



2024 MagNut Program Troop Guide

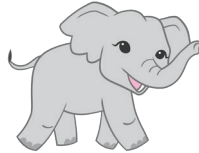


The MagNut program is an easy and fun way for girls to practice entrepreneurial skills and earn funds for the troop!

Embrace Possibility!

The MagNut program is an easy, fun way to earn startup funds for troop activities at the beginning of the Girl Scout year—and we couldn't do it without our volunteers like you who consistently *Embrace Possibility!*

And tiptoeing up to lead the herd is this year's mascot—the Asian elephant. (*Did you know elephants actually walk on their toes?*) We encourage the troop to learn about this endangered pachyderm.



Program Benefits

- Troops earn proceeds for their troop's activities, community service projects, and awesome trips. On average, troops earn nearly \$300 in proceeds through the MagNut Program!
- Girls earn patches, fun and trendy reward items, and/or Girl Scout Bucks.
- Caregivers see their Girl Scout learn and practice essential skills.
- Great practice for the Girl Scout Cookie Program. Troops that participate in the MagNut program and the cookie program have higher troop PGA (per girl average selling) than troops who don't.
- Products are easy to sell and make great gifts (just in time for the holidays).
- Funding to the council for program opportunities and financial assistance.

Ways to Participate (choose ANY or ALL)

Paper order cards

- Customers purchase nut and candy items (pay when girl delivers product)
- Customers donate to Operation: Sweet Appreciation (pay at time of donation)

Online storefront—easy and secure credit card transactions for the following products:

- Nut and candy items (*includes option to pay shipping or have Girl Scout deliver*)
- Magazine subscriptions
- BarkBox sets (*shipping only*)
- Large variety of Tervis Tumblers (*shipping only*)
- New! Personalized stationery and gifts (*shipping only*)
- Operation: Sweet Appreciation donations

Communications

MagNut News: Posted at gswpa.org/magnutnews, this digital newsletter contains updates and reminders for troop MagNut managers (TMMs).

Text Messages: Opt-in by texting TMM24 to 800-248-3355 to receive important date reminders.

Please note: The information in this guide is as up-to-date as possible at the time of printing. However, if guidelines and information change leading up to and through the program, we will use MagNut News to communicate updates.

Important Dates:

Aug./Sept.

Attend the Service Unit MagNut Training—receive materials and sign the TMM Agreement.

Sept. 17—Volunteers' access to the M2 site opens.

Oct. 1—MagNut program begins!

- Order taking begins.
- Online storefronts go live!
- Girls can send emails to family and friends.

Oct. 5—Last day to select the Reward Opt-Out option (Juniors and above).

Oct. 21—Caregiver deadline to enter in-person orders by 11:59 p.m. Customer deadline to cancel girl-delivered orders.*

Oct. 22-23—TMMs can enter girls' in-person orders Oct. 22 through Oct. 23 at 11:59 p.m.

Oct. 24—Online girl-delivery orders end at 11:59 p.m.

Nov. 13-16—Nut and candy delivery to service units.

Dec. 1—Online shipped sales end.

Dec. 5—ACH Adjustment Request Form due, if needed.

Dec. 8—Girl reward selections due by 11:59 p.m.

Dec. 12—ACH sweep.

Dec. 16—Caregiver outstanding balance paperwork due, if needed.

January—Girl rewards delivered to the service unit.

Jan. 31—Deadline to report reward shortages/damages to SUMM.

If the caregiver is unable to deliver an online girl-delivery order, the customer must contact M2 customer service **before Oct. 21 at 800-372-8520 to have the order canceled and removed from the system.*



Questions?

For specific council-related details, contact your service unit MagNut manager (SUMM).

For questions regarding the online platform M2 or general sale questions, contact M2 Customer Support.

Service Unit # _____

Service Unit MagNut Manager (SUMM):

SUMM Email: _____

SUMM Phone: _____

M2 Customer Support:

question@gsnutsandmags.com • 800-372-8520

Before the Program (Aug./Sept.)

Training

Service Unit Training for Troop MagNut Managers

Learn about your role and receive the *Troop Guide* and sales material for girls (one *Family Guide*, paper order card, M2 set-up flyer, and money envelope per girl registered to the troop).

Caregiver Training

Led by TMMs for families. You'll pass out sales materials for girls and share:

- Program benefits
- Troop expectations
- Family responsibilities and deadlines

When families are involved, girls succeed!

Getting started in M2 with 4 simple steps

(instructions for TMMs only)

1. **Watch your inbox for the launch email**—arriving Sept. 17, this email will include the link for your admin access to M2.

Didn't receive the email? Reach out to your SUMM. (Girls/caregivers will receive their launch email on Oct. 1.)

