



2021 Fall Product Program

Troop Fall Manager Handbook



goal setting



decision-making



money management



people skills



business ethics

The fall product program is an easy, fun way to earn troop funds for this year's activities and future adventures. By marketing magazines and Girl Scout branded nuts and chocolates to family and friends, girls learn and develop entrepreneurship skills

Program Dates

| | |
|---------------------------------------|---|
| Monday, Sept. 27 | The M2 system opens for volunteers. |
| Monday, Oct. 4 | The M2 system opens for girls and families. |
| | Program begins. |
| Sunday, Oct. 24, 11:59 p.m. | Family deadline for entering in-person orders in the M2 system (do NOT re-enter online girl-delivered items). |
| Tuesday, Oct. 26, 11:59 p.m. | Troop fall manager deadline to enter or edit any in-person orders. |
| Wednesday, Oct. 27, 11:59 p.m. | Last day for customers to place orders online. |
| Saturday, Nov. 13 | Product delivery day. |
| Thursday, Dec. 2 | Deadline for troops to request adjustment of council payment due to caregiver balance owed. |
| Friday, Dec. 3 | All funds must be deposited into troop bank account by end-of-business day. |
| January 2022 | Rewards distribution. |

Getting Started

For troop fall managers (TFMs)

1. Register for the 2021-2022 Girl Scout membership year.
2. Confirm you are registered into the troop fall manager role in My GS. If not, contact GSSD customer care (page 8).
3. Complete online training in gsLearn and submit the *2021 Troop Fall Manager Agreement*.
4. Collect girl and troop materials from your service unit fall coordinator (order cards, fall flyers, money envelopes, two receipt books, and printed TFM handbook).
5. Obtain troop banking information from your troop leader or treasurer.
6. Coordinate a troop meeting to train girls and families and distribute girl materials (order card and fall flyer).
7. Follow the link sent to your email address to access the M2 system. Log in, complete M2 system training, and set up your account.
8. Add or update family email addresses to queue the *Parent and Guardian Email Blast* for your troop; emails will not send until **Monday, Oct. 4**, but can be sent at any point in the season.

If you have not received an email invitation to access the M2 system by Friday, Oct. 1, confirm you've completed steps one through three and then visit gsnutsandmags.com/admin to select "Forgot Password". If you need further assistance, please contact GSSD customer care (page 8).

For girls and families

1. Register for the 2021-2022 Girl Scout membership year.
2. Submit the online *2021-2022 Product Programs Participation Agreement*.
3. Follow the link sent to their email address by their troop fall manager to access the M2 system (on **Monday, Oct. 4** at the earliest).
4. Set up their individual page and add their customers.
5. Begin taking in person orders with the order card, send marketing emails from the M2 system, and promote their unique site link!

If girls do not receive an email invitation to access the M2 system, they can register at gsnutsandmags.com/gssd. They can set up their site and queue emails to their customers. Emails will be held by the system until their access has been approved; girl emails will be sent once the girl appears on your troop roster in the M2 system. Girls must have a current membership to be approved.

If girls haven't appeared on your troop roster in the M2 system by Thursday, Oct. 21, please contact GSSD customer care (page 8).

In order to participate, girls must have a current membership. Families and volunteers must be in good standing, without unresolved business matters with Girl Scouts San Diego.

Caregiver and Girl Training

You can help caregivers and girls get excited for the upcoming season! Work with the troop leader to schedule a time and place to train the girls and adults on the basics of the upcoming fall product program. We suggest including the following in this meeting:

Encourage participation within the troop.

Remind families to submit the *2021-2022 Product Programs Participation Agreement*; ask them to enter your email address once they submit so you receive a copy!

Explain troop benefits of the fall product program.

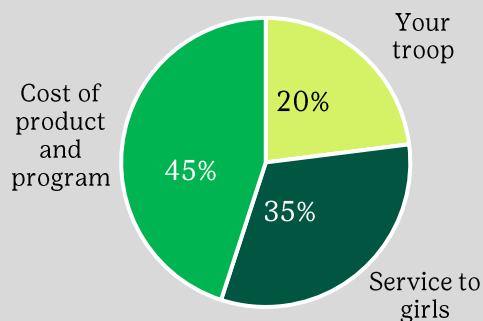
Troops earn \$1.75 per nut/chocolate item, regardless of product price. Troops earn \$3.00 per subscription, regardless of magazine price. Troops may use fall product program proceeds for:

- Start-up funds
- Uniforms
- Troop supplies
- Troop activities

Get girls excited about the rewards and program opportunities. Review the *fall product program rewards* (order card) and the Emmie, the Emperor Penguin jumbo plush drawing details. Provide information about the service unit fall rally (if applicable).

