



Un-Bear-ably excited about
the Fall Product Program



BRAVE.
FIERCE.
FUN!

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.

Remember that Girl Scout Volunteers are also Girl Scouts and model the Girl Scout Promise and Law in word and deed.

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.




Team & Meeting Norms

Promise & Law

- Not a contest – we all win together

No Need to Memorize

- Family Sheet
- Lots of online resources
 - [Fall Product Program](#)
- Volunteers like your TFPM
- M2 Support
- GSSSC Customer Care



Silver Sage website
M2 materials & activities
GSUSA materials & activities
Google*, Pinterest*, Facebook*
groups

Lean Into the Excitement

Read Family Sheet

Read E-mails & Newsletter
(this is our primary way to reach you!)

Contact Customer Care

Parking Lot

Please write down your questions and hold for the Q&A at the end.



GRIZZLY BEAR

They live in forests, river valleys, and mountain regions of North America.

They can run up to 35 miles per hour.

They are omnivores. They eat berries, roots, nuts, fish, and other small and large animals.

They eat up to 20,000 calories per day before hibernation.

They can live for 20-30 years.

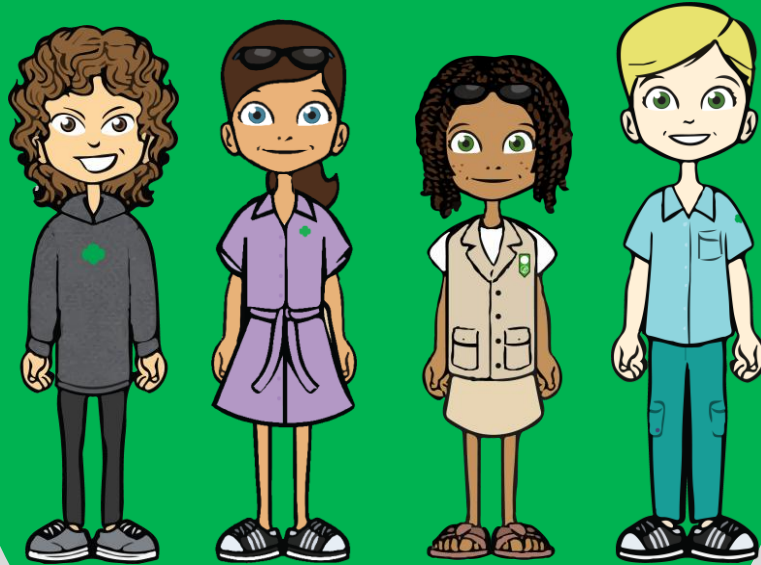
Cubs will live with their moms for 2-3 years to learn survival skills.

The average adult male can weigh 400-800 lbs, and up to 1,700 lbs.

They are 3-4 feet from head to hind; but standing on their hind legs they can be 8 feet tall!



Mother grizzly & cubs in Glacier National Park, Montana,
National Park Service



5 SKILLS ACQUIRED THROUGH GIRL SCOUT ENTREPRENEURSHIP

Goal Setting
Money Management
People Skills
Decision Making
Business Ethics

Plus, Girl Scout Programs, Camp,
Troop Activities & Giving Back



**The Fall Product
Program helps girls
practice skills that they
will use a lot in the
Cookie Program this
upcoming winter!**



BRAVE.
FIERCE. **FUN!**



TROOP PROCEEDS

\$1 for every Nut/Candy item
\$3 for every Mags & More items

\$0.15 Bonus per item for a Troop
PGA of 45+

Average participating Girl Scout
contributed \$47 to Troop funds.

Participation Options:

- **Order Card:**
 - Bring to friends & family. Take orders. Collect money. Turn in money. Deliver products.
- **Online w/ Girl Delivery:**
 - Girl sends link to friends & family. Customers buy online and request girl delivery. Products are physically delivered by the girl. Only available for the 16 items on the Nut Order Card.
- **Online w/ Direct Ship:**
 - Girl sends link to friends & family. Customers buy online and have shipped directly to them.
 - All “Mags & More” items work this way.

It's SO EASY! No booths, no estimates, no re-orders, and no inventory on-hand.

PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Nuts & Chocolates

Magazines & More



YOUR IMPACT ON THE GIRL SCOUT'S EXPERIENCE



The Program itself is a learning experience



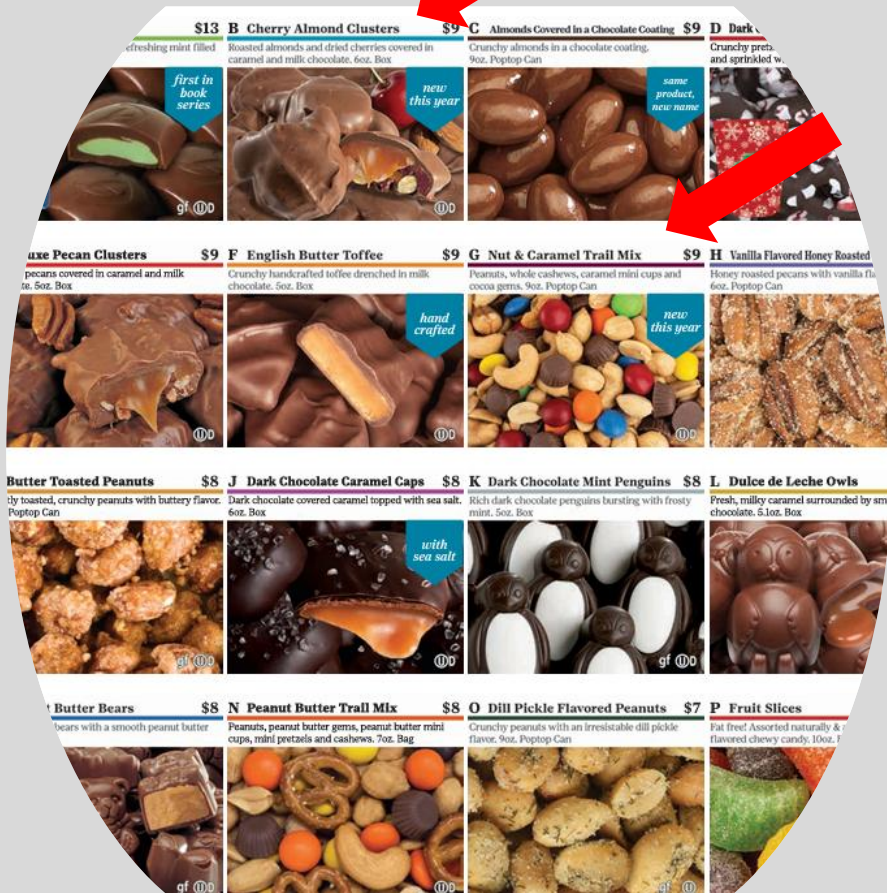
Troops use money earned from the program to participate in fun adventures like travel and camp



Troops use money earned to give back to their community



The program helps fund the entire Girl Scout Experience



DELICIOUS NUTS & CHOCOLATES

Silver Sage's Top Selling Items

- #1 – English Butter Toffee
- #2 – Deluxe Pecan Clusters
- #3 – Peanut Butter Bears
- #4 – Dark Chocolate Caramel Caps
- #5 – Dulce de Leche Owls

Order Card: 16 Options
Online Shopping Site: Many More

ASHDON FARMS TINS

Perfect for Gifts
and Treats!



Girl Scout Memory Box Tin
(order card, online girl
delivered or direct ship)
Milk Chocolate Mint
Treasures
Collectable (first in book
series)

Polar Bear Holiday Tin
(online direct ship only)

Milk Chocolate Pretzels
& Deluxe Pecan Clusters



NEW PRODUCTS!



← **Nut & Caramel Trail Mix**
(order card, online girl delivered or direct ship)
Peanuts, whole cashews, caramel mini cups and cocoa gems.



← **Cherry Almond Clusters**
(order card, online girl delivered or direct ship)
Roasted almonds and dried cherries covered in caramel and milk chocolate.

Cheerful Candles
(direct ship only)
A variety of
delightfully scented
candles.



