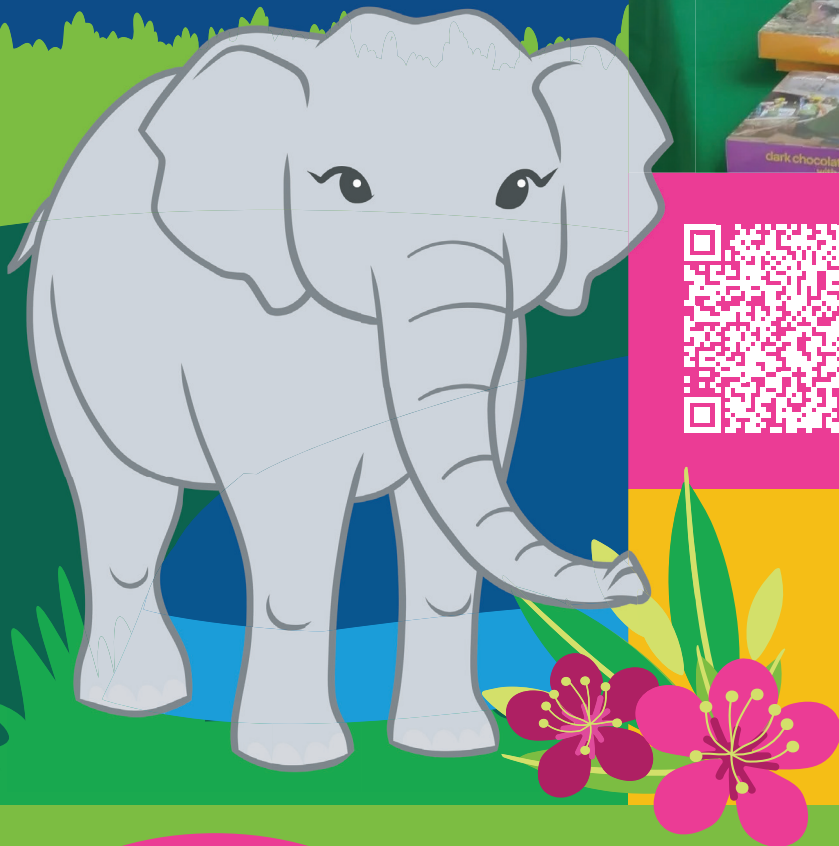


Short and Snappy Guide to

Treats & Reads

This is your simplified guide to Treats and Reads, where you will find the information needed to get started. For more information, please scan the QR code to take you to the Treats & Reads page on our website. Throughout the season, additional resources will be added.



To participate in the Treats & Reads Program, troops MUST:

- ☐ Have at least two fully appointed leaders registered with the troop.
- ☐ Have a bank account and current ACH information on file.
- ☐ Have each girl's caregiver sign the Product Program Parent Permission Form.
- ☐ Complete the electronic Troop Product Manager Agreement.
- ☐ Attend a virtual or gsLearn training.

Troop Leaders!

The position of Troop Product Manager is essential to your Girl Scout Troop's experience. As a Troop Leader, engage and invite a caregiver to help with the Product Program by inviting them to be a Troop Product Manager.
*Must be a registered Girl Scout volunteer with a completed background check.

girl scouts 
heart of michigan

Dear wonderful volunteers,

As you know, Girl Scouts is so much more than a fun extracurricular activity. Everything that we do is centered around providing girls with the opportunity to gain life-changing skills that propel them to a positive possible future. The Treats & Reads Program is no different! The most important aspect of this program is that girls develop **five critical business skills**:

- 1) **Goal Setting:** Girls learn to set goals and create a plan to achieve them.
- 2) **Decision Making:** Girl Scouts learn to make decisions on their own and as a team.
- 3) **Money Management:** Girl Scouts learn how to create a budget and handle money.
- 4) **People Skills:** Girls find their voice and build confidence through customer interactions.
- 5) **Business Ethics:** Girls learn to act ethically, both in business and in life.

