



2023 FALL PRODUCT PROGRAM TRAINING

M2 Program Website
[**www.gsnutsandmags.com/gsk**](http://www.gsnutsandmags.com/gsk)

Girl Scouts of Kentuckiana Website
[**www.gskentuckiana.org**](http://www.gskentuckiana.org)



MEETING AGENDA

What and Why of the Fall Product Program

New theme, mascot, and products

Troop banking and profit

Care to Share

Volunteer Experience

Girl/Family Experience

Delivery of product and rewards

Important dates

Special events and Fall Product Rally

Contact information



WHAT AND WHY?

What is the Fall Product Program?

Why should we participate?

WHAT'S NEW FOR 2023

New Theme and Mascot

New Products

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.



**NEW
PRODUCTS ON
ORDER CARD**



Sweet Cinnamon Almonds

Roasted almonds coated in honey seasoning. Cinnamon is then added. Perfect for the fall and holiday season!

Honey Jalapeño Peanuts

Honey peanuts roasted and coated twice and mixed with jalapeno seasoned peanuts. The combination is the perfect blend of sweet & heat!



TROPHY NUT TINS

Perfect for gifts
and treats!



Friendship Magic Tin
Milk Chocolate Mint Trefoils



**Snowman with
Ornaments Tin**
Chocolate Covered Pretzels



NEW PRODUCTS and MAGAZINES FOR DIRECT SHIP



Holiday Mix

Peanuts and almonds oil roasted and sprinkled with a touch of sea salt.

Pretzel balls with colorful candy coating, caramel balls coated with milk chocolate, and cranberries coated with creamy yogurt coating. Add in a mini nonpareil and you have a festive gift!

Honey Vanilla Cashew Halves

Cashew halves are oil roasted in peanut oil and coated twice in the roasting process with honey seasoning. Vanilla is added during the second seasoning application. They are delicious, you will want more!



**PRODUCTS GIRL
SCOUT
SUPPORTERS
CAN PURCHASE
ONLINE**

Tervis® Tumblers

Girl Scout themed
mini **BarkBox**



TROOP BANKING INFORMATION

Troops must have a troop bank account on file with the council to participate in the Fall Product Program.

PRODUCT PERMISSION SLIP

Troop to have a copy from each family before the program begins.

CLOVER ACCOUNT

Troops may request a Clover account to accept card payments from families and customers. GSK will cover all credit card fees. One Clover account per troop.

REPORTING OF FAMILY OWING

Used by the troop in case of a family that has not paid the troop by **December 2**. Updated date!

NEW reporting process!

Jotforms and links for each are available on the GSK website.

www.gskentuckiana.org



TROOP PROCEEDS

20% of Total Sales

25% when troops opt out of
rewards

Cadette, Senior, and Ambassador
troops may opt out of rewards for
25% troop profit. Girls will still
receive all patches that are earned.

Troops wishing to opt out must do
so directly in the M2 site by
October 10.



CARE TO SHARE

Customers make a \$10 donation to support food banks throughout our council.

Orders can be placed through a girl order card and online.

