

# 2025 Fall Product Program Family Guide

Get ready to supercharge your sale, Girl Scout!

From creating your online selling account to setting goals and scoping out which rewards you strive to earn, you'll be set up for sweet success during this year's Fall Product Program.

When you participate in the Fall Product Program, you're doing more than helping your customers stock up on delicious treats (and having lots of fun). You have a goal in mind: to power life-changing programs, experiences, and learning for yourself and your troop all year long. That's the Girl Scout way!

Whether you are a Fall Product Program selling expert or gearing up to participate in your first sale, all registered Girl Scouts are encouraged to participate, and we're here to support you with resources so you can take your sale to the next level.

## More Than Nuts & Chocolate

Customers have many ways to support Girl Scouts through the Fall Product Program. Girl Scouts can use the paper order card to take customer orders in person for nuts and chocolate. Girl Scouts who set-up an online selling account in M2 (Media2) software have even more options to offer their customers beyond girl delivery of nuts and chocolate:

- **BarkBox™** – Girl Scout themed boxes include themed dog toys and treats.
- **Tervis Tumblers®** – Premium insulated water bottles and tumblers.
- **Magazine Subscriptions** – Hundreds of subscriptions to choose from. Customers can renew current subscriptions.
- **Personalized Products** – High quality stationery, notepads, and photo frames.
- **Scented Candles** - Choose from eight unique scents.
- Additional nuts and chocolate.

**New!**

These additional items are only available for purchase online; shipping charges apply. Prices vary depending on product; see order card for more details.

## Participation Options:

After setting up your online selling account on October 1, you login to your M2 account at [gsnutsandmags.com/gswise](https://gsnutsandmags.com/gswise).

Sale Type	Ordering	Delivery
<b>In-Person (Order Card)</b> <i>Nuts &amp; Chocolates</i>	<ul style="list-style-type: none"> <li>• Girl Scout takes orders using order card.</li> <li>• Family enters orders into M2 by October 24.</li> </ul>	<ul style="list-style-type: none"> <li>• Delivered by Girl Scout and customer pays at delivery.</li> <li>• Girl Scout turns money into troop.</li> </ul>
<b>Online Girl Delivered</b> <i>Nuts &amp; Chocolates</i>	<ul style="list-style-type: none"> <li>• Girl Scout creates an online account in M2.</li> <li>• Girl Scout shares online selling link with customers.</li> <li>• Customers order and pay online.</li> <li>• Orders are automatically credited to Girl Scout in M2.</li> </ul>	<ul style="list-style-type: none"> <li>• Delivered to customers by the Girl Scout. (If Girl Scout receives an online order from a customer where they will not be able to deliver the product in-person, they will need to contact M2 customer service by October 24 to cancel order.)</li> </ul>
<b>Online Direct Ship</b> <i>Nuts &amp; Chocolates, BarkBox, Tervis Tumblers, Magazines, Personalized Products, Candles</i>	<ul style="list-style-type: none"> <li>• Girl Scout creates an online account in M2.</li> <li>• Girl Scout shares online selling link with customers.</li> <li>• Customers pay online, including cost of shipping (if applicable).</li> <li>• Orders are automatically credited to Girl Scout in M2.</li> </ul>	<ul style="list-style-type: none"> <li>• Shipped directly to customer; shipping time varies depending on product.</li> </ul>



**girl scouts**   
of wisconsin  
southeast

## Fall Product Program Timeline:

October 1	Sale begins! Go to <a href="https://gsnutsandmags.com/gswise">gsnutsandmags.com/gswise</a> to set up your personalized avatar in M2 and begin selling
October 24	All orders taken with the paper order card (not online) must be entered into M2. All online orders are automatically credited in M2. Customers can order online through October 26. Troop Fall Product Managers can edit paper order total in M2 until October 26. Make reward selections.
November 12-15	Troop product manager picks up troop order and distributes to Girl Scouts
TBD	Reward pick-up will be announced as soon as reward deliveries are confirmed

## Care to Share

Customers wishing to support your Girl Scout and a local cause can purchase items to be donated to community organizations. These products will be donated by the council, so the troop/Girl Scout will NOT receive them. Care to Share is not a specific variety and cost \$8 each.

## Proceeds

Girl Scouts participating as part of a troop earn proceeds for the troop based on the total dollars sold. Troops earn 15% of all sales online and in-person. Troops can start planning now how to use your troop proceeds—from a trip to a community service project—the possibilities are endless!

Girl Scouts selling individually will earn additional Program Activity Credits (PACs) to be used toward membership fees, events, activities, summer camp, and resource center purchases.



**BRAVE.**  
**FIERCE.**  
**FUN!**

## Rewards

Girl Scouts earn rewards based on total sales (in-person and online). The reward handout pictures all of the rewards that are earned cumulatively. Program Activity Credits can be used toward GSWISE camps, council events, membership fees, and resource center purchases. Remember to make selections for sales of \$375 or more in your M2 account. Additional online items cost more, so you can earn more rewards by selling less items!

## New Reward Highlights

- **Amazon Reward Packages-** Girl Scouts have more choices than ever when they select this new reward. Using a voucher, select reward(s) from a curated themed shopping list to find just the right reward for you.
- **Cookie Palooza Event-** Get ready for a tasty fun start to the cookie season! Join us for Cookie Palooza, where Girl Scouts and an adult will:
  - **Meet our CEO** and hear sweet words of encouragement for an amazing Girl Scout Cookie season ahead and get a CEO patch.
  - **Be the first to taste this year's new cookie** — including a few surprises!
  - **Enjoy additional cookie-themed activities.**
  - **Bonus:** Every attending Girl Scout will receive a cookie-themed swag bag packed with exclusive goodies to help them shine this season!Whether you're new to the program or a cookie pro, this event is your recipe for success!

## Questions?

- Visit [www.gswise.org](https://www.gswise.org) online training videos and additional Fall Product Program resources.
- Email [customercare@gswise.org](mailto:customercare@gswise.org) or call 800-565-4475.
- Weekly emails will include reminders and video tutorials.
- Contact M2 directly at [support.gsnutsandmags.com](https://support.gsnutsandmags.com) or 1-800-372-8520.
- Rallyhood is Girl Scouts of Wisconsin Southeast's members-only online platform to make connections and share resources! Before, during, and after the Fall Product Program, we will be posting important updates, timeline reminders, guides, and fun photos in Rallyhood – so you'll have everything you need to rock your sale with sweet success.
  - Use this QR code to join the “Family Product Program, GSWISE rally in Rallyhood!”

