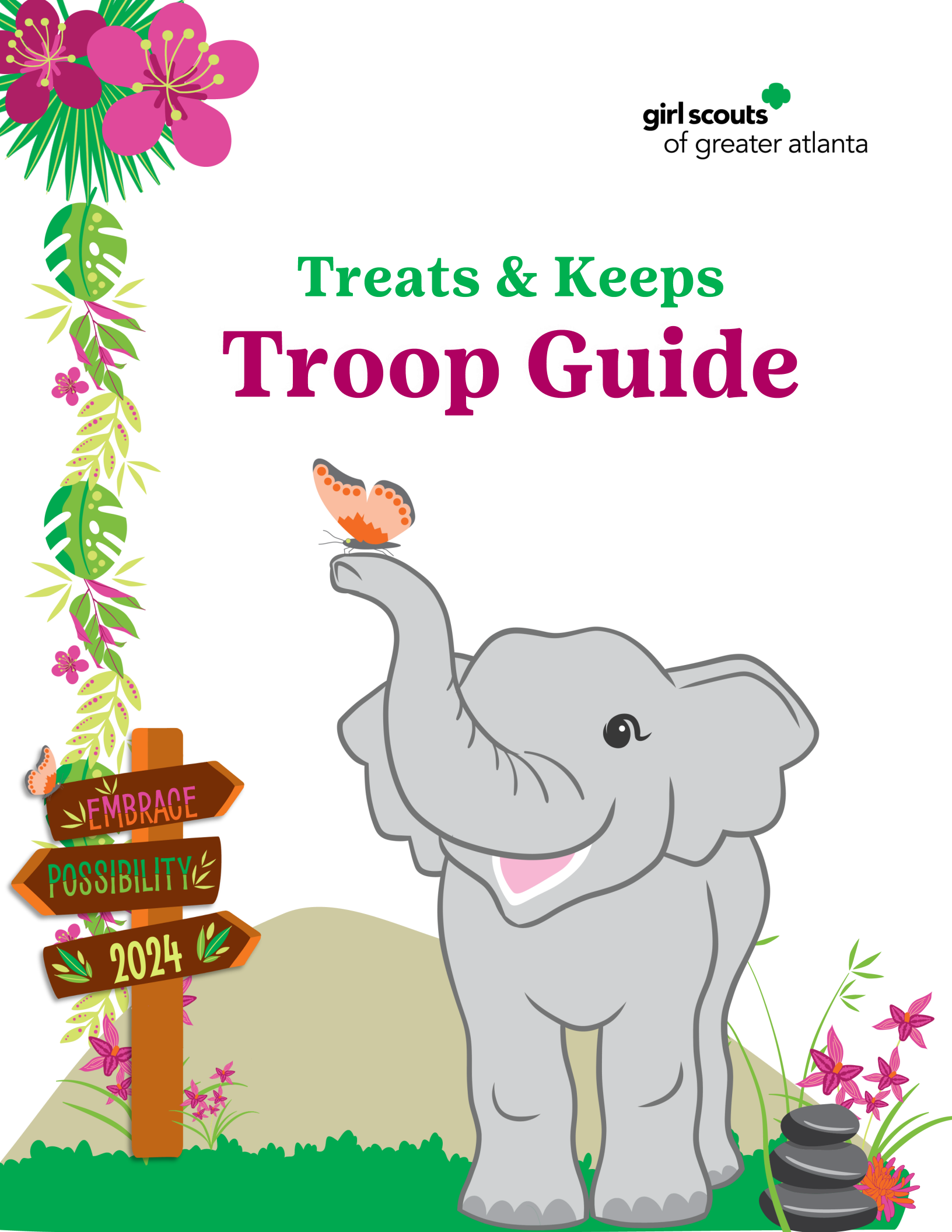


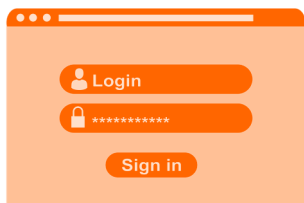
Treats & Keeps Troop Guide



Mark Your Calendar



September 23



Beginning at 10 a.m. you can access your M2 account using the email sent to you. Access is only granted to those volunteers in the role of *Product Programs Chair—Treats and Keeps* OR *Co-leader in MyGS*, so make sure your member record is up-to-date. Can't locate your email? Visit gsnutsandmags.com/gsgatl and use *forgot your password* to get started. Once in—initiate the launch of your Parent Adult Email Campaign to encourage girls/parents to participate in Treats & Keeps and help the troop meet their goal.

