



2023 Fall Product Program

Family Guide

Name: _____

Troop#: _____

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Letter from CEO

Dear Parents,

Welcome to the 2023 GSVSC Fall Product Program. We are so excited that your daughter is going to be a part of the Fall Product Program!

In Virginia Skyline, over 3,000 girls each year participate in incredible adventures and share experiences with their adult leaders and Girl Scout friends. Girls engage in a variety of activities designed to help them grow as leaders, develop their self-potential, and learn important life skills.

Girl Scouts of Virginia Skyline Council is an inclusive organization, engaged in our communities and committed to providing exciting opportunities for exploration, growth, and leadership! Girl Scouts is, as it always has been, the organization best positioned to offer girls the tools they need to be successful leaders now and throughout their lives. The Fall Product Program is a wonderful opportunity for your daughter to use and further develop some of those same important skills.

You love your daughter and want to see her happy, strong, and confident and want to provide her with every opportunity possible from her Girl Scout experience. The Fall Product Program will only enrich your daughter's journey in Girl Scouts and your engagement can further support her journey. If you are not currently a member of our council, we invite you to support your daughter's experiences by joining today. We ask that you partner with us and be as engaged as possible as we work diligently to provide your daughter with all of the events, experiences, tools, and skills to help her continue to develop into the G.I.R.L. that she is meant to be.

Thank you for allowing your daughter to be a part of our Fall Product Program and for allowing us to be a part of your daughter's life. I look forward to working with you as a member of the Virginia Skyline Council.

Yours in Girl Scouting,



Nikki Williams
Chief Executive Officer

Information Page

Troop Fall Product Program Manager

Name:

Address:

City:

State:

Zip Code:

Phone Numbers:

Best times to call:

E-mail:

Date & Location of Delivery:

Directions to Delivery site:

Notes:

Council email: info@gsvsc.org

Product email: productsale@gsvsc.org

Resource links

<https://www.gsvsc.org/en/cookies/fall-product-program.html>

(See Girl, Parent, troop drop down menus)

<https://www.gsnutsandmags.com/Campaign>

IMPORTANT DATES TO REMEMBER

Online Program Dates

Start Date: September 5, 2023 (Access for SU/Troop Fall Product Program Manager will begin on September 1, provided all requirements are completed)

End Date: November 27, 2023

Order Card Dates

Start Date: September 5, 2023

End Date: October 16, 2023

Order due date: Parents will enter the orders taken in M2 by October 16, 2023 (Girls may continue to take orders and turn in to the Troop Fall Product Program Manager by October 16, 2023.)

Payment due date: Payments are due at every troop meeting or by the specific deadline provided by your Troop Program Manager. **Final payment is due to your troop by November _____.** (No Later than November _____)

Email Date-Account Setup

Date: September 5, 2023

Your Troop Fall Product Program Manager will send out the PAEC (Parent Adult Email Campaign) invite to the parents on September 5, 2023 provided the girls are registered in the FY24 year and they have turned in the parent permission form. Council will send out PAEC (Parent Adult Email Campaign) invite reminder on September 6 2023, and this will explain how you can activate your daughter's /girl account

M2 Media email: email@mail.gsnutsandmags.com is the address that the email will come from by the end of the day. If you have not received it, please check your Spam, Junk or Promotions folder before emailing your Troop Fall Product Program Manager. If you are not able to reach them, you can contact council at info@gsvsc.org.) Once you receive your email please help your daughter or daughter's set up their account.

Troop Delivery Dates

Delivery date to troops: November 8-9. Dates will vary based on your location. Your Troop Product Program Manager will provide you with a time and location for your product pick up.

❖ Custodal Parent, Non Custodal Parent or Legal Guardian

To help your daughter in her goals you can do the following:

1. Set up an email and password that everyone can use
2. Share the link or QR Code with each other if you have the email and password under Custodal Parent

Legal Guardians will need to provide court documents to Council

Online Shipping Chart

2023 Online Store Shipping Rates				
Product Subtotal			Standard	2 Day
\$0.01	-	\$15.00	\$9.45	\$20.35
\$15.01	-	\$30.00	\$11.15	\$26.25
\$30.01	-	\$45.00	\$12.65	\$30.50
\$45.01	-	\$60.00	\$15.15	\$33.65
\$60.01	-	\$75.00	\$20.95	\$38.45
Every additional \$15			\$3.75	\$7.75

INFORMATION FOR 2023 PROGRAM

Company:	Ashdon Farms -- Nut and Candy M2 Media Group - Online Program for taking online orders for Magazines, Nut and Candy and gifts
Price:	<ul style="list-style-type: none"> Nut and Candy items are priced at \$7, \$8, \$9, \$10 and \$13.00 –\$7 donations for “Thank You” items for our “Local Heroes” service project Online Sales of Magazines, gifts and other items of nut and candy priced individually online. There will be an upsell by M2 at checkout
Rewards:	<ul style="list-style-type: none"> Troops receive 17% profit for all items sold. Troops receive 22% profit if they prefer to opt out of the reward program All girls selling 2 Magazines will receive an Ocelot Patch. All girls who have orders for 5 donated items will receive a Care to SHARE theme patch Troops who opt out of rewards- girls will only receive Patches and Council Charm & Bracelet if earned Top Achiever in GSVSC will receive AirPods Pro and her photo on next seasons order card <p style="text-align: center;"><i>See order card for all rewards and patches available.</i></p>

