

**BRAVE.  
FIERCE.  
FUN!**



\_\_\_\_\_  
*Fall product troop leader name*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Phone number*

\_\_\_\_\_  
*Troop #*

## Hi, Girl Scout Families! Welcome to the 2025 Fall Product Program!

This program is an integral part of a Girl Scout's journey toward leadership, allowing participants to practice skills such as customer service, organizing, creative problem-solving, money handling, marketing savvy, and goal setting.

Whether she's taking online orders or going door to door with her Girl Scout sisters, the Fall Product Program gives her the chance to put her skills into action, show off her Girl Scout spirit, and let her confidence soar as she interacts with customers.

Using M2, our selling platform, your family will find that the Fall Product Program is an easy, fun way to earn rewards and start-up funds for the her troop activities at the beginning of the Girl Scout year—don't miss out!



### Important Dates

- **September 19:** Program begins and participants have access to M2
- **November 1:** Last day for Girl Scouts to enter paper order card sales in M2
- **November 1:** All money collected is due to your troop leader
- **November 1:** Last day for customers to place online girl-delivered orders
- **November 9:** Last day for customers to place online orders for direct shipment
- **November 10:** Last day for the troop and participant to make reward choices in M2
- **November 20-21:** Delivery of girl-delivered items to service units-your troop leader will provide the family pick-up date and time
- **December 6:** Last day for Girl Scouts to deliver fall products to customers
- **January 2026:** Rewards and patches are distributed to the troop



*\*Girl Scouts need to be registered for the 2026 membership year, and their household must be in good standing with the council to participate.*

# Fall Product Program: How to Participate

Product	Sale Type	Process	Delivery to Customers
Nuts & Chocolates	In-Person Order Card	<ul style="list-style-type: none"> <li>Girl Scouts take orders for items on the order card</li> <li>Customers pay up-front</li> <li>Family enters orders into M2 by November 1</li> <li>Family turns collected money into troop leader by November 1</li> </ul>	<ul style="list-style-type: none"> <li>Items arrive to service units on November 20-21</li> <li>Your troop leader will let you know when you can pick up items</li> <li>Girl Scouts deliver items to customers by December 6</li> </ul>
	Online Girl-Delivered	<ul style="list-style-type: none"> <li>Girl Scouts create their personalized storefront in M2 and send emails to friends and family</li> <li>Customers pay online-no shipping fees</li> <li>Orders are automatically credited to the Girl Scout in M2-do not add these orders to your paper card</li> </ul>	<ul style="list-style-type: none"> <li>Items arrive to service units on November 20-21</li> <li>Girl Scouts deliver items to customers by December 6</li> <li>If a customer orders for girl-delivery and the Girl Scout cannot deliver, they must contact M2 customer service by November 1 to cancel.</li> </ul>
	Direct Shipped	<ul style="list-style-type: none"> <li>Girl Scouts create their personalized storefront in M2 and send emails to friends and family</li> <li>Customers pay online, including the cost of shipping</li> <li>Orders are automatically credited to the Girl Scout in M2-do not add these orders to your paper card</li> </ul>	<ul style="list-style-type: none"> <li>Shipped directly to the customer</li> <li>Standard delivery is 1-2 weeks</li> <li>Customers can pay for expedited shipping</li> </ul>
Magazines & More	Online	<ul style="list-style-type: none"> <li>Girl Scouts create their personalized storefront in M2 and send emails to friends and family</li> <li>Customers pay online, including the cost of shipping</li> <li>Orders are automatically credited to the Girl Scout in M2</li> </ul>	<ul style="list-style-type: none"> <li>Shipped directly to the customer</li> <li>Standard delivery is 6-8 weeks</li> </ul>

Customers may write checks, made payable to Girl Scouts of Maine, though ordering online for girl delivery allows customers to pay with a credit card and girls don't need to manage cash. For checks, please include the customer's name, address, and phone number.

# Getting started is easy—get set up in M2 in just three quick steps!

## 1 Login

On September 19, you'll receive an email from your troop leader or you can visit, [www.gsnutsandmags.com/gsme](http://www.gsnutsandmags.com/gsme) to begin.

## 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.

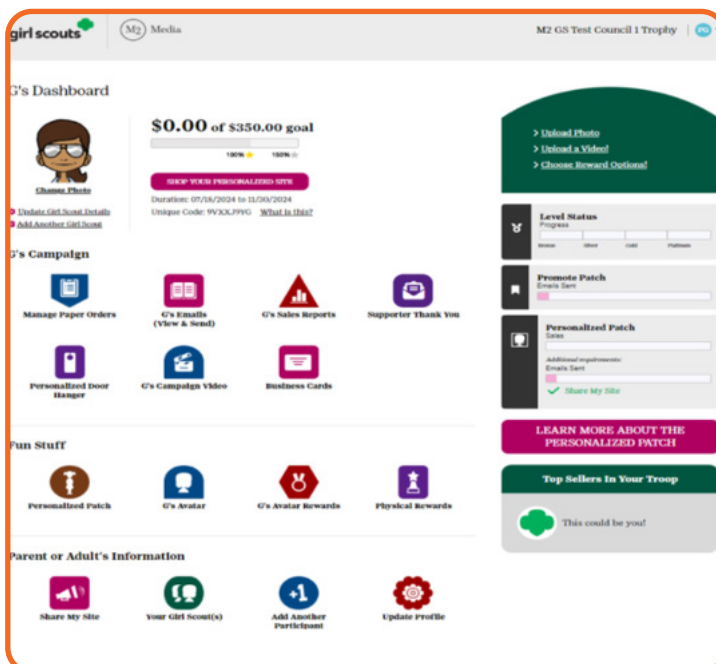
## 3 Share

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 caregiver to safely share your shop link on social media or via text to market your online business. Remember to follow current GSUSA and GSME guidelines for online sales and marketing. [www.girlscoutsofmaine.org/fallproductprogram](http://www.girlscoutsofmaine.org/fallproductprogram)



## Girl Dashboard



M2 allows Girl Scouts and their families to monitor her sales and reach out to customers.

