

2023 Fall Take Action Program FAQs

BARK FAQs

Overview

Why is Girl Scouts adding BarkBox to the Fall Product Program?

BARK is a leading global brand for dogs, known for bringing partner brands to life in their signature BarkBox, which includes fun and engaging themed dog toys and tasty treats. Over half of U.S. households today have a dog, and most dog owners view their dog as a member of the family. Girl Scouts also show their love for animals by participating in programs and earning badges for pet care and animal advocacy. The addition of a Girl Scout themed BarkBox to the Fall Product Program allows Girl Scouts to share their passion for animals, generate troop funds for their Girl Scout activities, and gives consumers the option to purchase something for every member of their family.

When will the Girl Scout BarkBox be available for purchase?

The BARK + Girl Scouts Mini Box will be an online only item on the M2 Media platform, available in the Fall Product Program starting in Fall 2023.

What items are included in the BarkBox?

Each box comes with a custom Pose & Play Beret dog toy created by BARK and GSUSA as well as one canister of Berry Trios™ BARK + Girl Scouts dog treats, which are one-of-a-kind. Both items come packaged in a custom Girl Scouts Mini BarkBox with a Girl Scouts liner.

Can I purchase only the Pose & Play Beret dog toy? Or only the Berry Trios™ treats?

No. This is a set, inclusive of toy and treat.

Is this a regular sized BarkBox?

BARK refers to this as their Mini BarkBox as it contains one dog toy and one dog treat.

Does my council have an allotment of BarkBox items to sell?

There are no council allotments; products will be available online to consumers beginning in August until the last council's sale or until sold out. BARK has produced a fixed quantity of skus for this pilot program (2.5x the average national online fall product sku volume).

Does GSUSA have plans to continue the BARK partnership next year?

This is a pilot and will be reevaluated at the end of season for future partnership opportunities.

Shipping

What will the BarkBox shipping cost be for consumers?

A flat \$5 per delivery address shipping fee.

If I order nuts/chocolates and a BarkBox, is shipping consolidated?

No, nuts/chocolates and BarkBox will be separate transactions requiring separate shipping. Your nut/chocolate order will come from the nut company shipping facility and the BarkBox will be shipped directly from BARK.

BarkBox Subscribers

Do I need a subscription to BarkBox?

No subscription is needed. The Girl Scout BarkBox is a standalone item and not part of BARK's subscription program and can be ordered directly from a Girl Scout's online store front (on M2 Media platform) during the Fall Product Program.

What if I already have a subscription to BarkBox?

If you have a BarkBox subscription, BARK thanks you and you know that your dog will love these special Girl Scout themed toy and treats. This will not replace your monthly box. The BARK + Girl Scout BarkBox are not yet offered to the public. This will be exclusively sold online by Girl Scouts during the Fall Product Program.

Isn't BarkBox a subscription company?

Even though one of BARK's products is BarkBox, a subscription box of dog toys and treats, any consumer who buys this product will not be automatically enrolled in a subscription through BarkBox. This is a special, one-off custom product made exclusively for Girl Scouts.

Treats:

What are the ingredients in the treat recipe?

The main ingredients in these treats are Whole Wheat Flour, Blueberry, Cranberry, Raspberry, Blackberry, Strawberry, Natural Blueberry Flavor, and Cane Molasses. To make sure the treats stay delicious BARK also uses natural preservatives like Canola Oil, Citric Acid (preservative), Vinegar, Rosemary Extract, Green Tea Extract, Spearmint, Vegetable Glycerin, and Mixed Tocopherols (preservative).

Where are the treats made?

These treats are sourced and baked from quality ingredients, right here in the USA.

What if my dog has allergies?

BARK formulates this recipe to avoid most major allergens to dogs. The recipe is both protein free and nut free. In the rare case that your dog does not react well to the treats, or even if your dog doesn't like the treats, you can email Happy@BarkBox.com and BARK will replace the treats for free until BARK finds a recipe your dog loves!

Safety

Are these products safe for dogs?

BARK takes crazy pride in safety and tests all toys and treats before they are produced. While we're confident in the safety of all of our products, we always recommend supervised playtimes with our toys in case your dog destroys the toy. Even though your dog loves to find the squeaker, we recommend replacing the toy once they find the squeaker.

What size dogs are these products designed for?

BARK designed these products to be fun and safe for all dog sizes. The Pose & Play Beret is safe for all sized dogs to have fun with (and looks great on their heads, too!). Each of the treats are scored in the middle, so they break up into smaller pieces for smaller dogs or can be given whole to larger dogs.

What if a human accidentally eats a treat?

After being pleasantly surprised by how delicious they are, a person can also rest assured there are no ingredients in the treats that are harmful to humans.

Operations

Will my girls have to deliver the BarkBox to their consumers?

No, the BarkBox is an online only offer and will direct ship to the consumer.

Will consumers have a different check out process for the multiple options offered in the fall sale?

The entire checkout process would take place on the M2 Media platform. However, there will be separate store fronts based on the items the consumer is purchasing. Consumers will check out of the storefront(s) based on items being purchased.

Marketing

Will BARK solicit Girl Scout customers after they purchase the Girl Scout branded BarkBox?

No, BARK will not share or solicit information from Girl Scout customers.

Tervis® Tumbler FAQs

Why is Girl Scouts adding Tervis® tumblers to the Fall Product Program?

Tervis® provides a wide selection of premium insulated tumblers and water bottles, ranging from top sellers to your favorite MLB®, NFL®, and collegiate sports teams and more. M2 Media will offer this additional product line in the Fall Program this year; all items will be shipped directly to customers. The addition of this product line broadens the Fall Product Program lineup to ensure all consumers can find a product they love, while simultaneously supporting their Girl Scout and her troop.

When will Tervis® tumblers be available for purchase?

Tumblers are an online only item available in the Fall Product Program starting in Fall 2023.

Nuts and Chocolates FAQs

Will there be a free magazine offer for customers who have nuts and chocolates shipped?

Yes, M2 Media and the Fall nut vendors are collaborating to offer a free subscription as a thank you to customers ordering online and choosing to have their product shipped.

Will the free magazine automatically enroll individuals in a subscription beyond the free offer?

No, it is a one-time free subscription with no auto renewal.

Can the customer choose which magazine subscription to receive?

Yes, customers will be able to choose from selected magazines offered by M2 Media.

Customer Service

If there is an issue with a Tervis® tumbler or BarkBox, who manages the customer service inquiries?

M2 Media will manage all customer inquiries for Tervis® tumblers and BARK (as they do for all other fall products). For Customer Service, people can contact M2 Media by phone or by submitting a ticket (email): support.gsnutsandmags.com OR 1-800-372-8520.