



2024 Fall Product Program Guide

Get ready to *Embrace Possibility* with the 2024 Fall Product Program. The Fall Product Program allows Girl Scouts to learn valuable life skills such as goal setting, people skills, and money management while earning Troop Proceeds and great rewards!

Girl Scouts sell delicious nuts, candy, and magazines to reach their goals. For their achievements, they can earn cool rewards like patches, a mini karaoke machine, a Nintendo Switch Lite, and they can even create their own custom avatar and earn a personalized patch!

Your role as volunteer

The Troop Product Manager (TPM) oversees the program for a troop—including hosting a kickoff meeting for Girl Scouts and their parents/guardians, collecting money and forms, and reviewing and submitting the final orders online. The TPM may be a troop leader, or another volunteer can step up and help. Volunteers can create their own custom avatar and earn a personalized patch just for helping their troop participate (two volunteer patches available per troop).

If you're working with a Juliette (individual) Girl Scout, you'll want to follow along with steps and information listed for troops, but also refer to the 2024 Fall Product Program Juliette Guide available on The Bridge (gsgibridge.com/fallprogram). **We'll highlight any areas where you'll want to pay special attention to the steps for Juliettes in Girl Scout green!**

What troops earn

Troops earn **15% of all nut and candy sales** and **20% of all magazine sales** (including personalized stationery, the BarkBox, and Tervis® Tumblers online-only products). Any troop (all grade levels) can choose to opt-out of all rewards and Munch Money to receive an additional 2% in Troop Proceeds!

Juliette Girl Scouts also earn rewards, patches, and Munch Money as they reach each level outlined on the Nut Order Card. Juliettes also earn Juliette Program Credits (JPC) (in place of Troop Proceeds). JPC can be used just like Munch Money and are added to the same digital account number at the end of the program. View the JPC chart on The Bridge to see what your Juliette will earn this season!

All Program Credits expire September 15, 2025. For more information about Program Credits, please review the 2024-25 Program Credit Policy found on The Bridge.

IN-PERSON SALES:
October 1 - October 20

GIRL DELIVERY SALES:
October 1 - October 22

ONLINE DIRECT SHIP SALES:
October 1 - October 25

Resources

The Bridge: <i>Trainings, Forms, and Program Guides</i>	gsgibridge.com/fallprogram
Shout Out! newsletter: <i>The best resource for up-to-date information on the Product Programs.</i>	In your inbox every Thursday! If you're not already getting these, sign up at girlscoutsiowa.org/shoutout
M2: <i>The website where you will manage all aspects of product and reward ordering.</i>	gsnutsandmags.com/gsgi
M2 Customer Care: <i>Your resource for M2 specific questions.</i>	Phone: 800-372-8520 Email: question@gsnutsandmags.com
Official Girl Scouts of Greater Iowa Facebook Leaders Group: <i>Connect with other GSGI Volunteers!</i>	girlscoutsiowa.org/leadersgroup
Girl Scouts of Greater Iowa (GSGI) Staff	Phone: 800-342-8389 Email: info@gsiowa.org

Important dates

MONTH OF SEPTEMBER

Attend a Service Unit Fall Product Program Rally or host a Troop Fall Product Program Rally! Resources and details on how to host a great rally are available on The Bridge.

Materials start arriving to troops and Juliettes.

SEPTEMBER 17

Virtual Fall Product Program Kickoff! To get more info and register to watch the premiere, visit The Hub (thehub.girlscoutsiowa.org).

SEPTEMBER 19

Attend the virtual live Fall Product Program training from 6:00 p.m. to 7:00 p.m., focusing on learning specifics of the program and offering a platform for you to ask any questions you have. Specialized pre-recorded training for specific roles and finance management will also be available on The Bridge!

SEPTEMBER 24

Email invitations are sent to all registered volunteers with directions to access the M2 system. Log in and watch a short system training video, create your own custom avatar, and schedule your parent/guardian emails to go out on October 1.

OCTOBER 1

TPMs can send the parent/guardian launch email in the M2 system, inviting Girl Scouts to access their M2 account.

Order card and online sales begin!

OCTOBER 2

Email invitations sent to all registered Girl Scouts who have not logged into their M2 account yet with directions to get started.

OCTOBER 20

Bank account information due.

In-Person Sales end. All Nut Order Cards and money due to the TPM. Last day for Service Unit Product Chairs (SUPCs) to enter delivery station details into M2.

FAQ

How do I stay up-to-date on the latest program news?



For the most up-to-date Girl Scout Fall Product Program info be sure to read your weekly Shout Out! newsletter and visit The Bridge (gsgibridge.com).

