

girl scouts
of connecticut

2025-2026 Treats & Reads Program Guide

20 Washington Avenue
North Haven, CT 06473
gsofct.org | (800) 922-2770



BRAVE.
FIERCE. FUN!

Table of Contents

Treats & Reads Program Overview	Page 3-4
Theme, Products, and Mascot	Page 5-6
Rewards	Page 7-8
Troop Proceeds, Reward, and Crossover Bonus	Page 9
How to Participate	Page 10
Safety	Page 11
Volunteer Program Readiness Checklist	Page 12
Volunteer Guidelines	Page 13
Treats & Reads Troop Training Guide	Page 14-16
Nut and Candy Delivery	Page 17
Finances	Page 18
Calendar	Page 19

GSOFACT Customer Care Team can be reached via email or phone
customercare@gsofact.org or (800) 922-2770

Ann Nunn-Hacku
Director of Product & Retail Sales
Ext. 3333
anunn-hacku@gsofact.org

Lisa Deschnow
Senior Product Sales Manager
Ext. 3346
ldeschnow@gsofact.org

Nancy Sherman
Product Sales Manager
Ext. 3225
nsherman@gsofact.org

Melanie Rullman
Product Sales Manager
Ext. 3233
mrullman@gsofact.org

Devon Dzicek
Product Sales Manager
Ext. 3339
ddzicek@gsofact.org

M2 Customer Care
(800) 372-8520
question@gsnutsandmags.com

Treats & Reads Program Overview

Treats and Reads is Girl Scouts of Connecticut's fall product program. It is a great introduction to five important skills: money management, goal setting, business ethics, people skills, and decision making.

Through the program, Girl Scouts:

Offer nut and candy items, magazine subscriptions, Girl Scout themed BarkBox options, Tervis Tumblers, personalized items, and a new selection of high quality candles!

Earn funds for their troop, financing trips, camping, and community service projects.

Earn funds for the council, allowing GSOFCT to continue running great programs that promote fun and learning.

Earn fun and exciting rewards!



Participation

- **In-Person Sales:** Utilize paper order cards.
- **Online Sales:** Create a storefront (with caregiver assistance) through the M2 site with customizable avatars to sell exclusive items. Customers can opt for in-person delivery or direct shipping for nuts and candy. Other products are available for direct shipping only.

Order Timeline

- **In-person orders:** October 3-November 12, 2025.
- **Online orders:** October 3-November 16, 2025.
- **Product Delivery Timeline:** Online orders for in-person delivery will arrive between December 3-December 6, 2025.

Note: All paper orders must be manually submitted through each Girl Scouts' storefront by:

Parents/caregivers: November 12th at 11:59pm.

Volunteers: November 14th at 11:59pm.



Scan QR code to visit our **Treats & Reads webpage**



Sign up /Create a storefront at M2 Site

Watch this year's **Treats & Reads Virtual Rally** to learn more!

Treats & Reads Program Overview

Program Updates:

- **A delicious new product: Cherry Almond Clusters**
- **An exciting selection of scented candles**
- **Expanded options for personalized products**
- **Five BarkBox options for furry friends**



With products getting into customers' hands in time for the holiday season, Treats & Reads is the perfect opportunity for friends and family to purchase gifts from their favorite Girl Scout.

Program Principles

The Treats & Reads Program is centered around the fundamental principles of the Girl Scout Leadership Experience (GSLE), including:

Hands-on learning:

Build interpersonal skills, financial literacy, and confidence by selling products.

Learn to value each member's unique strengths.

Collaborative education:

Collaborate to establish personal and troop goals and decide how to use earnings.

Teamwork fosters group and individual achievements.

Empowering Girl Scouts to lead:

Set and track goals, develop leadership skills, and become a boss.



Pro tip:

Troops taking part in Treats & Reads may qualify for an extra 2¢ per package during the 2025-2026 Girl Scout Cookie program, excluding 2025 Election Week Cookie Sales.

For more information on the Crossover Bonus, please refer to page 9.

Troop Benefits

- Treats & Reads promotes financial literacy, drives group collaboration, and fosters objective driven interactions.
- Treats & Reads generates funds for troop supplies, activities and trips.





BRAVE. FIERCE. FUN!

Unleash your Brave, Fierce and Fun side!

