

2022 Sweets & Treats

Fall Product Program Caregiver Guide

Dear Girl Scout family,

The Sweets & Treats program is a friends and family sale that takes place from October through November. As girls sell sweets and treats including nuts, chocolate, and magazine subscriptions, they'll build self-esteem, and learn that they can set goals, budget costs, create a marketing plan, and then go out and make it all happen!

The Sweets & Treats program is the beginning platform of the Girl Scout Entrepreneurial Program where girls begin developing five essential skills—goal setting, decision making, money management, people skills, and business ethics—that they will use for a lifetime.

The program enables troops to earn funds while having fun at the beginning of the Girl Scout year, and gives family and friends the opportunity to support Girl Scouting in their community. 100% of Sweets & Treats proceeds stay within our council! Girl Scout troops earn 15% of the proceeds for every nut and chocolate item sold, and 15% for every magazine sold. In addition, girls can earn cool patches and rewards, including their very own personalized avatar patch.

The theme for this year's program is Go Bright A Head! Each girl participating will receive a program packet from her troop leader containing everything she needs to be successful.

We can't wait to start the year with you!

—Your Product Program team

We're here for you!

Have questions? Contact the Product Program team at **813-281-4475** or **productsales@gswcf.org**.

Learn more about the Fall Product Program at **gswcf.org/fpp**



2022–2023 Important Dates

Oct. 4: Girl Scout Sweets & Treats begins!

- ▶ Be a renewed or newly registered Girl Scout for the 2022–23 membership year
- ▶ Fill out the Caregiver Permission & Responsibility form
- ▶ Begin taking nut/chocolate orders on your paper order card
- ▶ Register on the M2 site by visiting gsnutsandmags.com/gswcf
- ▶ Create your avatar and start sending emails to friends and family

Oct. 23: Paper order card period ends

- ▶ Parents enter girls' nut/chocolate orders by clicking on the "Paper Order Entry" link in the M2 system
- ▶ Last day for customers to choose girl delivery when purchasing online

Nov. 11–14: Nut/chocolate items available for troop fall product managers to pick up

- ▶ Please check with your troop fall product manager volunteer about when your troop's products will be ready for pick up
- ▶ Don't forget to pick up products to fulfill online orders with girl delivery option. Remember, payment has already been made online for these orders

Nov. 14: Online ordering period ends

Nov. 11–24: Girls deliver product and collect funds from customers

- ▶ Don't forget to check your online orders with girl delivery option and contact customers for their delivery information

Nov. 16: Last day for girls/parents to enter girl reward choices into M2 online system

_____ : All funds are due to the troop

(This date is specific to each troop, so check with your troop before filling it in!)

Mid Jan. 2023: Rewards distributed

Caregiver Checklist

- Make sure your daughter(s) is registered for the 2023 membership year.
- Attend caregiver's meeting to learn your responsibilities for having a successful sale and how you can help your troop.
- Complete Caregiver Permission & Responsibility form.
- View caregiver informational video and all other videos concerning Sweets & Treats.
- Help your Girl Scout sign into the M2 platform to create their Avatar and launch their online storefront.
- Help your Girl Scout set her individual Sweets & Treats goal.
- Keep open communication with the troop fall product manager.
- Enter your Girl Scout's paper card orders into M2 system by Oct. 23.
- Review your Girl Scouts sales report page regularly to see who has placed girl delivery orders.
- Make sure to pick up all products from your fall product manager in a timely manner.
- Ensure all products are stored in a cool climate.
- Verify all girl delivery customer orders are delivered to the customers by Nov. 24.
- Turn in all funds to your troop Fall Product Manager within time frame given.



The Sweets & Treats Program is a stepping stone to the Girl Scout Cookie Program.