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE:

Magazines

Renewal
OR
New Subscription
(online only)

Shipping cost unbundled from
Magazine Subscription prices.



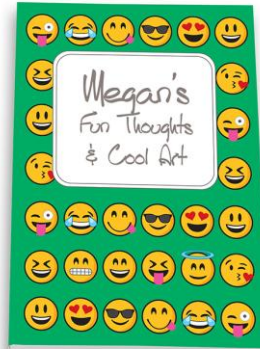
**PRODUCTS GIRL
SCOUT
SUPPORTERS
CAN PURCHASE:**

Tervis® Tumblers
(Online Only)



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE:

Personalized
Products
(Online Only)



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE:

Candles

16oz
Double Wick
80 hour burn time
(Online Only)



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE:

Girl Scout themed
BarkBox options
(Online Only)

Choose from five
different boxes!



S'more the Merrier and Pup Patches & S'more sets
available while supplies last

Happy Trails & Tails



Ruff Terrain Boots



Outdoor Adventure
Pup Patches



Berry Trios™
Treats

Cozy Pup Campout



Campfire Tails Set



Stick With It
Pup Patch



Berry Trios™
Treats

Good Dog Goals



Good Dog Sash



Learn and Earn
Pup Patches



Berry Trios™
Treats

Berry
Trios™ are
exclusively
in Girl Scout
Bark Boxes!



Project Thank You

Project Thank You items are delivered to our local hometown heroes throughout our Council area

Customers may choose a Project Thank You item for \$7

Orders can be placed through order card, online girl delivered, or direct ship channels

Products are preselected and are distributed by council

These are not distributed by girls/troops

Troops earn proceeds and Girl Scouts earn a special patch at 4+ sold and credit towards other rewards

Girl Rewards and Patches

10+
Nut/Candy
Items



Send 18+ Emails



4+ Project Thank You
Items



Charm Bracelet
& Charm
30+ Items



Brave, Fierce, Fun!
T-Shirt
80+ Items



String Art
Craft & Mini
Camp LED
Light
150+ Items



Small Grizzly
Bear Plush
45+ Items



Black Notebook with Gel Pens
100+ Items



Mini
Karaoke
Machine
180+ Items



Watercolor Art Kit &
Pom-Pom Keychain
60+ Items



Large Grizzly Bear
Plush
125+ Items

Rewards are cumulative.

"Items" refers to all items available during the sale combined.

- Name, nickname or initials
- Either background
- Avatar (3 billion combinations!)
 - Hair, shoes, clothing, eyes, etc.

Earned by:

- Sending 18+ emails and
- Use the “Share My Site” feature to share her site by text, Facebook, etc. and
- Selling \$375 worth of items (nuts & chocolates, magazines, Tervis, BarkBox, stationery all count!) during the Fall Program



