

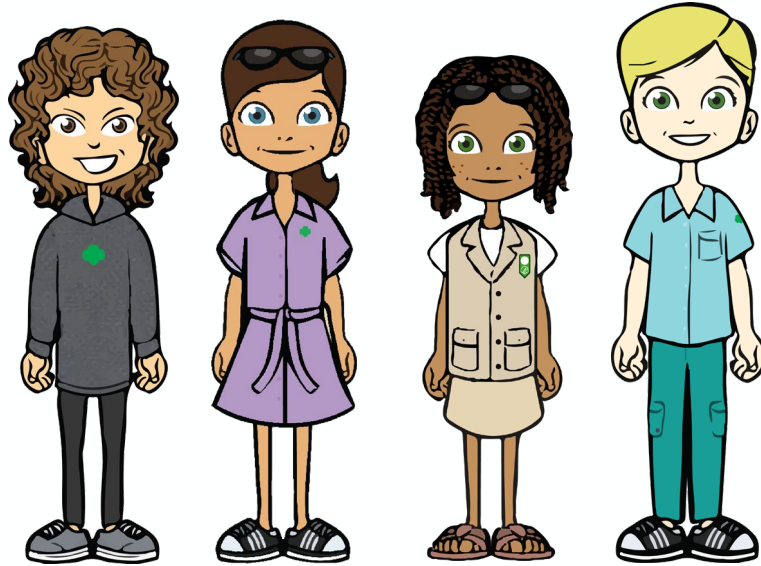


TREATS & READS 101

TROOP TRAINING

Basic understanding of the
program and how it works





5 SKILLS ACQUIRED THROUGH GIRL SCOUT LEADERSHIP EXPERIENCE

Goal Setting
Money Management
People Skills
Decision Making
Business Ethics

Plus Girl Programs, Camp, Troop
Activities & Giving Back



YOUR IMPACT ON THE GIRL'S EXPERIENCE



The Program itself is a learning experience



Troops use money earned from the program to participate in fun adventures like travel and camp



Troops use money earned to give back to their community



The program helps fund the entire Girl Scout Experience



THE GIRL SCOUT'S PERSONALIZED EXPERIENCE

What's their "why"?





TROOP PROCEEDS

15% of Total Sales

+2% for Opt Out

Older girl troops (Cadette and up) may opt out of rewards and earn an additional 2% of total sales. Girls still receive base patches AND personalized patches.



**PRODUCTS GIRL
SCOUT
SUPPORTERS
CAN PURCHASE**

Nuts & Chocolates

Magazines

and More!!!
Tervis® Tumblers,
Girl Scout-themed
Bark Box, and
Personalized
Stationery.

