



MY2027

Caregiver Guide

Treats, Reads & More (TRM) is a simple, six-week program featuring nuts and candy, magazines, Tervis® Tumblers, BarkBoxes™, scented candles and more.

Girls can sell with a paper order form, online through M2 or both. Because orders are prepaid and placed once, troops can begin using the proceeds right away.

Girls earn rewards and experiences, while troops earn 15-25% proceeds, based on participation, to support troop activities, adventures and service projects.



**Meet Our MY2027 Mascot:
The Kangaroo!**

[Girl Scouts can enter our council's naming contest & be part of the fun!](#)

Scan the
code or visit
gsnypenn.org/trm
to learn more!



DATES TO REMEMBER

Access and Trainings

- Sept. 28: Caregiver virtual kick-off/training
- Oct. 1: Caregivers receive access in M2

Program Dates

- Oct. 1: Program begins
- Oct. 30:
 - Last day for online girl-delivered orders
 - Paper order card order entry due
 - All money from cash sales due to troop
- Nov. 12: Last day for online direct ship orders, program ends

Rewards

- Nov. 14: Last day for reward selections in M2
(Troop leader to verify completion)

Delivery

- Nov. 17-20: Troops receive nut and candy delivery and notify caregivers of pick-up times

Quick Start Checklist

Use this guide to help your Girl Scout have a successful TRM season.

Before October 1:

- ☐ Attend virtual kick-off/training (Sept. 28)
- ☐ Receive participation materials from your troop leader
- ☐ Set your goal
- ☐ Complete your Annual Permission/Health Form

NEW THIS YEAR!

[Our Annual Permission/Health Form has gone digital!](#) Please be sure to get your troop leader's email address and complete your form. Once completed, your troop leader will receive a PDF version.



Click the link above, visit gsnypenn.org/forms or scan the code to access the form.

Program Start-Up

Materials you will receive from your troop leader:

- Girl order card
- Money envelope
- Personalized and Crossover Patch flyer

Sweet Support Gift of Caring

Sweet Support Gift of Caring is a great way for customers to give back to the community through donations of products.

Our council's Sweet Support Gift of Caring items will be donated to Operation Gratitude. Girl Scouts earn the Sweet Support Gift of Caring patch by receiving 6 or more donations.



Participation Options

Product	Sale Type	Ways Customers Order & Pay	Delivery to Customers
Nuts & Chocolate	In-Person (Paper Order Card)	- Girl Scout takes orders using the paper order card - Payment is collected when the order is placed - Family enters orders into M2 by the deadline and gives the payment to the troop coordinator	Delivered by Girl Scout
	Online (Girl-Delivered)	- Customer orders and pays online through the Girl Scout's storefront - Order is automatically added to the troop order - No shipping fees	Delivered by Girl Scout
	Direct Ship	Customer orders and pays online through the Girl Scout's storefront (including shipping costs)	Product ships directly to the customer (typically 1-2 weeks)
Magazines, BarkBox™, Candles, Tervis® Tumblers, Personalized Products	Online Only	Customer orders and pays online through the Girl Scout's storefront	- Product ships directly to the customer (typically 6-8 weeks) - Magazines typically take 8-12 weeks; candles may be quicker

M2 Access: Getting Started

Now that you understand the different ways customers can purchase products, it's time to set up your Girl Scout's personalized online storefront in M2.

Getting started is easy—get set up in M2 in just three quick steps!

1. Log In

On Oct. 1, you'll receive an email invitation from M2 from your troop leader. You can also visit gsnutsandmags.com/gsnypenn (or scan the code) to begin.

2. Create Your Storefront

Create an avatar that looks like you and add a personal message for friends and family. As you complete setup activities, you'll unlock fun virtual rewards in M2.

3. Share Your Goal

- Invite friends and family to support your TRM goals by shopping through your personalized storefront. Start by sending emails through M2 so supporters can see your goal and hear your personalized avatar message.
- Team up with your caregiver to safely share your shop link on social media or via text to market your online storefront. Be sure to follow current GSUSA and GSNYPENN guidelines for online sales and marketing.



Caregiver & Girl Scout Checklist

☐ **Create Your Avatar**

Create and personalize your avatar in M2 when you log in for the first time.

