



MY2027 Service Unit Fall Product Manager Guide

Welcome to the MY2027 Treats, Reads & More (TRM) program, where Girl Scouts build the 5 Business Skills—Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.

Thank you for serving as a Service Unit Fall Product Manager (SUFPM). Your time, leadership and support help create a fun, organized and successful experience for Girl Scouts, families and troop volunteers. We couldn't do it without you!

With gratitude,
Christina, Heather, Anica & Madison
Your council Product Program team



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

- Aug. 7-14: Materials begin arriving
- Aug. 12: SUFPM virtual training
- Aug. 18-Sept. 2: TRM rewards & highlights at Volunteer Kick-Offs
- Sept. 21: SU & troop access opens
- Sept. 24: Volunteer virtual training
- Sept. 28: Caregiver virtual kick-off/training
- Oct. 1: Program begins; caregiver access in M2
- Oct. 7: Product office hours
- Oct. 13: Last day to confirm delivery addresses in system
- Oct. 20: Troop and SU paper order card entry begins
- Oct. 21: Product office hours
- Oct. 22: Last day for troop reward opt-outs
- Oct. 30: Last day for online girl-delivered orders, paper order card order entry due by caregivers
- Nov. 1: Last day for troop paper order card order entry
- Nov. 2: Last day for SUFPMs to review troop orders
- Nov. 3: Council order submission
- Nov. 10: Product office hours
- Nov. 12: Last day for online direct ship orders, program ends
- Nov. 14: Last day for reward selections
- Nov. 16: Council submits rewards
- Nov. 17-20: Product delivery week
- Nov. 19: ACH withdrawal

- Customer Care (account issues):
1.800.943.4414 or info@gsnypenn.org
- Membership Manager: _____
- Council Product Program Team (program support):
productsales@gsnypenn.org
- Heather Burrridge, Director of Product Programs:
hburrridge@gsnypenn.org
- Anica Shepherd, Product Program Specialist:
ashepherd@gsnypenn.org

SUFPM Responsibilities

Your Role

- Ensure every troop has the opportunity to participate
- Support Troop Fall Product Managers (TFPM)
- Oversee accurate program operations
- Serve as primary liaison between troops and council Product Program team



Program Start-Up Checklist

System Setup

- ☐ Complete administrative-level access setup in M2 when notified by email
- ☐ Create your M2 avatar

Verify Information

- ☐ Confirm product and reward delivery location(s)
- ☐ Verify contact information and update as needed
- ☐ Use a physical address (no P.O. boxes)

Review Troops

- ☐ Under “Manage Troops” in M2, review assigned troops
- ☐ Verify troop leader information and contact details
- ☐ Report discrepancies to your Membership Manager

Connect with Troops

- ☐ Contact all troop leaders and introduce yourself as the SUFPM
- ☐ Conduct TFPM training
- ☐ Distribute materials

Prepare for Launch

- ☐ Monitor troop registration and participation in M2
- ☐ Follow up with troops that have not yet activated or started the program
- ☐ Be ready to answer questions and connect volunteers with council resources



Training & Paperwork

Conduct TFPM Training

Meet with all new and returning TFPMs to review:

- M2 system access
- GSNYPENN website resources
- Step-by-step guide for troops
- Online Annual Permission Slip requirements
- Receipt book procedures

Important Receipt Reminder

Every caregiver must sign a receipt for:

- Product received from the troop
- Money given to the troop

Materials to Distribute

Provide each TFPM (one per Girl Scout) with:

- ✓ Girl order cards
- ✓ Money envelopes
- ✓ Personalized Patches flyer
- ✓ Troop flyer
- ✓ Permission slips are now online, please be sure to notify volunteers!

NEW THIS YEAR!

[Our Annual Permission/Health Form has gone digital!](#) Please be sure troop leaders provide their email and this code or link to all caregivers to complete it. Once completed, a PDF version will be sent to the email provided.



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

Communication

Keep your contact information and preferred communication method updated with our Product Program team. Please be sure to notify **productsales@gsnypenn.org** of any changes.

M2 SU Dashboard

The M2 dashboard gives SUFPMs access to communication tools, troop management, delivery information, reports, banking details and order updates.

For step-by-step instructions, watch the M2 tutorial videos available on GSNYPENN's [YouTube Channel](#).



