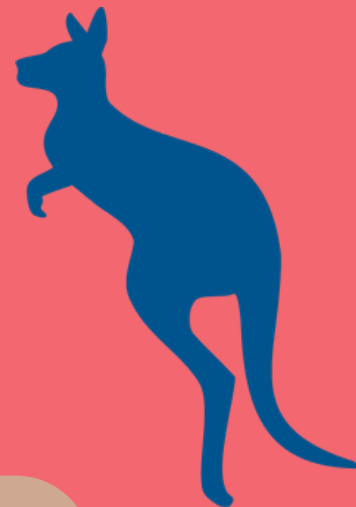


2026 Product Program Fall Marketing Guide



READY TO explore



August 17th - September 13th

Let's Get Started with Fall Product!

The Fall Product Program is a fun and easy way for Girl Scouts to kick off their year, earn rewards, and build important skills like goal setting, money management, and teamwork. By participating, girls raise funds that directly support their troop activities, badges, community service, and council programs. Whether you're a new or returning family, we invite you to support your Girl Scout by helping her set up her online storefront, share with friends and family, and track her progress. Every order helps her grow and helps her troop do more this year!



This guide has everything you need to support your Girl Scout during the Fall Product Program. Inside, you'll find key dates, participation options, reward information, and helpful tips to make the season fun, successful, and easy to manage. Whether you're new or returning, this guide is your go-to resource for a great start to the Girl Scout year!

Important Dates:

August 10 - Volunteers gain M2 Access

August 12 & 14 - Troop Trainings

August 17 - Go Day

September 11 - Paper Order Entry (Girls & Families)

September 13 - Online Girl Deliveries End

October 1 - ACH #1 - 50% of funds due from troops

October 7-15 - Direct Ship to Troop Coordinators/Centers

November 5 - ACH #2 - All remaining balances due

(ACH- Automatic House Clearing) On these dates, the council will withdraw the total owed for the products directly from the troop's bank account.

Troop Power, Fall Fun

Troops that participate in the Fall Product Program get a strong start to their Girl Scout year by earning early funds for badges, supplies, trips, and service projects. Girls work together, set goals, and build confidence while supporting their troop and learning essential skills. Troop proceeds are 20% of every sale (excluding shipping charges), and all materials, training, and support are provided to make it easy and fun for everyone involved.

Independent and Amazing

Juliette's or Individual Registered Girls, can fully participate in the Fall Product Program just like girls in troops. They earn individual rewards, build entrepreneurial skills, and earn credits to use toward council programs, camp, retail, membership dues or service projects. Participation is flexible and supported by GSCCC staff to ensure a successful and meaningful experience for every girl.



How Do We Participate in Fall Product?

Online (Direct Ship)

If someone lives far away or wants their order sent directly to their home, they can shop through your online stores and select the direct ship option. Their order will be shipped to them automatically—no delivery needed from you!

Online (Girl-Delivery)

Set up your online storefront and share it with friends and family. When they choose the girl delivery option, you'll collect the order and hand-deliver in advance of holidays. It's a great way to say thank you in person and connect with your supporters.

Order Cards

(In Person)

You can use your paper order card to collect orders face-to-face from people in your neighborhood, at school, or with the help of your family. This is a great way to practice your confidence, speaking skills, and share why you're excited about Girl Scouts.

Whichever way you participate, you're building important skills, earning awesome rewards, and helping your troop do more this year—from badge work and adventures to community service and camp.

Recommended
for Juliettes
and Individual
Registered
Girls

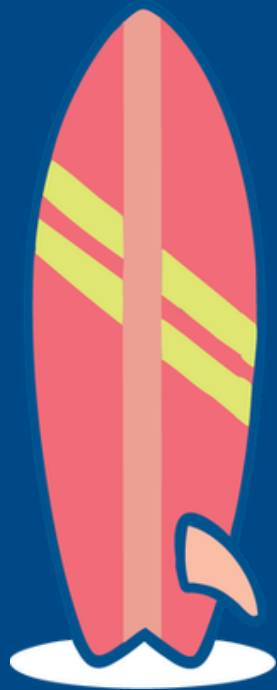
New This Year: Back to Girl Scouts Bonus!

