

2025 TREATS & READS TROOP GUIDE

MEET OUR MASCOT!

GRIZZLY BEAR!

SCIENTIFIC NAME: Ursus arctos horribilis **LIFE SPAN:** 20-25 years

CLAW LENGTH: Up to 4 inches **WEIGHT:** 400-800 pounds

FUN FACTS

- ♦ Grizzly bears live in forests, mountains, and near rivers where they can catch salmon
- ♦ Grizzlies are strong swimmers and cross large rivers
- ♦ Before hibernation, grizzlies eat up to 20,000 calories a day
- ♦ Grizzly cubs remain with their mothers for 2-3 years to learn survival skills

HOW CAN WE SUPPORT GRIZZLY BEARS?

This year the Girl Scouts, Hornets' Nest Council will do our part to help protect the grizzly bears' habitat. For every girl that sells 60 nut and candy items, we will donate \$1 to support the mission of protecting and preserving these amazing mammals.

SERVICE UNIT CONTACT INFORMATION

SERVICE UNIT: _____

SERVICE UNIT TREATS & READS MANAGER: _____

PHONE: _____

EMAIL: _____

BRAVE.
FIERCE. FUN!





THANK YOU

Your volunteer efforts are truly appreciated!

With your help, the Girl Scouts in your troop can participate in council-sponsored programs to develop life skills and help raise funds for their troop. Not only will Girl Scouts benefit, but the Treats & Reads Program will also allow GSHNC to provide startup funds for new and existing troops and enrich 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 and Cookie programs is required for any additional troop money-earning activities. Troops must have submitted their Annual Troop Report to receive proceeds from the Treats & Reads program, troops formed after the 2025 Cookie Sale are exempt from this requirement. Please be sure to read the Family Guide and complete all online training.

OUR PARTNER

GSHNC is pleased to be working with Ashdon Farms again to provide all our nut and candy products this year. Last year we were able to offer our supporters some new Direct Ship options in the online offerings. We are very excited to continue the partnership with Tervis Tumblers, NEW scented candles, personalized stationery, and three new Girl Scout Branded Bark Boxes, as well as the Bark Boxes from the previous year (while supplies last).

These great product lines are available to customers in the Girl Scout's M2 storefront.



OUR PRODUCTS





PROCEEDS AND REWARDS

TROOP PROCEEDS

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

NOTES:

- Girl participation is defined as setting up their site on M2, creating an avatar, sending 18+ emails OR selling one item offline.
- Troops have a minimum of 5 Girl Scouts for Daisy, Brownie, and Junior levels; and 3 Girl Scouts for Cadette and above.

GIRL SCOUT REWARDS

Please see the nut order card for all Girl Scout rewards. Each Tervis Tumbler, NEW scented candles, Girl Scout Bark Box, or personalized stationery product will count as one magazine & more toward rewards. Rewards will be shipped to the Service Unit Treats & Reads Managers to distribute to troops.

Please note: If an older Girl Scout troop opts out of rewards, they will not receive any rewards except patches.

TROOP PARTICIPATION INCENTIVES

25% PARTICIPATION

Chance to win one of two \$250 towards a troop shopping experience at the GSHNC store.

50% PARTICIPATION

Troops receive early access to Cookie Booths for the upcoming season.

100% PARTICIPATION

Troops will receive an additional \$0.01 per package in cookie proceeds for the upcoming season.



PROCEEDS AND REWARDS



NEW CARE TO SHARE AWARDS

◆ GIRL SCOUTS

Sell 3 Care to Share Nuts to receive the patch.

◆ TROOPS

Troops with 30+ Care to Share Nut sales will receive the Mini Karaoke Machine.

◆ ADULT REWARD

Leaders can earn the personalized M2 avatar patch. To earn, your troop must have total sales of \$1,300 or more, and you must send the caregiver email blast through the M2 system.

2025 REWARDS

MINI CANVAS BAG



2PC FLOWER CLIP



SMALL GRIZZLY BEAR PLUSH



T-SHIRT



POM POM KEYCHAIN



LARGE GRIZZLY BEAR PLUSH



GLITTER PEN



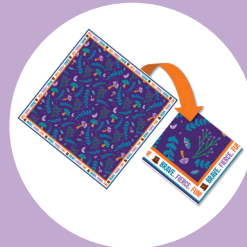
STICKERS



MOON LAMP WITH REMOTE



2025 BANDANA



JEWELRY BOX



MINI KARAOKE MACHINE



BFF NECKLACE



JOURNAL



PATCHES





BOOST PARTICIPATION: TIPS FOR TROOP SUCCESS

Quick wins for a fun and rewarding Treats & Reads season!

SET A TROOP GOAL TOGETHER

Kick off the program by talking with your girls about what they want to achieve—new badges, a trip, supplies? Then set a troop Treats & Reads goal and celebrate milestones along the way. Girls are more excited when they see how their participation makes a difference!

