



**BRAVE.
FIERCE.
FUN!**



2025 Fall Product Program

Like a grizzly gearing up for the season, your troop can build strength early by participating in the Fall Product Program. It's a simple, effective way to raise startup funds while helping girls develop real-world skills in goal setting, money management, and teamwork.

Volunteers—Let's Get Started!

1. Complete Training
2. Follow the link sent to your email on 9/17 to access the M2OS site as a volunteer
3. Set a troop goal - hold a meeting to train parents and GS
4. Create your volunteer avatar
5. Launch the Parent/Adult Email Campaign to GS in your troop at the start of the program

troop proceeds

\$1.15 for every nut and candy item

\$3.25 for every magazine, Personalized item, Bark Box, candle, 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.



volunteer personalized patch

The troop leader will earn a custom avatar patch if:

- troop has a combined sales of \$2000
- leader sends M2 email blast to all Girl Scouts in the troop at the start of the program.

GIRL SCOUTS CAN EARN 2025 theme patches!



25+ emails sent earns
Brave. Fierce. Fun! patch

\$200+ in combined sales earns
2025 Theme patch

\$325+ in combined sales earns
bear patch (and small plush)

personalized patch

Girl Scouts who create their Me2 avatar, send 25 emails, and reach \$400 in combined sales will earn a limited-edition patch featuring their personalized avatar! They pick their background, choose their outfit, and show off their unique style!

community service

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



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!



New Products!



New Girl Scout tin!

Girl Scout "Make New Friends" tin filled with delicious Mint Treasures!

Scented Candles

New Candles - choose from 8 unique scents!



New Nut Product:
Cherry Almond Clusters
- a sweet treat!

Welcome to the 2025 Fall Product Program! Get ready for an easy, fun way to help your troop earn money this fall! Starting in September, watch for the GSWNY Fall Product Program Newsletter in your inbox. It's your one-stop resource for staying on track with key updates, reminders, and tips to help you support your Girl Scouts and customers every step of the way!



Troop Timeline

September 17	Early access for Troop Volunteers	M2 is the Fall Product ordering system. Volunteers use M2 to place orders, review recognitions & run reports. Girl Scouts 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 September 26	Program Training	Attend your Service Unit's Fall Product Training. Hold family training, collect permission slips and distribute program materials.
September 26	Fall Product Program Begins!	Online and order card ordering begins! Be sure to send your troop an email invitation (aka: e-mail Blast) to register in the M2 system. Sending this email blast is one qualifier for the the volunteer personalized patch!
By October 21	Last Day to opt out of rewards (CAD/SR/AMB troops only)	CAD/SR/AMB troops can opt-out of receiving 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, candle, personalized item, 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 October 27	Final Day for orders	Adult/caregiver deadline for entering in-person orders and reward choices into the M2 system. There is an hour delay between adding paper orders and when girl rewards will update. Payment due to troop.
October 28	Last day for troop to add or edit Nut Order Card orders	<ul style="list-style-type: none"> 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 automatically after the cutoff date/time. Payment due to council.
November 15	Product delivery to Service Units	<ul style="list-style-type: none"> Nut Order Card and online girl-delivered orders will be delivered to your Service Unit. Your SUPPM will let you know when to pick them up. After pickup, distribute products to Girl Scout families. To sort by Girl Scout, use the Delivery Tickets section in the M2 system. Girl Scouts will get an online report with customer names, emails, and phone numbers to help with their deliveries.
Two weeks from ship date	Deadline to report recognition shorts/damages	Due to availability, a comparable item may be substituted for any reward item.



M2 online system

Girl Scouts must be registered for the 2025/26 membership year to participate. All members 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 2025-2026 registration has been processed.
- Send an email to customercare@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 October 27, 2025 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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