

2024 Troop Guide

Our Fall Product Program combines program activities for girls with money-earning opportunities for troops. The program provides an opportunity for girls to learn five key skills: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. Plus, it enables troops to earn startup funds for the membership year.

Volunteers—Let’s Get Started!

1. Complete Training
2. Follow the link sent to your email address the week of 10/2 to access the M2OS site.
3. Set a troop goal - hold a meeting to train parents and girls
4. Create your volunteer Avatar
5. Launch the Parent/Adult Email Campaign to GS in your troop

troop proceeds

\$1.15 for every nut and candy item
\$3.25 for every magazine, Personalized item, Bark Box and Tervis item

** CAD/SR/AMB troops who opt out of rewards earn \$1.40 per nut/candy/Share item and \$3.75. per magazine, Bark Box or Tervis item.



New Personalized Products!

Photo Frames, Journals, Note Cards, Memo Pads & More!



New Bark Boxes! THREE different GS themed BarkBoxes this year!

- Mini BarkBox 1: Beret toy & treats! \$19.99
- Mini BarkBox 2: S’mores Stick toy & 1 treat canister! \$22.99
- Full BarkBox: S’mores Stick toy, Pup Patches toys & 1 treat canister! \$27.99

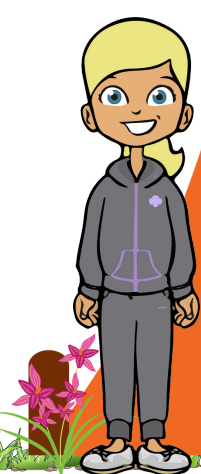


Troop Experience Reward

Set your goal!

reach a pga of \$400 in sales
for a troop reward experience!
(Includes order taking & online sales.)

Troops who reach a \$400 PGA by Nov. 15th earn \$10 per participating girl and two adults to embrace an outdoor adventure!



volunteer personalized patch



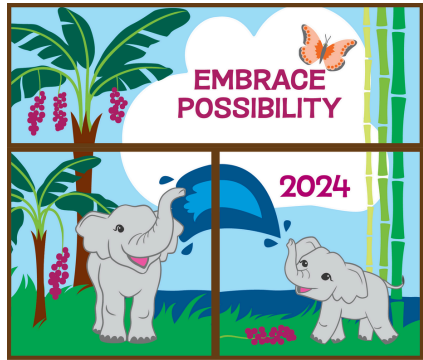
The troop leader will earn a custom avatar patch if:

- troop combined sales of \$1600
- leader sends email blast to all Girl Scouts in the troop.



Tervis Tumblers
Tervis® provides a wide selection of premium insulated tumblers and water bottles, ranging from your favorite MLB®, NFL®, and collegiate sports teams and more. All items will be shipped directly to customers.

GIRL SCOUTS CAN EARN 2024 theme patches!



- 20+ emails sent earns **Embrace Possibility patch**
- \$200+ in combined sales earns **2024 Theme patch**
- \$325+ in combined sales earns **Elephant patch** (and small plush)

New Product! Vanilla Honey Roasted Pecans

Honey Roasted Pecans with vanilla drizzled over top. A tasty treat!



New Girl Scout tin!

Girl Scout Memories tin filled with delicious Mint Treasures!



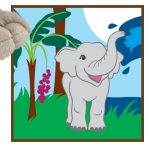
personalized patch
Girl Scouts who create their Me2 avatar, send 20 emails, and have combined sales of \$400 will earn a limited edition custom patch with her very own avatar pictured on it! Girl Scouts choose the background & avatar clothing!



community service
sell 5+ share items and earn the Care to Share patch



Girl Scout Goal
\$325 in total sales (Includes order taking & online sales) can earn the Small Elephant Plush & patch





Welcome to the 2024 Fall Product Program! With our partners, M2 Media Group and Ashdon Farms, we have worked to make our program even easier! Be sure to read our weekly Fall Product Program Newsletter sent to your inbox from GSWNY starting in October. It provides up-to-date program information, next steps, timeline reminders, and helps you stay on target in meeting the needs of your troop, girls, and customers.

Troop Timeline

October 2	Early access for Troop Volunteers	M2 is the Fall Product ordering system. Volunteers use M2 to place orders, review recognitions, run reports, and view their troop’s progress. Girl Scouts and families use M2 to create their goals, send ecards, sell product, and more! Volunteers will receive an email invitation from M2 explaining how to access the site and get started.
By October 9	Program Training	Attend your Service Unit's Fall Product Training. Hold family training, collect permission slips and distribute program materials.
October 9	Fall Product Program Begins!	Troop leader sends all Girl Scouts registered for the 2024-25 membership year an email invitation to sign up for M2Online and in-person ordering begins. Money is collected when customers place their orders.
By November 6	Last Day to opt out of rewards (CAD/SR/AMB troops only)	Cadette, Senior, or Ambassador troops can opt-out of receiving girl rewards in exchange for earning additional troop funds. Troops will earn \$1.40 for every candy/nut item and \$3.75 for every magazine, Bark Box, and Tervis mug sold. In M2, click Physical Reward Options, slide the button to the left so the option turns to red, click Update.
By November 15	Last Day for in-person & online girl delivered ordering	Adult/caregiver deadline for entering in -person orders and reward choices into M2 system. There is an approximate one-hour delay between adding paper orders and when girl rewards will update. Online girl-delivered items should not be re-entered. Payment due to troop.
November 16	Deadline for Troop to enter or edit order card items for participants	Troop deadline to enter any paper order card sales that haven’t been previously entered by parents/caregivers. Adding Girl Orders into M2: Choose Paper Order Entry from your dashboard. DO NOT enter online girl-delivered products. There is no submit button. Orders are transmitted for fulfillment automatically after the cutoff date. Payment due to council.
December 7	Product delivery to Service Units	Orders placed as a Nut Order Card order or an online, girl delivered order will be delivered to the Service Unit. You will be notified by your SUPPM of pickup time. When sorting product by Girl Scout, use the Delivery Tickets section of the M2 system. Girls will receive an online report of orders with email addresses and phone numbers of their customers.
December 18	Deadline to report product short/damages	Due to availability, a comparable item may be substituted for any reward item.


M2 online system

Girls must be registered Girl Scouts for the 2024/25 membership year to participate. All girls will be uploaded by GSWNY.

Troops should check M2 Online System periodically to verify that all of their registered girls are listed. If a girl is not listed in the M2 Online System, then:

- Verify a 2024-2025 registration has been processed.
- Send an email to customer care@gswny.org noting what girl(s) needs to be added, along with the service unit name and troop number.
- DO NOT WAIT until the nut/candy orders are due on November 15, 2024 to contact GSWNY to add girls to the system.

Find all of our guides, forms, training, troop activities and more on our website. Scan QR for quick access ►



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