☐ **Verify Personalized Patch Information**

From your Dashboard, find “Fun Stuff” and confirm your personalized patch details.

☐ **Send Unique Emails* (18+ Required for Your Crossover Requirements)**

Click the “Email” icon, add your contacts and send your emails. Be sure to click “Send” after adding recipients.

☐ **Share Your Site* (1 Required for Your Crossover Requirements)**

Click the megaphone/cheer cone icon and choose one of the following options:

- Share your site via text or apps
- Share your site on Facebook
- Share your site on X (Twitter)

☐ **Invite Friends and Family to Support Your Girl Scout!**

- Encourage your Girl Scout to take her paper order card wherever she goes (school, church, family gatherings, sports events and other activities).
- Send personalized email invitations to friends and family, making it easy for them to support her success with an order and to share her storefront.

☐ **Manage Paper Orders**

Select “Paper Orders” from your Dashboard, enter all paper order totals by Oct. 30 and turn your money in to your troop leader.

☐ **Pick Up Your Product**

Coordinate with your troop leader to pick up your product order.

☐ **Deliver Customer Orders**

Deliver all products associated with your paper orders to your customers.

***Important:**

To earn all eligible rewards, Girl Scouts must complete both communication activities—sending emails and sharing their site. These actions are completed separately in M2, so we recommend completing both early in the program.



Beyond Selling: Explore Everything the M2 Dashboard Has to Offer!

Personalize Your Experience

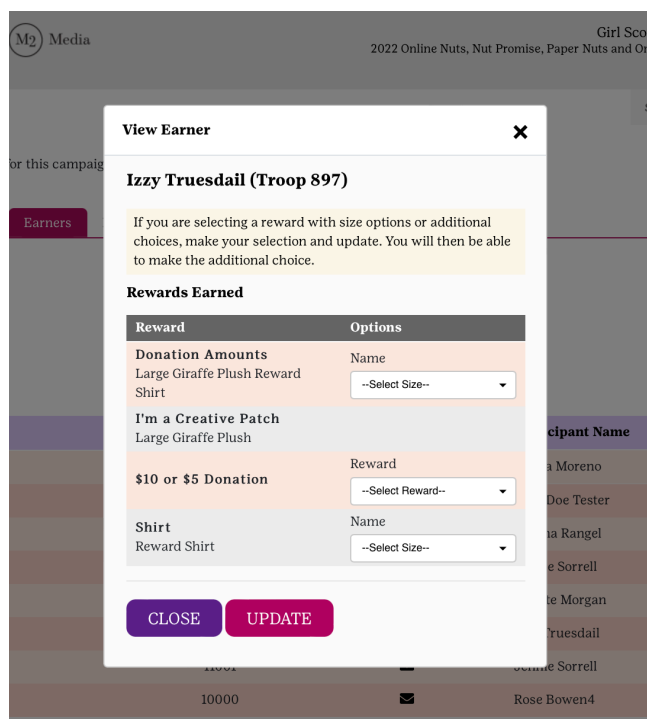
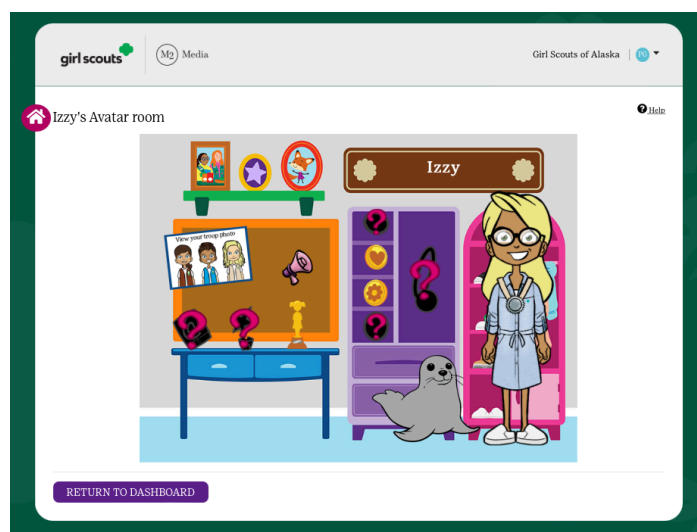
- [Create and customize your avatar](#)
- Explore your Avatar Room
- View troop photos and friends' avatars
- Earn virtual rewards along the way

