

2023 Girl Scout Treats & Reads Program

# OWN YOUR magic

## TROOP TREATS & READS MANAGER QUICK START GUIDE



cheddar caramel  
crunch

cheese crackers, cheese  
corn sticks, mini pretzels,  
caramel cheddar corn puffs

girl scouts  
of eastern missouri

# Dear amazing volunteer,

Thank you for being a Girl Scout of Eastern Missouri Volunteer! Without your assistance our girls would not be able achieve their Girl Scout goals.

Participating in the Treats & Reads program is your troop's pathway to success. With your support, your troop will be able to learn how to work together, learn business practices, and fund their troop activities.

Our primary goal is to see your Girl Scouts thrive. We are here to help you this 2023 Treats & Reads season.

The Quick Start Guide will provide information to help you get started with the program, then visit the online guide for further details, tutorials and instructions for essential tasks. Complete your orientation as well as access other program resources on our website. For additional assistance during the Treats & Reads program, please reach out to your Neighborhood Treats & Reads Manager.

**Yours in girl scouting,**

Products Program Team

## getting started is easy!

1. Add the Treats & Reads Manager role for your troop to your profile in MyGS.
2. Set up your M2 account beginning Sept. 22.
3. Complete online Troop Treats & Reads Manager Orientation in GSLearn through MyGS or on the Treats & Reads webpage.
4. Tell Girl Scouts and families about the program and how they can participate
5. Set up the Parent/Adult Email Campaign for your troop in M2.

## HOW to USE This guide

This is your Treats & Reads Quick Start Guide. Inside you will find all of the key dates and basics of the Treats & Reads Program. Online you'll find a full, interactive program guide complete with all the resources you need to manage a successful program for your troop including step-by-step instructions, tutorials, tip sheets and flyers for all parts of the program. Scan this QR Code here to preview and bookmark the new guide.

<https://vr.girlscoutsem.org/2023TRManager>



# Key Dates & Deadlines Checklist

Keep this checklist with you throughout the program for quick reference on upcoming tasks and deadlines. Follow the QR code to the left or on the back cover to jump to the online step-by-step guide.

## SEPTEMBER

Make sure you are a registered Girl Scout member for 2024 season and the Troop Treats & Reads Manager role is assigned to you in the membership system
View Troop Treats & Reads Manager Orientation beginning Sept. 9
Create login for M2 system for volunteer role beginning September 22
Set up Parent/Adult Email Campaign for troop beginning Sept. 22
Pick up materials from Neighborhood Treats & Reads Manager by Sept. 23
View Nuts & Bolts Webinar - Getting Started with Treats & Reads beginning Sept. 23
Verify all registered Girl Scouts in the troop are showing in M2; reach out to Answer Center to have any Girl Scouts added
Discuss Treats & Reads goals with troop and how they want to use their funds
For Junior-Ambassador troops, Girl Scouts decide whether or not to opt out of receiving rewards
Host parent/caregiver meeting and hand out Treats & Reads materials by Sept. 30
Girl Scouts can set up M2 account and begin taking online/card orders on Sept. 30
Check your email for updates from Product Programs team
Sign up to join the Treats & Reads Rallyhood Rally

## OCTOBER

View Nuts & Bolts Webinar-Order Submission/What's Next beginning Oct. 14
Collect nut order cards from Girl Scouts by Oct. 22
Enter nut order card orders from Girl Scouts and any extra troop product in M2 by Oct. 24
If opting out of rewards (Jr-Amb. troops only), update opt out setting in M2 by Oct. 24
Verify/update troop bank account information in M2 by Oct. 24
Last day for customers to choose girl-delivery option for online orders is Oct. 26; online donation/magazine/direct shipping orders continue Oct. 27-Nov. 19
Check your email for updates from Product Programs team

## NOVEMBER

View Nuts & Bolts Webinar - Product Delivery beginning Nov. 7
Pick up troop's order from Neighborhood Treats & Reads Manager the week of Nov. 13
Print/save product tickets for each Girl Scout
Distribute products to Girl Scouts the week of Nov. 13
View Nuts & Bolts Webinar - Wrapping Up Treats & Reads beginning Nov. 14
Collect payments for product from Girl Scouts
Treats & Reads program ends on Nov. 19
In M2, transfer any troop extra product to individual Girl Scouts by Nov. 21
In M2, verify Girl Scout's reward choices by Nov. 21
Print/save reward tickets so you have them ready when rewards arrive
Check your email for updates from Product Programs team

