

# 2019 TREATS & KEEPS

## TROOP QUICK START GUIDE



**Be The  
Difference**





# WHAT IS TREATS & KEEPS?

## Treats & Keeps is a Girl Scout's first entrepreneurial venture!

Treats & Keeps is **quick, easy, and fun!** Step into the action beginning September 27.

The Treats & Keeps Program is a Girl Scout's first entrepreneurial venture where girls will offer chocolates, nuts and magazines to launch their business to family and friends near and far.

Girls will be able to design an online store, develop their confidence by speaking to customers, and work with their troop to meet and exceed goals. All girls participating in the program will discover something new about themselves while learning skills to fuel their future.

Not only will girls develop entrepreneurial skills in the program, they will also earn cool rewards, generate start up money for their troop **AND** learn what it takes to be their own boss!

**Imagine if...** EACH GIRL in a troop of 8 sells 4 magazines **AND** sells 26 chocolate/nut items, the troop would earn over **\$310.00** in proceeds! **PLUS** each girl would earn program patches in addition to the cumulative girl rewards offered at each level.

**This means that YOUR TROOP can explore endless FUN!**

**Camping • Events • Service Projects • Crafts • STEM • Trips • And More...**

**Participation Builds Awesome Skills...Girls learn:**

Decision Making

Goal Setting

People Skills

Business Ethics

Money Management





# WAYS TO PARTICIPATE

**Every girl participating MUST:** (1) Be a registered Girl Scout for the 2019-2020 year (2) Have a signed Parent Permission and Financial Responsibility Form turned in to the troop. Be sure to collect one from every girl before distributing sales material. Find this resource and more at [TK.GirlScoutsATL.org](http://TK.GirlScoutsATL.org) under the resources section. **Have parents submit it electronically this year!**

Products & Ways to Order	Chocolates	Nuts	Magazines
	\$6 to \$12	\$6 to \$12	\$20 to \$40
Order Card	✓	✓	
Online	✓	✓	✓



- The Order Card offers chocolate/nut items that a girl would deliver in-person once received by her troop.
- Girls along with their parents will enter the orders collected on the Order Card into M2, by October 26.
- Girls and customers can support the Smiles4Military initiative by collecting \$6 contributions. Girls earn rewards, the troop earns proceeds and our military partners will receive a special treat at the end of the program season.



## **Treats & Keeps Managers CAN:**

- Take online training within the site!
- See money generated (troop proceeds and the amount due to council).
- Track girls' sales progress.
- Submit the troop's product and reward order (that includes paper and online orders) no later than **October 29**.

## **Girls/Parents CAN:**

- Sell online to family and friends by sending emails with their unique shopping link to pay for direct shipping or in-person girl delivery.
- Submit their product order and reward choices to the troop online. Orders from the order card and those paid for online are in one place. The girl/parent deadline to submit orders is **October 26**. On this date the site also closes for customer orders.

ALL items ordered online are paid for online and will automatically show/track in M2 as part of the girl's overall total.



# WHAT'S NEW THIS YEAR?

**Vendors—Trophy Nut & M2 Media** GSGATL has entered into an exciting partnership with new chocolate, nut and magazine vendors; Trophy Nut and M2 Media Group. Both have been servicing Girl Scout councils for many years and bring great innovation, products and support to our program.

**Products** With our new vendor partnerships comes a new and exciting product line. The Treats & Keeps Program will consist of only three product categories: chocolates, nuts, and magazines.

Customers can continue to enjoy the most popular magazines available, plus new options. New chocolate/nut items include: a cranberry trail mix, peppermint bark rounds in a holiday tin, a spicy cajun mix, a 30 oz. gorp mix, and dark chocolate mint Trefoils.



**M2—The Online Platform** M2 is the online sales platform for volunteers, girls and customers. M2 has three awesome features:

- System training within the site for volunteers
- Order submission of all products (online & order card) and rewards
- The creation of a customizable avatar (by girls and volunteers) in their own likeness. Girls can even use their avatar to speak to customers in an online video!

**Theme & Rewards** This season's theme is tied to a very special animal, the Northern White Rhino, which there are only two remaining in the entire world! The rewards offered this year bring the rhino to life. There is even a reward choice for girls to help in the conservation of this amazing animal.

**Reduced Paperwork** With more emphasis on using technology, there is less paper in this program than ever before! From online position descriptions, to the **new online Parent Permission & Financial Responsibility Form**, to order submission via M2—let's give three cheers for moving towards less paper!





