



Fall Product Program Troop Guide 2024



Program runs September 16
to October 20, 2024.
gsema.org/fallproduct

girl scouts 
of eastern
massachusetts

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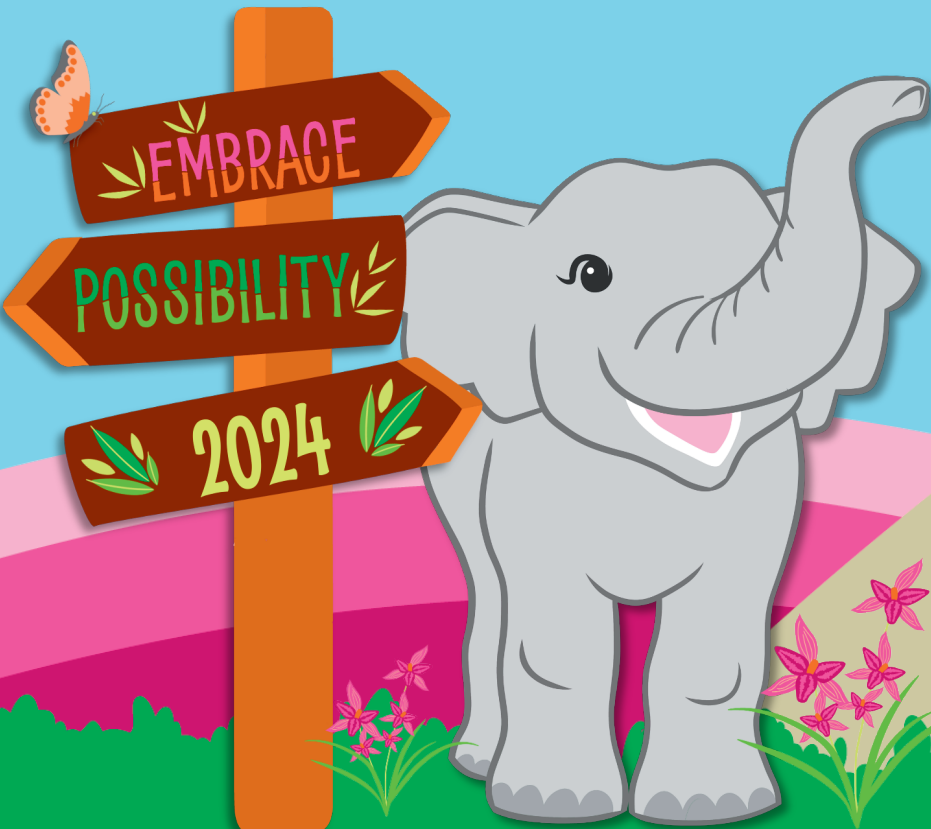
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This year's program theme is Embrace Possibility, and features an Asian elephant as the mascot.

Welcome to the Fall Product Program

This quick, simple money-earning program is a great way for Girl Scouts to learn important life skills and earn money early in their troop year, which is the primary reason Girl Scout troops participate.

During this four-week sale, participants sell 16 delicious nuts and candies (with additional online exclusives), a wide selection of magazines (digital and print), Tervis Tumblers, Girl Scout-themed BarkBox products, and personalized stationery products to their friends and family.

In a nutshell, the Fall Product Program is:

QUICK: Four weeks at the beginning of the troop year—September 16-October 20.

EASY: Each Girl Scout chooses how to participate: in person, online, or both! The M2 online system makes navigating, tracking, and managing orders simple for troops.

PROFITABLE: The cost of troop supplies, activities, and field trips can add up quickly, but the proceeds from the program can cover many of these expenses.

VALUABLE: When Girl Scouts participate in the fall product program, they put the five essential business skills into action and develop their self-confidence.



