



Welcome to our Snacks & Magazines Training for Troop Fall Product Manager's for 2023! I'm Rachel from the River Valleys Product Program Team and I'm here to lead you through this brief training session where you will learn about your resources, key duties & dates, and more. We're working with your Service Unit Fall Product Manager to provide each troop with printed program materials, which you'll pick up in September. We're excited to have your troop join our program this season, so let's get started!

## Why we do this program

It's a snap!

Troops can earn proceeds & Girl Scouts earn rewards

All proceeds stay local & are invested in our Girl Scouts 

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So, why do we do this program? The Snacks & Magazines program is designed to be fast, easy, and fun for both Girl Scouts and volunteers. There's only one order and one pick-up/distribution of the snack items. It's a friends & family sale, so Girl Scouts are connecting with customers they know! Both Girl Scouts and troops can work on their goal-setting, teamwork and people skills before the cookie program. Troops earn proceeds to help fund their activities before the cookie program takes place. All proceeds stay local and are invested in River Valleys Girl Scouts! Plus, customers rave about the products and often use the snacks and magazines either for themselves or as gift items for others.

## Thank you to our Troop Fall Product Manager!

As the Troop Fall Product Manager, you are leading the way!

Your Service Unit Fall Product Manager (SUFPM) is available for local support

GSRV: Girl Scouts River Valleys

• [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org)  
• 800-845-0787

Without dedicated volunteers like you, this program couldn't happen!




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As the Troop Fall Product Manager, Girl Scouts and families will be looking to you for local support as you lead the way for their participation. While you assist them, your Service Unit Fall Product Manager and our team is also here to support you too! Your Service Unit Fall Product Manager will reach out to you to introduce themselves, update you on any service unit specific information, and offer support should you have questions. If you need help connecting with your Service Unit Fall Product Manager-feel free to contact us by email at [GirlScouts@GirlScoutsrv.org](mailto:GirlScouts@GirlScoutsrv.org) or call 800-845-0787. Let's face it, without dedicated volunteers like you, this program couldn't happen! Now, let's take a quick look at your main duties before, during, and after the sale...

**Before the Sale**

**Encourage and motivate** The average troop earned \$130 in proceeds last year!


**Connect** Use email, text, social media, or share the information at your next troop meeting.





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Before the sale begins, encourage and motivate Girl Scouts to participate in the program. The average troop earns over \$130 in proceeds to help fund your troop activities, plus, it's great practice for Girl Scouts to test out their entrepreneurial skills ahead of the Cookie Program with family & friends. Connect with Girl Scouts and their families by email, text, or share the program info at a troop meeting. Promote the awesome products and the chance for Girl Scouts to earn patches and rewards!

**Before the Sale**



<b>Distribute</b>	Distribute materials
<b>Learn</b>	Get familiar with print and online resources & complete training
<b>Read</b>	<i>In a Nutshell</i> for important updates


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Before you get started, don't forget to pick up your print materials from your Service Unit Fall Product Manager, or other designated volunteer and distribute sales materials to Girl Scouts before the sale so they are ready to go starting on Go Day!


Get familiar with all your Snacks & Magazines resources, both printed program materials and online items. You can find online resources, like this training, at [Volunteers.GirlScoutsRV.org](http://Volunteers.GirlScoutsRV.org).

Also, starting in September, watch for emails to alert you to read "In a Nutshell"- our blog just for Snacks & Magazines volunteers to stay up to date on the latest program information and just in time reminders.