October 1

Treats & Keeps order taking begins! Girl/Parent access to M2 opens. Girls can begin activate their account using the email sent to their caregiver's email address or by visiting gsnutsandmags.com/gsgatl.

October 18

Deadline to provide banking information to council to process your troop's balance due electronically. **Enter your account information safely and securely directly in M2**, see page 8 to see how.

October 31

Last day for girls to enter order card totals and make rewards selections in M2:

- Girl order card totals and reward selections due to troop—submitted via M2. Note: All online orders are automatically accounted for.
- Customers can still order online until November 3.

Last day for troops to opt-out of rewards for additional proceeds *IF* the troop is a Girl Scout Cadette, Senior and Ambassador troop.

November 1

Volunteer access OPENS to begin updating orders & reward choices in M2 as needed.

November 2

Volunteer access CLOSES to updating orders & reward choices in M2. System locks at 11:59 p.m. for edits. Remember, all online sales/orders are automatically account for in M2—no entry or updates required.

November 16, 18 & 19

Chocolate & nut deliveries to Service Units. Troop product pick-ups will be scheduled by the Service Unit.

Week of December 2

Reward deliveries to Service Units. Troop reward picks-ups will be scheduled by the Service Unit.

December 6

Electronic withdrawal for balance due GSGATL processed

December 12

Successful withdrawals/payments to GSGATL posted in M2 and well as fees associated with unsuccessful withdrawals for late payments.

The Basics

Who Can Participate?

- Troops one co-leader and three girls registered for 2024-25 are automatically eligible. Troops with less than 3 girls should make a request for participation at helpline@gsgatl.org.
- Co-leaders and Troop Treats & Keeps Managers registered as members of GSUSA for 2024-25 and have an approved/cleared background check via GSGATL.
- All age level girls registered as members of GSUSA for 2024-25.

How Do You Get Started?

- 1) Sign up to be the Troop Treats & Keeps Manager in MyGS and attend training with your Service Unit and/or take training online at TKresources.Girlscoutsatl.org.
- 2) Set up your M2 account. Next, tell girls/parents about the program and how to participate using the discussion guide on the next page.
- 3) Using M2, send the Parent Adult Email Campaign to remind them to get started on day-one.

M2 is the magic behind your Treats & Keeps Program! As a volunteer, you'll be able to:

Track individual girl progress, overall troop sales and financials, communicate with girls/parents about their progress, edit orders and so much more! **Every girl no matter how she chooses to participate will need to open an M2 account to submit order card sales and/or reward choices to the troop electronically.** M2 allows girls and volunteers to track sales, manage inventory and have fun creating personalized avatars.

What's Being Sold?



Products & Ways to Order	Chocolates (\$8+)	Nuts (\$8+)	Magazines & MORE (\$19.99+)
Order Card	✓	✓	
Online	✓	✓	✓

The online storefront for customers is being expanded! **This season girls will be able to offer personalized items via their online M2 site.** Learn more about these new items [HERE](#).

Order Card Sales (Nuts & Chocolates)

- **Submitting Orders:** Girls/parents enter total quantities in M2 for each item. Totals saved in the system by the girl/parent deadline will automatically be submitted to the troop.
- **Payment & Delivery:** Girls/parents collect money from customers upon delivery and turn in full amount collected to the troop.

Online Sales (Chocolates/Nuts, Magazines, Tervis Tumblers, BarkBox, & Personalized Items)

- **Submitting Orders:** Customer purchases made online are automatically captured in M2.
- **Payment & Delivery:** Customers pay online for all items, choosing to cover their shipping costs OR selecting to have girls deliver their chocolates/nuts in-person (no shipping fee). For orders that cannot be delivered in-person, girls should contact M2 Customer Service at (800)-372-8520 by October 31 to have the order cancelled.

Fun Times!



Imagine if... EACH GIRL in a troop of 8 sells 3 Mags & More items AND 30 Chocolate/Nut items, the troop would **earn on average over \$400.00 in proceeds!** PLUS each girl would earn program patches in addition to the cumulative girl rewards offered at each level. **This means the troop can explore endless FUN!**

View all rewards for girls at: TreatsKeepsRewards.com

In addition to the great incentives earned for participation, girls and volunteers can earn personalized patches with their very own avatar on them!

