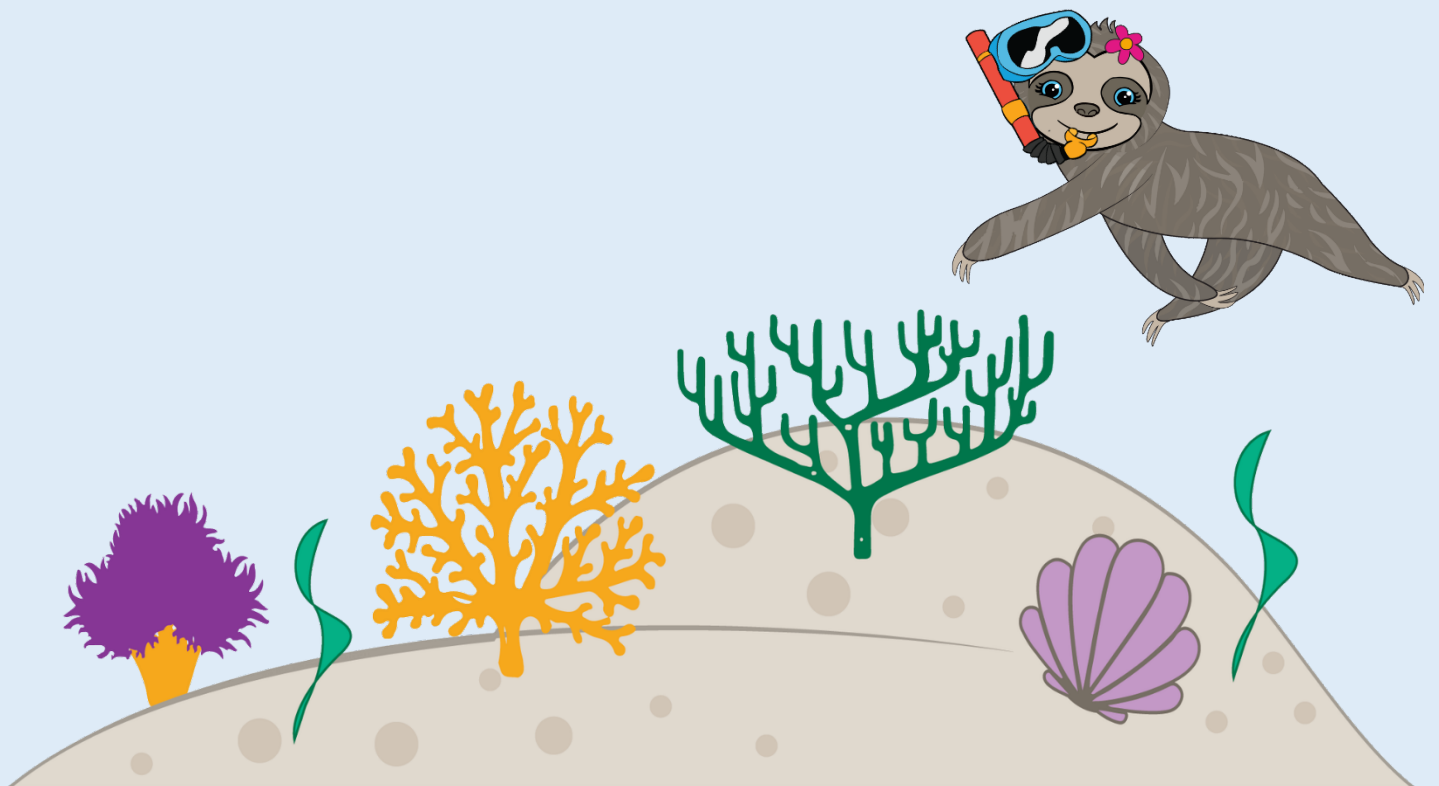




*Bravely  
be you*

# 2020 Family Product Program Guide



## Fall Contact Information

Troop Fall Product Manager (TFPM)

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Name

Phone

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Email

Girl Scouts of Utah

801-716-5125

cookies@gsutah.org

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Phone

Email

### ***The 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 Scouts makes no attempt to define or interpret the word "God" in the Girl Scout Promise.

