the core of the Fall Product Programs.

We have also improved our DocuSign process, it started with the 2020/2021 Product Program season, to allow a 1-time submission of the Parent/Guardian Product Program(s) Participation and Financial Agreement form for each of your Girl Scout to participate in the Product Programs. This form will be on file and maintained to allow her to participate in any Product Program at our Council (including the Fall Product and the Girl Scout Cookie Program) as long as she is a registered Girl Scout in good standing and meets the Product Programs eligibility requirements. If you have multiple Girl Scouts, please fill out a separate form for each girl. Your Girl Scout(s) still have the choice to participate in each Product Program season. We encourage you to print or save a copy of the completed form for your records. Your Girl Scout(s) 2020/2021 DocuSign is valid going forward, unless otherwise stated and a resubmission is requested by Council.

Do not go nuts! This guide is designed to assist you with all aspects of the Fall Product Program. It is a reference to help you with Girl Scouts of Central California South’s policies, procedures and resources.

We appreciate you so much and are here to support you!

-The Product Programs Team





PROGRAM OVERVIEW



What is the Fall Product Program?

The Fall Product Program is comprised of nuts, chocolates and magazines. All components have an online option to purchase products. The nuts and chocolates can also be pre-ordered on an order card for girls to deliver. Troops and girls can choose to participate in the sale via order card, online or both.

Benefits of Participating

The Fall Product Program is an excellent way to earn start up proceeds for your troop to use during the Girl Scout year to fund your activities and projects. Troops may purchase crafts and programming supplies and older girl Troops can make needed deposits for future plans. The Fall Product Program enables Troops to get an early start on reaching their goals.

The Fall Product Program is the beginning platform for the Girl Scout Entrepreneurship Program. Girls learn how to set a goal, budget the costs, create a marketing plan and then go out and make it happen. The Fall Product Program teaches girls valuable life lessons and to believe in themselves.

2021 Fall Product Program Theme is “RISE UP”

The 2021 Fall Product Program provides girls with an opportunity to “Rise Up” while learning more about the Emperor Penguin

2021 Fall Product Program Mascot is the EMPEROR PENGUIN

Fun Facts about the Emperor Penguin. They are the largest of all living penguin species and breed annually during the Antarctic winter, June through August. During this time, temperatures can drop as low as -76F with winds as high as 124 mph. They can dive to a depth of 1,800 feet and hold their breath for up to 22 minutes! Their aerodynamic bodies and strong flippers make them excellent swimmers. Reaching speeds of 7.6 mph. Colonies of adults and chicks work together to huddle for warmth. 5,000 or more tightly packed adults and chicks shuffle around, so each takes a turn on the outside of the huddle where it's cold.

The product program is an integral part of a Girl Scout's journey toward leadership, learning and developing the 5 Skills:



Terms to Know as Applicable to the Fall Product Program:

- **Juliette**—an individual Girl Scout that is not associated with a troop or whose troop is not participating
- **Troop Coordinator**—designated person in a troop who manages the program
- **Service Unit Director**—designated person in a Service Unit who assists Troop Coordinators
- **ACH**— the process of Council electronically depositing and collecting payments to and from troop bank accounts
- **“M2” Media Group**—online platform used for sales of nuts, candies and magazines
- **Direct Delivery**—online orders shipped to customer from Trophy Nut
- **Girl Delivery**—items ordered online and delivered by girls
- **Combined Sales**—total of all nuts, candies and magazines sold in person and online
- **Nut Bucks**— Council owned incentive reward, starts at \$5 increments, and accumulative up to \$500 MAX. Nut Bucks can be used for Goldmine retail purchases; GSCCS, Service Unit and troop activities; GSCCS membership and more. Nut Bucks have no cash value, and cannot be redeemed for cash.



PROGRAM PLANNING



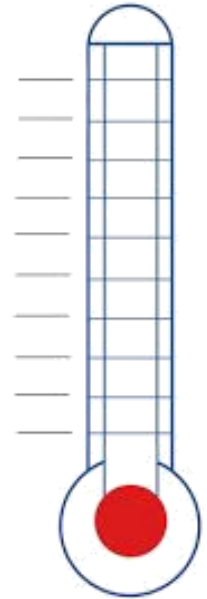
Plan your Fall Product Program using these Five Skills

GOAL SETTING

Girls learn how to set goals and create a plan to reach them.

Start your Fall Product Program this year with a family discussion on the importance of setting goals. Work on both a troop goal as well as individual goals for each girl. Troops may talk about the troop goal first, keeping in mind the activities that everyone would like to do this year and how much money will be needed. Next, Troops may talk about how each girl can contribute to the troop goal by setting her own individual goals and working hard to reach them. Have your girl fill in the goal chart and record her progress throughout the program to help keep girls on track to reach each goal! Downloadable Goal Chart on the council website!

The Fall Product Program is comprised of nuts, chocolates and magazines. All components have an online option to purchase products. The nuts and chocolates can also be pre-ordered on an order card for girls to deliver. Troops and girls can choose to participate in the sale via order card, online or both.



DECISION MAKING

Girls learn to make decisions on her own and as a team.

During the program, there will be many decisions for the girls to make that will guide them toward reaching their goal. To start, she will need to decide which friends and family to contact and how best to contact them: in person, by phone, email, text messages, or on social media.

What actions should she take to maximize her results after that? The M2 system provides easy steps, with the help of a parent or guardian, to give her avatar a voice with her own personal message, upload a photo or video, or share on social media. Have each girl answer the questions below and note which decisions she will make (or has made) when marketing her own program. Discuss and share ideas.

How will you contact your potential customers?

- In person
- Phone call
- Text message
- Email
- Social media
- Send a note

Will you use any online tools in the M2 system to get the word out?

- Create a video
- Give your avatar a voice
- Hand out business cards

MONEY MANAGEMENT

Girls learn to create a budget and handle money.

Throughout the program, encourage your girls to check their progress frequently. Sales reports are available on the dashboard for individual girls. Use the reports to calculate troop proceeds, then add in any sales from nut cards to see how close your girl is to reaching her individual goals.





