

The Fall Take Action Program is an online entrepreneurial program where Girl Scouts experience running their own digital nut, candy and magazine business while becoming advocates for animal conservation and *having fun!*

The Program runs 9/30-11/12 and is as easy the steps below:

1. Encourage entrepreneurs to participate from one or more of the options below
2. Support entrepreneurs using the M2OS for
 - product orders
 - rewards choices
3. Enjoy 20% proceeds of total troop sales

Participation Options

Product	Type	Money Collection	Delivery to Customers	Troop
Nuts, Candy, C2S	In-Person	<ul style="list-style-type: none"> • Paper order card order-taking • Family enters paper orders into M2OS by 10/16 deadline • Girl Scouts collect money at delivery, and family electronically transfers to troop 	<p>Girl Scout to customer</p> <p>Products arrive 10/27-11/1</p> <p>Girl Scouts deliver as soon as product is in-hand</p>	20% of total dollars sold
Nuts, Candy, C2S	Online - Girl-Delivered	<ul style="list-style-type: none"> • Girl Scouts design storefront in M2OS and send link to customers • Customers pay online for girl-delivery products only & no shipping fees • Orders are automatically credited to the Girl Scout 	<p>Girl Scout to customer</p> <p>Girl-delivery option ends for customers on 10/15</p>	
Nuts, Candy, C2S	Online - Direct Ship	<ul style="list-style-type: none"> • Girl Scouts design storefront in M2OS and send link to customers • Customers pay online for products & shipping • Orders are automatically credited to the girl in M2OS 	<p>Vendor to customer</p> <p>Orders ship 1-10 business days after order</p>	
Mags, Mag Vouchers	Online	<ul style="list-style-type: none"> • Girl Scouts design storefront in M2OS and send link to customers • Customers pay online for subscription, no shipping fees • Orders are automatically credited to the Girl Scout 	<p>Vendor to customer</p> <p>Magazines ship free</p> <p>Subscriptions start 4-8 weeks after order</p>	

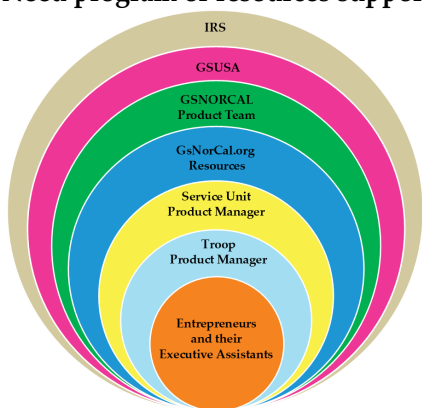
Need system support or order assistance?



FTAP Acronyms

- ACH = Automated Clearing House
- C2S = Care to Share, GSNorCal donation program
- FTAP = Fall Take Action Program
- GSNorCal = Girl Scouts of Northern California
- M2OS = M2 Operating System used to run the FTAP
- PAEC = Parent and Adult Email Campaign
- SU = Service unit

Need program or resources support?



gscookies@gsnorcal.org

Before the Program

- Review GSNorCal's [Fall Take Action Program webpage](#)
- SU's will distribute [paper order cards](#) and [Fall 2023 Reward and Animal Conservation Details](#)
- SUs find location for warehouse delivery, submit a [Certificate of Insurance](#), if required, request ASAP.
- Banking:** If your troop bank account is new/different from last season, submit the one-time [ACH Debit form](#).
- Check your troop roster in MyGS** to verify that all membership and contact information is correct. Contact info@gsnorcal.org for any updates.
- 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 cards](#) and [Fall 2023 Reward and Animal Conservation Details](#) and help entrepreneurs record their customer message for their talking avatar.
- Register and attend Fall Take Action Q&As [register](#)

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
3	4	5	6 Starting Sept 6th Volunteers receive an email to set up their M2OS account, confirm troop roster and mailing address. Following initial login, return to M2OS at girlscoutmagazines.com/Admin/Account/Login .	7	8	9
10 Through out September	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27 6:00pm Q&A	28	29	30 Digital Shops open

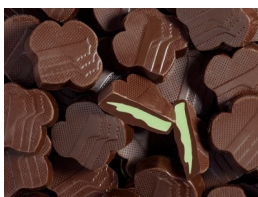
Need system support or order assistance? Contact M2 customer care: support.gsnutsandmags.com or 1-800-372-8520.

