girl scouts
of southeastern
michigan

2024 Fall Product Program
Troop Manager Guide

Troop Manager Checklist of Important Dates

September 13 – Access to the M2oS Fall Program database
- ☐ Receive your kick-off email to set up your troop online account.
- ☐ Girl information will be in the Fall Product Program online system (www.gsnutsandmags.com/gssem) if your troop is registered.

September 16 – Online Sales Begin
- ☐ Parents and girls begin sending emails to friends and family for magazines, candy, and nut orders.
- ☐ Setup your online account and take online orders!

October 1: Order Card Sales Begin
- ☐ Girls begin taking in-person candy and nut orders through the paper order card.

By October 24 – Last Day for Troops to opt out of Fall Rewards
- ☐ Troops have until October 24, 2024, to opt out of fall rewards to receive an additional .10 cents in proceeds.

By October 30
- ☐ Enter and submit troop candy and nut in-person and booth extras into online Fall Product Program system by 11:59 p.m. The online order system will calculate the rewards earned for each girl, so be sure that you've assigned any extra products to girls for credit for rewards.
- ☐ You'll select your pickup date and location for your candy and nut items.

November 8 & 9
- ☐ Pick up troop candy/ nut in-person at your confirmed date and site.
- ☐ Upon pick up, make arrangements to distribute nut and candy items to your troop.

November 10-30

☐ Girls deliver products & host any fall program booths.

December 4

☐ Troop money must be available in the troop bank account (checks cleared).
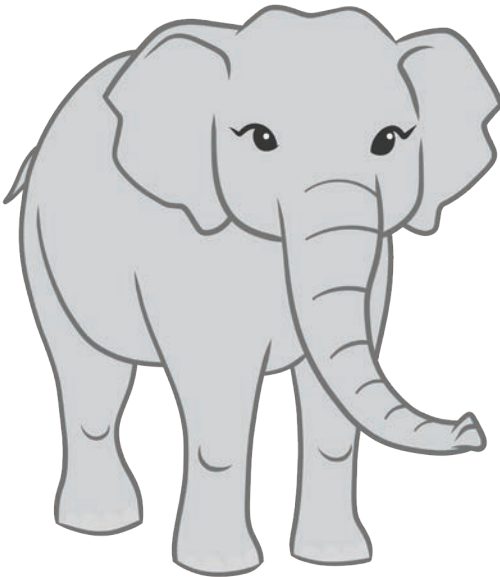
December 5-7

☐ Volunteers pick up troop fall program rewards and troop cookie kits.

December 9

☐ Electronic withdrawals of the council portion for the Fall Product Program begin.

December 13

☐ Credit refunds processed to troops who are owed money back from GSSEM.

Two Ways to Earn Money with Fall Product Program
There are two parts to the Fall Product Program: candy/nuts and magazines. Your troop can participate in one or both programs. Candy/nuts can be sold online or in-person!

Our partner for the candy and nut portion of Fall Product Program is Trophy Nut Company and our partner for the magazine sales is M2 Media Group. Troops earn .**95 cents per candy and nut item sold** and **$1.50 for each magazine subscription**.

M2oS System: Getting Started
The M2OS system is the database that troops will use to manage their Fall Sale Program. Volunteers will receive a welcome email on September 13, 2024. The registration email contains a link to where you will create a password.


Volunteers can also log in at: www.gsnutsandmags.com/gssem. If you have any issues logging in, please contact productsales@gssem.org.

Parents/ Guardians will receive access on Monday, September 16, 2024.

Once you have created your password, you are ready to log in. Select the **Login to Administration Site button**.

Next, you'll be asked to update your user profile and accept the Responsibility Pledge.

