

2023 Sweets & Treats

Fall Product Program Caregiver Guide

Dear Girl Scout family,

The Fall Product Sweets & Treats program is a friends and family sale that takes place from October through November. As girls sell sweets and treats including nuts, chocolate, magazine subscriptions, and other items, they'll build self-esteem and learn that they can set goals, budget costs, create a marketing plan, and then go out and make it all happen!

Sweets & Treats is the beginning platform of the Girl Scout Entrepreneurial Program through which girls begin developing five essential skills:

- goal setting
- decision making
- money management
- people skills
- business ethics

Your Girls Scout will use the skills she learns throughout her lifetime. The program enables troops to earn funds while having fun at the beginning of the Girl Scout year, and gives family and friends the opportunity to support Girl Scouting in their community. One hundred percent of the Fall Product Sweets & Treats proceeds stay within our council!

Girl Scout troops earn 15% of the proceeds for every nut, chocolate item, and magazine sold. In addition, girls can earn cool patches and rewards, including their very own personalized avatar patch.

The theme for this year's program is Own Your Magic! Each girl who participates will receive a program packet from her troop leader containing everything she needs to be successful.

We can't wait to start the year with you!

—Your Product Program Team

We're here for you!

Questions? Contact your Troop Product Manager or the Product Program Team at 813-281-4475 or info@gswcf.org.

Visit gswcf.org for more information



**OWN YOUR
magic**

2023–2024 Important Dates

Oct. 3: Girl Scout Sweets & Treats begins!

- ▶ Be a renewed or newly registered Girl Scout for the 2024 membership year.
- ▶ Fill out the Caregiver Permission & Responsibility form.
- ▶ Begin taking nut/chocolate orders on your paper order card.
- ▶ Register on the M2 site by visiting gsnutsandmags.com/gswcf.
- ▶ Create your avatar and start sending emails to friends and family.

Oct. 22: Last day for customers to place orders

- ▶ Parents enter girls' nut/chocolate orders by clicking on the "Paper Order Entry" link in the M2 system.

Oct. 23: Last day for girls and troops to choose rewards

Nov. 10–13: Nut/chocolate items available for pick up by troop Fall Product Managers

- ▶ Please check with your troop Fall Product Manager about when your troop's products will be ready for pick up.
- ▶ Don't forget to pick up products to fulfill online orders indicating the "girl delivery" option. Remember, payment has already been made online for these orders.

Nov. 10–23: Girls deliver product and collect funds from customers

- ▶ Don't forget to check your online orders with the "girl delivery" option and contact customers for their delivery information.

_____ : All funds are due to the troop

(This date is specific to each troop, check with your troop before filling it in!)

December - January Rewards distributed

Caregiver Checklist

- Ensure your daughter is registered for the 2024 membership year.
- Attend caregiver meeting to learn your responsibilities towards having a successful sale and how you can help your troop.
- Complete the Caregiver Permission & Responsibility form.
- View the caregiver informational video and other videos concerning Fall Sweets & Treats.
- Help your Girl Scout sign into the M2 platform to create her Avatar and launch her online storefront.
- Help your Girl Scout set her individual Fall Product Sweets & Treats goal.
- Keep open communication with the troop Fall Product Manager.
- Enter your Girl Scout's paper card orders into the M2 system by Oct. 22.
- Make sure your Girl Scout has selected her reward choices by Oct. 23.
- Regularly review your Girl Scout's sales report page to see who has placed girl delivery orders.
- Make sure to pick up all products from your troop Fall Product Manager in a timely manner.
- Ensure all products are stored in a cool climate.
- Verify all "girl delivery" customer orders are delivered to the customers by Nov. 23.
- Turn in all funds to your troop Fall Product Manager within the given timeframe.

Sweet Starters

Calling all first time
Sweets & Treats

Program sellers! The

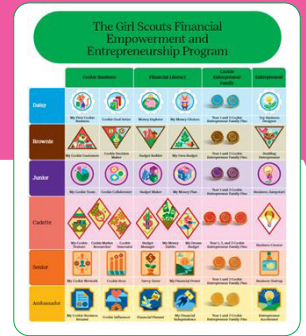
Sweet Starters program

will help teach girls to set goals and learn about fall products, tips for selling products, how to participate, and more.

Girls who complete this program will receive a special Sweet Starters patch.



The Sweets & Treats Program is a stepping stone to the Girl Scout Cookie Program.



