

# TROOP TREATS & READS MANAGER PLAYBOOK



# YOU'RE SWEET, VOLUNTEER!

The Treats & Reads Program is the first, council-approved money-earning program for troops this year. It supports your troop's earlier activities, helping your Girl Scouts learn, grow, and make an impact.

Please use this guide to learn more about Treats & Reads, making sure to put key dates on your personal calendar.

We truly appreciate your dedication and all you do for your troop. Treats & Reads is designed to be simple and manageable, but if you need any support, your Neighborhood Treats & Reads Manager and Girl Scout staff are always here to help.

Thank you again for making a difference in the lives of girls!

### How to Get Started:

1. Add the Treats & Reads Manager role for your troop to your profile in your membership account at MyGS.
2. Look for your M2 onboarding email on Sept. 26 and set up your account.
3. View training videos at [girlscoutsem.org/en/cookies/treats-reads](https://girlscoutsem.org/en/cookies/treats-reads) and bookmark the page to come back later.
4. Tell your 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.



Scan the QR code for extended resources, including FAQs, videos and step-by-step instructions.

Brave.  
Fierce.  
FUN!



## KEY DATES & DEADLINES

Keep this checklist handy throughout the program for a quick reference for upcoming tasks and deadlines. Use the QR code to access additional resources and step-by-step instructions.

SEPTEMBER		Make sure you are a registered Girl Scout member for the 2026 membership year; make sure the Troop Treats & Reads Manager role is assigned to you on your membership account.
		Complete/view initial training videos by <b>Sept. 25</b> .
		Create login for M2 system for volunteer role beginning <b>Sept. 26</b> .
		Set up Parent/Adult email campaign in M2 for troop beginning <b>Sept. 26</b> .
		Pick up troop's materials from Neighborhood Treats & Reads Manager by <b>Oct. 2</b> .
		Verify all Girl Scouts in the troop are showing in M2; reach out to the Answer Center to have any Girl Scouts added.
		Create Treats & Reads goals with troop and discuss how they want to use their funds.
		For Junior-Ambassador troops, Girl Scouts decide whether to opt-out of receiving rewards.
		Host parent/caregiver info meeting and hand out Treats & Reads materials by <b>Oct. 3</b> .
		Check your email for updates from Product Programs team.
		Sign up to join the Treats & Reads Rallyhood.

OCTOBER		Girl Scouts can set up M2 account and begin taking online/card orders on <b>Oct. 3</b> .
		Collect paper order cards from Girl Scouts by <b>Oct. 26</b> .
		Enter order card orders from Girl Scouts and any extra troop products in M2 by <b>Oct. 27</b> .
		If opting-out of rewards (Junior-Ambassador troops only), update opt-out setting in M2 by <b>Oct. 27</b> .
		Verify/update troop bank account information in M2 by <b>Oct. 27</b> .
		Last day for customers to choose girl-delivery option for online orders is <b>Oct. 30</b> ; online donation/magazine/direct ship product orders continue through <b>Nov. 23</b> .
		Check your email for updates from Product Programs team.

NOVEMBER		Print/save product tickets for each Girl Scout by <b>Nov. 16</b> .
		Pick up troop's order from Neighborhood Treats & Reads Manager the week of <b>Nov. 17</b> .
		Distribute products to Girl Scouts the week of <b>Nov. 17</b> .
		Collect payments for products from Girl Scouts.
		Treats & Reads program ends on <b>Nov. 23</b> .
		In M2, transfer any extra troop product to individual Girl Scouts by <b>Nov. 25</b> .
		In M2, verify Girl Scout's reward choices by <b>Nov. 25</b> .
		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 <b>Dec. 7</b> .
		Submit Troop Late Payment Report by <b>Dec. 8</b> for any parent/caregiver who has not yet paid the troop for their product.
		Look for ACH withdrawal notice via email on <b>Dec. 12</b> .
		Troop bank account ACH withdrawal (or deposits, as applicable) on <b>Dec. 19</b> .
		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.







# TRAINING & SUPPORT

## NUTS & BOLTS TRAINING MODULES

Available at [girlscoutsem.org/en/cookies/treats-reads](https://girlscoutsem.org/en/cookies/treats-reads), these interactive modules are short and timely. Check out the Orientation and Getting Started in September, then the others in October and November.