Once logged in, you can create your avatar, add a troop video, launch an email to the girls/parents/guardians in your troop and monitor your nut and candy sales throughout the Fall Product Program.
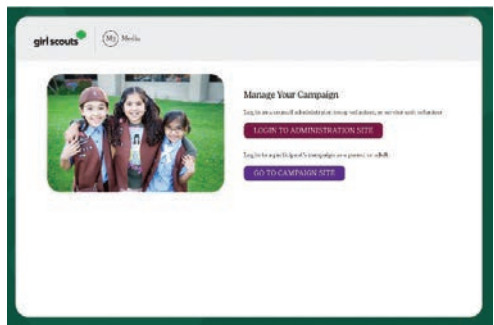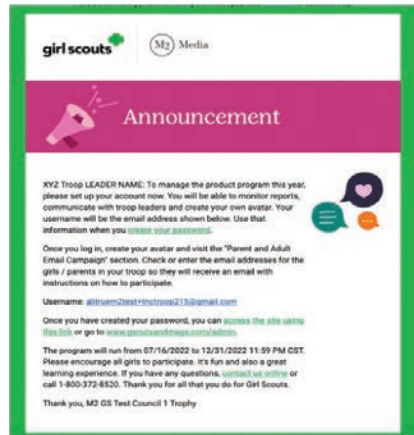
Part 1: Nut & Candy Sale
Taking In-Person Orders: Troops should have received one nut/candy order card per girl. It lists all products available this year. It also has color pictures of the various rewards available and the levels at which the girls can earn them. Girls should use these cards to record in-person orders from family and friends.

Taking Online Orders: Girls can send emails to friends and family asking them to order candy, nuts, and magazines online. Parents will go to www.gsnutsandmags.com and follow instructions on the site with their daughter to create their own webpage and send emails.

☐ Customers can either order directly from the Girl Scout's online platform and have items shipped to them for a fee or may choose to have the item delivered by the girl and pay by cash/check upon delivery.

☐ Online sales will automatically show up in your troop's online account. Girl-Delivered online orders will automatically be added to your order to pick up at your delivery site.

Booths:
Troops are welcome to make their own arrangements for candy/nut booths with local stores in their area, local community events (crafts fairs, school events, etc.) **Please do not contact WalMart, Lowe's, Sam's Club, or Kroger for Fall Product Program booths, as they have expressed that they will only host cookie booths.** Failure to honor this policy may prevent us from being able to set up booths with these stores during the cookie program.

You may begin to host booths any time after you pick up your products. The last day to host Fall Product Program booths is November 30, 2024.

Extra Product:
If you need extra products for booths, it must be ordered as part of your troop order. There are no other opportunities to get products. Extra items should be assigned to girls at the time you submit your order. Since you will not yet know who sold them at the booth, you may wish to divide them evenly, or opt out of rewards. There are no returns.

Picking up your Order:
Set a date to collect the order cards from your girls. These in-person orders, Online Girl-Delivered orders, and any extra product that you want for booths and events must be ordered online by **October 30, 2024, at 11:59 p.m. You do not need to manually add Online Girl-Delivered orders, they will automatically be added for you.**

Part 2: Magazine Sale
Troops earn $1.50 for every magazine order sold. Our partner for the Magazine portion of the Fall Sale is M2Media Group. All magazine orders are online, making it easier for girls, parents, and troop volunteers. Customers will have hundreds of magazine options to select from!

When customers receive their email invite from their Girl Scout, they'll see an option for both the Nut/Candy storefront, and a Magazine storefront.

girl scouts   (M2) Media   🌐 View in Español

Help Izzy,

Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn $350.00 to help Girl Scouts, and so that our troop can camp on the north rim of the Grand Canyon. Will you please help by shopping at my online site? Thank you.
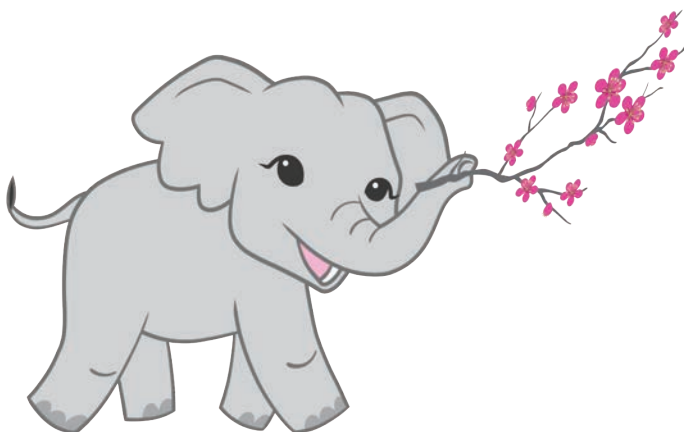
PLAY ▶

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

EMBRACE POSSIBILITY

Fall Product Program Recap:

Product	Sale Type	Money Collection
Nuts/Chocolate	In-Person	• Girls Collect money from customers at time of delivery. • Family enters orders into M2oS system by October 22, 2023. Troop leader can add/edit orders by October 31, 2023. • Girls turn money in to troop.
	Online Direct Ship	• Customers pay online, including the cost of shipping. • Orders are automatically credited to the girl in M2oS
	Online Girl-Delivered	• Customers pay online for Girl-Delivery. • Orders are automatically credited to the girl in M2oS.
Magazines	Online	• Customers pay online. • Orders are automatically credited to the girl in M2oS.