The Girl Scouts Sweets and Treats program is more than just selling products. It is the beginning platform of the Girl Scout Entrepreneurial Program through which girls learn money management, business ethics, people skills, decision making and goal setting—five essential skills that they will use throughout their a lifetime. Girls can learn to be entrepreneurs by building on these five skills and by working with their caregivers/families to earn financial literacy badges.

Personalized Patches

Girls can earn up to two patches that feature their personal avatar!

Girls who log in to the M2 system, create their avatar, send 18+ emails, and have sales of at least four magazines and 40 nut/chocolate items will earn a custom patch with her very own avatar. Not only can she choose from gazillions of options to create her virtual likeness, she can also choose from two scenes for the background design on her patch.



But, that's not all!

Girls can earn a special **Fall & Cookies Crossover** patch by participating in the 2023 Sweets & Treats Program (creates avatar, sends 18+ emails and sells five+ items) **AND** selling 325 packages of cookies during the 2024 Girl Scout Cookie Program. Plus she will earn her 2025 GSWCF membership!



Earn a Chance to Bring This Home!

Who wouldn't want to bring home this extra-large plush Ocelot? For each goal that is completed, girls will receive an entry into the random drawing. The drawing will occur Dec. 7.

- Goal 1: Create an avatar in the M2 system
- Goal 2: Send 18+ emails through the M2 system
- Goal 3: Sell 10 items

New Items This Year!

Two NEW products are being offered!

BarkBox

Each box comes with a custom Pose & Play Beret dog toy as well as one canister of Berry Trios™ dog treats. Sold exclusively online by Girl Scouts for \$19.99 + shipping.

Tervis® Tumblers

Tervis® provides a wide selection of premium insulated tumblers and water bottles, ranging from top sellers to favorite MLB®, NFL®, and collegiate sports teams and more.

Did You Know?

Your Girl Scout can earn \$10 for her troop by having fun and doing the following in the M2 system by Oct. 13:

- Register her account
- Create her avatar
- Send 18+ emails

The \$10 per Girl Scout helps the troop with new year start-up funds.



How Sales Work

The Fall Product Sweets & Treats Program is comprised of nuts/chocolate, magazines, and new this year, two specialty items. The items can be ordered online, and select nuts and chocolate items can also be ordered on a paper order card for girls to deliver directly.

Troops/girls have the option to participate in the sale via the paper order card or online option alone, or they can choose to do both.

In-Person Sales

- ▶ Girls use order cards to take orders.
- ▶ Items on the order card are the only items that can be ordered in person. All other items can be ordered online only. (Do not print out the list of online items and present them in person for girl delivery).
- ▶ Girls collect payment for items on the order card at the time of product delivery.
- ▶ When entering orders on M2, only input what is needed to fill the nut/chocolate order card orders. (DO NOT add items ordered online for girl delivery. Those will already be included in your order).
- ▶ Girls can create and print business cards and door hangers through the M2 website. These marketing items will include their unique online store code for customers who wish to purchase items online.
- ▶ Check with the troop Fall Product Manager regarding additional options for accepting credit card payments from customers.
- ▶ Check with the troop Fall Product Manager for the final date all funds are due.

Online Sales

- ▶ Friends and family can order items online when a girl sends them an invitation to her online store. Caregivers can turn off the “girl delivery” option and limit it to email recipients only.
- ▶ Online nut and chocolate purchases have two delivery options:
 - ▶ Shipped: Items are sent directly to the customer for an extra shipping/handling charge.
 - ▶ Girl Delivery: Items are delivered by the girl. This option is only available for the 16 items on the order card. There are no shipping/handling charges. This option is best for friends and family who live nearby. Girls must remember to connect with customers who place girl delivery orders so they can schedule the delivery.
- ▶ Magazines are available online only. They are sent directly to the customer and do not have additional shipping charges.
- ▶ Newly added online only items are available for shipping only and have extra shipping charges.
- ▶ Customers pay for all online orders at the time the order is placed, including girl delivery orders. Girls won't collect money for any orders placed online.

Project Thank You

The Project Thank You program allows customers to donate nut items to military overseas and to local food relief organizations. The donation can be made on the order card or through girl online storefronts. Each Project Thank You item is \$7. The product program department facilitates delivery of all Project Thank You items.

- Girls who sell five Project Thank You items will receive a special patch.
- Girls who sell 10 Project Thank You items will receive the patch and \$10 in council dough.

