

BRAVE.
FIERCE. **FUN!**

2025 Service Unit Fall Product Manager Training



Product Program Team



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Grizzly Bears

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Grizzlies live in forests mountains, and near rivers where they can catch salmon. They are strong swimmers and cross large rivers.

Before hibernation, grizzlies eat up to 20,000 calories a day.

Despite their size, grizzlies can reach up to 30 miles per hour in short sprints.

Grizzly cubs remain with their mother for 2-3 years to learn survival skills

Hi! I'm
Honey!



What is the *Gifts & Goodies Program*?

(formerly the MagNut Program)

Short, fun, and engaging program






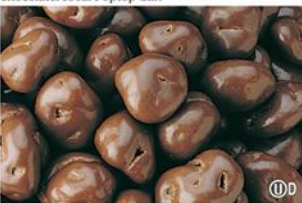








Great way for girls to learn important life skills

Earn money for their Girl Scout activities early in troop year

Opportunity for girls to set and achieve goals



In-Person Order Card

A Mint Treasures \$12 Creamy milk chocolate with a refreshing mint filled center. 6oz. Tin  <p><i>first in book series</i></p> <p>gf ①</p>	B Chocolate Covered Pretzels \$12 A favorite sweet and salty snack. Crunchy pretzels covered in smooth milk chocolate. 6.5oz. Holiday Tin  <p><i>holiday tin</i></p> <p>①</p>	C Honey Roasted Mixed Nuts \$12 Cashews, almonds, peanuts and pecans with a touch of honey. 16oz. Jar  <p>gf ①</p>	D Whole Cashews \$9 A classic favorite roasted and salted with sea salt. 8oz. Poptop Can  <p><i>with sea salt</i></p> <p>gf ①</p>
E Dark Chocolate Peppermint Pretzels \$9 Crunchy pretzels coated in rich dark chocolate and sprinkled with peppermint pieces. 6.5oz. Bag  <p><i>they're back!</i></p> <p>①</p>	F Deluxe Pecan Clusters \$9 Roasted pecans covered in caramel and milk chocolate. 5oz. Box  <p>①</p>	G Chocolate Covered Raisins \$9 The plumpiest raisins covered in smooth milk chocolate. 10oz. Poptop Can  <p>①</p>	H Dark Chocolate Caramel Caps \$9 Dark chocolate covered caramel topped with sea salt. 6oz. Box  <p><i>with sea salt</i></p> <p>①</p>
I English Butter Toffee \$9 Crunchy handcrafted toffee drenched in milk chocolate. 5oz. Box  <p><i>hand crafted</i></p> <p>①</p>	J Dark Chocolate Mint Penguins \$9 Rich dark chocolate penguins bursting with frosty mint. 5oz. Box  <p>gf ①</p>	K Peanut Butter Trail Mix \$8 Peanuts, peanut butter gems, peanut butter mini cups, mini pretzels and cashews. 7oz. Bag  <p>①</p>	L Dulce de Leche Owls \$8 Fresh, milky caramel surrounded by smooth milk chocolate. 5.1oz. Box  <p>gf ①</p>
M Peanut Butter Bears \$8 Milk chocolate bears with a smooth peanut butter filling. 5oz. Box  <p>gf ①</p>	N Fruit Slices \$7 Fat free! Assorted naturally & artificially fruit flavored chewy candy. 10oz. Bag  <p><i>fat free</i></p> <p>gf ①</p>	O Dill Pickle Flavored Peanuts \$7 Crunchy peanuts with an irresistible dill pickle flavor. 9oz. Poptop Can  <p>gf ①</p>	P Hot Cajun Crunch \$7 Cajun corn sticks, seasoned peanuts, pretzels and sesame sticks. 7oz. Poptop Can  <p>①</p>

☪ = Kosher ☪ = Kosher, Dairy gf = Naturally Gluten Free *CAUTION: ALL products processed on shared equipment with peanut and tree nut containing products.

Shop the Direct Ship Online Store...

for a wider selection of snacks and chocolates, including exclusive items and tins perfect for gift giving. Purchases will be direct shipped and all major credit cards are accepted.

