

2025 Fall Product Girl Guide

What is the Fall Product Program?

This short, fun and engaging, online only program is a money earning opportunity for troops and Girl Scouts. By selling nuts, candy, magazines and other products to family and friends, troops earn proceeds and Girl Scouts earn individual rewards.

Why Participate?

- Incredibly easy for troops, volunteers and families.
- No money handling – customers order and pay online!
- Troops earn 20% proceeds from all products sold.
- Girls create their own avatar that can be earned on their personalized patch.



Meet our 2025 Mascot

The Grizzly Bear

Grizzly Bear Fun Facts:

- They are strong swimmers and can cross large rivers.
- Grizzlies will rub against trees to leave their scent and scratch marks.
- Before hibernation, grizzlies eat up to 20,000 calories a day.
- Cubs remain with their mothers for 2–3 years to learn survival skills.
- They are super fast and can run up to 35 miles per hour.
- Grizzlies have a great sense of smell and can smell food from a mile away.



Important Dates:

September 15th:

The Fall Product Program Begins
Girl Scouts can now begin taking orders!

- Girl Scouts can partner with parent/caregivers to set up their Nuts and mags storefront at gsnutsandmags.com/gsnctx
- Girl Scouts can start sending emails to friends and family via the Nuts and Mags system.

October 22nd:

The Fall Product Program ends

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

Late November:

Your Troop Fall Product Manager will receive items ordered for “Girl Delivery” as well as individual Girl Rewards and begin distributing to Girl Scouts and families.

Late December:

Troops receive proceeds.



Meet the Merchandise

**NEW
THIS
YEAR**



Cheerful Candle

Customers can choose from eight different candle varieties. Each 16 ounce candle is double wicked with 80 hours of burn time and makes for a great selection around the home or as a gift.



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.



Nuts & 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 shipped to 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.

Personalized Products

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



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.



This year, there are 5 Bark Boxes to choose from!

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.



Good Dog Goals



Good Dog Sash



Learn and Earn
Pup Patches



Berry Trios™
Treats



Girl Delivered Products



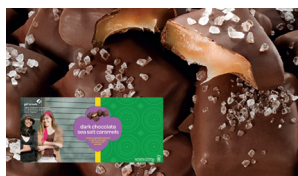
Pecan Supremes

\$13.75



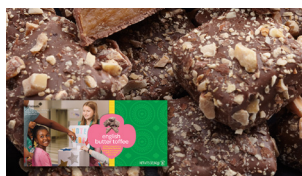
Chocolate Covered Almonds

\$11.50



Dark Chocolate Sea Salt Caramels

\$9.50



English Butter Toffee

\$10.25



Peanut Butter Elephants

\$9.25



Peppermint Bark Rounds Tin

\$15.50



Cranberry Trail Mix

\$10.25



Holiday Mix

\$10.75



Care to Share

\$8.75



Spicy Cajun Mix

\$8.75



Chocolate Covered Pretzels Tin

\$14.50



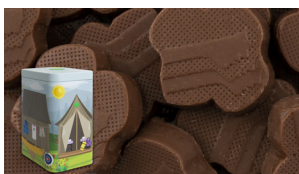
Peanut Butter Mix

\$11.25



Butterfly Gummies

\$9.50



Mint Trefoils Tin

\$16.00



Taco Peanuts

\$8.75



Black Pepper & Sea Salt Cashews

\$10.75



Praline Pecan Halves

\$13.75



Butter Toffee Peanuts

\$9.50

Girl Rewards & Incentives

2025 Fall Product Program

\$50 in Total Sales

Brave. Fierce. Fun!

Brave. Fierce. Fun.
Theme patch

\$100 in Total Sales

2025
Patch



\$175 in Total Sales



Bear
Patch

\$250 in Total Sales

BFF
Necklaces



\$325 in Total Sales +
Avatar Set Up + Send 20
Unique Emails + Share

Personalized
Patch



\$400 in Total Sales



Small Plush
OR



\$5 in Girl Scout Bucks

\$500 in Total Sales



Jewelry Box
OR



\$10 in Girl Scout Bucks



**Brave.
Fierce.
Fun!**

\$600 in Total Sales



Large Plush
OR



\$15 in Girl Scout Bucks

\$700 in Total Sales



Karaoke Speaker

OR



Moon Lamp

OR

\$25 Program Credits
OR
\$25 Reward Store
OR
\$25 in Girl Scout Bucks



\$1,000 in Total Sales



\$50 Program Credits
OR

\$50 Reward Store
OR

\$50 in Girl Scout Bucks



\$350 in Total Sales +
350 Packages or Cookies sold

Patch + Pin Set

My goal:

Discuss what activities your
troop would like to do this year

Determine how much money
you'll need to make that happen

Set a fall product
goal based on your
troop budget:



\$

My individual goal

\$

My troop goal

Hone Your Entrepreneurial Skills

List 20 friends and family that you can email through the GS Nuts & Mags system to ask for support. This is called building your customer list!