Products & Offerings

- In-person sales: 16 products are available for in-person sales through the paper **order card**
- Online sales:
 - 30 delicious nut and candy products are available via a Girl Scout's online storefront for direct shipping.
 - 16 nut and candy options are available for girl delivery, including the new product, Cherry Almond Clusters.
 - Check out the complete nut and candy lineup on the **Treats & Reads webpage**.
 - New double wick candles in popular scents
 - Many magazine titles, including Digital options
 - Expanded line-up of personalized products including note pad, stationary and picture frames
 - Tervis Tumblers in a wide variety of designs and styles
 - Five BarkBox options for furry friends



Care to Share

The Care to Share program is a partnership between GSOFCT and the American Red Cross, CT Chapter, and Connecticut Foodshare. Customers can choose to donate to the Care to Share partners.

A \$7 donation means one can of Honey Roasted Peanuts will go to one of our partner organizations, supporting their mission to provide aid to Connecticut families.

The American Red Cross, CT Chapter sponsors programs across the state, including disaster relief and events to assist homeless and at-risk veterans and their families.



Connecticut Foodshare supports individuals and families by addressing root causes, creating long-term solutions, and distributing nutritious food through local partner programs in an effort to alleviate hunger.



Quick Facts:

- Customers can make a Care to Share purchase either online or in-person on a Girl Scout's nut and candy **order card**.
- In-person (i.e., order card) payments are due when the order is taken.
 - **A parent/caregiver/troop volunteer must manually add *in-person* Care to Share purchases to a Girl Scout's record on the Treats & Reads website.**
- With Girl Scout online storefront orders, the customer will pay with a credit card. The purchase will automatically flow into the Girl Scout's record and does not need to be entered by either the parent/caregiver or troop volunteer.
- To earn a custom patch, Girl Scouts must have 5 or more Care to Share donations.
 - Care to Share purchases count toward troop proceeds and rewards.
- Troops will not receive the items for Care to Share purchases. GSOFCT will arrange delivery directly with the partner organizations.



This year's mascot is the Grizzly Bear. Share these fun facts with your Girl Scouts!

**Weigh between 400
& 800 pounds**



**Eat up to
20,000 calories
per day prior to
hibernating**



**Have their cubs by
their side for
2-3 years to learn
survival skills**



Criteria

Grizzly Bear Patch

2+ Magazine subscriptions, Tervis Tumblers, candles, personalized products and/or BarkBox items



2025 Patch

18+ Emails Sent through the M2 system



Brave, Fierce, Fun Patch

10+ Nut/Candy Items



Care to Share Patch

5+ Care to Share Donations



Treats & Reads Personalized Patch

- Create your avatar in the online storefront
- Send 18+ marketing emails (must be sent from the **M2 site** 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 \$300+ during the Treats & Reads Program



Girl Scout Cookie Crossover Personalized Patch
















During the Treats & Reads Program:

- Create your avatar in the online storefront
- Send 18+ marketing emails (must be sent from the **M2 site** 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.

During the 2026 Girl Scout Cookie Program:

- Sell 165+ packages of cookies (not including the 2025 Election Week Cookie Sales).



Theme Necklace \$150+ Combined Sales	 8
Small Plush Grizzly Bear or BFF Journal & Glitter Pen \$250+ Combined Sales	 OR 
Brave Fierce Fun T-shirt or Travel Jewelry Box or Protect the Grizzly Bear Donation <ul style="list-style-type: none"> • \$350+ Combined Sales • The Protect the Grizzly Bear choice is a donation to an organization working to protect bears. • Girl Scouts who choose the philanthropic reward option will earn a special custom patch. 	 OR  OR 
Large Grizzly Bear Plush or \$10 Shop Credit or Protect the Grizzly Bear Donation \$450+ Combined Sales	 OR  OR 
Mini Canvas Travel Bag or \$15 Shop Credit \$550+ Combined Sales	 OR 
Moon Lamp or Mini Karaoke Machine \$700+ Combined Sales	 OR 
BFF Essentials or Board & Brush Creative Studio Experience Event (date TBD) \$900+ Combined Sales	 OR 

Troop Proceeds

- Earn 15% of total sales. This includes Care to Share donations.
- Junior and older troops can vote to take an additional 2% in troop proceeds for a total of 17%. Girl Scouts in these troops would still receive any patches that they earned at the reward at the \$900+ level, if reached.

Girl Scout Rewards

Rewards are based on the Girl Scout's final sales total and are cumulative. Some levels offer 2-3 options. Record selection on the Girl Scout's storefront.

Rewards may change or be substituted. Colors might vary.