PROGRAM PLANNING (CONT.)



PEOPLE SKILLS

Girls find their voice and build confidence through customer interactions.

There are so many ways for the girls to communicate with their friends and family about the Fall Product Program: social media, phone calls, emails, text messages, and in person. Have your girl think about what products each potential customer might like that she could recommend to them.

Encourage her to find their voice and it will help build confidence every time she talks to someone new about the program. Have each girl create a form using the form below as a guide.

List of Potential Customers

Name of Person	Ideas/Suggestions	Method of Contact (In person, phone call, text message, email other?)	Did you Follow Up? (Yes/No)	Did you say Thank You? (Yes/No)

BUSINESS ETHICS

Girls learn to act ethically, both in business and life.

As your girl prepares to ask friends and family to support their efforts in the Fall Product Program, encourage them to contact their potential customers respectfully and in a timely manner. She should plan to share why the troop is earning money and what the troop intends to do with the proceeds earned. Any questions she is asked should be answered honestly and thoughtfully.



Also, a “thank you” goes a long way. Each girl should make sure to say thank you to the people who took time out of their day to support them. Customers need to know that they are appreciated when they make a purchase that benefits the girl and their troop. Have each of the girls prepare for their part in the program by completing each of these activities:

- Create a list of plans for the proceeds that she can share with their supporters.
- Create their own note cards, stationery, or personalized email to say thank you to their supporters.



PROGRAM SAFETY



Go Nuts and Stay Safe!

Show you're a Girl Scout

- ♥ Use Buddy System, **girls never sell alone!**
- ♥ Wear a membership pin, uniform or Girl Scout apparel to identify yourself as a Girl Scout
- ♥ Be considerate, wash/sanitize hands between customers, and stay 3-6 feet apart from others
- ♥ Sanitize frequently touched objects such as phones, order cards, pens etc.
- ♥ Be prepared for emergencies and always have a plan for safeguarding money
- ♥ Follow current CDC COVID-19 guidelines on <https://www.cdc.gov>



Never

- Never enter a home while selling product
- Never enter the vehicle of a stranger
- Never enter a yard if there is a dog or closed gate/fence
- Never accept food or beverages while selling
- Never sell door to door after dark

Be Street Wise

- ☞ Do not sell in front of any establishment girls cannot legally enter or patronize
- ☞ Always follow safe pedestrian practices
- ☞ Be aware of traffic when unloading products and passengers from vehicles
- ☞ Adults must be present at all times when taking orders, selling or delivering products
- ☞ Never lose sight of your Girl Scout

Protect Privacy

- Never share a Girl Scout's last name, phone number or address
- Always protect privacy by not sharing a customer's personal information

Online Safety

- * Girls should always be supervised while online
- * Never publish a girl's last name, phone number or address
- * Never post a girl's M2 online store link on a **3rd party resale site** (Ebay, Amazon, Craigslist, Facebook Marketplace etc.,)
- * Posts about the Fall Product Program can be made on your social media sites and shared by family and friends.
An example is as follows: *"Hi, my daughter is participating in the Girl Scout Fall Product Program. To help support their troop activities this year, their selling nuts, candies and magazines. If you are interested in helping, please see the [link](#) provided."*





PROGRAM BASICS



Money Handling



- ⇒ No bill larger than a \$20.00 may be taken
* If a troop takes a bill larger than a \$20.00 and it is a counterfeit, Council will not reimburse the troop
- ⇒ Keep money secure at all times- Daisies cannot handle money

Check Handling

Checks that are taken as a form of payment must have the following written on check: (see example check)

- ⇒ First and last name of the person who wrote the check
- ⇒ Phone number
- ⇒ Address
- ⇒ Driver license number
- ⇒ Date
- ⇒ Check Pay To: Girl Scouts of Central California South or GSCCS
- ⇒ Memo: Troop Number and/or Girl Name

**Please note that if a check does not clear the bank and the information above is not on the check, Council will not reimburse the troop.*

Your Name 123 Main St Somewhere, US 10111	Persons Information	Date <u>Month/ Date / Year</u>
PAY TO THE ORDER OF Girl Scouts of Central California South \$ Amount		
Amount in Word Form example: Forty and 00/00 DOLLARS		
Your Bank 456 Main St Somewhere, US 10111	MEMO <u>Troop # / Girl Name</u>	<u>Persons Signature</u>
123456789	1001001234	0111

Product Delivery

- ⇒ Service Units and Troops are financially responsible for all product ordered
- ⇒ Council will not accept any product returns, unless damaged
- ⇒ Reach out to other Service Units, Troops and Council's Customer Care for help with excess product
- ⇒ Remember there are no cupboards, order extra product for booths/lemonade stands

Storage

- ⇒ Product should not be stored directly on the ground
- ⇒ Product must be kept in a temperature controlled environment
- ⇒ Chocolate items will begin to melt at 77° degrees
- ⇒ Do not leave product in a car, Council will not reimburse for stolen product

Receipt, Receipt, Receipt

- ⇒ Never accept or transfer product without a detailed receipt
- ⇒ Once you accept and sign a receipt for product, you are financially responsible for it
- ⇒ Anytime money or product changes hands, both parties should have a signed receipt

Adjustments cannot be made without a corresponding receipt that shows the correct transaction.

Rewards and Nut Bucks

- ⇒ Rewards are automatically calculated. Parent/girl need to enter rewards selections into M2 . If no selections are made, the default item will be selected
- ⇒ Personalized patches will be mailed directly to the Girl Scout using the address provided in the M2 system. Make sure your address is entered and correct
- ⇒ Nut Bucks are a GSCCS Council owned incentive reward, and not managed by the M2 system
- ⇒ Nut Bucks are cumulative based on combined sales (nut order card, online sales and magazine sales)



WAYS TO PARTICIPATE



There are 3 ways to participate... choose them all or just the ones you want!

1) In-Person Sales

Girls receive an order card with pictures, descriptions, cost per item, and information; such as gluten free products, kosher etc. for nuts and candies available.

