

Gift of Caring

Girls can offer customers the opportunity to make \$7 donations to Gift of Caring in lieu of purchasing fall product. They simply indicate on the order card what they want to donate.

GSHNJ partners with Operation Jersey Cares to distribute our collected Gifts of Caring. All donations of nuts and candy items will go to U.S. military troops and veterans.

For every \$7 Gift of Caring donation, girls receive 12.5% from the sale in troop proceeds and credit toward recognitions. Girls that receive at least five Gift of Caring donations receive a 'Share' patch.



Troop Earnings

Nut/Candy Program

- ▶ Money collected when order is taken
- ▶ Troops earn 12.5% on all units sold
- ▶ Recognition opt-outs earn an extra 2.5% per unit sold for nuts/candy

Magazine Program

- ▶ Money collected when order is taken
- ▶ Magazine sales are 100% online
- ▶ Troops earn 12.5% on all magazines sold (this represents a 62% earning increase for every magazine sold).
- ▶ Recognition opt-outs earn an extra 2.5% per item sold (this represents a 400% increase in earnings).

Coming Up Next

2022 Cookie Program



Dates coming soon!

2021 Fall Product Program Family Guide

girl scouts 
heart of new jersey



**Deadline for Girls to Register to Participate in
the Full Fall Product Program**

September 21

(Girls who miss this deadline will be added weekly,
when registration is complete)

Order Taking Period

September 22-October 24

Delivery & Recognitions

November 13-21

For questions, please contact your troop leader.

Leader Name: _____

Contact Info: _____

Me2 Personalized Avatar

Make sure to check out the new Me2 Avatar and have your girl create one for herself. Girls who send 15+ emails and have over \$275 combined orders will even earn a Personalized Patch featuring her created avatar!



If you have any questions or concerns, please contact M2
Customer Service at: questions@nutsandmags.com OR
1-800-372-8520

New for Fall 2021

- ▶ Troops earn more proceeds.
 - Going from 7.7% (in 2020) for magazines, to 12.5%, which is an increase of 62%!
 - 10.9%-12.7% to a guaranteed 12.5% for ALL nuts and candy.
 - The reward opt-out bonuses from magazines are going from .5% to 2.5% and which is an increase of 400%!

Returning for Fall 2021

- ▶ Shorter, simpler program with Trophy Nut.
- ▶ Parents will sign annual permission slip on paper or online for all Girl Scout events and programs.
- ▶ M2OS is our user-friendly online operating system for the 2021 Fall Product Program season in association with M2Media/Trophy Nut: gsnutsandmags.com/gshnj.
- ▶ Parents can now enter orders in M2OS: You will have until October 24 to enter in your Girl Scout's order AND make their recognition selection.
- ▶ Juniors have the opportunity to opt-out of recognitions for additional proceeds.
- ▶ Magazine orders 100% online. Girls can drive their online participation with magazine orders being 100% online. This also alleviates collecting payment and submitting paper order forms to your SUFPPM. All payments are collected at time of purchase.
- ▶ Online Girl Delivery option: Customers can opt to have their online orders delivered by their favorite Girl Scout! Orders will be paid directly online, and packages will automatically be moved over into M2OS—no need to manually add them.
- ▶ All orders from the online storefront automatically upload into M2OS for you.
- ▶ The M2OS link can be shared on social media but only on personal pages—not on public pages or groups.

Ordering

1. With a parent or guardian, get started by going to:
www.gsnutsandmags.com/gshnj to setup an account
2. Create Your Me2 and personalize your campaign with a voice recording, photo, or video.
3. Share your campaign on your private personal social media page or by sending emails to friends and family, offering the opportunity to renew/order magazines online. Girls who send 15 or more emails will earn the 2021 patch.
4. Select individual email addresses and choose to send an email asking for a nut order. Family and friends can purchase items and have them shipped directly to their homes or choose to have them girl-delivered.
5. Remember, customers will pay Trophy Nut so no money is to be collected.

Notes: Orders taken from September 22–October 24 count towards recognitions.

You **must** be registered for MY2022 to participate.

How to Enter in Girl Orders and Select Recognitions

Entering Orders & Recognitions, due October 24:

1. Log into M2OS at www.gsnutsandmags.com/gshnj. Enter orders by 11:59 p.m. on October 24.
2. Select Manage Paper Orders on your girl's homepage.
3. Input # of each item sold; do not include online or girl delivery orders.
4. Click "Update."
5. Click "Physical Rewards" from your girl's homepage.
6. Select your girl's recognition choice when she reaches a choice level.
7. Click "Update."

Online is a Safe Way

In the age of social distancing and safe practices, we want to still allow our girls to have a great time participating in the Fall Product Program and working on their business skills. Online participation is a great avenue to allow girls to continue to participate while observing proper precautions.

Why Participate Online

Your Troop can earn proceeds for fun activities throughout the year and everything is done within the safety of social distancing!

- You can send out your link to friends and family
- They can make the purchase within social distancing guidelines
- Transactions are all contactless!
- Your customer does not need to give you cash or a check! It is done online at the time of purchase
- YOU will not need to give cash or check to your Troop, everything is done online!

Take an in-person order? Collect the money and cash?

- No later than October 24, make a purchase as a customer for all the online orders!
 - You will have already collected all monies and can now put it on your credit card.
 - You do not have to worry about getting the money to your troop leader or Troop Fall Product Program Manager.
 - Easier for everyone!