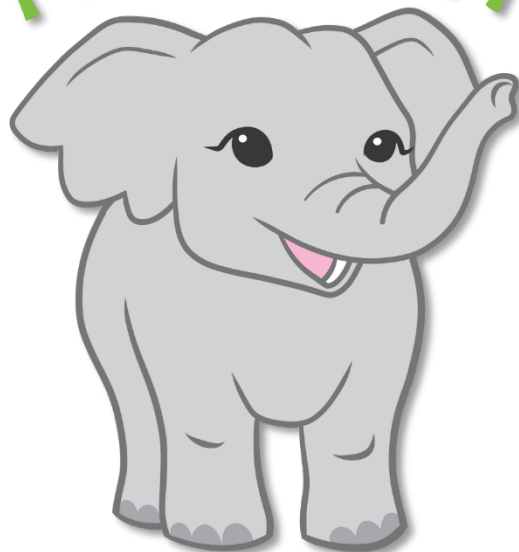


EMBRACE
EMBRACE
POSSIBILITY



2024 FALL PRODUCT PROGRAM
GIRL SCOUT &
PARENT/CAREGIVER
M2OS GUIDE

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WELCOME

Dear Girl Scout and Parent/Caregiver,

This guide will take you through what you will see and do in the **M2 Ordering System** (M2OS); the online application you and your Girl Scout will use to manage the Fall Product Program.

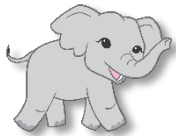
Girl Scouts registered as of September 23 were uploaded into M2OS by the product program department in time for the September 27 start date.

At the same time as when the Girl Scouts were uploaded, we included the parent/caregiver's email address (if available). An email was sent to the parent/caregiver the morning the Fall Product Program began, which provides the link to M2OS.

Each Girl Scout will set up her own "campaign" – her "storefront" – by [creating an avatar](#), [uploading a video](#), [sending emails](#), and then managing the sale.

Each parent/caregiver should have received a flier from the Troop Fall Product Chair (TPFC) with high-level information about the Fall Product Program and the web address for M2OS, to be used to create an account and log in – www.gsnutsandmags.com/gsgla.

This link is also available on Girl Scouts of Greater Los Angeles' (GSGLA) website at www.girlscoutsla.org (go to Cookies+ and select the Fall Product Program from the menu, then choose Online Program) or you can go directly there via www.girlscoutsla.org/fallproduct.

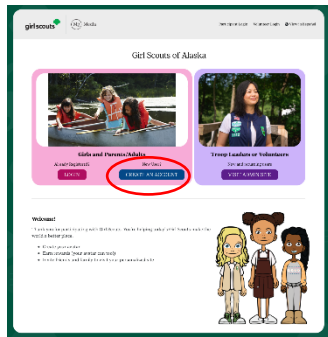
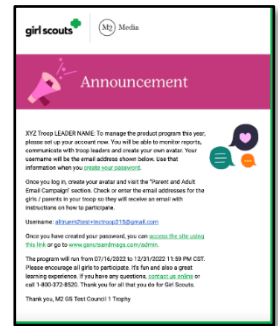


Important Tip: Caregivers should make sure they search for their Girl Scout's name as registered in *MyGS*. For example, if the Girl Scout's name is Kathryn and she is registered in *MyGS* as Kathryn, but goes by Katie, the caregiver should look for *Kathryn* before deciding her Girl Scout is not listed and adding her (as Katie or Kathryn).



M2OS

You as parent/caregiver will receive an email from Girl Scouts of Greater Los Angeles like the one at right. It contains a link to M2 Ordering System (M2OS) where you and your Girl Scout will login or create an account (as applicable). Once logged in, your Girl Scout will create a profile, create an avatar, add a video, launch the email campaign to customers, and more. Your Girl Scout will use M2OS to monitor sales throughout the Fall Product Program.

