

# 2024 Sweets & Treats

## Fall Product Program

### Caregiver Guide

*Dear Girl Scout family,*

The Sweets & Treats Fall Product Program is a friends and family sale that takes place from late September through November. As girls sell sweets and treats including nuts, chocolates, 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 Sweets & Treats proceeds stay within our council!

Girl Scout troops earn 15 percent 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 "Embrace Possibility!"** Each girl who participates will receive a program packet from her troop leader containing everything she needs to be successful.

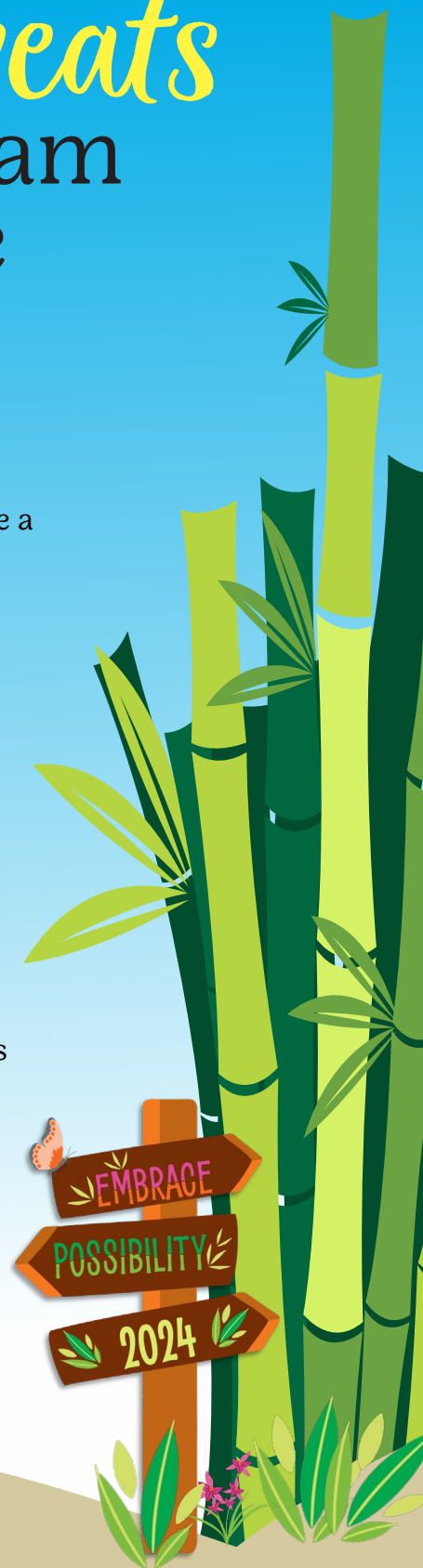
We can't wait to start the year with you!

—Your GSWCF Product Program Team

We're here for you!

Questions? Contact your troop Fall Product Manager or the Product Program Team at 813-281-4475 or [info@gswcf.org](mailto:info@gswcf.org).

Visit [gswcf.org/fpp](https://gswcf.org/fpp) for more information.



# 2024–2025 Important Dates

## **Sept. 28: Sweets & Treats sales begin!**

- Be a renewed or newly registered Girl Scout for the 2025 membership year.
- Fill out the online Caregiver Permission & Responsibility form.
- Begin taking nut/chocolate orders on your paper order card.
- Register on the M2 site by visiting [gsnutsandmags.com/gswcf](https://gsnutsandmags.com/gswcf).
- Create your avatar and start sending emails to friends and family.

## **Oct. 20: Last day for customers to place online girl delivered orders AND paper order card sales.**

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

## **Oct. 22: Last day for customers to place online magazines, BarkBox, tumblers, specialty items, and direct ship nut and chocolate orders.**

## **Oct. 22: Last day for girls and troops to choose rewards.**

## **Nov. 8-11: 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.

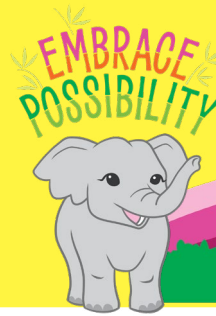
## **Nov. 8–27: Girls deliver products and collect funds from customers.**

- Don't forget to check your online orders with the "girl delivery" option and contact customers to schedule the delivery of their nut/chocolate items.