Customers not wishing to purchase products have the option to donate \$5.00 toward care to share. The girl will receive credit for the donation and Council will donate the products to a local charity. Always collect the Care to Share donation payment at time of order. This option is also available online.

How to Use the Order Card

Record items that customers wish to order. Explain that products will be delivered by the Girl Scout in November. Be sure to fill out the order card completely. Payment may be collected at time of order (whenever possible) or at time of delivery.



2) Online Store Orders

The online platform used for the Fall Product Program is called M2 Media Group. This platform allows girls to enter product ordered on the order card, set up a store, track online orders and more.

To take orders online a girl must set up their own personalized online M2 store. All orders and payments online will be automatically credited to the girl.

For magazines, a customer can only order and pay through the girls online M2 store. Magazine orders will be delivered directly to the customer. A customer orders, renews, and pays for a subscription in the online store.

For nuts and chocolates with the **direct delivery** option, the customer orders, pays and product is shipped directly to customer.

For nuts and chocolates with the **girl delivery** option, the customer orders, pays online and product is delivered by girls. New this year, online girl delivery orders are automatically added to a girl's order in M2 and delivered with order card orders to their Service Unit Director.

3) Booths and Lemonade Stands

A booth takes place in front of a business, with the permission of the store owner. Drive-thru bothing is permitted, however, only adults may approach vehicles. Bothing may not take place in streets or medians.

A lemonade stand is an individual stand located on residential property that is owned by the parent/guardian or by someone they know. Individual Girl Scouts and Juliettes may host a lemonade stand with adult supervision at all times.

Troops, and Juliettes will need to secure their own booth locations, Council does not secure booths for Fall Product. All booths must be marked with Girl Scout signage. If a location requests a Certificate of Insurance (COI), please contact Customer Care at (800) 490-8653 or by email at customer care@girlscoutscs.org.

To secure a booth, contact the store owner/manager and establish a time and date your Girl Scout/Troop will be there. Bring plenty of product, a table for showcasing items, a cashbox with change, and Girl Scout signage to display at your booth. On day of activity, check-in with the store owner/manager to inform them you have arrived and to receive any special instructions from store management.



SALE TYPES



Product	Sale Type	Money Collections	Delivery to Customers
Nuts and Chocolates	In-Person	<ul style="list-style-type: none"> ◆ Girls collect money from customers ◆ Parents/Troops enter orders into M2 by deadline ◆ Girls turn in money to troop 	Girl Delivery to customers
	M2 Online Girl Delivered	<ul style="list-style-type: none"> ◆ Girls create a store in M2 and send emails to friends and family ◆ Customers pay online for girl delivery ◆ Orders/payments automatically credited to girls 	Girl Delivery to customers
	M2 Online Direct Ship	<ul style="list-style-type: none"> ◆ Girls create a store in M2 and send emails to friends and family ◆ Customers pay online for direct ship ◆ Orders/payments automatically credited to girls 	Direct Shipped to customers (1-2 weeks standard delivery after order processing; customers have options for expedited shipping)
Magazines	M2 Online Only	<ul style="list-style-type: none"> ◆ Girls create a store in M2 and send emails to friends and family ◆ Customers pay online ◆ Orders/payments automatically credited to girls 	Direct Shipped to customers (6-8 weeks standard delivery time after order processing)





PARENT/GUARDIAN



A Girl Scout works directly with their Troop Coordinator and they are your first point of contact for questions or concerns. The parent/guardian, Girl Scout and Troop Coordinator work as a team to track transactions and orders, submit order cards into the M2 system, receive product items and distribute to customers. Parents/guardians and girls work together to collect and turn in monies to Troop Coordinator in a timely manner. Finally, the Troop Coordinator helps submit the rewards order and distribute rewards once the product program has been wrapped up.

In order to participate, all girls must

- 1) Be a GSCCS registered member for 2021-2022 membership year
- 2) Owe no money to Council
- 3) Have a completed Parent/Guardian Participation and Financial Agreement Form (DocuSign) (located on GSCCS website www.girlscoutscs.org)

Duties and Responsibilities

- Complete Parent/Guardian Product Program training provided by Council
- Receive program materials from Troop Coordinator
- Follow all Safety First Guidelines (p.9)
- Follow all Program Basics (p.10)
- Follow all due dates and deadlines
- Take customer orders and enter/update in M2 accurately and timely manner
- Receive nuts and candies from Troop Coordinator and verify counts
- Deliver nuts and candies to customers
- Collect all monies from customers and submit to Troop Coordinator
- Enter reward selections into M2

◆ **Are you starting after October 25, 2021?** Please note that there will be no Council or Service Unit Cupboards. Do not worry! Your Girl Scout can participate using the **M2 Online Direct Ship** for Nuts and Chocolates and the **M2 Online Only** for Magazine sales till December 1st. Review the Sale Type Chart for details. (pg. 12)



* Program Materials

Every girl should receive 1 of each item listed

- ◆ 2021 Fall Product Program Guide for Girls and Families (available online www.girlscoutscs.org)
- ◆ Girl Product Program Packets
 - ⇒ Chocolates/Nut Order Card
 - ⇒ Money Envelope
 - ⇒ M2 Informational Flyer

Rewards & Nut Bucks

- ◆ Girls are eligible to earn the Girl Scout reward patches and items listed as well as the Nut Bucks





JULIETTES



Welcome to the 2021 Fall Product Program!

Your Girl Scout can participate as a Juliette even if their troop is not participating in the Fall Product Program. A Girl Scout Juliette works directly with Council.

