



## 2023 FALL PRODUCT PROGRAM TRAINING



# Agenda

- Staff Introductions
- Program Vendors
- Theme and Mascot
- New/Current Product Lineups
- Rewards and Patches
- Getting Started
- 2023 M2 Media Updates
- Questions

# Product Program Staff



**Sally Ellis**

Director of Product Program  
16+ Seasons



**Angela Potter**

Product Program, Retail and  
Customer Care Coordinator  
7+ Seasons

# 2023 Fall Product Program Vendors

## **Fall**

M2 Media

Ashdon Farms

Mascot: Ocelot Cat

Increased Troops Proceeds to  
15% for all sales

**Theme for both Fall and  
Cookie Programs:**  
Own your Magic!



Ocelot

**OWN**  
**YOUR** **magic**

## OCELOT

Wide distribution from northern Argentina to the southwestern U.S.

Up to 3 feet in length, 35 pounds and runs up to 38 MPH

Solitary and exclusive territories which can range upwards of 35 square miles

Endangered due to habitat destruction



# Ocelot Facts

- Size: 28-35 inches and 24-35 pounds and can run up to 38 MPH
- The ocelot has a wide distribution, from northern Argentina to the southwestern United States, being the most common felid species in most of the tropical and subtropical habitats of the Neotropics.
- The ocelot occupies a wide spectrum of habitats types, ranging from scrublands to tropical rain forests. What all these habitats have in common is a well-structured vegetative cover. Ocelots have been recorded in mangrove forests, coastal marshes, savanna grasslands, thorn scrubs, and tropical and subtropical forests.
- Life span: 8-11 years
- Ocelots are solitary and territorial. Females defend their exclusive territory, which can be as much as 9 square miles. Males have a much larger territory ranging upwards of 35 square miles which overlap that of 1 or more females. Ocelots communicate by use of scent markings.
- The ocelot is a terrestrial hunter and most active during the night (nocturnal). While the mainstay of its diet are nocturnal rodents including mice, rats, opossums and armadillos, they will sometimes take larger prey such as lesser anteaters, squirrel monkeys and land tortoises.





## New Products



**Cheddar Caramel Crunch**  
(order card, online girl delivered  
or direct ship)  
Cheese crackers,  
cheese corn sticks,  
mini pretzels and  
caramel cheddar corn puffs  
\$8.00

**Thai Chili Mix**  
(direct ship)  
Sweet Thai chili almonds,  
rice crackers,  
wasabi peas,  
sesame sticks,  
garlic breadsticks and  
sriracha corn nuggets  
\$7.00



## 2023 Tins

Perfect for Gifts  
and Treats!



Featuring Girl Scout  
items from 1961-1971



### **Girl Scout Peace Out Tin**

(order card, online girl  
delivered or direct ship)

Milk Chocolate

Mint Treasures

\$10.00

### **Mushroom Friends Holiday Tin**

(order card, online girl  
delivered or direct ship)

Deluxe Pecan Clusters

\$10.00





 <p>2nd in series</p>	 <p>holiday tin</p>	 <p>with sea salt</p>	 <p>new this year</p>
<b>A Mint Treasures w/ Girl Scout Tin</b> \$10	<b>B Deluxe Pecan Clusters w/ Holiday Tin</b> \$10	<b>C Whole Cashews</b> \$9	<b>D Cheddar Caramel Crunch</b> \$8
Creamy milk chocolate with a refreshing mint filled center. 6oz. Tin	Roasted pecans covered in caramel and milk chocolate. Perfect for gift giving! 8oz. Tin	A classic favorite roasted and salted with sea salt. 8oz. Poptop Can	Cheese crackers, cheese corn sticks, mini pretzels, caramel cheddar corn puffs. 6.5oz Bag
 <p>new this year</p>	 <p>with sea salt</p>		
<b>E Peanut Butter Trail Mix</b> \$8	<b>F Dark Chocolate Caramel Caps w/ Sea Salt</b> \$8	<b>G Deluxe Pecan Clusters</b> \$8	<b>H English Butter Toffee</b> \$8
Peanuts, peanut butter gems, peanut butter mini cups, mini pretzels and cashews. 7oz. Bag	Dark chocolate covered caramel topped with sea salt. 6oz. Box	Roasted pecans covered in caramel and milk chocolate. 5oz. Box	Crunchy handcrafted toffee drenched in milk chocolate. 6oz. Box
 <p>new this year</p>			
<b>I Thai Chili Mix</b> \$7	<b>J Caramel Apples</b> \$7	<b>K Peanut Butter Bears</b> \$7	<b>L Dark Chocolate Mint Penguins</b> \$7
Sweet Thai chili almonds, rice crackers, wasabi peas, sesame sticks, garlic breadsticks and sriracha corn nuggets. 6oz. Poptop Can	Milk chocolate with an apple flavored caramel center. 7oz. Box	Milk chocolate bears with a smooth peanut butter filling. 6oz. Box	Rich dark chocolate penguins bursting with frosty mint. 6oz. Box
			