2. **Set up your account in M2**—access your account anytime throughout the program at gsnutsandmags.com/admin.
3. **Use the Troop Dashboard to:**
 - create your avatar and
 - prepare the launch email to send to girls/caregivers on Oct. 1.
4. **Verify girl information in M2.**
 - Council staff will upload girls with active memberships to the M2 site in September and will continue to regularly upload girls throughout the MagNut season.
 - If a girl is not listed in the troop, use MyGS to verify she is registered in the correct troop and marked active for the 2024-2025 membership year. Contact our council's customer care at customercare@gswnpa.org or 800-248-3355 with membership questions.
 - For any girls not appearing in M2, caregivers can simply go to gsnutsandmags.com/gswpa once the sale begins on Oct. 1 to add their registered Girl Scout.

During the Program (Oct./Nov.)

It's easy to manage the troop's sales in M2!

Use the *Troop Dashboard* to:

- **View online orders.**
Please note: Online orders will automatically be included with the girl's order in M2 and SHOULD NOT be entered by the caregiver or troop into the system.
- **Enter/verify in-person orders. (Oct. 22 and 23 only)**
 - » To enter orders in the *Troop Dashboard*:
 - Choose *Paper Order Entry*.
 - Click on the girl's name.
 - Enter her total nut and candy items by variety from her in-person (paper) order card. DO NOT INCLUDE ONLINE ORDERS.
 - » *Please note:* There is no submit button. Orders are transmitted for fulfillment automatically after the Oct. 23 lockout date.
 - » **Ordered product is the financial responsibility of the caregiver.** Product cannot be returned or exchanged.
- **Enter/verify reward choices**—due Dec. 8.
- **View reports.**
- **View total sales, proceeds, and balances due** (by clicking *Banking and Payments*).

Online orders with girl-delivery option

If the caregiver is unable to deliver an online girl-delivery order, the customer **must** contact M2 customer service before Oct. 21 at 800-372-8520 to have the order canceled and removed from the system.

Nut and Candy Delivery

Nut and candy items are delivered to service units **Nov. 13-16**. Your SUMM will provide details for troop pick-up.

What's being delivered

- Nuts and candy ordered from the in-person (paper) order cards
- Nuts and candy ordered online and customer chose the girl-delivery option

Girls are responsible for delivering all paper order card AND online girl-delivered option orders of nut and candy products to their customers.

The role of SUMMs

- Provide details for troop pick-up to TMMs.
- Bring two copies of the troops' delivery ticket to the pick-up.



Nut and Candy Delivery - continued

Your role (TMMs)

- Count each variety of product you receive.
- Sign both copies of the troop's delivery ticket which confirms that you have counted and agree on the number of products you received. The troop is financially responsible for what you sign for on the receipt.
- Print two copies of the girl-delivery ticket for each girl in the troop and have the caregiver sign both copies. Give one copy to the caregiver and keep the other copy with the troop's records until Sept. 30, 2025.
- Replace damaged items or request additional items from council.

Damaged and Additional Product

A limited supply of product will be available at select offices after all deliveries are made to replace damaged items for the same item or to request additional items for late orders. Please contact us at magnut@gswna.org or 800-248-3355 for availability. *Please note:* The damaged item must be returned to council to get a replacement.

Troop Proceeds

Troops earn a base rate of 15 percent of girls' total sales. On average, troops earn nearly \$300 in proceeds!

Additional Proceeds Option

Junior, Cadette, Senior, and Ambassador troops opting out of rewards receive an additional five percent. See the *Rewards* section for more details.

Cookie Crossover Bonus Proceeds

Troops can earn additional cookie proceeds during the 2025 Girl Scout Cookie Program by participating in the MagNut program and reaching these goals:

- Troops will earn an extra \$.02 per package of cookies sold when they achieve a per girl average (PGA) selling of \$185 for the MagNut program and a PGA selling of 250 cookie packages.
- In addition to the \$.02 bonus above, troops will earn an additional \$.01 per package of cookies sold (for a total bonus of \$.03 per package of cookies) when they achieve a PGA selling of \$275 for the MagNut program and a PGA selling of 250 cookie packages.

FUNd Bucks

Troops will receive \$10 in FUNd Bucks when they:

- have at least two girls participating in the MagNut program and
- reach a per girl average selling of \$150+.

FUNd Bucks can be used as payment for:

- council-sponsored programs and camps,
- purchases at council shops and camp trading posts, and
- annual Girl Scout membership.

FUNd Bucks are digital. We'll send an email to troops that earned FUNd Bucks with redemption instructions after the program is over.

Rewards

Girls earn rewards for reaching select levels in the MagNut program. Rewards are automatically calculated by the system. Select levels have a choice between an item or Girl Scout Bucks. If there are choices, these selections must be finalized by TMMs in M2 by Dec. 8 at 11:59 p.m.

