

RISE UP



2021 FALL FUNDRAISER PROGRAM FAMILY GUIDE

Welcome to the 2021 Fall Fundraiser Program!

This fun and engaging program is a great way for girls to learn important life skills and to earn money for their Girl Scout activities early in the troop year.

The nuts and candy are delicious and designed specifically for the Girl Scouts, and the magazine program is a great opportunity to renew existing subscriptions or suggest friends and family try out new magazines they've been considering while supporting Girl Scouts.

One of the most important elements of the program is the opportunity for girls to set and achieve goals while earning money for troop activities. Like the iconic Girl Scout Cookie Program, the Fall Fundraiser Program teaches important life skills including goal setting, decision-making, money management, people skills, and business ethics.

Thank you for supporting your girl and Girl Scouts by participating in the Fall Fundraiser Program. Every dollar raised stays right here in our local council to provide quality events, maintain camp properties and provide service to our members.



**TAKE ORDERS
ONLINE**

for a fun and easy way
to participate in the
Fall Fundraiser!

Nut & Candy
items make the

COOLEST
holiday gifts!

Dear Parent/Guardian,

You are a critical part of your Girl Scout's journey — don't miss this opportunity to be a part of all her inspiring moments through the Fall Fundraiser Program.



The Fall Fundraiser Program is an exciting way for girls to get their first taste of leadership and success. Kicking off their Girl Scout Leadership Experience, girls learn how to **RISE UP** to their greatest potential, all while earning proceeds to fund life-changing adventures and experiences with their troop.

They develop crucial life-skills by gaining confidence, honing their communication skills, discovering what it means to be part of a team and learning the importance of a positive outlook. Through the Fall Fundraiser Program, she will have all of the tools she needs to completely run and market her business. She will be able to set up and design her own online store, track progress, personalize business cards, make a plan with her troop on how to meet their goal and so much more!

WHY PARTICIPATE?

When girls participate in the Fall Fundraiser Program, they earn more than just patches and rewards. They get hands-on experience to help them be successful in the future, by learning these 5 essential skills:



goal setting

Goal Setting

She will set goals for herself and her troop, create a plan to reach them and develop team building along the way.



decision-making

Decision Making

Her troop will decide together how to spend their earned proceeds, which furthers her critical-thinking and problem-solving skills.



money management

Money Management

She will construct a budget, take orders, handle money and gain practical life skills in financial literacy.



people skills

People Skills

She will develop healthy relationship skills by talking to, listening to and working with multiple customers.



business ethics

Business Ethics

She will learn to be honest and responsible, which reinforces positive values she is developing as a Girl Scout.

WAYS TO SUPPORT YOUR GIRL SCOUT

- **Give Permission** - Complete and submit the Family Agreement Form to your Troop Manager.
- **Ask About Goals** - Encourage your Girl Scout to set a personal goal and a plan to reach it. Allow her to share her goal with others.
- **Let Her Lead** - Assist her in networking with family and friends, but let her do the ask!
- **Use Online Tools** - Help her set up her digital store, send emails, share on social and track her progress.
- **Think Outside of the Box** - Join her in brainstorming ways to put a new twist on things, work in a different way or simply try something new.
- **Help Her Troop** - One volunteer can't do it all. Volunteer to assist the troop this fall! You'll enjoy seeing your Girl Scout develop new skills and she'll enjoy letting you see how much fun she has with her troop.

MEET THE PRODUCTS



Magazines

Customers will enjoy browsing through their favorite titles and selecting subscriptions of the most popular paper and digital magazine titles at a drastic savings from newsstand prices. Publications are available for customers to purchase online.



Nuts & Candy

Customers can select from a large variety of premium chocolates, gourmet candies, nuts and snack mixes. Paper order forms have a limited variety of items offered, but customers can access girl's online stores to order additional nut and candy items offered through the M2 Online System.



FAMILY CHECKLIST



Make sure your Girl Scout is registered for the 2021-2022 Girl Scout year.