Send Messages

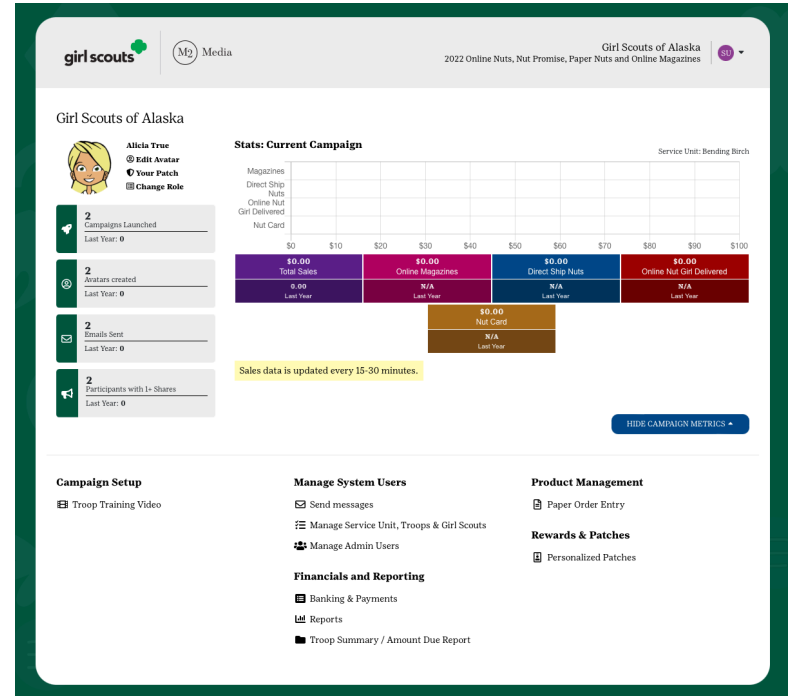
Use the “Send Messages” feature to communicate with troops and volunteers throughout the program.

Common Uses

- Send reminders about deadlines
- Contact troops that have not logged in
- Share delivery information
- Communicate reward and banking updates

Manage SU, Troops & Girl Scouts

- View troops within your SU
- Monitor participation
- Access volunteer information
- Update SU delivery information



Send Messages

Send messages to participants, volunteers, and members of this campaign.

Participants Not Launched

Participants Launched

Troop Leaders

Service Unit

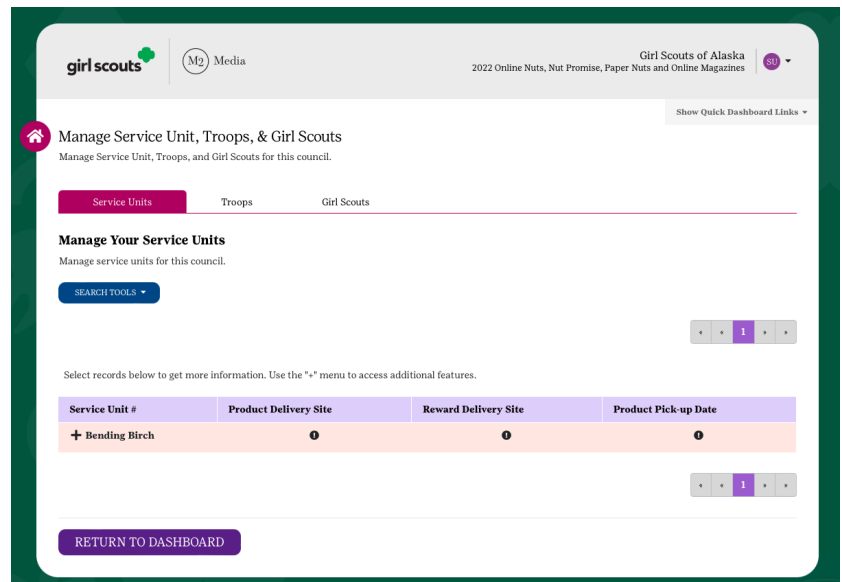
History

Emails

[VIEW EMAIL HISTORY](#)

Type:

Participants Not Sent Parent and Guardian Blast



Delivery Site Information

Keep your delivery location and contact information current throughout the program.

Your location must be added to M2 by October 13.

Paper Order Entry

Use this section of M2 to review or update girl paper orders submitted during the program.

Banking & Payments

This section provides a snapshot of troop financial activity.

