

girl scouts 
western pennsylvania

 M2 Media

 ASHDON FARMS™

2024 MagNut Program Service Unit MagNut Manager Training

The Product Program Team

Lisa Shade

VP, Brand Marketing & Product Program



Amanda Farrell

Director, Product Program



Erin Duffy

Manager, Product Program



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Product Program Coordinator



Debbie Hazlett

Product Program Coordinator



Lisa Wojtkielewicz

Product Program Specialist



2023 MagNut Program Review

Troops selling

846 ▼ 14

Troop Proceeds

\$243,550 ▼ \$12,515

Girls Selling

5,249 ▼ 70

Super Sellers

88 ▼ 61

Avatars created

4,463 ▲ 179

Emails sent

69,441 ▲ 3,590

PGA - In-person & Online

\$300.50 ▼ \$9.78

2022 \$310.28

Nat 'l \$320.00

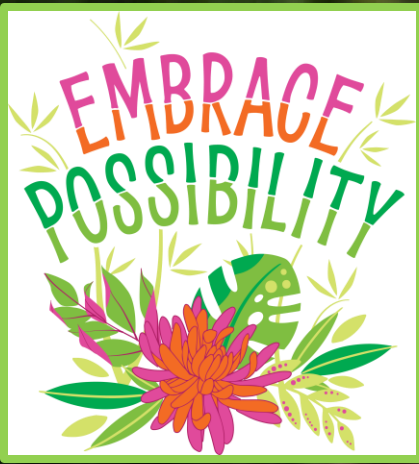
PGA - Online Only

\$221.35 ▼ \$4.02

2022 \$225.37

Nat 'l \$255.00





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

Key Dates

September 17	SUMM & 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
January 2025	Rewards delivered to Service Units



Rewards

\$2,024+
 All Outfit OR Elephant
 Tracking Bracelet and \$25
 Philanthropic Gift to Asian
 Elephant Conservation
 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

\$200+
 Elephant Charm

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

**SUPER
 SELLER**

ONLINE

**EMBRACE
 POSSIBILITY**

2024

YOUR NAME

**EMBRACE
 POSSIBILITY**

YOUR NAME

**EMBRACE
 POSSIBILITY**

YOUR NAME

YOUR COUNCIL

Personalized Patch

Crossover Patch

Super Seller

NEW... Girls can choose

\$25 GSB
OR



In-Person Order Card

YUM!

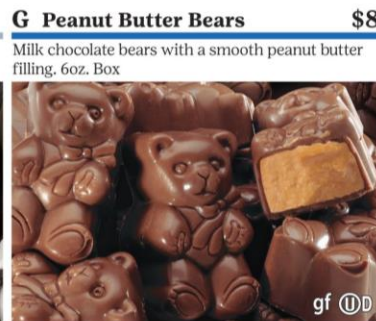
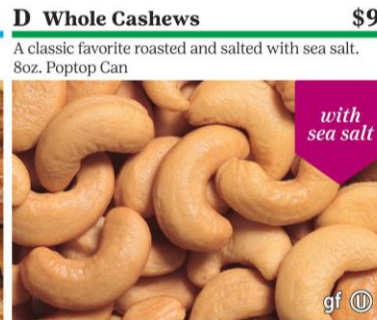
YUM!

YUM!

YUM!

YUM!

YUM!