We're excited to announce a brand-new incentive, made possible by the generosity of a community donor!

This year, we're giving back to the girls and troops who are helping grow Girl Scouts while participating in the Fall Product Program.

Here's how to earn it:

- Join or renew your 2027 Girl Scout membership between April 1 and September 13, 2026.
- Participate in the 2026 Fall Product Program.
- Sell \$300 or more in Fall Product sales.



**ELIGIBLE
GIRL SCOUTS WILL
EARN AN ADDITIONAL
\$10 FOR THEIR
TROOP, HELPING
FUND ADVENTURES,
BADGES, CAMP,
TRAVEL, AND MORE.**



This special incentive is available for a limited time through September 13.

**ELIGIBLE JULIETTES
WILL RECEIVE \$10 IN
ENTREPRENEURSHIP
CREDITS TO USE
TOWARD FUTURE
GIRL SCOUT
EXPERIENCES.**

Meet the 2026 Online Products!



Tervis is back!

These fan-favorite tumblers are the perfect companion for every fall adventure. Durable, stylish, and made to go wherever the season takes you, Tervis helps keep every sip just right.

Grab yours and get ready to explore with Girl Scouts!



NEW Candles!

Fill your home with cozy seasonal scents like Pumpkin Spice, Hollyberry, or new unique scents like Lemongrass and Lavender, Farmhouse, and even Grandma's Kitchen!



Discover something new with M2 Media's great selection of magazines, educational kits, and more. From cooking and crafting to sports and science, there's something for every interest. Plus, every purchase supports local Girl Scouts while bringing learning and fun right to your door!



For our Furry Friends!

Kick off the Fall Product Program 2026 by helping pet lovers treat their furry friends to specially curated BarkBoxes filled with fun toys and tasty treats. With **five** different box options, there's something for every pup to love. Share the excitement, build your sales skills, and help make tails wag all season long!

More Products



Meet the 2026 Products!



Seasoned Salt
Snack Mix



Spicy Cajun Mix



Fruit Slices



Chocolatey
Covered Almonds



Mini Gummi
Butterflies



Peanut Butter
Elephants



Butter Toffee
Peanuts



Milk Chocolate Mint
Trefoils



Cranberry Trail Mix



Pecan Caramel
Supremes



Holiday Mix



English Butter Toffee



Whole Cashews



Sweet & Smoky
Almonds



Chocolatey Covered
Raisins



Dark Chocolate
Sea Salt Caramels

Meet the 2026 Online Only Products!



40 oz Pretzel
Party Mix



10 oz Confetti Mix



10 oz Sea Salt
Caramel Cashews



16 oz Super Giant
Cashews



16 oz Holiday Medley



9 oz Honey
Roasted Peanuts



8oz Double Dipped
Chocolate Covered
Peanutsz



8oz Honey Roasted
Cashews



8oz Deluxe Mixed Nuts



10 oz Gorp Mix



Tin Trio

Collect all three tins for a
unique tin trio with custom
designed elements.
Each tin sold separately.

Collect
All 3!

Tin Trio is available
online and in person!



Marketing Guide

Welcome to the Marketing section!

Here, you'll find helpful tips for sharing your products, reaching your goals, and building confidence as a young entrepreneur. You'll also learn important safety tips for talking with customers online, meeting people in person, and staying safe while selling. We're here to help you succeed safely every step of the way!

SELLING TIPS

Strategize

With your troop, talk about how you will sell and reach your goal.

Familiarize

Use your order card to learn about the products.

Important Dates

Discuss the important dates of the Fall Product Program. Write the dates in the box on your order card.

List it Out

Make a list of people you think might like to purchase from you.