View:

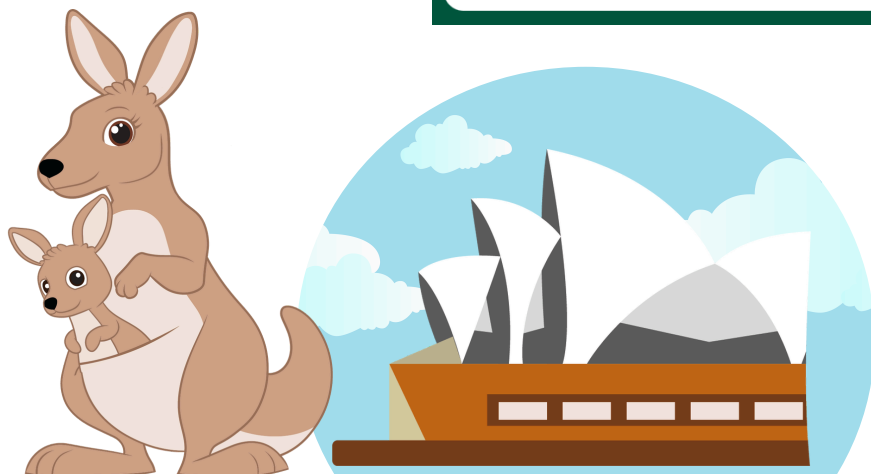
- Total sales
- Troop proceeds
- Payments received
- Outstanding balances

Reports

Reports provide detailed sales information at the SU, troop and Girl Scout levels.

Popular reports:

- SU Summary
- Troop Summary
- Girl Scout Sales Report
- Amount Due Report



Product Delivery

Important Dates

- Nov. 2: SUFPM reviews paper entry
- Nov. 15: Final reward submission deadline
- Nov. 17-20: Product delivery window
- Rewards arrive approximately 6-8 weeks after the program ends

Before Delivery

- ☐ Verify your product and reward delivery address in M2
- ☐ Ensure a valid street address is entered (no P.O. boxes)
- ☐ Confirm delivery notes and instructions are accurate
- ☐ Verify all troop reward selections have been submitted by Nov. 15

Products and rewards will be shipped to the address you provide for troop-level sorting and distribution.

Product Delivery

- ☐ Be available during the Nov. 17–20 delivery window
- ☐ Count all product immediately upon arrival
- ☐ Verify quantities before accepting the shipment
- ☐ Report any shortages or discrepancies immediately



Damaged Product Replacements

If damaged product needs to be replaced:

1. Navigate to “Manage SU, Troop and Girl Scouts”
2. Click the "+" next to the troop number
3. Select "Replace Damages"
4. Follow the prompts to submit the replacement request



Delivery Tickets: Products & Rewards

Printing Your Delivery Ticket

- Click “Delivery Ticket”
- Choose “Tickets by Troop” or “Girl Scout Tickets”
- To view/print tickets for all troops, use “Troop Tickets by Delivery Site”
- Delivery Type: Single
- Delivery Site: Select your SU name
- Click “Create Ticket”
- To view/print tickets for a specific troop, use “Troop Tickets by Troop”
- Troop: Enter troop number
- Click “Create Ticket”
- Please choose your troop or girl and follow the prompts listed. It will not let you print your ticket until all prompts have been filled out.

Have questions or need additional help?

Click here or scan the code for a tutorial video on our GSNYPENN YouTube channel.



Delivery Communication & Troop Pickup Scheduling

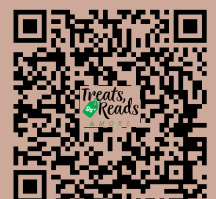
As a SUFPM, you have the option to set up a troop pickup schedule within M2. This allows troops to select a pickup time and helps streamline product distribution.

To Set Up Troop Pickup Scheduling:

1. Click “Manage SU, Troops and Girl Scouts”
2. Click the “+” next to your SU
3. Click “Edit”
4. Enter your pickup location details, available dates, times and any pickup instructions

Need additional help?

[Click here](#), scan the code or visit our YouTube channel to access the “SU: Using Troop Product Pick Scheduler” tutorial.



Important: *This feature can only be used after council has confirmed your delivery date and the delivery information has been entered into the system.*

Rewards & Experiences

Reward Selections Deadline: Nov. 14

Review all reward choices carefully before making your selections.