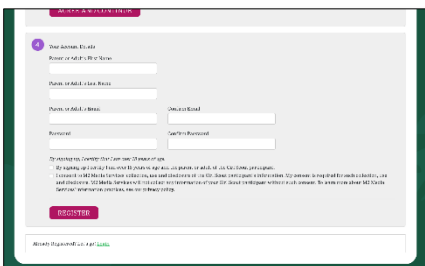
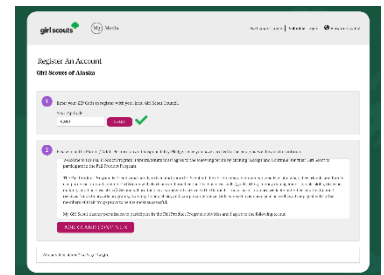


Log In/Password Creation

Once your Girl Scout or you follow the link from the email or enter the web address in your browser, a login page appears. If the Girl Scout participated in the Fall Product Program last year, click **Login** and the existing user ID and password should work. If they are brand new, click **Create An Account**. If the Girl Scout participated last year, but a different email address is now being used, the Girl Scout or you can create a new account (however, the contacts entered last year will not transfer over); alternatively, you can reach out to your TFPC for advice on next steps.

The steps in this section assume a Girl Scout is participating for the first time.

Step 00 Click **Create An Account**. A form will open asking for a zip code. This should be the zip code where the Girl Scout is registered as a member; this is the way the system knows the correct council where the Girl Scout is a member. The parent/caregiver should read the Parent/Adult Permission and Responsibility Pledge and then accept it by clicking **Agree and Continue**.



Step 1 Next enter *your* first and last name, *your* email address, and create a password. DO NOT enter the Girl Scout's name here. *Both* you and your Girl Scout should read the **Safety Pledge** and then check the box acknowledging that each of you have read and agree to it.

Then click **Register**.

Setting Up the Girl Scout's Profile

The next step is setting up the **Girl Scout's Profile** (troop number, name, setting a goal, etc.). There is a video to watch that will go over the steps and more. The answers to the goal-related questions in section 3 will be part of the email message to potential customers.

Step 0 As a troop number is entered it will offer suggestions -- enter a 1, for example, and all the troops that begin with a 1 will display... enter next a 2 and troops that begin with a 12 will display and so forth. If the troop number does not appear – or the troop number is unknown, check the box below the field I Don't Know My Troop or Group #. (GSGLA will later link her to her troop.)



Important Tip: M2OS does not use the leading zeros in troop numbers, so if you are troop 01234, enter just 1234.

Step 1 If troop number is known *and* is in M2OS (appears in the drop down), but the Girl Scout's name *doesn't* appear, it means the Girl Scout was not a registered/current member as of when GSGLA did the upload. However, the Girl Scout can be added by entering the first and last name where indicated. Once finished, click **Next**.

NOTE If the Girl Scout isn't registered for the upcoming membership year **1213-1214!** they must register in order to participate they can do so through MyGS: MyAccount via the GSGLA website * www.girlscoutsla.org.

Also note that if the Girl Scout isn't registered while they can still go through the steps we review below the customer emails will not be sent until the membership has been verified by GSGLA product programs staff which can take between 2-4 business days! We will cover this a bit more later in this guide!

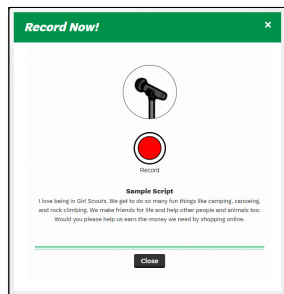
The pop-up message at left will appear, giving the Girl Scout or you a chance to confirm what has been entered. In other parts of the system, you/your Girl Scout will get other “Before You Proceed” messages to confirm actions and/or data entered. If a change needs to be made, click **Go Back** to return to the previous action. Click **Proceed** to go to the next action.

Creating the Avatar

That next step is setting up the Girl Scout's **Avatar**. Choose skin tone, hair style, hair color, eyes, shoes and more! The avatar the Girl Scout customizes will appear in the emails sent to potential customers and will appear on the Girl Scout's storefront.

Plus, if 18+ valid emails are sent via M2OS by October 18 and total Fall Product sales are \$375 or more, the avatar will be on the personalized patch!

And the avatar will *talk*, using the Girl Scout's own voice! The Girl Scout, with your help, can either directly record through M2OS the message the customer will hear or upload a file recorded outside M2OS.



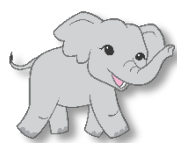
To record from M2OS, click on the **Record Now** button. A message from the web browser (Chrome, Firefox, etc.) will ask to give M2OS permission to use the microphone – click **Yes** (or **Allow**). The recording window will open (see image at left). Click the red **Record** button to record.

When finished recording, click **Stop** (which appears while recording is active). The Girl Scout can preview the recording and can rerecord if needed by clicking Record again. Otherwise, click **Close** to save the recording.