Turn in the Family Agreement Form to your Troop Manager (FFTM) and pick up your Fall Fundraiser materials.

Starting Thursday, September 23rd, help your Girl Scout with her sales by encouraging your girl to share her online code with customers and/or use the order card to collect in-person orders.

Enter any in-person nut & candy orders in your girl's online account by midnight on Sunday, November 7th.

If your Girl Scout reaches a reward level with a choice (see the nut/candy order card), make sure that choice is selected in the girl's online account or inform your Troop Manager. If no choice is made, the default choice at that level will be given.

Pick up in-person nut & candy orders from your troop and deliver to customers in early December.

Turn in any remaining money due to the Troop Manager (FFTM).

Continue with online sales through Wednesday, November 10th at midnight.

OUR MASCOT

MEET OUR 2021 FALL FUNDRAISER PROGRAM MASCOT: THE EMPEROR PENGUIN

- There are approximately 595,000 adult Emperor penguins in Antarctica.
- They face wind chills as cold as -76° F and blizzards of 124 mph.
- They are the tallest and heaviest of all living penguin species, reaching an average 39 inches in length and can weigh up to 88 pounds.
- Their diet consists primarily of fish, krill, and squid.
- Their aerodynamic bodies and strong flippers make them excellent swimmers, reaching speeds of 7.6 mph.
- A social animal, they will walk up to 75 miles each year to reach their colonial nesting areas.
- They are considered a “near threatened” species due to disease, habitat destruction, and disturbance of breeding colonies by humans.
- They can live 15-20 years in the wild.



M2 ONLINE SYSTEM

AN EASY SYSTEM FOR ALL PARTICIPANTS!

M2 ONLINE SYSTEM

M2 Online System is a safe, fun and interactive website where girls can send emails to customers, earn patches, easily grow their sales and learn about goal setting through career exploration!

Throughout the M2 Online System, girls, parents and volunteers will have an easy time participating in the Fall Fundraiser Program. No items to deliver and no money to collect! Customers can easily shop for their favorite magazine and treats, place and pay for their orders all online!

Girls can send out emails to customers inviting them to shop, order and pay for their items online.

• *Shipping and handling charges will apply for direct shipped orders*

THEIR EMAILS ARE SAFE WITH US. PROMISE!

Email addresses are ONLY used for this program and NEVER rented or sold!

BENEFITS OF PARTICIPATING IN THE M2 ONLINE SYSTEM:

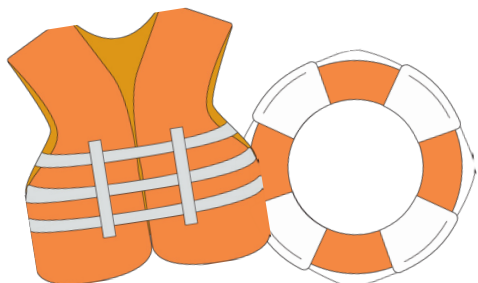
- People receive their orders faster!
- Orders can be shipped straight to the customer!
- No need to collect money for online orders.
- All major credit cards and debit cards accepted.

“GIRL DELIVERED” ONLINE NUT AND CANDY ORDERS

- Customers can place orders online for nuts and candy items to be delivered in person.
- Payment for “Girl Delivered” orders is collected online. DO NOT add these orders to the girl’s in-person order card totals.
- “Girl Delivered” online orders are automatically tallied by the system and will arrive with the Service Unit/Troop delivery between December 1st-3rd.
- This option is ideal for family and friends who you plan to see and want to personally deliver items.



SAFETY FIRST!



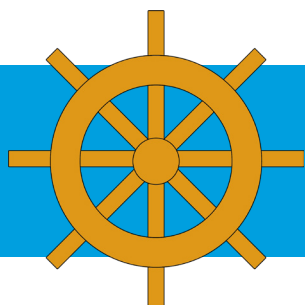
GSUSA Safety Resources

Please review the following resources to keep your Girl Scouts safety a top priority during the Fall Fundraiser Program:

www.girlscouts.org/internetsafetypledge.

