

girl scouts
of eastern missouri

Troop Treats & Reads Manager Playbook



2026 Girl Scout
Treats & Reads
Program

You're Sweet, Volunteer!

The Treats & Reads Program is this year's first, council-approved troop money-earning program for the 2027 membership year. Participation can support your troop's early activities, helping your Girl Scouts learn, grow, and make an impact.

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

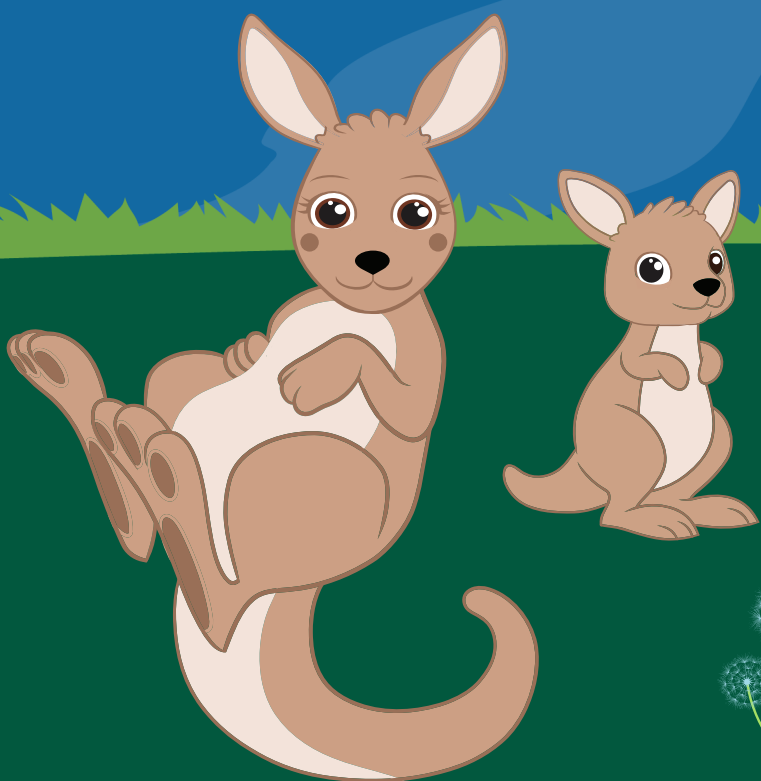
We truly appreciate your dedication and all you do for your troop. Thank you again for making a difference in the lives of girls!

How to Get Started:

1. Add the Treats & Reads Manager role for your troop to your profile in your membership account at MyGS. The Girl Scout Answer Center can assist, if needed.
2. Look for your M2 onboarding email on Sept. 18 and set up your account.
3. View training videos at girlscoutsem.org/treatsreads and bookmark the page to come back to later.
4. Tell your Girl Scouts and families about the program and why it's important they support the troop by participating.
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.



READY TO
explore

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 2027 membership year; make sure the Troop Treats & Reads Manager role is assigned to you on your membership account.
		Complete/view initial training videos by Sept. 17 .
		Log in to the M2 system for volunteer admin beginning Sept. 18 .
		Verify all Girl Scouts in the troop are showing in M2; reach out to the Answer Center to have any Girl Scouts added.
		Set up Parent/Adult email campaign in M2 for troop beginning Sept. 18 .
		Pick up troop's materials from Neighborhood Treats & Reads Manager by Sept. 25 .
		Host parent/caregiver info meeting and hand out Treats & Reads materials by Sept. 26 .
		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.
		Girl Scouts can set up M2 account and begin taking online/card orders on Sept. 26 .
		Sign up to join the Treats & Reads Rallyhood.

October		Collect paper order sheets from Girl Scouts by Oct. 24 .
		Last day for customers to choose girl-delivery option for online orders is Oct. 24 ; online donation/magazine/direct ship product orders continue through Nov. 15 .
		Enter order sheet orders from Girl Scouts and any extra troop products in M2 by Oct. 25 .
		If opting-out of rewards (Junior-Ambassador troops only), update opt-out setting in M2 by Oct. 29 .
		Verify/update troop bank account information in M2 by Oct. 29 .