<b>M Dulce de Leche Owls</b> \$7	<b>N Chocolate Covered Raisins</b> \$7	<b>O Fruit Slices</b> \$6	<b>P Honey Roasted Mixed Nuts</b> \$10
Fresh, milky caramel surrounded by smooth milk chocolate. 5.5oz. Box	The plumpiest raisins covered in smooth milk chocolate. 10oz. Poptop Can	Fat free! Assorted naturally & artificially fruit flavored chewy candy. 10.5oz. Bag	Cashews, almonds, peanuts and pecans with a touch of honey. 16oz. Jar

# Delicious Nuts, Chocolates & Snack Mixes


## Girl Scouts of Michigan Shore to Shore 2022 Top Selling Items


- #1 – Peanut Butter Bears
- #2 – Dark Chocolate Caramel Caps
- #3 – English Butter Toffee
- #4 – Deluxe Pecan Clusters
- #5 – Dulce de Leche Owls

# Online Shopping Sites

Supporters select their desired product line

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

M2 MediaView in Español




### Help Izzy,

Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn \$350.00 to help Girl Scouts, and so that our troop can camp on the north rim of the Grand Canyon. Will you please help by shopping at my online site? Thank you.

[PLAY ▶](#)


#### How You Can Support Me



##### Magazines

Visit my magazine site to purchase your favorite magazines.

[SHOP MY SITE](#)




##### Nuts and Chocolates

Visit my nuts and chocolates site to purchase your favorite treats and snacks.

[SHOP MY SITE](#)

View in Español

### to Izzy's Nut and Chocolate Store




#### SAVE SHIPPING COSTS

I would like to purchase nuts and chocolates and coordinate with Izzy to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.

(Perfect for people who live close to Izzy)

[GIRL DELIVERED](#)



#### CONVENIENCE

I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges apply.

(Additional products available for this option)

[SHIPPED TO ME](#)

# 2023 Online Nut Store Exclusive Items

The direct ship online store offers the complete lineup of Girl Scout branded nut and candy items PLUS online exclusive items



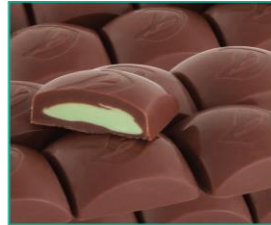
6oz Almond  
Cran-Orange  
Crunch  
\$8.00



15oz Gourmet  
Blend  
\$25.00



20oz Gourmet  
Caramel Corn  
w/ Almonds  
& Pecans  
\$24.00



6oz Mint Treasures in the  
GS Brownie Tin or the 2022 Memory Box Tin  
\$12.00



# **Product Offering Changes**

Discontinued from Order Card & Online Store:  
Nut & Seed Blend

Discontinued from Online Store:  
Black Forest Trail Mix  
Cookies & Cream Cups  
Jumbo Cashews Tin  
Mocha Cups  
Ruby Medley  
Salsa Mix

# Girl Scout Direct Ship Online Store

- Products are shipped directly to customers
- Purchase is paid for by credit card on the store website
- Additional items available that are not offered on order card
- No fees for online transactions
- 2 Day Shipping orders will be processed within 10 business days and arrive within 2 days of leaving our warehouse

2023 Online Store Shipping Rates		
Product Subtotal	Standard	2 Day
\$0.01 - \$15.00	\$9.45	\$20.35
\$15.01 - \$30.00	\$11.15	\$26.25
\$30.01 - \$45.00	\$12.65	\$30.50
\$45.01 - \$60.00	\$15.15	\$33.65
\$60.01 - \$75.00	\$20.95	\$38.45
Every additional \$15	\$3.75	\$7.75

Shipping rates cover the costs incurred to process, pack, and transport your order.

Packing material used in shipping boxes is starch-based and can be disintegrated in water without polluting groundwater resources.



**PRODUCTS GIRL  
SCOUT  
SUPPORTERS  
CAN PURCHASE**

Tervis® Tumblers



# PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed mini  
BarkBox  
No subscription  
needed. Price is  
\$19.99 with a flat rate  
shipping cost of \$5



# Fall Personalized Patch

Personalized Patch with  
Theme Backgrounds

18+ Emails, Share Site,  
Sell \$300+ in Combined Sales



# 2023-24 FALL & COOKIE CROSSOVER PATCH

18+ Emails, Share Site,  
Sell 250+ Packages of  
Cookies in Spring '24

Troop must also sell 12+  
fall items as a troop





# Theme Patches





# Rewards



**OR**  
**\$300+**



**\$400+**



**OR**  
**\$500+**



**\$750+**



## Care to Share

Customer makes purchase to support Hometown Heroes for \$6.00

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

Products are distributed by council or can be delivered to troops for local donations

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



# HOW TO GET STARTED

Girls register thru M2 Media, send emails to potential customers for online nuts, chocolates, magazines, Tervis® Tumblers and BarkBox orders

Girls use the nut order card to gain In Person orders paid for in advance.



