

General Information

Treats & Reads is Girl Scouts of Connecticut's (GSOFCT) fall product program. We team up with M2 Media Group and Ashdon Farms to give Girl Scouts the opportunity to learn and practice important skills, earn money for their troops, and offer their customers delicious nuts and candy, a wide selection of magazine titles, special Girl Scout themed Bark Boxes, Tervis tumblers, and returning to the line-up, personalized products. The Treats & Reads Program also provides valuable funding for GSOFCT to support Girl Scout programming, training and leadership opportunities across the state.

How to get started

- Be sure that the troop's Treats & Reads volunteer, and all Girl Scouts participating in the program are registered Girl Scouts for the 2024-2025 membership year. If assistance with the registration process is needed, please contact GSOFCT Customer Care at customercare@gsfct.org or (800) 922-2770.
- All Girl Scout youth participating in the program should have a signed annual consent form on file with the troop.
- The adult managing the troop's Treats & Reads program must be an approved volunteer, which includes having a current background check.
- Troop Treats & Reads volunteers must attend training, either through the service unit or by viewing council's online training for troop volunteers.
- Troop volunteers should also review the program's safety guidelines with the Girl Scouts and their families (refer to the Safety section below).

Theme

This year's theme is Embrace Possibility, and the mascot is an Asian elephant.



Program Basics

Magazines, personalized products, themed Girl Scout BarkBoxes, Tervis tumblers, and nut and candy items (including nuts for the Care to Share program) can be ordered through a Girl Scout's online storefront. When Girl Scouts set up their storefront, they can send emails, text messages and post on social media to let their customers know they will be offering these products.



16 nut and candy varieties can be ordered in person on the paper order card and online (for both girl delivery and direct ship). An additional 14 varieties are available for direct ship only.

Customers have a variety of different ways to purchase nuts and candy:

- **Girl delivery option** - customers may order and pay online or order through a Girl Scout's paper order card and have the Girl Scout deliver the product in December. Only the 16 items listed on the Girl Scout's paper order card can be purchased in person and through online girl delivery.
- **Direct ship** - customers can select from a total of 30 delicious nut and candy items to be shipped directly to them. Customers pay a shipping and handling fee, and the items are shipped within five business days.
- **Care to Share program** - customers can order cans of Honey Roasted Peanuts to be donated to one of our local partner organizations, Connecticut Foodshare or the American Red Cross, Connecticut Chapter. Purchases may be made either online or via the paper nut and candy order card. Last year our customers donated 5,659 cans of nuts!

Safety

The safety of girls, families, and volunteers is our primary concern when girls are participating in the Treats & Reads program.

- Be sure to familiarize yourself with the Computer and Internet Use and the Cookie/Product Sales Safety Activity Checkpoints and review this information with the Girl Scouts and their families. Safety Activity Checkpoints can be found on the GSOFCT website under the Members tab>For Volunteers> Forms and Documents.
- A parents/guardian must know the Girl Scout's whereabouts when she is participating in the program, including when she is utilizing the Treats & Reads website.
- A parent, guardian, or other adult must supervise Girl Scouts when they are participating in any online activity relating to the Treats & Reads program.

- Girl Scouts and families must review the Supplemental Safety Tips for Online Marketing available at [gsfct.org>Treats&Reads> Resources](http://gsfct.org/Treats&Reads/Resources) for Girl Scouts and Families before using social media to promote a Girl Scout's participation in the Treats & Reads program.

New for this year!

- Exciting product changes - Chocolate Covered Raisins are returning to the order card! There is also a delicious new product - Vanilla Flavored Honey Roasted Pecans!
- Personalized products are returning to the online storefront! These high quality stationery items can be personalized and make excellent gifts.
- Updated Troop reward
- New recipient for the philanthropic option
- Cute new Girl Scout tin
- Expanded options for BarkBox products!