Need to sign up for the Shout Out! newsletter? Visit girlscoutsiowa.org/shoutout or scan this QR code.

OCTOBER 22

Girl Scouts of Greater Iowa (GSGI) Staff available over phone and email until 7:00 p.m. for support.

Online Girl-Delivery sales end. Last day for TPMs to enter Nut Order Card sales in the M2 system. Last day for troops to opt-out of rewards for higher proceeds.

OCTOBER 25

Online magazine and Direct Ship nut orders end.

OCTOBER 28

Last day for Reward Orders to be entered into the M2 system.

BY OCTOBER 30

Last day to deposit all money collected into the troop bank account.

Juliettes will need to have their funds deposited using their deposit-only card at a Wells Fargo branch, ATM, or any GSGI Leadership Center.

OCTOBER 31

Total balance due for product emailed to the TPM.

The amount due will be auto withdrawn from your troop bank account November 7.

NOVEMBER 5

Payment Adjustment Forms and Girl Shortage Forms, if applicable, due by 11:59 p.m. Any Girl Shortage Form submitted must also include the Girl Scout's signed Troop Activities Year-Round Permission Form*.

NOVEMBER 6-11

Nuts and candy are delivered to each service unit, then to troops.

NOVEMBER 7

Payment for product auto withdrawn from troop bank account.

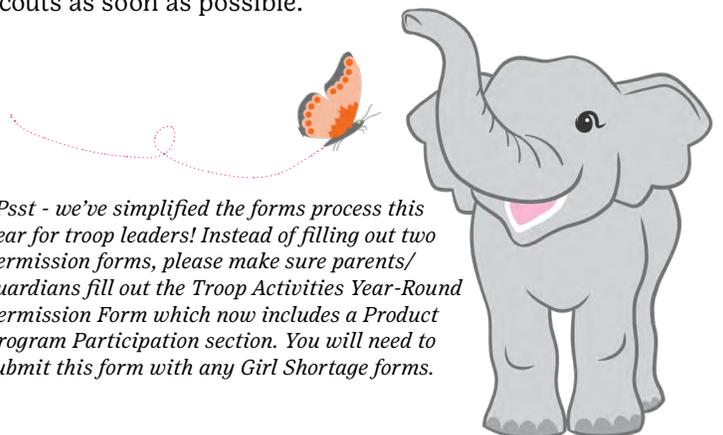
BY NOVEMBER 20

Girl Scouts should have product delivered to customers.

JANUARY 2025

Rewards delivered to service units, then to troops and Girl Scouts as soon as possible.

**Psst - we've simplified the forms process this year for troop leaders! Instead of filling out two permission forms, please make sure parents/guardians fill out the Troop Activities Year-Round Permission Form which now includes a Product Program Participation section. You will need to submit this form with any Girl Shortage forms.*



How to participate: it's simple for Girl Scouts and families!

Personalized online store

Girl Scouts set up an online store and invite their customers to shop online via email, social media, and text messages! Here are some great benefits to selling online:

- Customers pay online with a credit card and have items shipped directly to them OR they can choose Girl Delivery for online purchases of select nut and candy items!
- All online orders are tracked instantly. Girl Scouts and troops will earn credit for the sales, and volunteers can see the record of each one.

Magazine Orders: The standard delivery time frame for magazines is 6-8 weeks after order processing (based on how often the magazine is published). Magazine renewals will begin after the current subscription ends.

BarkBox, Stationery, and Tervis® Tumblers - Only available online:

- NEW this year: You can offer customers custom stationery with their name on it!
- Now more to choose from! Your customers will have the choice of three different BarkBox options to choose what is right for their fur baby.
- Tervis® provides a wide selection of premium insulated tumblers and water bottles. These items will be sold exclusively online by Girl Scouts and shipped directly to their customers.

Other online orders: The standard delivery time frame for nut and candy orders is 1-2 weeks after order processing. Customers can select expedited shipping when placing an order.

Shipping Costs: We are continuing to offer flat-rate shipping for customers who opt to have nut and candy products shipped directly to them. Prices are listed below.

Items	Shipping Cost
1-3 Items	\$14
4-6 Items	\$17
7-9 Items	\$20
10-12 Items	\$23
Every three thereafter	+\$3
Ground with ice = additional \$2	
2nd day air with ice = additional \$20	

If customers are looking to reduce their shipping costs, remind them that they can order online for Girl Delivery—depending on their location, of course!