Practice

Practice your sales pitch with family or troop members before beginning to sell.

Care to Share

Encourage customers to purchase more products as gifts, or to support your Care to Share project.

Thank You

Always be courteous, smile and say, "Thank You," whether you make a sale or not.



SAFETY TIPS

Girl Scouts

Show you're a Girl Scout.

Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.

Buddy Up.

Always use the buddy system. It's not just safe, it's more fun.

Plan ahead.

Be prepared for emergencies and always have a plan for safeguarding money.

Protect Privacy.

Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

In Person

Partner with adults.

Girl Scouts should never sell or deliver product alone. Daisies, Brownies, and Juniors must be accompanied by an adult. Cadettes, Seniors, and Ambassadors need adult oversight for sales and must have approval for deliveries, always bringing a buddy along.

Sell in the daytime.

Girls should only sell after dark when under direct supervision of an adult.

Do not enter any homes or vehicles.

Never enter someone's home or vehicle.

Be streetwise.

Become familiar with the areas and neighborhoods where you'll be selling and delivering fall products. Avoid alleys.

Be safe on the road.

Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital/Online

Be safe online.

Girl Scouts must have their caregiver's permission to participate in all online activities.

Read and agree.

Read and agree to the GSUSA Internet Safety Pledge.

Market to friends and family.

Girl Scouts can share their fall program links with friends and family **only**. Do not share the Girl Scouts' link on public-facing sites.

Follow these and all the Girl Scout Safety Activity Checkpoints and Council Guidelines and don't forget to HAVE FUN!



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Smart Marketing:

As a Girl Scout entrepreneur, you represent yourself, your troop, and Girl Scouts. Follow these do's and don'ts to promote your Fall products safely, responsibly, and successfully.

Start With People You Know

Successful entrepreneurs begin by identifying potential customers. Make a list of trusted family members, friends, neighbors, and other supporters who may be interested in purchasing products and supporting your Fall Product Program.

Examples include:

- Family Members
- Friends
- Neighbors you know
- Teachers, coaches, community members (when permitted)

Note: Always ask a parent, guardian, or trusted adult before contacting new customers or sharing any information online.

Marketing Do's

- ✓ Smile and be polite
- ✓ Know your products
- ✓ Explain your troop's goals
- ✓ Thank your customers!
- ✓ Ask a trusted adult for help if needed

Marketing Don'ts

- ✗ Pressure people to buy your products
- ✗ Make promises you can't keep
- ✗ Share personal information
- ✗ Contact strangers without permission

Social Media Safety



Do's

- ✓ Use approved Girl Scout online platforms
- ✓ Have a parent/guardian involved
- ✓ Use privacy settings (with help from an adult)
- ✓ Keep messages professional



Don'ts

- ✗ Accept friend requests from strangers
- ✗ Meet online contacts in person
- ✗ Share your location
- ✗ Post personal schedules

If Something Feels Wrong...

Tell someone!

- A parent or guardian
- A troop leader
- Another trusted adult



Remember: If something online makes you uncomfortable, stop and ask for help.

Email Etiquette

Email can be a great way to communicate with family, friends, and supporters.



Before Sending an Email

- ☒ Ask a parent/guardian for permission
- ☒ Double-check the recipient's address and name
- ☒ Read your message *again* before sending

Remember

Be safe.

Be Respectful.

Be Responsible.

Be Proud.

Sample Email:

 Send	To	
	Cc	
Subject Support My Girl Scout Fall Product Program		

Hello,

I am participating in the Girl Scout Fall Product Program and working toward my sales goal. If you would like to support my troop, I'd love to share information about the products available.

Thank you for supporting Girl Scouts!

Sincerely,

[First Name Only]



Let your personality shine! While following all safety guidelines, feel free to share why you're participating, what your troop hopes to accomplish, your favorite products, or the goals you're working to achieve.