In order to participate a Juliette must

- 1) Be a GSCCS registered member for 2021-2022 membership year
- 2) Owe no money to Council
- 3) Have a completed Parent/Guardian Participation and Financial Agreement Form (DocuSign) (located on GSCCS website www.girlscoutscs.org)

Duties and Responsibilities

- Complete Parent/Guardian Product Program training provided by Council
- Receive program materials from Council
- Follow all Safety First Guidelines (p. 9)
- Follow all Program Basics (p.10)
- Follow all due dates and deadlines
- Take customer orders and enter/update in M2 accurately
- Receive nuts and candies from Council and verify counts
- Deliver nuts and candies to customers
- Collect all monies from customers and submit to Council
- Enter reward selections into M2



♦ **Are you starting after October 25, 2021?** Please note that there will be no Council or Service Unit Cupboards. Do not worry! Your Girl Scout can participate using the **M2 Online Direct Ship** for Nuts and Chocolates and the **M2 Online Only** for Magazine sales till December 1st. Review the Sale Type Chart for details. (pg. 12)

October 1 – October 25, 2021	Juliettes take in-person orders
October 25, 2021 at 8:59pm	Deadline for parents/guardians to enter order card items into M2
October 1 – October 27, 2021	Juliettes online “girl delivery” order period
October 1 – December 1, 2021	Juliettes online “direct delivery” order period
November 12-17, 2021	Items arrive, Council contacts parents/guardians to pick up products
After picking up product-	Juliettes delivers product and collects monies from customers
December 4, 2021	Juliettes submits monies to Council and enters rewards selections in M2

* Program Materials

Every girl should receive 1 of each item listed

- ♦ 2021 Fall Product Program Guide for Girls and Families (available online www.girlscoutscs.org)
- ♦ Girl Product Program Packets
 - ⇒ Chocolates/Nut Order Card
 - ⇒ Money Envelope
 - ⇒ M2 Informational Flyer

Rewards & Nut Bucks

- ♦ Girls are eligible to earn the Girl Scout reward patches and items listed as well as the Nut Bucks

WELCOME TO M2



Scan Me!



Welcome to the M2 Media Group, the online platform for the Fall Product Program.

There are several ways parents can register their girls into the M2 platform

1. Troop Coordinators can email the link directly to the parents of the girls through the M2 system.
2. Parents can go directly to www.gsnutsandmags.com/gscs.
3. Juliettes receives an email link from Council or can go directly to www.gsnutsandmags.com/gscs.
4. Scan the QR code to go directly to the M2 homepage.

Once on the M2 site, follow the prompts to create your account. Click the Register button for Girl and Parent/Guardian. Be sure to create your M2 avatar!

- There will be a short training video on how to navigate the M2 system
- This video must be watched in addition to the Council Parent/Guardian training video on the GSCCS website at www.girlscoutscs.org

Entering Orders

- Once your Girl Scout has finished taking in-person orders, parents/guardians will work with Troop Coordinator to enter their order card items into M2, and Juliettes will work with their Council Coordinator
- Parents should not enter products that were ordered online by customers for “girl delivery” as orders are automatically entered into the M2 system when the customer submits their order

Rewards & Nut Bucks

- Rewards are automatically calculated. Parent/girl will need to enter rewards selections into M2 when applicable. If no selections are made, the default item will be selected
- Personalized patches will be mailed directly to your Girl Scout using the address provided in the M2 system. Make sure your address is entered and correct
- Nut Bucks are a product of GSCCS Council, and not managed by the M2 system. Nut Bucks will be distributed by Troop Coordinator or by GSCCS Council
- Individual Girls have the opportunity to earn “Nut Bucks”. Nut Bucks are accumulated by combined sales (nuts, chocolates and magazine orders combined).



M2 HOW-TO GUIDE

Check out the step by step guide to creating your new account, your personalized Avatar and setting up your online store.

Website

Go to www.gsnutsandmags.com/gscs .

Get Started

Click on the **First time?** Register an account 

1 Register an Account

Verify your ZIP code when prompted to access the Girl Scouts of Central California South council site.

2 Your Account Details

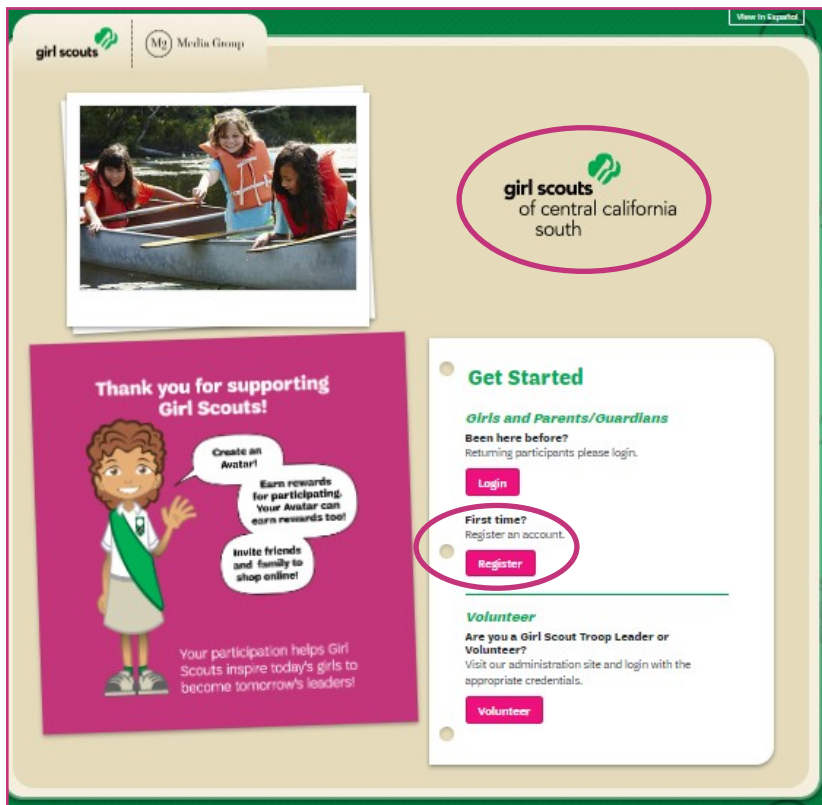
Enter the parent/guardian information. The password you choose is required to have:

- 6 characters or more
- contain at least one **uppercase** letter
- contain one **lowercase** letter
- and one **numeric** digit

Select the

“I have read and agree to the GSUSA Internet Safety Pledge”

Click on the **Register** button.



