

# 2024 GSEMA Fall Product Program

## M2 Quick Reference Guide for Caregiver/Girl Scout

M2 Task Schedule for Fall Program: September 16-October 20, 2024

### Before Program Begins

- Girl Scout should be registered for 2025 Membership Year

### September

- Launch emails (from [email@mail.gsnutsandmags.com](mailto:email@mail.gsnutsandmags.com)) sent to all active Girl Scouts registered for the 2025 Membership Year (16<sup>th</sup>-17<sup>th</sup>)
- Register in M2 from launch email
- Test login credentials (username/email and password) to ensure they work
- Familiarize yourself with documentation and M2 system
- Create your Avatar to share with the rest of your troop (earn the patch by having \$375+ in total sales, sending 18+ emails and sharing your site during the program)
- Build contact list to prepare communications for sending to customers and receive online orders
- Send out shop invites/links (Nuts/Candy and/or Magazines) to start receiving online orders
- Use “Share My Site” function to share shop link online/through text/apps

### October

- Receive online orders throughout length of program (track in M2 – “Sales Reports” page)
- Receive in-person (paper order card) orders and enter into M2 by deadline (20<sup>th</sup>, 11:59pm)
- Confirm rewards are correctly earned and choices (if applicable) selected by deadline (21<sup>st</sup>, 11:59pm)
- Ensure all funds received by Girl Scout(s) are given to the troop, with time to clear, for Oct. 31<sup>st</sup> debit

## Registration Email and Setting Up Account

The following requirements must be met in order to receive a Girl Scout login to M2:

- **Active 2025 Girl Scout Membership**
- **Associated with a valid caregiver email (to receive registration/launch email)**

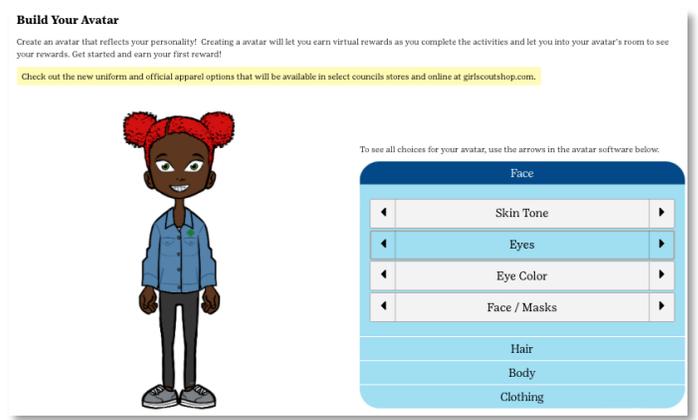
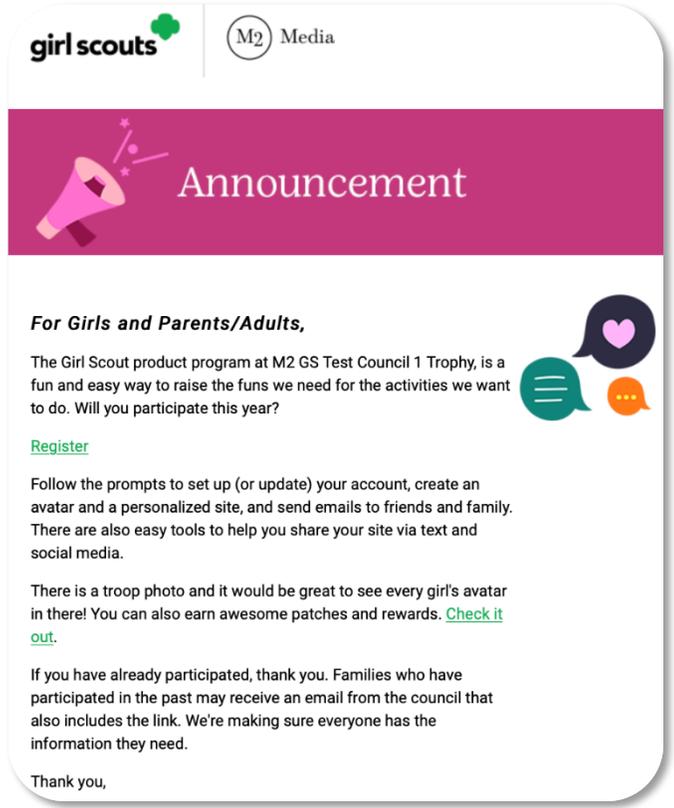
Once the above requirements have been met, GSEMA will create the Girl Scout as a user and an automatically-generated email (similar to the one below), from a no reply address ([email@mail.gsnutsandmags.com](mailto:email@mail.gsnutsandmags.com)), will be sent directly to the email associated with the Girl Scout:

Click the link in the email to register in M2 and follow the prompts to complete the setup.

You will be prompted to create the avatar customers see when opening emails from you, and other members of your troop will see when logged into M2:

You have many options available to you in order to create the Avatar that looks most like you. You can change the skin tone, hair, eyes, body type and clothing.

**Optional: Add your voice, photo, or video for your online selling site so friends and family can hear more about your goals and showcase your entrepreneurial skills.**



Design your Personalized Site

**Test's Photo**

Friends and family will enjoy seeing your picture while they shop. Upload a favorite photo and decorate it!

UPLOAD PHOTO

Privacy: Your photo will only be seen by friends and family you email. You will have a chance to preview, change, and delete it before sending emails. [Additional Privacy Rules.](#)

