

SWEET SUCCESS

BRAVE.
FIERCE. FUN!

Family Guide

What's Included:

- Welcome to Product Programs
- Entrepreneurial Calendar
- Fall Product Program Rewards
- Candy & Cookie Capital
- What We Sell
- Local Heroes Donations
- Sneak peek of the 2026 Cookie Season
- Council Safety Activity Checkpoints



Your Service Unit Fall Product Manager Contact and Other Info

Name

Email

Phone Number

☐ Text Me

☐ Call Me

Best Times to Reach

Delivery Date & Location Address

www.gsnutsandmags.com/GSVSC

Notes

Resources: www.gsvsc.org/fpp

Council Email: info@gsvsc.org

Your Questions: support.gsnutsandmags.com or 1-800-372-8520

or contact your Service Unit Fall Product Manager

For allergens and nutritional information: <http://alschutzman.com/gsnutri.php>

Customer Questions: question@gsnutsandmags.com or 1-800-372-8520

WELCOME GIRL SCOUTS

Welcome to the 2025 GSVSC Fall Product Program. We are so excited that your daughter is going to be a part of the Fall Product Program! We designed this publication to share important information with everyone and to highlight the awesome improvements to the rewards that the girls in our council can earn! And be sure to look in the back of this publication for exciting updates to our 2026 Girl Scout Cookie Program, as well.

Each year, our troop girls 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 is, as it always has been, the organization best positioned to offer girls the tools they need to be successful leaders throughout their lives. We are committed to providing exciting opportunities for exploration, growth, and leadership! The Fall Product Program is a wonderful opportunity for the troop/girls to continue to develop some of those same important skills that can be used now and in their future college and professional journeys.

We want to see your daughter happy, strong, and confident and also want to provide her with every opportunity possible from her Girl Scout experience. The troop/girls journey in Girl Scouts will only be enriched by the Fall Product Program and your engagement can further support her journey.

Thank you for supporting the troop/girls to be a part of our Fall Product Program. I look forward to working with you as a volunteer member of the Virginia Skyline Council.

Nikki Williams
CEO, Girl Scouts of Virginia Skyline



ENTREPRENEURIAL CALENDAR

KEY EVENTS FOR PARENT/GIRL

Parent/Legal Guardian
Training by troop
product manager

Date: _____

Invitation from M2 to
setup the online girls site

Date: 9/29

First day for order card
customer orders

Date: 9/29

Last day for order card
delivery and online girl
delivered orders, shipments
and donations

Date: 10/29

Delivery dates for order card
products to service units (check
with your troop fall product
manager for instructions)

Date: 11/12 - 11/13

All orders should be
delivered to the customer

Date: 11/30

Payment dates to troop
determined by troop
product manager

Date: _____



REWARDS

► Total Sales



\$125+ Total Sales
Bear Charm



\$200+ Total Sales
BFF Necklace



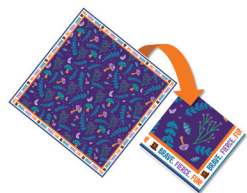
&



\$275+ Total Sales
BFF Journal & Theme Stickers



\$375+ Total Sales
Travel Jewelry Box



&



\$550+ Total Sales
Bandana & Small Grizzly Plush



&



\$750+ Total Sales
Goal Getter Patch &
Brave. Fierce. Fun! T-Shirt



\$850+ Total Sales
\$15 Build A Bear Gift Card



&



\$950+ Total Sales
Large Grizzly Plush & T-Shirt for
Plush Personalized with Your Name



\$1,000+ Total Sales
VSC Charm & Bracelet
& Member of the
String of Charms



&



&



\$1,250+ Total Sales *
Super Seller Patch & Canvas Travel Bag
& Trefoil Popper Key Chain

* Reward levels NOT cumulative.



