

PARTICIPATE and EARN rewards!

Check your online site to learn more about all of the rewards you can earn.



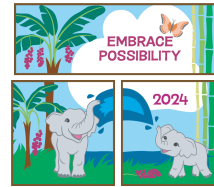
Discover how to earn the personalized patch with your name and avatar below.



New Personalized Products!

High quality stationery, notepads, and photo frames.

Shipped directly with customized colors, fonts, names, and more!



Collect theme patches that fit together!

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+ Mags & More items and 30+ nut/chocolate items

Personalize by choosing from two scenes.

LOGIN, CREATE and SHARE with 3 easy steps.



Visit www.gsnutsandmags.com/gshnc

Use the QR Code, enter the URL above or click the link from the council website. Have your troop number ready and follow the prompts to participate in the online Fall Product Program.

My troop number is _____



Scan here ↓



1

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.



2

Contact friends and family

Friends and family can easily help you reach your goals when they shop online! Get started by sending emails through the M2 system. Your supporters will see your goal and hear your avatar deliver a message customized by you in your voice. Don't forget that you can also share your link to shop on social media or send a text, with the help of your parent/adult. Please follow current GSUSA guidelines for online sales and marketing.



3

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.

5 STEPS TO TREATS & READS SUCCESS!

1. GATHER & PREPARE YOUR TOOLS

- Paper nut/candy order card
- Digital storefront at 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
- ♦ 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.