**During the Sale**




- ✓ Check in with the Girl Scouts in your troop
- 📞 Remind Girl Scouts about participation options
- 💡 Alert families of deadlines 



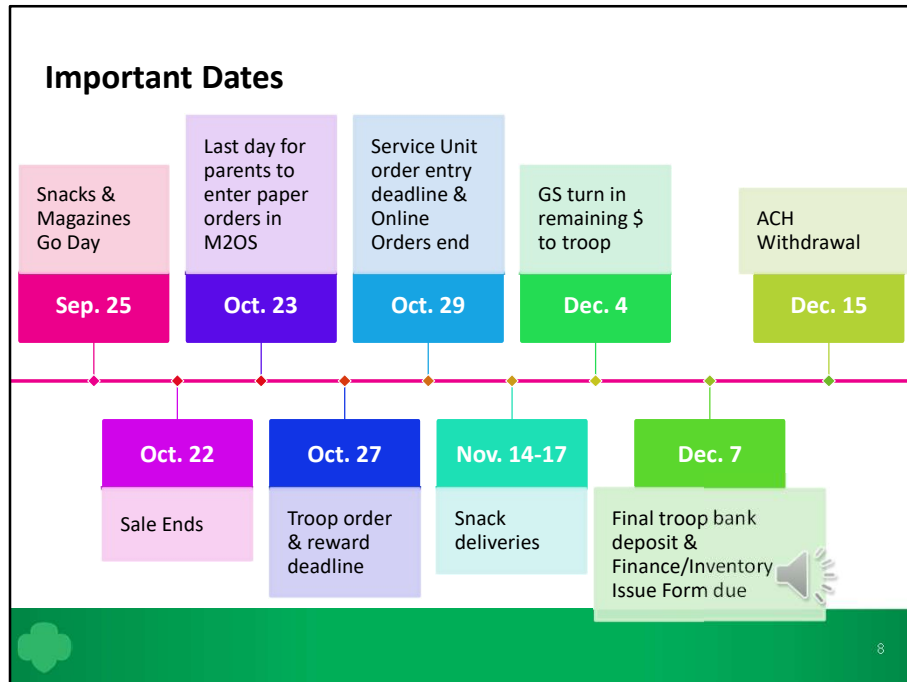
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During the sale, continue to check in with your Girl Scouts and their families to see if they have questions, remind Girl Scouts about the program participation options, and finally, alert families of important deadlines, including the deadline to enter snack orders and select rewards. Girl Scouts can start selling at anytime throughout the program!

Your Service Unit Fall Product Manager is also available throughout the sale to share tips and strategies to help your troop reach their goals! If you're a new troop to Snacks and Magazines, your Service Unit Fall Product Manager will be your go to resource to help you succeed.

After the Sale	
Verify	Ensure snack order card sales are entered and reward choices are being made in M2OS
Coordinate	Manage snack pickups, plus collect deposits of snack order card money
Celebrate	Congratulate Girl Scouts & distribute rewards 

Finally, after the sale, verify families have entered their snack order card sales and reward choices-or enter them on their behalf, manage the snack pickups and deposits of the snack order card money, and then celebrate with the Girl Scouts! Congratulate them for achieving their goals and a job well done, and distribute their exciting reward items.



Here’s an overview of the important program dates. Don’t worry, we have all these dates listed in your materials, plus we will be sure to update you along the way: (review key dates)

Snacks & Magazines Go Day, when Girl Scouts begin taking orders, is Monday, September 25! The sale ends on October 22<sup>nd</sup> and families have until end of day October 23 to enter their paper orders into M2OS. Encourage your Girl Scout’s to select their rewards by October 27<sup>th</sup> or you can do it for them. And if any changes are needed, your Service Unit Fall Product Manager can do so until October 29<sup>th</sup>.

Then, you can expect your snack orders to be delivered to your Service Unit Fall Product Manager in November. Families should turn all remaining money in to you, the Troop Fall Product Manager, by December 4<sup>th</sup>. All troop money owed needs to be deposited by December 7<sup>th</sup>. If you’re still waiting

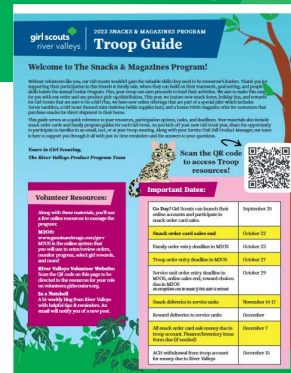


on a family to return their money, make sure to fill our Finance/Inventory Issue Form by December 7<sup>th</sup>. That form can be found on our volunteer website.

