



# 2023 Fall

## Product Program

### Family Guide



## Fall Contact Information

Troop Product Manager (TPM)

---

Name	Phone
------	-------

---

Email	Troop Number
-------	--------------

Girl Scouts of Utah

---

801-265-8472	cookies@gsutah.org
--------------	--------------------

---

Phone	Email
-------	-------

## Why Participate in the Fall Product Program?

The GSU Fall Product Program is a council-sponsored program that combines educational activities with money-earning opportunities for troops. The Fall Program is directed toward family and friends, those closest to Girl Scout, and enables troops to earn much needed funds by selling magazine subscriptions as well as nuts and candy.

### Five skills Girl Scouts learn through the program:

Goal Setting	People Skills
Decision Making	Business Ethics
Money Management	

In addition to these important business and life skills, Girl Scouts will also learn philanthropy through the **Gift of Caring** program.

### Benefits for Troops: Earn Funds for Activities

The GSU Fall Product Program is the perfect opportunity for troops to kick-off the Girl Scout year with a fun team-building activity that also generates essential funds to support troop activities. Also, new troops that have no resources in their treasury can quickly earn money to fund uniforms, Journey Books, and Girl's Guide to Girl Scouting books.

Troops retain a full 15% of the purchase price of all products.

Plus, Girl Scouts can earn patches and other fun rewards.

## Important Dates

Early September	Attend a troop meeting to set goals and be trained on dates and your responsibilities
September 22	Order taking begins for nuts, candy, and magazines. TPM sends email with link or go to <a href="http://www.gsnutsandmags.com/gsu">www.gsnutsandmags.com/gsu</a> to set up your online store
October 8	Order taking ends (Paper Order Cards) Order due in M2OS by 8 p.m.
Beginning Oct. 30	Nut & Candy items delivery to service units and distribution to troops (exact dates/locations vary)
November 1-21	Girls deliver nut & chocolate items to customers
November 21	Fall Product Program ends All money turned into troop Last day to make reward choices in M2OS
December	Rewards begin shipping to Service Unit Product Program Reps

## Ways to Sell Fall Products

- Nuts and chocolate in-person for delivery (order card)
- Online for shipment or girl delivery using M2 Operating System (M2OS) online platform
- Online magazines (Doctors Offices, Law Offices and Auto Shops love to support Girl Scouts)
- Gift of Caring products may be sold through any of the above

## In-Person Order Taking

People love to support Girl Scouts! If your Girl Scout wants to take in-person orders, they can use the Nut/Candy Order Card to take orders from customers for nuts & candy. Magazines are online only.

- Parent submit your Girl Scouts Paper Order Card online in M2OS by October 8, 2023.
- Service Units/troops will receive delivery of nut & candy beginning October 30, 2023.
- The TPM will schedule caregivers to pick up product.
- Once the Girl Scout receives their product, they must immediately begin delivering items and collecting payment. Payment is collected at time of delivery unless customer ordered online.

All Products are non refundable and NON-RETURNABLE. Damaged or stolen product is the responsibility of the caregiver.

## Set your Girl Scout Up for Success!

- Attend the troop's Fall Product Program training; sign and return the Parent/Guardian Permission & Responsibility Agreement Form to the troop. **This must be submitted before the Girl Scout can participate in the program.**
- Review the Fall Product Program information together so that everyone understands the program. Help them set their sales goal.
- Watch for a welcome email from your Troop Product Manager and help your Girl Scout set up and complete the M2OS Program.
- Show an interest in their efforts, help them think of prospective customers, and perhaps practice their "sales pitch".
- Promptly pick up the nut/candy orders from the TPM and assist in the delivery of orders to customers.
- Submit full payment for all nut/candy orders by November 21, 2023.

## Girl Scout Safety

Girl Scout safety is of utmost importance. Please remember the following when they are selling in-person:

- Have your Girl Scout wear their vest, pins, or Girl Scout shirt when selling – something that will identify them as a Girl Scout!
- Never sell alone – always have an adult or buddy.
- Do not go out near or after dark.
- Never, for any reason, approach a parked automobile.
- Never enter a home when asking for orders. If invited to go in, politely refuse and explain that it is against the Girl Scout safety rules for you to go into anyone's home.



## Troop Fall Product Sale – September 22

Caregivers will receive an email invitation from their TPM that explains how to access the online ordering system and how to get started. If you did not receive your email invitation, please visit [www.gsnutsandmags.com/gsu](http://www.gsnutsandmags.com/gsu) to get started. If you need further assistance, please contact your TPM or M2 Customer Service at [questions@gsnutsandmags.com](mailto:questions@gsnutsandmags.com)

Girl Scouts can launch their accounts on September 22, 2023. Please note that the system will not accept any early participant activity. They must wait until the launch date.

