

2025 Fall Product Program

Girl & Caregiver M2 Media Online
Set-Up Demo



Welcome!

Thank you for your attendance!



2025 Fall Product Program

October 1 – November 1



What is the Fall Product program?

- The Fall Product program is a **FUN** and **EASY** way to kick off your Girl Scout year!
- If your troop chooses to not participate, you can still participate if you want
- You can make the program work for you!
 - Participate in-person with the order card
 - Participate online on the M2 platform
 - ...or both!
- Let's take a look...



M2 Media Online Basics

- Council URL: gsnutsandmags.com/gscentralillinois
- Login to Campaign site
- Toggle between Girl Scouts if you have multiple participants in your household



How to Get Started

- Look for an email October 1 in your registered email address inbox
 - May arrive in Junk/Promotions/Spam folder, rather than your inbox
- **OR**
- Visit the council M2 site
 - Click “Go to Campaign Site”
 - Select “Create an Account” under Girls and Parents/Adults section
- You can also begin in-person sales, using the order card on October 1 as well

Girl Scouts of Central Illinois



Girls and Parents/Adults

Already Registered? [LOGIN](#)

New User? [CREATE AN ACCOUNT](#)

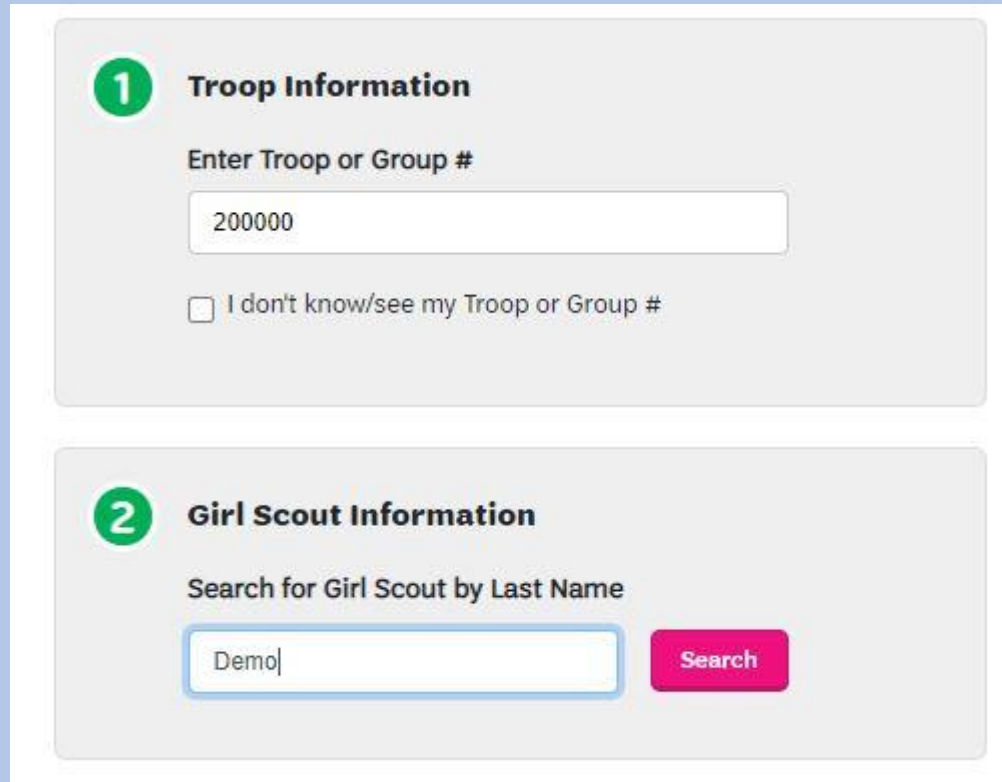


Troop Leaders or Volunteers

New and returning users

[VISIT ADMIN SITE](#)

Finding your account online



The screenshot displays a two-step process for finding an account online. Step 1, 'Troop Information', includes a text input field with '200000' and an unchecked checkbox for 'I don't know/see my Troop or Group #'. Step 2, 'Girl Scout Information', includes a text input field with 'Demo|' and a pink 'Search' button.

