



2024 FALL "Treats & Reads" PROGRAM TRAINING

\$180,082 was earned last fall through our council's proceeds program to benefit local Girl Scouts

Each participant helped to earn \$108+ which went directly toward Troop/Program funding

Product Staff



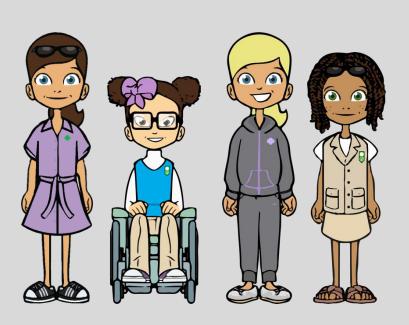


Sally Ellis: Director of Product Program, Retail and Customer Care Operations 17+ seasons

Angela Potter: Product Program, Retail and Customer Care Coordinator 8+ seasons

40+ SUPPM's





5 SKILLS ACQUIRED THROUGH GIRL SCOUT LEADERSHIP EXPERIENCE

Goal Setting
Money Management
People Skills
Decision Making
Business Ethics

<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"?









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 and spend 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 Combined Sales

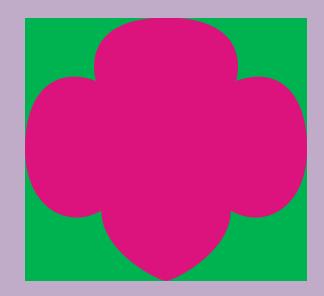
Each participating Girl Scout contributed \$180 to Troop/Program funding

PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates
Magazines
Tervis Cups
Bark Boxes x 3
Personalized Stationery
and Photo Frames



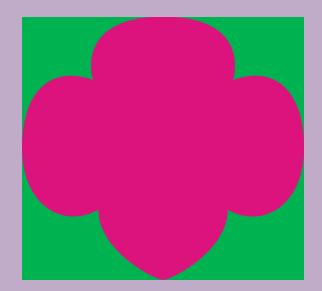




2024 Fall "Treats & Reads" Program

Shipping & Handling Fee on Magazines

- Cost of shipping magazines has increased
- Need to charge \$2.95 on orders with print magazines only
 - Fee is per order, regardless of number of titles purchased
 - No S&H fee on digital titles
 - No S&H fee for magazines when purchased with another product that has a shipping cost
- The fee will be waived if the customer purchases a \$10 cart upsell title
 - Three titles will be presented in the cart upsell



2024 Fall "Treats & Reads" Program

Cart Upsell Changes

Last Year

Thank you for your support!

As a special thank you for your support you're entitled to receive 13 issues of Southern Living for just \$10.00.

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!

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

75% off regular price. 29% off regular price.



Southern Living 13 Issues \$10.00



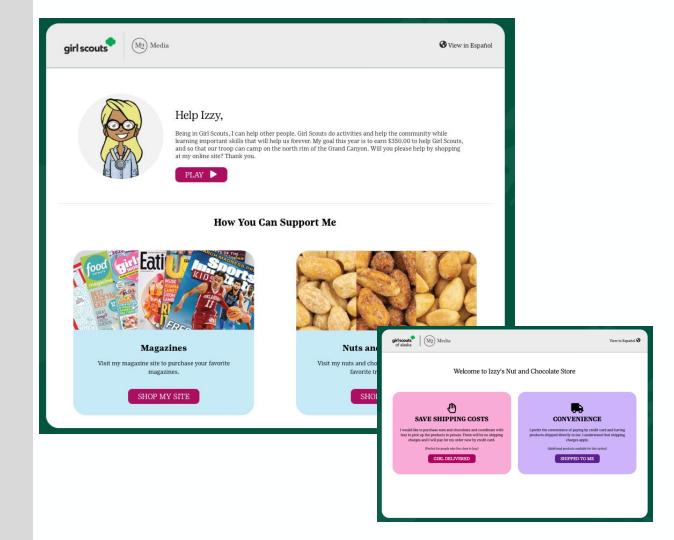
\$10.00 29% off regular price.

This Year

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!

We've completed your order. Order #10774



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.

Thank you for your promise to purchase nuts and chocolates! You should receive an email confirmation shortly.

Sienna will follow up with you to confirm your order, and deliver products.

Sienna completed her goal! Thank you!

Thank you for helping today's Girl Scouts make the world a better place.

