

Participating in the Fall Product Program as a Girl Scout Juliette

We are thrilled that you are participating in the Fall Product Program as a Juliette (individually registered member)! Girl Scout Fall Product entrepreneurs learn valuable skills that set them up for success in life, while raising money to fund their Girl Scout activities and adventures. This program introduces Girl Scouts to the five essential skills they will hone during the upcoming cookie program and throughout their lives: goal setting, decision making, money management, people skills, and business ethics.

All Fall Product Program participants must be registered for the 2022 membership year. Any adult handling money must also be a registered and CORI'd Girl Scout for the 2022 membership year.

If your Girl Scout is interested in participating in the Fall Product Program as a Juliette, please complete the online [Juliette Fall Product Agreement & Permission Form](#). Once submitted Cindy or De will contact you via phone or email.

New for the 2021 Fall Product Program

- Fall Product Program theme: [“Rise Up”](#)
- Emperor Penguin is the mascot!
- Troop Fall Product Coordinators will now send email messages via M2 to Girl Scout’s guardians’ email that will contain the link for Girl Scouts to set up their M2 accounts.
- Fruit Slices are now in a 10.5 ounce re-sealable stand up bag!
- New products:

Caramel Apples: Milk Chocolate with an apple flavored caramel center

Ruby Medley: Tangy flavored pink mini cups made from cocoa beans, almonds, dark chocolate mini cups, cherries, cranberries, filberts

Sweet & Salty Mix: Honey Roasted Peanuts, Cashews, XL Virginia Peanuts, Honey Sesame Sticks, Honey Roasted Cashews, Almonds

Bunny Holiday Tin: Filled with chocolate covered pretzels

Girl Scouts Uniform Tin: Four-sided tin highlighting all levels of Girl Scouts uniforms!



Recognitions

The Girl Scout Fall Product Program always includes the important component of a goal-oriented recognition program designed to help girls understand the ideas of setting and achieving goals that benefit their troop, while recognizing their individual efforts. Girl recognition program details are provided on the insert of the Fall Product Order Card and in M2.

Recognitions are cumulative. For example: If a Girl Scout sells 35 nut/candy items, they will earn the 35+ level recognition, the 25+ level recognition, and the 15+ level recognition.

Orders must be entered into M2 by October 24, 2021 for the orders to count toward recognitions.

M2 is the Fall Program ordering system that girls and families will use to sell nuts, candy and magazine

subscriptions online. The M2 girl experience is engaging, simple and fun! Girl Scouts can create a virtual likeness of themselves by creating an avatar and earn a personalized patch that has her very own avatar!

This special patch is earned by sending 18+ Emails through the M2 Operating System (M2OS) & reaching \$300 in total sales during fall program. Patches are shipped directly to girls within 6 weeks of submitting.



Girl Scouts can earn virtual rewards for additional fun in M2. The more girls earn, the more they can fill her virtual room with trophies and rewards.

Girls can invite their customers to make donations to the Community Caring program when selling both online and using the Order Card. For each \$6 donation, one package of Fruit Slices is donated to local essential charitable organizations. GSEMA will collect all Community Caring orders and facilitate the donations on the girls' behalf at the conclusions of the program. Girls earn this special "Care to Share" patch for collecting 3+ Community Caring orders.



Girls who participate in both the Fall and Cookie programs, earn this customized crossover program patch when they meet the patch requirements (sell 10+ fall items and 25+ cookie packages).



Super Sellers Club

When Girl Scouts sell 45 or more nuts and candy and 12 or more magazines (in person, girl delivery and direct ship) they will have earned their way into the Super Sellers Club! To recognize these efforts, GSEMA is excited to partner with the New England Aquarium to offer a Virtual Penguin Encounter reward!

Girl Scouts will learn what it takes to care for a colony of over 70 Penguins! New England Aquarium penguin experts will share some remarkable facts about penguins and the care that they receive. Girl Scouts will learn what actions they can take to protect these incredible animals.

Penguin Encounter



How the Juliette Program Works

Juliette's are placed into one council troop specifically for the Fall Product Program. Troop proceeds that are earned by all girls in the troop is pooled together. The troop earns 15% of every dollar of product sold. At the end of the program the proceeds are split evenly among all the selling girls in the troop. Example: There are 5 girls in the troop and between all the girls, the troop proceeds are \$100. Each girl will earn a \$20.00 Fall Program Credit. Fall Program Credits can be used in any council shop, (excluding online), camp or council programs.

Opt-Out: Girls that Opt-Out do not earn recognitions or patches, but this troop will earn an additional 5% in troop proceeds for a total of 20%! This is for Junior, Cadette, Senior & Ambassador level only.

Please see chart on page 4 for participation options. Girl Scouts choose to participate in one or all of the options!

Fall Product Program Calendar

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| September 20 | Program begins! On this day, girls will receive a registration email from M2 and can start to send emails to family and friends. Don't forget to create your avatar! |
| October 24 | Program ends. Deadline for entering paper order forms into M2.

Payment due – Girl's paper orders are entered in M2 by the girl and her guardian by selecting the " <u>Girl Delivered</u> " option in M2. Payment is to be made online using a credit or debit card. Product will be delivered to a council office and arrangements made for pick up. |
| Week of
November 15 | Pick-up Product– Families will be contacted via email when product is ready for pick-up. Arrangements will be made to have product available for pick-up at your closest council office. |
| Week of
November 29 | Pick-up Recognitions – Families will be contacted via email when recognitions are ready for pick up. Arrangements will be made to have product available for pick-up at your closest council office. |

Participation Options

Product	Sales Type	Money Collection	Delivery to Customers	Troop Proceeds
Nuts/Candy	In-Person/ Paper Order Card Sept 20–Oct 24	<ul style="list-style-type: none"> • Girl Scouts collect money from customers at time of order • Family/Troop enters orders into M2 by deadline • Customers should pay with cash. Only take checks from close family and friends. Check is made out to guardian and then deposited in personal account. See payment info in the date's section of this guide. 	Delivered by Girl Scouts to customers	<ul style="list-style-type: none"> • 15% of every dollar sold • Girl Scouts earn recognitions
	Online Direct Ship Sept 20–Oct 24	<ul style="list-style-type: none"> • Girl Scouts create their personalized storefront in M2 and send emails & texts to family & friends or share storefront link on social media. • Customers pay online, including the cost of shipping. • Orders are automatically credited to the Girl Scout in M2. 	<ul style="list-style-type: none"> • Product is shipped directly to the customer. • GSEMA pays for 50% of customer shipping costs for all online orders over \$30. 	<ul style="list-style-type: none"> • 15% of every dollar sold • Girl Scouts earn recognitions
	Online Girl-Delivered Sept 20–Oct 24	<ul style="list-style-type: none"> • Girl Scouts create their personalized storefront in M2 and send emails & texts to friends and family. • Customers pay online for girl delivery. • Orders are automatically credited to the girl in M2 and do not need to be re-entered. 	<p>Delivered by a Girl Scout to customer.</p> <p>Note: If a Girl Scout/family receives an online order from a customer where they will not be able to deliver the items in person, they will need to contact M2 customer service to cancel.</p>	<ul style="list-style-type: none"> • 15% of every dollar sold • Girl Scouts earn recognitions
Magazines	Online Sept 20 – Oct 24	<ul style="list-style-type: none"> • Girl Scouts create their personalized storefront in M2 and send emails to friends and family. • Customers pay online. • Orders are automatically credited to girl in M2. 	Shipped directly to the customer (6-8 weeks standard delivery timeframe after order processing).	<ul style="list-style-type: none"> • 15% of every dollar sold • Girl Scouts earn recognitions