Nut & Candy Varieties:

Deluxe Pecan Clusters- w/Holiday tin (\$13)	Roasted pecans covered in caramel & milk chocolate!
Mint Treasures w/GS Memory Box tin (\$13)	Creamy milk chocolate with a refreshing mint filled center.
Honey Roasted Mixed Nuts (\$13)	Cashews, almonds, peanuts & pecans with a touch of honey
Whole Cashews (\$10)	A classic favorite roasted & salted with sea salt.
English Butter Toffee (\$9)	Crunchy handcrafted toffee drenched in milk chocolate.
Cheddar Caramel Crunch (\$8) (NEW)	Cheese crackers, cheese corn chips, mini pretzels, Caramel cheddar corn puffs
Chocolate Covered Raisins (\$8)	The plumpest raisins covered in smooth milk chocolate.
Dark Chocolate Carmel Caps w/Sea Salt (\$8)	Dark chocolate covered caramel topped with sea salt.
Hot Cajun Crunch (\$8) (NEW)	Cajun corn sticks, seasoned peanuts, pretzels and sesame sticks.
Peanut Butter Bears (\$8)	Milk chocolate bears with smooth peanut butter centers!
Dulce de Leche Owls (\$8)	Fresh, milky caramel surrounded by smooth milk chocolate.
Dark Chocolate Mint Penguins (\$8)	Rich dark chocolate penguins bursting with frosty mint.
Peanut Butter Trail Mix (\$8)	Peanuts, peanut butter gems, peanut butter mini cups, mini pretzels and cashews
Dark Chocolate Peppermint Pretzels (\$8)	Crunchy pretzels coated in rich dark chocolate and sprinkled with peppermint pieces.
Fruit Slices (\$7)	Fat-free chewy fruit slices in an assortment of flavors.
Dill Pickle Peanuts (\$7)	Dill pickle flavor & crunchy roasted peanuts.
Go to Ashdon farms website http://www.alschutzman.com/gsnutri.php for nutrition information.	

NEW Online Items

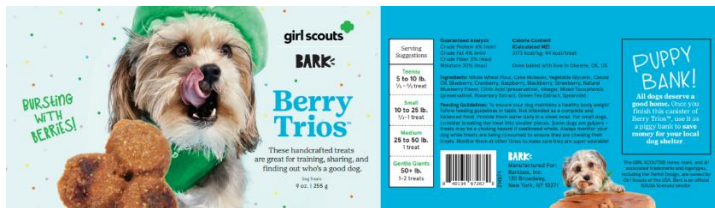
1. Bark Box: Supplies are limited

Each box comes with a custom Pose & Play Beret dog toy created by BARK and GSUSA as well as one canister of Berry Trios™ BARK + Girl Scouts dog treats, which are one-of-a-kind. Both items come packaged in a custom Girl Scouts Mini Bark Box with a Girl Scouts liner

Cost: (\$19.99)

Shipping: \$5.00

Note: The entire checkout process would take place on the M2 Media platform. However, there will be separate store fronts based on the items the consumer is purchasing. Consumers will check out of the storefront(s) based on items being purchased



2. Tervis® tumblers:

Tervis® provides a wide selection of premium insulated tumblers and water bottles, ranging from top sellers to your favorite MLB®, NFL®, and collegiate sports teams and more.

Cost: \$27.99 to \$49.99

Shipping costs for customers will be \$5.99 per tumbler for the first three purchased, and an additional \$1.00 for each additional tumbler



COUNCIL GUIDELINES

1. All girls must be a currently registered Girl Scout member in FY24
2. All products sold must be currently offered products. We are NOT allowed to sell expired products or last season's products.
3. All products must be sold at the prices set by the council. NO EXCEPTIONS!
4. All Payments to the troop must be paid in full by the deadline or individual rewards will be withheld until the full payment is received.

SOCIAL MEDIA GUIDELINES

A girl cannot post on social media unless she is 13 or older and has parents' permission. All post must be private.

A parent /guardian may place a post on a private group if they make the post private to the group.

***You are not allowed to post on Craigslist, Marketplace or any Yard Sale Pages. When posting on your private group pages you can only post the following statement: My daughter is selling Girl Scout Nuts, Candy, and Magazines. If you are interested in purchasing from her please Private Message me so I can take you order.