Manage Your Sales

- Set a personal sales goal
- [Track your progress throughout the program](#)
- [Manage paper order sales](#)
- Review sales reports and monitor your results

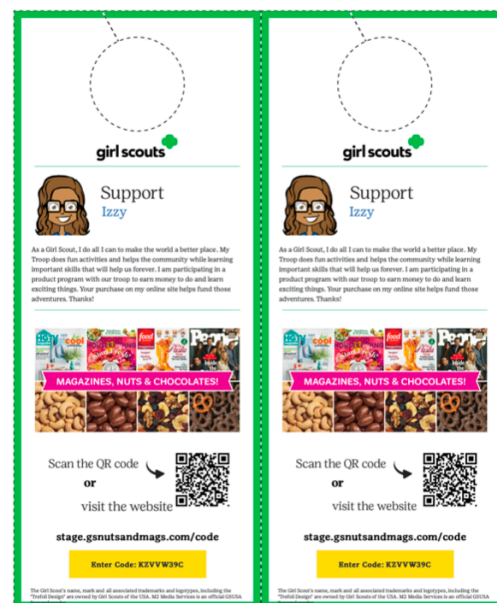
Connect with Customers

- [Share your personalized online storefront](#)
- Print business cards and door hangers
- [Send thank-you messages to supporters](#)



Earn & Select Rewards

- Track rewards you've earned
- Make reward selections when available



Girl Scouts can earn exciting rewards and experiences while building skills and helping their troop fund a year full of fun, friendship and adventure. For step-by-step instructions, watch the M2 tutorial videos available on GSNYPENN's [YouTube Channel](#).

Rewards & Patches

REWARDS

Rewards are cumulative. Earn items as you reach your goals! Please make reward choices on your M2 website. Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.

Orders due by:	Pick up products by:	Turn in money by:
Completed via M2  18+ Unique Emails Sent Through M2 Ready to Explore Patch  \$200+ Sold Via Share My Site 2026 Patch  5+ Sweet Support Items Care to Share Patch	Combined Sales  \$150+ Combined Sales Kangaroo Patch & Kangaroo Keychain	
 \$275+ Combined Sales Interchangeable Charm Necklace  \$400+ Combined Sales Small Kangaroo Plush  "Off to Camp" \$550+ Combined Sales Goal Getter Patch & Choice of: Explorer Wet/Dry Bag & Friendship Bracelet Wheel OR \$10 Experience Credit  "Ready to Explore Set" \$750+ Combined Sales Choice of: Travel Bag & Luggage Tag OR \$20 Experience Credit		
 \$900+ Combined Sales Super Seller Patch & Choice of: Amazon STEM Shop OR \$25 Experience Credit  \$1,100+ Combined Sales Choice of: Owala Water Bottle & Custom Carrier OR \$50 Experience Credit  \$1,500+ Combined Sales Choice of: Animal Encounter at the Zoo for Two OR Snow Tubing for Two OR Family Rosamond Gifford Zoo Membership OR \$75 Experience Credit		



Personalized Patch

Choose from three scenes!

- Create your avatar in M2
- Send 18+ unique emails
- Use "Share My Site" to ask friends and family for support
- Sell \$350+ in TRM products



Crossover Patch

- MY2027 TRM program
 - Create your avatar in M2
 - Send 18+ unique emails
 - Use "Share My Site" to ask friends and family for support
- MY2027 cookie program (using Digital Cookie):
 - Send 18+ unique emails
 - Sell 100+ packages*

*packages per Girl Scout count from Digital Cookie, booth or order card (must be recorded in eBudde)

BONUS REWARD:

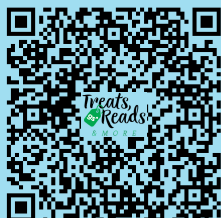
Complete the Crossover patch requirements and earn FREE membership renewal for MY2028!

