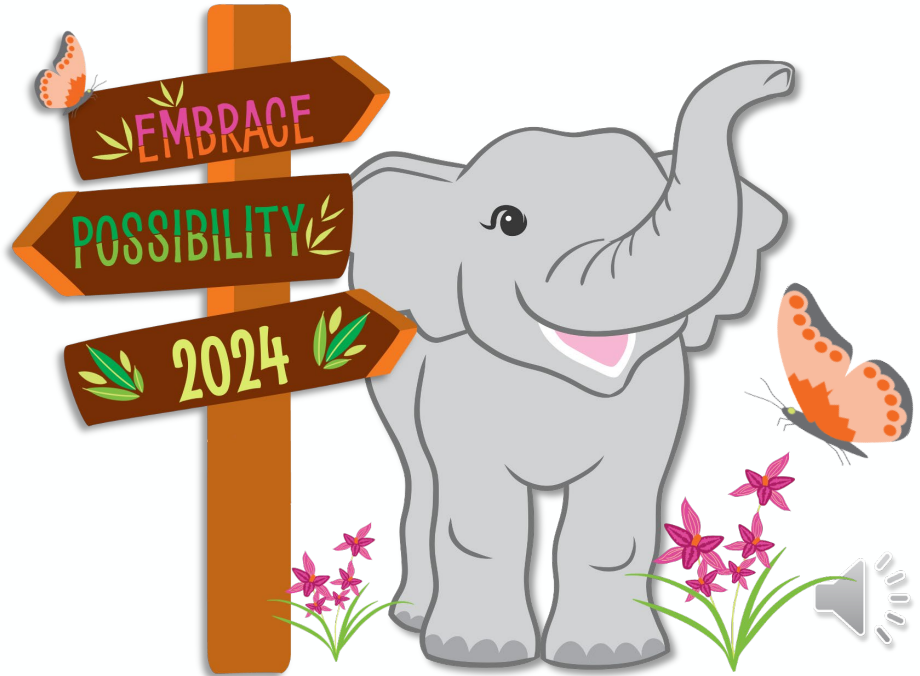




girl scouts
hornets' nest

M2 Media

2024 Treats & Reads What's New



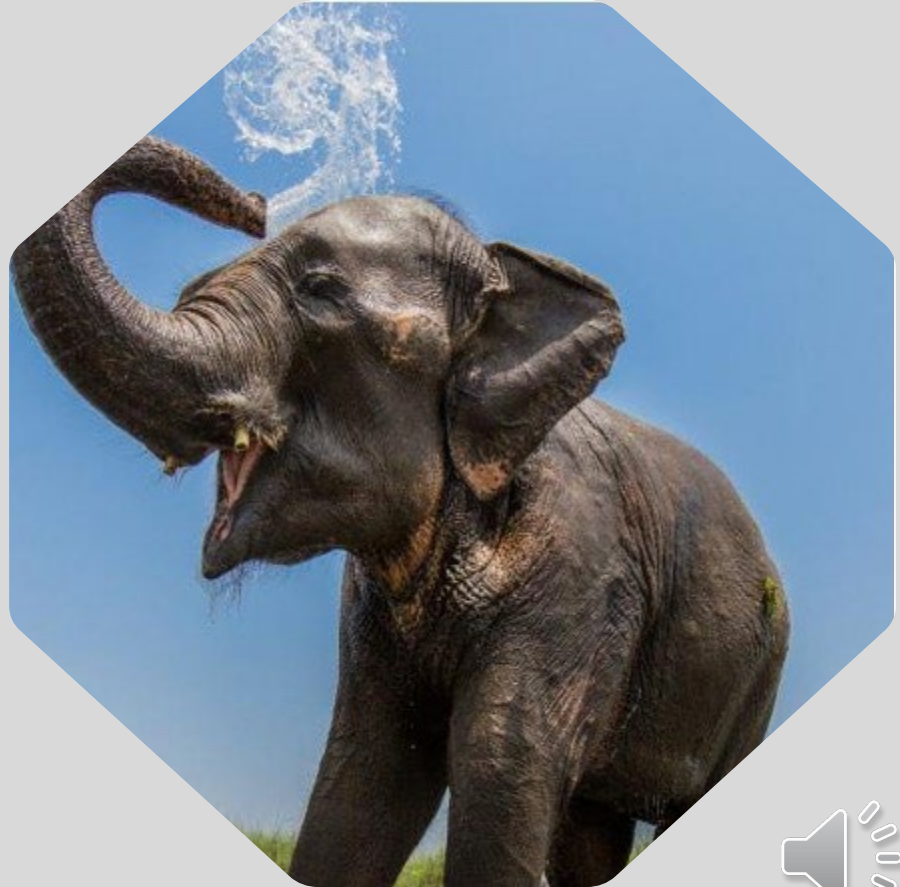
ASIAN ELEPHANT

Largest mammal on the Asian continent – living in forests

