

Fall Product Program

A Guide for Girl Scouts and their Families

girl scouts 
of eastern
massachusetts

Program runs September 15
to October 19, 2025.

gsema.org/fallproduct



This fun, easy, and quick program helps build entrepreneurial skills while raising money early in the membership year to fund activities and adventures. Family and friends can stock up great quality products for themselves or to give as gifts—all while supporting your Girl Scout!



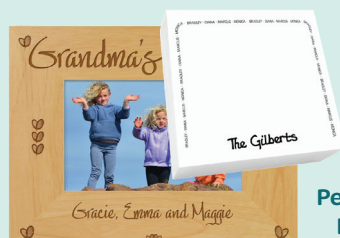
Nuts and
Chocolates



Mini BarkBoxes
(3 Options)



Tervis®
Tumblers &
Water
Bottles



Personalized
Products

Magazine
Subscriptions



Candles



All products
can be
purchased
online and be
conveniently
shipped
directly to the
customer!

Welcome to the 2025 Girl Scout Fall Product Program.

Getting Started

- ▶ **Register your Girl Scout** for the 2025-26 membership year.
- ▶ **Learn how to support your Girl Scout** by attending your troop's Fall Product Program meeting or at gsema.org/fallproduct.
- ▶ **Set up a M2 account before October 17.** M2 registration emails will be sent out to Girl Scout caregivers on September 15.

How it Works

- ▶ **Friends and family can purchase products online or in-person.**
 - **Online:** Customers can purchase nuts and chocolates, magazine subscriptions, Tervis® Tumblers, personalized products, candles, and Girl Scout-themed BarkBoxes, paying with a credit card.

All online purchases can be shipped directly to the customer. Nut and chocolate orders over \$50 receive 50% off the standard shipping fee, compliments of GSEMA. There is also an option to waive the customer shipping fee on select nuts and chocolates (16 varieties) by having your Girl Scout deliver the product.
 - **In-Person on paper order card:** Customers can order select nuts and chocolates (16 varieties). Girl Scout collects money at time of order, submits money to troop, and delivers product to customer.

Important Dates

- ▶ **September 15:** Girl Scouts begin taking orders online with M2 & in-person with the paper order card (available from your troop leader or online at gsema.org/fallproduct).
- ▶ **October 19:** Last day for customers to order online AND deadline for Girl Scouts to enter paper order card sales into M2.
- ▶ **November:** Girl Scout delivers nuts and chocolates to customers before Thanksgiving. Rewards delivered to Service Unit volunteers. Pick-up details will be provided by your troop.

Girl Scouts learn and practice key entrepreneurial skills such as:



Goal Setting
how to develop
a business plan



Decision Making
think critically and
solve problems



Money Management
develop a budget and
handle money



People Skills
engage with customers and
develop self-confidence



Business Ethics
develop positive values
like honesty and integrity

Let the selling (and fun) begin in M2!



M2 (gsnutsandmags.com/gsema) is the Fall Product ordering system. Girl Scouts and families use M2 to create goals, send ecards, find printable sales tools, sell product, and more.

Example storefront on M2



Help Girl Scout G

Being in Girl Scouts, I can help other people. Girl Scouts do activities and help the community while learning important skills that will help us forever. My goal this year is to earn \$325.00 to help Girl Scouts, and so that our troop can go to camp. Will you please help by shopping at my online site? Thank you.

PLAY ▶

How You Can Support Me



Magazines

Visit my magazine site to purchase your favorite magazines.

SHOP MY SITE



Nuts and Chocolates

Visit my nuts and chocolates site to purchase your favorite treats and snacks.

SHOP MY SITE



Personalized Products

Visit my personalized products site to purchase personalized stationery, picture frames, notepads and more.

SHOP MY SITE



Tumblers

Visit my Tervis® Tumblers site to purchase premium, insulated tumblers and water bottles.

SHOP MY SITE



BARK x Girl Scouts Shop

Visit my site to purchase an exclusive Girl Scout themed Mini BarkBox for dogs.

SHOP MY SITE

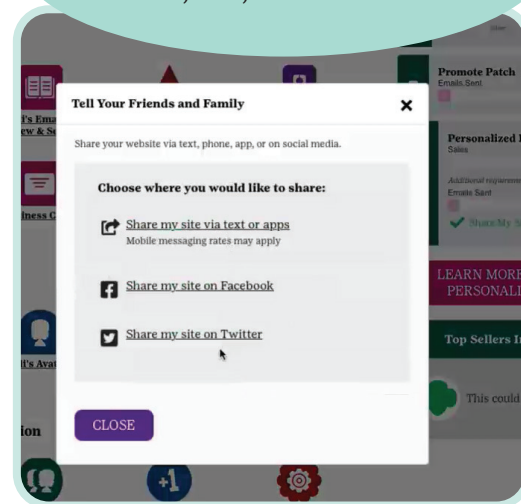


Candles

Visit my candle products site to purchase a variety of high-quality scented candles. Made in the USA.

SHOP MY SITE

Girl Scouts can share their storefront link through M2 via email, text, or social media.



They can also access printable tools to promote their online storefronts in person.

Girl Scouts will be able to create an avatar that reflects their personality and a fun virtual room. The more Girl Scouts earn during the sale, the more they can fill it with trophies and rewards.



Customers can access Girl Scout storefronts by going to:
gsnutsandmags.com/code
and entering the Girl Scout's unique code

Codes will show up automatically on the printable business cards and door hangers in M2. Just print them and pass them out!



The Girl Scout's name, mark and all associated trademarks and logos, including the "Trefoil Design" are owned by Girl Scouts of the USA. M2 Media Services is an official GSUSA licensed vendor.

Girl Scouts Earn Rewards

Girl Scout troops earn 15% of every dollar sold in addition to these fun items. Junior, Cadette, Senior, and Ambassador troops may earn 20% of each dollar sold by opting out of rewards. (They will still receive the Entrepreneur Programs and personalized patches.) *New this year, troops with 60% or more participation earn an additional 5% in troop proceeds!*

2025 Patch
Send 18+ emails



Bear Patch
10+ nuts & candy items





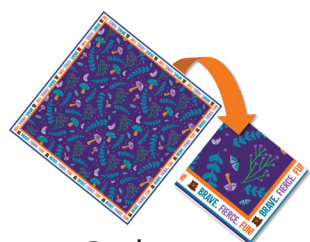
Care to Share Patch
3+ donation items

Earn the Complete Patch Set!



Brave Fierce Fun Patch
5+ other items

Rewards are cumulative and based on the total dollar sales of all products sold.



Bandana
\$200+ Fall Product Sales



Small Grizzly Plush
\$300+ Fall Product Sales



T-Shirt
\$500+ Fall Product Sales



Large Grizzly Plush
\$600+ Fall Product Sales



Mini Canvas Travel Bag
\$900+ Fall Product Sales



Beaded Cookie Pants & Top
\$1200+ Fall Product Sales



Girl Personalized Patch
\$375+ Fall Product Sales



Troop Personalized Patch
\$1,500+ Fall Product Sales



Entrepreneur Patch
15+ Fall Items &
25+ Cookie Packages



Girl Scouts who sell 15+ fall items will automatically be entered into a XXL grizzly bear plush giveaway!



2025 Fall Product Theme & Grizzly Bear Mascot

Set Your Goals

What activities would you like your troop to do this year?

How money much will you need to make this happen?

Personal goal:

Troop goal:

My Troop # _____

My M2 Login: _____

My M2 Password: _____

Scan code to access your M2 account or visit:
gsnutsandmags.com/gsema