1 Troop Information

Enter Troop or Group #

200000

☐ I don't know/see my Troop or Group #

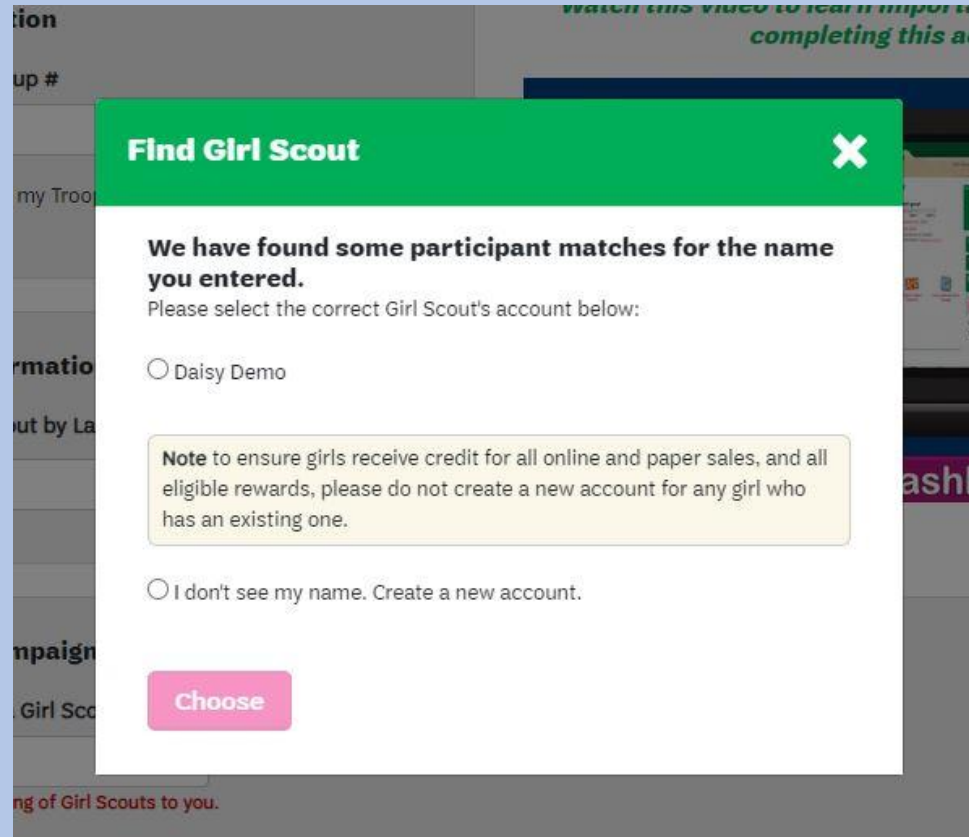
2 Girl Scout Information

Search for Girl Scout by Last Name

Demo| **Search**

- If you are registering an account without an email, you will be asked to search either by troop # or last name. If you don't see your troop or name, don't worry! You can still create your account.

Finding your account online



The screenshot shows a web browser with a modal dialog box titled "Find Girl Scout" in a green header. The dialog has a close button (X) in the top right corner. The main text inside the dialog reads: "We have found some participant matches for the name you entered. Please select the correct Girl Scout's account below:". There are two radio button options: "Daisy Demo" and "I don't see my name. Create a new account.". A yellow note box is positioned between the two options, containing the text: "Note to ensure girls receive credit for all online and paper sales, and all eligible rewards, please do not create a new account for any girl who has an existing one.". At the bottom of the dialog is a pink button labeled "Choose". The background of the browser shows parts of a website with text like "up #", "my Troop", "matio", "ut by La", "ashb", "npaign", "Girl Sc", and "ng of Girl Scouts to you."

- If there is a match, go ahead and proceed by selecting your name. Otherwise, select the “I don’t see my name” option and proceed in creating your account.



Girl's Platform Set-up

3

About Your Campaign

What does being a Girl Scout mean to you?

Choose One



Please provide meaning of Girl Scouts to you.

It is important to set goals. The amount shown below will earn you the personalized patch but you can increase it if you need additional money to achieve your goals.

\$ 300.00

in magazines and nuts

What does your Girl Scout troop or group plan to do with the money earned from your product program?

Please provide group plan.

Preview: The copy below will appear on your personalized site for friends and family to see.

Please review carefully and make small changes to your answers if necessary for the copy to read correctly.

Being in Girl Scouts, [What does being a Girl Scout mean to you?]. We do fun activities and help the community while learning important skills that will help us forever. I am trying to sell \$300.00 in magazines and nuts to help Girl Scouts, and so that our troop can [What does your group plan to do with the money earned ?]. Will you please help by shopping in my online site? Thank you.



Girl's Platform Set-up

Before You Proceed ✕

Please make sure your name and troop number are correct:


Girl Scout's First Name: **Daisy**
Girl Scout's Last Name: **Demo**
Group\Troop: **200000**

Also, did you review your personalized paragraph that friends and family will see?
Make sure it explains the importance of what you are doing.

Click "Proceed" to continue or "Go Back" to review it.


