





2024 FALL PRODUCT PROGRAM TRAINING

\$993,367.59 earned last fall through our council's program to benefit Girl Scouts



6 SKILLS ACQUIRED THROUGH GIRL SCOUT LEADERSHIP EXPERIENCE

Goal Settig Money Management People Skills Decision Making Business Ethics Managing Uncertainty

<u>Plus</u> Girl Scout Programs, Camp, Troop Activities & Giving Back



YOUR IMPACT ON THE GIRL SCOUT'S EXPERIENCE



The Program itself is a learning experience



Troops use money earned from the program participate in fun adventures like travel and camp



Troops use money earned to give back to their community



The program helps fund the entire Girl Scout Experience

THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?

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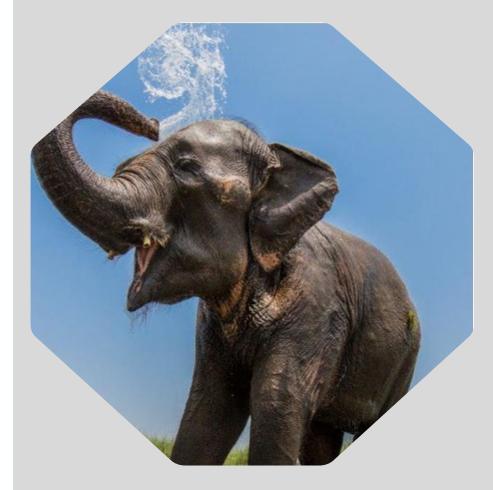
ASIAN ELEPHANT

Largest mammal on the Asian continent – living in forests

Up to 21 feet in length, 12 feet tall and up to 11,000 pounds

Very social spending 2/3 of the day feeding on grasses, bananas, rice and sugarcane

Endangered with fewer than 50,000 remaining due to habitat loss and poaching





TROOP PROCEEDS

15% of Total Sales

Comparison Tiered Level vs. %

> 2023 Tiered -\$140,261 2023 15% -\$164,514.61



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates

Magazines & More



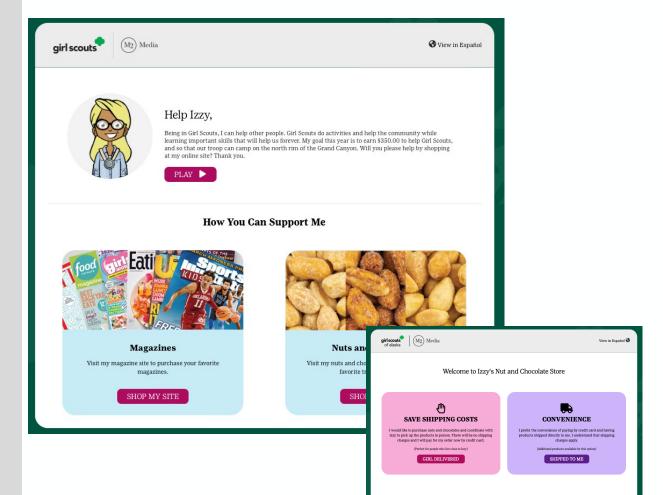




ONLINE SHOPPING SITES

Supporters select their desired product line

Nuts & Chocolates have two options: Girl Delivered or Direct Ship





NEW WAYS TO VISIT STOREFRONTS

Supporters can now visit other storefronts after checking out online

Thank you for helping Sienna achieve her goal! Thank you for your promise to purchase nuts and chocolates! You should receive an We've completed your order. email confirmation shortly. Order #10774 Sienna will follow up with you to confirm your order, and deliver products. E Sienna completed her goal! Thank you! Thank you for helping today's Girl Scouts make the world a better place. Print Receipt Appear on Sienna's store Allow my first name and last initial to be used on Sienna's top supporters listing. We will not display the purchase amounts. **Continue Your Support** SHOP MAGAZINES SHOP PERSONALIZED PRODUCTS SHOP TUMBLERS girl scouts BARK« SHOP BARK X GIRL SCOUTS SHOP NUTS & CHOCOLATES

NEW – Shipping Charges for paper magazines

- \$2.95 per order for any paper magazines
- Waived if \$10 Upsell purchase made (see next photo)
- Waived if a purchase is made from BarkBox, Stationary or Tumblers



Cart Upsell Screen

Cart Upsell Changes

Last Year

This Year



Southern Living for just \$10.00.

