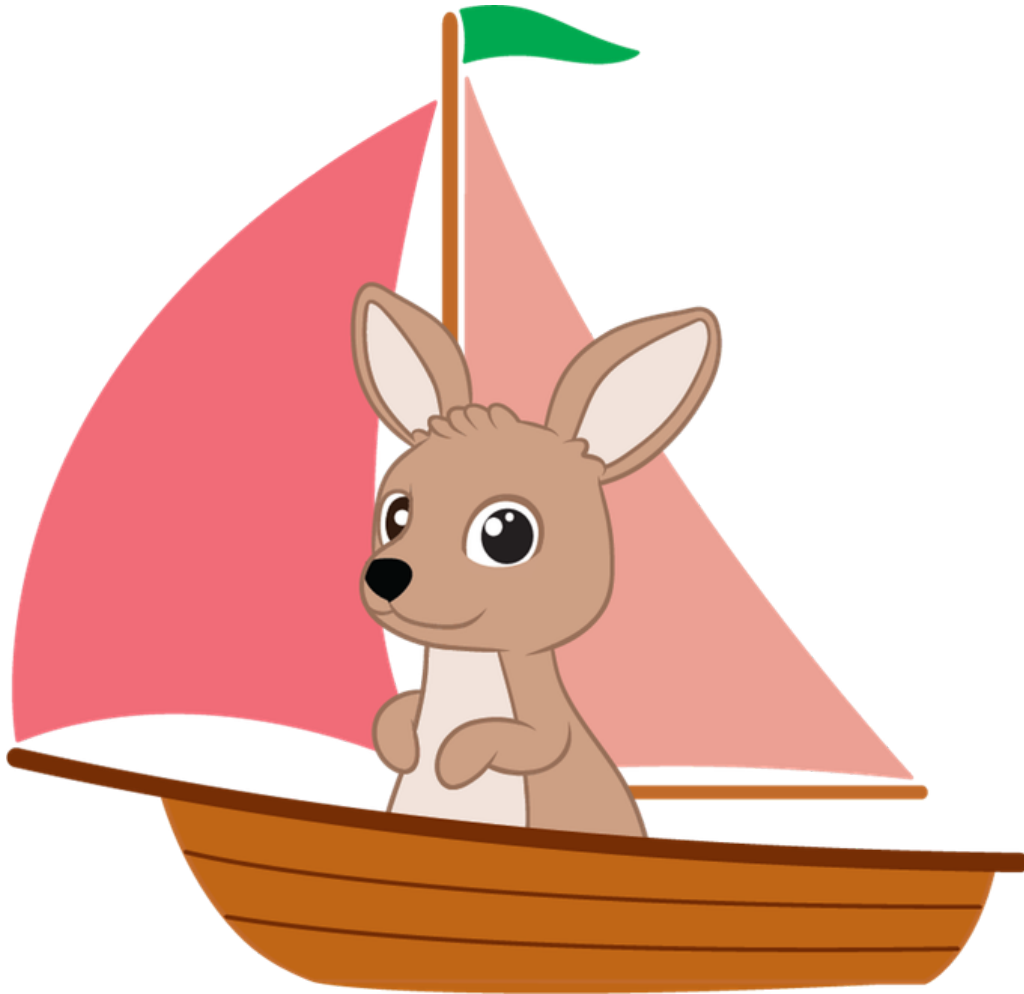


Juliette Fall Product Boss 2026 Manual



Holyoke Leadership Center
301 Kelly Way
Holyoke, MA 01040

Fall Product Boss Team Leader
Jessica Gonzalez
jgonzalez@gscwm.org
413-584-2602 ext. 7124

Worcester Leadership
Center
115 Century Drive
Worcester, MA 01606



The Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout
Law.

*Girl Scouts makes no attempt to define or interpret the word "God" in the Girl Scout Promise. We look to individual members to establish for themselves the nature of their spiritual beliefs. When making the Girl Scout Promise, individuals may substitute wording appropriate to their own spiritual beliefs for the word "God."

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and
be a sister to every Girl Scout.

Our Mission

Girl Scouting builds girls of courage,
confidence, and character, who make the
world a better place.



Empower your Fall Product Boss to Get Ready to Explore during the Fall Product Program!

