



2023 Fall Product Program
Girl & Family
Training

OWN YOUR
magic



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Program Overview

Theme and Mascot

OWN YOUR
magic



“Own your Magic” is this year’s theme and the mascot is Lottie the Ocelot

Why we do this

Girls learn real life skills that help them now and in the future.

Troops earn early start-up funds to cover registration costs and Fall and Winter activities.

Service Units may earn funds for operating expenses that support all their girls.



1. Goal Setting
2. Decision Making
3. Money Management
4. People Skills
5. Business Ethics

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The benefits of participating in the Fall Product program include:

Girl Scouts learn real life skills that help them now and in the future, like the 5 Skills for Girls: Goal setting, decision making, money management, people skills, and business ethics.

Troops earn early start-up funds to cover registration costs and Fall and Winter activities.

Service Units may earn funds for operating expenses that support all their girls

How Girl Scouts Participate in the Fall Product Program

- Nuts and candy in person via order card for delivery
- Residential Walkabouts and Lemonade Stands
- Online for girl delivery (order card products only).
- Online for shipment (up to 25 nut and candy products)
- Online magazine subscriptions
- Online only pilot products
- Gift of Caring donation program

Can be as simple as sending emails / texts from a mobile device!

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There are several avenues for Girl Scouts to participate in the Fall Product Program. This is a friends and family program, so Girl Scouts should reach out to people that they know and previous customers.

Girl Scouts can take orders in person with their order card. They deliver the products to the customer once they receive them and collect payment.

Once they have the nut and candy products, Girl Scouts can do residential walkabouts or door-to-door sales. They can also do lemonade stands at their residence or at the home of someone they know.

There is a robust online program as well.

Customers can place online orders for nuts and candy for girl delivery or shipment. Customers pay for all online orders at the time that they place their order.

We offer magazine subscriptions and other online only products also.

Our Gift of Caring donation program is a great way for customers to support a Girl Scout without purchasing anything for themselves. Their GOC products are donated to our community partners by GSGLA.

Additional Money-Earning: Participation Requirements

Beginning with the 2022 Fall Product Program, the participation definition has been updated to the following for a troop to do any **additional** money earning projects:

*Troops and girls must participate in both council-sponsored product programs to be eligible to do additional money earning projects. Participation is demonstrated by the girls learning or enhancing the 5 Skills, and contribution towards the support of program activities for Girl Scouts throughout the Greater Los Angeles council. **Participation is defined by 50% of the registered girls in the troop earning both the Participation Patch and meeting or exceeding the emails-sent reward requirement for each council-sponsored product program (emails must be sent through the applicable vendor software to qualify).***

The 2023 Fall Product Program and 2024 Cookie Program participation patch requirements are defined as:

Fall Product Program = 10 units per girl (nuts/candy product = 1 unit each; magazine order = 2 units each) and 18 emails sent through M2OS.

Cookie Program = 24 packages of cookies per girl and 18 emails sent through Digital Cookie.

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Troops must meet some criteria if they wish to do any additional money earning beyond the two council-sponsored product programs. First, they must participate in both the Fall and Cookie programs. They must also meet the participation requirement, which for the 2023 Fall and 2024 Cookie programs is: 50% of the registered girls in the troop earn the participation patch in both programs and meet or exceed the emails-sent reward criteria (emails must be sent through the vendor software).

The participation patch requirements are defined as:

Fall Product Program = 10 units per girl (nuts/candy product = 1 unit each; magazines and online only products = 2 units each) and 18 emails sent through M2OS.

Cookie Program = 24 packages of cookies per girl and 18 emails sent through Digital Cookie.

Additional Money-Earning: Gold Award Girls

Additional money-earning refers to earning money over and above what a girl can earn by participating in both council-sponsored product programs.

A Senior/Ambassador Girl Scout earning her Gold Award must participate in both council-sponsored product programs in order to do any **additional** money earning projects needed to support her Gold Award project.

