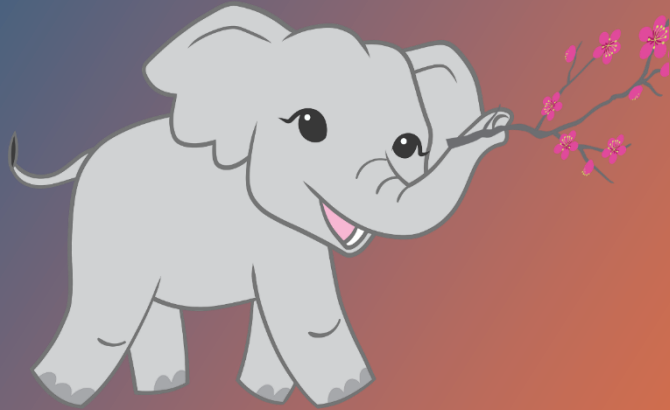


girl scouts 
western pennsylvania

 M2 Media

 ASHDON FARMS™

Welcome to the 2024 Troop MagNut Training



EMBRACE POSSIBILITY



**Thank you,
Volunteers!**

**We
couldn't
do it
without
you!**



The Product Program Team

Lisa Shade

VP, Brand Marketing & Product Program



Amanda Farrell

Director, Product Program



Erin Duffy

Manager, Product Program



Yvonne Colleran

Product Program Coordinator



Debbie Hazlett

Product Program Coordinator

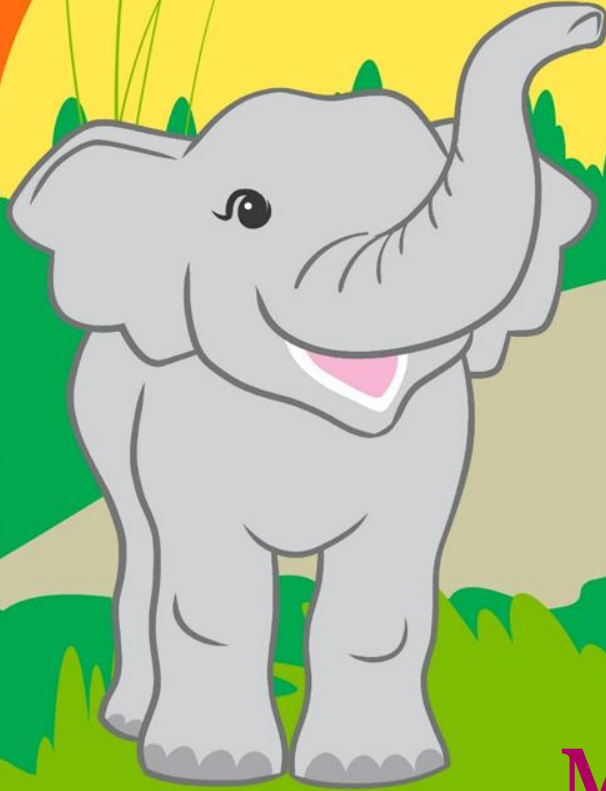


Lisa Wojtkielewicz

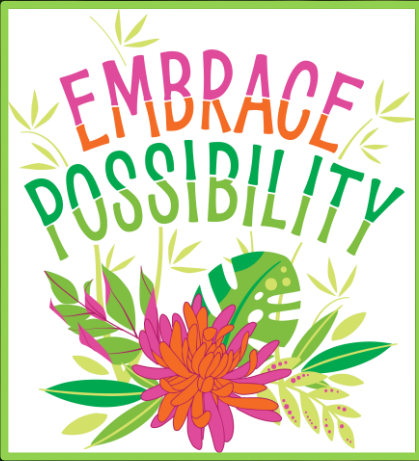
Product Program Specialist



What is the MagNut Program?



MagNut stands for:
Magazines, **nut**s and candy



Scientific name: *Elephas maximus*
Body length: 18-21 feet
Height: 6 to 12 feet tall at the shoulder
Weight: 4,400 – 12,000 pounds
Gestation period: 18-22 months
Life span: 60 to 70 years

Asian Elephant

The Five Skills Girls Learn



Goal Setting



Business Ethics



People Skills



Decision Making



Money Management



Funds Raised Benefit Girls and Troops

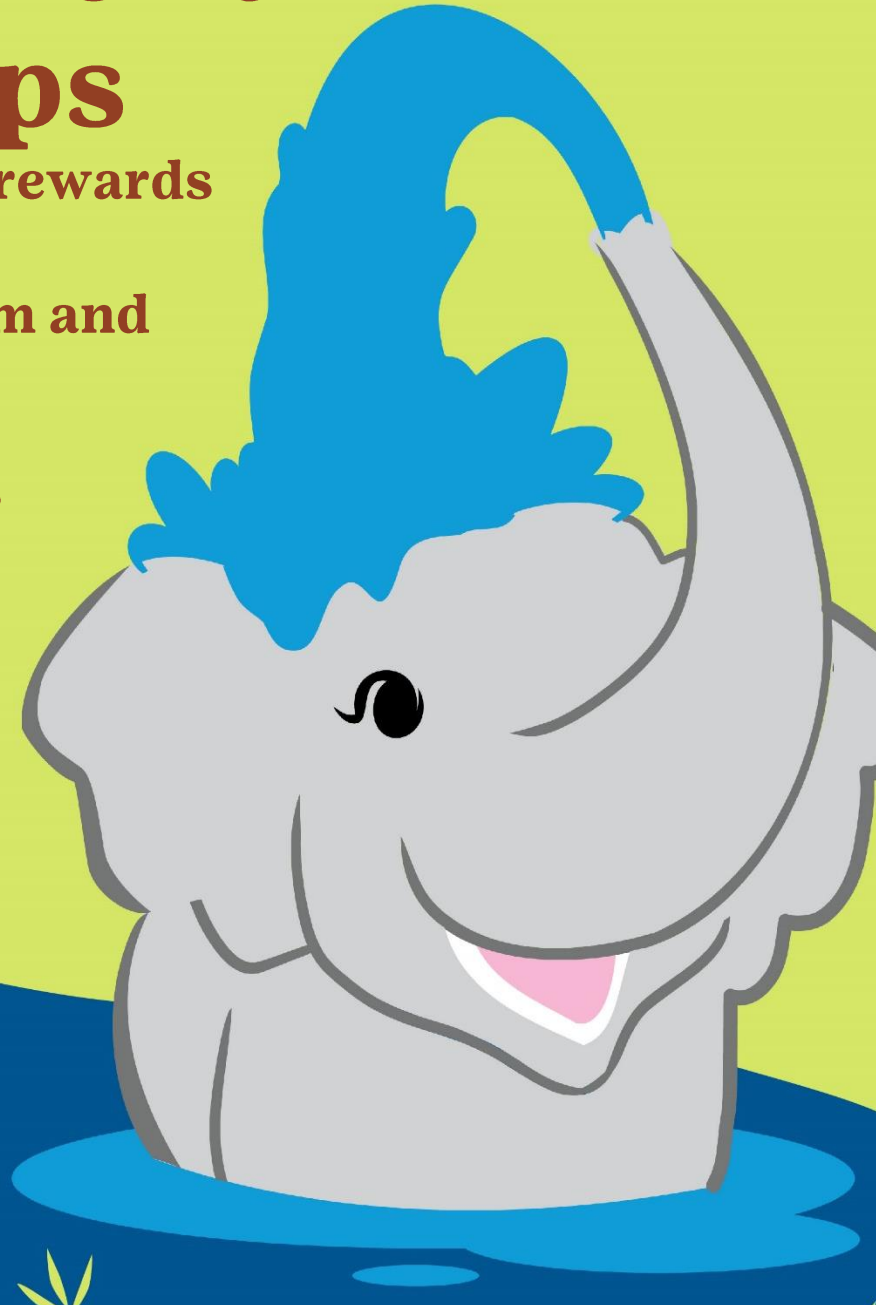
Troop proceeds, promotions and girl rewards