• Special products: M2 Media may add special products such as Bark Box (dog treats), tumblers, and personalized stationary. If added, any special products are available for online sale only.

Delivery to Customers	Troop Proceeds
Delivered by girls to customers	$0.95 per item
Shipped directly to the customer 1-3 weeks standard delivery timeframe	$0.95 per item
You'll pick up these products at your delivery site.	$0.95 per item
Shipped directly to the customer 8-10 weeks standard delivery	$1.50 per item sold
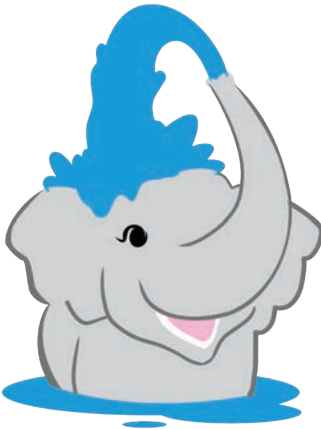
Rewards

Girls earn rewards and patches based on the number of candy/nut items sold and the number of magazine subscriptions sold. Specific information about the patches and rewards is on the Candy and Nut Order Card.

2024 Rewards!

Rewards are cumulative. Reward choices can be made online once a participant sets up her online campaign site.

*Rewards are subject to change due to unforeseen circumstances, and similar items might be used as a substitute. Some items may vary in color.

Important Dates

Begin selling on:

_____

Turn in my order form by:

_____

Pick up my product by:

_____

Deliver product to customers by:

_____

Turn in money by:

_____

1. Go to www.gsnutsandmags.com/gssem

Nut & Candy Items

2024 Patch
sell 15+ nut & candy items

Embrace Possibilit
sell 20+ nut & candy it

Diamond Art Kit
sell 50+ nut & candy items

Large Elephant P
sell 70+ nut & candy items

Magazine Items

Elephant Patch
sell 2+ mags & more

LED Scrunchie
sell 5+ magazines

Troop Reward Order Instructions:
- The online system will calculate the patches and rewards each girl earns. Please note that rewards will take 1-2 hours to update after adjustments have been made to products sold.
- Please note that there is **no submit button** for the rewards, they will automatically be submitted on October 30, 2024.

2. Create your personalized Storefront™   3. Send Emails

y Stickers
ems

Small Elephant Plush
sell 30+ nut & candy items

Embrace Possibility Necklace & Charm
sell 40+ nut & candy items

lush

Black Notebook with Gel Pens
sell 90+ nut & candy items

Care to Share Patch
sell 5+ care to share items

CARE TO SHARE

Embrace Possibility Patch
send 15+ emails

EMBRACE POSSIBILITY

Opt out of Rewards: Troops may choose an additional .**10 cents per item** in troop proceeds for candy, nuts, and magazines instead of receiving recognitions for each girl. This is a troop decision to be voted on by the girls in the troop prior to the start of the program. Parents should be informed of the troop decision before the program starts. The last day for Troops to opt out is October 24, 2024.

Go to Dashboard:

Care to Share

The **Care to Share** donation program gives customers a chance to support Girl Scouting and military troops. The customer donates $8.00 for the purchase of nuts/candy to be sent to military members. There is a column on the order card labeled "Care to Share." The troop inputs these into the M2oS system. **These are "virtual" items**, they are not picked up, but are held at the warehouse for distribution by GSSEM. Girls earn the **Care to Share** patch for selling five Care to Share items.

To facilitate the donations, Girl Scouts of Southeastern Michigan partners with Soldiers Angels.

Financials

- Your troop must submit the Troop ACH Authorization Form before the program begins. Troops should upload a VOID troop check, or a letter from the bank with the troop's account and routing number. The form can be completed online, please see the reference image at the bottom.
- Troops must notify the GSSEM Finance Department of ANY changes to their bank information during and after the program.
- Troops will deposit all Fall Product Program funds into their individual troop bank accounts promptly and frequently.
- Personal use of troop/group funds at any time is illegal. Personal funds and troop/group funds should never be mixed.
- All product program monies due to GSSEM Finance Department will be collected from troops via ACH debit.
- If a girl does not turn in money at scheduled time, submit an unpaid parent form by **December 1, 2024**. The form can be completed online at www.gssem.org/unpaid.