November		Print/save product tickets for each Girl Scout by Nov. 11 .
		If available, select your troop order pickup date/time in M2.
		Pick up troop's order from Neighborhood Treats & Reads Manager Nov. 11-13 .
		Distribute products to Girl Scouts beginning Nov. 11 , or when you pick up troop's orders.
		Collect payments for products from Girl Scouts.
		Treats & Reads program ends on Nov. 15 .
		In M2, transfer any extra troop product to individual Girl Scouts by Nov. 17 .
		In M2, verify Girl Scout's reward choices by Nov. 17 .
		Print/save reward tickets so you have them ready when rewards arrive.
		Finish collecting product payments from Girl Scouts in troop by Nov. 30 .
		Submit Troop Late Payment Report by Nov. 30 for any parent/caregiver who has not yet paid the troop for their product.

Dec.		Look for ACH withdrawal notice via email on Dec. 4 .
		Troop bank account ACH withdrawal (or deposit, as applicable) on Dec. 11 .

Jan.		Look for communication from Neighborhood Treats & Reads Manager about picking up troop's reward.
		Pick up rewards from Neighborhood Treats & Reads Manager.
		Distribute rewards to Girl Scouts in troop.

Your Role as the Treats & Reads Manager

- Complete required Council Troop Treats & Reads Manager training(s) each year to stay up-to-date on changes to the program
- 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
- Be knowledgeable and promote the Treats & Reads program with troop leaders, girls and parents/caregivers
- Learn and use M2 online system 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

M2

Treats & Reads can only be run through our vendor's online program, M2. You'll use their M2 dashboard to:

- Invite troop members to participate
- Finalize your troop's order
- Manage your Girl Scout's sales
- Print delivery tickets
- Submit your rewards order
- Monitor troop financial information



Volunteers log in at gsnutsandmags.com/admin, while Girl Scouts and their caregivers log in at gsnutsandmags.com/gsem. If you are both a Girl Scout caregiver and a Treats & Reads volunteer, you must create an account at each site and use the same email address for both accounts. After activating both, you'll be able to toggle between roles in M2.

Please note that you'll only be able to log in if you've been uploaded into M2 by a council staff member. Council uploads volunteers with active Troop Leader and Treats & Reads Manager roles weekly. If you are unable to login, please verify that your role is renewed and reach out to the Answer Center, answercenter@girlscoutsem.org, to be uploaded to the M2 system.

Tip: It's recommended that all Girl Scouts participating in Treats & Reads also activate their online M2 account. Using M2 offers expanded product options and allows Girl Scouts and their families to directly enter paper orders and make rewards selections at the end of the program!

Trailblazer Contest: Sept. 26-Oct. 2

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 to win!

Participation Options

Candy/Nuts

Sale Type	Money Collection	Delivery to Customers	Troop Proceeds
In-Person/ Order Sheet Sales	Girl Scouts take customer's orders using paper order sheet Family/troop enters orders from order sheet into M2 by Oct. 24 (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 share to friends and family via email, text, social media 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 (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 share to friends and family via email, text, social media 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

Online Exclusive Products

Sale Type	Money Collection	Delivery to Customers	Troop Proceeds
Online	Girl Scouts create their own personalized storefront in M2 and share to friends and family via email, text, social media 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 Scouts 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 for assistance.

Training & Support

Nuts & Bolts Training Modules

Available at girlscoutsem.org/treatsreads and in gsLearn, these interactive modules are short and timely. Check out the Intro to Treats & Reads and Getting Started in September.

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

For assistance with registration, login or girl-delivery order inquiries, please contact our Answer Center at 314.400.4600 or answercenter@girlscoutsem.org.

M2 Customer Care

For technical issues or questions about shipped orders, magazines or personalized patch status, please visit support.gsnutsandmags.com or 1.800.372.8520.

Rallyhood

Connect with other Treats & Reads volunteers. Go to 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.

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 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.



Rewards & Incentives

Rewards

Because we want to recognize our Girl Scouts for all their hard work during Treats & Reads, they'll earn individual rewards based on their sales during the program. Rewards are cumulative, meaning they earn all rewards up to and including their highest level sold. The rewards section of the order sheet is a great place to start when helping your Girl Scouts set goals for Treats & Reads!

Troop Proceeds

All troops earn 15% of each item sold by their Girl Scouts! These proceeds are a great way to get a head start on your troop's activities for the year. Junior, Cadette, Senior, and Ambassador troops also have the option to opt-out of individual girl rewards and receive an additional 5% in troop proceeds.