Thank you for your support!

That's 29% off regular price.

ADD TO CART

Your purchase will help Naomi reach her goal, earn patches, and be able to do fun activities this year!

As a special thank you for your support you're entitled to receive 13 issues of

Thank you for your support!

Your order has a \$2.95 shipping and handling cost. To avoid shipping costs, purchase one of these favorite subscriptions at a discount for yourself or as a gift.

Your purchase will help Karen reach her goal, earn patches, and be able to do fun activities this year!



People 26 Issues \$10.00 75% off regular price.



13 Issues

\$10.00

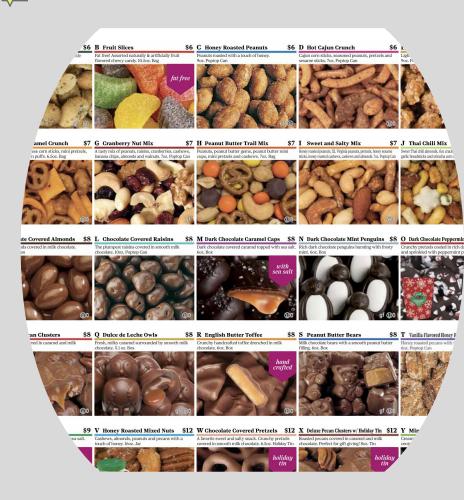


Food and Wine 12 Issues \$10.00 29% off regular price.









DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

#1 - Peanut Butter Bears
#2 - Dark Chocolate Mint Penguins
#3 - Deluxe Pecan Clusters
#4 -English Butter Toffee
#5 - Dark Chocolate Caramel Caps



NEW PRODUCTS

Vanilla Flavored Honey Roasted Pecans

Honey roasted pecans with vanilla flavoring

6oz Pop-top Can

\$9 per unit



ASHDON FARMS TINS

Perfect for Gifts and Treats!



Garden Friends Holiday Tin (order card, online girl delivered or direct ship) Milk Chocolate Pretzels & Caramel Clusters

Girl Scout Memory Box Tin

(order card, online girl delivered or direct ship) Milk Chocolate Mint Treasures







CARE TO SHARE

Customer makes purchase to support girls

Orders can be placed through order card, online girl delivered or direct ship channels

Products are distributed by council and are not delivered to troops/Girl Scouts

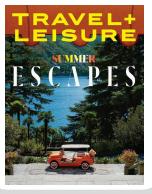
Troops earn proceeds and Girl Scouts earn a special patch and credit towards other rewards

MAGAZINES

Top selling magazines offered Easy renewal









PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers





PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Personalized Products





PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed BarkBox options

Choose from one big box or two different mini boxes!



1. Which of the following are not one of the skills pursued through product program?

A.Goal Setting B.Money Management C.People Skills D.Not Following Through E.Business Ethics



2.TRUE OR FALSE - Before the beginning of the Product Program, you should take time to ask each Girl Scout their "why" and work with the Girl Scouts as a troop to help them feel comfortable sharing their purpose and goals with supporters.



3. The campaign's theme mascot is the:

A.Asian Elephant B.Emperor Penguin C.Ocelot D.Spinner Dolphin

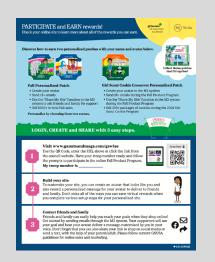


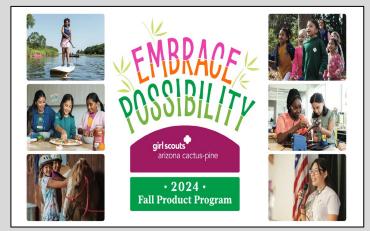
4.Working with Girl Scout participants' goals to develop a troop budget, what are the troop proceed amounts for the 2024 Fall Product Program?