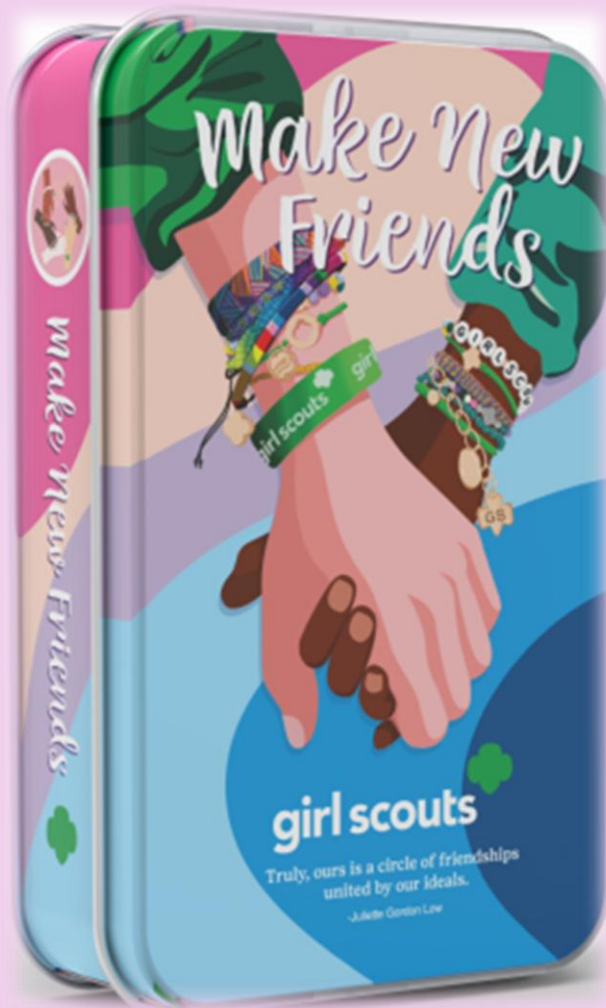
Visit my store at:

Add
QR code
here.



OPERATION: SWEET APPERCIATION

No product choice required.
GirlScout Council selects products.



2025 Girl Scout Tin!

**'Embodiment of Girl Scouts'
3-year series**

**2025 Friendship
2026 Exploration
2027 Leadership/Teamwork**



Mint Treasurers- Individually wrapper

Holiday Tin

Milk Chocolate Pretzels

(order card, online girl delivered
or direct ship)



Online Nut Store Exclusive Items

The direct ship online store offers the complete lineup of 25 Girl Scout branded nut and candy items PLUS online exclusive items

7 oz. Caramel Apples

15 oz Gourmet Blend – Tin

20 oz Gourmet Caramel Corn
w/almonds & Pecans –Tin

15 oz Jumbo Cashews – Tin

6 oz. Mint Treasurers in the
2024 Girl Scout tin



Cherry Almond Cluster

Cherries and almonds covered in caramel
and milk chocolate 6 oz box



Nut & Caramel Trail Mix

Peanuts, cashews, caramel mini cups and
cocoa gems 9 0z pop top can

2025 Online Store Shipping Rates

~Nuts and Candies~



Product Subtotal			Standard	2 Day
\$1.00		\$30.00	\$11.95	\$28.35
\$31.00		\$60.00	\$16.20	\$36.10
\$61.00		\$90.00	\$26.20	\$49.35
\$91.00		\$150.00	\$41.95	\$81.85
\$151.00		Plus	\$45.95	\$89.85



BarkBox

- Expanded Offering – *while supplies last*
- Online shipping only
 - one unit is \$5 and 2 or more units \$10
- Troops earn proceeds
- Girls earn rewards = 1 magazine



Good Dog Sash + Learn & Earn Pup Patches \$28.99



Campfire Tails Set + Stick With It Pup Patch \$28.99



Ruff Terrain Boots + Outdoor Adventure Pup Patches \$28.99



S'More The Merrier Marshmallow Flinger \$22.99



Pup Patches & S'More (Patches & Flinger) \$27.99



tervis
always full of fun™



New!

Joining our offers are these unique scented candles.

