



MY2027 Troop Guide

Thank you for supporting your Girl Scouts as they embark on another year of entrepreneurial adventure. Through the Treats, Reads & More (TRM) program, girls build confidence and develop the 5 essential business skills—Goal Setting, Decision Making, Money Management, People Skills and Business Ethics—all while having fun and getting ready to explore!

Whether you're a returning volunteer or participating for the first time, we're excited to partner with you. Your guidance and encouragement help make this experience meaningful for every Girl Scout. Thank you for all you do—we couldn't do it without you!

With gratitude,
Christina, Heather, Anica & Madison
Your 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!



- Customer Care (account issues):
1.800.943.4414 or info@gsnypenn.org
- SU Fall Product Manager (SUFPM) (product questions):

- Council Product Team (program support):
productsales@gsnypenn.org

DATES TO REMEMBER

- Aug. 10-14: Materials arrive to SU FPMs
- 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
- Oct. 7: Product office hours
- 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: Girl delivery storefront ends
- Oct. 30: Paper order card order entry due; money due from caregivers
- Nov. 1: Last day for troop paper order card order entry
- Nov. 2: Last day for SUFPMs to review troop orders
- Nov. 10: Product office hours
- Nov. 12: Last day for online direct ship orders, program ends
- Nov. 14: Last day for reward selections
- Nov. 17-20: Product delivery week
- Nov. 19: ACH withdrawal

Quick Start Checklist

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

Before October 1:

- ☐ Log into M2 (access opens Sept. 21)
- ☐ Attend volunteer virtual training (Sept. 24)
- ☐ Create your avatar(s)
- ☐ Verify your troop roster
- ☐ Verify your troop bank account information is on file with troopbanking@gsnypenn.org
- ☐ Receive and distribute troop materials
- ☐ Set troop goals
- ☐ Prepare your launch message to families
- ☐ Encourage girls to participate and personalize their storefronts when the program begins

Missing a girl from your roster?

If a girl does not appear:

1. Verify registration.
2. Caregivers can visit gsnutsandmags.com (once the sale begins) to add their registered Girl Scout.
3. Contact Customer Care or your MM staff member if there are issues. (Uploads happen daily.)

Program Start-Up

Materials you will receive from your SUFPM (per Girl Scout):

- Girl order card
- Money envelope
- Personalized & Crossover Patch flyers
- Troop flyer (one per troop)

NEW THIS YEAR!

[Our Annual Permission/Health Form has gone digital!](#) Please provide this code or link and your email to all caregivers to complete it. Once completed, a PDF version will be sent to the email provided. Paper forms can be requested from your SUFPM.



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

Launching Your Troop

Help Girls Get Started

Encourage girls to:

- Register in M2
- Create an avatar
- Personalize their storefront
- Upload a photo or video
- Send emails to family and friends

Set Goals

Discuss:

- Troop activities
- Community service projects
- Travel opportunities
- End-of-year celebrations

Participation Options

Product	Sale Type	Process	Delivery to Customers
Nuts & Chocolate	In-Person (Paper Order Card)	- Only participating Girl Scouts take orders - Payment is collected at the time of delivery - Family/troop enters orders into M2 by the deadline - Girl Scouts turn in money to the troop	- Delivered by Girl Scouts - Payment collected at time of order
	Online (Girl-Delivered)	- Girl Scouts create a personalized storefront in M2 - Emails are sent to friends and family - Customers pay online (no shipping fees) - Orders are automatically credited in M2 - Girl Scouts create a personalized storefront in M2	- Delivered by the Girl Scout - No payment required at delivery
	Direct Ship	- Emails are sent to friends and family - Customers pay online (including shipping costs) - Orders are automatically credited in M2	- Shipped directly to the customer - Standard delivery: 1-2 weeks - Expedited shipping available
Magazines, BarkBox™, Candles, Tervis® Tumblers & Personalized Products	Online Only	- Emails are sent to friends and family - Customers pay online (including shipping costs) - Orders are automatically credited in M2	- Shipped directly to the customer - Standard delivery: 6-8 weeks - Magazines typically take 8-12 weeks

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

3 Support Gift of Caring patch by receiving 6 or more donations.



Managing Sales

Online Orders

IMPORTANT: Online orders automatically populate in M2. DO NOT enter them manually.