## **5 SKILLS ACQUIRED THROUGH GIRL SCOUT LEADERSHIP EXPERIENCE**

Goal Setting  
Money Management  
People Skills  
Decision Making  
Business Ethics

Plus, Girl Scout Programs, Camp,  
Troop Activities & Giving Back

# GIRL SCOUT'S PLATFORM SET-UP

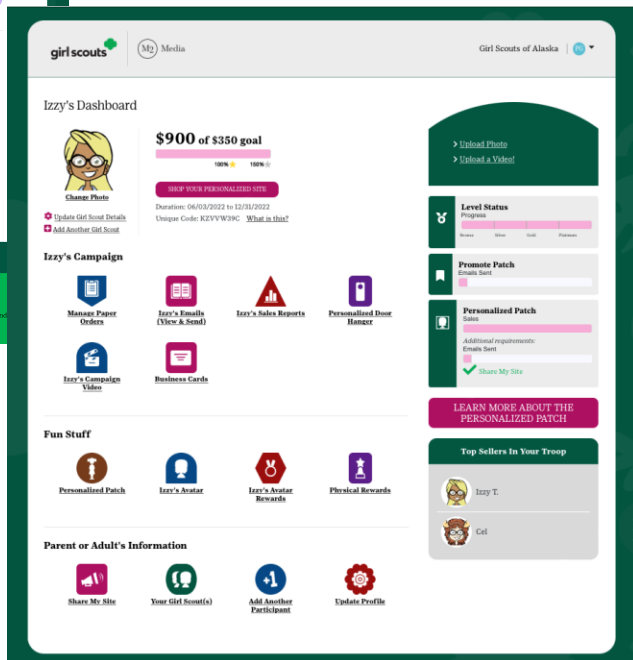
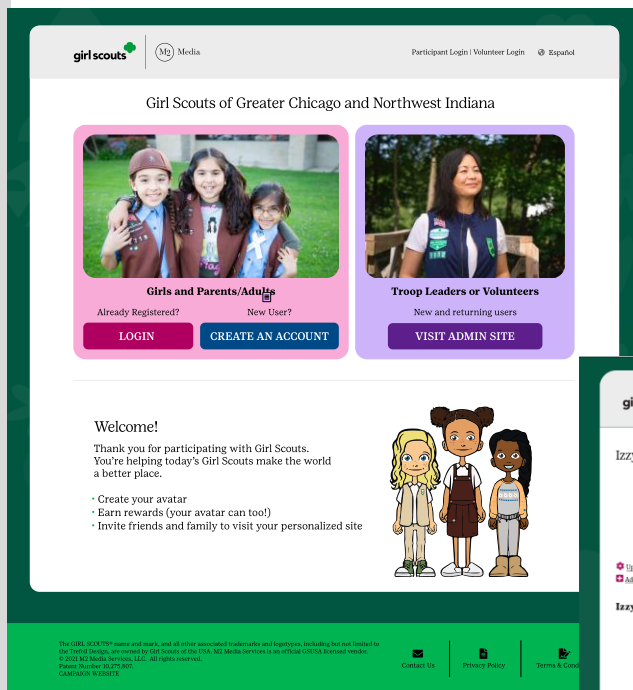
Preferred Email  
Address

Confirm Membership

Highlight Girl Scout  
Goals

Build an Avatar

Include Video





# GIRL SCOUT'S PERSONALIZED EXPERIENCE

## Design an Avatar

girl scouts

M2 | Media


Girl Scouts of Alaska

Update Izzy's Avatar

**Build Your Avatar**

Create an avatar that reflects your personality! Creating an 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	
◀	Top	▶
◀	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