## DECEMBER

Finish collecting product payments from Girl Scouts in troop by Dec. 3
Submit Troop Late Payment Report by Dec. 4 for any parent/caregiver who has not yet paid the troop for their product
Look for ACH withdrawal notice via email on Dec. 5
Troop bank account ACH withdrawal on Dec. 12
Check your email for updates from Product Programs team

## JANUARY

Look for communication from Neighborhood Treats & Reads Manager about picking up troop's rewards
Pick up rewards from Neighborhood Treats & Reads Manager
Distribute rewards to Girl Scouts in troop
Check your email for updates from Product Programs team



# Program at a glance

## Project Thank YOU

The Project Thank You program is a Girl Scouts of Eastern Missouri service project that lets our community donate treats to the USO of Missouri and Operation Food Search. The program provides Girl Scouts the opportunity to learn about philanthropy and the importance of giving back. For each \$5 donation, we will gift a treat to these organizations! Project Thank You requires no product or delivery. We handle all of that for you and your troop still earns the proceeds!

## TROOP PROCEEDS

Troops earn 15% of each item sold by their Girl Scouts! Junior, Cadette, Senior, and Ambassador troops that choose to opt-out of rewards will increase their troop proceeds to 20%.

## Money Management

Money for the products ordered by the troop/Girl Scouts will be collected by council via ACH after the program ends. The troop will retain the money they earn. Troops should collect and deposit cash frequently as a best practice. A Troop Late Payment Report is required for any parent/adult not paying in full by the deadline.

## REWARDS

Girl Scouts earn individual rewards based on total sales. Junior, Cadette, Senior and Ambassador troops that opt out of individual rewards still qualify for earned patches, Top 10 Project Thank You Seller reward and Early Cookie Booth Access. Girl Scouts, Troop Treats & Reads Managers (fall only) and Troop Leaders (crossover only) have the opportunity to earn Personalized Avatar Patches.

## Reward Opt-Out

Junior through Ambassador troops may vote to opt-out of receiving rewards in order to earn an extra 5% in proceeds. Once voted unanimously by your troop, you must update your setting in M2 by Oct. 24. Troops that do not adjust this setting will not receive extra proceeds.

## M2

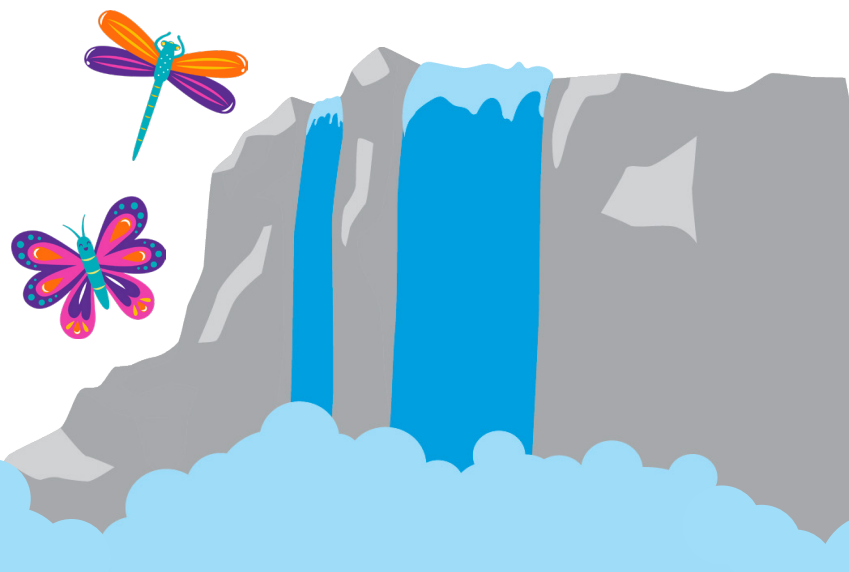
Treats and Reads is run through our vendor's program, M2. Troop Treats & Reads Managers log in at [gsnutsandmags.com/admin](https://gsnutsandmags.com/admin). Girl Scouts log in at [gsnutsandmags.com/gsem](https://gsnutsandmags.com/gsem). Girl Scouts create and promote their storefront and promote their sale. Volunteers use their dashboard to finalize troop orders, view reports and print delivery tickets.