Important Information

- Reward confirmation emails will be sent Nov. 17–27
- Some rewards require completion of a Jotform to confirm participation or selections
- Submission deadlines vary by reward and will be included in your confirmation email
- Rewards requiring forms that are not submitted by the stated deadline may be converted to Experience Credits
- All reward offerings, dates and details are subject to change

Experience Credits

- **Expiration Date: Nov. 1, 2027**
- Can be used towards:
 - GSNYPENN programs, events, camps and travel opportunities
 - Approved troop, SU, program partner or sister council-sponsored events
 - GSNYPENN Store purchases
 - Girl Scout memberships, including your graduating Girl Scout's Lifetime Membership

Council-Sponsored Reward Highlights

- \$900+: Amazon STEM Shop
- \$1,100+: Owala water bottle & custom carrier
- \$1,500+ Combined Sales (Choice of 1):
 - Snow tubing
 - Animal encounter
 - Rosamond Gifford Zoo Family Membership

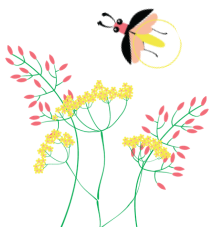


...and MORE!

Reward Opt-Out Deadline: Oct. 22

NEW PILOT FOR TRM MY2027: Troops at any program grade level may choose to opt out of physical Girl Scout rewards during TRM at gsnypenn.org/trm.

When all participating Girl Scouts and caregivers agree and the troop submits the completed opt-out form by Oct. 22, the troop earns an additional 5% in proceeds.



Need more information?

Scan the code, visit gsnypenn.org/trm or [click here](#) for complete reward details, participation requirements, important deadlines and FAQs.



Specialty Patch Information

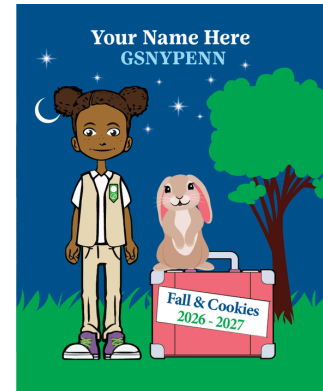
Personalized Patches

- Mailed directly from M2
- Ships approximately 12-16 weeks after TRM program ends



Crossover Patches

- Mailed directly from M2
- Ships approximately 12-16 weeks after the cookie program ends



Personalized and Crossover patches are mailed directly from M2 to the Girl Scout's address entered by the caregiver and do not need to be sorted by the SUFPM.

Click here, scan the code or visit gsnypenn.org/trm to view details and requirements for these patches.



Missing Patches?

Contact M2 Customer Service and they can ship one directly.

Phone: 1.800.372.8520

Email: support@gsnudsandmags.com

Avatar Patch for SUFPMs

As a “thank you” for serving as a SUFPM, you will receive a complimentary avatar patch. To ensure your patch is created and shipped correctly, please complete the following steps:

- Create your avatar
- Select your patch design
- Enter your preferred shipping address



Please complete all three steps as soon as possible to avoid delays.

ACH & Payments

As the SUFPM, you play an important role in helping troops maintain accurate finances throughout the program.

Find Your Totals

Click “Banking & Payments” to view:

- Total sales
- Proceeds
- Payments
- Balance due



Monitor Troop Finances

- ☐ Encourage troops to collect money from caregivers and make regular deposits throughout the program
- ☐ Check in frequently with troops regarding payments and collections
- ☐ Submit caregiver collection information immediately when reported

Why Regular Deposits Matter

Regular deposits help:

- ✓ Limit caregiver collections
- ✓ Prevent returned ACH payments due to insufficient funds
- ✓ Keep troop accounts accurate and current

Key Payment Reminders

- ☐ Remind troops to review their Troop Summary Report
- ☐ Verify all collected funds have been deposited before ACH withdrawal
- ☐ Encourage troops to regularly review the “Banking & Payments” section in M2
- ☐ Follow up with troops showing potential payment concerns
 - Girl-delivered nuts
 - Nut cards



Troop Summary Report

- Shows total amount due to council

Bank Deposits

- All funds must be deposited before ACH withdrawal on Nov. 19

M2 Banking Section

- Troops can view balances, amount due to council and proceeds earned under “Banking & Payments”

Product Restrictions

- Product Program team maintains records of members with product restrictions to share with you

Troop Proceeds

Base Proceeds

- 15% on all eligible sales

Online Sales

- Magazines
- Tervis® Tumbler
- BarkBox™
- Candles
- Stationery

Nut Sales

- Direct ship
- Girl-delivered
- Nut card

Bonus Opportunities

- Reward Opt-Out: +5%
- \$350 Per Girl Average (PGA): +5%

**15% Base Proceeds + 5% Opt-Out Bonus + 5% PGA Bonus =
25% TROOP PROCEEDS**

READY TO
explore



Supporting Juliettes

Juliettes (Individually Registered Girl Scouts) can fully participate in the TRM program. As the SUFPM, you'll help ensure they have the same opportunities as troop-based Girl Scouts.