## NEIGHBORHOOD TREATS & READS MANAGER

If you have one of these, it’s probably where you got your materials and product sample. Your local volunteer can also provide you with assistance throughout the program. Not sure who your volunteer is? Contact the Answer Center.

## ANSWER CENTER

Need to reach Product Programs or have a more general program question? Contact our Answer Center at 314.400.4600 or [answercenter@girlscoutsem.org](mailto:answercenter@girlscoutsem.org).

## M2 CUSTOMER CARE

For assistance with registration, login, and technical issues; ordering assistance/status/inquiries, please visit [support.gsnutsandmags.com](https://support.gsnutsandmags.com) or 1.800.372.8520.

## RALLYHOOD

Connect with other Treats & Reads volunteers. Go to [rallyhood.com/61660](https://rallyhood.com/61660) to join. Then, download the Rallyhood app and enable notifications so you don’t miss any important announcements during the season.

## PROGRAM NEWS & 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, which arrive in your regular email box, so you don’t miss out.

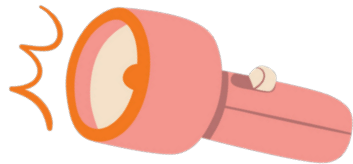


# YOUR ROLE AS THE TREATS & READS MANAGER

- Complete required Council Troop Treats & Reads Manager training(s) each year while in this position
- Pick up Treats & Reads troop materials from your Neighborhood Treats & Reads Manager
- Adhere to the established guidelines and deadlines regarding submission of orders, paperwork, product delivery, rewards and payment as established in the current program year
- Promote the Treats & Reads program with troop leaders, girls and parents/caregivers
- Become familiar with and use M2 and promote technology to girls/families
- Launch parent/adult email campaign in M2 system at the start of season
- Be accountable for all products and payments during the Treats & Reads program, completing receipts for every product and financial transaction; you assume responsibility for any unpaid balance if the troop bank withdrawal fails
- Provide support to girls and families, responding to communication in a timely manner



# PARTICIPATION OPTIONS



## CANDY/NUTS

SALE TYPE	MONEY COLLECTION	DELIVERY TO CUSTOMERS	TROOP PROCEEDS
IN-PERSON/ORDER CARD SALES	Girl Scouts take customer’s orders using paper order card  Family/troop enters orders from order card into M2 by Oct. 26 (troops will need to inform their families if they expect the family to enter orders into the system)  Girl Scouts collect money from customers at time of product delivery  Girl Scout turns in money to the troop	Troop picks up product in November from Neighborhood Treats & Reads Manager  Delivered by Girl Scouts to customers	15% of every item sold  20% for opt-out troops
ONLINE DIRECT SHIP	Girl Scouts create their personalized storefront in M2 and send emails to friends and family  Customers pay online, including shipping cost  Orders are automatically credited to the Girl Scout in M2	Shipped directly to the customer (1-2 week standard delivery time frame after order processing; customer will have option for expedited shipping at additional cost)	15% of every item sold  20% for opt-out troops
ONLINE GIRL-DELIVERED	Girl Scouts create their personalized storefront in M2 and send emails to friends and family  Customers pay online, no shipping cost  Orders are automatically credited to the Girl Scouts in M2 and are included in the troop’s product orders submitted in October	Troop picks up product in November from Neighborhood Treats & Reads Manager  Delivered by Girl Scouts to customers (if a Girl Scout receives an online Girl Scout-delivery order, where they will not be able to deliver the items in person, family will need to contact M2 Customer Care as soon as possible to cancel the order)	15% of every item sold  20% for opt-out troops

## NEW AND RENEWED MAGAZINES/TERVIS/BARK BOX/CANDLES/PERSONALIZED PRODUCTS

SALE TYPE	MONEY COLLECTION	DELIVERY TO CUSTOMERS	TROOP PROCEEDS
ONLINE	Girl Scouts create their own personalized storefront in M2 and send emails to friends and family.  Customers pay online through the specific store for the product. There are different ordering sites for each item.  Orders are automatically credited to the Girl Scout in M2.	Shipped directly to the customer	15% of every item sold  20% for opt-out troops

## JULIETTES

Individually-registered members who want to participate in Treats & Reads should contact the Juliette coordinator, Amber Allen, at [aallen@girlscoutsem.org](mailto:aallen@girlscoutsem.org) for assistance.