Our girls are lifelong dreamers and learners. Today, they have the world at their fingertips and no goal is too big. When Girl Scouts come together and participate in the Fall Product Program, they:

- Build lifelong skills in entrepreneurship, community connection, and planning
- Fund community service projects, life changing travel experiences, and unique group activities
- Learn the value of teamwork, accountability, and uplifting others.

As Girl Scouts grow older, their goals grow bigger and their skills grow sharper. GSCWM partners with two vendors, Ashdon Farms and M2 Media, to provide girls with the best products all throughout their entrepreneurship journey.

Ashdon Farms has been a partner with GSCWM since 1996. They are dedicated to providing quality nuts, snack mixes and candy, along with exceptional direct service, to the customers we support.

M2 Media has been a partner with GSCWM since 2020. M2 continues to grow their offered items beginning with just magazines and now offering Magazines, Tervis tumblers, Bark Box, Personalized Stationary items, and Candles.

Who Can Participate and What Qualifies as Participation?

- All registered Girl Scouts, including Daisies are welcome to participate in the Fall Product Program!
 - Fall Product Boss girls will need to have a caregiver complete the Fall Product Boss Sign Up. Please email Fall Product Boss Team Leader Jessica-jgonzalez@gscwm.org to receive the link.

Participation in the Fall Product Boss Program means that girls complete all of the following.

- Be registered for the current Girl Scout membership year
- Send 25 unique emails through the M2 system
- Sell 1 online Magazine or More item (this includes magazines, tumblers, bark box, etc.)
- Sell 5 nut and candy items (either online or from the nut order card)

Money Handling

Don't Forget! To ensure quick and safe handling of funds, please be sure to turn money into GSCWM as soon as possible after receiving it from customers. Fall Product Bosses and caregivers are strongly encouraged to not accept personal checks except from the most trusted sources. For all products, customers pay up front for their items when they are ordering them. This allows for faster deliver of the items to the GSCWM council office and also eliminates collections. The best part is that this allows Fall Product Bosses to receive their proceeds earlier in the year.

Girl Proceeds	2026	With Rewards	Without Rewards
	Retail	14%	16%
Care to Share – Can of Nuts	\$7.00	0.98	1.12
Dill Pickle Peanuts	\$7.00	0.98	1.12
Hot Cajun Crunch	\$7.00	0.98	1.12
Fruit Slices	\$8.00	1.12	1.28
Peanut Butter Bears	\$8.00	1.12	1.28
Dark Chocolate Mint Penguins	\$8.00	1.12	1.28
Dulce De Leche Owls	\$8.00	1.12	1.28
Dark Chocolate Caramel Cops	\$9.00	1.26	1.44
Deluxe Pecan Clusters	\$9.00	1.26	1.44
Nut & Caramel Trail Mix	\$9.00	1.26	1.44
Sweet Onion Snack Mix	\$9.00	1.26	1.44
English Butter Toffee	\$9.00	1.26	1.44
Peanut Butter Trail Mix	\$9.00	1.26	1.44
Cherry Almond Cluster	\$9.00	1.26	1.44
Cranberry Trail Mix	\$9.00	1.26	1.44
Vanilla Flavored Honey Roasted Pecans	\$9.00	1.26	1.44
Whole Cashews	\$10.00	1.4	1.6
Dark Chocolate Pennepoint Pretzels	\$10.00	1.4	1.6
Holiday Tin (milk chocolate covered)	\$13.00	1.82	2.08
Girl Scout Your Adventure Awaita Tin	\$13.00	1.82	2.08
Honey Roasted Mixed Nuts with Pecanute	\$14.00	1.96	2.24
Online Magazine Subscriptions	Varies	14% of sub price	16% of sub price
Online Nut and Candy Items	Varies	14% of item price	16% of item price
Online Tumblers	Varies	14% of item price	16% of item price
Online Bark Box	Varies	14% of item price	16% of item price
Online Candles	Varies	14% of item price	16% of item price

Project Care and Share!

Troops Supporting Troops

All nuts purchased through the Project Care and Share (PCS) program are donated to the local military men and women in our area through the USO and Barnes Air National Guard.

In addition to the standard proceeds earned, these donated items will count toward Fall Product Program patches and rewards. Rewards will be automatically calculated in the M2 Media system when the girl's order card orders are entered into the M2 Media system by the Troop Fall Product Program Manager. Online orders are automatically uploaded to the M2 Media system.

