



Hello, Troop Leaders! Welcome to your 2025 Fall Product Program Guide!

This program is the best way for troops to start earning funds without having to wait until late spring after cookie season to start having fun.

In addition to providing start-up funds, the Fall Product Program provides girls with valuable skills like 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.



Steps to have a successful Fall Product Program

Prepare for the season

You know the good 'ol Girl Scout motto—be prepared! From handling troop logistics like finding a troop fall product manager and setting up your troop's bank account to making sure girls are prepared with their sales pitches, be sure you and your troop are ready for the Fall Product Program. Provide your troop with the materials they need, help girls set up their site in our selling platform, M2, communicate upcoming deadlines, and deliver products on time.

Attend your service unit's training to get all the information you need. Watch out for weekly leader emails from GSME so you know exactly what to do!

Pro tip: Need more support? Try reaching out to another adult volunteer who previously headed up the program for their troop—they can be a great resource for questions and best practices!

Set a troop goal

Do your girls want to complete some new badges this winter, or maybe save up for a big event six months from now? Whatever their hearts desire, make sure they set a troop goal. By working as a team, even new members can feel part of something bigger as they join with their new friends to achieve a common goal. Keep your Girl Scouts and their caregivers updated on your troop's sales, and remind girls to set individual goals—that way, their excitement lasts all season long.

Get families involved

Ensure caregivers know the specific goals their Girl Scouts have set, such as the sales targets needed to earn their way to exciting activities, so they can better support and encourage their girls. Plan a parent meeting to share key dates, goals, and program expectations. Bonus points if you let the girls lead the conversation!

Girl Scout product programs are an excellent opportunity to involve parents more actively with the troop, offering them a chance to spend quality one-on-one time with their girls.

Mix up your girls' product program partners

If you have several bestie duos in your troop, try intentionally mixing them up as they practice their selling techniques to give your girls the chance to develop stronger friendships with everyone in the troop.



For example, consider pairing a shy or newer girl with a more outgoing and experienced Girl Scout entrepreneur. This is a great way to ease new girls into your troop—giving them one-on-one time with their troop sisters, which may not happen as often as you like during regular troop meetings.

Like the Girl Scout Cookie Program, the Fall Product Program is an annual tradition for many girls. With adequate preparation, you and your girls can make this the best fall product season yet! Whether they choose in-person sales, online sales, or both, make sure the girls take the time to set goals and fully benefit from the Fall Product Program.

Good luck and happy selling!



Things to Remember

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

Check your troop rosters prior to September 1 to make sure everyone is registered for the new membership year.

On September 12, when leaders gain access to M2, log in to check your troop rosters and prepare the email for caregivers, to be sent on September 19. Follow the steps in M2 to create the email.

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.

Do not enter the paper card order for Girl Scouts who have not turned in their money. Reach out to your service unit fall product program supervisor right away.

Important Dates

- **September 3:** Council does uploads in M2 (service unit, troop, and girls)
- **September 12:** Service unit and troop level access to M2-troops prep PAEC
- **September 19:** Campaign start date-girls gain access to M2
- **October 26:** Troops and service units may begin entering paper orders
- **November 1:** Last day for caregiver to enter/edit paper order cards
- **November 1:** Last day for customers to order online for girl delivery
- **November 1:** Funds due from girls to leaders
- **November 2:** Last day for troop leader to edit paper order cards
- **November 2:** Last day for troops to opt out of rewards
- **November 3:** Last day for service units to edit paper order cards
- **November 4:** Council submission day
- **November 9:** Direct ship end date
- **November 10:** Last day for troops/girls to make reward choices
- **November 12:** Council reward submission day
- **November 12:** Troop ACH of 100% of the amount due
- **November 20:** Service unit deliveries begin
- **November 21:** Service unit deliveries end
- **December 6:** Last day for Girl Scouts to deliver to customers

M2-Getting started is easy!

- 1 Login–Receive an email from M2 or visit www.gsnutsandmags.com/admin to begin.
- 2 Select your season
- 3 Select your role

Explore your Dashboard

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

Your dashboard allows you to monitor your troop members sales, message users, enter order cards, print reports, and more.

Explore your dashboard and share what you find helpful on your service unit's Facebook group!

M2 Customer Service

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

Fall Product Program: How to Participate

Girl Scouts may participate in whatever way they'd like. As a leader, do your best to help your troop families find the way that works best for them! Here is a sample guide for families.

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

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.

Product Delivery

Your service unit fall product program supervisor will receive the products for all of the service unit's troops and Juliettes on November 20 or 21 and they will communicate your troop's pick up day and time.

Leaders picking up the product should carefully count the items and sign the receipt/report when their troop's items are picked up.

Presort and distribute the items to girls using the reports from M2.

Notify your service unit fall product program supervisor with any damages or cases with missing items.

Caregivers picking up the product for their Girl Scout should carefully count the items and sign the receipt/report. Save the receipt for your records.



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 here.

<https://bit.ly/FallProductProgramRewards>

Care to Share Reward

If a Girl Scout sells 25+ shares, GSME will donate to Because International, one pair of The Shoe That Grows, on her behalf. <https://becauseinternational.org/>

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

Outfit Your Adventure

If a Girl Scout sells 125+ items during the Fall Product Program, she'll earn this special reward!

She can choose between a gift card at our council shop or can design her 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>



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.



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! 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/>

Additional Resources

Visit www.girlscoutsofmaine.org/fallproductprogram for more resources.



For troop assistance, reach out to your service unit fall product program supervisor or email the Girl Scouts of Maine Customer Care team at customercare@gsmaine.org.