\$1,500+ Total Sales *
North Carolina Zoo Overnight for GS
+ 1 Chaperone



► **Candy/Nut Items**



20+ Nut/Candy Items
2025 Patch

► **Magazine Items**



2+ Mags & More Items
Grizzly Bear Patch



7+ Mags & More Items
Mini LED Flashlight
& VSC Decal

► **Emails**



25+ Emails sent
by 10/25/25
Brave. Fierce. Fun! Patch

► **Donations**



5+ Local Heroes
Donations
Care to Share Patch



Top 2025 Achiever
will receive an Airpods Pro 2 and
accessories, plus your photo on
the 2026 order card!



Congratulations to
Taylor R, Troop 1302
2024 Fall Product Top Achiever

TROOP PROCEEDS

- ♣ Troops receive **17% of total sales** if they choose to get the rewards shown on the order card.
- ♣ Troops receive **22% of total sales** if they choose to opt-out of rewards. They can qualify for the patches, the String of Charm and the Top Achiever prize.
- ♣ **50% + of the girls in the troop must vote to opt-out** and all girls, parents/legal guardians must complete a form of approval for the troop.

CANDY & COOKIE CAPITAL

Candy Credit is now known as CANDY CAPITAL
and Cookie Dough is now known as COOKIE CAPITAL

How do Girls and Troops earn Candy and Cookie Capital?

- Reaching order sales goals outlined on the order card
- Participating in special contests
- Being a Top Achiever winner



What can Girls and Troops use Candy and Cookie Capital for?

- Council-sponsored programs, special events, camps AND you can DOUBLE your capital by registering for camps on GSVSC properties!
- Shopping with the GSVSC Skyline Shop in Roanoke or at a GSVSC mobile shop at a camp or an event AND you can DOUBLE your capital when you use it for a uniform, insignia, badges or pins.
- Annual Girl Scout Membership including a Graduating Senior Lifetime Membership
- Girl Scout National Convention 2026
- Requests for purchases of supplies and equipment that will inforce the Girl Scout Experience*

How does “Banking” Candy and Cookie Capital work?

You can bank capital for up to three years for the following items:

- Approved troop trips
- Girl Scout National Convention 2026
- Educational items on Amazon storefront for graduates



* See separate form “How to order supplies and equipment with Candy Capital or to request banking.”



WHAT WE SELL

ASHDON FARMS™

ONLINE
ITEMS

A Deluxe Pecan Clusters w/ Holiday Tin \$13

Roasted pecans covered in caramel and milk chocolate. Perfect for gift giving! 8oz. Tin



B Mint Treasures \$13

Creamy milk chocolate with a refreshing mint filled center. 6oz. Tin



C Honey Roasted Mixed Nuts \$13

Cashews, almonds, peanuts and pecans with a touch of honey. 16oz. Jar



D Whole Cashews \$10

A classic favorite roasted and salted with sea salt. 8oz. Poptop Can



E English Butter Toffee \$9

Crunchy handcrafted toffee drenched in milk chocolate. 5oz. Box



F Chocolate Covered Raisins \$9

The plumpiest raisins covered in smooth milk chocolate. 10oz. Poptop Can



G Dark Chocolate Peppermint Pretzels \$9

Crunchy pretzels coated in rich dark chocolate and sprinkled with peppermint pieces. 6.5oz. Bag



H Dark Chocolate Caramel Caps \$8

Dark chocolate covered caramel topped with sea salt. 6oz. Box



I Peanut Butter Bears \$8

Milk chocolate bears with a smooth peanut butter filling. 5oz. Box



J Sweet and Salty Mix \$8

Honey roasted peanuts, XL Virginia peanuts, pretzels, honey sesame sticks, honey roasted cashews, cashews and almonds. 7oz. Poptop Can



K Dulce de Leche Owls \$8

Fresh, milky caramel surrounded by smooth milk chocolate. 5.1oz. Box



L Hot Cajun Crunch \$8

Cajun corn sticks, seasoned peanuts, pretzels and sesame sticks. 7oz. Poptop Can



M Peanut Butter Trail Mix \$8

Peanuts, peanut butter gems, peanut butter mini cups, mini pretzels and cashews. 7oz. Bag



N Dark Chocolate Mint Penguins \$8

Rich dark chocolate penguins bursting with frosty mint. 5oz. Box



O Fruit Slices \$7

Fat free! Assorted naturally & artificially fruit flavored chewy candy. 10oz. Bag



P Dill Pickle Flavored Peanuts \$7

Crunchy peanuts with an irresistible dill pickle flavor. 9oz. Poptop Can



Ⓚ = Kosher ⓀD = Kosher, Dairy gf = Naturally Gluten Free *CAUTION: ALL products processed on shared equipment with peanut and tree nut containing products.



