The Fall Take Action Program (FTAP) is easy, fun, and a great way for both girls and volunteers to start off the Girl Scout year! Taking part in the entrepreneurial program gives girls the opportunity and equity to become advocates for animal conservation.

**EASY**
- Online entrepreneurship program runs 10/2-11/21 with 'one and done' product order
- Troops receive 20% proceeds on total troop sales
- Volunteers invite girls to participate, ensure orders are entered on time, and distribute products and rewards to girls
- M2 Operating System (M2OS) has short videos for system how-tos, sends notifications of upcoming tasks, and notifies families if they have an action to take

**FUN**
- Girls learn entrepreneurship through running a nut, candy, and magazine business
- Girls create personalized avatars that reflect their personality
- Girls earn rewards and troops earn proceeds for activities and adventures
- Girls learn about animal conservation by opting to plant trees to impact climate change and protect Emperor Penguin habitats

**TIPS:**
- Read weekly emails from GSNorCal Product Team
- Communicate frequently
- Contact M2 for system or customer order support
- Download and save M2OS reports

| VOLUNTEERS: Activate Parent/Guardian email blast (PGEB) via M2 | October 2 |
| GIRLS: EntreprenHERs in Action Day (formerly Digital Day) | October 2 |
| STOREFRONTS OPEN with 3 options for orders - ship, donate, or girl delivery | |
| GIRLS: Deadline to enter paper order card orders; girl delivery option ends | October 24 |
| VOLUNTEERS: Deadline to finalize troop product orders | October 25 |
| GIRLS: Storefronts stay open for shipped and donated orders | October 25-November 21 |
| VOLUNTEERS: Products delivered to service units | November 5-10 |
| GIRLS: Product deliveries start when product in hand | |
| Women's Entrepreneurship Day - Customers receive a gift box of Dark Chocolate Mint Penguins in every $15+ online order to celebrate entrepreneurs supporting penguins! | November 19 |
| STOREFRONTS CLOSE | November 21 |
| GIRLS / VOLUNTEERS: Deadline to enter reward choices | November 22 |
| GSNorCal reconciles fall financials with ACH Debit/Credit | November 29 |
| VOLUNTEERS: Rewards to service units | January |

**Access**
- Family resources & activities.

**Need support or assistance?**
Contact M2 Customer Care
Support.gsnutsandmags.com
or 1-800-372-8520
## Participation Options

<table>
<thead>
<tr>
<th>Product</th>
<th>Type</th>
<th>Money Collection</th>
<th>Delivery to Customers</th>
<th>Troop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuts, Candy, C2S</td>
<td>In-Person</td>
<td>• Paper order card order-taking</td>
<td></td>
<td>Girl to customer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Family enters paper orders into M2OS by 10/24 deadline</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Girls collect money at delivery, and family electronically transfers to troop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuts, Candy, C2S</td>
<td>Online Girl-Delivered</td>
<td>• Girls design storefront in M2OS and send link to customers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Customers pay online for girl delivery products only &amp; no shipping fees</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Orders are automatically credited to the girl</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nuts, Candy, C2S</td>
<td>Online Direct Ship</td>
<td>• Girls design storefront in M2OS and send link to customers</td>
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<tr>
<td></td>
<td></td>
<td>• Customers pay online for products &amp; shipping</td>
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<tr>
<td></td>
<td></td>
<td>• Orders are automatically credited to the girl in M2OS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mags, Mag Vouchers</td>
<td>Online</td>
<td>• Girls design storefront in M2OS and send link to customers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Customers pay online for subscription, no shipping fees</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>• Orders are automatically credited to the girl in M2OS</td>
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</tr>
</tbody>
</table>

**Girls Earn Fall Personalized Patch:**
- Girls create their own avatar
- Send 18+ emails or texts via M2 storefront
- Have $400+ in total sales

**Troop volunteers** earn a personalized patch when they activate Parent/Guardian email blast (PGEB) via M2 PLUS have $1+ in total troop sales.

**Service unit volunteers** earn patch with $1+ total service unit sales.

**Girls Earn Crossover Personalized Patch:**
- Girls create their own avatar
- Send 18+ emails or texts via M2 storefront in the Fall Program
- Participate in the 2022 Cookie Program and sell 300+ packages of cookies

**Troop Sisterhood Bonus: Adopt a Penguin!**
Troops receive Adoption Kit PLUS penguin socks for each girl and one adult:
- 100% of registered girls design their M2 storefront and send 18+ emails or texts
- Troop has $1000 in total sales

**The Care to Share Program (C2S) is a great way for customers to give back to the community!**
- Girls collect donations and GSNorCal takes care of delivering the nuts and candy to local hometown heroes.
- Each donation is credited to the girl’s sales and the troop receives $1.60 in proceeds.
- Girls earn the above patch plus penguin necklace by collecting 5+ C2S donations.