Provide girl programming, curriculum and events

Member and Volunteer with training, resources, and marketing materials

Maintain camps and activity centers

Financial Assistance to girls and volunteers



Ways to Participate

Your Girl Scout can participate in ANY or ALL of the following options:

Online

- Nut and candy items – shipped and girl-delivered options
- Operation: Sweet Appreciation donations
- Magazines
- BarkBoxes™
- Tervis Tumblers™
- Personalized Stationery & Gifts

In-person

- Nut and candy items
- Operation: Sweet Appreciation donations



My First Name: My Troop #: My Goals:

PARTICIPATE and EARN rewards!
Check your online site to learn more about all of the rewards you can earn.

Discover how to earn two personalized patches with your name and avatar below.

Fall Personalized Patch

- Create your avatar
- Send 18+ emails
- Sell 4+ Mags & More items and 30+ nut/chocolate items

Girl Scout Cookie Crossover Personalized Patch

- Create your avatar in the M2 system
- Send 18+ emails during the Fall Product Program
- Sell 250+ packages of cookies during the 2025 Girl Scout Cookie Program

Personalize by choosing from two scenes.

LOGIN, CREATE and SHARE with 3 easy steps.

- Visit www.gsnutsandmags.com/gswpa**
Use the QR Code, enter the URL above or click the link from the council website. Have your troop number ready and follow the prompts to participate in the online Fall Product Program.
My troop number is _____
- Build your site**
To customize your site, you can create an avatar that looks like you and also record a personalized message for your avatar to deliver to friends and family. Don't miss all of the ways you can earn virtual rewards when you complete various setup steps for your personalized site.
- Contact friends and family**
Friends and family can easily help you reach your goals when they shop online! Get started by sending emails through the M2 system. Your supporters will see your goal and hear your avatar deliver a message customized by you in your voice. Don't forget that you can also share your link to shop on social media or send a text, with the help of your parent/adult. Please follow current GSUSA guidelines for online sales and marketing.