HOST A MINI KICKOFF

Start the season with a short and sweet meeting—meet the mascot, preview rewards, and share the “why” behind the program. It’s a fun way to get everyone excited and informed.

CREATE YOUR OWN TROOP INCENTIVE


Even a small reward can go a long way! Offer a patch, a snack party, or a silly leader challenge (like a whipped cream pie to the face!) for hitting participation benchmarks.

KEEP IT GIRL-LED

Let girls come up with their own ideas for how to reach their goals—videos or handmade thank-you notes for customers. Their creativity fuels their confidence.

WHY PARTICIPATION MATTERS:

When girls take part in Treats & Reads, they:

- ◆ Practice the 5 Skills of the Product Program (goal setting, decision making, money management, people skills, and business ethics)
 - ◆ Help fund their Girl Scout experience
 - ◆ Build confidence by sharing their story
- 



TREATS & READS MANAGER TRAINING

Troop Treats & Reads Managers (TTRM) will complete online training, available on GSLearn, accessible by visiting MyGS at hngirlscouts.org. TTRM can 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 and caregivers set up their 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 & more or nut/candy items and pay by credit card.
- For magazines, Tervis™ Tumblers, NEW scented candles, Girl Scouts Bark Box, and personalized stationary products, 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:**
 - Customers can pay an additional fee for direct shipment of products and have access to an expanded line of nut and candy items.
 - Perfect for out-of-town customers.
 - 2. Girl Scout Delivery (no shipping charges):**
 - Customers request a Girl Scout delivered order and coordinate with the Girl Scout and caregiver to obtain the product.
 - Customers will pay for these orders online with a credit card.
 - The last day customers can place Girl Scout delivery orders online is October 22.
 - 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.
 - 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 the 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, they 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, Trevis Tumblers, NEW scented candles, Bark Boxes, and personalized stationery products must be ordered and paid for online.



5 CORE SKILLS OF PRODUCT PROGRAMS



GOAL SETTING

To set goals and create a plan to reach them.



PEOPLE SKILLS

To be confident through customer interactions.



DECISION MAKING

To make decisions on their own and as a team.



BUSINESS ETHICS

To act ethically, both in business and life.



MONEY MANAGEMENT

To create a budget and handle money.

2025 PRODUCT EXAMPLES

CAMPFIRE TAILS SET +
STICK WITH IT PUP PATCH



RUFF TERRAIN BOOTS+
OUTDOOR ADVENTURE PUP PATCHES



S'MORE THE MERRIER



PUP PATCHES + S'MORE



IMPORTANT DATES

AUGUST 29 - TRAININGS AVAILABLE

♦ **Troop Treats & Reads Manager (TTRM) Training Opens:** Complete your online training and receive materials from your Service Unit Treats & Reads Manager (SUTRM). Watch for an email from Girl Scouts, Hornets' Nest Council with access instructions or visit www.hngirlscouts.org

LATE AUGUST - SEPTEMBER

- ♦ **Service Units & Troops Host Kick-Off Events** for Girl Scouts and caregivers.
- ♦ **Troop Leaders & TTRMs Receive M2 Access Email:** Log in, set your password, and create your M2 avatar.
- ♦ **Add Caregiver Emails to M2:** Approve the parent email blast to help families log in and ensure troop volunteers earn avatar patches.
- ♦ **Verify Girl Scout Registrations:** Check MyGS to confirm all participants are registered and info is accurate.

SEPTEMBER 19 - SALES BEGIN

- ♦ In-person sales and online storefronts launch.
- ♦ Girl Scouts collect money at time of sale for all in-person nut/candy orders.
- ♦ Remind Girl Scouts to send emails immediately to boost online magazine and shipped product sales.

OCTOBER 21 - FINAL DAY FOR IN-PERSON ORDERS

- ♦ **Reminder! 11:59 p.m. EST:** TTRMs locked out of M2.
- ♦ Enter or edit any remaining in-person orders not entered by caregivers.
- ♦ Caregivers should make reward selections for Girl Scouts; if not, troop leaders must choose.
- ♦ All funds from in-person sales must be deposited in the troop bank account for ACH draft.
- ♦ New troops may submit a check or money order to GSHNC by this date.
- ♦ **Existing Troops:** Submit new ACH forms (if account has changed) to Customer Care by **October 19**.
- ♦ Troops keep proceeds but must submit their Annual Troop Report (due June 30) to retain them.

OCTOBER 22 - FINAL DAY FOR ONLINE ORDERS

- ♦ SUTRMs verify all troop in-person orders and reward selections.
- ♦ **11:59 p.m. EST:** SUTRMs locked out of M2. Late entries will not be accepted.
- ♦ SUTRMs cannot make reward selections; unselected rewards will default to the first item listed.

NOVEMBER 7 - 8 - PRODUCT DELIVERY

- ♦ Products are delivered to Service Unit Treats & Reads Managers for distribution to Girl Scouts.

BY DECEMBER 1

- ♦ All Girl Scout-delivered products must be distributed to customers.