Go Back **Proceed**

Design Her Own Avatar



M2 Media


Girl Scouts of Alaska

 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 councils stores and online at girlscoutshop.com.



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

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 Photo or Video" when uploading a file to use their video camera to record an audio message.

📎

UPLOAD AN AUDIO FILE

☒

I do not want to record a voice

Girl Scouts of Central Illinois – 2025 Fall Product Girl & Caregiver Training


Girl Dashboard

girl scouts

M2 Media

Girl Scouts of Alaska PG

Izzy's Dashboard



Change Photo

Update Girl Scout Details

Add Another Girl Scout


\$900 of \$350 goal

100%★150%★


SHOP YOUR PERSONALIZED SITE

Duration: 06/03/2022 to 12/31/2022
Unique Code: KZVW39C [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

BronzeSilverGoldPlatinum

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

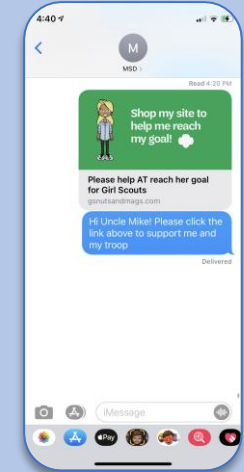
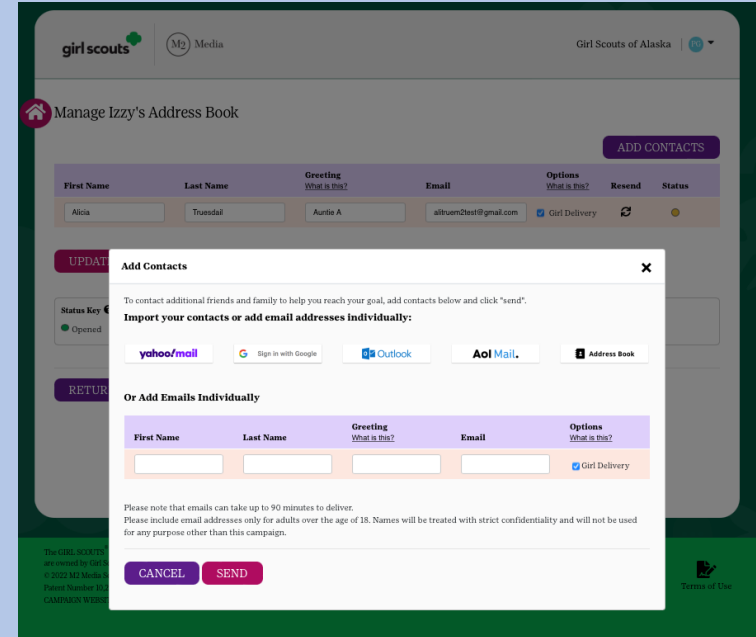
Izzy T.

Cel

Girl Scouts of Central Illinois – 2025 Fall Product Girl & Caregiver Training

Tools to Run Her Business

- Your Girl Scout has all the cool, innovative tools she needs to run her business, both in-person & online.
- From her dashboard, she can:
 - Send emails
 - Print business cards
 - Print door hangers w/ individual QR code
 - “Share My Site” to customers using social media and/or texting
 - NEW features!



Tools to Run Her Business

- **NEW!** Share My Site toolkit
- There are many ways to share
 - Download images for additional online marketing
 - Copy the storefront link to send
 - Share on social media
 - Text friends & family

The image displays three overlapping screenshots of the 'Share My Site' toolkit interface. The background screenshot is 'Athena's Dashboard', showing a progress bar for an online goal of \$359.68 of \$325.00, a 'Things to Do Today' section with a 'Share My Site' button, and a 'Share My Site' button. The middle screenshot is the 'Share My Site' modal, which includes a 'Ways to Share' section with links to share via text, Facebook, and Twitter, a 'Social Media Kit' section with 'Download Social Images' and 'Copy Your Store Link' buttons, and a 'Return to Dashboard' button. The foreground screenshot is the 'Download Social Media Images' modal, which shows three image templates for social media sharing: Instagram Story/Snapchat (1080 x 1920), Instagram (1080 x 1080), and Facebook, X/Twitter (1200 x 630). Each template features a Girl Scout character and the text 'Visit my site to help me reach my goal!'. A 'Unique Code' of MFGBNZCU is displayed, along with 'Helpful Sales Tips'.