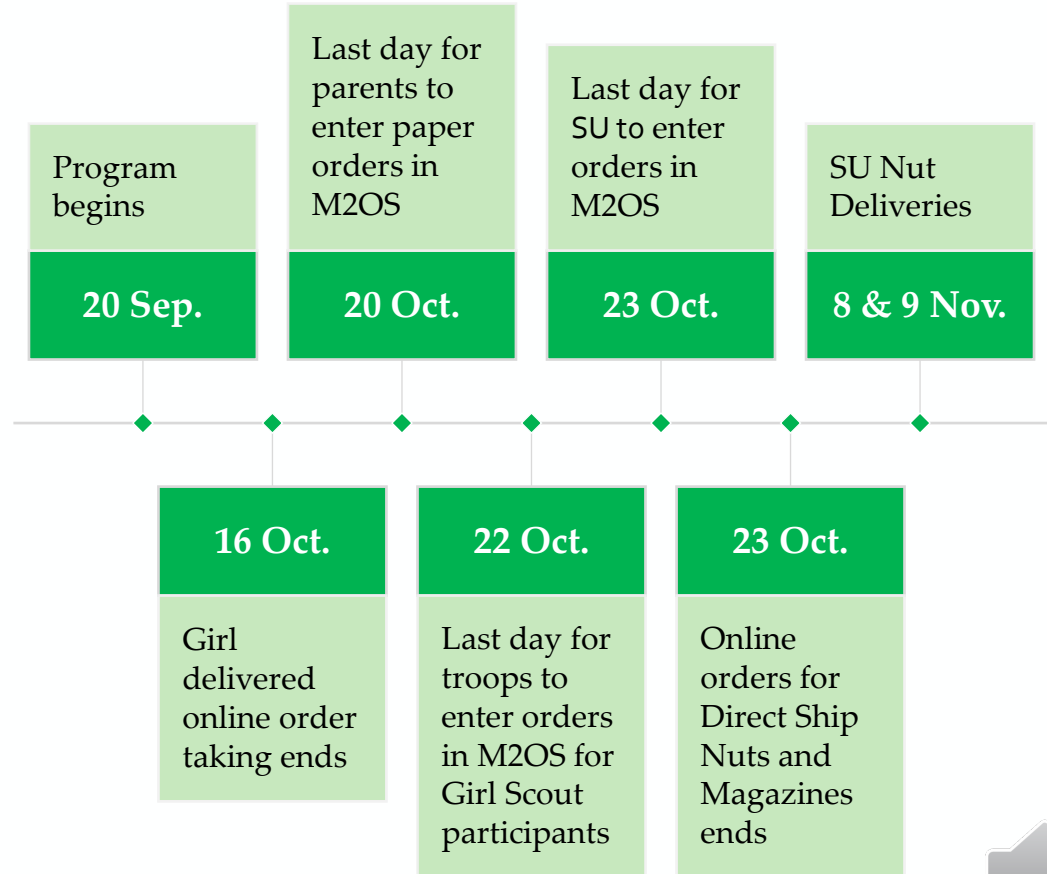
Up to 21 feet in length, 12 feet tall and up to 11,000 pounds

Very social spending 2/3 of the day feeding on grasses, bananas, rice and sugarcane