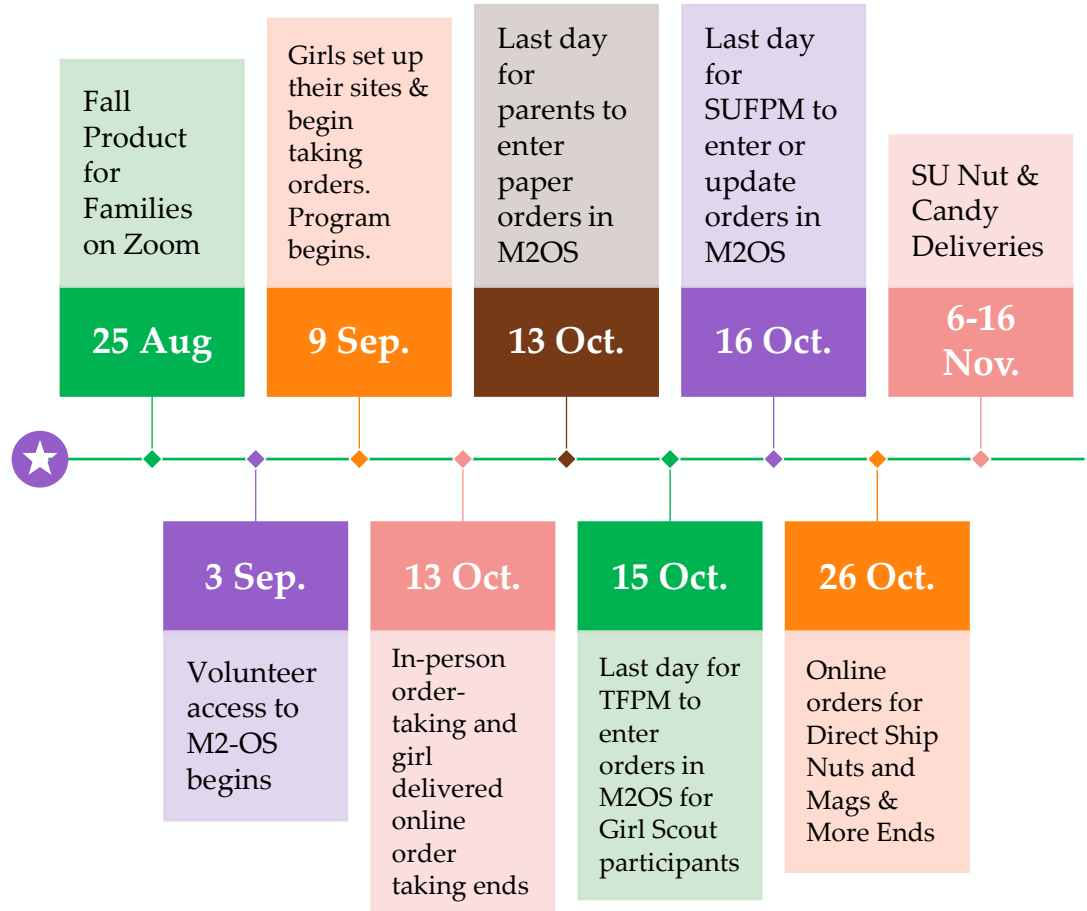
The crossover patch is earned by:

- Earning the Fall Product Personalized Patch
- Sell 375+ packages of cookies in the 2025 Cookie Program

Once earned, the patch will be mailed to the Girl Scout directly if she includes her address when signing up.



IMPORTANT DATES





HOW TO GET STARTED

- Attend your Troop's Fall Product meeting
- Keep your family flyer nearby
- Receive registration email and follow instructions
- Take orders on your order card or online
- Collect payments and turn into your TFPM

GIRL SCOUT'S PLATFORM SET-UP

Preferred Email Address
(this is the email you use
for MyGS)

Confirm Active
Membership

Accept Permissions &
Watch Safety Video



Highlight Girl Scout's Goals


Build an Avatar

Include a video (this will
give your avatar your voice
when customers come to
your site!)


Parent/Girl Login

Troop/SU Login

Participant Login | Volunteer Login |  Español

Girl Scouts of Greater Chicago and Northwest Indiana




Girls and Parents/Adults

Already Registered? ☐ New User? ☐

LOGIN

CREATE AN ACCOUNT



Troop Leaders or Volunteers


New and returning users

VISIT ADMIN SITE


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



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Parent Number 10,275,807.
CAMPAIGN WEBSITE

 Contact Us

 Privacy Policy

 Terms & Conditions

Taking Orders

- Order taking can begin on September 9
 - Bring your order card, money envelope, pen, calculator, clipboard/writing surface

Adults can take order cards to their workplace...but make sure your girl is involved!

- She can come in and ask for people to purchase
- She can make a poster or note of support
- She can deliver items or hand-write thank you cards

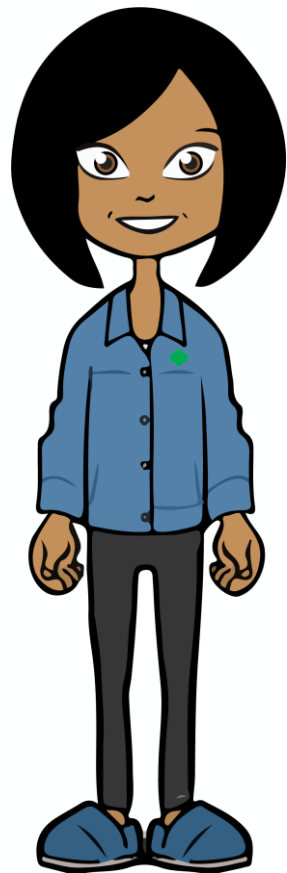
Collect funds at the time the order is placed

- These are pre-orders. You can't go by TS12 in a store, but you can order it for when it's ready. Same Concept!

