



2025 Cookie Product Program Family Guide



**BRAVE.
FIERCE. FUN!**

girl scouts
louisiana east



Welcome to the 2025 Girl Scouts Louisiana East Fall Product Program. Your Girl Scout will be “Brave, Fierce, and Fun” with this year’s theme while developing business skills during the program.

The Fall Program is an opportunity for your Girl Scout to employ the five essential skills – goal setting, decision making, money management, people skills, and business ethics – while earning proceeds to support her Troop’s activities as well as Council sponsored services, programs, and financial assistance.

This guide, along with information from your Troop Leaders and Troop Fall Product Manager (TFPM), will provide you and your girl with the tools for a successful program. Please see the many ways for your family to participate this year and don’t forget: Have fun!

The Product Program Team is here to help!



Meredith Bennett

Product Program and Retail
Senior Manager



Jessica Brown

Product Program Specialist





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FIERCE. FUN!

How the Fall Product Program Works:

This program allows girls to be entrepreneurs by offering family and friends the opportunity to purchase delicious nuts, chocolates and magazines. There are two ways to participate: In-person by taking orders using the nut order card and collecting payments, or online by inviting friends and family to place an order. Customers can choose to have nuts, chocolates, or magazines shipped directly to them, or they can select from a group of nut and chocolate products that girls can deliver.

Benefits of Participating:

Girls learn and practice the five skills: goal setting, decision making, money management, people skills and business ethics as they earn proceeds for their troop and exciting rewards. Proceeds stay local to benefit our council and troops earn 15% on all items sold. The Fall Product Program is an excellent way to earn start up proceeds to fund your troop's activities and projects throughout the year.



Nuts and Candy:

We have 16 delicious items featured on our Nuts/Candy order card with additional items available through the online program. Our product line offers something for everyone and makes excellent holiday gifts. Also, customers can support our military troops by donating to our Care to Share program. Girls will earn the Care to Share patch for collecting 5+ donations.

Online Magazines:

- Ask family and friends to support your Girl Scout by ordering or renewing magazine subscriptions from a catalog of over 1,000 options!
- Through the M2 system, girls can send out emails to friends and family to order magazines.
- No money is collected by the girl and delivery comes straight from the magazine distributor.
- By selling 2+ magazines or BarkBoxes, Girl Scouts will earn the bear patch.



BarkBox:

- This year, there are three Girl Scout themed BarkBoxes for sale in your Girl Scout's storefront.
- These range from \$19.99-\$27.99.
- By selling 2+ magazines or BarkBoxes, Girl Scouts will earn the bear patch.

Family Timeline:

September 19: Order taking begins.

October 19: Last day to turn in Girl order card to Troop Leader

November 10-13: Girl Scout nuts and candies are delivered to SU Product Program Managers; TFPM will schedule a time to pick up the troop's product.

November 10: Girls will begin delivery process.

November: Incentives will arrive to Service Unit Fall Product managers for troop distribution.



2025 Theme and Mascot: The Grizzly Bear

Scientific name: *Ursus arctos horribilis*

Body length: 6-8 feet

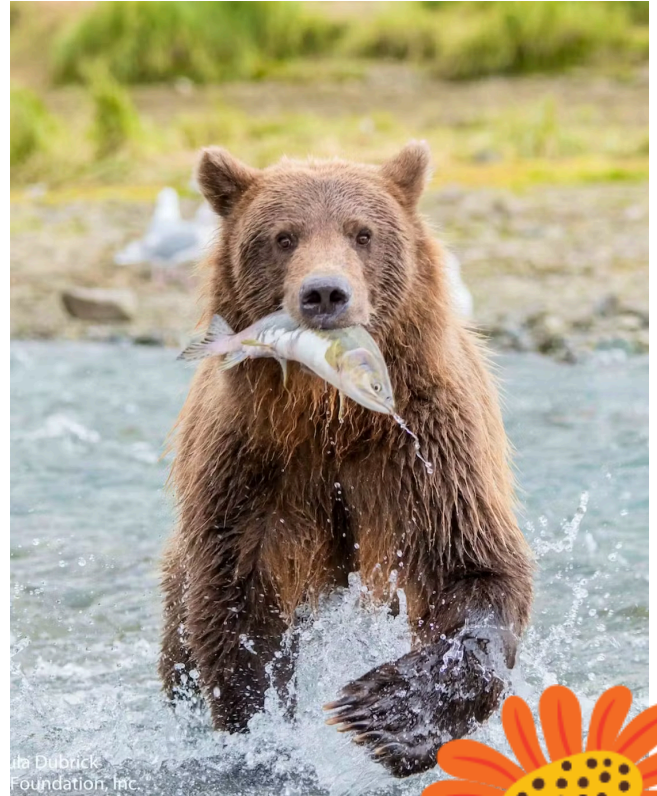
Height: 3 to 4 feet at the shoulder
(standing up to 8 feet on hind legs)