# TREATS & READS OVERVIEW

## M2

Treats & Reads is run through our vendor's program, M2. Volunteers use their M2 dashboard to finalize troop orders, see reports and print delivery tickets. Volunteers log in at [gsnutsandmags.com/admin](https://gsnutsandmags.com/admin). Girl Scouts log in at [gsnutsandmags.com/gsem](https://gsnutsandmags.com/gsem). If you are both a Girl Scout caregiver and a program volunteer, you must create an account at each site for the two roles. You can use the same email address for both accounts. Please note that the pickup person listed in M2 for your troop is the name of your Neighborhood Treats & Reads Manager; not someone from your troop.

If your membership account doesn't show your leader or Treats & Reads role as starting until Oct. 1, you may not have early access to M2. Please contact the Answer Center to be added. Alternately, we will upload a new list of renewed volunteers on Oct. 2.

## TROOP PROCEEDS

All 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%.

## REWARDS

Girl Scouts earn individual rewards based on total items they sell. Rewards are cumulative, meaning they earn all rewards up to and including their highest level sold. Girl Scouts, Troop Treats & Reads Managers (fall only) and Troop Leaders (cookie crossover only) can earn Personalized Avatar Patches.

## REWARD OPT-OUT

Junior through Ambassador troops may vote to opt-out of receiving rewards to earn an extra 5% in proceeds. Once voted unanimously by your troop, you must update your opt-out setting in M2 by Oct. 27. Troops that do not adjust this setting **WILL NOT** receive extra proceeds. Junior, Cadette, Senior and Ambassador troops that opt-out of individual rewards still qualify for earned patches, Top 20 Project Thank You reward and Early Cookie Booth Reservation Access.

## EARLY COOKIE BOOTH RESERVATION ACCESS

It pays to participate in Treats & Reads! Your troop can earn early access to reserve a cookie booth with any of our council-sponsored, premium cookie booth partners, such as Schnucks, Dierbergs and Walmart.

### To earn this incentive, troops must meet these criteria:

- Troop must have at least three Girl Scouts with 2026 memberships by Oct. 15
- Troop Treats & Reads Manager and leader with 2026 membership as of Oct. 1
- Troop Treats & Reads Manager sets up the Parent/Adult Email Campaign in M2
- Troop has at least 75% of the troop members with sales during 2025 Treats & Reads
- Troop achieves a per girl average of 40+ items during the 2025 Treats & Reads Program (based only on Girl Scouts selling in troop; not based on total Girl Scouts registered in the troop)
- Troop ACH for 2025 Treats & Reads is successful and troop is in good financial standing

Leaders and Troop Cookie Managers with qualifying troops will be granted eBudde cookie booth reservation access 1-2 days before the all-troop access date and may reserve one booth slot at that time. They will then be able to sign up for an additional slot during second round reservations. Information will be sent via email in January.

## 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 during Treats & Reads. The program provides Girl Scouts the opportunity to learn about philanthropy and the importance of giving back. For each \$6 donation, we will gift a treat to these organizations! Project Thank You requires no product or delivery by the troop or Girl Scout. We handle everything for you, and your troop still earns proceeds.

## 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 finalize your troop's girl-delivery orders by 11 pm on Oct. 27. Make sure ALL Girl Scouts participating have an M2 account so their parents/caregivers can enter their order card orders by Oct. 26 and make reward selections at the end of the program. You can also enter order card sales in M2 for them, if needed. Your troop order will come exactly as you ordered, no round up. You do not need to order full cases. Please note: there is no "Submit" button. All products showing for your troop on Oct. 27 will be ordered.

## PICKING UP TROOP ORDER

Your troop's order must be picked up from your Neighborhood Treats & Reads Manager. All girl-delivered orders (both in person and online) will come in at the same time as your troop's order. 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.

## TAKING CARE OF PRODUCTS

Chocolates must always be stored under 72 degrees. 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).

## PROGRAM NEWS & 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, which arrive in your regular email box, so you don't miss out. Connect with other troops with questions/advice via the Treats & Reads Rallyhood networking site at [rallyhood.com/61660](https://rallyhood.com/61660). Also access program information and schedules at this site.