In-person sales

The Nut Order Card gives customers the choice of 16 great nut and candy items. Girl Scouts collect money when they take an order. They can accept cash or checks made payable to: Girl Scouts or Girl Scout Troop # _____.

Girl Scouts must return to deliver the product. Orders will arrive in time for delivery to customers before Thanksgiving!

After a Girl Scout designs their custom avatar, they can print their own personal business cards with their avatar. These are great to hand out to customers who are unsure of what they would like to order or would like to see a larger selection online. Girl Scouts who use these see a greater increase in sales!

Donations | Care to Share

Customers can also donate to Girl Scouts in-person or online. These Care to Share donations allow troops to help locally distribute snack items to our hometown heroes such as firefighters, police officers, first responders, and military personnel. Specific items are not guaranteed.

To take a donation in-person, simply enter the quantity ordered in the Care to Share column on the Nut Order Card and collect money. With six donations, Girl Scouts will earn the Care to Share patch.

All orders must be entered into the M2 System

The M2 system makes it super simple for each Girl Scout to enter their own order card sales directly into the system, as well as selecting their reward choices. If that won't work for all families in your troop, don't worry! The TPM should still collect order cards, along with money collected, at the end of the program, so you can ensure everything is in the system correctly. Online orders for Girl Delivery should not be entered manually—those will be automatically tracked in the system.



Girl Scout rewards

Girl Scouts earn rewards and patches as they reach each level outlined on the Nut Order Card. Rewards are cumulative.

Girl Scouts can earn Program Credits called Munch Money, which is awarded on a digital account and can be spent on GSGI events, camps, shop items, and even next year's Girl Scout membership. Munch Money can be chosen instead of rewards at levels indicated on the Nut Order Card and does not automatically accumulate based on sales.

For more information about Munch Money, check out the 2024-25 Program Credit Policy found on The Bridge.

Fall Personalized Patch: Girl Scouts will love earning their avatar patch! To earn, they need to:

- ▲ Create their avatar in the M2 system (They can choose a background for their avatar and even what they wear!)
- ▲ Send 18+ emails during the Fall Product Program
- ▲ Use the "Share My Site" function in the M2 system
- ▲ Sell a total of \$375 in combined nuts & candy and magazines + more items

Cookie Crossover Patch: Girl Scouts will be able to earn a Cookie Crossover patch featuring their custom avatar! To earn this patch, they'll need to participate in both the 2024 Fall Product Program and the 2025 Girl Scout Cookie Program and meet the following criteria:

- ▲ Create their avatar in the M2 system
- ▲ Send 18+ emails during the Fall Product Program
- ▲ Use the "Share My Site" function in the M2 system
- ▲ Sell 325+ packages of cookies during the 2025 Girl Scout Cookie Program

Troop rewards

All troops who have a per-girl-average of 50 items sold will earn a premium booth time slot during the 2025 Girl Scout Cookie Program OR an exclusive GSGI Patch Program - Cookie Business Budgeting Adventure! You'll receive everything you need (including patches!) to host and teach your Girl Scouts the basics of money management and running their cookie business. *Juliettes, you are eligible for this reward too - you'll just need to pair up with another Juliette or troop for the booth sale.*

Volunteer incentives

We recognize the time and commitment you put in to help Girl Scouts achieve their goals! Volunteers will receive a custom avatar patch too—all you need to do is set up the Parent/Guardian Email Blast in the M2 system (before October 1). Then, create your avatar and help Girl Scouts in your troop participate in the Fall Product Program!

There is a \$1 minimum sale amount to earn your volunteer patch, and each participating troop can receive two volunteer patches. For the second volunteer patch, an additional troop leader/volunteer just needs to log into the M2 system and create a personalized avatar.

TPMs and SUPCs will also earn the Cookie Crossover patch when your troop or service unit participates in both the Fall Product Program and Girl Scout Cookie Program!

Looking for more?

This document covers everything you need to know to kick off a successful Fall Product Program for your Girl Scouts! Keep an eye on The Bridge and Shout Outs! throughout the program for more how-tos and tips, timely reminders to help you stay up-to-date, details about financials and handling money, using the online platform, and wrapping up the season. Visit The Bridge or scan the QR code for details.



Note: In an effort to use resources wisely, we're always evaluating our program materials. The pieces listed below (formerly part of this guide or printed) have been moved online. You can find them (and so much more!) on The Bridge.

- ▲ Fall Product Program Rally Guide (Service Unit or Troop Rallies)
- ▲ Wrapping up the Fall Product Program
- ▲ Juliette Guide
- ▲ Troop Activities Year-Round Permission Form (remember, this replaces the Product Program Permission Form this year!)