If a microphone is not available on a desktop/laptop computer, a message can be recorded by logging into M2OS using a smartphone and following all the same steps as above.

Your Girl Scout may want your help with recording -- although, we all know kids are so tech savvy now, it's the *parents/caregivers* that need help with technology; nevertheless, you should be involved so you know what your Girl Scout is recording.

The recorded message will be included (via a link) in the email sent to family and friends. As this is an optional feature, the default recording can be used instead.

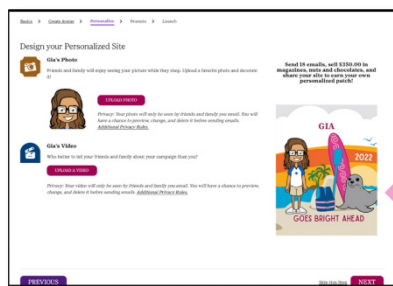


Important tip: Encourage your Girl Scout(s) to set up the avatar. A Girl Scout will earn the personalized patch (avatar patch) ONLY if 18+ valid emails are sent, via M2OS, by October 18, 2024 (in addition to selling \$375 or more in nut/candy/magazines/other Fall Product items).

When done, click **Next** (the Girl Scout can go back later and change things, if needed).

After clicking Next, a Congratulations message appears. Different actions a Girl Scout takes in setting up the storefront and later managing the sale will earn virtual rewards that will display in the virtual “room.” We cover these actions on the succeeding pages, but after earning each virtual reward, a “congratulations” message will display.

Designing the Personalized Storefront



The storefront is what the customer will see when they click on the email they receive. Here the Girl Scout can personalize that storefront - **Upload A Selfie** and decorate it a bit (add stars, for example), or leave the avatar image and decorate that a bit. Or not, and just leave the picture or avatar otherwise unadorned.

The Girl Scout can **Upload A Video**. This video would override any video the troop has uploaded, so be sure your TFPC knows you intend for your Girl Scout to use her own video.

It will also show a sample of the avatar patch.

After completion of these tasks, click **Next**. (Completion of these tasks will earn the Girl Scout a “virtual reward.”)

Promote the Campaign

Next, the Girl Scout needs to **Promote Her Campaign**. If your Girl Scout participated the previous season or in the cookie program, those contacts have been preloaded (provided the same email address for login is being used this season) and she can edit, add, or delete email addresses.

If your Girl Scout is brand new, email addresses of family and friends can be manually added or imported from Yahoo, Gmail, Outlook and Outlook.com (Hotmail), and AOL.

Once the Girl Scout has entered/imported/reviewed the contacts, it's time to launch the campaign. *Remember, 18+ valid emails sent by October 18 earns the Online Charm!*

The email customers see can be previewed by clicking **Preview**.

Once ready to send, your Girl Scout should click **Launch Your Campaign**.

The storefront can also be shared with friends and family via Facebook, X (formerly Twitter), and/or text.

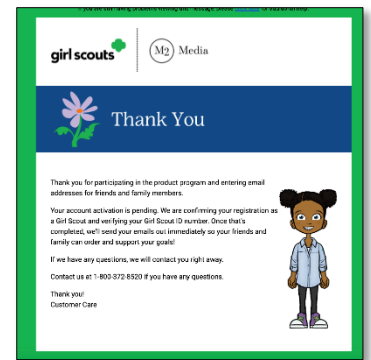
Once everything is set up, a screen like the one on the left displays. From here you can visit your Girl Scout's storefront (**Your Store is Live!**), open and download personalized **business cards** and **door hangers** (**Helpful Sales Tools**, also available from the dashboard) and manage the campaign, which includes adding another Girl Scout if the you need to (**Manage Your Campaign**). (If you have more than one Girl Scout you are parent/caregiver for, you can manage both of their storefronts with a single login/password.)