Magazines



Tervis® Cups



Bark Box®



High quality stationery, note pads, and photo frames!



These products ship quickly and make great gifts!



Customers can be creative and customize colors, fonts, names, favorite slogans and more.

Share the gift of Girl Scout Snacks with your Local Heroes!



If you can't eat them, treat them!

Support our community and help build a girl's courage, confidence, and character! Your \$7 donation through our Local Heroes program will be used to donate Girl Scout snacks to local military, nurses, first responders and teachers within our local communities.

Unleash your **BRAVE**, **FIERCE**, and **FUN** side with Grizzly Bears in the 2025 Fall Product Program!

Benefits of Participating

- Girl Scouts learn and practice skills like goal setting, decision making, money management, people skills and business ethics as they earn proceeds for their troop.
- The Fall Product Program is an excellent way to earn start up proceeds to fund your troop's activities and projects throughout the year.
- Proceeds stay local to benefit our council and troops earn x% on all items sold.

How the Program Works:

This program allows Girl Scouts to be entrepreneurs by offering family and friends the opportunity to purchase from a variety of products. There are two ways to participate:

- In-person by taking orders using the nut order card and collecting payments.
- Online by inviting friends and family to place an order. Customers can choose to have nuts, chocolates, magazines, Tervis® Tumblers or a Girl Scout themed BarkBox shipped directly to them or they can select from a group of nut and chocolate products that Girl Scouts can deliver.

Important Dates:

9/29/25: Program begins - online ordering opens and Girl Scouts may sell in-person

10/29/25: Last day of order taking with the order card AND deadline to enter the items sold into the online system.

10/29/25: Last day for online candy/nut girl delivery orders.

10/29/25: Last day for online orders for Magazine and More items and shipped candy/nut orders

11/12/25 - 11/13/25: Girl-delivery candy/nut items will be delivered to service unit sites.



All About Grizzly Bears

Scientific name: Ursus arctos horribilis

Life span: 20 to 25 years

Claw length: Up to 4 inches

Weight: 400-800 pounds

Interesting Facts:

- Grizzlies are strong swimmers and can cross large rivers.
- Grizzlies will rub against trees to leave their scent and scratch marks.
- Before hibernation, grizzlies eat up to 20,000 calories a day.
- Grizzly cubs remain with their mothers for 2-3 years to learn survival skills.
- Grizzly bears live in forests, mountains, and near rivers where they catch salmon.

Questions? Contact us at support.gsnutsandmags.com or 1-800-372-8520

The GIRL SCOUTS® name, mark and all associated trademarks and logotypes, including the Trefoil Design are owned by Girl Scouts of the USA. M2 Media Services is an official GSUSA licensed vendor.

GIRLS, LET'S GET STARTED

1. Make sure your daughter is a registered Girl Scout member for **Membership Year 2026 prior to 9/30/2025**. You can contact your troop co-leader or **info@gsvsc.org** for assistance.
2. Check with the troop fall product manager or troop co-leader for the parent/legal guardian/girl training date and attend.
3. There will be some decisions that the girls need to make and they might need some guidance from the troop co-leaders and the parents.
4. If you are going to be involved with the Fall Product Program, other than assisting your daughter at home, the troop activities or attending troop meetings then you must be a registered Girl Scout for Membership Year 2026, have a clear criminal background check and a volunteer role. contact troop co-leaders or **info@gsvsc.org** for assistance.
5. A parent must sign a permission form for your daughter to be able to participate in the program and to accept responsibility for the product and the money collected.
6. The troop will decide on whether to earn the rewards on the order card or to opt-out of rewards for more troop profit. If the troop opts out, then you and your daughter must sign a form at the meeting.
7. **You will receive an email on 9/29/2025** with an invitation to register in M2 and assist your daughter with her account set up for an online experience
8. **If you do not receive the email, you can follow these steps:**

Visit www.gsnutsandmags.com/gsvsc

1 Login

Use the URL above and below the prompts to register to join the Fall Product Program online, if your troop is ready to move forward to the next step. If not, then you will get an email when the troop is ready.