Great! So, how does it work?

Project Care and Share purchases can be made using the paper nut/candy order form or online. Girls can ask customers to support them by purchasing the Project Care & Share \$7.00 cans of nuts to be donated. Girls will note the customer's purchase on the order card under the "Military Nut Donation" column and collect money when the order is placed. They can also purchase the donation online during the order card portion of the sale.

At the end of the order card sale portion of the Fall Product Program, girls will turn in their order card and payment to the Troop Fall Product Program Manager, who will enter the PCS items in the M2 Media system along with the other nut/candy items and online donation orders.

PCS items **will not** be delivered to the Service Unit Fall Product Program Manager with the troop's other products. Girl Scouts of Central and Western Massachusetts will deliver the items directly to the USO and Barnes Air National Guard.



Girl Reward Plans

Reward Plan A- With Girl Rewards

5+ Magazine, Bark Box, or Tumbler	<i>Brave. Fierce. Fun! Patch</i>
20+ Nut/Candy Items	<i>Bear Patch</i>
25+ Emails through M2 Media Online	<i>2025 Patch</i>
5+ PCS Donation Item	<i>Care to Share Patch</i>
\$150+ in combined sales	<i>Charm Bracelet & Bear Charm</i>
\$250+ in combined sales	<i>Bandana</i>
\$350+ in combined sales	<i>Small Plush & Goal Getter Patch</i>
\$500+ in combined sales	<i>Theme T-Shirt</i>
\$650+ in combined sales	<i>BFF Journal & Glitter Pen</i>
\$750+ in combined sales	<i>Large Plush & Super Seller Patch</i>
\$900+ in combined sales	<i>Mini Canvas Travel Bag</i>
\$1200+ in combined sales	<i>Tent and Sleeping Bag Combo</i>

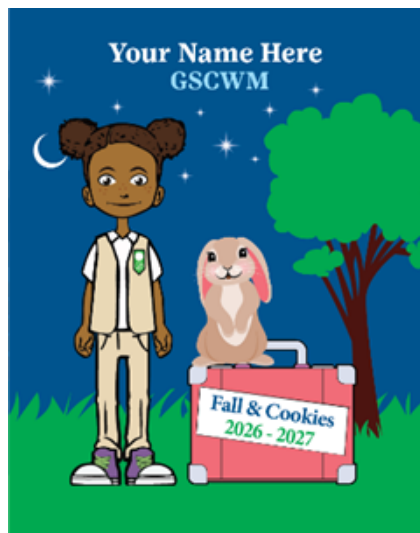
Reward Plan B- Without Girl Rewards

5+ Magazine, Bark Box, or Tumbler	<i>Brave. Fierce. Fun! Patch</i>
20+ Nut/Candy Items	<i>Bear Patch</i>
25+ Emails through M2 Media Online	<i>2025 Patch</i>
5+ PCS Donation Item	<i>Care to Share Patch</i>
\$350+ in combined sales	<i>Goal Getter Patch</i>
\$750+ in combined sales	<i>Super Seller Patch</i>

Qualifications to earn your Personalized Patch



NOTE: Junior, Cadette, Senior, and Ambassador Fall Product Bosses can choose to opt out of receiving rewards. To do so please reach out to your Fall Product Boss Team Leader Jessica - jgonzalez@gscwm.org by October 9th.



Girl Scout Cookie Crossover Personalized Patch

Create your avatar in the M2 system

Send 25+ emails during the Fall Product Program

Sell 200+ packages of cookies during the 2026-2027 Girl Scout Cookie Program



Floral Playing Cards
\$150+ in combined sales



Drawstring Bag
\$250+ in combined sales



Goal Getter Patch & Small Plush
\$350+ in combined sales



Theme T-Shirt
\$500+ in combined sales

2026 REWARD ITEMS



Ready to Explore Poster & Explore in Color Pen
\$650+ in combined sales



Southwick Zoo Family Pass
\$1200+ in combined sales



5+ M2 online items (mugs, tumblers, bark box, and candles)

20+ nut & candy items

25+ emails sent

Additional Girl Proceed Opportunities!

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Fall Product and Cookie Crossover Membership incentive:

All three items below must be achieved in order to earn an individual Girl Scout membership for the next membership year.