December 15 is the date for the ACH withdrawal, when we will withdraw the money due for snack order card sales from the troop bank account.

## Snacks & Magazines Resources

- Printed program materials
- Online resources
  - *In a Nutshell*
  - [Volunteers.GirlScoutsRV.org](http://Volunteers.GirlScoutsRV.org)
  - [Girl ScoutScoutsRV.org](http://GirlScoutScoutsRV.org)
- Service Unit Fall Product Manager
- Girl Scout Scouts River Valleys Troop Product Program Managers Group on Facebook



We've got you covered with the resources you need for your role! You'll pick up your printed program materials from your service unit in early September, which includes your troop guide, plus family guides, large envelopes, and snack order cards for the Girl Scouts. Each guide has a checklist to keep you on task.

Our online resources include the In a Nutshell blog—we'll alert you by email when it's time to check out a new post. Our volunteer website, [Volunteers.Girl ScoutsRV.org](http://Volunteers.GirlScoutsRV.org) features a Troop Fall Product Manager Page with all the resources in one spot! Families can check out the Snacks & Magazines page on [Girl ScoutsRV.org](http://GirlScoutsRV.org) for resources for their Girl Scouts. These resources are also listed in your Troop Guide! If you want to connect with other Troop Fall Product Manager's, you can request to join our Troop Product Program Managers Group on Facebook too.

If you need additional assistance or aren't sure who your Service Unit Fall Product Manager is, reach out to us at [girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org) or 800-845-0787.

## 2023 Snacks & Magazines Vendors

### M2 Media

- Magazine vendor
- Magazines for any taste and interest
- New online exclusive items this season too!

### Ashdon Farms

- Snacks vendor
- Delicious nut, chocolate, and snack mix products



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We partner with two vendors to make this program happen. M2 Media offers a huge catalog of magazines for any taste and interest. Customers can start a new subscription or renew their favorite titles. Plus this year, M2 Media is adding online exclusive items that we will highlight shortly. Ashdon Farms offers a snack line up that features tasty treats from boxed chocolates, to crunchy nuts, and even a special Girl Scout Scout Tin. Check out the complete line up on the snack order card. The snack items make terrific gifts, are great for entertaining, or are delicious snacks for your family.

## M2OS for Volunteers & Girl Scouts

Volunteers receive access the week of September 18

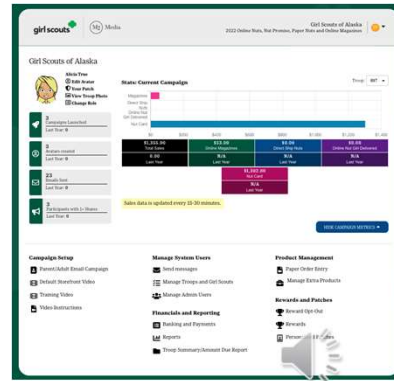
- Girl Scout access begins on Go Day
- Only volunteers & Girl Scouts registered for 2023-2024 are added

Training video & Responsibility Form at first login

M2OS Quick Tips sheets

M2 Customer Service

- [support.gsnutsandmags.com](https://support.gsnutsandmags.com)
- 800-372-8520



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M2OS is the system used to manage Snacks & Magazines online at all levels: council, service unit, troop, and Girl Scout level. Email invitations will be sent the week of September 18 to volunteers. These emails will have a link to set up your access and set your password. Girl Scouts can access the system on Go Day. Only Girl Scouts and troop volunteers registered for the 2023-2024 GS year will be added to M2OS. If a Girl Scout in your troop is missing, contact their caregiver to remind them to complete registration. We will continue to add newly registered girls and volunteers to the system throughout the program.