5 Steps to Success

1 Own Your Magic!

Girls can prepare for the best possible experience by gathering a few tools for a successful Sweets & Treats program. **Here's what you'll need:**

- **Caregiver permission:** All girls must have a Caregiver Permission & Responsibility form submitted to their troop before they can participate.
- **Participation pieces:** Girls will receive a nut/chocolate order card, flyer with instructions to the online portion of the program, and a money envelope.
- **A contact list of friends and family:** Online customers can live anywhere in the U.S. However, nuts and chocolate that are ordered on a paper order card, and online orders with the “girl delivery” option must be delivered in person. These orders are best placed by nearby friends and family.
- **Attend girl/caregiver meeting:** Girls and caregivers should attend an informational meeting with the troop Fall Product Manager.

2 Set goals!

Aim for a goal that is manageable but challenging! (You can always adjust your goal later.) Girls should set individual sales goals and work together with their troop to create troop goals.

3 Explore!

The M2 online platform is a fun and easy system that will support girls' Fall Product Sweets & Treats goals! On Oct. 3, visit gsnutsandmags.com/gswcf where girls can build their avatars, enter their email addresses, and start sending emails to friends and family, all within minutes of getting started!

Girls may only post about selling on social media sites that allow them to restrict access to friends and family (i.e. Facebook); they may not promote the sale on sites where information can be viewed by anyone (i.e. Craigslist, eBay, marketplace, retail/resale sites etc.)

TIP: For customers who do not live nearby, consider unchecking the “girl delivery” option when sending them an email, to only allow the customer the direct shipping option.

Remember, when sharing posts on social media, customers will have both options of girl delivery and direct shipped.

4 Visit your family and friends

Nothing beats face-to-face connection, so girls should grab their paper order card and online store code, and visit family and friends. Customers can place nut and chocolate orders using the order card, and girls can share their online store code to customers so they can shop online later.

When selling to friends and family, customers may live anywhere in the US, but if doing door-to-door sales, customers must be within GSWCF's eight counties. Remember, payment for orders placed on a paper order card is not collected until girls deliver the items.

TIP: After setting up an online store, girls can print business cards or door hangers with their online store code and hand them out to customers who wish to purchase nut and chocolate items or magazine subscriptions online.

5 Track your progress and celebrate success!

Log on to M2 to track goal progress.

Getting Started

Girls Can:

- Take orders in person from friends and family members.
- Contact neighbors, friends, your coworkers, or anyone else you and she may know personally.

Girls Should:

- Know the 16 varieties of nuts and chocolate on the order card and the selling price of each.
- Know about the additional items that are offered online.
- Tell customers how the troop will benefit from the sale (troop's plans for the proceeds).
- Let the person ordering write his or her information on the order card.
- Have a supply of business cards or door hangers printed from her M2 system site with her unique code.
- Give customers who may want to purchase items online the personalized business card or door hanger.
- Remind customers that current magazine subscriptions can be renewed.
- Collect money at the time of order for Project Thank You items, if no other products are purchased.
- Be pleasant, courteous, and always say, "Thank You."



Safety Guidelines

Show You're a Girl Scout

- Girls should wear a Girl Scout membership pin, uniform, or Girl Scout clothing (i.e. a Girl Scout T-shirt) to clearly identify themselves as Girl Scouts.

Use the Buddy System

- Girls should always use the buddy system. It's not just safe, it's fun.

Be Street Wise

- Girls should be familiar with the areas and neighborhoods where they will be selling Girl Scout products.

Partner with Adults

- Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone.

Plan Ahead

- Prepare for emergencies, and always have a plan for safeguarding money.

Do Not Enter

- Girls must never enter the home or vehicle of a person when she is selling or making deliveries.

Protect Privacy

- Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the product sale.

Be Safe on the Road

- Girls should follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. They should be aware of traffic when unloading product and passengers from vehicles.

Be Net Wise

- Girls must have their parent's/guardian's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities.

Juliette Participation

Although some Girl Scouts participate as individual members (also known as Juliettes), it doesn't mean they can't participate in GSWCF's Fall Sweets & Treats Program! The information below will guide individual members who are not participating in this program as part of a troop.

Getting Started

- An adult in charge (a GSWCF member who is background screened) must take the troop fall product manager training available through gsLearn.
- Once training is complete, the adult must sign the training agreement.

Additional information specific to individual member participation will be emailed to the girl from the Product Program team.

Earning Council Credits

Juliettes earn council credits just like troops earn troop proceeds!