**Test's Video**

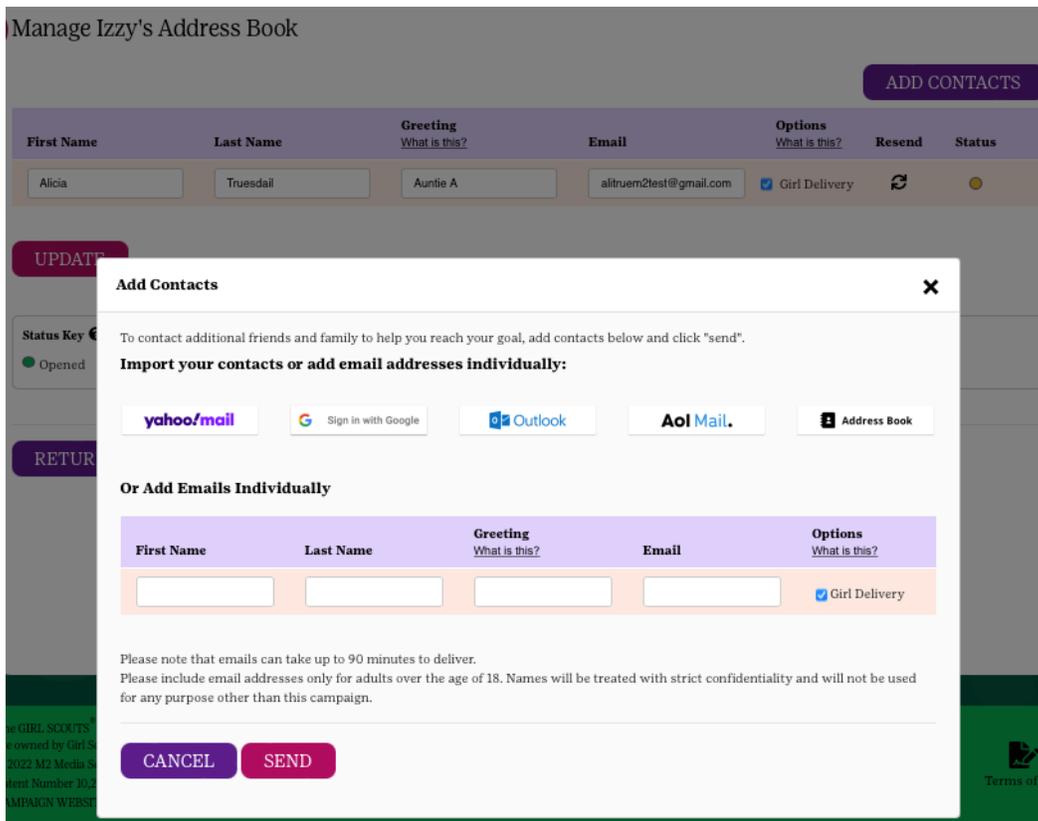
Who better to tell your friends and family about your campaign than you?

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 before sending emails. [Additional Privacy Rules.](#)

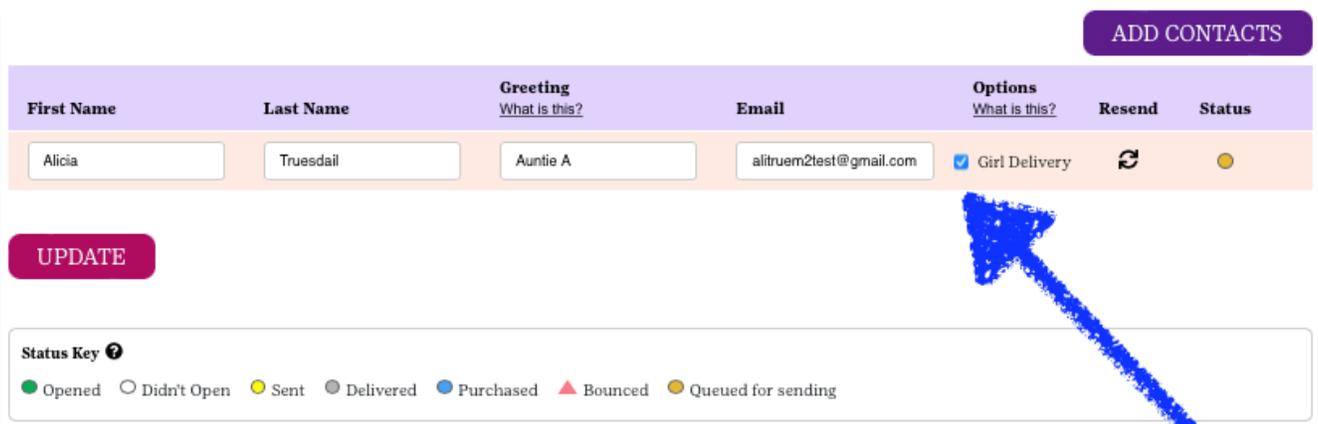
**Send 18 emails, sell \$375.00 in magazines & more and nuts & chocolates, and share your site to earn your own personalized patch!**

Next, compile your address book for sending emails by building your contact list. Enter them manually by putting in their First and Last Name, a personalized greeting, and their email address, or import contacts directly from a number of different email accounts, including Google and Outlook:



**Note: If you participated last year, any customer emails that were entered then will reappear. You can then choose to edit/delete existing emails or add any new ones to this list as well.**

On this page is the ability for Girl Scouts/Caregivers to select whether or not they would like certain contacts to receive the option for Girl-Delivery. This is the default option when your contact list is loaded.



When a customer email is sent, they will have the option at checkout to do Direct Ship (where the items are paid for online and directly shipped to the customer with a shipping fee; processed immediately after order is submitted) AND Girl-Delivery (where the customer pays online and the physical product is sent to the Girl Scout at the end of the program for distribution in November).

**Note: The Girl-Delivery option should only be selected if the person is nearby or within reasonable distance to deliver. It is not recommended to give this option to anyone out-of-state.**

If the option for Girl-Delivery is not selected, only the Direct Ship option will be made available to the customer at checkout.

Once you are satisfied with the contacts list, a window will prompt you to share your shop link on Facebook or Twitter, or through text. This is optional and can be done later by navigating to the “Share My Site” section of the system (more information on page 16). Press the “Close” button to close this window and you will be shown a page to enter your address so the personalized patch (if earned) can be sent directly to you when the requirement(s) have been met:

### Personalized Patch

Enter or verify your address below. Your personalized patch, if earned, will be mailed to this address. If you would like to update your avatar, you can do that after confirming your address.



**Patch Preview**  
See your current selections.

Name on Patch  
Nickname

Girl Scout's Nickname  
T

What will appear on your patch?  
Your avatar sitting in a Boat

Slide to confirm that your name, avatar, and background are shown as you wish them to appear on your patch, if earned. Once earned, your patch cannot be changed.

**Shipping**  
For best delivery use parent / guardian name.

First Name  
Travis

Last Name  
Sammons

Address  
Enter the street address, and we'll help you find it...

If you earn it, this is how your avatar and name will appear on your personalized patch.

**SAVE**

Make note of the unique code that appears in the box below where you entered the address information and then you can navigate to different parts of the system from here with the links provided at the bottom:



**Your Site is Live!**  
Be the first to shop:

- Visit your Magazine Site
- Visit 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.

