Fall Product Manager

2025 FALL PRODUCT PROGRAM MANAGER GUIDE

Key information and updates to support Fall Product Managers (FPMs) in facilitating the Fall Product Program.

girl scouts
of northeast texas

2025-2026

2025 Fall Product Program

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. The entrepreneurial skills they will learn will prepare them for the Girl Scout Cookie Program and give them tools that they will use for the rest of their lives.

The program is short and simple. It is an easy way to earn quick funds for your troop, which your troop can use to kick-start your year.

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 then be earned on her personalized patch.

Fall Product 2024 Recap

# of Troops Selling 514	Per Girl Average $290	Average Troop Proceeds $203	Average Troop Sales $1,016

2025 Fall Product Program
Key Dates for Fall Product Managers

August 2025

⭐ Fall Product Resources Launch & Fall Product Manager Agreement Opens

September 2025

9 Fall Product Manager Access Begins in GS Nuts and Mags System

15 Parent/Caregiver Access Begins in GS Nuts & Mags System

15 2025 Fall Product Program Begins

October 2025

22 2025 Fall Product Program Ends

22 Last day for any orders to be placed.

23 Last day for girl reward selections.

November 2025

⭐ Troop Fall Product Managers Receive Girl Delivered Product & Rewards (Shipped end of Month From Vendor)

⭐ Troop Fall Product Managers Verify Correct Girl Delivered Products & Rewards Received

December 2025

⭐ GSNETX Direct Deposits Troop Proceeds into Troop Bank Accounts

Action Items

☑ When volunteer system access begins on 9/9/2025, set up your account, build your avatar, input your address, share your avatar to encourage your troop to participate and queue the Parent/Adult Email Communication.

☑ When parent/caregiver access begins on 9/15/2025 and the Fall Product Program opens for orders, remind families participating in the program to support their Girl Scouts in launching their site.

☑ Ensure your troop's bank account is open, active and registered with GSNETX by 10/22/2025 in order to receive the troop's proceeds. Troops that do not have an account registered with GSNETX will receive Girl Scout Bucks in lieu of troop proceeds.

☑ Ensure all reward selections are completed no later than 10/23/2025. Selections not made will be defaulted to the item at each level and cannot be changed after 10/23/2025.

☑ Fall Product Managers can print Girl Delivery tickets to make distributing Girl Delivered nut and candy products and rewards to their Girl Scouts and families.

☑ Fall Product Managers should partner with Troop leadership/treasurer to check for proceeds in troop accounts and encourage troop leadership to share update of troop finances.

Getting Started For Troops

1 Once a Troop has decided to participate in the Fall Product Program, they should identify a Fall Product Manager who will serve as the Troop Volunteer facilitating the program for their Girl Scouts.

This volunteer's primary responsibilities are to promote, engage and facilitate the Fall Product Program for their Girl Scouts and families. This includes providing resources, receiving "Girl Delivered" nut and candy items and rewards, distributing these items to their Girl Scouts and timely reporting shortages.

2 The Fall Product Manager must have an active 2025-2026 Girl Scout Membership and a background check expiring on or after 10/22/2025. This volunteer should also complete the Fall Product Manager Agreement, provided on the Girl Scouts of Northeast Texas website on the Fall Product Resources page.

Once the volunteer completes this agreement, the GSNETX Product Sales team will manually review their membership and background check status and other eligibility details. Volunteers who meet the criteria to serve in the role will receive an email on the first day of Volunteer Access, 9/9/2025 with instructions on how to log in and additional details. Volunteers who do not meet the requirements will also be notified of missing requirements.

3 Once GSNETX receives a Fall Product Manager Agreement, the bank account status for the Troop will also be verified. If the troop has a registered and verified account on file, no action is required on behalf of the troop. Troops that do not have a registered and verified account on file must resolve this step by 10/22/2025 in order for the troop to receive Fall Product proceeds earned through the program. If the troop does not have a bank account on file by this date, they will receive Girl Scout Bucks in lieu or proceeds.

Fall Product Coordinator Info

Name: _____   Email: _____

Service Unit: _____   Phone #: _____

M2 Website: gsnutsandmags.com/gsnetx   M2 Login: Your Email Address

GSNETX Customer Care: 972.349.2403 or customercare@gsnetx.org

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Steps For
Fall Product Managers

1 Once the Fall Product Manager has completed the steps to serve in the role, they should log into the GS Nuts and Mags platform starting as early as 9/9/2025.

Once they have set up their account and logged in, they will be prompted to review a brief Fall Product Manager video with a walk through of the GS Nuts and Mags system and set up their own personalized avatar.