Updated Troop Reward

Again this year troops will get to choose their troop reward! \$20.00 GSOFCT Shop Credit or attending the GSOFCT Winter World Games on February 22, 2026. If the troop qualified, all girls with sales in the Treats & Reads Program can attend the event for free! To earn this reward troops must:

1. By October 17, 2025 use the Parent/Adult Welcome Email feature on the M2 troop dashboard to invite all Girl Scouts in the troop to set up their online storefronts.
2. Have at least 3 Girl Scout in the troop with sales by the end of the program.
3. Have a final troop per girl selling average of \$250.

Troops will get Winter World Games details via email. Those choosing the \$20 Shop Credit will receive it by mail in January, 2026, and it can be used for in-person, phone, or mail orders—no online use.

Note: Juliettes are not eligible for this reward.

Troop Crossover Bonus

For troops looking to maximize their product sales proceeds, consider working toward the Crossover Bonus!

- **Earn an extra 2¢ per cookie package** in the 2026 cookie program.
- Qualify by having:
 - at least 3 Girl Scouts in each program with sales.
 - a \$150+ average per Girl Scout in Treats & Reads sales.
 - a 165+ package average per Girl Scout in the 2025-2026 cookie program (excluding 2025 Election Week Cookie Sales).

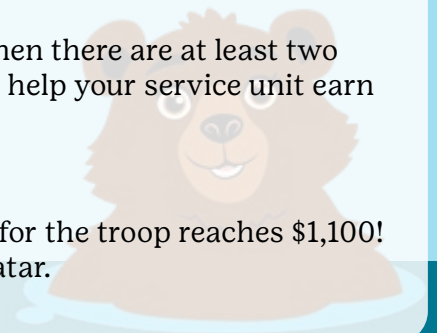
Note: Juliettes are not eligible for this reward.

Service Unit Bonus \$2 for 2

Your troop helps your service unit earn \$2 for every participating Girl Scout when there are at least two or more Girl Scouts with sales this year. Encourage Girl Scouts to participate to help your service unit earn the bonus.

Volunteer Personalized Patch

Two troop volunteers can also earn personalized patches when the total sales for the troop reaches \$1,100! they will be eligible to order a patch featuring their name and personalized avatar.



Get Girl Scouts up and running with three simple steps:

1. Register for the program at gsnutsandmags.com/gsofct
2. Set up their online storefront.
3. Ask friends and family to make a purchase—in-person (using the paper **order card**) or online.

Purchasing Options:

- **Purchases through online storefront:** For nut and candy items, the customer can have it delivered in-person (the 16 items featured on the paper order card) with no extra charge or have it shipped directly to them (an expanded selection of 30 items).
- **In-person orders:** Use the paper nut and candy order card. Girl Scouts/families collect payment—cash or check payable to GSOFACT—when the order is placed.
- **Care to Share Purchase / Donation:** For each \$7 donation, GSOFACT will give a can of Honey Roasted Peanuts to the American Red Cross, CT Chapter, or Connecticut Foodshare to assist in their efforts to serve families in our state. Customers can make Care to Share purchases online or in-person.

Girl Scouts' Treats & Reads **online storefronts** are their hubs throughout the program. Once they're registered, they'll have access to their online dashboard.

Girl Scouts' dashboards can be used for a variety of activities within the Treats & Reads Program, including:

- Create a personalized avatar and message customers.
 - Girl Scouts can choose their avatar's features, including eyes, skin tone, hair color/length/texture, etc.
 - They can also upload a photo and record a video message in their voice asking customers to make a purchase.
- Send promotional emails to customers.
- Get the link to their online storefront to share on social media by using the "Share My Site" feature. Please review the Internet Safety Tips on page 11 with Girl Scouts and families.
- Print out business cards and door hangers with QR codes to the Girl Scouts storefront.
- Select reward items.
- Enter paper order card orders.

Note: Online orders, including those purchased online or for girl delivery, automatically populate on the dashboard; parents/ caregivers and troop volunteers do NOT need to enter these orders manually.



The safety of Girl Scouts, their families, and volunteers remains our foremost priority during participation in the Treats & Reads Program. To ensure that their involvement is both meaningful and secure, families, volunteers, and Girl Scouts should read and follow the **Safety Activity Checkpoints** for Cookies and Product Sales.

