girl scouts of southeastern michigan



READY TO EXPLORE

2026 Fall Product Program Juliette Handbook



What is the Fall Product Program?
This program is an integral part of a Girl Scout's journey toward leadership, learning, and developing **Goal Setting, Teamwork, and Financial Literacy.**

The Fall Product Program is also an easy, fun way to earn startup Program Credits for your Juliette's activities at the beginning of the Girl Scout year!

Before you get started, ensure your Juliette has a current (2026-27/MY27) GSSEM Girl Scout Membership. To renew your membership, visit https://mygs.girlscouts.org

Need assistance? - Contact our Customer Care team at customercare@gssem.org or 1-800-482-6734 option 3.

Juliette Checklist of Important Dates

September 14 – Online Early Sales

- ☐ Receive your kick-off e-mail to set up your Juliette's online account.
- ☐ Girl information will be in the Fall Product Program online system (M2OS - www.gsnutsandmags.com/gssem) if your Juliette is registered.
- ☐ Parents and Juliettes can begin sending emails to friends and family for magazines, candy, and nut orders.
- ☐ Set up your online account and take online orders!

September 30 – Program Begins

- ☐ Juliettes begin taking in-person candy and nut orders through the paper order card.

By October 18

- ☐ Enter and submit your Juliette's candy and nut in-person orders and booth extras into the online Fall Product Program system will calculate the rewards earned for your Girl Scout.

- ☐ If your Juliette has additional paper orders, or edits that need to be made after October 18, please email productsales@gssem.org the new orders/ edits. **Changes to Juliette orders can be made until 5PM on October 23, 2026.**

October 26 – Online Sales End

- ☐ Final day for all online sales (Girl-Delivered and Direct Ship).

November 6, & 7

- ☐ GSSEM will use the service center selected on your Agreement to Assume Debt (AAD) form for product pick-up.
- ☐ Pick up your Juliette's candy/nut orders in-person at your confirmed date, time, and site.

November 8-29

- ☐ Juliette delivers nuts & candy products & hosts any fall program booths.

December 3, 4, 5

- ☐ Parents/Guardians will pick up Fall Program rewards and Juliette cookie kits.
- ☐ Request your 2027 cookie kit in advance here: http://www.gssem.org/cookiekit
- ☐ Please ensure that you select the same location on the Cookie Kit Request Form as you did for fall product and rewards on the AAD form.

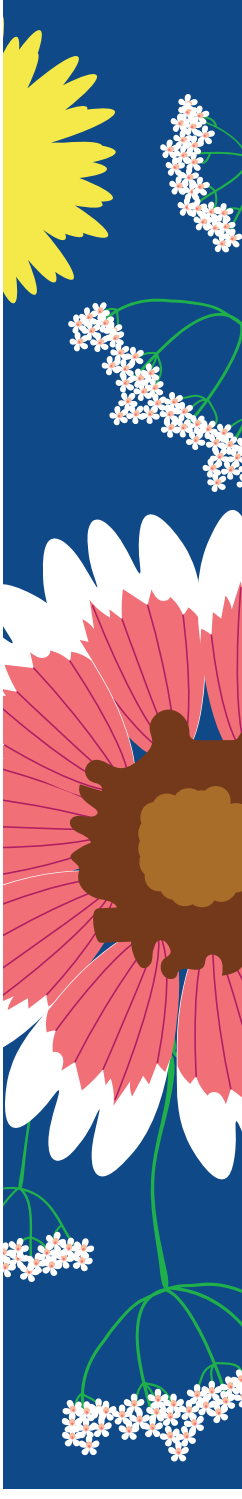
December 2

- ☐ All money collected from the Fall Program must be available in the bank account (checks cleared).

December 7

- ☐ Electronic (ACH) withdrawals of all in-person orders for the Fall Product Program begin.

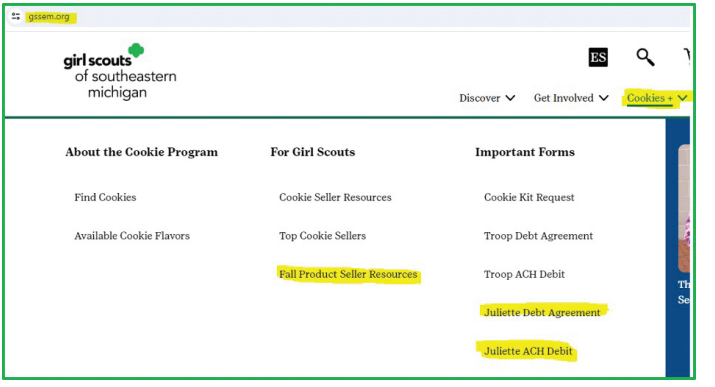


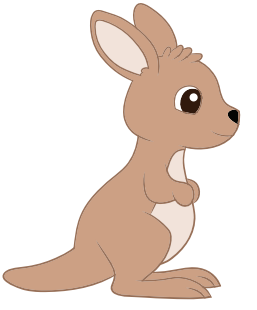


Important Contact Information
For quickest response to inquiries, please e-mail:
productsales@gssem.org