Before TRM Begins

- ☐ Confirm which Juliettes are registered in your SU
- ☐ Verify caregiver contact information is up to date
- ☐ Ensure an Annual Permission/Health Form is on file before distributing materials
- ☐ **Introduce yourself to each caregiver and explain your role as the SUFPM**

Sales Materials

Juliettes will receive sales materials directly by mail

Materials will include:

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

Your Role

- ☐ Confirm materials were received
- ☐ Ensure caregivers have the knowledge they need to have a good program
- ☐ Provide additional materials when needed
- ☐ Encourage participation and set up of their online storefront in M2

Quick Reference

Need help locating Juliettes in your SU or have questions about participation?

Contact us:

info@gsnypenn.org

During TRM

- ☐ Answer caregiver questions about the program
- ☐ Guide caregiver on how to input paper order card sales into M2 by Oct. 30
- ☐ Remind caregivers about important dates and deadlines

Payments

Caregivers need to have a bank account and completed Payment Policy Agreement (PPA) on file to participate in the program by the Nov. 19 ACH date.

If there have been no changes to the banking information or PPA currently on file, no further action is needed. If updates are required, caregivers must submit updated information and/or a new PPA before the ACH date.

Product Pick Up & Reward Distribution

- ☐ Notify caregivers when products and rewards arrive
- ☐ Coordinate product pickup and reward distribution with each caregiver
- ☐ Ensure each caregiver signs a receipt for any money collected and product given
- ☐ Verify each Juliette receives all product sold and rewards earned

NEW THIS YEAR!

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

SU Bonus

Qualify for the 2% Cash Bonus: Increase SU Participation!

3% More Girl Scouts Participating in MY2027 Over MY2026 AND
Maintain OR Increase MY2026 Per Girl Average (PGA) for MY2027

Funds go right to your SU and can really add up to offset costs of your activities, events or special projects! To help your SU qualify, focus on boosting participation and supporting Girl Scouts at every level.



Encourage Online Participation

Ask all registered Girl Scouts to create their M2 online storefronts and send emails. It's simple and helps them reach friends and family they might not see in person.



Use M2 Business Cards

Have them print the cards available right from their storefronts. They're great to leave behind when going door-to-door. Customers use this information to order directly from each Girl Scout's unique site!



Examples of How SUs Can Earn the 2% Cash Bonus:

SU Name	Troops Uploaded MY2026	Troops Selling MY2026	Registered Girl Scouts MY2026	Girl Scouts Selling MY2026	SU Participation MY2026	3% More Girl Scouts Selling	Minimum Number Needed for MY2027	PGA MY2026	Total \$ Sold by SU MY2026	2% Bonus Based on MY2027 Figures
SU 1	11	9	117	55	47.01%	2	57	\$274.05	\$15,072.51	\$301.45
SU 2	19	17	164	97	59.15%	3	100	\$315.14	\$30,632.31	\$612.65
SU 3	19	13	134	77	57.46%	2	79	\$289.76	\$22,327.40	\$446.55
SU 4	24	19	214	151	70.56%	5	156	\$341.13	\$51,510.91	\$1,030.22
SU 5	8	7	74	43	58.11%	1	44	\$272.71	\$11,808.61	\$236.17

Troop Contests & Bonuses

Scan the code to download the flyer & learn more!



Council-Sponsored Rewards

Scan the code to download the flyer & learn more!



TRM Resources

GSNYPENN Resources

TRM
Webpages



gsnypenn.org/trm

TRM YouTube
Playlist



<https://bit.ly/4fScqVU>

M2 Customer
Support



support.gsnutsandmags.com

M2 Login



gsnutsandmags.com/gsnypenn

Annual Permission/
Health Form



Reward FAQ



Naming Contest
Flyer



Opt-Out Form



Troop Guide



Caregiver Guide



Need Help? Contact Us:

info@gsnypenn.org

315.698.9400 or 1.800.943.4414 to speak with a staff member

gsnypenn.org