Be registered for the current Girl Scout membership year

FPP - Sell \$350+ in combined sales (nut/candies and magazines items) and send out 25 unique emails

Cookie Season - Sell 300 packages of cookies



Online Program Girls and Families

Because online safety is important, girls should access the Online Program only under the supervision of their parent/guardian, and the girl and adult should sign the GSUSA Online Safety Pledge before logging on. Troop Fall Product Program Managers should provide families with a paper copy of this form, or have them visit <http://www.girlscouts.org/en/help/help/internet-safety-pledge.html> to download and print it from the GSUSA site.

Internet Safety Pledge

Girl Scout Internet Safety Pledge* for All Girl Scouts

- 🐾 I will not give out personal information such as my address, telephone number(s), parents' or guardians' work address/telephone number(s), and the name and location of my school without the permission of my parent or guardian.
- 🐾 I will tell an adult right away if I come across or receive any information that makes me feel uncomfortable.
- 🐾 I will always follow the rules of Internet sites, including those rules that are based on age of use, parental approval and knowledge, and public laws.
- 🐾 I will never agree to get together with someone I "meet" online without first checking with my parents or guardians. If my parents or guardians agree to a meeting, I will arrange it in a public place and bring a parent or guardian along.
- 🐾 I will never send a person my picture or anything else without first checking with my parent or guardian.
- 🐾 I will talk with my parent or guardian so that we can set up rules for going online. We will decide on the time of day that I can be online, the length of time that I can be online, and appropriate areas for me to visit. I will not access other areas or break these rules without their permission.
- 🐾 I will follow all of the Girl Scout Terms and Conditions related to Digital Cookie, as well as all internet safety guidelines related to all other Girl Scout product sales.
- 🐾 I will practice online etiquette (good manners) at all times when online by:
 - not spamming others,
 - not bullying or tolerating bullying (and will always tell a trusted adult if this is a problem);
 - and not using bad language.
- 🐾 I will be guided by the Girl Scout Promise and Law in all that I do online.

Signed,

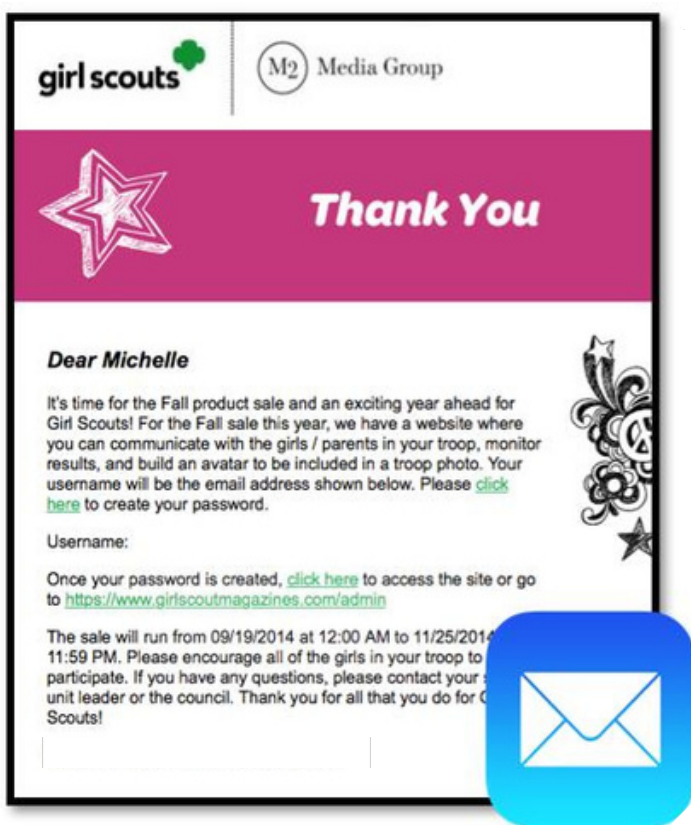
Girl Name _____ Date _____
 Parent or Guardian _____ Date _____