You must watch a training video upon first login, which will provide you with an overview of the system. After that, the video will be available on the dashboard if you need to reference it again. If you also have a Girl Scout participating in the sale, you will manage your volunteer role through one link

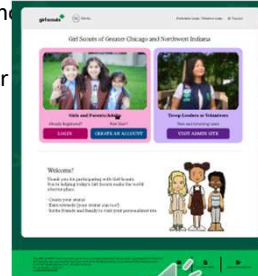
and oversee your Girl Scout's program from a second link on the M2OS homepage. You'll learn more about this in the training video. And new this year, when Girls log in for the first time they will be prompted to fill out the Responsibility Form. No need to fill this out separately any longer unless a Girl Scout doesn't plan to utilize M2OS for her Snacks & Magazines sale.

We developed "M2OS Quick Tips Sheets" for troops and families with printed instructions to walk you through the basic functions of the system. You can find this online and print it off a copy to have handy during the sale. If you or a family has issues with the system, another resource to utilize is M2 Customer Service. They are available online at [support.gsnutsandmags.com](http://support.gsnutsandmags.com) or by phone at 800-372-8520.

## M2OS for Volunteers & Girl Scouts






How Girl Scouts/families access M2OS:


1. Enter emails in the Parent/Guardian email campaign and send on Go Day
  - Girl Scouts/families will receive a link to set up their account
2. Visit [gsnutsandmags.com/gsrv](https://gsnutsandmags.com/gsrv)
  - Enter troop #
  - Find Girl Scout name
  - Set up account



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Girl Scout Scouts and families can set up their M2OS account in two different ways. You can collect the family email addresses and enter them into the Parent/Guardian email campaign under the campaign set up on the dashboard. Then, they'll receive an email invitation to set up their account on Go Day. Another way to access the system is to visit [gsnutsandmags.com/gsrv](https://gsnutsandmags.com/gsrv) on Go Day. The Girl Scout and her parent/guardian can enter the troop #, find the Girl Scout name, and then set up the Girl Scout's account. Once the Girl Scout logs into the system, they will be prompted to complete the steps to set up their online storefront and launch their campaign.

Troop & Service Unit Proceeds		
	Magazine sales	\$3 per magazine order/BarkBox/Tervis Tumbler order
	Online Snack sales*	\$1 per item
	Snack Order Card sales* <small>*Includes Care to Share Donation Program sales.</small>	\$1 per item
	Service Unit Proceeds	

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Troops earn proceeds from each item sold in Snacks & Magazines, plus Girl Scouts can earn individual rewards & patches. The average troop earns over \$130 in proceeds from participation.

For 2023 the Troop proceeds are:  
 \$3 per online magazine. And new this year, a Girl Scout themed Mini BarkBox and Tervis Tumblers are part of online exclusive items that customers can purchase to have shipped right to their door. More details on these items are coming up. Troops will also earn \$1 for each snack item, whether it is purchased online or a sale a Girl Scout makes using the snack order card, this also includes any Care to Share donation program sales.

PLUS-service units can earn proceeds through meeting goals. Ask your Service Unit Fall Product Manager about these



proceeds and how your troop can help them achieve it. Service Unit funds can be used for Girl Scout programming, including a cookie rally, day camp, or other fun event for troops in your SU.

## Participation Options

### Participation Options:

The Snacks & Magazines Program features customizable options for Girl Scouts to run their businesses! Troops and girls can choose to participate in one or all options. Girl Scouts and families should know and follow internet safety guidelines found at [GirlScoutsRV.org](http://GirlScoutsRV.org).

Type of sale:	How to do it:	How product gets to customers:	How customers pay for items:	Troop Proceeds:
Online Magazine Sales & More**	Girl Scouts use M2OS to email their customers or share their unique sales link	Shipped from vendor	Credit card purchase online	\$3 per order
Online Snack Sales*	Girl Scouts use M2OS to email their customers or share their unique sales link	Customers can choose to either have the snacks shipped directly to their home or have Girl Scouts deliver the snacks	Credit card purchase online	\$1 per item
Snack Order Card Sales*	Girl Scouts contact customers via phone, text, video chat, or in-person and track orders on their snack order card	Delivered by the Girl Scout	Check or cash provided to Girl Scout	\$1 per item

\*Includes Care to Share Donation Program sales. \*\*Includes Tervis tumbler & Mini BarkBox sales.