Athena's Dashboard

\$359.68 of \$325.00 Online goal

100% 150%

SHOP YOUR PERSONALIZED SITE

Duration: 06/24/2025 to 12/18/2025
Personalized Patch Est. Delivery Date: 08/25/2025
Unique Code: MFGBNZCU [What is this?](#)

Change Photo

Update Avatar & Voice
Update Girl Scout Details
Your Girl Scouts

Things to Do Today

Share My Site

Athena's Campaign

Share My Site

Share My Site

Ways to Share

Choose where you would like to share:

Share my site via text or apps
Share my site on Facebook
Share my site on Twitter / X

Social Media Kit

Some social media sites like Instagram require you to include images with your post. Feel free to use these specially sized images when you share.

DOWNLOAD SOCIAL IMAGES
COPY YOUR STORE LINK

RETURN TO DASHBOARD

Download Social Media Images

Save the following images to your phone or computer and use when sharing your store link.

Visit my site to help me reach my goal!

Instagram Story, Snapchat
1080 x 1920

DOWNLOAD

Visit my site to help me reach my goal!

Instagram
1080 x 1080

DOWNLOAD

Visit my site to help me reach my goal!

Facebook, X /Twitter
1200 x 630

DOWNLOAD

CLOSE

Unique Code
MFGBNZCU

Helpful Sales Tips

- For best results, share with friends and family weekly throughout the product program.
- Remember to always follow the . [Girl Scout Internet Safety Pledge](#).


Online Nuts & Candy

- Customer has 2 choices to receive product ordered online:
 - Girl Delivery
 - If a customer orders our 16 offered items, they can choose to have their local Girl Scout deliver the product to them in mid-November
 - Money is collected online, the order is automatically credited to the girl, & product is delivered to the troop for further distribution
 - Direct Ship
 - If a customer chooses options beyond our offered product OR lives too far away for Girl Delivery, they can choose Direct Ship
 - Customer orders & pays for the product online & the product is shipped directly to the customer



Online Nuts & Candy


How You Can Support Me



Magazines

Visit my magazine site to purchase your favorite magazines.


SHOP MY SITE



Nuts and Chocolates

Visit my nuts and chocolates site to purchase your favorite treats and snacks.


SHOP MY SITE



Personalized Products

Visit my personalized products site to purchase personalized stationery, picture frames, notepads and more.


SHOP MY SITE



Tumblers

Visit my Tervis® Tumblers site to purchase premium, insulated tumblers and water bottles.


SHOP MY SITE



BARK x Girl Scouts Shop

Visit my site to purchase an exclusive Girl Scout themed Mini BarkBox for dogs.

SHOP MY SITE




Candles

Visit my candle products site to purchase a variety of high-quality scented candles. Made in the USA

SHOP MY SITE

Welcome to Athena's Nut and Chocolate Store




SAVE SHIPPING COSTS

I would like to purchase nuts and chocolates and coordinate with Athena to pick up the products in person. There will be no shipping charges and I will pay for my order now by credit card.

(Perfect for people who live close to Athena)

GIRL DELIVERED



CONVENIENCE

I prefer the convenience of paying by credit card and having products shipped directly to me. I understand that shipping charges apply.

(Additional products available for this option)

SHIPPED TO ME

Thank you for helping Athena achieve the goal!

We've completed your order.

Order #20825



[Print Receipt](#)

Appear on Athena's store

- ☒ Allow my first name and last initial to be used on Athena's top supporters listing. We will not display the purchase amounts.

We appreciate your help.

Thank you for your support. You will receive an email confirmation shortly.

If you purchased a magazine as a gift, you will receive instructions in your confirmation email telling you how to select a gift message to be sent to the recipient.

Athena completed her goal! Thank you!

Thank you for helping today's Girl Scouts make the world a better place.

Continue Your Support



SHOP MAGAZINES



SHOP NUTS & CHOCOLATES



SHOP PERSONALIZED PRODUCTS



SHOP TUMBLERS



SHOP BARKBOX PRODUCTS



SHOP CANDLES

Customers can now visit other storefronts after checking out online!

Online Direct Ship Only Opportunities!



Cost per BarkBox will vary + shipping

\$5 shipping (\$10 for 2+ boxes)

***does NOT enroll customer in BarkBox subscription**



Magazines

Cost per magazine will vary +

\$2.95 shipping



Cost per Tervis will vary + shipping

(\$8.99 for 1st tumbler - \$7.99 for 2nd tumbler - \$4.99 for 3rd - \$1 for each additional)



Personalized products

Cost varies per item & customization + shipping

(\$14.99 for first item and \$4 for each additional item)



NEW!