Important Reward Information

- The last day for reward selection is Nov. 14
 - After that, default reward items will be entered
- Rewards are cumulative and automatically calculated in M2
 - Girl Scouts and caregivers can view progress towards rewards throughout the program
- Reward confirmation emails will be sent between Nov. 17-26
- Some rewards require completion of a form to confirm participation or selection(s)
- Reward deadlines vary and will be included in your confirmation email
- If required forms are not submitted by the deadline, rewards may be converted to Experience Credits (if offered at that reward level)
- All reward details and items are subject to change at any time
- Rewards will be distributed to service units (SUs) around the week of Dec. 28
 - Please check with your troop leader regarding reward distribution
- Caregivers should verify that the email address associated with their Girl Scouts M2 account is correct
 - Reward confirmations and experience information will be sent to that email address

Have Questions About Council Rewards?

Scan the code or visit gsnypenn.org/trm to learn more about Experience Credits, zoo memberships and other reward experiences.



Need More Information?

Scan the code or visit gsnypenn.org/trm for complete reward details, deadlines, participation requirements and frequently asked questions.



MY2027 TRM

Council-Sponsored Rewards Experiences

Ready to be a TRM Super Seller?! All GSNYPENN Girl Scouts with \$900+ in combined sales have their choice of these exciting experiences!

\$900+ Level
Super Seller Patch AND
Amazon STEM Shop OR
\$25 Experience Credit

- Receive an emailed voucher to redeem
- Choose fun STEAM-related winter activities from a curated shopping link



&

Scan to learn about STEAM-y items:



OR



\$1,100+ Level
24 oz. Owala Water Bottle AND Custom Carrier
OR \$50 Experience Credit



OR



\$1,500+ Level

Ready to explore your way? Choose your adventure!

Snow Tubing Tickets for Two at your choice of:

- Woods Valley Snow Tubing
- Greystone Tubing
- Windham Mountain Club

OR Animal Encounter for Two at Rosamond Gifford Zoo
 (Choice of penguin or sloth)

OR Family Membership at Rosamond Gifford Zoo

- Unlimited, FREE zoo admission for a full year
- Subscription to MyZoo Magazine
- Exclusive, FREE member t-shirt and MORE!

OR \$75 Experience Credit

Scan to learn about the snow tubing locations:



Woods Valley



Greystone



Windham



OR



OR



Questions?

Contact us at info@gsnypenn.org or scan the code to visit gsnypenn.org/TRM.

Note: All rewards are cumulative; take a look at the Rewards Panel on the order card for complete details.



Check out some of the MY2027 TRM Patches that GSNYPENN will be offering!



MY2027 TRM Girl Contests

Hop to the Top Challenges

Earn fun prizes!

Throughout the TRM program, Girl Scouts can complete fun weekly challenges for chances to win bonus prizes! Each challenge is designed to help girls build their business, help their troop reach the 20% proceeds tier and work toward the Crossover patch and FREE MY2028 membership renewal.

Week 1

Launch Your Adventure **Oct. 1-7**

- Create your M2 avatar
- Share 18+ unique emails
- Use "Share My Site"

10 girls will receive a ticket to V3

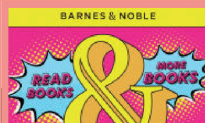


Week 2

Make Tracks Challenge **Oct. 8-14**

- Complete Week 1
- Sell 10+ girl delivery items

5 earners will receive \$15 Barnes & Noble gift cards



Week 3

Sweet Support Safari **Oct. 15-21**

- Complete Week 1
- Sell 5+ gift of caring items

5 earners receive their own Sugarwish minibox



Week 4

Customer Connection Challenge **Oct. 22-28**

- Complete Week 1
- Sell 30+ paper order card items

4 earners will get a Day Pass to Central Rock Gym



Week 5

Explore New Horizons **Oct. 29-Nov. 4**

- Complete Week 1
- Sell 30+ paper order card items

2 earners will receive a snow tubing ticket to Woods Valley



Week 6

Final Leap Challenge **Nov. 5-12**

- Complete Week 1
- Achieve \$400+ in sales

10 earners will get VIP Access to cookieWOW! 2027



Meet Our Giant Kangaroo Giveaway Series!

Winners of these four (4) contests win a giant kangaroo plush

Name Our Mascot Contest

What's in a name? Help us name our newest TRM mascot!