Choose from one of the following:

- Balsam Fir
- Banana Nut Bread
- Cranberry Orange
- Gourmet Sugar Cookies
- Holiday Homecoming
- Juicy Apple
- Lavender Vanilla
- Orange Cinnamon Clove

\$29.95 each

16 oz. jar

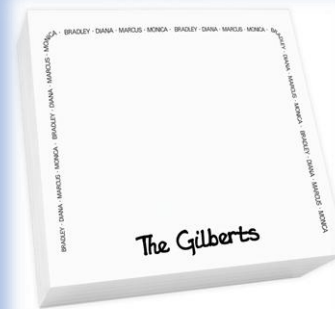
Shipped directly to the customer



Candles



Personalized Products



- Shipping costs \$14.99 for the 1st item and \$4 for each additional item within the same orders going to the sale address.

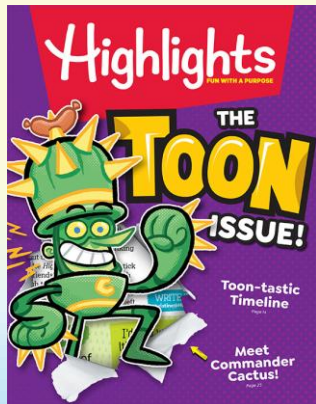
Shipping & Handling fee on
Paper Subscriptions
\$2.95 per order

Ways to waive the fee:

1. Choose digital titles
2. If purchased with another product with a shipping cost
(*BarkBox, Tervis, Candles or Personalized Gifts*)
3. Purchase a \$10 upsell title offered in the card at checkout
(*3 choices offered per cart*)

Magazine Subscriptions

- Troops earn proceeds
- Girls earn rewards
- Digital Subscriptions
- Paper Subscriptions – S&H fee



OPERATION: SWEET APPRECIATION

Say “THANK YOU” through
Operation: Sweet Appreciation

Girls collect \$7 donations to send Fall Product
treats to:

- ❖ U.S. military active duty and veteran service members
- ❖ local law enforcement
- ❖ Local fire stations

Troops earn proceeds.



Girls earn the *Care to Share* patch by
collection 6 donations to OSA

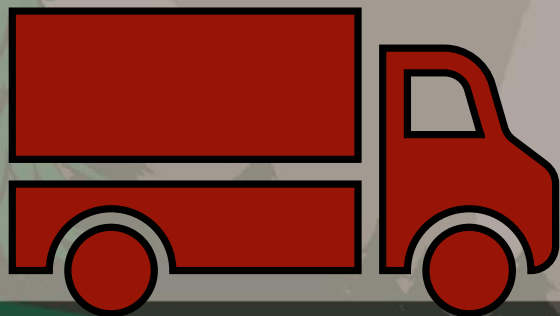


Fall Product Delivery

Nut & Candy

November 12 – 16, 2025

Wednesday – Sunday





REWARDS

Girls earn **\$10** in Girl Scout Bucks for every additional \$100 in combined sales over \$2,025.

\$1,500+
Mini Canvas Travel Bag
OR \$15 Girl Scout Bucks



\$1,750+
BearDesk Bundle
OR Baking Bundle
(cake toppers + baking supplies)
OR \$20 Girl Scout Bucks



\$1,250+
Moon Lamp OR
\$10 Girl Scout Bucks



\$1,125+
Super Seller Patch AND
Choice of Event OR
\$25 Girl Scout Bucks



\$800+
Large Bear Plush
OR \$5 Girl Scout Bucks



\$2,025+
Build-A-Bear Bundle
OR BFF Necklaces and
Wildlife Philanthropic Donation
OR \$25 Girl Scout Bucks

\$600+
Brave.Fierce. Fun. T-shirt
OR \$5 Girl Scout Bucks



\$450+
Journal and Theme Stickers
OR \$5 Girl Scout Bucks

\$200+
Bear Charm



\$100+
2025 Theme Patch



\$325+
Small Bear Plush
OR \$5 Girl Scout Bucks

Girl rewards are cumulative! That means if you achieve a level, you get all the items below it too!

Rewards not shown to scale. Council reserves the right to replace rewards with an item of equal or higher value. Style/color may vary.

