

Magazine & Snack Program 2024 Family Guide

What is the Magazine & Snack Program?

The Magazine & Snack Program (MSP) helps Girl Scouts build the 5 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!

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 earn 20% on all items 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.

Reward Opt Out - Cadette, Senior, and Ambassador troops have the option to opt out of rewards to earn an additional 2% profit.



Getting Started! -FOR GIRL SCOUTS-

- » Complete membership registration for 2024-2025
- » Have a signed Annual Permission Form on file with the troop.
- » Starting August 28, log into the M2 site and set up your shop for online sales and use the paper order card to take in person orders through October 2

Dates to Remember

Aug 28	MSP Begins! Use the link in the launch e-mail or go to www.gsnutsandmags.com/gsneo to get started. Girls can also begin taking orders on the snack order card.
Sept 29 12pm	Last day for families to enter in-person order snack items in the M2 System. Do not enter girl-delivered online orders as these are already in the system.
Sept 30 - Oct 2	If you have late or last-minute additional orders, tell your troop MSP manager and they can edit your Girl Scout's order until October 2
Oct 2	Last day for a customer to place an online order for girl-delivered snack items. Shipped snacks, magazine subscriptions, the BarkBox, and Tervis Tumblers will still be available for online purchase. If you receive any additional orders after the October deadline, ask your MSP manager about additional snack availability from Council.
Oct 31 - Nov 2	Snack item delivery in your area. Check with your troop's MSP Manager for location, date, and time to pick up your snack items.
Nov 15	MSP Ends! Online sales end for orders shipped directly to customers at 11:59 p.m.
Nov 22	Reward selections due in M2 System. Payment for any snack paper order card sales is due to your troop.
Dec 11	Pathway Passes uploaded to Rewards Site.
Jan	Rewards available for pickup from your troop

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

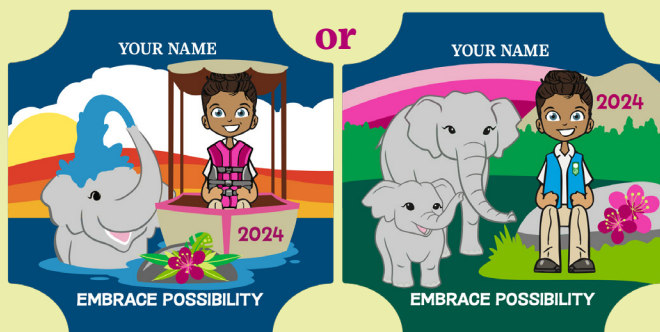
Beginning August 28, girls create an online account in the M2 system. Within her online account, she creates an avatar with her own virtual likeness, enters e-mail addresses and creates a personal message to send to family and friends. To increase her sales, we also suggest she record her voice for her 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 you do not need to record/enter any online sales.

Girls Can Earn a Patch That Looks Just 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 the program. Girls must ensure their correct mailing address is reflected in the M2 system.



Girls earn the 2024 Magazine & Snack Program personalized avatar patch by:

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

HOW TO ENTER YOUR IN-PERSON ORDERS FROM THE ORDER CARD:

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

There is no submit button! Orders are transmitted for fulfillment automatically after the cutoff date of Sept 29.

GIRL DELIVERY REMINDERS

You can select which customers can select girl-delivery as their shipment option at checkout.

- On the “Email Icon” from the dashboard, you can check the box under “Girl Delivery” for each individual customer’s email. If you do not wish to offer a certain customer the option, uncheck the box.

You do not need to enter any online sales into M2 - these are already added to your Girl Scout’s account.

If you have a girl delivered order that you cannot fulfill, please contact M2 Customer Service at 800-372-8520 to cancel the order before Oct 2.

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

