



2025 Fall Product Family Guide

What is the Fall Product Program?

Girls offer a variety of products in two ways: in-person using a nut order card and online via www.gsnutsandmags.com/gssjc to send emails and share their link to family and friends to access their storefront.

Renew your Girl Scout Membership before you get started at www.gssjc.org/renew.

Ready, Set, Participate! It's Easy to Do!



It's Easy to Get Started!

Set up your online storefront in minutes! Girls can personalize their pages with their custom avatars and start sharing with friends and family right away.



It's Flexible and Convenient!

Sell on your own schedule—no booths required! Share your store via text, email, or social media for easy online orders.



Troops Earn BIG!

Troops keep 25% of the price from all nuts and candy items and earn \$2 for each magazine, BarkBox, personalized product, candle, or Tervis Tumbler sold.

2024 Fall Product Recap

No. of Girls Selling: 5,450
No. of Troops Selling: 922
Average Troop Proceeds: \$397



Important Program Dates

September 10

The Fall Product Program Begins

- Girl Scouts can now begin taking orders!
- Girl Scouts can partner with parents/caregivers to set up their storefront at gsnutsandmags.com/gssjc.
- Girl Scouts can start sending emails to friends and family via the M2OS site and sharing their link on social media.

October 13

Parent Order Card Entry Deadline

- Girl Scouts can partner with parents/caregivers to enter order card orders into the M2OS site before midnight.

November 9

The Fall Product Program Ends

- Last day customers can place their online direct-shipped orders.
- Girl Scouts partner with parents/caregivers to make reward selections (if applicable).

The Grizzly Bear



- Scientific name: *Ursus arctos horribilis*
- Life Span: 20 to 25 years
- Claw length: Up to 4 inches
- Weight: 400-800 pounds
- Strong swimmers and can cross large rivers.
- Will rub against trees to leave their scent and scratch marks.
- Before hibernation, grizzlies eat up to 20,000 calories a day.
- Grizzly cubs remain with their mothers for 2-3 years to learn survival skills.
- Live in forests, mountains, and near rivers where they catch salmon.

Project Thank You

Project Thank You is a great way for customers to give back to the community through donations of products. Our council's Project Thank You items will be donated to Soldiers' Angels through our Operation Salute program. For each \$8 donation, veterans and active-duty service members, both at home and abroad, will be sent one can of candy/nuts. Donations are credited to the participant's sales & troops receive \$2 in proceeds per donation sold. Girl Scouts earn the Care to Share patch by receiving 6 or more donations.



Five Skills Girls Learn During the Fall Product Program



Goal Setting: Girls set goals both individually and with their troop. Girls learn to set and reach goals to succeed in school, career and life.



Decision Making: Girls decide how to participate, market their sale, and decipher how to spend their earnings with their troop. Developing decision-making skills early will greatly impact their lives.



Money Management: Girls budget, take orders, and handle customers' money.



People Skills: Girls learn how to speak (and listen) to their customers. Learning people skills will improve their interaction during group projects, sports team and future endeavors.



Business Ethics: Girls act honestly and responsibly which builds ethical employees and leaders.

How it works: M2 Online System

An easy system for all Fall Products!

Within the M2 Online system, girls can create and customize their pages, create their avatar, set goals, track their progress and select reward options all while learning the 5 skills.

The M2 Online System is a safe, fun and interactive website where girls can send emails to customers, earn patches, easily grow their sales.



Nut/Chocolate Sales

Sale Option	Product	Troop Proceeds
In-Person Girl Delivered	<ul style="list-style-type: none"> Take orders from family and friends using the order card or sharing storefront link Girls & caregivers enter paper orders into M2OS by the appropriate deadline Girl Scouts collect payments when delivering the products and submit collected funds to their TFPM. 	25%
Online Girl Delivered	<ul style="list-style-type: none"> In M2OS site, Girl Scouts create avatars and share online storefront via personalized emails/social media/text messages Customers pay online via credit/debit card, and orders are automatically credited to girl in M2 Girls deliver to customers. 	25%
Online Direct-Ship	<ul style="list-style-type: none"> In M2OS site, Girl Scouts create avatars and share online storefront via personalized emails/social media/text messages Customers pay online via credit/debit card, orders are automatically credited to girl in M2 and shipped directly to customers 	25% for nuts & chocolate; \$2 for mags and more
Project Thank You Donation	<ul style="list-style-type: none"> Girls use order card to record Project Thank You donation and enter order into M2OS by deadline Girls submit collected funds to their TFPM. If customer orders online, order is automatically credited to the girl in M2OS Council will coordinate delivery to our military men and women 	\$2

Launching Her Online Fall Product Business

Beginning September 10, it's time to set up the Nuts and Mags storefront and kickoff your online business.

