



**2023 Fall
Product
Program
Juliette Guide**

What is Product Program?

Twice a year, Girl Scouts participate in programs developed by Girl Scouts of the USA (GSUSA) to explore what it means to be an entrepreneur and learn financial literacy skills. Girl Scouts discover what it takes to run a small business using in-person and online platforms to sell to their friends, family, and community. The Fall Product Program and Girl Scout Cookie Program provide Girl Scouts the opportunity to learn by doing and build skills they can use for a lifetime. Just like all Girl Scout programming, Girl Scouts lead the way in our Fall program by setting goals and making decisions to guide their success. They learn to manage money and inventory responsibly. They safely market and communicate their business to their customers both in person and online. And they do all of this while making ethical judgements about what they do and how they do it. The Girl Scout Product Program is special because it helps Girl Scouts build confidence in themselves and gives them courage and character to make the world a better place.

Why Participate in Fall Product Program?

- ⇒ 100% of the proceeds stay within our local council
- ⇒ Financial literacy opportunities for Girl Scouts
- ⇒ Additional Juliette funds early in the Girl Scout year
- ⇒ Great practice for the Girl Scout Cookie Program
- ⇒ Easy-to-sell products
- ⇒ Short, simple product program during the gift-giving season
- ⇒ Help support your activities for the coming years with funds right away—Juliettes earn 15% of sales
- ⇒ Awesome individual rewards so Girl Scouts can set their own goals



The 2023 Fall Product Program theme is “Own Your Magic.” Girl Scouts will discover their own magical abilities and gain confidence in themselves.

This year’s mascot is Marleigh, the Ocelot, named after our 2022 Top MagNut Entrepreneur, Marleigh in Troop 1054 from Las Vegas.

Ocelots have great vision and are mighty, just like our Girl Scouts!

For a fifth year, Girl Scouts of New Mexico Trails will raffle a large plush mascot in December.

There are four ways Girl Scouts can gain entries to the raffle:

1. Girl Scouts who sell at least 12 candy or nut items will earn 1 entry.
2. Every magazine subscription sold will earn a Girl Scout 1 entry. If they sell 12 magazine subscriptions, they will earn 12 entries.
3. Every Bark Box sold will earn a Girl Scout 2 entries. If they sell 2 Bark Boxes, they will earn 4 entries.
4. Every Tervis® tumbler sold will earn a Girl Scout 2 entries. If they sell 3 tumblers, they earn 6 entries.



How Does Your Family Get Started?

Girl Scouts participating in the Fall Product Program must be a registered Girl Scout for the 2023-2024 membership year and have [2023-2024 Product Permission Form](#) completed prior to the start of the program. Participating families must also be free and clear of debt to Girl Scouts of New Mexico Trails (GSNMT).

All Juliettes who meet those two requirements plus those who's caregiver completes training by Sunday, September 17th will be allowed to access their site when the program starts on Friday, September 22nd.

If your family misses out on the September 17th deadline, your Girl Scout still can participate in the Fall Product Program. Once your Girl Scout is registered for the 2023-2024 membership year and the 2023-2024 product permission form and training are complete, speak with the council to determine the best way to participate in the program. Depending on when your Girl Scout starts the program, they may have different or limited options in participating so speak with the council for more information.

Care to Share Program

The Care to Share Program is a great way for customers to give back to the community and support their favorite Girl Scout in reaching their goals! Girl Scouts collect donations (in \$7 increments) for their local Hometown Hero organization! One donation is credited to the Girl Scout's sales as one item sold. Girl Scouts earn the Care to Share patch by receiving 5 or more donations.

In December, Juliettes will give their products to the local Hometown Hero organization they decide. Ask your Juliette which organization they want to support.

What's Being Sold

The word "MagNut Program" is a term our council sometimes uses for this program. It describes what Girl Scouts can sell—magazines & nuts plus chocolate, candy & more! Girl Scout councils can choose from two national vendors and our council uses Trophy Nut. They provide 16 delicious items for your Girl Scout to sell. If your family participated last year, you'll noticed some items are no longer available but that means we have new items for customers to enjoy! Some items from last year might still be available for direct ship only.