- Troop money must be available in the troop bank account (checks cleared) by **December 4, 2024**.
- Electronic withdrawal of the amount owed to GSSEM for the candy and nut product, and magazine orders will begin on **Friday, December 9, 2024**. ACH debits will continue to be deducted from your bank account until the amount due to the GSSEM Finance Department has been collected. Bank NSF charges ($20) incurred by GSSEM Finance Department will be added to the troop debt for each ACH rejection.
- Troops must give receipts to caregivers for all product distributed. Troops must also give receipts for payments received from caregivers to the troop.
- The adult volunteer that signs the Agreement to Assume Debt form is responsible for the product program monies owed to GSSEM.
- The troop product program manager should set a date in advance for when monies owed to the troop must be submitted to the troop by the caregivers for deposit into the troop bank account. Creating a specific money due date at least 7-10 days prior to the scheduled GSSEM ACH sweep dates assures that troop product program managers have ample time to collect funds, deposit the funds into the troop bank account, and allow adequate time for any personal checks from caregivers or customers to clear the troop bank account before the ACH sweep.
- If a caregiver does not submit money by the established due date, the troop product program manager must submit an unpaid parent form by **December 1, 2024**. This form must be submitted with receipts for product and payments. The form can be completed online at www.gssem.org/unpaid.

M2oS System: Deep Dive
<u>**Troop Dashboard**</u>
Once you are logged in, you'll see the **Dashboard**, through which you'll manage your troop. This **Dashboard** provides a snapshot of participation and sales for the entire troop. If you manage more than one troop, you'll be able to select the troop you want to view from a dropdown in the upper right. If you have more than one troop, you'll have a single login!
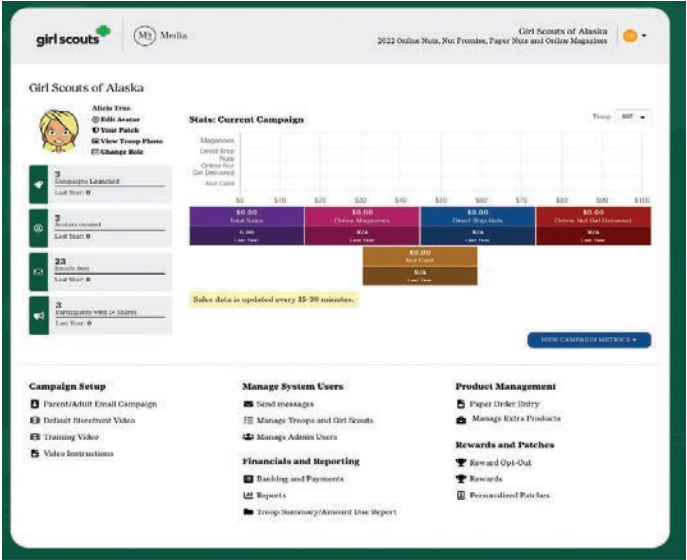
At the upper left is a link labeled **Edit Avatar** — just like your girls, you'll be able to create your own personalized avatar! **Besides Edit Avatar**, you'll see a **Your Patch link**, where you'll be able make choices for your own personalized patch.

You can also view your **View Troop Photo**, which will allow you to see all the avatars that have been created by the girls in your troop, and **Change**

Roles, where you can select another role. Below that, you'll be able to track the activities of the girls in your troop: number of **Campaigns Launched** (girls who sent at least 1 email), **Avatars Created**, number of **Emails Sent**, plus **Participants With 1+ Shares** (those who have shared via M2oS to Facebook, for example). Each of these will also show you what the totals were for the previous season (if applicable to your Troop).

You'll also see **Stats: Current Campaign**. Be sure to check out the graph of your sales as well as the specific data points - **Total Sales, Online Magazines, Direct Ship Nuts** and more. These data points are updated every 15-30 minutes (though you'll need to refresh your screen to see any updates).

In the upper right, there's an icon labeled **TP (for troop)**. Hover your mouse/pointer over the icon and you'll see options available to you. If you manage more than one troop, you'll be able to use **Change Role** to toggle between the two (we will come back to this). You'll also be able to **Edit Avatar**, update your **Profile** or **Logout** from **M2oS**.

