



# 2023 Treats & Reads GSHNC Family Guide

## Dear Girl Scout Family,

Thank you for participating in our Treats & Reads Program with your Girl Scout! Treats & Reads is a Council-approved product sales program that enables Girl Scout troops to set goals, learn about an animal, and earn funds to kick off their Girl Scout year.

100% of the proceeds stay local to benefit Hornets' Nest Council. Girl Scout troops earn 15% for every item sold during the Treats & Reads Program. In addition, girls can earn patches and rewards, such as a personalized avatar patch. Set this up, and more, online.



This year, Girl Scouts will Own Their Magic and learn about the Ocelot. Additionally, GSHNC is excited to introduce our new nut and candy vendor, Ashdon Farms. They will be providing all of our nut and candy products this year. This includes some 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.

To make this season even more magical, Girl Scouts will be adding two new products to the online offerings this year. Our Direct Ship customers will be able to purchase Tervis™ Tumblers and Girl Scout Branded Bark Box from the M2 Media storefront.

Want more information about the Treats & Reads Program? Check out our website at [www.hngirlscouts.org](http://www.hngirlscouts.org). Then own your magic and get started at [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc).

## Five Steps to Treats & Reads Success!

### 1. GET READY

Girl Scouts can prepare for Treats & Reads by gathering a few tools for a successful sale.

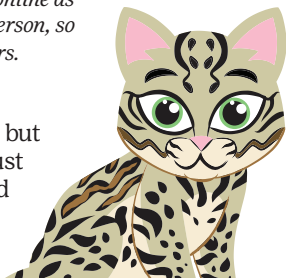
Here's what you'll need:

- **Caregiver Permission.**  
Complete the online Caregiver permission form at <https://bit.ly/3WW666v> or scan the QR code.



- **Sales Tools.**

- A paper nut/candy order card
  - Set up your digital storefront at [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc)
  - A contact list of friends and family
- Remember, online customers can live anywhere in the US and are able to purchase "are able to purchase magazines, Tervis Tumblers, Bark Box, or nuts & candy. However, nuts and candy ordered on your paper order card, or online as Girl Delivered, must be delivered in person, so nearby friends are best for those orders.*



### 2. SET GOALS.

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

### 3. EXPLORE.

Have fun with your online site! Record a voice message that your avatar will say to your customers when they open your email. Record a video about what your troop is planning to do with your troop proceeds for your customers to watch.

### 4. INVITE FAMILY AND FRIENDS

Nothing beats a face-to-face connection, so take your nut order card and online ID to visit family and friends. They can place nut and candy orders from your order card, and you can share your custom ID so they can shop online later. After setting up your online storefront, you can print business cards with your ID preprinted on them or a personalized door hanger with a QR code to your site. Remember to collect payment for nuts and candy at the time the order is placed.

### 5. TRACK YOUR PROGRESS AND CELEBRATE SUCCESS!

## Important Dates

### SEPTEMBER 15, 2023

Treats & Reads Program begins.

1. Register as a Girl Scout.
2. Complete online Caregiver Responsibility and Permission form.
3. Girl Scouts create virtual storefront at: [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc)
4. Girl Scouts also create their Me2 avatar and send emails to share their storefront with friends and family.

### OCTOBER 13, 2023

Treats & Reads Program Caregiver Deadline.

1. Deadline to enter your nut order card orders online.
2. Turn money into the Troop Leader/Treats & Reads Manager by Oct. 13. **All money is collected at the time the order is taken. REMEMBER:** Online girl delivered orders are all paid for online, via credit card. You won't have to collect payment for these items but will need to deliver them to customers. A report will be emailed to you at the end of the sale to detail your customers' orders. You can also check your reports online.

### NOVEMBER 3 & 4, 2023

Nut and candy items to be delivered to Service Units for Troop pick-up.

1. Please check with your Troop Leader/Treats & Reads Manager about when your product will be available for pick up.
2. After product pick up, you will need to fulfill any Girl Delivered orders to your customers.
3. Girl Scout rewards will also be distributed to Troops via the Service Unit around this same time.

*Remember: Payment has already been made online for girl delivered orders.*



Hi!  
Our friendly customer service representatives are ready and waiting to answer all of your Fall Product Program questions!  
[question@gsnutsandmags.com](mailto:question@gsnutsandmags.com)  
[support.gsnutsandmags.com](mailto:support.gsnutsandmags.com)

We're happy to help!

## Questions? Contact us at [support.gsnutsandmags.com](http://support.gsnutsandmags.com) or 1-800-372-8520

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# 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 a personalized patch with your name and avatar!

See how to earn the patch below.



Personalize by choosing from two scenes. You have the option to select from a safari outfit or Girl Scout attire.

### Fall Personalized Patch

- Create your avatar
- Send 18+ emails
- Use the "Share My Site" function in the M2 system to ask friends and family for support
- Sell 4+ magazines and 30+ nut/chocolate items

Earn theme patches that fit together!



OWN YOUR  
magic

Go online to see new product offerings!

Go to [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc)

### 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.



Scan here and have your troop number ready!

My troop # \_\_\_\_\_

### 2 Create

#### Build your 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 friends and family. 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 you can also send them a text, with the help of a parent/adult. Please follow current GSUSA guidelines for online sales and marketing.