Number of Items Sold (nuts & chocolates)	Council Credits Earned
5	\$3
6-10	\$6
11-15	\$9
16-20*	\$12

* Juliettes will earn \$3 in Council Credits for every additional five items sold.

Number of Magazines & 2023 New Products Sold (Tervis tumbler & GSUSA-Licensed items)	Council Credits Earned
1-2	\$3
3-4	\$6
5-6	\$9
7-8**	\$12

** Juliettes will earn \$3 in Council Credit for every additional two items sold (magazines or 2023 new products).



Juliette Finance Procedures

Review the troop Fall Product Manager training for financial processes specific to individual members. A few key highlights include:

- Juliette fall product managers who have girls with paper orders will have council bank and/or “Cheddar Up” information emailed to them by Oct. 31.
- All monies must be deposited into the council’s bank account by Dec. 1.
- Keep the receipt from the teller to attach to the Juliette Bank Deposit form as proof of the deposit.
- Do not use the night deposit box.
- Deposits are credited in the “M2 system” within five business days. If you do not see a credit, please send a picture of the deposit receipt to info@gswcf.org.

Questions about Individually Registered Members’ participation in the Fall Product Sweets & Treats Program may be emailed to info@gswcf.org.



Product Pick Up and Storing Your Products

The troop Fall Product Manager will inform sellers/ caregivers of the date, time, and location to pick up the girl-delivered nut and chocolate items.

Adults will be asked to count the items with the troop Fall Product Manager and sign a receipt showing the total amount of items ordered and picked up, and the amount due. Loose cans/packages of chocolate items should be shaken gently to verify that none are melted. Do not accept product you believe is melted. Melted products cannot be returned or exchanged.

Once counted and signed for, the products should be loaded into a climate-controlled vehicle (72 degrees) to prevent the melting of chocolate products and transported immediately to a climate-controlled location. Florida temperatures can be brutal for chocolates. **NO products orders can be returned to the troop.** Contact your troop Fall Product Manager if there is difficulty delivering an order.

Products should be stored a minimum of six inches off the ground in a climate-controlled location that is free of smoke, chemicals, and pets.



Payment Methods

- Check with the troop Fall Product Manager to see if checks from customers and/or caregivers are allowed. A money order made out to the troop is a great alternative to personal checks.
- Verify if the troop is using the Clover Go app as a way to take credit cards payments from customers for paper order card orders. If so, request information on how to access Clover Go. Visit gswcf.org for more information.

Things to Think About

Here are some things to think about as they pertain to paper card orders and the delivery of products to customers. Girls are encouraged to:

- Participate in the online platform to take orders.
- Print business cards to provide their online link to their friends and family.
- Think about delivering customer products using a porch drop off technique.
 - Contact customers to schedule a time when the customer is home to drop off their products. Do not drop off items without the customer agreeing to the date and time.
 - Place items in a bag with a thank you note.
- Contact their troop Fall Product Manager to find out how to collect payments from customers via credit card for paper card orders.

Quick steps for Using M2 Online Platform

Visit gswcf.org for volunteer and caregiver instruction tips and support.

Step 1: Set up girl's online storefront.

- Click "Login" and enter the email and password.
- Click "Forgot Your Password?" if necessary.
- Follow the emailed instructions for resetting the password.

To register to create an account:

1. Enter "Your Zip Code" – to verify access to Girl Scouts of West Central Florida (GSWCF) site.
2. Enter "Your Account Details" - Provide additional information and create a password to finish registering the account (must have a 5-digit troop number).
3. Click "Register."
4. Remember to search by the girl's last name.
5. Any girl who does not find themselves will have to wait for council to verify membership before a storefront can be activated. Please allow 2–3 business days for verification.



Once logged or registered with M2, girls can create and personalize their profile, M2 avatar, and online selling platform.

Print Personalized Business Cards or Door Hangers

- Girls can print business cards that include a link to their personalized storefront unique code. Customers can use this code to make sure that their purchases are credited to the correct Girl Scout.
- On the dashboard click the "Business Cards" or "Door Hanger" icon to print out your girl's business cards or door hangers.

Send additional emails

- Girls share their storefront with family and friends, send 18+ emails as the first step to become eligible for the Fall Personalized patch or Fall & Cookies Crossover patch! Contacts can be imported from the email provider or entered individually. **At least one email must be entered to launch the storefront site.**
- The icon on the dashboard can be used throughout the sale to "View & Send" emails.

Step 2: Enter Paper Card Order by 11:59 p.m. on Oct. 22.