The Girl Scouts Sweets and Treats program is more than just selling products. It is the beginning platform of the Girl Scout Entrepreneurial Program where girls begin developing five essential skills—money management, business ethics, people skills, decision making, and goal setting—that they will use for a lifetime. Girls can learn to be Entrepreneurs by building on the 5 Skills and by earning Financial Literacy Badges. Entrepreneurs just like you can earn Financial Literacy badges at home. Girls, encourage your caregivers/families to help you earn these badges.

The Girl Scouts Financial Empowerment and Entrepreneurship Program				
	Cookie Business	Financial Literacy	Cookie Entrepreneurial Family	Entrepreneur
Daisy	My First Cookie Business	Cookie Goal Setter	Money Explorer	My Money Choices
Brownie	My Cookie Customer	Cookie Savings Maker	Budget Builder	My Own Budget
Juniator	My Cookie Team	Cookie Collaboration	Budget Maker	My Money Plan
Cadette	My Cookie Passion	Cookie Market Researcher	Cookie Investor	Budget Manager
Senior	My Cookie Network	Cookie Sale	Savvy Seller	My Dream Budget
Ambassador	My Cookie Success	Cookie Influencer	Financial Planner	My Financial Future



Sweet Starters

Calling all first time Sweets and Treats Program sellers! The Sweet Starters program will help teach girls about setting goals, learn about fall products, tips for selling products, how to participate, and more.

Girls who complete this program will receive a special Sweet Starters patch.



Become a top seller and You could bring this home!

How Sales Work

The Sweets & Teats Program is comprised of two components—nuts/chocolate and magazines. Both components can be ordered online, and select nuts and chocolate items can also be ordered on a paper order card for girls to deliver directly.

Troops/girls have the option to participate in the sale via the paper order card or online option alone, or they can choose to do both.

In-Person Sales

- ▶ Girls use order cards to take orders.
- ▶ **Items on the order card are the only items that can be ordered in person.** All other items can be ordered online only. **(Do not print out the list of online items and present them in person for girl delivery).**
- ▶ Girls collect payment for items on the order card at time of product delivery.
- ▶ When entering orders on M2, only input what is needed to fill the nut/chocolate order card orders. **(DO NOT add items ordered online for girl delivery. Those will already be included in your order).**
- ▶ Girls can create and print business cards and door hangers through the M2 website that include their unique online store code for customers who wish to purchase nut and chocolate items or magazine subscriptions online.
- ▶ **Check with your troop Fall Product Manager** regarding additional options for accepting credit card payments from customers.
- ▶ Check with your troop for the final date all funds are due.

Online Sales

- ▶ Friends and family can order magazines, nuts and chocolate online when a girl sends them an invitation to her online store.
- ▶ Online nut and chocolate purchases have two delivery options:
 - ▶ **Shipped:** Items are sent directly to the customer for an extra shipping/handling charge.
 - ▶ **Girl Delivery:** Items are delivered by the girl. This option is **only available for the 16 items on the order card.** There are no shipping/handling charges. This option is best for friends and family who live nearby. Girls must remember to connect with customers who place girl delivery orders so they can schedule delivery.
- ▶ **Please note:** Magazines are available online only. They are sent directly to the customer and do not have extra shipping charges.
- ▶ Customers pay for all online orders at the time the order is placed, including girl delivery orders. Girls won't collect money for any orders placed online.

Project Thank You

The Project Thank You program allows customers to donate nut items to military organization as well as local organizations, such as food banks, first responders, front line workers, etc. The donation can be made on the order card or through girl online storefronts. Each Project Thank You item is \$7. The product program department facilitates delivery of all Project Thank You items.

- **Girls who sell 5 Project Thank You items will receive a special patch.**
- **Girls who sell 10 Project Thank You items will receive the patch and \$10 in council dough.**



5 Steps to Success

1 Go Bright Ahead!

Girls can prepare for the best possible experience by gathering a few tools for a successful Sweets & Treats program.