Name

Email address

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	

Let's practice some math!

1. If a customer wanted to purchase \$25 in Girl Delivered Nut and Candy Items, which items would you recommend while also staying within their budget?

2. If you asked 20 friends and family members to purchase Fall Product to support your troop and half (50%) of them did, how many customers would that be?

3. If each of those customers purchased \$35 in products, what would your total sales be?



Answers to questions 2 and 3, on page 7

For Parents / Caregivers

Skills She Learns:



Goal setting: Girl Scouts set goals based on what rewards they want to earn and the financial goals of their troop. Then they make a plan to reach those goals! This matters because Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.



Decision Making: Girl Scouts decide how to participate, how to market their sale and as a troop, what to do with their proceeds. 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: Girl Scouts work together with their troop to develop a budget, and what it looks like to be good stewards of their funds. Are they saving for a big adventure down the road or tackling a badge at their next meeting? This will help them learn money management, from their lunch money to their future paycheck.



People skills: Girl Scouts learn how to talk, and listen, to their customers. These people skills help them do better with group projects, their teams, on the playground and later at work.



Business Ethics: Girl Scouts act honestly and responsibly during every step of the Fall Product Program. From only taking orders from family and friends to ensuring that they deliver customer orders in a timely manner. This matters because employers want to hire ethical employees, and the world needs ethical leaders.

Nut/Chocolate Sales		
Sales Type	Delivery to Customers	Troop Proceeds
•Online •Direct shipping	Shipped directly to the customer. (1-2 weeks standard delivery time frame after order processing.	20% of all sales
•Online •Girl delivered	Items are shipped to the Fall Product Manager to then distribute to the Girl Scout for delivery to customers.	20% of all sales

Magazines, Bark Box, Tervis Tumblers, Personalized Products & Candles		
Sales Type	Delivery to Customers	Troop Proceeds
•Online •Direct shipping only	Shipped directly to the customer (6-8 weeks standard delivery time frame after order processing). Magazines can depend on subscription frequency, i.e. weekly, monthly, quarterly.	20% of all sales

How it works: M2 Online System

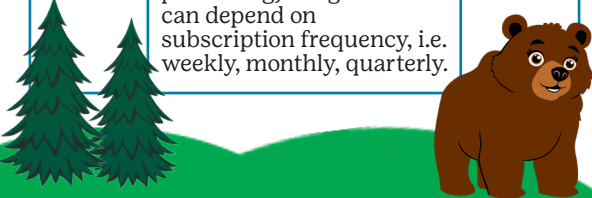
An easy system for all Fall Products!

Within the M2 Online system, girls can create and customize their pages, 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.

2024 Fall Product Recap:

- Number of Girls Selling: 1,799
- Average Girl Sales: \$290
- 51% Sales from Girl Delivered nut and candy items
- 18% Sales from shipped nut and candy items
- 15.5% Sales from magazines
- 15.5% Other items



Get Started

1 Renew Girl Scout Membership.
Can be done through gsnetx.org/membership

2 Connect with Troop Leader or Fall Product Manager.

3 Set personal and troop goals and get ready to start selling.



Family Checklist

- ☐ Make sure your Girl Scout is registered for the 2025-2026 Girl Scout year.
- ☐ Starting Monday, September 15th, 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.
- ☐ Share information with family and friends.
- ☐ Last day for sales is October 22nd.
- ☐ 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 product.
- ☐ Deliver products to your customers.

Enjoy your success!

Launching Her Online Fall Product Business

Beginning September 15th, it's time to set up the Nuts and Mags storefront and kickoff your online business.

- 1** Go to gsnutsandmags.com/gsnetx to get started. Returning users can click "Login" and enter your username and password. If you're new to the Nuts and Mags system, click "Create an Account".
- 2** Enter your information and set your password.
- 3** Enter your troop number and 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 20 emails to friends and family through the Nuts and Mags system. Girl Scouts who send at least 20 emails typically average about 140% higher sales.
- 8** You can also share your storefront link via text or social media, but only to family and friends and never in buy, sell, trade groups, garage sale sites or online resale sites like eBay, Facebook Marketplace, Craigslist, or Amazon.



6001 Summerside Drive
Dallas, TX 75252
972.349.2400 | gsnetx.org

Help fund your Girl Scout adventures selling Nuts, Candy, Magazines and more

