

girl scouts 
of western new york

ASHDON FARMS™

 M2 Media

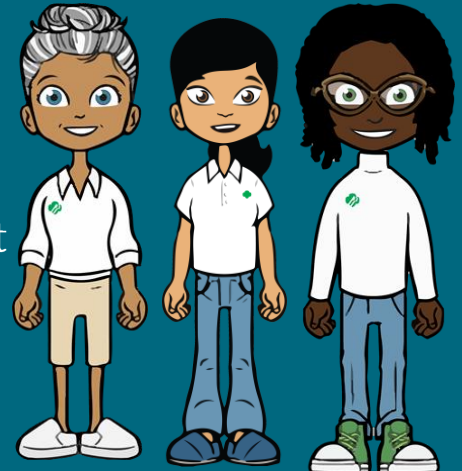
**2025 FALL PRODUCT
PROGRAM FAMILY TRAINING**

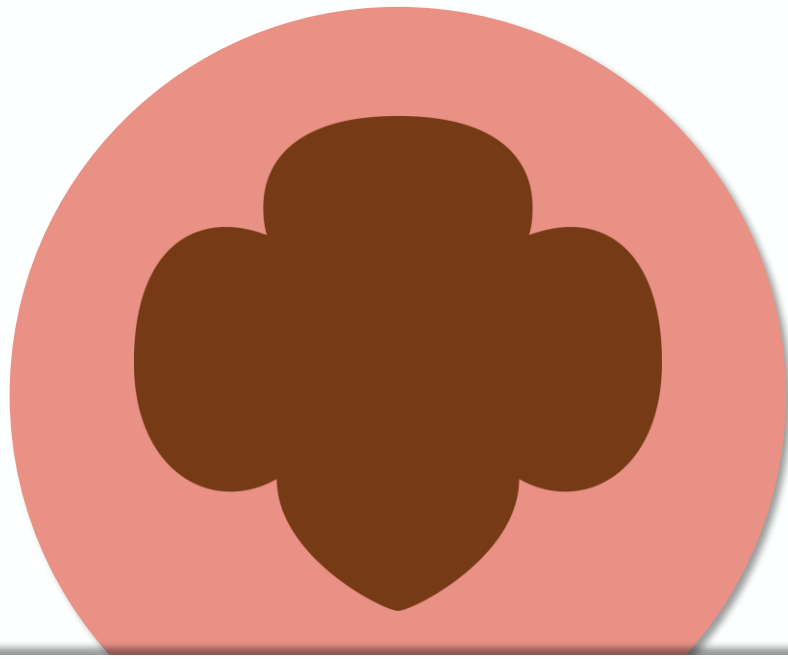


Thank you!!

Thank you for empowering the next generation of women entrepreneurs by supporting your Girl Scout and her troop in the product programs!

If you have not completed the Product Program section of your 2025-26 Annual Information Form, please take a moment to complete it now and submit it to your service unit volunteer.





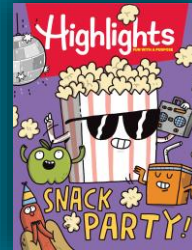
2025 FALL PROGRAM



MEET OUR VENDORS



- Founded in 1921, Ashdon Farms has been working with Girl Scout Councils since 1996
- Ashdon Farms produces nuts and candy for our council as well as many national retailers.



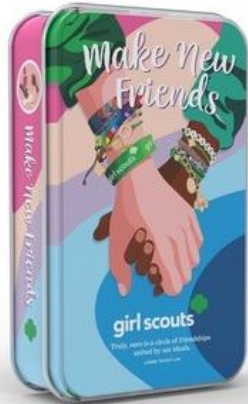
- Founded in 2004, M2 has been working with Girl Scout Councils since 2013
- M2 offers top magazine subscriptions, easy renewals for your favorite magazines, Tervis mugs and the vendor software for all participating GS councils.

PRODUCT UPDATES



NEW!

Cherry Almond Clusters



NEW!

2025 Mint Treasure Tin



NEW!