SET HER UP FOR SUCCESS

- Sign and return the Family Agreement form to the Troop Manager. This must be submitted before she begins selling.
- Review the Fall Fundraiser Program information together so that she understands it and help her to set her sales goal.
- Help her to set up and complete the M2 Online System. Show an interest in her efforts, help her to think of prospective customers, and perhaps practice her “sales pitch” with her.
- Help her to meet her deadlines by taking orders no earlier than September 23rd and submitting her Fall Fundraiser in-person orders by midnight on Sunday, November 7th.
- Promptly pick up her nut & candy order and assist her in the delivery of orders to her customers. Encourage your Girl Scout to express her gratitude with “Thank You” notes.
- Submit full payment for all in-person nut and candy orders on the dates set by her troop.



SELLING IN PERSON

- People love to support Girl Scouts! If your girl wants to take in-person orders she can use the Nut & Candy Order Card to take orders from customers.
- Girls/families can submit their in-person orders in their M2 site.
- Deliveries will be made to Service Units/Troops between December 1st-3rd. Once girls receive their product, they can immediately begin delivering items and collecting payment.
- Girls/families will be emailed a report of their online “Girl Delivery” orders along with customer details.
- Products are NON-REFUNDABLE. Damaged items should be reported to your Troop Manager.

SELLING IN PERSON TIPS

Have your Girl Scout wear her vest, pins, or Girl Scout shirt when selling – something that will identify her as a Girl Scout!

- Never let her sell alone – always have an adult with her.
- Do not go out near or after dark.
- Never, for any reason, approach a parked automobile.
- Never enter a home when asking for orders. If invited to go in, politely refuse and explain that it is against the Girl Scout safety rules for you to go into anyone's home.



CARE TO SHARE

- Support military troops by selling “Care to Share” donations.
- GSHPA has partnered with Soldiers’ Angels to ship nut items to military troops.
- It’s a great way to grow sales and support our military troops!
- Girls that sell 6+ donations qualify for the “Care to Share” Patch.



GO! DOUGH

A great way to pay for your Girl Scout experience!

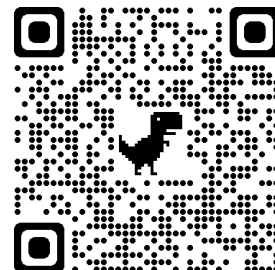
GO! Dough (Girl Opportunity Dough) is a great option to help finance your Girl Scout adventures.

Starting at the \$800 reward level, girls can select to earn GO! Dough as an alternative reward.

GO! Dough can be used to pay for Girl Scout events and trips, next year’s membership, Girl Scout merchandise and even Girl Scout camp!

GSHPA will keep track of your Girl Scout’s GO! Dough balance and will email you after each Product Program with your updated amounts.

Redeem GO! Dough at any time. Simply submit the GO! Dough usage form.