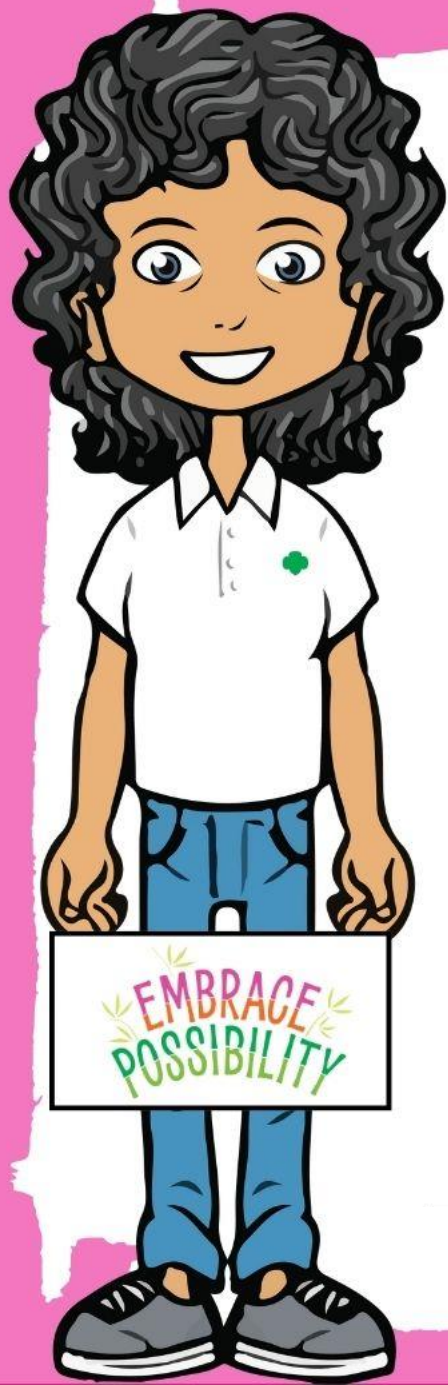
Family Meeting

Share the benefits of the MagNut Program

Troop expectations

Family responsibilities

Provide program information and resources



Key Dates

September 17 TMM receive email link to M2

October 1 MagNut begins

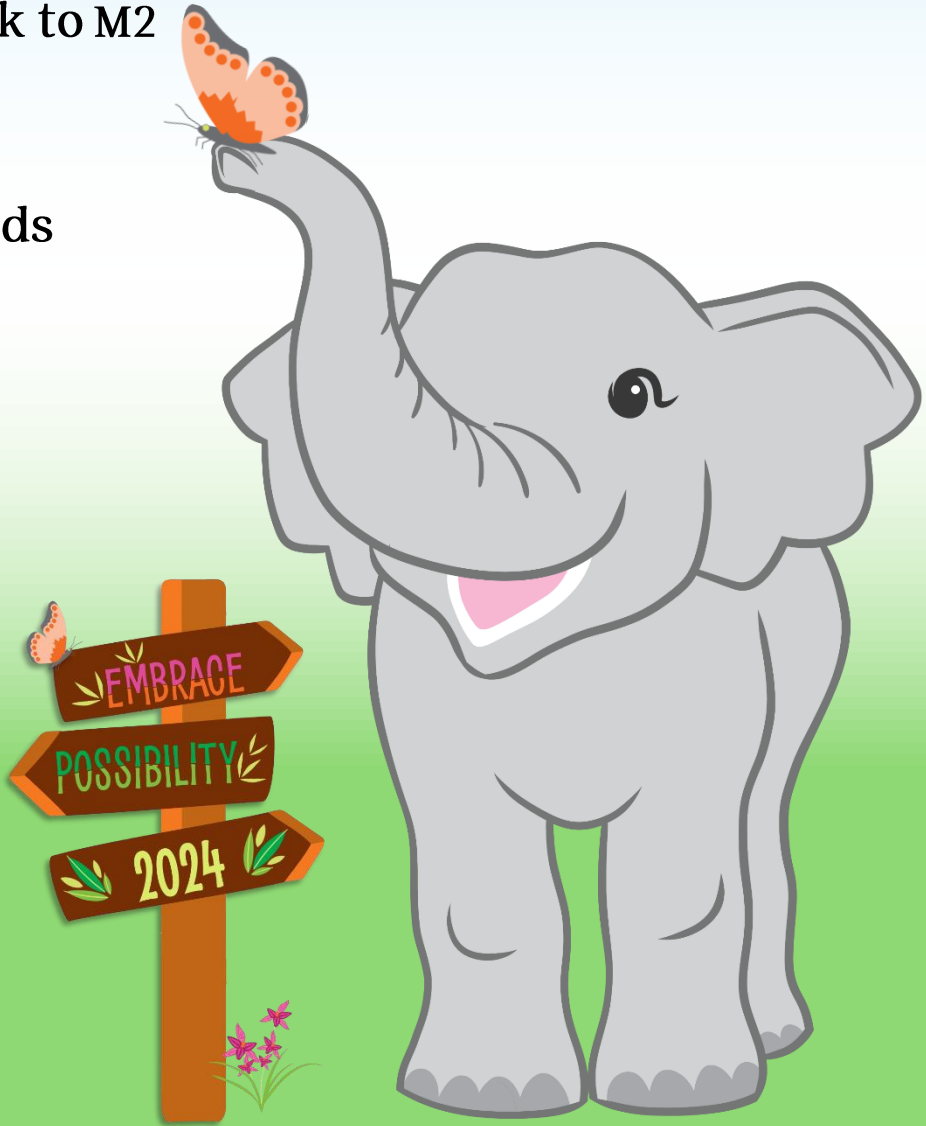
October 21 Paper Order taking ends

November 13-16 Product Delivery

December 1 Online Sales end

December 12 ACH Sweep (ONLY 1)

January 2025 Rewards delivered to Service Units



In-Person Order Card

YUM!

YUM!

YUM!

YUM!

YUM!

YUM!

A Mint Treasures

\$12

Creamy milk chocolate with a refreshing mint filled center. 6oz. Tin



B Chocolate Covered Pretzels

\$12

A favorite sweet and salty snack. Crunchy pretzels covered in smooth milk chocolate. 6.5oz. Holiday Tin



C Honey Roasted Mixed Nuts

\$12

Cashews, almonds, peanuts and pecans with a touch of honey. 16oz. Jar



D Whole Cashews

\$9

A classic favorite roasted and salted with sea salt. 8oz. Poptop Can



E Deluxe Pecan Clusters

\$9

Roasted pecans covered in caramel and milk chocolate. 5oz. Box



F Dark Chocolate Mint Penguins

\$8

Rich dark chocolate penguins bursting with frosty mint. 6oz. Box



G Peanut Butter Bears

\$8

Milk chocolate bears with a smooth peanut butter filling. 6oz. Box



H Dulce de Leche Owls

\$8

Fresh, milky caramel surrounded by smooth milk chocolate. 5.1 oz. Box



I Cheddar Caramel Crunch

\$8

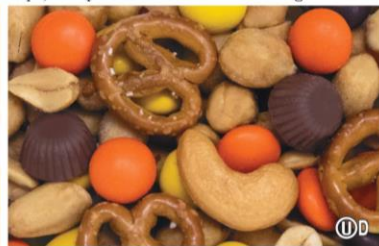
Cheese crackers, cheese corn sticks, mini pretzels, caramel cheddar corn puffs. 6.5oz. Bag



J Peanut Butter Trail Mix

\$8

Peanuts, peanut butter gems, peanut butter mini cups, mini pretzels and cashews. 7oz. Bag



K Chocolate Covered Raisins

\$8

The plumpiest raisins covered in smooth milk chocolate. 10oz. Poptop Can



L Dark Chocolate Caramel Caps

\$8

Dark chocolate covered caramel topped with sea salt. 6oz. Box



M English Butter Toffee

\$8

Crunchy handcrafted toffee drenched in milk chocolate. 6oz. Box



N Fruit Slices

\$7

Fat free! Assorted naturally & artificially fruit flavored chewy candy. 10.5oz. Bag



O Dill Pickle Flavored Peanuts

\$7

Crunchy peanuts with an irresistible dill pickle flavor. 9oz. Poptop Can



P Hot Cajun Crunch

\$7

Cajun corn sticks, seasoned peanuts, pretzels and sesame sticks. 7oz. Poptop Can





2024 Memory Girl Scout Tin
(order card, online girl
delivered or direct ship)
Milk Chocolate Mint Treasures
\$12



Garden Friends Holiday Tin
(order card, online girl
delivered or direct ship)
Milk Chocolate Pretzels
\$12

Online Nut Store Exclusive Items

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

Vanilla Honey Roasted Pecans
Butter Toasted Peanuts
Chocolate Covered Almonds
Chocolate Covered Raisins
Cranberry Nut Mix
Dark Chocolate Peppermint Pretzels
Deluxe Pecan Clusters - Holiday Tin
Dill Pickle Peanuts
Honey Roasted Peanuts
Peanut Butter Trail Mix
Sweet & Salty Mix
Thai Chili Mix



20oz Gourmet Caramel
Corn
w/ Almonds
& Pecans



15oz Gourmet
Blend



2022 & 2023
Past Year
Tins w/Mint
Treasurers



**Vanilla Honey
Roasted Pecans**



2024 Online Store Shipping Rates

~Nuts and Candy~



Product Subtotal			Standard	2 Day
\$1.00		\$30.00	\$11.75	\$27.75
\$31.00		\$60.00	\$16.00	\$35.50
\$61.00		\$90.00	\$26.00	\$48.75
\$91.00		\$150.00	\$41.75	\$81.25
\$151.00		Plus	\$45.75	\$89.25



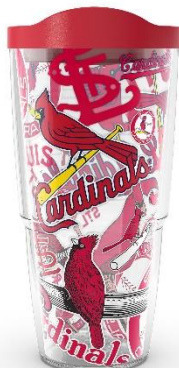
BarkBox

- 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





- Stylish Designs
- Online shipping only
- Troops earn proceeds
- Girls earn rewards = 1 magazine

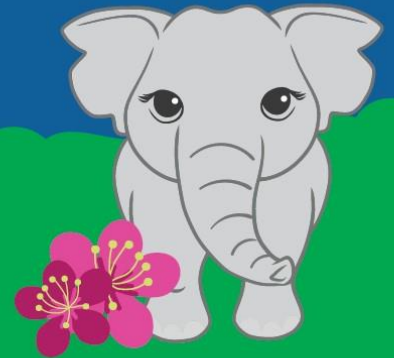


New Personalized Products!

High quality stationery, note pads, and photo frames!



These products ship quickly and make great gifts!

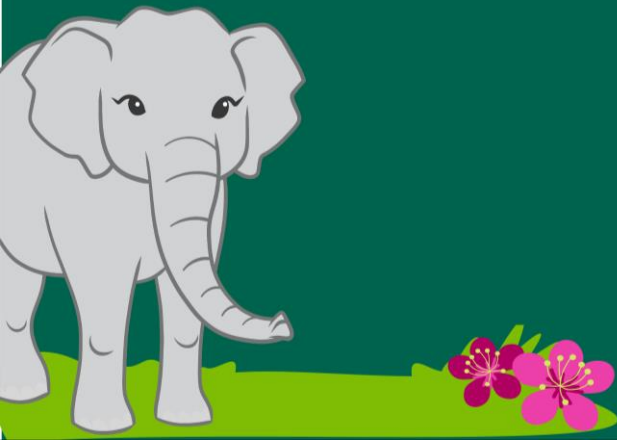


Customers can be creative and customize colors, fonts, names, favorite slogans and more.