During the Program

- **9/30: Caregivers of registered Girl Scouts receive PAEC invitation** generated by troop volunteers, or they may visit gsnutsandmags.com/gsnorcal to create their M2 account.
- **9/30: Digital shops open**
 - Girl Scouts design avatar
 - Set-up their storefronts
 - Record talking avatar message
 - Girl Scouts send emails to customers (as soon as their digital shop is set up).
 - For siblings, send customer emails for the first entrepreneur then click on *Add Another Participant* in Parent or Adult section of entrepreneur dashboard to proceed setting up next sibling.
- Girl Scout entrepreneurs can take orders online and/or in-person with the paper order card following [GSNorCal safety guidance](#)
- **Troops participate anytime on or after Digital shops open! Girl Scouts may participate even if the troop is not (see page 5 for details).**
- **October 15: Paper order card and girl delivery online order-taking ends.**
 - Product orders may be entered by caregivers until 11:59pm PDT.
 - Volunteers may also enter troop product orders at any time 10/1-10/16.
- **October 16: Deadline to enter outstanding paper card orders, Care to Shares, or additional product orders for the troop in-person by 11:59pm PDT. Unfortunately, we cannot accept girl delivery orders beyond this date.**

October 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4 6:00pm Q&A	5	6	7
8	9	10	11	12	13	14
15 Entrepreneurs enter paper orders 11:59pm PDT	16 Volunteers enter paper orders 11:59pm PDT	17	18 6:00pm Q&A	19	20	21
Digital shops stay open for shipped and donated orders only						
22	23	24	25 6:00pm Q&A	26	27 SU Product delivery	28
Digital shops stay open for shipped and donated orders only						
29	30 ←----- SU Product delivery ----->	31				
Digital Shops stay open for shipped and donated orders only						



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

Candy should be stored in a cool place!



Troop volunteers earn a personalized patch when they activate the Parent and Adults Email Campaign (PAEC) via M2 PLUS have \$1+ in total troop sales.

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

During and After the Program

- November 15:** Reward choice entry deadline, and reconcile all products and payments deadline in M2OS for paper order card payments and additional products. [ACH Credit Form](#) deadline, as needed if caregivers owe money.
- Week of November 21:** GSNorCal reconciles fall program financials with troop bank accounts through ACH debit/credit.
- Risk:** If troop does not pay for product due to adult/caregiver negligence/wrong-doing, Girl Scout in troop will not be punished and will be eligible for rewards and troop proceeds.

November 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 6:00pm Q&A SU Product delivery	2	3 Notify PP Manager of damaged troop product	4
Digital shops stay open for shipped and donated orders only						
5	6	7	8 6:00pm Q&A	9	10	11
Digital shops stay open for shipped and donated orders only						
12 Storefronts Close	13 Submit any Care to Share not submitted on 10/15	14	15 6:00pm Q&A Reward choice entry deadline Reconcile products/ payments in M2 ACH Credit Form	16	17	18
19	20	21 ACH Debit	22	23	24	25

After the Program

- Troops coordinate with service units to **pick up rewards** for 20-115+ levels & C2S/patches.
- Sort rewards and distribute** to entrepreneurs using Reports 'Girl Scout Rewards' on Special Reports tab.
- All other reward levels and Reward Cards will be handled directly with families** through the GSNorCal Product Program Staff.

January 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		Rewards to Service Units first/second week of January				

Troop Reports

- Girl Scout Orders** report and **Distribution Tickets, Product** for use in November when products arrive.
- Troop Summary Report** for budgeting with troop; send pdf now to Troop Treasurer for use in May when filling out Troop Finance Report (TFR).
- Girl Scout Rewards** report and **Rewards Distribution Tickets, Girl** for use in January when rewards arrive.

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.

Need system support or order assistance? Contact M2 customer care: support.gsnutsandmags.com or 1-800-372-8520.