Set expectations – let customers know it will be mid-November when product will be delivered.

- “Before Thanksgiving” usually works (and then you can deliver early!)




Be sure to thank every customer!




GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar




  Girl Scouts of Northeast Texas 

 Update Athena'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 uniform and official apparel options that are available in council stores or online at girlscoutshop.com.







To see all choices for your avatar, use the arrows in the avatar software below.

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](#).

 RECORDED NOW  UPLOAD AN AUDIO FILE  Audio Received!

☐ I do not want to record a voice 

Preview how your avatar will sound on your own personalized Talking Avatar landing page!

 PREVIEW

 UPDATE

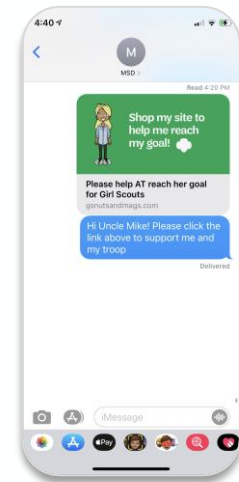
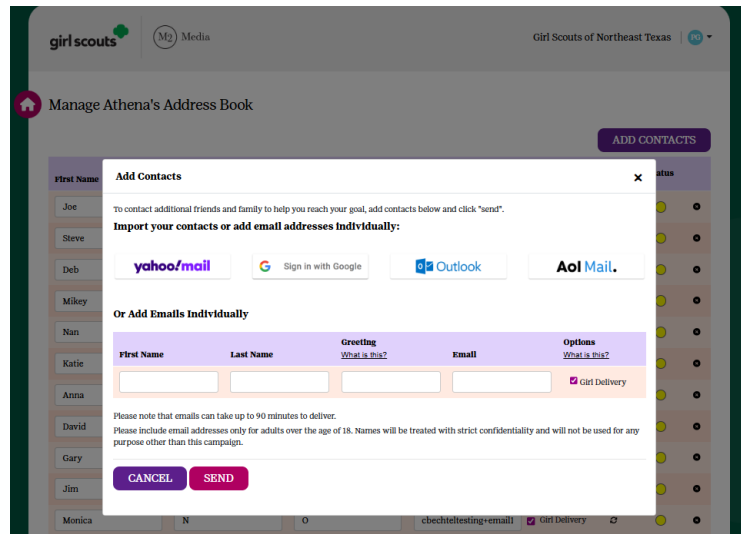
TOOLS TO RUN A BUSINESS

Send emails

Share My Site with
social media and
texting – *NEW toolkit
this year!*

Printable business
cards

Door hangers with
QR codes



Printable Door Hangers

Just cut along the dotted lines and hang on the doorknob.

* For best results print on card stock paper and keep your browser font size at the standard setting.



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



Change 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

Bronze 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 PATCH


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.

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](#)