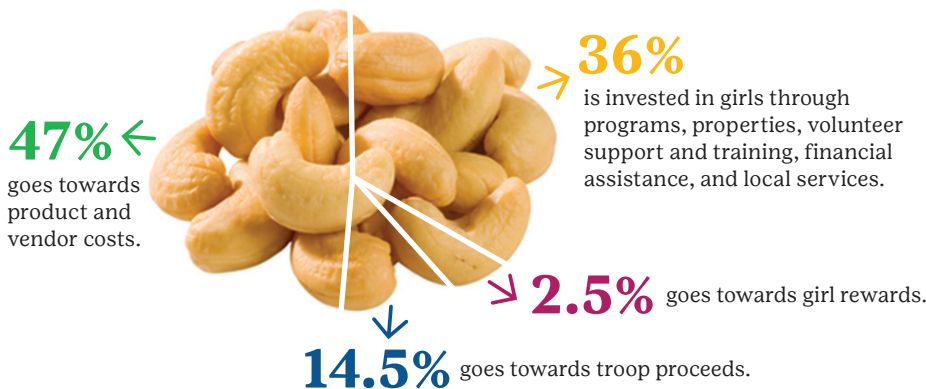
While the logistics behind facilitating this program for girls are important, there is nothing more important or impactful than the skills that girls gain from participating in Product Programs. Better yet, girls fund their own Girl Scout experiences through the Product Programs. Last year, each Troop on average earned about \$200 in the Treats & Reads Program. This equates to critical start up funds to kick off the Girl Scout year.

Between this booklet and the tools found on our website and Rallyhood, you will have all the information needed to have a successful 2024-2025 Treats & Reads Program. Throughout this guide, you will find QR codes that will take you to additional resources on our website.

Ready to smash some goals this year? The fun awaits! 😊

Yours in Girl Scouting,
The Product Team

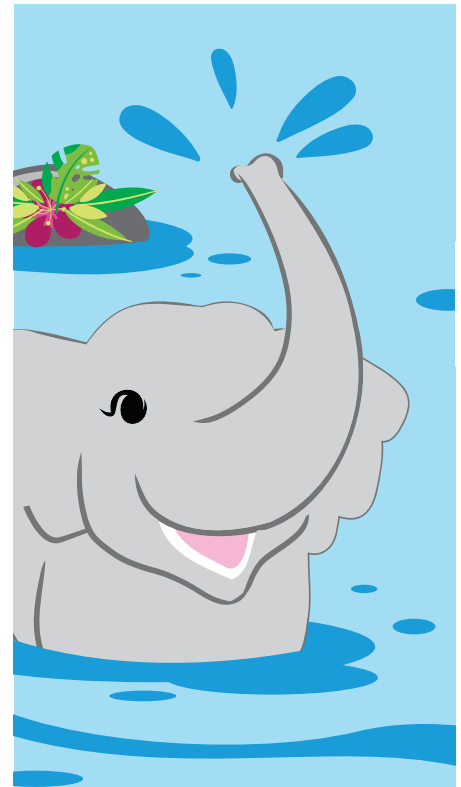
How the snacks stack



All Treats & Reads proceeds stay in Girl Scouts Heart of Michigan to support Girl Scouting in your area. Including: financial assistance, program events, trainings, and the maintenance and enhancement of GSHOM camps and properties.

Troop Proceeds

Base proceeds	14%
Troop opts out (Juniors & older)	16%
After Rewards Season - 11/15	16%



The Asian Elephant is this year's mascot!

Did you know they spend up to 19 hours a day feeding mostly on grasses? However, they also eat large amounts of tree bark, roots, leaves, and small stems. They enjoy cultivated crops such as bananas, rice, and sugarcane, and always stay close to a source of water because they need to drink water at least once a day. They can consume around 300 pounds of food a day!

Characteristics: They are thick-skinned herbivores with fan-shaped ears and large trunks. Both males and females can have tusks, though not all of them develop them. Tusks tend to be smaller in Asian elephants compared to their African relatives.

Juliette* Proceeds

Per \$25 sold = \$3.50 credit

*Juliette Girl Scouts are individual Girl Scouts that do not have a troop affiliation.

Glossary

At GSHOM, we use acronyms and other terminology in Girl Scouting. Use the QR code to visit our website for information on these acronyms and terminology.



Important Dates to Remember

September

- ☐ Volunteer access begins - 9/3
- ☐ Online store open - 9/16
- ☐ Order cards start - 9/16
- ☐
- ☐

October

- ☐ Girl paper orders/ Rewards due 10/13
- ☐ Online store closes - 10/14
- ☐ Troop paper order/rewards due 10/15
- ☐ SU rewards due - 10/17
- ☐ Cupboard flyer published - 10/25

November

- ☐ ACH payment - 11/15
- ☐ Delivery to troops - 11/6-11/8
- ☐ Delivery to customers - 11/7-11/21
- ☐ Nut Huts start - 11/9
- ☐