A.10% per item B.15% per item C.20% per item D.\$1 per nut and \$3 per magazine









HOW TO GET STARTED

Online to purchase nuts & chocolates, magazines, Tervis® Tumblers, personalized products and BarkBox

In-person with nut order card



Highlight Girl Scout Goals

Build an Avatar

Include Video

GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar

girl scouts

Girl Scouts of Alaska 🛛 📧 🔻

🕜 Update Izzy's Avatar

Build Your Avatar

Create an avatar that reflects your personality! Creating a avatar will let you earn virtual rewards as you complete the activities and let you into your avatar's room to see your rewards. Get started and earn your first reward!

Check out the new uniform and official apparel options that will be available in select councils stores and online at girlscoutshop.com.



To see all choices for your avatar, use the arrows in the avatar software below.							
Face							
Hair							
Body							
Clothing							
•	Тор						
•	Bottom						
•	Socks 🕨						
•	Shoes						
•	Accessories						

Add Your Avatar's Voice

Include your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult the audio guide.

Unfortunately, your browser does not support our 'Record Now' feature. Currently, live audio recording is supported by the Firefox and Google Chrome browsers. To provide audio for your Avatar, you will need to upload an audio file. iOS users can select 'Take Photo or Video' when uploading a file to use their video camera to record an audio message.

🔓 UPLOAD AN AUDIO FILE

I do not want to record a voice

Preview how your avatar will sound on your own personalized Talking Avatar landing page!

PREVIEW



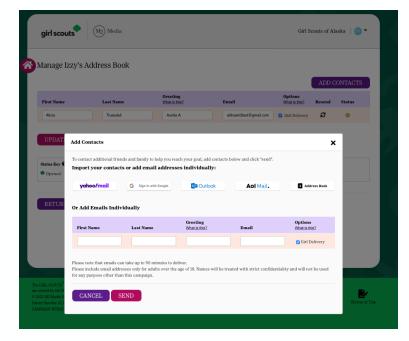
TOOLS TO RUN A BUSINESS

Send emails

Share My Site with social media and texting

Printable business cards

Door hangers with QR codes









PARTICIPANT'S DASHBOARD

Additional emails/social media/texts

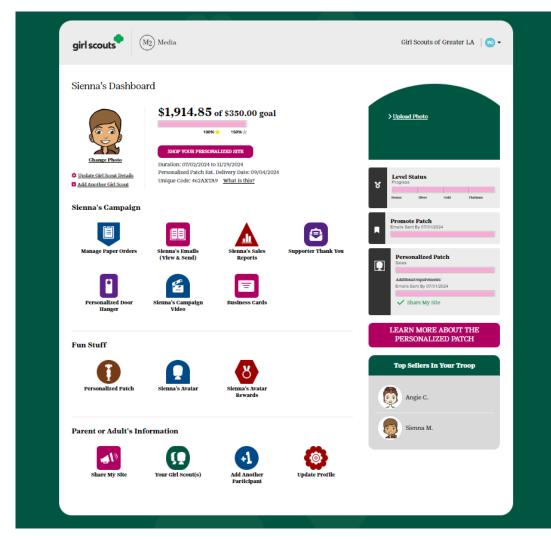
NEW Supporter Thank You email

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

Manage nut card order entry

Select rewards

Sales reports

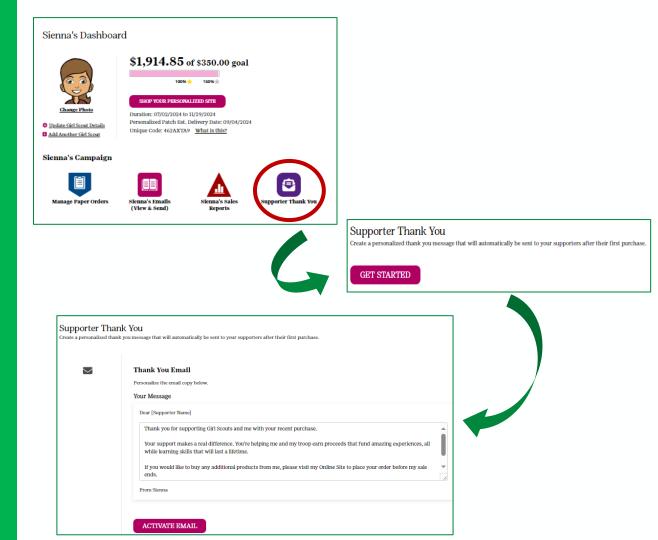


Say Thanks!