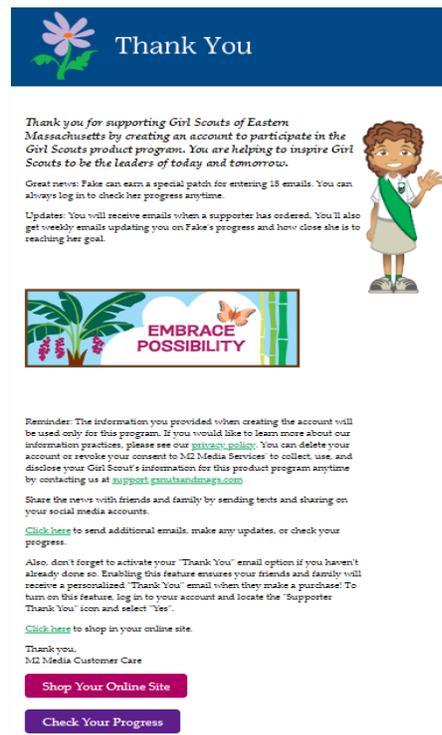
- Door Hanger
- Business Cards



**Manage Your Campaign**  
Track your results and monitor your campaign

- Visit Your Dashboard
- See Your Avatar's Room
- Register Another Participant

Once everything is completed, you will receive an email (similar seen here), which will give you a link to your online shop, for Nuts/Chocolates and Magazines, as well as, a link to check your current progress in the program:



## Logging In

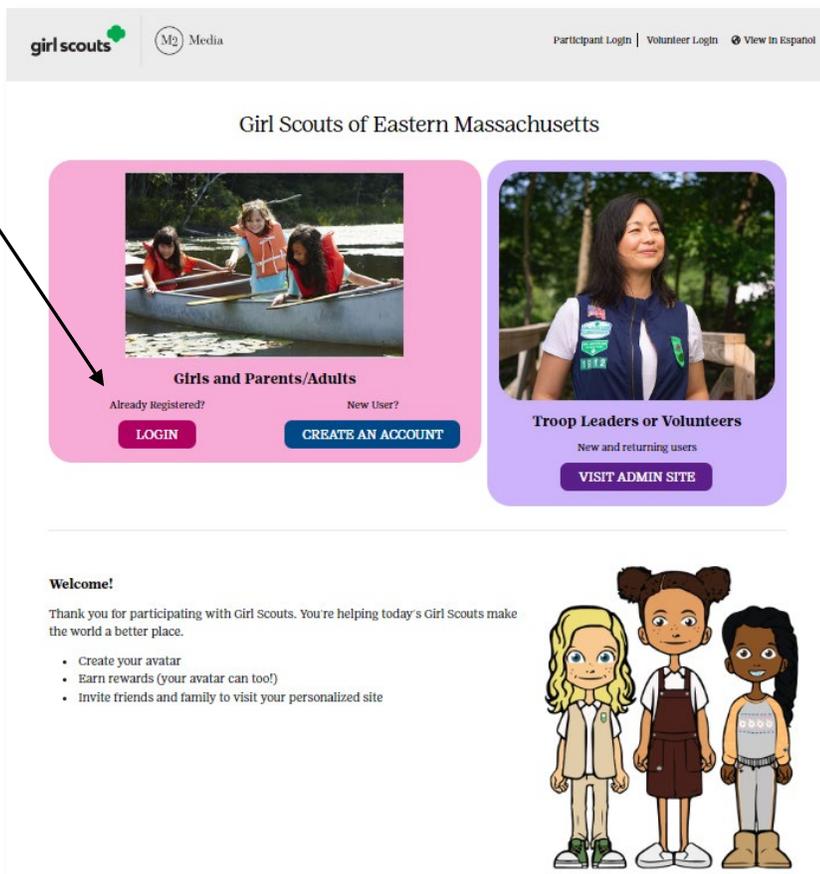
To log into the M2 system, you will go to our custom GSEMA URL:  
[www.gsnutsandmags.com/gsema](http://www.gsnutsandmags.com/gsema).

In the “Girls and Parents/Adults” box (left, pink, box), you would click the “LOGIN” button to access your Girl Scout account(s).

**Note: Any roles you may have (e.g. Service Unit or Troop) are kept separate from Girl Scout accounts, if applicable, but all Girl Scouts associated with your email can be accessed through the same Girl Scout account. Also, you can have the same email address for both volunteer and Girl Scout logins, but they are accessed in different ways.**

Enter the email and password associated with your account and click “LOGIN”. If you have forgotten your password, you can click the “Forgot Your Password?” link and a temporary one will be sent to you within 5-10 minutes.

**Note: If multiple Girl Scouts are associated with your account, you will need to select which one to view before being redirected to the dashboard. Click the “View” button next to a Girl Scout and you will be sent to their dashboard.**



## Navigating the System

Once you are successfully logged into the M2 system as a Girl Scout user, you will be taken to the Girl Scout-specific dashboard:

From the Girl Scout dashboard, you can view very high-level information on your sales progress (overall nuts and magazines), access your nut and magazine shop sites, check your progress on earning the personalized patch, as well as, accessing every function available to Girl Scout users.

The dashboard is divided into several sections:

- Test's Dashboard:** Shows a goal of \$0.00 of \$375.00 with a progress bar (100% to 150%). Includes a 'Change Photo' button, 'Update Girl Scout Details', and 'Add Another Girl Scout' links. A 'SHOP YOUR PERSONALIZED SITE' button is also present.
- Test's Campaign:** Features icons for 'Manage Paper Orders', 'Test's Emails (View & Send)', 'Test's Sales Reports', 'Supporter Thank You', 'Personalized Door Hanger', 'Test's Campaign Video', and 'Business Cards'.
- Fun Stuff:** Includes 'Personalized Patch', 'Test's Avatar', 'Test's Avatar Rewards', and 'Physical Rewards'.
- Parent or Adult's Information:** Contains 'Share My Site', 'Your Girl Scout(s)', 'Add Another Participant', and 'Update Profile'.
- Right Sidebar:** Includes 'Upload Photo', 'Upload a Video!', 'Choose Reward Options!', 'Level Status' (Progress bar for Bronze, Silver, Gold, Platinum), 'Promote Patch' (Emails Sent), 'Personalized Patch' (Sales, Additional requirements: Emails Sent), and 'Share My Site'.
- Bottom Right:** 'LEARN MORE ABOUT THE PERSONALIZED PATCH' and 'Top Sellers In Your Troop' (This could be you!).