2 The Fall Product Manager should queue the Parent/Adult Email Communication for the Girl Scouts registered in their troop through the GS Nuts and Mags system. This process is explained in the walk through video.

3 The Fall Product Manager should remind the Parents/Caregivers of tasks and deadlines including:

- Prompt Girl Scouts to login and set up their personalized avatar.
- Encourage Girl Scouts, with the support of their Parents / Caregivers to send 20+ unique sales emails to help them qualify for rewards, making sure to designate email addresses of family and friends that are eligible for Girl Delivery and those that are not.
- Select rewards in the GS Nuts and Mags system by 10/23/2025.

4 In late November the primary Fall Product Manager should receive the shipment directly from the vendor with the "Girl Delivered" nut and candy products as well as the troop's rewards. These products should be distributed promptly.

5 In late December if the troop had a registered and verified bank account on file by 10/22/2025, they will receive the proceeds earned in the Fall Product Program via an ACH deposit to the troop's account. Troops which did not have a bank account on file by 10/22/2025 will receive the troop's proceeds in the form of Girl Scout bucks which can be used in Girl Scouts of Northeast Texas shops, for select GSNETX program experiences, camp and more.

Troop Fall Product Managers can earn their own Personalized Patch if:
- Troop achieves a Per Girl Average (PGA) of $350 or higher in the 2025 Fall Product Program.
- Fall Product Manager queues up the Parent Adult Email Communication within the Nut & Candy System.

Fall Product Manager Resources:
- Troop Fall Product Manager Guide
- GSNETX Fall Product Website

Steps For
Girl Scouts & Families

1 All Parents/Caregivers of registered Girl Scouts will receive an email through the GS Nuts and Mags system on 9/15/2025 on behalf of their Fall Product Manager if the volunteer queued the "Parent/Adult Email Communication". Parents/caregivers who register or renew their Girl Scout after the first day of the program will receive an automated email within 1-2 days of membership being processed with an invitation to participate.

If the Parent/Caregiver does not receive an email prompting them to set up an account to log in, they can self register in to the system following the instructions on the Fall Product Resources page at www.gsnetx.org.

2 Once the account has been created or returning users log in, with the support of her Parent/Caregiver, the Girl Scout should set up their site, customizing their avatar, setting their goal,
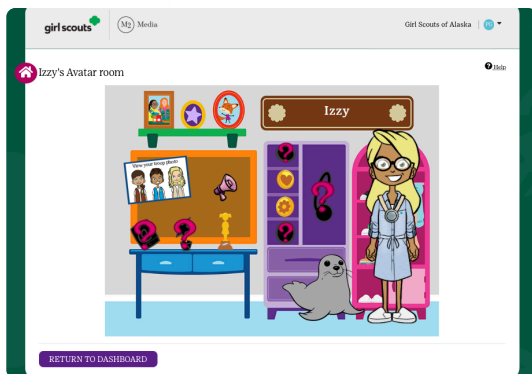

3 Once the Girl Scout has set her goals, created her avatar and launched her site, she can begin sharing her site with friends and family through the GS Nuts and Mags system:
- Social Media
- Text
- Email

Another great way to reach friends and family in person is by handing out business cards and door hangers which can be created within the system as well.

When sending emails to customers, it's important to designate which customers are eligible for "Girl Delivery" as these orders cannot be declined or cancelled once received.
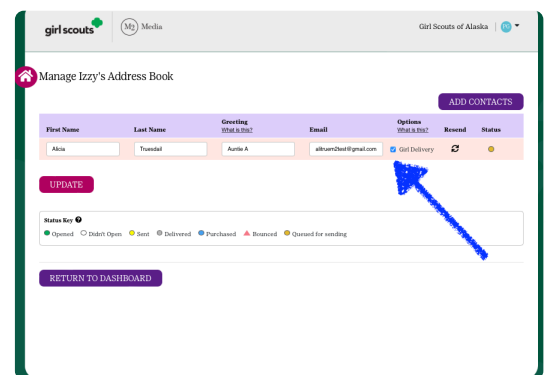
4 Parents/caregivers must make reward selections in the GS Nuts and Mags system no later than 10/23/2025. Selections not made on this date will default to the item offered at the reward level and cannot be changed.