If your inquiry isn't answered within 24 business hours, please contact:
Llaren Wynn
Director of Product Programs & Retail
lwynn@gssem.org
313-309-1140

Special Note
Before you get started with the sale, you must complete a **Juliette Agreement to Assume Debt (AAD) form** and the **Juliette Banking ACH Debit Authorization Form**. Both forms are available online at gssem.org on the Fall Resource page. The image below is an example of how to locate the forms from http://www.gssem.org





Many Ways to Earn Money with Fall Product Program

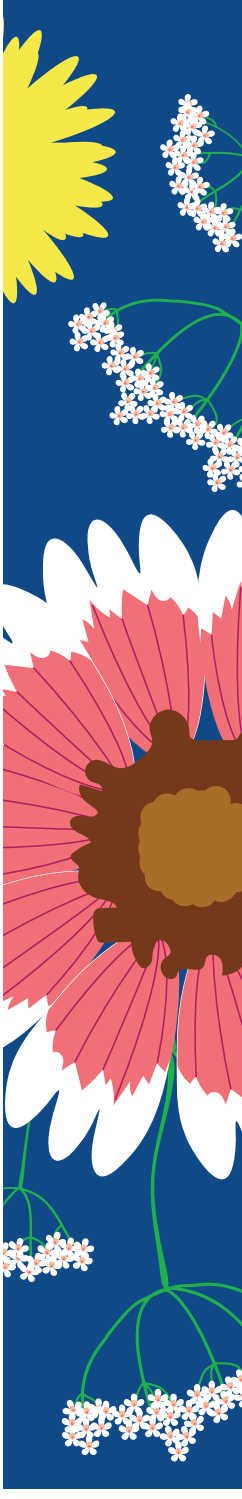
There are two parts to the Fall Product Program: in-person/order card sales and online sales. Your Juliette can participate in one or both programs.

- Candy/nuts can be sold online or in-person.
- Online only sales include **Magazines, Tervis Tumblers, BarkBox and more!**

M2OS System: Getting Started

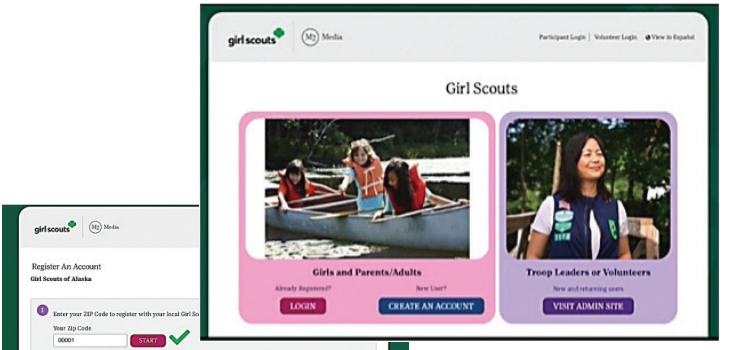
The M2OS system is the database that caregivers will use to manage their Juliette's Fall Sale Program. Caregivers will receive access to the M2OS system on Monday, September 14, 2026. Log in by visiting www.gsnutsandmags.com/gssem.

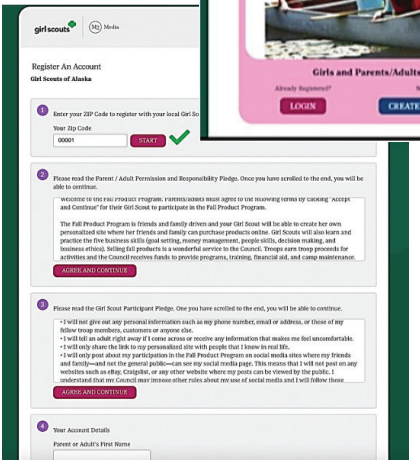
If you have any issues logging in, please contact productsales@gssem.org.



Once you have created your account/password, you are ready to log in. Select the **Girls and Parents/ Adults** login.

Next, you'll be asked to watch a quick video, complete the Responsibility agreement, and update your user profile.