Endangered with fewer than 50,000 remaining due to habitat loss and poaching



IMPORTANT DATES



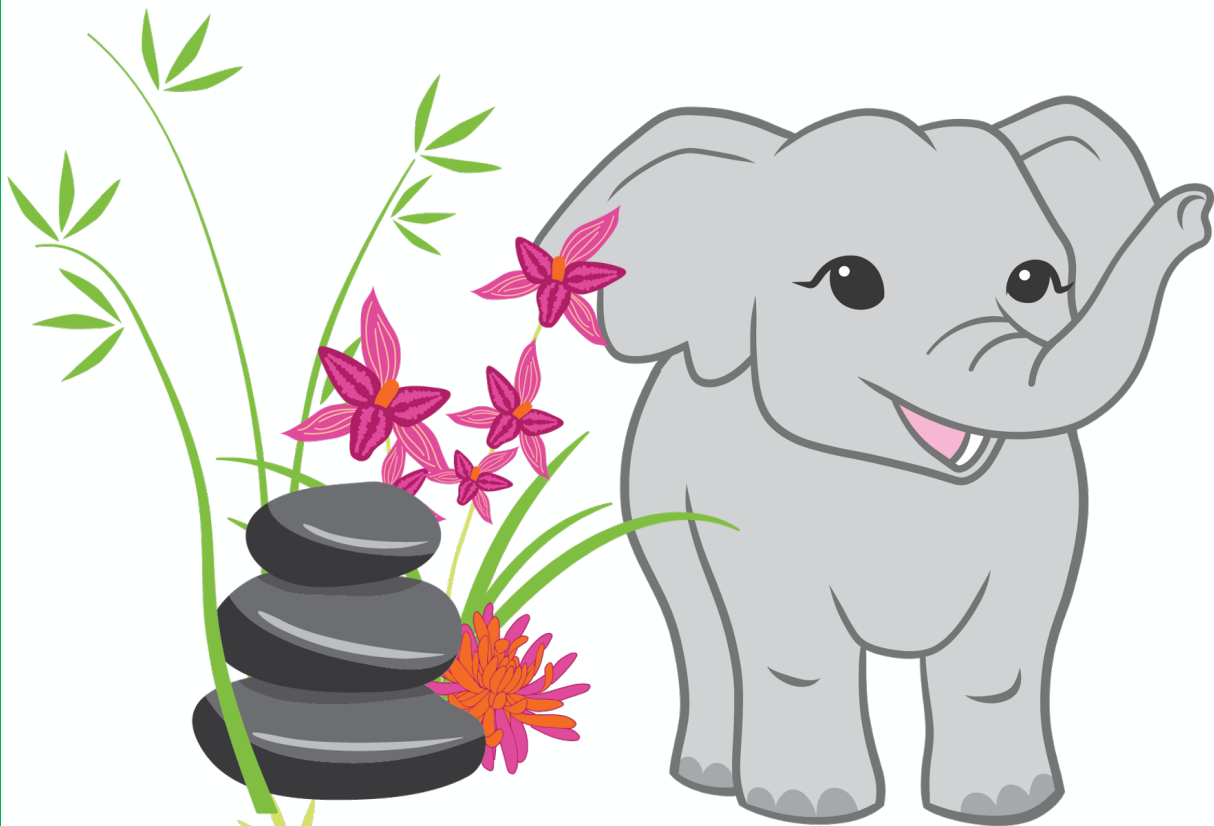
TROOP PROCEEDS

*15% of Total
Sales*

(or 17% for Opt Out)

Older girl troops
(Cadette and up) may
opt out of rewards and
earn an additional 2%
of total sales

Girls will still receive
base patches AND
personalized patches.



EMBRACE POSSIBILITY



NEW PRODUCT

Dark Chocolate Peppermint Pretzels

- Available with order card, online girl delivered, or direct ship
- Crunchy pretzels coated in rich dark chocolate and sprinkled with peppermint pieces.



ASHDON FARMS TINS

Perfect for Gifts
and Treats!