It is important to note here that if you needed to manually enter your Girl Scout[s] name when setting up her profile .as detailed on page 2! You will receive an email like that to the right that includes in the message Your account activation is pending We are confirming your registration as a Girl Scout

As we mentioned earlier what this means is that your Girl Scout/s current membership status will be checked in the council/s membership database. MyGS! Only Girl Scouts who are registered for the current membership year .1ž13.1ž14! can participate While membership status is being validated the emails will not be sent to the contacts entered

*Once your Girl Scout/s membership status has been confirmed you will receive another email letting you know GSGLA has confirmed the membership At that time the emails will then be sent to the contacts entered * this will happen automatically the Girl Scout: you do not need to log back in to)release{ the emails*

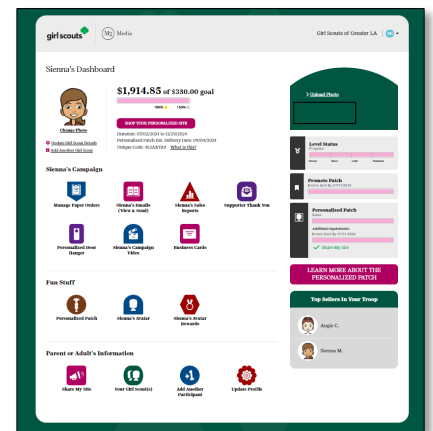
However if your Girl Scout is not currently registered council staff will reach out to the troop fall product chair and: or troop leader and the parent: caregiver to resolve the issue Once resolved the emails will then be sent to the contacts entered .automatically!



Managing the Campaign

This is the Girl Scout's dashboard (see image at right). On each subsequent login, this is the page she will see, and it is from here that the Girl Scout can track sales, send/resend emails, view the avatar room, and more.

Plus, **NEW** this year your Girl Scout can say a personalized "Thank you!" to the supporters who purchase from their online storefronts. Activating the Supporter Thank You email allows participants the opportunity to say "Thanks for your support!" in their own special way. This option can be turned on or off at any time throughout the program.

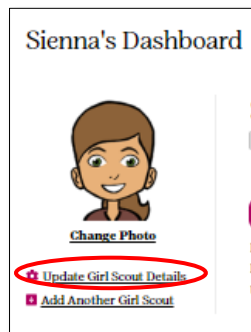


One can consider top tier of icons as the business part of the **Campaign**, the second tier - **Fun Stuff** - as ... well, the fun stuff, and then the third tier - **Parent or Adult's Information** - is where you will make changes, such as if you have a second Girl Scout to add (and didn't earlier) - select **Add Another Participant** and follow the steps. As mentioned earlier, you can manage both Girl Scouts' accounts with one log in!

Your Girl Scout can also track the distance to her goal (top center), see her progress towards the avatar patch (emails sent and sales; right side). Below that are the top sellers in GSGLA and the top sellers in the troop (first names only, not amount sold).

Update Girl Scout Details

Clicking the link labeled **Update Girl Scout Details** under the avatar image or selfie picture on the dashboard allows your Girl Scout or you to update information entered - to change the goal, for example, or what the troop plans to do with their proceeds. Click **Change Photo** to update or add a picture.



The most important element, however, is for you to enter a mailing address (if it wasn't entered upon registration) so that the avatar patch, if earned, can be directly sent to your Girl Scout. Do this via the **Update Girl Scout Details** link.

[Girl Scout's] Campaign

In this section, there are seven links – [Manage Paper Orders](#), [Emails](#) (here labeled Sienna's Emails), [Sales Reports](#), [Supporter Thank You](#), [Personalized Door Hanger](#), [Campaign Video](#), and [Business Cards](#).



Manage Paper Orders

| Product | Price | Quantity | Total |
|--------------|--------|-----------|---------------|
| A Girl Scout | \$0.00 | 10 | \$0.00 |
| B Girl Scout | \$0.00 | 10 | \$0.00 |
| C Girl Scout | \$0.00 | 10 | \$0.00 |
| D Girl Scout | \$0.00 | 10 | \$0.00 |
| Total | | 40 | \$0.00 |

When you and your Girl Scout are ready to enter the totals from the order card, click **Manage Paper Orders**. Enter **only** those from the order card; all online orders will be entered automatically as the customer places their order.

Taking the bottom-line totals from the order card, enter the total of each variety, including Gift of Caring (GOC), and click **Update** to save the order.

You have until 11:59pm on October 27 to enter or adjust/update the order. After your deadline passes, only the TFPC will be able to make changes.

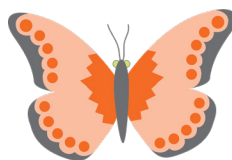
Emails (View & Send)

By clicking the **Email** link, your Girl Scout can track the progress of the emails sent, as well as add more potential customers. Has the customer received the email, or did it bounce? (We hope it was received.) Did they receive it, but not open it? These are all datapoints your Girl Scout can track.

