

Magazine & Snack Program 2023 Family Guide

What is the Magazine & Snack Program?

The Girl Scout Magazine & Snack Program (MSP) helps Girl Scouts build the five essential business skills:

- Goal Setting
- Money Management
- Decision Making
- Business Ethics
- People Skills

An easy, fun way to earn startup funds for your troop activities at the beginning of the Girl Scout year!

What Girls Need to Participate

- ✓ A signed Annual Permission Form or Financial Responsibility Form on file with the troop.
- ✓ Magazine & Snack Program sales materials, which includes a snack order card, money envelope and Program Overview flyer.
- ✓ For online participation, Internet access and parental supervision is required.

Care to Share

Each girl who sells at least 10 items for our Care to Share service project will earn a special patch. The Girl Scouts of North East Ohio's nut donations will go to deployed military troops around the world!

Troop Proceeds & Girl Rewards

Girl rewards and troop proceeds are automatically calculated in the M2 system based on the dollar value of the items sold.

Troops will earn 20% profit on every item sold!

Girls can also earn the rewards and Pathway Passes depicted on the order card. Rewards are cumulative, which means the girl earns the rewards to the sales level achieved. As orders are placed, girls can log into their online site to see what they have earned as well as make their reward choices.

New – Reward Opt Out – Cadette, Senior, and Ambassador level troops can opt out of the physical reward items to receive an additional 2% profit. This must be a unanimous decision from all girls in the troop.

REMINDER: If your troop met the Spring Renewal deadlines, by selling at least \$35 you can help your troop qualify for extra cookie profit!

Dates to Remember:

September 1

Magazine & Snack Program begins! Use the link in the launch e-mail from the council, click on the M2 logo at www.gsneo.org, or go to www.gsnutsandmags.com/gsneo to get started with the online component of the program. Girls can also begin taking orders on the snack order card.



Scan this QR code to access the M2 site and get your Girl Scout's Shop ready and open her for online sales!



October 1

Last day for families to enter in-person orders for girl-delivered snack items in the M2 System. Do not enter girl-delivered online snack orders as these are already in the system.

October 2 - 4

If you have late or last-minute additional orders, tell your troop MSP manager and they can edit your daughter's order until 10/4.

October 4

Last day for a customer to place an online order for girl-delivered snack items. These will automatically go into the system to be included in the troop order. Shipped snacks, magazine subscriptions, the BarkBox, and Tervis Tumblers will still be available for online purchase.

If you receive any orders after the October 4 deadline, ask your MSP manager to reach out to Council about additional snack availability.

November 2 - 4

Snack items delivered. Check with your troop's MSP Manager for location, date, and time to pick up your snack items for girl delivery.

November 17

Online sales end for magazines and snack items that are shipped directly to customers at 11:59 p.m.

November 28

Reward selections due in M2 System.

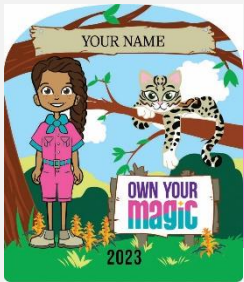
Payment for any snack paper order card sales is due to your troop.

December 13 – Pathway Passes Uploaded

January - Rewards available for pickup from your troop

Girls Can Earn Two Patches That Look Like Them!

Girls and troop volunteers can create their own M2 avatar. Avatar patches will be mailed directly to each girl who earns them at the end of each program. Girls must ensure their correct mailing address is reflected in the M2 system.



1

Choose the background of your patch and change your outfit!



2



Girls earn the 2023 Magazine & Snack Program personalized avatar patch by:

- ✓ Creating their avatar
- ✓ Launching their campaign and sending 5 emails
- ✓ Reaching \$300 in total sales during MSP

Girls earn the Cookie Crossover personalized avatar patch by:

- ✓ Creating their avatar in the M2 system
- ✓ Sending 18+ emails in MSP
- ✓ Reaching \$75 in total sales during 2023 MSP **AND** 150+ packages of cookies in the 2024 Cookie Program

Snack Order Card

Product and Selling Information

The snack order form has 16 delicious nut and candy items. All items are between \$6 and \$12. The customer pays when the snack items are delivered to them in November.

The in-person order card also contains a field for the Care to Share Service Project, in which snacks are sent to the military. Last year we sent 4,920 snack items to deployed military around the world!

Participating Online

Beginning September 1, girls create an online account in the M2 system. Within her online account, she creates an avatar with her own virtual likeness, enters e-mail addresses and creates a personal message to send to family and friends. To increase her sales, we also suggest she record her voice for her avatar or upload a personal video explaining what her troop plans to do with the money earned. She then launches her campaign, and her personal message is sent with links for her customers to shop for magazines and snack items.

Payment is collected at the time of order (online via credit card) for all products ordered online (including girl-delivery snack items).

All orders placed online (including girl-delivery orders) are automatically added to the M2 System so caregivers do not need to record/enter any online sales.

Spread the Word!

Girls can print out the flyer on the M2 site with her personal store code to distribute to potential customers. Each girl's special code grants customers access to their account to order their favorite magazines and snacks so both she and her troop receive credit for the sale.

How to enter your in-person orders from the order card:

- Choose Paper Order Entry from your dashboard.
 - DO NOT enter online girl-delivered products
- Enter her total snack items by variety from her order card.
- Click Update. Make sure the totals match.

There is no submit button! Orders are transmitted for fulfillment automatically after the cutoff date of Oct 4.

For Magazine & Snack Program information, fun activities, and more visit www.gsneo.org/msp

NEW ONLINE EXCLUSIVES! - Tervis Tumblers & BarkBox

New this year and available online for purchase:

- A wide selection of insulated Tervis tumblers and water bottles - \$27.99 - \$49.99
- Girl Scout themed BarkBox with a Beret dog toy and Berry Trio dog Treats - \$19.99