2 Create

Customize your site with an avatar that looks like you, and add a personal message for friends and family. Earn virtual rewards by completing setup steps.

3 Share

Friends and family can help you reach your goals by shopping online! Start by sending emails through M2, so supporters can see your goal and hear your personalized avatar message in your own voice. Team up with your parent or legal guardian to safely share your shop link on private social media posts only. Remember to follow current GSUSA guidelines for online sales and marketing.



2025 Online Store Shipping Rates				
Product Subtotal		Standard	2 Day	
\$1.00 - \$30.00		\$11.95	\$28.35	
\$31.00 - \$60.00		\$11.34	\$36.10	
\$61.00 - \$90.00		\$18.34	\$49.35	
\$91.00 - \$150.00		\$29.37	\$81.85	
\$151.00 - Plus		\$32.17	\$89.85	

GS Online Nut Store Direct Ship

- Direct shipped – Products are shipped to customers.
- Customers pay for shipping based on the online shipping chart.
- Shipping cost only slightly higher this year.
- No fees for online transactions



COUNCIL GUIDELINES

SAFETY ACTIVITY CHECKPOINTS

Social Media Guidelines

- 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 to the PTA or the community where you live. Any other groups must be approved by council at ***productsale@gsvsc.org***
- The Fall Product 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/legal guardians.
- A girl cannot post on private social media unless she is 13 years old or older and has her parents' permission. All posts must be private to a small group.
- A parent/legal guardian may place a post if they make the post private
- You are not allowed to post on Craigslist, Marketplace, Yard Sale Pages, any resell site or on NextDoor. When posting on your private group pages you can only post the following statement:
My daughter is selling Girl Scout Nuts, Candy, Magazines and More. If you are interested in purchasing from her, please Private Message me so I can take your order or share her online sales link.
- Friends and family of a girl participating in the Fall Product 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 her 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 Program Social Media Guidelines, the Girl Scouts of Virginia Skyline Council reserves the right to intervene and request removal of the post, and there could be a:
 - ◆ Loss of rewards, loss of troop profit/candy credits, and/or removal from the program.

COUNCIL GUIDELINES

SAFETY ACTIVITY CHECKPOINTS

In person activities & media

Any girls participating in the Fall Product Program in the public in any of the following ways as an individual girl must be accompanied by a parent/legal guardian:

- ◆ Walking through your neighborhood
- ◆ Visiting a business
- ◆ Hosting a booth (requires two adults and one must be a parent/legal guardian)
- ◆ Walking through a shopping mall
- ◆ Walking through a park or public gathering place
- ◆ Participating in any public way other than a Girl Scout troop meeting or troop activity

Any girls participating in the Fall Product Program as a troop in the public in any way mentioned above with multiple girls' present MUST adhere to the following adult supervision rules:

- ◆ There must be at least two registered, approved adult volunteers who are unrelated (for example: not a sibling, spouse, domestic partner, parent, child, or anyone who would be considered a family member) and who do not live in the same residence.
- ◆ A minimum of one adult, who is female.
- ◆ Troop leaders must always be adults.
- ◆ Youth or youth members are not permitted to substitute for adult supervision.

There are no exceptions to this rule. There are specific adult-to-girl ratio requirements for Girl Scout troop activities outside of the regular Girl Scout troop meeting, such as product program activities, outings, activities, camping, and travel. **Activities and travel outside of the regular troop meeting require more adult supervision. A minimum of two adults must be present, both must be registered Girl Scouts with a cleared criminal background check and a volunteer role, and one must be a female.**

◆ Check Safety Activity Checkpoints for the ratio required by Girl Scout grade level for the number of volunteers/chaperones required for the number of girls here: www.gsvsc.org/sacs

◆ No girls or siblings should be present unless they are a registered Girl Scout member of the troop.