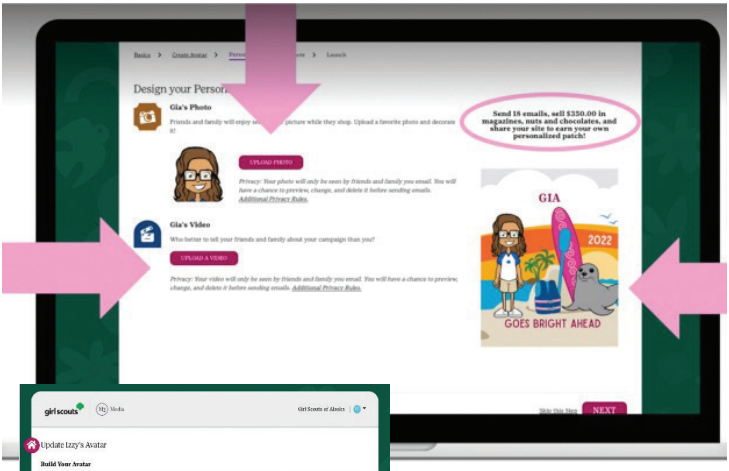
If you know your Juliette's "troop" number, you can input this here. Or select the box "I don't know my troop or Group #". GSSEM will verify your Juliette number; this process can take 1-2 business days.

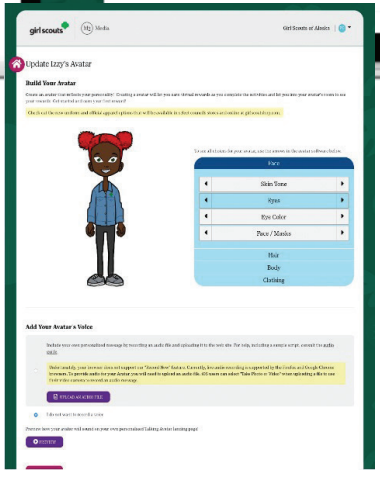
You may receive an email that looks like the one on the right:

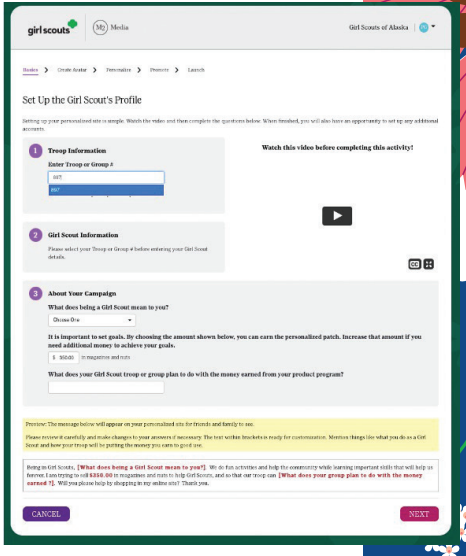


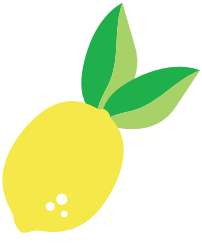
Personalize your Site

Next, you will personalize your Juliette's site! This will include adding a photo, and/ or video. When the personalization is completed, she can set up her avatar! Your Juliette can make changes to any photo, video, and avatar until October 18, 2026.



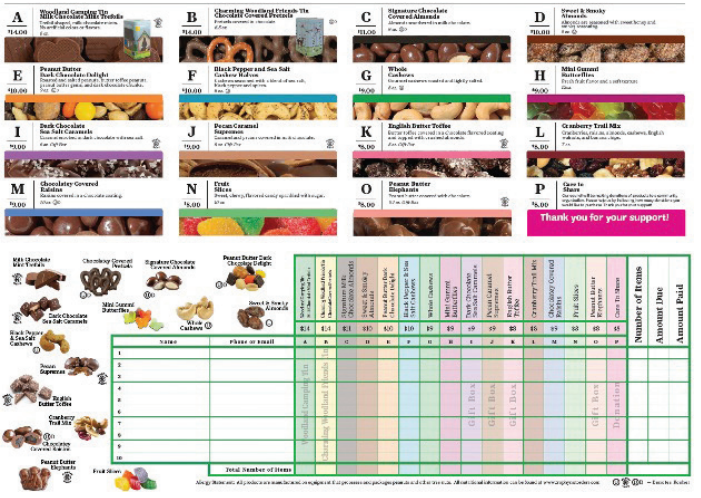


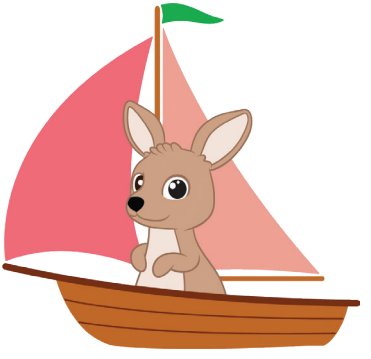




Part 1: Nut & Candy Sale
Our partner for the candy and nut portion of Fall Product Program is Trophy Nut Company. Please refer to the **Juliette Program Credit Supplement** for more information on the program credit for candy and nut ranges.