Reward Opt-Out

Junior through Ambassador troops may vote to opt-out of receiving rewards and instead earn a total of 20% in troop proceeds. The decision to opt-out should be unanimous within the troop, and once decided, must be updated by you in the troop's M2 settings no later than **Oct. 29**. Troops that do not adjust this setting **WILL NOT** receive extra proceeds. Troops that opt-out of individual rewards still qualify for earned patches, Top 20 Project Thank You reward and Early Cookie Booth Reservation Access.

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 Managers earn the fall patch when they send the Parent/Adult Email Campaign through M2, and their troop sells \$1,800 in fall product.
- Troop Leaders earn the cookie crossover patch when their troop sells \$1,800 in fall product and achieves a 180+ PGA during the cookie program.



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 2027 memberships by Oct. 15
- Troop Treats & Reads Manager and leader with 2027 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 2026 Treats & Reads
- Troop achieves a per girl average of 40+ items during the 2026 Treats & Reads Program (based only on Girl Scouts selling in troop; not based on total Girl Scouts registered in the troop)
- Troop ACH for 2026 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 up to three booth slots at that time. They will then be able to sign up for additional slots during second round reservations. Information will be sent via email in January.

Products & Ordering

2026 Products Available on Order Sheet (Also available online, girl-delivery & direct ship)

Dill Pickle Peanuts	\$7
Fruit Slices	\$7
Hot Cajun Crunch	\$7
Peanut Butter Trail Mix	\$8
Dark Chocolate Mint Penguins	\$9
Deluxe Pecan Clusters	\$9
Dulce de Leche Owls	\$9
Peanut Butter Bears	\$9
Dark Chocolate Caramel Caps with Sea Salt	\$9.50
English Butter Toffee	\$9.50
Vanilla Flavored Honey Roasted Peanuts	\$9.50
Whole Cashews with Sea Salt	\$9.50
Chocolate Covered Almonds	\$10
Nut & Caramel Trail Mix	\$10
Deluxe Pecan Clusters—Tin	\$14
Mint Treasures—Girl Scout Tin	\$14
Project Thank You Donation	\$7

2026 Online Exclusive Products— Direct Ship Only

Honey Roasted Peanuts	\$7
Butter Toasted Peanuts	\$8
Black Forest Trail Mix	\$9
Caramel Apples Boxed Chocolates	\$9
NEW Cranberry Trail Mix	\$9
Dark Chocolate Peppermint Pretzels— Holiday Bag	\$9
NEW Maple Flavored Mixed Nuts	\$9
Mocha Cups	\$9
NEW Sweet Onion Snack Mix	\$9
Cherry Almond Clusters	\$9.50
Raisins Covered in Chocolate Coating	\$9.50
Cashew Clusters—Holiday Tin	\$14
Chocolate Covered Pretzels—Holiday Tin	\$14
Honey Roasted Mixed Nuts with Peanuts	\$14
Mint Treasures—2026 Girl Scout Tin	\$14
Mint Treasures—2025 Girl Scout Tin	\$14
Mint Treasures—2024 Girl Scout Tin	\$14
Gourmet Caramel Corn with Almonds & Pecans—Tin	\$26
Jumbo Cashews—Tin	\$26
Gourmet Blend—Tin	\$27
Bark Boxes	
Personalized Products	
Tervis Drinkware	
Candles	

New Girl-Delivery Products



Dill Pickle Peanuts



2026 Girl Scout Tin



Holiday Tin

New Online Exclusives

We have a brand-new candle vendor for Treats & Reads this year. Candles will be offered in new scents and size options. These new candles even come in curated sets perfect for gifting!



Product Donation Purchase Option

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 \$7 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.



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).



Marketing Product

Girl Scouts are permitted to accept in-person orders, including door-to-door sales (with proper adult supervision). Their order sheet has images of the products available for girl-delivery and is the perfect tool for both marketing and tracking their customers' orders. If a Girl Scout has set up their M2 account and launched their online storefront, their customers will have an even greater selection of treats and other products from which to choose.

Online marketing and sales efforts during Treats & Reads should be limited to friends and family and not promoted on public-facing web sites. M2's email function is a great way for Girl Scouts to share their site directly with trusted customers while maintaining online safety. Sales links should never be shared on online resale sites i.e. Facebook Marketplace, eBay, etc.

Submitting Troop Order

You must finalize your troop's girl-delivery orders by 11 pm on **Oct. 25**. Make sure ALL Girl Scouts participating have an M2 account so their parents/caregivers can enter their order sheet orders by **Oct. 24** and make reward selections at the end of the program. You can also enter order sheet sales in M2 for them, if needed.

