

## **Girl Scouts of Southern Alabama Munchies & Mags Product Program Independent Registered Member (IRM) Guide & Agreement**

### **Purpose of Girl Scout Product Programs**

Girl Scouts fall product program (Munchies & Mags) is one of the world's leading business, financial, and economic education opportunities by and for girls. This program has helped make Girl Scouts the premier leadership development experience for girls.

Did you know?

- The Girl Scout Fall Product Program happens only once a year?
- Girls who participate in the Girl Scout Fall Product Program learn and practice five valuable skills that will help them now and in the future.
  - The five (5) skills are:
    - Goal Setting – Your Girl Scout sets sales goals individually, creates a plan to reach them and develops planning and budgeting skills all along the way.
    - Decision Making-Your Girl Scout helps decide what rewards she wants to earn, furthering the critical thinking and problem-solving skills that help her in many aspects of her life.
    - Money Management – Your Girl Scout takes orders, handles customers' money and gains valuable practical life skills around financial literacy.
    - People Skills – Your Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling nuts and magazines. These experiences help her develop healthy relationships and conflict resolution skills that she can use throughout her life.
    - Business Ethics – Your Girl Scout is honest and responsible at every step of the product programs. Her business ethics reinforce the positive values she is developing as a Girl Scout.
  - These skills will help every girl be more successful, no matter what future she chooses. Why? Because of their leadership skills—and that's the Girl Scout mission: to develop girls of courage, confidence, and character who make the world a better place.
- All proceeds generated from the Munchies & Mags program stay right here, in your local Girl Scout council, to support Girl Scouting in our area.

### **The Key Players**

There are several people who will make your cookie business a complete success:

**Council (GSSA)** provides IRMs with the necessary tools to conduct successful product programs. **Support Group** are the family and friends who will encourage and assist you as needed. **Customers** are awesome people who will financially help you reach your goal! If you are uncertain how to get started, please contact [customercare@girlscoutssa.org](mailto:customercare@girlscoutssa.org).

## **Roles & Responsibilities**

Everyone has an important role and responsibility to ensure a successful Munchies & Mags season. It's your girl's business!! Help her develop it successfully. Your encouragement will help your Girl Scout receive the greatest benefit because participating in the Girl Scout Munchies & Mags program teaches skills that will help girls grow into leaders in their own lives, leaders in business, and leaders in the world.

### **Girls Must:**

- Be a currently registered Girl Scout in Southern Alabama.
- Ensure NO orders are taken or sales made prior to the published start dates of the programs, and do not sell products at a higher or lower price than what has been set by GSSA.
- Set and achieve individual goals.
- Be easily identifiable as a Girl Scout when selling products. Wear your uniform or other Girl Scout gear, and your Membership Pin.
- Share your goals with your customers.
- Encourage customers to support GSSA's Care to Share donation program. It's a WIN-WIN- WIN!

### **Parents**

- Complete and sign the Product Program Parent Permission Form
- Be a currently registered Girl Scout in Southern Alabama
- Set up your girl's site on M2 and sign the agreement for participation.
- Encourage your Girl Scout to participate in the product program activities. Work with her to build her five skills.
- Ensure no orders are taken or sales made prior to the published start dates of the programs, and do not sell products at a higher or lower price than what has been set by GSSA.
- Guide your Girl Scout when making individual learning and sales goals. Work with her to determine the number of products to be ordered.
- Respect and support the goals set by your Girl Scout.
- Follow all guidelines and timeframes for turning in money.

## **GSSA Care to Share Program**

The Care to Share program is a council-wide community service project that gives Girl Scouts the opportunity to learn philanthropy and community service. Care to Share allows a can of nuts to be donated to the Ronald McDonald House in Mobile, Dothan Rescue Mission, and East Alabama Food Bank. When girls sell Care to Share, the products are not physically picked up by the girl.

This is why it is described as a “virtual donation.” To increase sales:

- Consider Care to Share as a variety. It satisfies customers on a diet, with food restrictions, and provides a response to any other reason why they don't want to buy a “real” can of nuts. It is sugar-free, fat-free, gluten-free, calorie-free, and guilt-free.
- IRMs are encouraged to email relatives and friends (especially those out of the area). Through the online sales tools, out-of-area customers can support the IRM's goals without incurring the cost of shipping products.

## **Can IRMs earn Proceeds and Rewards?**

IRM's can earn rewards.

- Proceed sharing is different in the product program for IRMs because, from a legal standpoint, the IRS views an individual girl as a commissioned salesperson if she receives proceeds on a per package/sale basis.
- IRMs do NOT receive proceeds.
- IRMs receive all individual girl rewards.
- IRMs will receive membership specific program credits that can be used to purchase the next year membership for herself, and 2 parents/guardians based on the following requirements.
  - Munchies & Mags (Fall Product)
    - \$200 in combined sales = 1 girl membership
    - \$400 in combined sales = 1 girl membership and 1 guardian membership
    - \$500 in combined sales – 1 girl membership and 2 guardian memberships

## **Can I use the Internet to Market My Business?**

Marketing your business is extremely important for it to be a success! You will want to let your customers know when your business is open for operation---like an Open House of sorts. Girls can use age-appropriate Internet tools to promote their Munchies & Mags business. Nut delivery and payment must be done in person, except when transactions are done through GSSA-sponsored online platforms (see below).

