

2025 Fall Product Guide for Families

Find More Resources



gswo.org/fallproduct



Important Info

Troop #: _____ Fall Product Manager: _____

Order Due Date: _____ Email: _____

Money Due Date: _____ Phone # _____

M2 Website: gsnutsandmags.com/gsw M2 Customer Service: 800.372.8520

M2 Username: _____ M2 Password: _____

GSWO Customer Care: 1.888.350.5090 or customercare@gswo.org

Important Dates



BRAVE.
FIERCE.FUN!

October 1:

Go to gsnutsandmags.com/gswow to set up a M2 storefront.

October 1:

Order taking begins. Girls can begin sending emails via M2.

October 19:

Last day caregivers can enter paper orders into M2.

October 23:

Last day customers can order nuts/candy online to be delivered by girls.

November 6-8:

Troop Product Pick-Up - Your troop fall product manager will let you know when you can pick up your order.

November 9:

Last day customers can order magazines or shipped nuts/candy.

Early December: Payment is due

Your troop fall product manager will let you know when they will be collecting payment. Abide by their deadline.

Mid to late December:

Rewards are expected to begin shipping. Your troop fall product manager will distribute to girls once they have them.

Why Participate?

Participating in the Fall Product Program and Cookie Program isn't just about selling—it's about funding the future of your troop and supporting the mission of Girl Scouts of Western Ohio. Every product sold helps earn money that powers your troop's adventures, activities, and community impact. Through these programs, girls also gain hands-on experience with goal setting, budgeting, and smart decision-making—key life skills for building a financially independent future!

By taking part, girls aren't just reaching personal milestones—they are contributing to something bigger. These programs fuel opportunities for every girl in your troop and help sustain the important programs and camp experiences offered at GSWO. Fund the fun. Fund the future. Participate with purpose.

Girls Gain Life Skills by Participating

Goal Setting:

Girls set Fall Product goals and, with their troop, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

Decision Making:

Girls decide how to participate, how to market their sale, and what to do with their earnings. As they make many choices (big and small) throughout the program, they will learn important decision-making skills that will help them throughout their lives.

Money Management:

Girls develop a budget, take orders, and handle customers' money. This will help them learn money management, from their lunch money to their allowance and future paycheck!

People Skills:

Girls learn how to talk (and listen) to their customers. These people skills help them do better with group projects, sports teams, on the playground, and later at work.

Business Ethics:

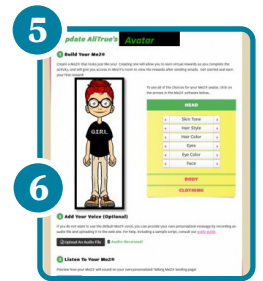
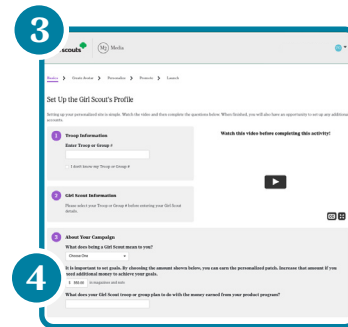
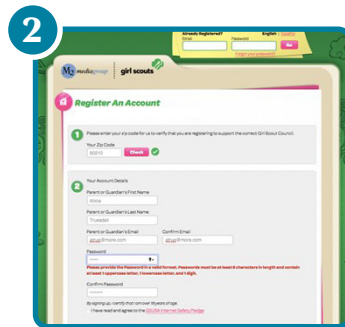
Girls act honestly and responsibly during every step of the Fall Product Program. This matters because employers want to hire ethical employees — and the world needs ethical leaders.



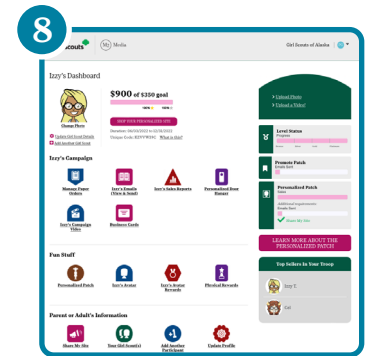
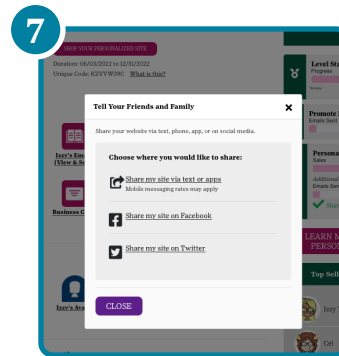
Launching Her Online Fall Product Business



It's time to set up your Fall Product storefront and kick off your online business. On October 1, you can go to gsnutsandmags.com/gsw to get started. Returning users can click Login and enter your username and password. If you're new to M2, click Register.



1. Click login or create an account.
2. Enter your information and set your password.
3. Enter your troop number, search for and select your Girl Scout's name.
4. Answer questions about goals and Girl Scouting.
5. Create your personal avatar. (There are over 3 billion feature combinations, so you can really customize!)
6. Record a message and make your avatar "talk" to your customers; or create and upload your own personal video sales pitch.
7. Add your customers and send at least 22 emails to friends and family through M2. Girls who send at least 22 emails typically average about 150% higher sales.
8. You can also share your storefront link from your dashboard to social media. Remember, the Girl Scouts of Western Ohio Product Programs should always be led by a Girl Scout under the supervision of her caregivers. While posting in community groups and neighborhood pages IS now permitted, girls should never share their last name or



personal information. Use caution when sharing the link on any public pages since orders do not need caregiver approval during the Fall Product Program so caregivers will be responsible for delivering ALL online girl delivery orders. Sales links should never be posted to online resale sites such as eBay, Facebook Marketplace, Craigslist, or Amazon.