How to Access the M2 Media Platform

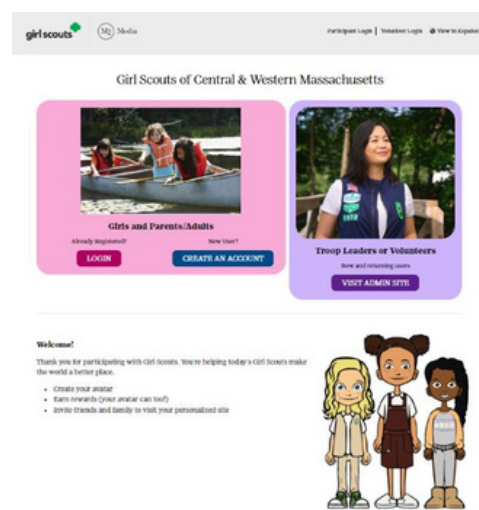
Once you are uploaded into the system you should receive an email from the email address:
email@mail.gsnutsandmags.com

Please make sure to do a few things to guarantee prompt delivery of the email:

- 🐾 Check to make sure we have the correct email on file for you.
- 🐾 Add the email address listed above to your safe senders list.
- 🐾 Check Spam and Clutter folders for the email.



Example of the email you will receive



Girl Scouts Fall Product Headquarters

Use your M2 Media dashboard to keep track of all things Fall Product Program. Track your sales, personalize your patch, and build your business!

Encourage Your Girl Scouts to:

BUILD THEIR AVATAR

girlscouts M2 Media

Update Izzy's Avatar

Build Your Avatar

Create an avatar that reflects your personality! Creating an avatar will let you earn virtual rewards as you complete the activities and let you into your avatar's room to see your rewards. Get started and earn your first reward!

Check out the new uniform and official apparel options that will be available in select council stores and online at girlscoutshop.com.



To see all choices for your avatar, use the arrows in the avatar software below:

Face
Face
Hair
Body
Clothing

Top	▶
Bottom	▶
Socks	▶
Shoes	▶
Accessories	▶

Add Your Avatar's Voice

Include your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult the [audio guide](#).

Unfortunately, your browser does not support our "Record Now" feature. Currently, live audio recording is supported by the Firefox and Google Chrome browsers. To provide audio for your Avatar, you will need to upload an audio file. iOS users can select "Take Photos or Videos" when using the app to use their video camera to record an audio message.

UPLOAD AN AUDIO FILE

☐ I do not want to record a voice

Preview how your avatar will sound on your own personalized Talking Avatar landing page!

PREVIEW

girlscouts M2 Media

SET A GOAL

Izzy's Dashboard

\$900 of \$350 goal

100% 100%

SHOP YOUR PERSONALIZED SITE

Duration: 04/03/2022 to 12/31/2022
Unique Code: KVVVW3NC What is this?

Izzy's Campaign

Manage Paper Orders
Izzy's Emails (View & Send)
Izzy's Sales Reports
Personalized Door Hanger
Izzy's Campaign Video
Business Cards

Fun Stuff

Personalized Patch
Izzy's Avatar
Izzy's Avatar Rewards
Physical Rewards

Parent or Adult's Information

Share My Site
Your Girl Scout(s)
Add Another Participant
Update Profile

Upload Photo
Upload a Video!

Level Status
Progress
Bronze Silver Gold Platinum

Promote Patch
Emails Sent

Personalized Patch
Sales
Additional requirements
Emails Sent
Share My Site

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop

Izzy T.
Gel

Jane's Dashboard

girlscouts M2 Media

INCLUDE VIDEO

Jane's Dashboard

\$50 of \$50 goal

100% 150%

Shop your Personalized Site

Duration: 01/01/13 to 02/01/13
Unique code: XYH-435678H What is this?

Naomi's Campaign

Manage Paper Orders
Jane's Emails (View & Send)
Jane's Sales Reports
Personalized Door Hanger
Business Cards
Jane's Campaign Video

Fun Stuff

Personalized Patch
Jane's Avatar
Jane's Avatar Awards
Physical Rewards

Parent or Guardian's Information

Share My Site
Your Girl Scout(s)
Add Another Participant
Update Profile

Upload Photo
Upload a Video!
Choose Reward Options!

