



# 2025 Troop Guide



*Utilize this guide and the online tools  
for a successful TRM Program!*

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[info@gsnypenn.org](mailto:info@gsnypenn.org)

**M2 customer care line-** 1-800-372-8520 or  
[support.gsnutsandmags.com](http://support.gsnutsandmags.com)

**Ashdon Farms** (nut & candy product questions)  
1-800-274-3666



## Welcome to the 2025 Treats, Reads, & More Program!

This season, our Girl Scouts will grow their confidence and sharpen their skills by practicing the 5 essential business skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics—all while being **BRAVE, FIERCE** and having **FUN** with our BFFs.

Every Girl Scout is a winner. As they take on this challenge, they'll not only build lifelong skills but also help fund exciting opportunities like camping, supplies, and even have the possibility of earning a free membership.

Thank you so much for your support and commitment to your girls every day-we couldn't do this without you!

With gratitude,

Christina, Heather & Anica

*Your Product Program Team*



Meet our 2025  
Mascot- The Grizzly  
Bear!  
Girl Scouts, enter our  
council's naming  
contest & be part of  
the fun!



## Dates to Remember

### Access and Trainings

- **Monday, September 22** - Email invitations from M2 will be sent to the Service Unit and Troop Fall Program Managers
- **Monday, September 22** – Troop fall program manager virtual training
- **Monday, September 29** – Caregiver virtual kickoff/training

### Program Dates

- **Wednesday, October 1** - TRM program officially starts
- **Wednesday, October 22** – Reward Opt-out deadline (J/C/S/A)
- **Thursday, October 30** – TRM program ends (order card orders due)
- **Saturday, November 1** – Troop girl delivery orders due
- **Sunday, November 2** – Service Unit orders due
- **Wednesday, November 12** – Direct sale ends (program officially closes)
- **Monday, November 17-22** – Delivery week of nuts/chocolates



### Payment Dates

- **Monday, November 17** – Deadline to deposit all funds into troop accounts
- **Wednesday, November 19** – Scheduled ACH payment for Troops balance due

### Rewards

- **Saturday, November 15** – Last day for Girls to make reward choice selections in the M2 site
- **Sunday, November 16**- Last day for Service Units/Troops to review reward selections

## New This Year!

Some things have been added to make the TRM experience easier and more rewarding.

- M2 will now force troop volunteers to approve sending out a welcome email to caregivers. That means SUFPMs no longer must list that action as criteria for a troop leader to earn a patch.
- All girls uploaded into M2 will now receive a TRM welcome email with link to get started, regardless of when they are uploaded. Previously, only girls uploaded prior to the Campaign Start Date would receive that email.



# Troop Footmark

## Program Start Up

- Watch for the Launch Email -sending September 22.
- Should receive the following materials from your SU FPM
  - Girl Order Cards
  - Money Envelopes
  - Caregiver Permission Slips
  - Personalized and Crossover Patch Information Flyer
  - Troop Flyer

## Set Up Your Troop Account

- Use the Troop Dashboard to:
  - Create your avatar.
  - Review your contact information
  - Prepare your troop's launch email to send to girls on October 1.
- Verify girl information in M2.
  - Council staff will upload girls and continue updates throughout the season.
  - If a girl is not listed, confirm she is registered with the correct troop and contact Council's Customer Care team for updates.
- If a Girl Does Not Appear in M2
  - Caregivers can visit [gsnutsandmags.com](https://gsnutsandmags.com) (once the sale begins) to add their registered Girl Scout.
- Verify troop bank account in M2

## Managing Troop Sales

### Online orders:

- Automatically included with the girl's order in M2. Do **not** enter them manually.

### Paper orders:

1. In the Troop Dashboard, select **Paper Order Entry**.
2. Click the girl's name.
3. Enter her total nut and candy items (by variety) from her in-person order card.
4. Do **not** include online orders.

## Verify Reward Choices

- Rewards are due **November 16**.
- Certain levels allow a choice between an item or Experience Credits.
- Choices must be finalized by the deadline, or they will be defaulted.

## Delivery

### For SU Pick-Up

- Check all cases for damaged or missing product before signing the receipt.
- Report any issues to the SU Fall Product Manager immediately.
- Troops are responsible for the total amount signed for.

### For Girl Delivery

- In M2, go to Reward Delivery Tickets.

- Select a girl's name from the dropdown, create the ticket, and print it.
- To print all tickets at once, choose All in the dropdown.
- Caregivers must sign a receipt for all products they receive.

## Payments

- Collect payments from caregivers regularly.
- Record payments using the Banking & Payments link in your dashboard.
- Do not distribute additional product if payments are overdue—complete a Caregiver Collection Form if needed.
- Make frequent bank deposits.
- Always provide a signed receipt for any payment collected.
- Enter girl payments (from paper order cards) into M2 promptly.
- Use the Troop Summary Report to check the total due to council.
- All funds must be deposited into the troop account before the ACH withdrawal.