Distribute materials. Money envelopes, order cards, and fall flyers.

Where does the money from each product go?



Ensure the troop knows what products are offered. Review the *fall product program lineup* (order card) and the Girl Scouts San Diego Cares program. Prices for the 16 items available for in-person delivery range from \$7-\$11 per item.

Review the guidelines of the fall product program. Review the *participation options* (page 4). Ensure every caregiver understands the *financial responsibility* (page 7) of the program.

Help caregivers understand the M2 system. Discuss caregiver responsibility and timeline for entering *in-person, paper order card orders*. Review the options for customers to place *online orders* (paid online):

- Girl delivery—products will be provided to the troop on delivery day (page 6); girls deliver to the customer (access to the 16 products offered by Girl Scouts San Diego).
- Shipped—products are shipped direct to the customer (access to all vendor products including magazines).

Share important dates and deadlines. Review the *program dates* (page 1) and your troop-specific deadlines. Set communication expectations.

Set troop and individual girl goals.

Tip: Check in with your troop frequently throughout the program to ensure that they don't have any questions or need any assistance with the M2 system.

Participation Details

Online orders

Direct-ship: access to all vendor products including magazines.

Girl delivery: access to the 16 products offered by Girl Scouts San Diego.

In-person paper order card

16 nut and candy selections delivered by girls to customers.

Girl Scouts San Diego Cares

Girls collect donations (in \$7 increments) and Girl Scouts San Diego ensures delivery of the product to the recipient organization. Each donation is credited to the girl, counting toward her rewards, and the troop earns \$1.75 in troop proceeds per donation item sold.

Girl Scouts San Diego will donate products to organizations in San Diego and Imperial counties that are making a positive community impact.

Marketing

- Girls can market their fall program products door-to-door in their own neighborhood and to family and friends, both in-person and online. Girls may market online only to people they know.
- Before engaging in any online activities, girls and families must review the GSUSA Internet Safety Pledge at girlscouts.org/en/help/help/internet-safety-pledge.html.
 - Girls under the age of 13 may use the emails from the M2 system to market to friends and family. They may also use social media sites and email as long as they use the account(s) of their caregiver.
 - Girls 13 and older are permitted to use their own accounts with adult supervision.
- As this is a friends and family program, online marketing activities for the fall product program, especially those conducted through social media platforms, must always be done through accounts set to private.
- Do not use or upload contact lists for caregiver workplaces or other organizations.

Girl Rewards

See order card for patch images.

| | |
|--|---|
| 10+ products | Participation patch |
| 30+ products | Rise Up patch |
| 40+ products | Iceberg patch |
| 60+ products | Small penguin plush (pictured) |
| 80+ products | Large penguin plush (pictured) |
| 3+ magazines | Goal Getter patch |
| 18 emails sent | Online patch |
| \$350 total sales and 18 emails | Custom avatar patch in the style of your choice |



Earn the 2021-2022 Girl Scouts San Diego Crossover Patch.

- Earn the fall product program custom avatar patch
- Send 18+ emails from Digital Cookie.
- Sell 250+ packages of cookies during the 2022 Girl Scout Cookie Program.

Jumbo plush drawing.

Secure six or more magazine subscription purchases for an entry to win the Emmie, the Emperor Penguin, jumbo plush!



M2 System

Volunteer access

Beginning **Monday, Sept. 27**, if you have submitted your TFM agreement you will receive a welcome email from M2. The email will prompt you to complete some account information, watch a short system training video, enter your mailing address, create your avatar, and send the *Parent and Guardian Email Blasts* to the girls in your troop.

Girl access

Beginning **Monday, Oct. 4**, girls will receive the *Parent and Guardian Email Blast* you send. This welcome email will give them access to log in, create their avatar, upload a photo and video, enter their customer lists, and launch their site. Girls who do not receive a welcome email can log in or register at gsnutsandmags.com/gssd (page 2).

Adding girl orders

Caregivers must enter order card orders in the M2 system by **Sunday, Oct. 24, 11:59 p.m.** If a caregiver does not enter their girl's order, you have until **Tuesday, Oct. 26, 11:59 p.m.** to enter it for them.

1. Choose Paper Order Entry from your dashboard.
2. Click the pink pencil next to the girl's name to edit/enter orders.
3. Enter her total items by variety from her order card and click Update. Make sure the totals match. DO NOT enter products ordered online for girl-delivery. Only order the exact number of items sold; products cannot be returned to Girl Scouts San Diego.
4. There is no submit button! Orders are transmitted for fulfillment automatically after the cutoff time.