\_\_\_\_\_: **All funds are due to the troop.**

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

## **December - January: Rewards distributed.**



## Caregiver Checklist

- ☐ Ensure that your girl is registered for the 2025 membership year.
- ☐ Attend the caregiver meeting to learn your responsibilities towards having a successful sale and how you can help your troop.
- ☐ Complete the online Caregiver Permission & Responsibility form.
- ☐ View the caregiver informational video and other videos concerning 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 Sweets & Treats Fall Product Program goal.
- ☐ Keep open communication with the troop Fall Product Manager.
- ☐ Enter your Girl Scout's paper card orders into the M2 system by Oct. 20.
- ☐ Make sure your Girl Scout has selected her reward choices by Oct. 22.
- ☐ 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. 27.
- ☐ Turn in all funds to your troop Fall Product Manager within the given time frame.

# The Sweets & Treats Fall Product Program is a stepping stone to the Girl Scout Cookie

**The Sweets & Treats Fall Product 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 they will use throughout their 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.

## 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.

## New Items This Year!

### New Nuts and Chocolates Vendor

We are excited to announce that GSWCF has selected Trophy Nut as the Sweets & Treats vendor. Visit [gswcf.org/fpp](http://gswcf.org/fpp) for the full lineup of chocolate and nut items.

### Sweets & Treats Fall Product Program Season

This year, the Sweets & Treats season begins during Girl Scout Fest on Sept. 28! Join us for exciting entrepreneurial programs while learning about the Sweets & Treats Fall Product Program. Program dates are Sept. 28-Oct. 22. **Order card and online girl delivery sales end Oct. 20.** There are two days for additional online direct-shipped-only sales.

## Earn a Chance to Bring This Home!

- Who wouldn't want to bring home a 38-inch elephant? For each goal that is completed, girls will receive an entry into the random drawing. The drawing will occur Dec. 6.
- Goal 1: Create an avatar in the M2 system.
- Goal 2: Send 18+ unique customer emails through the M2 system
- Goal 3: Sell 10 items.





## 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+ unique customer emails, and have sales of at least four magazines and 40 nut/chocolate items will earn a custom patch with their very own avatar. Not only can a girl 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 2024 Sweets & Treats Program (creates avatar, sends 18+ emails and sells 15+ items) **AND** selling 350 packages of cookies during the 2025 Girl Scout Cookie Program. Plus she will earn her 2026 GSWCF membership!\*

\* Graduating Girl Scouts may apply \$25 to a lifetime adult membership purchase. The purchase must occur for the 2026 membership year.



## Did You Know?

Your Girl Scout can earn up to \$10 for her troop by having fun and doing the following in the M2 system by Oct. 11:

- Register her account **AND** send 18+ unique customer emails by Oct. 7 to earn \$5.
- Complete the above task **AND** sell 5 online items by Oct. 11 to earn \$5.

Girl Scouts who complete these tasks will also earn the online patch!



# How Sales Work

The Sweets & Teats Fall Product Program includes nuts/chocolates, magazines, tumblers, BarkBox items, and new this year, personalized items such as frames and stationery. The items can be ordered online, and select nut 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 that 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.
- ▶ Additional 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 local food relief organizations. The donation can be made on the order card or online. 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 Embrace Possibility!

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

- **Caregiver permission:** All girls must have an online 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, nut and chocolate items 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' Sweets & Treats goals! On Sept. 28, visit [gsnutsandmags.com/gswcf](https://gsnutsandmags.com/gswcf) and 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, Facebook Marketplace, retail/resale sites etc.).

**TIP:** For customers who do not live nearby, consider unchecking the “girl delivery” option when sending the 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 cards and online store codes and visit family and friends. Customers can place nut and chocolate orders using the order card, and girls can share their online store code with customers so they can shop online later.

When selling to friends and family, customers may live anywhere in the U.S., but for door-to-door sales, customers must be within GSWCF's eight counties. Remember, payment for orders placed on paper order cards 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 codes 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, caregivers' coworkers, or anyone else you and she may know personally.