Candles

- Balsam Fir
- Banana Nut Bread
- Cranberry Orange
- Gourmet Sugar Cookie
- Holiday Homecoming
- Juicy Apple
- Lavender Vanilla
- Orange Cinnamon Clove



BARK BOXES



S'more The Merrier Kit Includes:



S'More Stick



Berry Trios™ Treats



Pup Patches & S'More! Kit Includes:



S'More Stick



Pup Patches



Berry Trios™ Treats

NEW!
Happy Trails & Tails



Ruff Terrain Boots



Outdoor Adventure Pup Patches



Berry Trios™ Treats



NEW!
Cozy Pup Campout



Campfire Tails Set



Stick With It Pup Patch



Berry Trios™ Treats



NEW!
Good Dog Goals



Good Dog Sash



Learn and Earn Pup Patches



Berry Trios™ Treats





**BRAVE.
FIERCE. FUN!**

**2025
FALL PROGRAM
HIGHLIGHTS**

Timeline

Before the Fall Program

PROGRAM PREP

- ✓ Make sure your Girl Scout has a 2025-26 GSWNY Membership
- ✓ Complete the Product Program portion of your annual Troop Information Form

Sept 26

PROGRAM START

Launch email sent to Girl Scouts to register. Girl Scouts begin to take orders. SUPPM's should enter in delivery sit information for products & rewards.

Oct 27

PROGRAM END

Parents enter product/reward orders into M2 and make payment to troop leader.

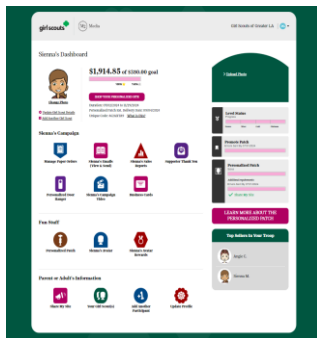
Nov 15

PRODUCT IS DELIVERED TO THE SERVICE UNIT PRODUCT PROGRAM MANAGER

Your Troop Volunteer will pick up your product from them and let you know when it is ready for you to pick up.



Participation



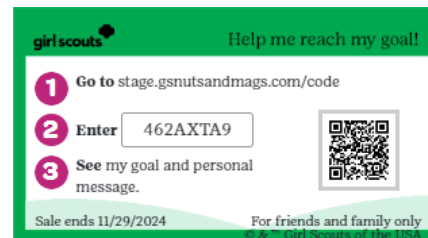
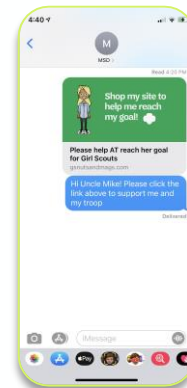
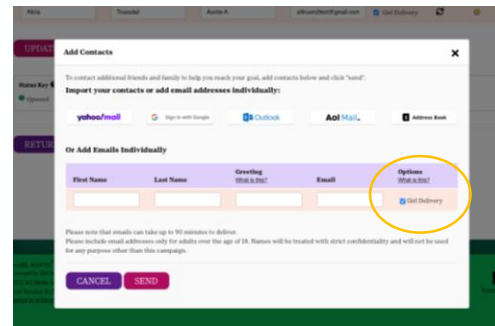
Online Personalized Site

- ✓ Create an Avatar & track goals
- ✓ Send emails
- ✓ Share your link
- ✓ Print business cards & door hangers
- ✓ Take Girl Delivery (varieties on nut card only) or Direct Shipped orders



Nut & Candy Card

- ✓ Collect payment upfront
- ✓ Place order via M2 site & pay troop
- ✓ SUPPM's distribute product to Troop Leader



GIRL SCOUT'S PLATFORM SET-UP

Login

Set Your Goals

Build an Avatar

Upload a Video or Picture
(optional)

Send Emails


Share your site!

girlscouts

M2 Media

Participant Login | Volunteer Login | View in Español


Girl Scouts of Alaska



Girls and Parents/Adults

Already Registered? [LOGIN](#)

New User? [CREATE AN ACCOUNT](#)




Troop Leaders or

New and returning [VISIT ADMIN](#)

Welcome!

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

- Create your avatar
- Earn rewards (your avatar can too!)
- Invite friends and family to visit your personalized site



girlscouts

M2 Media


Girl Scouts of Alaska | 62

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](#).