Register An Account

Girl Scouts of Central California South

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

Been here before? [Login](#)

2 Your Account Details

Parent or Guardian's First Name

Parent or Guardian's Last Name

Parent or Guardian's Email

Confirm Email

Password

Confirm Password

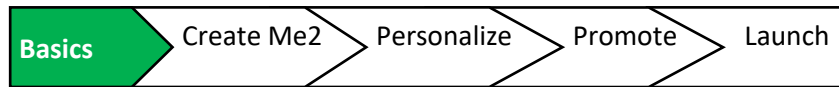
By signing up, I certify that I am over 18 years of age.

I have read and agree to the [GSUSA Internet Safety Pledge](#)

Register

M2 Customer Service



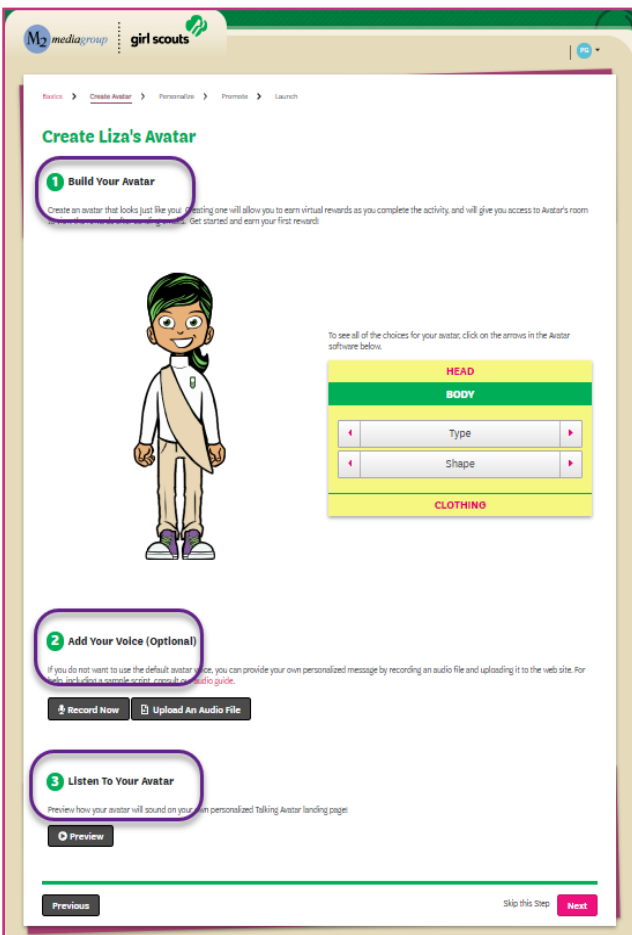
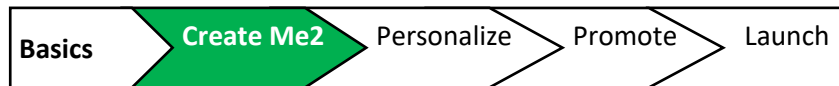
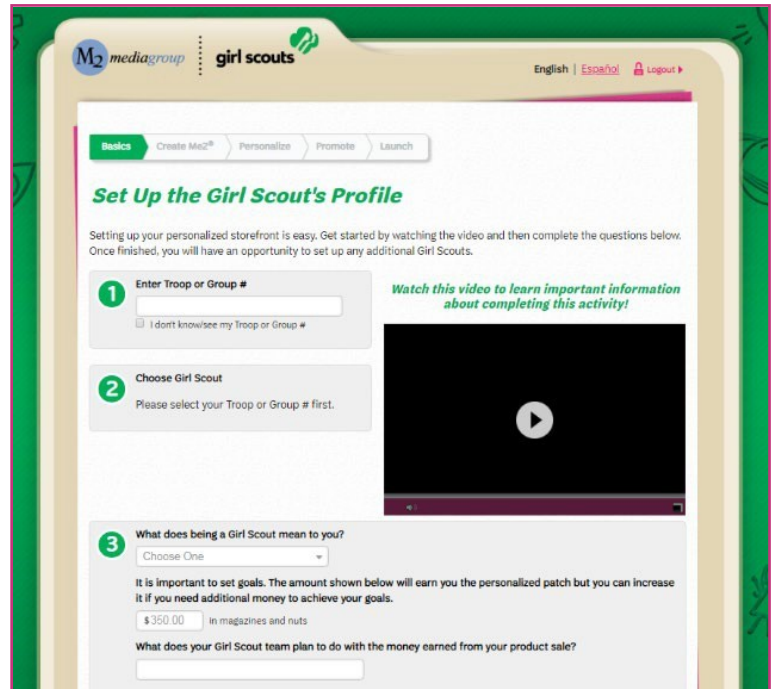


Set Up the Girl Scout's Profile

Setting up your personalized storefront is easy. Complete the following questions and once finished you will have an opportunity to set up any additional Girl Scout.

- 1 Enter your Troop #
- 2 Choose Girl Scout
- 3 Girls will enter their name and answer a few questions.

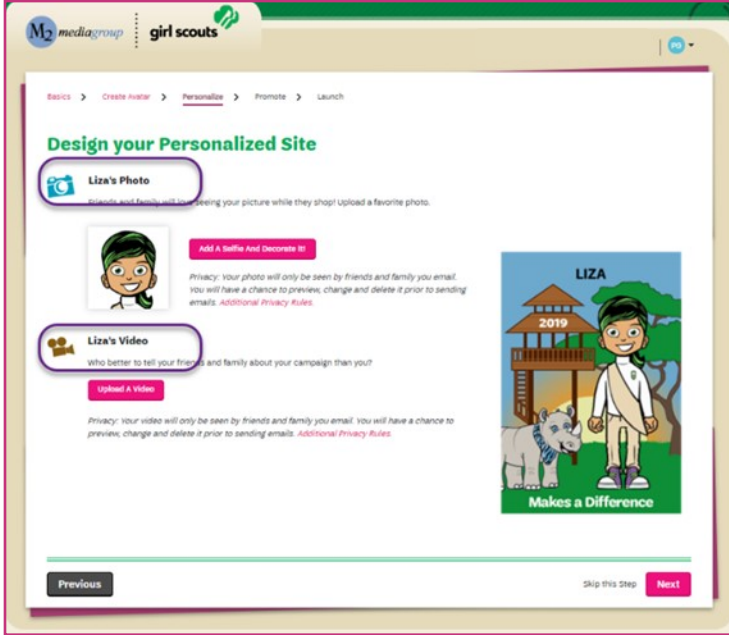
**Note: If she goes by a different name than their given name, they are not able to edit their name, but she can enter a nickname. She can also select that their nickname be used for their Avatar and personalized patch.*



Create your Avatar- Highly Recommended

Girl Scouts can create their own Avatar to look just like them. Girls have lots of options to choose from when creating their Avatar! Be sure to hit the "Update" button after making selections or changes.

