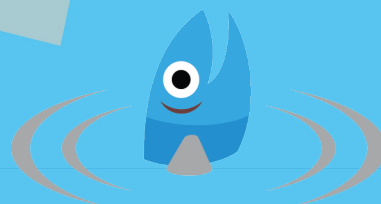
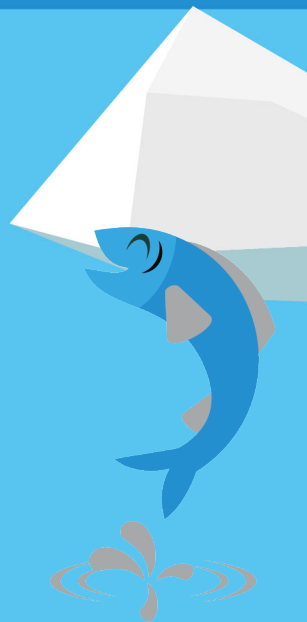


girl scouts[®]
of new mexico trails

2021 Fall Product Program Family 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 girls
- ⇒ Additional troop 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 your troop for the coming year with troop funds right away—troops earn 15% of sales
- ⇒ Awesome individual rewards so girls can set their own goals



This year's 2021 Fall Product Program provides Girls Scouts the opportunity to "Rise Up" and work together with their troop just like our mascot, the emperor penguin, who in their colonies of adults and chicks work together to huddle for warmth. 5,000 or more tightly packed adults and chicks shuffle around, so each takes a turn - but not too long - on the outside of the huddle where it's cold. We hope the volunteers and Girl Scouts work together on their goals and support each other just like the emperor penguin.

COVID-19 and the Fall Product Program 2021

In the past 19 months, COVID-19 has taught us to be adaptable. We've gained new skills and know that circumstances can change at any time. Many of you may have questions about how the Fall Product Program will be impacted this year due to COVID-19, please know that Girl Scouts of New Mexico Trails continues to monitor COVID-19 updates from the New Mexico Department of Health and GSUSA. As always, the safety of Girl Scouts, families, volunteers and staff is our highest priority. We will provide you with relevant updates and guidance to ensure that the Fall Product Program remains a safe and fun experience for our Girl Scouts and our volunteers. The directions we provide volunteers considers all state public health orders. We have planned multiple approaches for families and volunteers to participate from so your family feels safe. You can expect low or no-contact approaches throughout the program.

How Does Your Family Get Started?

Girl Scouts participating in the Fall Product Program must be a registered Girl Scout for the 2021-2022 membership year and have [2021-2022 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 Girl Scouts who meet those two requirements by Tuesday, September 14th will be allowed to access their site when the program starts on Friday, September 24th.

If your family misses out on the September 14th deadline, your Girl Scout still can participate in the Fall Product Program. Once your Girl Scout is a registered Girl Scout for the 2021-2022 membership year and the 2021-2022 product permission form are complete, speak with your troop volunteer 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 your troop volunteer for more information.

What's Being Sold

The word “MagNut Program” is a term our council sometimes uses for this program. It describes what girls can sell—magazines & nuts plus chocolate and candy! 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! There are more options of candy and nuts online for customers to have directly shipped from the warehouse. 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.



Care to Share Program

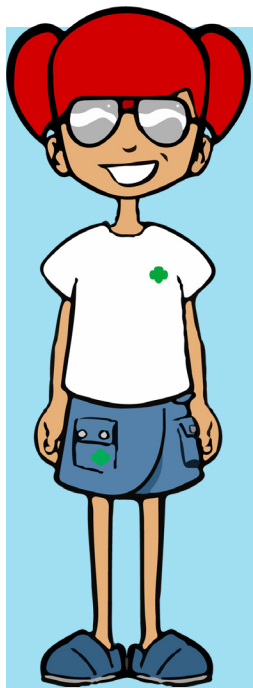
The Care to Share Program is a great way for customers to give back to the community and support their favorite Girl Scout to reach their goals! Girl Scouts collect donations (in \$7 increments) for their local Hometown Hero organization! One donation is credited to the girl's sales as one item sold.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

Troops will be providing donated product to the local Hometown Hero organization the troop decides on in December. Ask your troop volunteer for more information on the Hometown Hero the troop decided to support.



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 or Troop enters orders into M2OS Girl Scouts collect money at time of delivery Girl Scout turns money into Troop 	Delivered by Girl Scouts to customers	Sunday October 17
	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 21
	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 7
Magazines	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. 8 to 10 weeks standard delivery time depending on publication	Sunday November 7



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 with their personal store code to distribute to potential customers. Each Girl Scout's special code grants customers access to their account to order their favorite magazines or candy or nut item so both the Girl Scout and the troop receive 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 names only, their troop number or name, and their 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 2021 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 your troop volunteers.

Rewards

Girl Scouts can see what rewards are available from our [GSNMT Fall Product Program webpage](#). This will help them set their individual goal. M2OS automatically calculates what each Girl Scout has earned based on their sales. Girl Scouts may have the opportunity to select prizes or need to provide t-shirt size. Families will have until Tuesday, November 9th to make selections. If selections are not made, GSNMT will determine the reward for the Girl Scout. All rewards are cumulative and can earn rewards based on total items sold and total items sold online. Rewards will be available to the troop volunteer the week of December 13th.