I understand that if I do not follow the guidelines for social media, the following consequences may be enforced:

- Loss of rewards, Loss of troop profit, and /or Removal from the program

**Troop Program Managers and Service Unit Program Managers will be notified of any decisions*

Safety Activity Checkpoint: Social Media

Girls are only to use the internet to market the Girl Scout Fall Product Program to friends and family. You can advertise only on your **PRIVATE Facebook page or other PRIVATE social media pages.**

- ◆ The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents/caretakers.
- ◆ Friends and family of a girl participating in the cookie program must not market or share a girl's contact information, sales links, or sales information on public-facing online sites. They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines).
- ◆ For safety concerns, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to "**private.**"

Should any online marketing activities be identified as a violation of the "Girl Scout Fall Product /Council-Sponsored Product Program: Safety Activity Checkpoints" (www.gsvsc.org/en/about-girl-scouts/our-program/safetyactivitycheckpoints.html), Girl Scouts of the USA or Girl Scouts of Virginia Skyline Council reserves the right to intervene and request removal of the post

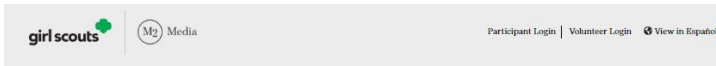


The M2 Media Girl dashboard is a simple solution for parents to manage the Fall Product Program. Parents/Girls have all their tools in a single software to monitor, encourage, and support each girl’s business experience.


Once you receive your invite email, click on the link to get to the page that is in the screenshot. To get started click on the Register button. After registration is setup, you will use the log in button for the remainder of the program.

Dates and Rewards are just examples only.

Login/Register Screen- Click on the icon that pertains to you and follow the prompts




Girl Scouts of Virginia Skyline Council



Girls and Parents/Adults

Already Registered? New User?

LOGIN
CREATE AN ACCOUNT



Troop Leaders or Volunteers

New and returning users

VISIT ADMIN SITE

Welcome!

Thank you for participating with Girl Scouts. You're helping today's Girl Scouts make the world a better place.

- Create your avatar
- Earn rewards (your avatar can too!)
- Invite friends and family to visit your personalized site



Here is where you set up your girl's Profile: After you set girl's profile click the Next button

Basics Create Me2 Personalize Promote Launch


Set Up the Girl Scout's Profile

Setting up your personalized site 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 Troop Information**
Enter Troop or Group #

 I don't know/see my Troop or Group #
- 2 Girl Scout Information**
Please select your Troop or Group # before entering your Girl Scout details.
- 3 About Your Campaign**
What does being a Girl Scout mean to you?
Choose One
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.
4 magazines and 30 nuts and chocolate items
What does your Girl Scout team plan to do with the money earned from your product program?

Watch this video to learn important information about completing this activity!



Preview: The copy below will appear on your personalized site for friends and family to see. Please review carefully and make small changes to your answers if necessary for the copy to read correctly.

Being in Girl Scouts, [What does being a Girl Scout mean to you?]. We do fun activities and help the community while learning important skills that will help us forever. I am trying to sell 4 magazines and 30 nuts and chocolate items to help Girl Scouts, and so that our troop can [What does your group plan to do with the money earned?]. Will you please help by shopping in my online site? Thank you.

Next

Once you click the next button, it will bring you to this screen. If everything is correct click on Proceed, if not click on Go Back and fix what is not correct.

Before You Proceed

Please make sure your name and troop number are correct:

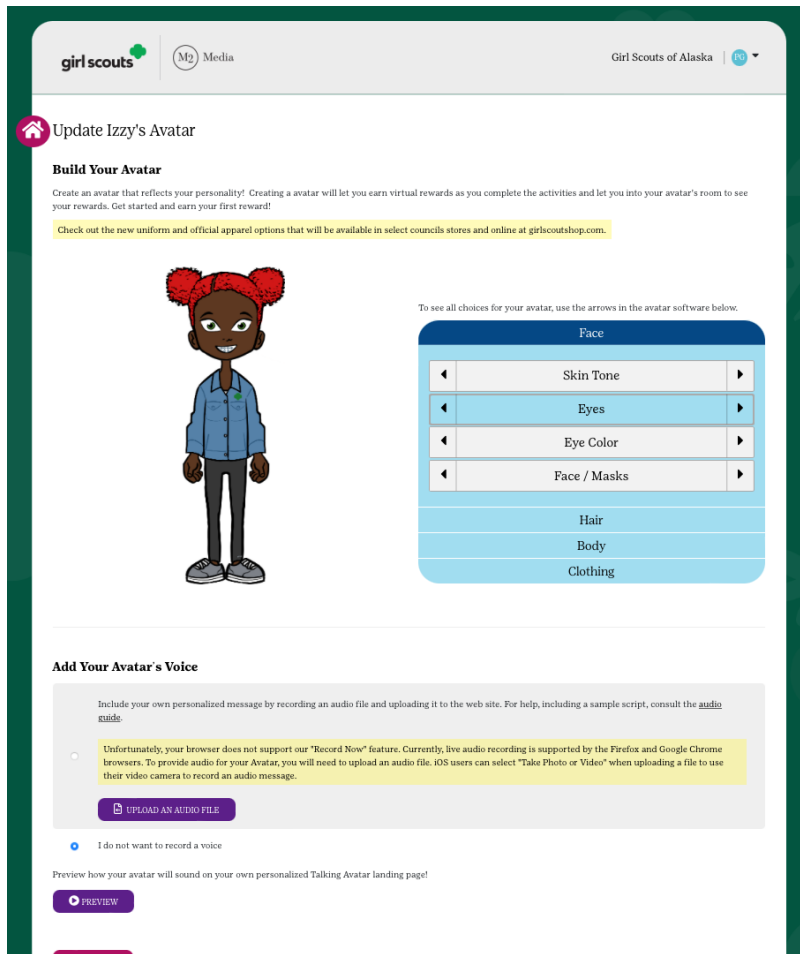
Girl Scout's First Name: **Gabby**
Girl Scout's Last Name: **Skyline**
Group\Troop: **Troop not selected**