Email memberservices@gshpa.org for your Girl Scout’s current GO! Dough balance

IMPORTANT DATES

GSHPA 2021 FALL FUNDRAISER

Important Dates

SEPTEMBER
23RD



Program Begins

NOVEMBER
7TH



In-person order
taking ends

Last day for
girls/families to
make edits in M2

NOVEMBER
10TH



Online order
taking ends

DECEMBER
1ST-3RD



Product Delivery

FALL FUNDRAISER SUPPORT



M2 URL

<https://www.gsnutsandmags.com/gshpa>



M2 Support

Phone: 800-372-8520

Email: question@gsnutsandmags.com

Online Tech Support: support.gsnutsandmags.com

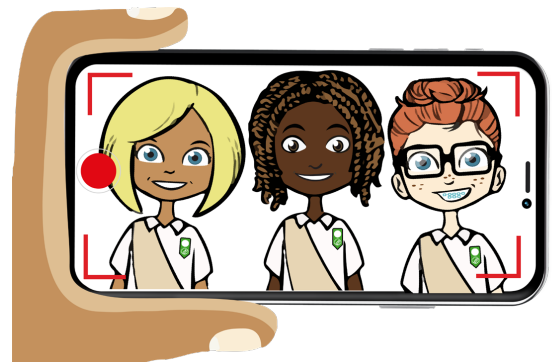

girl scouts
in the heart
of pennsylvania

Girl Scout Support

Phone: 800-692-7816

Email: memberservices@gshpa.org

Online Chat: www.gshpa.org



EARN REWARDS FOR YOUR PARTICIPATION!

Check the back of your nut order card and on your online site to learn more about all of the rewards you can earn.

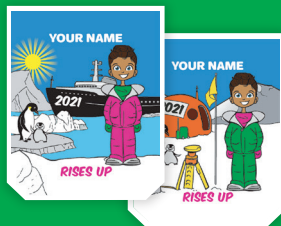
EARN THEME PATCHES



They fit together!

FALL PERSONALIZED PATCH

with your name and avatar!



To Earn:

- Create your avatar.
- Send 16+ emails.
- Sell \$275+ in total Fall items.

You can choose from two backgrounds! Choose either the ship or research dome for your earned patch. You get to choose from two snowsuit colors too!

GIRL SCOUT COOKIE CROSSOVER PERSONALIZED PATCH

with your name and avatar!



To Earn:

- Create your avatar in the M2 system
- Send 16+ emails during the Fall Product Program
- Sell 275+ packages of cookies

Go to www.gsnutsandmags.com/gshpa

1

LOGIN



Visit the website.

Use the QR Code, URL above or click the link from the council website. Follow the prompts to participate in the online Fall Product Program.

Please have your troop number before starting.

MY TROOP #



Scan Me

2

CREATE



Create your personalized 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 family and friends. Don't miss all of the ways you can earn virtual rewards when you complete various setup steps for your personalized site.

3



















SHARE



E-mail friends and family.

Your supporters will see your goal and hear your avatar deliver your special message. Friends and family can easily help you reach your goals when they shop online! Don't forget to share with friends and family on social media or text them with the help of a parent/guardian. Please follow current GSUSA guidelines for online sales and marketing.

Earn your *Financial Literacy Badges* with the **Fall Product Program!**

GRADE LEVEL	BADGE	WHAT GIRLS LEARN
		Money Counts Money Basics - identify different coins and bills and know what they're worth.
	 	Money Manager How much common items cost and how to make change. Philanthropist Philanthropy basics, including how to help others by giving money, items, or time.
	 	Business Owner The basics of running a business - coming up with a business idea, offering great customer service, and doing consumer research. Savvy Shopper An advanced look at "needs vs. wants" that includes figuring out what triggers their "wants" and making a savings plan.
	  	Budgeting How to create a budget that reflects their values. Comparison Shopping How to be a safe and savvy shopper online. Financing My Dreams How to finance their big dreams for the future.
	 	Financing My Future How to build a plan for their future education, which includes researching ways to pay for it. Buying Power How to make big purchases that require an ongoing financial commitment (i.e. car payments, monthly cell phone charges, inc.).
	 	On My Own How to create a "future budget" to determine the costs of living on their own. Good Credit How to establish good credit and compare different ways to borrow money.

