

# 2025 TREATS & READS GSHNC FAMILY GUIDE



## DEAR GIRL SCOUT FAMILY,

Thank you for participating in our Treats & Reads Program with your Girl Scout! This Council-approved fundraiser helps troops set goals and earn money to kick off their Girl Scout year.

100% of proceeds stay local to support Hornets' Nest Council. Troops earn 15% of every sale, and girls can earn fun rewards—like a personalized avatar patch—through their online M2 Media storefront.

This year, Girl Scouts will be BRAVE. FIERCE. FUN. (BFF) as they learn about the grizzly bear! GSHNC is excited to partner again with Ashdon Farms to offer 16 nut and candy items girls can personally deliver through the order card and M2 media storefront, including favorites like Hot Cajun Mix and a new Girl Scout tin with chocolate-covered pretzels. Direct-ship customers can also shop Tervis Tumblers, personalized stationery, three new Girl Scout Themed Bark Boxes, and a wide selection of print and digital magazines.

Get started at [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc).

## 5 STEPS TO TREATS & READS SUCCESS!

### 1. GATHER & PREPARE YOUR TOOLS

- Paper nut/candy order card
- Digital storefront at [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc)
- Contact list of family & friends

Remember! Online customers can live anywhere in the US and can purchase any direct-ship items like magazines, Tervis Tumblers, Bark Boxes, personalized stationery, and nuts & candy. For nuts & candy ordered on your paper order card or marked "Girl Delivered" online, those much be delivered in person so nearby friends are best!

### 2. SET GOALS

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

### 3. EXPLORE

Have fun with your online storefront. Create your avatar, record a voice message, and watch them come to life for your customers. You can also record a video to share about what your troop is planning to do with your proceeds.

### 4. INVITE FAMILY & FRIENDS

Nothing beats a face-to-face connection. Take your order card and online store ID when you visit family and friends. Write down their order in person, or give them the link to shop online later. Once you set up your storefront you can print custom business cards & door hangers with your personal storefront linked via QR code. Remember to collect payment for anything ordered from you in person at the time the order is placed.

### 5. TRACK YOUR PROGRESS & CELEBRATE

## IMPORTANT DATES:

SEPTEMBER 19, 2025



### TREATS & READS PROGRAM BEGINS.

- ♦ create virtual storefront at [gsnutsandmags.com/gshnc](http://gsnutsandmags.com/gshnc)
- ♦ customize your avatar
- ♦ send 18 emails through the platform to family & friends
- ♦ share via social media or text using the M2 Share My Site feature

OCTOBER 19, 2025

### SALES CONCLUDE.

- ♦ deadline to enter orders from paper order cards into Msystem
- ♦ all money collected turned to Troop Leader/Treats & Reads manager
- ♦ check your email for report of all online orders and delivery needs

NOVEMBER 7 & 8, 2025

### NUT AND CANDY ITEMS DELIVERED TO SERVICE UNITS FOR PICKUP.

- ♦ Check with your Troop Leader for item pickup
- ♦ Deliver items to customers
- ♦ Watch for reward details from your Service Unit

Remember! Payment for online orders was collected at the time the order was placed.



# Join the Fun and Earn Rewards!

Visit Your Online Site to Explore All the Rewards You Can Earn.

girl scouts  
hornets' nest

M2 Media

## Here's How to Earn the Personalized Patch with Your Name and Avatar:



## Collect Matching Theme Patches!



## Fall Personalized Patch

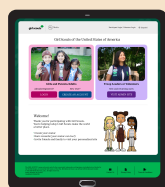
- Create your avatar
- Send 18+ emails
- Use the "Share My Site" function in the M2 system to ask friend and family for support
- Sell 4+ Mags and More items and 30+ nut/chocolate items

**BRAVE. FIERCE. FUN!**



Visit [gsnutsandmags.com/gshnc](https://gsnutsandmags.com/gshnc) to login.

### 1 Login

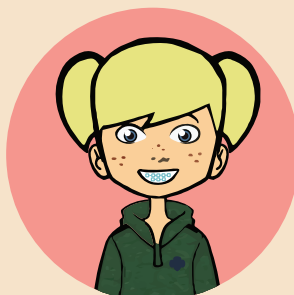


Use the QR code, the URL above, or the council website link. Jump into the program right away—no email required. With your troop number ready, follow the prompts to join the Fall Product Program online.

My troop #

### 2 Create

Customize your site with an avatar that looks like you, and add a personal message for friends and family. Earn virtual rewards by completing setup steps.



### 3 Share

Friends and family can help you reach your goals by shopping online! Start by sending emails through M2, so supporters can see your goal and hear your personalized avatar message in your own voice.

Team up with your parent or guardian to safely share your shop link on social media, or via text to market your online business. Remember to follow current GSUSA guidelines for online sales and marketing.