Also, did you review your personalized paragraph that friends and family will see? Make sure it explains the importance of what you are doing.

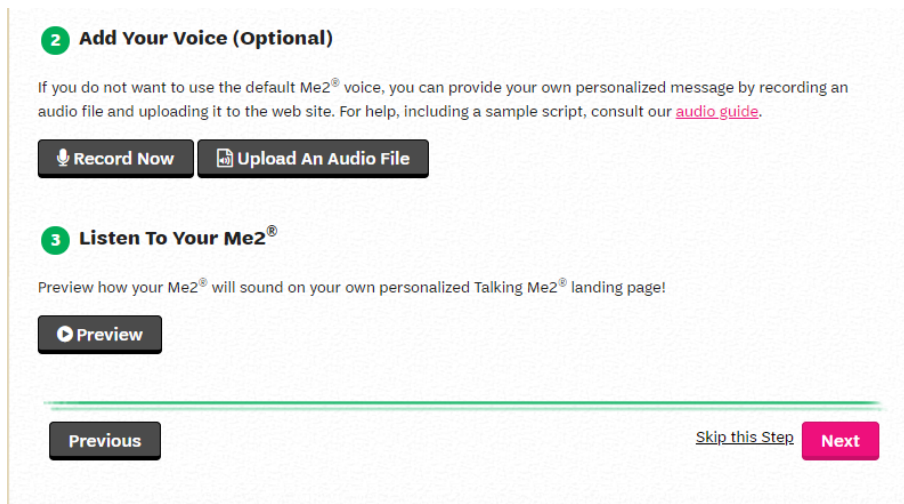
Click "Proceed" to continue or "Go Back" to review it.

Go Back Proceed

Build your Me2: Click on each option and make your selections to build your Me2




You can record her voice and upload an Audio File. Once done click on the Next button and it will take you to the next screen. If you do not want to do this step then click on Skip this Step.





Design your Personalized Site (Optional): Here is where you upload your photo, make a video, and upload. Once done click on the Next button and it will take you to the next screen. If you do not want to do a step, then click on Skip this Step.

Basics Create Me2® **Personalize** Promote Launch

Design your Personalized Site


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

 **Add a selfie and decorate it!**
*Privacy: Your 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.***


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

[Upload a Video](#)

*Privacy: Your 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](#) on how to upload a video and a sample script for you.