◆ Sales Flyer: You can print these from the M2 site or create your own provided you do not insert a last name, address, or any information on how you can be found. You should utilize the girls URL or QR code from her M2 marketing site.

◆ Business Cards: You can print these from the M2 site or create your own provided you do not insert a last name, address or any information on how you can be found. You should utilize M2 or QR code from her M2 marketing site.

COOKIE PROGRAM 2026

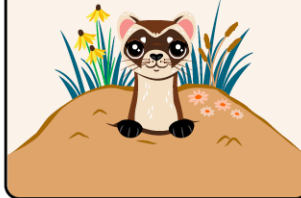
With each new cookie season, Girl Scout entrepreneurs know it's about more than just the cookies—it's about being BRAVE enough to make their pitch, FIERCE enough to smash their biggest goals, and having loads of cookie FUN while doing it!

Meet the 2026
Cookie Mascot, the
Black-Footed Ferret!



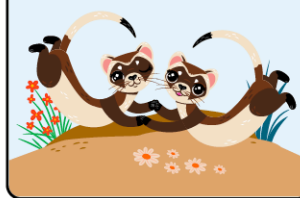
DENS

Black-footed ferrets live in prairie dog dens in the American grasslands and prairies.



PLAYFUL

Black-footed ferrets are flexible, love to wrestle and play chase. They are also excellent climbers.



NOCTURNAL

Black-footed ferrets are nocturnal, which means they are most active at night. They use their strong sense of smell to locate food and friends.



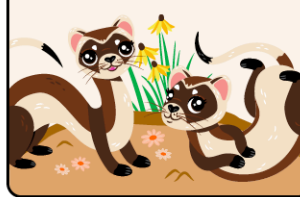
ENDANGERED

The black-footed ferret is one of North America's most endangered animals, meaning there are not many of them in the wild. It's a good thing they are so brave.



COMMUNICATION

Black-footed ferrets are known for their squeaks, hisses and chatter. They also use dance to communicate.



BUSINESS

A group of ferrets is called a business.



New Cookie Alert: Exploremores

It's been a minute since a new cookie has arrived at Girl Scout Cookie booths, and the excitement around Exploremores is palpable! Packed with the delicious taste of rocky road ice cream and infused with the spirit of exploration, which is at the heart of every Girl Scout!



Explore More.



REWARDS



Select 1 Prize from Level Earned
Prizes over 1,000 packages are NOT cumulative

1,200+ Packages



Wireless Mini
Projector



Design your
own Nike Shoes



\$100 Cookie
Capital

1,350+ Packages



Cricut Joy Kit



Wet'n Wild
Emerald Pointe



Kings Dominion
Day Pass



\$200 Cookie
Capital

1,500+ Packages



Kings Dominion
Prestige Pass &
FunPix Photos



Airpods &
Accessories



\$250 Cookie
Capital

2,026+ Packages



Dollywood
Tickets



Busch Gardens
Overnight



Apple
Watch



\$500 Cookie
Capital

3,000+ Packages



2026 National
Convention



Dyson Hair
Tools



\$750 Cookie
Capital

4,000+ Packages



3-Day Cruise



Playstation
Bundle



\$1,000 Cookie
Capital

5,000+ Packages



5-Day Cruise



iPad Bundle



\$1,500 Cookie
Capital

6,000+ Packages



7-Day Cruise



Macbook Pro
Bundle



\$2,500 Cookie
Capital

Any award substitution will be of equal or greater value.



SAVE THE DATE JUNE 14, 2026 STRING OF PEARLS AND CHARMS CELEBRATION MASSANUTTEN WATER PARK

This ceremony celebrates and honors Juliette “Daisy” Gordon Low, founder of Girl Scouting. Juliette Low’s selfless act of generosity allowed Girl Scouts to survive and prosper. To support the movement for another year, Low sold her dearly loved natural pearls --a wedding present from her husband. To achieve the pearl necklace, sell over 1000+ boxes of cookies during the cookie program. To achieve the charm bracelet, sell \$1000+ during the fall product program.