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:

- Set up an online storefront for customers to make online orders. They can sell to friends and family near and far!
- Print door hangers or business cards for their online storefront.
- Record any in-person sales the Girl Scout receives, even if they don't promote the online storefront. This also helps your troop volunteer to reduce the number orders they have to enter.
- Make 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 24th, Girl Scouts who have a 2021-2022 Girl Scout membership and completed their [2021-2022 Product Permission Form](#) will be able to access M2OS. Families will receive an invitation email from their troop volunteer that day. 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.

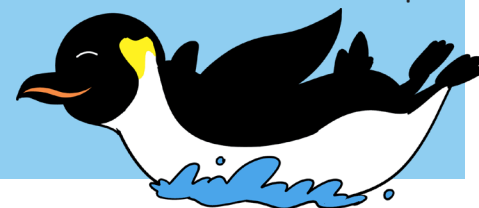
If families do not get an email from their troop volunteer on September 24th, they still access the website from our [GSNMT Product Program website](#). There are also directions how to set up your Girl Scouts account on our website.

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 follow all current public health recommendations and 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 troop order. They should NOT be manually entered by the family or troop. Troops 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.

Tips on Using M2OS

- Upon signing in, families need to 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 will not need to add any additional email addresses.
- Once the account is set up, families will receive a unique code that represents your Girl Scout's personalized online storefront site. We recommend you make a note of this number for future use. Girl Scouts can share this code on their business card.
- All deadlines for the system are at 9:59 PM local time.
- The site also provides links and images to share via 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.
- Girl Scouts can also see the avatars of other Girl Scouts in their troop.
- 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 Fall Product Program webpage](#). The videos will walk families step by step on using the system.



Placing Your Order

Families can enter all the orders that are collected from the paper order card into M2OS. These orders must be submitted to your troop volunteer either online or turning in the paper order card to your troop. Your troop volunteer should confirm your total order card amounts that your family submitted online. These orders must be submitted by 9:59 pm on Sunday, October 17th.

Customers can continue to make online girl delivery orders until 9:59 pm on Thursday, October 21st. In person orders along with any online girl delivery orders received will be combined for your Girl Scout's total product order to be picked up.

Customers can continue to order magazines and candy and nuts for direct shipping until 9:59 pm on Sunday, November 7th. These orders will continue to count towards troop 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. Council will not reimburse troops for NSF checks or bank fees for any returned checks. Your family's balance must be paid in full by the troop deadline 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. Make sure to get a receipt of all money turned into the troop signed by you and the troop volunteer to confirm the amount paid. You can use the sales report from M2OS to know the amount your family owes to the troop.

Troop Reminders and Deadlines

Troop Deadline for In-Person Orders: _____
Troop Deadline for Rewards Selection: _____
Troop Date to Pick-Up Product: _____
Troop Deadline to Turn in Money: _____

M2OS Information

Login: _____
Password: _____
Girl Scout's Unique Code: _____

Picking Up Candy and Nut Products

Candy and nut products will be delivered to your local area the week of November 8th. Once your troop volunteer has picked up the troop order, they will contact families with a date and time for picking up product. Due to our large council area, product will be delivered any day between Monday and Thursday of that week, so please be patient with volunteers and picking up product. It is best to tell customers that product will be available starting November 13th.

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?

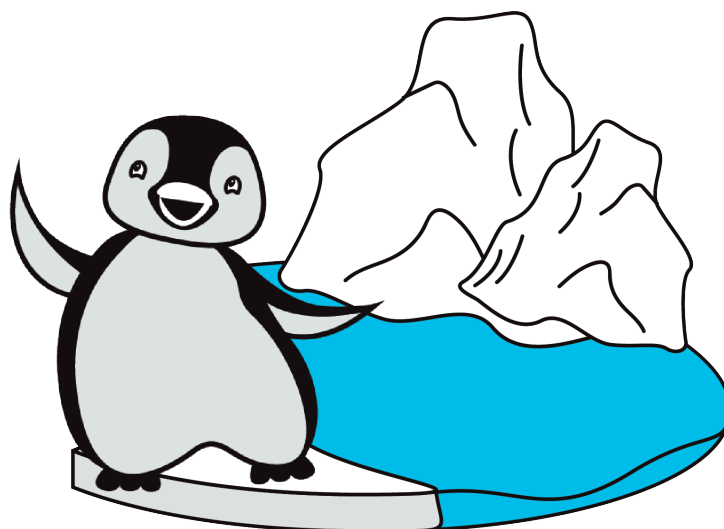
Your Troop MagNut Chair has been thoroughly trained and is excited to help you. They should be your first point of contact for specific council related details, questions and issues.

Troop MagNut Chair: _____
Email: _____
Phone: _____
Best Way to Contact: _____
Best Time to Contact: _____

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

2021 FALL PRODUCT PROGRAM CALENDAR

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



We Appreciate You!
Thank you for being an integral part of the Fall Product Program! 🍀