



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

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 caregiver, 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 Girl Scout activities at the beginning of the Girl Scout year—don't miss out!

This year, a long-time volunteer will assist Juliette families across the state in navigating the Fall Product Program, ensuring you have the best experience possible!

Cheryl Ingersol is your council Juliette captain and she is available to help guide you through the program.

**You can best reach her by:**

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

**Phone:** \_\_\_\_\_

### Important Dates

- **September 19:** Program begins and participants have access to M2
- **November 1:** Last day for Girl Scout caregivers to enter paper order card sales in M2
- **November 1:** Copy of deposit receipts from money collected due to the council Juliette captain
- **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 Girl Scout to make reward choices in M2
- **November 20-21:** Delivery of girl-delivered items to service units-your council Juliette captain will provide your family a 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 Girl Scouts by local service unit volunteers

*\*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
<b>Nuts &amp; Chocolates</b>	<b>In-Person Order Card</b>	<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 sends deposit receipt to Juliette captain by November 1</li> </ul>	<ul style="list-style-type: none"> <li>Items arrive to service units on November 20-21</li> <li>Your local service unit volunteer will let you know when you can pick up items.</li> <li>Girl Scouts deliver items to customers by December 6</li> </ul>
	<b>Online Girl-Delivered</b>	<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>
	<b>Direct Shipped</b>	<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>
<b>Magazines &amp; More</b>	<b>Online</b>	<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 the council Juliette captain 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.

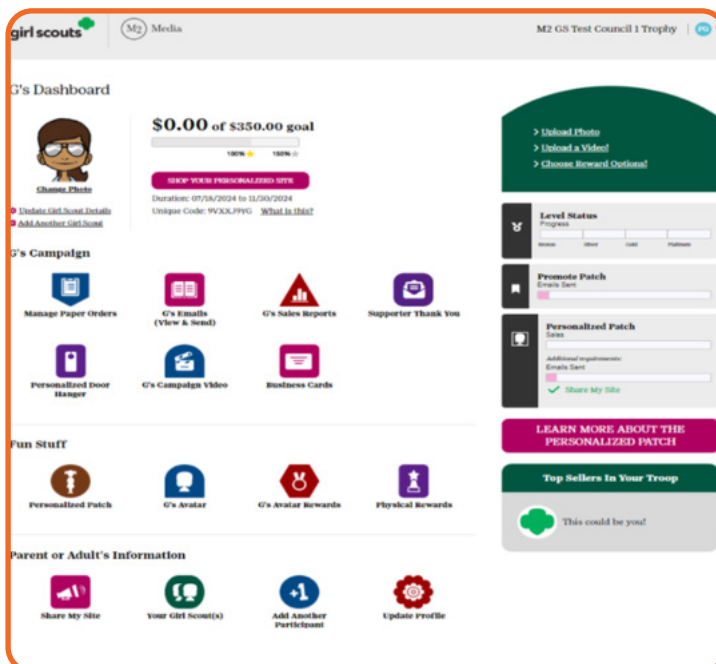
## 3 Share

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.

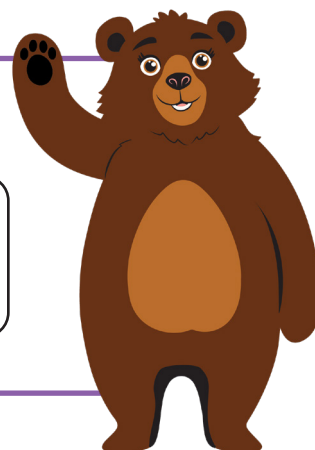
Don't forget to visit the Girl Scout's avatar room, where she'll earn virtual rewards!

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 per 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**.

Available online for direct shipping only. Prices vary.



### 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.

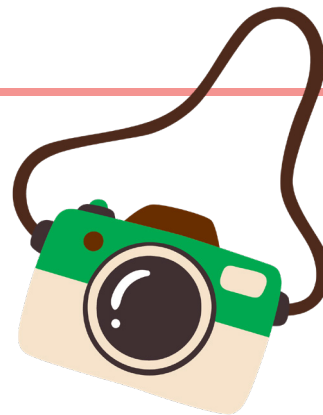
Prices vary and are sold exclusively online, with cumulative shipping costs based on the number of items purchased.

## 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 the 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! Juliettes collect donations by selling a share online or on her paper order card.

Juliettes earn rewards and 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>



## Proceeds

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

Juliette earnings are placed in a special Juliette Fund just for Juliettes! To learn more about the Juliette Fund, visit [www.girlscoutsofmaine.org/juliettegirlscouts](http://www.girlscoutsofmaine.org/juliettegirlscouts).



## 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/>



# 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.



## 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, email the GSME Customer Care team at [customercare@gsmaine.org](mailto:customercare@gsmaine.org).