General Safety Tips

- Adults must supervise Girl Scouts when participating in all aspects of the Treats & Reads program.
- A parent/caregiver must know the Girl Scout's whereabouts and activities when she is participating in the program, including her **digital storefront** and the **Treats and Reads page** on our website.
- Girl Scouts and adults should be familiar with the neighborhoods where the Girl Scouts sell and should only participate in door-to-door sales during daylight hours.
- Girl Scouts should always wear a Girl Scout uniform, membership pin, or Girl Scout branded clothing when taking orders and/or delivering products to customers.
- Girl Scouts should not share their full name, phone number, address, or personal email address with customers who are not trusted family or friends. Customers should use an email address overseen by an adult to request information or to place an additional order.
- A plan should be in place to safeguard any money collected.

Internet Safety Tips

- A Girl Scout's parent/caregiver must read and agree to the **Girl Scout Internet Safety Pledge** alongside the **Supplemental Safety Tips for Online Marketing**.
- A parent/caregiver, or another adult must supervise the Girl Scout when participating in any online activity relating to the Treats & Reads program.
- Girl Scouts 12 and younger can use the social media accounts of parents/caregivers to reach family and friends.
- Girl Scouts 13 years old and older may use their own social media accounts to reach family and friends. Parents/caregivers should be aware of all posts related to Treats & Reads.



Staying Safe

Be sure to review the Cookie and Product Sales **Safety Activity Checkpoints** with Girl Scout families

Volunteer Program Readiness Checklist

12

Answered yes to all? You're ready for Treats & Reads!

1. Have you or the adult volunteer in charge of the Treats & Reads Program for the troop done the following:

- Reviewed this guide?
- Taken the troop Treats & Reads volunteer training?

YES NO

☐ ☐

2. Are you or the adult volunteer managing the Treats & Reads Program a registered and approved volunteer for the 2025-2026 membership year? *

☐ ☐

3. Are the Girl Scouts in the troop registered for the 2025-2026 membership year and have a signed **Annual Consent form** on file with the troop?

- If NO, please make sure that the parents/caregivers access MyGS and complete the registration process for their Girl Scouts for this membership year.
- Troop volunteers can find the **Annual Consent form** by scanning the QR code (on page 3) to visit the **Treats & Reads webpage**.

☐ ☐

4. Has every Girl Scout/family received a **nut and candy order card** and a **parent letter**? You can pick these materials up from your service unit Treats & Reads volunteer.

☐ ☐

5. Have you shared the **Treats & Reads Rally video** with the troop?

☐ ☐

6. Have you reviewed the program with the troop (see Troop Training Guide on page 14-16 and Safety on page 11)?

- Make sure to include instructions on setting up their **online storefronts**, sending marketing emails, and effectively leveraging social media to promote the Treats & Reads program.

☐ ☐

5. Has the troop submitted its **ACH Authorization** for the 2025-2026 membership year?

☐ ☐

Important reminder:

When you renewed your membership, did you also renew your volunteer role?

* The 2025-2026 membership year runs from October 1, 2025, to September 30, 2026.

1

Offer all Girl Scouts the opportunity to participate. Let the Girl Scouts and their families decide how they want to participate. The program is straightforward, and the online system is user friendly.

2

Ask Girl Scouts & families to register to create their Girl Scouts online storefronts. (gsnutsandmags.com/gsofct). Before beginning the registration process, parents/caregivers should ensure they have their Girl Scout's troop number readily available.

3

Don't enter online orders manually. Customer orders through the online storefront go directly into the Girl Scout's record on the M2 site (gsnutsandmags.com/gsofct).

4

Parents/caregivers: manually enter in-person orders in the Girl Scouts online dashboard. **Deadline: November 12, 2025, 11:59 p.m.**

Volunteers: manually enter in-person orders in the Girl Scouts online dashboard starting November 13, 2025. **Deadline: November 14, 2025, 11:59 p.m.**

5

Visit the **Treats & Reads webpage** for troop/volunteer resources. Your service unit's Treats & Reads volunteer is another valuable resource to turn to.

Pro Tip:

Use the Parent/Adult Welcome Email feature on the troop's Treats & Reads dashboard. The Welcome Email is the fastest and simplest way for Girl Scouts and families to get started with this year's Treats & Reads Program.



Bonus:

Using the Parent/Adult Welcome Email feature is one of the requirements for the troop to qualify for the Troop Reward



Treats & Reads Troop Training Guide

14

Tip #1: Review the Treats & Reads program at your Girl Scout, troop or family meeting.

Tip #2: Ensure you have these resources: **Parent letter**, **order card**, **rally video**.