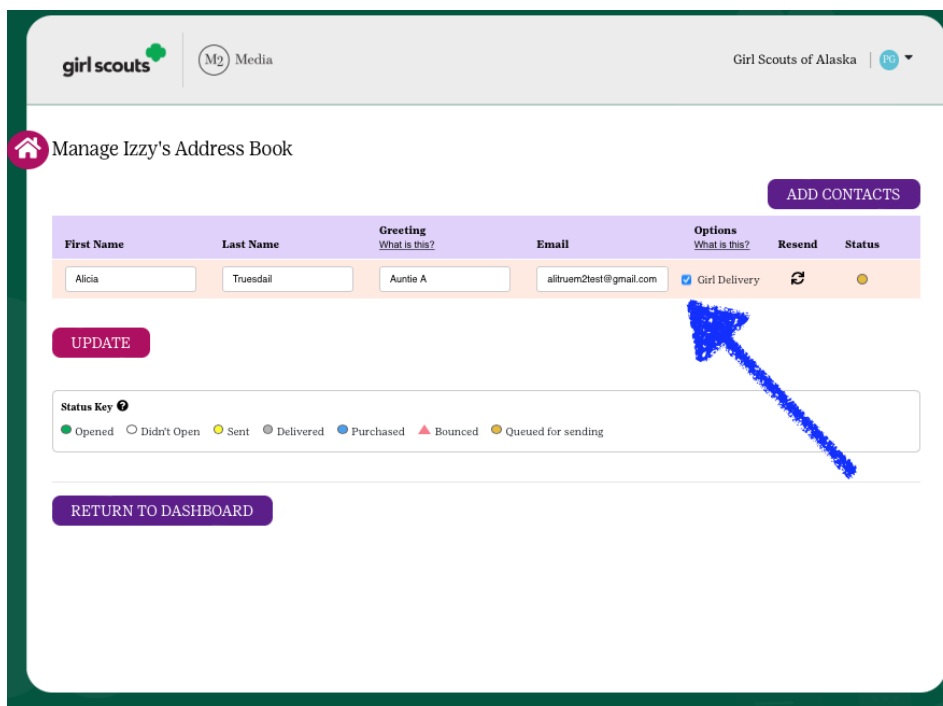
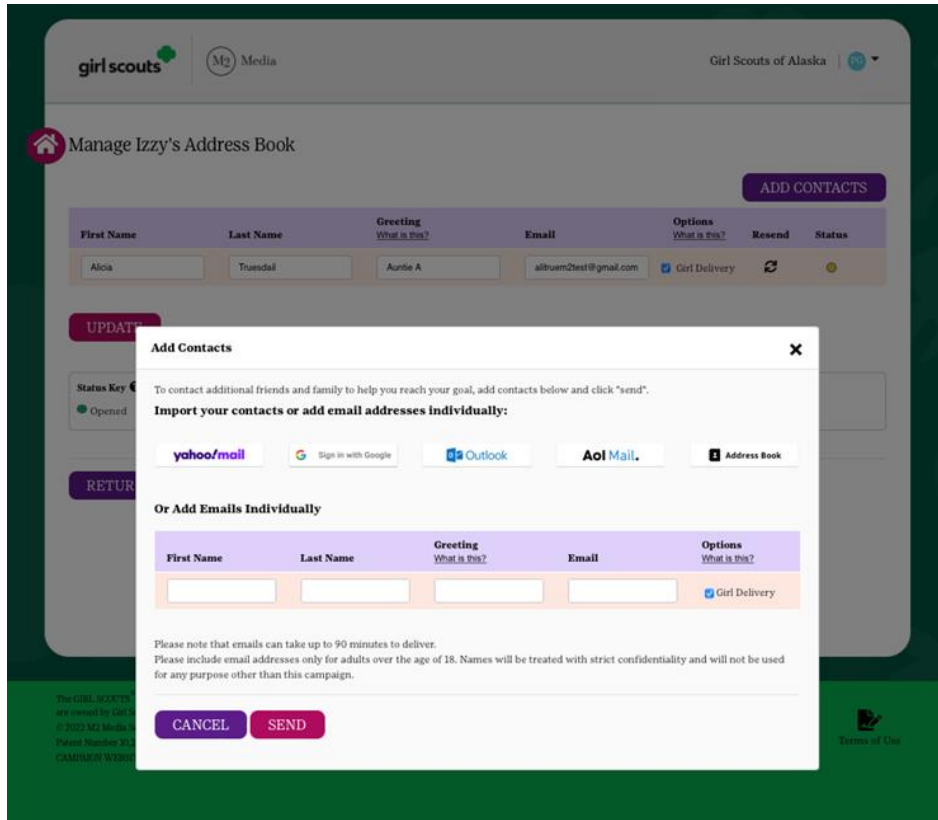
Send 15 emails and sell 4 magazines and 30 nut products to earn your own personalized patch!