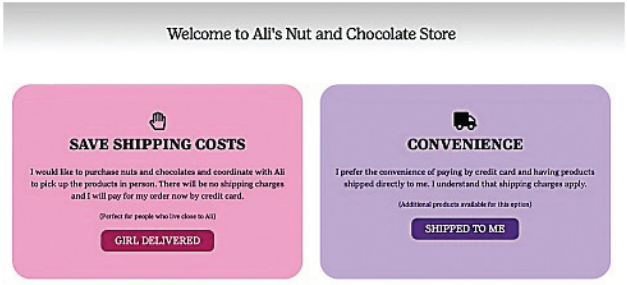
Taking In-Person Orders:
Each Juliette should have received one nut/candy order card, which lists all available products and includes color images of rewards and earning levels. Girls should use these cards to record in-person orders from family and friends.





Taking Online Orders:
Girls can send emails and share their storefront link with friends and family to order candy, nuts, and magazines online. Parents should visit www.gsnutsandmags.com/gssem and follow the site instructions.

- ☐ Customers can choose to have items shipped directly (shipping fees apply) or opt for Girl Delivery.
- ☐ Online orders will automatically appear in your Juliette's account. Girl-Delivered orders will be added to your pickup order automatically.



Receipts:
You should provide a payment receipt and/or a written "promise to deliver" to customers placing in-person orders. While GSSEM is not providing a receipt book this season, you may create your own to track all money and product transactions.

Booths:
Juliettes 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**. Failure to honor this policy may prevent us from being able to set up booths with these stores during the cookie program.

Fall product orders will be picked up on November 6 & 7, 2026, and 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 29, 2026.

Extra Product:
If you need extra products for booths, it must be ordered as part of your order due by October 18, 2026. There are no other opportunities to get products. There are no returns on Fall product.

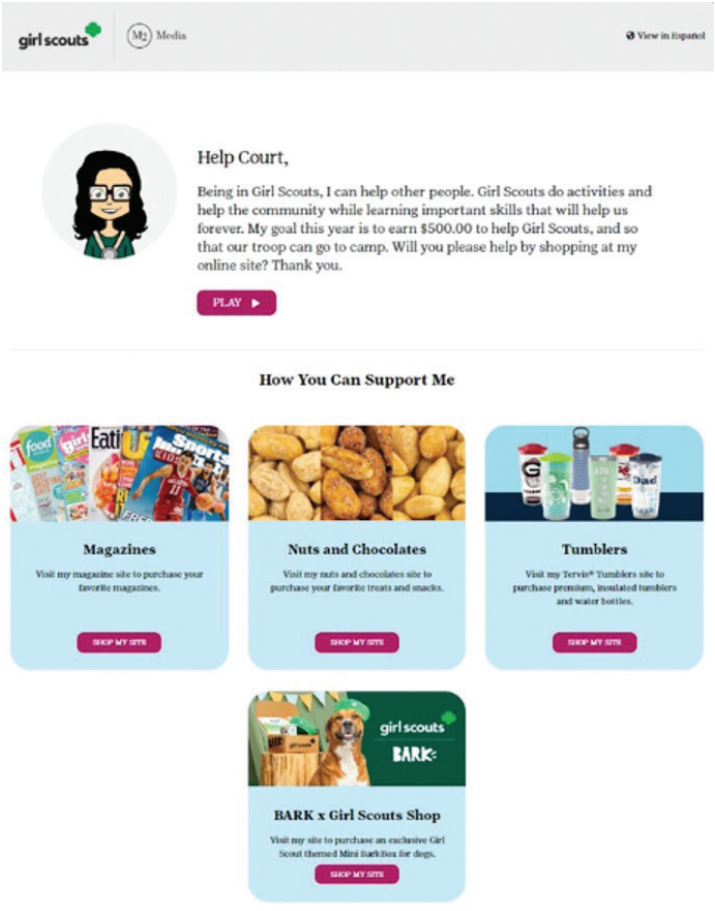
Picking up your Order:
The in-person orders, Online Girl-Delivered orders, and any extra product that you want for booths and events must be ordered online by **October 18, 2026, at 11:59 PM.**

You do not need to manually add Online Girl-Delivered orders, they will automatically be added for you.