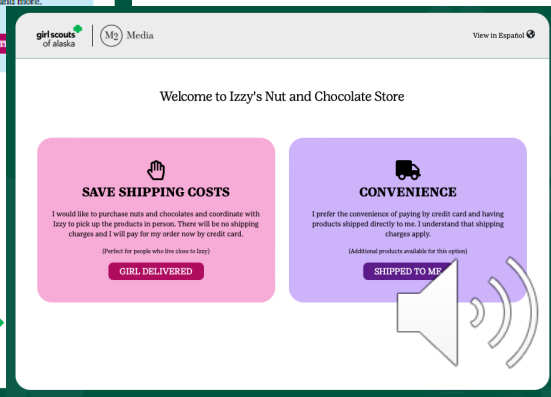
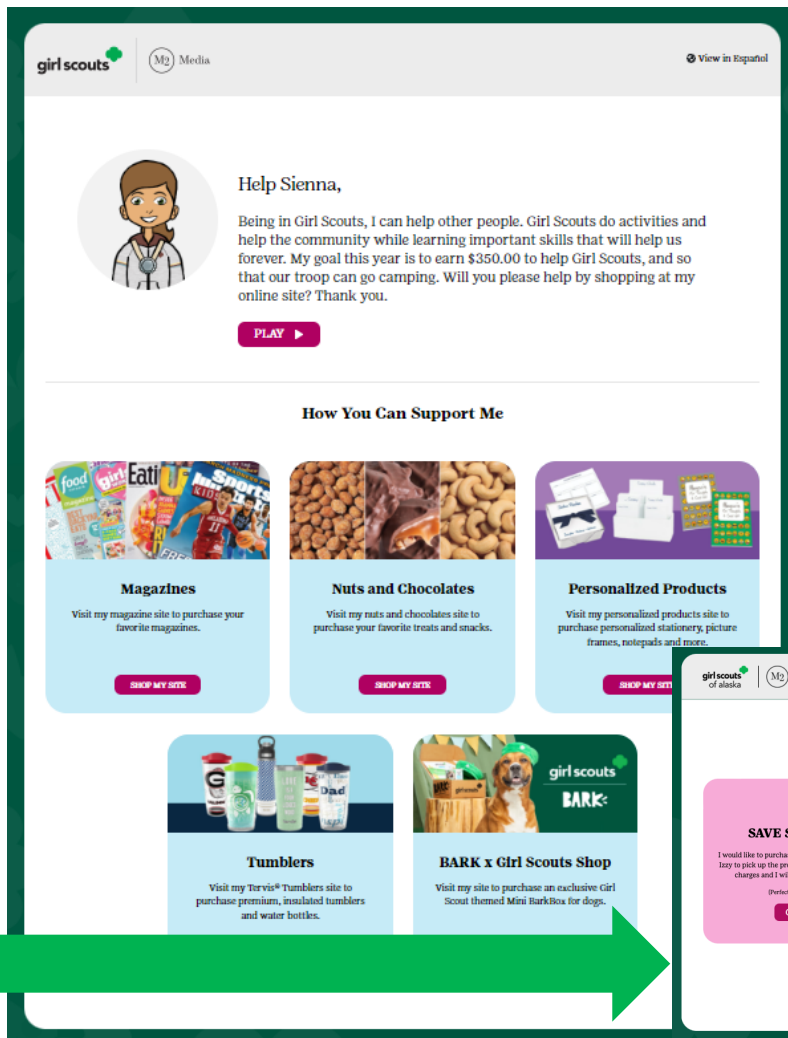
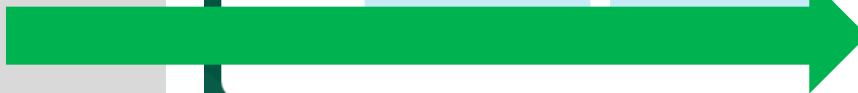


















ONLINE SHOPPING SITES

Supporters select their desired product line



Nuts & Chocolates have two options:
Girl Delivered or
Direct Ship



A Chocolate Covered Pretzels \$12 A favorite sweet and salty snack. Crunchy pretzels covered in smooth milk chocolate. 4.5oz. Holiday Tin. 	B Mint Treasures \$12 Creamy milk chocolate with a refreshing mint filling center. 4oz. Tin. 	C Whole Cashews \$10 A classic favorite roasted and salted with sea salt. 5oz. Popping Can. 	D Chocolate Covered Almonds \$10 Crunchy almonds covered in milk chocolate. 5oz. Popping Can. 
E Dark Chocolate Peppermint Pretzels \$10 Crunchy pretzels coated in rich dark chocolate and sprinkled with peppermint pieces. 4.5oz. Bag. 	F English Butter Toffee \$9 Crunchy handcrafted toffee drizzled in milk chocolate. 4oz. Box. 	G Chocolate Covered Raisins \$9 The plumpest raisins covered in smooth milk chocolate. 5oz. Popping Can. 	H Cranberry Nut Mix \$8 A tasty mix of peanuts, raisins, cranberries, cashews, banana chips, almonds and walnuts. 7oz. Popping Can. 
I Peanut Butter Trail Mix \$5 Peanuts, peanut butter gems, peanut butter mini caps, mini pretzels and cashews. 7oz. Bag. 	J Deluxe Pecan Clusters \$8 Roasted pecans covered in caramel and milk chocolate. 4oz. Box. 	K Dark Chocolate Caramel Caps \$8 Dark chocolate covered caramel topped with sea salt. 4oz. Box. 	L Peanut Butter Bears \$8 Milk chocolate bears with a smooth peanut butter filling. 4oz. Box. 
M Dark Chocolate Mint Penguins \$8 Rich dark chocolate penguins bursting with frosty mint. 4oz. Box. 	N Fruit Slices \$7 Fat free! Assorted naturally & artificially fruit flavored chewy candies. 10.5oz. Bag. 	O Dill Pickle Flavored Peanuts \$7 Crunchy peanuts with an irresistible dill pickle flavor. 7oz. Popping Can. 	P Care to Share \$7 Each \$7 donation will give one can of nuts to our local food banks. 