Girl Scout Memory Box Tin
Milk Chocolate Mint Treasures

Garden Friends
Holiday Tin
Milk Chocolate Pretzels
(also available with Deluxe
Pecan Clusters online only)





CARE TO SHARE

- Customer makes purchase to support our local food banks
- 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/Girl Scouts
- Troops earn proceeds and Girl Scouts can earn some great rewards for this cause
 - Girls with 3 Care to Share earn the Patch
 - Girls with 6 Care to Share earn the Embrace Possibility Stickers
 - Troops with a total of 30+ Care to Share will receive the Felt Letter Board



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Magazines

Top selling magazines offered

Easy renewal



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

Tervis® Tumblers

Offerings will include a great selection of premium insulated tumblers and water bottles with approximately 300 unique designs.

Shipping costs for customers will be \$7.99 for the first, \$7.99 for the second, \$3.99 for the third, and then \$1 for each tumbler after.



PRODUCTS GIRL SCOUT SUPPORTERS CAN PURCHASE

New Personalized Products!

High quality stationery,
notepads, and photo frames.

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



GIRL REWARDS

EMBRACE
POSSIBILITY

2024

► Magazines & More



3+ Total Items
Elephant Patch



5+ Total Items
Tassel Keychain



8+ Total Items
Nail Polish Kit



12+ Total Items
Large Elephant Plush



15+ Total Items
Pom Pom String Lights



20+ Total Items
Portable Outdoor Mat

► Nut & Candy Items



10+ Nut & Candy Items
2024 Patch



30+ Nut & Candy Items
Heart Necklace



45+ Nut & Candy Items
Diamond Art Kit



60+ Nut & Candy Items
Small Elephant Plush &
\$1 Donation



80+ Nut & Candy Items
Wristlet

► Care to Share Nuts



3+ Care to Share Donations
Care to Share Patch



6+ Care to Share Donations
Theme Stickers

► Troop Reward



30+ Care to Share
for Troop Donations
Felt Message Board

► Emails



18+ Emails Sent
Embrace Possibility Patch

► Extras

Super-Sized Elephant Plush

Girls are automatically entered to win a SUPER-sized plush Elephant when they log into the M2 site, create their avatar and send 18+ emails.

Then girls will get additional entries for every \$100 in sales.

Troop Participation Incentives:

- 25% Participation: Troops are entered to win a troop experience to see an Elephant. Specific location to be identified.
- 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.
- For the participation rewards and incentives. We define girl participation as setting up their site, creating an avatar, sending 18+ emails OR selling one item offline.

FALL PERSONALIZED PATCH

Personalized Patch with
Theme Backgrounds

To earn:

- Create Avatar
- Send 18+ emails
- Use the “Share My Site” function in M2
- Sell 4+ Mags & More,
30+ Nut/Choc. Items





GIRL REWARDS

Enter to win a
GIANT ASIAN ELEPHANT

- Automatic entry:
 - Logging into M2, creating an avatar & sending 18+ emails
 - Plus, one entry for every \$100 in sales



North Carolina



PARTICIPATION INCENTIVES:



25% participation =
Troops are entered to win a trip to
the Asheboro zoo!

50% participation =
Troops receive early access to
cookie booths.

100% participation =
additional \$0.05/package of cookies.

*Participation is defined as setting up their
M2 site, creating an avatar, and sending
18+ emails **OR** selling one item.*

VOLUNTEER REWARDS

Troop Leader Personalized Patch

- Troops sell \$1300+
- Troop Leader sends caregiver email blast
- 2 per troop



Remember to:

- ☐ Ensure all Girl Scouts are registered.
- ☐ Troop Treats & Reads Volunteer is tagged as Fall Product Manager.
- ☐ Attend Service Unit Meeting.
- ☐ Pick-up Troop Packet.
- ☐ Train girls & caregivers.
- ☐ Ensure Annual Troop Report has been submitted.
- ☐ Complete the ACH form if bank information has changed since the 2024 Cookie Season.





**NEED
HELP?**

SUPPORT

Service Unit Treats & Reads Manager

GSHNC Customer Care & Product
Program Teams

M2 Customer Care



What's Next?

Complete Quiz

Complete & Submit Treats & Reads
Volunteer Agreement

THANK YOU!