## Participation Options

Product	Sale Type	Process	Delivery to Customers
Nuts & Chocolate	In-Person (Order Card)	<ul style="list-style-type: none"> <li>• Participants take orders only.</li> <li>• Payment is collected at the time of delivery</li> <li>• Family/Troop enters orders into M2OS by the deadline.</li> <li>• Participants turn in money to the Troop.</li> </ul>	<ul style="list-style-type: none"> <li>• Delivered by participating Girl Scouts.</li> <li>• Payment collected at time of order.</li> </ul>
	Online Girl-Delivered	<ul style="list-style-type: none"> <li>• Girl Scouts create a personalized storefront in M2OS.</li> <li>• Emails are sent to friends and family.</li> <li>• Customers pay online (no shipping fees).</li> <li>• Orders are automatically credited in M2OS.</li> </ul>	<ul style="list-style-type: none"> <li>• Delivered by the Girl Scout.</li> <li>• No payment required at delivery</li> </ul>
	Direct Shipped	<ul style="list-style-type: none"> <li>• Girl Scouts create a personalized storefront in M2OS.</li> <li>• Emails are sent to friends and family.</li> <li>• Customers pay online, including shipping costs.</li> <li>• Orders are automatically credited in M2OS.</li> </ul>	<ul style="list-style-type: none"> <li>• Shipped directly to the customer.</li> <li>• Standard delivery: 1–2 weeks.</li> <li>• Expedited shipping available.</li> </ul>
Magazines, BarkBox & More	Online Only	<ul style="list-style-type: none"> <li>• Girl Scouts create a personalized storefront in M2OS.</li> <li>• Emails are sent to friends and family.</li> <li>• Customers pay online, including shipping costs.</li> <li>• Orders are automatically credited in M2OS.</li> </ul>	<ul style="list-style-type: none"> <li>• Shipped directly to the customer.</li> <li>• Standard delivery: 6–8 weeks.</li> </ul>



# M2 Troop Access

## Dashboard Overview

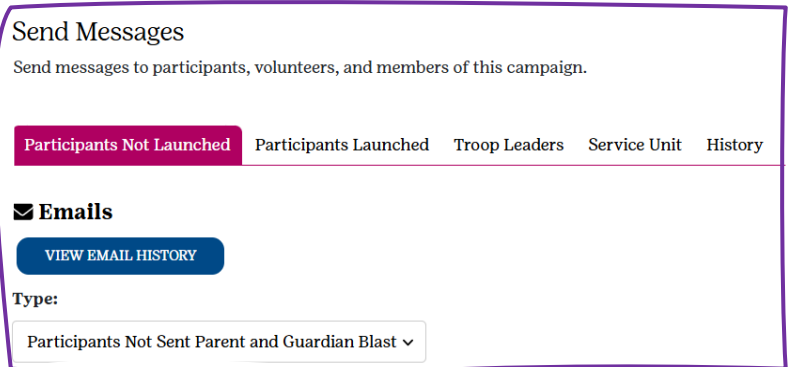
### ✉ Send Messages

Compose emails for members in your service unit

#### Sending Messages

From your dashboard:

- Click **Send Messages**
- Select your audience:
  - Message
  - Logged in
  - Not logged in
  - Missing patch action
  - Troops with sales
  - Has participants with missing reward action
- Compose your message and send



The screenshot shows the 'Send Messages' interface. At the top, it says 'Send Messages' and 'Send messages to participants, volunteers, and members of this campaign.' Below this is a navigation bar with tabs: 'Participants Not Launched' (highlighted in purple), 'Participants Launched', 'Troop Leaders', 'Service Unit', and 'History'. Under the 'Participants Not Launched' tab, there is a section for 'Emails' with a 'VIEW EMAIL HISTORY' button. Below that is a 'Type:' dropdown menu currently set to 'Participants Not Sent Parent and Guardian Blast'.