Face

Skin Tone

Eyes

Eye Color

Face / Masks

Hair

Body

Clothing

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](#)

PARTICIPANT'S DASHBOARD

Track your Goal Progress on dashboard and in Avatar room

Send Supporters a Thank You Email

Enter your nut card order

Select rewards


View sales reports

girl scouts

M2 Media

Girl Scouts of Middle Tennessee PG

Naomi's Dashboard



Change Photo

[Update Avatar & Voice](#)
[Update Girl Scout Details](#)
[Add Another Girl Scout](#)


\$0.00 of \$350.00 goal

100% 150%


SHOP YOUR PERSONALIZED SITE

Duration: 08/05/2025 to 10/26/2025
Unique Code: DGSRQY6F [What is this?](#)


Things to Do Today



Share My Site




Setup Supporter Thank You




Enter Address for Personalized Patch


Naomi's Campaign




Share My Site




Manage Paper Orders




Naomi's Emails (View & Send)




Naomi's Sales Reports




Supporter Thank You



Personalized Door Hanger



Naomi's Campaign Video



Business Cards

Fun Stuff

Level Status

Progress

bronze silver gold platinum

Promote Patch

Emails Sent

Personalized Patch Requirements


Sales

Emails Sent

☐ Share My Site
Visit the [Share My Site](#) page to complete this requirement.

LEARN MORE ABOUT THE PERSONALIZED PATCH

Athena's Avatar Room



NEW!

SHARE MY SITE TOOL KIT

Many ways to Share


Download images for
additional online
marketing

Copy the storefront link
to send

Share on Social Media

Text friends & family


Athena's Dashboard



Chanel Photo

[Update Avatar & Voice](#)
[Update Girl Scout Details](#)
[Your Girl Scouts](#)


\$359.68 of \$325.00 Online goal

100%  150%

[SHOP YOUR PERSONALIZED SITE](#)

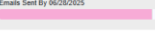
Duration: 06/24/2025 to 12/18/2025
Personalized Patch Est. Delivery Date: 08/25/2025
Unique Code: MFGBNZCU [What is this?](#)

Level Status

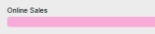
Progress 

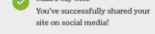
None Silver Gold Platinum

Promote Patch

Emails Sent By 06/28/2025 

Personalized Patch Requirements

Online Sales 

Emails Sent By 06/28/2025 

Share My Site

You've successfully shared your site on social media!

Things to Do Today

[Share My Site](#)

Athena's Campaign

[Share My Site](#) [Athena's Emails \(View & Send\)](#) [Athena's Sales Reports](#) [Supporter Thank You](#)

Top Sellers In Your Tr

Athena B.

[LEARN MORE ABOUT PERSONALIZED PAT](#)

Download Social Media Images

Save the following images to your phone or computer and use when sharing your store link.

Visit my site to help me reach my goal!

Instagram Story, Snapchat
1080 x 1920

[DOWNLOAD](#)

Visit my site to help me reach my goal!

Instagram
1080 x 1080

[DOWNLOAD](#)

Visit my site to help me reach my goal!

Facebook, X /Twitter
1200 x 630

[DOWNLOAD](#)

[CLOSE](#)

Share My Site

Generate your website link and share via text, phone, app, or on social media.

Ways to Share

Choose where you would like to share:

[Share my site via text or apps](#)
[Share my site on Facebook](#)
[Share my site on Twitter / X](#)

Social Media Kit

Some social media sites like Instagram require you to include images with your post. Feel free to use these specially sized images when you share.

[DOWNLOAD SOCIAL IMAGES](#)
[COPY YOUR STORE LINK](#)

[RETURN TO DASHBOARD](#)

Unique Code

MFGBNZCU

Helpful Sales Tips

- For best results, share with friends and family weekly throughout the product program.
- Remember to always follow the [Girl Scout Internet Safety Pledge](#).

Be safe online!



Review with your Girl Scouts:

- Internet Safety Pledge
- Safety Activity Checkpoints

Girl Scout Recognitions

REWARDS *Rewards are cumulative. Earn items as you reach your goals! Please make reward choices on your M2 website. Rewards are subject to change due to unforeseen circumstances. Smaller items may be used as substitutions. Some items may vary in color.*

Orders due by: _____ Pick up products by: _____ Turn in money by: _____

25- Emails Sent
Brave, Fierce, Fun! Patch

5- Not Donations
Care to Share Patch

Girl Scout Seal

\$200+ Combined Sales
2025 Patch

\$225+ Combined Sales
Grizzly Bear Patch & Small Grizzly Plush

\$450+ Combined Sales
BFF Journal & Pom Pom Keychain

\$600+ Combined Sales
Choice of: Large Grizzly Plush OR GSWNY Shop CharmT Certificate

Combined Sales
Choice of: Canvas Travel Bag OR Program Reward Card

\$15 Program Reward

Combined Sales
Choice of: Moon Lamp OR Program Reward Card

\$20 Program Reward

Troop Reward
Get your troop together for a fun filled day outdoors! Each participating girl & adult will receive \$10 toward a troop picnic or outdoor activity of choice!