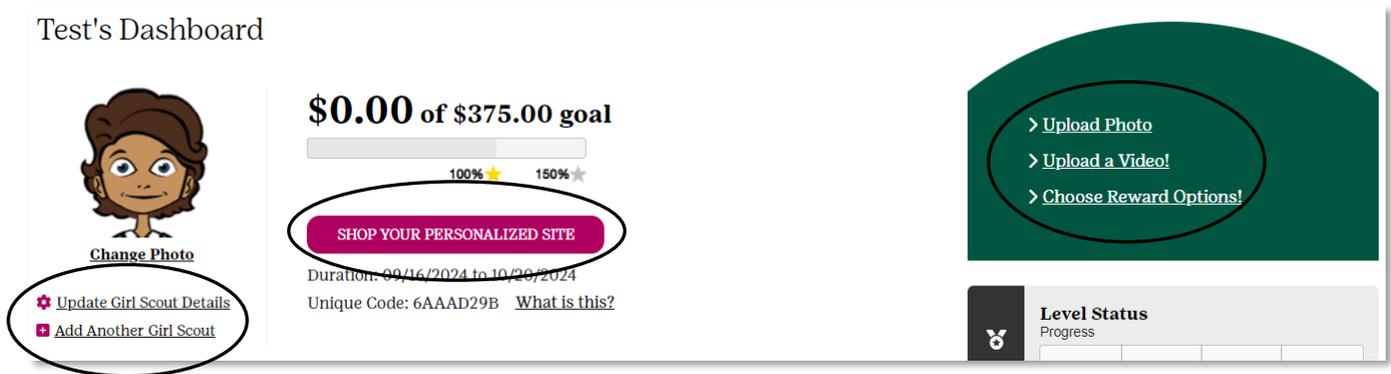
At the top-right of this page, by hovering over the symbol detailing the type of user you are logged in as (e.g. “PG – Parent / Guardian”), you have a few options available to you:

- **Your Girl Scouts** – allows you to change between multiple Girl Scouts tied to your email address (if applicable)
- **Add Another Participant** – disabled; contact GSEMA at [customercare@gsema.org](mailto:customercare@gsema.org) to add any missing Girl Scouts
- **Update Profile** – allows you to change the primary account’s name and password
- **View in Español** – allows you to view the entire system in Spanish
- **Logout** – ends current session

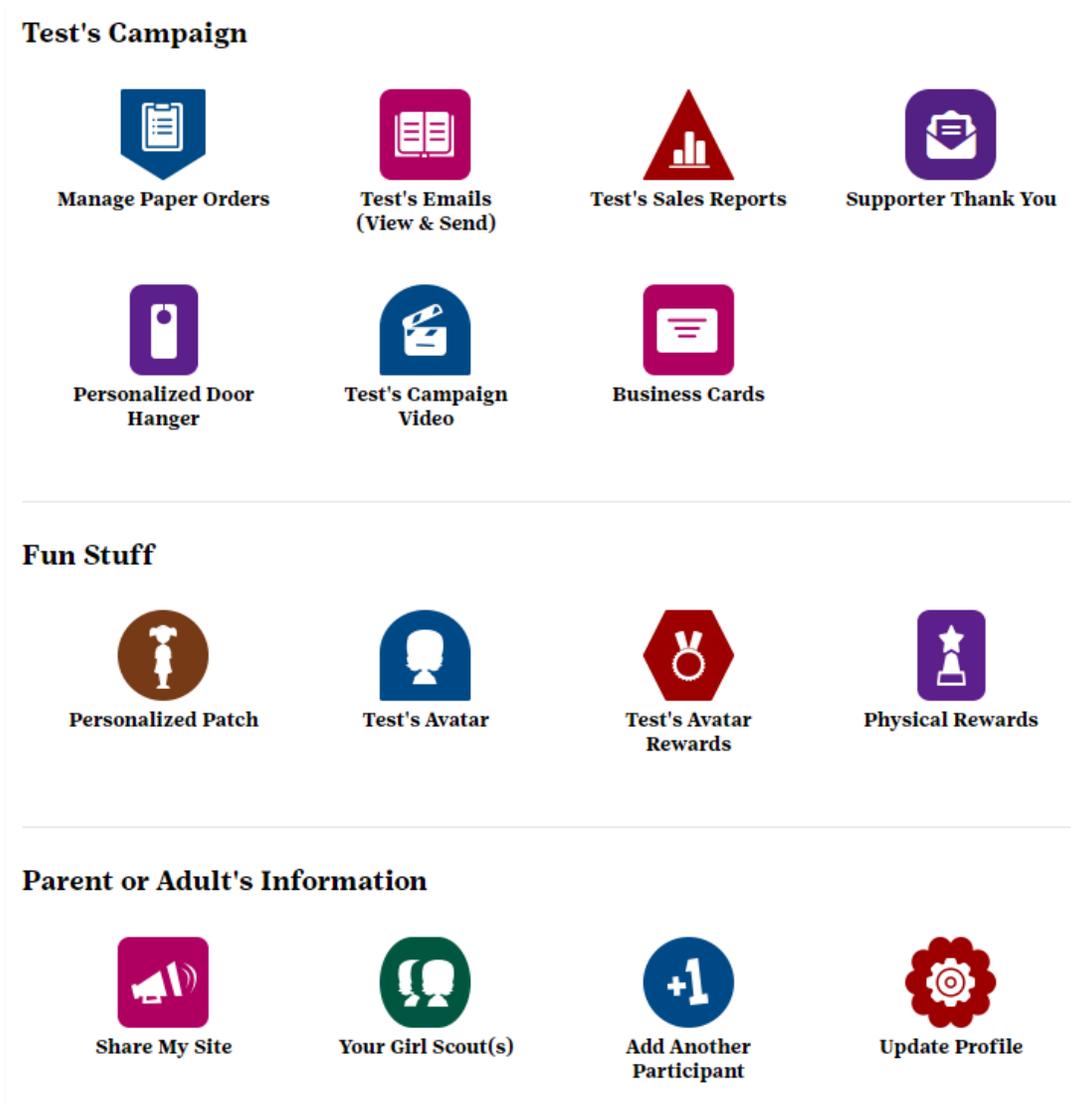
The dropdown menu shows the following options:

- Your Girl Scouts
- Add Another Participant
- Update Profile
- View in Español
- Logout

From the top section of the dashboard, you can change your photo (defaults to avatar, if created), update your details (such as your goals and notifications), visit your shop site, and upload a photo/video, and choose reward options:



The bottom section of the dashboard will have icons for all of the different sections of the system. We will take a look at each of these sections in the coming pages:



## Managing Paper Orders

From the dashboard, you can click the “Manage Paper Orders” icon (under “[Girl Scout’s name] Campaign”) to enter any orders you have received on your paper order card.