PARTICIPANT'S DASHBOARD

Additional emails/social media/texts

Sales Tools

Send Thank You Emails

Girl Scout's avatar room with virtual rewards & troop photo

Manage nut card order entry & sales reports

Change your Avatar


Select rewards

Update your information or add another Girl Scout

The dashboard is titled "Athena's Dashboard" and features the Girl Scouts logo and "M2 Media" branding. It displays a progress bar for an online goal of \$325.00, with \$389.63 achieved. A "SHOP YOUR PERSONALIZED SITE" button is available. The dashboard is organized into several sections: "Athena's Campaign" with icons for "Share My Site", "Athena's Emails (View & Send)", "Athena's Sales Reports", and "Supporter Thank You"; "Personalized Door Hanger", "Athena's Campaign Video", and "Business Cards"; "Fun Stuff" with "Personalized Patch", "Athena's Avatar", "Athena's Avatar Rewards", and "Physical Rewards"; and "Parent or Adult's Information" with "Your Girl Scout(s)", "Add Another Participant", and "Update Profile". On the right, there are sidebars for "Level Status" (Progress: Bronze, Silver, Gold, Platinum), "Promote Patch" (Emails Sent By 06/28/2025), "Personalized Patch Requirements" (Online Sales, Emails Sent By 06/28/2025), and "Share My Site" (You've successfully shared your site on social media!). A "LEARN MORE ABOUT THE PERSONALIZED PATCH" button is also present. The "Top Sellers In Your Troop" section lists Athena B. as a top seller.

girl scouts | M2 Media | Girl Scouts of Northeast Texas | PG

Athena's Dashboard

 [Change Photo](#)

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

\$389.63 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: MFGPNZCU [What is this?](#)

Athena's Campaign

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

[Personalized Door Hanger](#) [Athena's Campaign Video](#) [Business Cards](#)

Fun Stuff

[Personalized Patch](#) [Athena's Avatar](#) [Athena's Avatar Rewards](#) [Physical Rewards](#)

Parent or Adult's Information

[Your Girl Scout\(s\)](#) [Add Another Participant](#) [Update Profile](#)

Level Status

Progress

Bronze 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!

[LEARN MORE ABOUT THE PERSONALIZED PATCH](#)

Top Sellers In Your Troop

 Athena B.

PARTICIPANT'S DASHBOARD (cont.)

Things to Do Today
pop up & banner

The screenshot shows the 'Athena's Dashboard' for a Girl Scout leader. At the top, the 'girlscouts' logo and 'M2 Media' are visible, along with the text 'Girl Scouts of Northeast Texas' and a 'PG' rating. The dashboard features a profile section with a cartoon avatar and links to 'Update Avatar & Voice', 'Update Girl Scout Details', and 'Your Girl Scouts'. A central progress bar shows '\$359.68 of \$325.00 Online goal' with a 100% completion indicator. To the right, a 'Level Status' section shows a progress bar for Bronze, Silver, Gold, and Platinum levels. A 'Things to Do Today' pop-up is centered on the screen, containing a share icon, the text 'Share My Site' and 'Share your website via text, phone, app, or on social media.', and buttons for 'CLOSE' and 'Do Not Show Again'. Below the pop-up, a 'Things to Do Today' banner includes a 'Share My Site' button. At the bottom, a 'Athena's Campaign' section contains icons for 'Share My Site', 'Athena's Emails (View & Send)', 'Athena's Sales Reports', and 'Supporter Thank You'. On the right side, there are sections for 'Personalized Patch', 'Personalized Patch Requirements', and 'Share My Site' with a success message.

girlscouts M2 Media Girl Scouts of Northeast Texas PG

Athena's Dashboard

\$359.68 of \$325.00 Online goal

100% 150%

Level Status

Progress

Bronze Silver Gold Platinum

Things to Do Today

To ensure your product program reaches its full potential, be sure to complete these items today.

Share My Site
Share your website via text, phone, app, or on social media.

CLOSE [Do Not Show Again](#)

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**

Personalized Patch
Sent By 06/28/2025

Personalized Patch Requirements
Sales
Sent By 06/28/2025

Share My Site
You've successfully shared your site on social media!

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop

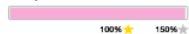
Athena B.

Sienna's Dashboard



[Change Photo](#)

\$1,914.85 of \$350.00 goal



[SHOP YOUR PERSONALIZED SITE](#)

Duration: 07/02/2024 to 11/29/2024
Personalized Patch Est. Delivery Date: 09/04/2024
Unique Code: 462AXTA9 [What is this?](#)

Sienna's Campaign



Manage Paper Orders



Sienna's Emails
(View & Send)



Sienna's Sales
Reports



Supporter Thank You

Supporter Thank You

Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.

[GET STARTED](#)

Supporter Thank You

Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.



Thank You Email

Personalize the email copy below.

Your Message

Dear [Supporter Name]

Thank you for supporting Girl Scouts and me with y

Your support makes a real difference. You're l
while learning skills that will last a life

If you would like to buy any additional products from me, please c
ends.