Goal Setting
how to develop a business plan



Decision Making
think critically and solve problems



Money Management
develop a budget and handle money



People Skills
engage with customers and develop self-confidence



Business Ethics
develop positive values like honesty and integrity

REWARDING: Girl Scout troops earn 15-20% of every dollar sold—an average of \$208 for the troop—and each seller earns exciting rewards.

Note: Troops need to participate in both the Fall Product and Cookie Programs to receive approval for additional money-earning activities during the troop year.





Stay in the Know

gsema.org/fallproduct

Visit our webpage for all forms, guides, and videos. gsema.org/fallproduct



Weekly Sunday Emails

GSEMA emails will remind volunteers about upcoming deadlines and provide helpful tips for a successful program.

BAND

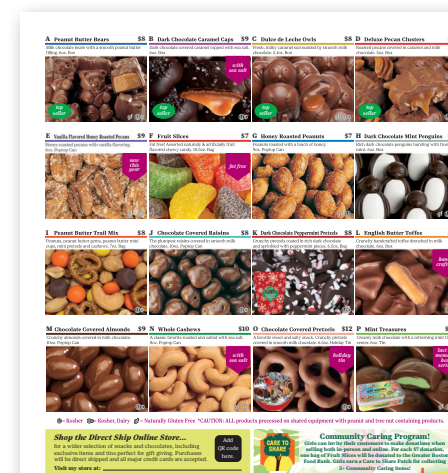
GSEMA will deliver real-time program updates and reminders through **BAND** (via app or web browser).

Fall Product Troop Guide

This online guide is a one-stop shop for all program policies and procedures. It will be updated as necessary throughout the season.

Additional Troop Support

Service Unit Fall Product Mentors will provide local program support. If you need to be introduced to your Service Unit Fall Product Mentor, please email customercare@gsema.org.



New for 2024

- GSEMA mailed Fall Product order cards directly to all MY25 registered Girl Scouts (as of July 23) and to Girl Scouts whose troop participated in the Fall Product Program in 2023. To request additional order cards, email customercare@gsema.org.
- GSEMA will not produce Fall Product money envelopes and receipt books. Program participants can print receipts from the M2 system.
- New products include:**
 - Vanilla Honey Roasted Pecans,
 - Garden Friends Holiday Tin with chocolate-covered pretzels,
 - Girl Scout-themed Tin containing Mint Treasures, Expanded Girl Scout-themed mini BarkBox options, exclusive personalized stationery products (notepads, photo frames, and more)



Back by Popular Demand

- GSEMA pays for 50% of customer shipping costs for online nut and candy orders over \$45.
- Credit card fees are not charged to the troop when Girl Scouts accept payment online for girl-delivered orders in M2.
- GSEMA will offer the top-earning Fall Product troops (Juniors level and above) a December MBTA Council Offered Booth Sale (COBS).
- A wide selection of Tervis Tumblers!
- The \$30 service unit cash bonus for each troop that sells \$1,500 or more in total sales. To qualify, a service unit fall product mentor must have been in place by July 22.



Ways to Participate

SALE OPTION	ORDER/MONEY COLLECTION	DELIVERY METHOD
In-Person Nuts & Candy	<ul style="list-style-type: none"> Girl Scouts use paper order cards to collect orders Family/Girl Scout enters paper orders into M2 Girl Scouts submit collected funds to troop 	<ul style="list-style-type: none"> GSEMA staff or service unit volunteers distribute fall products to troops in November Girl Scouts deliver products to customers
Online Girl-Delivered Nuts & Candy	<ul style="list-style-type: none"> In M2, Girl Scouts create an online store and share its link via personalized emails, social media, or text messages Customers browse and pay for their order online via credit card, and M2 automatically credits the order to the Girl Scout 	<ul style="list-style-type: none"> GSEMA staff or service unit volunteers distribute fall products to troops in November Girl Scouts deliver products to customers
Online Direct-Ship Nuts & Candy (including online exclusive products), Magazines, Tervis tumblers, stationery, and BarkBox gifts	<ul style="list-style-type: none"> In M2, Girl Scouts create an online store and share its link via personalized emails, social media, or text messages Customers browse and pay for their order online via credit card (including shipping fees for nuts/candy), and M2 automatically credits the order to the Girl Scout 	<ul style="list-style-type: none"> Orders are shipped directly to customers