PRODUCT PROGRAM PROCEEDS STANDARDS



- Troops should be financed by troop money-earning activities and by a share of money earned through council-sponsored product sales.
- Girl Scouts engage in troop budgeting activities that help them to learn money management. The girls are part of the decision-making process in determining troop dues, troop money-earning projects and uses of collective funds. The funds are for Girl Scout activities and are not to be retained by individuals as their property.
- Girl Scouts may not raise money for other organizations. However, girls may contribute a portion of their troop treasury to organizations or projects they consider worthwhile (for example, local or international community service organizations or environmental projects).
- Girls should be encouraged to designate a portion of their troop treasury for the annual membership dues of all troop members. This is a sound and efficient practice that enables girls to meet membership dues and lessens the potential burden to individual members.
- All proceeds earned by girls through product activities must support Girl Scout program experiences for girls (such as camp, troop travel and program events; but not scholarships or financial credits toward outside organizations). Individual gift cards or individual tickets to external establishments would not be within guidance.
- Example:
 - Accepted: Tickets for a troop trip to the zoo
 - Not Accepted: Tickets given to an individual girl or her family to the zoo
- Do not reimburse girls for experiences – Travel and event rewards should be Girl Scout hosted and funded. If a girl is unable to attend an event sponsored by the troop, she is not to be reimbursed for the funding that would have been spent for her experience.
- Proceeds received by a troop are non-transferable – Girls who leave the troop or leave Girl Scouting are not entitled to proceeds earned while in the troop when they leave. Proceeds do not follow the girls.
- Proceeds may only be allocated to Girl Scout troops for Girl Scout program activities. Cash based accounts may not be kept for or distributed to individual girls. Do not track proceeds for individual girls in any pathway – either by council or troop.



Introduction of Theme:

THIS YEAR'S 2021 FALL FUNDRAISER PROVIDES GIRLS WITH AN OPPORTUNITY TO "RISE UP" WHILE LEARNING MORE ABOUT THE EMPEROR PENGUIN.

BENEFITS OF PARTICIPATING:

- Girls learn and practice the Five Skills: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics, as they earn proceeds for their troop and exciting rewards.
- Proceeds stay local to benefit our council and troops on all items sold. The Fall Fundraiser is an excellent way to earn start up proceeds for your troop to use during the Girl Scout year to fund your activities and projects.

HOW THE FALL FUNDRAISER WORKS:

This program allows girls to be entrepreneurs by offering family and friends the opportunity to purchase delicious nuts, chocolates and magazines. There are multiple ways to participate:

- In-person by taking orders using the nut order card and collecting payments.
- Online by inviting friends and family to place an order. Customers can choose to have nuts, chocolates, or magazines shipped directly to them, or they can select from a group of nut and chocolate products that girls can deliver.

IMPORTANT DATES:

- **9/23/21:** Program begins – online ordering opens and girls may sell in-person
- **11/7/21:** Last day of order taking with the order card AND deadline to enter the items sold into the online system
- **11/10/21:** Last day for online girl delivery orders
- **11/10/21:** Last day for online orders for magazines and shipped nut and chocolate orders
- **12/1 - 12/3:** Nut and chocolate items will be delivered to Service Unit sites

FUN FACTS ABOUT THE EMPEROR PENGUIN:

- They are the largest of all living penguin species and breed annually during the Antarctic winter, June through August. During this time, temperatures can drop as low as -76F with winds as high as 124 mph.
- They can dive to a depth of 1,800 feet and hold their breath for up to 22 minutes! Their aerodynamic bodies and strong flippers make them excellent swimmers, reaching speeds of 7.6 mph.
- Colonies of adults and chicks work together to huddle for warmth. 5,000 or more tightly packed adults and chicks shuffle around, so each takes a turn on the outside of the huddle where it's cold.



Questions? Contact us at support.gsnutsandmags.com or 1-800-372-8520

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Create a Video for Your Personalized Site

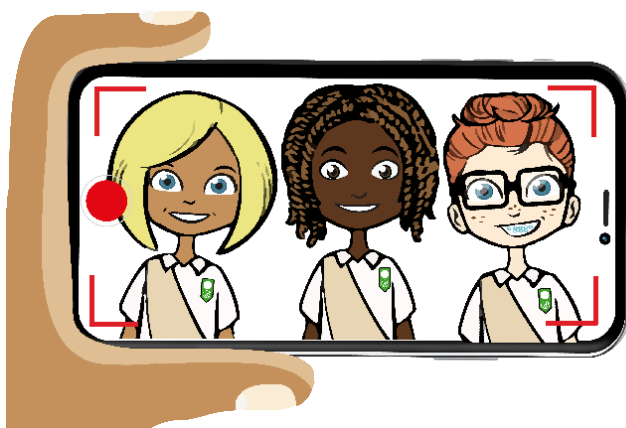
Supplies Needed:

- Best Practices for Recording a Video flyer
- Phone, tablet, camera, computer, something to use to record a video

Instructions:

For girls participating in the online portion of Fall Product Program, use the Best Practices for Recording a Video flyer to refer to the do's and don'ts for recording your video. Girls can do this together or individually.