- **Troops earn proceeds**
- **Girls earn rewards = 1 magazine**

Magazine Subscriptions

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



NEW...

S&H 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, personalized gifts)
3. Purchase a \$10 upsell title offered in the cart at checkout
(3 choices offered per cart)

OPERATION: SWEET APPRECIATION



Say THANK YOU through
Operation: Sweet Appreciation



Girls collect donations to send MagNut treats to:

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



- ✓ Troops earn proceeds.
- ✓ Girl earn the Care to Share Patch by collection 6 donations to OSA

Product Offerings Overview

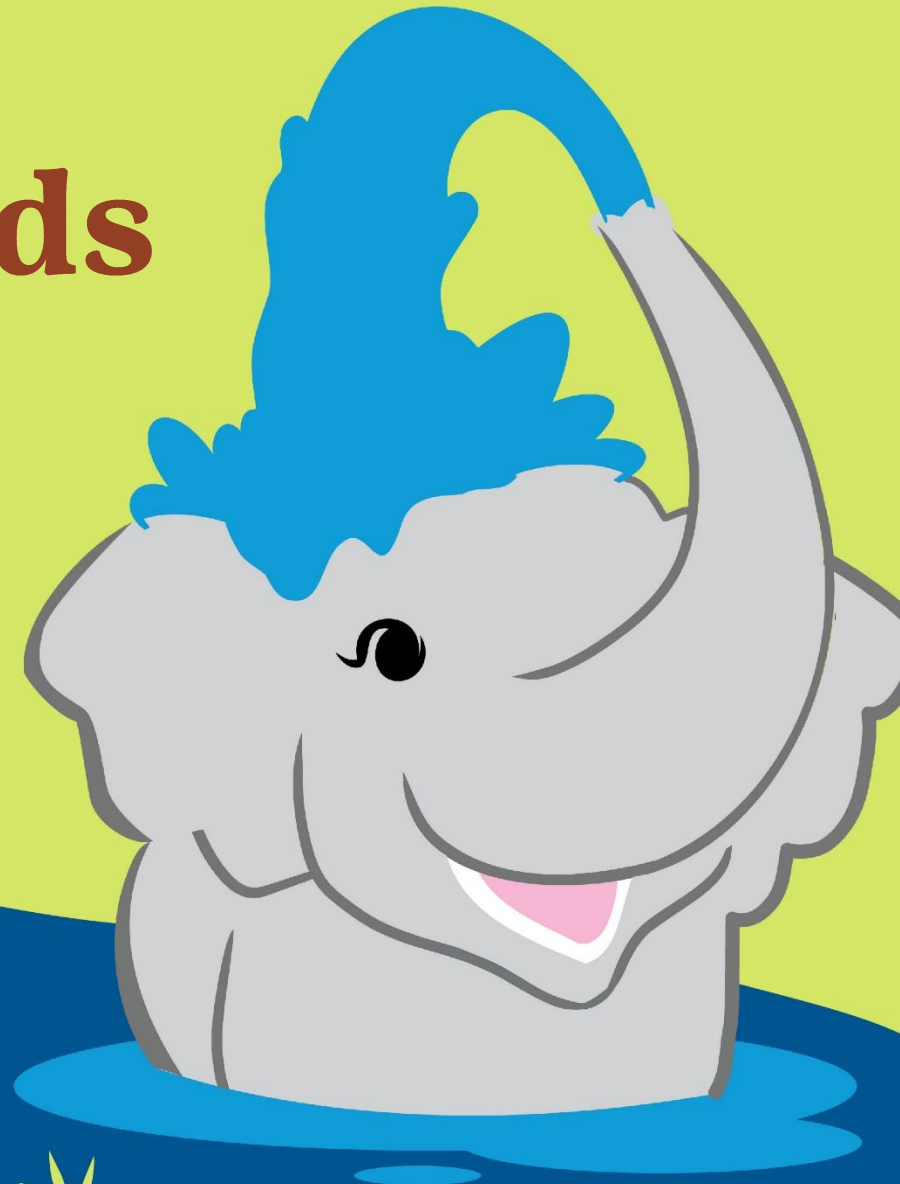
Customer can purchase:	In-Person	Online	Delivery Method
Nut and Cany Items	X	X	Girl Delivered or Shipped
Operation: Sweet Appreciation	X	X	Virtual
Magazines		X	Digital or shipped
BarkBox		X	Shipping Only
Tervis		X	Shipping Only
Personalized Stationery and Gifts		X	Shipping Only



OPERATION: SWEET APPRECIATION



Girl Rewards



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Rewards

\$2,024+
 AG Outfit OR Elephant
 Tracking Bracelet and \$25
 Philanthropic Gift to Asian
 Elephant Conservatory
 OR \$25 GS Bucks

\$1,750+
 Outdoor Mat and
 Mandala Beach Towel
 OR \$20 GS Bucks

\$1,500+
 Craft Bundle, including Diamond
 Art and Pouch OR \$15 GS Bucks

\$1,250+
 Sketch Bundle
 OR \$15 GS Bucks

\$1,125+
 Super Seller Patch & Event
 OR Patch & \$25 GS Bucks

\$800+
 Large Plush
 OR \$5 GS Bucks

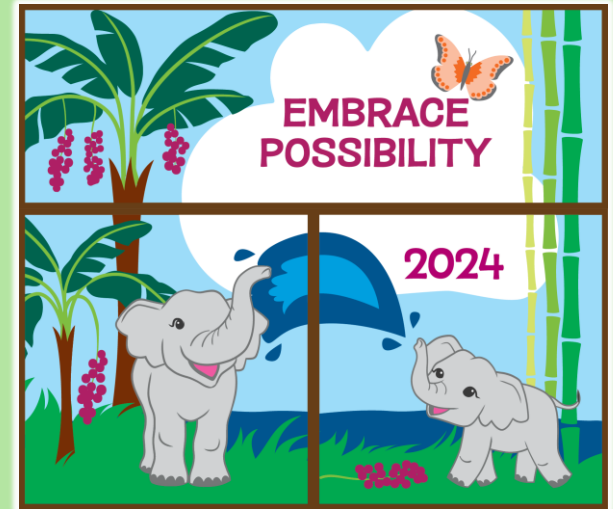
\$600+
 Embrace Possibility
 T-Shirt
 OR \$5 GS Bucks

\$450+
 Tassel Key Chain
 & Theme Stickers
 OR \$5 GS Bucks

\$325+
 Small Plush
 OR \$5 GS Bucks

\$100+
 Embrace Possibility
 Patch

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



Personalized Patch

Crossover Patch

Personalized Patches

MagNut Program Personalized Patch

Choose one



Personalized Cookie Crossover Patch

MagNut 2024 and
Cookies 2025



Troop MagNut Manager Personalized Patches

**Send out the launch email
blast**

**Achieve \$1,250.00+ in total
sales**

**Create your avatar in the
M2 site**



Choose one



Super Seller Event

**\$25 GSB
OR**



**Girls sell a total of \$1,125
OR**

**Sisters who sell a
combined total of \$1,675
qualify.**

Friday, July 25, 2025

Technology






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Troop MagNut Manager Volunteer Access



Email invitation to login





Announcement

XYZ Troop LEADER NAME: To manage the product program this year, please set up your account now. You will be able to monitor reports, communicate with troop leaders and create your own avatar. Your username will be the email address shown below. Use that information when you [create your password](#).