## Product

Ashdon Farms is our nut/candy partner. There are 15 nut/candy products available for customers to order for free, girl-delivery through the nut order card or online. Customers who choose online direct shipment have additional product options, including the new Tervis tumblers and Mini Girl Scout BarkBoxes.

## Media Inquiries

During the Girl Scout Treats & Reads Program, troops are occasionally approached by reporters from television, radio, newspapers and online media for interviews and photo opportunities. Be sure you understand what they are interested in covering before agreeing. If you are approached by the media in a crisis or uncertain situation (such as being solicited for your Girl Scout opinion on potentially controversial topics), please DO NOT make any statements to the media. Instead, contact the Council communications team immediately at [kdaleen@girlscoutsem.org](mailto:kdaleen@girlscoutsem.org).



## Taking Care of Product

Chocolates must be stored under 72 degrees at all times. Chocolate will “bloom” and turn white if it is exposed to heat above 72 degrees or exposed to different temperatures quickly (moved from a warm car to a freezer).

## Order-Taking Process

### Order Card Sales (Nuts & Chocolates only)

- **Submitting orders:** Girl Scouts/parents or caregivers enter total quantities for each item in M2. There is no “submit” button; totals captured in the system by the Girl Scout order deadline will automatically be submitted to the troop; a Girl Scout can also give the nut order card to you to manually enter into M2
- **Payment and delivery:** Girl Scouts/parents or caregivers collect money from customers upon delivery of product and turn in full amount collected to troop

### Online Sales (Nuts, Chocolates, Magazines/Tervis/BarkBox)

- **Submitting orders:** Girl Scouts send emails or share link with family and friends to shop on their personal M2 storefront
- **Payment and delivery:** Customers pay online for all items. They will choose to have items shipped to them and pay shipping costs or select to have Girl Scout deliver product in person with no shipping fee (girl-delivery option open through Oct. 26 for nuts and candy)

## Program News and Updates

The Product Programs team and Neighborhood Treats & Reads Managers share weekly program information via the integrated M2 email system. Please look for and read these messages so you don't miss out. Connect with other troops with questions/advice via the Treats & Reads Rallyhood networking site at [rallyhood.com/61660](http://rallyhood.com/61660). Also access program information at this site.



## Marketing Product

Girl Scouts are permitted to accept in-person orders, including door to door sales (with proper adult supervision). Online marketing and sales efforts during Treats & Reads should be limited to friends and family and not promoted on public-facing web sites. Sales links should never be shared on online resale sites i.e Facebook Marketplace, eBay, etc. Let Girl Scouts get creative in their marketing strategies!

## Submitting Troop Order

You must submit the troop's girl-delivery order by 8 pm on Oct. 24. Make sure ALL Girl Scouts participating have an M2 account so their parents/caregivers can enter their order card sales and make reward selections. You can also enter order card sales in M2, if needed. Your troop order will come exactly as you ordered, no round up. You do not need to order full cases.

## Picking Up Troop Order

Your troop's order must be picked up from your Neighborhood Treats & Reads Manager. Please look for email updates or announcements on your District or Neighborhood communication hubs for delivery schedule and process. Can't pick up product yourself? Designate another troop volunteer to do it for you. All online, girl-delivered orders will come in with your troop's order card sales at the same time. These will be together on a Girl Scout's product delivery ticket.

# 2023 EXCITEMENT

## OWN YOUR MAGIC

**Volunteer Tasting Party:** Never tried all of the products? New to Treats & Reads? Join us on Sept. 14 between 6:30-8:30 at the Berges Family Girl Scout Program Center to sample these delicious treats and learn more about how your troop can participate.

Help your troop learn about the **Ocelot mascot** by completing activities in the Treats & Reads activity booklet (available on the Treats & Reads Volunteer Resources web page).

<https://www.girlscoutsem.org/en/cookies/treats-reads.html>.

### Own Your Magic Contest, Sept. 30-Oct.6

Girl Scouts who set up their M2 storefront and send out emails will be entered to win daily prizes; set up early and earn more chances.