DELICIOUS NUTS & CHOCOLATES

Council's Top Selling Items

- #1 – Deluxe Pecan Clusters
- #2 – Peanut Butter Bears
- #3 – Dark Chocolate Caramel Caps
- #4 – Chocolate Covered Almonds
- #5 – Peanut Butter Trail Mix





CARE TO SHARE

Customer makes purchase to support

Orders can be placed through order card, online girl delivered or direct ship channels

Products are distributed by council and are not delivered to troops/girls

Troops earn proceeds and girls earn special patch and credit towards other rewards



MAGAZINES

Top selling magazines offered

Easy renewal

No cost shipping





EMBRACE POSSIBILITY

girlscouts
hornets' nest

• 2024 •
Treats & Reads Program

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

girlscouts hornets' nest M2 Media

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

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 _____
- 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.
- 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.

HOW TO GET STARTED

Online to purchase/sell nuts & chocolates, magazines, Tervis® Tumblers and BarkBox

In-person with nut order card



GIRL SCOUT'S PLATFORM SET-UP

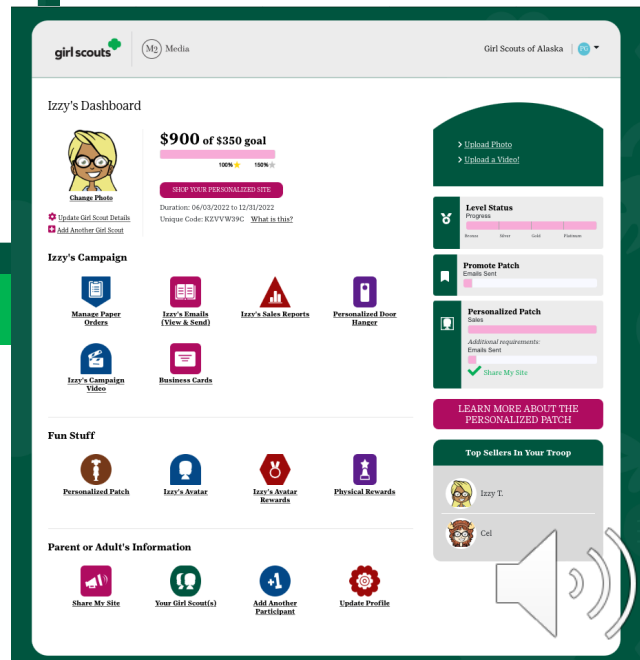
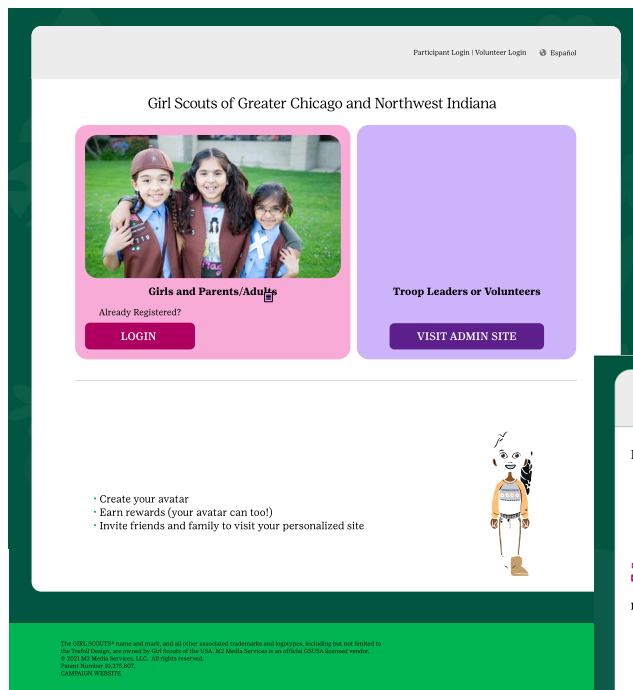
Preferred Email
Address