Once you log in, create your avatar and visit the "Parent and Adult Email Campaign" section. Check or enter the email addresses for the girls / parents in your troop so they will receive an email with instructions on how to participate.

Username: altruem2test+tnctroop215@gmail.com

Once you have created your password, you can [access the site using this link](#) or go to www.gsnutsandmags.com/admin.

The program will run from 07/16/2022 to 12/31/2022 11:59 PM CST. Please encourage all girls to participate. It's fun and also a great learning experience. If you have any questions, [contact us online](#) or call 1-800-372-8520. Thank you for all that you do for Girl Scouts.

Thank you, M2 GS Test Council 1 Trophy



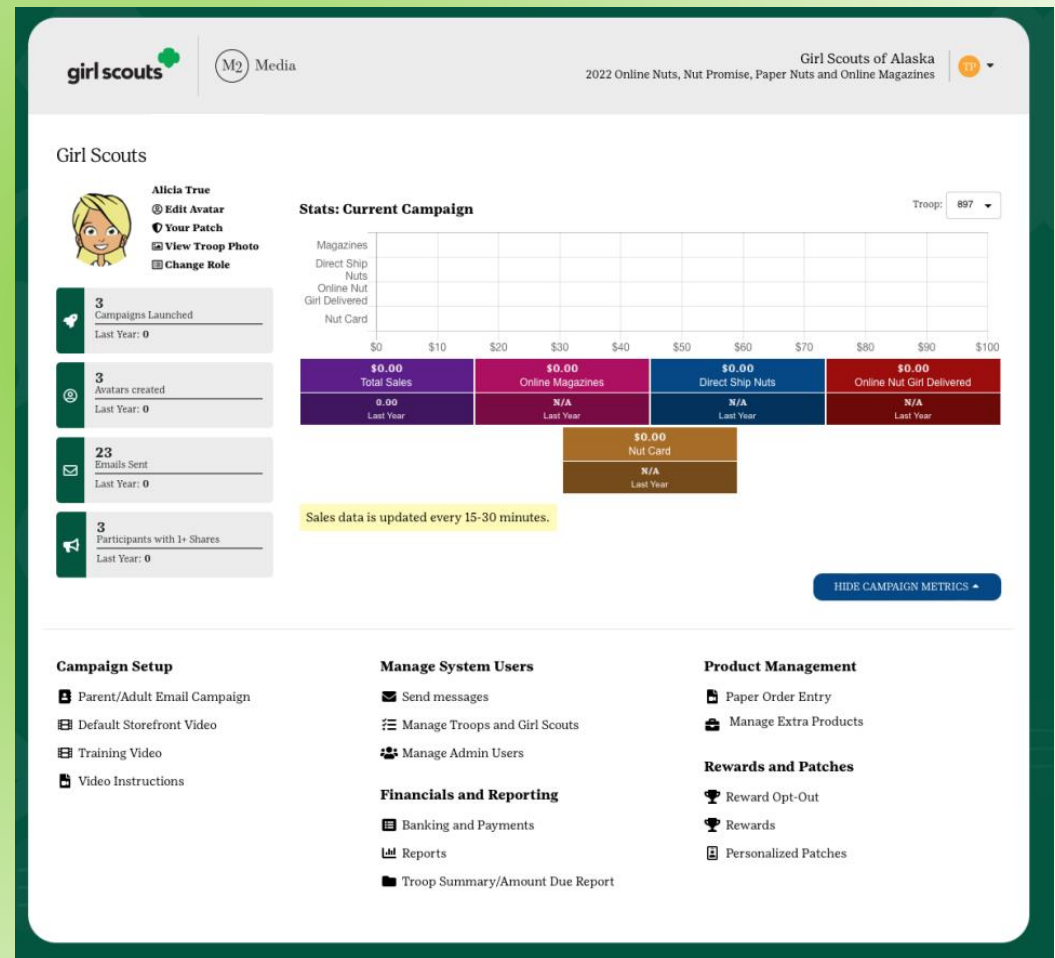
Troop Dashboard

Messaging

Manage nut card
order entry

Sales reports

Banking and
payments



Manage Admin Users

Manage Your Users

Check administrative accounts for this campaign.

SEARCH TOOLS ▾

Click the "+" menu to access additional features and view more information.

Name	Role(s)	
+ Debbie Hazlett Last Login: 07/07/2022 Watched Training Video: Yes	SU TP	0

Edit User

First Name: Debbie Last Name: Hazlett

E-mail: dhazlett@gswpa.org

Select Roles

☒ Service Unit

Assign Service Unit: Choose...

☒ Troop

Assign Troop: 11112

CLOSE UPDATE

Name

✕ Debbie Hazlett

- ✱ Edit User
- 🔒 Reset Password
- 🔑 Temporary Password

SU Service Unit TP Troop

Girl Uploads to M2



Girls/Caregivers – gsnutsandmags.com/GSWPA
TMMs/Leaders – gsnutsandmags.com/Admin

2025 Registered Girls and
Troop Leaders/MagNut Managers
will be uploaded
throughout the program

Entering Order Card Items

- ❖ All In-person orders
Caregivers/girls must enter the total number of items from the Nut Order Card **by 11:59 pm on October 21st.**
- ❖ Must be entered in the M2 site to be processed and added to the online sales reports
- ❖ TMMs can update or enter in person orders until the lock-out date of **Oct. 23^r**

The screenshot shows the 'Paper Orders' section of the Girl Scouts M2 interface. A modal titled 'Edit Paper Order' is open, displaying 'Girl Scout Info' and a table of 'Nut Orders'.

Girl Scout Info

Troop: 897
Participant: Morgan, Celeste (Cel)
GSUSA ID: 48324835

Nut Orders

Troop and SU Leaders: Please enter the orders that girls have received in person.

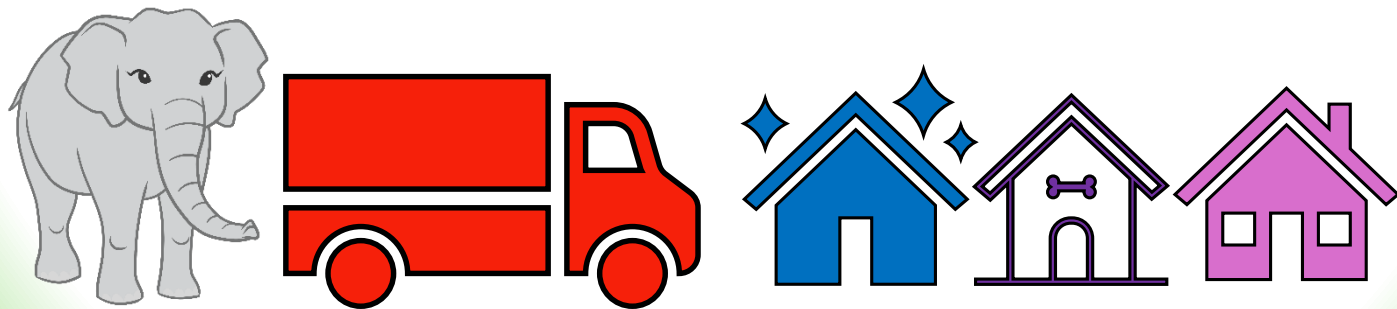
	Product	Price	Qty	Total
A	Fruit Slices	\$6.00	20	\$120.00
B	Peanut Butter Monkeys	\$6.00	20	\$120.00
C	Dark Chocolate Sea Salt Caramels	\$6.00	20	\$120.00
D	Care To Share	\$6.00	20	\$120.00
Total Sales				\$480.00