# WHAT'S NEW THIS YEAR?



## Proceeds Tiers based on Per Girl Selling Average (PGA)

No matter what your troop has planned this year, Treats & Keeps can help offset the cost! Troops now earn proceeds based on their Per Girl Selling Average (PGA). How do you calculate your PGA? It's Easy...Take the total number of items sold by the troop divided by the number of girls with orders in M2.

PGA	\$ Per Chocolate/Nut	\$ Per Magazine
1-24	\$1.00 ea.	\$2.00 ea.
25+	\$1.20 ea.	\$2.20 ea.

Girl Scout Cadette, Senior and Ambassador troops can opt out for MORE proceeds! The troop will receive an additional \$0.10 per item sold.



## Super Troops Earn Cookie Money

Troops have a chance to earn an additional \$0.03 on every box of cookies in the upcoming 2020 Cookie Program.

- \* **Returning troops:** Achieve a 30 item PGA or 20% higher than the prior year (whichever is highest)
- \* **New troops:** Achieve a 25 item PGA



## Personalized Patch

Girls and Troop Treats & Keeps Managers can create a personalized avatar using this year's program theme.

- **Any girl** who sends at least **15 emails** and sells at least **20 chocolates/nuts and 4 magazines** will earn a personalized patch with her avatar's picture, her name and program year that ships directly to her home.
- **Any troop manager** who has **troop total sales of \$850** or more will also earn the personalized patch.



## Cookie Crossover Patch

The Cookie Crossover patch is earned by **any girl** who sends at least **15 emails in the 2019 Treats & Keeps Program** **AND** sells at least **250 boxes in the 2020 Girl Scout Cookie Program**.



## Smiles4Military Patch

With a **\$6 contribution** customers can send a smile to the military by way of a nut item. Girls selling 5 Smiles4Military (S4M) items will earn the 2019 S4M Patch.



# READY TO GET STARTED?

**Once you decide to lead your troop through the Treats & Keeps Program, complete these four easy steps:**

**1**

## **Register for the 2019-20 Girl Scout year **AND** update your role in “My GS” to sign your Position Description**

- Identify yourself in the role of: *Troop Product Program Chair—Fall Product* ([Gsmembers.force.com/members/login](https://Gsmembers.force.com/members/login))
- Beginning August 26, volunteers in this role will receive an email containing a link to sign the online position description. Completing the position description is required to access the M2 platform.

**2**

## **Make sure your girls are eligible to participate**

- Only girls registered for the 2019-20 Girl Scout year and have a signed Parent Permission & Financial Responsibility Form are eligible to participate in the program.

**3**

## **Access your M2 account & complete online training**

- Volunteers will be invited via email to set up their M2 account beginning September 13. The first time the site is accessed, you'll complete a short online training to learn how to navigate the new system.
- Join the troop webinar September 12 for a preview of the new site, tips for managing your program and a Q&A session for getting started. Look for your email invitation one week prior to reserve your space.

**4**

## **Connect with your Service Unit Treats & Keeps Manager for additional training and/or support**

- Reach out to them for answers to questions, additional program materials, encouragement and assistance with managing the program.

# DATES & RESOURCES

**September 27**

**Order taking begins**

**October 26**

Girl orders due to troop—submitted via M2  
M2 site closes for all customer orders

**October 29**

Troop order due to Service Unit—submitted via M2

**November 16, 18 & 19**

Product deliveries to Service Unit (*Troop pickups scheduled by individual Service Units*)

**Week of November 18**

Reward deliveries to Service Units begin this week

**December 6**

Automated withdrawal payment to GSGATL processed

## Top Two Resources:

### **Your Service Unit Treats & Keeps Chair**

They are the experts! Reach out to them for advice, support and encouragement. This is your first line of defense when you are in need—questions, additional materials/girl packets, etc.

### **TK.GirlScoutsATL.Org**

The council's website is a great place to find additional handouts, flyers, step-by-step instructions and other program details.



Volunteers like you are how we are able to change the  
lives of girls...who will some day change the world.

thank you

For building girls of courage, confidence and  
character, who make the world a better place!



@GirlScoutsATL

## Need Additional Help?

### **M2 Tech Support**

(800)-372-8520

[question@gsnutsandmags.com](mailto:question@gsnutsandmags.com)

### **General Treats & Keeps Questions**

770-702-9100

[helpline@gsgatl.org](mailto:helpline@gsgatl.org)

SU Treats & Keeps Manager:

Email:

Phone:

**TK.GirlScoutsATL.Org**