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Girl Scouts have the option to participate in any and all of the options with Snacks & Magazines. The first option is online magazine sales. Girl Scouts will enter the customer email addresses in M2OS, then send the email which features a link to purchase magazines from their online storefront. From this link, customers can purchase magazines and other exclusive online only items such as the Girl Scout mini BarkBox and Tervis Tumblers. Girl Scouts can also share this sales link on social media or by text. The customer orders and pays online and the magazines, BarkBox, or Tervis Tumblers are shipped directly to their home.

With snack sales, Girl Scouts can have two options: online sales or using the snack order card. For online sales, Girl Scouts send emails to customers, share a link on social media, or share the link by text. Customers can choose to pay for shipping and have the snacks directly shipped to their

address. With this option, customers can shop from an expanded snack catalog. New for 2023: When a customer chooses to pay to have the snacks shipped to their home, they will also receive a special offer for a free magazine subscription from a select catalog of choices

Customers also have the option to have the Girl Scout deliver the snack items. With this option, customers purchase the same items listed on the snack order card. For any online snack sales, the customers will pay at the time of the purchase with their credit card. All online snack orders will automatically be credited to the Girl Scout in M2OS-no further action is necessary.

Speaking of the order card, Girl Scouts use their order card to track sales from friends & family they contact via phone, video-chat, or in-person. These snacks are delivered by the Girl Scout and her parent/guardian. There are two options for entering snack order card sales: either the family enters the orders, or you will enter the orders on their behalf. Your Service Unit Fall Product Manager's can enter these sales after the family and troop deadlines have passed for a short period of time. If this deadline is missed, no late orders can be accepted.

## Snack Line-up

- Snack order card features all items
- Special gift tins
- [www.alschutzman.com/gsnutri.php](http://www.alschutzman.com/gsnutri.php)



Review the snack order card that will be included in your print materials to learn more about the assortment of snacks offered from special tins to boxed chocolates, nuts, and unique mixes. The snack order card will be available online on Go Day. Families and customers will be able to view descriptions and prices of the snacks at [GirlScoutScoutsRV.org](http://GirlScoutScoutsRV.org). For any nutritional information, visit the website on the screen. <https://www.alschutzman.com/gsnutri.php>. This website is also listed on the snack order card.

## New Items for 2023

- GS Mini BarkBox
  - Pose & Play Beret dog toy
  - One-of-a-kind dog treats
- Tervis Tumblers

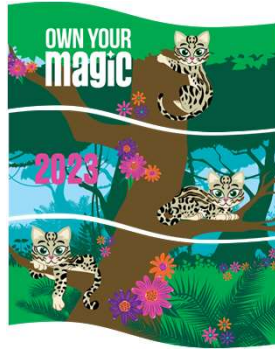


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Exciting news for 2023, we're introducing 2 new pilot items to our Snacks & Magazines lineup for our Girl Scouts' customers! A Girl Scout themed Mini BarkBox and Tervis Tumblers. Each Girl Scout Mini BarkBox comes with one dog toy and one can of Berry Trios dog treats. Both items will be packaged in a custom GS Mini BarkBox with a GS liner. These boxes will be available while supplies last. Customers do not already need to have a subscription to BarkBox to take advantage of this fun, new item!

Tervis Tumblers are also new for 2023 and include a range of tumblers and water bottles featuring an OCE-LOT of fun designs like sports teams and more!

