

Fall Product Program Guide for Juliettes



Program runs September 14
to October 20, 2026.

gsema.org/fallproduct

girl scouts 
of eastern
massachusetts

About the Fall Product Program for Juliettes

Give your Girl Scout the opportunity to participate in the Fall Product Program as a Juliette! This four-week program is a fun, flexible way for girls to build confidence and develop valuable life skills, including goal setting, communication, decision-making, and money management, at a pace that works for your family. Plus, every dollar raised supports Girl Scouts of Eastern Massachusetts, helping provide enriching programs, volunteer training, and care for our camp properties.

With your support, your Girl Scout can share a variety of products with friends and family, including nuts, chocolates, magazine subscriptions, Tervis Tumblers, candles, personalized stationery, and Girl Scout-themed BarkBoxes. Whether she sets a big goal or simply wants to try something new, the Fall Product Program gives her a meaningful opportunity to practice entrepreneurship and take the lead.

Thank you for supporting your Girl Scout! Together, you're helping create opportunities for her to discover, connect, and take action all year long.

Why Participate?

Quick

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

Essential Skills

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

Interested in participating? Complete the [Juliette Fall Product Agreement & Permission Form](#), and the Juliette Coordinator will be in touch to help get your Girl Scout started.

Easy

Juliettes choose how to participate: in person with a paper order card or 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.

Superior Products

We offer 20 delicious nuts and chocolates (with additional online exclusives), a wide selection of magazines (digital and print), Tervis® Tumblers, Candles, Girl Scout-themed BarkBox products, and personalized stationery products to their friends and family. These items make great holiday/appreciation/host gifts.

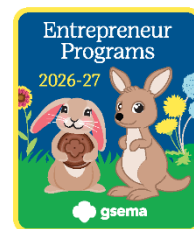
Juliettes Earn Rewards and Fall Program Credits

The Girl Scout Fall Product Program is designed to help Girl Scouts understand the ideas of setting and achieving goals. Rewards are cumulative. For example: If a Juliette sells \$600 in Fall Product, they will earn all the rewards up to and including the \$600 level.

Girl Scouts receive this exclusive Entrepreneur Programs patch when they sell 15+ Fall items AND 25+ Cookie packages. The Entrepreneur Programs patch will be included with the Cookie Program rewards (spring 2027).

When a Juliette reaches \$300+ in sales and creates an Avatar in M2, they can earn a personalized patch. The patch is produced and mailed directly to the Girl Scout by M2, our fall vendor, and will not be included with Fall Program rewards. Before it can be created and mailed, the caregiver must confirm the patch image and mailing address in M2. Once confirmed, please allow up to 6 weeks for the patch to arrive.

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



Earn Funds for Girl Scout Experiences

Juliettes earn 15% of every dollar they sell through the Fall Product Program. These earnings are held in a Juliette account and can be used to help cover the cost of GSEMA programs, as well as GSEMA and GSUSA Destination programs. To request funds, Juliettes submit a request through their Juliette Coordinator. Funds can be requested in any reasonable amount for eligible Girl Scout experiences.

The Juliette Program Guide, coming soon, will include more detailed information about how Juliette funds work, including how to request and use them.

Reward Opt-Out Option: All troop levels (Daisy through Ambassador) may now opt out of the reward program and earn an additional 5% (for a total of 20%) of each dollar sold. **NEW:** Caregivers must toggle the Opt-Out button in M2 by October 19. Juliettes who opt out of rewards are eligible for the Entrepreneur Program and Personalized Patch.

Care to Share Donation Program



Juliettes invite their customers to make donations to the Care to Share Donation program when selling both online and using the paper order card. For each \$7 donation, GSEMA will donate one tin of Honey Roasted Peanuts to the Greater Boston Food Bank. GSEMA will collect all donation orders and facilitate the donations on the Juliette's behalf at the end of the program.

Girl Scouts earn a special Care to Share patch for collecting 3+ Care to Share orders.



How It Works

- The customer makes a \$7 purchase of Honey Roasted Peanuts through the Care to Share Program (online or in-person); this is tax-deductible, as the customer is not receiving the product.
 - Online: The transaction is accounted for in M2.
 - In-Person on paper order card: The Girl Scout marks the order in the Care to Share column on the order card. All sold Care to Share items are totaled, and the Juliette/caregiver enters the number of Care to Share items in M2. These sales count toward the Juliette's rewards.
 - If a Juliette chooses to support a local cause with their donations, they should not record those orders under the "Care to Share" column. Instead, enter total donation sales under "Honey Roasted Peanuts." This way the items will be included with the rest of Juliette's products for delivery to customers. Be sure to keep accurate records. NOTE: Only donations processed through the Care to Share program are eligible for the Care to Share patch. Donations made directly to local organizations by individual troops are not eligible because GSEMA is unable to track them.

How to Participate as Juliette

All Juliettes must be registered Girl Scouts for the 2026-2027 membership year. Any adult who will manage and handle money during the Fall Product Program must be a 2026-27 registered member and have a current GSEMA CORI on file that is good for the duration of the Fall Product Program.