December

- ☐ Volunteer cupboard close - 12/1
- ☐ ACH payment - 12/15
- ☐
- ☐
- ☐

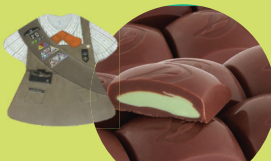
2024 products

Care To Share:
***Honey Roasted Peanuts**

\$6



Mint Treasures in Girl Scout Tin
\$12



Deluxe Pecan Clusters in Holiday Tin
\$12



Honey Roasted Mixed Nuts
\$11



Whole Cashews with Sea Salt
\$9



Deluxe Pecan Clusters
\$8



English Butter Toffee
\$8



Dark Chocolate Caramel Caps w/ Sea Salt
\$8



Chocolate Covered Raisins
\$8



Peanut Butter Trail Mix
\$8



Cheddar Caramel Crunch
\$7



Hot Cajun Crunch
\$7



Dark Chocolate Mint Penguins
\$7



Dulce de Leche Owls
\$7



Peanut Butter Bears
\$7



Dill Pickle Peanuts
\$7



Fruit Slices
\$7



*This year's Care to Share item are Honey Roasted Peanuts. Girl Scouts will be invited beginning December 2nd to help distribute to their local Hometown Heroes.



Girl Rewards

Exclusive Rewards

Fall Personalized Patch

- Create your Avatar
- Send 25+ emails
- Use the Share My Site function in the M2 System
- Sell \$350 in total Online Sales



First 25 Girl Scouts to reach \$1,250 during the Treats & Reads program will earn the official Embrace Possibility Wallet Wristlet.

Embrace Possibility Drawing

10 Girl Scouts will receive the Embrace Possibility Blanket.

- Send 25+ emails by October 1, to be entered to win!

Earn the Cross over Patch!

- Create your Avatar
- Send 25+ emails
- Use the "Share My Site" function
- Sell 225+ packages during the 2025 Treats & Reads Program



Themed Patches

Embrace Possibility: 12+ Nut & Candy Items

Elephant Patch: 5+ Magazine Items

2024 Patch: 25+ Emails

Care to Share: 5+ Donated

Super Seller: 25+ Nut & Candy Items

Super Seller Magazines: 10+ Magazine Items



Scan here to see more



Cumulative

\$100: Stickers

\$175: Necklace or \$3 Cashew Cash

\$225: Scrunchie or \$4 Cashew Cash

\$300: Bracelet and Charm or \$4 Cashew Cash

\$375: Small Plush or \$5 Cashew Cash

\$475: Diamond Art or \$6 Cashew Cash

\$600: T-shirt or \$7 Cashew Cash

\$700: Large Plush or \$8 Cashew Cash

\$800: Black Notebook or \$9 Cashew Cash

\$1,000: Felt Board or \$10 Cashew Cash

\$1,250 Stellar Seller: \$20 Cashew Cash



What is opting out and how can I do so?

Junior through Ambassador troops can choose to opt out of girl rewards/cashew cash and earn an additional 2% of total sales in troop proceeds. The Troop per girl selling average (PGSA) must be at or above \$50 per Girl Scout. Girls must decide, unanimously, to participate in opting out of rewards. Parents and guardians must be notified of the troop decision. Patches will still be awarded to troops participating in the opt-out program.

When setting up the troop M2 site, check the box that says opt-out on the Troop settings tab. Please note that if the troop is not at the \$50 PGSA by the time the initial order is due, they will be opted back into individual rewards and cashew cash will be selected. This will impact the amount owed to Girl Scouts Heart of Michigan.

Finances

2024-2025 Product Program Automated Clearing House (ACH) Payments Troop Instructions

ACH Sweep Dates

Schedule	Sweep Payment Date	Deadline for changes
Initial Order	11/15/2024	11/8/2024
Booth Sales	12/15/2024	12/8/2024

ACH



NSF Check Form



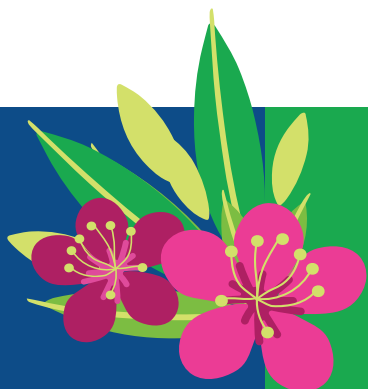
Money Collection

- ➔ All checks should be made payable to Girl Scouts Heart of Michigan (GSHOM).
- ➔ Cash or check should be collected at the time the customer places the order.
- ➔ Distribute product promptly to the girls. Initial orders should be completely delivered to customers within three weeks. When parents pick up their product, the Troop Product Manager and parent must sign a receipt for the number of products taken and verify that it matches what was ordered.
- ➔ Collect money from girls often. Count all money turned in to you, with the parent present. Use a receipt book to record payments. Give parents a copy and retain a copy.
- ➔ Deposit funds regularly into the troop bank account.

NSF Checks



If a customer's check fails to clear the troop account, complete an NSF Check form (available at www.gshom.org) and Girl Scouts Heart of Michigan will reimburse you for the check and fees. We are not able to help recover funds if the check is made out to an individual person.