Girls and caregivers can easily send a thank you email to each supporter

*Customizable

*Set up email from their dashboard





Fall Personalized Patch

Personalized Patch with Theme Backgrounds

Create Avatar, Send 25+ Emails & \$550+ Combined







2024-25 FALL & COOKIE CROSSOVER PATCH

Participated in the 2024 Cookie Program and 2024 Fall Program

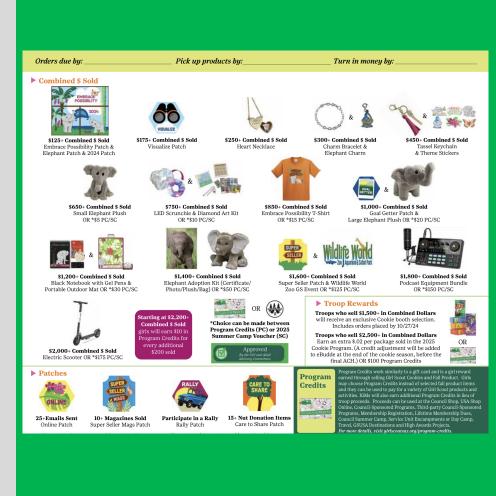






GIRL SCOUT REWARDS





Comparison of Items Sold (2023) and Dollars Sold (2024)

The examples show the average dollars spent at each of the levels compared to the items sold. At most levels, the girls will be required to sell fewer items than they would have in previous years to reach the same levels.

	2023		2024		
	Equivalent		Reward		
Unit Level	Dollars		Card Level		Difference
15	\$	132.15	\$	125.00	(\$7.15)
20	\$	176.20	\$	175.00	(\$1.20)
30	\$	264.30	\$	250.00	(\$14.30)
40	\$	352.40	\$	300.00	(\$52.40)
50	\$	440.50	\$	450.00	\$9.50
70	\$	616.70	\$	650.00	\$33.30
90	\$	792.90	\$	750.00	(\$42.90)
105	\$	925.05	\$	850.00	(\$75.05)
130	\$ 3	1,145.30	\$ 3	1,000.00	(\$145.30)

1.Which of the following ways can participants access the M2OS platform?

A.Custom link on council's websiteB.General internet search for "Girl Scouts"C.Launch email sent to parent/adult email's address on "go day"D.Visit M2's website and click on the company's link



2.TRUE OR FALSE – Participants have the ability to select which supporters receive an invitation to order online with girl delivered (customers pay online and the Girl Scout delivers).



3.TRUE OR FALSE – Girl Scouts earn the personalized avatar patch by creating an avatar, sending 18+ emails, using the "Share My Site" tool and reaching \$300 in total sales.



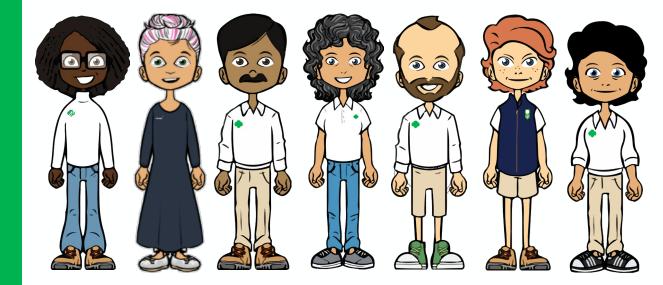
END OF MODULE #2 (QUESTIONS FOR GSLEARN)

4."Share My Site" provides the following tools to Girl Scouts:A.TextingB.Facebook postingC.Posting on XD.Instagram





VOLUNTEER EXPERIENCE

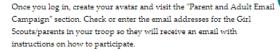




M2 Media

Announcement

To manage the product program this year, please set up your account now. Your username will be the email address shown below. Use that information when you <u>create your password</u>.



You will also be able to communicate with troop leaders and access reports and other information for the Girl Scouts in your troop and all of the troops in your service unit.