**Note: All online orders, whether direct ship or girl-delivered, will be automatically calculated in the Girl Scouts’ numbers. Only physical order card orders will need to be entered.**

This page will have a list of all products listed on the order card for you to tab through more easily:

### 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 10/20/2024.

	Product	Price	Quantity	Total
A	Peanut Butter Bears	\$8.00	<input type="text" value="0"/>	\$0.00
B	Dark Chocolate Caramel Caps with Sea Salt	\$9.00	<input type="text" value="0"/>	\$0.00
C	Dulce de Leche Owls	\$8.00	<input type="text" value="0"/>	\$0.00
D	Deluxe Pecan Clusters	\$8.00	<input type="text" value="0"/>	\$0.00

Enter the number sold for each product in the “Quantity” column and click the “UPDATE” button to make sure the changes are saved and you will be taken back to the Girl Scout Dashboard.

**Note: If you need to leave this page for any reason, without updating numbers, there is a Home icon in the top-left, next to “Manage Paper Orders”, or a “Return to Dashboard” button on the bottom of this page. All sections of the system have this icon and button for easier navigation.**

## Sending Online Shop Emails

To add/edit/delete any contacts, click the “[Girl Scout’s name] Emails (View & Send)” icon (under “[Girl Scout’s name] Campaign”). You will be taken to the following page:

### Manage Fake's Address Book

[ADD CONTACTS](#)

First Name	Last Name	Greeting <small>What is this?</small>	Email	Options <small>What is this?</small>	Resend	Status
<input type="text" value="Travis"/>	<input type="text" value="Sammons"/>	<input type="text"/>	<input type="text" value="twsammons@hotmail.com"/>	<input checked="" type="checkbox"/> Girl Delivery		

[UPDATE](#)

The top of this page will show you a table of all current contacts and the bottom has a legend to show you the different statuses your emails could have.

Above the contact table, there is an “ADD CONTACTS” button you can click to bring up a window which will allow you to import contacts or add people manually (if not already done so):

**Add Contacts** ✕

To contact additional friends and family to help you reach your goal, add contacts below and click "send".

**Import your contacts or add email addresses individually:**

**Or Add Emails Individually**

First Name	Last Name	Greeting <small>What is this?</small>	Email	Options <small>What is this?</small>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/> Girl Delivery

Please note that emails can take up to 90 minutes to deliver.  
Please include email addresses only for adults over the age of 18. Names will be treated with strict confidentiality and will not be used for any purpose other than this campaign.

Once you are satisfied with the list, you can click the “SEND” button to send the emails to the entered/imported contacts, or click the “CANCEL” button to exit this window.

**Note: This year, Girl Scouts can decide if they want to give customers the option for Girl Delivery or only Direct Ship. The default is to include the Girl Delivery option, which allows customers to pay online, forgo shipping costs and wait until the physical products are received for delivery by the Girl Scout. This is only recommended for customers nearby where it would be feasible for the Girl Scout to deliver the product. If this is not possible, the Girl Delivery option should not be selected and will only allow the customer to select Direct Ship at checkout, which allows the customer to pay online (including shipping costs) and have the product delivered to them directly as soon as the order is submitted.**

Manage Izzy's Address Book

First Name	Last Name	Greeting <small>What is this?</small>	Email	Options <small>What is this?</small>	Resend	Status
<input type="text" value="Alicia"/>	<input type="text" value="Truesdail"/>	<input type="text" value="Auntie A"/>	<input type="text" value="altruem2test@gmail.com"/>	<input checked="" type="checkbox"/> Girl Delivery	<input type="button" value="Resend"/>	<input type="radio"/>

If you have already sent emails, but want to resend for any reason, click the circular arrows icon in the “Resend” column to do so:

First Name	Last Name	Greeting <small>What is this?</small>	Email	Options <small>What is this?</small>	Resend	Status
<input type="text" value="Travis"/>	<input type="text" value="Sammons"/>	<input type="text"/>	<input type="text" value="twsammons@hotmail.com"/>	<input checked="" type="checkbox"/> Girl Delivery	<input type="button" value="Resend"/>	<input type="radio"/>

When finished, click the Home icon or “RETURN TO DASHBOARD” button to go back to the Girl Scout Dashboard.

## Sales Reports

Track your progress during the program by accessing sales reports. Simply click the “[Girl Scout’s name] Sales Reports” icon (under “[Girl Scout’s name] Campaign”) and you will be taken to the “All Sales” report:

All Sales
Magazine Sales
Direct Ship Nuts
Nut Order Card
Personalized Product
Tumbler
BarkBox
Campaign Stats
Online Nuts Girl Delivered

**All Sales**

**Magazines**

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout				

**Direct Ship Nuts**

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout				

There are different reports available to Girl Scout users. A short description of each is below:

- **All Sales** – shows your Supporters (Customers) who have ordered online nuts and magazines and what they bought, as well as, a summary of your paper order card items
- **Magazine Sales** – shows just the magazine sales ordered by Supporters
- **Direct Ship Nuts** – shows just the nut sales made online by Supporters
- **Nut Order Card** – shows just the paper order card items summary
- **NEW! Personalized Product** – shows just the personalized products (notepads, stationery, etc.) sales by Supporters
- **Tumbler** – shows just the Tumbler sales by Supporters
- **BarkBox** – shows just the BarkBox sales by Supporters
- **Campaign Stats** – shows a list of the different activities done by the Girl Scout for the program (incl. uploading video/photo, creating an avatar, # of emails sent, etc.)
- **Online Nuts Girl Delivered** – shows a summary of all products ordered online for girl-delivery, with a breakdown of Supporters

**Important! All online sales are automatically calculated into the system. However, all paper order card items and online nuts that were selected for girl-delivery will be included in the physical order to the Service Units and Troops at the end of the program.**