*Magazine vouchers are not included in C2S item count*
**Volunteer Checklist**

### Before the Program

**SEPTEMBER**

- GSNorCal's virtual **Troop Volunteer Kickoff is on September 11.** [Register](#).
- Pick up [paper order cards](#) and [2021 Fall Take Action flier](#) from service units. SUs will distribute receipt books at product distribution.
- **Banking:** If your troop bank account is new/different from last season, submit the one-time [ACH Debit form](#).
- Girls are entered into M2OS from GSNorCal database. **Please check your troop roster in MyGS** to verify that all girl membership and contact information is correct. Contact [info@gsnorcal.org](mailto:info@gsnorcal.org) for any updates.
- **Volunteers receive an email the week of September 24** to set up their M2OS account. After initial login, go directly to [girlscoutmagazines.com/Admin/Account/Login](http://girlscoutmagazines.com/Admin/Account/Login). Need assistance? Contact [info@gsnorcal.org](mailto:info@gsnorcal.org).
- **TIP:** Create calendar reminders for deadlines and family communications at the start of the program. Sample family communication templates are in M2OS!
- Design your personalized avatar. Confirm your mailing address too!
- Confirm parent email addresses in M2OS for accuracy and activate the Parent/Guardian email blast (PGEB) to auto-send on 10/2, inviting girls to participate in the program. Plus, M2OS will notify parents when they have a task to perform either by email or upon login to their girl's storefront!
- Bookmark [FTAP Volunteer video playlist](#) to access M2OS how-to videos during the program and GSNorCal’s [FTAP webpage](#) for additional resources. Share the [FTAP Girl & Family video playlist](#) with families.
- **Troop Meeting:** Share [paper order card](#) and [2021 Fall Take Action flier](#) and help girls record their customer message for their talking avatar. Troops may also have fun with the [penguin activity booklet](#)!

### During the Program

**TIP:** Encourage girls to promote Care to Share and magazine orders that have no shipping fees or products to manage!

### OCTOBER/NOVEMBER

- **October 2:** Caregivers of registered girls receive PGEB invitation generated by troop volunteers, or they may visit [gsnutsandmags.com/gsnorcal](http://gsnutsandmags.com/gsnorcal) to create their M2 account.
- **October 2:** GO Day! Girls design avatar, set-up their storefronts, and record talking avatar message. Girls should send emails to customers as soon as their storefront is set up. Siblings should send customer emails for the first girl then click on Add Another Participant in Parent or Guardian section of dashboard to proceed setting up next sibling. Girls can take orders online and/or in-person with the paper order card following [GSNorCal safety guidance](#).
- **Troops may participate anytime on or after GO Day!** Girls may participate even if the troop is not participating.
- **October 24:** Paper order card and girl delivery online order-taking ends. Product orders may be entered by families until 11:59pm PDT. Volunteers may also enter product orders at any time 10/2-10/25.
- **October 25:** Deadline for volunteers to enter any outstanding paper card orders or additional product orders for the troop by 11:59pm PDT. Unfortunately, we cannot accept girl delivery orders beyond this date.
- **October 25-November 21:** Customers can purchase nut and candy items online for direct ship or donation only. Troops who purchase additional product may sell in-person with appropriate [GSNorCal safety guidelines](#) in place.
- **November 19:** Notify Product Program Manager or [info@gsnorcal.org](mailto:info@gsnorcal.org) if any damaged product deadline.
- **November 19:** **Women’s Entrepreneurship Day** — All orders placed receive a free box of [Dark Chocolate Mint Penguins](#) to celebrate our girlpreneurs supporting emperor penguins!
**TIP:** Download, print, and save the reports below!

### NOVEMBER
- **November 22:** Reward choice entry deadline. *M2OS sends 3 notifications to families missing reward choices prior to this deadline.*
- **November 22:** Reconcile all products and payments in M2OS for paper order card payments and additional products.
- **Week of November 29:** GSNorCal reconciles fall program financials with troop bank accounts through ACH debit/credit.

### JANUARY
- Troops coordinate with service units to **pick up rewards** for 20-80+ and 135+ reward levels.
- **Sort rewards and distribute** to girls using 'name of report'
- **All other reward levels and Reward Cards will be handled directly with girls** through the GSNorCal Product Team.

