



Key Contact Information

Service Unit Product Sales Manager: Traci Gardner daisytroop1004@gmail.com

Ashdon Farms Customer Service: 1-800-274-3666

M2 Technical & Customer Support: question@gsnutsandmags.com, 1-800-372-8520

Online Program Site: <https://gsnutsandmags.com/gsvsc> (available in English and Spanish)

2020 Sale Dates

Date	What's Due and What Happens
September 25	<ul style="list-style-type: none"> Sale starts Girls/Families receive launch email for M2 (the new online system)
October 8	<ul style="list-style-type: none"> Opt-Out Forms Due to Traci (I scan them and submit by October 10.)
October 25	<ul style="list-style-type: none"> Order card sales end Online orders for girl delivery end Last date for Families to enter order card information into M2.
October 27	<ul style="list-style-type: none"> Girls/Families must have turned in any orders not entered to troops
October 28	<ul style="list-style-type: none"> Last date for troop to enter girl orders
November 18–20	<ul style="list-style-type: none"> Delivery at Blacksburg Fire Department, Station 2 (tentative location) 2700 Prices Fork Rd, Blacksburg, VA 24060 Delivery tentatively scheduled for November 20
November 18– December 6	<ul style="list-style-type: none"> Girl deliveries take place
December 2	<ul style="list-style-type: none"> Last date to report shortages or damages No problems can be accommodated after this date Customers can contact Ashdon Farms directly if they encounter an issue (e.g., partially filled container, stale product).
December 3	<ul style="list-style-type: none"> Girls/Troops should begin the process of choosing rewards
December 6	<ul style="list-style-type: none"> Sale ends <ul style="list-style-type: none"> Final date for online sales for Direct Ship Final date for girl sales and delivery Girls/Families make final payment to troops
December 7	<ul style="list-style-type: none"> Last date for girls/troops to make reward choices in M2. System will assign rewards after this date.
December 10	<ul style="list-style-type: none"> All troop payments due to Traci OR pay by debit card by calling Council.

Troop Participation Requirements

- Troops must be registered for the 2020–2021 year.
- Troop sales managers must have completed
 - A cleared background check
 - Registered for the 2020–2021 year
 - [GS105—Orientation for Troop Product Sales Managers](#)
 - Fall Product Sales TrainingCheck your email for information on signing up for training. The following times are available from Council:
 - For Troops:
 - Thursday, September 10—10 am to 1 pm
 - Thursday, September 10—5:30 to 8:30 pm
 - Saturday, September 12—10 am to 1 pm
 - For Parents:
 - Thursday, September 17—6 to 7:30 pm
 - Saturday, September 19—10 to 11:30 am
 - Service Unit Fall Sales Training (which I will set up after everyone has their troop packets)

Girl Participation Requirements

- Girls must be registered for the 2020–2021 year.
- Girls must return a completed, signed sale permission slip.

Information about the Nut & Candy Products

- 22 of the items available are gluten free. These products are marked with **gf** on the order forms.
- Products marked with **U** are Kosher. Products marked with **UD** are Kosher Dairy.
- Allergy and nutrition chart is available at <http://www.alschutzman.com/gsnutri.php>.

Online Sales & Girls'/Families' Access

How are girls added to the online system (M2)?

Council will add the girls/families to the M2 system. There is NO self-registration.

When will girls/families get access?

Council will email invitations on September 25.

Are girls from your troop missing online?

Contact info@gsvsc.org or phone Council Office at 1-800-542-5905 to have girls added.

How do girls sell the products online?

Girls/families will receive an email invitation to set up online stores in the M2 system. This system includes a 7-minute instructional video that explains how the site works and outlines the features that girls can use as they create their online storefronts.

Girls/families need to enter email addresses to send invitations to friends and family to place an order. Each email includes a special link back to the girl's website; this is the only way for the store to be accessed.

What is the benefit of selling through the online storefront?

Girls can sell to friends and family over the internet, without having to worry about social distancing rules as they take orders.

How can girls increase their online sales?

The online storefront gives girls the opportunity to personalize their sites, which leads to a better response.

Girls can create an avatar (cartoon image, like those below) that looks like them, and they can record an audio sales pitch for their customers. The system allows for over 3 billion customizations to the avatars. Troop leaders can also create avatars.



If girls meet the requirements listed on the order card, they will receive a customized avatar patch, which features their design. Girls/families can also print business cards with info on their online stores to pass out to family and friends.

What can customers do online?

Customers can order all Ashdon Farms items (not just those on the order card) as well as subscribe to magazines. All money for the online sales is collected online. Girls do not need to collect money (a safer practice given COVID-19 risks). There are two kinds of orders that can be placed:

- **Girl Delivery:** Order items that are listed on the order card for girl delivery. The items will be delivered to the troops, and the girls will pick up the items and deliver to the customers. Girl Delivery is free.
- **Direct Ship:** Order any Ashdon Farms items for shipped delivery to the customer's provided address. Items are shipped directly to customers from Ashdon Farms. Direct Ship requires shipping fees, indicated in the image below.