- Earn the participation patch, **and**
- Send 18 emails through our vendor platforms in each program

NOTE: Troop participation to support girls working on Gold Award projects with money earning components is encouraged; however, it is not required that 50% of the registered girls reach the participation level defined above.

When a Girl Scout is earning her Gold Award, she may wish to do additional money earning to support her project. In order to do so, she must participate in both the Fall and Cookie programs by earning the participation patch and sending 18 emails through our vendor platforms in each program.

Key Dates

September 22, 2023 – Fall Product Program begins

October 13, 2023 – Girls send 18+ emails to qualify for online rewards (avatar and combo patches, online charm)

October 22, 2023 – Parents enter or submit nut orders to troop

November 10-12, 2023 – Pick up nuts from troop

November 11-19, 2023 – Girls may do walkabouts and lemonade stands to sell nut products

November 19, 2023 – Fall Product Program ends

TBD by troop – Last day to turn in funds to troop, prior to end of November



Products, Proceeds & Rewards

Trophy Nut Products

- 15 products plus Gift of Caring on the order card
- Additional products available online only
- Six price points: \$6, \$7, \$8, \$9, \$10 and \$12



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There are 15 nut and candy products on the order card, plus Gift of Caring donations.

Additional items are available online only.

There are six price points from \$6-12.

Spicy Cajun Mix



Fruit Slices



Type here to enter the presentation section name.

Butter Toffee Peanuts



Peanut Butter Penguins



Type here to enter the presentation section name.

English Butter Toffee



Dark Chocolate Sea Salt Caramels



Type here to enter the presentation section name.

Pecan Supremes Box



Chocolate Covered Raisins



Type here to enter the presentation section name.

Cranberry Trail Mix



Whole Cashews



Type here to enter the presentation section name.

Chocolate Covered Almonds



Type here to enter the presentation section name.

New Products!

Honey Jalapeno
Peanuts



Honey Vanilla
Cashew Halves



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Our new products this year are Honey Jalapeno Peanuts and Honey Vanilla Cashew Halves.

Type here to enter the presentation section name.

Peppermint Bark Rounds Tin



Milk Chocolate Mint Trefoils



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Each year the Peppermint Bark Rounds and Milk Chocolate Mint Trefoils come in collectible tins.

Gift of Caring (GOC)

- Customers make \$6 donations of nut and candy products
- GOC partners: Food Bank, Operation Gratitude, USO



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Gift of Caring

- Girls/troops collect \$6 donations and give customers a GOC receipt if requested.
- Each \$6 GOC donation counts as 1 unit toward rewards, unit total, and sales goals.
- Troop records the number of GOC units in M2OS.
- GSGLA sends product to our Gift of Caring partners.
- Can be ordered as a stand-alone product online.

M2 Media - Magazines

- Hundreds of titles
- System is fully integrated so there is nothing for the troop or SU chair to do!



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M2 Media is our media partner

- They offer hundreds of titles—including digital subscriptions!
- The system is fully integrated so there is nothing for the troop chair to do!
 - Units and money will be automatically tallied
 - Rewards will be applied

New! Tervis Tumblers

- Pilot for 2023
- Online only
- Will appear as an additional storefront for customers



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- 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
- Will appear as an additional storefront for customers. Customers will receive one email for all storefronts (nuts, magazines and new online only products) and will be able to access each one.
- System is fully integrated so there is nothing for the troop chair to do!
 - Item is shipped to customer

New! BarkBox item

- Pilot for 2023
- Online only
- Will appear as an additional storefront for customers
- While supplies last



- Each mini 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 BarkBox with a Girl Scouts liner.
- Like magazines and the Tervis tumblers, the system is fully integrated so there is nothing for the troop chair to do!