Personalize Patches

Choose one



GWPA CROSSOVER PATCH



PERSONALIZE MOUNTAIN



PERSONALIZE RIVER

TFPM Personalized Patches

Send out the launch email blast

Achieve \$1,250+ in total sales

Create your avatar in the M2 site



SUFPM Personalized Patches

Have participating troops in Gifts & Goodies Program

Create your avatar in the M2 site

Choose one



PERSONALIZE MOUNTAIN



PERSONALIZE RIVER

**BRAVE.
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\$10 FUNd Bucks

Have at least 2 girls participating

Reach a PGA of \$150

2025 FUNd Bucks expire Sept. 2026



TROOP PROCEEDS



15% Proceeds of Total Sales

20% Proceeds of Total Sales

Junior, Cadette, Senior or
Ambassador troops ONLY

Opt-out individual girl rewards

All troop members must agree and
submit a signed *Additional
Proceeds Option* form.

Girls will still receive any earned
patches and the invite to the Super
Seller Day.

Cookie Crossover Bonus Proceeds

Troops can earn **\$.02 per package of cookies** when:

- Participate in *Gifts & Goodies 2025*
- *Per girl selling average (PGA) of \$185 in Gifts & Goodies 2025*
- *Per girl selling average (PGA) of 250 cookie packages sold in 2026*

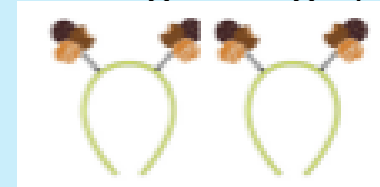
*In addition to the \$.02 bonus above, troops can earn an additional \$.01 per package of cookie packages sold (for total **bonus of \$.03 per package of cookies** when:*

- Participate in *Gifts & Goodies 2025*
- *Per girl selling average (PGA) of \$275 in Gifts & Goodies 2025*
- *Per girl selling average (PGA) of 250 cookie packages sold in 2026*

Troop Can Earn Cookie- Themed Rewards!

Troops can **earn 2 cookie headbands** when they have:

- Minimum of two girls selling
- 50% participation in *Gifts & Goodies 2025*
- Per girl selling average (PGA) of \$225



Troops that earn headbands also qualify for a **cookie-themed tablecloth** (runner sold separately) drawing.

- 35 tablecloths will be awarded



Program Materials

NEW

2025 Gifts & Goodies Program Guides are digital!



**BRAVE.
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The Gifts & Goodies Program begins Oct. 1 for girls!

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. The Gifts & Goodies program offers something for everyone. And products are delivered at the perfect time for holiday gift-giving!

Benefits of the Program in a Nutshell

- Caregivers see their Girl Scout learn and practice essential skills.
- Girls earn patches, fun and trendy reward items, and/or Girl Scout Bucks.
- Products are easy to sell and make great gifts.
- Troops earn a base rate of 15 percent of girls' total sales.* On average, troops earn nearly \$300 in proceeds! (*Junior, Cadette, Senior, and Ambassador troops can choose the additional proceeds option for an additional 5 percent) Interested in earning even more troop proceeds? Troops can earn additional cookie proceeds during the 2026 Girl Scout Cookie Program by participating in the Gifts & Goodies program and reaching eligibility requirements.
- Great practice for the Girl Scout Cookie Program.
- Earn cookie swag to use at cookie booths in the 2026 Girl Scout Cookie Program!

Ways for Girls to Participate

- Online with a personalized storefront (no money for the troop to collect from girls!).
- In-person with a paper order card (Money is collected from customers at delivery—troops collect payments from girls and deposit them into the troop bank account).

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

Program Materials

NEW this year: The full troop guide and family guide have gone digital! You'll find the guides on our website.



Getting Started in M2 with 4 Simple Steps

1. Watch your inbox for the launch email, arriving Sept. 16. This email will include the link for your admin access to M2.
2. Set up the troop's account in M2—access the account anytime throughout the program at gsnatsandmags.com/admin.
3. Use the *Troop Dashboard* to prepare the launch email to send to girls/caregivers on Oct. 1.
4. Verify girls' information in M2.



