

BRAVE, FIERCE, FUN!

Thank you for showing our Girl Scouts how to be **BRAVE**. **FIERCE**. **FUN**! in the 2025 Fall Product Program, Gifts & Goodies, formerly the MagNut program.

Your hard work and dedication help girls have new adventures and life-changing opportunities. Thank you so much from the product program team for all you do to make the Girl Scout Gifts & Goodies Program a success.

What is the Gifts & Goodies Program?

This short, fun, and engaging program is a great way for girls to learn important life skills and to earn money for their Girl Scout activities early in the troop year. One of the most important elements of the program is the opportunity for girls to set and achieve goals while earning money for troop activities.

Featuring delicious nut and candy items, magazines, Tervis Tumblers, exclusive Girl Scout BarkBox selections, candles, and personalized products, the Gifts & Goodies program offers something for everyone. And products are delivered at the perfect time for holiday gift-giving!

Help the troop get a jump start on reaching their GOALS by participating in the Gifts & Goodies program!





Why Participate in the Gifts & **Goodies Program?**

- √ 100% of proceeds stay within our local council to support events, volunteer training, camp maintenance, and member services
- ✓ Early-season troop funds that support group experiences throughout the year
- √ Easy-to-sell, gift-ready products
- ✓ Short, simple program timed with the holiday season
- √ Hands-on financial literacy experience for girls
- ✓ Individual rewards that encourage goal setting
- √ Valuable practice for the Girl Scout Cookie Program

Council-Wide Benefits:

When girls and troops participate, they contribute to the experience of girls all across our council. The product programs help our council maintain camp properties, offer special programming, reduce the cost of activities, and provide financial assistance for memberships and more! When you think of all the amazing things our members do to help make the world a better place, it's easy to see how this experience makes a big impact!

Ways to Participate

Girls can participate in ANY or ALL of the following options:

ONLINE with a personalized storefront:

- Nut and candy items—shipped and girl-delivered* options
- Operation: Sweet Appreciation donations
- Magazines
- BarkBox
- · Tervis Tumblers
- Candles
- Personalized stationery and gifts

IN-PERSON with a paper order card:

- Nut and candy items
- Operation: Sweet Appreciation donations

No matter which path girls take—online, in-person, or both they're BRAVE. FIERCE. FUN!

*IMPORTANT: If a Girl Scout will be unable to deliver a girl-delivery order, her caregiver must ask the customer to cancel the order by Oct. 20. Caregivers can encourage the customer to place a shipped order instead.

**Not including nut and candy items.





the Online patch

when they sell 3

or more online items**



5 Essential Skills



Goal Setting

Girls learn to rise up as goal setters, both individually and with their sister Girl Scouts, developing cooperation and team building skills along the way.



Decision Making

Girls become decision makers who decide how to spend their Fall Product Program proceeds, using critical thinking and problem-solving techniques.



Money Management

Girls become money managers and determine the real costs associated with the goals they want to achieve. They manage their participation level. gaining practical life skills and improving their financial literacy.



People Skills

Girls practice communication skills by asking their families and communities to help them reach their goals while educating them on the importance of Girl Scouts.



Business Ethics

Girls grow to appreciate the value of responsibility and honesty while becoming entrepreneurs and running their own businesses.

PARTICIPATION BASICS

Product	Sales Type	Product	Delivery	End Date			
Nuts/Candy	In-Person	 Girl Scouts collect money from customers at the time of delivery. Caregiver or Troop Fall Product Manager enters orders into M2. Girls turn in money to troop. 	Delivered by participating Girl Scouts to customers	Oct. 20*			
	Online Girl- Delivered	 Girl Scouts create their personalized storefront in M2 and send emails to friends and family. Customers pay online and Girl Scouts deliver product. Orders are automatically credited to girls in M2. 	Delivered by Girl Scouts to customers (If a Girl Scout/family receives an online order from a customer where they will not be able to deliver the items in person, they will need to contact M2 customer service** by Oct. 20 to cancel.)	Oct. 23			
	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 Scouts in M2. 	Shipped directly to the customer (1-2 weeks standard delivery timeframe after order processing. Customers will have an option for expedited shipping.)	Dec. 1			
Magazines BarkBox Candles Tervis Tumblers Personalized Items	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 Scouts in M2. 		Dec. 1			
Operation: Sweet Appreciation	In-Person and Online	Girls collect donations from customers.	Delivered by council and Ashdon Farms directly to eligible recipients.	Oct. 20 *** (in-person) Dec. 1 (online)			

^{*}A limited supply of nut and candy items will be available at select offices for late orders after all deliveries are made.

^{**}M2 customer service representatives are ready and waiting to help! Contact question@gsnutsandmags.com or 800-372-8520.