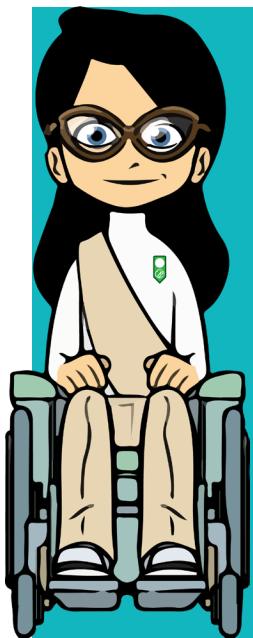
Don't forget, there are also hundreds of magazines for customers to purchase. They can renew or purchase their favorite magazine in either print or digital subscription options.

For the 2023 program, GSUSA added two additional items for Girl Scouts to sale to help them reach their goals. The BARK + Girl Scouts Mini Box will be an online only item. Each box comes with a custom Pose & Play Beret dog toy created by BARK and GSUSA as well as one canister of Berry Trios™ BARK + Girl Scouts dog treats, which are one-of-a-kind items. The second item is Tervis® tumblers. Tervis® provides a wide selection of premium insulated tumblers and water bottles, ranging from top sellers to MLB®, NFL®, and collegiate sports teams and more. This product will be available from the online storefront. Both items will be shipped directly to customers. The addition of these products broadens the Fall Product Program lineup to ensure all consumers can find a product they love, while supporting their Girl Scout.



Ways to Participate

Product	Sale Type	Customer Experience	Delivery to Customers	Sale Ends
Nuts/ Chocolate	In-Person	<ul style="list-style-type: none"> • Girl Scouts use paper order card to collect customer orders • Family enters orders into M2OS • Girl Scouts collect money at time of delivery • Girl Scout turns money into council 	Delivered by Girl Scouts to customers	Sunday October 15
	Online Girl-Delivered	<ul style="list-style-type: none"> • Girl Scouts create their personalized storefront in M2OS and send emails to friends and family or promote online • Customers pay online • Orders are automatically credited to the Girl Scout in M2OS 	Delivered by the Girl Scouts to customers	Thursday October 19
	Online Direct-Ship	<ul style="list-style-type: none"> • Girl Scouts create their personalized storefront in M2OS and send emails to friends and family or promote online • Customers pay online, including the cost of shipping • Orders are automatically credited to the Girl Scout in M2OS 	Shipped directly to the customer (1-2 weeks standard deliver time. Customers have the option for expedited shipping)	Sunday November 5
Magazines Bark Box Tervis Tumblers	Online	<ul style="list-style-type: none"> • Girl Scouts create their personalized storefront in M2OS and send emails to friends and family or promote online • Customers pay online • Orders are automatically credited to the Girl Scout in M2OS 	Shipped directly to the customer. For magazines, expect 8 to 10 weeks for delivery.	Sunday November 5



Ways to Support Your Girl Scout

- Help your Girl Scout set up their M2 online store – don't worry we will provide you information on how to do this.
- Spread the Word: Girl Scouts can print door hangers or business cards from their online store to distribute to potential customers. Each Girl Scout's website grants customers access to their storefront to place orders for their favorite magazines or candy or nut item so your Juliette receives credit for the sale.
- Girl Scouts can make a sign for their caregivers' workplace and include a business card.
- Give your Girl Scout a chance to practice their personalized sales pitch and record it as a video! Add the video to her storefront. Girl Scouts who upload photos and/or videos sell more to help them reach their goals
- Help your Girl Scout create a script to engage customers when they make phone calls to friends and family. You can even practice taking orders.

Safety First!

Safety is the first priority of the Fall Product Program and Girl Scouts of New Mexico Trails. This sale is intended to be a friends and family sale. Girl Scouts should be selling to only those people they know. Daisies, Brownies and Juniors must be accompanied by an adult. Cadettes, Seniors and Ambassadors must be supervised by an adult. Girl Scouts must wear a membership pin, uniform, or Girl Scout clothing (e.g., Girl Scout T-shirt) to clearly identify themselves as Girl Scouts. Do not carry large amounts of money and ensure provisions have been made for safeguarding the money in advance of the sale.