Individual Girl Scouts Participating

There are three categories of individual Girl Scouts participating in fall and cookie programs

1. No troop association; registered as Juliette

- **Program participant rewards:** Eligible to earn rewards
- **Troop proceeds:** Convert proceeds into "[Juliette Proceeds](#)"
- **Juliette Proceeds:** Calculated similar to troop proceeds, entrepreneurs earn proceed reward cards based on bands of packages sold. Will be combined with additional reward card amounts at different levels, if selected.
- **Risk:** If entrepreneur/caregiver does not pay for product, entrepreneur will not be eligible to receive Rewards and banded Proceeds converted to rewards until paid in full

2. Registered in a troop and/or interest group, the troop does NOT participate in product program, the Girl Scout does participate as a troop member in product program

- **Girl rewards:** Eligible to earn rewards
- **Troop proceeds:** Paid to the troop
- **Risk:** If Girl Scout/caregiver does not pay for product, Girl Scout is not eligible to receive Rewards and banded Proceeds converted to rewards until paid in full

3. Participates in one or more troops and/or interest groups that DO participate in product program; and the Girl Scout wants to be able to direct troop proceeds to just one of their troops or interest groups

- Must select the troop through which they will participate in Product Program – may only participate through one troop /group
- **Risk:** If troop does not pay for product due to adult/caregiver negligence/wrong-doing, Girl Scout in troop will not be punished and will be eligible for rewards and troop proceeds.

Frequently Asked Questions

The Girl Scout can only participate with one troop for product programs.

- Caregivers will be emailed prior to program start to choose Girl Scout's troop participation

If a Girl Scout's troop is participating in product programs, can they elect to be a Juliette so that they receive the proceeds and none go to the troop?

- **NO:** Individuals cannot profit off of a nonprofit, so all proceed monies must be paid to a troop account.

Can product be moved from a solo entrepreneur selling to another entrepreneur so the troop can get proceeds?

- **Yes:** Product can be moved from one entrepreneur to any other entrepreneur as long as it is an order card product.

How do Juliettes without a troop bank account pay council and get rewards?

- Money not paid through entrepreneurs' digital shops (M2/Digital Cookie) can be paid to council using a deposit card automatically mailed to caregiver
- Rewards will be fulfilled by the service unit following balance paid in full

Operations Guide

Before the Program

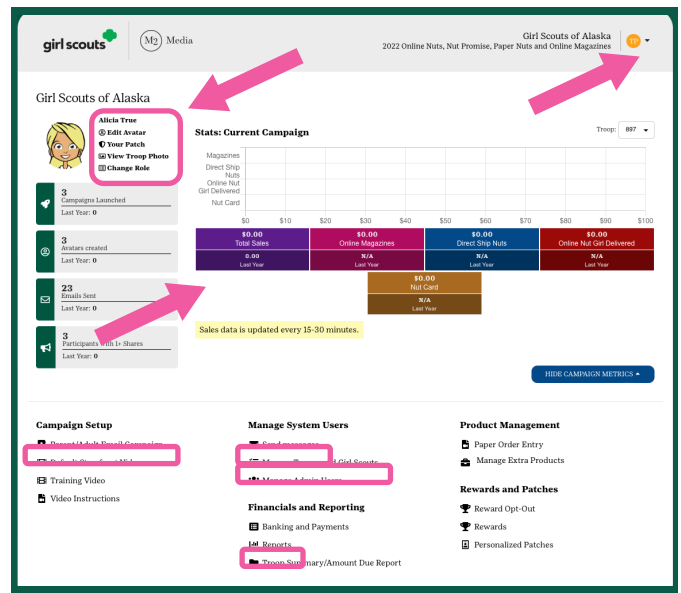
Be sure to bookmark the site: <https://www.girlscoutmagazines.com/Admin/Account/Login>.

gsnutsandmags.com/gsnorca will open on September 30 for entrepreneurs/caregivers.

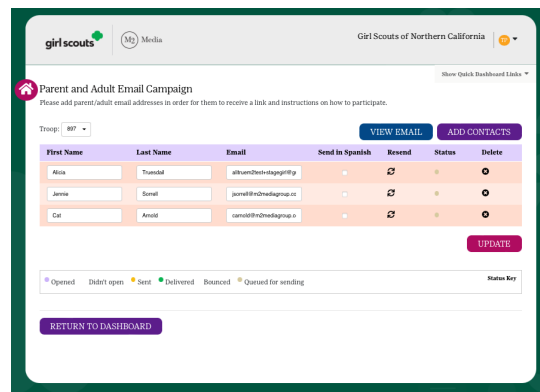
To access volunteer short operational videos playlist, click [How-to videos](#) or scan QR code at right.



