

2021 Troop Fall Product Training Script

Slide 1 –

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 for purchase online
- And Ashdon Farms – provides nuts and chocolates

All sales information is tracked online through a database called the M2 Operating System.

Slide 2 –

We appreciate you! We made it through 2020 together! Thank you for keeping the product program story relevant and helping to motivate girls and troops.

Slide 3 –

Why do troops 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.

Slide 4 –

The theme for this year's program is Rise Up and our mascot is an emperor penguin.

Slide 5 –

The Emperor penguin is considered a "near threatened" species. In the wild they can live 15-20 years. It is the only animal to inhabit the open ice of Antarctica during the winter, and colonies of adults and chicks work together to huddle for warmth. 5,000 or more tightly packed adults and chicks shuffle around, so each takes a turn - but not too long - on the outside of the huddle where it's cold.

Slide 6 –

Troop proceeds this year are – magazines earn \$3 per item, and 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.

Slide 7 –

Here are the important dates for the fall product program. The dates are also found on the big white troop envelope in your materials. Watch for emails later in the fall product program that will have more information on the troop payments through ACH withdrawal.

Online order links will open on September 24. Once girls receive their materials, they can begin taking orders.

Slide 8 –

When using the online platform, Girl Scouts can create a virtual likeness.

Slide 9 –

Girls will log in either as a first-time participant or as a returning user from last year.

Slide 10 –

They register their account by validating their zip code, setting up a password and selecting their troop number.

Slide 11 –

Girl Scouts will then personalize their campaign by creating their avatar and uploading a photo or a video.

Slide 12 –

Girls promote their campaign by sharing their online storefront link with family and friends by sending emails or “share my site.”

Slide 13 –

Girls can navigate their fall product program in their dashboard.

Slide 14 –

Family and friends receive emails with links to shop for magazines and nuts and chocolates and can hear the special message recorded by their favorite Girl Scout.

Slide 15 –

When purchasing nuts and chocolates online, customers have the option to choose girl delivered or direct ship. Customers pay for all products online at the time of checkout.

Slide 16 –

Girl Scouts can also take in-person orders for nuts and chocolate. Here are the nut and chocolate selections for this year! If customers are missing any of their old favorites, more selections can be found online, available for the Direct Ship option.

Slide 17 –

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

Slide 18 –

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

Slide 19 – *(emphasize entering of orders by caregiver)*

Parents and girls enter the total of each item using the nut order card into the M2 operating system prior to the end of the program. Nut order card totals will be tabulated and added to all online sales totals in reports. All in-person nut orders must be entered into the M2 operating system to be processed

Slide 20 –

Families use the reports section to run their delivery list for the online girl delivered products.

Slide 21–

The reward options are on the back of the nut and chocolate order card. Girls can enter their rewards selection in the M2 Operating system. The M2 operating system will default to the first item listed if there is an “or” option but no selection was made.

Slide 22 –

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.

Slide 23 –

This year we are continuing with a fun patch for girls who participate in both the fall product program and the cookie program. Girls who sell 10 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 rewards next spring.

Slide 24 –

The M2 operating system, known as M2OS, is the online system used to manage all of your troop's orders, both product and reward orders. Information from your completed online agreement will be imported into M2OS.

Slide 25 –

Once your information is imported into M2OS, you will receive an email with log in information. Follow the instructions to set up your account.

Slide 26 –

To get started watch the troop training video and create your troop leader avatar. Within M2OS, launch the parent/guardian email blast announcing troop participation in the fall product program. Then manage nut card orders (after girl entry ends for any girls who didn't enter their own paper orders). And then you can view reports.

Slide 27 –

Troop leaders can launch an email directly to parents with a link and instructions on how to participate in the program. Parent email addresses are uploaded by Council. Volunteer will be able to edit or add any missing parent/guardian emails. The Parent Guardian Email Blast has a 74% open rate and is the easiest way to encourage your girls to participate online.

Slide 28 –

Access all important information from your homepage. Enter nut card orders, message girls and access reports.

Slide 29 –

Rewards are automatically calculated for girls. To view rewards, choose the Rewards link from the Troop Dashboard. If girls didn't make choices, troop volunteers can make reward selections for them. Detailed reports of earned rewards are available under the Reports link or through the Delivery Tickets link.

Slide 30 –

Under the troop banking and payments tab troops can view troop financial information including troop sales summary, gross sales, total paid online by customers, total proceeds earned, the balance due to Council, and girl payments if entered by the troop.

Slide 31 –

Click on the reports link from the troop dashboard to view total sales or sales by product category. Click a girl's name to view the specific details of individual girls. There is a link on the dashboard for the Troop summary/amount due report.

Slide 32 –

Delivery tickets are used to sort girl orders and should be used as a receipt for product and rewards.

Slide 33 –

Troop Fall Product managers can earn their avatar patch too!

Slide 34 –

What's Next? Complete the online agreement. Troops login to M2OS after September 13th. Watch the training video and create your avatar. Troop Fall product Managers send the Parent/Guardian email launch to participants. Girls set up their own campaign on M2OS, so leaders don't need to. Emphasize the simplicity of online girl delivered items. Money is collected online, items are automatically added to the girl's total, and girls simply deliver.

Slide 35 –

TFPMs should 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 should get a signed receipt when accepting money (cash or checks) from a Girl Scout or parent and when distributing product.

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 2022 cookie program!

Slide 36 –

If customers have any issues with their online orders, M2's customer care is available by phone or email.

Slide 37 –

Thank you for your continued support of Girl Scouting and the Fall Product Program. We look forward to a successful 2021 Fall Product program!