Level Status
Progress
Bronze Silver Gold Platinum

Promote Patch
Emails Sent

Personalized Patch
Sales
Additional requirements
x Earn the promote patch

Learn more about the Personalized Patch

Top Sellers In Your Troop

Naomi A.
Nabhyu

Toolkit for the Business Savvy Girl Scout

PRINTABLE BUSINESS CARDS

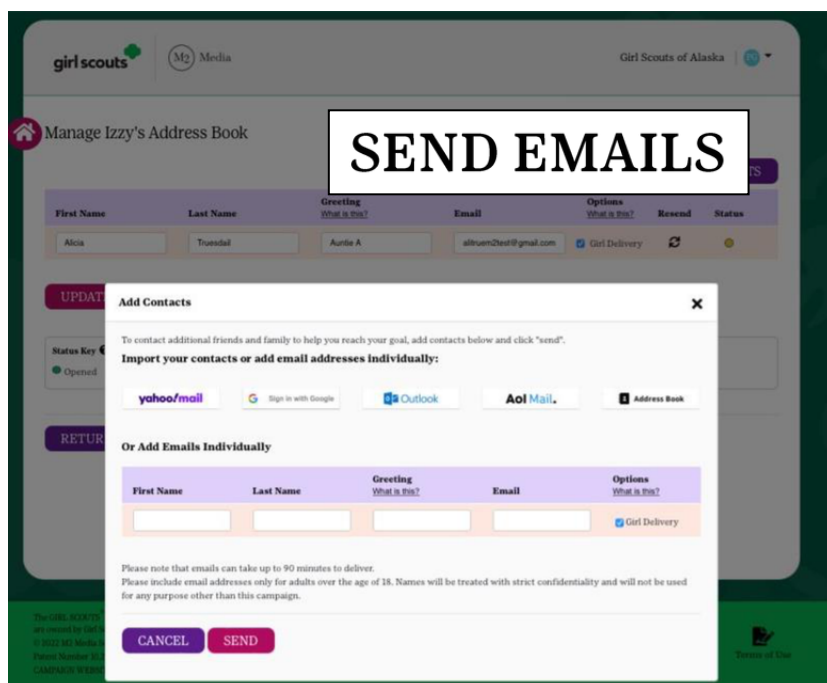


DOOR HANGERS w/QR CODES



SHARE MY SITE w/social media & texting

SEND EMAILS



Benefits of using the M2 Media Online Program

1. - Girls receive a special online patch for sending 25 or more emails to potential customers. Online sales help girls to earn reward items.
2. - Troops receive proceeds on all orders placed online.
3. - Customers receive their items more quickly when they order online versus using the paper order form.
4. - The online store offers the greatest selection; some nut/candy items and magazine titles are only available online.
5. - Girls can ask customers who live out-of-state to support their sale as the items will be shipped.
6. - **IT'S QUICK AND EASY!**

IMPORTANT DATES AND INFORMATION

Sept. 18– Oct. 25: Girl Scouts Take Order Card Orders!

- o ORDER CARD NUT & CANDY ITEMS: Payment is collected for nut and candy items at the time the orders are taken. Give the payments to the Troop Leader as soon as you turn in your order card.

Sept. 18– Nov. 29: Girl Scouts Take Online Orders!

- o ONLINE MAGAZINE SUBSCRIPTIONS/BARKBOX/TERVIS TUMBLERS/PERSONALIZED ITEMS: Customers pay online with credit/debit cards and products are shipped to customer.

- o ONLINE NUT STORE: Customers pay online with credit/debit cards and products are shipped to customer.

- o GIRL DELIVERY: Customers can pay online and request girl delivery for the items that are on the order card only. Girl delivery is only available during the order card portion of the program and ends October 19.

Girls are strongly discouraged from accepting personal checks except from trusted sources. If checks are accepted they should be made payable to the parent or the troop. Troops are responsible for any and all returned check fees that occur in their troop accounts.

November 13: Payments must be made in full at this time if you accepted order card orders. All online orders will be paid for via the M2 Media site by the customer.

November 17-18: Product Distribution to Council

When the product has been delivered to our Holyoke and Worcester Leadership Centers, families will be contacted by the Fall Product Boss Leader who will provide instructions for pick up.

Count all products carefully at the time of pickup and only sign for what you receive. Keep a copy of signed receipt.

Encourage girls to deliver items promptly. Some customers may have ordered items for holiday gifts.

November 29: Online Store Closes at 11:59 PM

Month of December: Rewards Delivered to Council Office.