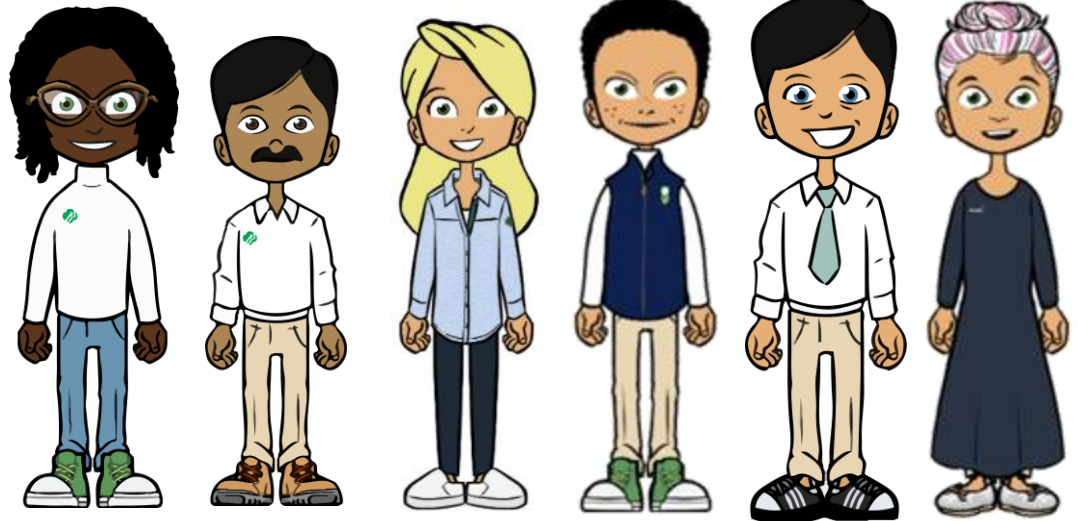
Products are distributed by the council and troops are welcome to suggest sites for donations.

Troops earn proceeds and Girl Scouts earn a special patch for 5 donations.

VOLUNTEER EXPERIENCE

Volunteer Access
September 13!

www.gsnutsandmags.com/gsk





Thank You

Dear Michelle

It's time for the Fall product sale and an exciting year ahead for Girl Scouts! For the Fall sale this year, we have a website where you can communicate with the girls / parents in your troop, monitor results, and build an avatar to be included in a troop photo. Your username will be the email address shown below. Please [click here](#) to create your password.

Username:

Once your password is created, [click here](#) to access the site or go to <https://www.girlscoutmagazines.com/admin>

The sale will run from 09/19/2014 at 12:00 AM to 11/25/2014 at 11:59 PM. Please encourage all of the girls in your troop to participate. If you have any questions, please contact your unit leader or the council. Thank you for all that you do for Girl Scouts!

Girl Scouts of California's Central Coast



VOLUNTEER ACCESS

Volunteer access
September 13!

Email invitation to login

Troop training video

Queue Parent/Adult Email
Campaign

Volunteer avatar

TROOP SENDS PARENT/ADULT EMAILS

Email addresses are uploaded by council.

Edit or enter missing parent/adult emails.

Email with instructions on how to participate.

The screenshot shows a web interface for managing email campaigns. At the top, there are logos for 'girlscouts' and 'M2 Media', along with the text 'Girl Scouts of Alaska' and '2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines'. A dropdown menu shows 'TP'. A navigation bar includes a home icon and the title 'Parent and Adult Email Campaign', with a sub-header 'Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.' Below this is a 'Troop:' dropdown set to '897'. Two buttons, 'VIEW EMAIL' and 'ADD CONTACTS', are visible. A table lists three contacts with columns for First Name, Last Name, Email, Send in Spanish, Resend, Status, and Delete. The 'Status' column uses colored dots to indicate the state of each email. An 'UPDATE' button is located below the table. A 'Status Key' legend at the bottom identifies the colors: Opened (purple), Didn't open (grey), Sent (yellow), Delivered (green), Bounced (red), and Queued for sending (orange). A 'RETURN TO DASHBOARD' button is at the bottom.

girlscouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | TP

Home icon | Parent and Adult Email Campaign | Show Quick Dashboard Links

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 |
|------------|-----------|----------------------------|--------------------------|--------|--------------------------------------|--------|
| Alicia | Truesdail | altruem2test+stagegirif@gr | <input type="checkbox"/> | | ● | |
| Jennie | Sorrell | jsorrell@m2mediagroup.cc | <input type="checkbox"/> | | ● | |
| Cat | Arnold | carold@m2mediagroup.o | <input type="checkbox"/> | | ● | |

UPDATE

● Opened | Didn't open | ● Sent | ● Delivered | Bounced | ● Queued for sending | Status Key

RETURN TO DASHBOARD

TROOP DASHBOARD

Messaging to girl/family.

Manage nut card order entry.