Confirm Membership

Highlight Girl Scout
Goals

Build an Avatar

Include Video



GIRL SCOUT'S PERSONALIZED EXPERIENCE

Design an Avatar

YOUR NAME

EMBRACE
POSSIBILITY

YOUR NAME

EMBRACE
POSSIBILITY

girl scouts

M2 Media

Girl Scouts of Alaska

Update Izzy's Avatar

Build Your Avatar

Create an avatar that reflects your personality! Creating an avatar will let you earn virtual rewards as you complete the activities and let you into your avatar's room to see your rewards. Get started and earn your first reward!

Check out the new uniform and official apparel options that will be available in select councils stores and online at girlscoutshop.com.



To see all choices for your avatar, use the arrows in the avatar software below.

Face
Hair
Body
Clothing
◀ Top ▶
◀ Bottom ▶
◀ Socks ▶
◀ Shoes ▶
◀ Accessories ▶

Did Your Avatar's Voice

Include your own personalized message by recording an audio file and uploading it to the web site. For help, including a sample script, consult the [audio guide](#).

Unfortunately, your browser does not support our "Record Now" feature. Currently, live audio recording is supported by the Firefox and Google Chrome browsers. To provide audio for your Avatar, you will need to upload an audio file. iOS users can select "Take Photo or Video" when uploading a file to use their video camera to record an audio message.

UPLOAD AN AUDIO FILE

I do not want to record a voice

Preview how your avatar will sound on your own personalized Talking Avatar landing page!

PREVIEW



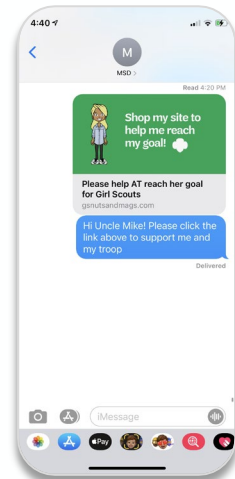
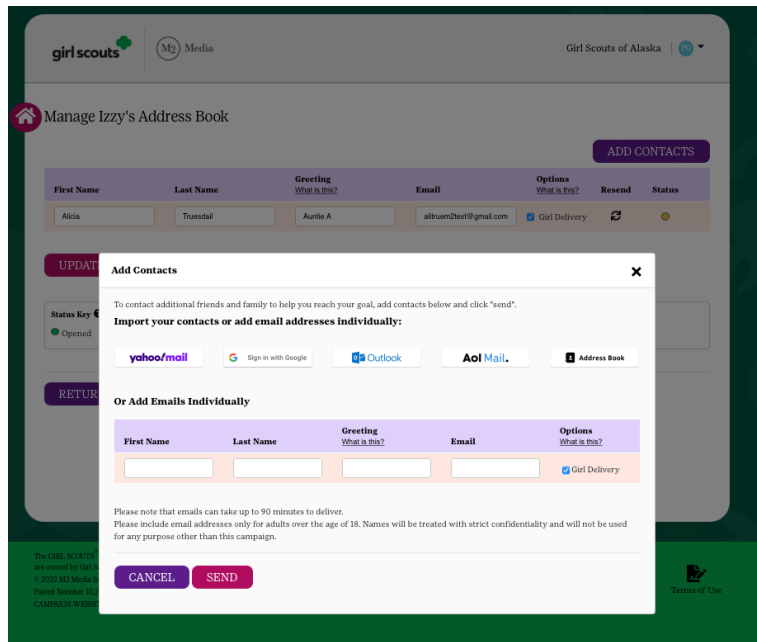
TOOLS TO RUN A BUSINESS