Ways for girls to become a top seller



Take orders in person

- Girls can sell door to door, at guardian's place of work or to friends and family as examples.
- Collect money at time of placing order.
- Leaders should collect money from girls at meetings, use the M2 booklets when exchanging money and product.
- Once the product arrives, deliver to customer as soon as possible with a thank you and a smile.



Online Store

- Girls launch their online store with the help of their guardian.
- Send out emails or text messages to friends and family.
- Customers purchase and pay online. Customers have the choice of girl delivered or to be shipped directly to them.
- Girls can send thank you emails to customers.
- No need to collect any money from customers.



Nut Huts

- Like a cookie booth, troops can check out product to sell at local business, events or a walk-about.
- Place an order using this form and information of where Nut Hut will be and when.
- Keep a count of what items are sold and how much should be collected.
- Return all unsold product the Monday after the Nut Hut.
- Deposit all money into the troop bank account.



Goal Getters

- Girls can continue to sell products after the initial order is due and troops will earn an extra 2% of the sale.
- Collect payment at time of ordering product.
- Place an order with the cupboard using this form.

Scan here for helpful videos about launching the Treats & Reads program.



Materials to collect from Service Unit Product Manager or your local Regional Center.

Each Troop will receive:

- ✓ Short & Snappy Guide to Treats & Reads
- ✓ M2 Receipt Booklets
- ✓ XL Envelope

Each Girl will receive:

- ✓ Nut and Candy Order Card
- ✓ Money Envelope
- ✓ Family Guide



Hometown Heroes

Hometown Heroes is Girl Scouts Heart of Michigan's council-wide community service project. The program allows individuals to give back to their community while supporting Girl Scouting. This year, Girl Scouts Heart of Michigan has selected Honey Roasted Peanuts as the Hometown Heroes item. Troops can help distribute them to our local Heroes beginning December 2nd. To sign up, scan the QR code below. Product will be set aside for you to pick up from your local Girl Scouts Heart of Michigan Regional Cupboard, providing an opportunity to make a positive impact and contribute to the well-being of those in need.



Did you know?

- The Asian elephant is the largest land mammal on the Asian continent.
- They are extremely sociable, forming groups of six to seven related females that are led by the oldest female, the matriarch.
- Elephants can use low-frequency sound waves for communication between members of the herd and individuals outside the herd and can carry these sounds for distances of up to 10 miles.
- Their trunks contain around 100,000 muscles and can be used for tasks as delicate as picking up small objects or as powerful as uprooting trees.



Scientific name: *Elephas maximus*

Body length: 18-21 feet

Height: 6 to 12 feet tall at the shoulder

Weight: 4,400 – 12,000 pounds

Gestation period: 18-22 months

Life span: 60 to 70 years

The Treats and Reads Program is more than just a fundraiser. Girls will learn these five skills that will set them up for success in their future.

Here are ways you can implement them into the program:



GOAL SETTING

At the information meeting, have girls set their goals as an individual and as a troop. Set a plan for how they will reach those goals. Sell to friends and families or host a Nut Hut.



DECISION MAKING

At the informational meeting, have girls vote on what to do with their proceeds. They may want to go on a camping trip, complete a community service project, or purchase uniforms and badges.



MONEY MANAGEMENT

When making a sale, girls may need to count change for a customer. Practice scenarios she might experience selling door to door or at a Nut Hut.



PEOPLE SKILLS

While selling to their customers, girls will talk to many different people. Have girls practice talking to customers about the product and what to say when someone says no.



BUSINESS ETHICS

A Girl Scout is honest and responsible throughout the Treats & Reads Program. Girl Scouts who learn business ethics will gain trust from their customers including family, friends, and teachers.

What's next?

- Pick up materials with the Service Unit Product Manager or at a local council office.
- Hold a troop meeting with girls and parents to go over the program and hand out materials. Share dates and deadlines and how to get in contact with you if they have a question. At this meeting, you can also practice the five skills and get girls excited about the program.
- Have girls set their individual and troop goals and talk about what they would like to do with their proceeds.
- Log into M2 and ensure all girls and guardian emails are correct and send welcome emails to families.

Don't forget to join the Troop Product Manager rally to stay connected and get all the updates you need for this season.



Questions?

If you have any questions, feel free to **contact your Service Unit Product Manager** for assistance.

You can also always call or email **Help Desk:**

helpdesk@gshom.org
800-497-2688

M2 Help Center:
800-372-8520



You can find a list of FAQs following this QR code. If your customer has a question about their shipped order, please reach out to 800-372-8520.

For all other questions reach out to helpdesk@gshom.org or 1-800-497-2688.

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