^{***}Council can manually add Operation: Sweet Appreciation donations until Dec. 8.

Operation: Sweet Appreciation

Girl Scouts have a tradition of giving back to their communities. One way girls can give back is through our council's donation program—Operation: Sweet Appreciation (OSA). In the Operation: Sweet Appreciation donation program, girls collect donations to send treats to our U.S. military active duty and veteran service members, local law enforcement, and fire stations. Last year, Girl Scouts in our council sent over 3,900 treats through this program.

- ✓ Customers can make their \$7 Operation: Sweet Appreciation donations on your Girl Scout's paper order card and her personalized storefront.
- ✓ Donations to Operation: Sweet Appreciation count toward girl rewards and troop proceeds.
- ✓ Girl Scout troops never have to worry about storing or delivering the donated product. The product is delivered to support organizations directly from the vendor and Girl Scouts Western Pennsylvania.



Girls will earn the Care to Share patch for collecting 6+ donations to the Operation: Sweet Appreciation program.

Council Communications

PLEASE NOTE: The information in this guide, program materials, and training are as up-to-date as possible at the time of publishing. However, as guidelines and information change leading up to and through the program, updates will be communicated through M2, Gifts & Goodies News, text messages, and gswpa.org.

Use this guide as a supplement to the 2025 Gifts & Goodies Program Family Guide.

Your service unit fall product manager is the first contact for troop support. This is a local volunteer in your area who coordinates the Gifts & Goodies program in your community and is there to help.

We'll communicate updates to you through the following channels:

- · Gifts & Goodies News
- Email
- Text messaging (optional): Important date reminders will be sent to troop fall product managers (TFPMs) via text message when you opt in. TFPMs can opt in by texting **TFPM25** to 800-248-3355.
- gswpa.org

You're responsible for reading and following the content provided in these communications.

Questions?

M2 customer service representatives are ready and waiting to answer your M2-related program and product questions!

Contact: question@gsnutsandmags.com or 800-372-8520.

Contact council's customer care at 800-248-3355 or fallproduct@gswpa.org.

When contacting us, please clearly identify the service unit and/or troop number in question.



Establish Your Gifts & Goodies Team

Recruit troop helpers early! Team members can help with distributing girl materials and rewards, delivery, and more. Remember: Some tasks require helpers to be registered and approved volunteers.

Program Materials

NEW this year:

- The 2025 Gifts & Goodies Program Troop Guide has gone digital! You'll find the guide on our website.
- There is a troop quick-start guide and calendar printed on the large troop envelope.
- The troop fall product manager agreement is to be acknowledged when logging in to M2.
- Caregiver permission forms are digital! Caregivers are asked to acknowledge participation responsibilities when creating their Girl Scout's online store. Paper caregiver permission forms are available at gswpa.org for girls not using the online platform.

You'll receive Gifts & Goodies program girl materials from your service unit fall product manager mid-September for distribution to girls. Disseminate the girl program materials according to the 2026 roster one per registered girl, please.

- Paper order card
- M2 online setup flyer for girls/caregivers
- Money envelope

Do you need extra materials? Select items are available to download from our website. Or ask your service unit fall product manager for additional materials.

Encourage Participation

As the troop's fall product manager, you're tasked to advocate for girls' participation in the program.

- Review the benefits to troops and girls when they participate in the program and the ways in which girls can sell products.
- Remind caregivers that the girls choose the way they want to participate. Girls can sell online, in person, or both!
- You'll also want to review the donation aspect of the program.
- Explain that unregistered caregivers can still help by picking up products at delivery, sorting products into individual girl orders, and receiving and sorting rewards into individual girl rewards.
- Encourage families to sit down with their Girl Scout to help her set goals. Deciding on goals will help to motivate the girls to have an amazing Girl Scout experience.







Council Training

Council provides a recorded general overview of the Gifts & Goodies program for troop fall product managers. It is also important to attend the service unit's TFPM training for information specific to the service unit.

Service Unit Training for Troop Fall Product Managers

Learn about your role, receive the sales material for girls (paper order card, M2 set-up flyer, and money envelope—one per girl registered to the troop), and service unit-specific information.

Family Meeting

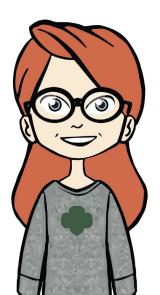
As the TFPM, you'll coordinate the Gifts & Goodies program for the troop. The family meeting is an integral responsibility of the TFPM role. When caregivers feel informed and supported, they'll be ready and eager to help their Girl Scout participate!