Get Started Now!

Resources for troops for the Gifts & Goodies program can be found on our website—gswna.org—on our Gifts & Goodies page.



Questions?

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

M2 customer service representatives are ready and waiting to answer your M2 and product-related program questions! Contact question@gsnatsandmags.com or 800-372-8520.

Contact council's customer care at 800-248-3355 or fallproduct@gswna.org. When contacting us, please clearly identify the service unit and/or troop number in question.




western pennsylvania

(Troop Quick-start guide and calendar printed on the large envelope)

You'll find the service unit, troop (full) and family guides on our website.

- The 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.
- Back of M2 flyer – girl/caregiver information with URL code for the Family Guide.
- Caregiver permission forms are digital!

IMPORTANT DATES

New Calendar Format!



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.



Calendar
Key

- All
- Caregivers Only
- TFPMs Only
- SUFPMs Only
- SUFPMs & TFPMs

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SEPTEMBER 2025						
		16 Volunteer access to M2 opens.	17	18	19	20
21	22	23	24	25	26	27
28	29	30				
OCTOBER 2025						
			1 Gifts & Goodies Program begins!	2	3	4
5 Deadline to select Additional Proceeds option (Juniors & above)	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 In-Person nut & candy orders due in M2 and last day for caregivers/ customers to cancel girl delivery orders	21 Verify or enter girls' in-person orders into M2.	22 Last day to enter/ edit troop in-person orders.	23 Online girl-delivery option ends	24	25
26	27	28	29	30	31	
NOVEMBER 2025						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
			Nut and candy delivery to service units—Nov. 12-16			
16	17	18	19 Troop consignment booths start (optional)	20	21	22
23	24	25	26	27	28	29
30						
DECEMBER 2025						
	1 Online shipped sales end	2	3	4 ACH Adjustment Request Form Due (if needed)	5	6
7	8 Reward selections due	9	10	11 ACH Sweep	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 Troop consignment booths end			

JANUARY

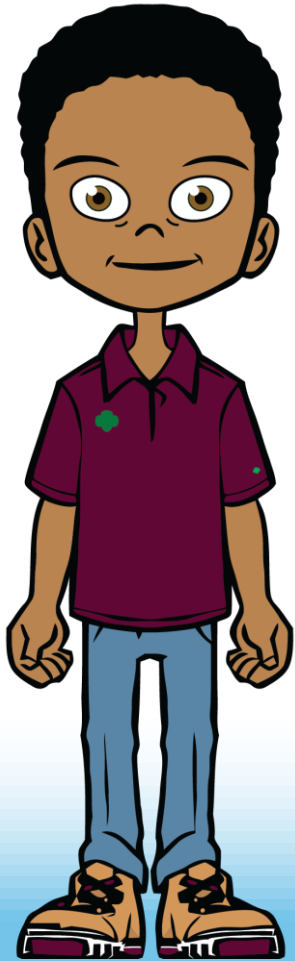
Rewards are delivered to service units and SUFPMs distribute rewards to troops.