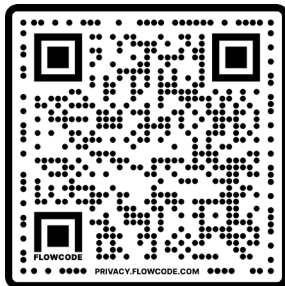


Important Dates

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|--------------------------------|---|
| 9/16/2024 | Service unit and troop volunteers can register for the program directly on the GSOFCT Treats & Reads website - gsnutsandmags.com/gsofct |
| Prior to 9/20/2024 | <ul style="list-style-type: none"> • Ensure that each Girl Scout receives a paper nut and candy order card and the family flyer. They can either be obtained through the service unit Treats & Reads volunteer or printed out at from gsfct.org>Treats&Reads> Resources for Girl Scouts and Families. • Troop volunteers should use the parent/guardian e-blast to let families know that it is time to set up the Girl Scout's storefront. |
| 9/20/2024 | <ul style="list-style-type: none"> • All order taking begins! (In person and online) • Parents/guardians can register their Girl Scout(s) for the program on the GSOFCT Treats & Reads website - gsnutsandmags.com/gsofct. |
| 10/18/2024 | ACH Authorization Due. |
| 10/27/2024 (11:59 p.m.) | <ul style="list-style-type: none"> • In person order taking end. • Deadline for parent/guardians to enter the in-person orders into the Treats & Reads website for their Girl Scout. • Please note that orders placed through a Girl Scout's online storefront (even if the product will be delivered by a Girl Scout) should not be entered into the system, as they have been automatically recorded. |
| 10/28/2024-10/31/2024 | Troop volunteers can enter paper order card orders from 10/28/2024 to 10/31/2024 at 11:59 p.m. |
| 11/5/2024 | <ul style="list-style-type: none"> • Online ordering for magazines, Tervis tumblers, personalized products and direct shipped and girl delivery nuts and candy, closes at 11:59 p.m. • Deadline for service units to submit order. |
| 11/12/2024 | ACH withdrawal from troop account initiated. |
| December 4-7, 2024 | Nut and candy products ordered via the paper order card and online for girl delivery will be delivered to service units. |
| January, 2025 | Girl Scout rewards shipped to service units. |

Top Tips for Volunteers

1. Girl Scouts and their families can register directly on the Treats & Reads webpage (gsnutsandmags.com/gsofct). There's no need to wait for a registration email before getting started.
2. Customers who place orders through a Girl Scout's online storefront conveniently pay with their credit card, and the information flows directly into the Girl Scout's record on the Treats & Reads website. This means the Girl Scout and their family doesn't have to collect any money for these orders, and there's no need to enter online orders manually.
3. Parents/caregivers can manually enter in-person/offline orders taken on the paper order card on the Girl Scout's Treats & Reads dashboard. The parent/caregiver deadline to enter paper order card orders is October 27, 11:59 p.m. If the orders are not entered by the parent/caregiver, the troop volunteer should enter them between October 28 and October 31 at 11:59 p.m.
4. Offer all Girl Scouts the opportunity to participate. The online program is straightforward for Girl Scouts/families to navigate. Since parents/caregivers can enter paper order card orders on the Treats & Reads website, this means less work for troop volunteers.
5. Scan the QR code to visit the Treats & Reads webpage and make use of the available resources for troop volunteers. Additionally, your service unit's Treats & Reads volunteer is a valuable resource. You can also email customercare@gsofct.org for assistance.



Pro Tip: Use the parent/caregiver eBlast feature on the troop's Treats & Reads dashboard. The eBlast is the fastest and simplest way for Girl Scouts and families to get started with this year's Treats & Reads Program.

Personalized Patches

Fall Personalized Avatar Patch

- Create a personalized avatar on the Treats & Reads website.
- Send 18+ marketing emails – must be sent from the Treats & Reads website to qualify.
- Use the Share My Site function exclusively found on the Girl Scout's online dashboard. Site must be shared through Share My Site to qualify.
- Achieve \$300 in total sales. Note- all sales, in person and online, count toward Girl Scouts earning rewards, including these patches.



Two troop volunteers can also earn personalized patches when the total sales for the troop reaches \$1,100!

