



2023 Sweets & Treats Family Guide



This year's mascot
is the Ocelot!



Dear Girl Scout Family,

We hope you had a great summer and are ready to kick-off an amazing Girl Scout Year with our Council's Sweets & Treats Program. Starting on October 4, Girl Scouts can choose to participate in the online sale, the order card sale, or both. Help your Girl Scout create or reinvigorate her avatar, open up her Nut/Candy/Magazine online retail shop, send emails to friends and family, and be ready with her Nut Order card.

The Girl Scout Fall Program introduces Girl Scouts and troops to the 5 key skills that they will use during the Cookie Program and in the future: goal setting, decision making, money management, people skills, and business ethics.

Not only do Girl Scouts and troops receive exciting recognitions and proceeds to support their activities and community service projects from our Fall Product Program Sale, but it also helps our Council maintain its 5 camp properties and deliver comprehensive programs to Girl Scouts throughout the year.

We are looking forward to a successful program.

— *Girl Scouts of Northeastern New York Product Program Team*

Have a question about the Girl Scout Sweets & Treats Program?

Call the Product Program Team: 518.489.8110 or email us at: productprogram@girlscoutsneny.org

Who?

All Girl Scouts registered with GSNENY for the 2023-2024 Membership Year are invited and encouraged to participate!



What?

The Sweets & Treats Program is the first of only two Council Sponsored Product Sales programs. Participation in the Sweets & Treats and Cookie Programs is required to participate in any other money earning activities. Participation in Sweets & Treats is equivalent to selling one item or sending 18 unique emails to friends and family.



When?

October 4	Program begins – online ordering opens and Girl Scouts may sell in-person.
November 5	Last day to take orders on the order card. All orders received in-person must be entered into the online system by the parent/caregiver.
November 9	Payment for any candy/nut paper order card sales is due to your troop at this time.
November 9	Last day to take online Girl Scout delivery orders. Last day for online orders for magazines and shipped nut and chocolate orders.
November 28 - November 30	Nut and chocolate items will be delivered to Service Unit sites. Check with your Troop Volunteer for location, date, and time to pick-up your candy/nut items for delivery.

Where?

- Girl Scouts can sell in-person, online, or both!
- Processing is faster with online ordering.
- Girl Scouts can send emails to family and friends inviting them to order magazines, candy, and nuts!
- Family and friends can order any item offered and have it shipped directly to them with a shipping fee, or have items on the nut card delivered by the Girl Scout.
- Girl Scouts can track their progress throughout the sale and add emails to meet their goals quicker!

Girl Scouts will learn 5 essential life skills by participating:



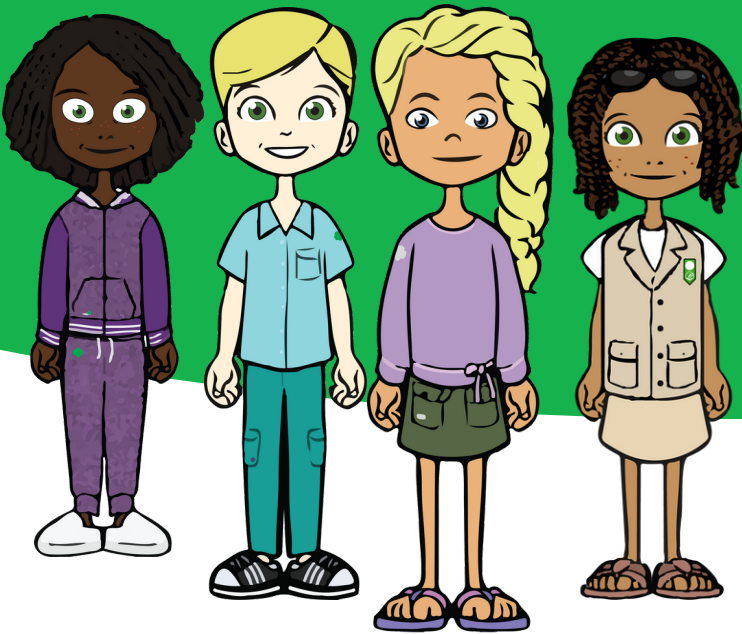
Why?

- It is a fun, easy way to earn money for your troop to use during the Girl Scout Year.
- 13% of sales go back to your troop!
- Girl Scouts can gain valuable entrepreneurial experience, earn rewards, and have a chance to join the S'mores Club!

Earn money for your troop

If your troop...

SELLS	GETS
\$500	\$65
\$800	\$104
\$1,000	\$130
\$1,500	\$195
\$2,200	\$286
\$2,500	\$325



Build your avatar!