Each Juliette will be placed into their own individual GSEMA troop in M2 for the Fall Product Program. Product and rewards will be delivered to the Service Unit Fall Product Mentor. If there is no volunteer, product and rewards will be delivered to the service center of your choice (location is based on caregivers' selection on the Juliette Fall Product Agreement and Permission Form). If you don't know who your Service Unit Fall Product Mentor is, contact customercare@gsema.org.

Ways to Participate

SALE OPTION	ORDER/MONEY COLLECTION METHOD	DELIVERY
In-Person Nuts & Chocolates (20 varieties)	• Juliettes use paper order cards to collect orders • Juliette/Caregiver enters paper orders into M2 • Juliette collects payment from customer and deposits the payment into personal account	• Juliette Coordinator or service unit volunteers distribute fall product to Juliettes in November • Juliettes deliver products to customers
Online Girl-Delivered Nuts & Chocolates (20 varieties)	• In M2, Juliettes create an online store and share its link via personalized emails, social media, text messages, or printable sales tools • Customers browse and pay for their order online via credit card, and M2 automatically credits the order to the Juliette.	• Juliette Coordinator or service unit volunteers distribute fall product to Juliettes in November • Girl Scout delivers products to customers
Online Direct-Ship Nuts & Chocolates (expanded selection), Magazines, Tervis Tumblers, Candles, Personalized Stationery, and Barkboxes.	• In M2, Juliettes create an online store and share its link via personalized emails, social media, or text messages. • Customers browse and pay for their online order via credit card (including shipping fees for nut/chocolate), orders are automatically credited to the Juliette in M2	• Orders are shipped directly to customer • GSEMA pays for 50% of customer standard shipping costs for all nut/chocolate online orders over \$50

Important Dates

September 14	Program begins! Juliette caregivers will receive a registration email from M2 and the Juliette can start to send emails to family and friends.
October 17	Juliettes who wish to participate in the Fall Product Program must be a registered member by this date to receive credit/rewards.
October 20	Program ends and payments are due. Deadline for entering orders taken on the paper order form into M2 and making reward selections. Juliettes/caregivers must enter orders through the M2 online ship by selecting the “Girl Delivery” option. Please view the Caregiver Guide for order entry instructions. <i>All orders must be entered and paid for online using a credit or debit card by this deadline for orders to be placed and to count toward rewards.</i>
November 12-13	Product pick up. Caregivers will be contacted by either their Service Unit Fall Product Mentor or GSEMA Juliette Coordinator when products/rewards are ready for pick-up.
TBD	Pick up rewards. Caregivers will be contacted by their Service Unit Fall Product Mentor or GSEMA Juliette Coordinator when rewards are ready.

Program Updates

- **Opt-Out Option for All Levels:** Daisies through Ambassadors may now opt out of the reward program. See page # for details.
- **Expanded In-Person Product Selection:** Customers now have more delicious options when purchasing through Girl Delivery on the order card. Four additional products have been added, all available with no shipping charges!
- **Expanded Nut & Chocolate Selection:** The ship-only selection has expanded from five to 10 products. Customers can purchase Mocha Cups, Black Forest Trail Mix, Caramel Apples, and other online exclusives this year. See the full product list here [link].
- **New Storefront View:** Customers can easily toggle between storefronts to explore the different product lines available. Each product line will have a separate checkout.
- **Donation Program:** The Care to Share item is changing from Fruit Slices to Honey Roasted Peanuts, with donations benefiting the Greater Boston Food Bank.
- **New Juliette Proceeds:** Juliettes will earn 15% of every dollar sold through both online and paper order card sales. A Juliette's proceeds will be held in a centralized Juliette account managed by GSEMA.

Product News

- **NEW! Sweet Onion Snack Mix:** A delicious blend of peanuts, almonds, cashews, and mini pretzels coated in sweet onion seasoning. Comes in an 8-ounce resealable stand-up bag.
- **Discontinued:** Cranberry Nut Mix and Sweet & Salty Mix.
- **Changed Appearance:** Mint Treasures will have the same great taste without the green coloring. The mint filling is now dye-free.
- **Holiday Tin:** This year's tin will contain chocolate-covered pretzels.
- **NEW! Girl Scout "Your Adventure Awaits" Tin:** The second tin in the series will contain Mint Treasures.
- **More Candle Options:** Choose from an expanded variety of fragrances and candle sets, including options that are perfect for gift giving.
- **More Personalized Items:** Ten new personalized products have been added to the lineup, including calendars, color photo frames, napkins, soaps, and candles. Customer favorites include photo frames, tablet pairs, and memo squares!
- **More Magazine Selections:** Choose from a larger variety of popular titles, plus new additions including Good Housekeeping, Food Network, HGTV, Car and Driver, Men's Health, Women's Health, and Artists, among others.
- **New Girl Scout-Themed BarkBox:** More details coming soon.



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