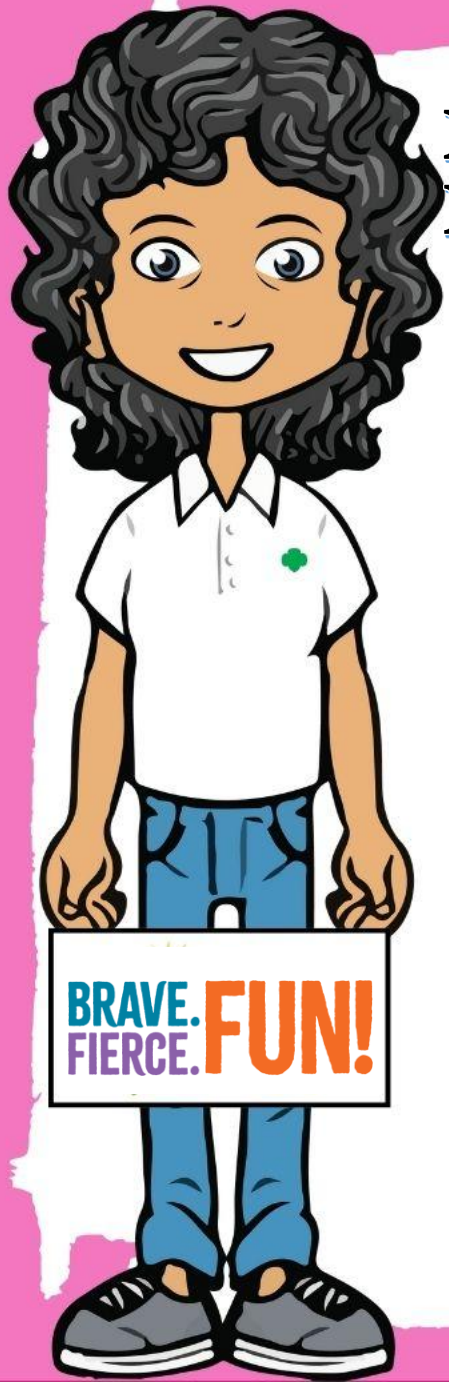
Jan. 31—Deadline to report any reward issues (shortages/damages, etc.).



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Avatars





INDIES – Individually Registered Girl Scouts

- Can participate in the MagNut Program
- Set up similarly to a troop in M2
- Include with your SU troop training or separate training
- Collect signed caregiver permission form and receipts
- Notify date, time and location of product and reward delivers
- Full amount of the sale due by Dec. 11^h to Council's Johnstown office – attention Product Program
- Proceeds in form of digital *Indie Girl Program Rewards*.



Super Seller Day

Girls sell a total of \$1,125

OR

(Sisters who sell a combined total of \$1,675 qualify)

(\$550 minimum per girl)

OR

\$25 Girl Scout Bucks

Date TBD

December No-risk Consignment Booth Sales

Nov. 19 to Dec. 31

NEW!

**Troops earn 20%
proceeds!**



UPDATES

- New name – *Gifts & Goodies* (formerly MagNut)
- New email – fallproduct@gswpa.org (replaces MagNut@gswpa.org)

REMINDERS!

- To participate in the *Gifts & Goodies* program, must have 2026 GSUSA *Membership*
- Update your role as SUFPM in *MyGS*
- Sign up for texts: **SUFPM25** to 800-248-3355
- Check and read *your Gifts & Goodies News* (formerly *MagNut News*) emailed to you
- *FUNd Bucks from 2024* expire September 2025
- *Volunteer FUNd Bucks from 2024* expire September 2025