Volunteer Personalized Patch

- *Create M2 avatar
- *Activate the Parent Adult Email Campaign
- *Total troop sales of \$1,400+ (online and order card)

Choose the background for your personalized patch!



Girl Personalized Patch

- *Create M2 avatar
- *Send 18+ emails
- *Use the "Share My Site" function in M2
- *Have total sales of \$350+ (online and order card)

Girl Scout Cookie Crossover Patch *(for girls)*

- *Create M2 avatar
- *Send 18+ emails in M2 during the Treats & Keeps Program
- *Use the "Share My Site" function in M2
- *Sell 250+ boxes of cookies during the 2025 Girl Scout Cookie Program

Doing a little in both programs—
girls earn the Cookie Crossover Patch



Girls join the elite club of Super
Sellers for a total of 100 items!

Super Sweet Success Club

Girls who sell 100+ items will become members of the Super Sweet Success Club; receiving a personalized certificate and member patch.



**No matter what your troop has planned this year,
Treats & Keeps can help offset the cost!**

Troop Proceeds = 15% of Total Sales

Girl Scout Cadette, Senior and Ambassador troops can opt-out of rewards for an additional 1%. Girls in the troop will earn the following patches: 2024, Elephant, Embrace Possibilities, Super Seller, Magazines Super Seller, Care to Share, Cookie Crossover, and Personalized Patches.

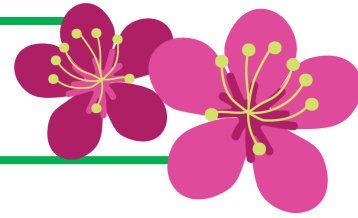
Super Troops Earn More!

Any troop can be a Super Troop earning an additional 1% in proceeds during the 2025 Girl Scout Cookie Program when they meet the criteria below:

New T&K Troops: \$1500 in sales

Returning T&K Troops: \$1500 in sales **OR** 20% more than last year; whichever is higher.

Let's Talk Treats & Keeps



Girl/Parent Discussion Guide

Quick & easy topics to supercharge your troop meeting



What is Treats & Keeps Give a brief description of the program; items being sold, ways to participate and how much the troop can earn.

Benefits Talk about things girls will be able to:

- **Learn**—Give them practical examples of how the 5 skills apply to everyday life: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.
- **Earn**—Review reward options for the entire troop and individual participants.
- **Do & Experience**—Give them examples of fun things they can do as a troop and the impact they can have in their community using their proceeds.



Goals Guide a discussion about goal setting.

- **Set a Troop Goal.** Help the group brainstorm about the types of things they want to do and the experiences they want to have this Girl Scout year. Start a vision board and sketch out what it would take for the troop to reach this goal.
- **Make the plan and write it down.** Every successful troop has a plan—your troop should too! Putting your plan in writing is the first step to making sure you achieve it...42% more likely according to studies. Let girls give input to determine what the troop's goal should be, and have them write it down along with their personal goal.
- **Track progress weekly.**

Money Have a conversation about how your troop will manage its funds.

- **Develop a collection schedule allowing girls/parents to make payments at each troop meeting.** Collecting money early and often will minimize issues of lost or stolen funds. Remember, you'll only need to collect money for orders from the order card.
- **Discuss how you will keep track of amounts due and amounts paid.** Keep accurate records of what is being paid by providing a receipt each time money is exchanged.
- **Provide regular updates of the troop's financial status and the importance of making timely deposits into the troop's account.** The balance due at the end of the program is the responsibility of the entire troop.

Deadlines Providing all program dates upfront eliminates confusion

- **Develop your troop's calendar.** Use the important program dates provided as a guide for your template, making adjustments as needed.
- **Set a reminder schedule.** Build in reminders (text messages, emails, handouts, phone calls, etc.) to prompt girls/parents to take action for upcoming important dates.

Run it Like a Pro!