**Remind girls/families to bring all items inside immediately after pick-up.**

*Candy should be stored in a cool place!*

**Troop Reports**
- **Girl Scout Orders** report and **Distribution Tickets, Product** for use in November when products arrive
- **Girl Scout Rewards** report and **Rewards Distribution Tickets, Girl** for use in January when rewards arrive
- **Troop Summary Report** for use in May when filling out Troop Finance Report (TFR)

**Service Unit Reports**
- **Troop Orders** report, **Distribution Tickets, Site** and **Distribution Tickets, Troop** for use in November when products arrive
- **Rewards Distribution Tickets, Site** and **Rewards Distribution Tickets, Troop** for use in January when rewards arrive

**Service Unit Fall Product Manager**

Name: ________________________________

Email: ________________________________

Phone/Hours: __________________________

Service Unit Name/Number: __________________________
Fall Take Action Program
M2OS Guide

Before the Program

Week of September 24 - Registered troop (TR) and service unit (SU) volunteers access M2OS through a welcome email from email@mail.gsnutsandmags.com. Be sure to bookmark the site: https://www.girlscoutmagazines.com/Admin/Account/Login.
gsnutsandmags.com/gsnorcal will open on October 2 for girls/parents.
For short operational M2OS videos, click How-to videos or scan QR code at right.

- **Watch training video to view how to navigate the M2OS site.** If you have multiple roles, you can toggle between roles by hovering over the upper right circle icon and clicking Change Season/Role.
- **The dashboard** at the homepage top gives an overview of program progress and links to manage user information and edit user avatar.
- **The management section** at the homepage bottom has links to all other pages in the M2 operating system (M2OS). Each page shows volunteer, girl, and troop information in more detail. Click 🔗 in upper left to return to the homepage.
- **Troops Click on the homepage.** Choose the Girl Scouts tab to review the girls in your troop. Contact info@gsnorcal.org if roster is incorrect or incomplete.

**Troops Click** then **Add Contacts** or edit troop parent emails and click **Send.** Parents will receive the login email on October 2 so girls can design their avatar, design their shop, and begin sending customer emails. **How To video.** When registering siblings, send a customer email for the first girl registered, then click on **Add Another Participant in Parent or Guardian section of dashboard to proceed.**

- **The Reports** link provides troop- and girl-specific reports on Orders, Product & Financials, Rewards, and Summary.
- **Use Send messages to create and send emails, reminders, and other communications to families or volunteers.** Sample templates are available to use/customize.
**During the Program**

**Switching between roles** – If you have multiple roles, you can toggle between them by hovering over the upper right circle icon and clicking Change Season/Role.

**Messaging** – Along with sending emails, messages can be written in a girl’s virtual notebook and set how long it stays visible. It’s useful for things like kudos or reminders about business cards, doorhangers, deadlines or patch requirements.

**Customers** ordering online can choose to have products shipped to their home or delivered in-person by the Girl Scout with recommended safety measures in place. **Orders for girl delivery will automatically populate into your troop order**—no need to enter them yourself.

Girls may choose to use the paper order card to record any in-person orders.

- Girls and caregivers enter their paper orders into M2 by 10/24 by clicking the **Manage Paper Orders** clipboard icon on their girl dashboard.

**Troops review girl orders and volunteers can also enter and edit them through 10/25 by clicking [Paper Order Entry](#) and selecting the girl.**

**To enter or edit girl paper card orders:**

- Enter the total quantities of each item ordered on her paper order card.
- The total for each item will show in the right-hand column.
- If you are adding to paper order card quantities already entered, input the overall total quantity the girl needs ordered for each item. Double-check totals and Save.

**If troops wish to order product in addition to girls’ initial orders, click on homepage.**

- On the troops tab, click the + next to troop number to reveal a menu. Choose Add Extra Products. [How To video](#) Enter units by variety. Click the Add to Troop button at the bottom to save.

**Product pick up** – SU Volunteers will contact Troops with date, time and location for order pick up, following [GSNorCal COVID-19 Guidance](#). SUs can use M2OS to schedule troop pick ups. [SUs How To video](#). [Troops How To video](#). Use Delivery Tickets to inventory, sort and sign to verify counts.

- Note: Care to Share (C2S) sold quantities are not included in the SU product delivery or on delivery tickets, but are included on M2OS reports. C2S items are donated in council at program end.
- [Delivery Tickets](#) link will be available on the homepage after 10/27. Click it to “pull” tickets for distributing products by site, troops, or girls.
- Choose Troop Tickets, or Girl Tickets.
- Choose All, or if using Single, specific troops or girls.
- Click Create Ticket to download a pdf and print.
- SUs can use Delivery Site ticket to verify the service unit delivery with the driver.
During the Program, continued

Customer Delivery – SUs distribute products to troops. Troops distribute product to girls. Agree on the count and ensure **both parties sign the delivery ticket or receipt, plus each keep a copy**.