Select rewards.

View sales reports.

Banking and payments.

The dashboard is titled "Girl Scouts of Alaska" and "Stats: Current Campaign" for Troop 897. It features a user profile for Alicia True with options to edit her avatar, view her patch, view the troop photo, and change her role. The main section displays campaign statistics and a bar chart of sales data. Below the chart is a table of sales by category, a note about data update frequency, and a button to hide metrics. The bottom section contains three columns of management options: Campaign Setup, Manage System Users, Product Management, Financials and Reporting, and Rewards and Patches.

girlscouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | TP

Girl Scouts of Alaska

Alicia True
Edit Avatar
Your Patch
View Troop Photo
Change Role

3 Campaigns Launched
Last Year: 0

3 Avatars created
Last Year: 0

23 Emails Sent
Last Year: 0

3 Participants with 1+ Shares
Last Year: 0

Stats: Current Campaign Troop: 897

Magazines
Direct Ship Nuts
Online Nut Girl Delivered
Nut Card

| | | | |
|---------------------------|-----------------------------|----------------------------|-------------------------------------|
| \$1,355.00 Total Sales | \$53.00 Online Magazines | \$0.00 Direct Ship Nuts | \$0.00 Online Nut Girl Delivered |
| 0.00 Last Year | N/A Last Year | N/A Last Year | N/A Last Year |

\$1,302.00
Nut Card
N/A
Last Year

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

Campaign Setup

- Parent/Adult Email Campaign
- Default Storefront Video
- Training Video
- Video Instructions

Manage System Users

- Send messages
- Manage Troops and Girl Scouts
- Manage Admin Users

Product Management

- Paper Order Entry
- Manage Extra Products

Financials and Reporting

- Banking and Payments
- Reports
- Troop Summary/Amount Due Report

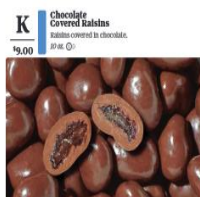
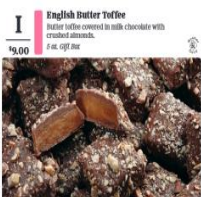
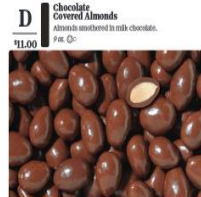
Rewards and Patches

- Reward Opt-Out
- Rewards
- Personalized Patches

TROOPS REWARDS

\$1,500+ in Total Troop
Sales
AND
Send the email to all
troop members.





Our troop will be making a donation of product to local food banks. Please help us by indicating how many products you want to donate.

Thank you for your support!

HOW TO GET STARTED

The program begins for girls on **September 18!**

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

In-person with nut order card.

www.gsnutsandmags.com/gsk

GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar




girlscouts 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](https://www.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