After October 18, 2026, if your Juliette has any additional orders or changes that need to be made, please email productsales@gssem.org by 5 PM on October 23.

Part 2: Mags and More
Our partner for the Mags and more portion of the Fall Sale is M2Media Group. All magazine, Tervis Tumbler, BarkBox and more orders are online, making it easier for girls and parents. Customers will have hundreds of options to select from! Please refer to the Juliette Program Credit Supplement for more information on the program credit ranges for Online items.

When customers receive their email invite from your Girl Scout, they will see an option for both the Nut/ Candy storefront, and other storefronts.



Fall Product Program Recap

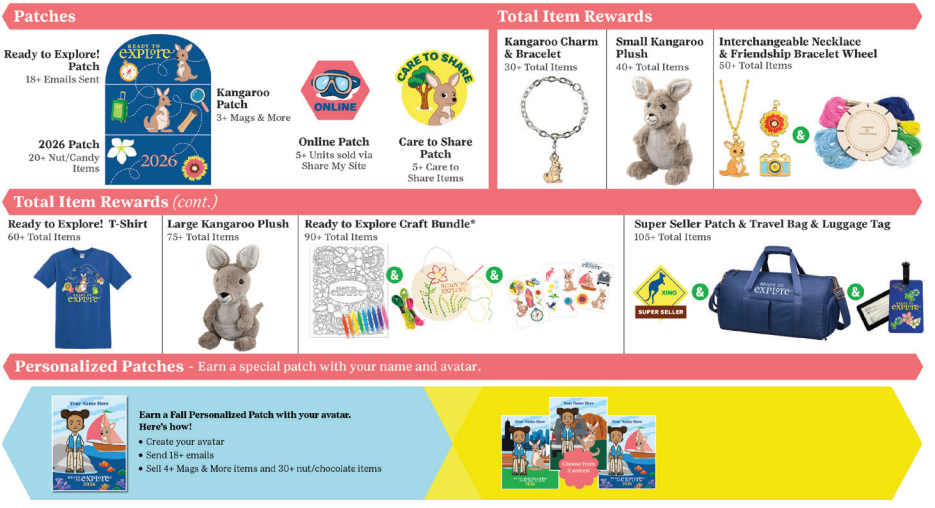
Product	Sale Type	Money Collection	Delivery to Customers
Nuts/ Chocolate	In-Person	• Girls Collect money from customers at time of delivery, and deposits into bank account. • Parent/guardian enters orders into M2OS system by October 18, 2026. GSSEM staff can add/ edit orders by 5PM October 23, 2026	Delivered by girls to customers
	Online Direct Ship	• Customers pay online, including the cost of shipping. • Orders are automatically credited to the girl in M2OS.	Shipped directly to the customer 1-3 weeks standard delivery timeframe
	Online Girl-Delivered	• Customers pay online for Girl-Delivery. • Orders are automatically credited to the girl in M2OS.	You'll pick up these products at your delivery site.
Magazines, Tervis Tumblers, BarkBox & More	Online	• Customers pay online. • Orders are automatically credited to the girl in M2OS.	Shipped directly to the customer 8-10 weeks standard delivery

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.

Reward Order Instructions:

- The online system will calculate the patches and rewards your Juliette 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 28, 2026.
- Rewards will be picked up with your Juliette's requested cookie kit December 3, 4, & 5.





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 paper order card labeled “Care to Share”, the parent/ guardians should input these into the M2OS system. Care to Share items can also be donated online as a part of shipped or girl delivered orders. 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 or more Care to Share items.

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

Fall Personalized Patch

- Sell 4+ mags & more, 30 + Nut/ Candy items, and send 18 + emails.
- Patch is sent directly to the Girl Scout! The personalized patch typically arrives within 6-8 weeks of earning it.