Online Guidance

Girl Scouts participating in the fall product program may call and send messages to alert friends and family about their girl-led business and can accept customer commitments via the online storefront or using the paper order cards. Girl Scouts sending out emails or announcements should sign with their first name only and the council name. All online sales must be conducted through the online store using the M2OS system only. This means Girl Scouts CANNOT post the paper order card online to take orders.

Girl Scouts who are 13 or older may use social networking sites to market products but must follow council and GSUSA guidelines. This means Girl Scouts can share the link to their online store; however, the social media account can not be a public account and must be closed to friends and family only. Social networking post must be closed to friends and family view only and CANNOT be shared by others. Younger Girl Scouts may use their caregiver's social networking site to market products and must follow these same guidelines. Girl Scouts should be developing the posts and monitoring the activity. This should be a family activity with Girl Scouts taking the lead.

Families may not place online ads or use public sites such as Craigslist, Ebay, Facebook Marketplace Groups, Next Door, or any other such groups/pages. If your Girl Scout participated in the 2023 Cookie Program, you probably have noticed that these guidelines are different from the cookie program. Please know that GSUSA has developed different online guidance for each product program. If you have any questions about online marketing, please reach out to the council office.

Rewards

Girl Scouts can see what rewards are available on our [GSNMT MagNut Central webpage](#). This will help them set their individual goal. M2OS automatically calculates what your Girl Scout has earned based on their sales. Girl Scouts may have the opportunity to select prizes or need to provide a t-shirt size. Families will have until Tuesday, November 7th to make selections. If selections are not made, GSNMT will determine the reward for the Girl Scout. All rewards are cumulative and Girl Scouts can earn rewards based on total items sold and total items sold online. We will inform families closer to the end of the program when we expect rewards to arrive.



M2 Operating System for Families

The M2 Operating System (M2OS) is the online platform used by GSNMT to facilitate the Fall Product Program. Families can use the system during the program to help their Girl Scout by:

- Setting up an online storefront for customers to place online orders. They can sell to friends and family near and far!
- Printing door hangers or business cards for their online storefront.
- Recording any in-person sales the Girl Scout receives, even if they don't promote the online storefront. Juliettes are required to enter paper card orders.
- Making rewards selections to ensure they get their personal choices.
- Girl Scouts can earn personalized patches for both the fall and cookie program when using M2OS.

Family Access to M2OS

Starting September 22nd, Girl Scouts who have a 2023-2024 Girl Scout membership, completed their [2023-2024 Product Permission Form](#), and completed training will be able to access M2OS. Families will receive an invitation email from the "troop" that day. Emails will look the same for Juliette families. Emails are sent to the primary caregiver listed for the Girl Scout. Only one adult email can be used to access M2OS during the program. Families can follow the link in their email to set up their online account, their online storefront, and make their avatar.

If families do not get an email from the "troop" volunteer on September 22nd, they still access the website from our [GSNMT MangNut Central webpage](#). There are also directions how to set up your Girl Scouts account on our website.

Girl Delivery in M2OS

Girl delivery is a great feature for customers who would like to use a credit/debit card for payment and live close enough for the Girl Scout to deliver in person. We encourage families to use their best judgement when making in person deliveries. Every family should deliver to locations they feel safe at, only deliver during daylight hours, and to people they know. If a family does not wish to provide girl delivery to customers, please adjust the messages sent to customers and discourage them from selecting that option. Girl delivery orders are automatically included in the order. Orders should NOT be manually entered by the family. Families will be responsible for any duplicate orders unless corrected before the end of the sale. If a girl delivery order needs to be cancelled, families or customers need to contact the M2 customer service at questions@gsnutsandmags.com or call 800-372-8520. All orders are final on Thursday, October 19th.

