

2025 Fall Product Program

Juliette Guide



**BRAVE.
FIERCE. FUN!**

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 year with Juliette funds right away—Juliettes earn 15% of sales
- ⇒ Awesome individual rewards so Girl Scouts can set their own goals

BRAVE. FIERCE. FUN!

The 2025 Fall Product Program theme is “Brave. Fierce. Fun!”. Girl Scouts will embrace the possibilities that come with entrepreneurship.

This year’s mascot is Zia the Grizzly Bear, named after our 2024 Top MagNut Entrepreneur, Zia in Troop 1054 from Las Vegas.

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

There are six 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.
5. Every personalized product sold will earn a Girl Scout 2 entries. If they sell 3 items, they earn 6 entries.
6. Every candle sold will earn a Girl Scout 2 entries. If they sell 3 candles, they will 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 2025-2026 membership year and have [2025-2026 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 by Sunday, September 21st will be allowed to access their site when the program starts on Friday, September 26th.

If your family misses out on the September 21st deadline, your Girl Scout still can participate in the Fall Product Program. Once your Juliette is registered for the 2025-2026 membership year and the product permission form is 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 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.

This year, Cheerful Candles have been added to the product line up. These candles come in a variety of scents. They are 16 oz, feature a double wick and will burn for up to 80 hours. BARK + Girl Scouts Box is back with 5 different Girl Scout Themed options. Personalized products and Tervis Tumblers are also returning this year. These products will be available from the online storefront and 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 simultaneously supporting their Girl Scout.

Shipping fees will be included in all physical online items from direct ship candy and nuts, print magazines, Bark Boxes, Tervis® tumblers, Cheerful Candles, and personalized products.



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 19
	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 23
	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)	Thursday October 23
<ul style="list-style-type: none"> Magazines Bark Box Tervis Tumblers Personalized Product Cheerful Candles 	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.	Thursday October 23



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

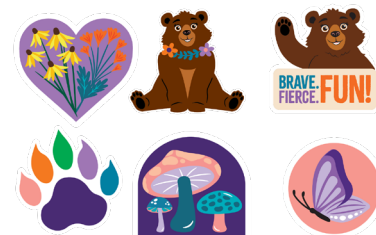
Girl Scouts participating in the fall product program may call and send messages to alert friends and family about their girl-led business and can accept customer commitments via the online storefront or using the paper order cards. Girl Scouts sending out emails or announcements should sign with their first names only, their troop number or name, 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 social media groups/pages. If your Girl Scout participated in the 2024 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 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 Sunday, October 26th 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. 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 26th, Girl Scouts who have a 2025-2026 Girl Scout membership, completed their [2025-2026 Product Permission Form](#) and completed training will be able to access M2OS. Families will receive an invitation email from Katie Otero with the subject line "Please help our Girl Scout troop" 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.

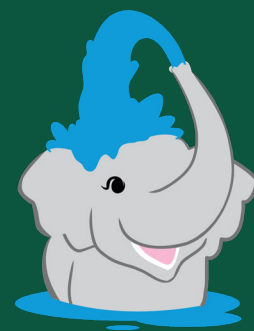
If families do not get an email from Katie on September 26th, they still access the website from our [GSNMT MagNut Central webpage](#). There are also directions how to set up your Girl Scouts account on our website.

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 with their online customer support page at support.gsnutsandmags.com or call 800-372-8520. All orders are final on Thursday, October 23rd.

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 MagNut Central 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 order card total amounts that your family submitted online. These orders must be submitted by 9:59 pm on Sunday, October 19th.

Customers can continue to make online girl delivery orders until 9:59 pm on Thursday, October 23rd. 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 order online items for direct shipping until 9:59 pm on Thursday, October 23rd. These orders will count towards Juliette Funds 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 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 to the troop.

Juliette Reminders and Deadlines

Deadline for In-Person Orders: October 19, 2025
Deadline for Rewards Selection: October 26, 2025
Deadline to Deposit Money: December 1, 2025

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 on how you will receive your Girl Scout's products. 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. If you need assistance, please contact us at 505-343-1040 or email us at customercare@nmgirlscouts.org.

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

2025 FALL PRODUCT PROGRAM CALENDAR

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



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