Paper Orders

On Nov. 1:

- Open “Paper Order Entry”
- Select “+” by the Girl Scout’s name
- Enter or check quantities by variety
- Hit “Update”



Participation Matters

Monitor:

- Registered girls
- Girls who have not logged in
- Girls missing actions
- Overall troop participation



Celebrate milestones throughout the season.

M2 Dashboard Reference

Dashboard Tools

Send Messages

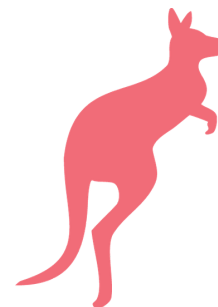
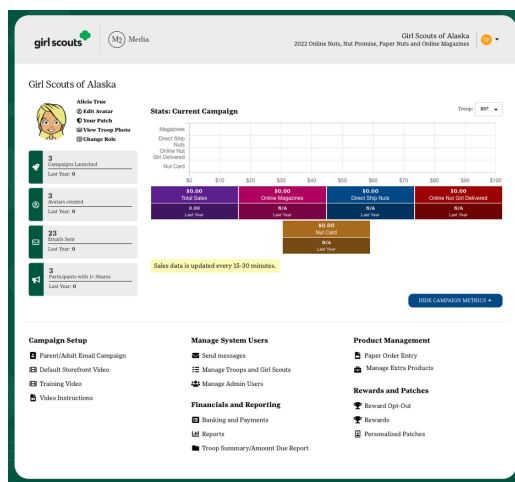
- Communicate with families

Manage Troop & Girl Scouts

- Review participation and troop information

Paper Order Entry

- Enter paper order sales



Delivery Tickets

- Print tickets and receipts

Banking & Payments

- Review financial information

Reports

- Access participation, sales, reward and financial reports



Delivery Tickets

Select your options and print your delivery tickets below:



Product Delivery Tickets

Print Delivery tickets for products

Troop Tickets By Troop

Troop

Choose...

☐ Include Financials

[CREATE TICKET](#)

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

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

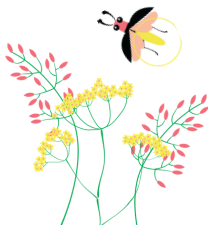


...and MORE!

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.

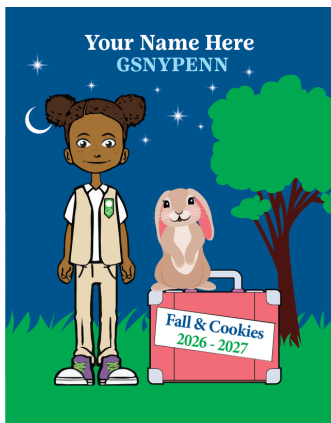


How to Ensure Girl Scouts Have Selected Their Rewards

Please use a computer for this process. You can view a tutorial by visiting GSNYPENN's YouTube channel.

- Log in to the M2 system and navigate to the "Rewards" section.
- Review the list of girls in your troop.
 - ***If a girl has a triangle with an exclamation mark (!) next to her name, she has one or more reward selections that still need to be completed.***
- Click on the girl's name to view the available reward options and make the selection.
- If you are unable to complete the selection, please contact the caregiver and ask them to log in to M2 and select the reward(s).

Personalized & Crossover Patches



Visit gsnypenn.org/trm or scan the code to view details and requirements for these patches.



*Additional information about these patches can also be found in the Caregiver Guide.
Please note that the Crossover patch requirements have been updated since last season.*

Avatar Patch for Troop Leaders

Troop leaders can earn the avatar patch by completing the following requirements:

Patch Requirements

- Activate PAEC (Parent/Adult Email Campaign)
- Reach \$2,000 in combined troop sales

Claiming Your Patch

Once your troop has qualified, please complete the following steps to ensure your patch is created and shipped correctly:

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



Important: All three steps must be completed before your patch can be produced and shipped. Completing them promptly will help prevent delays in receiving your reward.