## Meet Olive the Ocelot



*Check out the snack order card &  
ScoutScoutsRV.org for reward details!*

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Meet Olive the Ocelot, our program mascot. Olive and her feline-friends live in the tropical rainforests that are common in and south of Central America. Girl Scouts can earn items like their own Olive the Ocelot with two sizes of plush, fun gift cards, Fall FUNds, and plenty of patches! Check out the snack order card or go online for all the rewards details.

## Avatars


- Girl Scouts and adults can create their own!
- Thousands of customization options
- Online Girl Scout account includes a room & other cool stuff



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The personalized avatars are one of the most popular parts of Snacks & Magazines for both Girl Scouts and volunteers! Avatars are like a virtual version of you! Girl Scouts can choose from countless options to make their avatar truly unique. You can also have fun creating your own volunteer avatar too! When Girl Scouts go online to set up their M2OS account, they can also create their own room and unlock cool stuff along the way.

## Girl Scout Rewards



**Personalized Patches!**

- To earn the fall patch...
  - Create avatar
  - Send 17+ emails through M2OS
  - Sell 475\$+ in total Fall items
- Volunteers can earn personalized patches!
  - Two per troop if the troop achieves sales of \$950
- Cookie Combo Personalized Patch
  - Send 17+ emails in Fall through M2OS
  - Sell 380 packages of cookies in 2024



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Girl Scouts can earn up to two personalized patches each year featuring their avatar—one for fall and one for the cookie season. To earn the fall patch, they must create their avatar in M2OS, send 17 emails to friends & family through the season, and sell \$475 total in snacks and/or magazines. This patch is sent directly to the Girl Scout and arrives around 6-8 weeks after the end of the sale. Volunteers can also earn a personalized patch too! Up to two troop volunteers will earn the personalized patch if the troop achieves sales of \$950. This patch would also be shipped to the volunteer’s home after the sale.

The Cookie Combo personalized patches are back too, Girl Scouts must create their avatar and send 17 or more emails in the fall through M2OS, then sell 380 or more packages of cookies in 2024. These patches will be shipped directly to the Girl Scouts during the summer.



## Bonus Reward



### Start Paws-itive 2023 Patch!



All Girl Scouts that create their avatar and send 17 emails in M2OS between 9/25-10/2 will receive this mini patch.



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Girl Scouts can earn a bonus reward for getting a paws-itive start to the season! IF they create their avatar and send 17 emails to customers through M2OS between September 25 and October 2, they'll receive our exclusive Start Paws-itive mini patch. We'll send the patch right to each Girl Scout later in the fall.

## Activity Guide

Get excited with the Activity Guide in your next troop meeting!

What's inside:

- Theme and program activities
- Set your goals
- An Oce-LOT of facts about Olive
- And more!



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A great way to introduce Snacks & Magazines to Girl Scouts is to use the “Activity Guide.” These activities can be done in-person at a troop meeting or online. Girl Scouts can set goals, learn about our mascot, and more! This resource is available on the volunteer website on the Troop Fall Product Manager resources page.

## Care to Share Donation Program



Girl Scouts collect donations in \$9 increments

Girl Scout Scouts River Valleys delivers the product

- Second Harvest Heartland
- Channel One

Girl Scouts receive credit for each donation sale, troop receives \$1 in proceeds

- Girl Scouts who sell four or more donations earn a special patch!



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Girl Scouts can participate in a community service effort during Snacks & Magazines through the “Care to Share” donation program. Girl Scouts can inform customers of this program where snack products are donated food shelves. Donations are collected in \$9 increments. When the sale is over, River Valleys will total all the donations and deliver snacks to Second Harvest Heartland and Channel One. Girl Scouts receive credit for each donation sale and the troop receives \$1 in proceeds. Girl Scouts that sell four or more donations earn a special patch you see pictured here.

## Ocelot of Care Program



Philanthropic program

Support animals at the  
Wildlife Rehabilitation Center

Girl Scouts will receive a patch



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Another program Girl Scouts can participate in is our Ocelot of Care philanthropic program. Girl Scouts have the option to donate to the Wildlife Rehabilitation Center instead of receiving a reward at select sales levels. When Girl Scouts make that choice, they will receive a Visualize mini patch. The Wildlife Rehabilitation Center is a safe haven for wild animals in need and is locally run right in Roseville, MN.