Crossover Patch

- Create a personalized avatar on the Treats & Reads website.
- Send 18+ marketing emails – must be sent from the Treats & Reads website to qualify.
- Use the Share My Site function exclusively found on the Girl Scout's online dashboard. Site must be shared through Share My Site to qualify.
- Sell at least 160 packages of cookies during the 2024-25 Girl Scout Cookie Program (not including the 2024 Election Week Cookie Sales).



Troop Proceeds

- Troops earn 15% of their total sale in proceeds. Every can of nuts, box of chocolates, Care to Share purchase, magazine purchase/renewal, BarkBox, Tervis tumbler, and personalized product earns money for the troop treasury.
- Older Girl Scout troops (Junior level and older) can vote to take additional proceeds instead of individual Girl Scout rewards, bringing the troop's proceeds to 17% of the total sale. Girl Scouts in troops that opt for additional proceeds will still receive any patches earned and the reward at the \$900+ level, if earned.

New Expanded Troop Reward!

This year troops that earn the troop reward have a choice of rewards!

- \$20.00 GSOFACT Shop Credit – Double the credit from last year!!
- New option! Attending the Winter Festival- all Girl Scouts with sales in eligible troops will be able to attend this fun GSOFACT program on January 26, 2025.

To earn the reward, troops must meet the following requirements.

1. By October 11, 2024 use the parent/caregiver eBlast feature on the troop

dashboard to invite all the Girl Scouts in the troop to set up their online storefronts.

2. By October 18, 2024 have at least three Girl Scouts in the troop send emails through their online storefronts.

Troop Crossover Bonus

Troops looking to maximize their product sales proceeds should consider working toward the Crossover Bonus!

Troops participating in the Treats & Reads and cookie programs (excluding 2024 Election Week Cookie Sales) may qualify to earn an additional 2¢ per cookie package during the 2024-2025 cookie program!

Qualifying troops will:

- Have at least two Girl Scouts in each program with sales.
- Have a \$135+ per Girl Scout selling average in the Treats & Reads Program.
- Have a 160+ packages per Girl Scout selling average in the 2025 Cookie Program (excluding 2024 Election Week Cookie Sales).

Note: Juliettes do not qualify for the Troop Crossover Bonus.

Service Unit Bonus

Ask your SU Treats & Reads Manager how your troop can help your service unit earn funds by your troop's participation in the program.

Girl Scouts Rewards

- These are just three of the Girl Scout rewards that can be earned by participating in the program. Girl Scouts with \$250 in total sales will earn the adorable small elephant plush and those with \$450 will earn the large one.
- Girl Scouts selling a total of \$350 will earn a stylish Embrace Possibilities t-shirt.



Girl Scouts rewards are listed on the back of the paper order card and on our website, gsofct.org.

All rewards are cumulative. Council reserves the right to make substitutions to the item's color, material, or size or to substitute an item of equal or greater value due to changes or challenges in product availability.

Nut and Candy Delivery

All nut and candy items for girl delivery must be in the girl's record on the Treats & Reads website. In-person nut and candy orders must be manually entered, while online girl delivery orders are automatically recorded when the order is placed. See the calendar on the front of the envelope for deadlines. Nut and candy items ordered for girl delivery will be delivered to the service unit Treats & Reads volunteer between **December 4 and 7, 2024**.

Treats & Reads Finances

Troop payments to GSOFACT are made by electronic payment (ACH) from troop bank accounts. Troop proceeds will be calculated prior to the ACH withdrawal date and will remain in the troop bank account. An ACH Authorization form must be completed by **October 18, 2024** by a signer on the troop's bank account.

Full details, including the link to the ACH Authorization form, the terms of agreement, and FAQs, can be found at gsofct.org/treatsandreads (use the Finances drop down menu).

Treats & Reads Program Contacts

Service Unit Treats & Reads Manager:

Email address:

GSOFACT Customer Care Team:

customercare@gsofct.org or (800) 922-2770

M2 Customer Care:

(800) 372-8520 or question@gsnutsandmags.com