- * During your virtual meeting, have the girls who are participating in the online portion of the program take turns showing their video that they created for their personalized site.



Statistics show that girls who create a video and upload it for their personal site sell almost twice as much.

Best Practices

for Recording a Video for Fall Product Program



Did you know that you can upload a video when registering on the M2 site?

Did you know our data suggests, those who upload a video sell almost twice as much as those who don't?

Check out our best practices guide on the do's & don'ts on how you and/or your troop can record a video and have it ready to upload to your personalized site!



DO

- ✓ Wear your Girl Scout uniform or Girl Scout branded apparel.
- ✓ Tell your friends and family what your troop wants to do with the money you earn and what your goal is.
- ✓ Smile and sound enthusiastic for your friends and family. Be sure to say thank you too!
- ✓ Keep your video under 2 minutes long.
- ✓ Record the video in landscape format for best results.
- ✓ If you are recording a troop video, make sure that all girls appearing in the video have permission from their parents or guardians.

DON'T

- ✗ Do not use your full name
- ✗ Do not provide contact information in the video
- ✗ Do not show anything in the background that identifies where you live. For example, do not stand in front of your house number or street sign.
- ✗ Do not mention where you attend school
- ✗ Do not provide any other personally identifiable information
- ✗ Do not show any violent or inappropriate content, or use any vulgar language.
- ✗ Do not wear any branded apparel or show other brand names in your videos.

Upload Your Video While Registering or After Your Campaign Has Launched

Get a head start!
Create your video and save it for when Fall Product Program starts!

Easily upload your final video from a phone, tablet or computer.



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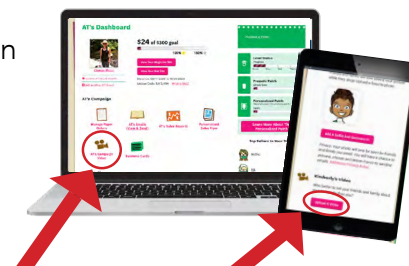
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Create Your Avatar

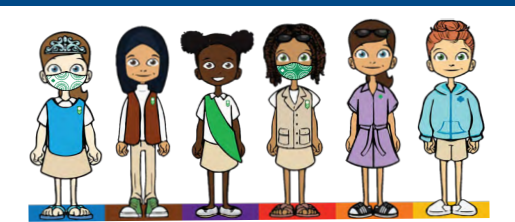
Supplies Needed:

- Computer, smartphone or tablet
- Link for your council's Fall Product Program

Instructions: 🌸 This can be done virtually or in person, but does require an electronic device and internet connection to complete.

With their parent or guardian, have the girls who are participating in the online portion of the Fall Product Program register. Have them follow the step by step prompts to getting online. Tell the girls to check out their troop photo to see all the avatars of the girls who are participating in the online portion of the program.

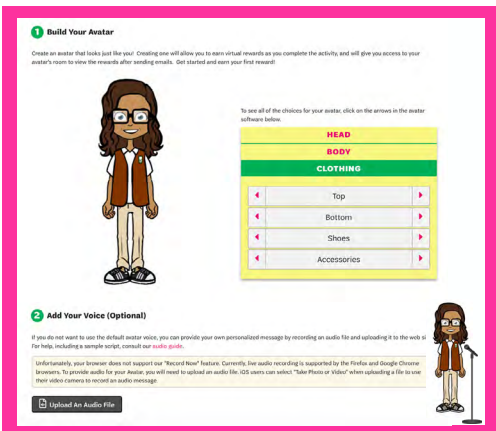
Create Your Avatar



Your avatar will be used on your personalized site, business cards, emails to your supporters and your personalized patch (if earned). It will also appear in a troop photo! You'll want to make your avatar look as close as possible to you; there are endless possibilities! Refer to your council's website for the link to get started and participate for the online portion of the Fall Product Program.