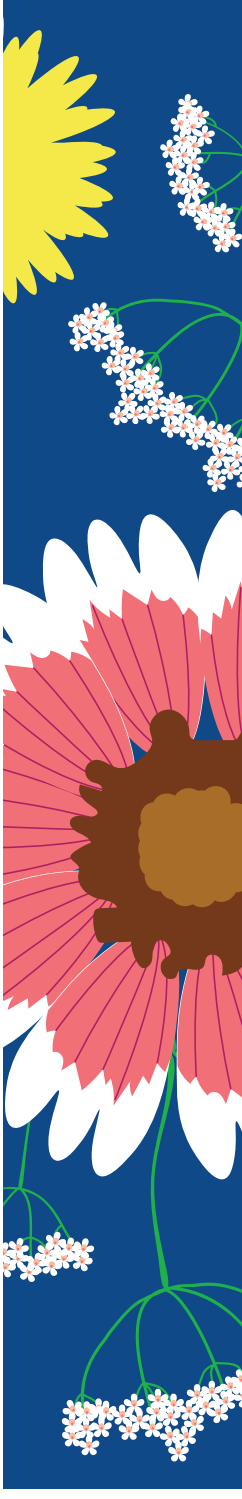


Juliette Financials

A Juliette Girl Scout must pay the full amount of their Fall Product Program; therefore, the full amount of funds collected must be deposited in the bank account. Juliettes will earn program credits to use as their proceeds from their product program. Please refer to the Program Credit Supplement Guide for further information on program credits.

Please note that the technology system used for the Fall Product Program (M2OS) is designed for troop use only and will not provide the correct total due for your Juliette. One week prior to the ACH sweep, you'll receive an email from the Accounting Manager with the total amount due to GSSEM for your Juliette's sale. This is the amount that will be set up for ACH Sweep from the bank account that you have on file with GSSEM. The email will be sent to the email address you include on your ACH banking form. If you have any questions regarding the amount due, please contact Stephanie Call at gssem-finance@gssem.org.

- You must submit the ACH Debit Authorization Form before the program begins.
- Notify the GSSEM Finance Department of ANY changes to your bank information during and after the sale.
- You will deposit the full amount of the sales in your account.
- Juliettes pay the full amount of their sales. Do not retain any cash.
- All product sales monies due to GSSEM Finance Department will be collected via ACH debit. The full amount must be available in your ACH authorized bank account (checks cleared) by December 2, 2026.
- Electronic withdrawal of the total sales for the candy and nut product will begin on December 7, 2026. 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.

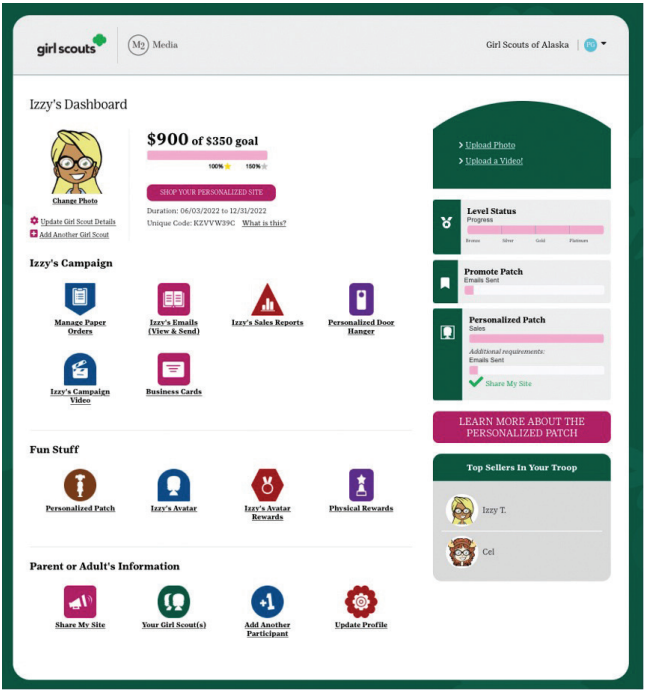


Program Credits

Juliettes earn program credits based upon the number of items sold. Program credit cards will be available in mid-January 2027 and will be mailed to your home. Please see the Juliette Proceed supplement for detailed program credit levels.

Girl Dashboard

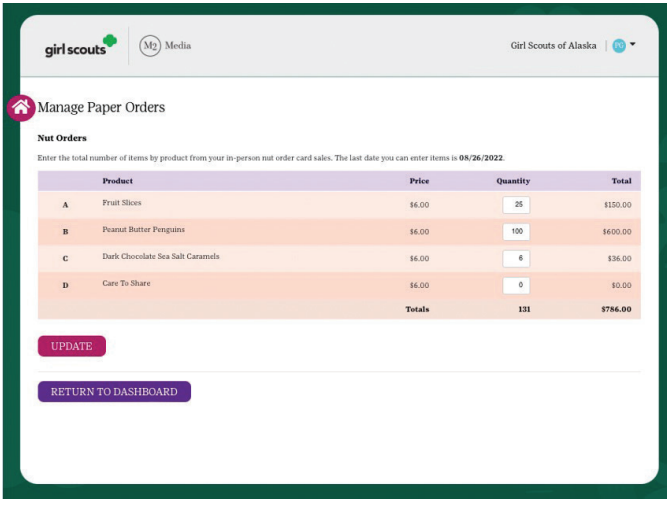
Once you are logged in, you will see the **Girl Dashboard**, through which you will manage your Juliette Fall Program. This **Dashboard** provides a snapshot of participation and sales for Your Juliette. If you manage more than one Juliette, you will have a single login! You can select the Girl Scout you want to view from a dropdown in the upper right.