Buttons: CANCEL, UPDATE

MagNut Product Delivery

November 13 – 16, 2024

Wednesday - Saturday



Product Delivery Tickets

Print delivery tickets by troop and girl

Compare product received by SU to troop ticket

Report damaged or missing items to SUMM

Retain signed copy

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 De Leches	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		
Goop Trail Mix	0	0		
Peppermint Bark	0	0		
Care To Share	0	0		
Total	0	0		

Online Magazine Sales		Direct Shipped Nut Sales		Online Nuts Girl Delivered	
Total Collected Sales Online:	\$87.00	Total Collected Sales Online:	\$89.95	Total Collected Sales Online:	\$0.00
Proceeds:	\$14.55	Proceeds:	\$13.49	Proceeds:	\$0.00
Nut Card Sales				Total Sales	
Collected from Customer:	\$0.00			Collected Online:	\$186.95
Proceeds:	\$0.00			Collected from Customer:	\$0.00
				Proceeds and Bonuses:	\$28.04
				Payment Due Council:	(\$28.04)

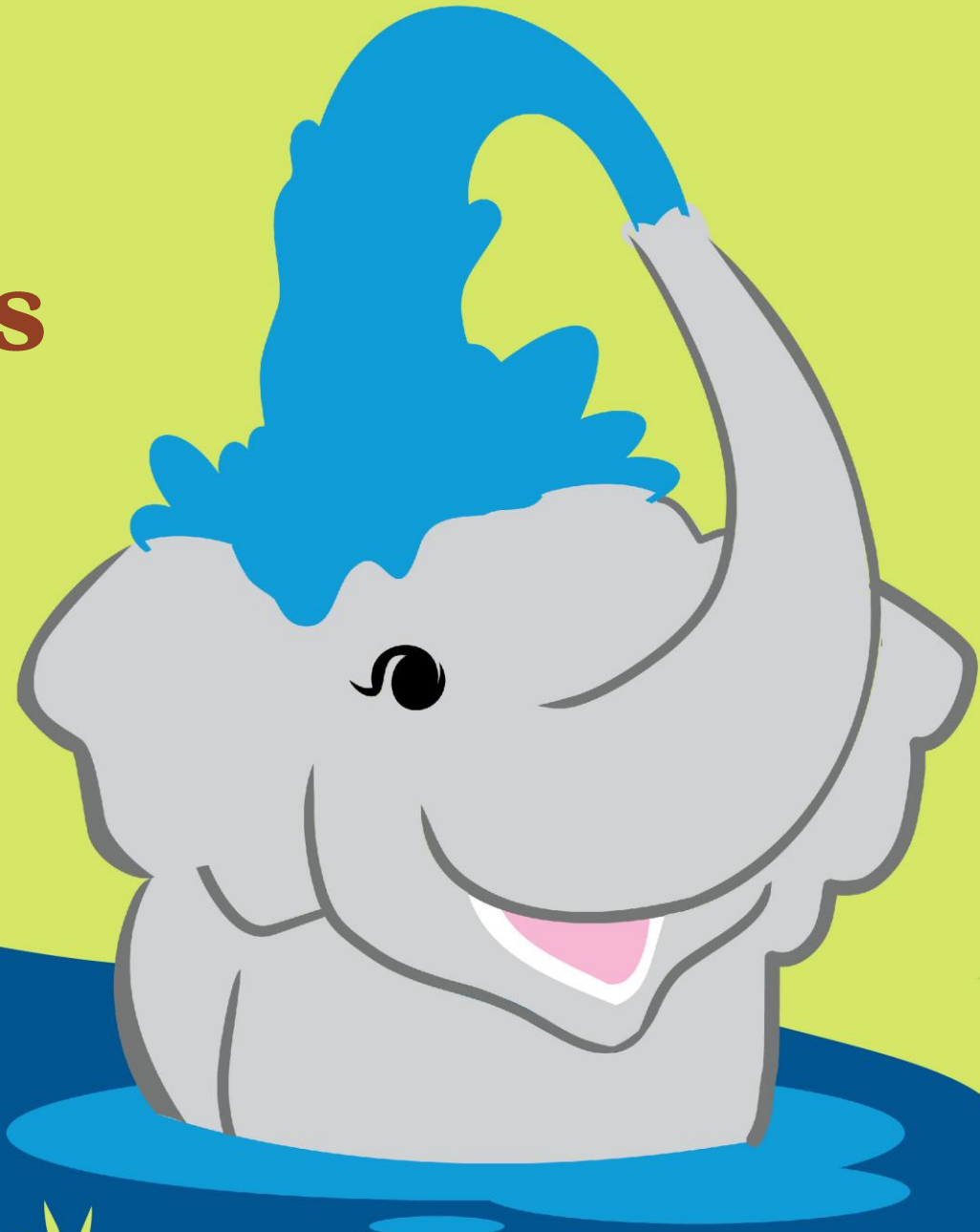
Additional Product



Additional product will be available at the Girl Scout offices while supplies last.

Additional MagNut Product Request is found on gswpa.org

Finances



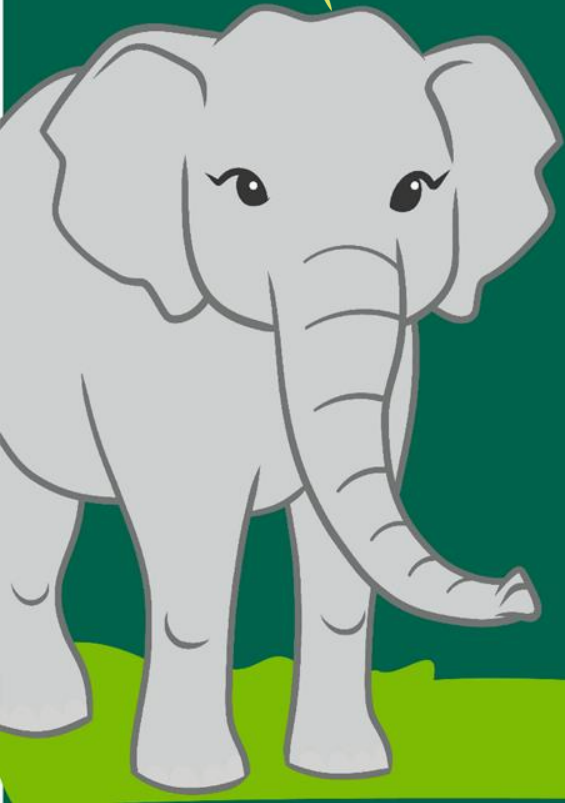
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Proceeds Structure



