

2023 Treats & Reads Troop Guide

Service Unit Contact Information

Service Unit: _____

Service Unit Treats & Reads Manager:

Phone: _____

Email: _____



Get ready to own your magic!

Meet The Mascot

Our 2023 Treats & Reads mascot is the Ocelot!

- Scientific Name: Leopardus Pardalis
- Ocelots live in rainforests
- They are picky eaters
- Their coats are unique (no two ocelots have the same markings)
- Ocelots are nocturnal

**OWN YOUR
magic**

This year the Girl Scouts, Hornets' Nest Council will do our part to help protect the endangered Ocelot. For every girl that sells 45 nut and candy items, we will donate \$1 to support the mission of protecting and preserving these remarkable cats.

New This Year

GSHNC is excited to introduce our new nut and candy vendor. Ashdon Farms has been in the nut and candy business for over 100 years and has worked with Girl Scouts since 1996. They will be providing all of our nut and candy products this year. This includes some of our past favorites as well as a few new flavors. All of the program sales tools will remain the same with M2 Media for both magazines and nuts & candy. The online store and customer service experience will look and feel the same as in previous years.

Another magical addition to the Treats & Reads sale this year is the addition of two new products to the online offerings. Our Direct Ship customers will have the opportunity to purchase Tervis™ Tumblers and Girl Scout Branded Bark Box from the M2 Media storefront.

Thank You!

Your volunteer efforts are truly appreciated! With your help, the Girl Scouts in your troop can participate in council-sponsored programs where they will develop life skills and help raise funds for their troop. Not only will Girl Scouts benefit, but the Treats & Reads Program also allows GSHNC to provide startup funds for new and existing troops and provides enriching Girl Scout programs for girls in your community. The Treats & Reads Program is conducted amongst friends and family only. No booth sales are permitted.

Participation in the Treats & Reads Program and the Cookie Sale is required for any additional troop money earning activities. To participate in the Treats & Reads program troops must have submitted their Annual Troop Report, troops formed after the 2023 Cookie Sale are exempt from this requirement. Please be sure to read the Family Guide and complete all online training.

Proceeds and Rewards

Troop Proceeds

Troops earn 15% of all products sold. This includes the newly added Tervis™ Tumblers and Girl Scouts Bark Box. Older Girl Scout troops (Cadette and older) can opt out of rewards and receive 2% more in proceeds (girls will still earn their patches).

Troop Rewards

- Troops with 25% participation will have early access to Cookie Booths for the coming season.
- Troops with 50% participation & \$282 PGA will be entered to win a North Carolina Zoo experience to see the Ocelot live, in-person.
- Troops with 100% participation will receive admission to the 2024 Cookie Rally for the troop and leaders/chaperones (# for ratio).

Note: Troops have a minimum of 5 Girl Scouts for Daisy, Brownie, and Junior levels; and 3 Girl Scouts for Cadette and above.

Adult Reward

Leaders can earn the personalized Me2™ avatar patch. To earn, your troop must have total sales of \$1300 or more, and you must send the caregiver email blast through the M2 system.

Girl Scout Rewards

Please see the nut order card for all Girl Scout rewards. Each Tervis Tumbler or Girl Scout Bark Box will count as one magazine toward rewards. Rewards will be shipped to the Service Unit Treats & Reads Manager's to distribute to troops. Please note: If an older Girl Scout troop opts out of rewards, they will not receive any rewards except patches.



Get started on learning 5 Skills through Treats & Reads!

This program gives Girl Scouts the opportunity to start practicing their:



Decision Making



Money Management



People Skills



Business Ethics



Goal Settings

Treats & Reads Manager Training

Troop Treats & Reads Managers (TTRM) will complete online training available on GSLearn, accessible by visiting MyGS at hngirlscouts.org, and reach out to their Service Unit Treats & Reads Manager to answer any program questions. In addition, each TTRM will watch a short instructional video after logging into the M2 site which will provide a tour of the M2 system.

The TTRM is responsible for training Girl Scouts and caregivers. To help Girl Scouts be successful in the Treats & Reads program, here are some key tips to review:

- Calendar- Important dates and deadlines.
- Program tools- order card, M2 system where Girl Scouts create Avatars & take orders online.
- Goals – set personal goals and discuss troop goals together.
- Entrepreneurship Skills- Girl Scouts plan ways to reach out to friends & family.
- Rewards- Girl Scouts earn fun items and celebrate success.
- Badges – check out the Volunteer Toolkit for badge opportunities for Girl Scouts to earn in conjunction with product programs.