Email Safety

Do's

- ✓ Use appropriate language
- ✓ Include only necessary, relevant, and safe information
- ✓ Use your first name only when appropriate
- ✓ Keep adult family members informed

Don'ts

- ✗ Do not share passwords
- ✗ Do not open suspicious links
- ✗ Do not respond to strangers
- ✗ Do not send personal information

Customer Service Tips

Great Sellers...

- Respond politely
- Thank customers promptly
- Keep commitments
- Ask for help when needed
- Show appreciation for *every* purchase



Staying Safe Online

The internet is a helpful tool for reaching customers and promoting your Fall Product Program. By following a few simple safety rules, you can protect your privacy while sharing your products with confidence.

Never Share Personal Information

Just like when meeting customers in person, it's important to be smart and safe online by keeping your personal information private.

Do NOT Post

- ✗ Your home address
- ✗ Phone Numbers
- ✗ School name
- ✗ Daily schedule
- ✗ Passwords
- ✗ Financial Information
- ✗ Anything else a trusted adult has told you not to share

Before Posting

Ask yourself:

- ☒ Has a parent/guardian approved this?
- ☒ Does it protect my privacy?
- ☒ Would I be comfortable with *anyone* seeing it?



Resources for Families & Girls

GSCCC Resources

These resources can be found at
www.girlscoutsgccc.org

- Fall Product Central Webpage
 - One-stop hub for dates, tools, training links, and program info.
- Troop & Volunteer Training
 - Live Zoom sessions and gsLearn modules to guide volunteers step-by-step.
- Program Packets
 - Distributed at our program centers, as well as mailing directly to the girl; includes order card, reward flyer, and marketing guide.
- Fall Product Calendar
 - Key program dates from Go Day to delivery and ACH deadlines.
- Promotional Flyers & Graphics
 - Digital tools to help promote the program to families and customers.
- Product Line Overview
 - Info on nuts, chocolates, BarkBox, magazines, candles, and more.
- Program Center Support
 - Local staff available to help with packets, questions, and delivery coordination.

M2 Media Resources

- M2OS Dashboard
 - Troop and Service Unit volunteers manage orders, track sales, view rewards, and access reports.
- Girl Scout's Custom Storefront
 - Girls can create personalized avatars, send emails to family and friends, and track goals online.
- Training Videos & Tutorials
 - Short how-to videos for setting up accounts, using the dashboard, and navigating the platform.
- Email & Marketing Tools
 - Built-in email system for girls and troops to reach out to customers directly through M2OS.
- Avatar Builder & Voice Recorder
 - Girls can create an avatar that looks like them and record a voice message to share with customers.
- Mobile-Responsive Access
 - M2OS is mobile-friendly, so girls and volunteers can manage everything on the go.

Patches & Badges You Can Earn



Care to Share Patch
5+ Care to Share
Items



Visualize Patch
Upload a Video to M2



Ready to Explore Patch: 25+ Total Items
Kangaroo Patch: 18+ Emails Sent
2026 Patch: 12+ Total Items



Super Seller Patch
75+ Total Items



Goal Getter Patch
50+ Total Items

2026 Rewards

Rewards are cumulative and earned individually for each participant during the Fall Product season. Once a Girl Scout sets up her online campaign site, she can begin earning and selecting rewards.



2026 Patch
12+ Total Items



&



Ready to Explore! Patch & Charm It!
Kangaroo Charm (*Charm Only*)
25+ Total Items



&



Goal Getter Patch & Small Kangaroo
Plush
50+ Total Items



&



&



Super Seller Patch & Ready to Explore T-Shirt & GS Hat
75+ Total Items

150+ capacity & fully
collapsible for transport
and storage.
Approx. 30in long



&

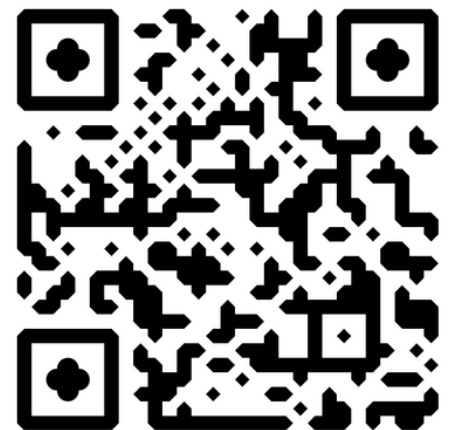


100+ Patch & GS Cart
100+ Total Items

While items may vary in color and are subject to change based on availability, comparable substitutes may be provided if needed.