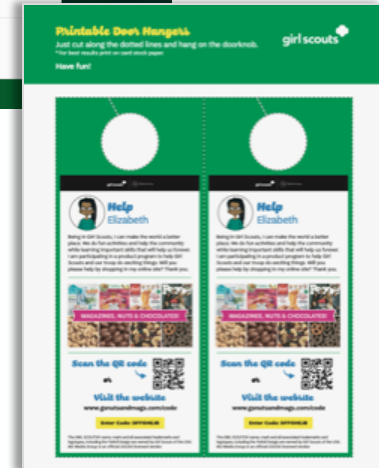
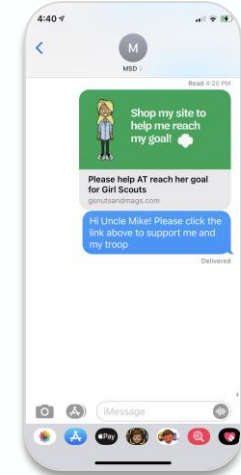
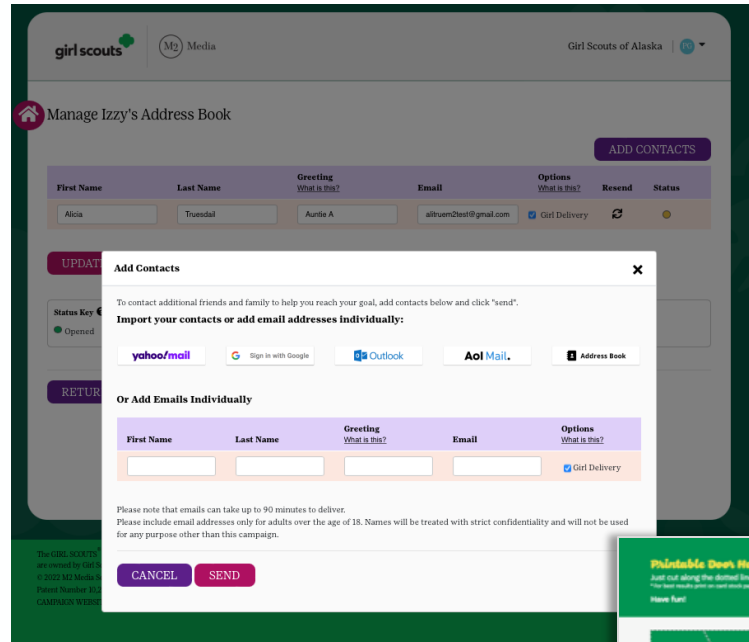
# TOOLS TO RUN A BUSINESS

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

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

Manage nut card order entry

Select rewards

Sales reports

The screenshot shows a user interface for a Girl Scout participant's dashboard. At the top, the 'girl scouts' logo and 'M2 Media' are visible, along with the text 'Girl Scouts of Southern Nevada' and a location dropdown set to 'NV'. The main heading is 'Jane's Dashboard'. Below this, there's a profile section for Jane with a 'Change Photo' link, a progress bar for a '\$50 of \$500 goal' (100% complete), and links to 'Update Girl Scout Details' and 'Add another Girl Scout'. A 'Shop your Personalized Site' button is also present. The 'Naomi's Campaign' section features icons for 'Manage Paper Orders', 'Jane's Emails (View & Send)', 'Jane's Sales Reports', 'Personalized Door Hanger', 'Business Cards', and 'Jane's Campaign Video'. The 'Fun Stuff' section includes links for 'Personalized Patch', 'Jane's Avatar', 'Jane's Avatar Awards', and 'Physical Rewards'. The 'Parent or Guardian's Information' section has links for 'Share My Site', 'Your Girl Scout(s)', 'Add Another Participant', and 'Update Profile'. On the right sidebar, there's a 'Level Status' section with a progress bar for Bronze, Silver, Gold, and Platinum. Below that is the 'Promote Patch' section with an 'Emails Sent' progress bar. The 'Personalized Patch' section shows 'Sales' progress and a note to 'Earn the promote patch'. A 'Learn more about the Personalized Patch' button is also there. The 'Top Sellers in Your Troop' section lists Naomi A. and Nabhyu. At the bottom, there's a footer with legal disclaimers, a 'Contact Us' link, and 'Privacy Policy' and 'Terms & Conditions' links.

girl scouts M2 Media Girl Scouts of Southern Nevada NV

### Jane's Dashboard

Change Photo

Update Girl Scout Details Add another Girl Scout

\$50 of \$500 goal

100% 150%

Shop your Personalized Site

Duration: 01/01/13 to 02/01/13 Unique code: XYH-435678H What is this?

#### Naomi's Campaign

Manage Paper Orders Jane's Emails (View & Send) Jane's Sales Reports Personalized Door Hanger Business Cards Jane's Campaign Video

#### Fun Stuff

Personalized Patch Jane's Avatar Jane's Avatar Awards Physical Rewards

#### Parent or Guardian's Information

Share My Site Your Girl Scout(s) Add Another Participant Update Profile

Upload Photo Upload a Video! Choose Reward Options!