July 20-25
2026

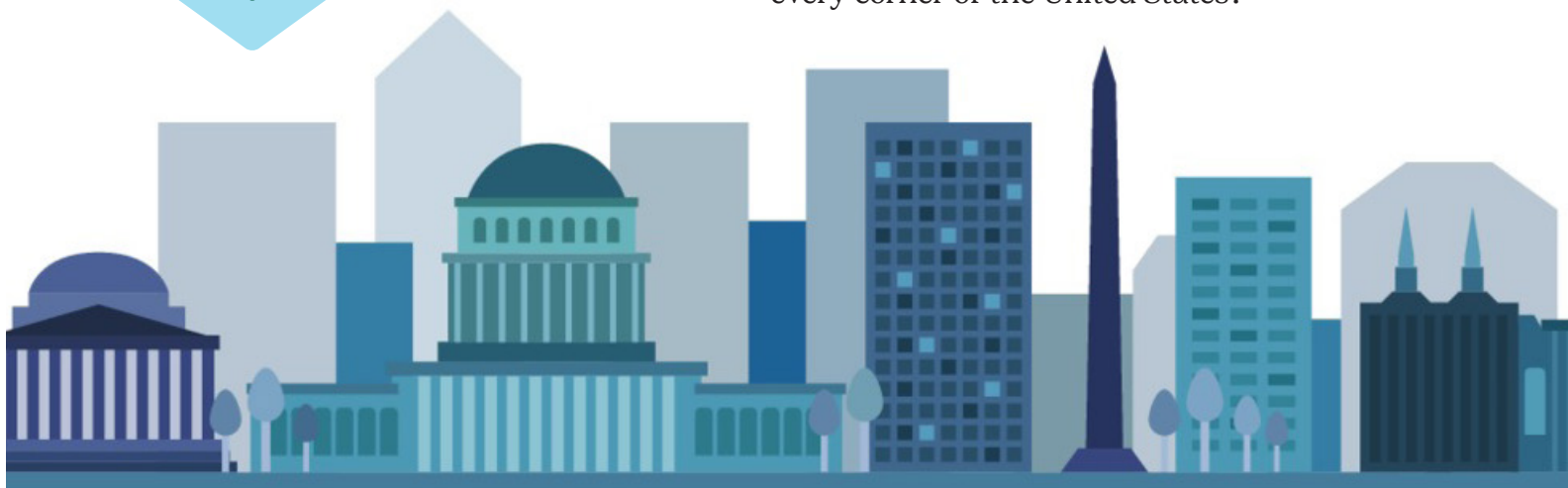


Save the Date
**GIRL SCOUT
NATIONAL
CONVENTION**

Take part in fun and enriching programs, make new friends, and attend special performances and celebrations! Watch for special promotions and rewards in the future!

Washington DC

In addition to our convention, 2026 marks the 250th anniversary of the founding of the USA. What better place to hold convention than the capital of our nation—a symbolic and literal representation of people who live in every corner of the United States?



girl scouts
of virginia skyline

FALL 2025

Signature Events

Skyline Readers Program

June 14-Sept. 14 | Free | D/B/J/C/S/A



Future Voter 2025

Oct. 13-Nov. 3 | \$5-\$15 | D/B/J/C/S/A



Girls and Ghouls | D/B/J

Day Experience: Oct. 25 | \$30

Overnight Experience: Oct. 25-26 | \$50



Spellbound Spectacular

Day Experience: Nov. 8 | \$55 | D/B/J

Overnight Experience: Nov. 8-9 | \$75 | C/S/A



Additional Programs Found Here:

www.gsvsc.org/calendar

(D: Daisy, B: Brownie, J: Junior, C: Cadette, S: Senior, A: Ambassador)



These signature events are for Girl Scout members. FREE membership for new girls this fall! Join here: www.gsvsc.org/fun



MORE INFO HERE

www.gsvsc.org/calendar