Girl Scouts can log-in and start creating their Avatar on October 4

www.gsnutsandmags.com/gseny

How your Girl Scout can get started

- **Set a goal.** Goal setting is important because you create a plan and list steps you need to take to reach them. You can set an individual and troop goal. Think about what activities you want to do and how much they will cost.
- **Plan your strategy to reach your goal.** Think about what steps you and your troop need to take to meet your goal. How many magazines and/or nut and chocolate items do you need to sell?
- **Start selling and remember to always follow Girl Scout Safety Activity Checkpoints and Council guidelines.**
- **Track your progress.**
- **Celebrate your accomplishments!**



How you can help your Girl Scout

- Help Girl Scouts set up their online order page
- Practice sales pitch
- Set goals & encourage Girl Scouts
- Help deliver candy and nut orders in time for holidays



REWARDS

Rewards are cumulative. Earn items as you reach your goals! Please make reward choices on your M2 website.

Total Sales



\$150+ Total Sales
Flower Necklace



OR



\$325+ Total Sales
Choice of: Small Ocelot Plush OR Ocelot Socks



\$450+ Total Sales
Paint By Numbers Art Craft



\$575+ Total Sales
Own Your Magic T-Shirt



OR



\$750+ Total Sales
Choice of: Large Ocelot Plush OR Bluetooth Tower Speaker



OR



\$950+ Total Sales
Choice of: Zipper Pouch & Stationery Set & Color Changing Markers OR \$25 Online Store Gift Card



OR



\$1,200+ Total Sales
Choice of: Ski Scooter (with twin LED lights) OR iPhone Vlogging Kit

Patches



5+ Care & Share Donations
Care to Share Patch



AND



5+ Magazine Items
Super Seller Mags Patch & Theme Stickers



18+ Emails Sent
2023 Patch



2+ Magazines
Own Your Magic Patch



18+ Nut/ Candy Items
Ocelot Patch

Earn these two special patches with your name and avatar on them.

Fall Personalized Avatar Patch:

- Create your avatar
- Send 18+ emails
- Sell \$300+ in total Fall sales

Personalize your patch by choosing from two scenes.

You have the option to select from a safari outfit or Girl Scout attire.



Girl Scout Crossover Personalized Avatar Patch:

- Create your avatar in the M2 system
- Send 18+ emails during the Fall Product Program
- Sell 250+ packages of cookies during the 2024 Girl Scout Cookie Program & send 24+ emails in DOC

Important

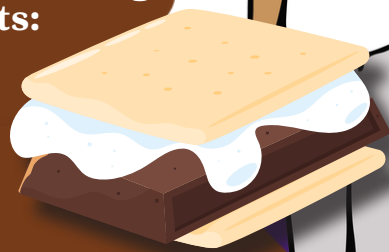
Orders due by:

Pick up products by:

Turn in money by:

Become a member of our S'mores Club!

To earn a spot in our S'mores Club, Girl Scouts must meet the following program requirements:



Sweets & Treats Program

- Sell at least \$400 in total sales between Sweets (nuts and candy) and Treats (magazines) and send 18+ emails.
- Turn in all order forms, order cards, and money to Troop Sweets & Treat Manager or Troop Leader by the troop-established deadline date.



Cookie Program

- Sell at least 350 boxes by the end of the initial sale or a minimum of 750 boxes by the end of the Cookie Program.
- Participate in one cookie booth sale or send 24 Digital Cookie messages.
- Attend a Cookie Rally or compete a National Cookie Entrepreneurship Award or Badge. Look up the requirements here: https://www.girlscouts.org/en/our-program/badge-s/badge_explorer.html.

Girl Scouts will earn a \$300 "Experience Voucher" if they meet the requirements for both programs.

Make sure your Girl Scout is registered by calling 518-489-8110 or emailing customercare@girlscoutsneny.org