- Click the link on the email to register your account or click Login on the site and enter your information and set your password.
- Enter your troop number and search for and select your Girl Scout's name.
- Answer questions about goals and Girl Scouting.
- Create your personal avatar. (There are over 3 billion feature combinations to make your avatar with your likeness!)
- Record a message and make your avatar "talk" to your customers; or create and upload your own personal video sales pitch.
- Add your customers and send at least 20 emails to friends and family through M2. Girls who send at least 20 emails typically average about 15% higher sales.
- Girls (or a parent) can share their storefront link on their individual social media account with their friends and family audience. Remember, links can only be shared on personal feeds, not in groups or community pages. Links should never be posted to online resale sites like eBay, Facebook Marketplace, Buy & Sell groups, etc.



Meet the Fall Products

Nuts and Candy

- Customers can select from a large variety of premium chocolates, gourmet candies, nuts and snack mixes.
- Local customers can save on shipping by requesting that the Girl Scouts deliver the order to them directly. This means customers pay \$0 in shipping, and the “Girl Delivered” product is picked up by the troop fall product manager who then distributes these items to Girl Scouts and their families.
- Customers who want their orders sooner or who are not local can opt to pay to ship their nut and candy order directly to their door. Because nut and candy items are prone to melting, shipping may default to overnight with ice.

Girl Delivered Products



Chocolate Covered Almonds \$10 Deluxe Pecan Clusters \$10 Hot Cajun Crunch \$8



Honey Roasted Mixed Nuts \$14 Chocolate Covered Pretzels (Tin) \$15 Dk Chocolate Caramel Caps w/Sea Salt \$9



Peanut Butter Trail Mix \$8 Mint Treasures (Tin) \$15 Dk Chocolate Mint Penguins \$9



English Butter Toffee \$10 Whole Cashews with Sea Salt \$10 Vanilla Honey Roasted Pecans \$10



Cranberry Nut Mix \$8 Peanut Butter Bears \$9 Fruit Slices \$8



Cherry Almond Clusters \$10

Your online store has several other direct ship nut and candy options!



Shipped Items

Magazines

Customers can enjoy browsing their favorite titles and selecting subscriptions of the most popular paper and digital magazine titles at drastic savings to be delivered directly.



Tervis Tumblers

Customers can select tumblers and water bottles, ranging from top sellers to your favorite sports teams and more. All items will be shipped directly to customers.



Bark Box

Girl Scouts can share their passion for animals, generate troop funds and give customers the option to purchase something fun for every member of the family, shipped directly to customers.



Personalized Products

Customers can choose from a variety of personalized products including stationery, note pads & picture frames, all to be shipped directly.



Candles

Customers can select from a variation of fragrant candles. All items will be shipped directly to customers.



Fall Product Managers are KEY!

Fall Product Managers are responsible for:

- Communicating with parents/caregivers within the troop about the program.
- Ensure the troop has a registered & verified bank account with GSSJC.
Enforcing guidelines and expectations of the program with Girl Scouts & parents/caregivers.
- Providing a valid shipping address to receive the troop's rewards as well as nuts & candy orders for Girl Scout delivery.
- Distributing product for Girl Scout delivery, as well as Girl Scout rewards, promptly upon request.

Cumulative Rewards



Choose from two scenes!



To earn the personalized patch, girls will create their avatar, send 20+ emails and sell 40+ fall product items. Use Share My Link to promote storefront on social media.

To earn the crossover patch, girls will create their avatar, send 20+ emails by Nov. 8 and 250+ pkgs. of cookies. Use Share My Link to promote storefront on social media



Care to Share Patch
6+ Share Items



Super Seller Patch
Upload a video



Brave Fierce Fun Patch
10+ Total Units



Online Patch
20+ Emails Sent



Bear Patch
20+ Total Units



2025 Patch and Glitter Pen
35+ Total Units



CHOICE OF: Small Plush or Water Color Art or Care for the Bear Donation & Visualize Patch
50+ Total Units



Journal & Theme Stickers
65+ Total Units



Theme Necklace and Charm & Bracelet
80+ Total Units



100+ Patch and Travel Jewelry Box
100+ Total Units



CHOICE OF: Large Plush or Mini Canvas Travel Bag or Care for the Bear Donation
125+ Total Units



Mini Karaoke Machine
160+ Total Units



Fall Product Top Seller Event TBD & Moon Lamp
200+ Total Units

What Are Your Goals?