Continue Your Support



SHOP MAGAZINES



SHOP PERSONALIZED PRODUCTS



SHOP TUMBLERS



SHOP BARK X GIRL SCOUTS



SHOP NUTS & CHOCOLATES



DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items
#1 Peanut Butter Bears
#2 Dark Chocolate Caramel Caps
#3 Mint Treasures in Tin
#4 English Butter Toffees
#5 Deluxe Pecan Clusters in Tin







New Product
Vanilla Honey Roasted Pecans
(order card, online girl delivered or direct ship)

ASHDON FARMS TINS

Perfect for Gifts and Treats!





Girl Scout Memory Box Tin (order card, online girl delivered or direct ship) Milk Chocolate Mint Treasures

Garden Friends
Holiday Tin
(order card, online girl delivered or direct ship)
Deluxe Pecan Clusters



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Personalized Products



Ashlee Warren



The Gilberts

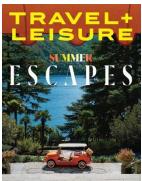
MAGAZINES

Top selling magazines offered

Easy renewal







PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Girl Scout themed BarkBox options

Choose from one big box or two different mini boxes!





CARE TO SHARE

Customer makes purchase to support Feeding America

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

Products are distributed by council, but troops may also select to deliver them locally

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





HOW TO GET STARTED

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

In-person with nut order card

GIRL SCOUT'S PLATFORM SET-UP

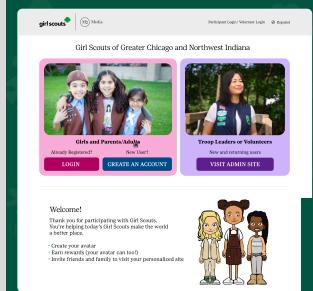
Preferred Email Address

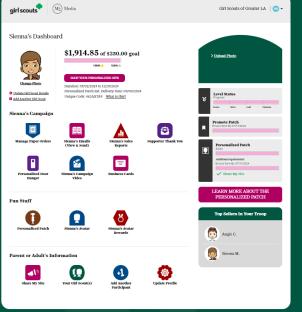
Confirm Membership

Highlight Girl Scout Goals

Build an Avatar

Include Video





GIRL SCOUT'S PERSONALIZED EXPERIENCE

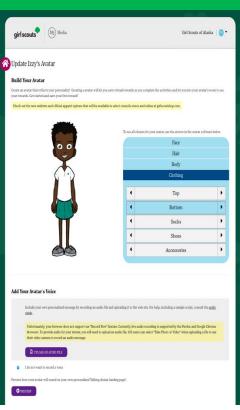
Design an Avatar



Personalized Patch with Theme Backgrounds

- Girls create Avatar
- Sell \$300+ in combined sales
- Send 18 emails to friends and family
- Share their selling site on social media





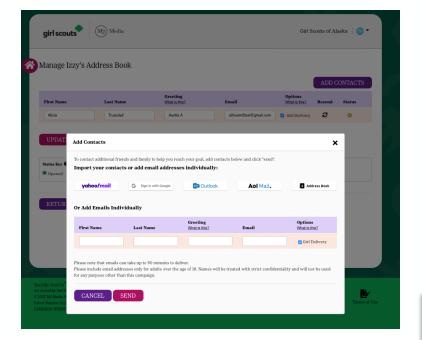
TOOLS TO RUN A BUSINESS

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

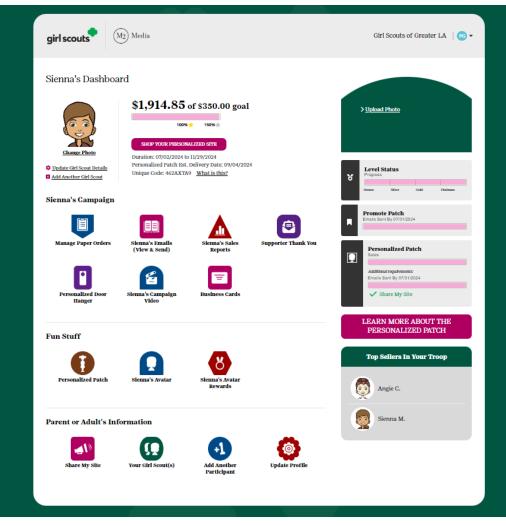
"NEW" Supporter Thank You email

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

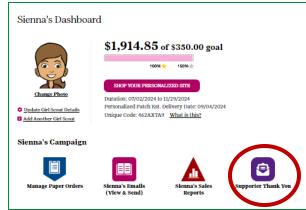
Manage nut card order entry

Select rewards

Sales reports



Say Thanks!