Username:

Once you have created your password, you can <u>access the site using this</u> <u>link</u> or go to <u>gsnutsandmags.com/admin</u>.

The program will run from 07/02/2024 to 11/29/2024. Please encourage all Girl Scouts to participate. It's fun and also a great learning experience. If you have any questions, <u>contact us online</u> or call 1-800-372-8520. Thank you for all that you do for Girl Scouts.

Thank you, Girl Scouts of Greater LA

TROOP VOLUNTEER ACCESS

Email invitation to login

Troop training video

Queue Parent/Adult Email Campaign

Volunteer avatar

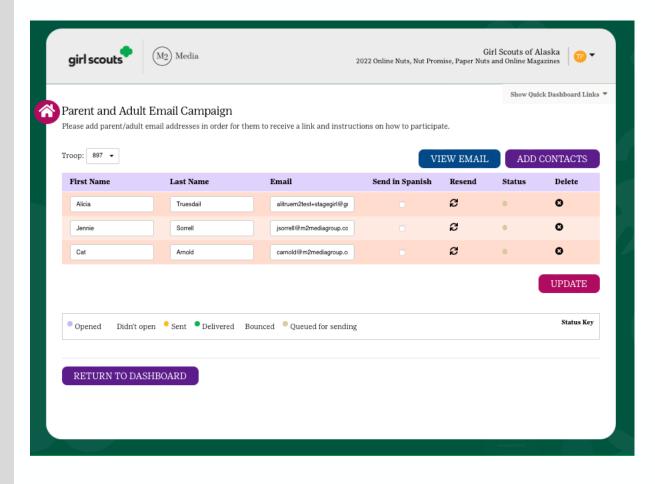


PARENT/ADULT EMAIL CAMPAIGN

Email addresses uploaded by council

Edit or enter missing parent/adult emails

Email with instructions on how to participate





TROOP DASHBOARD

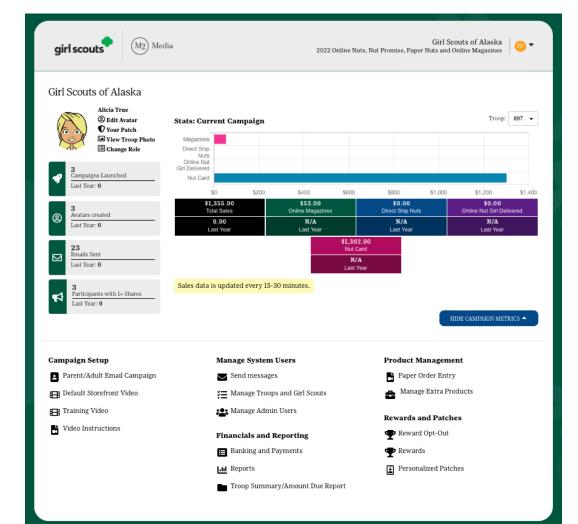
Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments





TROOPS REWARDS

Create M2 Avatar, send parent email blast & have \$1750+ in total combined troop sales



SERVICE UNIT DASHBOARD

Messaging

- Manage nut card order entry
- Sales reports
- Banking and payments

Girl Scouts of Alaska (M2) Media girl scouts SU -2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines Girl Scouts of Alaska Stats: Current Campaign Alicia True Service Unit: Bending Birch @ Edit Avatar Magazines V Your Patch Direct Ship Change Role Nuts Online Nut Girl Delivered Campaigns Launched Nut Card Last Year: 0 \$0 \$10 \$20 \$30 \$40 \$50 \$60 \$70 \$80 \$90 \$100 \$0.00 \$0.00 \$0.00 \$0.00 Total Sales **Online Magazines** Direct Ship Nuts Online Nut Girl Delivered Avatars created 0.00 N/A N/A N/A Last Year: 0 Last Yea Last Year Last Year \$0.00 2 Emails Sent \square Last Year: 0 Sales data is updated every 15-30 minutes. 2 Participants with 1+ Shares Last Year: 0 HIDE CAMPAIGN METRICS -**Campaign Setup** Manage System Users **Product Management** Troop Training Video ☑ Send messages Paper Order Entry ₹ Manage Service Unit, Troops & Girl Scouts **Rewards & Patches** 🏖 Manage Admin Users Personalized Patches **Financials and Reporting** Banking & Payments 🔟 Reports Troop Summary / Amount Due Report



