

# About the Fall Product Program for Juliettes

The Fall Product Program is a quick, simple money-earning program for Girl Scout troops and Juliettes. Participants sell nuts, candy, magazines, and NEW this season a Mini BarkBox and Tervis® insulated tumblers, to their friends and family.

This short, fun and engaging program is a great way for Girl Scouts to learn important life skills and to earn money for their Girl Scout activities. Every dollar raised stays right here in GSEMA to deliver comprehensive programs to Girl Scouts throughout the year, provide volunteer training, and maintain our beautiful camp properties.

## Why Participate?

### Quick

A brief, four-week money-earning program at the start of the Girl Scout year.

### Easy

Juliettes choose how to participate: in person with paper order cards or with online ordering, both feature Girl Scout delivery, digital sales only, or a combination of all the options. M2, the online ordering platform, makes navigating, tracking and managing orders simple for participants.

### Juliette Troop Funds

Girl Scouts sell delicious products to earn money for troop activities such as field trips, uniforms, supplies, badges, and more. *Note: Juliettes must participate in both GSEMA Fall Product and Cookie Programs if they plan to participate in additional money-earning activities.*

### Essential Skills

When Girl Scouts participate in the fall product program, they develop five essential business skills: goal setting, decision making, money management, people skills, and business ethics.

### Superior Products

We offer 16 delicious nuts and candies (with additional online exclusives), a wide selection of magazines (digital and print), and NEW this season, a Mini BarkBox and Tervis® insulated tumblers. These items make great holiday/appreciation/host gifts.

Juliettes earn 15% of every dollar sold and each seller earns exciting recognitions!

**Interested in participating?** Complete the [Juliette Fall Product Agreement & Permission Form](#), and a member of our product program team will be in touch to help get your Girl Scout started.

## Juliettes Earn Recognitions

The Girl Scout Fall Product Program always includes the important component of a goal-oriented recognition program designed to help Girl Scouts understand the ideas of setting and achieving goals, while recognizing their efforts. Recognitions are cumulative. For example: If a Girl Scout sells 40 Nut/Candy items they will earn the 40+ level recognition, the 30+ level recognition and the 15+ level recognition.

Girl Scouts receive this exclusive Crossover Patch in the spring when they sell 15+ Fall products AND 25+ Cookie packages. Note: The Crossover Patch will be included with the Cookie Program recognitions (spring 2024).



Girl Scouts can earn virtual rewards for additional fun in M2. M2 is the Fall Program ordering system that Juliettes and caregivers use to sell nuts, candy, and magazine subscriptions online. The M2 experience is engaging, simple, and fun!

Juliettes earn a personalized patch that has their very own avatar! They can personalize their patch by choosing different backgrounds and clothing, too. Earning a customized patch is as easy as 1-2-3: create an avatar and choose a background, send 18+ emails, and sell \$350 in total sales. Patch is shipped directly to Juliettes within six weeks of submitting.



Juliettes can invite their customers to make donations to the Community Caring program when selling both online and using the paper order card. For each \$7 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 Juliette's behalf at the conclusion of the program.

Earn this special "Care to Share" patch for collecting 3+Community Caring orders.

### Super Sellers Club

Sell 100+ nuts, candy, magazines, and special items (in person, girl delivery, or direct ship), to earn your way into the Super Sellers Club! Juliette's will earn this awesome T-shirt and Super Seller Patch!



## How to Participate as Juliette

All Juliettes must be registered Girl Scouts for the 2023-24 membership year. And, any adult who will manage and handle money during the Fall Product Program, must a registered member and have a current CORI on file for the 2023-24 membership year.

Juliettes are placed into one council Fall Product Program troop. The troop earns 15% of every dollar sold, and proceeds from the troop sales are pooled together. Juliettes may choose to opt-out of the recognition program to earn an additional 5% in troop proceeds for a total of 20%! This is for Girl Scout Juniors, Cadettes, Seniors, and Ambassadors only.

At the end of the program, the proceeds are split evenly among all selling members in the troop. For example, if there are five Juliettes in the troop, and the troop proceeds total \$100, each Juliette will earn a \$20 in Fall Program Credit. Fall Program Credits can be redeemed for products at the GSEMA Shop (excluding online), camp, and GSEMA programs.



# OWN YOUR MAGIC

girl scouts  
of eastern  
massachusetts

## Ways to Participate

Sale Option	Order/Money Collection Method	Delivery
<b>In-Person Nuts &amp; Candy</b> <i>Note: A packet with the paper order card will be mailed once confirmed as a participant.</i>	<ul style="list-style-type: none"> <li>Distribute paper order cards to Girl Scouts to collect orders</li> <li>Juliette/Caregiver enters paper orders into M2</li> <li>Juliette collects payment from customer, and deposits payment into personal account</li> </ul>	<ul style="list-style-type: none"> <li>Products are distributed to Juliette troops in November</li> <li>Juliettes deliver products to customers</li> </ul>
<b>Online Girl-Delivered Nuts &amp; Candy</b> <i>(including online exclusive items)</i>	<ul style="list-style-type: none"> <li>In M2, Juliettes create avatars, and share online storefront via personalized emails/social media/text messages</li> <li>Customers pay via credit card, and orders are automatically credited to the Juliette in M2</li> </ul>	<ul style="list-style-type: none"> <li>Products is shipped directly to the customer</li> <li>GSEMA pays for 50% of customer shipping costs for all online orders over \$40</li> </ul>
<b>Online Direct-Ship Nuts &amp; Candy</b> <i>(including online exclusive items)</i> <b>and Magazines</b>	<ul style="list-style-type: none"> <li>In M2, Juliettes create avatars, and share online storefront via personalized emails/social media/text messages</li> <li>Customers pay via credit card (including shipping fees for nut/candy), orders are automatically credited to the Juliette in M2</li> </ul>	<ul style="list-style-type: none"> <li>Orders are shipped directly to customer</li> </ul>

## Important Dates

**Sept. 18**  
Program Begins

Juliettes will receive a registration email from M2 and can start to send emails to family and friends. Don't forget to create your avatar!

**Oct. 22**  
Program Ends

Deadline for entering orders taken on the paper order form into M2 and making recognition selections. Please view the Caregiver Guide for order entry instructions. **All orders must be entered and paid for by this date to count toward recognitions.**

**Oct. 22**  
Payment Due

Juliette paper orders are entered into M2 (via online shop) by the Juliette/caregiver and selecting the "[Girl Delivered](#)" option. **Payment is to be made online using a credit or debit card.**

**Week of Nov. 13**  
Product Pick-up

Caregivers 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.

**TBD**  
Pick Up Recognitions

Caregivers will be contacted via email when recognitions are ready. Arrangements will be made to have product available for pick-up at your closest council office.