### ☰ Manage Troop & Girl Scouts

Use this to update your service unit delivery information, view troops in your area and check the participation status of their Girl Scouts

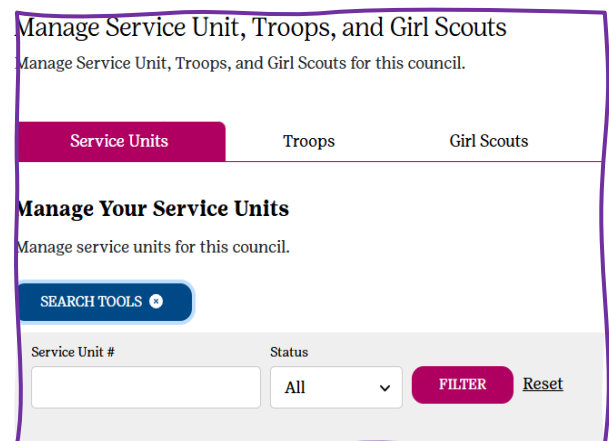
#### Viewing Troop/Girl Scouts users

From your dashboard:

- Click **Manage Service Unit, Troops, and Girl Scouts**
- Click on the Troops Tab
- See all girls attached to a troop here

#### Updating Delivery Site

- Click **Manage Service Unit, Troops, and Girl Scouts**
- Click your Troop's name
- Update the Product and/or Reward delivery contact and location; click **edit** under the respective category. Be sure to complete sections 1 & 2; full address, cell phone number and special instructions for your site; add any date considerations
- Click **save**



The screenshot shows the 'Manage Service Unit, Troops, and Girl Scouts' interface. At the top, it says 'Manage Service Unit, Troops, and Girl Scouts for this council.' Below this is a navigation bar with tabs: 'Service Units' (highlighted in purple), 'Troops', and 'Girl Scouts'. Under the 'Service Units' tab, there is a section for 'Manage Your Service Units' with the text 'Manage service units for this council.' Below this is a 'SEARCH TOOLS' button. At the bottom, there is a form with a 'Service Unit #' input field, a 'Status' dropdown menu set to 'All', and 'FILTER' and 'Reset' buttons.

#### Damages

To replace damaged product:

- Go to **Manage Service Unit, Troop, and Girl Scouts**
- Click the "+" next to the Troop Number, then select **Replace Damages**

## ■ Delivery Tickets

Use this to view and print products, rewards, and distribute receipts for signatures and financial responsibilities.

### Reward Distribution Tickets for Troops

From your dashboard:

- Click **Delivery Tickets**
- For rewards, use the **Reward Delivery Tickets** section
- To view/print tickets for all troops, use the **Troops Tickets by Delivery Site**
  - Delivery Type: Single
  - Delivery Site: Select your Troop 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**

## 📄 Paper Order Entry

Use to update and edit individual girl paper orders

### Updating/Editing Girl Orders

From your dashboard:

- Click **Paper Order Entry**
- Search troop in dropdown menu
- Select girl's name
- Update/change quantities of products needed
- Click **update** to save

#### Paper Orders

Manage paper orders for this campaign.

1 Select the Troop you will be making paper order entries for:

Troop

Search Troop... ▲

Please enter 1 or more characters

2 Please select a Troop above.

## 📋 Banking and Payments

Access lists of troops with their overall sales, proceeds, payments, and balances due

## 📊 Reports

Access service unit, troop, and girl scout level reports with multiple view options for various report types

## ■ Troop Summary/Amount Due

Access full breakdown of total sales and participation levels for any troop

# 2025 Rewards and Patches

As always, Girl Scouts can earn exciting rewards to celebrate their individual efforts. This year's theme features the **Grizzly Bear**, and the rewards are especially fun and adorable! Encourage troops to help girls set personal goals based on the reward levels – it's a great way to keep them motivated while the troop earns proceeds.



### Personalized Patch:

Choose from two scenes!

- Create your avatar
- Send 18+ unique emails
- Use the "Share My Site" function to ask friends and family for support
- Sell \$350+ in total Fall sales

### Crossover Patch:

- Using the M2 system Create your avatar
- Send 18+ unique emails
- Use the "Share My Site" function to ask friends and family for support
- **During the 2026 Girl Scout Cookie Program, use Digital Cookie and:**
  - Send 18+ unique emails
  - Sell 60+ DOC packages

### BONUS REWARD:

Completing the Crossover patch requirements earns a Girl Scout **FREE** membership renewal for 2027!

### Reward Sales



18+ Unique Emails Sent Through M2  
Brave, Fierce, Fun! Patch



5+ Sweet Support Donations  
Care to Share Patch



3+ Mags & More Items  
2025 Patch



\$150+ Combined Sales  
Grizzly Bear Patch & Glitter Pen



\$225+ Combined Sales  
BFF Necklace



\$400+ Combined Sales  
Small Grizzly Plush



\$550+ Combined Sales  
Goal Getter Patch & Choice of: Travel Jewelry Box  
OR \$10 Experience Credit



\$750+ Combined Sales  
Choice of: Mini Canvas Travel Bag & Pom Pom Keychain  
OR \$20 Experience Credit



\$1,000+ Combined Sales  
Super Seller Patch & Choice of: Happy Camper Supplies  
OR \$25 Experience Credit



\$1,250+ Combined Sales  
Choice of: Choose Your Crocs & Jibbitz  
OR \$50 Experience Credit



\$1,500+ Combined Sales  
Choice of: Learn to Ski Package  
OR \$75 Experience Credit



Personalized  
Patches



### Reminder:

- Rewards are automatically calculated in M2 and are visible to girls.
- If a girl does not make her reward selection by **November 15**, a default item will be chosen.