#### Level Status

Progress

Bronze Silver Gold Platinum

#### Promote Patch

Emails Sent

#### Personalized Patch

Sales

Additional requirements

✖ Earn the promote patch

Learn more about the Personalized Patch

#### Top Sellers in Your Troop

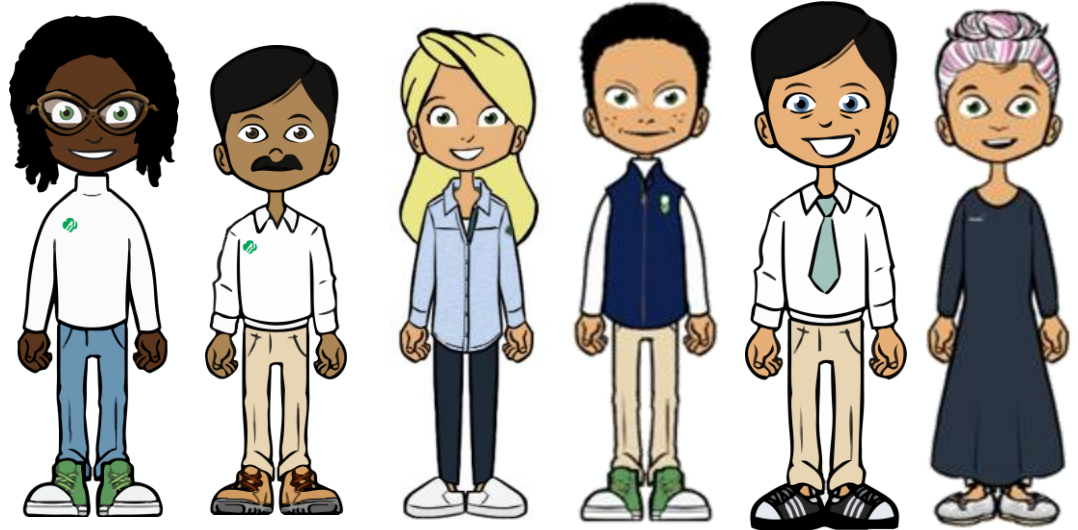
Naomi A.

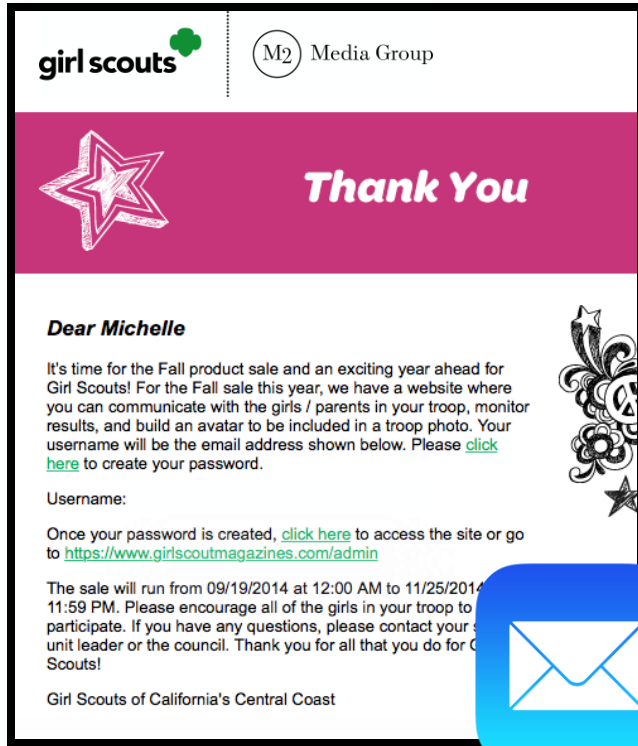
Nabhyu

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Contact Us Privacy Policy Terms & Conditions

# **VOLUNTEER EXPERIENCE**





# 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

girl scouts

M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

TP

Show Quick Dashboard Links

Parent and Adult Email Campaign

Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.

Troop: 897

VIEW EMAIL

ADD CONTACTS

First Name	Last Name	Email	Send in Spanish	Resend	Status	Delete
<input type="text" value="Alicia"/>	<input type="text" value="Truesdail"/>	<input type="text" value="altruem2test+stagegirl@gr"/>	<input type="checkbox"/>			
<input type="text" value="Jennie"/>	<input type="text" value="Sorrell"/>	<input type="text" value="jsorrell@m2mediagroup.cc"/>	<input type="checkbox"/>			
<input type="text" value="Cat"/>	<input type="text" value="Arnold"/>	<input type="text" value="carnold@m2mediagroup.o"/>	<input type="checkbox"/>			