Dashboard Admin features: The next few topics will reference the bottom of your troop dashboard.

Campaign Setup

You can add the email addresses of the parents/guardians in your troop via **Parent/Adult Email Campaign**. By clicking on the **Parent/Adult Email Campaign** link, you'll be taken to the screen shown. Any parent/guardian names and email addresses preloaded by GSSEM will show here. You can review the data, update the email address if necessary.

This will send an email on the day the Fall Product Program starts with the link to participate.

After you have sent your emails, you will be able to add additional contacts when you are done sending emails, you can click **Return to Dashboard**. Click **View Email** to review the message, including link, which is being sent to each of your parents/guardians. You will be able to track the status – did they open it, read it, did it bounce, etc.
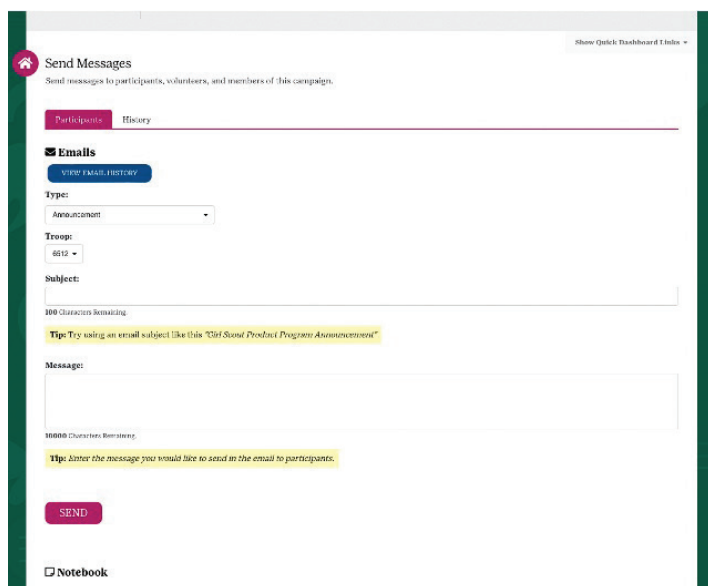
These launch messages are different from the **Messages feature** where you can customize the content you send to your parents/guardians throughout the sale reminding them of important dates and deadlines, etc.

Manage System Users
Manage Troops and Girl Scouts allows you to manage your girls and your troop.

After clicking on **Manage Troops** and **Girl Scouts**, the default page is Troops. Here you'll see your troop listed. **Click the** + next to your troop number to reveal several options: **View Troop** (which shows you your troop number, your program age level – e.g., Daisy, Brownie, etc.); **View Sales Report** (short cut to Reports), **View Payments** (short cut to Banking & Payments), **Manage Extra Products, Manage ACH** (where you'll review your banking info).

Financials & Reporting
Banking & Payments is where you will see information for the ACH debit GSSEM makes in December, and **Troop Proceeds**. Sales reports can be found by selecting the **Reports link** from the dashboard; you have some options for how you want to view the data, each zeroing in on a particular type of order: **All Sales (default)** to see an overview of each girls' sales. - **Magazine Sales - Direct Ship Nuts - Nut Order Card - Online Nuts Girl Delivered - Troop Summary Report**.

Paper Order Entry

Paper Order Entry refers to any in-person orders taken via the girl order card. You should enter each girl's orders or, have your parents/guardians enter for their Girl Scout. If you chose to do the data entry yourself (or when you review what your parents/guardians entered), you will select the paper order entry link under **Product Management** to see a screen like the one at left. If you or your parents/guardians have already entered order card items, these products will show here.

To view a girl's order, click on the + next to her name and select Edit Paper Order. From here, you can review the order. If you need to adjust, you can make them at this time. Be sure to click Update after making changes. **Parents have until 11:59pm on October 20, 2024, to add/ edit any paper orders.** From **October 21-October 30, 2024, troop leaders will have access to add/ edit any paper orders for girls.**

Important Tip:
- If you asked your girls' parents/guardians to make the entries, you should still ask them to send you a copy of the order card so that you can confirm the entries (the troop is responsible for what they order, so you want to make sure it's accurate).
- Orders that were taken online through M2oS with the "girl delivery" option selected, will already be assigned to the girls – they cannot be changed. They will automatically be included in your initial order, so you don't need to do anything with them but distribute them at delivery. You'll want to make sure parents/guardians have not double-entered items that were placed by customers online.