## Girls Should:

- Know the 16 varieties of nuts and chocolates 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 (her 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 customers' 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.



# 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 product 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/fpp](http://gswcf.org/fpp) 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/fpp](http://gswcf.org/fpp) for volunteer and caregiver instruction, tips and support.

## Step 1: Set up girl's online storefront.

Login or register on the M2 site by visiting [gsnutsandmags.com/gswcf](http://gsnutsandmags.com/gswcf). If already registered during a previous fall or cookie season:

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

To create an account:

1. Enter "Your Zip Code" to verify access to the Girl Scouts of West Central Florida (GSWCF) site.
2. Enter "Your Account Details" and 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 on the site 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 in or registered with M2, girls can create and personalize their profiles, M2 avatars and online selling platforms.

## 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 ensure 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 by sending 18+ unique customer emails as the first step to become eligible for the fall personalized patch or Cookie 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. 20.

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

1. Click the "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 five cashews already entered into the M2 system and there is an additional order for two cashews, enter seven 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 the area), contact M2 Customer Service by Oct. 21 at 800-372-8520 or [support.gsnutsandmags.com](https://support.gsnutsandmags.com).

4. Click on “Sales Report” icon.
5. Click on “Online Nuts Girl Delivered” tab at the top of the report.
6. The customer’s name, phone number, email, and items ordered will be provided.
7. 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. 22.

1. Click the “Physical Rewards” icon to view the rewards.
2. Depending on the total number of products sold, choose 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, girl delivery orders or customer order issues. They can be reach at 800-372-8520 or [support.gsnutsandmags.com](https://support.gsnutsandmags.com).



# GSWCF Girl Reward Credits

Girl Scouts who participate in the Sweets & Treats Fall Product Program can earn a variety of GSWCF-specific, unique rewards. Below is an explanation of the options. Visit [gswcf.org/fpp](https://gswcf.org/fpp) for the full list of rewards that girls can earn. Please also review the order card to learn more about the different levels and opportunities.

Reward	Description
<div>GSWCF Program Credits*</div> <div>  </div>	<p>GSWCF program credits are used for registering for GSWCF programs and events <a href="https://gswcf.org/events">gswcf.org/events</a>.</p> <p>Program credits cannot be used for GSWCF summer camp.</p> <p>Program credits can be used for purchasing event tickets online. We cannot guarantee the program event spot will be saved when ‘program credits’ is selected as the payment option. However, you may purchase event tickets with a credit/debit card to secure the spot, then email <a href="mailto:info@gswcf.org">info@gswcf.org</a> with the event name, attendees names, and amount of credits you are requesting to use. A member of the GSWCF Customer Care Team will refund your original payment method when your program credits are processed.</p> <p>Program credits expire one year after being awarded (e.g. program credits awarded January 2025 will expire Sept. 30, 2026).</p>
<div>Troop Camping Credit*</div> <div>  </div>	<p>Troop camping credit is an opportunity for a Girl Scout to earn credits to help her troop plan a troop camping experience. Troop camping credits can be used by the troop for a camping experience that can be reserved in the Camp Reservation System.</p> <p>The caregiver and troop leader will receive email notification with the total amount that the girls earned for their troop. Troop camping 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.</p> <p>Juliettes may not earn this reward.</p> <p>Troop camping credits are designed for a troop camping experience. They cannot be used for Service Unit encampments.</p> <p>Troop camping credits expire one year after being awarded (e.g. troop camping credit awarded in January 2025 will expire Sept. 30, 2026).</p>

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

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

Caregivers are updated about reward earnings via email at the conclusion of the season, through the primary caregiver’s email. Confirm emails in the member’s MYGS profile. Contact the Customer Care Team at [info@gswcf.org](mailto:info@gswcf.org) or 813.281.4475 if changes are needed with the primary caregiver’s contact information.



# Thank you

## We're Here For You!

Please contact the product program team if you have questions.

Phone/fax: 813-281-4475 • [info@gswcf.org](mailto:info@gswcf.org)



**Kim Buettner**

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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](http://support.gsnutsandmags.com) or 800-372-8520.



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