- 1 **Build Your Avatar**
Create an Avatar that looks just like you. Creating one will allow you to earn virtual awards as you complete the activity and gain access to your Avatar's room. Get started and earn your first reward.
- 2 **Add Your Voice -Highly Recommended (optional)**
If you do not want to use the default voice, record your personalized message as an audio file and upload it into your website. On your message, do not include Girls
 - last name
 - address
 - or telephone number
- 3 **Listen to Your Avatar**
Preview how your Avatar will sound on your own personalized landing page.



Design your Personalized Site—Highly Recommended

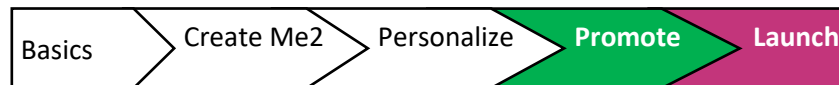
Upload your **Photo**— you can download your Avatar, use a troop photo, or your favorite photo.

Make and upload a **Video**— On the dashboard in M2, you will find a Video Instructions link, providing internet safety tips as well as a sample script.

Help your girl practice what she wants to say about being a Girl Scout and what their goals are.

When a girl uploads a video to their storefront, their customers will see that video. A personal video message is more impactful to customers, especially sending to family and friends **will** generate additional sales.

When a girl does not add their own video, their customers will either see a troop video, if the troop chooses to create a group video, or the (default) video available.



Promote Your Campaign

It's best for girls to email customers early on in the program, to give family and friends plenty of time to support them.

She can announce that their storefront is open on social media, too. However, only share the link to their storefront and all sales must go through their M2 storefront.

Launch

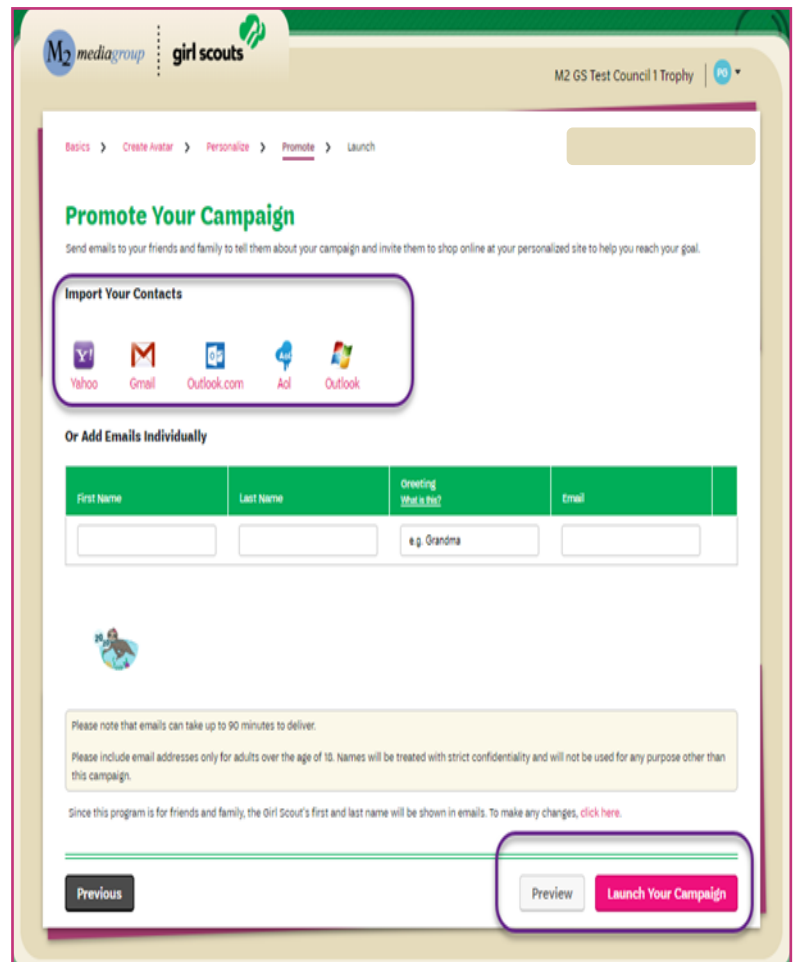
New customer contact information can either be imported from the email provider girls or parent/guardians use, or she can be entered manually.

Once their storefront is set up, girls can send emails to friends and family with a link to their storefront, inviting them to look at the nut and chocolates items and magazines available.

**Note: In the initial set-up, at least one email must be entered to proceed to the next step towards launching the girl's campaign. You can go back and import/add additional emails.*

Its now time to

Launch Your Campaign



GIRL DASHBOARD

M2

Congratulations

Personalized Patch
Please check or enter your address below. Your personalized patch, if earned, will be mailed to this address. If you would like to update your avatar, you will be able to do so on the 'Manage Your Campaign' page.

How Your Patch Looks
You may preview your selections on the left.
Name on Patch: First Name: [dropdown]
What will appear on your patch?: Your avatar with a lookout tower [dropdown]
 Slide to confirm that your name, avatar, and background are how you want them to appear on your patch. If earned, once earned, your patch cannot be changed.

Shipping Address
For best delivery use parent / guardian name.
First Name: [text] Last Name: [text]
Address Line 1: [text]
Address Line 2: [text]
City: [text] State: [dropdown] Zip: [text]

Unique Code
F7AZT83F
Please write this code in the space provided on any materials you received. If you are unable to read this code, please contact your local council.

