

2025 Fall Product Program Guide

for Troop and Service Unit Managers



*Customize your avatar with Girl Scout
uniform pieces!*



Welcome to the 2025 Fall Product Sale Program! Through this program, Girl Scouts can ask friends and families to help support their troop as well as their council by renewing their favorite magazines, subscribing to new ones and ordering nut & candy items. Kentucky’s Wilderness Road, along with our vendor partners, Ashdon Farms and M2 Media Group would like to thank you in advance for making our program a fun and safe experience for the girls in your troop.

Everyone benefits from Fall Product Program

- Earn 16% for your troop and troop activities (average troop made \$350 In 2024)
- Girls earn individual fun rewards
- Supports council programs
- Offers new Troop Leaders a simple introduction to the Product Program with great start up funds for the troop
- Supports our military through the Care 2 Share program

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DATES AND DEADLINES

In order for your troop to participate you must:

1. Be registered for the current 2025-2026 membership year.
2. Have had a background check with the council in the last 3 years.
3. Complete Fall Product Training online or in person.
4. Complete the online Troop Manager Agreement.
5. Have no current debt with Council from any past product sale.



OCTOBER 2nd —Troops Managers look for their email link.

OCTOBER 10th — Girls may sell online and in person with their nut order card. Go to www.gskentucky.org and click on fall product sale link or find the link on the girl's M2 flyer. The link is: gsnutsandmags.com/gskwr

NOVEMBER 9th — Program ends. Parents/guardians must enter nut/candy order card items in M2 by midnight.

NOVEMBER 11th — All nut and candy orders (from order card only) must be entered into the M2 computer system by midnight. Troop Leaders will only be confirming order totals in the system and entering in numbers that parents/guardians did not submit on their own. **NOTE:** Parents/guardians are locked out on November 9th at midnight– then it opens to leaders to add up until midnight on November 11th. Service Unit Fall Product Managers are locked out on November 12th.

NOVEMBER 19th– M2 Online store closes.

NOVEMBER 19th — Girl reward selections must be finalized in M2 by parents/guardians.

NOVEMBER 24-26th — All nut/candy orders are delivered to Service Unit sites. Please check with your SU Mgr. for pickup location information.

DECEMBER 10 – All money from the fall product program must be deposited into troop bank accounts.

DECEMBER 11 – All Uncollectible Debt Forms due on families owing.

DECEMBER 18th – ACH sweep (automatic sweeps from troop bank accounts) happens for 100% of funds due to council. **NOTE:** Please see ACH Details on page 9 for more details.

JANUARY – Rewards shipped from M2 to Fall Product Service Unit Managers.

2025 Back Again Items

Back this year, is a collection of personalized products that customers can order from, including frames, notepads and cards. These can be personalized with your choice of colors, fonts, names or slogans. In addition, customers will also have an opportunity to order from 5 different options for your pet from BARK. All of which includes fun and engaging themed dog toys and tasty treats.

Customers will be directed to the online store through the M2 platform. All items purchased will count toward girl rewards.



New Girl Avatar Patch – girls will have a chance to earn this one of a kind, personalized avatar patch this year. Girls design the avatar to look like them and can choose to display their avatar sitting by a river or the mountains. Please see Page 15 for more details on earning this patch.



BY THE RIVER



BY THE MOUNTAINS

2025 New Items

Cherry Almond Clusters \$9



New Cookie Tins \$13



Mint Treasures
w/ Tin



Scents:
Balsam Fir,
Banana Nut Bread,
Cranberry Orange,
Gourmet Sugar Cookie,
Holiday Homecoming,
Juicy Apple,
Lavendar Vanilla,
Orange Cinnamon Clove



Deluxe Pecan
Clusters w/
Holiday Tin

PROGRAM OPPORTUNITIES:

Unleash your BRAVE, FIERCE, and FUN side with Grizzly Bears in the 2025 Fall Product Program! The Fall Product Program combines program activities with money earning opportunities for troops. The program also provides an important ingredient for leadership by helping girls develop these five skills.



	Goal Setting —as she sets goals and makes a plan to reach them.
	Decision Making —as she helps her troop decide how to spend their proceeds.
	Money Management —as she makes a budget, takes orders, and handles money.
	People Skills —as she learns to talk and listen to all kinds of people while marketing her products in person and online.
	Business Ethics —as she is honest and responsible every step of the way.

Troop Leaders—The training will be on our website at www.gskenntucky.org. For even more materials you can also visit www.gsnutsandmags.com/learning.