SERVICE UNIT REWARDS

Just need to be entered in the system

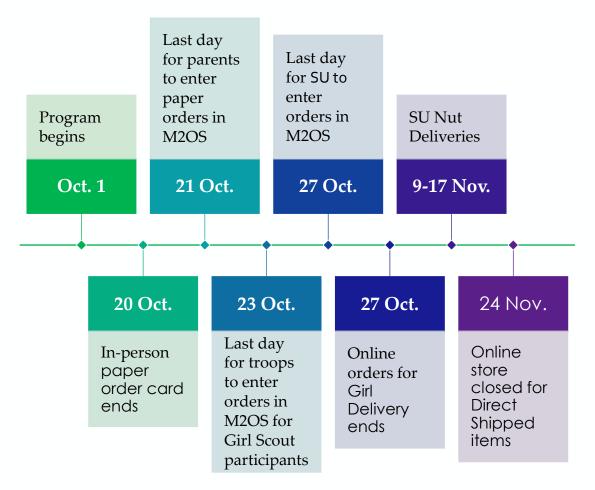






IMPORTANT DATES

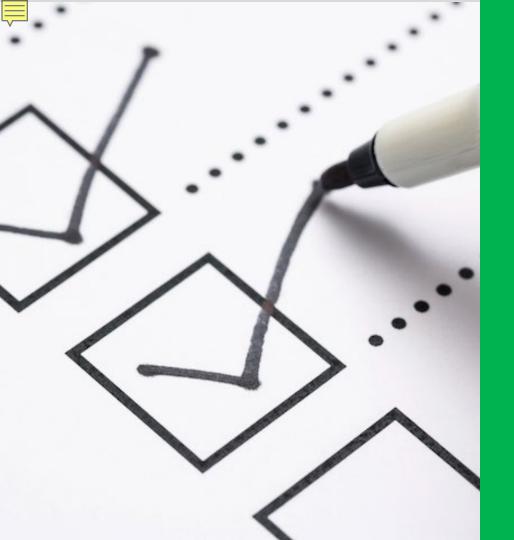
(Please be sure to check the website for all important dates and updated forms)



FAQs

How do I reset my password?

When can a supporter expect a direct ship nut order placed online? When will a participant receive their Personalized Patch? What if a participant didn't find their name as they log into the platform? When can I expect my online girl delivery items?



SUPPORT & WHAT'S NEXT

M2 Customer Care

Nut/chocolate & reward delivery

Getting started...



END OF MODULE #3 (QUESTIONS FOR GSLEARN)

1.TRUE OR FALSE – For the Parent Adult Email Campaign, you need to confirm the email addresses are the ones used by parent/adults in your troop and confirm all the Girl Scouts in your troop are listed so they get the email blast at the start of the program.



END OF MODULE #3 (QUESTIONS FOR GSLEARN)

2.Which of the following is not a troop responsibility?

A.Review order card orders submitted by parent/Girl Scout B.Send Parent Adult Email Campaign C.Create troop volunteer avatar D.Send emails to customers on behalf of Girl Scout



END OF MODULE #3 (QUESTIONS FOR GSLEARN)

3.TRUE OR FALSE – As a troop volunteer, they should communicate with the parents/Girl Scouts through the M2OS messaging tool the first week of the program to encourage participation, at the halfway point for continued motivation and a few days before the end with final details.