**Treats & Reads University:** Your Girl Scouts can begin their skill-building adventures at our program on Sept. 30. Find more information and register at <https://www.girlscoutsem.org/en/discover/activities/events.html>

### Early Cookie Booth Access Incentive for Troops:

It pays to participate in Treats & Reads! Your troop can earn early access to reserve a cookie booth with any of our council-sponsored cookie booth partners. To find out the criteria to earn early access, please visit the online Troop Treats & Reads Manager Guide.

Leaders and Troop Cookie Managers with qualifying troops will be granted eBudde cookie booth reservation access 1-2 days before the all-troop booth reservation round one, and may reserve one booth slot at that time. They will then be able to sign up for additional slots according to the all-troop booth reservation schedule. Booth slots will be available for viewing in advance of access.

### New Direct Ship Items Available!

Girl Scouts who set up an M2 account can promote two new products: Tervis tumblers and Mini Girl Scout BarkBoxes!

## Junior Troops can now vote to opt-out of rewards!

### new personalized patch Design

Personalized avatar patches for Girl Scouts and volunteers are available exclusively through Treats & Reads!

Girl Scout requirements are on the Girl Scout order card.

- Troop Treats and Reads Manager earns the fall patch when the troop sells \$1,700 in fall product and sends the Parent and Adult Email Campaign through M2
- Troop Leader earns the cookie crossover patch when the troop sells \$1,000 in fall and achieves a 170+ PGA in cookies





# PRODUCTS

## 2023 Products on the Order Card

(Also available online)

Chocolate Covered Almonds	\$8
Cheddar Caramel Crunch Mix	\$8
Chocolate Covered Pretzels, Holiday Tin	\$12
Dark Chocolate Caramel Caps with Sea Salt	\$9
Dark Chocolate Mint Penguins	\$9
Deluxe Pecan Clusters, boxed	\$9
Dulce De Leche Owls	\$9
English Butter Toffee	\$9
Fruit Slices	\$6
Honey Roasted Peanuts	\$6
Hot Cajun Crunch	\$6
Mint Treasures, Girl Scout Memories Tin	\$12
Peanut Butter Bears	\$9
Peanut Butter Trail Mix	\$8
Whole Cashews with Sea Salt	\$9
Project Thank You Donation	\$5



*Girl Scout  
Memories Tin*

cheddar caramel  
crunch

cheese crackers, cheese  
corn sticks, mini pretzels,  
caramel cheddar corn puffs

*Cheddar Caramel  
Crunch*



*Holiday Tin*

## 2023 Online Exclusives

Almond Cran-Orange Crunch
Black Forest Trail Mix
Butter Toasted Peanuts
Caramel Apples (boxed chocolates)
Chocolate Covered Raisins
Cookies & Cream Cups
Cranberry Nut Mix
Dark Chocolate Peppermint Pretzels
Dill Pickle Peanuts
Deluxe Pecan Clusters, Holiday Tin
Gourmet Blend Tin
Gourmet Caramel Corn with Almonds and Pecans Tin
Honey Roasted Mixed Nuts
Jumbo Cashews
Mint Treasures in 2020, 2022, 2023 Girl Scout Tins* (while supplies last)
Mocha Cups
Ruby Medley
Thai Chili Mix
New/Renewed Magazine Subscriptions
Tervis Tumblers
Mini BarkBox

**my neighborhood Treats & Reads manager is:**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_



Scan code for full, online  
Troop Treats & Reads  
Manager Guide

# OWN YOUR

# maging

girlscouts   
of eastern missouri

## need help?

- Contact your Neighborhood Treats & Reads Manager
- Girl Scouts of Eastern Missouri Answer Center:  
[answercenter@girlscoutsem.org](mailto:answercenter@girlscoutsem.org) or 314.400.4600
- M2 Media Group customer care:  
[Question@gsnutsandmags.com](mailto:Question@gsnutsandmags.com) or 1.800.372.8520
- Weekly Girl Scouts Product Program Message emails sent from Council that provide important news, reminders and instructions
- Nuts & Bolts Webinars
- Treats & Reads Manager Rallyhood site:  
<https://rallyhood.com/61660>, connect with other volunteers

### PRODUCT PROGRAMS WEEKLY VIRTUAL OFFICE HOURS

Wednesdays, Sept. 27-Dec. 14 & Jan. 3-Mar. 13

<https://zoom.us/j/97474492246>

Passcode: 368896