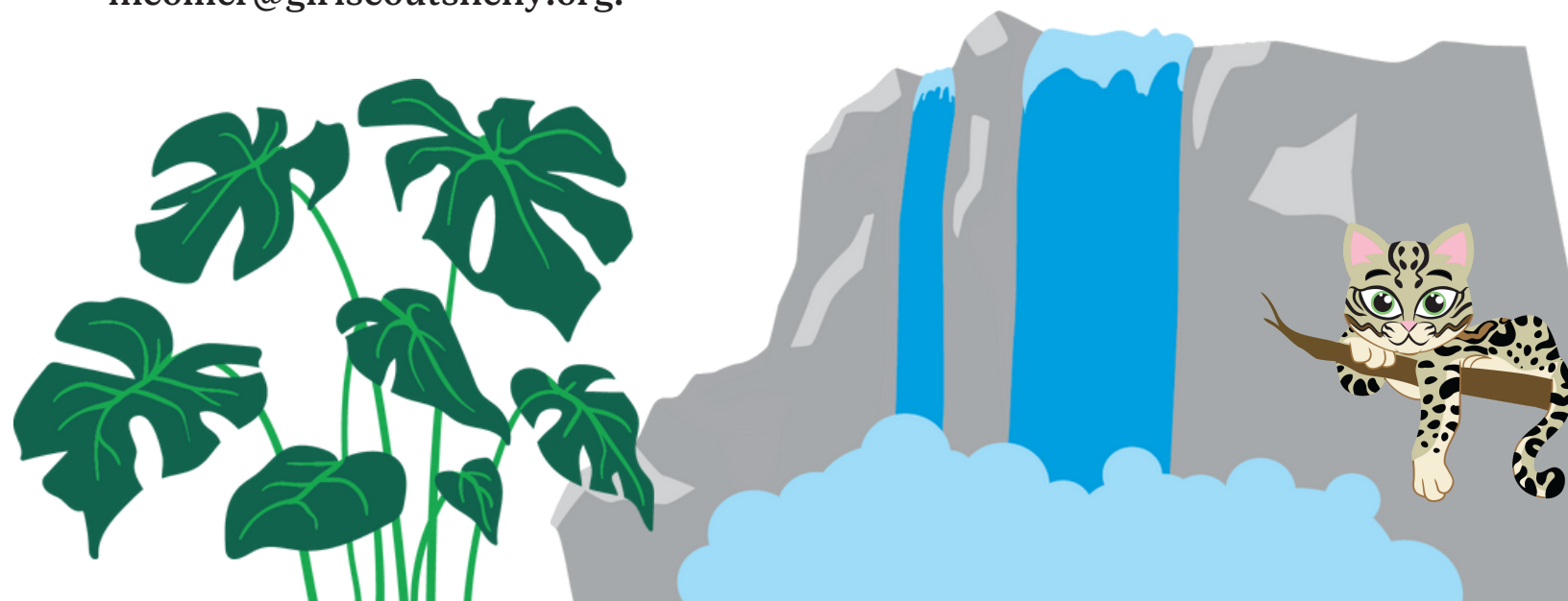
- Helps customers who may not be interested in purchasing product for themselves, but still want to participate in the Sweets & Treats Program.
- Customers may donate in increments of \$7 (each \$7 donation counts as one candy or nut item counting towards rewards).
- GSNEY will distribute nut and candy items to military personnel through Operation Gratitude.
- Girl Scouts simply collect donation, mark card, and submit payment to the Troop Sweets & Treats Manager by the deadline date.
- Girl Scouts who submit 5 or more donations to the Care & Share Program will receive the 2023 Share Patch!
- Care & Share Program not available through Online Nut Store.



Service Project

October 4 – November 5, 2023

- For the 2023 Sweets & Treats Service Project, we are asking that troops interested in participating collect socks to donate to homeless shelters, domestic violence shelters, or schools of the troops choice. Talk to your Troop Sweets & Treats Manager/Leader about participating!
- Patches will be mailed to the Service Unit Sweets & Treats Manager and distributed with rewards.
- If you have any questions or need additional information about the Sweets & Treats Program Service Project, contact Melanie Collier at mcollier@girlscoutsny.org.



Money/receipt process

- Money is collected when Sweets & Treats are ordered.
- Customers should make checks payable to your Girl Scout's troop.
- Your troop may choose not to accept checks.
- Do not keep large amounts of cash in your possession.
- Make frequent visits to your Troop Sweets & Treats Manager to turn in money.

Selling tips for Girl Scouts

- **Strategize** - Talk about strategies for optimizing your sales effort with your troop.
- **Familiarize** - Use your order card to familiarize yourself with the products.
- **Important dates** - Discuss the important dates of the Sweets & Treats Program. Write the dates in the box on your order card.
- **List it out** - Make a list of people you think might like to purchase products from you.
- **Practice** - Practice your sales pitch with family or troop members before beginning to sell.
- **Care & Share** - Encourage customers to purchase additional products as gifts or to support your Care & Share project.
- **Thank you** - Always be courteous, smile and say, "Thank you," whether you make a sale or not.



Safety tips for Girl Scouts

- **Show you're a Girl Scout** - Wear your membership pin, uniform, or Girl Scout t-shirt to clearly identify yourself as a Girl Scout.
- **Use the buddy system** - Always use the buddy system. It's not just safe, it's fun.
- **Be street wise** - Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.
- **Partner with adults** - Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girl Scouts in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone.
- **Plan ahead** - Be prepared for emergencies and always have a plan for safeguarding money.
- **Do not enter** - Never enter the home or vehicle of a person when you are selling or making deliveries.
- **Sell in the daytime** - Sell only during daylight hours, unless accompanied by an adult.
- **Protect privacy** - Girl Scouts' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the Sweets & Treats Program.
- **Be safe on the road** - Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- **Be net wise** - Girl Scouts must have permission from parents/caregivers to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities.

girl scouts 
of northeastern
new york

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NONPROFIT
US POSTAGE
PAID
PERMIT NO. 737
ALBANY, NY 12205

Sweets & Treats

selling tip!
Tell your digital
customers

50% off
standard shipping
on orders over \$75!

The 2023 Girl Scout Sweets & Treats Family Guide is here!

Check out the new Girl Scout tin filled with mint treasures!



Get started!

Make sure your Girl Scout
is registered by calling
518•489•8110 or emailing
customer care@girlscoutsneny.org

This year's mascot
is the Ocelot!

