

READY TO eXPLore



Product Program Coordinator Guide

Key Dates

September 10: Online troop volunteer training at 6pm

September 12: Snack and Shop event at the GSSNE retail store

September 17: Order taking begins in-person and online. Girl Scouts can start taking orders anytime during the program.

October 31: Paper order card entry deadline for troop volunteers

November 1: Online sales end at 11:59pm

November 19 and 20: Candy and nut deliveries and pickups for service units

December: Reward items delivered to Service Unit PPCs

Greetings & Contacts

Hello PPC Friends!

Thank you for serving as a Fall Product Program Coordinator for Girl Scouts of Southeastern New England. Your role is essential to the success of the Fall Product Program and the members who participate in it. This is a short and simple way for troops to earn proceeds and also to support council initiatives.

As a Fall Product Program Coordinator, you provide training, guidance, and support to troop volunteers and families throughout the program. You serve as the key link between GSSNE and local troops, helping ensure that information is communicated clearly, questions are answered, and volunteers have the resources they need to succeed.

Your leadership helps create a positive experience for Girl Scouts while supporting troop funding and teaching valuable entrepreneurial and leadership skills. Simply put, the success of the Fall Product Program depends on dedicated volunteers like you.

The Product Program team at council is here to support you every step of the way!

The following sections outline your key responsibilities and resources to help you throughout the season.

Thank you for your dedication and hard work as you support your Service Units every day!

The Product Program Team,
Ginger, Rebecca, Michelle



GSSNE Contacts

Ginger Lallo, Chief Operating Office

Rebecca Reynolds and Michelle Jessop, Product Program Managers

401-3314500 or customercare@gssne.org

Ashdon Farms (nuts & candy product questions)

1-800-274-3666

M2 Customer Service (magazines, online tech support, and custom patch questions)

1-800-372-8520 support.gsnutsandmags.com

Troop Training Checklist



Prior to training

- Read and sign the 2026 Service Unit Product Program Coordinator Description and Agreement.
- Log into M2 to check your service unit roster. Service unit volunteers maintain previous account information if they're returning from last year as long as they have an active membership.
- Locate and secure a delivery site for the product. As of publication, delivery agent and delivery minimum are TBD. Deliveries and pickups will be November 19 and 20.
- Sort paperwork for distribution. Each Girl Scout should get a paper order card and money envelope. Each troop should receive a copy of the troop guide and at least one receipt book. Distribute extras at your discretion.

Compliance

- Have each troop's leaders and product volunteers sign the Troop Product Program Agreement before or during the training.
- Remind troop volunteers that product program materials should not be distributed to Girl Scouts who are not registered for the 2026-2027 membership year or do not have a permission form signed.
- Girl Scouts cannot begin selling until the sale start date of September 17. Invitations to sign up for an M2 account will be sent to Girl Scouts on or around September 17 if they were registered or renewed before August 30. Anyone who joins or renews after that will be invited once the troop volunteers log in and activate the Parent Adult Email Campaign.

Participation

- Review the different methods of participation in the program - both online and in-person.
- Review the product offerings and reward options. Encourage troop goal setting. Be sure to include military share in your discussion.
- Explain troop proceeds including reward opt-out for older troops. Directions for opting out are found on page 6 of the troop guide.
- Discuss product program participation standards for additional money earning activities. These standards can be found in the PPS which is available on the GSSNE website.

M2OS

- Troop volunteers will automatically be loaded into M2OS and will receive an email inviting them to register with the site. If they have a 26-27 membership in place before August 30. This email will go out on or around September 11. Encourage them to log in and check their roster right away and continue checking throughout the season.
- Remind them to activate the Parent Adult Email Campaign any time a new troop member is added.

Payment and Sale End

- Explain different payment methods including epayment, deposits, and cash/checks.
- Remind troops not to run the summary report or make final payment until after the online sale closes at 11:59pm on November 1.
- Discuss product delivery and show troop volunteers where to print delivery tickets. Remind everyone to write receipts for all product and money exchanged.

New This Year!

What's New for Troop Proceeds in the Fall Product Program

More Earnings for Troops!

