

# PARTICIPATE and EARN rewards!

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



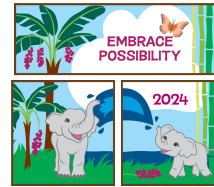
Discover how to earn the personalized patch with your name and avatar below.



## 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.



Collect theme patches that fit together!

## New Personalized Products!

High quality stationery, notepads, and photo frames. Shipped directly with customized colors, fonts, names, and more!

**LOGIN, CREATE and SHARE with 3 easy steps.**

1

### Visit [www.gsnutsandmags.com/gshnc](http://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 ↓



2

### 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.



3

### 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.



# 2024 Treats & Reads GSHNC Family Guide

## Dear Girl Scout Family,

Thank you for participating in our Treats & Reads Program with your Girl Scout! Treats & Reads is a Council-approved product sales program that enables Girl Scout troops to set goals, learn about an animal, and earn funds to kick off their Girl Scout year.

100% of the proceeds stay local to benefit Hornets' Nest Council. Girl Scout troops earn 15% for every item sold during the Treats & Reads Program. In addition, girls can earn patches and rewards, such as a personalized avatar patch. Families can set this up, and more, online.

This year, Girl Scouts will Embrace Possibility and learn about the Asian Elephant. Additionally, GSHNC is pleased to be working with Ashdon Farms again to supply our nuts and candies. They will be providing all our past favorites, as well as a new flavor perfect for the holidays. All the program sales tools will remain the same with M2 Media for all Treats & Reads products. After last year's overwhelming success, Girl Scouts will be offering our Direct Ship customers Tervis Tumblers and Girl Scout Branded Bark Boxes (with more choices this year!) to select from in the M2 Media storefront again. Another great product added to the storefront is the return of personalized stationery products.

Want more information about the Treats & Reads Program?

**Check out our website, [www.hngirlscouts.org](http://www.hngirlscouts.org).**

## Are you ready to EMBRACE POSSIBILITY?

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

## 5 Steps to Treats & Reads Success!

### 1. GET READY

Girl Scouts can prepare for Treats & Reads by gathering a few tools for success.

Here's what you'll need:

- Sales Tools.
  - A paper nut/candy order card
  - Set up your digital storefront at [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc)
  - A contact list of friends and family

*Remember, online customers can live anywhere in the US and are able to purchase magazines, Tervis Tumblers, Bark Box, personalize stationary products, or nuts & candy. However, nuts and candy ordered on your paper order card, or online as Girl Delivered, must be delivered in person, so nearby friends are best for those orders.*



### 2. SET GOALS

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

### 3. EXPLORE

Have fun with your online site! Record a voice message that your avatar will say to your customers when they open your email. Record a video about what your troop is planning to do with your troop proceeds for your customers to watch.

### 4. INVITE FAMILY AND FRIENDS

Nothing beats a face-to-face connection, so take your nut order card and online ID to visit family and friends. They can place

## IMPORTANT DATES:

### SEPTEMBER 20, 2024

Treats & Reads Program begins.

1. Register as a Girl Scout.
2. Girl Scouts create virtual storefront at: [www.gsnutsandmags.com/gshnc](http://www.gsnutsandmags.com/gshnc)
  - Create their M2 avatar
  - Send 18 emails through the M2 platform to friends and family.
  - Share her site on your private social media pages and through text by using the M2 Share My Site feature.

### OCTOBER 20, 2024

Treats & Reads Program Caregiver Deadline.

1. Deadline to enter your paper nut order card orders into the M2 system.
2. Turn money into the Troop Leader/ Treats & Reads Manager by October. All money is collected at the time the order is taken.
3. Online girl delivered orders are all paid for online, via credit card. You won't have to collect payment for these items but will need to deliver them to customers. A report will be emailed to you at the end of the sale to detail your customers' orders. You can also check your reports online.

### NOVEMBER 8 & 9, 2024

Nut and candy items to be delivered to Service Units for Troop pick-up.

1. Please check with your Troop Leader/ Treats & Reads Manager about when your product will be available for pick up.
2. After product pick up, you will need to fulfill any Girl Delivered orders to your customers.
3. Girl Scout rewards will also be distributed to Troops via the Service Unit around this same time.

*Remember: Payment has already been made online for girl delivered orders.*

nut and candy orders from your order card, and you can share your custom ID so they can shop online later. After setting up your online storefront, you can print business cards with your ID preprinted on them or a personalized door hanger with a QR code to your site. Remember to collect payment for nuts and candy at the time the order is placed.

## 5. TRACK YOUR PROGRESS AND CELEBRATE SUCCESS!

**Questions? Contact us at [support.gsnutsandmags.com](mailto:support.gsnutsandmags.com) or 1-800-372-8520**

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