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

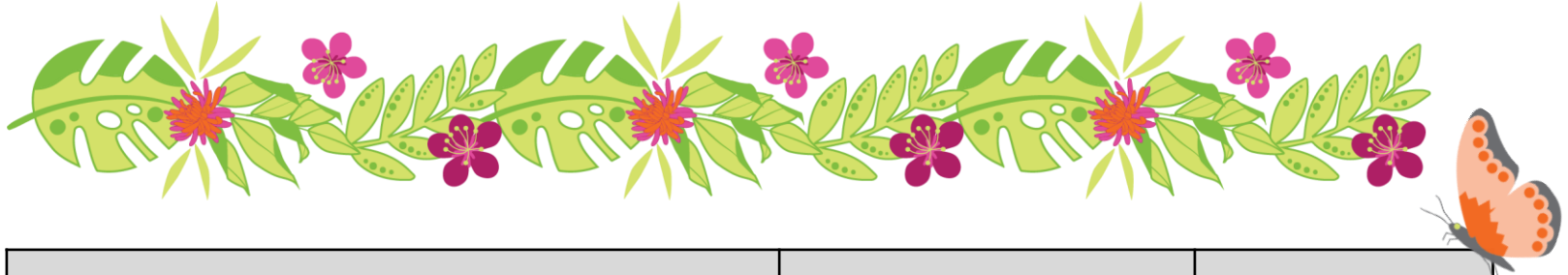


**Vanilla Honey
Roasted Pecans**



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

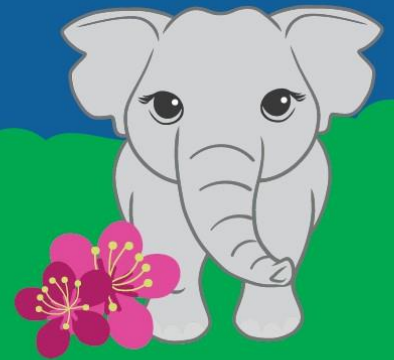


New Personalized Products!

High quality stationery, note pads, and photo frames!



These products ship quickly and make great gifts!

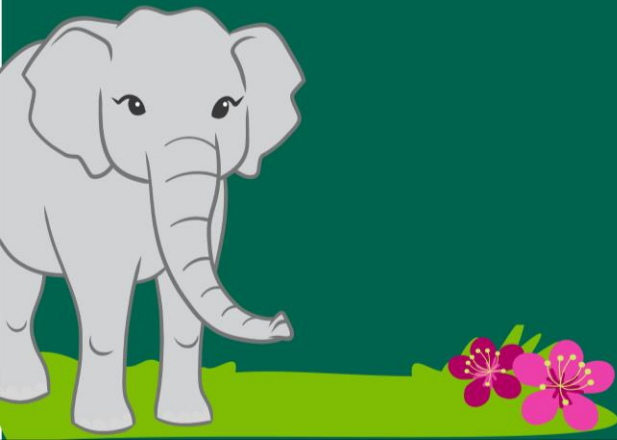


Customers can be creative and customize colors, fonts, names, favorite slogans and more.