Tip #3: Encourage all parents to watch the **2025 Treats & Reads Family video**.

Pro tip: Print and distribute the goal tracker. It is a great way to wrap the session. Download it **here**.

As a troop volunteer, you have the best understanding of your Girl Scouts and their families.

With the information below, guide your troop families through this year's Treats & Reads program.

Program Overview

- Give the **nut and candy order card** and **parent letter** to every Girl Scout in your troop.



- You can obtain the necessary materials from your service unit's Treats & Reads volunteer or find them on the **Treats & Reads webpage**.
- Discuss the nut and candy order card and parent letter.
- Show the **Treats & Reads Rally Video**.
- Explain how to participate, set goals, and review rewards.
- Go over the safety guidelines that their families should keep in mind
- Be sure to go over how to set up Girl Scout's online storefronts at **gsnutsandmags.com/gsofct.org**

Safety Overview Checklist:

- ☐ **Girl Scouts:** Wear Girl Scout branded clothing/uniform/pins when taking in-person orders and delivering products.
- ☐ **Adults:** Know how and when a Girl Scout participates in the Treats & Reads program, including use of their storefront and any posts on social media.
- ☐ **Girl Scouts:** Keep your full name, address, phone number, and email address private.
- ☐ **When taking orders:** Provide an adult's contact information to customers who may want to place additional orders.

See page 11 for safety guidelines.

**BRAVE.
FIERCE.
FUN!**

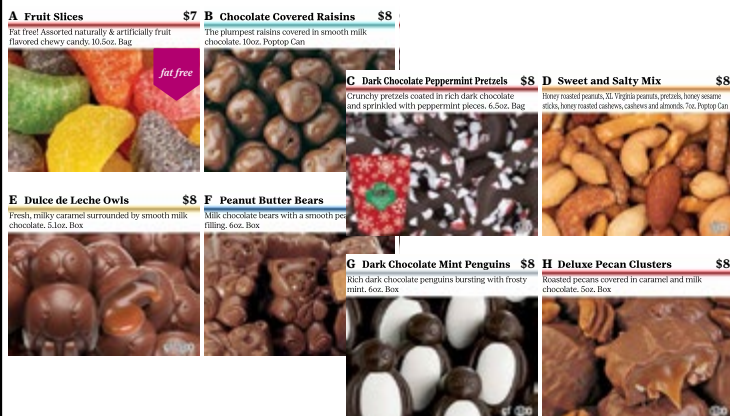


Product Overview

- Review how customers can purchase products—online and in-person—and make Care to Share donations.
- Discuss the products: nut and candy items, magazine subscriptions, and other products.

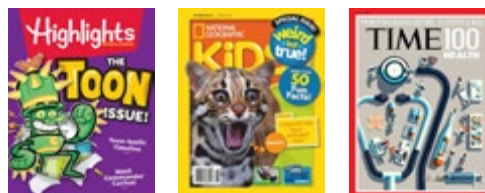
Nut and candy items:

- Customers can choose in-person delivery for the 16 items on the order card and in-person delivery on a Girl Scout's online storefront.
- Customers can choose from 30 online nut and candy items for direct shipping.
- Nut and candy items ordered via the order card or for in-person delivery on a Girl Scout's online storefront will be available for the troop to pick up from the service unit volunteer starting December 3-December 6, 2025.



Magazines:

- Wide selection of magazines—print or digital—available for new or renewal subscriptions.



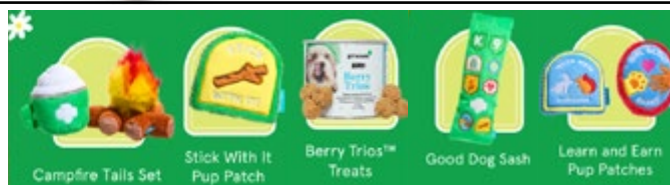
Candles



Tervis Tumblers



Girl Scout-themed boxes from BarkBox



Personalized products

- Customers can choose from photo frames, notepads, and stationery.



Care to Share Donation

- Customers can make a Care to Share donation via a Girl Scout's paper order card or their online storefront.