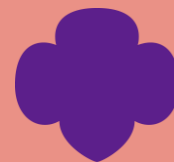
Visit www.gsnutsandmags.com/GSWNY to create your website!

Earn a special patch with your name and avatar!

Fall Personalized Patch:

Personalize your patch by choosing from two sales:

- Cruise your avatar
- Send 25+ emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Send 25+ in total combined sales



Earn a 26/27 GSUSA Membership with a Fall and cookie program combined reward!

To earn:

- ✓ Sell \$550 in combined Fall sales
- AND
- ✓ 300 packages of cookies in the 2026 Girl Scout Cookie Program.

Both goals must be met to qualify.

Goal Setting



Girl Scout Patches



CARE TO SHARE

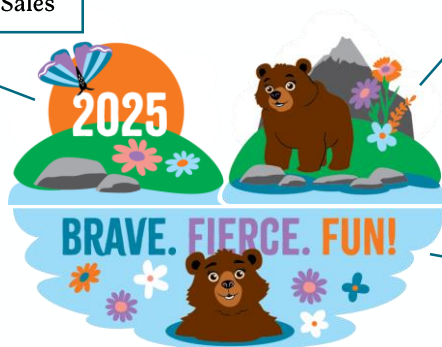
Girl Scouts ask their customers to purchase “Care to Share” packages to support Operation Gratitude!

Orders can be placed via their order card, online girl delivered or direct ship channels. Products are distributed by council and are not delivered to troops/girls.

Troops earn proceeds and girls who sell 5+ Care to Share items earn a special patch and credit towards other rewards



\$200+
Combined Sales



GIRL SCOUT GOAL!



\$325+
Combined Sales

25+
Emails Sent



5+ Care to Share
Packages Sold

Fall Personalized Patch

- Create your Avatar
- Send 25+ emails
- Use the “Share My Site” function from your M2 dashboard to ask friends & family for support
- Sell \$400+ in total combined sales



Troop Reward & Proceeds



**Troop Experience
Reward - Outdoor
Adventure Awaits!**

If 50% of your troop sells and you hit a \$400 PGA by Oct 27, you'll earn \$10 per participating girl + 2 adults for an outdoor adventure of your choice!

Whether it's hiking trails, paddling lakes, roasting marshmallows, or zip-lining through the trees — the outdoors is calling! Sell, earn, and explore!

Troop Proceed Plans

\$1.15 for every nut and candy item

\$3.25 for every magazine, Bark Box, personalized gifts, candles, and Tervis Tumblers

Older Level Reward Waiver
C/S/A level only

\$1.40 for nut and candy items

\$3.75 for magazine, Bark Box, personalized gifts, candles, and Tervis Tumblers





Scan here to view Online Resources as well as digital versions of your printed materials on GSWNY.org