DELIVERY OF NUTS/CHOCOLATES

Troop pick-up

Girl Scout pick-up



DELIVERY TICKETS

Print delivery tickets by Service Unit or troop

Available for easier picking and packing

Option to include financials

girl scouts	(M2) Media	2022 Online Nuts, Nut Pron		rl Scouts of Alas and Online Magazi		SP Y		
				Show Quick	Dashbo	ard Lin	ks 🔻	
Delivery Tickets								
Delivery Tickets								
Select your options and p	rint your delivery tickets below:							
	Troop Tickets by Delivery Site							
	Delivery Site Type Delivery Site	Troop						
	Single - > Alicia True (SU C	- > All -						
	Aneia Hue (50 C	· · · · · · · · · · · · · · · · · · ·						
	Include Financials							
	CREATE TICKET							
	CREATE HCRET							
	Troop Tickets By Troop Troop Choose • Include Financials		Product		Full	s Coses Shot	Single Pieces 2	Kes
			Dutor Daisies Fruit Slices		0		0	
	CREATE TICKET		Peanut Butter Monkeys		0		0	
	CREATE HORET		Spicy Cajun Mx		0		0	
			Chocolate Covered Raisins		0		0	
			Cranberry Trail Mix Dark Chocolate Sea Salt Caromete		0		0	
			Double Dipped Peanuts		0		0	
	Girl Scout Tickets		English Butter Toffee		0		0	
	Troop		Pecan Supremes		0		0	
			Chocolate Covered Almonds		0		0	
	Choose 👻		Whole Cashews		0		0	
			Mint Trefoils		0		0	
	Include Financials		Gorp Trail Mix		0		0	
	\smile		Peppermint Bark		0		0	
			Care To Share		0		0	
	CREATE TICKET		Total		0		0	
			Online Magazine Sales	Direct Shipped Nut Sales		Online Nuts Girl D		
			Total Collected Sales Online:	\$97.00 Total Collected Sales Online:		Total Collected Sa	ies Online	1
			Proceeds:	\$14.55 Proceeds:	\$13.49	Proceeds:		9
			Nut Card Sales Collected from Customer:	\$0.00	1	otal Sales		
				50.00	0	offected Online:		1



FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee





BALANCING FINANCES

Sales reports

Banking and payments

girl scouts	(M2) Media	2022 On	Girl Scouts o line Nuts, Nut Promise, Paper Nuts and Online ?	
			Show	Quick Dashboard Links
Banking and	Payments d payments for this campaign.			
ervice Unit / Tro				
service onic / mo	op			
Froop Payme	nts - Troop 6512			
Froop Deposits View payments ma	ade by this troop to the council			
			M	IANAGE ACH
Date	Bank Name	Check/Deposit/Ref#	Comments	Deposit
		No results returned		
SEARCH TOOLS	yments for this troop.		ADD GIRL SCO	UT PAYMENT
	v girl scout payment informatio	n. Click the "+" menu to access additional fea	itures.	
Click rows to viev				
Click rows to view		Payments Due Troop	Payments Made	Balance

girl scouts	M2 Media	Girl Scouts of Alaska 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines				
					Show Quick I	ashboard Links
Reports						
See financial and other	reports for this cam	paign.				
All Sales	Magazines	Direct Ship Nuts	Nut Order Card	online N Girl Deliver		nary Report
Troop Summa Campaign and sales inf		pops.				
Troop: 6512 *						
Total Sales					Campaign Stats	
Total \$ Sold				\$0.00	Girls Selling	0
Collected Online				\$0.00	Avatars Created	0
Collected from Custo	mers			\$0.00	Photos Uploaded	0
Total Troop Extras				\$0.00	Voice Recordings	0
Troop Proceeds and I				\$0.00	Total Personalized Patches Earned	0
Amount Due Council				\$0.00	Number Emails Sent	0
Payments Made to Co				\$0.00	Per-Girl-Average Units	0
Balance Due Counci	Ш			\$0.00	Per-Girl-Average Dollars	\$0.00
Online Magazine Sale	s				Reward Opt Out	No
Magazine Units				0		
Total Sales Collected	Online			\$0.00		
Proceeds And Bonuse	es			\$0.00		
Direct Shipped Sales						
Direct Shipped Sales				0		
Total Sales Collected				\$0.00		
Proceeds And Bonuse				\$0.00		
				0.00		
Nut Card Sales						
Nut Card Units				0		
Total Collected from	Customer			\$0.00		
Proceeds And Bonuse	es			\$0.00		
Online Nuts Girl Deliv	ered					
Online Nuts Girl Deliv				0		