Goal and Decision Making

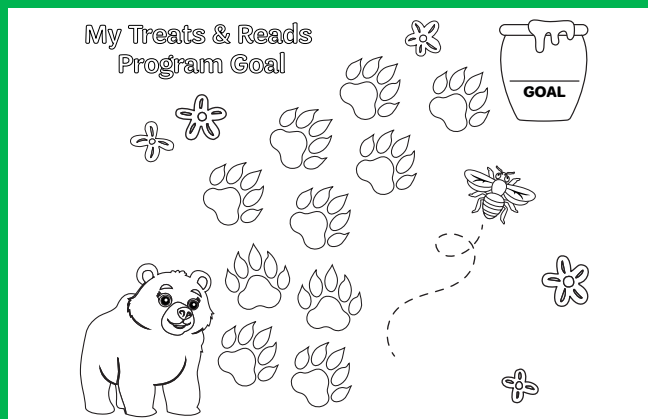
Discuss the importance of each Girl Scout setting a goal and sharing it with family and friends.



Have the Girl Scouts decide on a troop goal (e.g., number of items sold, emails sent, how the troop will use the proceeds, etc.).



Use the Grizzly Bear **Goal Tracker** as a troop activity.



Have the Girl Scouts review the rewards on the nut and candy **order card** or from the dashboard on a Girl Scout's online storefront.



If the troop is Junior level and older: Girl Scouts can vote on whether to take additional proceeds in place of rewards (see page 9).



Ordering Nut and Candy Items

- All nut and candy items for in-person delivery must be in the Girl Scout's record on the M2 site (gsnutsandmags.com/gsofct).
- A parent/caregiver or troop volunteer MUST enter in-person (i.e., **order card**) nut and candy orders into a Girl Scout's record.
- Parents/caregivers have until **November 12 at 11:59 PM** to enter nut and candy items, including Care to Share items.
- Troop volunteers can enter order card orders between **November 13 and November 14**.
- Customer purchases made through a Girl Scout's online storefront and paid for with a credit card should NOT be manually entered. These purchases will automatically flow into a Girl Scout's record.
- Customers can purchase online through **November 16**. These items will be included in a Girl Scout's total sale. No additional action is needed from the parent/caregiver or troop volunteer.

Pickup and Distribution of Nut and Candy Orders

Great news! The nuts and candy items are scheduled to arrive to the service unit volunteer between **December 3 and December 6**, right in time for the holiday season. Follow the tips below when picking up troop orders:

- Arrive at the assigned location on time. Your service unit volunteer will let you know where and when you can pick up the nut and candy orders for in-person delivery.
- Count each item in the troop's order, by variety, with the service unit volunteer.
- Once you confirm the count, you MUST sign for the order.
 - Your signature transfers the responsibility for the troop's nut and candy items from the service unit to the troop.
- Allow enough time to load your vehicle.

Prepare orders for pick up in a snap!

- Prepare for troop families to pick up their Girl Scout's nut and candy items from you by sorting the product according to the delivery tickets—available on the M2 site (gsnutsandmags.com/gsofct).
- Communicate the pickup location and time to troop families.
- Separate orders by Girl Scout BEFORE the first family picks up.
 - It is almost impossible to identify a sorting error after the first pickup.
- Allow enough time between pickups so an adult from each family can double-check the item count, sign for the nut and candy items, and load the order into their vehicle.
- IMPORTANT: Plan to count the nut and candy items, by variety, in each Girl Scout's order with the family. The adult MUST sign the delivery ticket or another document that reflects the number of items in the Girl Scout's order.
 - The signature is what transfers responsibility from the troop to the family.
- Nut and candy items should be stored inside, off the floor, and away from heat sources, household pets, and wildlife.



Payment for customer orders (Online)

Customers pay for online orders via credit card. Online orders include all orders placed via a Girl Scout's online storefront, including direct shipping, in-person delivery orders, and Care to Share purchases.

The total amount of these purchases—excluding fees paid by the customer for shipped orders—will be credited to the troop on the **M2 website**. This amount will be accounted for when calculating the amount due to GSOFCT from the troop.

Payment for customer orders (In-person order card)

Customers pay for items ordered in-person (e.g., nut and candy items, including Care to Share purchases) when placing the order with the Girl Scout. Customers can pay with cash or a check payable to GSOFCT.

The deadline for Girl Scouts/families to turn in all funds collected to the troop co-leader or troop Treats & Reads volunteer is November 14, 2025. This allows enough time for the troop to deposit the funds into the troop bank account ahead of the scheduled ACH payment—December 5, 2025.

If the troop experiences a bounced check or family payment issue, the troop volunteer should contact Customer Care at **customercare@gsfct.org** or (800) 922-2770. The communication should include:

- The troop number.
- A description of the problem.
- Steps troop volunteers have already taken to resolve the issue.