Please note: M2 can take several hours to update the rewards section once additional sales have been received/entered.

Troops can opt out of rewards.

Junior, Cadette, Senior, and Ambassador troops can opt out of receiving individual rewards and earn an additional five percent on total sales. The entire troop must participate in this option because opting out can't be done on a girl-by-girl basis.

To opt out of receiving rewards,

- girls must sign the *Additional Proceeds Option Agreement* form, and
- the TMM must select the *Reward Opt-Out* option on the *Troop Dashboard* in M2 by the deadline.

Caution: Be 100% sure before opting out. Once the troop opts out in the M2 system, you cannot reverse this to opt back in.

Personalized Avatar Patch

For girls: Even if a troop opts out of receiving individual girl rewards, girls can still earn a personalized patch featuring their avatar—how cool is that!

M2 will send an email to caregivers when girls have earned the patch, and it will automatically be created based on her current avatar at that time and mailed to her address as listed on the M2 site.

For TMMs:

Troop MagNut managers can earn a personalized avatar patch too! Requirements to earn the personalized TMM Avatar patch:

- Create your avatar.
- Launch the Parent/Adult Email Campaign on the *Troop Dashboard*.
- Achieve \$1,250+ in total troop sales.

Please note: Enter your shipping address only if you want to receive the patch, if earned. If you don't want the patch, please leave the address fields in M2 blank.

NEW this season!

Troops participating in the MagNut program can earn fun cookie-themed items to jumpstart the 2025 cookie program.

[Scan the QR code for details.](#)



MagNut Program Financials and FAQ

Bank Account Information/ACH

All troops are required to have a valid Bank Account Information and ACH Authorization form on file.*

Please note: If the troop's bank account/routing numbers change, make sure that you complete and sign a new form in a timely manner.

**Newly-formed troops without an established bank account must communicate with the SUMM and service unit finance manager that they intend to participate in the MagNut program. Because money from the product programs should never be deposited in a personal account, the troop must work with the service unit treasurer and MagNut money must be deposited in the service unit account. The service unit will send a check to council for the amount owed to council. Once the troop account is established, the service unit will send a check to the troop for the troop's MagNut proceeds.*

Caregiver Outstanding Balance

Troops should not pay for a caregiver's outstanding balance due, nor does the troop retain the proceeds. The troop should submit an ACH Adjustment Request Form (due Dec. 5 at 11:59 p.m.) AND must submit the caregiver outstanding balance paperwork (including documentation) by Dec. 16.

Please don't withhold the submission of this form because a caregiver "promises" to pay. Failure to submit the documentation could result in council not being able to collect on this debt and the troop being held financially responsible.

Submit the caregiver outstanding balance documentation to Girl Scouts Western Pennsylvania, Attn: Product Program, 503 Martindale, St., Suite 500, Pittsburgh, PA 15212. Include a **copy** of the:

- collection letter from the troop to the caregiver,
- Outstanding MagNut Balance Form,
- signed Caregiver Permission Form, and
- signed Girl Nut & Candy Delivery Ticket.

Payment

Checks

Accepting customer and caregiver checks is a troop decision. Checks must be made payable to the troop, not to council. *Caution:* Council will not reimburse any non-negotiable fees assessed to the troop.

Amount Due to Council

The amount due is calculated automatically in the M2 system. You can find the balance due by clicking the *Banking and Payments* link on the *Troop Dashboard* for an overview of all sales and proceeds information for the troop. The *Troop Orders Report* on the *Reports* link provides additional details.

ACH

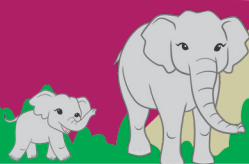
ACH works by a troop authorizing Girl Scouts Western Pennsylvania to issue debits or credits to a bank account. The ACH sweep for the *Amount Due to Council* will be processed on Dec. 12.

- ✓ Collect and deposit all money into the troop's account in a timely manner. *Remember:* Checks may take a few days to clear before funds are available!
- ✓ Ensure the troop has enough money deposited and the checks have cleared. If not, an ACH Adjustment Request Form must be completed by Dec. 5 at 11:59 p.m.
- ✓ If a caregiver has an outstanding balance, complete the *ACH Adjustment Request Form*.
- ✓ Make sure all orders in the M2 system are correct.
- ✓ Balances due after the ACH sweep has been processed must be paid by check or money order made payable to Girl Scouts Western Pennsylvania and mailed to: Attn: Product Program, Girl Scouts Western Pennsylvania, 503 Martindale St., Suite 500, Pittsburgh, PA 15212.



Scan this code to view our MagNut Program Financials frequently-asked questions.

THANK YOU!



EMBRACE POSSIBILITY