

2021 Troop Fall Product Training Outline

Welcome to Fall Product Program training!

The Fall Product Program is a friends and family sale that combines online and in-person items.

- M2 Media – has Magazines purchased online
- Ashdon Farms – provides nuts and chocolates – online and in person
- The theme for this year's program is Rise Up. This year's mascot is an emperor penguin.
- All sales information is tracked online through a database called M2 Operating System.

Why do troop participate in the product programs? Why do girls and families participate?

- The Girl Scout Product Programs provide an important ingredient for leadership by helping girls develop five key skills: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.
- The Fall Product Program is a great way to earn money to fund troop activities and community service projects.
- Fall Product is an easy sale, because all money is collected online or up front. The program is all about flexibility with easy ways to participate.

Troop proceeds

- magazines earn \$3 per item
- nut and chocolate items earn \$1 per item.
- Cadette, Senior and Ambassador troops can choose to opt out of rewards in exchange for an additional \$0.10/ item.

Another great reason to participate in the fall product program is the cookie proceed bonus.

- Any troop that participates in the 2021 Fall Product program will earn an additional 3 cents per box in the 2022 cookie program!
- There is no minimum per girl selling average to meet. A troop must have at least three girls participating in the Fall Product Program.

The dates for the fall product program can be found on the big white troop envelope in your materials.

Online order links will open on September 24. Girls can begin taking orders any time after that.

- Girls will get an email prompting them to create their online account. OR they can go to the web address in the materials and self-enter to begin online account set up.
- Troop Fall Product Managers have the option to send families the registration email. Look for this prompt as you enter the M2 Operating System.

Girls access the system

- Girls log into their accounts, set up a password and select their troop number.
- They create their virtual likeness from over 3 billion avatar feature combinations.
- They can also upload a photo or video to share on their storefront.
- Girls promote their campaign by sharing their online storefront link with family and friends by sending emails or by "share my site."

Purchasing products

- All magazines are purchased online. When purchasing nuts and chocolates online, customer have the option to choose girl delivered or direct ship.
 - Customers pay for all products online at the time of checkout.
- Girl Scouts can also take in-person orders for nuts and chocolate. The nut and chocolate selections are pictured on the order card.
 - If customers are missing any of their old favorites, more selections can be found online, available for the Direct Ship option.

- We will again be participating in a donation program. Customers can choose to donate a \$6 nut/chocolate item. The donated nut items will be shipped directly to our local VA centers.

New this year

- We have two new tins this year – the Girl Scout Collectible uniform tin and the Bunny Holiday tin.
- Two new items are – Caramel Apples and Sweet & Salty mix.

Entering orders and recognition choices

- Families can enter their nut order card items into M2OS.
- Families use the reports section to run their delivery list for the online girl delivered products.
 - This report is also emailed to them from the system.
- The recognition options are on the back of the nut and chocolate order card.
- Girls can enter their rewards selection in the M2 Operating system.
 - M2OS will default to the first item listed if there is an “or” option with no selection.
- If a girl earns the personalized patch, an automated email will be sent out to the registered email address for final patch edits. This email will also ask for a shipping address. Within 4-6 weeks, the patches are mailed directly to the girls.

This year we are continuing with a fun patch for girls that participate in both the fall product program and the cookie program.

- Girls who sell ten items in the fall program and 50 packages in the cookie program will earn the combo patch which features mascots from the two programs.
- The patch will be distributed with the cookie recognitions next spring.

M2OS is the online system used to manage all of your troop orders, both product and reward orders.

- TROOPS FILL OUT AN ONLINE AGREEMENT
- Information from the online agreement will be imported into M2OS.
- Once your information is imported into M2OS, you will receive an email with log in information. Follow the instructions to get your account set up.

When in the system:

- Watch the training video – it gives great information on the navigating the system.
- Launch parent/guardian email blast
- Create your avatar
- Troops will manage any nut card orders after girl entry for any girls who did not enter their own paper orders
- View reports
- Access all important information from your homepage.
 - Enter nut card orders
 - message girls
 - access reports.

Delivery tickets

- used to sort girl orders
- used as a receipt for product and rewards

Troop Fall Product managers can earn their avatar patch too!

- \$600 in troop sales
- Send the parent/guardian email blast

If customers have any issues with their online orders, M2’s customer care is available by phone or email. 800.372.8520 or support.gsnutsandmags.com

What's next:

- Complete online agreement
- Login to M2OS and send parent/guardian launch emails
- TFPMs collect girls' permission slips before distributing materials to families.
- Money is collected from customers when the orders are placed. Make checks payable to "Girl Scouts."
- TFPMs get a signed receipt when accepting money (cash or checks) from a Girl Scout or parent and when distributing product. Use the Delivery report.
- Go over the dates of the sale with girls and families.
- Every troop that participates in the fall product program will earn a proceed bonus during the 2021 cookie program!

Thank you for all you do!