Rewards = Proceeds + Recognitions

Rewards

Nut, magazine, and online only items are unitized:

Any 1 nut item (including GOC) = 1 unit

Any 1 magazine = 2 units

Any 1 online item = 2 units

Troop Proceeds

- 20-25% of retail price
- Highest proceeds in the country!
- Troop PGA reward

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Rewards and Proceeds

Nut, magazine, and online only items are unitized:

Any 1 nut item (including GOC) = 1 unit

Any 1 magazine = 2 units

Any 1 online only item = 2 units

Troop Proceeds

- Trophy Nut: **25%** of price including Trophy Nut online products
- M2 Media: **20%** of price of magazines
- Online only items: **20%** of price of items
- GSGLA offers troops the highest proceeds in the country!
- Troop reward for achieving 55 unit PGA (per selling girl average)

\$10 per selling girl deposited to the troop bank account

Service Unit Reward

Criteria:

1. 55% participation of girls registered as of 10/1/23 AND
2. PGA of 45+

PGA SU	SU earns/unit
45.0 – 49.9	\$.05
50.0 – 54.9	\$.075
55+	\$.10

Earnings are on all sales in the SU

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Troops can help earn funds for the service unit to use for programming for all girls. The criteria for the SU Reward are:

1. 55% participation of girls registered as of 10/1/23
AND
2. PGA of 45+ of participating girls

Earnings are on the total sales of the service unit

Rewards – Customized Avatar Patches



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Girl Scouts have the opportunity to earn two personalized avatar patch:

Fall Avatar Patch

(Choice of two background designs and outfits)

Create their personalized avatar

Send 18+ valid emails by October 13

\$350 in combined product sales

Fall and Cookie Combination Avatar Patch

- Create avatar – can be different from Customized Avatar patch.

- Send 18+ valid emails by October 13
- \$225 in combined product sales
- 280 packages sold in 2023 Cookie Program

Rewards



**Participation patch and
rocker charms
(10+ units)**



**Small Ocelot plush
(75+ Units)**



**2023 Ocelot patch
(25+ Units)**



**Flower necklace
(100+ Units)**

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**Ocelot charm
(50+ Units)**



**Ocelot socks
(125+ Units)**

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Girl Scouts also earn individual rewards based on the number of units they sell. Rewards will be sent to your service unit Fall Product Chair in January.



Resources

Materials

Each **girl** receives:

- Trophy nut order card
- Money envelope
- M2 online flyer
- Family letter
- Doorhangers and personalized business cards (available online only)
- GOC receipts (available online)

Each **girl** receives:

- Trophy nut order card
- Money envelope
- M2 online flyer
- Family letter
- Doorhangers and personalized business cards (available online only)

Each **troop** receives:

Fall Product Program in a Nutshell resource guide (for experienced troops)

Troop Fall Product Guide (new troops)

Envelopes

Receipts

GOC receipts (available online)

Fall Product Home Page - www.girlscoutsla.org/fallproduct

Cookies+ / Resources for Girl Scouts / Fall Product Program

Fall Product Program

**Fall
Product
Program**

**OWN YOUR
magic**

**September 22
-
October 22**



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GSGLA's Fall Product webpage has all of the resources you and the parents need for a successful program, including links to M2OS, dates, forms, and training guides.

Access M2OS – www.gsnutsandmags.com/gsgla


Girl Scouts of Greater LA



Girls and Parents/Adults

Already Registered? New User?

LOGIN **CREATE AN ACCOUNT**



Troop Leaders or Volunteers

New and returning users

VISIT ADMIN SITE

TFPCs can access the M2OS website by clicking on the Visit Admin Site button at gsnutsandmags.com/gsgla.

Girl Scouts and parents/caregivers can access the M2OS site from the GSGLA website. Once they log in, they will be able to search for their Girl Scout or add her if they can't find her.

Online Program

- Mobile optimized! **Girls can do the whole online program from a mobile device.**
- Girls build their personalized avatar.
- Girls send emails to family and friends to purchase nuts, magazines, and online only products from their online store. **One email for all products!**
- Customers select shipment or girl delivery and pay at the time of the order.
- GSGLA will import troops and registered girls by Sept. 21.