Scan the code to submit your entry and you'll be entered to win a giant kangaroo plush.

One lucky Girl Scout will hop away with our first giant kangaroo! Entries must be submitted by Sept. 17.



BarkBox™ Bonanza

Sell the most BarkBoxes™ during the program and claim a giant kangaroo plush of your own!

One Girl Scout. One giant kangaroo. Unlimited bragging rights.

Race to the Top

Who will lead the pack by Oct. 30? The top seller at the end of the day on Oct. 30 will win a giant kangaroo plush.

Early effort. Big reward.

The Ultimate Hopper Award

Sell the greatest number of M2 items by Nov. 12 and earn the final giant kangaroo plush.

This is the biggest hop of the season!



Additional Guidance for Juliettes

Juliettes (Individually Registered Girl Scouts) can fully participate in the TRM program.

As a caregiver, here's what you need to know:

Annual Permission Form



PPA



Getting Started

Before your Juliette begins the program:

- Ensure a current [Annual Permission/Health Form](#) is on file
- Complete the [Payment Policy Agreement \(PPA\)](#)
- Watch for your TRM sales packet to arrive by mail
- Confirm that your SU Fall Product Manager (SUFPM) has your current contact information
- Watch for emails and updates from your SUFPM, who will be your primary contact throughout the program

Didn't Receive Your Sales Packet?

If your packet has not arrived by Sept. 28, please contact your SUFPM or email info@gsnypenn.org.

Sales Material Packet

Your Juliette's sales packet will include:

- Order card
- M2 flyer
- Girl flyer
- Money envelope

If any materials are missing, please contact your SUFPM for replacements.

Sales Responsibilities

As a caregiver, you will help your Juliette:

- Review the program and set personal sales goals
- Create and personalize her online storefront
- Share her storefront with family and friends
- Record and submit, with payment, paper order card sales online by Oct. 30
- Follow all program deadlines and requirements

NEW THIS YEAR!

All orders will need to be paid for online using the M2 system.

- Deposit all cash/checks received into your account for paper order card orders
- Submit paper order card totals as one girl delivery order
- Complete payment of order

Need Additional Help?

You will receive an email from productsales@gsnypenn.org at the start of the program with your SUFPM's contact information. They should be your first point of contact for program questions. If you need additional assistance, please contact info@gsnypenn.org.

We encourage caregivers to reach out early if they have questions or need support during the program.

Product & Reward Pick-Up

You will be notified by your SUFPM when it is time to:

- Pick up your Juliette's paper order card products
- Pick up earned rewards

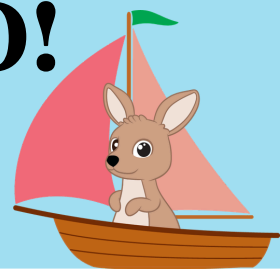
Please pick up items promptly when notified.

Payments & Banking

All Juliettes must have a PPA with valid bank account information on file to participate in the selling programs.

Ready to Explore BINGO!

As you work through TRM, complete activities on this bingo card and hop toward your goals! Each square represents a skill, action or adventure that helps you grow your business and help your troop fund a year full of adventures.



B I N G O

Create your avatar in M2	Sell 35+ items	Sell 5+ NEW Sweet Onion Snack Mix	Sell a PB Bear, Dulce Del Leche Owl and a PB Trail Mix to the same customer	Build Confidence: Ask 10 people to support your program
Learn something new about the kangaroo	Send 18+ emails	I will participate in the 2027 cookie program!	Have \$275 combined sales	People Skills: Tell someone about Operation Gratitude and sell them a share
Sell 5+ Sweet Support Gifts of Caring	Sell 5+ Dark Chocolate Caramel Caps with Sea Salt		Sell a candle	Decision Making: Plan your sales strategy
Sell at least one of every item on the order card	Create and send thank you cards to your customers	Have \$400+ in sales	Sell a stationary item	Business Ethics: Deliver your fall products by Dec. 5
Sell a magazine	Have \$150 in combined sales	Sell 5+ BarkBoxes™	Sell 15+ items online	Goal Setting: Set your goal and enter it into M2

**How many squares can you complete before November 12?
Challenge yourself to get BINGO—or even fill the entire card!**