## Deliveries: Snacks



The service unit snack delivery will occur between November 14-17.



### Steps for a successful delivery:

Pick up items from Service Unit Coordinate pick-up times with families

Keep items stored in an area to keep them in tip-top condition!

Verify the item counts



The items from snack order card sales and online orders for Girl Scout snack delivery will arrive to your Service Unit between November 14-17. Your Service Unit Fall Product Manager will connect with you to set up a time and day to pick up the troop snack order. After you pick up the snacks, coordinate a day and time for families to pick up the orders from you. Until that time, you must store the snacks in an area free pests, temperature changes or smoke. You must also verify the count with your service unit volunteer and each family when they picking up orders. Trust us, taking time to count the items will save you a lot of headache in the long run! If there are any issues with your order, connect with your Service Unit Fall Product Manager within 24 hours.

## Deliveries: Girl Scout Rewards

### Girl Scout rewards will ship in December



- Service Unit Fall Product Manager will alert you when items are ready to be picked up
- Sort items by Girl Scout
- Distribute to Girl Scouts



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Girl Scout rewards will be delivered to the Service Unit Fall Product Manager in December. They'll connect with you when the items are ready to pick up. Some rewards will be emailed or shipped directly to the Girl Scout's home address. We'll provide a detailed list for you and share it in In a Nutshell. When you pick up your troop's rewards, verify the counts at the pick up site. You'll sort and distribute the items to the families.

**Finances**


**Product payment options**

- Online for any magazine orders
- Online for any online orders
- Snack order card sales
  - At time of order
  - At time of delivery

**Bank deposits**

**Reports in M2OS**

**Juliettes**



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Finally, let's review how money works for Snacks & Magazines! Customers pay online using a credit card for any magazine orders, Mini BarkBox, or Tervis Tumbler orders. If customers purchase snacks online for either direct shipment to their homes or for Girl Scout delivery, they will also pay online using a credit card at the time of the order. For snack order card sales, you will direct families to either collect payment for these orders at the time of the order or at the time of the delivery. Ensure that all money collected for snack order card sales is deposited into the troop bank account. You can track the money collected from each Girl Scout in M2OS. All online payments will be credited to your troop and will appear on the troop summary/amount due report in M2OS.

If you're a caregiver acting as a Juliette advisor, Juliette's must follow all troop procedures and deadlines. Juliettes will earn Juliette Program Credits instead of troop proceeds. Reach out

to your Service Unit Fall Product Manager for more information on how your Juliettes Snacks and Magazines sale is similar to a troops.



**Finances**

-  All deposits due in Troop account by December 7
-  FIIF due on December 7 Finance/Inventory Issue Form
-  ACH withdrawal on December 15 Automated Clearing House 

All money for snack order card sales should be deposited in the troop account by December 7. This will make sure that the troop is ready for the ACH withdrawal on December 15. That's where we withdraw the balance due for the items from the troop, leaving the troop with their proceeds. If you have issues with collecting money from a family, received counterfeit money, or a check returned for non-sufficient funds, complete the FIIF or Finance Inventory Issue Form by December 7. By using this form, we can assist you with the issue and ensure the troop retains their proceeds or is refunded for any bank fees. This online form can be found on the volunteer website.

## Questions?



Contact us:



[girlscouts@girlscoutsv.org](mailto:girlscouts@girlscoutsv.org)



800-845-0787



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Thanks for completing this online training for Snacks and Magazines! Your Service Unit Fall Product Manager and our team are here to support you as you lead the troop in their participation. You can contact us by email at [Girl Scouts@Girl Scoutsv.org](mailto:GirlScouts@GirlScoutsv.org) or give us a call at 800-845-0787. We look forward to a fast, easy, and fun season for you and your Girl Scouts!