HERE'S WHAT YOU'LL NEED:

- **Caregiver permission:** All girls must have a *Caregiver Permission & Responsibility* form submitted to their troop before they begin participating.
- **Participation pieces:** Girls will receive a nut/chocolate order card, flyer with instructions to the online portion of the program, and money envelope.
- **A contact list of friends and family:** Online customers for nuts, chocolate and magazines can live anywhere in the US. However, nuts and chocolate ordered on your paper order card and online orders with girl delivery option must be delivered in person, so these orders are best placed by nearby friends and family.
- **Attend girl/caregiver meeting:** Girls and caregivers should attend an informational meeting with the troop fall product manager.

2 Set goals!

Aim for a goal that is manageable but challenging! (You can always adjust your goal later). Girls should set individual sales goals and work together with their troop to create troop goals.

3 Explore!

The M2 online platform is a fun and easy system that will support your Sweets & Treats goals! On Oct. 4, go to gsnutsandmags.com/gswcf where you can build your avatar, enter email addresses, and start sending emails to friends and family, all within minutes of getting started!

Girls may only post about selling on social media sites that allow them to restrict access to friends and family (i.e. Facebook); they may not promote on sites where their information can be viewed by anyone (i.e. Craigslist, eBay, marketplace, retail/resale sites etc.).

4 Visit your family and friends

Nothing beats face-to-face connection, so grab your paper order card and online store code, and visit family and friends. They can place nut and chocolate orders using your order card, and you can share your online store code for them to shop online later.

When selling to friends and family, customers may live anywhere in the US, but if you are doing door-to-door sales, customers must be within GSWCF's eight counties.

Remember, payment for orders placed on your paper order card is not collected until you deliver them.

TIP: After setting up your online store, you can print business cards with your online store code and hand them out to customers who wish to purchase sweets and treats including nut and chocolate items or magazine subscriptions online.

5 Track your progress and celebrate success!

Log on to the M2 website to track your progress to hitting your goal.

Getting Started

Girls Can:

- Take orders in person from friends and family members.
- Contact neighbors, friends, your coworkers or anyone else you and she may know personally.

Girls Should:

- Know the 16 varieties of nuts and chocolate on the order card and the selling price of each.
- Know about the additional items that are offered online.
- Tell customers how the troop will benefit from the sale (troops' plans for the proceeds).
- Let the person ordering write his or her information on the order card.
- Have a supply of business cards or door hangers printed from her M2 system site with her unique code.
- Give customers who may want to purchase magazines or nuts and chocolate items online their personalized business card or door hangers.
- Remind customers that current magazine subscriptions can be renewed.
- Collect money at time of order for Project Thank You items, if no other products are purchased.
- Be pleasant, courteous and always say "Thank You."



Safety Guidelines

Show You're a Girl Scout

- Girls should wear Girl Scout membership pin, uniform or Girl Scout clothing (i.e. a Girl Scout T-Shirt) to clearly identify themselves as a Girl Scout.

Use the Buddy System

- Always use the buddy system. It's not just safe, it's fun.

Be Street Wise

- Become familiar with the areas and neighborhoods where you will be selling Girl Scout products.

Partner with Adults

- Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone.

Plan Ahead

- Be prepared for emergencies, and always have a plan for safeguarding money.

Do Not Enter

- Never enter the home or vehicle of a person when you are selling or making deliveries.

Protect Privacy

- Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the product sale.

Be Safe on the Road

- Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.

Be Net Wise

- Girls must have their parent/guardian's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities.

Product Pick Up and Storing Your Products

Your troop fall product manager will let you know the date/time and location to pick up the girl-delivered nut and chocolate items sold by your Girl Scout.

You will be asked to count the items with your troop fall product manager and sign a receipt showing the total amount of items ordered, picked up and the amount due. Loose cans/packages of chocolate items should be shaken gently to verify that none are melted. Do not accept product that you believe is melted. **Melted products cannot be returned or exchanged.**

Once counted and signed for, load the products into your vehicle. **Transport in a climate-controlled vehicle (72 degrees) to prevent melting of chocolate products.** Transport immediately to a climate-controlled location. Florida temperatures can be brutal for chocolates. NO products ordered can be returned to the troop. Contact your troop fall product manager if you have difficulty delivering an order.