1 Build Your Avatar

Create an avatar that looks just like you! Creating one will allow you to earn virtual rewards as you complete the activity, and will give you access to your avatar's room to view the rewards after sending emails. Get started and earn your first reward!



To see all of the choices for your avatar, click on the arrows in the avatar software below:

HEAD
Body

CLOTHING
Top
Bottom
Shoes
Accessories


2 Add Your Voice (Optional)

If you do not want to use the default avatar voice, you can provide your own personalized message by recording an audio file and uploading it to the web. For help, including a sample script, contact our [audio guide](#).

Unfortunately, your browser does not support our "Voice of Your Troop" feature. Currently, the audio recording is supported by the Firefox and Google Chrome browsers. To provide audio for your avatar, you will need to upload an audio file. All users can select "Use Photo or Video" when uploading a file to use their video camera to record an audio message.

Upload An Audio File

View Your Troop Photo




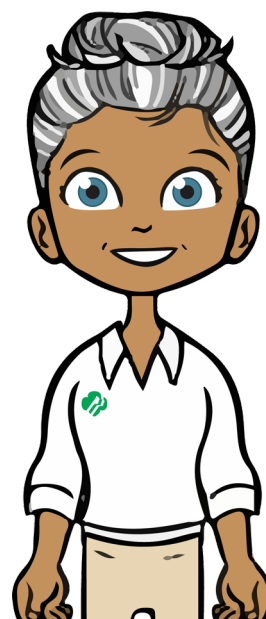
Help Me Reach My Goal!

- Go to: [get my goal](#)
- Enter: [FUNDRAISER](#)
- See my goal and personal message

Add your voice so your friends and family can hear directly from you what your goal is and what your troop plans to do with the funds earned!

NEW choices added for the avatars to match the new uniforms and official apparel collection that was inspired by today's Girl Scouts!





Make sure to refer to your council's website to see how you get started with the online portion of the Fall Product Program.

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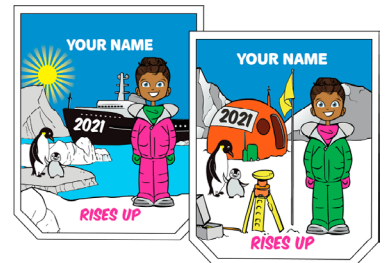
HEAD	
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◀	Top ▶
◀	Bottom ▶
◀	Shoes ▶
◀	Accessories ▶

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Upload An Audio File



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M2 Tutorial

GIRL DASHBOARD

M2 Customer Service

Phone #: 800-372-8520

Email: question@gsnutsandmags.com

Tech Support: support.gsnutsandmags.com

Adding & Editing Customer Emails

Personalizing Your M2 Site

Personalized Patch

Entering In-Person Orders

Recording a Message for Your Avatar Participants

Selecting Your Girl Rewards

M2 Tutorial

**Girl
DASHBOARD:**
Delivery Tickets

M2 Customer Service

Phone #: 800-372-8520

Email: question@gsnutsandmags.com

Tech Support: support.gsnutsandmags.com

Delivery Tickets

- Access this link to download product/reward Delivery Tickets. Delivery Tickets will not show until final order is submitted to M2.



Product



Reward

Troop Tickets by Troop - report of totals for an individual troop

Girl Scout Tickets - report of product totals for an individual girl

- Delivery Tickets should be used as a receipt any time product is being picked up
- Including financials on a girl report will provide a breakdown of what a girl/family will owe to the troop vs. what has been paid for online