



## Fall Product Program - How to get started

Participating is easy to do – girls can get started today!

Your Girl Scout can earn a personalized patch with her name and customized M2 avatar on it, while her troop earns 13% of BarkBox, Tervis Tumbler, and magazine sales and a \$1.05 for each nut/candy item sold.

Girls learn all aspects of running an online business by using the M2 platform. M2 makes the experience user friendly with an easy-to-navigate dashboard. They can create a video, set their goals, customize email messages, easily share a link to their site, and the most popular feature, create their own avatar – which girls love!

There are M2 step-by-step guides for families of Girl Scouts in troops and guides for Juliette caregivers, on our [Fall Product Program resources page](#). The guides explain what to do before, during, and after the program, making it easier for new users to navigate the platform. There is a Fall Product Program family guide on the resources page as well, along with a links to the [digital program permission form](#) or the [paper permission form](#).

1. **Beginning Saturday, Sept. 9, 2023, girls/families can go to:**

[www.gsnutsandmags.com/gsco](http://www.gsnutsandmags.com/gsco) and follow the prompts to access the M2 system and set-up their storefront. To start, you will be asked to enter the Girl Scout's name and troop number.

*Attention Juliette caregivers:* When you log into the M2 system, if your Girl Scout is a Juliette, her troop number will be her service unit number preceded by 99 (for example, a Juliette in Service Unit 755 would be listed under Troop 99755 in the system). If you are not sure what service unit she is in, please select the "I don't know/see my troop or group #" option.

You can also contact Girl Scouts of Colorado customer care ([inquiry@gscolorado.org](mailto:inquiry@gscolorado.org)) and request your service unit number and the name and contact information of your service unit fall product manager (SUFPM).

*Your troop fall product manager (TFPM) can answer questions about the program and is your person to go to for assistance.*

## TIPS:

- If your **Girl Scout needs a membership, please go to [join](#) now. To renew her membership** for the 2023-2024 year, go to [myGS](#) on the GSCO website.
  - There are caregiver/family tips and how-to training videos on the [Fall Product Program page](#).
  - Troop fall product managers will distribute order cards, money envelopes, and a flier with information for Girl Scouts and their families. You can also find all materials (except money envelopes) on our website on the [Fall Product Program page](#).
2. **Create an avatar:** Girl Scouts can create their own avatar to look just like them! As she moves through the online set-up creating her personalized storefront, she earns virtual rewards that she can view in her avatar's room.
  3. **Make and upload a video:** On the dashboard in M2, you will also find a "Video Instructions" link, providing internet safety tips as well as a sample script.
    - If a girl uploads a video to her storefront, her customers will see that video. *A personal video message is more impactful to customers, especially family and friends.* If a girl does not add her own video, her customers will either see a troop video (if added) or the generic (default) video available.
  4. **Launch Campaign Storefront:** *Once their storefront is set up, Girl Scouts can send emails to friends and family with a link to their storefront, inviting them to look at the nut and candy items, magazines, and other special items available.*
    - It's best for girls to communicate with customers early, to give family and friends plenty of time to support them. **Girl Scouts can also share their site link on social media too!\*** **Sharing their site at least once is one of the requirements for earning the Personalized Patch.**

*\*Sharing her site MUST be done through the icon on her M2 dashboard and all sales must go through her M2 storefront.*
  5. **Girl Rewards:** **Girls can check their dashboard in M2 to see their progress in reaching their goals.** They can also see the rewards they are earning during the program.

- *Make sure your Girl Scout has created her avatar exactly as she wants her to look.* As soon as she meets the criteria for earning the personalized patch, it will be sent directly to the address entered in the M2 system. *Double-check that your shipping address is correct too!*

**Important Fall Product Program Dates for Girl Scouts and families to know:**

**Sept. 9: Program begins** – Girls can launch their online storefronts and contact their customers. Girls may also sell in-person.

**Oct. 8:** Last day to take in-person order card/Nut Promise orders.

**Oct. 8:** All order card orders must be entered into M2 system by 8 p.m. Check with the troop fall product manager if you need assistance.

- **Order card money collected should be "deposited" by processing a payment through the Girl Scout's M2 online storefront by 8 p.m., Oct. 8,** OR money collected should be turned in to Troop Fall Product Manager (TFPM). If you have questions, ask your TFPM for assistance.

**Oct. 10:** Last day for TFPM to enter order card orders into M2 system by 8 p.m.

**Oct. 11:** Last day for customers to order nuts and candy *with girl delivery through online storefront only*. NO LATE ORDERS ACCEPTED.

**Online shipped nut and candy orders, along with magazines, and special item orders, continue from Oct. 11 to Oct. 23, 8 p.m.**

**Oct. 23:** Program ends - Last day for magazine and shipped nut/candy item orders.

**Oct. 25:** Girl reward deadline – Girls/caregivers should select rewards in M2 system.

**Nov. 1:** ACH debit from troop bank accounts

**Program materials, nut and candy products, and girl rewards are delivered to service unit fall product managers (SUFPMs). Troop fall product managers (TFPMs) will pick up items from SUFPMs and coordinate pick-up of items with girls and families.**

**Week of Oct. 30:** Service units start to receive nut and candy items.

**Week of Nov. 6 and after:** Girls start to deliver ordered items to customers.

**Week of Nov. 28:** Girl rewards start to be delivered to service units.

If you have any questions about orders or need tech assistance with the M2 operating system, please contact M2 Media Group's Customer Care at [question@gsnutsandmags.com](mailto:question@gsnutsandmags.com) or call 1(800) 372-8520.