There are all kinds of activities for you and your girls to get a jump on the program.



What is the Fall Product Program?

The Fall Product Program is a fun, easy way for new troops to earn start up for the year and existing troops to add to their troop funds for activities and trips.

FALL PRODUCT PROGRAM BASICS

There are 2 components to the Fall Product Sale. To maximize sale potential, girls are encouraged to offer ALL products to their customers.

PART 1: MAGAZINES/PERSONALIZED ITEMS/ CANDLES/ BARKBOX

Online Ordering Only- Girls, along with an adult, visit www.gskentucky.org and follow the link for the “M2 Online Program” or follow the link on the girl flyer or nut & candy order card. The link is gsnutsandmags.com/gskwr. Simply invite friends and family via email, Facebook, and/or other social media platforms to support the troop by placing an order.

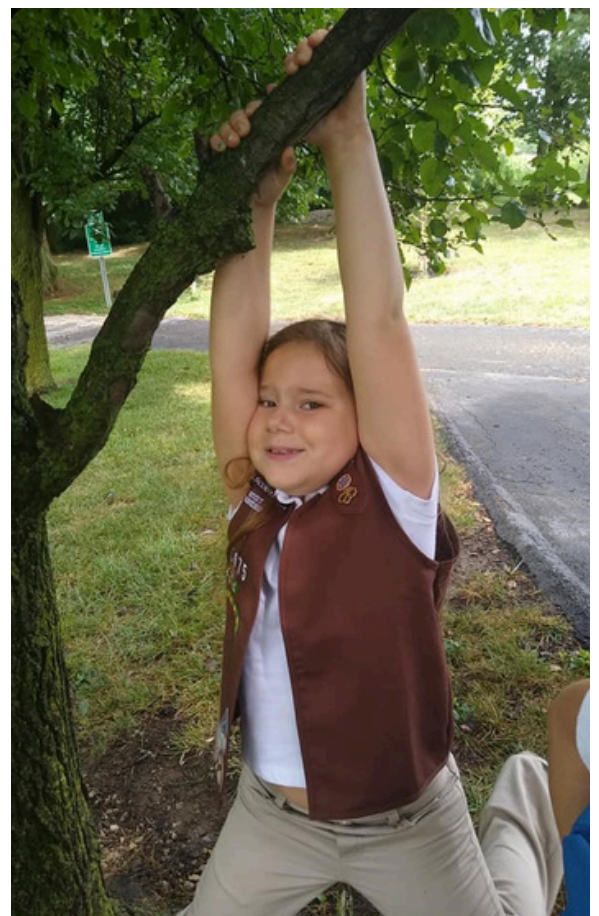
M2 Media Group - Friends and family can order new or renew their favorite magazines using the online ordering site.

PART 2: NUTS AND CANDY

Ashdon Farms –We are offering 16 delicious nut & candy items this year. All items make wonderful gifts for teachers, pet sitters, bus drivers ...anyone and everyone!

Nut/Candy Order Card - Girls can use the order card to sell Nut/Candy items in person to friends, family, and more! Orders placed through the nut/candy order card will be delivered by the girl.

Online Nut and Candy Store- When the girls send emails for magazines, customers will also be given the opportunity to purchase from a variety of 25 nut and candy items. For their convenience, customers' orders will be shipped directly to them. Shipping rates apply. Local customers may also opt for a girl delivery or nut promise option.



TROOP BASICS:

Who can participate?

All Girl Scouts who are registered for the current membership year, have a signed parent permission form, and no current product sale debt can participate in the program. All Troops must be compliant to sell (registered for current year, signed the online Troop Manager Agreement, background check within last 3 years and have no debt from previous sales.)

Let's Get Going!

1. Leaders will receive an email invitation to access the M2 site on **October 2nd**. Leaders can login to create their Girl Scout Avatar. This will display in the troop photo for the girls to see.
2. Encourage your girls to set individual goals.
3. Hold a family meeting and inform adults what the girls have planned for the 2025 Fall Product Program.
4. Collect a signed permission form for each girl participating in your troop. We will offer an online version again this year if your troop would like to do these digitally.
5. Share your M2 site link to your Girl Scouts so they too can get started online.

Remember, when adults understand the importance of the product programs, they give their full support and help their girls do everything it takes to be successful. Let the girls inspire their families!

Keep in mind, the Girl Scout Fall Product Program is much more than “just another sale”. It is an opportunity for girls to learn and practice many life skills while having fun and making a difference in their troop, their council and the world!