Treats & Reads Girl Training

Option 1: ONLINE ORDERS

- Girl Scouts set up their own online page through the M2 site.
- Girl Scouts can send emails to invite family and friends to shop on their customized page.
- Caregivers can share the link via social media on private sites only.
- Customers can purchase magazines and/or nut/candy items and pay by credit card.
- For magazines, Tervis™ Tumblers, and Girl Scouts Bark Box, orders are processed almost immediately and should arrive within 6-8 weeks of purchase.
- For nut/candy items, customers can pay by credit card, and they will have two choices for delivery:
 - 1. Direct Shipment:**
 - a. Customers can pay an additional fee for direct shipment of product, and have access to an expanded line of nut and candy items.
 - b. Perfect for out-of-town customers.
 - 2. Girl Scout Delivery (no shipping charges):**
 - a. Customers request a Girl Scout delivered order and coordinate with the Girl Scout and caregiver to obtain product.
 - b. Customers will pay for these orders online with a credit card.
 - c. The last day customers can place Girl Scout delivery orders online is October 17.
 - d. These orders will automatically be transmitted within the system and should NOT be manually entered by caregivers, troops or SU managers. Attempting to manually enter these Girl Scout delivered orders will result in duplicated nut/candy orders.
 - e. The nut and candy products available through this option are the same products that are available on the nut/candy order card.

Option 2: IN-PERSON ORDERS

- Use the nut/candy order card to take in-person orders.
- Refer to order card for items and pricing, as well as Girl Scout reward levels.
- Girl Scouts should collect the amount due with these orders.
- Troops will determine whether they will accept checks or not; if a troop accepts checks, the checks should be deposited immediately into the troop account. The troop is responsible for any bounced checks.
- Girl Scouts may give in-person customers business cards with the link to their online store or use the door hanger with a QR code to take customers directly to their M2 landing page (available on the Girl Scout's M2 dashboard). All magazines must be ordered and paid for online.

Important Dates

AUGUST/SEPTEMBER

- Service Unit Treats & Reads Managers (SUTRM) receive training.
- Troop Treats & Reads Managers (TTRM) complete online training and receive sales material from their SUTRM. Troop training will be available **August 28**. Watch for an email from Girl Scouts, Hornets' Nest Council on how to access the online training or visit our website, www.hngirlscouts.org.
- Service Units and Troops have kick-off events/meeting with Girl Scouts and Caregivers.
- Troop Leaders and Troop Treats & Reads Managers will receive an email to set up their online dashboard on the M2 Media site. Be sure to log in, set up your password, and create your Me2™ avatar.
- Be sure to add your caregiver email addresses and set-up the email blast for the start of the program. This is a great reminder for your caregivers to help their Girl Scouts log into M2. This is also a requirement for the troop volunteers to earn their own avatar patch.
- Registered Girl Scouts will be entered into the M2 system by Girl Scouts, Hornets' Nest Council. Please check your MyGS site to verify all Girl Scouts are registered and current/correct information has been entered.

SEPTEMBER 15

- Treats & Reads Program begins. In-person order taking starts and online storefronts go live. Girl Scouts collect money with ALL in-person candy/nut orders.
- Ensure all caregivers complete the online permission form for each Girl Scout.
- Girl Scouts should send emails as soon as the sale begins. (Customers will be able to place online orders for magazines and shipped nuts/candies through October 17).
- Ensure each participant is registered for the 2023-24 Girl Scout year.

OCTOBER 13

- LAST DAY FOR IN-PERSON DELIVERY ORDERS!
- Last day for caregivers to enter order card sales into the M2 system. All Girl Scout delivered products are automatically transmitted. Reentering these sales totals will result in duplicate orders.
- Customers are paying for all online orders online - including Girl Scout delivered orders.
- Collect Girl Scout in-person nut/candy order card orders and corresponding money.

- Deposit all funds collected from the Girl Scouts into troop account upon receipt.

OCTOBER 15

- TTRM will be locked out of M2 system at 11:59 p.m. EST.
- Enter any in person orders that have not already been entered by caregivers, or edit what is currently in the system.
- Caregivers will also be able to make choices for their Girl Scouts in the M2 system as rewards are earned. If a Girl Scout or caregiver has not made choices by this date, troop leaders should make the selection for them.
- All Treats & Reads money due in the troop bank account in preparation for the ACH draft. The actual bank debit/credit will not occur until sometime the following week.
- New troops may submit a check or money order made out to GSHNC by **October 15**.
- Existing troops: If you changed your bank account since the 2023 cookie drafts, please submit a new ACH form to Customer Care by **October 15**.
- Troops will retain their proceeds.

OCTOBER 17

- LAST DAY FOR ONLINE ORDERS!
- SUTRM (Service Unit Treats & Reads Manager) to verify all troops participating in the Treats & Reads Program have entered in-person sale orders and reward choices for all Girl Scouts in the troop.
- SUTRM will be locked out of M2 system on **October 17** at 11:59 p.m. EST. Late orders will not be accepted.
- SUTRM do not have the ability to make reward choices; only caregivers, troops and council can.
- Rewards choices not made by the end of the program will automatically default to the first item listed on the order card.

NOVEMBER 3-4

- Treats & Reads Product delivered to SUTRM.

DECEMBER 1

- All Girl Scout delivered product should be delivered by this time.

