



2026 Fall Product Program Volunteer Guide

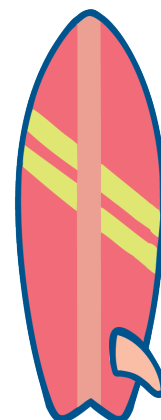
(Service Unit and Troop)

Hello, Volunteers! Welcome to your 2026 Fall Product Program Guide!

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

In addition to providing start-up funds, the Fall Product Program teaches Girl Scouts valuable skills such as customer service, organization, creative problem-solving, money management, marketing, and goal setting.

Whether she's using M2, our selling platform, to take orders online or going door to door with her Girl Scout sisters, the Fall Product Program gives each Girl Scout 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, such as assigning 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 prepared for the Fall Product Program. Provide your troop with the materials they need, help girls set up their sites in M2, our selling platform, 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 new badges this winter or 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 Girl Scout sisters in achieving a common goal. Keep your Girl Scouts and their caregivers updated on your troop's sales, and encourage 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 exciting activities and rewards, so they can better support and encourage their Girl Scouts. Plan a parent meeting to share key dates, goals, and program expectations. Bonus points if you let the troop lead the conversation!

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

Mix up product program partners

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



For example, consider pairing a shy or newer troop member with a more outgoing, experienced Girl Scout entrepreneur. This is a great way to help new Girl Scouts feel welcome in your troop by giving them one-on-one time with their troop sisters—something that may not happen as often during regular troop meetings.

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

Good luck and happy selling!



Things to Remember

- Girl Scouts need to be registered for the 2027 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 11, when volunteers gain access to M2, review your troop roster and prepare the email that will be sent to caregivers on September 18. Follow the steps in M2 to create the email.
- Online ordering for girl delivery allows customers to pay by credit card, so Girl Scouts don't need to handle cash. Customers may also pay with cash or checks made payable to Girl Scouts of Maine. For checks, the customer's name, address, and phone number must be included on the check.
- Do not enter paper card orders for Girl Scouts who have not turned in their money. Instead, contact your service unit fall product program supervisor right away.

Important Dates

- **September 2:** Council does uploads in M2 (service unit, troop, and girls)
- **September 11:** Volunteer access to M2; troops prepare the launch email in M2
- **September 18:** Campaign start and Girl Scout caregivers gain access to M2
- **September 27:** Last day for Girl Scouts to earn the new Quick Launch reward
- **September 30:** Last day for service units to enter delivery sites
- **October 1:** Council submits delivery sites to delivery agent
- **October 26:** Troops and service units may begin entering paper orders
- **October 31:** Delivery agent provides delivery schedule to council
- **November 1:** Last day for caregivers to enter/edit paper order cards
- **November 1:** Last day for customers to order online for girl delivery
- **November 1:** Funds due from Girl Scout families to leaders
- **November 2:** Last day for troop leaders 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 (no later than noon)
- **November 9:** Direct ship end date
- **November 10:** Last day for troops/Girl Scouts to make reward choices
- **November 12:** Council reward submission day
- **November 18:** Troop ACH of 100% of the amount due
- **November 19-20:** Service unit deliveries
- **December 6:** Last day for Girl Scouts to deliver to customers
- **December 13:** Last day for Girl Scouts to submit Boing! Bingo success



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 track sales progress and connect with customers throughout the program.

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

Take time to explore your dashboard, and share any helpful tips or discoveries with fellow volunteers in 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 choose. As a leader, do your best to help your troop families find the approach that fits their needs and goals. Here is a sample guide for families.

Product	Sale Type	Process	Delivery to Customers
Nuts & Chocolates	In-Person Order Card	- 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 program leader by November 1	- Items arrive to service units on November 19-20 - Your program leader will let you know when you can pick up items - Girl Scouts deliver items to customers by December 6
	Online Girl-Delivered	- 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	- Items arrive to service units on November 19-20 - 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	- 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	- Shipped directly to the customer - Standard delivery is 1-2 weeks - Customers can pay for expedited shipping
Magazines & More	Online	- 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	- Shipped directly to the customer - Standard delivery is 6-8 weeks

Online ordering for girl delivery allows customers to pay with a credit card, so Girl Scouts don't need to handle cash.

Customers may also pay with cash or checks made payable to Girl Scouts of Maine. Customer's name, address, and phone number must be included on the check.

New for 2026



Dark Chocolate Peppermint Pretzels

This Girl Scout favorite is back by popular demand! Crunchy pretzels coated in a rich dark chocolate and sprinkled with peppermint pieces.

6.5 oz bag \$10 each

Available on the paper card, online for girl delivery, and direct shipment.



Sweet Onion Snack Mix

A blend of peanuts, almonds, cashews, and mini pretzels - all coated in a sweet onion seasoning.

8 oz can \$9 each

Available on the paper card, online for girl delivery, and direct shipment.



2026 Girl Scout Tin

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

Available on the paper card, online for girl delivery, and direct shipment.