Products & Orders

Candles

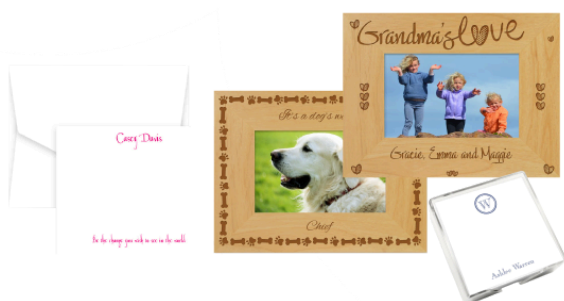### Nuts & Candy

Tervis Tumblers®

Magazines

Bark Box

Personalized Products

How Customers Order:

This year, customers can place orders to purchase nuts, candy, magazines, personalized products, Tervis tumblers, and even more options for the Girl Scout Bark Box.

- Nut & Candy | Girl Delivered Orders - Customers who are local and want to save on shipping can request that the Girl Scout deliver their 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.
- Nut & Candy | Shipped Orders - 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. This is the only shipping method that the vendor will replace melted / damaged items.
- Magazines, Girl Scout Bark Box, Personalized Products, and Tervis Products - Customers who order these items will receive them directly via shipping carrier and are not available for local Girl Scout delivery.
- Nut & Candy | Donated Orders - Customers who want to support their favorite Girl Scout can also choose to donate product to Care to Share. Through this program, Girl Scouts of Northeast Texas receives the donated product directly and delivers it to area food banks, first responders and essential personnel.

Rewards & Incentives

Girl Scouts Earn: Earn individual rewards based on sales and specific required actions like sending 20+ Unique Sales Emails through the GS Nuts and Mags system.

Troops Earn:

- Earn 20% in Proceeds of Total Sales (not including shipping and handling fees paid by the customer).

Troop Bonus Proceeds:

- Troops with 50% or more of their girls participating in the Fall Product Program who reach a per girl sales average (PGA) of $350, will earn an additional 5 cents per package in their troop's 2026 Cookie Program! A girl is considered participating if she has at least one order with one item or more, purchased.

- 50% Participation Clarification: Troops with an odd number of girls registered can round down to the nearest whole number to qualify for the 50% participation requirement. For example: if a troop has 11 girls registered, they must have 5 girls participating in order to reach the 50%. The calculation is based on the number of Girl Scouts registered in the troop as of the last day of the Fall Product Program, October 22, 2025.

Girl Scouts can earn a personalized patches through their participation in the Fall Product Program.

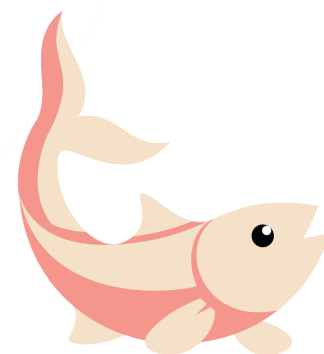The patch has the Girl Scout's personalized avatar, their name and elements from this year's theme.

This year's mascot is a Grizzly Bear named Rory!

Check out this year's individual Girl Scout rewards at gsnetx.org/fallproduct.
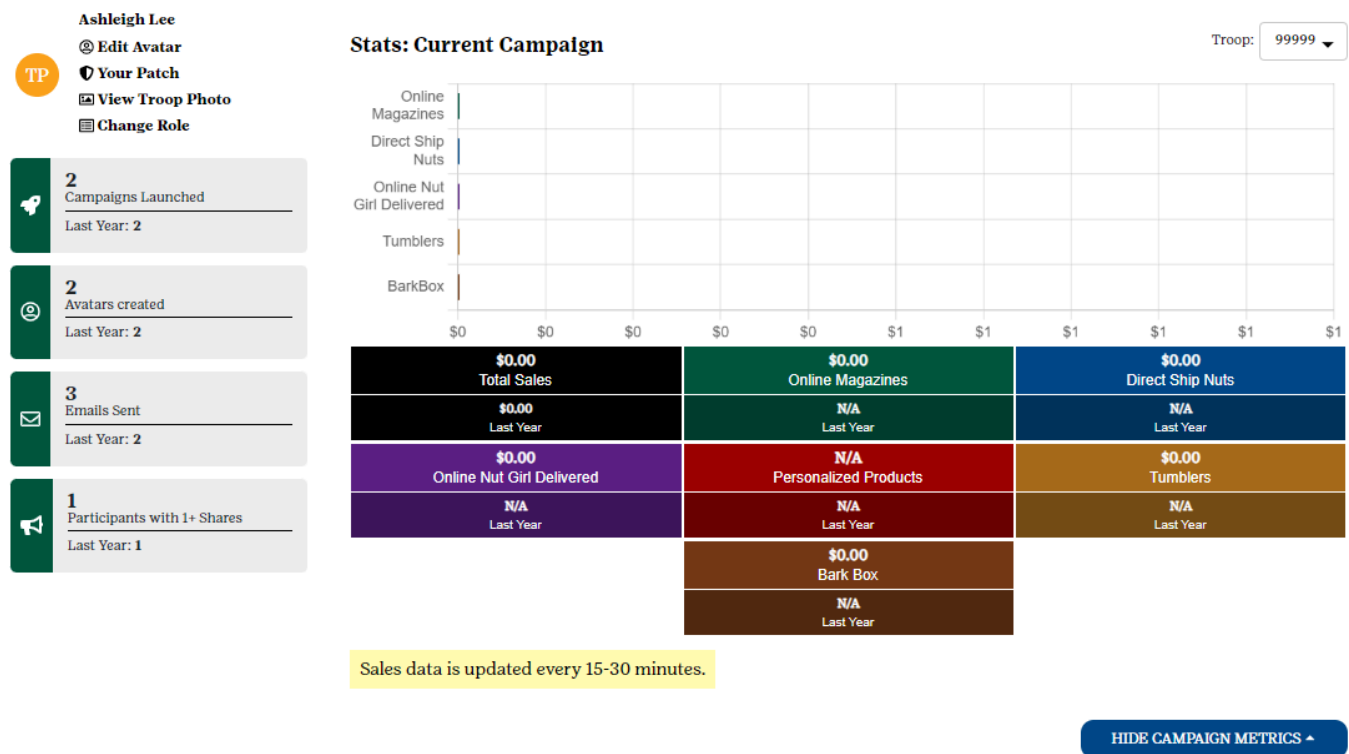
BRAVE. FIERCE. FUN!