- **Watch M2's training video for an overview of how to navigate the M2's Operating System (M2OS).** If you have multiple roles, you can toggle between roles by clicking the down arrow next to circle icon in upper right 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 M2OS. Each page shows volunteer, girl, and troop information in more detail. From any other page, click the house icon in upper left to return to the homepage.
- **Troops Click** **Manage Troops** and **Girl Scouts on the homepage.** Choose the **Girl Scouts** tab to review your troop roster. Contact info@gsnorcal.org if roster is incorrect or incomplete.
- Need to add a volunteer to M2? Click **Manage Admin Users** to easily add adults.



- **Troops Click** **Parent/Adult Email Campaign** then **Add Contacts** or **Edit** troop emails and click **Send**. Caregivers will receive the login email on October 1 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.*



Scan to access
M2OS
volunteer site



- 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.

Need system support or order assistance? Contact M2 customer care: support.gsnutsandmags.com or 1-800-372-8520.

During the Program

THE BASICS:

Switching between roles/troops - Toggle roles by hovering over the upper right circle icon and select Change Season/Role. Toggle between troops in the troop number drop down on upper right.

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 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. **Online orders for girl delivery will automatically populate into your troop order.**

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

- Entrepreneurs and caregivers enter their paper orders in M2 by 10/15 by clicking the **Manage Paper Orders** clipboard icon on the entrepreneur dashboard.

PRODUCT ORDERING:

By 10/16: Troops review entrepreneur orders for irregularities and confirm with families as needed. Volunteers can enter and edit orders too.

To enter or edit offline entrepreneur orders (not already paid for online), click

Paper Order Entry and select the entrepreneur:

- The **Qty** column shows the **total ordered** for each item.
- Item quantities are not cumulative. If adding to paper order card quantities already entered, input the overall total quantity of offline orders they needs for each item. Double check total and click **Update**.

If troops wish to order product in addition to entrepreneurs' initial orders, click **Manage Troops and Girl Scouts** on homepage.

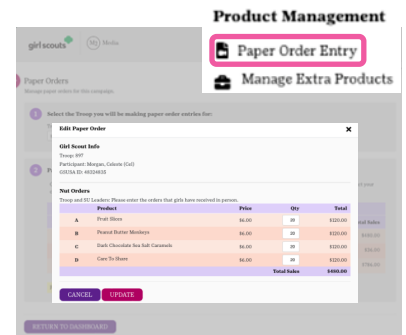
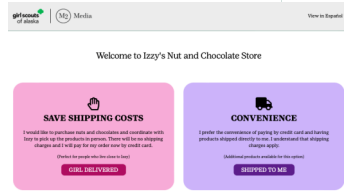
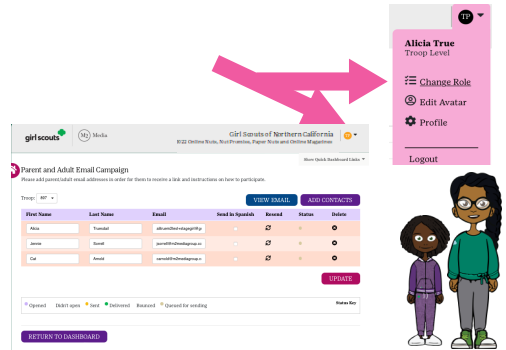
- On the troops tab, click the **+** next to troop number to reveal a menu. Choose **Add Extra products**. [How To video](#)
- Enter total extra units desired by variety. Click **Save**.

