



2020 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 provide them with opportunities to explore entrepreneurship. Girls 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 or MagNuts and Girl Scout Cookie Program provide Girl Scouts with the opportunity to learn by doing and build skills they can use for a lifetime. Just like all Girl Scout programming, girls 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 market and communicate to their customers in person and online safely. And they do all of this while making ethical judgements about what they do and how they do it. What makes product program so special is that it helps girls 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 goal



This year during our 2020 Fall Product Program we want girls to “Bravely Be You” with our travel companion, the pygmy three-toed sloth. We want girls to “Trust Your Strengths” just like the sloth who are great swimmers and they can hold their breath for 40 minutes!

How Do We Get Started?

Girl Scouts participating in the Fall Product Program must be a registered Girl Scout for the 2020-2021 membership year and have [2020-2021 product permission form](#) completed prior to the start of the sale. Participating families must also be free and clear of debt to Girl Scouts of New Mexico Trails (GSNMT).

All girls who meet those two requirements by Thursday, September 17th will be allowed to access their site when the program starts on Friday, September 25th.



COVID-19 and the Fall Product Program 2020

We understand that as New Mexico begins the slow process of re-opening, many of you have questions as to what this means for your Girl Scout. 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 the girls, families, volunteers and staff is our highest priority. We will continue to provide you with relevant updates and guidance to ensure that the Fall Product Program remains a safe and fun experience for our girls and our volunteers. The directions we provide volunteers considers all state public health orders. We have planned multiple approaches to provide the safest program possible for families and volunteers. You can expect low or no-contact approaches throughout the program.

What's Being Sold

The word "MagNut" is a term that is sometimes used for this program. It describes what girls can sell—magazines & nuts plus chocolate and candy! This year we are using a new vendor for our candy and nuts, Trophy Nut.



Products from last year might have a different name or are no longer available, but we still have 16 delicious items to snack on! There are more options online for direct delivery from the warehouse. We have



hundreds of magazines for customers to choose from. 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 girls to reach their goals! Girls collect donations (in \$7 increments) and Girl Scouts of New Mexico Trails takes care of delivering the product! 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.

Girl Scouts of New Mexico Trails will be making a donation of product to our military through a local chapter of Blue Star Mothers of America.



Ways to Support Your Girl Scout

- Help your Girl Scout set up her M2 online store.
- Spread the Word: girls can print out a flyer or business cards from their online store with her personal store code to distribute to potential customers. Each girl's special code grants customers access to their account to order their favorite magazines or candy or nut item so both she and her troop receive credit for the sale.
- Girls can make a sign for their caregivers' workplace and include a business card.
- Give girls a chance to practice their personalized sales pitch and record it as a video! Add the video to her storefronts. Girls who upload photos and/or videos sell more to help them reach their goals
- Help girls create a script to engage customers when they make phone calls to friends and family. You can even practice taking orders.

Ways to Participate

Product	Sale Type	Customer Experience	Delivery to Customers	Sale Ends
Nuts and Chocolate	In-Person	<ul style="list-style-type: none"> Girls use paper order card to collect customer orders Family or Troop enters orders into M2OS Girls collect money at time of delivery Girl turns money into Troop 	Delivered by girls to customers	Sunday October 18 th
	Online Girl-Delivered	<ul style="list-style-type: none"> Girls create their personalized storefront in M2OS and send emails to friends and family Customers pay online Orders are automatically credited to the girl in M2OS 	Delivered by girls to customers	Thursday October 22 nd
	Online Direct-Ship	<ul style="list-style-type: none"> Girls create their personalized storefront in M2OS and send emails to friends and family Customers pay online, including the cost of shipping Orders are automatically credited to the girl in M2OS 	Shipped directly to the customer. 1-2 weeks standard deliver time. Customers will have option for expedited shipping	Sunday November 8 th
Magazines	Online	<ul style="list-style-type: none"> Girls create their personalized storefront in M2OS and send emails to friends and family Customers pay online Orders are automatically credited to the girl in M2OS 	Shipped directly to the customer. 6-8 weeks standard delivery time.	Sunday November 8 th

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. Girls 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. Girls 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.



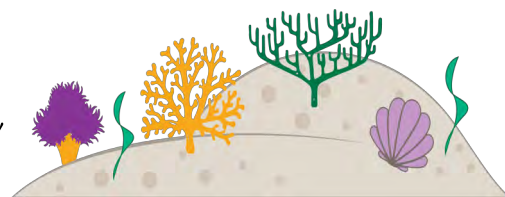
Online Guidance

Girls participating in the fall product program may call and send messages to alert friends and family about the product and can accept customer commitments via the online store or telephone. Girls sending out emails or announcements should sign with their first names only, their troop/group number or name, and their council name. All online sales must be conducted through the online store using the M2OS system only.

Girls who are 13 or older may use social networking sites to market products but must follow council and GSUSA guidelines. This means girls 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 other users. Younger Girl Scouts may use their caregiver's social networking site to market products and must follow the same guidelines.

Girls should be developing the posts and monitoring the activity.

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.



M2OS for Family's

M2OS is the online platform used by GSNMT to facilitate the Fall Product Program. There are many ways to use system to help your Girl Scout during the program.