From Sienna

[ACTIVATE EMAIL](#)

Thank you emails
are customizable!

**DON'T FORGET
TO SAY THANKS!**

ONLINE SHOPPING SITES

Supporters select
their desired
product line

Nuts & Chocolates
have two options:
Girl Delivered or
Direct Ship

How You Can Support Me



Magazines

Visit my magazine site to purchase your favorite magazines.

SHOP MY SITE



Nuts and Chocolates

Visit my nuts and chocolates site to purchase your favorite treats and snacks.

SHOP MY SITE



Personalized Products

Visit my personalized products site to purchase personalized stationery, picture frames, notepads and more.

SHOP MY SITE



Tumblers

Visit my Tervis® Tumblers site to purchase premium, insulated tumblers and water bottles.

SHOP MY SITE



BARK x Girl Scouts Shop

Visit my site to purchase an exclusive Girl Scout themed Mini BarkBox for dogs.

SHOP MY SITE



Candles

Visit my candle products site to purchase a variety of high-quality scented candles. Made in the USA

SHOP MY SITE

Welcome to Athena's Nut and Chocolate Store



SAVE SHIPPING COSTS

I would like to purchase nuts and chocolates and coordinate with Athena to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.

(Perfect for people who live close to Athena)

GIRL DELIVERED



CONVENIENCE

I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges apply.

(Additional products available for this option)

SHIPPED TO ME

When Nuts &
Chocolate is selected...

Supporters can visit
other storefronts
after checking out
online

Supporters can visit
other storefronts
after checking out
online

SHOP CANDLES

Money Management

Real sales. Real money.

- We are dealing with real customers, real transactions and real money.
- Collect money @ each meeting – someone dedicated off to the side to collect.
 - Count with someone else
 - Sign receipt immediately
- Parents have signed receipts accepting financial responsibility. We will hold you accountable for the monies owed because it belongs to the girls.
 - If Troop has bad debt from parent, keep track of contact points. Email is great for this.
 - TFPM is empowered. They can choose not to order the merchandise that remains unpaid, choose not to let someone with debt participate except for direct-ship, etc.
 - Financially responsible
 - Criminally responsible



If your troop is off by 5 tins of Mint Treasures, that's the equivalent of losing 60 items worth of proceeds. Every item sold up front; funds collected at time of sale. **NEVER distribute product until paid.**

Receiving Products

Receipts, Receipts, Receipts!

Sign off on it!

- Get a receipt **every time** money, product, or rewards changes hands.
- Separate by variety: 16 different items!
 - The Project Thank You items are delivered to Council.
- Count everything you receive before you sign off that you received it.
 - (For the Service Unit, it will be the delivery agent.)
- Only after it's counted and signed: Load it in your vehicle.

*Receipts should all be duplicates. You should get a copy and your TFPM should keep a copy!



Delivering Products

Customer Service

- Pick up items from your TFPM as instructed
 - Around Nov 7-12 (or earlier)
- Make sure items are delivered in a timely manner.
 - Aim for before Nov 19 or before Thanksgiving at the latest!
 - Some customers may have ordered as early as Sept 9, which would be 2 months before delivery!
- Thank every customer for their support
- Consider including a note with their items.
- These customers might make excellent cookie customers, too!
 - Call them or save their emails for January!
 - Put a reminder for cookies on your thank you cards!



FALL PRODUCT PROGRAM CUSTOMER CARE

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

Materials: Family Sheet, Silver Sage website, etc.

People: Troop Fall Product Manager, Service Unit Fall Product Manager, other Troop Leaders & parents

*All paper materials, and more, can be found at [https://www.girlscouts-ssc.org/en/members/for-girl-scouts/Entrepreneurship/Fall Product Program.html](https://www.girlscouts-ssc.org/en/members/for-girl-scouts/Entrepreneurship/Fall_Product_Program.html)

Silver Sage Customer Care: 208-377-2011 or customercare@girlscouts-ssc.org



THANK YOU!

For your continued support of Girl
Scouting and the Fall Product
Program.

The girls will have an
BEAR-y amazing season!