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M2 System At-a-Glance

gsnutsandmags.com/GSWPA

Visit Admin Site link

- ❖ *Add Users*
- ❖ *Reset Passwords*



Erin Duffy

Edit Avatar

Your Patch

Change Role

0
Campaigns Launched
Last Year: 0

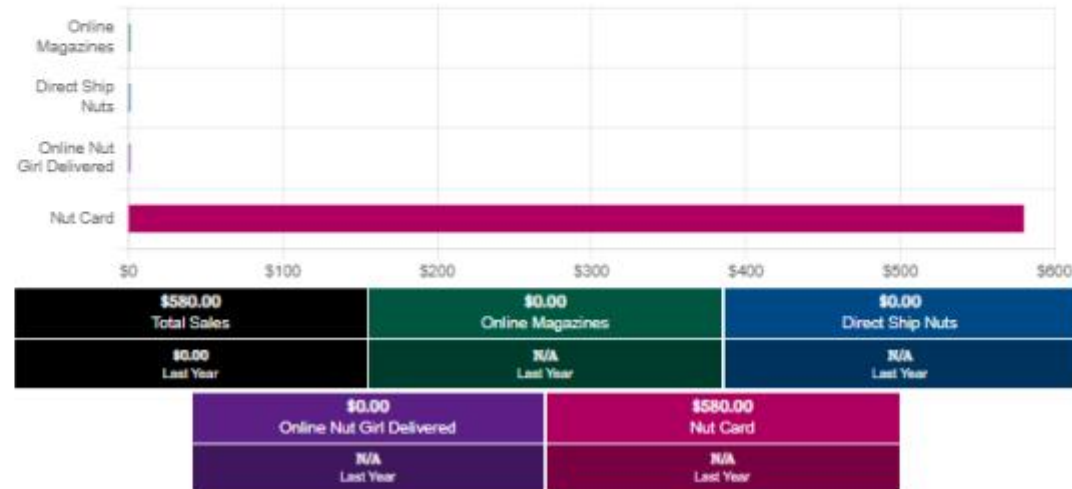
0
Avatars created
Last Year: 0

0
Emails Sent
Last Year: 0

0
Participants with 1+ Shares
Last Year: 0

Stats: Current Campaign

Service Unit: 3333-Edinboro



Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS ▲

Campaign Setup

Troop Training Video

Manage System Users

- Send Messages
- Manage Service Unit, Troops & Girl Scouts
- Manage Admin Users

Financials and Reporting

- Banking & Payments
- Reports
- Troop Summary / Amount Due Report

Product Management

- Delivery Tickets
- Paper Order Entry

Rewards & Patches

- Personalized Patches



Service Unit 20000

Enter Service Unit information and addresses below:

1 Product Delivery Address:

Products for this Service Unit will be delivered to the address below:

Name

Tracy Tudder-Council

Address 1

4500 Granny White Pike

Address 2

TBD

City

Nashville

State

TN

Zip

37204

Phone [xxx-xxx-xxxx]

615-460-0202

Email

ttudder@gsmidtn.org

2 Special Instructions

Instructions

Skip Step

Save And Continue

Getting Started

1) Product Delivery Address(SU 20000)

2) Reward Delivery Address (SU 20000)

Entering in the Delivery Site

If you *Skip Step*...

You can get back to this screen by selecting:

Manage SU, Troops and Girl Scouts

REWARD DELIVERY TICKETS

Print reward delivery tickets by troop or INDIE and have signed when received.

All discrepancies must be reported within 2 weeks



Girl Scouts



Delivery Tickets

Select your options and print your delivery tickets below:



Product Delivery Tickets

Print Delivery tickets for products

Delivery Site Tickets

Delivery Site

All

Create Ticket

Troop Tickets

Delivery Site Type

Single



Delivery Site

Choose...

☐ Include Financials

Create Ticket

Girl Scout Tickets

Troop

Choose...

☐ Include Financials

Create Ticket

Product	Full Cases	Cases Short	Single Pieces	Pieces Short
Dulce Daisies	0		0	
Fruit Slices	0		0	
Peanut Butter Monkeys	0		0	
Spicy Cajun Mix	0		0	
Chocolate Covered Raisins	0		0	
Cranberry Trail Mix	0		0	
Dark Chocolate Sea Salt Caramels	0		0	
Double Dipped Peanuts	0		0	
English Butter Toffee	0		0	
Pecan Supremes	0		0	
Chocolate Covered Almonds	0		0	
Whole Cashews	0		0	
Mint Trefoils	0		0	
Corp Trail Mix	0		0	
Peppermint Bark	0		0	
Care To Share	0		0	
Total	0		0	

Online Magazine Sales

Total Collected Sales Online: \$97.00
Proceeds: \$14.55

Nut Card Sales

Collected from Customer: \$0.00
Proceeds: \$0.00

Direct Shipped Nut Sales

Total Collected Sales Online: \$89.95
Proceeds: \$13.49

Online Nuts Girl Delivered

Total Collected Sales Online: \$0.00
Proceeds: \$0.00

Total Sales: \$186.95

Collected Online: \$186.95

Collected from Customer: \$0.00

Proceeds and Bonuses: \$28.04

Payment Due Council: (\$28.04)

Reports

View financial and special reports for this campaign.

[Show Quick Dashboard Links >](#)

[All Sales](#)
[Magazine Sales](#)
[Direct Ship Nuts](#)
[Nut Order Card](#)
[Online Nuts Girl Delivered](#)
[Special Reports](#)
[Summary Report](#)

Troop Summary Report

Campaign and Sales Information for your troops.