UPDATE

Opened

Didn't open

Sent

Delivered

Bounced

Queued for sending

Status Key

RETURN TO DASHBOARD

# TROOP DASHBOARD

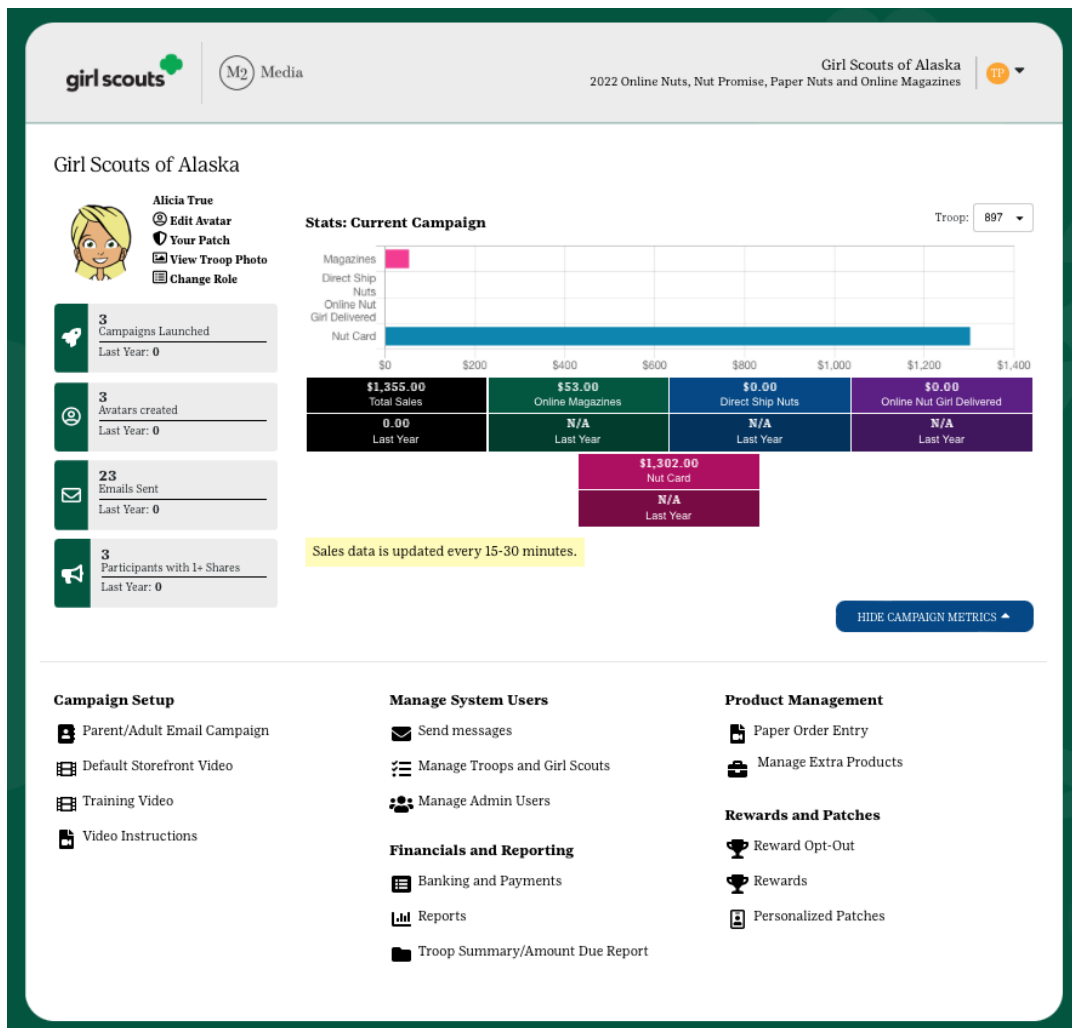
Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments



# TROOPS REWARDS

\$1,100 in Troop Sales  
and Send PAEC  
Launch Email



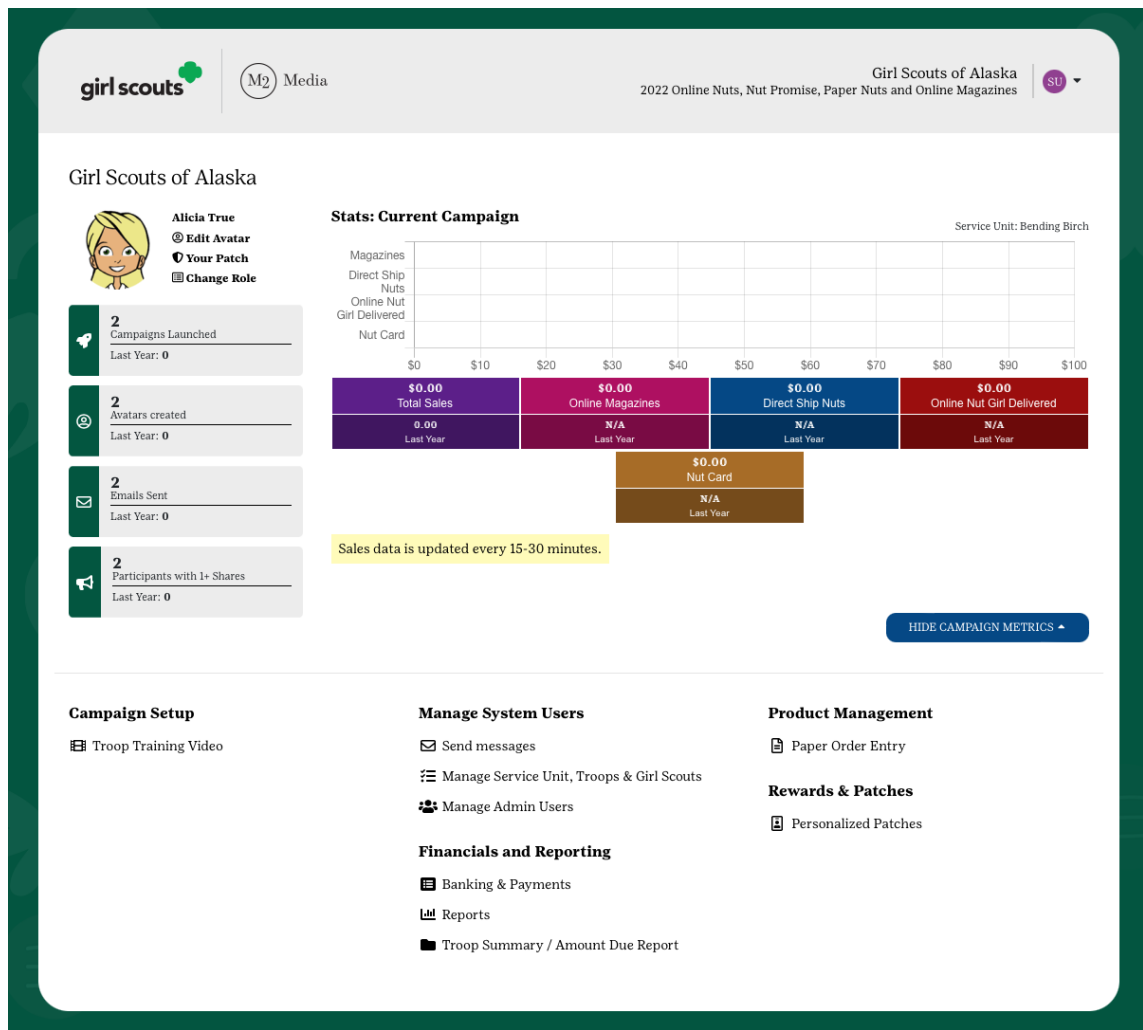
# SERVICE UNIT DASHBOARD

Messaging

Manage nut card order  
entry

Sales reports

Banking and payments



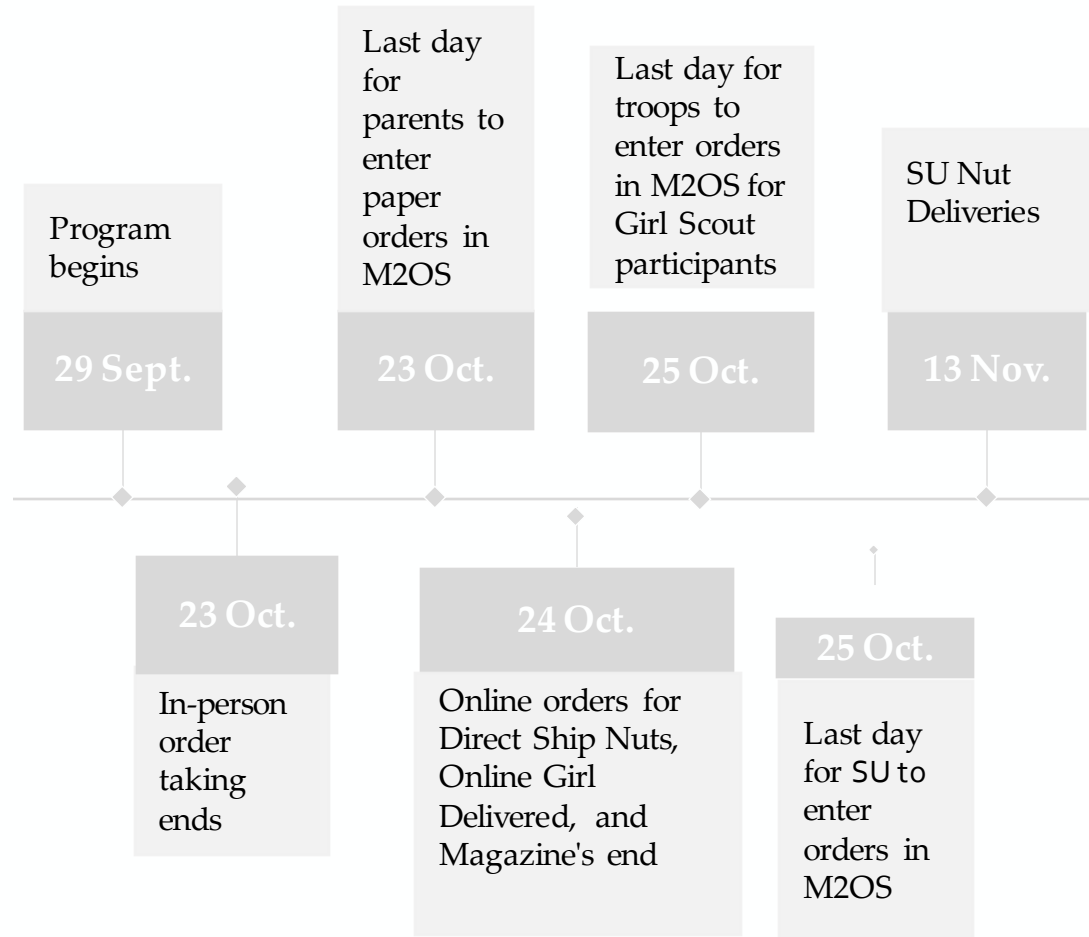
# SERVICE UNIT REWARDS

\$1 in Total Sales





# IMPORTANT DATES



***October 31st: Troop Bank Sweep, minus proceeds***



# DELIVERY OF NUTS/CHOCOLATES

Troop pick-up

Girl Scout pick-up

# Print delivery tickets by Service Unit or troop

Available for easier  
picking and packing

## Option to include financials

[illegible]

# BALANCING FINANCES

## Sales reports

## Banking and payments

girl scouts

M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

Show Quick Dashboard Links

Banking and Payments

Check banking and payments for this campaign.

Service Unit / Troop

Troop Payments - Troop 6512

Troop Deposits  
View payments made by this troop to the council

MANAGE ACH

Date	Bank Name	Check/Deposit/Ref#	Comments	Deposit
No results returned				

Girl Scout Payments  
View Girl Scout payments for this troop.

SEARCH TOOLS

ADD GIRL SCOUT PAYMENT

Click rows to view girl scout payment information. Click the "+" menu to access additional features.

Girl Scout	Payments Due Troop	Payments Made	Balance
+ Janie Jones	\$0.00	\$15.00	(\$15.00)

RETURN TO DASHBOARD

girl scouts

M2 Media

Girl Scouts of Alaska  
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

Show Quick Dashboard Links

Reports

See financial and other reports for this campaign.

All SalesMagazinesDirect Ship NutsNut Order CardOnline Nuts Girl DeliveredSpecial ReportsSummary Report