Troops earn 20% in troop proceeds based on their total Fall Product Program sales. Troops that choose to opt out of girl rewards will earn a troop proceed of 21% based on their total sales. Girls in opt out troops still receive all earned patches!

Scan Here for
Access to
Trainings,
Activities &
Support.

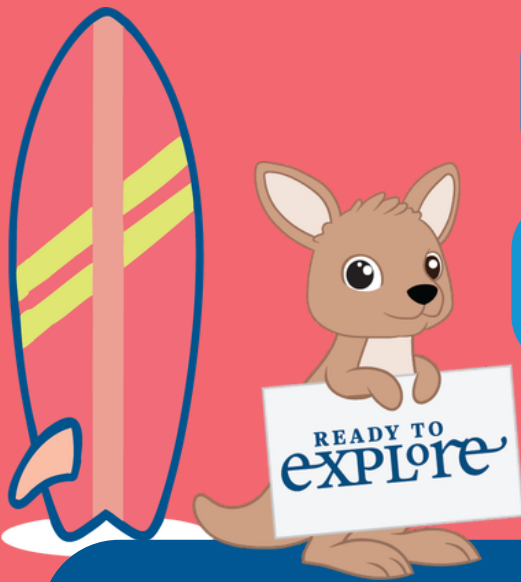


Fall Product Program Begins:

August 17

Fall Product Program Ends:

September 13



2026 Fall Product Scavenger Hunt

Name: _____ **Troop:** _____

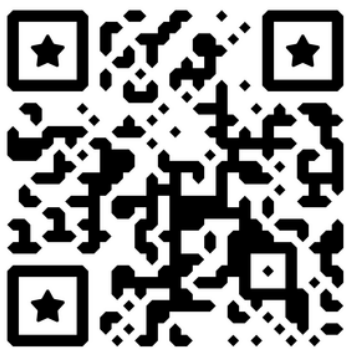
We are excited for our Back to Troop Fall Product Program! Take your avatar on an adventure! Print your avatar image or digitally take your avatar on the Fall Scavenger Hunt. Complete the tasks below, and be entered for a chance to win one of our six large plush Kangaroos

Requirements *Complete all 4*

- Design your Avatar
- Launch your online store
- Send out 20 emails
- Share your site (social media or via texts)

Activities *Complete at least 5*

- Reach your Fall Program goal.
- Use the chart to track your progress
- Sell to someone in another State
- Sell your favorite Fall Program item
- Get 1 Care to Share Donation
- Write a thank you note to a customer
- Record a video to promote your business
- Design a sign/flier promoting your business
- Make a sale during an outdoor walkabout
- Partake in a random act of kindness
- Share your favorite Girl Scout activity



You Could Win This 16" Kangaroo!

REACH YOUR GOALS!



Your Name

What activities would your troop like to do this year?

How much money you will need to make that happen?

Set your troop goal \$

Set your individual goal \$

Share your goals with friends and family

1

Visit your council's website and click the link to start the online portion of the program.

2

Enter your goals, and your progress will appear online for friends and family to see.

3

Check the product program dates and ensure all orders are placed before the deadline.

4

Tell your customers why they should buy from you and what your group will do with the money.

5

Be sure to thank every customer.

6

Follow all Girl Scout product program and internet safety guidelines. Only contact people you and your family know.

Keep track of your goals as you make progress towards reaching 100%!

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%



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