We look to individual member to establish for themselves the nature of their spiritual beliefs. When making the Girl Scout Promise, individuals may substitute wording appropriate to their own spiritual beliefs for the word "God".

### ***Girl Scouts of the USA Mission***

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

### ***The 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.

# Why Participate in the Fall Product Program?

The GSU Fall Product Program is a council-sponsored program that combines educational activities with money-earning opportunities for troops. The Fall Program is directed toward family and friends—those closest to Girl Scouting, and enables troops to earn start-up funds by selling magazine subscriptions as well as nuts and chocolate.

## Five skills girls learn through the program:

Goal Setting

People Skills

Decision Making

Business Ethics

Money Management

In addition to these important business and life skills, girls will also learn philanthropy through the **Gift of Caring** program.

## Benefits for Troops: Earn Funds for Activities

The GSU Fall Product Program is the perfect opportunity for troops to kick-off the Girl Scout year with a fun team-building activity that also generates essential funds to support troop activities. Also, new troops that have no resources in their treasury can quickly earn money to fund uniforms, Journey Books, and Girl's Guide to Girl Scouting books.

**Troops retain a full 15% of the purchase price of all Ashdon Farms products as well as 15% of all Magazines.** Plus, girls can earn patches and other fun rewards. Make sure your troop is participating in the Fall Product Program this year!

## Fall Product Program Dates

Early September	Attend a troop meeting to set goals with girls and be trained on dates and your responsibilities
September 25	Order taking begins for nuts, candy, and magazines. Go to <a href="http://www.gsnutsandmags.com/gsu">www.gsnutsandmags.com/gsu</a> to set up your online store
October 11	Order taking ends (order cards) Order due in M2OS by 8 p.m.
November 11-14	Nut & Candy items delivery to service units and distribution to troops (dates/locations vary)
November 14-24	Girls deliver nut & chocolate items to customers
November 24	Fall Product Program ends
November 25	All money due to troops. Last day to make reward choices in M2OS
January 4	Rewards begin shipping to Service Unit Fall Product Managers

## Ways Girls Sell Fall Products

- Nuts and chocolate in-person for delivery (order card)
- Online for shipment (up to 34 nut and chocolate products)
- Online magazines
- Gift of Caring products may be sold through any of the above



## Set Her Up for Success!

- Attend her troop's Fall Product Program training; sign and return the Parent/Guardian Permission & Responsibility Agreement Form to the troop. This must be submitted before she participates in the program
- Review the Fall Product Program information together so that she understands it and help her to set her sales goal
- Help her to set up and complete the M2OS Program. Show an interest in her efforts, help her to think of prospective customers, and perhaps practice her "sales pitch."
- Promptly pick up her nut/candy orders from the TFPM and assist her in the delivery of orders to her customers
- Submit full payment for all nut/candy orders by November 25, 2020

## In-Person Order Taking

People love to support Girl Scouts! If your Girl Scout wants to take in-person orders she can use the Nut/Candy Order Card to take orders from customers for nuts & candy only. Magazines are online only.

- Parent submit the girls order card online in M2OS by October 11, 2020
- Service Units/troops will receive delivery of nut & candy the week of November 11 - 14
- The TFPM will schedule parents to pick up product
- Once girls receive their product, they can immediately begin delivering items and collecting payment

All Products are NON-RETURNABLE. Damaged items can be exchanged at the Salt Lake City council office.

## Girl Scout Safety

Your girl's safety is of utmost importance. Please remember the following when she is selling in-person:

- Have your Girl Scout wear her vest, pins, or Girl Scout shirt when selling – something that will identify her as a Girl Scout!
- Never let her sell alone – always have an adult with her
- Do not go out near or after dark
- Never, for any reason, approach a parked automobile
- Never enter a home when asking for orders. If invited to go in, politely refuse and explain that it is against the Girl Scout safety rules for you to go into anyone's home

## Troop Fall Product Sale – September 25

Girls will receive an email invitation from their TFPM that explains how to access the online ordering system and get started. If you have not received an email invitation to access the M2OS site on September 25, 2020 please visit [www.gsnutsandmags.com/gsu](http://www.gsnutsandmags.com/gsu) to get started. If you need further assistance, please contact your TFPM or M2 Customer Service.