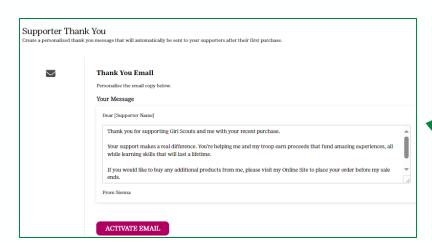




Supporter Thank You

Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.

GET STARTED





GIRL SCOUT REWARDS





\$150+ Combined Sales Theme Stickers



\$200+ Combined Sales Heart Necklace



\$250+ Combined Sales Elephant Charm & Charm Bracelet



\$300+ Combined Sales Choice of: Small Elephant Plush OR Diamond Art Kit



\$400+ Combined Sales Embrace Possibility T-Shirt



\$500+ Combined Sales Choice of: Large Elephant Plush OR Pom Pom String Lights



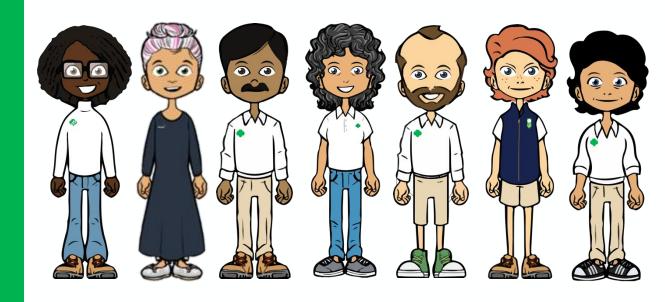
\$750+ Combined Sales Super Seller Patch & Portable Outdoor Mat

2024-25 FALL & COOKIE CROSSOVER PATCH

Create Avatar
Send 18 emails
Share site on Social Media
Sell 250 Packages of Cookies in 2025



VOLUNTEER EXPERIENCE









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>.

Once you log in, create your avatar and visit the "Parent and Adult Email \textsup Campaign" section. Check or enter the email addresses for the Girl Scouts/parents in your troop so they will receive an email with instructions on how to participate.

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 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, contact us online 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

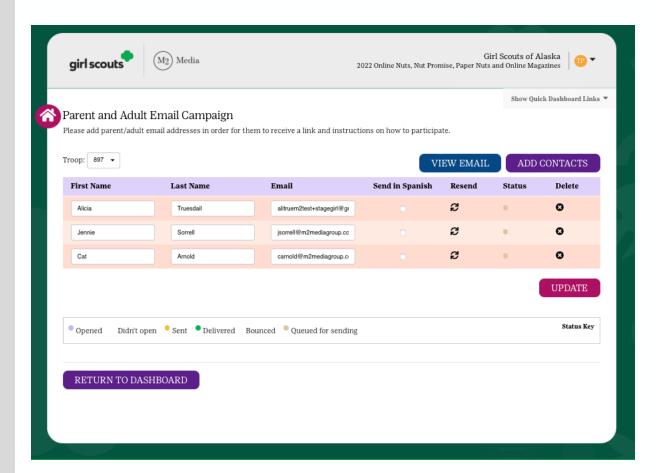
Volunteer avatar

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

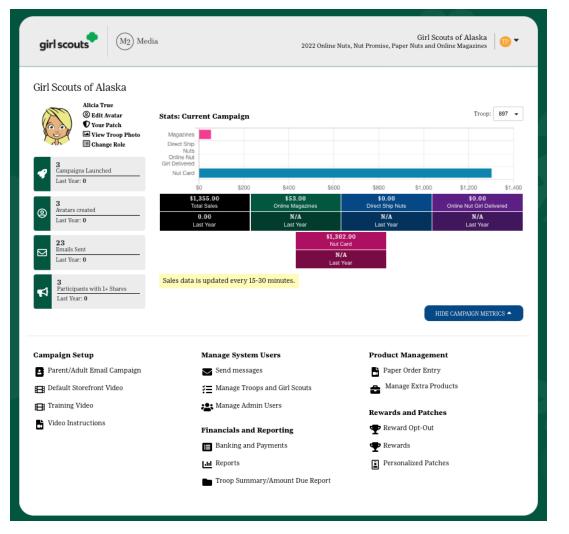
Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments



TROOPS REWARDS

Troop Leaders create their Avatar Have a Troop combined sales of \$1,100 Push the PAEC to the girls



IMPORTANT DATES

Program M2OS begins

Last day for parents to enter paper orders in

Last day for SU to enter orders in M2OS

SU Nut Deliveries

In-person order taking and girl delivered online order taking ends

Last day for troops to enter orders in M2OS for Girl Scout participants

Online orders for Direct Ship Nuts and Magazines ends



DELIVERY OF NUTS/CHOCOLATES

Troop pick-up: November 18-21 locally at your SUPPM's designated site.