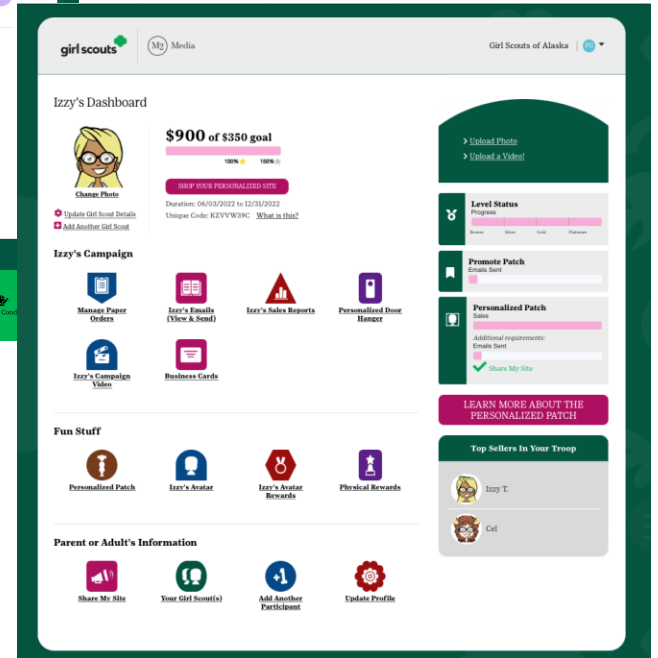
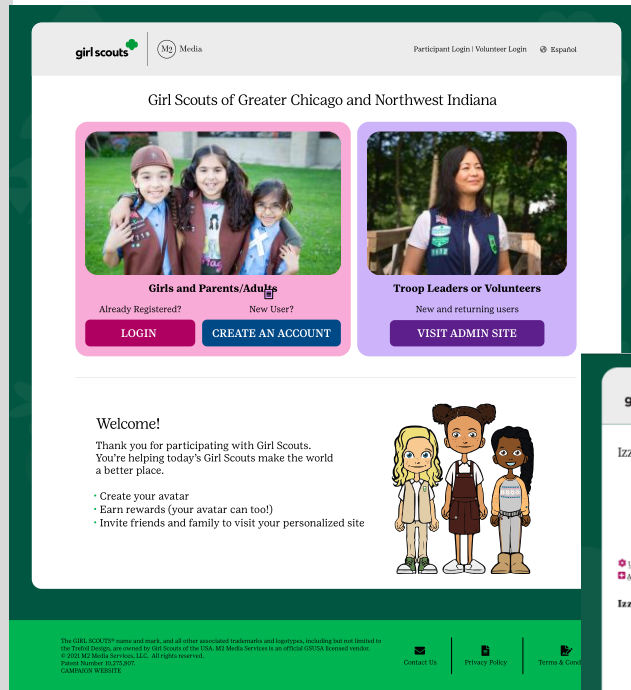
GIRL SCOUT'S PLATFORM SET-UP

Preferred Email
Address.

Highlight Girl Scout
Goals.

Build an Avatar.

Include a Video.



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.

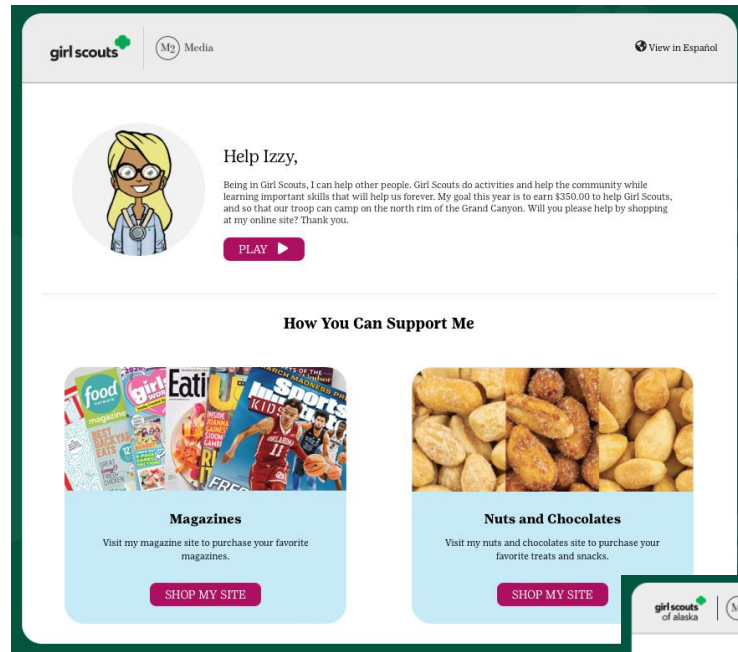
Sales reports.