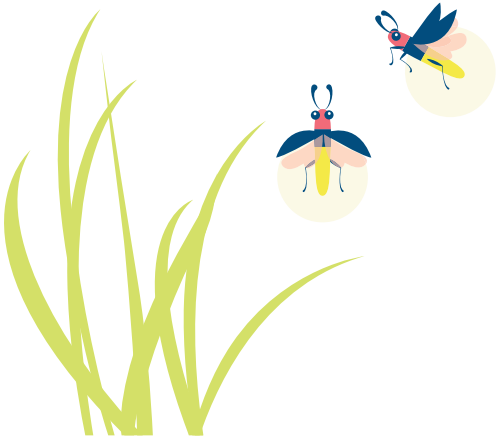


Dashboard features
Campaign

Manage Paper Orders:
Paper Order Entry refers to any in-person orders taken via the girl order card. You should enter your Juliette's in-person order card orders. To do so, select the **Manage Paper Orders** link under **Campaign** to see a screen like the one below. Key in the quantity of product per item, when finished, hit "update".

- You may update these totals as often as necessary until October 18th.

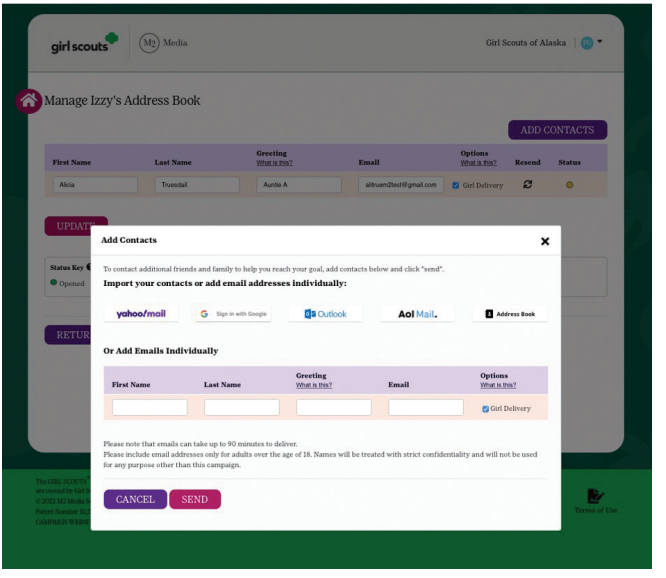




Add Customer Emails/Send Emails:
If you are a retuning Juliette, your customers from the year prior will populate. If you are just getting started, you can add in as many customer email addresses as you would like. There is an option to key in customers individually or import your contacts.

You can continue to add new emails throughout the Program. You can access customer emails/ send emails select the **Emails View & Send** link under **Campaign** to see a screen like the one below. Select "add contact" to begin.

When you are ready to send an email to a customer, simply input their first and last name, a greeting, the customer's email address, and then under "Options" you can select from some templates! In addition to emails, the system can text customers and share links on social media.



Sales Report:
As mentioned in the financial section, please note that the technology system used for the Fall Product Program (M2OS) is designed for troop use only and will not provide the correct total due for your Juliette. One week prior to the ACH sweep, you'll receive an email from the Accounting Manager with the total amount due to GSSEM for your Juliette's sale. All order card funds are due to GSSEM.

Personalized Door Hanger & Business Cards:
The printable **Door Hanger & Business Cards** will have your Juliette's personalized Avatar and unique QR code that will take customers to her storefront! Both resources can be found under **Campaign** on the **Girl Dashboard** and are available to print.