Troops will earn **16%** of the total (gross) sales from magazines and nuts/candy. If Junior, Cadette, Senior, or Ambassador Troop opts out of the girl rewards, they will earn an additional 4% in troop proceeds totaling 20%. This must be a majority girl vote. Girls who opt out will still be eligible to earn patches for the sale.

TROOP BASICS:

Who's responsible and for what?

Troop is financially responsible for:

1. Any product ordered through M2. Troops must be aware of total number of items submitted in M2 order – check for incorrect totals before deadline.
2. All girl payments received for product. Troops should provide all girls with receipts for money collected from the M2 system by using the delivery ticket report. Troops should make timely deposits of all money into the troop account. Any lost or stolen money is troop's responsibility.
3. All girl rewards earned by the troop. Troop must distribute all girl rewards to each girl upon receipt. Rewards for any girl with outstanding debt should be held until at least 50% of the total debt is paid.

Family is financially responsible for:

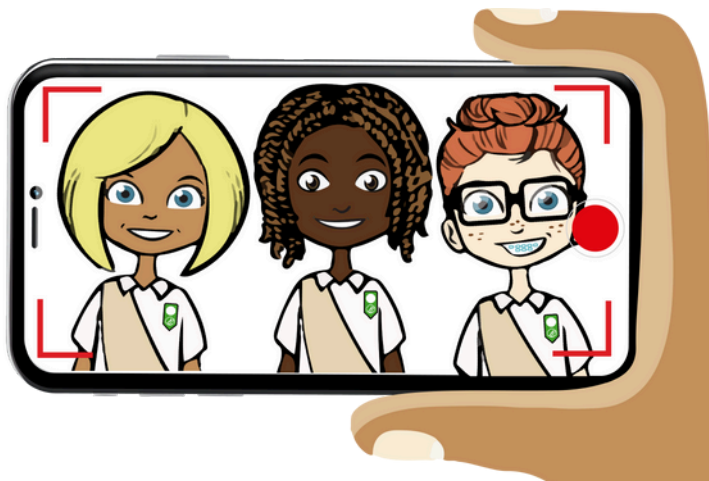
1. All product ordered by their Girl Scout. Troop should utilize M2 and receipts for products received by each girl and obtain responsible adult's signature. Use receipts for all product and money transactions.
2. All money collected from customers for the product cost. Families must turn in payments to troop by given date. Any lost or stolen money is the responsibility of the guardian who signed the girl product permission form.

What's the return policy?

There is a **NO RETURN POLICY** on Fall Product items. If a customer is not satisfied with a magazine they can contact M2 Media Group for a change or adjustment. If they are not satisfied with any of the nut/candy products they can contact Ashdon Farms for a change or replacement item.

What if product is damaged?

If an item is damaged, the item can be exchanged at any Girl Scout Service Center for a non-damaged item of the same flavor.



TROOP BASICS:

Receipting and Banking

- Parents/guardians are responsible for all product and money received.
- Have adults, not girls, sign receipts.
- Receipts can be generated from the M2 Media Group site under delivery ticket.
- Make sure parents/guardians count product before signing receipt.
- Count money in front of parent before signing receipts.
- Parent/guardian receives one copy and the troop keeps one copy.

Protect yourself! Always use a receipt for every money and product transaction.



ACH Procedures

- Troops must have a troop bank account with proper signers and have signed the Troop Manager Agreement online. Just go to gskentucky.org and hover over the Cookies + tab. Click on Fall Product 2025 and scroll down to Important Forms and Documents.
- Troops should deposit money often during the sale.
- Troops accepting personal checks must make sure to deposit in a timely manner to avoid overdrafts.
- Troops with families owing must turn in an Uncollectible Debt Form by December 11, 2025 in order to have the adjusted amount withdrawn for payment.
- ACH SWEEP from troop account will occur December 18, 2025
- Total amount due to council is listed on M2 Media Group site.
- 100% of credit card sales will be credited against the total amount each troop owes the council for product, reducing the amount the council will sweep from the troop's bank account. If a troop elects to only sell product online -or- if a troop's cumulative credit card sales exceed the entire amount owed to the council for product, a troop will be due a bank credit from the council after the product sale is over. These credits are typically disbursed about 7 business days after the last scheduled council bank sweep day.

Questions?

Contact your Service Unit Fall Product Manager or local Girl Scout Service Center anytime!