PRODUCT PICK UP:

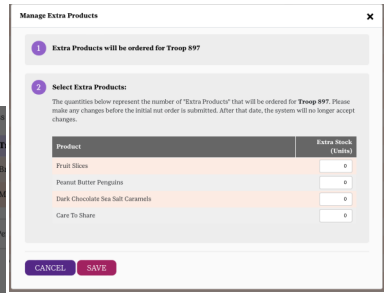
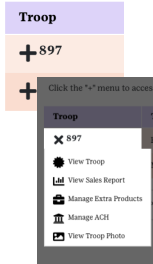
SUs determine a delivery location. Warehouses schedule delivery with each SU for 10/27-11/1 window. SUs will contact Troops with delivery date, time and location for order pick up and follow [GSNorCal COVID-19 Guidance](#). SUs can use M2OS to schedule troop pick ups. [SUs How To video](#). [Troops How 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 starting 10/19. Click it to create tickets for distributing products by site, troop or Girl Scout. You must type in the delivery site, troop number, or name of the participant you are generating the delivery ticket for.
- SUs choose Troop Tickets; Troops distribute by Girl Scout.
- Choose All, or if using Single, choose a specific troop or Girl Scout.
- Click Create Ticket to download a pdf for printing.
- SUs create the **Delivery Site** ticket to verify the service unit delivery with the driver.

Need system support or order assistance? Contact M2 customer care: support.gsnutsandmags.com or 1-800-372-8520.



Click the "+" menu



During the Program, continued

Deliver Product – Troops pick up product on SU’s distribution day and distribute product to girls. **Both parties** agree on the count and **sign the delivery ticket or receipt, plus each keep a copy.** See previous section for delivery ticket information.



When girls have product in hand, using [GSNorCal safety guidance](#), they deliver and collect payments if customers did not already pay online. If there’s **damaged product**, contact the Product Program Team or gscookies@gsnorcal.org, deadline is November 11. If customers have issues with their shipped orders contact M2 directly, 1-800-372-8520.

Entering Girl Payments – Each girl’s balance in M2 should be *zero* unless they sold items offline. To record an in-person payment, on the homepage click **Banking and Payments** select your troop and click **Add Girl Scout Payment** on the next screen. [How To video.](#)

1. Select entrepreneurs name in the first field.
2. Enter the payment amount, date, type and a memo (e.g. “Cheddar up transfer”).

Allocating Extra Product STEPS – If your troop ordered additional product for in-person selling, ensure all troop inventory is allocated by November 13 so entrepreneurs can choose rewards. [How To video.](#)

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

2 Select who you want to trade products with:

Select “Troop” as Type Select the girl’s troop # Select the girl’s name

Type: Troop Troop #: 99999 Girl: Sarah Smith

3 Move the Products:

Enter the quantity you would like to move and click the arrow in the direction you would like the products to move to. When you are complete click “Move Products.” [Need help?](#)

Product	Troop 99999	Qty to Move	Sarah Smith
Butter Toffee Peanuts	0	◀ 0 ▶	5
Spicy Cajun Mix	5	◀ 0 ▶	6

Use directional arrows to move products or enter the numbers by variety. Click **Move Products** at the bottom when complete.

To move product **from a troop to an entrepreneur:**

- ◆ To move products *to a entrepreneur* start from the Troops tab, click the **+** next to the troop from which you wish to move products, and follow the steps to the left.

To move product **from an entrepreneur to a troop:**

- ◆ To move products *from an entrepreneur*, start from the Girl Scouts tab, select Girl Scout, her troop number, and her name, then click the **+** next to the entrepreneur from which you wish to move products and follow the steps to the left.

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 steps to the left.

If entrepreneurs sell any additional Care to Share which are not recorded in M2 by 10/15, send details to gscookies@gsnorcal.org by 11/13 to have it added to their final tally by 11/15.

Reports – Click **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.
- ◆ On **Special Reports** tab troop, girl, and service unit reports can be downloaded in excel for Orders, Products & Financials, and Rewards.
- ◆ The **Summary report** includes the troop proceeds details for budgeting with girls and can be downloaded as a PDF, printed, emailed, and exported as an Excel file. Send a copy to the Troop Treasurer now for use in May when filling out the Troop Finance Report.