**Note: All reports can be printed, emailed or downloaded to PDF, by clicking the respective buttons at the bottom of each Report page:**

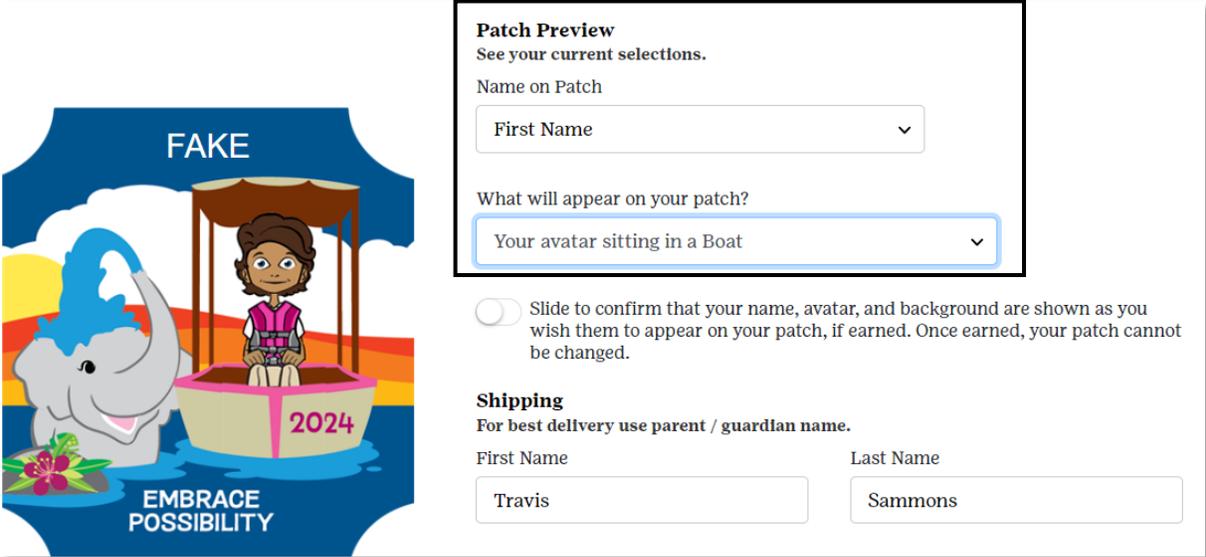
PRINT REPORT
DOWNLOAD REPORT

EMAIL

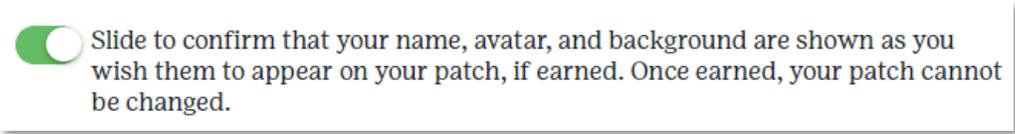
## Personalized Patch

The “Personalized Patch” function (under “Fun Stuff” on the dashboard) is where you will customize the look of the patch and get a preview of what it will look like, if earned. Once you click the “Personalized Patch” icon, the following window will open.

The top portion of the window will allow you to choose the look of your patch, with your customized avatar already included (if created):



The first option is to choose what name will appear on your patch: First name only, a nickname, or your initials. Next, choose the background theme/mascot of your patch. Finally, use the slider to confirm the final look of the patch, because once it is earned, it cannot be changed:



The bottom portion of the window will be used to confirm the address where the patch will be shipped:

**Shipping**  
For best delivery use parent / guardian name.

First Name: Travis  
Last Name: Sammons

[Q FIND ANOTHER ADDRESS](#)

Address: 111 Main St  
Apt/Suite: # 1

City: Fairhaven  
State: MA  
Zip Code: 02719

Make sure the first name, last name, address, city, state and zip code are entered correctly for the address where you want the patch shipped. Once completed, click the “SAVE” button to confirm.

## Viewing/Editing Avatar

Access your avatar during the program by clicking the “[Girl Scout’s name] Avatar” icon (under “Fun Stuff”) on the dashboard. You will be taken to a page where you can update the default avatar (if not created) or your current avatar (if created):

There are three buttons on this page: one for visiting your room, which includes all of the virtual “rewards” you have earned during the program (more information on page 13); one for updating your avatar, which will allow you to change any aspect of your avatar (refer back to page 2); and, one for downloading an image of your avatar to share with your friends/family.

Fake's Avatar



VISIT YOUR ROOM

UPDATE YOUR AVATAR

DOWNLOAD YOUR AVATAR

## Avatar Rewards/Room

Your avatar will have a room which stores all of your virtual rewards throughout the program. Access it by clicking the “VISIT YOUR ROOM” button in the Avatar section, or by clicking the “[Girl Scout’s name] Avatar Rewards” icon (under “Fun Stuff”) on the dashboard.

The room includes a banner at the top with your nickname, a troop photo on the board which will populate with all of your troop members’ avatars once they create them, and a series of question marks which can be clicked to show you the requirements for different rewards. You can click on your avatar and to edit your avatar.

Come back throughout the program to see what new rewards you may have earned as you progress.

Test's Avatar Room

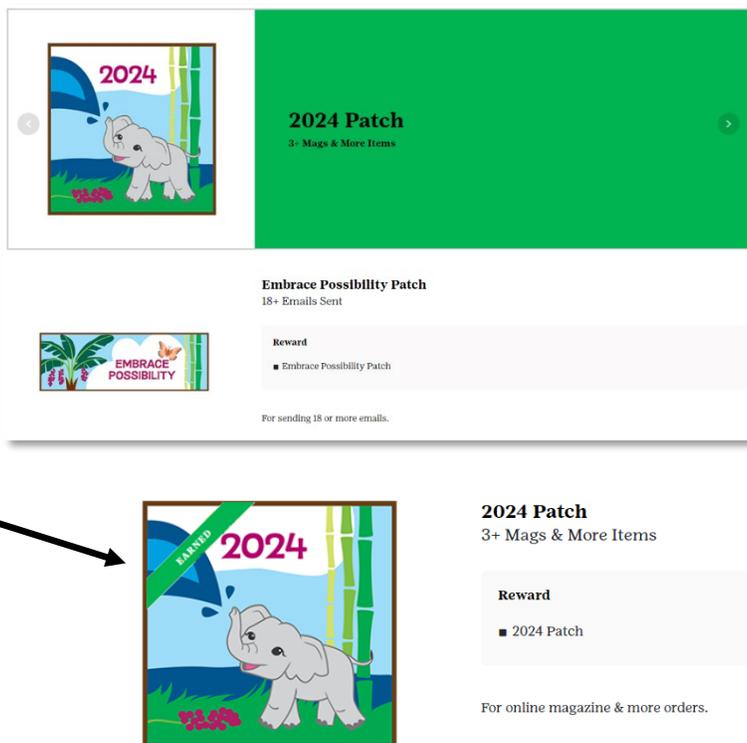


## Rewards

View the complete line-up of rewards offered by GSEMA by clicking the “Physical Rewards” icon (under “Fun Stuff”):

Across the top of the page, there is a scrolling banner which will show you some of the featured rewards and their requirements, and below that you can see the full list of rewards and their requirements.