Troop payments to the council

The link to the **ACH Authorization** that now includes the terms of agreement are posted at **gsfct.org**. There will be one ACH transaction from the troop's bank account on December 5, 2025, to pay the amount due to GSOFCT. If the council owes proceeds to the troop, the council will initiate a deposit transaction to the troop bank account on December 5.

Once the council initiates an ACH transaction, it can take up to ten business days for the transaction to post to the troop's bank account. If funds are not withdrawn or deposited after ten business days, please contact GSOFCT Customer Care at **customercare@gsfct.org** or (800) 922-2770.

Submitting the ACH authorization

A troop volunteer needs to complete an **ACH authorization** form for the 2025-2026 membership year and it must be submitted by **October 30**. Please double-check for accuracy before submitting the authorization; GSOFCT will not be able to initiate a transaction if the information provided is incorrect.

The volunteer who submits the authorization will receive an email confirmation from JotForm. If an email is not received (be sure to check spam/junk folders), the authorization was not successfully submitted and will need to be resubmitted.

Good news! Authorizations completed for the 2025-2026 membership year will now remain in effect from year-to-year until details on the account change.

October 30 deadline to
submit the
ACH Authorization.

December 5
ACH Withdrawals



← Registration begins for volunteers

Three stylized flowers in shades of orange and pink are arranged in a triangular pattern. The top flower is a light orange color with a darker orange center. The bottom-left flower is a darker orange color with a darker orange center. The bottom-right flower is a pink color with a darker orange center.

ACH Authorization due

A decorative graphic consisting of five stylized purple flowers with yellow centers, arranged in a scattered pattern.

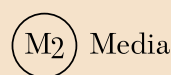
← Online storefront closes 11:59 PM



Check with your service unit volunteer for the date/location of the troop order pick up.

2025 Treats & Reads Fall Product Program

Visit Your M2 Online Site to Explore All the Rewards You Can Earn.



How To Earn Two Personalized Patches With Your Name and Avatar:



Collect Matching Theme Patches!



Fall Personalized Patch

- Within the M2 site:
 - Create your Avatar
 - Send 18+ marketing emails
 - Use the "Share My Site" feature to ask friends and family for support
- Achieve \$300+ in total sales

Girl Scout Cookie Crossover Personalized Patch

- Within the M2 site:
 - Create your avatar
 - Send 18+ marketing emails during the Fall Product Program
 - Use the "Share my Site" feature during the Fall Product Program
- Sell 165+ packages of cookies during the 2025-2026 Girl Scout Cookie Program. (not including Election Week Cookie Sales).

Visit the M2 site (gsnutsandmags.com/gsofct) to login.



1 Login

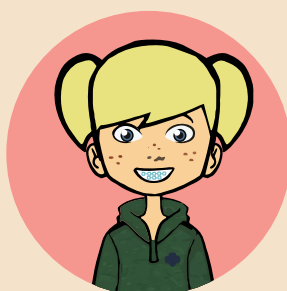


Use the QR code, the URL above, or the council website link. Jump into the program right away—no email required. With your troop number ready, follow the prompts to join the Treats & Reads Program online.

My troop #

2 Create

Customize your site with an avatar that looks like you, and add a personal message for friends and family. Earn virtual rewards by completing setup steps.



3 Share

Friends and family can help you reach your goals by shopping online! Start by sending emails through M2, so supporters can see your goal and hear your personalized avatar message in your own voice.

Team up with your parent or guardian to safely share your shop link on social media, or via text to market your online business. Remember to follow current Girl Scout guidelines for online sales and marketing.

Unleash your **BRAVE, FIERCE,** and **FUN** side with Grizzly Bears in the 2025 Treats & Reads Fall Product Program!

Be sure your Girl Scout gets to play Grizzly Bear Bingo for a chance to receive fun rewards!



Benefits of Participating

Girl Scouts learn and practice skills like goal setting, decision making, money management, people skills and business ethics as they earn proceeds for their troop.

The Fall Product Program is an excellent way to earn start-up proceeds to fund the troop's activities and projects throughout the year.

Proceeds stay local to benefit our council and troops earn 15%* on all items sold.

Girl Scouts can earn fun rewards.

**17% if the troop opts to take additional proceeds instead of rewards*

How the Program Works:

This program empowers Girl Scouts to be entrepreneurs by offering family and friends the opportunity to purchase a variety of products. Girl Scouts can participate in person and/or online:

- In-person: Use the nut & candy order card to collect orders & payments.
- Online: Invite friends & family to place an order. Girl Delivery and direct shipping is available. See below for details.*

Customers can also make a purchase of nuts to be donated to the American Red Cross, Connecticut Chapter or Connecticut Foodshare.