On her dashboard, she can message customers via email, text, or social media; customize her avatar, print business cards, send **thank you** emails to supporters, manage her order card sales, and select rewards.

Don't forget to visit the Girl Scout's avatar room, where she'll earn virtual rewards and see her troop's group photo.

Girl Scouts, their caregivers, and customers may contact M2 Media by phone at 800-372-8520 or by visiting their website at <https://support.gsnutsandmags.com>.

## New for 2025

### Our mascot is Greta the grizzly bear!

Visit the US Fish and Wildlife Service's website to learn more about them. <https://www.fws.gov/species/grizzly-bear-ursus-arctos-horribilis>



### Cherry Almond Clusters

Enjoy cherries and almonds covered in caramel and milk chocolate for only **\$10 per box**.

The candy is available on the paper card, online for girl delivery, and for shipping to customers.



### Milk Chocolate Pretzels in a Holiday Tin

Indulge in crunchy pretzels covered in milk chocolate in a seasonal tin featuring polar bears for only **\$12 per tin**.

The tin is available on the paper card, online for girl delivery, and for shipping to customers.



### 2025 Girl Scout Tin

This is the first of a series of new Girl Scout-themed tins. Filled with Mint Treasures, this **\$13 tin** is sure to be a hit with Girl Scouts and their supporters!

The tin is available on the paper card, online for girl delivery, and for shipping to customers.



## New for 2025 continued



### Nut & Caramel Trail Mix

Enjoy this trail mix made with cashews, peanuts, chocolate-covered caramel cups, and candy-coated chocolates for only \$10 pop top can

This item is available online for direct ship only.



### Cheerful Candle

This new line features eight unique scents for \$29.95 each.

This item is available online for direct ship only.



### Personalized Products

Customize your own stationery, notepads, photo frames, and more with your favorite colors and fonts!

Available online for direct shipping only. Prices vary.



### BarkBox-New Boxes

BARK is a leading global brand for dogs, known for bringing partner brands to life in their signature BarkBox. This year, BARK is offering five Girl Scout-themed boxes.

Prices vary and are sold exclusively online with a \$5 shipping fee for a single unit or \$10 for 2 or more units.

### Tervis Tumblers-New Designs

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

Prices vary and are sold exclusively online, with cumulative shipping costs based on the number of items purchased.

## Meet Our Candy Maker

Founded in 1921, Ashdon Farms has been working with Girl Scout councils since 1996!

Ashdon Farms has consistently received the highest rating possible from AIB, which means they meet the highest standards in food safety.

While the Rainforest Alliance Certified Farms trademark logo isn't yet on their packages, since Fall of 2024, Ashdon Farms has used cocoa sourced from Rainforest Alliance Certified Farms. How exciting is that? You can learn more about Rainforest Alliance Certified Farms on their website. <https://www.rainforest-alliance.org/insights/rainforest-alliance-certified-cocoa/>



## Care to Share

The Care to Share Program is a great way for customers to give back to our Military and first responders! Girl Scouts collect donations by selling a share online or on their paper order card. Girl Scouts earn rewards, and troops earn proceeds on each donated item.

The council, working with Ashdon Farms, will take care of sending the product right to Operation Gratitude. Visit their website to learn more about their mission.

<https://www.operationgratitude.com/>

## M2 Customer Service

Customers may contact M2 Media by phone at 800-372-8520 or by visiting their website.

<https://support.gsnutsandmags.com>

## Troop Proceeds

New for this year, troops will earn 10% of the price of each item.

Troops opting out of rewards will earn an extra 2% of the price of the item.

Girls will still earn patches and can earn the Care to Share reward and the Outfit Your Adventure Challenge reward even if the troop opts out.



## Rewards and Patches

Check out our 2025 Fall Product Program Rewards flyer.

## Care to Share Reward

Sell 25+ shares and GSME will donate to Because International, one pair of The Shoe That Grows, on your behalf. <https://becauseinternational.org/>

Girls can earn this reward even if their troop opts out of earning regular rewards!



# Outfit Your Adventure

Sell 125+ items during the Fall Product Program and earn this special reward!

Choose between a gift card at our council shop or you can design your own pair of Converse sneakers.



Girls can earn this reward even if their troop opts out of earning regular rewards!



## Adventure Challenge

This year, we've made exciting updates to simplify how a Girl Scout can earn an adventure, like a week at camp or one of eight other adventures!

Check out our website, linked here to learn more:

<https://bit.ly/gsmeAdventureChallenge>



## Additional Resources

Visit our website for more resources:

<https://www.girlscoutsofmaine.org/fallproductprogram>

For help, contact your troop leader or email the GSME Customer Care team at [customercare@gsmaine.org](mailto:customercare@gsmaine.org).