Program Dates & Deadlines



- SEPTEMBER 4 • 7 PM**
 Prep Talk for service unit fall product mentors and experienced troop fall product coordinators.
- SEPTEMBER 9 • 7 PM**
 Prep Talk: *Fall Program Essentials for New Volunteers*.
- SEPTEMBER 9**
 Troop Fall Product Coordinators receive M2 registration emails.
- SEPTEMBER 16**
 Fall Product Program begins. Coordinators send M2 registration emails to MY25 registered Girl Scouts.

Prep Talks are hosted on Zoom: Find links at gsema.org/fallproduct

- OCTOBER 18 • 9 AM**
 - Last day to submit Troop Bank Information, Troop Fall Product Coordinator Agreement, and Reward Opt-out forms are due.
 - All Girl Scout participants must be registered members to participate in the Fall Product Program and receive credit/rewards.
 - Service Unit Mentors inform GSEMA if their service unit will facilitate a local Community Caring Donation delivery.
- OCTOBER 20 • 11:59 PM**
 - Caregivers enter paper order card sales and reward choices into M2.
 - All online direct ship and girl delivery orders close and Fall Product Program ends.
- OCTOBER 21 • 11:59 PM**
 Coordinators enter paper card sales into M2 for families who can't do it and ensure all rewards are entered in M2.
- OCTOBER 31**
 GSEMA automatically withdraws funds from troop bank account (100% balance due).



- NOVEMBER 12-14**
 - All Girl-Delivered and paper order card product delivered to service unit fall product mentors for distribution to troops.
 - Rewards deliver to Service Unit Fall Product Mentors.



Meet the Products: Nuts & Candy

Paper Order Card & Online



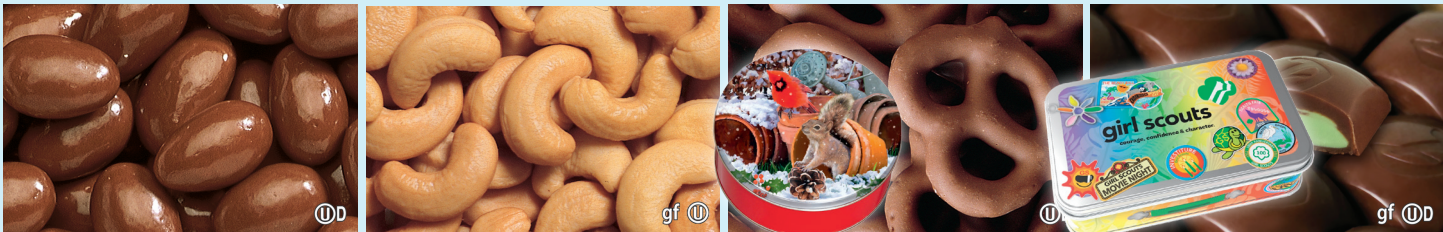
Peanut Butter Bears Dark Chocolate Caramel Caps Dulce de Leche Owls Deluxe Pecan Clusters



Vanilla Flavored Honey Roasted Pecans Fruit Slices Honey Roasted Peanuts Dark Chocolate Mint Penguins



Peanut Butter Trail Mix Chocolate Covered Raisins Dark Chocolate Peppermint Pretzels English Butter Toffee



Chocolate Covered Almonds Whole Cashews Garden Friends Holiday Tin containing chocolate-covered pretzels Girl Scout-themed Tin containing Mint Treasures