The screenshot shows a user interface for a Girl Scout participant's dashboard. At the top, there is a header with the 'girl scouts' logo, a 'Media' button, and the text 'Girl Scouts of Southern Nevada'. The main content area is titled 'Jane's Dashboard' and features a profile card for Jane with a goal progress bar for '\$50 of \$500 goal' at 100%. Below this are sections for 'Naomi's Campaign' with icons for Manage Paper Orders, Jane's Emails, Jane's Sales Reports, Personalized Door Hanger, Business Cards, and Jane's Campaign Video. A 'Fun Stuff' section includes Personalized Patch, Jane's Avatar, Jane's Avatar Awards, and Physical Rewards. A 'Parent or Guardian's Information' section has icons for Share My Site, Your Girl Scout(s), Add Another Participant, and Update Profile. On the right side, there is a sidebar with 'Level Status' (Bronze, Silver, Gold, Platinum), 'Promote Patch' (Emails Sent), 'Personalized Patch' (Sales, Additional requirements), and 'Top Sellers in Your Troop' (Naomi A., Nabhyu). A dark green banner at the top right of the dashboard contains the text: '> Upload Photo', '> Upload a Video!', and '> Choose Reward Options!'. At the bottom of the page, there is a footer with the text: 'The GIRL SCOUTS® name and mark, and all other associated trademarks and logos, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. M2 Media Services is an official GSUSA licensed vendor. ©2021 M2 Media Services, LLC. All rights reserved. Patent Number 10,272,967. CAMPAIGN WEBSITE.' and navigation links for 'Contact Us', 'Privacy Policy', and 'Terms & Conditions'.

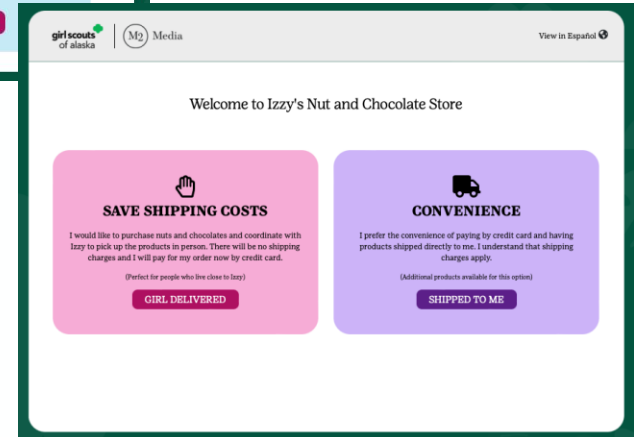
ONLINE SHOPPING SITES

Supporters select their desired product line.

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



The screenshot shows the top portion of a Girl Scouts website. At the top left is the 'girlscouts' logo, followed by 'M2 Media' and a 'View in Español' link. Below the header is a circular profile picture of a blonde girl with glasses, 'Izzy'. To her right is the heading 'Help Izzy,' followed by a paragraph: '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.' Below the text is a purple 'PLAY' button with a right-pointing triangle. Underneath is a section titled 'How You Can Support Me' with two product cards. The first card, 'Magazines', features images of 'Girl Scouts Food Magazine', 'Eat Up!', and 'Sports for Kids' magazines. Below the images is the text 'Visit my magazine site to purchase your favorite magazines.' and a purple 'SHOP MY SITE' button. The second card, 'Nuts and Chocolates', features an image of various nuts and chocolates. Below the image is the text 'Visit my nuts and chocolates site to purchase your favorite treats and snacks.' and a purple 'SHOP MY SITE' button.



The screenshot shows the 'Welcome to Izzy's Nut and Chocolate Store' page. At the top left is the 'girlscouts of alaska' logo, followed by 'M2 Media' and a 'View in Español' link. Below the header is the heading 'Welcome to Izzy's Nut and Chocolate Store'. There are two main options presented in colored boxes. The first is a pink box titled 'SAVE SHIPPING COSTS' with a hand icon. The text inside reads: '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.' Below this is a note '(Perfect for people who live close to Izzy)' and a purple 'GIRL DELIVERED' button. The second is a purple box titled 'CONVENIENCE' with a truck icon. The text inside reads: 'I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges apply.' Below this is a note '(Additional products available for this option)' and a purple 'SHIPPED TO ME' button.

Fall Personalized Patch

Personalized Patch with Theme Backgrounds

Send 20+ Emails.