Navigating the GS Nuts & Mags System as a FPM

Dashboard:

- After logging in, you'll land on the Troop dashboard which will reflect sales and participation this year versus last year. From this view, you can navigate to view your Troops, other Admin Users (FPMs), Girl Scouts, reports, the Troop Training Video and send messages to participants in your troop.

Ashleigh Lee
TP
⊙ Edit Avatar
♡ Your Patch
🖼 View Troop Photo
☰ Change Role

🚀	**2** Campaigns Launched Last Year: **2**
⊙	**2** Avatars created Last Year: **2**
✉	**3** Emails Sent Last Year: **2**
📢	**1** Participants with 1+ Shares Last Year: **1**

Stats: Current Campaign

Troop: 99999 ▾

Online Magazines
Direct Ship Nuts
Online Nut Girl Delivered
Tumblers
BarkBox

$0 $0 $0 $0 $0 $1 $1 $1 $1 $1 $1

$0.00 Total Sales	$0.00 Online Magazines	$0.00 Direct Ship Nuts
$0.00 Last Year	N/A Last Year	N/A Last Year
$0.00 Online Nut Girl Delivered	N/A Personalized Products	$0.00 Tumblers
N/A Last Year	N/A Last Year	N/A Last Year
	$0.00 Bark Box	
	N/A Last Year	

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS ▲

Campaign Setup

📗 Parent/Adult Email Campaign
🖽 Default Storefront Video
🖽 Training Video
📄 Video Instructions

Manage System Users

✉ Send Messages
≔ Manage Troops and Girl Scouts
👥 Manage Admin Users

Financials and Reporting

🖽 Banking and Payments
📊 Reports
📁 Troop Summary/Amount Due Report

Product Management

Rewards and Patches

🏆 Rewards
🖼 Personalized Patches

Navigating the GS Nuts & Mags System as a FPM

The Troop Training Video:

- The Troop Training Video is visible to all Fall Product Managers when they log into the system and shares information to support their troop in using the GS Nuts and Mags system. To access the video, click "Troop Training Video" under the "Campaign Setup" menu.

Campaign Setup
- 📄 Parent/Adult Email Campaign
- 🎞 Default Storefront Video
- 🎞 Training Video
- 📑 Video Instructions

Manage System Users
- ✉ Send Messages
- ⋮☰ Manage Troops and Girl Scouts
- 👥 Manage Admin Users

Financials and Reporting
- 🗐 Banking and Payments
- 📊 Reports
- 🗀 Troop Summary/Amount Due Report

Product Management

Rewards and Patches
- 🏆 Rewards
- 🗐 Personalized Patches

Sending Messages:

- Fall Product Managers can send messages through the platform to "Participants" based on whether the troop has Girl Scouts with missing reward selections or actions like completing an address to receive their personalized avatar patch, or other criteria like whether or not a Girl Scout has sent less than 20 emails. To access the messaging feature, click, "Send Messages" under the "Manage System Users" menu.