- **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

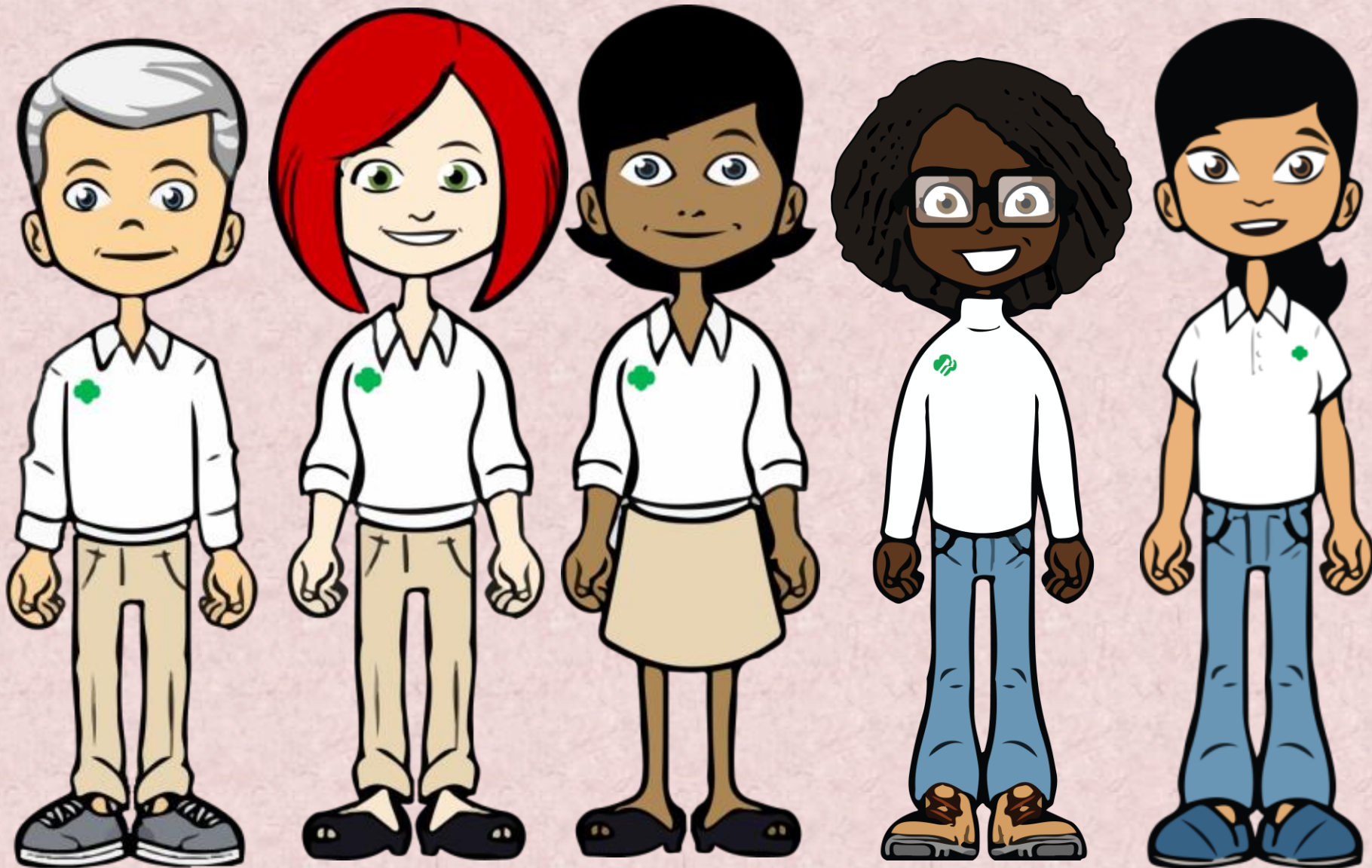


**OPERATION:
SWEET APPRECIATION**

tervis
always full of fun™



VOLUNTEER AVATARS



DELIVERY SITE PAGE

(Product & Rewards)

- At log in, Delivery Site page will open.
- Enter delivery info and enter any special instruction (e.g., delivery directions specific date needed, etc.) by Oct. 1 at 11:59 p.m.
- Edit any information for both product delivery and reward delivery and click **SAVE**.
- After Oct. 1, contact magnut@gswpa.org with any edits.

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)


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	Pail Cases	Cases Short	Single Pieces	Pieces Short
Dulce Delights	0		0	
Fruit Slices	0		0	
Peanut Butter Marshmallows	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 Truffles	0		0	
Goop Trail Mix	0		0	
Peppermint Bark	0		0	
Cars To Share	0		0	
Total	0		0	

Online Magazine Sales	Direct Shipped Nut Sales	Online Nuts OMI Delivered
Total Collected Sales Online: \$97.00	Total Collected Sales Online: \$89.95	Total Collected Sales Online: \$0.00
Proceeds: \$14.95	Proceeds: \$13.49	Proceeds: \$0.00
Nut Card Sales		
Collected from Customer: \$0.00		Total Sales: \$188.95
Proceeds: \$0.00		Collected Online: \$188.95
		Collected from Customer: \$0.00
		Proceeds and Bonuses: \$28.04
		Payment Due Council: (\$28.04)

Reports

[Show Quick Dashboard Links >](#)

View financial and special reports for this campaign.

[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](#)
[Export Excel](#)

REVIEWING A TROOP SALES SUMMARY

Troops with an overpayment:

Council will ACH the payment to the troop bank account.