If **damaged product** is discovered, contact Product Program Manager or [info@gsnorcal.org](mailto:info@gsnorcal.org) by November 19. Using recommended safety measures, girls deliver product to customers and collect payments from those who did not already pay online.

Entering Girl Payments – Each girl’s balance in M2 should be **zero** unless they sold items offline. To record an in-person payment collected by a girl, click **Banking & Payments** on your homepage, choose your troop from the list, and click the **Add Girl Scout Payment** button on the next screen. **How To video**.

Allocating Extra Product – If your troop ordered additional product, ensure all troop inventory is allocated by the end of the program. **How To video**.

- Click **Manage Troops & Girl Scouts** on your homepage. Click ➕ next to your troop number, and then click ➡ **Move Products**.

To move product **from a troop to a girl**:
- To move products **to a girl**, start from the Troops tab, click the ➕ next to the troop from which you wish to move products, and follow the above steps.

To move product **from a girl to a troop**:
- To move products **from a girl**, start from the Girl Scouts tab, select Girl Scout, her troop number, and her name, then click the ➕ next to the girl from which you wish to move products and follow the above steps.

To move product **from a troop to another troop** (**How To video**):
- To move products **to a troop from a troop**, start from the Troops tab, click the ➕ next to the troop from which you wish to move products, and follow the above steps.

If girls sold any additional Care to Share after 10/25, contact [info@gsnorcal.org](mailto:info@gsnorcal.org) to have it added to her final tally.

Reports – Click **All Reports** on the homepage to view Magazine, Direct Ship, Nut Order Card and Online Nuts reports.

- On **All Sales** tab, click on a girl’s name to view all of her sales. Click on **Troop Report** below **All Sales** to switch back to all troop girls view.

- Download excel versions of commonly used reports from the **Special Reports** tab for reports by service unit, troop, and girl for Orders, Products & Financials, Rewards, and Summary.

- The **Troop Summary report** (also linked on the homepage) can be printed, downloaded as a PDF, or exported as an Excel file, and also emailed. It has the troop proceeds and bonuses details on it to include on council’s end of year Troop Finance Report.
After the Program

**Finalize Product Allocation** – Ensure all troop inventory and Care to Share are completely allocated to girls. See Allocating Extra Product on page 7.

**Finalize Girl Payments** – Ensure each girl’s balance in M2 is **zero** unless an ACH Credit form was submitted, deadline is 11/22. See Entering Girl Payments on page 7.

**Review Girl Recognitions** – Girls and caregivers make selections by clicking the Physical Rewards ribbon icon in the Fun Stuff section on the girl dashboard.

- **Volunteers may also enter and review girl rewards choices** by clicking Rewards on the homepage. How To video.
- A triangle indicates at least one of her rewards needs additional information inputted.
- **If a choice is not entered by Nov. 22 at 11:59pm**, the girl will receive the Reward Card choice at each level achieved.

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**Prepare for GSNorCal ACH Debit/Credit Next Week** –

- Collect final payments from girls who sold items in-person. Simplify family money collection by using Cheddar Up to directly deposit to your troop bank account.
- Deadline is 11/22 to submit ACH Credit form for each of those families who have not yet paid in full.
- Deposit all money collected to the troop’s bank account.
- To check how much troop will owe for the GSNorCal ACH debit, click Banking & Payments on the homepage.

  ◊ The far right Balance column shows the amount that will be debited. **NOTE:** This calculation credits your troop for all payments collected online, which are paid to GSNorCal from M2, not directly to troops.
  ◊ Your troop’s total proceeds earned for all sales (online AND in-person) are listed under Total Proceeds & Bonuses.

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**Recognitions arrive to SUs in January** –

- SUs print Reward Delivery Tickets by site and troops for inventorying and sorting rewards shipments. Click Delivery Tickets and scroll down to Rewards section to create and download to print.
- Troops coordinate with service units to pick up rewards for penguin socks and 20-80+, 135+ reward levels. **Verify count together and sign delivery tickets, each keeping a copy.** Penguin Adoption Kits are emailed directly to troop volunteers. Reward cards are emailed directly to girls. Personalized patches and rewards 105+, 175+ and 225+ levels are shipped directly to girls.
  ◊ For support with Personalized patches, contact M2 Customer Service, (800) 372-8520.
  ◊ For support with all other rewards, contact SU, who will contact the Product Program Manager as needed.
- Troops print Reward Delivery Tickets by girl for sorting and verifying rewards. Click Delivery Tickets and scroll down to Rewards section to create and download to print. Troops coordinate with families for rewards pick ups. **Verify count together with each family and sign delivery tickets, each keeping a copy.**