Weight: 400-1,200 pounds

Gestation period: 180-250 days

Life span: 20 to 30 years in the wild

Habitat: Forests, river valleys, and
mountainous regions of North America



Interesting Facts:

- Grizzlies are strong swimmers and can cross large rivers.
- Grizzlies will rub against trees to leave their scent and scratch marks.
- Before hibernation, grizzlies eat up to 20,000 calories a day.
- Grizzly cubs remain with their mothers for 2-3 years to learn survival skills.
- Grizzlies are super fast and can run up to 35 miles per hour.
- Grizzlies have a great sense of smell and can smell food from a mile away.

Getting Started

After receiving your order card & money envelope in the mail or from your Troop Leader, follow the steps to below access the online portions of the program through the M2 system.

Program Etiquette and Tips

- Be identifiable as a Girl Scout while selling Fall Product items. Wear your uniform!
- Parent/guardian is responsible for full payment for all items checked out to the girl. There will be no returns or cancellations for nut or candy items.
- Obtain a signed receipt each time product or money changes hands between the troop and supporters. Keep all receipts as this protects you incase of discrepancies (printable from M2).
- Juniors and above can opt out of receiving rewards and earning an additional 2% towards their troop proceeds. Girls will continue to receive all earned patches.

Girls will receive a registration email to access their account on September 19. At that time, please create a password and log into M2.

After logging into the system, make sure your Girl Scout's information is correct.

Once logged in, you can enter your family and friends' email addresses to send the link to your Girl Scout's online store.

Creating avatars makes participating fun and gets results with the patented M2 Girl Scout platform.



2025 Patches

Girls and leaders who create M2 avatars and meet the criteria below will earn a patch with their very own virtual likeness on it!



Earned by:

- ✓ Sending 20+ Emails through the M2 system.
- ✓ Use the “Share My Site” function in the M2 system
- ✓ Reaching \$375 in total sales during Fall Program.

2025-26 Fall & Girl Scout Cookie Crossover Patch

To earn this exclusive crossover patch, girls must:

Participate in the 2025 Fall Product Program by creating an avatar and sending 20+ emails, use the “Share My Site” function in the M2 system

AND

Sell 275+ packages of cookies during the 2026 Cookie Program



Patches are shipped directly to girls!



Family Checklist



- ✓ Complete a Caregiver Permission Form before the September 19 start date. Your Troop Fall Product Manager should provide the link to the form to complete online.
- ✓ Have your Girl Scout set a goal and discuss the steps she can take to achieve her goal.
- ✓ Make a list of Family and Friends who would possibly support your Girl Scout as she works to achieve her goal.
- ✓ Take a nice photo of your Girl Scout in her uniform to upload into the M2 system.
- ✓ At the end of the sale, input your Scout's nut & candy orders into the M2 system by October 19 by 11:59 p.m.
- ✓ Collect payment at the time of order and total the amount to reflect the correct amount of cash collected; avoid checks when possible. GSLE will not accept any checks for products.
- ✓ Turn in your collected payments to your Troop Fall Product Manager on time. Any parents who have not paid in full by October 27 will be subject to order cancellation.
- ✓ Remember, your Troop Fall Product Manager is a volunteer. Please be sure to meet the troop deadlines and turn in neat and legible order forms, if needed, to make their job as simple as possible.

Important Dates

9.19: Fall Product Program Begins!

10.19: Paper Orders Due

**10.23: Fall Product End Date and
Last Day to Make Reward Selections**

10.27: Money Due to Troop Leaders

11.10-11.28: Deliveries to Customers



Important Contacts

M2 Support

support.gsnutsandmags.com

1-800-372-8520

Product Program Team

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