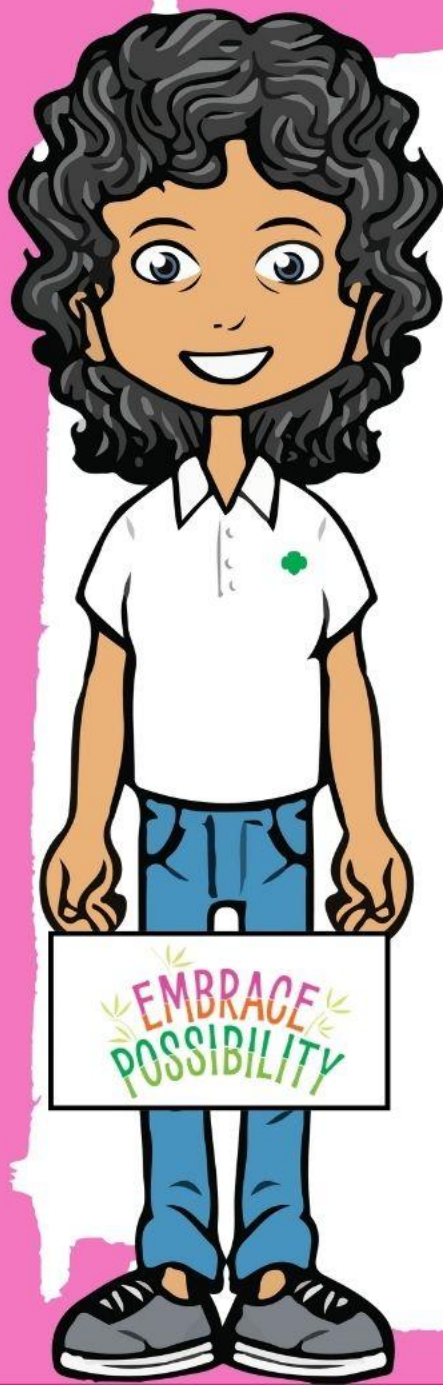
Troops with a balance due to council:

✓ 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.



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 deliveries
- Full amount of the sale due by **Dec. 12^h** to Council's Johnstown office – attention Product Program
- Proceeds in form of digital *Indie Girl Program Rewards*.

December No-risk Consignment Booth Sales





We're excited to invite you to join our Facebook group dedicated to volunteers with product program roles.

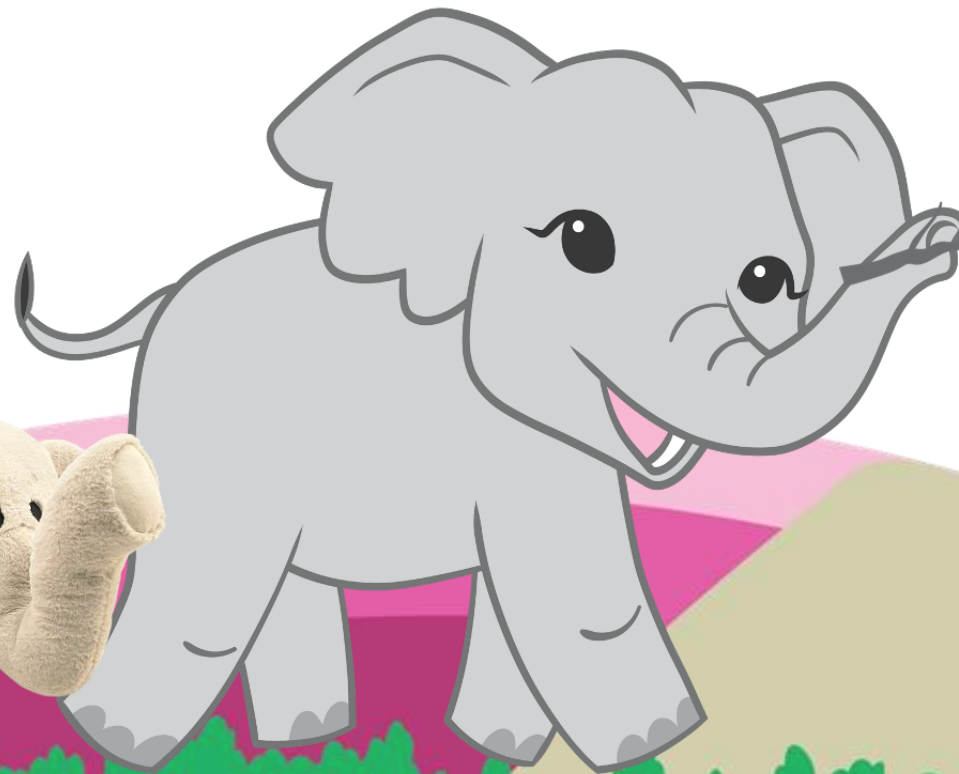
Whether you're a service unit cookie manager, a MagNut mom, or a cookie dad, this is the place for you!



The Cookie Program Begins with Election Week Booth Sales!

Sept. 5	Announcement of Program Returning
Sep. 25-30	Troops enter orders to desired cupboard pick-up in eBudde
Week of Oct. 28	Pick up from cupboards
Nov. 2-11	Sale dates

Thank you!



EMBRACE POSSIBILITY
EMBRACE POSSIBILITY