Send emails

Share My Site with
social media and texting

Printable business cards

Door hangers with
QR codes



PARTICIPANT'S DASHBOARD

Additional emails/social media/texts

Girl Scout's avatar room with virtual rewards & troop photo

Manage nut card order entry

Caregiver entry due by
Select rewards
October 20


Sales reports

girl scouts

M2 Media

Girl Scouts of Greater LA PG

Sienna's Dashboard



Change Photo

Update Girl Scout Details

Add Another Girl Scout

\$1,914.85 of \$350.00 goal

100%★150%||

SHOP YOUR PERSONALIZED SITE

Duration: 07/02/2024 to 11/29/2024
Personalized Patch Est. Delivery Date: 09/04/2024
Unique Code: 462AXTA9 [What is this?](#)

Upload Photo

Level Status

Progress

Bronze

Silver

Gold

Platinum

Promote Patch

Emails Sent By 07/31/2024

Personalized Patch


Sales


Additional requirements:
Emails Sent By 07/31/2024

Share My Site

LEARN MORE ABOUT THE PERSONALIZED PATCH

Top Sellers In Your Troop

 Angie C.

 Sienna M.

Sienna's Campaign

Manage Paper Orders

Sienna's Emails (View & Send)

Sienna's Sales Reports

Supporter Thank You

Personalized Door Hanger

Sienna's Campaign Video

Business Cards

Fun Stuff

Personalized Patch

Sienna's Avatar

Sienna's Avatar Rewards


Parent or Adult's Information

Share My Site

Your Girl Scout(s)

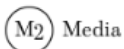
Add Another Participant

Update Profile



VOLUNTEER EXPERIENCE





Announcement

To manage the product program this year, please set up your account now. Your username will be the email address shown below. Use that information when you [create your password](#).

Once you log in, create your avatar and visit the "Parent and Adult Email Campaign" section. Check or enter the email addresses for the Girl Scouts/parents in your troop so they will receive an email with instructions on how to participate.

You will also be able to communicate with troop leaders and access reports and other information for the Girl Scouts in your troop and all of the troops in your service unit.

Username: s.aidan.morgan+stags@gmail.com

Once you have created your password, you can [access the site using this link](#) or go to stage.gsnuitsandmags.com/admin.

The program will run from 07/02/2024 to 11/29/2024. Please encourage all Girl Scouts to participate. It's fun and also a great learning experience. If you have any questions, [contact us online](#) or call 1-800-372-8520. Thank you for all that you do for Girl Scouts.

Thank you,
Girl Scouts of Greater LA



TROOP VOLUNTEER ACCESS

Email invitation to login

Troop training video

Queue Parent/Adult Email
Campaign

Volunteer avatar





PARENT/ADULT EMAIL CAMPAIGN

Email addresses
uploaded by council

Edit or enter missing
parent/adult emails


Email with instructions
on how to participate



Girl Scouts of Alaska
2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines

TP

Show Quick Dashboard Links










 Parent and Adult Email Campaign

Please add parent/adult email addresses in order for them to receive a link and instructions on how to participate.


Troop: 897


VIEW EMAIL


ADD CONTACTS


First Name	Last Name	Email	Send in Spanish	Resend	Status	Delete
<input type="text" value="Alicia"/>	<input type="text" value="Truesdail"/>	<input type="text" value="altruem2test+stagegirl@gr"/>	<input type="checkbox"/>			
<input type="text" value="Jennie"/>	<input type="text" value="Sorrell"/>	<input type="text" value="jsorrell@m2mediagroup.cc"/>	<input type="checkbox"/>			
<input type="text" value="Cat"/>	<input type="text" value="Arnold"/>	<input type="text" value="camold@m2mediagroup.o"/>	<input type="checkbox"/>			