Exclusive Online Offers

- Butter Toasted Peanuts
- Caramel Apples
- Cheddar Caramel Crunch
- Cranberry Nut Mix
- Dill Pickle Peanuts
- Garden Friends Holiday Tin containing Deluxe Pecan Clusters
- Gourmet Caramel Corn with Nuts
- Gourmet Nut Blend
- Honey Roasted Mixed Nuts
- Hot Cajun Crunch
- Mint Treasures in 2022 Tin
- Mint Treasures - Peace Out Girl Scout Tin
- Sweet and Salty Mix
- Thai Chili Mix

[View allergen and nutritional information.](#)

Meet the Products: Mags & More

Exclusive Online Offers



Magazine Subscriptions



Expanded Girl Scout-themed mini BarkBox options



Extensive collection of Tervis tumblers



Exclusive personalized stationery products (notepads, photo frames, and more)



Troop Proceeds & Rewards

Girl Scout Troop Rewards

- Girl Scout troops earn 15% of every dollar sold for online and paper order card sales.
- Junior, Cadette, Senior, and Ambassador troops may choose to opt-out of the reward program to earn an additional 5% (totaling 20%) of each dollar sold. After receiving a unanimous decision from every Girl Scout in the troop, the coordinator must sign and submit the online **Reward Opt-out** form by October 18. Troops opting-out of rewards are not eligible for theme patches, but will receive the crossover and personalized patches.

Girl Scout Rewards

The Girl Scout Fall Product Program is designed to help Girl Scouts understand the ideas of setting and achieving goals that benefit their troop while recognizing their individual efforts.

- **Girl Scouts who participate are rewarded** for their efforts as detailed on the Fall Product order card.
- Rewards are cumulative. For example: If a Girl Scout sells 40 Nut/Candy items they will earn the 40+ level reward, the 30+ level reward and the 15+ level reward.
- Girl Scouts receive an exclusive Crossover Patch when they sell 15+ fall products AND 25+ cookie packages.
- When Girl Scouts set up a storefront in M2, create an avatar, send 18+ emails, use Share My Site, and reach \$375 in total sales, they earn a personalized patch. Girl Scouts choose a mountain- or water-themed background featuring the Asian elephant (shipped directly to the Girl Scout).
- Girl Scouts can earn **virtual rewards** for additional fun in M2. The more Girl Scouts earn, the more they can fill their virtual room with trophies and rewards.
- Reminder: Orders must be entered into M2 by October 20 for the orders to count toward rewards.

Troop Fall Product Coordinator Rewards

- Troop Treasure! If the troop sells \$1,500 or more in total sales and sends the Parent/Adult Email Campaign (PAEC), coordinators earn their own personalized Avatar patch.
- Service units earn a cash bonus of \$30 for each troop that reach this milestone. Reminder: a Service Unit Fall Product Mentor must have been in place by July 22.



2023 Top Fall Entrepreneurs



Plymouth Girl Scout Troop 70830 returned as the top-selling Fall Product Program troop.

Troop 70830, a multi-level troop with Daisies to Cadettes, designed new troop sweatshirts with their Fall Product Program earnings. Each Girl Scout sketched a design, and the troop voted on their favorite to send to the silkscreen company for production. Their troop earnings of \$1,882.14 paid for the sweatshirts, and they hosted a holiday party, badges, and a sleepover at Camp Wind-in-the-Pines with their remaining funds.

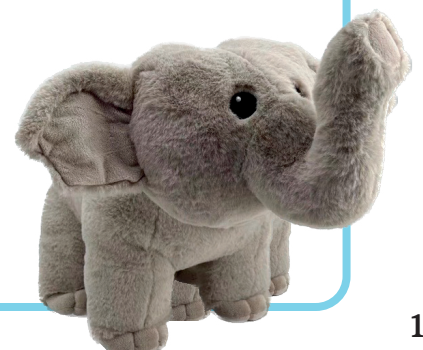
Impressive Four-Year Streak

Quintess from Nantucket Girl Scout Cadette Troop 67930 was the Top Fall Entrepreneur again in 2023! She sold 478 products and earned \$600.45 for her troop.