## 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. Please do not issue any statements to the media. Contact the Council communications team at [communications@girlscoutsem.org](mailto:communications@girlscoutsem.org) to further discuss any media requests. GSEM members should not seek out their own media opportunities. It is our goal to uplift the Treats & Reads program to benefit all participating GSEM members, instead of promoting the specific efforts of an individual Girl Scout.







# SWEET 2025 TREATS & READS NEWS

Help your troop learn about the Grizzly Bear mascot by completing activities in the Treats & Reads activity booklet at [girlscoutsem.org/en/cookies/treats-reads](https://girlscoutsem.org/en/cookies/treats-reads).

## NEW DIRECT SHIP ITEMS AVAILABLE!

Customers will have three, new candle scents, as well as some lower-priced personalized products, from which to choose this season.



**New Scents:**  
Banana Nut Bread  
Holiday Homecoming  
Juicy Apple

## THREE NEW BARK BOX PRODUCTS!

Customers can't get enough of the adorable, Girl Scout-themed Bark Box products. We are offering a line of three, new boxes this season. Customers can also choose prior year products, as available.



## BFF ONLINE CONTEST: OCT. 3-9

Girl Scouts who set up their M2 storefront and send out 20+ emails will be entered to win daily prizes; set up early and earn more chances.

## EARLY COOKIE BOOTH ACCESS INCENTIVE FOR TROOPS:

Your troop can earn early access to reserve a cookie booth with any of our council-sponsored cookie booth partners. Check out requirements on previous page.

## AMAZON CREDIT

At certain reward levels, Girl Scouts can choose Amazon credit over the reward items. The credits are cumulative. After the program ends, the Girl Scouts will receive a unique link to shop and use their credits.

## REWARDS CALCULATED USING DOLLARS

To reflect the continued growth of the online shopping channels and higher retail product lines, Girl Scouts will now earn their rewards based on the total amount of their sales rather than total units sold.



# PRODUCTS

**2025 PRODUCTS AVAILABLE ON ORDER CARD**  
(Also available online, girl-delivery & direct ship)

Almonds Covered in a Chocolate Coating	\$9.50
Cherry Almond Clusters	\$9.50
Dark Chocolate Caramel Caps with Sea Salt	\$9.50
Dark Chocolate Mint Penguins	\$9
Deluxe Pecan Clusters—Box	\$9
Deluxe Pecan Clusters—Holiday Tin	\$13.50
Dulce de Leche Owls	\$9
English Butter Toffee	\$9.50
Fruit Slices	\$7
Hot Cajun Crunch Mix	\$7
Mint Treasures—Girl Scout Tin	\$13.50
Nut & Caramel Trail Mix	\$10
Peanut Butter Bears	\$9
Peanut Butter Trail Mix	\$8
Vanilla Honey Roasted Pecans	\$9.50
Whole Cashews with Sea Salt	\$9.50
Project Thank You Donation	\$6



## 2025 ONLINE EXCLUSIVE PRODUCTS— DIRECT SHIP ONLY

Butter Toasted Peanuts
Caramel Apples
Chocolate Covered Pretzels—Holiday Tin
Chocolate Covered Raisins
Cranberry Nut Mix
Dark Chocolate Peppermint Pretzels—Holiday Bag
Dill Pickle Peanuts
Gourmet Blend Tin
Gourmet Caramel Corn with Almonds & Pecans Tin
Honey Roasted Mixed Nuts with Peanuts
Honey Roasted Peanuts
Jumbo Cashews Tin
Mint Treasures Past Years Tins
Sweet & Salty Mix
New/Renewed Magazine Subscriptions
Tervis Tumblers
Bark Box
Jar Candles
Personalized Items

# PERSONALIZED PATCH

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 \$1,800 in fall product and sends the Parent/Adult Email Campaign through M2.
- Troop Leader earns the cookie crossover patch when the troop sells \$1,800 in fall and achieves a 180+ PGA in cookies.