Frequently asked questions

I am a volunteer and have a daughter participating. Can I use the same email address for my volunteer and girl accounts?

Yes! You will be notified upon login as to which account you are signing on to. Volunteer accounts are accessed at gsnutsandmags.com/admin. Girl accounts are accessed at gsnutsandmags.com/gssd.

I entered the email addresses to send access notifications to the girls in my troop, but it says "Queued for Sending". How long until it sends? *Parent and Guardian Email Blasts* will not be sent to the participants until our program launch date, **Monday, Oct. 4**.

My girls are attempting to register and get the "Campaign is Currently Unavailable" message. Girls cannot begin online account registration until the program launch date, **Monday, Oct. 4**.

Where can parents find customer information? If necessary for delivery, families may contact M2 Customer Care for additional customer information (page 8).

One of my girls received an online girl-delivered order that the family is unable to deliver. How do I remove it? The caregiver or customer will need to contact M2 Customer Care (page 8) to have the order cancelled and removed from the system. This cancellation request MUST be completed by **Saturday, Oct. 23**.

My girl received or entered orders that put her over the next reward threshold, but the system isn't showing that she earned the reward. The system can take 1-2 hours to update the rewards section once additional sales have been entered.

Customers are telling me the website says the sale ends on Wednesday, Oct. 27. The parent deadline is Sunday, Oct. 24. Which is correct? Both! The parent deadline to enter order card orders is Sunday, but customers can place last minute online orders for girl delivery, shipped product, and magazine subscriptions until the service unit fall coordinator entry deadline on **Wednesday, Oct. 27, 11:59 p.m**

Product Delivery

Direct-shipped

Product is shipped by the vendor, not Girl Scouts San Diego. If there are questions about a shipped order, please contact M2 Customer Care (page 8).

Girl delivery, ordered online or on the paper order card

Service unit → troop

Your service unit fall coordinator will inform you of location-specific delivery day procedures and how to sign up for a pick-up time. Delivery day is **Saturday, Nov. 13.**

- Troops without banking information entered in the M2 system will not be permitted to pick up product.
- Children and pets are NOT permitted at delivery locations.
- On site, your entire troop's product will be counted and your troop representative must sign for all the product received.
- Inspect product prior to leaving the site for damages. At warehouse locations, you will exchange product on site. At remote delivery locations, you will need to notify GSSD customer care (page 8) of the quantity and varieties that are damaged that day to begin coordinating the exchange.
- Remove product from your vehicle IMMEDIATELY upon arrival at your destination as many items will melt.

Troop → Girl Scout family

Arrange the time and location to distribute troop product to girls.

- Complete receipts with each caregiver every time product and/or money changes hands (page 7).
- Provide each girl with a money envelope when distributing product.
- Remind caregivers that products can melt and it needs to be kept in a cool, dry, place.

Girl Scout family → customer

Girls and families coordinate delivery of product with their customers.

- Girls can access an online report of orders with customer email addresses and phone numbers in the M2 system.

A small number of products will be available on a first come, first served basis at the Balboa Service Center beginning **Wednesday, Nov. 16.** Additional details will be communicated in the *In a Nutshell* email newsletter. These products will count toward girl rewards and troop proceeds.

Money Matters

Troops must have a bank account to participate in the fall product program. If you need assistance opening a troop account, contact troopbanking@sdcgirlscouts.org.

- All products ordered online are paid online.
- Girls collect payment for in-person orders at the time of delivery.
- All money accepted in-person is to be deposited into the troop bank account. Keep all receipts. If caregivers deposit directly to the troop account, request a text or email with an image of the receipt.
- If the troop has a payment processing app (i.e., Venmo, PayPal), parents can use this to transfer payment to the troop. Parents should NOT use these apps to collect customer payment or to transfer payments to your personal app account.
- The amount owed to Girl Scouts San Diego will be deducted via an ACH debit in December. Amount due is calculated automatically by the M2 system and can be viewed by clicking the Banking and Payments link on the Troop Dashboard.
- In the event a troop is owed a refund for proceeds from online transactions, these funds will be transferred via ACH payment. Every attempt will be made to process refunds in December.
- Girl Scouts San Diego does not take financial responsibility for losses due to theft, robbery, fire, counterfeit bills, returned check, etc., but will try and assist troops on a case-by-case basis when supporting documentation, such as a police or fire report, is submitted by **Friday, Dec. 3** to the service unit fall coordinator.