GABBY
2019
Makes a Difference

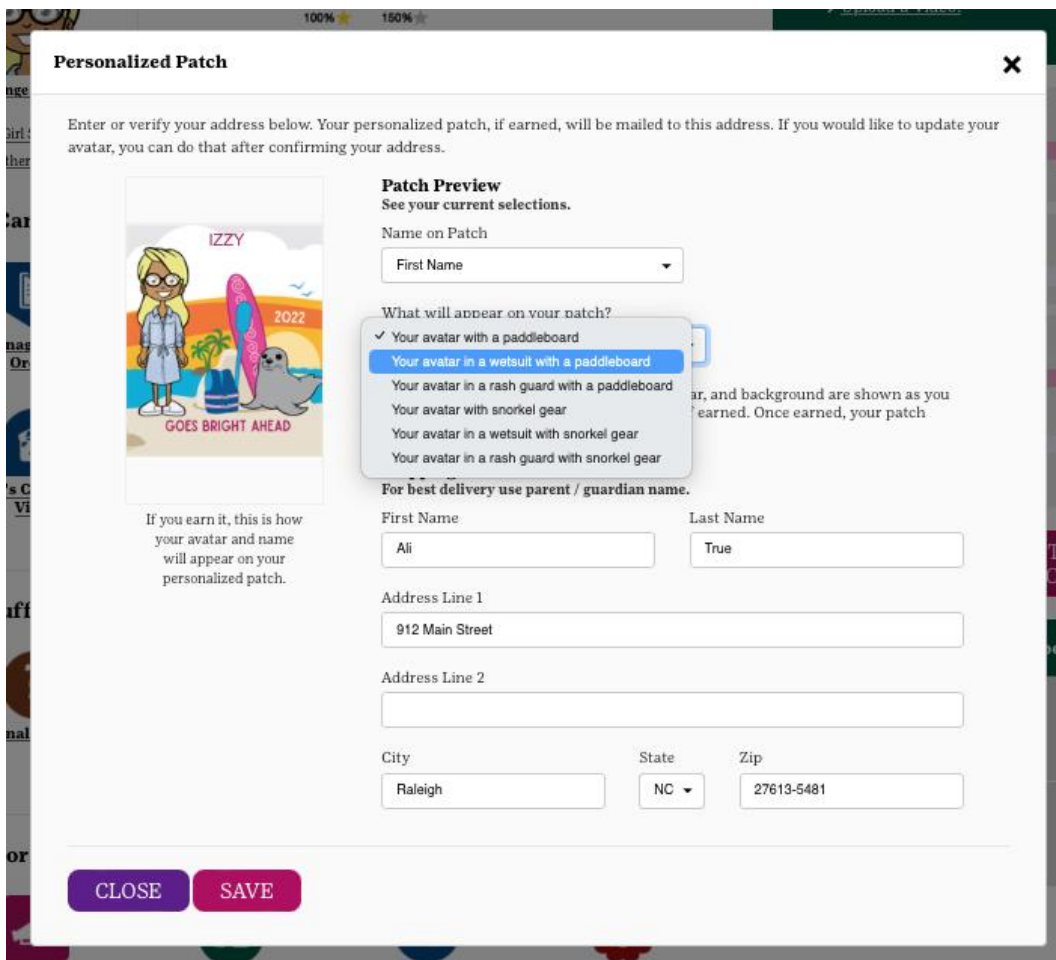
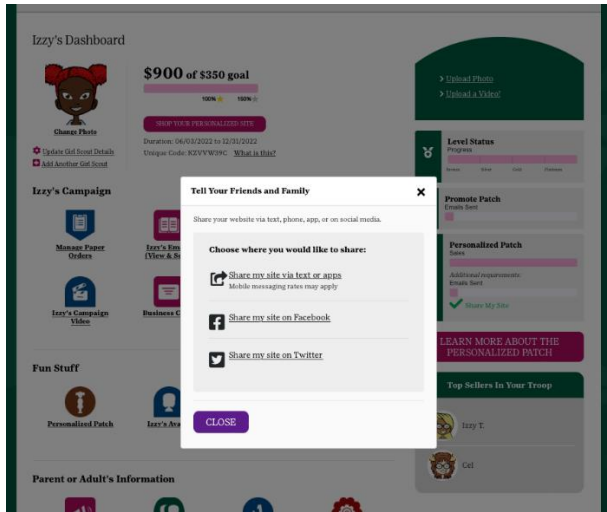
[Previous](#) [Skip this Step](#) [Next](#)

Promote Your Campaign: Here is where you would put your emails to your friends and family. Once you have them all in, click on Launch Your Campaign Button.

Note: After your friends and or family receives the email, they can choose to unsubscribe. This will not take away the patch if it is earned and you can also add them back next season.



Tell Your Friends: Share your link (Required) - Must be shared in the M2 system to earn fall personalized patch. You must meet all requirements. Click on the close button when you are done. Follow Social Media Guidelines



You have successfully created your personalized sites for magazines and nuts, and have sent emails inviting friends and family to shop online.

Unique Code ([What is this?](#))

RPF3BBN3



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 Me2@'s Room](#)
- [Register Another Participant](#)


Sales Flyer: You can print these, and it will show you the magazines M2 offers for sale

Business Cards: Click this and when it opens, you can print your business cards to give to your customers


Once you are done, it will take you to the Girl Dashboard.

Under manage your campaign you can click on Register another participant and repeat process for that girl.

Girl Dashboard

M2 MediaGirl Scouts of Alaska | PG

Izzy's Dashboard

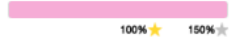


[Change Photo](#)

[Update Girl Scout Details](#)

[Add Another Girl Scout](#)

\$900 of \$350 goal




100%★ 150%🌟

SHOP YOUR PERSONALIZED SITE


Duration: 06/03/2022 to 12/31/2022

Unique Code: KZVWV39C [What is this?](#)


Izzy's Campaign




[Manage Paper Orders](#)




[Izzy's Emails \(View & Send\)](#)




[Izzy's Sales Reports](#)



[Personalized Door Hanger](#)




[Izzy's Campaign Video](#)




[Business Cards](#)


Fun Stuff




[Personalized Patch](#)



[Izzy's Avatar](#)




[Izzy's Avatar Rewards](#)




[Physical Rewards](#)


Parent or Adult's Information




[Share My Site](#)



[Your Girl Scout\(s\)](#)



[Add Another Participant](#)




[Update Profile](#)

[Upload Photo](#)

[Upload a Video!](#)

Level Status

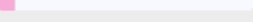
Progress



Bronze Silver Gold Platinum


Promote Patch

Emails Sent




Personalized Patch

Sales



Additional requirements:


Emails Sent




[Share My Site](#)

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop

 Izzy T.