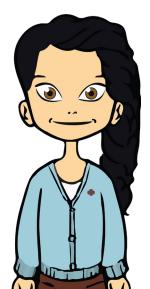
You should become familiar with all topics presented in the 2025 Gifts & Goodies Program Family Guide. The family meeting should be scheduled in the few weeks leading up to the start of the Gifts & Goodies program. At the meeting, explain the key points from the family guide without reading it word-for-word. Make sure caregivers understand their role and review the key dates.

Topics in your family meeting should include (but are not limited to):

- How/when caregivers should contact you (Do you prefer email, texts, or phone calls? Do you not want to be called after a certain time?)
- · Importance of setting troop and individual goals
- How the Gifts & Goodies program benefits girls
- Proceeds (including the Additional Proceeds Option, and Gifts & Goodies/cookie program participation tie-in to earn additional cookie program proceeds)
- Operation: Sweet Appreciation
- Important dates
- M2
- Placing the troop order—caregiver due date
- Rewards
- Delivery—including online girl-delivery order option







GETTING STARTED IN M2



1. Watch your inbox for the launch email.

Arriving Sept. 16, this email will include the link for your admin access to M2. Didn't receive the email? Reach out to your SUFPM. (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 Gifts & Goodies season.
- If a girl is not listed in the troop in M2, use MyGS to verify she is registered in the correct troop and marked active for the 2025-2026 membership year. Contact our council's customer care at customercare@gswpa.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.

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 into the system by the caregiver or troop.

- Enter/verify in-person orders. (Oct. 21 and 22 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 automatically transmitted for fulfillment after the Oct. 22 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. 20 at 800-372-8520 to have the order canceled and removed from the system. Nut and candy items are delivered to service units Nov. 12-16. Your SUFPM will provide details for troop pick-up.



NUT & CANDY DELIVERY

What's being delivered

- Nut and candy items ordered from the in-person (paper) order cards
- · Nut and candy items ordered online in which customers chose the girl-delivery option

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

The role of SUFPMs

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

Your role (TFPMs)

- · Count each variety of products you receive.
- Sign both copies of the troop's delivery ticket, which confirms that you have counted and agreed 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, 2026.
- · Replace damaged items or request additional items from council.

Damaged and Additional Product

A limited supply of products 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. Use the <u>Additional Fall Product Request form</u> on our website make requests. *Please note:* The damaged item must be returned to council to get a replacement.





TROOP PROCEEDS & INCENTIVES

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 can choose to opt out of receiving rewards and receive an additional five percent in proceeds. See the Rewards section in this guide for more details.

Cookie Crossover Bonus Proceeds

Troops can earn additional cookie proceeds during the 2026 Girl Scout Cookie Program by participating in the Gifts & Goodies program and reaching these eligibility requirements:

- Troops will earn an extra \$.02 per package of cookies sold when they achieve a per girl average (PGA) selling of \$185 in the 2025 Gifts & Goodies 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 in the 2025 Gifts & Goodies 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 Gifts & Goodies 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.

Troops Can Earn Cookie-Themed Rewards!

Troops participating in the Gifts & Goodies program can earn fun cookie-themed items to jumpstart the 2026 cookie program.

Troops can earn two cookie headbands when they have:

- · Minimum of two girls selling
- 50% participation
- Per girl selling average (PGA) of \$225

Troops that earn headbands also qualify to be in a drawing for a cookie-themed tablecloth (tablecloth only; runner sold separately in council shops). Thirty-five tablecloths will be awarded.





REWARDS







Girls earn rewards for reaching select levels in the Gifts & Goodies 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 TFPMs 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 TFPM must select the *Reward Opt-Out* option on the *Troop Dashboard* in M2 by the deadline.

Caution: Be 100% sure before selecting the *Reward Opt-Out* option. Once the troop opts out in M2, this selection cannot be changed.

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 TFPMs:

Troop fall product managers can earn a personalized avatar patch, too! Requirements to earn the personalized TFPM 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.

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. 11.

- 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. 4 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.



NUT-THING CAN STOP US NOW!

Consignment Booths

Is there an upcoming community event this holiday season? Troops can host a no-risk Gifts & Goodies booth sale from Nov. 19 to Dec. 31! NEW this year: Troops will earn 20% proceeds on consignment booth sales!

Use the <u>Consignment Booth Request Form</u> to request Gifts & Goodies product from the council specifically for a consignment booth. This is a no-risk option—troops only pay for what they sell. Product must be picked up and returned to a council office. Please note: product sold at consignment booths does not count toward girl rewards or troop FUNd Bucks. Product available while supplies last.

Can our troop order extra Gifts & Goodies product for booth sales?

Yes—but please note, any extra product ordered directly by the troop beyond what's needed to fill girl orders is considered extra inventory and becomes the troop's financial responsibility—it cannot be returned. We encourage troops to order conservatively and plan carefully based on past experience or anticipated demand.