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- The online program is mobile optimized! **Girls can do the whole online program from a mobile device.**
- Girls build their personalized avatar and send emails to family and friends to purchase nuts, magazines, and online only products from their online store. **One email for all products!**
- Customers select shipment or girl delivery and pay at the time of the order.
- GSGLA will import troops and registered girls by Sept. 21.



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GIRL SCOUT'S PLATFORM SET-UP

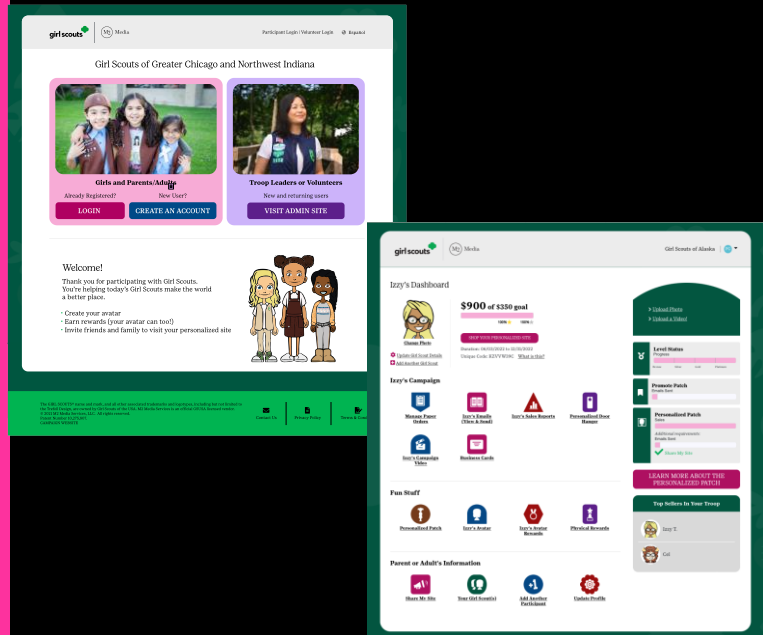
Preferred Email Address

Confirm Membership

Highlight Girl Scout Goals

Build an Avatar

Include Video

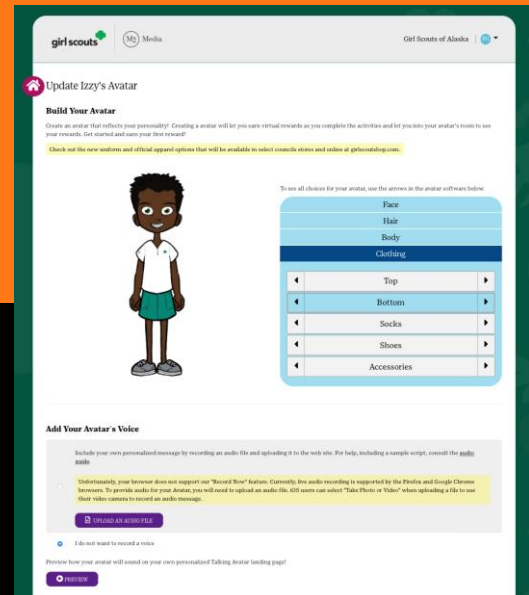


The parent/adult and Girl Scout login for the first time after receiving the launch email or accessing the council-specific url on or after go day. Participants should have their troop number available. If a participant doesn't see their troop number or name, complete the setup process and council will verify after complete. Returning participants can use the same email address and password but need to confirm and complete the setup process.