 Cel

Sample order card: Click on return to dashboard when you are done

girlscouts | M2 Media | Girl Scouts of Alaska | PG

Manage Paper Orders

Nut Orders

Enter the total number of items by product from your in-person nut order card sales. The last date you can enter items is **08/26/2022**.

	Product	Price	Quantity	Total
A	Fruit Slices	\$6.00	25	\$150.00
B	Peanut Butter Penguins	\$6.00	100	\$600.00
C	Dark Chocolate Sea Salt Caramels	\$6.00	6	\$36.00
D	Care To Share	\$6.00	0	\$0.00
	Totals		131	\$786.00

UPDATE

RETURN TO DASHBOARD

Rewards: You will find where you can select your girl rewards. Once you are done you can click on the icon that looks like a house

■ Fuzzy, Glitter Peace Journal

or

■ Reward Shirt

You've Earned a Reward ✕

We need some more information in order to fulfill your reward.

Choose Your Reward

Fuzzy, Glitter Peace Journal

Reward Shirt

CANCEL **CHOOSE**


Level 1


■ Fuzzy, Glitter Peace Journal

Level 2


■ Large Giraffe Plush ■ Reward Shirt

Reports: Here is where you will see all of her orders





Girl Scouts of Alaska | PG ▼



Reports

Izzy Truesdail
 Girl Scouts of Alaska
 Service Unit: Concord Hill
 Troop/Group: 897
 Number of emails sent: 1
 Number of shares: 2

	Qty	Total
Online Magazine Sales	1	\$18.00
Direct Ship Nuts	0	\$0.00
Nut Order Card	131	\$786.00
Online Nuts Girl Delivered	16	\$96.00
Total Sales	148	\$900.00


All Sales

Magazine Sales

Online Nut Sales

Nut Order Card

Campaign Stats


Online Nuts Girl Delivered

All Sales

Online Magazine Sales

Supporter	Product	Price	Qty	Sales
Ali True	Allrecipes	\$18.00	1	\$18.00

Direct Ship Nuts Sales


Supporter	Product	Price	Qty	Sales
Eric Klein	Peanut Butter Penguins	\$6.00	1	\$6.00
Ali True	Dark Chocolate Sea Salt Caramels	\$6.00	15	\$90.00
Total			16	\$96.00

Nut Order Card

Product	Price	Qty	Sales	
Nut Order Card Orders	Fruit Slices	\$6.00	25	\$150.00
Nut Order Card Orders	Peanut Butter Penguins	\$6.00	100	\$600.00
Nut Order Card Orders	Dark Chocolate Sea Salt Caramels	\$6.00	6	\$36.00
Nut Order Card Orders	Care To Share	\$6.00	0	\$0.00
Total		131	\$786.00	

PRINT REPORT

DOWNLOAD REPORT



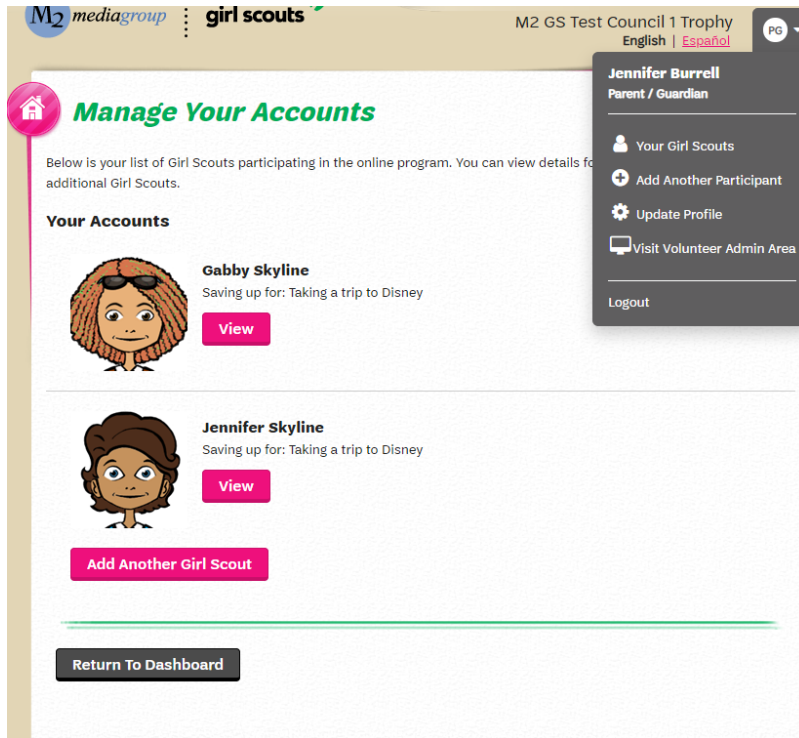
Email Recipient

EMAIL

RETURN TO DASHBOARD

17

Manage Your Accounts: Here is where you would go to see your girls if you have more than one. To get to the screen you will need to click on the PG (Parent/Guardian) and it will drop down and then you select Your Girl Scouts.