Come back periodically to check your progress and make sure you are getting all of the rewards earned. If a reward is earned, you will see a green “Earned” banner across the top-left of the picture:

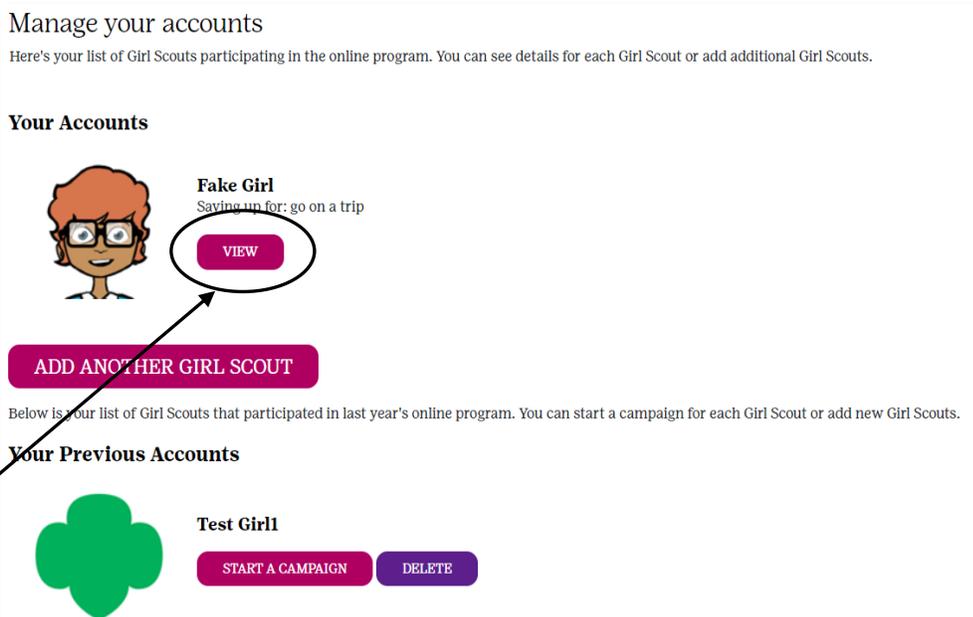


**Note: Make sure to look through all of the rewards and if a choice needs to be made (e.g. two options, t-shirt size, etc.), make sure to choose it as soon as possible so you can guarantee you are getting the reward you want. Otherwise, if no option is made at the end of the program, the choice will be made for you.**

## Your Girl Scouts (if applicable)

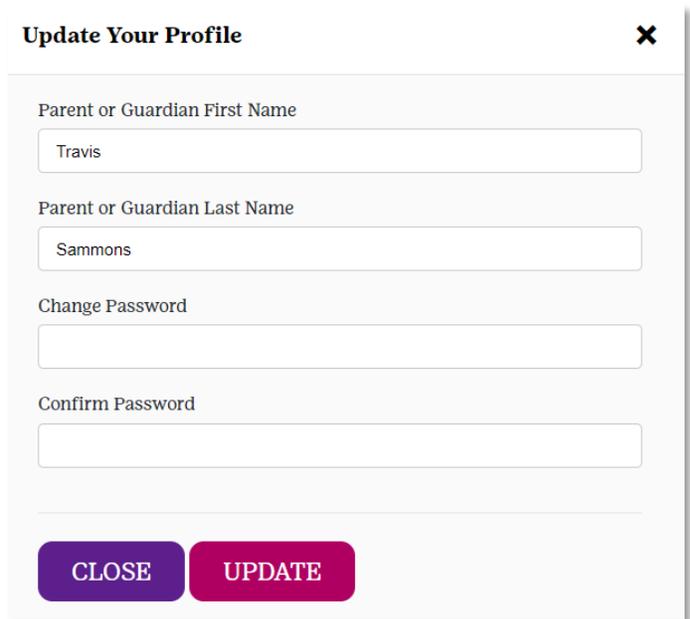
You are able to switch between Girl Scouts by navigating to the top-right of the page and clicking “Your Girl Scouts” to switch between them (if applicable). The other way to do this is to click the “Your Girl Scout(s)” icon (under “Parent or Adult’s Information”), to switch between them. It will bring you to a page that lists all of the Girl Scouts associated with your profile (email address):

To switch to another Girl Scout, click the “View” button next to the Girl Scout you want to view and you will be taken to their dashboard, or start a campaign for another Girl Scout on your account (if not done prior), or delete it altogether if they are not participating this season.



## Updating Profile

Edit part of your profile information by navigating to the top-right of the page and clicking “Update Profile” to bring up a window to edit the information. The other way to do this is to click the “Update Profile” icon (under “Parent or Adult’s Information”). The window will appear where you can change the name associated with the profile and your password:



**Update Your Profile** ✕

Parent or Guardian First Name  
Travis

Parent or Guardian Last Name  
Sammons

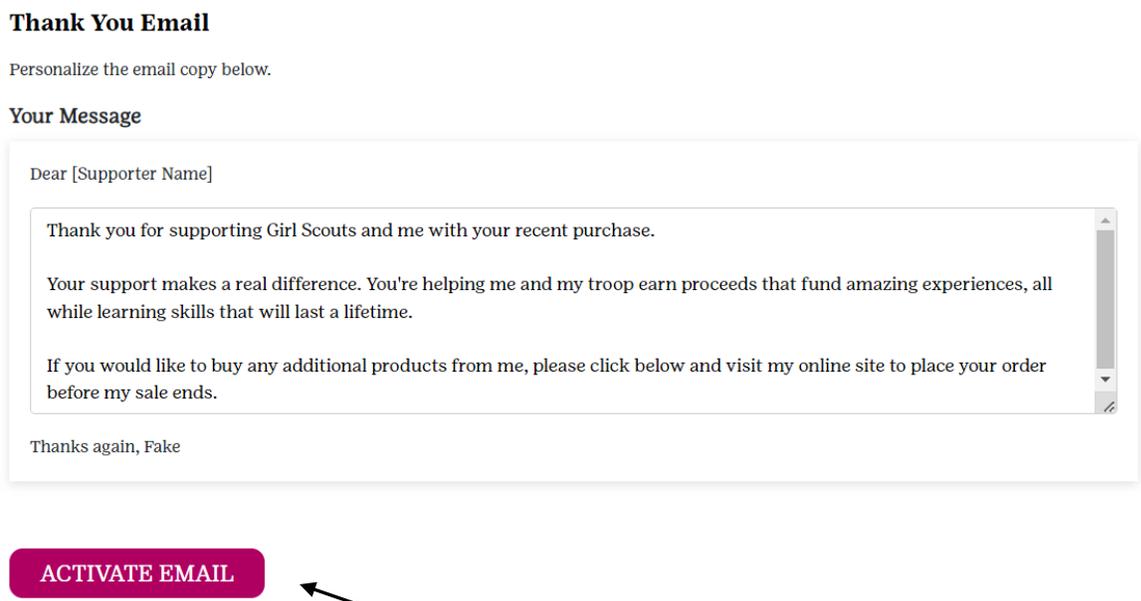
Change Password

Confirm Password

**CLOSE** **UPDATE**

## Supporter Thank You

Starting this year, Girl Scouts can send out personalized thank you messages to their supporters/customers after their first purchase. From the dashboard, click “Supporter Thank You” (under “[Girl Scout’s name] Campaign”) to get started. Click the “GET STARTED” button to open up the pre-loaded “Thank You Email”:



**Thank You Email**

Personalize the email copy below.

**Your Message**

Dear [Supporter Name]

Thank you for supporting Girl Scouts and me with your recent purchase.

Your support makes a real difference. You're helping me and my troop earn proceeds that fund amazing experiences, all while learning skills that will last a lifetime.

If you would like to buy any additional products from me, please click below and visit my online site to place your order before my sale ends.

Thanks again, Fake

**ACTIVATE EMAIL**

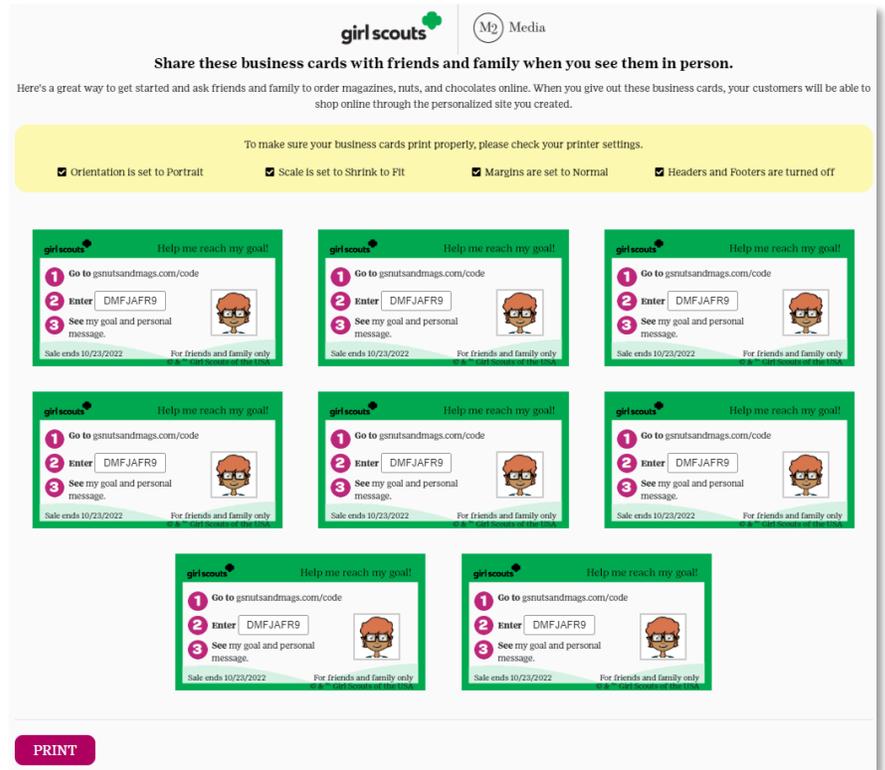
At this point, you can edit the body of the email to make it more personalized for your supporter(s). Once satisfied with the email, click the “ACTIVATE EMAIL” button at the bottom and it will send the email to your supporter(s).



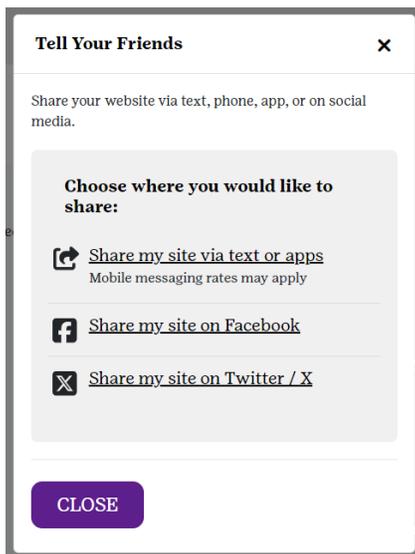
## Business Cards

Print business cards with your unique shop code. To print them out, click the “Business Cards” icon (under “[Girl Scout’s name] Campaign”) and the below window will appear:

Click “Print”, in the top-right corner or the bottom-left of the window, and a print preview will appear showing you what it will look like. Once printed, you can cut them out to hand out to friends and family.



## Share My Site



To share links to your shop sites on social media sites (only Facebook and Twitter, at this time) and through texting, click the “Share My Site” icon (under “Parent or Adult’s Information” section) and the following window will appear:

By clicking on the respective links, dialog boxes will appear for you to share your link (through texting/messaging apps) and/or login to the appropriate social media site(s) and create a post that has the shop link included.