Please note: There is no “Submit” button on the order entry screen. All products showing for your troop on **Oct. 25** will be ordered. Your troop order will come exactly as you ordered, no round up, so you do not need to order full cases.

Picking Up Troop Order

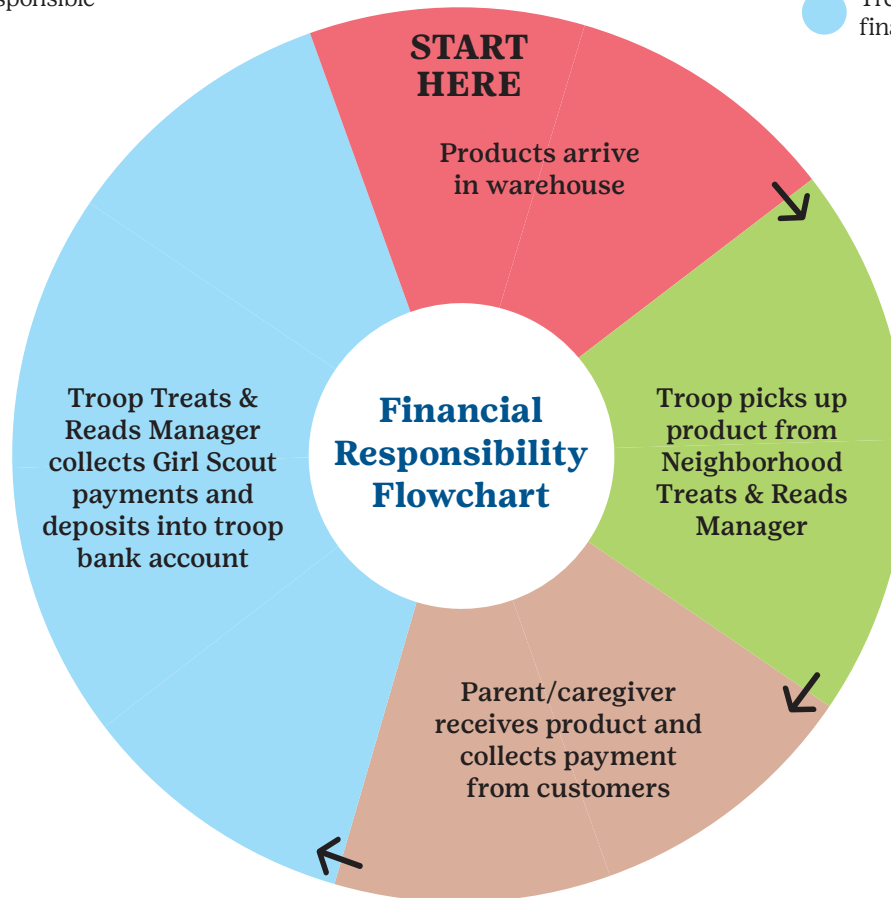
Your troop's order must be picked up from your Neighborhood Treats & Reads Manager. All girl-delivered orders (both in person and online) will come in with your troop's order.

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.

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 sheet products and/or through council ACH deposit on **Dec. 11**. The payment is collected electronically from the troop's bank account via ACH on **Dec. 11**. 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.

- Council financially responsible
- Troop financially responsible
- Parent/caregiver financially responsible
- Treats & Reads volunteer financially responsible



You must enter/update your troop bank account information in M2 by **Oct. 29**. 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 **Oct. 30** 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	0123
ROUTING NUMBER	ACCOUNT NUMBER	CHECK NUMBER

GSEM Financial Guidelines

- 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. Keep this documentation on file for future reference
- 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
- Do not leave cash or checks in unsecured locations. 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 product 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
- Personal Cash Transfer apps, such as Venmo, PayPal, Cash App, Apple Pay, Zelle, etc., are prohibited from being linked to the troop account for conducting troop business. Use of personal cash transfer apps is putting the troop's assets at risk. Individuals who use these apps are subject to a No Funds Handling Restriction

What happens if a Girl Scout/family doesn't pay the troop for their order sheet 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 sheet 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 **Nov. 30**. 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: _____

Additional Help for Treats & Reads

- Contact your Neighborhood Treats & Reads Manager
- Girl Scouts of Eastern Missouri Answer Center: answercenter@girlscoutsem.org or 314.400.4600
- M2 Customer Care: 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
- Treats & Reads Manager Rallyhood site: rallyhood.com/61660

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