MagNut 2024	
Base Proceeds	15% of total sales
Additional Proceeds Option	Additional 5%

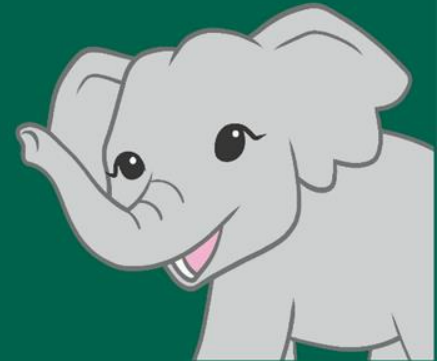
Additional Cookie Proceeds 2025	
\$185 MagNut PGA // 250 pkgs Cookie PGA	Extra \$.02 per package of cookies
\$275 MagNut PGA // 250 pkgs Cookie PGA	Extra \$.01 per package of cookies
Total extra Cookie Program earnings: \$.03 per package	




\$10 FUNd Bucks

Have at least 2 girls participating

Reach a PGA of \$150+



Troop Sales Summary

 **Reports**
See financial and other reports for this campaign.

All SalesMagazinesDirect Ship NutsNut Order CardOnline Nuts Girl DeliveredSpecial ReportsSummary Report

Troop Summary Report
Campaign and sales information for your troops.

Troop: 6512

Total Sales

Total \$ Sold	\$0.00
Collected Online	\$0.00
Collected from Customers	\$0.00
Total Troop Sales	\$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	0
Photos Uploaded	0
Voice Recordings	0
Total Personalized Patches Earned	0
Number Emails Sent	0
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 from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Select from the **SU Dashboard** under **Financials & Reporting - Troops Sales Summary/Amount Due Report**

Here you can choose specific reports:

All Sales

Magazine Sales

Direct Ship Nuts

Nut Order Card

Online Nuts Girl Delivered

Special Reports

Summary Report (shown)

Troop Banking Account Information

New troops will need to submit as soon as a bank account is opened

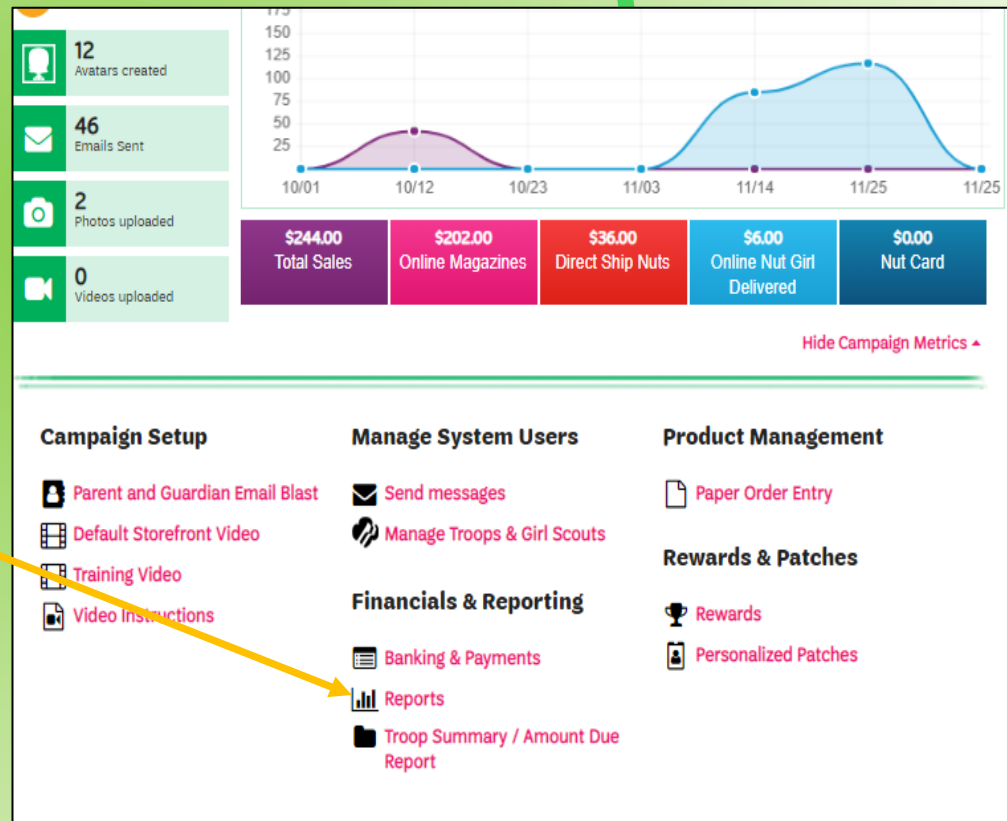
Troops can confirm ACH info from the dashboard :

Select *REPORTS*

Select *SPECIAL REPORTS*

Select *TROOP PRODUCTS AND FINANCIALS*

last column will show either YES or NO



ACH Sweep

Thursday, December 12

**ACH Adjustment form due
by Dec. 5th**

**Any funds owed but not swept-
troop must send a check to:**

**503 Martindale Street, Suite 500
Pittsburgh, PA 15212**

**ACH Adjustment form can be
found on gswpa.org**

ACH Adjustment Request Form

2023 ACH MagNut Adjustment Request Form

Please submit this completed Adjustment Request Form no later than five business days before the scheduled transaction. Requests received after the deadline may not be processed in time to stop the sweep.