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

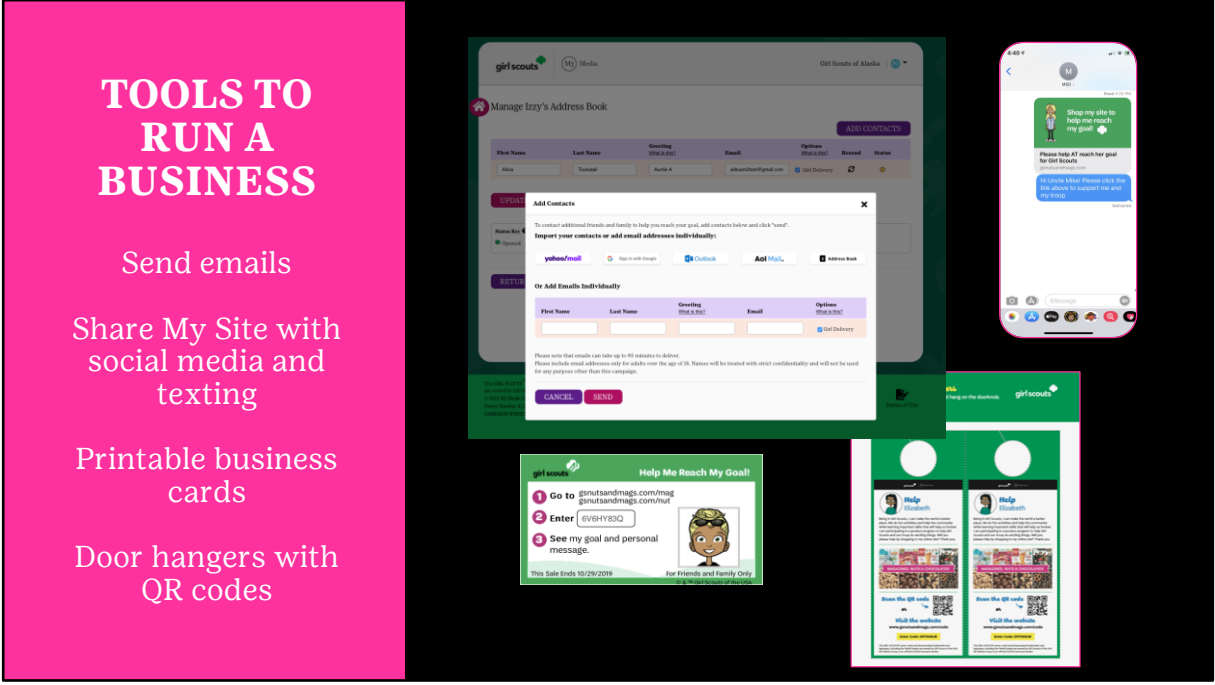
GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar



Girl Scouts engage digitally with supporters by designing their own avatar. This can help make the digital experience more personalized like connecting with supporters in person, but in the digital space. Girl Scouts personalize their avatar, select the avatar's background of the waterfall or tree with the ocelot scene, and include their name, nickname or initials on the