Remember

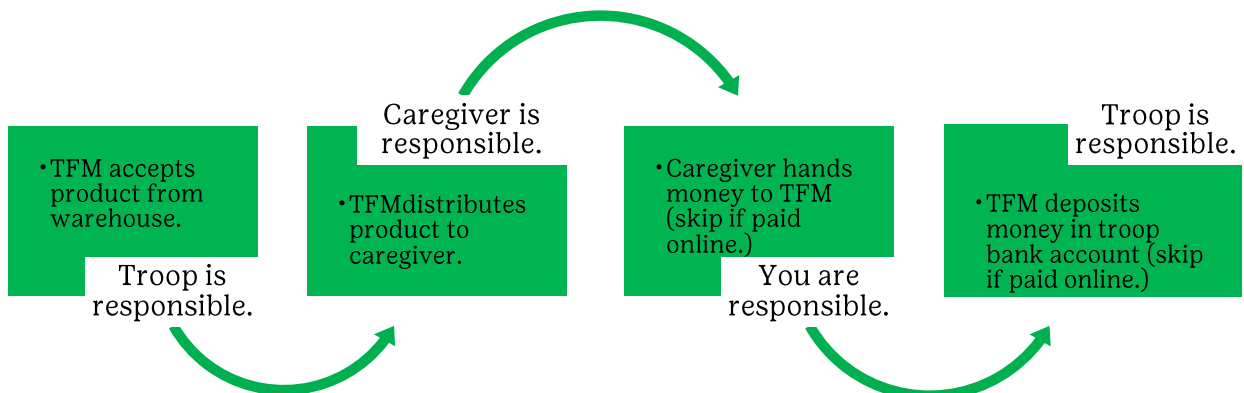
- Fall product program proceeds belong to the troop, not individual girls.
- Cadette, Senior, and Ambassador troops who wish to opt-out of lower level 2022 cookie rewards must participate in the 2021 fall product program.

Best Practices

- Do not accept bills larger than \$20.
- Do not accept checks unless the troop willingly accepts the financial risk.
- Caregivers should submit payments to you within 5-7 days of product delivery and payment.

The Flow of Financial Responsibility

Financial responsibility changes when receipts are written and signed by both you and the caregiver. For each exchange, you and the caregiver should count the product or money together and complete a receipt. Both parties should keep a copy. This is for everyone's protection in case of a discrepancy.



Girl Scouts San Diego has a “zero tolerance” policy for misuse of funds. Any adult accepting responsibility for handling money or product is responsible for its safekeeping.

Troop and TFM Rewards

Troops and TFMs can earn rewards based on the troops' cumulative sales.

- Earn your own **custom avatar patch** when you send *Parent and Guardian Email Blasts* to your troop and your troop reaches \$1,500+ in total sales.
- Troops with \$2,000+ in total sales will have access to select one booth shift for the 2022 Girl Scout Cookie Program prior to all other troops.
- Troops with \$2,500+ in total sales will be entered to win one of 40 cookie tablecloths and money bags featuring the new cookie and Girl Scout branding.

Wrap Up

1. Collect payments for all paper order card products from caregivers.
2. If payment is not received from a caregiver, you should reach out and attempt collection. If full payment isn't made, an Outstanding Balance Report must be completed by **Thursday, Dec. 2**.
3. Deposit all payments to the troop bank account by **Friday, Dec. 3**.
4. Check in with your service unit fall coordinator (SUFC) by **Friday, Dec. 3**, to notify them of your program status.
 - Arrange to turn in paperwork (if applicable)
 - Send a notification email/text, even if you do not have paperwork to submit.
5. Complete the 2021 fall product program evaluation (link will be sent via *In a Nutshell*).
6. In January, provide your troop treasurer and leader with the Troop Summary Report.
7. Receive rewards from your service unit fall coordinator in January and promptly distribute to girls.

Resources and Support

Service Unit Fall Coordinator (SUFC)

Name: _____

Email: _____

Phone: _____

Girl Scouts San Diego Fall Program Volunteers Facebook Group

Private Facebook group for TFMs and SUFCs with signed volunteer agreements, moderated by GSSD Product Program Team. Ask questions, find resources, get program updates and connect with each other for support.

<https://www.facebook.com/groups/gssdfppvolunteers>

In a Nutshell

A weekly email newsletter from GSSD's Product Program Team containing suggestions, reminders, and information

M2 Customer Care

For questions regarding the M2 system, order issues, or other general sale questions.

question@gsnutsandmags.com

800-372-8520

support.gsnutsandmags.com

Girl Scouts San Diego Customer Care

customercare@sdgirlscouts.org

619-610-0825

sdgirlscouts.org/fall

Thank you for being an integral part of our fall product program. We appreciate you!