

2025 Girl Scout Fall Product Program Family Guide

Nuts, Candy & More! • Oct 3-Oct 27

Thank you for participating in the 2025 Girl Scout Fall Product Program! Over the next few weeks, you will help your Girl Scout learn financial literacy and become an entrepreneur while earning individual rewards and funds for her troop!

Why Girl Scouts Participate

By participating in the Fall Product Program, Girls Scouts learn and practice the Five Skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics, as they earn proceeds for their troop and exciting rewards.

The Fall Product Program is an excellent way to earn start-up funds to fuel your troop's activities and projects throughout the year.

All proceeds stay within our council and help support our mission to build girls of courage, confidence, and character.



goal setting



decision-making



money management



people skills



business ethics

BRAVE. FIERCE. FUN!

Troop Info

Troop #: _____

Troop Fall Product Manager

Name: _____

Email: _____

Phone: _____

M2 Customer Service

Support.gsnutsandmags.com

question@gsnutsandmags.com

800-372-8520

Council Contact

customer@gswni.org

509-747-8091 ext. 200

Visit the GSEWNI website for more resources like extra order cards, information for Customer Orders, and more!



How It Works

Your Girl Scout can participate in ANY or ALL of the following options:

Online with a personalized storefront

- Nut and candy items—shipped and girl-delivered* options
- Care to Share donations
- BarkBox
- Magazines
- Tervis Tumblers
- Personalized stationery and gifts



In-person with a paper order card

- Nut and candy items
- Project Thank You donations



girl scouts
of eastern washington
and northern idaho

M2 Media

Follow These Steps to Get Started!

1.

Go to www.gsnutsandmags.com/gsewni

Use the URL above or click the link from your invitation email on 10/3/25. Follow the prompts to participate in the online Fall Product Program. Scan here and have your troop number ready!



2.

Build your site

To customize your site, you can create an avatar that looks like you and record a personalized message for your avatar to deliver to friends and family. Visit your avatar room to see all your rewards and check out your troop photo showing everyone's unique avatars!

3.

Share site with friends and family

Friends and family can easily help you reach your goals when they shop online! Share your site with friends and family on social media or send them a text, with the help of a parent/adult. Stay safe and be fair to other Girl Scouts participating in the 2025 Fall Product Program by following some social media guidelines:

- The Fall Product Program is a girl-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by her caregivers.
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, etc.).
- Social media ads should not be purchased or donated to promote sales links.
- Girl Scouts should consider removing their last names when using social media sites.

4.

Practice entrepreneurship skills

You will grow your communication, people skills, and business ethics by: Setting personal goals for the 2025 Fall Product Program.

- Deciding which potential customers to contact and why they will want to help you meet your goals.
- Sharing your Girl Scout story with family and friends.
- Learning about your products and prices and sharing your favorites.
- Encouraging customers to donate through Care to Share.
- Taking orders and collecting money from customers.
- Communicating with customers and delivering orders promptly.

5.

Support your troop

The Fall Product Program is more fun with friends! Visit your avatar's room to see your troop's group photo and enjoy how everyone personalized their avatars. Check in with the other Girl Scouts in your troop to encourage each other to challenge yourselves and try new things. Then celebrate how you were Brave, Fierce, and Fun every step of the way!

Additional Info

2025 Key Dates

Friday, October 3rd

Fall Product Program launches!

- Order taking begins online and in-person.
- Online storefronts go live.
- Girls can send emails to family and friends.

Sunday, October 19th

- In-person nut and candy orders are due at 11:59 p.m.

Sunday, October 26th

- Online girl-delivery orders end at 11:59 p.m.

Monday, October 27th

- Online shipped-only orders end at 11:59 p.m.

Tuesday, October 28th

- Reward selections are due on the M2 site by 11:59 p.m.

Monday, November 17th - Thursday, December 4th

- Nut and candy deliveries to Customers. Check with your troop leader or troop fall manager for details.

Friday, December 5th

- Money due to Troop

Family Guidelines & Responsibilities

As a parent or caregiver, you play an important role in supporting your Girl Scout's Fall Product journey. You'll help her build confidence by encouraging her to set goals, and help guide her through the program

- Girls must be registered members of Girl Scouts to participate and should wear their membership pins or Girl Scout attire while selling.
- Adults must accompany Girl Scouts in grades K-5 while taking orders and delivering products.
- Girls in grades 6-12 must be supervised by an adult and should never sell alone.
- Girls should not enter homes or vehicles while selling/delivering products. Follow safe pedestrian procedures.

Caregivers are financially responsible for all items ordered on their Girl Scout's order card

- Products cannot be returned or exchanged.
- Keep money safe and turned in to troop - do not send it to school
- Always get a receipt for products received and payments made
- Customers pay at delivery (not at time of order), except for Project Thank You donations, which may be collected at order
- Online payments must go through your Girl Scout's M2 storefront.

ENTERING YOUR GIRL SCOUT'S ORDER CARD IN M2

You must enter your Girl Scout's paper order card into the M2 system by Oct. 21 at 11:59 p.m.



Manage Paper Orders

Remember to always enter the total of each variety from your order card! If you have entered 5 of a candy and someone orders one more, update the number to 6.

1

Log in to gsnutsandmags.com/gsewni

2

On your Girl Scout's Dashboard, select Manage Paper Orders.

3

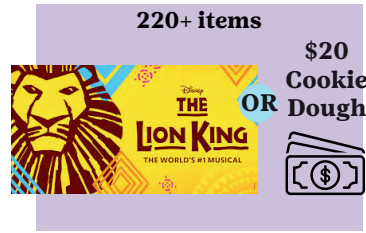
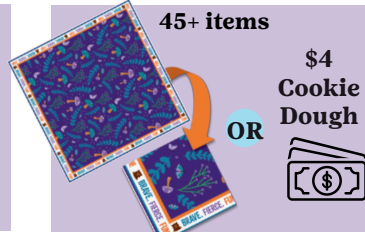
Enter the total number of items for each product from your Girl Scout's PAPER order card. (Do NOT enter any online orders. Online orders are automatically added to the system.) You can update totals for each product as many times as you need until Oct. 21 at 11:59 p.m.

Contact your Troop Fall Manager if you need help.



Rewards

All rewards & patches are cumulative and based on total items sold



Fall Personalized Patch

- Create your avatar
- Send 18+ emails
- Sell 6+ magazines/other items & 45+ nut/candy items
- Use "share" from site feature
- Choose your background & your avatar design!



2025 Patch

18+ emails sent



Bear Patch

2+ mags/other items



Cookie Program Crossover Patch

- Fall Criteria: Create your avatar & send 18+ emails
- Use "share" from site feature
- Sell 400+ boxes of cookies in the 2026 Cookie Program



Brave Fierce Fun Patch

15+ Nut/candy items

Project Thank You

Project Thank You supports local Armed Forces. Each \$8 donation will provide our military women and men with one can of nuts!

Girls collect donations and GSEWNI takes care of delivering the product!

- Each donation is credited to the girl's sales.
- The Troop receives \$1 in Troop proceeds per donation sold.
- Girls can earn the Care to Share patch by receiving 10+ donations, and the bear charm by receiving 15+ donations