Allocating Extra Product to Girls
Product ordered as **Extra Product** or for booths, must be allocated (or assigned) to girls. You can move products by clicking **Manage Troop & Girl Scouts** from your M2oS dashboard. Click the + next to your troop number to reveal a menu of options. One of these options is **Move Products** clicking this link will open a new panel. Choose the type of "movement" you are making. As we are moving product to a Girl, we will select that option, which will then let us select her name. Then enter the product that is being moved from the troop's inventory to the girl.

Rewards And Patches
Here you can track the rewards your girls are earning throughout the sale. Click on the **Rewards link** from your dashboard and you'll see a screen where you can **Manage Earners**.
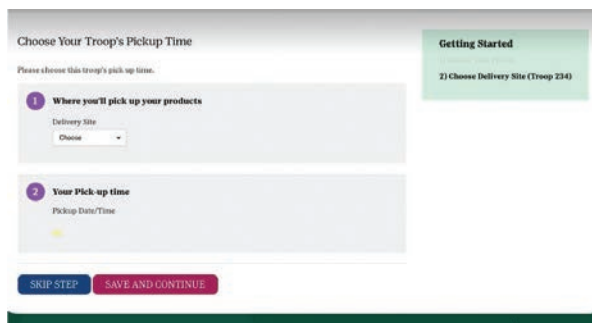
You can see which rewards a girl has earned to date. Please note that rewards will take 1-2 hours to update after adjustments have been made to products sold.

After all troop extras have been assigned to girls in your troop, you can also print a reward delivery ticket which will include the rewards for your troop or a specific girl.
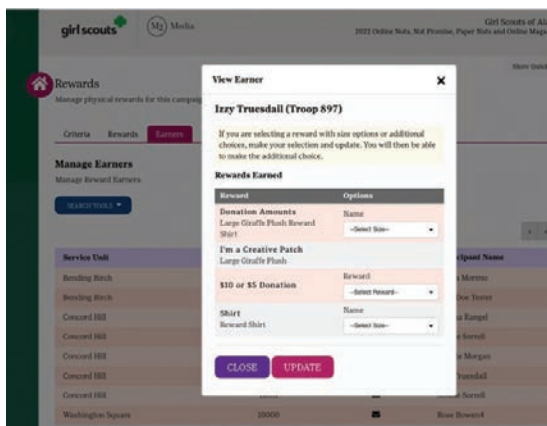
Selecting a Delivery Site

You will need to select a pick-up time to get the Troop's nut and chocolate products. If you aren't ready to choose at the time of log-in, you can click **Skip Step** and return to this site to **make your selection by October 30**. If you do not make a selection, you will be reminded to do so each time you log back in to M2OS. Once you select the location, **"Step 2"** will display. **Step 2** is where you will pick a time; only available time slots will show. Simply click your desired time to select it and then click **Save** and **Continue**.
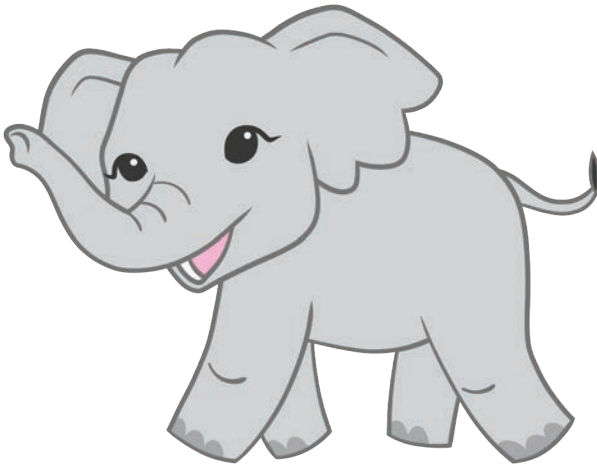