Item	Amount	Category
Direct Ship	\$0.00	Direct Ship
Magazine	\$0.00	Magazine
Online Nuts	\$0.00	Online Nuts
Order Card	\$0.00	Order Card
Product	\$0.00	Product
Service Unit	\$0.00	Service Unit
Troop Proceeds	\$0.00	Troop Proceeds
Account Due	\$0.00	Account Due
Personal Bank Account	\$0.00	Personal Bank Account
Balance Due	\$0.00	Balance Due

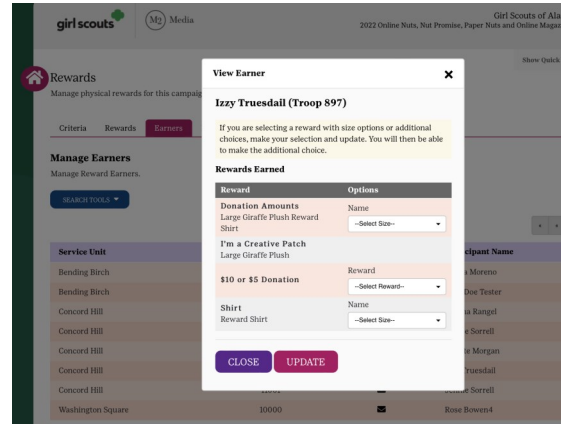
Need system support or order assistance? Contact M2 customer care: support.gsnutsandmags.com or 1-800-372-8520.

After the Program, continued

- ❑ **Finalize Product Allocation** – Ensure all Care to Share and any initial additional troop inventory are allocated to entrepreneurs.
- ❑ **Finalize Entrepreneur Payments** – Ensure each entrepreneur’s balance in M2 is *zero* unless an [ACH Credit form](#) was submitted, deadline is 11/15.
- ❑ **Review Entrepreneur Recognitions** – Entrepreneurs and caregivers make selections by clicking the **Physical Rewards** icon in the Fun Stuff section on the entrepreneur dashboard.




Physical Rewards
- ◆ **Volunteers may also enter and review entrepreneur rewards choices** by clicking  **Rewards** on the M2OS homepage. [How To video.](#)
- ◆ A **triangle** indicates at least one of their rewards needs additional information inputted.
- ◆ **If a choice is not entered by 11/15 at 11:59pm**, the entrepreneur will receive Reward Card choice at each level achieved.



Prepare for GSNorCal ACH Debit/Credit Next Week –

- ❑ Collect final payments from entrepreneurs who sold items in-person. Simplify family money collection by using Cheddar Up to directly deposit to your troop bank account.
- ❑ Deadline is 11/15 to submit [ACH Credit form](#) for any family which has not yet paid in full by 11/15, regardless of promise to pay. This protects troop money and allows GSNorCal to follow up with caregiver if troop does not receive payment. Update SU FTAP volunteer and council if paid.



- ❑ Deposit any money collected to the troop’s bank account.

- ❑ Check troop ACH balance owed by clicking  **Banking and Payments** on the homepage.

Troop #	Gross Sales	\$ Collected Online	Total Proceeds & Bonuses	Total Owed	Total Payments	Balance
+6512	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

- ◆ 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**.

Recognitions arrive to SUs in January –

- ◆ SUs print **Reward Delivery Tickets** by troops for inventorying and sorting rewards shipments. Click  **Delivery Tickets** and scroll down to Rewards section to create and download to print 2 sets for signing with troops. SUs coordinate with troops for troop pick up.
- ◆ Troops pick up rewards for 20-115+ reward levels, patches and Troop Sisterhood Bonus items from SUs. **Verify count together and sign delivery tickets, each keeping a copy.** Reward cards are emailed directly to families. Personalized patches and rewards 150-200+ levels are shipped directly to entrepreneurs.
 - ◇ For support with Personalized patches, contact M2 Customer Service, (800) 372-8520.
 - ◇ For support with all other rewards, contact SU who will contact their PPM as needed.
- ◆ Troops click  **Delivery Tickets** on homepage and scroll down to **Rewards section** to create and download **Reward Delivery Tickets** by Girl Scout to print for sorting and verifying rewards (2 sets for signing with caregivers). Troops coordinate with families for rewards pick ups. **Verify count together with each family and sign delivery tickets, each keeping a copy.**

Need system support or order assistance? Contact M2 customer care: support.gsnuitsandmags.com or 1-800-372-8520.