Troop Summary Report

Campaign and sales information for your troops.

Troop: 6512

Total Sales

Total \$ Sold	\$0.00
Collected Online	\$0.00
Collected from Customers	\$0.00
Total Troop Extras	\$0.00
Troop Proceeds and Bonuses	\$0.00
Amount Due Council	\$0.00
Payments Made to Council	\$0.00
Balance Due Council	\$0.00

Online Magazine Sales

Magazine Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Direct Shipped Sales

Direct Shipped Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Nut Card Sales

Nut Card Units	0
Total Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Online Nuts Girl Delivered

Online Nuts Girl Delivered Units	0
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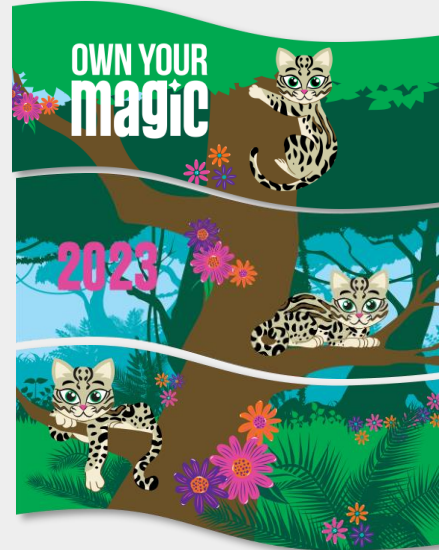
Campaign Stats

Girls Selling	0
Avatars Created	0
Photos Uploaded	0
Voice Recordings	0
Total Personalized Patches Earned	0
Number Emails Sent	0
Per-Girl-Average Units	0
Per-Girl-Average Dollars	\$0.00
Reward Opt Out	No

# DELIVERY OF REWARDS

Troop pick-up

Girl Scout pick-up





Available for easier  
picking and packing



# FALL PRODUCT PROGRAM CUSTOMER CARE

M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries  
Available 6 days a week and accepts emails only on Sundays.

100% customer satisfaction guarantee



# FAQs

Does every leader/Co and girls need to be registered?

Is a Parent Permission to Participate in Product Program form needed for every girl?

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?

**THANK YOU!**

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

We look forward to a successful  
2023 Program!