Sweep: ONLY ONE SWEEP

Sweep Date: Thursday, Dec. 7, 2023

Submit this form by: Friday, Dec. 1, 2023

Service Unit # *

Troop # *

Troop MagNut Manager *

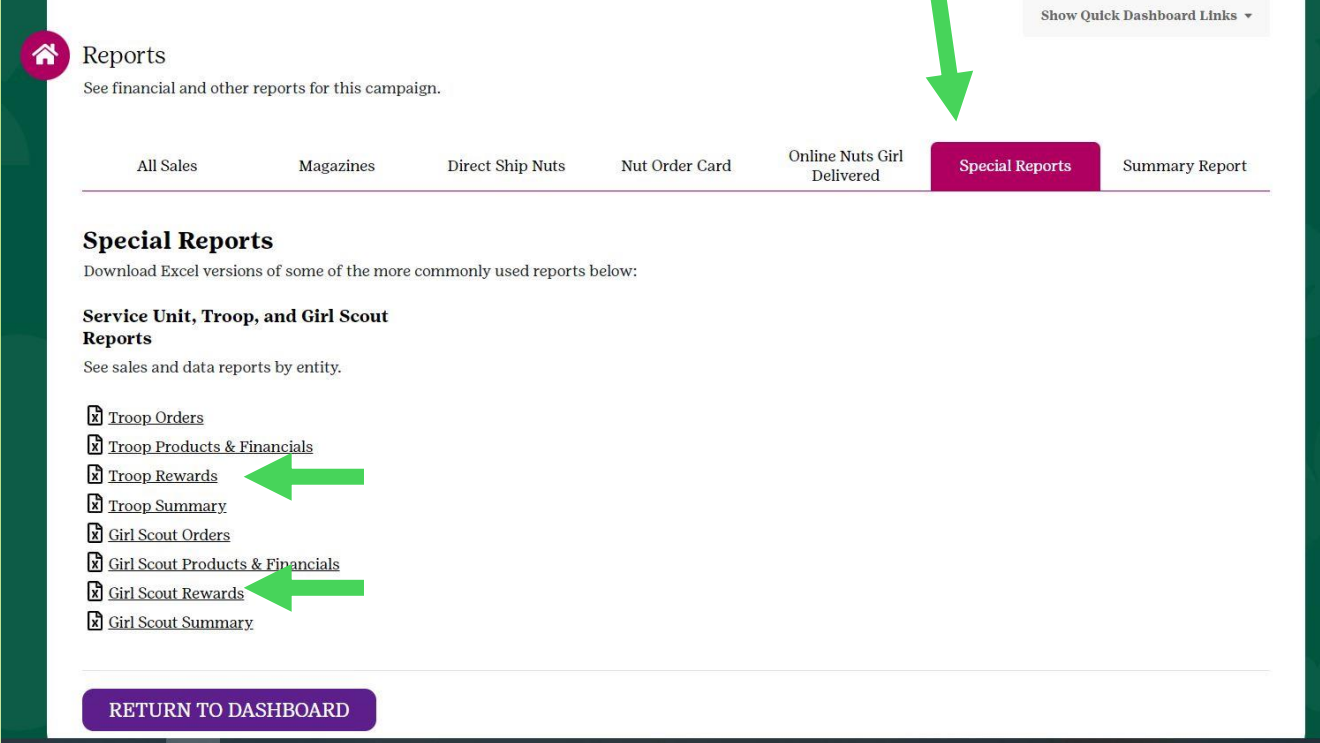
First

Last

Reward Reports

Print
reward
reports

Count for
accuracy



The screenshot shows a web interface for 'Reports'. At the top right, there is a link 'Show Quick Dashboard Links'. Below this is a navigation bar with several tabs: 'All Sales', 'Magazines', 'Direct Ship Nuts', 'Nut Order Card', 'Online Nuts Girl Delivered', 'Special Reports' (highlighted in purple), and 'Summary Report'. A green arrow points from the top right towards the 'Special Reports' tab. Below the navigation bar, the 'Special Reports' section is titled 'Special Reports' and includes the text 'Download Excel versions of some of the more commonly used reports below:'. Underneath, there is a sub-section titled 'Service Unit, Troop, and Girl Scout Reports' with the text 'See sales and data reports by entity.'. A list of links follows, each preceded by a document icon: 'Troop Orders', 'Troop Products & Financials', 'Troop Rewards', 'Troop Summary', 'Girl Scout Orders', 'Girl Scout Products & Financials', 'Girl Scout Rewards', and 'Girl Scout Summary'. Two green arrows point to 'Troop Rewards' and 'Girl Scout Rewards'. At the bottom of the page, there is a purple button labeled 'RETURN TO DASHBOARD'.

Reports

See financial and other reports for this campaign.

All Sales Magazines Direct Ship Nuts Nut Order Card Online Nuts Girl Delivered **Special Reports** Summary Report

Special Reports

Download Excel versions of some of the more commonly used reports below:

Service Unit, Troop, and Girl Scout Reports

See sales and data reports by entity.

- [Troop Orders](#)
- [Troop Products & Financials](#)
- [Troop Rewards](#)
- [Troop Summary](#)
- [Girl Scout Orders](#)
- [Girl Scout Products & Financials](#)
- [Girl Scout Rewards](#)
- [Girl Scout Summary](#)

[RETURN TO DASHBOARD](#)



Resources

- ❖ MagNut News
- ❖ Patched In
- ❖ TMM24 to 800-248-3355
- ❖ Troopleader to 800-248-3355
- ❖ gswpa.org
- ❖ M2 Customer Service

question@gsnutsandmags.com

800-372-8520

- ❖ Girl Scouts Western
Pennsylvania Customer Care

MagNut@gswpa.org

800-248-3355





We're excited to invite you to join our Facebook group dedicated to volunteers with product program roles. Whether you're a MagNut Service Unit or Troop MagNut manager, a MagNut mom or dad, this is the place for you!

December No-risk Consignment Booth Sales





Earning extra proceeds for your troop is as easy as 1, 2, 3...

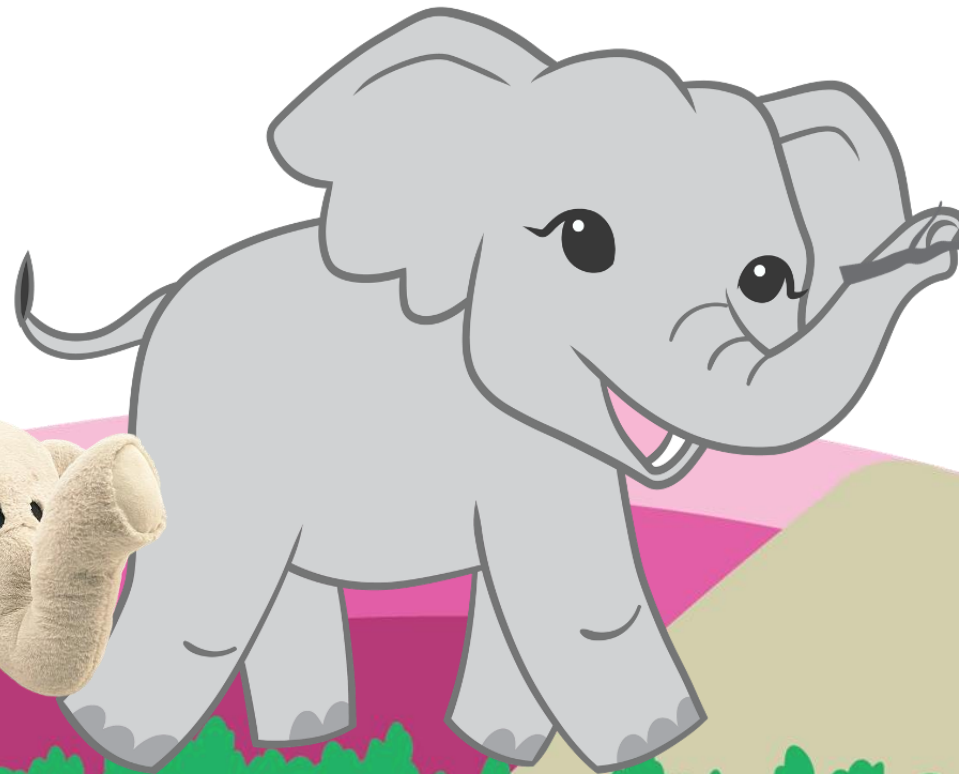
Election Week Cookie Program Timeline

Sept. 25-30	Troops place cookie orders
Week of Oct. 28	Troops pick up cookie orders from cupboards (Cupboards will have varying dates and times for pick-ups.)
Nov. 2-11	Booth sales at local businesses, polling places, and community events
Week of Nov. 18	Troops return unsold cookies to cupboards (Cupboards will have varying dates and times for returns.)
Dec. 5	ACH sweep



Questions & Answers

Thank you!



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