- Discuss what activities your troop would like to do this year.
- Determine how much money you will need to make that happen.
- Set a fall product goal based on your troop budget.

My Individual Goal



My Troop Goal



Ready to Go? Checklist for Families

- ☐ Make sure your Girl Scout is registered for the 2026 Girl Scout membership year.
- ☐ Help your Girl Scout set up her online storefront.
- ☐ Help your Girl Scout create her avatar.
- ☐ Send 20 unique emails. Be sure you use 20 different email addresses.
- ☐ Share her site on social media while abiding by the social media guidelines.
- ☐ Share your Girl Scout's order card and online storefront with friends and family.
- ☐ If your Girl Scout reaches a recognition level with a choice (see reward page), make sure that choice is selected and inform your Fall Product manager of that choice.
- ☐ Receive girl-delivered fall products from troop fall product manager.
- ☐ Deliver products to customers.
- ☐ Enter order card orders into the M2OS site by deadline.
- ☐ Enjoy your success!



If you have more questions, go to www.gssjc.org/fallproduct, or customerservice@sjgs.org.
Good luck on your journey!

Girl Scout's Project Aims to Improve Health of Veterans and Horses

Senior Girl Scout Aiyana Duron-Larson combined her love for horses and helping people to earn a Gold Award by raising awareness about equine therapy and building feeding stations for horses at a Bastrop County nonprofit that provides equine therapy to veterans. While executing her Gold Award project, Aiyana managed 30 volunteers and juggled several components, including researching, communicating with businesses, and designing pamphlets. She acknowledged it was stressful work, but the results made it more worthwhile.

"I'm an introvert, so it was hard at first. I learned I can be a leader," Aiyana said. "I learned I'm capable of helping people, and I can make an impact on people's lives."

Aiyana began planning her project after the founder of The Knights of Grail asked if she could build feeding stations for the horses the nonprofit uses to help treat veterans and first responders with PTSD and depression. Many of the horses have fallen ill over the years due to eating from the ground, which can cause the animals to develop sand colic, parasitic infections, and bacterial diseases, resulting in the organization incurring thousands of dollars in treatment costs.

Aiyana, having never used a power tool or built a horse feeder, accepted the challenge as a confident and courageous Girl Scout would do. Inspired by her grandfather, a Vietnam War veteran, she decided to expand beyond the building project. In addition to the feeding stations, she created two pamphlets – one about the nonprofit's mission and the other about equine therapy. During her research, she learned that many veterans resist equine therapy due to cultural stigma or fear of weakness. "I believe it is important to get the help you need even if it might not be seen as traditional," she said. That's why she focused on educating people about equine therapy.

The first step of her project involved researching designs for feeding stations. Because some of the horses had suffered serious health issues, it was critical to move quickly in constructing the feeders. After settling on a design, Aiyana built three feeders, each measuring 8 feet by 8 feet, with assistance from her dad, friends, and 25 volunteers. Unsure about how to get people to volunteer, she decided to run a Facebook ad to recruit them. They helped to clear the land, set up the posts, and build the feeder frames.

As she learned how to use power tools, Aiyana also developed her leadership skills. She guided her volunteers through the building process, assigning each person a specific task to ensure the timely construction of all three feeders. Additionally, she reached out to several local businesses, which generously donated building materials, concrete, and labor.

Next, she researched equine therapy and spoke with representatives at the Knights of the Grail to produce content for her pamphlets. She and three volunteers designed the pamphlet. She also trained a team of nine volunteers to staff a booth at the Sherwood Forest Faire, where they shared information and distributed pamphlets. The volunteers worked at the booth for eight weekends.

In addition, Aiyana presented her project at a Girl Scout meeting, a GSSJC board meeting, and a video gaming convention in Dallas. To get feedback on her presentation, she created a survey and received many positive responses. The survey indicated that people found the information helpful and said they would share it with family and friends.

Aiyana said she is proud of her accomplishment because she did something meaningful for other people. The project solidified her career aspiration to pursue a degree in clinical or developmental psychology after high school. Her goal in life is to be "successful in helping and touching the hearts of as many people as possible."