- ◇ Girls can make rewards selections to ensure they get their personal choices.
- ◇ Girls can set up an online storefront for customers to make online orders. They can sale to friends and family near and far!
- ◇ Girls can record any in-person sales they receive, even if they don't receive or promote online customer orders.
- ◇ Families can help troops by entering their in-person orders using the system. This will help your troop volunteers to reduce the number orders they have to enter.
- ◇ Girls can earn personalized patches for both the fall and cookie program when using M2OS.



Girl Access to M2OS

Starting on September 25th, girls who have a 2020-2021 Girl Scout membership and completed their [2020-2021 product permission form](#) will receive an invitation email to log in the M2OS system. Emails will be sent to the primary caregiver listed on the girl's Girl Scout information. Only one adult email is used to access the system during the program. Families can follow the link in their email to gain access. Once girls have gained access, they can set up their sales site, create their avatar, make their rewards selections and even add their own in-person order card sales!

Tips On Using M2OS

- ◇ Upon signing in, you'll need to watch an introduction video, create an avatar, and add at least one email address for a customer to proceed. This 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 an sales invitation and you will not need to add any additional email addresses.
- ◇ When you've completed your initial log in, you'll receive a unique code that represents your girl's site. We recommend you make a note of this number for future use. Girls can share this code on their business card.
- ◇ We have videos for you to view on our [GSNMT Fall Product Program webpage](#) to help you use M2OS. They will walk you through step by step on using the system.
- ◇ The site will also provide you links to easily share via text message.
- ◇ A girl'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 experience. They can also see the avatars of the girls in their troop.
- ◇ All deadlines for the system are at 9:59 PM local time.
- ◇ Take time to familiarize yourself with the Dashboard area which allows you to access all available activities. Each icon will take you to another page that will give you more information.



Girl Delivery in M2OS

Girl delivery is a great feature for customers that would like to use a credit/debit card for payment and live close enough for the girl to deliver in person. Due to COVID-19 concerns, we courage families to use their own best judgement and current recommendations from public health officials when making in person delivery. 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 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@gsnuntsandmags.com or call 800-372-8520.

Placing Your Order

Families can enter all the orders that are collected from the paper order card into M2OS. These orders will get submitted to your Troop MagNut Chair along with any online girl delivery orders a girl received. Your Troop MagNut Chair should confirm your order card to verify your order. These orders must be submitted by 9:59 pm on Sunday, October 18th.

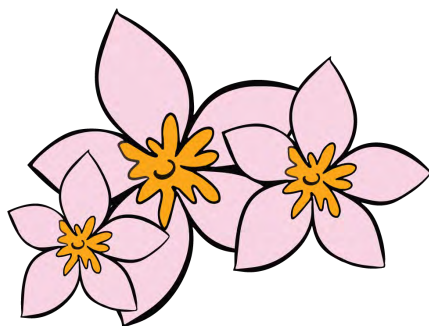
Customer can continue to make online girl delivery orders until 9:59 pm on Thursday, October 22nd. They will be included in the troop order.

Customers can continue to order magazines and direct ship candy and nuts until 9:59 pm on Sunday, November 8th. These orders will continue to count towards troop proceeds and a girl 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. 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 girls forfeiting their rewards. Make sure to get receipt of all money turned into the troop signed by you and the Troop MagNut chair to confirm the amount paid. You can use the sales report from M2OS to know the amount your family owes to the troop.



Picking Up Your Product

Your troop's MagNut orders will be delivered to your local area the week of November 9th. Once your troop MagNut Chair has picked up the troop order, they will then contact families with a date and time for picking up orders. 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 accept by the caregiver who completed the product permission form and they are financial responsible for all products. You can print or download a sales report from M2OS ensure you get all your product and only what was ordered. Product cannot be exchanged or 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.

Rewards

Girls 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 has earned based on their sales. Girls may have the opportunity to select prizes or need to provide t-shirt size. Families will have until Tuesday, November 10th to make selections. If selections are not made, council will determine the reward for the girl. 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 MagNut Chair the week of November 30th but will not be provided to the troop until they are sure all money has be collected and there is no outstanding debit.



2020 Fall Product Program Calendar

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
September	13	14	15	16	17 Product Permission Form Due	18	19
	20	21	22	23	24	25 Girl Access to M2OS; MagNut Program Begins	26
	27	28	29	30	October 1	2	3
October	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18 In-Person Orders Due	19	20	21	22 Online Girl Delivery Option Ends	23	24
	25	26	27	28	29	30	31
November	November 1	2	3	4	5	6	7
	8 Direct Ship Option Ends	9 Product Delivered to Troops	10 Rewards Selections Due	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26 GSNMT Office Closed	27	28
	29	30	December 1	2	3	4	5

Questions?

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

Troop MagNut Chair: _____

Email: _____

Phone: _____

Best Way to Contact: _____

Best Time to Contact: _____

Should you need future assistance regarding specific council related details, please feel free to contact the council office at 505-343-1040 or email customercare@nmgirlscouts.org

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

Troop Reminders & Deadlines

Troop Parent Meeting Date: _____

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's Unique Code: _____

**Thank you for
participating in the
Fall Product Program!**