# NEW PRODUCTS



Cherry Almond Clusters



Nut & Caramel Trail Mix



2025 Girl Scout Tin

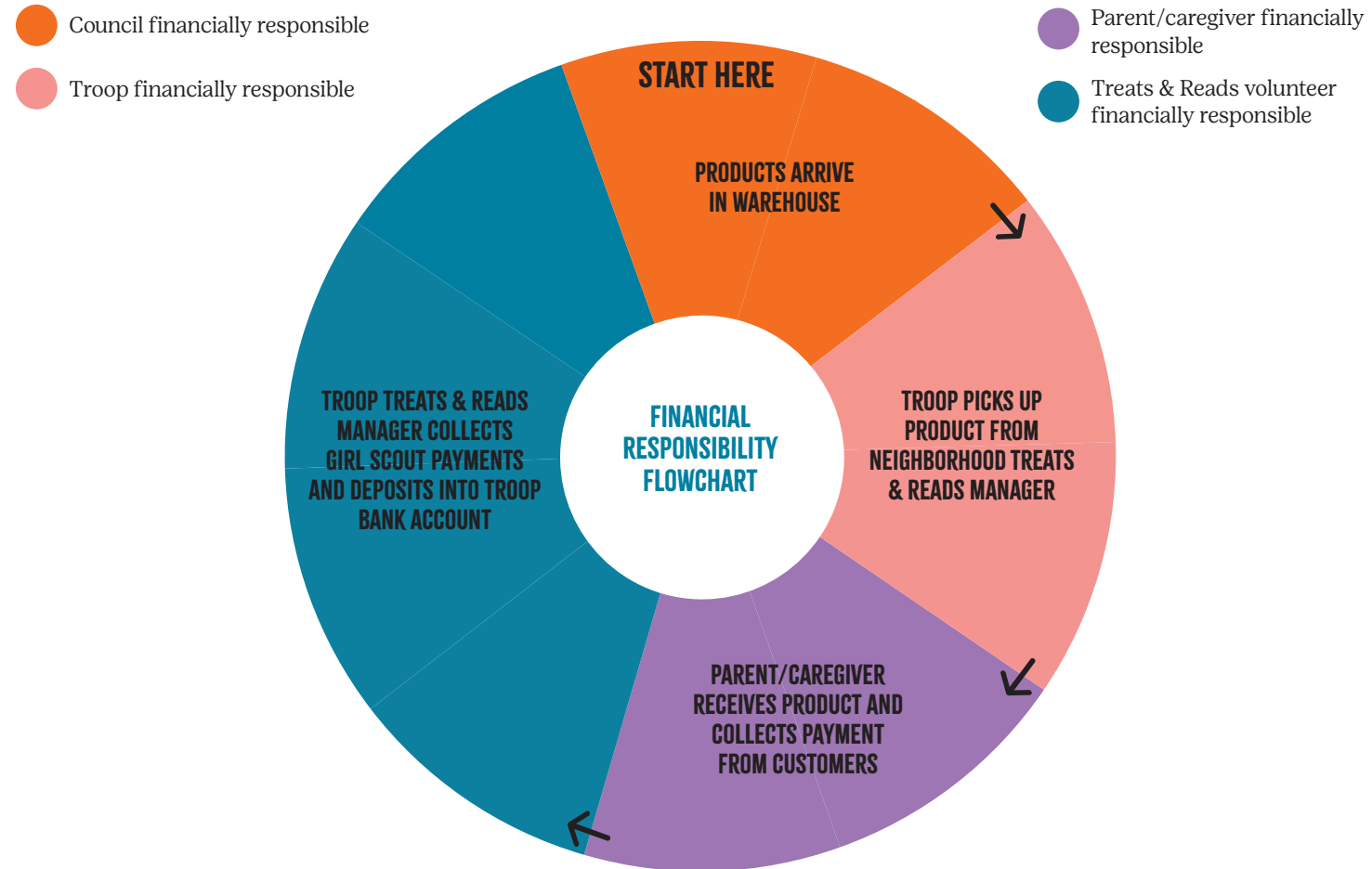


Holiday Tin



# MONEY/RECEIPTING PROCESS

Your troop must pay Girl Scouts of Eastern Missouri for all product they order/receive for the troop. Your troop is financially responsible for all product ordered, regardless of whether it is sold. You keep the proceeds your troop earns either through cash collected for order card products and/or through council ACH deposit on Dec. 19. The payment is collected electronically from the troop's bank account via ACH on Dec. 19. If a troop's ACH rejects, the troop's payment is considered past due, and the Finance team will contact the Troop Treats & Reads Manager to collect payment. The troop is responsible for covering any fees incurred for insufficient funds or ACH rejection.