This year, GSSNE has updated the troop proceeds structure for the Fall Product Program. Instead of earning a flat amount per item sold, troops will now earn a flat 12.5% commission on all eligible Fall Product Program sales.

Previous Structure: \$1.00 for each candy/nut item sold & \$2.10 for each magazine or online gift item sold
Troops cadettes ad up could opt out and earn more.

New Structure: 12.5% of total sales can be earned by your troop

This change means that troops selling higher-value items will earn more, creating greater opportunities to fund troop activities, travel, service projects, and adventures.

What Does This Mean for Your Troop?

Based on last year's sales averages:

- The average troop (total sales \$1,754.32) earned approximately \$195.69 under the previous proceeds structure.
- That same average troop would earn approximately \$219.29 under the new 12.5% proceeds structure.

That's an increase of \$23.60, giving troops more resources to support their Girl Scout experience.

Whether your troop is saving for a special trip, funding badge activities, or supporting community service projects, every sale now has an even greater impact on your troop's goals.

Sell the same products, earn more for your troop!

Troops that opt-out of rewards (cadettes and older only) will receive an additional 2% in proceeds.

New This Year: Troop Reward

This year, if your troop has a fall PGA of \$450 or higher, each seller in the troop plus two troop volunteers will receive tickets to the 2027 GSSNE cookie rally. Date and time TBD. Troops will be contacted to arrange tickets.

New This Year: Cookie Proceed Tie-In

This year, if your troop has a fall PGA of \$300 or higher, and has 100% fall seller participation, your troop will earn an extra \$0.01/pkg of cookies sold during the 2026-2027 season.



2026 Theme, Tins and Patches

Every year, Ashdon Farms has 2 collectable tins in their lineup. The Snowman tin comes filled with milk chocolate covered pretzels and the Your Adventure Awaits tin has mint treasures in it. Ashdon Farms also has the snowman tin online with Pecan Clusters inside as well as last year's Girl Scout tin (with fresh candy inside).



Girl Scouts can earn a personalized patch for Fall Product by creating an avatar on M2, sending 16+ emails, and having a total of at least \$325 in fall sales. This year there are 3 designs to pick from. Volunteers get to pick from the same 3 designs. Troop volunteers earn the patch by activating the Parent Adult Email Campaign and having a total troop sale of \$1300 or more.

The cookie crossover patch can be earned by creating an M2 avatar, sending 16+ emails during fall product, and selling at least 275 packages of cookies during the 2027 cookie program.