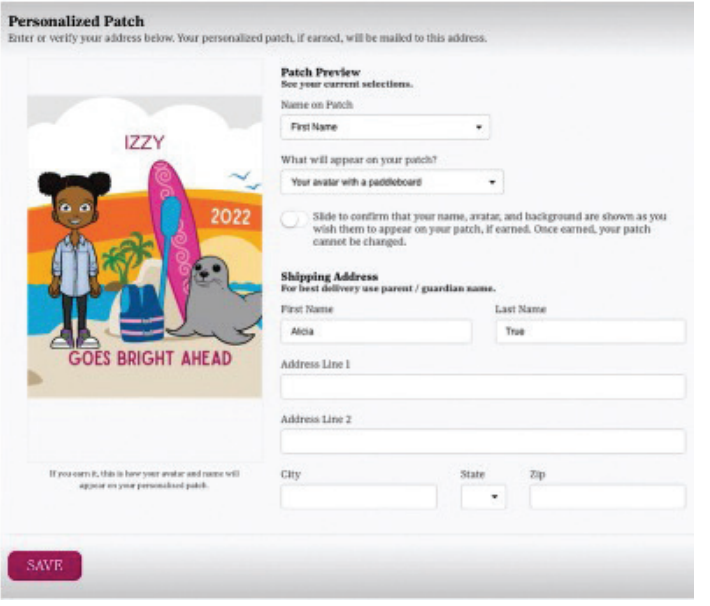
Campaign Video:
When initially logging in, you have the opportunity to add a video in the site set-up. To change or add the video later, you can go to **Campaign Video** under **Campaign** on the **Girl Dashboard**.



Fun Stuff

Personalized Patch:

Your Juliette has created her avatar, now she can select the details! Name on patch, scenery background choice, and address of where you would like the patch to be sent if earned. Once the patch is earned, details cannot be changed. You can access this under **Fun Stuff** on the **Girl Dashboard**.





Avatar Room & Rewards:
Your Julliette's avatar has her ownvirtual room! The Juliette can select the **Avatar Rewards link** under **Fun Stuff** on the **Girl Dashboard**. Here she will be able to see all physical rewards she has earned, and virtual rewards the avatar has earned!

Avatar:
During the initial site set-up process, there is an option to add a voice recording. If this option is skipped, she can always add a voice recording by going to the **Fun Stuff** section of the **Girl Dashboard** and selecting **Avatar**. Then Select **Update Avatar**. Scroll to the bottom of the webpage and follow the instructions under **"Add Your Avatar's Voice.**

Rewards:
Track your Juliette's rewards under **Physical Rewards** located under **Fun Stuff** on the **Girl Dashboard**. This page will show all the possible rewards your Juliette can earn! If the item is earned, the reward will have a green banner that says **"earned."**

READY TO EXPLORE

Please note that rewards will take 1-2 hours to update after adjustments have been made to products sold.

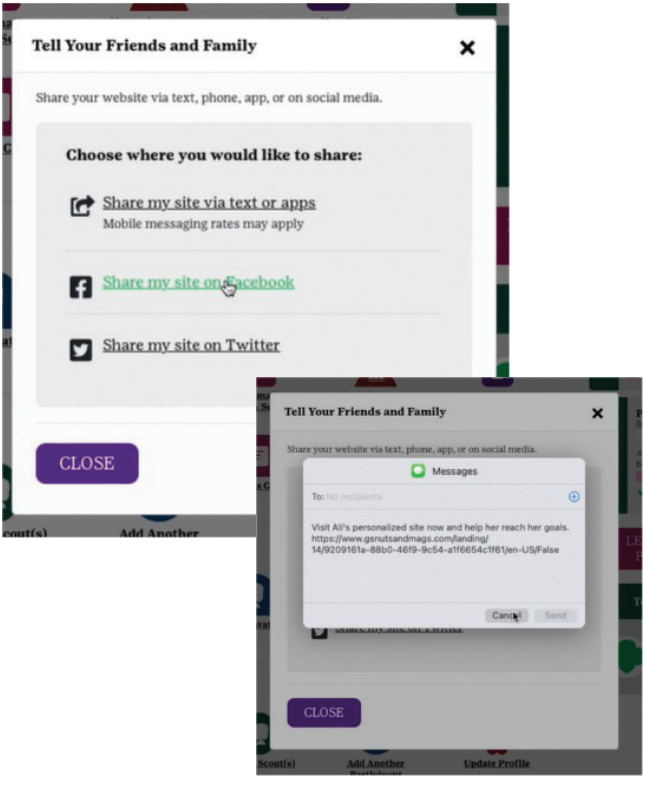
Parent/ Adult Information

Share My Site

In addition to sending emails, girls can share their site via social media, or text! You can select the **Share my site link** under **Parent/Adult information** to access the social media/texting tools.

Product Delivery

Product pickup will be available at the service center you've selected on the Juliette Agreement to Assume Debt form (AAD). **Delivery Tickets** are also available by request. This printable ticket will list all products your Juliette is to receive at the delivery site. This is what GSSEM Staff will have/ reference at your pickup. To request a copy, please email productsales@gssem.org.





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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