Use Share My Site Feature.

4+ Magazines and 25+ Nut/Chocolate Items.



2023-24 FALL & COOKIE CROSSOVER PATCH

Send 20+ Emails
Use Share My Site
Feature.

AND

Sell 250+ Packages of
Cookies in 2024.





OWN YOUR magic

2023 Fall Product Rewards



2023 Rewards!

- Rewards are cumulative.
- Reward choices can be made online once a participant sets up her online campaign site.

*Rewards are subject to change due to unforeseen circumstances, and similar items might be used as a substitute. Some items may vary in color.

Patches

Own Your Magic Patch
sell 15+ nut & candy items



2023 Patch
send 20+ emails

Ocelot Patch
sell 2+ magazines



Care to Share Patch
sell 5+ care to share items



Super Seller Mags Patch
sell 4+ magazines

Combined Sales Rewards

Waterproof Die Cut Stickers
\$125+ In sales



Own Your Magic Necklace
\$225+ In sales



Ocelot Socks
\$325+ In sales



Small Ocelot Plush & Goal Getter Patch
\$425+ In sales



LED Bike Lights & Ocelot Charm & Bracelet
\$525+ In sales



Color Changing Light
\$625+ In sales



Own Your Magic T-Shirt
\$725+ In sales



Your choice of: Large Ocelot Plush or Bluetooth Tower Speaker
\$825+ In sales



Super Seller Patch & Ring Light & Selfie Stick
\$1000+ In sales



Phone not included

Cat Headphones
\$1200+ In sales



Creativity KIT*
\$1400+ In sales



*Stationery and Color changing markers



DIY Color Your Own Mandala Window Cling
\$1600+ In sales



Inflatable Lounger
\$1800+ In sales



KODAK Printomatic Digital Instant Print Camera
\$2000+ In sales



Giant Match 4 Game Set
\$2500+ In sales



200 Kentuckiana Credits
\$3000 In sales



Kentuckiana Credits

DELIVERY OF PRODUCT AND REWARDS

All product and rewards
will be delivered to the
troop.

November 13-15

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

[Show Quick Dashboard Links](#)

Delivery Tickets

Select your options and print your delivery tickets below:

Troop Tickets by Delivery Site

Delivery Site Type: Single > Delivery Site: Alicia True (SU C... > Troop: All

Include Financials

[CREATE TICKET](#)

Troop Tickets By Troop

Troop: Choose...

Include Financials

[CREATE TICKET](#)

Girl Scout Tickets

Troop: Choose...