RESOURCES



Online



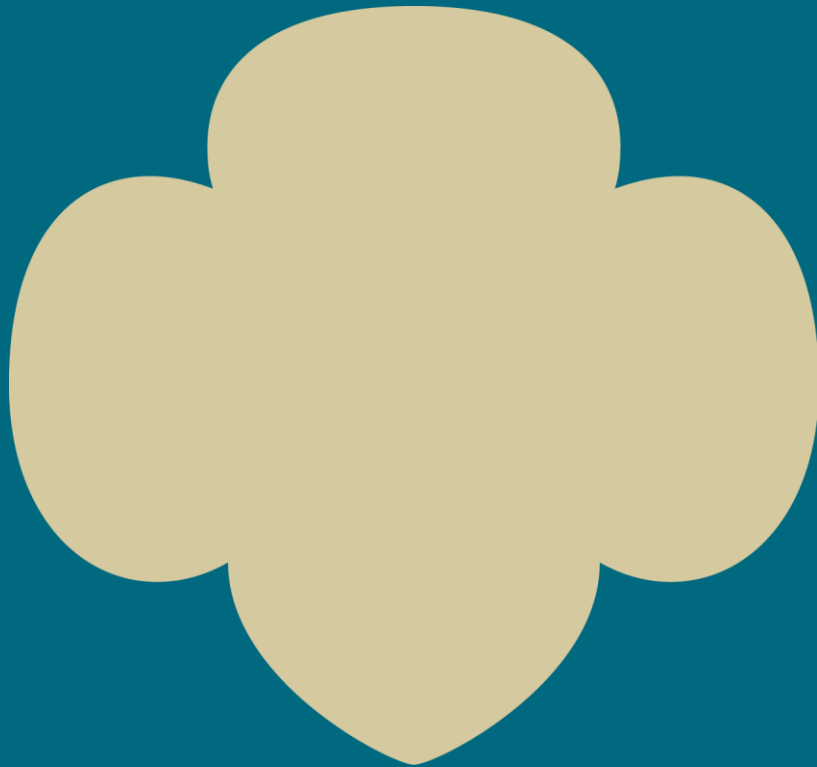
Printed Materials



Family Guide

M2 Getting Started Flyer

Order Card & Recognition Flyer



Make sure you are opted-IN to receive emails from GSWNY!

Check your inbox every Saturday for our Fall Product Program Newsletter.

Here we include important program updates, promotions, and instructions for things like order placing and final payments.

If you need assistance, contact customercare@gswny.org



The Wicked Week Challenge

Create an avatar, send 25+ emails
and sell \$200 in combined sales
between 9/28 and 10/4 for a
chance to win two tickets to see
Wicked: For Good



END OF PROGRAM

ENTERING ORDER CARD AND REWARD ITEMS

- Parents/guardians enter the total of each item from their nut order card into the M2OS system.
- These nut card totals will be added to the girls online sales. Online orders and payments are automatically credited in M2OS (including Girl Delivered)
- Make reward selections where needed

The screenshot displays the M2OS 'Manage Paper Orders' interface. At the top, the Girl Scouts of Alaska logo and 'M2 Media' are visible. The main heading is 'Manage Paper Orders'. Below it, the 'Nut Orders' section includes a note: 'Enter the total number of items by product from your in-person nut order card sales. The last date you can enter items is 08/26/2022.' A table lists products with columns for Product, Price, Quantity, and Total. The table shows 'Fruit Slices' with a quantity of 25 at \$150.00, 100 at \$600.00, 6 at \$36.00, 0 at \$0.00, and a total of 131 at \$786.00. A 'View Earner' modal is open for 'Maddie Gilli (Troop 20000)'. It contains a message about selecting rewards with options and a list of 'Rewards Earned' with their options. The rewards listed are 'Ready Set Glow Patch' (Ready, Set, Glow Patch), 'Explore your dreams patch' (Explore Your Dreams Patch), and 'Bunny Plush' (Large Bunny). At the bottom of the modal are 'Cancel' and 'Update' buttons.

Product	Price	Quantity	Total
A Fruit Slices		25	\$150.00
		100	\$600.00
		6	\$36.00
		0	\$0.00
		131	\$786.00

View Earner

Maddie Gilli (Troop 20000)

If you are selecting a reward with options of a size or additional choices, please make your selection and click update. You will then be able to make the additional choice.

Rewards Earned

Reward	Options
Ready Set Glow Patch Ready, Set, Glow Patch	
Explore your dreams patch Explore Your Dreams Patch	
Bunny Plush Large Bunny	

Cancel **Update**



Reports



Online
Magazines



Online
Nuts



Paper
Sales



Special
Reports



Online Nuts
Girl Delivered

All
Sales

Council Report > Service Unit Report > Troop Report > **Girl Scout Report**

All Sales : Current Campaign

Girl Scout Report - Izzy Cole

(Number of Emails Sent: 1)

Range:

Current Campaign ▾

[Search Tools](#)

	Qty	Total
Online Magazines	0	\$0.00
Online Nuts	0	\$0.00
Nut Order Card	27	\$147.00
Total Sales	27	\$147.00

Online Magazines

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout.				

Online Nuts

Supporter	Product	Price	Qty	Sales
No supporter sales exist for the Girl Scout.				