Reminder:

- Any unsold cookies from the Election Week Cookie Sale cannot be sold after Nov. 9 until the official cookie booth season in March 2026.
- As per GSUSA, unsold Gifts & Goodies products cannot be sold at any time during the cookie program season.

GLOSSARY

ASHDON FARMS: Program partner providing the nut and candy items for our Gifts & Goodies program.

M2/M2OS: M2 is the software and online sales system used to track the Gifts & Goodies program.

CAMP S'MORE: This annual list of summer camp programs sponsored by council is published online and mailed in the winter. Girl Scout Bucks DOUBLE in value when used toward any council-sponsored camp listed in Camp S'more.

OPERATION: SWEET APPRECIATION (OSA): A council-wide donation program allowing customers to make purchases of treats to donate to our U.S. military active duty and veteran service member organizations at home and overseas, and local police and fire stations. Girls/troops never take possession of these products; donations are made directly from council and Ashdon Farms to eligible recipients.

PER-GIRL AVERAGE (PGA) SELLING: the PGA Selling is an automatic calculation of the average dollar amount sold per girl. This calculation only includes girls who are selling and does not include girls who aren't participating in the program.

REWARD: An item earned by a girl for meeting a specific sales goal.

SERVICE UNIT (SU): A community of troops and Indie Girl Scouts grouped together based on their geographic location, typically designated by school district boundaries.

SERVICE UNIT FALL PRODUCT MANAGER (SUFPM): Volunteer who coordinates the Gifts & Goodies program for the service unit.

TROOP FALL PRODUCT MANAGER (TFPM): A volunteer who coordinates the Gifts & Goodies program at the troop level. This is the person caregivers should direct their Gifts & Goodies program questions to first.

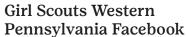


WEB RESOURCES



M2 Media gsnutsandmags.com/gswpa

M2 provides the online storefront for girls to sell products. This allows customers to purchase online for girl-delivered or shipped orders. Girls can set up their storefront and have fun with other activities in the system to track their goals.





Be sure to like our council's official Facebook page to see great stories on what other troops are up to this year.

GSWPA Cookies & Fall Product Volunteers Facebook Group

Our private Facebook group for cookie and fall product volunteers is your go-to community for connecting with fellow volunteers, sharing experiences, and mentoring each other through the exciting journey of our cookie and fall product programs.

Girl Scouts Western Pennsylvania Website gswpa.org/fallproduct Our website has important documents, resources, activities, and information about the Fall Product Program, Gifts & Goodies. Tools are available for girls and their caregivers, as well as easy access to forms and training resources for volunteers.



and Gifts & Goodies News gswpa.org/giftsandgoodiesnews

Gifts & Goodies News is our council's enewsletter with helpful hints and reminders for volunteers during the program.



IMPORTANT DATES

AUG./SEPT.

- Service unit fall product managers (SUFPMs) train the troops in the service unit and remind troop fall product managers (TFPMs) to review and approve the TFPM Agreement when they sign in to M2.
- TFPMs attend the Service Unit Gifts & Goodies Training, receive materials, and sign the TFPM Agreement.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Volunteer access to M2 opens.	17	18	19	20
22	23	24	25	26	27
29	30				
OCTOBER 2025			2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
In-Person nut & candy orders due in M2 and last day for caregivers/ cutomers to cancel girl delivery orders	Verify or enter girls' in-person orders into M2.	Last day to enter/edit troop in-person orders.	23 Online girl- delivery option ends	24	25
27	28	29	30	31	
1	T	1	Τ	T	1
3	4	5	6	7	8
10	11	12 Nut a	13 and candy delivery to	14 o service units—Nov.	15 12-16
17	18	19 Troop consignment booths start (optional)	20	21	22
24	25	26	27	28	29
	·				·
	T	I		I	T
1 Online shipped	2	3	4 ACH Adjustment	5	6
sales end			Request Form Due (if needed)		
8 Reward selections due	9	10		12	13
8 Reward selections	9	10	(if needed)	12	13
8 Reward selections due			(if needed) 11 ACH Sweep		
	22 29 6 13 20 In-Person nut & candy orders due in M2 and last day for caregivers/ cutomers to cancel girl delivery orders 27 025 3 10 17 24	16	16 Volunteer access to M2 opens. 17 22 23 24 29 30 1 Gifts & Goodies Program begins! 6 7 8 13 14 15 20 In-Person nut & candy orders due in M2 and last day for caregivers/ cutomers to cancel girl delivery orders 27 28 29 10 11 12 Nut 17 18 19 Troop consignment booths start (optional) 24 25 26	16	16

JANUARY

Rewards are delivered to service units and SUFPMs distribute rewards to troops.

Jan. 31—Deadline to report any reward issues (shortages/damages, etc.).