Email sample that goes to your customer: Here is what it looks like. Girl will need to create her own message.

Hello Jennifer,

I am participating in the magazine and nut program to earn money to support M2 GS Test Council 1 Trophy.

We want to plan fun activities and help the community. The program also helps me build a lifetime of skills and confidence.

I created two personalized sites – one for magazines and one for nuts and chocolates. If you visit them you will see my special message, my goal, a video and picture!

If you [click here](#) to buy or renew your favorite magazines, over 50% of your purchase goes to Girl Scouts. There is a great selection of print and digital titles and the prices are much less expensive than on the newsstand.

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

I hope you like my sites – they are fun and easy places to shop and any purchase helps me reach my goal. Plus, I may be able to earn a personalized patch with my name on it!



Click to hear a special message!

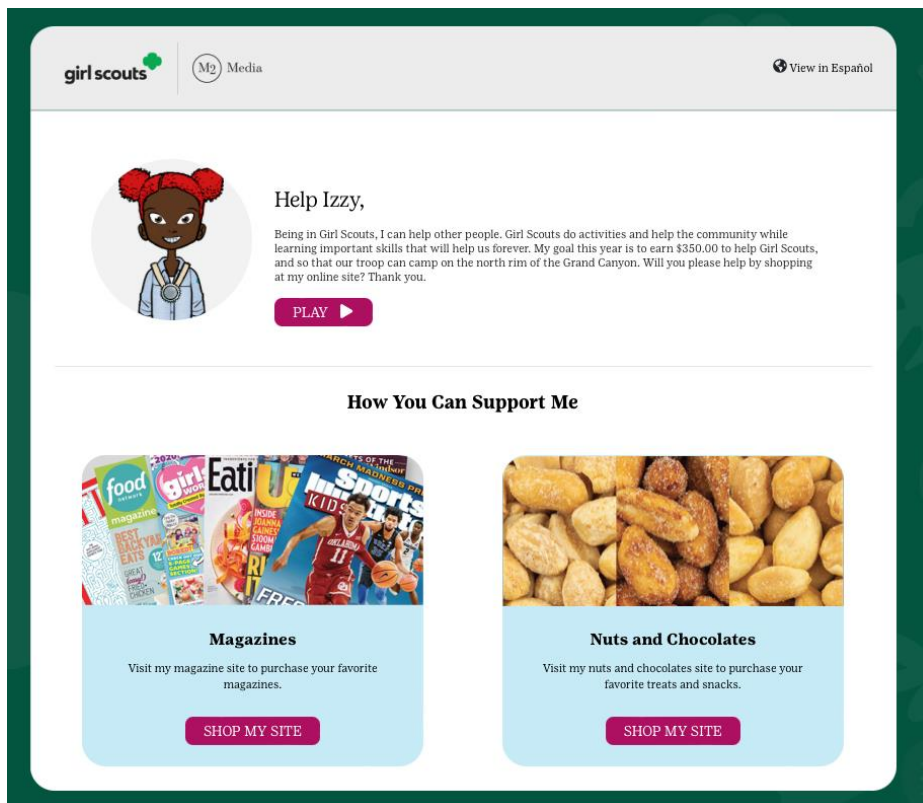


Thank you for helping Girl Scouts and me!

Nuts and Candy online link in email: Customers can pay to have items shipped to their door or they can choose Girl Delivery.

If they choose Girl Delivery these items will automatically link to your girl page and you will not need to tell your troop leader what you need. It will be on the girl Report.

Customer must choose by clicking on the button for Girl Delivered or Shipped to me before it will allow them to choose their products.



The screenshot shows a media player interface for a video. At the top left is the "girl scouts" logo and "M2 Media". At the top right is a "View in Español" link. The video title is "Help Izzy,". The video description reads: "Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn \$350.00 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 at my online site? Thank you." Below the description is a "PLAY" button. Underneath the video player is a section titled "How You Can Support Me" with two product categories: "Magazines" and "Nuts and Chocolates". Each category has a "SHOP MY SITE" button.



The graphic features a cartoon girl on the left. A large speech bubble on the right contains the following text: "Hi! Our friendly customer service representatives are ready and waiting to answer all of your Fall Product Program questions! question@gsnutsandmags.com (800)-372-8520 We're happy to help!" The top left corner of the graphic includes the "girl scouts" logo and "M2 Media Group".

Hours for Customer Service: 8am-8pm (Eastern) Monday-Friday

Notes:

