

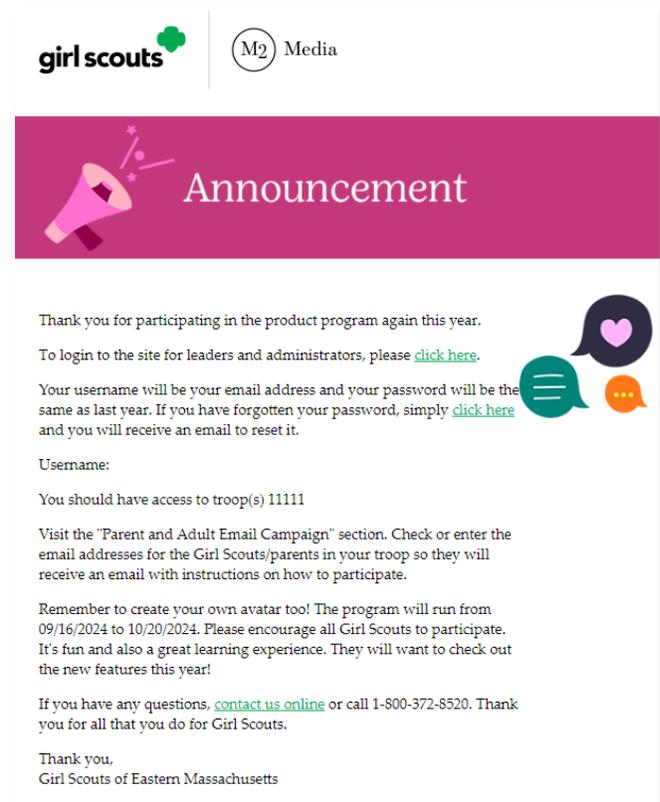
2024 GSEMA Fall Product Program M2 Quick Reference Guide for Troops

Registration Email and Setting Up Account

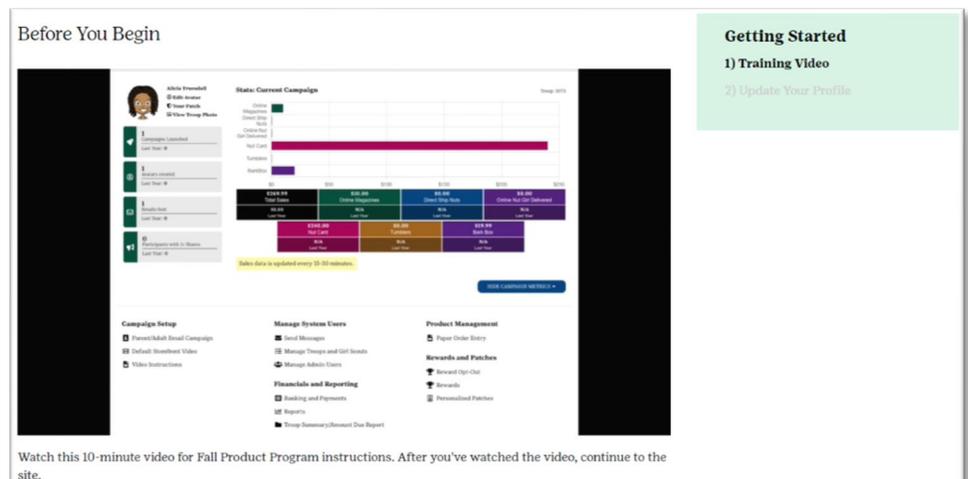
To receive a registration email, you will need to complete the following:

- Register as a Girl Scout volunteer for the **2025 membership year**
- Fill out and submit the [Fall Product Coordinator Agreement Form](#)
- Fill out and submit the [Troop Bank Information Form](#)

Once all of the above requirements have been met, you will be setup by GSEMA, in the M2 system and receive a registration email shortly thereafter (see sample on right):



Click the link in the email to create your password and make note of the URL for GSEMA and the program begin/end dates. After the password is set and you click the link to continue to the dashboard, you are then required to view a short training video to continue:



Once the video has concluded, click the “CONTINUE” button below the video to proceed. You will then be prompted to update your profile information:

Update Profile

Getting Started
 1) Training Video
 2) Update Your Profile

First Name Last Name

Phone: [xxx-xxx-xxxx]

Shipping Information

Address 1

Address 2

City State Zip

[UPDATE](#)

Confirm your name and enter your phone number and address information, then click the “UPDATE” button at the bottom. This will bring you to your troop dashboard:

Travis Sammons

- [Edit Avatar](#)
- [Your Patch](#)
- [View Troop Photo](#)
- [Change Season](#)

Stats: Current Campaign

Troop: 11111

\$0.00	\$0.00	\$0.00	\$0.00
Total Sales	Online Magazines	Direct Ship Nuts	Online Nuts Girl Delivered
\$0.00	N/A	N/A	N/A
Last Year	Last Year	Last Year	Last Year
\$0.00	\$0.00	\$0.00	\$0.00
Nut Card	Personalized Products	Tumblers	Bark Box
N/A	N/A	N/A	N/A
Last Year	Last Year	Last Year	Last Year

Note: Sales data is updated every 15-30 minutes.

[HIDE CAMPAIGN METRICS ▲](#)

- [1 Online Campaigns Launched](#)
Last Year: 1
- [0 Participants Selling](#)
Last Year: 0
- [1 Emails Sent](#)
Last Year: 1
- [0 Participants with 1+ Shares](#)
Last Year: 0

Note: You may receive a window prompt to access the Parent/Adult Email Campaign and Create Your Avatar. You can do these steps now or access them at any time from the dashboard.

Click the “[Edit Avatar](#)” link in the top-left to create an avatar that all troop members can see:

Girl Scouts of Eastern Massachusetts

Travis Sammons

- [Edit Avatar](#)
- [Your Patch](#)
- [View Troop Photo](#)
- [Change Role](#)

Stats: Current Campaign

Troop: 11111

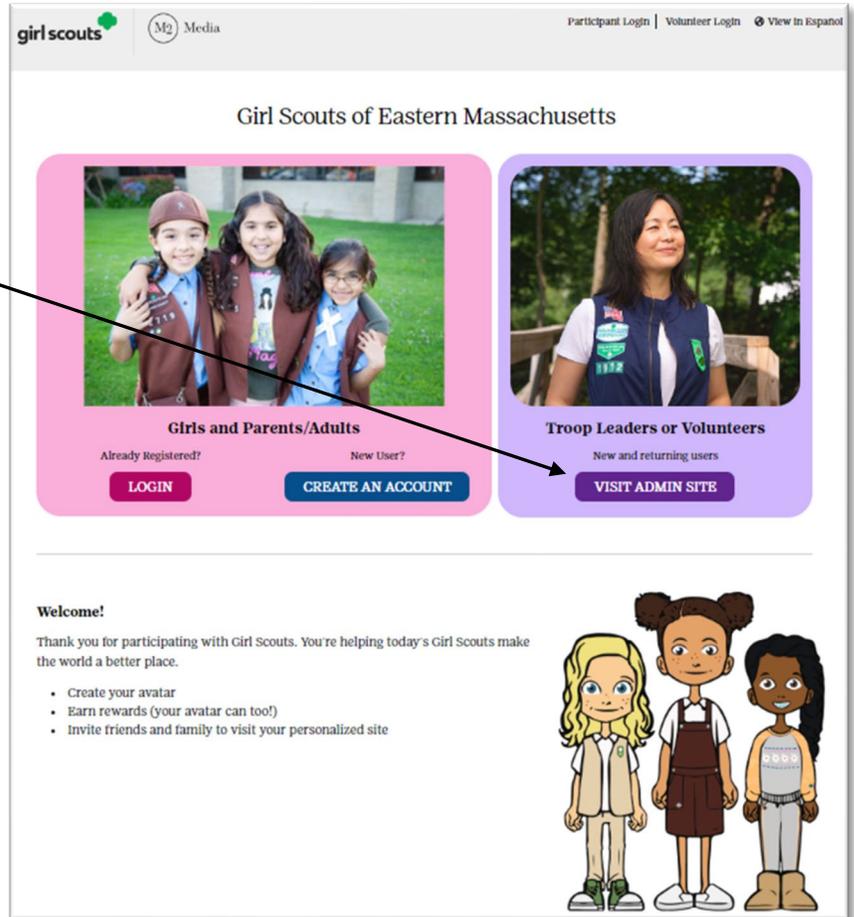
- [2 Campaigns Launched](#)
Last Year: 0

Logging In

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

In the “Troop Leaders or Volunteers” box (right, purple box), you would click the “VISIT ADMIN SITE” button to access your troop account.

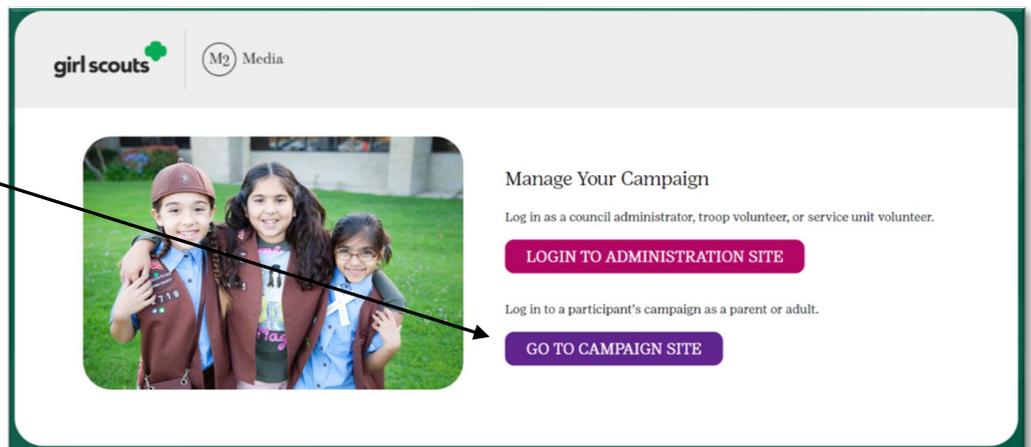
Note: Any roles you may have (Service Unit or Troop) are kept separate from the Girl Scout accounts, if applicable. However, if you have multiple Service Units/Troops, they can all be accessed under a single login.



You will be redirected to a new page to access your Troop account:

Click the “LOGIN TO ADMINISTRATION SITE” button and you will be prompted to enter the Email address and Password associated with your account.

Note: The email associated is the same one you used when you submitted your Fall agreement to GSEMA and the password associated is the one you created upon initial registration.



Once entered, click the “LOGIN” button and you will either be taken to a screen to select the role you are logging in as currently (if applicable), or you will be taken directly to your Troop’s dashboard (if no other roles associated).

Note: If you have forgotten your password, click the “Forgot your password?” link below the “Password” field and you will be sent a reset password email within a few minutes.

Navigating the System

Once you are logged into the system, you will see your troop dashboard, which shows you an overall view of your troop's sales progress and links to every function available to Troop users in the system:

The screenshot displays the Girl Scouts dashboard for a troop. At the top, there is a header with the Girl Scouts logo, a user profile for Travis Sammons, and a troop selection dropdown menu. A callout box points to this dropdown with the text: "If you have multiple troops, click this drop-down to view their current sales". Below the header, there are several key metrics cards: "1 Online Campaigns Launched", "0 Participants Selling", "1 Emails Sent", and "0 Participants with 1+ Shares". The main section is titled "Stats: Current Campaign" and features a bar chart showing sales progress for various items: Magazines, Direct Ship Nuts, Online Nuts Girl Delivered, Nut Card, Personalized Products, Tumblers, and BarkBox. Below the chart is a table with the following data:

Item	Current Sales	Last Year
Total Sales	\$0.00	\$9.00
Online Magazines	\$0.00	N/A
Direct Ship Nuts	\$0.00	N/A
Online Nuts Girl Delivered	\$0.00	N/A
Nut Card	\$0.00	N/A
Personalized Products	\$0.00	N/A
Tumblers	\$0.00	N/A
Bark Box	\$0.00	N/A

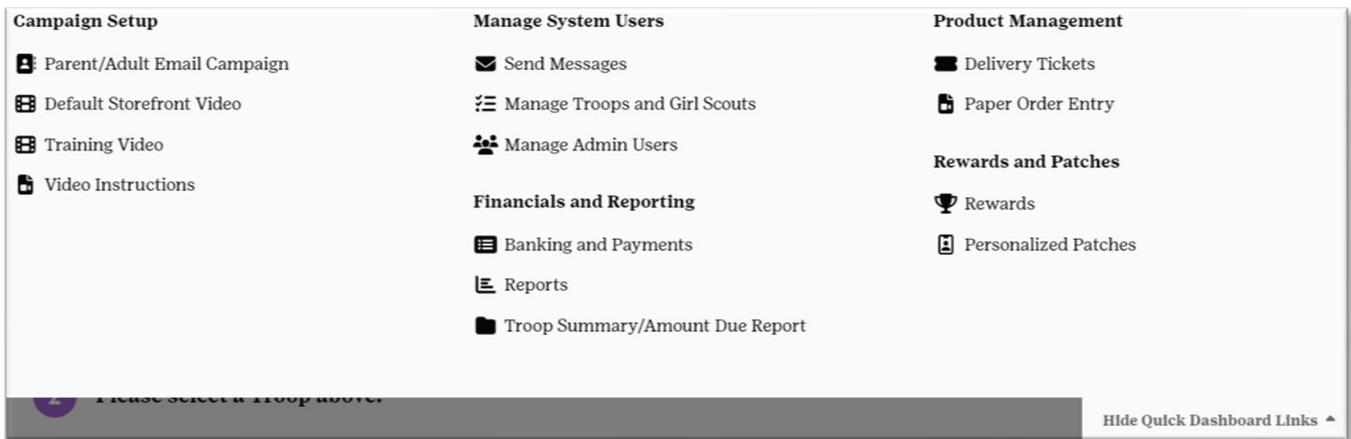
A note below the table states: "Note: Sales data is updated every 15-30 minutes." At the bottom right of the stats section is a "HIDE CAMPAIGN METRICS" button. The bottom section of the dashboard is divided into three columns of navigation links: "Campaign Setup" (Parent/Adult Email Campaign, Default Storefront Video, Training Video, Video Instructions), "Manage System Users" (Send Messages, Manage Troops and Girl Scouts, Manage Admin Users), "Financials and Reporting" (Banking and Payments, Reports, Troop Summary/Amount Due Report), "Product Management" (Paper Order Entry), and "Rewards and Patches" (Reward Opt-Out, Rewards, Personalized Patches).

Note: If you navigate to another page and back to the dashboard, during the same session, the metrics at the top of the page will be hidden to help with page loading times. You show/hide them yourself by clicking the “Show/Hide Campaign Metrics” button that appears in the top section of the page.

Every page in the system allows you to navigate to any other page easily. For example, if you navigate to the “Paper Order Entry” page, you will have a “Home” icon that will appear near the top-left of the page and a button, titled “Show Quick Dashboard Links”, will appear near the top-right of the page that, when clicked, will give you links to all other pages in the system:

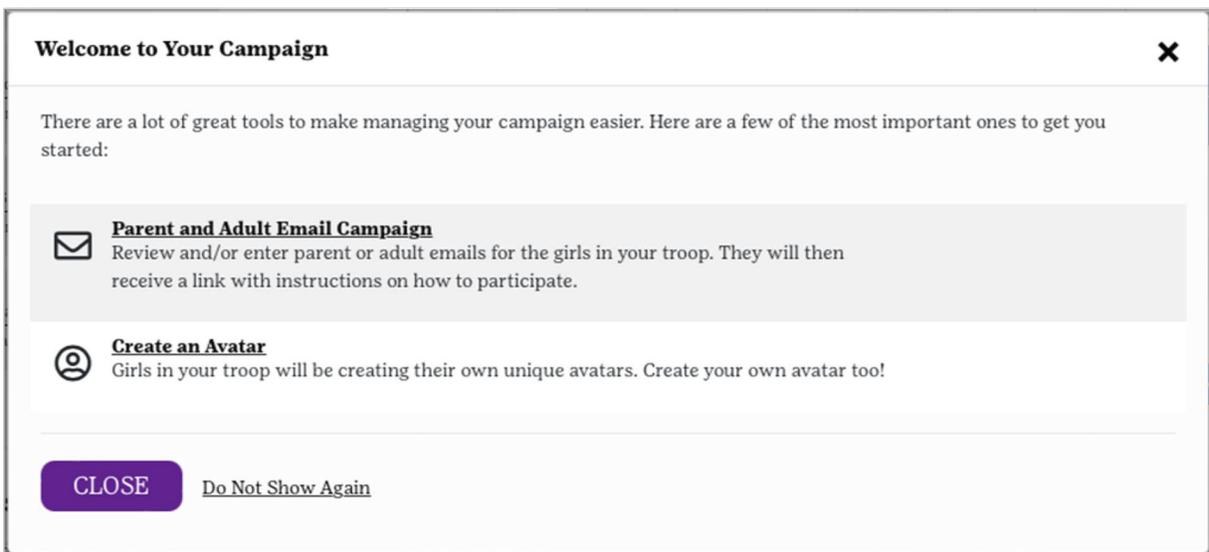
The screenshot shows the "Paper Orders" page. On the left side, there is a home icon (a house inside a circle) and the text "Paper Orders" with a sub-link "Manage paper orders for this campaign." On the right side, there is a button labeled "Show Quick Dashboard Links" with a dropdown arrow.

“Show Quick Dashboard Links” view (when clicked):



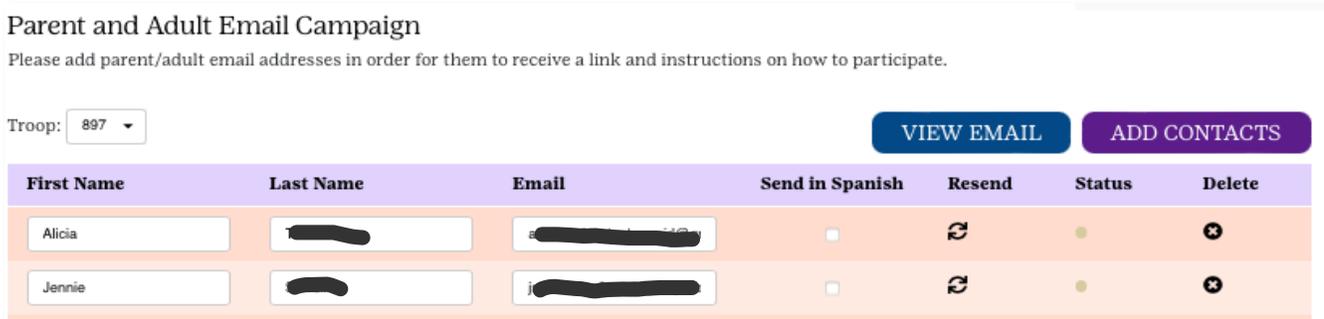
Parent/Adult Email Campaign (PAEC)

When you login, you may receive a window prompt (see below) that will allow you to 1) coordinate an email blast out to parents/adults to have Girl Scouts setup in the M2 system, and/or 2) create an avatar (if you have not already done so):



Note: The “Parent and Adult Email Campaign” function can also be accessed from the dashboard by clicking the appropriate link in the “Campaign Setup” section.

If you click the “Parent and Adult Email Campaign” link in the prompt or on the dashboard, you will be taken to a page that lists all of the current parent/adult emails uploaded from the Girl Scout upload:

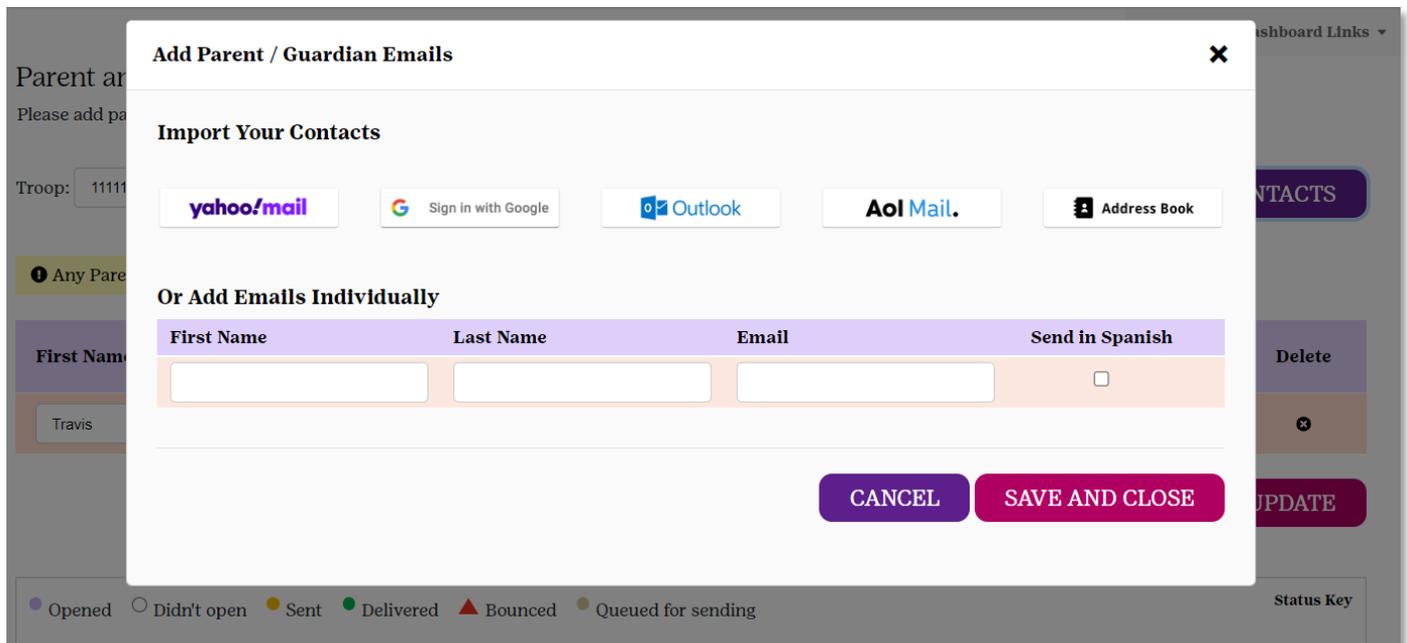


Note: Prior to the above page, you may receive a prompt to approve any newly added parent/adult emails for them to receive a launch email to get started with the program.

At the top-right of this table, you will see a button for “View Email” to preview the stock email M2/GSEMA has put together for volunteers to send to the parents/guardians to have Girl Scouts start participating.

Note: If this function is not done, GSEMA will also be sending out Girl Scout invitations to parents/adults as well, so every Girl Scout has the opportunity to participate.

Click the button, “Add Contacts”, and add any related troop contacts and send them the email as well. You can either add them manually, or by using the icons in this window to add them from email accounts:

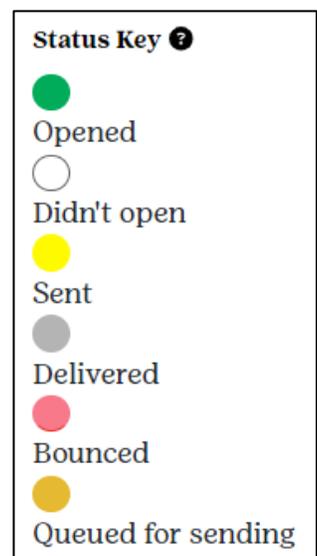


Once you have confirmed the contacts listing, and sent any new contacts an email, you can track their progress by using the status column on this page. This will show you the status of an email, whether the recipient has/has not opened it, the email has been sent, if it bounced, etc. (key below):

If someone has notified you that they did not receive the email, you can resend the email easily by going to the “Resend” column and clicking the circular arrow icon to quickly send a new one.

If an email has bounced for some reason, the system will walk you through correcting this by clicking the “Quick Fix” link in the “Status” column.

Throughout the program, you can add/edit this contact list at any time, as well as, delete any users who do not need to receive the emails.



Viewing Registered Girl Scouts in Troop

To view all of the Girl Scouts currently registered to your troop, click the “Manage Troops and Girl Scouts” link on the dashboard or in the quick links section. There will be two tabs, one for Troops and one for Girl Scouts. The “Troops” tab will show all of the troops associated with your login, with additional options available if you click the ‘+’ sign next to the troop number. The “Girl Scouts” tab will show you all of the Girl Scouts registered to your troop(s), that have been uploaded into the system:

Manage Your Girl Scouts

Manage Girl Scout information for this council.

SEARCH TOOLS ▾

◀ ◀ 1 2 ▶ ▶

Click the “+” menu to access additional features and view more information.

Girl Scout Name	Troop #	Service Unit	GSUSA Number	Status
+ Norah ██████	82362	Millis	108285340	Not Launched
+ Brileigh ██████	82362	Millis	109233194	Launched
+ Fiona ██████	82362	Millis	109237292	Launched
+ Chloe ██████	82362	Millis	107219098	Launched

Note: If a Girl Scout is missing that you know has registered for the current membership year, please contact customercare@gsema.org and we will look into it. Girl Scout uploads will be occurring daily throughout the program to ensure all rosters are as up-to-date as possible.

From this view, you see their name, associated troop, associated Service Unit, and whether or not they have received a registration email. Below are the meanings of each status:

- **Not Launched** – have not received a launch email to register
- **Not Launched Nut Card Only** – have not received a launch email to register, but quantities have been added to the Paper Order/Nut Card, for the Girl Scout, by a higher-level user
- **Launched** – sent a registration email through Girl Scout upload, Parent/Adult Email Campaign, or manual addition

If you have many Girl Scouts, spanning multiple pages, there is a Search function you can use by clicking the “[Search Tools](#)” button below “Manage Your Girl Scouts”:

SEARCH TOOLS ⓘ

Service Unit #

Troop #

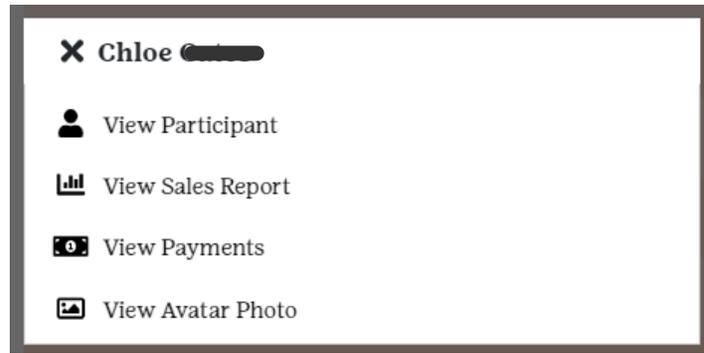
Girl Scout Name

GSUSA #

Status

FILTER [Reset](#)

Next to each one of the Girl Scouts' names, there is a '+' icon which gives you additional options, such as viewing their sales report, any payments made (if applicable), and their avatar photo (if they have completed one):



Order Entry

While Girl Scouts are able to add their own in-person/paper orders into the system themselves, you may need to do it as well. To enter those orders, click on the "Paper Order Entry" link on the dashboard or in the quick links (under "Product Management"). You will be directed to a page where you can type in the Girl Scout's troop number for whom you are entering the order (in box #1):

Paper Orders

Manage paper orders for this campaign.

1 Select the Troop you will be making paper order entries for:

Troop

2 Please select a Troop above.

Once you have selected the troop number (by clicking on it or pressing enter/return on the keyboard), all of the Girl Scouts associated with the selected troop will appear in the #2 box:

2 Paper Order Results:

Click the "+" menu to access additional features and edit the Girl Scout's paper orders. If you don't see a particular girl below, please contact your council to have her added.

Girl Scout	GSUSA Number	Email	Nut Sales		Total Sales
			Qty	Sales	
+ Fake Girl1 (Fake)	234567890	✉	0	\$0.00	\$0.00
+ Test Girl1 (Test)	12345678910	✉	0	\$0.00	\$0.00
+ Fake Girl10	112345678	✉	0	\$0.00	\$0.00
+ Fake Girl2	345678901	✉	0	\$0.00	\$0.00
+ Fake Girl3	456789012	✉	0	\$0.00	\$0.00
+ Fake Girl4	567890123	✉	0	\$0.00	\$0.00

From here you can see if any information has been entered for them already, in total quantity and total sales. To open and view a Girl Scout's order, click on their '+' icon and select "View Paper Order". A new window will appear showing the products available for entry from the paper order card, which will also include a line for the Community Caring/donation product, Care to Share:

Girl Scout Info
Troop: 11111
Participant: Scout, Fake (Test)
GSUSA ID: 1234567890

Nut Orders
Troop and SU Leaders: Please enter the orders that girls have received in person.

	Product	Price	Qty	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
E	Vanilla Flavored Honey Roasted Pecans	\$9.00	<input type="text" value="0"/>	\$0.00
F	Fruit Slices	\$7.00	<input type="text" value="0"/>	\$0.00

Enter the quantity of each item sold and when finished, click the "UPDATE" button at the bottom-left; repeat as necessary for each Girl Scout. Orders can be updated up until the Troop entry deadline on **October 21st at 11:59pm.**

Note: Sales quantities should appear instantaneously on this page, but it may take up to 30 minutes to appear on sales reports.

Rewards Entry

Rewards are automatically earned throughout the entire length of the program. However, it is always a good idea to check them periodically to make sure they are calculating properly as Girl Scouts meet the requirements for each rewards level.

To view Girl Scout rewards orders, click the "Rewards" link (under "Rewards and Patches") on the dashboard or quick links. You will be taken to a page that list all the earners in your troop:

Manage Earners
Manage Reward Earners.

If there is an action to be taken, such as a choice between two items, a warning icon will appear to the far-right, next to the scout's name.

Service Unit	Troop	Email	Participant Name
Bending Birch	540	✉	Felicia [redacted] 
Bending Birch	200000	✉	Jane [redacted] 
Concord Hill	355	✉	Athena [redacted]

Click on a Girl Scout's name to open up a window to show what has been earned:

If a choice needs to be made, such as a T-Shirt size or rewards option, you will need to choose the size or option (in the "Options" column) and then click the "Update" button at the bottom of the window; repeat this as necessary for each of the earners. You are able to make changes up until the Troop entry deadline of **October 21 at 11:59 PM.**

Troop and Girl Scout Payments

To view payments made by the troop (to GSEMA) or by Girl Scouts (to the Troop), you will click the "Banking and Payments" link (under "Financials and Reporting") from the dashboard or quick links:

Troop #	Gross Sales	\$ Collected Online	Total Proceeds & Bonuses	Total Owed	Total Payments	Balance
12345	\$1,657.00	\$1,657.00	\$248.55	(\$248.55)	\$0.00	(\$248.55)

Click the row, which shows the Troop number and high-level sales information, and you will be automatically forwarded to a page showing all of the troop and Girl Scout payment activity throughout the program:

Date	Bank Name	Check/Deposit/Ref#	Comments	Deposit
11/04/2021	GSEMA Council	124537		\$376.95

Note: The only activity you will see under Troop Deposits will be the scheduled ACH payment, for 100% of the balance due, being processed on October 31, 2024 after all sales are final. These payments are controlled at the GSEMA level ONLY, as they affect the balance due to GSEMA.

Adding Girl Scout payments is recommended, but completely optional. This will help you keep track of all payments received from Girl Scouts as to keep better records of who owes and who does not. These do not affect the balance due to GSEMA, only the Girl Scout's balance due to the troop, so you are able to add payments as they are received.

To add a payment, click the "Add Girl Scout Payment" button that appears on the right, directly below the "Troop Deposits" section. A window will appear which will prompt you to select the Girl Scout you are recording the payment for (box #1), payment amount, payment date, form of payment (cash, check, or credit) and any comments you might have (box #2):

Add Girl Scout Payment [X]

1 Select the Girl Scout you will be recording a payment for:

Girl Scout
Felicia [dropdown arrow]

2 Record the payment details:

Amount: \$ 10.00 Payment Date: 07/11/2022 [calendar icon] Form of Payment: Check [dropdown arrow]

Bank Name: BOA Check/Deposit/Ref #: 1245

Comments: balance due for all products sold

CANCEL **RECORD PAYMENT**

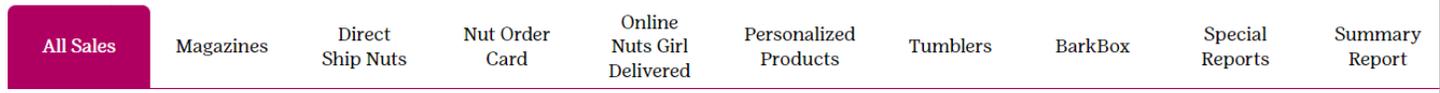
Once finished, click the "Record Payment" button and it will appear in the table on the previous page.