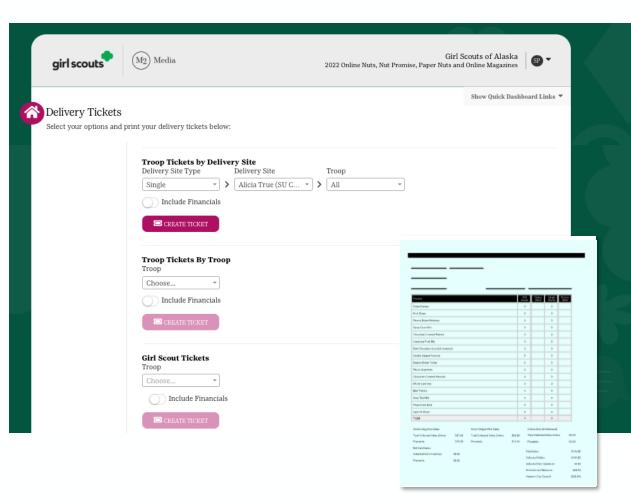
Girl Scout pick-up: Once the leaders pick up and sort, they may then have parents pick up to distribute to customer.

DELIVERY TICKETS

Print delivery tickets by troop or participant

Available for easier picking and packing

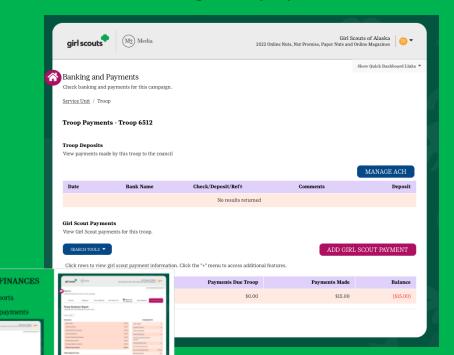
Option to include financials

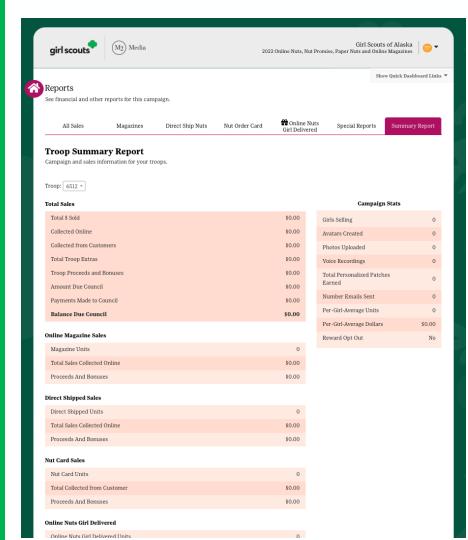


BALANCING FINANCES

Sales reports

Banking and payments





DELIVERY OF REWARDS

Troop pick-up: Arriving early December

Girl Scout pick-up: Once sorted

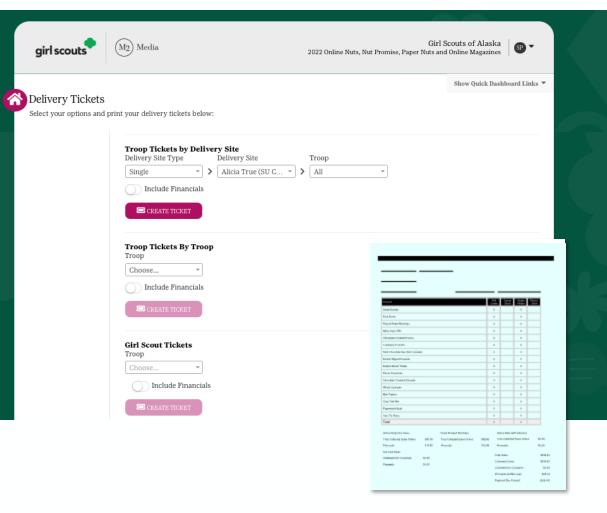




DELIVERY TICKETS

Print reward delivery tickets by troop or participant

Available for easier picking and packing



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?

What if my customer never receives their orders?

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!