Now
dye free!



New Premium + Magazine Titles

Newly added titles including Car & Driver, Food Network, Good Housekeeping, Women's Health, Artists Magazine, Watercolor Artist, and more!

Prices vary by selection and available for purchase online only with delivery direct to customers.

New for 2026



Honey Roasted Mixed Nuts with Peanuts

This extra large mix is perfect for the nut lover in your life!

16 oz container \$14 each

Available on the paper card, online for girl delivery, and direct shipment.



Crossroads Original Design & Slower Days Co. Candles

This new vendor offers 51 different items for customers to choose from.

Prices vary by selection and are available for purchase online only with delivery direct to customers.



Personalized Products

This year we're offering an expanded selection of personalized items including color photo frames, soaps, candles, napkins, and calendars!

Prices vary by selection and available for purchase online only with delivery direct to customers.



BarkBox-New Box

BarkBox is back with another fun toy and tasty treat for your pup! Boxes are available while supplies last.

Prices vary by selection and are available for purchase online only with delivery direct to customers.



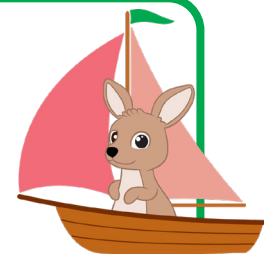
Tervis Tumblers-New Designs

Tervis offers a wide selection of premium insulated tumblers and water bottles, including best-selling designs and products featuring your favorite MLB, NFL, and collegiate sports teams.

Prices vary by selection and are available for purchase online only with delivery direct to customers.

Product Delivery

GSME will provide service units with their delivery schedules as soon as possible. Each service unit fall product program supervisor will receive products for all troops and Juliettes in the service unit on November 19 or 20 and will then communicate pickup dates and times to each troop and Juliette family. Service unit volunteers should report any missing or damaged items to GSME immediately.



Volunteers picking up products should carefully count all items and sign the receipt or report at the time of pickup.

Troop volunteers will sort and distribute products to Girl Scouts using reports from M2. Volunteers must notify their service unit fall product program supervisor of any damaged or missing items.

Caregivers picking up the product for their Girl Scout should carefully count all items and sign the receipt or report upon pickup. You should also save a copy for your records.

Increased Proceeds

New this year, troops and Juliettes will earn 12% of the sales price of each item. Troops opting out of earning physical rewards will earn an extra 2% of the sales price of each item. Girl Scouts will still earn patches and can earn their Quick Launch and Outfit Your Adventure rewards even if their troop opts out of earning physical rewards.

Juliettes earn physical rewards and their proceeds are placed in a special fund just for Juliettes! To learn more about the Juliette Fund, visit www.girlscoutsofmaine.org/juliettegirlscouts.



Rewards and Patches

Check out our 2026 Fall Product Program Rewards flyer:
<https://bit.ly/FallProductProgramRewards>

NEW FOR 2026! GSME's Quick Launch Reward

Each Girl Scout who logs in to M2, creates an avatar, and sends 5 emails by September 27 will earn a special sticker, which will be mailed in October before the season ends!

The council will track all eligible earners, so there's no need for you to do anything beyond sharing this reward with your Girl Scouts and caregivers.

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 \$100 gift card for our council shop or to L.L. Bean where you can get whatever you need to be Ready to Explore.

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

Adventure Challenge

To help your Girl Scouts get started, encourage them to participate in the Fall Product Program and sell at least 35 items to qualify to earn an adventure!

We heard you and we made an exciting update to make it even easier for a Girl Scout to earn an adventure! **This year, all cookie packages count towards your total- yes, even booth packages!** This will make it easier for you to help each Girl Scout track her progress.



Check out our website to learn more.
<https://bit.ly/gsmeAdventureChallenge>



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™ logo is not yet featured on its packaging, Ashdon Farms has used cocoa sourced from Rainforest Alliance Certified Farms since fall 2024. 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 for 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.





The Adventure Challenge has never been easier to earn!

To earn your adventure:

1. Register for the 2027 membership year.
2. Participate in both the fall and cookie programs by selling a minimum of 35 items in each program.
3. Choose your path, set your goals, and earn your reward!

What path to adventure will you choose?

Path 1

**Sell 500 total items and
choose ONE reward:**

- Maine State Vehicle Park Pass
- Funtown Splashtown combo (2 tickets)
- Storyland & Living Shores Aquarium (2 tickets)
- Acadia National Park Annual Pass

Path 2

**Sell 600 total items and
choose ONE reward:**

- 50% off a GSME summer camp session
- 4 tickets to Funtown Splashtown or Canobie Lake Park
- Boston Museum of Science Annual Membership
- 4 tickets to Story Land & Living Shores Aquarium
- Any reward from Path 1

Path 3

**Sell 700 total items and
choose ONE reward:**

- GSME summer camp session
- Great Wolf Lodge Resort
- Maine State Vehicle Park Pass AND your choice of 4 tickets to Funtown Splashtown, Canobie Lake Park, OR Storyland & Living Shores Aquarium
- Any reward from Path 1 OR Path 2

New This Year!