Payments & Banking

During the Program

- Collect payments regularly; all money is due at the time of ordering
- Issue receipts to caregivers for money collected
- Record payments in M2
- Deposit funds promptly into the troop account

Important Reminder

- Only collect money for paper order sales
- Online orders are paid directly through M2

Outstanding Balances

- Follow up regularly
- Complete caregiver collection forms by necessary deadlines

ACH Withdrawal

- Nov. 19
- All funds must be deposited before ACH processing

Find Your Totals

Click “Banking & Payments” to view:

- Total sales
- Proceeds
- Payments
- Balance due

Want to Track Your Troop's Progress?

1. Go to “Reports” underneath “Financial and Reporting”
2. You can break it down by category of magazine, direct ship, paper order card and more

Need more details?

Visit GSNYPENN's YouTube Channel or scan the code for the a tutorial.



Troop Proceeds

Base Proceeds

- 15% on all eligible sales

Bonus Opportunities

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

Online Sales

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

Nut Sales

- Direct ship
- Girl-delivered
- Paper order card

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

Product Delivery

Product Delivery Week

→ Nov. 17–20

→ Your SUFPM will provide specific details

Before signing for the product:

- ✓ Count every item
- ✓ Verify varieties
- ✓ Check delivery tickets
- ✓ Inspect for damages

Important: *Once signed, you are responsible for the product.*

Product Distribution

Before caregiver pickup:

- Sort product by girl
- Print delivery tickets
- Verify quantities
- Prepare receipts

Caregiver Pick-Up

- ✓ Count items together
- ✓ Obtain signatures
- ✓ Keep signed receipts

Printing Your Delivery Ticket

1. Click “Delivery Tickets”
2. Choose “Tickets by Troop” or “Girl Scout Tickets”
3. 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

Reward Delivery

Rewards arrive approximately 6-8 weeks after the program ends.
Please estimate to receive them the first week of January.

Printing Your Delivery Ticket

(This is in the same section as your Product Tickets)

- Click “Delivery Tickets”
 - Choose Tickets by Troop or Girl Scout Tickets
 - To view/print tickets for all troops, use the Troops Tickets by Delivery Site
 - Delivery type: Single
 - Delivery site: Select your “S” name
 - Click “Create Ticket”
 - To view/print tickets for a specific troop, use the 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*

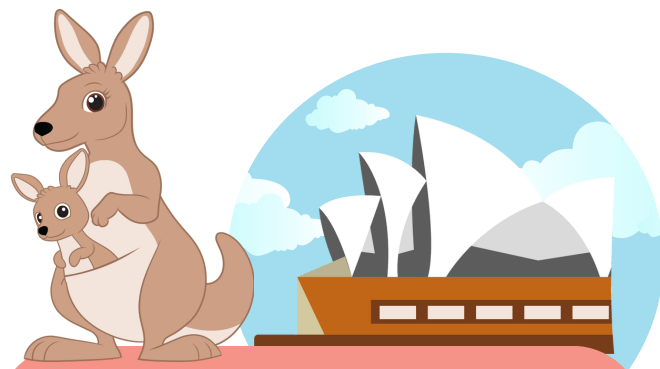
Scheduling a Product Pickup

Once your SU has received the product delivery, troops can schedule a time to pick up their product.

1. Click "Manage Troops and Girl Scouts"
2. Hit the “+”
3. Click on “Product Pickup”
4. Choose your pickup date and time

Important:

This feature is only available after council has confirmed the SU's delivery date and the delivery information has been entered into the system by your SUFPM. Once the delivery has been set up in the system, troops will be able to schedule their pickup appointments.



Need help?

Visit GSNYPENN's YouTube Channel or scan the codes below to follow tutorials.