You must enter/update your troop bank account information in M2 by Oct. 27. This requires the bank account number and bank routing number, which is found on your troop checks. After this time, you will be locked out from making updates. Council will do a test ACH on Nov. 1 to ensure accurate account information.

Note: Personal bank accounts MAY NOT be used to conduct troop business. Troops must have a bank account set up in order to participate in Treats & Reads. If you need assistance setting up a troop bank account, please contact the Answer Center or your district's Community Engagement Manager.

YOUR NAME 1234 Main Street Anywhere, OH 00000		123
DATE _____		
PAY TO THE ORDER OF _____		\$ _____
_____ DOLLARS		
0044072324	000123456789	123
<b>ROUTING NUMBER</b>	<b>ACCOUNT NUMBER</b>	<b>CHECK NUMBER</b>

## STRONGLY-ENCOURAGED FINANCIAL PRACTICES

- ALWAYS make sure your Girl Scouts' parent/caregiver has signed the product programs permission section of the annual Girl Health History/Permission Form before any product is ever given to them
- Product payments should be collected from customers upon delivery of their order (except for online M2 orders)
- Do not give additional product to a Girl Scout/family until they have paid the troop for the product they already received
- Checks should be made payable to GSEM Troop XXXX (insert troop #) and include the customer phone number and driver's license number on the memo line
- Don't leave large amounts of cash laying around. Make frequent visits to the bank to deposit it
- Be protected! Each time you give product to a Girl Scout/family, complete a product receipt. Each time you collect money from a Girl Scout/family for product their customers ordered, complete a product receipt. The receipt includes a financial responsibility line on it; another layer of protection
- Enter each Girl Scout and payment transaction in M2
- Use only M2 to keep track of Treats & Reads product and money
- Do not over-order extra product to avoid unsold inventory. Product may not be returned or exchanged

## WHAT HAPPENS IF A GIRL SCOUT/FAMILY DOESN'T PAY THE TROOP FOR THEIR ORDER CARD PRODUCTS?

To protect the troop, be sure to document all communication to parent/caregiver regarding collection of the payments and keep copies of all receipts. Record ALL product (for order card and/or online girl-delivery) given to the Girl Scouts and ALL money received in M2 as backup for us. Without such documentation, it's difficult for us to prove the person owes any money. Complete a Troop Late Payment Report by Dec. 8. This transfers payment collection responsibility to Council.

## HOW OFTEN SHOULD I COLLECT PAYMENTS?

Collect payments regularly and deposit cash as quickly as possible to avoid the risk of it going missing. Until the money is deposited into the troop account, you are responsible for it. The Treats & Reads Manager, if different from the leader, should collect ALL product payments, even from the other troop volunteers. This ensures accurate record-keeping and ethical practices.

## HOW ARE PAYMENTS HANDLED IF MY TROOP'S ONLINE M2 ORDERS EXCEEDED OUR IN-PERSON ORDERS?

Payments collected through M2 from customers will automatically be transferred to Council, not the troop's bank account. If your troop conducted most of its sales through M2, you may be due a deposit of troop proceeds from Council at the end of the season. Your M2 Troop Product & Financials Report will show a negative number in the balance due if this is the case.





## MY NEIGHBORHOOD TREATS & READS MANAGER IS:

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

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

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



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Scan the QR code for  
extended resources,  
including FAQs, videos and  
step-by-step instructions.

### ADDITIONAL HELP FOR TREATS & READS

- 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 Customer Care: [support.gsnutsandmags.com](https://support.gsnutsandmags.com)  
or 1.800.372.8520
- Weekly Girl Scouts Product Programs Message:  
emails that provide important news, reminders and  
instructions
- Training videos at [girlscoutsem.org/treatsreads](https://girlscoutsem.org/treatsreads)
- Treats & Reads Manager Rallyhood site:  
[rallyhood.com/61660](https://rallyhood.com/61660)

**girl scouts**  
of eastern missouri