Once your Fall Product site is set up, you will see your dashboard when you log in. From here, you can:

- Add customers and send emails (click "[Emails View & Send](#)")
- Review orders (click "[Sales Reports](#)")
- Print customized business cards with a link to your storefront
- Upload selfie and video
- Track your online progress
- Enter paper order card orders (click "[Manage Paper Orders](#)")

From the dashboard, you can also set up another M2 account if you have another Girl Scout participating. Just click "Add Another Girl Scout" link under the profile picture.



Know Your Product

\$14



Peppermint Bark
(Winter Wilderness Tin)

\$14



**Milk Chocolate
Mint Trefoil**
(Woodland Camping Tin)

\$14



**Chocolatey
Covered Pretzels**
(Charming Woodland Friends Tin)

\$10



Holiday Mix

\$10



Whole Cashews

\$10



**Sweet & Smoky
Almonds**

\$10



**Black Pepper &
Sea Salt Cashews**

\$10



**Peanut Butter &
Dark Chocolate
Delight**

\$10



**Dark Chocolate
Sea Salt Caramels**

\$9



**Peanut Butter
Elephants**

\$9



**Chocolatey Covered
Raisins**

\$9



**Gummie
Butterflies**

Donation Opportunity: Care to Share

When customers don't want to buy for themselves, invite them to make a meaningful purchase through Care to Share. For just \$8, they can donate a product to local senior citizens who receive meals through mobile meal delivery charities. It's a simple gesture with lasting kindness—last year alone, girls helped deliver over 4,000 smiles. Every donation warms a heart and strengthens our community.

\$9



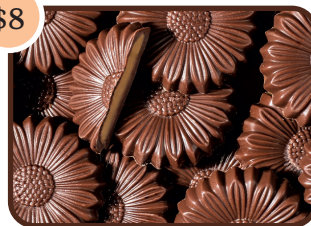
Pecan Supreme

\$9



**English Butter
Toffee**

\$8



Dulce Daisies

\$8



Fruit Slices



Learn more about the products for the Fall Program at gswo.org/fallproduct.

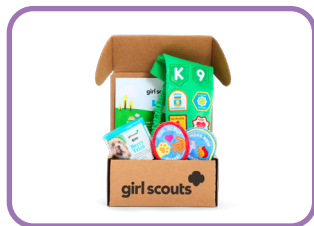


Know Your Product

Exclusive Online Shipped Only Product



Personalized Items



Girl Scout Bark Boxes



Tervis Tumblers



Candles

Rewards

Rewards are cumulative

GSWO reserves the right to substitute reward(s) with a similar item of equal quality.



Brave Fierce Fun Patch
20+ Items



Aurora - Small Plush Bear
40+ Total Items



Personalized Avatar Patch*
60+ Items



Theme T-shirt
80+ Items

* Must create avatar in M2 in order to receive personalized avatar patch—patch is mailed directly to girl.



&



or



Bear Patch AND Alberta-Large Plush Bear OR \$20 Digital Dough
100+ Total Items

Earn All Three Patches!



Cookie Crossover Avatar Patch

- Set up M2 account and create avatar in fall
- Send 22 emails through M2 in fall
- Sell at least 300 packages of cookies in the 2026 Cookie Program



Email Rewards

- To receive a 2025 Patch, set up M2 account
- Send 22+ emails through M2 in fall

A special virtual
event with
Julie Sorrentino!



Fall Product Program: Meet the Author!

Get ready for a magical adventure! Girls who sell 5 Care to Share donation items will unlock an exclusive invitation to our Meet the Author virtual event with Julie Sorrentino, author of *The Not-So Grizzly Bear*.

Join us as we journey through the forest alongside a lovable cast of woodland creatures, including our very own Fall Product Program mascot, the grizzly bear! What begins as a seemingly scary situation turns into a heartwarming story of courage, kindness, and discovering that things aren't always what they seem.

Even better? Girls who attend the live event will be entered to win one of 20 autographed copies of the book!

Don't miss this chance to meet Julie on November 18 at 6:30 p.m. via Zoom, hear about her inspiration, and ask questions during this one-of-a-kind experience!

Mascot Monday is Back! And wilder than ever!

Get ready to explore the world of grizzly bears with our Mascot Monday video series! Whether you're tuning in as a troop or on your own, each video is packed with amazing facts, fun games, and wild adventures that bring our Fall Product mascot to life. Join us on the Girl Scouts of Western Ohio Facebook page at 7 p.m. on September 29 and October 6, 13, and 20 to learn about the grizzly bear and also complete requirements to earn a badge. By tuning in and completing the activities, Girl Scout Daisies will complete the *Animal Observer* badge, and Girl Scout Brownies will complete the *Pets* badge. *(Badge requirements will be completed but the troop will need to purchase the badges.)*



Junior, Cadette, Senior, and Ambassador girls can complete some of the steps for the *Animal Habitats*, *Animal Helpers*, *Voice for Animals*, and *ECO Advocate* badges. *(Remaining steps will need to be completed on their own or with their troop.)*

Want to win Aspen, the giant grizzly bear plush? Share what you've learned from the Mascot Monday videos and submit your entry by Monday, November 10, 2025 for a chance to win! One lucky Girl Scout will be chosen in the first week of December.



Scan the QR Code to
enter to win, or visit:
gswo.org/mascotmonday

888.350.5090 | gswo.org
customercare@gswo.org