DELIVERY OF REWARDS

Troop pick-up

Girl Scout pick-up







DELIVERY TICKETS

Print reward delivery tickets by troop or participant

Available for easier picking and packing

rl scouts	(M2) Media	Gir 2022 Online Nuts, Nut Promise, Paper Nuts a	l Scouts of Alaska nd Online Magazines
			Show Quick Dashboard Link
very Tickets	print your delivery tickets below:		
	Troop Tickets by Delivery Site Delivery Site Type Delivery Site	Troop	
	Single · Alicia True (SU C ·	All -	
	Include Financials		
	Troop Tickets By Troop		
	Choose		
	Include Financials		
		Product	Full Cases Single Pa
		Duite Daisies	Cases short Pieces S
	CDRATE TICKET		
	CREATE TICKET	Fruit Silces	0 0
	CREATE TICKET		
	CREATE TICKET	Fruit Silces	0 0
	CREATE TICKET	Fruit Slices Peanut Butler Monkeys	0 0
	Girl Scout Tickets	Fred Stores Pearna Butter Monkeys Spacy Capiter Mix	0 0 0 0 0 0 0 0
	Girl Scout Tickets	Prob Billow Parand Balar Monleys Signo Court Mix Countide Convend Realins	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
		Fed Bins Pennar Adam Kohnya Bana' Gana Ka Ontania Consent Ratan Contentor Tani da Contentor Tani da Contentor Tani da Estaman Can Contento Ras da Estaman	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
	Girl Scout Tickets	Ped Dan Peru Barte Honey Sing: Capit Ma Columb Commit Mass Columb Commit Mass Columb Testing Dan Columb das Sal Consents Dan Columb das Sal Consents Dan Columb das Sal Consents	6 6 0 8 0 8 0 8 0 8 0 8 0 8 0 8 0 8 0 8 0 8 0 8
	Girl Scout Tickets Troop	Fel Binn Henral Adar Mohya Karo Cajar Ma Costanto Fadar Contemp Tarla da Consent Manan Dec Contemp Tarla da Consent Dec Contem Tarlan Provi Cajar Batar Talan Para Sagaram.	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
	Girl Scout Tickets Troop Choose	Petition Paras Data Holaya Sang Capa Na Contant Consult Alassa Contanty Timit Alassa Contanty Timit Alassa Canton San San Sang Sang Sang Capab Alassa Tuba Parati Sagana Sang Parati Sagana Sang	4 4 6 3 6 4 7 5 8 5 9 4 9 5 9 5 9 5 9 5 9 6 9 6 9 6 9 6 9 6 9 6 9 6
	Girl Scout Tickets Troop	Fel Binn Henna Anter Moniyo Kara San Marina Chantata Channe Alaman De Chantata Channe Alaman De Chantata Channa Chanta Tusha Paula Bayama Chantata Channa	4 4 4 4
	Girl Scout Tickets Troop Choose	Fel Bios Pearls Danie Moniya Bioriji Calan Ma Contanti Grounen Hanne Contanti Grounen Hanne Contanti Seatti Anne Reich Contanti Seatti Anne Espain Adar Tahlan Daula Seatti Anne Hanna Systemia Chaustan Contanne Han Tahlan	4 4 4 4 4 4 4 4 5 4 6 4 6 4 6 4 7 4 8 4 9 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 11 4 12 4 13 4 14 4 15 4 16 4 17 4 18 4 19 4 10 4
	Girl Scout Tickets Troop Choose • Include Financials	In fail time Person Anior Monipo See on See Consense Converse Trained See Consense See on See Consense See on See Consense See on See Consense Annotation Consense Ann	4 4 4 4
	Girl Scout Tickets Troop Choose	Fel Bios Pearls Danie Moniya Bioriji Calan Ma Contanti Grounen Hanne Contanti Grounen Hanne Contanti Seatti Anne Reich Contanti Seatti Anne Espain Adar Tahlan Daula Seatti Anne Hanna Systemia Chaustan Contanne Han Tahlan	4 4 4 4 4 4 4 4 5 4 6 4 6 4 6 4 7 4 8 4 9 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4 10 4



FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee



THANK YOU!

For your continued support of Girl Scouting and the Fall Product Program.

We look forward to a successful 2024 Program!