Include Financials

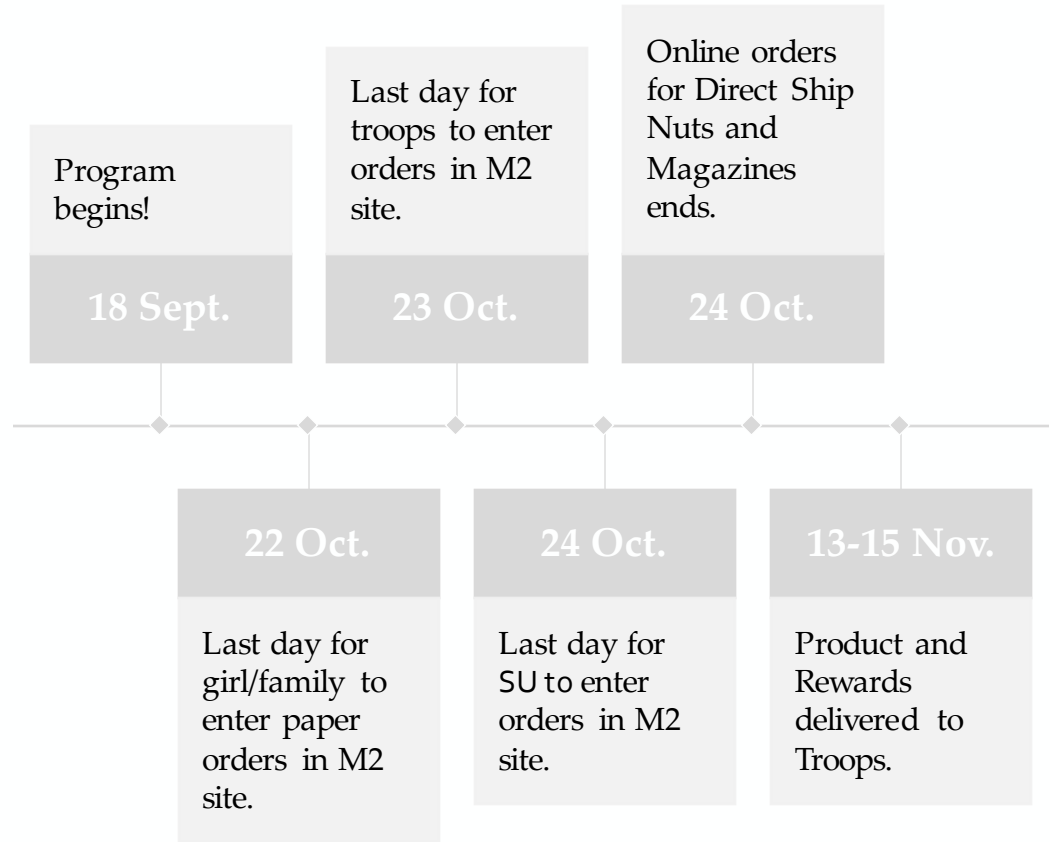
[CREATE TICKET](#)

| Product | Unit Price | Quantity | Unit Price | Quantity | Total |
|--------------------------------------|------------|----------|------------|----------|-------|
| Online Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Nut Promise | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Nut Promise | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Online Magazine | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Online Magazine | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Paper Magazine | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Paper Magazine | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Nuts & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Nuts & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Paper Nuts & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Paper Nuts & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Nut Promise & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Nut Promise & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Online Magazine & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Online Magazine & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Online Paper Magazine & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Printed Paper Magazine & Paper Nuts | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Total | | | | | |

| | | |
|--|---|---|
| Online Magazine Sales Total Collected Sales Online: \$17.00 Proceeds: \$14.00 | Printed Magazine Sales Total Collected Sales Online: \$80.00 Proceeds: \$13.00 | Online Paper Magazine Sales Total Collected Sales Online: \$1.00 Proceeds: \$1.00 |
| Online Paper Nuts Total Collected Sales Online: \$1.00 Proceeds: \$1.00 | Online Paper Nuts & Paper Nuts Total Collected Sales Online: \$1.00 Proceeds: \$1.00 | Online Paper Nuts & Paper Nuts Total Collected Sales Online: \$1.00 Proceeds: \$1.00 |

IMPORTANT DATES

Volunteer Access
September 13!



Open House & Virtual Rally

Owensboro, KY: Sunday, September 10

2:00 pm-4:00 pm Central

Camp Pennyroyal (Beckley Lodge)

3095 Girl Scout Road

Paducah, KY: Saturday, September 16

10:00 am-1:00 pm Central

Bear Creek Aquatic Camp (Honeybee Lodge)

4736 Barge Island Road

Bowling Green, KY: Sunday, September 17

2:00 pm-4:00 pm Central

Warren County Main Library

1225 State Street

Virtual Fall Product Rally

Thursday, September 21

7:30pm EST

Girls that attend will receive this
Fall Product rally patch!



FALL PRODUCT PROGRAM ASSISTANCE

GSK Volunteer Care 888-771-5170

Diana Clark 502-715-7236
dyclark@gskentuckiana.org

Brooke Slone 502-716-7230
bslone@gskentuckiana.org

The Product Power Connection is an e-newsletter all about GSK product programs that is sent out every Tuesday. If you aren't receiving these emails, please contact Volunteer Care at 888-771-5170 or volunteercare@gskentuckiana.org.

M2 Customer Care
800-372-8520