Products should be stored in climate-controlled location which is free of smoke, chemicals and pets. Make sure to store product off the ground (minimum of 6 inches).



Payment Methods

- Check with your troop to see if they are allowing checks from customers and/or caregivers. A money order made out to the troop is a great alternative to personal checks.
- Is your troop using the Clover Go app as a way to take credit cards payments from customers for paper order card orders? Ask your troop for information on how to access Clover Go. Visit gswcf.org/fpp for more info.

Things to Think About

As we navigate through a potential continuation of social distancing, here are some things to think about as they pertain to paper card order and delivery of products to customers:

- Girls are encouraged to participate in the online platform to take orders.
- Print fall business cards to provide your online link to your friends and family.
- Think about delivering customer products using porch drop off technique.
 - Contact your customers to schedule a time when the customer is home to drop off their products.
 - Place items in a bag with a thank you note.
- Contact your troop fall product manager to find out how you can collect payments from customers via credit card for paper card orders.

Additional information will be communicated to troops, girls and caregivers if the need arises.

Quick steps for Using M2 Online Platform

Full volunteer and caregiver instruction guide will be posted on gswcf.org/fpp.

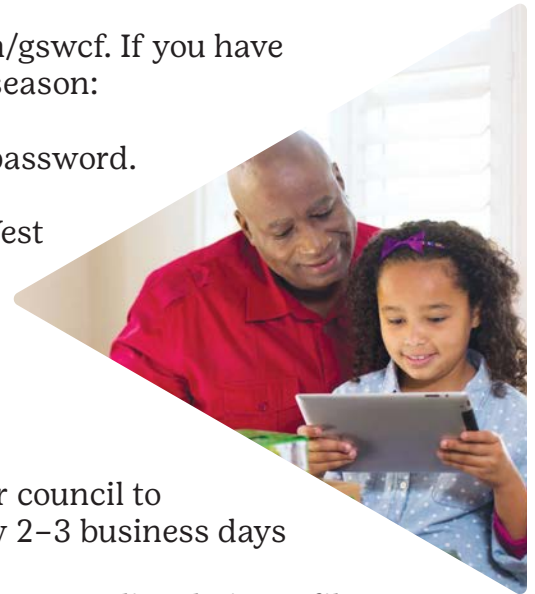
Step 1: Set up girl's online storefront.

Login or register on the M2 site by visiting gsnutsandmags.com/gswcf. If you have already registered your girl's account in previous fall or cookie season:

- Click "Login" to enter your email and password.
- Click "Forgot your Password?" if you don't remember your password.

To register to create an account:

1. Enter "Your zip code" – to verify access to Girl Scouts of West Central Florida (GSWCF) council site.
2. Enter "Your Account Details" - Provide additional information and create password to finish registering your account (must have 5-digit troop number).
3. Then click "Register."
4. Remember to search by girl's last name.
5. Any girl who does not find themselves will have to wait for council to verify membership before storefront is active. Please allow 2–3 business days for verification.




Once logged or registered with M2 system, girls can create and personalize their profile, very own M2 avatar and online selling platform.

Print Personalized Business Cards

- Girls can print business cards that include a link to their personalized storefront unique code. Customers can use this code to make sure that their purchases are credited to the correct Girl Scout.
- On the dashboard click the "Business Cards" Icon to print out your girl's business cards.




Send additional emails

- Girls share their storefront with family and friends, send 18 emails as the first step to become eligible for the Fall Personalized patch or Fall & Cookies Crossover patch! You can import contacts from the email provider you use, or you can enter them individually. Note: You must **enter at least one email to launch girl storefront site.**
- Use the icon on the dashboard throughout the sale to "View & Send" emails. 


Step 2: Enter Paper Card Order by 11:59 p.m. on Oct. 23.