Tips on Using M2OS

- Upon signing in, families must watch an introduction video, create an avatar, and add at least one customer email address to be set-up completely. The email can be any customer. If you don't intend to create an online store, feel free to use another family member's email. They will receive a sales invitation and you do not need to add any additional email addresses.
- Once the account is set up, families will receive a unique website link that represents your Girl Scout's personalized online storefront site.
- All deadlines for the system are at 9:59 PM local time.
- The online system also provides a way to share your Girl Scout's website via email, social media, or text message.
- A Girl Scout's avatar has a "room" on the site and accessories for the room are earned after completing different actions and milestones for a fun Girl Scout-led experience.
- Take time to familiarize yourself with the Dashboard area which allows families to access all available activities and resources.
- If your family would like more assistance in using M2OS, videos will be available to view on the [GSNMT MangNut Central webpage](#). The videos will walk families step by step on using the system.



Placing Your Order

Families must enter all the orders that are collected from the paper order card into M2OS. The council will confirm your order card total amounts that your family submitted online. These orders must be submitted by 9:59 pm on Sunday, October 15th.

Customers can continue to make online girl delivery orders until 9:59 pm on Thursday, October 19th. Paper orders along with any online girl delivery orders received will be combined for your Girl Scout's total order to be picked up.

Customers can continue to order online items for direct shipping until 9:59 pm on Sunday, November 5th. These orders will continue to count towards Juliette proceeds and a Girl Scout's rewards.

Money Transactions

Money should be collected upon delivery of all in-person orders. Cash should be accepted as payment. Only accept checks from people you trust and will be able to contact if there is an issue. All checks must be made to the caregiver financially responsible. Council will not reimburse families for NSF checks or bank fees for any returned checks.

Your family's balance must be paid in full by the deadline below in order to be eligible for rewards. Failure to pay in full could result in being sent to an outside collection agency and Girl Scouts forfeiting their rewards. You will get a receipt for all the payments you make to the council by the GSNMT Product Program team. You can use the sales report from M2OS to know the amount your family owes.

Juliette Reminders and Deadlines

Deadline for In-Person Orders: October 15, 2023
Deadline for Rewards Selection: November 7, 2023
Deadline to Deposit Money: December 4, 2023

M2OS Information

Login: _____
Password: _____

Picking Up Candy and Nut Products

Candy and nut products will be delivered to your local area the middle of November. You will be notified by the end of September how you will receive your Girl Scout's product. Due to our large council area, product will be delivered any day between the beginning of to the middle of November, so please be patient with receiving product. It is best to tell customers that product will be available by the middle of November.

Here are a few reminders when picking up your order:

- Be on time
- Count your entire order
- Get a signed receipt for the product you are picking up.

All products must be signed for and accepted by the caregiver who completed the product permission form as they are financially responsible for all products received. Families can print or download a sales report from M2OS to ensure you get all your product and only what was ordered. Product cannot be returned to the council. However, damaged product can be exchanged at the council office for the same item. All products should be stored in a cool, dry, pet-free and smoke free environment at all times.

Questions?

Our council staff has been thoroughly trained and is excited to help you. They should be your first point of contact for specific council related details, questions and issues.

Council MagNut Contact: Melissa Bruney
Email: mbruney@nmgirlscouts.org
Phone: (505) 923-2503

For questions regarding M2OS or customer orders, contact the M2 Media Group Customer Support at 800-372-8520 or email questions@gsnutsandmags.com.

2023 FALL PRODUCT PROGRAM CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
September 17	18	19	20	21	22 Family M2OS access opens	23
24	25	26	27	28	29	30
FALL PROGRAM						
October 1	2	3	4	5	6	7
FALL PROGRAM						
8	9	10	11	12	13	14
FALL PROGRAM						
15 In-Person Sale Ends In-Person Orders Due	16	17	18	19 Online Girl Delivery Sales End	20	21
FALL PROGRAM						
22	23	24	25	26	27	28
FALL PROGRAM						
29	30	31	November 1	2	3	4
FALL PROGRAM						
5 Online Sale Ends	6	7 Girl Reward Selections Due	8	9	10	11
PRODUCT DELIVERY TO SERVICE UNITS MIDDLE OF NOVEMBER						



We Appreciate You!

**Thank you for being an integral part of the
Fall Product Program! 🍀**