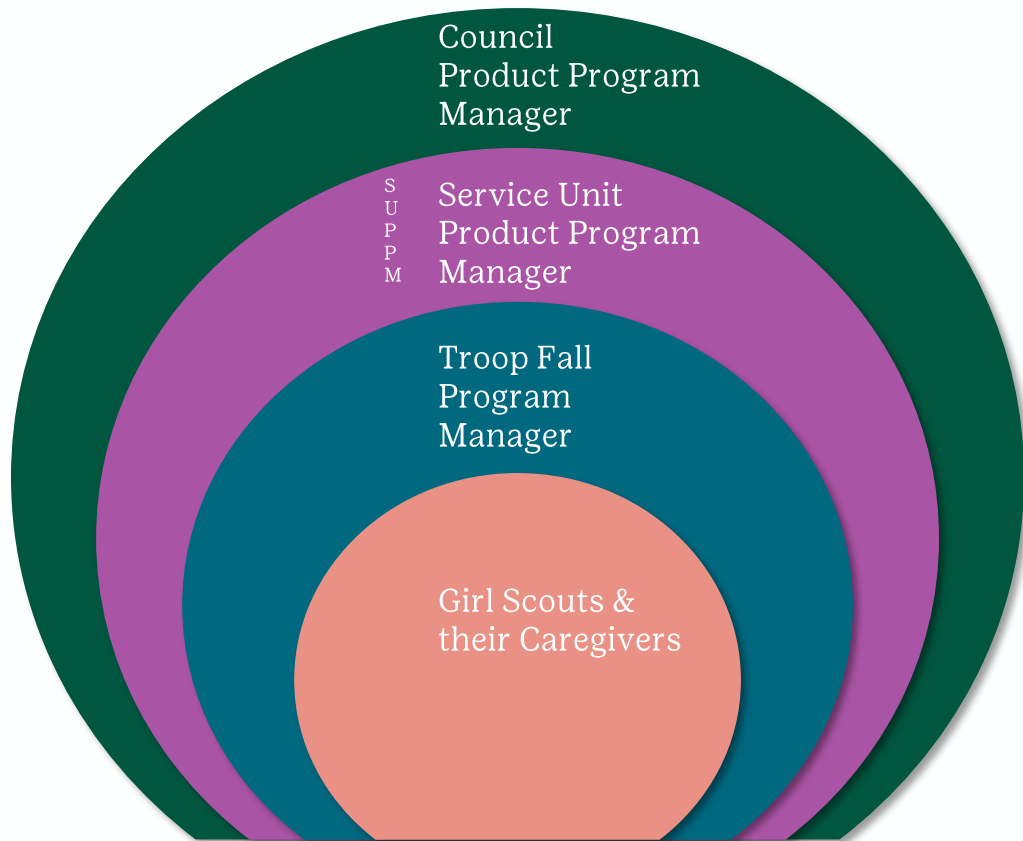
Nut Order Card

Product	Price	Qty	Sales
Dark Chocolate Sea Salt Caramels	\$5.00	9	\$45.00
Fruit Slices	\$6.00	12	\$72.00
Peanut Butter Monkeys	\$5.00	6	\$30.00
Total		27	\$147.00

REPORTS

- Reports broken out by sales categories
- View all Girl Delivered items sold online by customer to see which products to deliver

Questions?



M2'S Customer Care team is cross-trained to handle tech support, volunteer/participant and customer inquiries

100% customer satisfaction guarantee



GSWNY Customer Care :

CustomerCare@gswny.org

1-888-837-6410

FAQs

How do I reset my password?

From the login page, click the Forgot Your Password link. Remember that if you are also a parent, you must log into the participant section to manage your Girl Scout's account. If you are also the troop/SU manager, you will need to login to the admin site. You can set up each site to use the same login and password for both!

When can a supporter expect a direct ship nut order placed online?

The supporter will receive a confirmation email of the order and then another email when the order ships with tracking details.

When will a participant receive their Personalized Patch?

The personalized patch will arrive about 8 to 10 weeks after being sent to the patch company for production. On the participant dashboard, you will see an ETA date so you can anticipate when your patch should arrive.

What if a participant didn't find their name as they log into the platform?

That's not a problem! Any Girl Scout who doesn't know their troop number or see their name, can add themselves to the system. After a participant sets up an account, there will be a brief delay while the council confirms their GSUSA membership. Once that task is completed, council will release the participant from the holding tank and their customers will then have access to make purchases.

When can I expect my online girl delivery items?

Because timelines may vary, please have customers inquiring about their online girl delivered items reach out directly to the Girl Scout from whom they purchased for more details."



Thank
you!