SAFETY TIPS:

- Adults must monitor, supervise and guide the product activities of all age levels.
- Always use the buddy system; never sell alone.
- Girl Scout Daisies, Brownies, and Juniors must always be accompanied by an adult.
- Girl Scout Cadettes, Seniors and Ambassadors must be supervised by an adult.
- Only sell in familiar areas of your neighborhood.
- Never carry large amounts of cash with you. Girl Scout Daisies should let adults accept all money.
- Never enter someone's home while you are selling.
- Never sell to people in cars or in other areas away from public access.
- The only internet sales permitted are via M2 Media link. Customers will pay through the online system with credit card.
- Social Media marketplace, eBay, or yard sale sites are **NOT** permitted. Posts are **NOT** permitted on Facebook neighborhood groups.
- Girls are encouraged to use emails to market the program to family and friends.
- Booths Sales are not permitted.



MANAGING YOUR SALE ONLINE

The online ordering system is run from M2 Media Groups platform. You may receive updates and announcements via email throughout the sale. **DO NOT** unsubscribe to these emails; you will miss important up to date announcements and information.

GETTING STARTED:

Web site: www.gsnutsandmags.com/gskwr

Use link in invite email from M2 to set up your user account and password. Emails will be sent out directly to volunteers on October 2nd.

Once you have set up your account, created your avatar, and entered your information, you will be able to send a "Leader Launch" email to the girls in your Troop. Follow the site prompt to send the link directly to your Girl Scout parents and guardians.

Girl Online Registration:

Prior to the start of the sale, all registered girls will be uploaded into the M2 online system by Council. Leaders do not need to add girls into the system. If a girl doesn't see her name upon registering on the M2 online system, she will add herself to the system and then be moved into your Troop by Council.

GIRL ORDERS:

Online Orders

All online orders are automatically calculated in the system. Customers will pay for all online orders (Direct ship nut/candy, magazines, and Girl Delivery/Nut Promises) with a credit card at the time these orders are placed.



Please do NOT add ONLINE Girl Delivery/Nut orders into the system.
Doing so will result in a duplicated order for your Troop. **Only add order card orders into the system.**

Nut/Candy Paper Order Card Entry - Due in System by Parents/Guardians November 10th and by Troop Leaders November 11th.

Parents/girls will have the opportunity to enter their paper order card sales into the M2 online system beginning with the start of the sale until 11:59pm on **November 9, 2025**. Troops will then need to double check and adjust orders by 11:59pm on **November 11, 2025**.

To enter paper orders for a girl, click the paper order entry link on your Troop dashboard. Choose the girl name from the dropdown menu and enter the total units sold by variety. Click "Save". If you do not see a girl's name in your Troop list, you may add the girl at this time by clicking the "Add Girl Scout" button. Please do not add a girl if her name already exists on the list.

Once you click "Save" the nut/candy order is placed in the M2 system. You can edit or save paper order card sale numbers in the system as many times as you like during your Troop entry window. However, all orders must be final by 11:59pm on **November 11, 2025**. Troops will no longer be able to access the paper order entry portion of the site to edit orders after this time. Please contact your Service Unit Fall Product Manager if you have any issues or corrections after the deadline.

Girl Rewards:

Girls/Parents will have the opportunity to view rewards earned and make selections for level options throughout the sale on their Girl M2 dashboard.

November 19th is the deadline for all reward selections. As a Troop Fall Product Manager, you should check before this date to be sure all of the girls in your Troop have made their reward choices.

Click the "Rewards" link on your dashboard and use the filter to sort by "Missing". This allows you to see the girls' who have not yet made reward choices. Click on the Girl name to make the selection for her.

Reports:

Choose the "Reports" link from your Troop dashboard to view the details of your Troop's sales. You will find a variety of reports to help you manage your sale. You can utilize delivery tickets or the Girl Order Report for product and reward distribution. Your Service Unit Fall Product Manager will have a delivery ticket for you to sign when you pick up your products and rewards.



Delivery Procedures

Delivery is scheduled for Novemer 24th-26th

Delivery Pickups

- Check with your Service Unit Manager for location and date.
- Arrive close to your scheduled time as possible.
- Bring enough vehicles to fit your entire product.
- Count and sign receipt for all products.



Deliveries to Your Families

- Distribute the product to your girls as soon as possible.
- Divide entire troop inventory by girls before distributing to families.
- Verify counts before families pick up product.
- Make sure each family counts all the product and signs receipts for them when they are picked up.
- Girls should deliver their orders, collect money due and turn it into the troop.
- Families should sign reciepts anytime product or money are exchanged between the troop and family.

