Subject: Treats & Reads Top Tips Newsletter: Issue 8
Preheader: Your go-to for Treats & Reads information!

girl scouts of connecticut



Treats & Reads Top Tips Newsletter: Issue 8

The 2026 Treats & Reads Program: October 2–November 15

UPCOMING KEY DATES

October 30: ACH Authorization Form due (if not already on file).
November 11 (by 11:59pm): In-person order taking ends and parent deadline to enter in-person orders into M2 site.
November 12-13: Troops may enter paper order card data
November 15 (by 11:59pm): Online ordering closes

New Treats & Reads Challenges Await!

For Girl Scouts
Girl Scouts who sell at least $250 in the Treats & Reads program by November 15 will automatically be entered for a chance to attend one of these two fun events:

1. Build a Bear Girl Scout Party – Girl Scouts will create their very own Girl Scout bear and choose a Girl Scout vest and an accessory to give their bear a personal touch.



2. Ulta Party – Explore skin care and makeup with a guided tutorial! Each Girl Scout will take home a gift bag featuring a curated assortment of healthy, gentle, and effective products from brands formulated with tweens and teens in mind.

Ten lucky Girl Scouts will be chosen, and each can choose which event to attend! Event dates and locations to be determined.

For Troops
Want a free program for your troop? Troops with 25% or more of their Girl Scouts who have sales in the Treats & Reads program will be entered for a chance to receive a free program experience.
Three lucky troops will be chosen, and each can choose between an entrepreneurial program or Girl Scout Cookie tasting program. The program will be brought directly to your troop!

Don't miss the opportunity to participate in Treats & Reads!

The Treats & Reads program gives Girl Scouts the invaluable opportunity to practice goal-setting, decision-making, money management, people skills, and business ethics outside of cookie season. If there are girls in your troop who are not yet participating, **reach out to them and their families** to help ensure every Girl Scout has the chance to take part.
Every Girl Scout's path to her goal looks a little different! Here are a few fun ways she can connect with even more customers:

1. **Kick off the holiday season.** Ask customers if they've started their holiday shopping! Scented candles, personalized products, Tervis tumblers, and BarkBox options make wonderful gifts for everyone on their list.
2. **Share her storefront.** With the Share My Site feature on her dashboard, she can share a link to her Treats & Reads storefront on social media.
3. **Send a personal invitation.** A friendly, direct ask goes a long way! She can reach out to friends and family by sending emails.
4. **Invite customers to give back.** Through the Care to Share program, customers can support the troop and their local community at the same time!

Congratulations to These Top Troop and Service Units!

These troops currently have the highest sales totals across all troops in our council:

- Troop 10602 in Manchester
- Troop 50642 in Stamford
- Troop 38310 in Milford West Haven
- Troop 66275 in Simsbury
- Troop 37004 in Barnum

These Service Units have the highest percentage of Girl Scouts participating in the program:

- New Fairfield
- Manchester
- Pleasant Meadow

Action Steps:

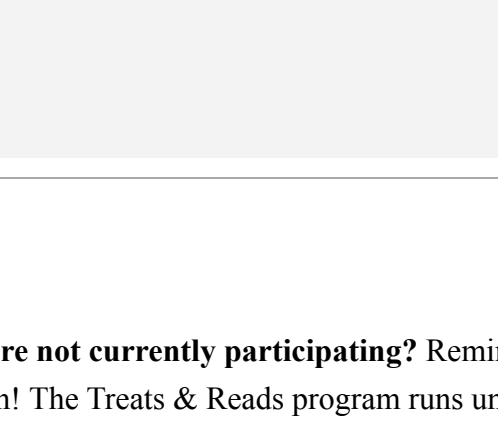
1. **Are there Girl Scouts in your troop that are not currently participating?** Remind them that there's still plenty of time to join in! The Treats & Reads program runs until November 15, but Girl Scouts can easily get started any time before then by using the M2 site to set up an online storefront and send emails to friends and family.

2. **Is your troop Junior level or above? Has your troop voted on proceeds?** Junior and older troops can vote to take an additional 2% in troop proceeds by opting-out of receiving physical rewards, for a total proceeds rate of 17%. Girl Scouts in these troops would still receive any patches that they earned at the reward at the $900+ level, if reached. Opting out of rewards must be voted on by the troop and decided by the majority.
   This video tutorial shows how the rewards opt-out toggle can be done on the troop dashboard. This toggle must be activated on the troop dashboard by **November 13.**

3. **How are your Girl Scouts doing on their goals?** Make sure each Girl Scout has a Kangaroo Bingo Card and a Goal Tracker to track their goals in the second half of the program. Girls who get a BINGO before the end of the program can send a photo of their Bingo card and their name/information to customercare@gsofct.org for a chance to win the Giant Stuffed Kangaroo! 20 runners-up will receive a kangaroo charm bracelet. The deadline to enter is **November 15.**

Product Highlight

So far for Treats & Reads, our high-quality scented soy candles have been the hottest thing all year! With scents ranging from earthy, to calming, to the smells of freshly-baked goodies, there's something for every candle lover. Whether as a holiday gift or as a new home fragrance, find out what makes these candles so popular!



ADDITIONAL RESOURCES

- Treats & Reads M2 Website
- Nut & Candy Order Card
- Parent Letter
- Program Guide
- Treats & Reads Program Parent Video
- 2026 Treats & Reads Rally Video
- 2026 Treats Reads Volunteer Chat: Getting Started
- Kangaroo Bingo Card & More

See the Treats & Reads Program page on our website for additional information and resources!

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Have a question or need assistance?
Contact us for more information.

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