Super Sellers Club

When Girl Scouts sell 50 nut and candy products, 10+ mags and more items, and three community caring units, they earn their way into the Super Sellers Club. Members earn an exclusive T-shirt and Super Sellers patch! Those who reach this level will also have a chance to win an extra-large plush elephant.



Get Your Troop Started in Three Steps

1. Satisfy the program participation requirements:

- Youth and adult troop members must have a 2024-25 Girl Scout membership, and troop volunteers must have a current and approved GSEMA CORI background check, valid for the duration of the Fall Product Program. Log into mygs.girlscouts.org to renew, purchase, or confirm troop memberships.
- Submit the **Troop Fall Product Coordinator Agreement** form.
- Submit the **Troop Bank Information** form. Need a troop bank account? Visit gsema.org/troop#bankacct

2. Join a September Prep Talk & log into M2!

- All new and returning Fall Product Program troop volunteers are invited to learn about the upcoming program. Session dates and links are on our website at gsema.org/fallproduct. All Prep Talks are recorded and links are posted to the program webpage the following day.
- M2 tutorials are quick topical videos to guide you through tasks in M2. These are located on our website and in M2 (gsnutsandmags.com/gsema).

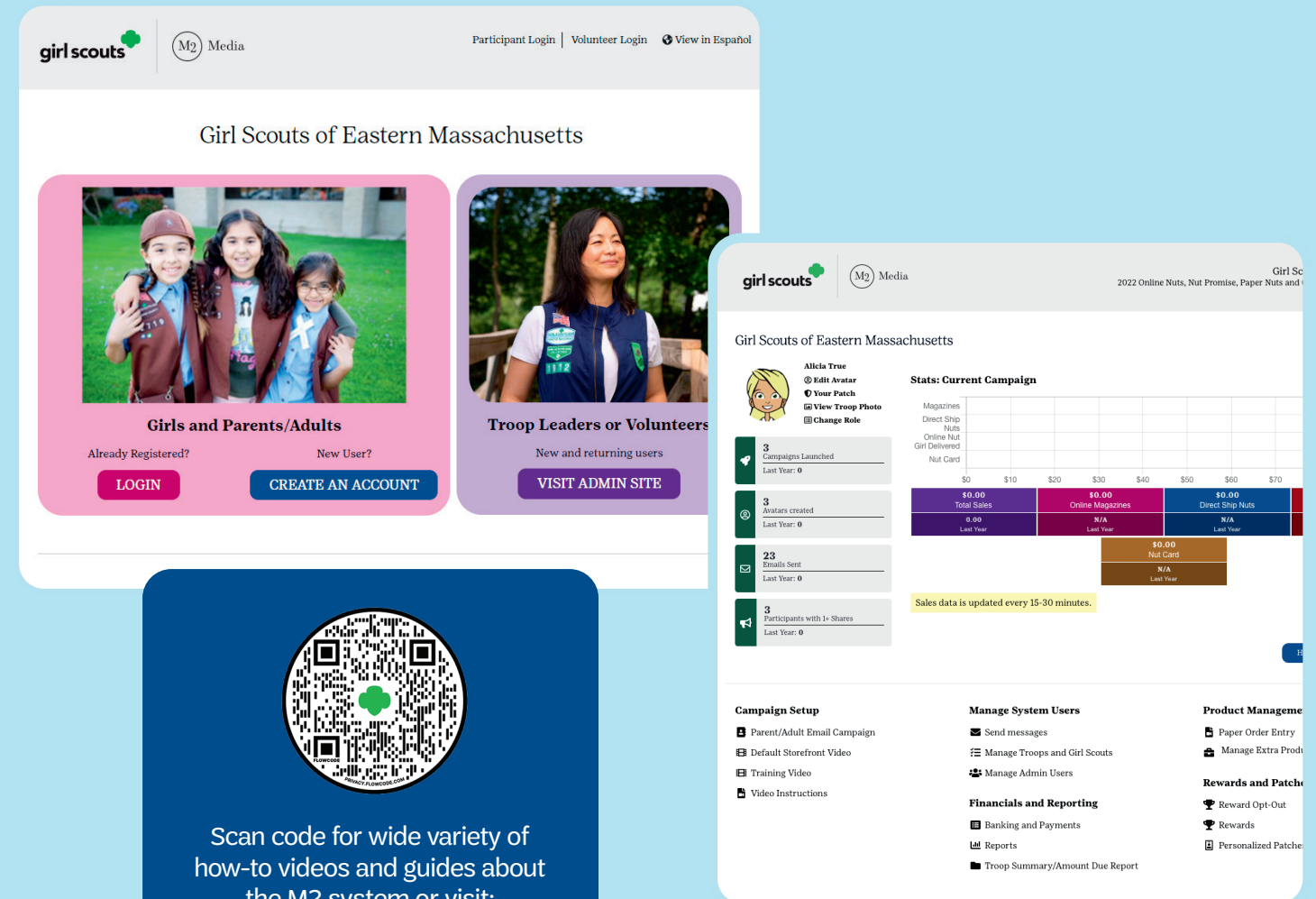
3. Hold a Family Meeting

One of the most important aspects of the Fall Product Program is working with Girl Scouts to develop a troop activity plan for the Girl Scout year, create a budget, and set goals to fund the plan. Hold a Fall Product Program overview meeting, following **GSEMA Meeting Guidelines**, with Girl Scouts and families. Working with families is key for the success of the troop!

- Send a meeting notice to the troop that includes a 2024-25 membership renewal reminder.
- Explain the program and why you think it would be valuable for the troop to participate, and ask caregivers for their support.
- Talk through the ways a Girl Scout can participate, including setting up an online storefront in M2.
- Brainstorm programs, trips, and activities with the troop. Visit gsema.org/programs for ideas.
- Create a budget using the **GSEMA Troop Budget Plan** spreadsheet.
- Work with the Girl Scouts to set troop and individual goals.
- Communicate key dates and deadlines with families.

Helping Girl Scouts Reach Their Goals

Before your Girl Scout troop begins selling fall products, it's important to have a clear plan and purpose for participation in this money-earning activity. Follow the **Volunteer Essentials money-earning guidelines** to help facilitate a productive troop discussion about setting goals and creating a budget. Use the **GSEMA Troop Budget Plan** spreadsheet to help keep track of their desires.