Campaign Setup
- 📄 Parent/Adult Email Campaign
- 🎞 Default Storefront Video
- 🎞 Training Video
- 📑 Video Instructions

Manage System Users
- ✉ Send Messages
- ⋮☰ Manage Troops and Girl Scouts
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Financials and Reporting
- 🗐 Banking and Payments
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Product Management

Rewards and Patches
- 🏆 Rewards
- 🗐 Personalized Patches

Navigating the GS Nuts & Mags System as a FPM

Sendng Messages:

- From this view, Fall Product Managers (FPMs) can click the drop down menu to select "who" they want to send the message to. Remember, this will only go to participants loaded into the system, not all Girl Scouts in the membership system.

Show Quick Dashboard Links ▼

Send Messages

Send messages to participants, volunteers, and members of this campaign.

Participants   History

✉ **Emails**

VIEW EMAIL HISTORY

Type:

Participants with missing patch action ▼

Troop:

99999 ▼

Subject:

100 Characters Remaining.

Tip: Try using an email subject like this *"We need information to create your patch"*

Message:

10000 Characters Remaining.

Tip: *Email girls who have earned the personalized patch but have not provided an address and/or created an avatar. Sample Copy: Our records show that you have earned the personalized patch but we are missing information that we need to create it. Please login, go to "Update Girl Scout Details" and make sure all of the information is complete. Also, make sure you have created an avatar that looks just like you. Thank you for participating!*

SEND

Navigating the GS Nuts & Mags System as a FPM

Printing Delivery Tickets:

- From the Dashboard, click "Delivery Tickets" under the Product Management section. Then the Troop Fall Product Manager can print both Product Delivery Tickets by troop and individual Girl Scout. The Fall Product Manager can also print Reward Delivery Tickets as well.

Campaign Setup

📄 Parent/Adult Email Campaign

📹 Default Storefront Video

📹 Training Video

📄 Video Instructions

Manage System Users

✉️ Send Messages

📋 Manage Troops and Girl Scouts

👥 Manage Admin Users

Financials and Reporting

📊 Banking and Payments

📊 Reports

📁 Troop Summary/Amount Due Report

Product Management

📧 Delivery Tickets

Rewards and Patches

🏆 Rewards

📋 Personalized Patches

Product Delivery Tickets
Print Delivery tickets for products

Troop Tickets By Troop

Troop

[Choose... ▾]

Include Financials 🟢

[📧 CREATE TICKET]

Girl Scout Tickets by Troop

Troop   Girl Scout

[6805 ▾] ❯ [All ▾]

🟢 Include Financials

[📧 CREATE TICKET]

Reward Delivery Tickets
Print Delivery tickets for rewards

Troop Tickets By Troop

Troop

[Choose... ▾]

[📧 CREATE TICKET]

Girl Scout Tickets by Troop

Troop

[Choose... ▾]

[📧 CREATE TICKET]

Frequently Asked Questions

Can Cadette, Senior or Ambassador troops opt out of rewards for additional proceeds?

No. Because the reward structure is limited and the program is geared towards troop proceeds, there is not an "opt out" option for additional proceeds.

What should the Fall Product Manager do if the Girl Scout shows up in the troop in the GS Nuts & Mags System, but the parent/caregiver doesn't receive the email to get started?

If you have a parent/caregiver trying to get into the system, but hasn't received an email, don't worry, she can still participate. Ask the parent/caregiver to register the Girl Scout directly on the site: gsnutsandmags.com/gsnetx.

Click the "Register" button to begin the short process to get started. Remember that they must use their Girl Scout's name the same way that it's been provided to Girl Scouts in our membership system so she "matches" our records.

Can there be more than one Fall Product Manager for a troop?

Yes. Troops can have more than one Fall Product Manager, however no more than two are recommended and the number of volunteers in this role may be restricted unless the troop size of the troop necessitates the need for more than two volunteers serving as Fall Product Managers.

Who do we contact if a Girl Scout isn't loaded in the GS Nuts and Mags system?

First, make sure that the Girl Scout is registered and in the correct troop. If she is registered and it has been more than 3 business days since her membership was processed, contact GSNETX at (972) 349-2404 or email productsales@gsnetx.org.

Who do we contact for tech support, missing shipped orders, if orders are short on Girl Delivered product received by the Fall Product Manager or rewards are missing?

Contact M2 Media at support.gsnutsandmags.com or call (800) 372-8520.

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