UPDATE


 Opened

 Didn't open

 Sent

 Delivered

 Bounced

 Queued for sending

Status Key

RETURN TO DASHBOARD

TROOP DASHBOARD

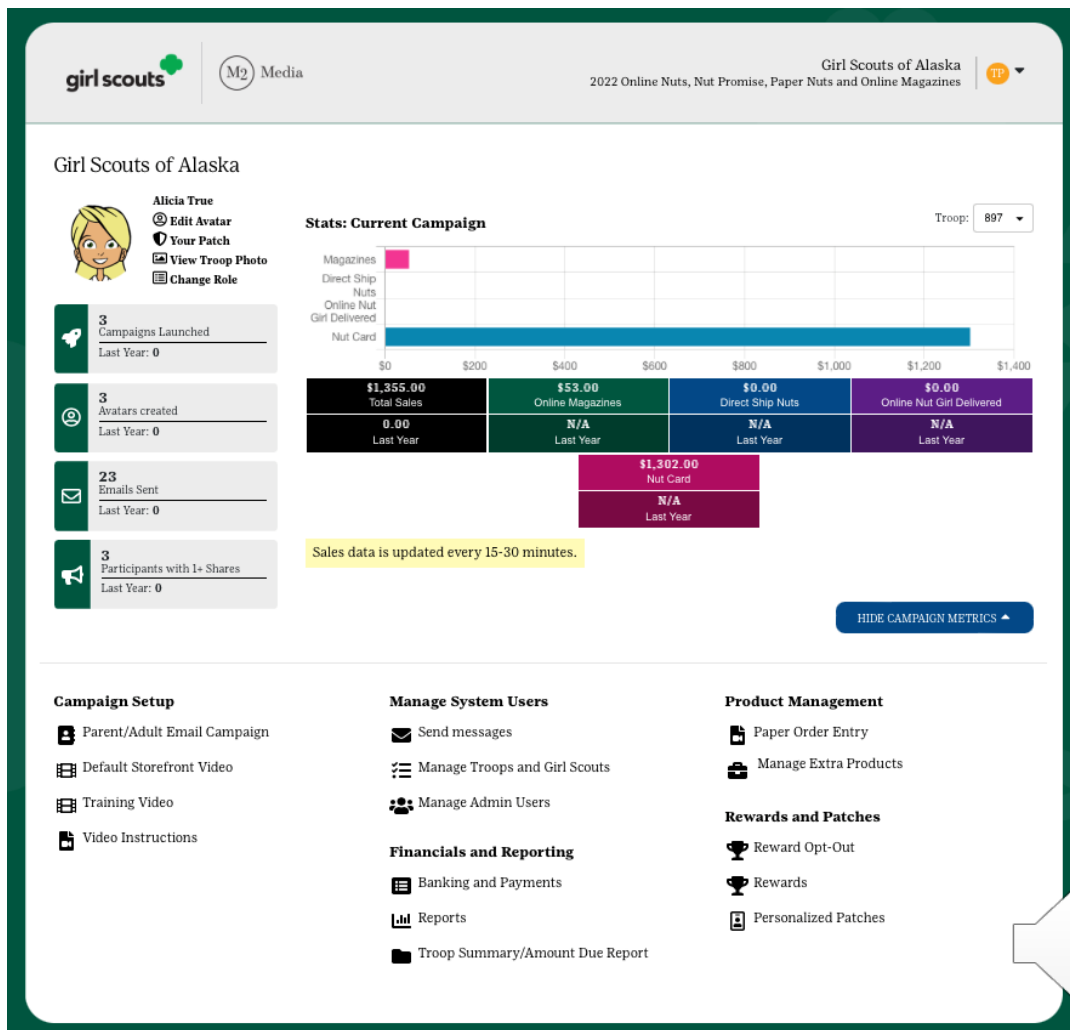
Messaging

Manage nut card order entry

Select rewards

Sales reports

Banking and payments



FAQs

How do I reset my password?

When can a supporter expect a direct ship nut order placed online?

When will a girl receive her Personalized Patch?

What if a girl didn't find her name as she logs into the platform?

When can I expect my online girl delivery items?





SUPPORT

Service Unit Treats & Reads
Managers

GSHNC Customer Care & Product
Program Team

M2 Customer Care



What's Next?

Watch the “What’s New”
training video & complete the quiz.

THANK YOU!

For your continued support of Girl
Scouting and the Treats & Reads
Program.