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



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

PARTICIPANT'S DASHBOARD

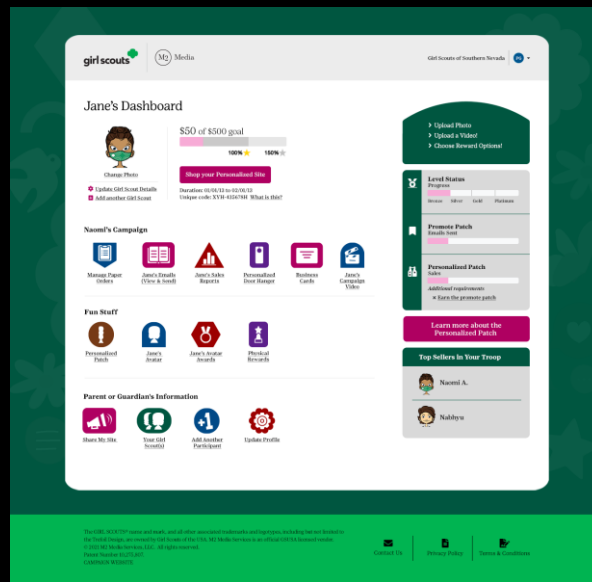
Additional emails/social media/texts

Girl Scout's avatar room with virtual rewards & troop photo

Manage nut card order entry

Select rewards

Sales reports



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



Nut Orders

Planning your Nut Order

- Enter nut/candy order card quantities by girl in M2OS by October 22, 11:59 p.m.
- **Do not enter orders that have already been entered online!** Only enter order card orders.
- Orders for delivery = order card orders + online for girl delivery orders.
- You may order extras if your Girl Scout plans to do neighborhood walkabouts or lemonade stands.

Trophy Nut Order Pick-up

- November 10-12. Dates/times vary—your troop Fall Product Chair will give you specifics.
- Be on time!
- Count, count, & recount. Get a receipt to confirm your delivery.
- Take orders straight home.
- Store product properly. Melted chocolate is **not** considered damaged and will not be replaced.

Receipts

- Receive a receipt for everything!
 - Product received
 - Money turned in
- Parent and TFPC both sign receipts
- Parent receives the yellow copy

Fall Product Program Receipt Thank you for supporting Girl Scouts of Greater Los Angeles!
 Parent/Leader: _____ Date: _____
 Troop #: _____ SU #: _____ Girl's Name: _____

Qty		Product	Qty		Product
cases	units		cases	units	
		Gift of Caring \$6			Chocolate Covered Rainbows \$8
		Fruit Slices \$6			Cranberry Trail Mix \$8
		Spicy Cajun Mix \$6			Gorp Trail Mix \$8
		Butter Toffee Peanuts \$7			Chocolate Covered Almonds \$9
		Peanut Butter Poppkins \$7			Cracked Pepper & Sea Salt Cashews \$10
		English Butter Toffee \$8			White Cashews \$10
		Dark Chocolate Sea Salt Caramels \$8			Seawoman Tin with Peppermint Bark Rounds \$12
		Pecan Supremes \$8			Girl Scout Tin with Milk Chocolate Mint Tofufoils \$12

Total # of Units: _____ Total # of Cases: _____ Total Amount Due: _____ Due By: _____
 Total \$ Paid: _____ Cash: _____ Check: _____ Date: _____
 Received By (Signature): _____ Date: _____
 Received From (Signature): _____ Date: _____

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Returns, Exchanges, and Transfers

- No returns—families are financially responsible for all product received.
- Replace damaged product at a service center.
 - Melted chocolate is not considered damaged.
- No exchanges at council offices; troops and Girl Scouts may transfer amongst themselves and record in M2OS
- The troop providing the product to another troop enters it in M2OS.

Selling Guidelines

- Girls may do residential walkabouts (door-to-door sales) and lemonade stands (a booth at a private residence where the girl or someone she knows resides, with permission) Nov. 11-19, following safety guidelines.
- No booths on commercial or non-residential property.
- No walkabouts in commercial or public areas.



Money Handling

Money Handling

- Payment for in-person orders is collected only when product is delivered. GOC payments may be collected at time of order.
- Troops may use their credit card reader for residential walkabouts and lemonade stands. Troops are responsible for any credit card fees and **may not** charge fees to the customer.
- Girls may use Cheddar Up's point of sale function to collect credit card payments from customers – Contactless!
- Parents may use Venmo/Paypal/Zelle, etc. to pay troops. Customers **may not** use these apps to pay for products.
- Families are responsible for all product received. Troops may limit the amount of product distributed to a family until a payment history is established.

Accepting Payments

	Cash/ Check	Credit card with a troop credit card reader	Venmo/ Paypal/ Zelle, etc.	Cheddar Up
Ways for customers to pay a girl for product	Yes	Yes	No	Yes
Ways for parents to pay a troop	Yes	Yes	Yes	Yes

Thank you for attending this training with us.
We hope you have a great Fall Product season!