

2025 Fall Product Program Caregiver Information Guide



The Program in a Nutshell

Everyone knows Girl Scouts are famous for our delicious cookies, but did you know we sell even more delectable treats and goodies in the Fall?

SHORT: From October 3rd to November 19th.

EASY: Girls choose how to participate—in person, online, or both! M2 Online System (M2OS) makes navigating, tracking, and managing orders simple.

PROFITABLE: The cost of troop supplies, activities, and field trips can add up quickly, but the proceeds from the program can help cover these expenses.

VALUABLE: When Girl Scouts participate in the product programs, they put five essential business skills (Goal Setting, Decision Making, Money Management, People Skills and Business Ethics) into action and develop their self-confidence.

Rewards and Proceeds

Girls can earn exciting rewards shown on the paper order card and found at www.gsmw.org/fallprogram.

Rewards are cumulative, meaning girls earn the rewards up to the sales level achieved. As orders are placed, girls can log in to M2OS to see what they have earned as well as select their reward choices.

Girl rewards and troop proceeds (15% of total sales) are automatically calculated in M2OS. *If an entire Cadette, Senior, Ambassador troop opts out of receiving individual rewards, the troop will receive an additional 2% in proceeds.*

Fall Product Program Key Dates

October 3rd

Online and paper order card sales begin!

October 26th by 11:59 PM

Enter paper order card totals into M2OS and send a photo of your card to your Troop Product Manager. No late orders will be accepted.

November 19th at 11:59 PM

Online sales end.

November 20th by 11:59 PM

Girl reward selections due in M2OS.

November 25th

Your girl's orders must be picked up from her troop by November 25th.

December 4th

All deliveries to customers should be completed and payments collected.

December 8th

Turn money into the Troop Product Manager.

Ways to Participate

Online

- ❑ Create a Me2® avatar with their own virtual likeness.
- ❑ Customize online storefront to share goals with customers.
- ❑ Enter customer email address list.
- ❑ Create a personal message to send to family and friends.
- ❑ Share link to social media sites.
- ❑ Download a printable/sharable flyer or business card.

In Person

- ❑ Take orders in person on their paper order card.
- ❑ Payment is collected upon delivery of nuts/candy.
- ❑ Check if your troop is signed up to use the CloverGo App to accept card payments at delivery.
- ❑ Enter your girl's orders from her paper order card to M2OS. *All orders must be entered by 11:59PM on Sunday, October 26th.*



Questions? Contact us at support.gsnutsandmags.com or 1-800-372-8520

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Join the Fun and Earn Rewards!

Visit Your Online Site to Explore All the Rewards You Can Earn.

girlscouts
of montana
and wyoming

M2 Media

Here's How to Earn a Personalized Patch with your Name and Avatar:



Fall Personalized Patch

- Create your avatar
- Send 20+ emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell 3+ Mags & More items and 50+ nut and candy items

Collect theme patches that fit together!



2025 Patch

- Sell 2+ Mags & More items

Bear Patch

- Sell 25+ nut/candy items

Brave. Fierce. Fun! Patch

- Send 20+ emails

BRAVE.
FIERCE.
FUN!



Visit gsnutsandmags.com/gsmw to login.

1 Login



Use the QR code, the URL above, or the council website link. Jump into the program right away - no need to wait for an email. With your troop number ready, follow the prompts to join the Fall Product Program online.

My troop #

2 Create

Customize your site with an avatar that looks like you, and add a personal message for friends and family. Earn virtual rewards by completing setup steps.



3 Share

Friends and family can help you reach your goals by shopping online! Start by sending emails through M2, so supporters can see your goal and hear your personalized avatar message in your own voice.

Team up with your parent or guardian to safely share your shop link on social media, or via text to market your online business. Remember to follow current GSUSA guidelines for online sales and marketing.