[Troops:
Delivery Tickets](#)



[Troop:
Choosing Pick Up
Time & Location](#)

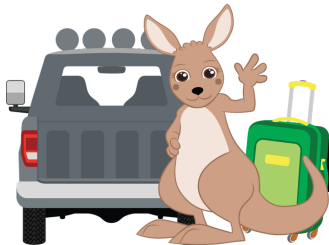


[Troops:
Reward Earners](#)



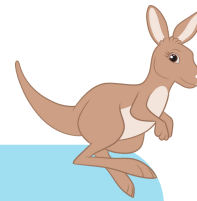
MY2027 TRM Troop Contests & Rewards

READY TO
explore



Week 1 (Oct. 1-7)

60% of Troop Completes Girl Contest
Reward: Two troops receive a \$50 gift card to a local movie theater
Week 1 Girl Contest:
Complete TRM Crossover patch requirements



Week 2 (Oct. 8-14)

65% of Troop Completes Girl Contest
Reward: Two troops receive a \$50 gift card to a local bowling alley
Week 2 Girl Contest:
Week 1 completed AND 10+ items for girl delivery sold



Week 4 (Oct. 22-28)

75% of Troop Completes Girl Contest
Reward: 1 (one) FREE weekend of council camp property use
Week 4 Girl Contest:
Week 1 completed AND 30+ nut & candy order card items sold



Week 5 (Oct. 29-Nov. 4)

80% of Troop Completes Girl Contest
Reward: Troops receive an extra penny per package during MY2027 cookie program
Week 5 Girl Contest:
Week 1 completed AND 15+ M2 items sold



Week 3 (Oct. 15-21)

70% of Troop Completes Girl Contest
Reward: Troop receives one early cookie booth selection
Week 3 Girl Contest:
Week 1 completed AND 5+ Gift of Caring donations



Week 6 (Nov. 5-12)

85% of Troop Has \$400 PGA
Reward: Troop receives \$150 proceed BONUS

Questions? Please reach out to us at info@gsnypenn.org.

Planning Your Next Troop Meeting

Ready to explore? Before the program begins, gather your Girl Scouts to learn about TRM, dream big about what they want to accomplish and create a plan together. When girls help set the goal, they're more excited to participate and celebrate their success along the way.

1. What is TRM?

Start with an overview:

- **What's being sold**
 - Nuts, chocolates, magazines and more
- **Ways to participate**
 - Paper order card sales, online direct ship and online girl-delivered options

2. Benefits for Girl Scouts & Troops

Highlight how this program helps girls learn, earn and experience while supporting troop adventures all year long.

Learn – Share how the 5 Skills apply to everyday life:

- **Goal Setting**
 - Making a plan and following through
- **Decision Making**
 - Choosing strategies that work best
- **Money Management**
 - Budgeting and keeping track of sales
- **People Skills**
 - Communicating politely and confidently
- **Business Ethics**
 - Being honest and responsible

Earn

Review rewards available for individual Girl Scouts and troop proceeds earned through participation.

Do & Experience

Discuss how proceeds can help fund troop activities, service projects, badges, camping, travel and special experiences. Ask girls what they want to do this year and how TRM can help make it happen.

Start

Help set up the girls' dashboards and create avatars together. Encourage girls to personalize their online storefronts and set a goal for the season. The Caregiver Guide includes a BINGO card that can help motivate and guide them along the way.

3. Goal Setting

Guide girls through:

- Setting a troop goal
 - Brainstorm what they want to do or experience and what it will take to make it happen
- Making a plan
 - Write it down; seeing it on paper makes it more real
- Tracking progress
 - Celebrate milestones throughout the season



4. Money Management

Have a clear plan for how your troop will handle funds:

- Set a collection schedule so families can make payments at each meeting (*early and frequent collections reduce problems*)
- Remember: you only need to collect for order card sales
- Keep accurate records: provide a receipt for every transaction
- Give regular updates on troop finances and make timely deposits
- Remind everyone: the balance due at the end of the program is a troop responsibility

5. Deadlines & Organization

Prevent confusion by:

- Sharing all program dates at the start
- Creating a troop calendar with important deadlines
- Sending reminders (texts, handouts or emails) to prompt action before due dates



The best TRM seasons start with a goal! When girls help decide what they want to do with their proceeds, they become more excited to participate, work together and celebrate their success.

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



M2 Flyer



Caregiver Guide



Need Help? Contact us:

info@gsnypenn.org

315.698.9400 or 1.800.943.4414 to speak with a staff member

www.gsnypenn.org