### Before Distribution:

- When rewards arrive, count rewards and check against the shipping list before sorting by troop
- At pickup, troops should verify their reward order and sign the receipt.

Weeks: October 18, winners announced October 9

### Goal:

- Create your avatar on the M2 Platform
- Send a total of 18+ emails through the M2 Platform



## Bonuses

### **Troop Bonus**

Achieve:

- 75% girl participation, and
- \$400+ Per Girl Average (PGA)

Earn one of the following:

- T-shirt Design Experience
- OR**
- \$150 Troop Bonus  
Experience Credit

### **Service Unit Bonus**

Achieve:

- Increase girl participation by 3% over the 2024 season (or maintain if already over 65%)
- Maintain or increase PGA

Earn:

An additional 2% in proceeds

# 2025 Troop Proceeds

## 1. Base proceeds.

Earn 15% of sales as proceeds for the troop based on total sales revenue:

Online Sales	Nut Sales
- Magazine Sales- 15%	- Direct Shipped Nuts 15%
- Tumbler Sales- 15%	- Girl Delivered- 15%
- Bark Box Sales- 15%	- Nut Card Sales- 15%

## 2. Reward Opt-Out Bonuses

When the whole troop (J/C/S/A) agrees to opt out of physical rewards, they receive an extra 5% proceeds on top of any other proceeds earned

- Magazine, Tumbler, BarkBox sales go from 15% → 20%
- All Nut Sales go from 15% → 20%

## 3. Per Girl Average (PGA) Bonus

When the troop reaches a per girl average of \$350 in sales, they receive another 5% Bonus. Examples:

- A troop of **10 girls** sells a combined **\$3,500** or more. They qualify for 5% bonus on sales
- A troop of **5 girls** sells a combined of **\$1,750** or more. They would qualify for 5% bonus on sales

Category	PGA	5-Girl Troop
Nut Items Sold	\$320	\$1,600
Magazine Sales	\$75	\$375
Total Sales	\$395.00	\$1,975.00
Base Proceeds (15%)		15% of \$1,975 = \$296.25
+ Reward Opt-Out Bonus (5%)		+5% of \$1,975 = \$98.75
+ PGA Bonus (5%)		+5% of \$1,975 = \$98.75
Total Proceeds w/ Bonuses		=\$493.75

## Where to Find Your Totals:

Troops can view their total amount earned by selecting “Banking and Payments” from the Troop Dashboard

## New in Product

**Candles** – 16 oz, double-wicked candle line with an impressive 80-hour burn time.

Price: \$29.95 each

Featuring 8 unique scents.



**New Girl Scout Tins** – Fresh designs for the season, perfect for gifts or keepsakes.

# Planning Your Next Troop Meeting

## 1. What is the Treats, Reads, and More Program?

Start with an overview:

- **What's being sold** – Nuts, chocolates, magazines, and more.
- **Ways to participate** – Order card sales, online direct shipping, and online girl-delivered options.

## 2. Benefits for Girl Scouts

Highlight how this program helps girls **learn, earn, and experience**:

- **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 individuals and the troop.
- **Do & Experience** – Talk about fun activities they can enjoy as a troop and how they can make a difference in their community with the proceeds.
- **Start** – Help set up the girls Dashboard, create their avatars together!

## 3. Goal Setting

Guide girls through:

1. **Set a Troop Goal** – Brainstorm what they want to do or experience and what it will take to make it happen.
2. **Make a Plan** – Write it down; seeing it on paper makes it more real.
3. **Track 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, adjusting for your schedule.
- Sending **reminders** (texts, handouts, or emails) to prompt action before due dates



# Important Sites & Information

## GSNYPENN TRM Resources

TRM Webpages: [gsnypenn.org/trm](https://gsnypenn.org/trm)

TRM YouTube Playlist: <https://bit.ly/4fScqVU>

## M2 System

Site Setup: [gsnypenn.org/Campaign/Account/Register/2531](https://gsnypenn.org/Campaign/Account/Register/2531)

M2 Customer Support: [support.gsnypenn.org](https://support.gsnypenn.org)

– For questions or technical assistance

## Need Help with your Troops Questions?

Contact Council directly:

Email: [info@gsnypenn.org](mailto:info@gsnypenn.org)

Phone: 315.698.9400 or 1.800.943.4414 to speak with a staff member

Website: <https://www.gsnypenn.org/>



Thank you for stepping  
forward as leaders of today  
and serving as an inspiration  
to all Girl Scouts.