- Your welcome email will prompt you to create a password to access the M2OS account.
- Watch a short system training video, enter a mailing address, create their Avatar, and a personal message to send to family and friends. As a way to increase sales, we suggest the Girl Scout add a voice recording for their avatar or upload a personal video explaining what their troop plans to do with the money they earn. Then launch their campaign and the personal message is emailed with links for the customers to shop for Nuts, candy and magazines.

### Entering In-Person Order Card

Caregivers enter the in-person Paper Orders Card into the M2OS account through October 8, 2023. Do NOT enter online girl-delivered products. Only enter product from the Paper Order Card. All product is automatically submitted for fulfillment. There is no “submit” button!

Note: If you do not enter your order by October 8, 2023 you will be locked out of the system. You will need to send your Paper Order Card to your TPM and they will submit the order.

Girl Scout rewards are automatically calculated in M2OS. Rewards that they can earn are located on the Paper Order Card and on our council website. As orders are placed, the Girl Scout can log into their online site and see what they have earned, as well as make their reward choices. All rewards are cumulative. The last day to make reward choices is November 21, 2023.

### Spread the Word

Girl Scouts can print a flyer on the M2OS site with their personal store code to distribute to potential customers. Each Girl Scout has a special code that grants customers access to their account to order directly from the Girl Scouts online site.

### Gift of Caring

Girl Scouts of Utah’s Gift of Caring program is a way for customers to donate packages to the Utah Food Bank. Girl Scouts can take Gift of Caring orders and collect the money. Delivery of the items to the Utah Food Bank, on behalf of the Girl Scout, is completed by the council.

### Money

All money collected for in-person orders is due to the TPM on or before November 21, 2023. Any Girl Scout who has not paid in full by this date will be referred to council to begin the collections process. Any Girl Scout still owing debt to GSU will not be allowed to participate in the 2024 Cookie Program.

# Social Media Marketing for Girl Scouts

Please adhere to the following guidelines for Girl Scouts/families/troops:

- You can market to collect indications of interest from family and friends
- You cannot post a Fall Product Link on sites such as eBay, Craigslist, KSL Classifieds, Amazon, Next Door, Facebook Marketplace, yard sale sites, etc.
- All social media platforms should always be through accounts set to “private” or “closed”
- Friends and family or a Girl Scout must not market or share their contact information, sales links, or sales information on public-facing online sites. This also includes social media groups that are labeled as “closed” but include members of the general public (city pages, special interest groups, yard sale sites, etc.). This ensures the safety of our Girl Scouts and adherence to the program sale guidelines, as well as the numerous posting guidelines on websites and social media.
- Please note – it IS allowed to **reply** to someone’s post with a comment directing them to send you a private message for a link. You should not, however, be the original poster on **public pages** asking people to message you. You cannot use paid social media advertisements to promote a Girl Scout’s link or selling product in general.
- Girl Scouts must sign the [Girl Scout Internet Safety Pledge](#) before doing any online activities, and all online activities must be under the supervision of an adult
- Do not expose a Girl Scout’s email address, physical address, or phone number to the public
- Girl Scouts under 13 can use their parent or guardian’s online sites with their approval and supervision
- Girl Scouts over the age of 13 may work in partnership with an adult to market products online, using the social media of the adult or their social media sites

## FAQs

Q: My Girl Scouts are attempting to register but are getting a “Campaign is Currently Unavailable” message.

A: Girl Scouts cannot begin online account registration until the sale launch date.

Q: I have not received a welcome email from our Troop Product Manager.

A: Access emails will not be sent to the participants until the launch date of the sale.

Q: I am a Volunteer and have a daughter participating. Can I use the same email address for my Volunteer and Girl Scout accounts?

A: Yes! You will be notified upon login as to which account you are signing on to.

Q: My Girl Scouts received an online girl-delivered order that our family is unable to deliver. How do I remove it?

A: The parent/guardian (or customer) will need to contact M2 Customer Service to have the order cancelled and removed. This cancellation must be done before October 8, 2023.

For questions regarding specific Utah Council-related details, contact GSU Customer Care. For questions regarding M2OS or other general sales questions, contact M2 Customer Support.

Girl Scouts of Utah

[info@gsutah.org](mailto:info@gsutah.org)

801-265-8472

M2 Customer Service

[questions@gsnutsandmags.com](mailto:questions@gsnutsandmags.com)

800-372-8520