Stay on track and maximize success

- Make sure ALL girls participating have an M2 account. Even if girls are not selling online they'll need an account to enter order card sales and make reward selections to submit electronically to the troop's Treats & Keeps manager.
- Establish clear deadlines with families regarding the dates the troop will collect money and distribute products.
- Enter your banking information in M2 so that your amount due GSGATL is processed seamlessly via the council's automated withdrawal process. See page 8 for details.
- Treats4Good donations allow customers to give to first responders. Girls will collect \$8 contributions (via order card or online), which earn them rewards credit and the troop proceeds. GSGATL will donate chocolate/nut items to our council partners at the end of the program season. Encourage girls to promote this throughout the season as it supports two great causes.
- [Issue receipts](#) when distributing products and collecting money. This protects you and the troop if there are discrepancies or issues collecting the amount due. Tip: Consider using the delivery tickets available for you in M2 to obtain signatures from parents.
- Record girl payments in M2. When collecting funds for products, easily record these payments in the site to keep an accurate record of a family's balance due to the troop. Do this using the *Banking & Payments* link on your M2 Dashboard.
- When its time to distribute products and rewards to girls, use the "delivery tickets" in M2 to know exactly what each girl needs.
- Stay connected to your Service Unit Treats & Keeps Manager. They'll be your first line of support during the season.
- Save **TKresources.GirlScoutsATL.org** to your favorites! Here, you'll access resources and tools, tips, rewards, troop meeting activities and much more.

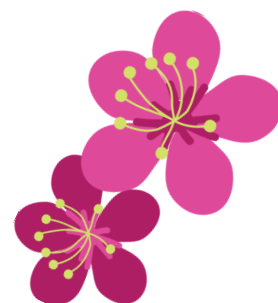
Program Quick Links

[Welcome to Treats & Keeps Role](#) (*Troop Volunteer Video– What to expect*)

[Parent Overview for Treats & Keeps](#) (*Video*)

[Managing Money for Treats & Keeps](#) (*Video*)

[More Online Resources](#)



Take the Challenge

Here's a fun group activity to kick off the
Treats & Keeps season with your girls

You'll be **AMAZED** at what you can do in less than an hour!



How Does It Work?

Prepare your girls prior to the day of the challenge so they are ready to take off when the clock starts!

Prior to the troop meeting have each girl:

- Set up their M2 account
- Gather at least 10 phone numbers of people they can call or text
- Get permission to use their phone or their parent's phone during the troop meeting

At the meeting girls can call or text their customers asking them to make a purchase from the items on the order card OR by sending them the link to their online M2 store. That's it! You'll be shocked at how easy this is and how much fun the girls will have.

As a bonus activity girls can host their own virtual party with family and friends.

Sample Script:

Hi _____. This is _____. I am participating in a "59 Minute Challenge". My troop is raising money to _____ (share what your troop plans to do with the proceeds). My goal is to sell _____ items in 59 minutes. I have a great selection of chocolates, nuts, magazines, Tervis tumblers, personalized items and even something for your pet that you get to choose from. For the chocolates and nuts you can buy things like: pecan supremes, chocolate covered almonds, praline pecans and cashews, just to name a few. There are even more specialty items available online.

So, would you be willing to help support me by making at least a \$25 purchase?

Answer: YES. *Great! Thank you soooo much. I will text you my online store link now or I can take your order over the phone.*

Answer: NO *Ok...well, would you mind donating to our Treats4Good Program that provides chocolate/nut items to first responders and healthcare workers? Each donation item is on \$8 each. Your donation would help me and my troop reach our goals. I will text you my online store link and you can make your donation today.*

THANK YOU FOR SUPPORTING ME AND my troop _____!

Using M2 to Fuel Your Program

Entering Banking Information

- 1) Log in to M2 gsnutsandmags.com/gsgatl
- 2) From your dashboard, under the *Financials and Reporting* section, click on **Banking & Payments**
- 3) Click the “+” next to your Troop #
- 4) Select **Manage ACH**
- 5) Enter **Bank Name, Routing Number & Account Number**
- 6) Click **SAVE ACH**

Tips:

- Check your spelling and be sure to enter the name of your bank accurately
- Verify your routing and account number against your official account records
- Enter your banking information by October 18 to ensure your payment to GSGATL is successful.



Need a little more detail?
[Watch the video](#)
for Entering Banking Information

Financials and Reporting

- Banking and Payments
- Reports
- Troop Summary/Amount Due Report

Troop #

Troop #	Gross Sales
+ 999999999	\$0.00

Manage ACH

Managing/Updating Orders & Rewards

Remember, IF you need to make edits for girls/parents, you'll only be able to do so from November 1 to end of day November 2 (after the girl/parent order end date).