M2 Online System

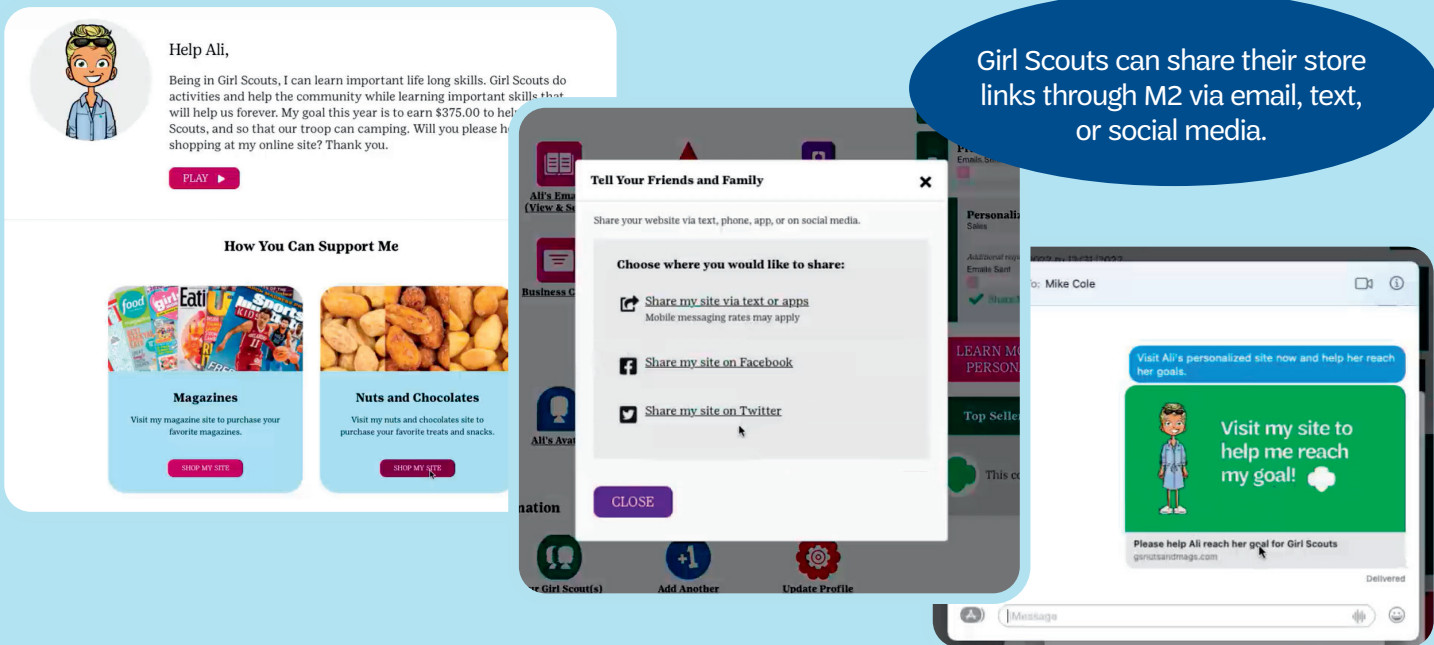
M2 (gsnutsandmags.com/gsema) is the Fall Product ordering system. Volunteers use M2 to place orders, review rewards, run reports, and view their troop's progress. Girl Scouts and families use M2 to create goals, send ecards, sell product, and more.

HERE ARE FEW REMINDERS AS YOU PREPARE FOR YOUR SALE:

- Troop Fall Product Coordinators will send all Girl Scouts registered for the 2024-25 membership year an email invitation to sign up for M2 starting on September 16. Girl Scouts who register after September 16 will receive an email within 48 business hours.
- Volunteers will receive registration emails within 48 business hours of submitting the required paperwork (Troop Fall Product Coordinator agreement and Troop Bank Information Form) if 2025 membership and valid CORI have been verified. Once the profile is set up, the coordinator is ready to start entering orders.

During the Sale

- Read the weekly Sunday emails for timely guidance regarding the Fall Product Program.
- Monitor your troop’s progress in M2 by checking your dashboard or running a “Troop Summary” report.
- Ensure all families have entered their paper order card sales into M2 by October 20.
- Collect payments for paper order cards and deposit promptly into troop account.



Girl Scouts can share their store links through M2 via email, text, or social media.

Community Caring Donation Program



Invite customers to make donations to the Community Caring program when selling both online and using the order card. **For each \$7 donation, GSEMA will donate one package of Fruit Slices to The Greater Boston Food Bank.** GSEMA will collect all Community Caring orders and facilitate the donations on the Girl Scouts' behalf at the end of the program. Girl Scouts earn a special Share patch for collecting 3+ Community Caring orders.

Alternatively, service units may choose to donate all of their troop’s donation packages of Fruit Slices locally (not through GSEMA). The mentor must let GSEMA know by October 18.

Reminder: Do not solicit non-product-sale donations for your troop or for any other organization. Cash collected during the Fall Product Program must be allocated for the Fall Product Program Community Caring Donation Program. Girl Scouts cannot accept cash donations specifically for their troop.