Online Shipping Chart



Product Subtotal	Standard	2 Day
\$0.01 - \$15.00	\$8.95	\$19.60
\$15.01 - \$30.00	\$10.50	\$25.60
\$30.01 - \$45.00	\$11.95	\$29.85
\$45.01 - \$60.00	\$14.50	\$33.00
\$60.01 - \$75.00	\$20.50	\$38.00
Every additional \$15	+ \$3.50	+ \$7.50



The chart is presented on a page with a blue and yellow footer bar. The title 'Online Shipping Chart' is centered at the top of the chart area. To the left of the table are two sloth illustrations hanging from a branch. To the right of the table are pink flowers with yellow centers.

How do online orders work in the M2 system?



Please read carefully. This is a new system, and different from online cookie sales.

- All money for online orders is collected online. Payment will credit to the troop automatically.
- Orders placed online for girl delivery transfer automatically to the troop's order. Online orders **DO NOT** need to be entered with products from the order card.
- Families **DO NOT** approve orders placed for girl delivery.

Special Situations

If an order is made for girl delivery and the girl is unable to deliver the items, contact M2 customer service and they will make alternate arrangements for the customer.

For instance, a girl in Shawsville receives an order for girl delivery from a family friend in Idaho. This girl is not traveling to Idaho to deliver the a can of Dill Pickle Peanuts, so Customer Service takes care of the order.

In a situation where the order is local but the girl is unable to deliver for some reason (perhaps her family is quarantining), the troop leader may be able to arrange delivery of the product.

- Families **DO NOT** add any online sales to the Order Cards. If they make this mistake, they will receive double orders. Troops are responsible for ALL products ordered, so double entry would be a significant problem.
- Families can enter sales from the paper order card online in M2 and avoid having to return the paper card to the leader or troop sales manager.
- Troops and families need to be aware that they are picking up additional products that have been ordered for girl delivery.

Social Media Guidelines



Please read carefully. These rules are similar to those from the cookie sales. Breaking the guidelines can cost your troop its profit!

Girls aged 13 or older can post product sales information on private posts to family and friends if they have their family's permission.

Allowed posts on private group pages can ONLY post the following statement: **My daughter is selling Girl Scout Nuts, Candy, and Magazines. If you are interested in purchasing from her, please Private Message me so I can take your order.**

To emphasize the key points, use these guidelines:

1. Girls under 13 may **NOT** post. Their family adults may, as long as they follow the other guidelines.
2. Public posts are **NOT** allowed. Do not post on Craigslist, on Facebook Marketplace, on Yard Sale pages, or in any other public spaces.
3. Posts may **NOT** be sent/shared to people the family does not know. They are to be sent/shared **ONLY** with family and friends.
4. Girls 13 or older may **NOT** post on social media without family permission.
5. Posts may **NOT** be public. All social media posts **MUST BE** marked Private.

Booth Sale Guidelines

Booth Sale Challenges to Consider

Because of COVID-19 restrictions, I expect there will be limited opportunities for booth sales of the fall products. If your troop is interested in booth sales, consider these guidelines/realities before making your decision:

- Any booth sales must adhere to the GSVSC IDP, CDC and Virginia guidelines such as social distancing, wearing a mask and hand sanitizing.
- There are only two weeks during which a troop could have a booth sale (November 20–December 6). Those two weeks include the Thanksgiving holiday. Reminder: Products are not delivered to the Service Unit until November 20, and payment is due to troops by December 6.
- Local college students will be gone during the entire time that the products are available for delivery. College students will not return to the area until mid-January.
- Troops are responsible for the cost of the products that they order. If your troop orders products for a booth sale, the troop is financially responsible for the products even if they are not able to sell them. Troops must pay for everything they order by December 8.

Booth Sale Permission Instructions

If your troop wants to set up booth sales in spite of the challenges listed above, please follow this process to set up your booth and get permission for your sale:

1. Get approval from the location (the store, restaurant, etc.) and schedule your booth with them. The service unit will not coordinate with businesses for Fall Product booth sales.
2. Gather the relevant details on your booth sale:
 - Sale Date, Time to Start, and Time to End
 - Business Name
 - Specific Address of the Business: Street address, city, state, and zip.
 - Name of the contact at the business.
 - The contact's phone number and email address.
3. Add the details on your proposed booth in the [2020 Fall Booth Sales Permission Form](https://forms.gle/Q8TCuFhrXRp82HLf7) at least **THREE DAYS prior to the scheduled booth** to allow time to approve the event. (LINK: <https://forms.gle/Q8TCuFhrXRp82HLf7>)
4. Once you submit your request, you will receive an approval email message, typically within 24–48 hours.