Total Sales

Total \$ Sold	\$0.00
Collected Online	\$0.00
Collected from Customers	\$0.00
Total Troop Extras	\$0.00
Troop Proceeds and Bonuses	\$0.00
Amount Due Council	\$0.00
Payments Made to Council	\$0.00
Balance Due Council	\$0.00

Campaign Stats

Girls Selling	0
Avatars Created	1
Photos Uploaded	0
Voice Recordings	0
Total Personalized Patches Earned	0
Number Emails Sent	4
Per-Girl Average Units	0
Per-Girl Average Dollars	\$0.00
Reward Opt Out	No

Online Magazine Sales

Magazine Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Direct Shipped Sales

Direct Shipped Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Nut Card Sales

Nut Card Units	0
Total Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Online Nuts Girl Delivered

Online Nuts Girl Delivered Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Troop Extras

Troop Extra Units	0
Total Sales Troop Extras	\$0.00
Proceeds And Bonuses	\$0.00

[Print Report](#)
[Download PDF](#)
[Report Excel](#)

☐ Email Recipient

PDF

[Email Report](#)

REVIEWING A TROOP SALES SUMMARY

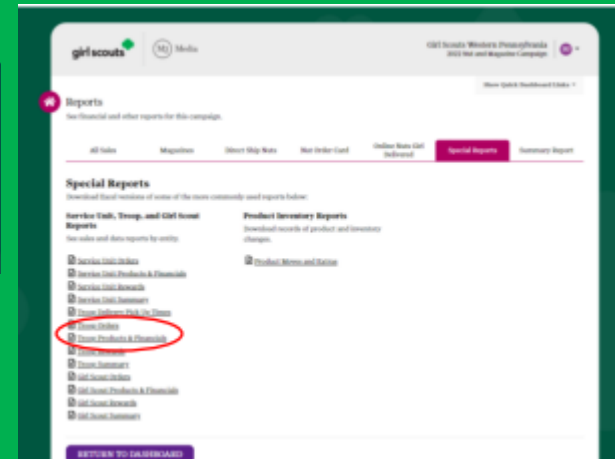
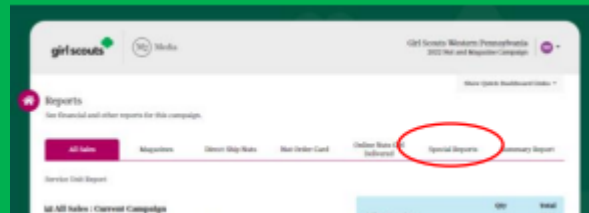
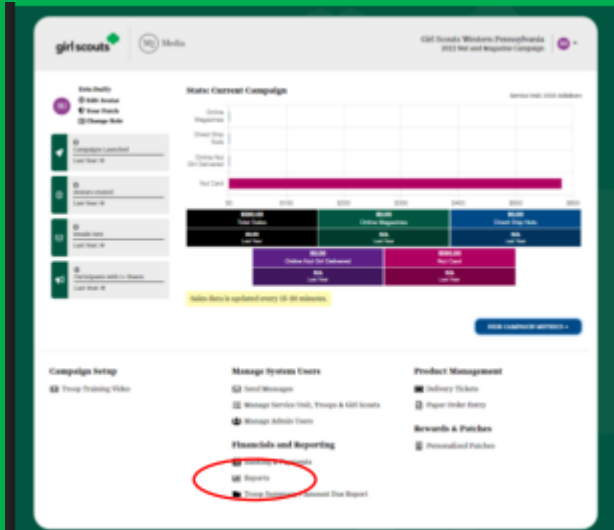
Troops with an overpayment:
Council will ACH the payment to the troop bank account.

Troops with a balance due to council:

- ✓ Is this due to a girl delinquency?
Has the Delinquent paperwork been submitted by Dec. 5
- ✓ Is this due to ACH Adjustment or no bank account information?
Submit a troop check for the amount due and mail to council.

Where to Verify Troop Banking

1. Reports
2. Special Reports
3. Troop Products & Financials Special Report
4. Troop Bank Account Added (YES/NO)



Q&A

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girl scouts
western pennsylvania

Thank You!

- ✓ fallproduct@gswpa.org
- ✓ **SUFPM25** text to 800-248-3355
- ✓ *Gifts & Goodies News*