Your Site is Live!
Be the first to shop!
• Shop Your Magazine Site
• Shop Your Nut And Chocolate Site

Helpful Sales Tools
Use your unique code and these helpful tools to boost your sales and help you reach your goal.
• Sales Flyer
• Business Cards

Manage Your Campaign
Track your results and monitor your campaign.
• Visit Your Dashboard
• See Your Avatar's Room
• Register Another Participant

Congratulations

All steps to set up your Girl Scout's personalized storefront are completed. You are ready to start selling online!

Unique Code

The "Unique Code" is the link to your Girl Scout's personalized storefront. Share this code with your family and friends to start shopping on their personalized storefront.

Also, the unique code is on the girl's dashboard, which you can access by clicking on the link listed in the "Manage Your Campaign" on the Congratulations page.

Tell Your Friends

Share your sites on Facebook

- Share Your Online Site
- Share Your Nut Site

Share your sites on Twitter

- Share Your Online Site
- Share Your Nut Site

Dashboard

On the girl's dashboard, there are a few new tools she can use to promote her sales – such as the **Personalized Sales Flyer** and **Business Cards**.

She can also look at her Avatar's room and see the virtual rewards that she's earning! All the physical rewards that she earns are tracked too, and she can check her progress towards her goals too!

Sales

In the Fall Product Program, there are different types of sales:

- In-Person Order Card (Nuts/Chocolates)
- M2 Online Direct Ship (Nuts/Chocolates)
- M2 Online Girl Delivered (Nuts/Chocolates)
- M2 Online Only (Magazines)

Liza's Dashboard

0 of 12 Magazines
100% ★ 150%

0 of 30 Nuts
100% ★ 150%

Liza's Campaign

- Manage Paper Orders
- Liza's Emails (View & Send)
- Liza's Sales Reports
- Personalized Sales Flyer
- Liza's Campaign Video
- Business Cards

Fun Stuff

- Personalized Patch
- Liza's Avatar
- Liza's Avatar Awards
- Physical Rewards

Parent or Guardian's Information

- Share on Social Media
- Your Girl Scouts
- Add Another Participant
- Update Profile

Level Status
Progress: Bronze Silver Gold Platinum

Promote Patch
Emails Sent: [text]

Personalized Patch
Magazines: [text]
Nuts: [text]

Learn More About The Personalized Patch

Top Sellers In Your Troop

- Tessa
- Lola R.

If you have more than one girl participating, you can click on these icons to add a girl and to toggle between girl dashboards.



MANAGING ORDERS

Manage Paper Orders

Only orders taken in person with the paper order card, should be entered, online sales will be added to your Girl Scout's account automatically.

- Select "Manage Paper Orders" from the girl dashboard in M2
- Enter the total number of each nut or chocolates item on the bottom line of the order card, under "Quantity"
- Double-check all product amounts entered under "Quantity" and click on the "Update" button to save

**Note: Make a copy of the order card and turn it into the Troop Coordinator and keep a copy to use for girl delivery.*

Manage Paper Orders

Nut Orders
Please enter the total number of items by product from your in person nut order card sales. The cut off date to enter items is 12/25/2020.

Product	Price	Quantity	Total
A Butter Toffee Peanuts	\$5.00	0	\$0.00
B Spicy Cajun Mix	\$5.00	0	\$0.00
C Fruit Slices	\$5.00	0	\$0.00
D Peanut Butter Monkeys	\$6.00	0	\$0.00
E Dark Chocolate Sea Salt Caramels	\$7.00	0	\$0.00
Totals		0	\$0.00

Update

Return to Dashboard

REPORTS

Reports

Liza Smith
M2 03 Test Council 1 Troop 1
Troop/Group: 00000000
Number of Emails Sent: 1

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

All Sales

Magazine Sales | Direct Ship Nuts | Nut Order Card | Campaign Stats | **Online Nuts Girl Delivered**

Online Magazine Sales

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

Online Nut Sales

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

Nut Order Card

Product	Price	Qty	Sales
Butter Toffee Peanuts	\$5.00	0	\$0.00
Spicy Cajun Mix	\$5.00	0	\$0.00
Fruit Slices	\$5.00	0	\$0.00
Peanut Butter Monkeys	\$6.00	0	\$0.00
Dark Chocolate Sea Salt Caramels	\$7.00	0	\$0.00
Total		0	\$0.00

Print Report | **Download Report**

Send Report | **Email**

Return to Dashboard

Liza's Campaign

Manage Paper Orders | Liza's Emails (View & Send) | **Liza's Sales Reports** | Personalized Sales Flyer

Reports

Parent/guardians can access Girl Order reports from the M2 girl dashboard.

- Click on "Sales Reports" on the dashboard
- A "Reports" page opens. You'll have multiple tabs to choose from –
- The "All Sales" report will show a summary of all the sales that the Girl Scout made.
- Selecting each of the tab reports: "Magazine Sales;" "Direct Ship Nuts;" "Nut Order Card;" or "Online Nuts Girl Delivery;" – will provide more detail.

**Note: Be sure to save the paper order card too for nut and chocolates girl deliveries to customers.*

REWARDS

Fun Stuff

Personalized Patch | Liza's Avatar | Liza's Avatar Awards | **Physical Rewards**

Physical Rewards

Girls can make that choice by clicking on "Physical Rewards" under "Fun Stuff" on the girl dashboard.

A list of all the reward items for each level will appear on the page. Scroll down through the page and click on selections as prompted. If no selections are made, the "default" item will be chosen.

When she reaches a new reward level with a choice, M2 will give them a pop-up window the next time she logs in to remind them to make their selection.