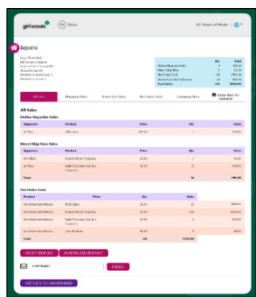
| First Name | Last Name | Gender | Email | Opt-in | Resend | Status |
|------------|-----------|--------|--------------------|--------|--------|--------|
| John | Doe | Male | john.doe@gmail.com | Yes | Resend | Active |

(If an email “bounced,” your Girl Scout/you can update/correct the email address and click **Resend**. Your Girl Scout/you can also resend any other email by clicking Resend.)

Click **Add Contacts** to add more recipients.



Sales Report



Click on **Sales Report** to view a report of your Girl Scout's sales. The report can be printed, downloaded, and/or emailed. You/your Girl Scout can see **All Sales, Magazine Sales, Direct Shipped Nuts, Nut Order Card,** and **Online Nuts Girl Delivered.** (Not shown at left, but there will also be a tab for the special items also available.)

Your Girl Scout should visit here often to see how her sale is going.

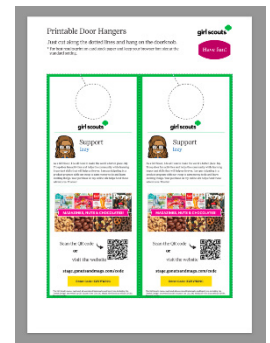
Uploading A Video

We didn't discuss earlier the "how" of uploading a video, so let's cover it now. Uploading a video is easy. Select the **Campaign Video** icon from the Dashboard. Click **Upload** to search your computer for your Girl Scout's video file. When it is finished uploading, click **Save.**

Door Hangers and Business Cards

As your Girl Scout is walking your neighborhood with her order card, she can bring along copies of her **Personalized Door Hangers** to leave if a customer isn't home. The customer can scan the QR code or enter the link from door hanger, and when prompted, enter the unique code printed on the door hanger (which links the order to the Girl Scout).

To download the Door Hanger, click the **Personalized Door Hanger** icon, download the PDF, and open the file (if it doesn't open automatically), Then just print them out. They are sized to fit an 8.5" x 11" piece of paper (we recommend using cardstock) and need just a bit of cutting to become door hangers.



She can also bring along her **Business Cards.** These work the same way as the door hangers do, including a QR code (not shown in the sample). The customer enters the link that is printed on the card or follows the QR code, then, when prompted, enters the Girl Scout's unique 8-digit code (step 2).

Either option is ideal for the customer who may not want to pre-order nut product but is willing to go online later and pay by credit card to help support the Girl Scout and her troop. (The business cards appear as several per page in two columns and are also sized for 8.5" x 11"-sized paper.)

Supporter Thank You

NEW this season your Girl Scout can say a personalized "Thank you!" to the supporters who purchase from their online storefronts (email is sent after their first purchase). Activating the Supporter Thank You email allows participants the opportunity to say "Thanks for your

support!” in their own special way. This option can be turned on or off at any time throughout the program.

Supporter Thank You
Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.

GET STARTED

Supporter Thank You
Create a personalized thank you message that will automatically be sent to your supporters after their first purchase.

Thank You Email
Personalize the email copy below.

Your Message

Dear [Supporter Name]

Thank you for supporting Girl Scouts and me with your recent purchase.

Your support makes a real difference. You're helping me and my troop earn proceeds that fund amazing experiences, all while learning skills that will last a lifetime.

If you would like to buy any additional products from me, please visit my Online Site to place your order before my sale ends.

From Stenna

ACTIVATE EMAIL

Click the button on the dashboard, then click the Get Started button to get started. You can then customize the message you wish to send to your supporters.

Fun Stuff

In this section your Girl Scout can update/change her **Personalized Patch**, update/change her **Avatar**, enter her avatar room (**Avatar Awards**) to view any virtual rewards earned, and in **Physical Awards** see what physical rewards (those on the order card) she has earned or is close to earning.



Personalized Patch

Enter or verify your address below. Your personalized patch, if created, will be mailed to this address. If you would like to update your address, you can do that also containing your address.

Patch Preview
See your current selections.

First Name: [Text Field]
Last Name: [Text Field]

What will appear on your patch?
If your avatar is a child, you can choose a background, clothing, and accessories.
If your avatar is an adult, you can choose a background, clothing, and accessories.
If you want to, then to have your avatar and name will appear on your personalized patch.