Delivery to Your Customers

- Girls should deliver orders as soon as they receive their product from their troop.
- Troop should decide if checks are accepted and if they should be made out to the troop or girl.
- Girls should turn in money often (especially if checks are accepted so they have time to clear the bank.)

Providing a transaction receipt each time product or money changes hands keeps a record of who is financially responsible. Protect yourself, protect your troop, and protect your Girl Scouts.

GIVE AND KEEP A RECEIPT

(Receipts found on M2—Printing Delivery Ticket)

Websites & Help

Where to get help:

As your troop explores and participates in the Fall Product Program, you might have questions. Your first contact should be your Service Unit Fall Product Manager.

Service Unit Fall Product Manager's Name: _____

Home Phone _____ Cell Phone _____

Best to call between _____

Do not call after _____

Email Address _____

M2 Media Group Website: www.gsnutsandmags.com/gskwr

Your login: _____

Your password: _____



Girl Rewards

Girl rewards are CUMULATIVE!

Girl Scout Junior, Cadette, Senior and Ambassador Troops with a majority of troop vote may opt out of recognitions and receive 20% troop profit instead of 16% troop profit. If they opt out, they are still eligible for all the patches listed below. This needs to be selected in the M2 site PRIOR to November 20th!

Patches that can be Earned!

Girls Earn the Personalized Patch by:

Creating their avatar, sending at least 18 emails from the M2 Media Group site, utilizing the “Share My Site” function in M2 and selling \$375 in total Fall sales.



BY THE RIVER



BY THE MOUNTAINS

3+ Mags & More Items



5+ Care to Share Items



25+ Nut/Chocoate Items



18+ Emails





Patches link together to form this giant patch!

Combined Sales Rewards

Theme Stickers

\$175 in sales



Goal Getter Patch & BFF Necklace

\$275 in sales



&



Your Choice of :

Small Grizzly Plush or \$5 Nut Bucks

\$375 in sales



OR



Your Choice of :

Mini Scratch Notes or \$6 Nut Bucks

\$475 in sales



OR



Your Choice of :

Theme T- Shirt or \$ Nut Bucks

\$575 in sales



Your Choice of :

Large Grizzly Plush or \$10 Nut Bucks

\$675 in sales



Your Choice of :

Travel Jewelry Box or \$10 Nut Bucks

\$875 in sales



Your Choice of :

Mini Karaoke Machine or \$20 Nut Bucks

\$1000 in sales



Your Choice of :

Mini canvas Travel Bag & BFF Journal & Glitter Pen or \$30 Nut Bucks

\$1500 in sales



Your Choice of :

Nintendo Switch Lite or \$40 Nut Bucks

\$2000 in sales



Project CARE TO SHARE

A \$7 gift will support the CARE to SHARE PROJECT and provide a variety of delicious nuts to Operation Troop Aide. Girls can earn a PATCH by getting 5 nuts items donated. All Care to Share orders and payments will count towards troop profits and girl rewards. Care to Share donations can be made through the online store!



Cookie Crossover Patch

Don't stop after Fall Product Program! If your Girl Scout sends 18 emails out for Fall Product 2025 creates her own avatar AND utilizes the "Share My Site" Function she can earn this cool, one of a kind Cookie Avatar patch for selling 325 boxes of Girl Scout Cookies for the 2026 Cookie Sale!

Troop Leader Personalized Patch

Troop Product Managers that log into their M2 account and send a parent/guardian email blast to their troop and have a troop sales total of \$1700+ will earn a personalized patch.

Troop Checklist

Check each item as completed for a successful program



- ☐ All girls are registered for the 2025-2026 membership year.
- ☐ Troop Manager is registered for the 2025-2026 membership year.
- ☐ Troop Fall Product Program Manager attends training either online or in person.
- ☐ Troop Manager Agreement and ACH information is signed and submitted.
- ☐ Troop Manager has had a background check within the last 3 years.
- ☐ Troops holds family meeting.
- ☐ All girls have product permission slips on file with troop and stored in a safe place.
- ☐ Troop distributes materials to girls.