REWARDS

2021 FALL PRODUCT PROGRAM

Rise Up Patch

Send 18+ emails



2021 Penguin Patch

12+ nut/chocolate items



Penguin Iceberg Patch

2+ magazines



Care to Share Patch

5+ Care to Share items



Visualize Patch

Upload a video in M2



\$100+ combined sales

Penguin Necklace



\$150+ combined sales

Headband **OR** Penguin Pen



OR

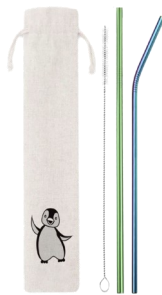


\$250+ combined sales

Penguin Charm & Bracelet **OR**



OR



\$350+ combined sales

Friendship Bracelet Kit **OR**

Baby Penguin Plush



OR



\$400+ combined sales

NUT BUCKS

Nut Bucks are cumulative. Receive \$5 in Nut Bucks for every \$50 sold up to the MAX of \$500 Nut Bucks.



\$500+ combined sales

Rise Up T-Shirt **OR**

Tie-Dye Kit



OR



\$750+ combined sales

Adult Penguin Plush **OR**

Clipboard Set & Bluetooth

Shower Speaker



OR



assorted patterns

\$1,000+ combined sales

Good Vibes Light **OR** Critter

Creek Wildlife Station

Donation



OR



\$1,250+ combined sales

Penguin Slumber Bag **OR**

*WWF® Adopt-a-Penguin Kit and lapel pin



Size: 68.8" x 25.5"

OR



\$1,500+ combined sales

Zoo Lights & Dinner with

CEO at California Living

Museum **OR** Fresno Chaffee

Zoo



OR



*World Wildlife Fund. WWF® Adoption Kit includes: 5" x 7" formal adoption certificate, 5" x 7" full-color photo of your species, a species spotlight card and a personalized acknowledgment letter.

Theme Patches

The 3 Theme patches can fit together to form a scene!

To Earn

- Sell 12+ Nuts /Candies units
- Sell 2+ Magazine items
- Enter 18+ emails



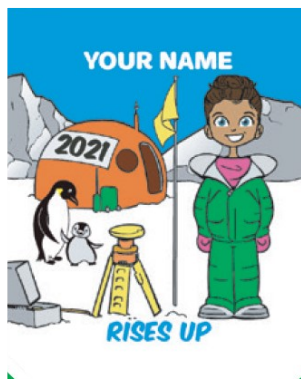
Ancillary Patches

Care to Share Patch

- With 5+ Care to Share items

Visualize Patch

- Upload a Video in M2



Fall Personalized Patch

Girls can choose from two backgrounds! Choose either the ship or the research dome for your earned patch. Girls get to choose from two snowsuits colors too! Patch comes with personalized avatar and first name on it.

To Earn

- Create your avatar in M2
- Send 18+ emails
- Sell \$275 in total combines sales (Nuts/Chocolates and Magazine)

Troop Coordinators will earn an Avatar Patch if their troop total is \$1,000+



Girl Scout Cookie Crossover Personalized Patch

Patch comes with personalized avatar and first name on it.

To earn the fall & cookie crossover patch:

- Create your avatar in M2 (2021 Fall Product)
- Send 18+ emails (2021 Fall Product)
- Sell **325+** packages of cookies during the 2022 Girl Scout Cookie Program

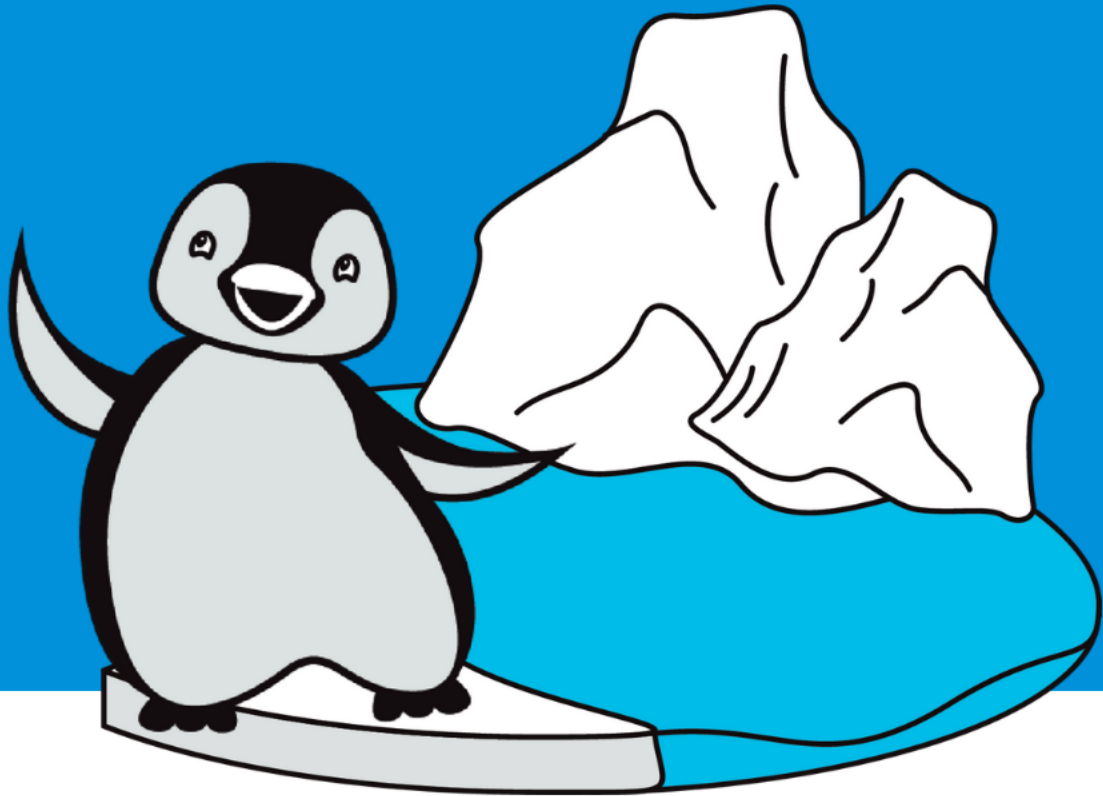




NOTES



A large rectangular area with horizontal yellow lines, intended for writing notes.



girl scouts 
of central california
south



2021 Product Programs Dept.