**Direct shipping is available for online orders of nuts, chocolates, magazines, Tervis Tumblers, candles, personalized products and Bark Boxes. Girl delivery is available for online orders of nut & chocolate products.*

How can Girl Scouts Participate?

Just follow the 3 easy steps on the front of this flyer! Girl Scouts can participate when they:

- Are registered for the 2025-2026 membership year.
- Have a signed Annual Consent form on file with their troop or service unit contact for Juliettes.
- Have reviewed the product program safety guidelines with their troop volunteer or at gsofct.org.



Earn the small grizzly bear plush by selling \$250 and the large one for \$450.

Important Dates:

October 3, 2025	Program begins – online ordering opens and Girl Scouts may sell in-person.
November 12, 2025	In-person order taking ends. Deadline for families to enter in-person orders in the M2 site.
November 16, 2025	Last day for online girl delivery orders and online shipped orders (all products).
December 3-6, 2025	Nut and chocolate items will be delivered to service units.

Questions? Contact us at support.gsnutsandmags.com, 1-800-372-8520 or customer care@gsofct.org or (800)-922-2770

The GIRL SCOUTS® name, mark and all associated trademarks and logotypes, including the Trefoil Design are owned by Girl Scouts of the USA. M2 Media Services is an official GSUSA licensed vendor.

22

58

Fresh, milky caramel surrounded by smooth milk chocolate. 5-1oz. Box



\$9

Crunchy handcrafted toffee drenched in milk chocolate. 5oz. Box



L Almonds Covered in a Chocolate Coating \$9

Crunchy almonds in a chocolate coating.
See: Pistachio Caramel



P Mint Treasures

Creamy milk chocolate with a refreshing mint filled center. 6oz. Tin



Your \$7 gift will provide American Red Cross CT Chapter or Connecticut Foodshare with one can of nuts to help support their work in our communities.

[illegible]

My First Name: _____ My Troop #: _____ My Goal: _____



REWARDS

Rewards are cumulative. Earn items as you reach your goal! Please make reward choices on your M2 website. Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.

Orders due by: _____

Pick up products by: _____

Turn in money by: _____

► Combined Sales



\$150+ Combined Sales
BFF Necklace



\$250+ Combined Sales
Choice of: BFF Journal & Glitter Pen
OR Small Grizzly Plush



\$350+ Combined Sales
Choice of: Brave, Fierce, Fun T-Shirt OR Travel Jewelry Box
OR Protect the Grizzly Bear Donation



\$450+ Combined Sales
Choice of: Large Grizzly Plush OR \$10 Shop Credit
OR Protect the Grizzly Bear Donation



\$550+ Combined Sales
Choice of: Mini Canvas Travel Bag
OR \$15 Shop Credit



\$700+ Combined Sales
Choice of: Moon Lamp OR Mini Karaoke Machine



\$900+ Combined Sales
Choice of: BFF Essentials - Girl Scouts can choose from a list of fun items on an Amazon storefront that they can use/share with their BFF
OR Board & Brush Creative Studio Experience - Girl Scouts will be able to attend a Board & Brush Studio and create a piece of art. Date TBD

Scan QR code for more information about reward options!



► Patches

18+ Emails Sent
2025 Patch



2+ Magazines, Tervis Tumblers, Personalized Products, Candles or Girl Scout themed Mini Barkbox items
Grizzly Bear Patch

10+ Nut/Candy Items
Brave, Fierce, Fun! Patch



5+ Care to Share Donations
Care to Share Patch

Visit www.gsnutsandmags.com/GSOFCT to create your website!

Earn these two special patches with your name and avatar on them!

Fall Personalized Patch:



- Within the M2 site:
 - Create your avatar
 - Send 18+ marketing emails
 - Use the "Share My Site" feature to ask friends and family for support
 - Achieve \$300+ in total sales
- Personalize your patch by choosing from two scenes.

Girl Scout Cookie Crossover Personalized Patch:



- Within the M2 site:
 - Create your avatar
 - Send 18+ marketing emails during the Fall Product Program
 - Use the "Share My Site" feature during the Fall Product Program
- Sell 165+ packages of cookies during the 2025-2026 Girl Scout Cookie Program, not including Election Week Cookie Sales.