Your welcome email will prompt her to create a password to access her M2OS account.

She will watch a short system training video, enter a mailing address, create her Avatar, and a personal message to send to family and friends. As a way to increase her sales, we suggest she record her voice for her avatar or upload a personal video explaining what her troop plans to do with the money they earn. She then launches her campaign and her personal message is emailed with links for her customers to shop for Nuts, candy and magazines.

Girls can launch their accounts on September 25, 2020. Please note that the system will not accept any early participant activity. Girls must wait until the launch date.

Parents can enter her in-person Nut Orders Card into her account through October 11, 2020. Do NOT enter online girl-delivered products. Only enter product from the girl Nut Order Card. All product is automatically submitted for fulfillment. There is no “submit” button!

Note: If you do not enter your order by October 11, 2020 you will be locked out of the system. You will then need to send your Nut Order Card to your TFPM and they will submit the order.

Girl rewards are automatically calculated in M2OS. Girls can earn the rewards located on the Nut Order Card and on our council website. As orders are placed, girls can log into their online site and see what they have earned as well as make their reward choices. All rewards are cumulative. The last day to make reward choices is November 25, 2020.

### Spread the Word

Girls can print a flyer on the M2 site with her personal store code to distribute to potential customers. Each girl’s special code grants customers access to their account to order so both she and her troop receive credit for the sale.

### Gift of Caring

Girls take Gift of Caring orders and collect the money. Delivery of the items to the Utah Food Bank on behalf of the girls who participated is completed by the council

### Money

All money collected for in-person orders is due to the TFPM on or before November 25, 2020. Any girl who has not paid in full by this date will be referred to council to begin the collections process. Any girl still owing debt to GSU will not be allowed to participate in the 2021 Cookie Program.



## Social Media Marketing for Girls

Girls can use social networking sites to gather sale commitments from family and friends. Please keep in mind that girls:

- Can market to collect indications of interest from family and friends
- Cannot have customers pay online (such as through a shopping cart function on a website) except through the UNIFY online system. Absolutely no posting on sites such as eBay, Craigslist, KSL, Amazon, NextDoor, etc.
- All social media platforms should always be through accounts set to “private”
- Friends and family or a girl must not market or share a girl’s contact information, sales links, or sales information on public-facing online sites
- Must sign the Girl Scout Internet Safety Pledge (available at [www.gsutah.org](http://www.gsutah.org) on the Resources & Forms page) before doing any online activities, and all online activities must be under the supervision of an adult
- Cannot expose a girl’s email address, physical address, or phone number to the public
- Girl Scouts under 13 can use their parent or guardian’s online sites with their approval and supervision
- Girls over the age of 13 may work in partnership with an adult to market products online, using the social media of the adult or the girl’s social media sites

### FAQs:

Q: My daughter is attempting to register and a “Campaign is Currently Unavailable” message.

A: Girls cannot begin online account registration until the sale launch date.

Q: I am waiting for the TFPM to send our welcome email but I have not gotten it yet.

A: Access emails will not be sent to the participants until the launch date of the sale.

Q: I am a Volunteer and have a daughter participating. Can I use the same email address for my Volunteer and Girl accounts?

A: Yes! You will be notified upon login as to which account you are signing on to.

Q: My daughter received an online girl-delivered order that we are unable to deliver. How do I remove it?

A: The parent/guardian (or customer) will need to contact MA2 Customer Service to have the order cancelled and removed

For questions regarding specific Utah Council-related details, contact GSU Customer Care. For questions regarding M2OS or other general sales questions, contact M2 Customer Support.

Girl Scouts of Utah

[cookies@gsutah.org](mailto:cookies@gsutah.org)

801-716-5125

M2 Customer Service

[questions@gsnutsandmags.com](mailto:questions@gsnutsandmags.com)

800-372-8520