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Delivery and Participation

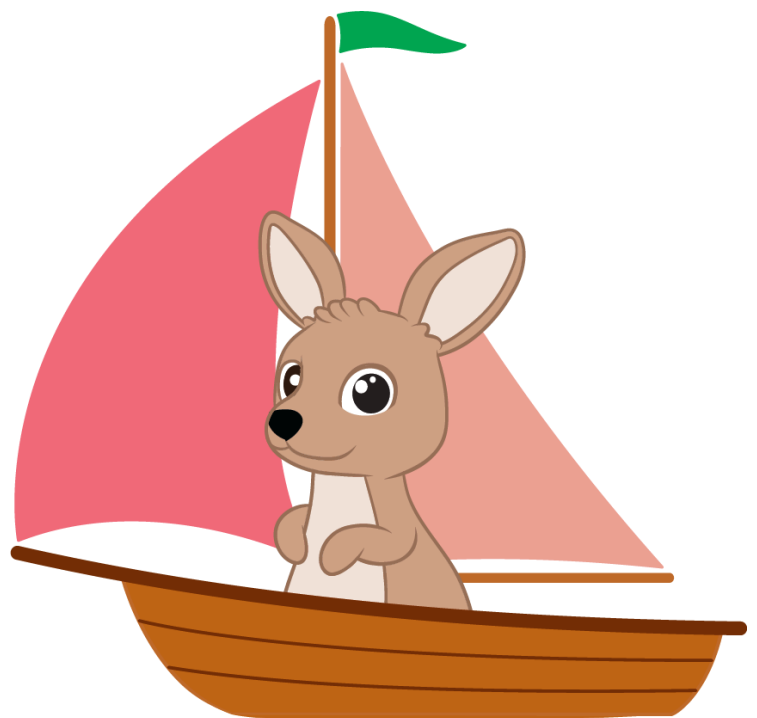
Delivery

- Prior to pickup/delivery, find a cool dry location at street level to store your product.
- Print your delivery tickets for your service unit and each troop before you receive product to make sure you have everything you need.
- To print a delivery ticket, click Delivery Tickets from your dashboard. You will have to type the troop number to generate the ticket. You won't be able to print them until after the sale is over.
- You will receive only what is ordered - no extras.
- If you are picking up your order, make sure you bring a vehicle large enough for the product.
- When receiving the product, make sure you double check the count. If you sign that you received all of your product, then find something missing council will not replace it without charging you.
- Schedule a time for all your troops to come pick up their product. Sort out the product for all troops before any pickups to make sure your counts are accurate.
- Prepare a receipt for each troop. When a volunteer comes to pick up their order, make sure that you count the order for accuracy. Each party should retain a signed receipt.
- All damaged items must be returned to council as soon as possible. Only like-for-like exchanges will be made.

Who can participate in the Fall Product Program?

Short answer is everyone, as long as they're registered for the 2026-2027 season. All Girl Scouts can sell via order card, online or both. Troops with only one registered Girl Scout and Individually Registered Members will receive Candy Cash which will be issued in the form of a credit to the GSSNE shop. The amount awarded is based on total sales.

IRM Sales Levels & Candy Cash Earned	
Level 1: \$100-199	\$10
Level 2: \$200-299	\$20
Level 3: \$300-399	\$30
Level 4: \$400-499	\$40
Level 5: \$500+	\$50



Wrapping Up Checklist

Troop Turn In

Final payments from the troops in your service unit are due at the end of the sale, be sure to check for the accuracy of the following items:

- Verify that all troops have entered their paper nut/candy and Girl Scout rewards into M2. Assist any leaders who may need help with this process. Online orders are automatically included and do not need to be manually added.
- Troops should run their Summary Report to see final payment due amount. This should be done after 11:59pm on November 1st. Troops should pay the exact amount listed on the summary report to council.

Ways for troops to pay their balance due to council at sale end

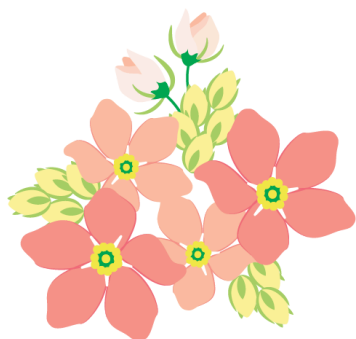
1. Submit amount due from the summary report through our ePayment system.
2. Deposit all funds into their troop bank account, then write a check from the troop account to GSSNE for the amount due on the summary report. Turn in the check with a copy of the summary report.
3. Deposit money directly into GSSNE bank account by using one of our deposit slips. Deposit slips can be obtained from council. Turn in summary report and a copy of the deposit receipt from the bank.
4. Hand in cash, checks, and a copy of the summary report. The amount handed in should match the amount due on the report.

Service Unit Turn-In

Please note that if all troops used the ePayment system, you do not need to come in. You only have to come in for turn-in if you have any troops who made their final payments using methods 2, 3, or 4 above. Please bring troop payments and paperwork separated by troop to turn in. We will have turn-in for those needed on November 2 & 3. Please reach out to Rebecca and Michelle to schedule.

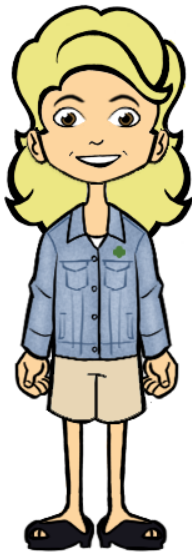
Product and Reward Distribution

Product will be ready to be delivered/picked up by service units on November 19 and 20 . Sign ups for delivery/pickup times will be sent out once orders are submitted. Distribute candy/nuts to troops upon receipt. Rewards will be shipped in December. Distribute to troops immediately.



girl scouts of southeastern new england

We're here to help!



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