Now, all cookie packages count towards your adventure. Even booth packages!

All payments must be made on time and in full for each program.

Rewards are non-cumulative, non-transferable, and may not be redeemed for cash.



Storyland & Living Shores Aquarium | Glen, NH

At Storyland, delight your family with an enchanted visit to New Hampshire's best amusement park for kids. At Living Shores Aquarium, you'll discover a variety of ocean life at their indoor walk-through aquarium. All Girl Scouts must be accompanied by an adult. Lunch, parking, and transportation to/from Storyland and Living Shores Aquarium are not included. <https://www.storylandnh.com/> and <https://www.livingshores.com/>

Maine State Vehicle Park Pass

Discover Maine's mountains, beaches, wilderness, and historic sites with a Maine State Vehicle Park Pass valid for your Girl Scout family. Before visiting, consult the Maine State Park Passes website for restrictions and additional information. The pass will be mailed in June 2027. www.maine.gov/dacf/parks/about/state_parks.html

Acadia National Park - Annual Entrance Pass | Bar Harbor, ME

This pass admits the pass holder and passengers in a non-commercial vehicle. Pass is valid for 12 months from purchase. Purchase will be mailed in June 2027. <https://www.nps.gov/acad/index.html>

Funtown Splashtown U.S.A. | Saco, ME

With over 50 thrill rides, kiddie rides, slides, pools, and splash pads, you'll find fun for all ages. All Girl Scouts must be accompanied by an adult. Lunch, parking, and transportation to/from Funtown Splashtown U.S.A. are not included. <https://funtownsplashtownusa.com/>

Boston Museum of Science Annual Membership | Boston, MA

Gain inspiration in the museum's exhibit halls and get valuable savings and exclusive access to select events. All Girl Scouts must be accompanied by an adult. Meals and travel to/from the museum are not included. Girl Scout will earn the Premier Admit 5 Annual Membership. Parking is not guaranteed. <https://www.mos.org/>

Girl Scouts of Maine Summer Camp Session

You'll experience excitement, exploration, and adventure in the great outdoors. Qualifying summer camp sessions include: one Classic Camp program session, one Parent/Family Camp session, or the value can be applied toward a Specialty Camp program session. Transportation to/from a Girl Scouts of Maine camp is not included. Does not include \$40 camp registration fee. Valid for summer 2027 only. www.girlscoutsofmaine.org/camp

Canobie Lake Park | Salem, NH

One of the top 10 amusement parks in America with over 85 rides and attractions, Canobie Lake Park has something for everyone! All Girl Scouts must be accompanied by an adult. Lunch, parking, and transportation to and from Canobie Lake Park in Salem, NH are not included. canobie.com

Great Wolf Lodge New England | Fitchburg, MA

Swim, splash, and slide at Great Wolf Lodge's indoor water park resort. One standard overnight-stay and waterpark passes for one child and one adult included. All Girl Scouts must be accompanied by an adult. Meals and transportation to and from Great Wolf Lodge not included. greatwolf.com/new-england



Hi, Girl Scouts!

Fall Product Program Bingo is back with a new reward!
Get READY TO EXPLORE with Boing the kangaroo.

Each Girl Scout who submits their success earns a limited edition sticker!

Every line completed equals an entry to win a giant stuffed kangaroo or one of five other rewards.

Submit your success by December 13, 2026:

<https://forms.cloud.microsoft/r/8brmsiU6R7>

B	O	I	N	G
Sell 5+ Shares (earn the Care to Share patch)	Sell at least 1 of every item on the paper order card	Sell 125+ Items (earn the Outfit Your Adventure reward)	Decision Making: plan your sales strategy	Send 25+ Emails (earn the Ready to Explore patch)
People Skills: build confidence by asking at least 10 people to support your program	Sell 5+ Dark Chocolate Caramel Caps	Learn something new about kangaroos	Business Ethics: create and send thank you notes to customers	Goal Setting: plan your goals and enter them into M2
Sell a tumbler, BarkBox, or a candle	Business Ethics: deliver fall products to customers by December 6	 (Free Space)	Sell 35+ Items (earn the Kangaroo patch and qualify for the Adventure Challenge)	Sell a Peanut Butter Bear, Dulce de Leche Owls, and a Dark Chocolate Mint Penguin to the same customer
Have \$125 in sales	Sell 65+ Items (earn the 2026 patch)	People Skills: tell a customer about Operation Gratitude and sell them a share	Money Management: turn in customer payments on time	Sell a magazine
Create your 2026 Avatar in M2	I will participate in the 2027 cookie program	Sell 5+ NEW Sweet Onion Snack Mix	Share your M2 storefront 10+ times (earn the Visualize patch)	Sell 20+ items online (earn the Online Sales patch)