- 1) From your dashboard, click on **Paper Order Entry**
- 2) Click on “+” next to the Girl Scout's name and select View Paper Order to make entries

Product Management

- Delivery Tickets
- Paper Order Entry

			Nut Sales		
Girl Scout	GSUSA Number	Email	Qty	Sales	Total Sales
+ Brooke Clark	103711220		0	\$0.00	\$0.00

Using M2 to Fuel Your Program

- 3) Adjust quantities as needed. Items on this screen are listed in the same order as they appear on the Order Card.
- 4) Click **“UPDATE”** when everything has been accounted for.

Order quantities can be adjusted as many times as needed until the troop order deadline; November 2 at 11:59 p.m.

REMEMBER: IF a girl has received girl-delivery orders online, these have already been accounted for within M2 and are automatically ordered for you to receive—no need to enter these quantities.

If girls/parents have received girl-delivery orders that they cannot deliver, M2 customer service should be contacted at: (800) 372-8520 by October 31.

- 5) NOW...make sure all reward selections have been made. Click on **REWARDS** from your dashboard.
- 6) Make appropriate selection where needed. Click **“UPDATE”** to save changes.
- 7) Repeat as needed for each girl in the troop.
- 8) Once all orders have been accounted for— You're Done! No extra buttons to press or actions to take.

Need a little more detail?
[Watch the video](#)
 for entering orders



Girl Scout Info

Troop: 999999999
 Participant: Clark, Brooke
 GSUSA ID: 103711220


Nut Orders

Troops: The deadline to enter orders that girls received in person has passed. Please contact your Service Unit leader.

	Product	Price	Qty	Total
A	Milk Chocolate Mint Trefoils Tin	\$12.00	0	\$0.00
B	Peppermint Bark Rounds Tin	\$12.00	0	\$0.00
C	Chocolate Covered Pretzel Tin	\$12.00	0	\$0.00
D	Everything Seasoned Cashews	\$10.00	0	\$0.00
E	Whole Cashews	\$10.00	0	\$0.00
F	Chocolate Covered Almonds	\$9.00	0	\$0.00
G	Cranberry Trail Mix	\$9.00	0	\$0.00

Rewards and Patches

 Rewards

 Personalized Patches

View Earner

Izzy Truesdail (Troop 897)

If you are selecting a reward with size options or additional choices, make your selection and update. You will then be able to make the additional choice.

Rewards Earned

Reward	Options
Donation Amounts	Name
Large Giraffe Plush Reward	--Select Size--
Shirt	
I'm a Creative Patch	Reward
Large Giraffe Plush	--Select Reward--
\$10 or \$5 Donation	
Shirt	Name
Reward Shirt	--Select Size--

CLOSE

UPDATE

Product & Rewards Pickup

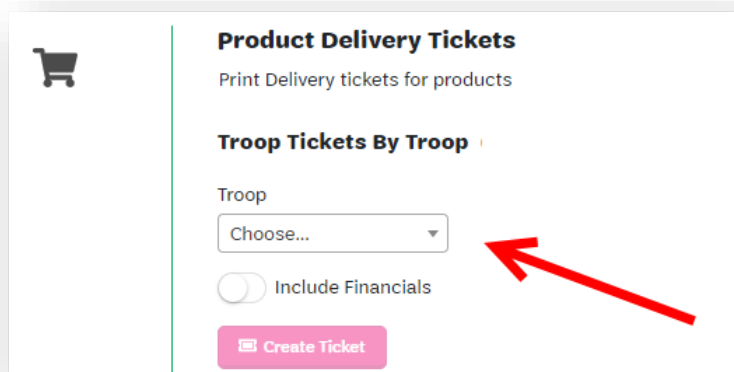
What to Pick Up from the Service Unit

To know exactly what products/rewards to pickup from the Service Unit—create the tickets below. Your Service Unit will schedule troop product pickups as items are delivered to them.

Delivery Tickets

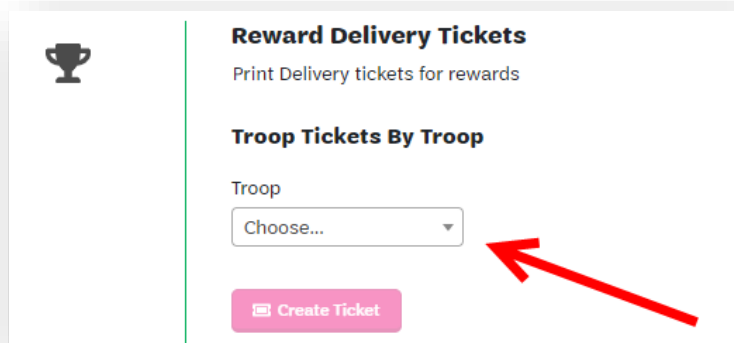
From your dashboard:

- Click **Delivery Ticket** (visible once council order has been placed)
- **For Products**, use the Product Delivery Tickets section
- Troop Tickets By Troop: *Enter your Troop Number*
- Click “Create Ticket”

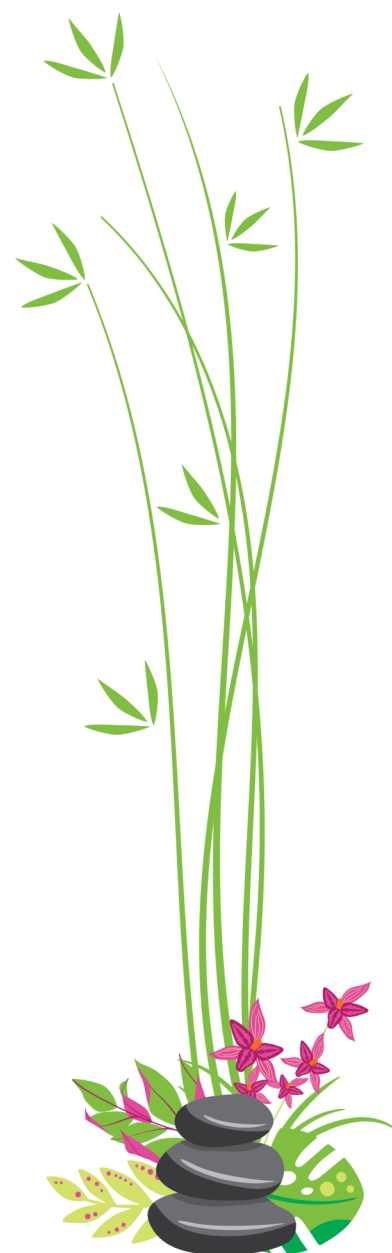


The screenshot shows the 'Product Delivery Tickets' form. It has a shopping cart icon on the left. The title is 'Product Delivery Tickets' with the subtitle 'Print Delivery tickets for products'. Below this is the section 'Troop Tickets By Troop'. It contains a 'Troop' label, a dropdown menu with 'Choose...' selected, a toggle switch for 'Include Financials' which is currently off, and a pink 'Create Ticket' button. A red arrow points to the dropdown menu.

- **For Rewards**, use the Reward Delivery Tickets section
- Troop Tickets By Troop: *Enter your Troop Number*
- Click “Create Ticket”



The screenshot shows the 'Reward Delivery Tickets' form. It has a trophy icon on the left. The title is 'Reward Delivery Tickets' with the subtitle 'Print Delivery tickets for rewards'. Below this is the section 'Troop Tickets By Troop'. It contains a 'Troop' label, a dropdown menu with 'Choose...' selected, and a pink 'Create Ticket' button. A red arrow points to the dropdown menu.



Product & Rewards Distribution




What to Distribute to Girls

To know exactly what products and rewards to distribute to girls/parents, create the tickets below. Your Service Unit will schedule troop reward pickups as items are delivered to them.

Delivery Tickets

From your dashboard:


- Click **Delivery Ticket**  (visible once council order has been placed)
- **For Products**, use the Product Delivery Tickets section
- To view/print tickets for all girls or a specific girl, use **Girl Scout Tickets**
 - Troop: *Enter Troop Number*
 - Girl Scout: *Select ALL or select individual girls by name*
 - Click “Create Ticket”

Always get a signature for the products you hand-off to girl/parents so there is no dispute regarding the amount due to the troop. These tickets have a signature line on them already—so it’s easy to keep track of what is given/received.

To know exactly what rewards to distribute to girls—create the tickets below

Delivery Tickets

From your dashboard:

- Click **Delivery Ticket**  (visible once council order has been placed)
- **For Rewards**, use the Reward Delivery Tickets section
- To view/print tickets for all girls or a specific girl, use **Girl Scout Tickets**
 - Troop: *Enter Troop Number*
 - Girl Scout: *Select ALL or select individual girls by name*
 - Click “Create Ticket”





Need Additional Help?

M2 Customer Service & Tech Support

(800)372-8520

question@gsnutsandmags.com

General Treats & Keeps Questions

770-702-9100

helpline@gsgatl.org



TKresources.Girlscoutsatl.org