Candles

\$29.95 + shipping

(\$14.99 for first item and \$4 for each additional item)

2025 BarkBox Programs

***NEW* Cozy Pup Campout**

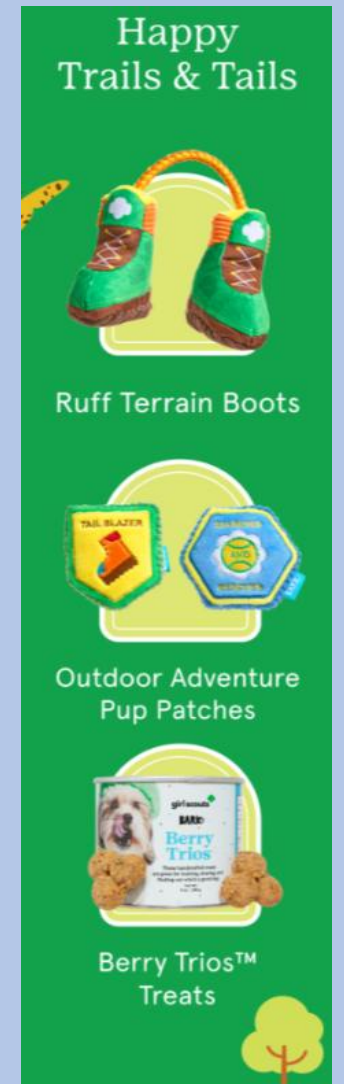
- Campfire Tails set (2 toys – GS mug & campfire)
- Stick With It Pup patch
- Berry Trios treat canister
- \$28.99

***NEW* Good Dog Goals**

- Good Dog Sash toy
- Learn & Earn Pup patches (2)
- Berry Trios treat canister
- \$28.99

***NEW* Happy Trails & Tails**

- Ruff Terrain Boots toy
- Outdoor Adventures Pup patches (2)
- Berry Trios treat canister
- \$28.99



*Shipping:
\$5 for 1 box
\$10 for 2+ boxes*

2025 BarkBox Programs

***Returning!* S'more the Merrier Kit**

- S'more stick toy
- Berry Trios treat canister
- \$22.99

***Returning!* Pup Patches & S'more! Kit**

- S'more stick toy
- Pup Patches (2)
- Berry Trios treat canister
- \$27.99

*Shipping:
\$5 for 1 box
\$10 for 2+ boxes*

S'more The
Merrier Kit
Includes:



S'More Stick



Berry Trios™
Treats



Pup Patches
& S'More!
Kit Includes:



S'More Stick



Pup Patches



Berry Trios™
Treats

Adopt-A-Soldier

- **GREAT** service opportunity to give back to our military troops serving overseas
- Customer indicates their \$8 donation under the “Adopt-A-Soldier” column on the order card OR while shopping online
- Customer will designate a candy or nut item



Girl Scout Rewards

- Rewards are cumulative
- Some reward levels include a choice between an item or Nutty Bucks/Travel Dough
 - Nutty Bucks are an online code that can be used for special boutique items, GSCI programs/events/trips, or other items
 - Travel Dough is an online code that can be used towards council-sponsored travel opportunities. The code is valid for 5 years for use.
- Reward selections must be made by **October 1**
 - If you miss that opportunity, please contact your troop leader
 - If no selection is made when necessary, the item will be chosen



Girl Scout Personalized Patch

- Your Girl Scout can earn a 2025 personalized patch by:
 - Designing her avatar
 - Sending 18+ emails (from M2 site)
 - Using the “Share My Site” feature
 - Earning \$350+ in total sales
- Produced & mailed out as soon as your Girl Scout reaches these goals! (usually 10-12 weeks to arrive)



Girl Scout Cookie Crossover Patch

- For third year, our council is offering a Cookie Crossover patch! If a Girl Scout participates in both 2025 Fall Products & 2026 Cookies, she could earn this patch.
- During 2025 Fall Products:
 - Create account & design avatar
 - Send 18+ emails from M2 site
 - Use the “Share My Site” feature
 - Sell \$350+ in total sales
- During 2026 Cookies:
 - Sell 400+ packages of cookies



Fall Product Program Customer Care

- If you or your Girl Scout has questions, don't hesitate to reach out!

- **Your troop leader is always a valuable resource!**

- **GSCI Customer Care**

- *Our website offers all the forms and materials you may need for a successful sale. Click Cookies+ - Fall Products for all the helpful resources. We're here to help by phone or email, too!*

- getyourgirlpower.org

- customercare@girlscouts-gsci.org

- (888) 623-1237

- **M2 Customer Care**

- *M2's Customer Care team is cross-trained to handle tech support, volunteer/participant, and customer inquiries with a 100% customer satisfaction guarantee.*

- support.gsnutsandmags.com

- (800) 372-8520

THANK YOU!!