Reports

There are a few reports available to Troop users. To access, you can click the “Reports” link on the dashboard or in the quick links. Across the top of this page are tabs for each of the available reports:

Reports

See financial and other reports for this campaign.



Below is a quick description of all reports:

- **All Sales** – shows a high-level summary of total sales, broken down by total magazines, total nuts, and total emails sent, for each individual Girl Scout in the troop
 - By clicking on the individual Girl Scouts, you can see more detailed information about their sales, including what individual customers (supporters) ordered and what has been entered on their paper order card (if entered)

Note: If you click on an individual Girl Scout and move to different reports, you will only see the Girl Scout-level reports until you refresh the page by clicking the “Reports” link from the dashboard or in the quick links.

- By clicking the ‘+’ icon next to the Girl Scouts’ names, you have the option of viewing their paper order, which will appear in a new window for you to make edits and save them
- **Magazine Sales** – shows a high-level summary of total magazine sales, for each individual Girl Scout in the troop
 - By clicking on the individual Girl Scouts, you can see more detailed information about their magazine sales
- **Direct Ship Nuts** – shows a high-level summary of total direct ship (online only) nuts sales, for each individual Girl Scout in the troop
 - By clicking on the individual Girl Scouts, you can see more detailed information about their direct ship (online only) sales
- **Nut Order Card** – shows a high-level summary of total nut order card (paper/in-person) sales, for each individual Girl Scout in the troop
 - By clicking on the individual Girl Scouts, you can see more detailed information about what they (or you) have entered for their order card nut orders
- **Online Nuts Girl Delivered** – shows a high-level summary of all nuts ordered online and chosen for girl-delivery (no shipping, coordinate with Girl Scout to receive), for each individual Girl Scout in the troop
 - By clicking on the individual Girl Scouts, you can see more detailed information about the girl-delivered totals by each product and who their customers (supporters) are
- **Tumblers** – shows a high-level summary of all Tumblers purchased online
 - By clicking on the individual Girl Scouts, you can see more detailed information about the total sales of Tumblers and who their customers (supporters) are
- **BarkBox** – shows a high-level summary of all BarkBox items purchased online
 - By clicking on the individual Girl Scouts, you can see more detailed information about the total sales of BarkBox items and who their customers (supporters) are
- **Special Reports** – multiple reports, opened in excel, showing detailed information about all troop and Girl Scout activities engaged in during the Fall Product Program (e.g. sales information, products, financials, summaries, etc.)

- **Summary Report (VERY IMPORTANT!)** – shows high-level summary information about all aspects of the program for the troop:
 - Total Sales section – shows all of the financial information, including monies collected, proceeds earned, and the bolded “Balance Due GSEMA” line (amount to be debited on **October 31st**)
 - Online Magazine Sales section
 - Direct Shipped Sales section – online nut sales
 - Nut Card Sales section – paper/in-person nut sales entered by troop/Girl Scout
 - Online Nuts Girl Delivered section – all online nuts being shipped to and distributed by Girl Scouts

IMPORTANT: At the end of the season when all orders are populated and compiled by our distributor(s), Girl Scouts will receive, from their troop(s), all nut/candy orders that were entered as nut card sales AND online girl-delivered nut sales.

- Troop Extras section – any special circumstance products added to the troop (controlled by GSEMA)
- Campaign Stats section – shows selling Girl Scouts, avatars created, total emails sent, per girl average (PGA) units/dollars, and other information

Note: All reports, with the exception of the “Special Reports” section, can be printed, downloaded to PDF, exported to Excel, or emailed directly from the system.

- **Product and Reward Delivery Tickets** (under “Product Management” -> “Delivery Tickets”) – post-program (reports will not populate until all sales are final and submitted for fulfillment)
 - Use the “Girl Scout Tickets by Troop” sections of this page (one for Products and one for Rewards) to print out individual reports for each Girl Scout in the selected Troop

Note: You will need to type the Troop number in the box with the word “Choose...” in it for the report to populate properly.

Since this is GSEMA’s fifth year using M2, some of last year’s data is available for comparison. If you need additional prior year information, please contact customercare@gsema.org and we can pull that information for you.