After the Sale Ends

Product/Reward Delivery and Distribution



The Service Unit Fall Product Mentor will accept delivery of nut and candy product items on November 12 to 14. They will notify troop leaders/coordinators when the products and/or rewards are ready for pick up. Before you pick up your troop’s product and/or rewards:

- Print the following M2 reports (instructions):
 - Troop Orders – nut/candy orders (paper order card, girl-delivered)
 - Troop Rewards – rewards
- At the time of pick up, count all product to make sure everything is there. If you notice anything missing or broken, alert your Mentor at that time.

Note

For troops without a Service Unit Fall Product Mentor, products and rewards will be delivered to your local GSEMA Service Center. A member of the product program team will reach out to schedule a pickup time once your items are ready.



Product and Reward Distribution to Girl Scouts

- Before sorting product and rewards for your troop, print the reports listed below from M2. These reports will show you what each Girl Scout ordered and what rewards they earned (instructions):
 - Girl Scout Orders – nut/candy orders (paper order card, girl-delivered)
 - Girl Scouts Rewards – rewards
- Do not allow any pickups until you have sorted product and rewards for everyone.
- Communicate with families a date, time, and location of pick up.
- Be sure the Girl Scouts have their order form so that they can deliver the correct items to their customers.
- When caregivers pick up ordered product, ask them to count the product before they take possession of it and sign a printed M2 agreement (the All Sales report). This agreement documents quantities, products, and payments. Keep this with your records in case of any questions or issues.

Special Notes

- Avatar personalized patches will be mailed out to the Girl Scout, when earned, by the fall vendor. Please allow up to six weeks for patches to be shipped out once patch image and address are confirmed by caregiver in M2.
- Girl Scouts who earn the Crossover patch will receive it in late spring of 2025, after the end of the Cookie Program.



Financial Responsibility Reminders

Collecting Fall Product Payments from Troop Members

- Maintain accurate financial records. Document payments with M2 receipts and deposit money into the troop bank account frequently.
- Consider all product as money, as your troop is financially responsible for it.
- Use all troop proceeds for Girl Scout activities, items, and **programs**. Money collected for product payment should only be used for activities associated with your Girl Scout troop and is not for personal use.
- GSEMA oversees the delinquent payment process. If a caregiver does not make a payment for fall product received, review and download the **Product Program Delinquent Account Form**

Troop Fall Product Payments to GSEMA

On October 31, GSEMA will automatically process 100% of troop balances due. Troops will receive an email reminder several days before the debit for the balance owed.

Remember to deposit checks at least two days before the debit, as funds must be fully available on the day of the ACH sweep.

Note: Troop overpayments of \$10 or more will be reimbursed; credit balances less than \$5 will not be refunded.

Failure to Pay Penalties

- If the bank rejects an ACH transaction, it will be reprocessed automatically at 80% of the original debited amount after two days. If the bank rejects the payment again, GSEMA may suspend the troop from participating in the cookie program until the full original debit amount is paid. Failing to pay the troop balance by the due date has consequences: GSEMA may consider releasing the troop's fall product program coordinator from their volunteer role, and GSEMA may pursue collection action.
- If your troop's ACH payment is returned for insufficient funds, GSEMA will charge a \$20 fee.
- A troop with an outstanding Fall Product balance will not be eligible to receive Girl Scout rewards until the full balance has been paid.
- To remain in good standing with GSEMA, all adults must pay all balances due within the payment schedule. Any adult with an outstanding debt to GSEMA will be unable to continue as a Girl Scout volunteer.

*Read and follow the procedures in **Volunteer Essentials: Managing Group Finances**.*

In the event of a robbery or a fire at home or in a vehicle that affects product or product money for your troop, a claim should be filed with the owner's homeowner or auto insurance for reimbursement. Also, submit a copy of the police report/insurance documentation to GSEMA.

Still have questions or need help getting started?

Contact GSEMA Customer Care: customercare@gsema.org.

For customer order questions regarding magazine subscription status and online order status, contact M2 Customer Service at questions@gsnutsandmags.com or 800-372-8520.