Caregivers are encouraged to enter their Girl Scouts paper card orders directly into the M2 system.

1. Click on "Manage Paper Orders" icon.
2. Enter in the total for each item on the paper nut order card. Click "Update" when finished.
3. If additional paper card orders are received, add the number of items to what has already been entered. For example, if there are 5 cashews already entered into the M2 system and there is an additional order for 2 cashews, enter 7 into the cashew box and click submit.

Step 3: Managing Girl Delivery Orders

Caregivers should double check the delivery order to verify which customers have chosen to have the Girl Scout deliver the product directly to their homes. Customers will need to be contacted to verify their address and the date and time of the delivery. If the order cannot be delivered (customer is out of area), contact M2 Customer Service by Oct. 22 at 800-372-8520 or support.gsnutsandmags.com.

1. Click on “Sales Report” icon.
2. Click on “Online Nuts Girl Delivered” tab at the top of the report.
3. The customer’s name, phone number, email, and items ordered will be provided.
4. Caregivers can download or print the report.

Step 4: Enter Girl Reward Choices

Girls, with caregiver assistance, should make their fall reward choices by 11:59 p.m. on Oct. 23.

1. Click the “Physical Rewards” icon to view the rewards.
2. Depending on the total number of products sold, chose the reward.
3. Reward choices are based on the number of products sold.

Need assistance with the M2 online platform?

M2’s friendly customer service team is ready to help with all questions regarding the online platform or girl delivery orders. They can be reach at 800-372-8520 or support.gsnutsandmags.com.





GSWCF Girl Reward Credits

Girl Scouts who participate in the Fall Product Sweets & Treats Program can earn a variety of GSWCF-specific, unique rewards. Below is an explanation of the options. Visit gswcf.org for the full list of rewards that girls can earn and the breakdown of council dough, program credits, program events, camp bucks and troop camping credit. Please also review the order card to learn more about the different levels and opportunities.

GSWCF Council Dough*/Council Credit*

GSWCF Council Dough and GSWCF Council Credit can be used to:

- Register for GSWCF programs and events at gswcf.org/events.
- Participate in GSWCF summer camp or service unit encampments.
- Pay for GSWCF service unit events (just let the event organizer know your Girl Scout wants to use her Council Dough).
- Purchase Girl Scout merchandise at GSWCF's store or trading posts (not online at this time)
- Renew your Girl Scout's membership.
- Assist with Girl Scout's GSUSA destination expenses or travel conducted with EF Tours or Explorica (submit a request to info@gswcf.org for details).

Council Dough expires two years after being awarded (e.g. Council Dough awarded January 2024 will expire Sept. 30, 2026).

GSWCF Program Credits*

- GSWCF Program credits are used to register for GSWCF programs and events. gswcf.org/events.
- Program Credits cannot be used for GSWCF summer camp.
- Program Credits expire one year after being awarded (e.g. Program Credits awarded January 2024 will expire Sept. 30, 2025).

GSWCF Camp Bucks*

GSWCF Camp Bucks are used to register for GSWCF summer camp and up to one Camp Care Kit.

GSWCF Camp Bucks expire the summer season that they are earned (e.g. Camp Bucks awarded for the fall of 2023 season must be used during summer 2024).

Caregivers need to register for the GSWCF camp session that their girl intends to attend and pay the deposit to hold her spot.



Troop Camp Credit*

Troop Camp Credit is an opportunity for a Girl Scout to earn credits to help her troop plan a troop camping experience. The Troop Camp Credits can be used by the troop for a camping experience that can be reserved in the Camp Reservation System.

The caregiver and troop leader will receive email notification with the total amount that the girls earned for their troop. Troop Camp Credits are uploaded into the Camp Reservation System to be used as a troop at one of the GSWCF camps. Troop leaders must be properly trained per the Safety Activity Check Points.

Juliettes may not earn this reward.

Troop Camp Credits expire one year after being awarded (e.g. Troop Camp Credit awarded in January 2024 will expire Sept. 30, 2025).

To request a balance for any of these credits, caregivers can contact Customer Care at info@gswcf.org or 813-281-4475.

*GSWCF rewards are designed for the Girl Scouts who earned them and not transferable. Reward experiences cannot be transferred to another Girl Scout or Troop.



Thank you

We're Here For You!

The GSWCF staff members listed below can be contacted at info@gswcf.org or call 813-281-4475



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M2's customer service team

Contact M2's customer service team directly with all questions regarding the online platform at support.gsnutsandmags.com or 800-372-8520.

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