Address Line 1: [Text Field]
Address Line 2: [Text Field]
City: [Text Field] State: [Dropdown] Zip: [Text Field]

SAVE **CANCEL**

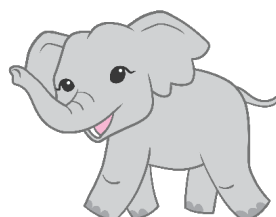
Personalized Patch

If you and your Girl Scout hadn't made selections about the **Personalized Patch** during set up – name to use on the patch (First Name or a nickname), background, clothing – or included a mailing address, from the Personalized Patch icon these selections can be made now. Once completed, click **Save**.

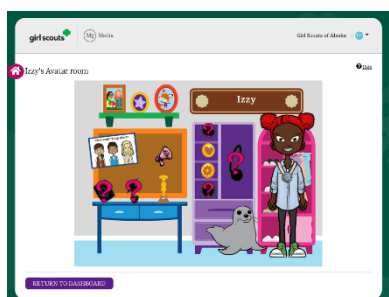
At any point **prior** to your deadline of **11:59pm October 27**, you may make changes/adjustments.

[Girl Scout's] Avatar

Click on the **Avatar** link to make any changes to the avatar. Any changes made will appear in any new emails sent to customers. It opens the selection panel as seen when initially creating the avatar.



Avatar Awards

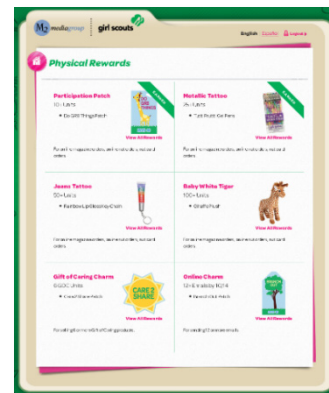


Click on the **Avatar Awards** link and your Girl Scout will see her “room” (which will look similar to the sample shown here). There are places to click (they’ll initially have a “?”) to see how to earn that virtual reward (add a video, for example, if not already done).

Each earned virtual reward will show in the room. Plus, in the upper left is a “troop photo” showing a group photo of all the avatars of each Girl Scout in the troop. The avatar of the troop fall product chair will also be included. Your Girl Scout can click on the image to see it larger and the “troop picture” can be printed out.

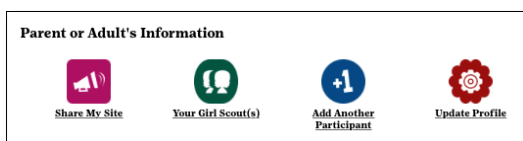
Physical Rewards

The **Physical Rewards** link is where your Girl Scout can see how close to a physical reward (those on the order card) she is. In our sample from a past season, Suzy’s sales so far have earned her the participation patch and the metallic tattoos, as she is at more than 25 units (but fewer than 50). A girl can click on the item to enlarge the picture. Of course, when the girl checks, it will show the 2024 rewards at each of the earning levels (see the order card for this year’s rewards).



Note Until the order card orders have been entered by you: your Girl Scout .by 0007pm on October 16! or by the TFPC .by 0008pm on October 17! The Physical Rewards will calculate based only those orders placed online

Parent or Adult’s Information



Here the parent/caregiver clicks on **Share My Site** to share on select social media that their Girl Scout is selling Fall Products (if they hadn’t before during set-up).

Note Neither Girl Scouts nor their parent: caregivers or other family members can take orders directly through any social media platform Only share the Girl Scout/s M1 OS: storefront link

Your **Girl Scout(s)** allows the parent to manage their Girl Scout(s) account(s). With a Girl Scout selected, clicking **View** will launch the Girl Scout’s dashboard. You will only need to select this section if you have more than one Girl Scout that you wish to toggle between. But also, from here you can also create an account for your second (or more) Girl Scouts.

But you can also **Add Another Participant** directly – clicking the link opens the [Setting Up the Girl Scout's Profile](#) screen.

Lastly, you can select **Update Profile** - this is the *parent/caregiver's* profile, which would be where you could change your password, should you need to. Keep in mind, if you change your password and are also a troop fall product chair using the same password for both roles (which is typical), you will need to change the password for *both* roles to be able to “toggle” between the parent/caregiver and TPFC roles.