- Troop receives M2 Media Access and creates own avatar. Forwards link to Girl Scouts.
- Troop checks that all information in M2 site is accurate and complete.
- Girls set up M2 online storefront and send emails from site.
- Girls take orders after troop has training girls/parents.
- Parents/Guardians submit paper orders by November 9th.
- Troops check paper order entries in M2 and make final adjustments by November 11th.
(Promises/girl delivered will be transmitted automatically!)
- Troop checks to make sure all girl rewards are entered November 19th.
- Troop picks up product orders at designated delivery location November 24 - November 26th.
- Troop distributes product to girl for deliveries.
- Girl deliver orders to customers and collect money.
- Girls turn in money collected to troop.
- Troop makes deposits into troop bank accounts often.
- Troop has all money collected and deposited into troop bank account by December 10.
- Troops turns in any Uncollectible Debt Forms electronically by December 11
- ACH withdrawal occurs December 18
- Troop leader receives rewards from Service Unit Fall Product Manager in January.
- Troop leader distributes rewards to girls in January.

**CONGRATULATIONS to you for completing an
amazing Fall Product Program!**

Service Unit Fall Product Program Manager Basics

This section is for Service Unit Fall Product Managers only. Information and dates / deadlines included here are ONLY for Service Unit level and NOT TROOPS!

Service Unit Dates and Deadlines:

September & October – Train troops; give them their selling materials. Check SU M2 site. Make sure your information is complete and accurate. Check troops tab for list of troops. Delete any troops no longer in your SU and add any new ones.

November 9 – Make sure your delivery station and rewards address information is correct in M2 (this is extremely important)!

November 24th-26th – Accept delivery of product. Count against M2 report and sign delivery ticket. Divide and distribute product to troops. Make sure you bring 2 copies of the **Delivery Ticket Report** to delivery. Have troops sign both copies and you keep one.

January – Accept delivery of girl rewards (they will be shipped to the address you provide in M2). Count and verify against M2 report and divide by troops. Distribute to troops. Print out 2 copies of the **Delivery Report**. Have troops sign and you keep one copy.

Who to call for help?

Contact your local Girl Scout Service Center for help. Phone numbers may be found on the last page.

Training Your Troops:

Distribute troop and girl materials. Using this guide covers important information.

Cover the following points:

- Programs
- Troop Basics
- M2 and Tech
- Delivery
- Websites and Help
- Rewards (girl and troop)
- Troop Checklist
- Online Troop Manager Agreement
- Use the Troop Training PowerPoint on our website to guide you

Materials! What is available and where do I get them?

All troops will receive the following from their Service Unit Fall Product Program Manager.

- Large Troop Envelope
- Fall Product Troop Program Guide
- Permission Form (1 per girl)
- Get Started Girl Flyer (1 per girl)
- Order Card (1 per girl)
- Money Collection Envelope (1 per girl)

Selecting a Delivery Station:

Delivery locations should be selected and entered into the M2 system by November 12th. Exact date will be entered into the M2 by the council AFTER delivery agents set their driving/delivery schedules.

Stations should:

- Be easily accessible for trucks to deliver and volunteers to pick up.
- Be clean, reasonable well-lit, insect free with a sturdy and clean floor.
- Have phone access (cell phone of delivery station manager may be used.)
- Make sure to secure enough help for day of delivery. Delivery drivers will unload from truck but Girl Scout help may be needed to divide orders by troops.

Day of Delivery:

Count and sign for all products BEFORE dividing out or giving to any troop. Troops will need to count and sign for product they pick up from station (reports generated from M2 under DELIVERY TICKET).

Make sure signed receipts are given to troop and a signed copy is kept for SU.

If you find DAMAGED product after opening the cases, contact your local Service Center for re-placement.

REMEMBER—NO PRODUCT MAY BE RETURNED

After Delivery – What are my duties?

- Remind troops of the ACH withdraw date (December 18th) and that all money should be deposited into their own troop bank account by December 10th to give time for checks to clear.
- Remind troops that if they have a family that still owes, the troop leader will need to fill out a UDF (uncollectible debt form) and submit it electronically with supporting paperwork NO LATER THAN December 11th to UDF@gswrc.org.
- Check M2 to verify YOUR CORRECT SHIPPING ADDRESS for your rewards. NO PO BOXES.

Notes

Girl Scout Promise

On my honor, I will try:
To serve God and my country
To help people at all times
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be
Honest and fair,
Friendly and helpful,
Considerate and caring,
Courageous and strong,
And responsible for what I say and do,
And to
Respect myself and others,
Respect authority,
Use resources wisely,
Make the world a better place,
And be a sister to every Girl Scout.

Girl Scout Mission

Girl Scouts builds girls of courage, confidence and character who make the world a better place.

For Product Program Information Contact Your Local Office OR

Shannon Natale

Part-Time Product Program Coordinator

cookieprogram@gswrc.org

800-475-2621

Veronica Smith

Product Program Coordinator

vsmith@gswrc.org

859-514-2174 ext. 2170



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