Caregivers are encouraged to enter their Girl Scouts paper card orders directly into the M2 system.

1. Click on "Manage Paper Orders" icon. 
2. Enter in the total for each item on the paper nut order card. Click "Update" button when finished.
3. If you receive additional paper card orders, add number of items to what has already been entered. For example, have 5 cashews already entered into M2, have an order for 2 additional cashews. Enter 7 into the cashew box and hit submit.


Step 3: Managing Girl Delivery Orders

Caregivers should double check girl delivery order to verify which customers have chosen to have the Girl Scout deliver product directly to their homes. Customers (supporter) will need to be contacted to verify address, date/time of delivery. If order cannot be delivered (customer is out of area) please contact M2 Customer Service by Oct. 23 at question@gsnutsandmags.com or 800-372-8520.

1. Click on “Sales Report” icon. 
2. Click on “Online Nuts Girl Delivered” tab at top of report.
3. Customer’s (supporter’s) name, phone number, email and items ordered are provided.
4. Caregivers can download or print report.

Step 4: Enter Girl Reward Choices

Girls, with caregiver assistance, should make their fall reward choices by 11:59 p.m. on Nov. 16.

1. Click “Physical Rewards” icon to view rewards. 
2. Depending on total number of products sold, select choice of reward.
3. Reward choices are based on number of products sold.

Need assistance with the M2 online platform?

M2’s friendly customer service team is here to help with all questions regarding the online platform or girl delivery orders. You may contact them directly at question@gsnutsandmags.com or 800-372-8520.

Personalized Patches

Girls can earn up to two patches that feature their personal avatar!

Girls who log in to the M2 system, create their avatar, send 18 emails and have sales of at least three magazines and 30 nut/chocolate items will earn a custom patch with her very own avatar on it. Not only can she choose from gazillions of options to create her virtual likeness, she can also choose whether she’ll want her avatar to be at the research camp or with the research boat on her patch.

But that’s not all!

Girls can earn a special **Fall & Cookies Crossover patch** by participating in the 2022 Sweets and Treats Program (creates avatar and sends 18 emails) AND selling 300 packages of cookies during the 2023 Girl Scout Cookie Program.

Check out gswcf.org/fpp for the full listing of rewards girls can earn and the breakdown of council dough, program credits and program events.



Council Dough

Council dough can be used at the council shop as well as membership registration, summer camp, GSWCF program events, destinations, service unit encampments and any Girl Scout event cost. Girls who earn council dough will have an email sent to their caregiver with the amount earned. Council dough cannot be used for the GSUSA online shop. Council dough earned during 2022 Fall Sweets & Treats has a two year expiration date.

New! Program Credits

Program credits can be used for any GSWCF program. Girls will be able to scan the QR code that will lead them to the council event calendar to select which fun educational event they will like to attend. Girls who earn the program credit will have an email sent to their caregiver with the amount earned.

Program credits have a one year expiration date.



S'mores Club

Girls and adult volunteers who participate in both the 2022 Fall Product Program and 2023 Girl Scout Cookie Program and reach required goals receive an exclusive S'mores Club charm bracelet* and patch.

*Returning S'mores Club members who reach the requirements for 2023 will receive a patch and two new custom mascot charms to add to their charm bracelet.

Learn more about S'mores Club requirements at gswcf.org/smoresclub.



Item pictured is different than reward received.



Thank you

We're Here For You!

Please contact the Product Program team if you have questions.



Kim Buettner

Director of Product Program
Phone/fax: 813-262-1686
productsales@gswcf.org



Jessica Hadley

Product Program Coordinator
Phone/fax: 813-262-1839
productsales@gswcf.org



M2's customer service team

Contact M2's customer service team directly with all questions regarding the online platform at 800-372-8520 or questions@gsnutsandmags.com.

girlscouts 
of west central florida

4610 Eisenhower Blvd. Tampa, FL 33634
800-881-GIRL (4475) • gswcf.org