Delivery Tickets

As a troop, you can print **Delivery Tickets**. The button won't appear on your dashboard until after GSSEM has submitted all orders to the vendor, Trophy Nut Company. Once the button is available to you on your dashboard, click the button. Aside from running a Delivery Ticket for your girls, you can run one for your entire troop order; this is what GSSEM Staff will have/ reference at your pick up. For these tickets/receipts, you can choose to show financial information or not.
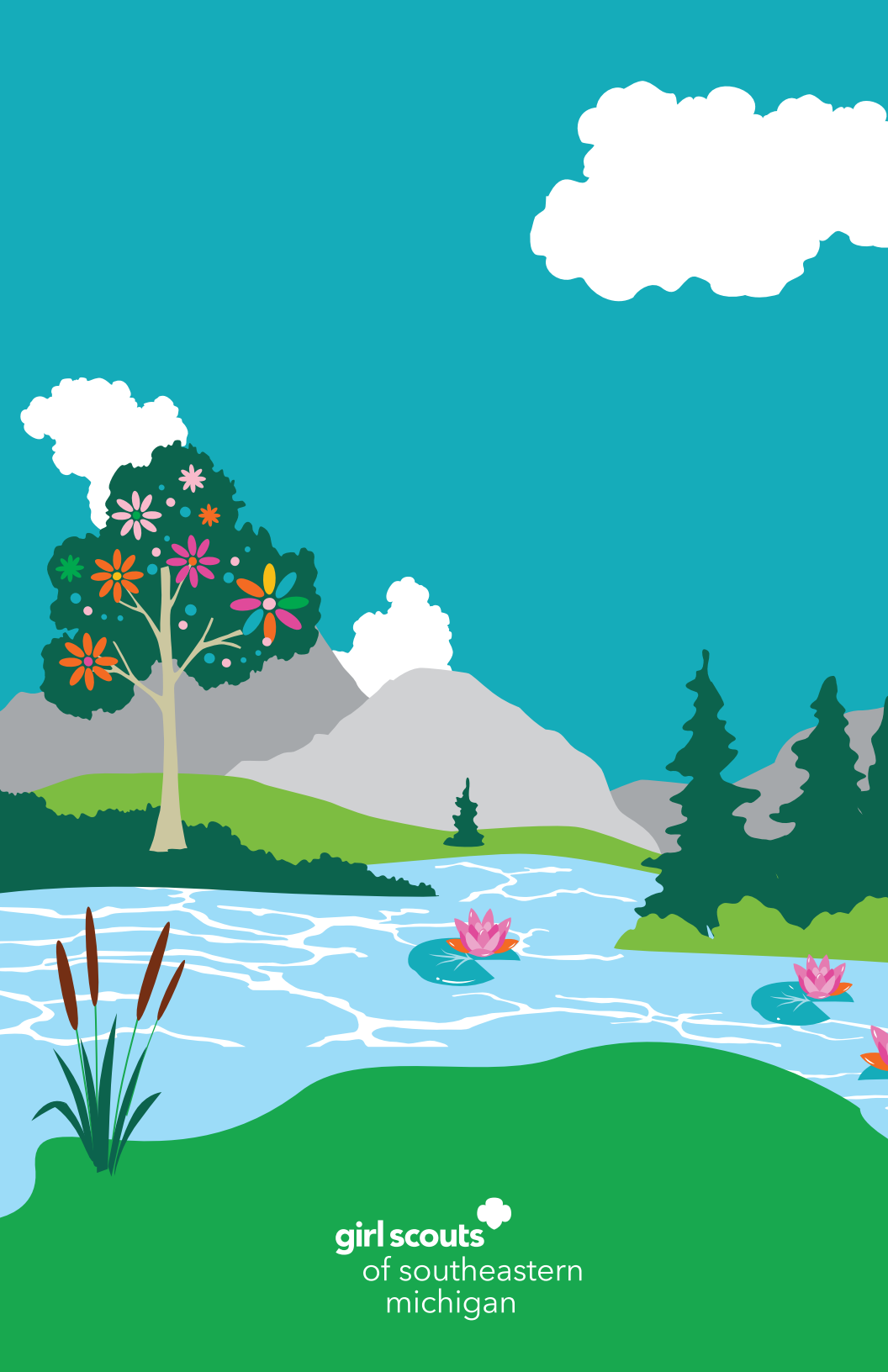
girl scouts | M2 Media Group

Hi!
Our friendly customer service representatives are ready and waiting to answer all of your Fall Product Program questions!

question@gsnutsandmags.com
(800)-372-8520

We're happy to help!

In addition to GSSEM's Product Program Department, M2 Media has customer service representatives that can assist with questions regarding magazine orders, online shipped orders, or any tech issues with the M2OS system.

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