- Online social networking sites (such as Facebook and Twitter) are a great place for teens, 13 and older with parent permission, to promote and ask for nut and magazine orders. With permission and adult supervision, younger girls can use their parent's internet tools.
- Girls should NEVER share their last names, addresses, or any contact information when marketing their products. Online marketing should always be done with accounts set to private. Girls can only market their online storefront to friends and family — people the girl or family personally knows.
- Girl Scouts of the USA forbids selling on storefronts or websites like Craigslist, eBay, Facebook, Amazon, or sales groups where the Girl Scout does not know all the members. Adding a \$ (dollar sign) to a post on your personal page will automatically move it to FB marketplace, which is not allowed. Girl safety is our number one priority.
- M2OS—the online sales platform that girls use to sell nut products for Girl Delivery, Direct Ship, and Care to Share donation.

## **When Can I Sell Girl Scout Products?**

- No orders are allowed to be taken or sales made prior to the published product program start date. You are allowed to announce in advance to potential customers that the sale is starting soon, however, girls cannot accept orders until the start date.
- It is considered EARLY SELLING any time a girl/adult accepts someone's request for a certain quantity or certain variety of product, takes money for product, asks potential customers questions such as, "Will you buy nuts/magazines from me?" or solicits for Care to Share donations before the product program start date.
- If a potential customer responds prior to the start date with comments such as, "Put me down for.....," the appropriate response must be "Thank you for your pledge, I will contact you at the start of the sale to take your order."

## **How and Where Can I Run My Business?**

### **Individual Sales**

- Start by asking friends and family to buy Girl Scout Fall Product or contribute to Care to Share
- By phone, girls should review last year's orders and contact those reliable customers.
- Try a Text-A-Thon to let friends and family know "It's Fall Product Time."
- As the sale nears its end, ask your customers if they would like to purchase more before the sale is completed.
- Remind customers that Girl Scout nut products are only available once a year, make great holiday gifts, and freeze well.
- Send emails via M2OS (nuts and magazines)
- IRMs should leave all pets at home while selling unless a working animal companion is necessary.
- IRMs should never give their last name, address, or personal phone number while selling.

## **How do I take orders and receive my product?**

### **Taking Orders must be done online**

- M2OS (Nuts and Magazines sales portal)
  - Send emails to family and friends with a link to order directly from your page
  - Customer can select direct ship – they pay shipping and product goes directly to them
  - Customer can select girl delivery – Girl Scout delivers product, BUT the product is paid for in advance (no money collection).

### **Receiving Product**

- Prepaid – Online nut and candy orders for girl delivery will be delivered to the council office closest to your area and you will be notified when the items are available for pickup.

## **How is Money from Product Sales Handled?**

- Money should not be collected between the customer and IRM or her parent/guardian. Please use the online sales portal in M2 for all orders. This allows the customer to pay for items when ordering and they can select girl delivery.

## **Safety Tips**

**All girls who participate in the Girl Scout Product Programs use Basic Safety Guidelines.**

- Wear the membership pin and Girl Scout clothing to identify yourself as a Girl Scout.
- Use the buddy system. It's not just safe; it's more fun.
- Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are delivering products. Cadette, Senior, Ambassador Scouts must be supervised by an adult when delivering product and must never deliver alone.
- Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- Sell only during daylight hours.
- Girls' names, addresses, and email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.
- Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

## **Code of Conduct**

Girls and adults must adhere to all information contained in this IRM Guide and all GSUSA and GSSA rules and regulations when selling Girl Scout products. Customer Care should be consulted with any questions.

### **Adult Code of Conduct**

- I will adhere to the principles of the Girl Scout Promise and Law and follow GSSA's guidelines.
- I understand I am responsible for all money collected and misuse of Council and/or an IRM's funds will not be tolerated.
- I understand I am financially responsible for all products received, and all products must be paid for by October 19, 2023.
- I will treat other people, myself, property, and equipment with respect.
- I will make sure my Girl Scout does not sell products prior to the start of any product program.
- I will not violate Council or National Girl Scout policies, create discord, or damage or misuse property.
- I will not demonstrate any violence of any kind, including inappropriate conduct, profanity, or verbal abuse.
- I will not be under the influence of or hold possession of illegal substances during any Girl Scout activities. Firearms or weaponry of any kind are not allowed. I understand smoking is not allowed in the presence of girls during Girl Scout activities.
- I will support the goals established by my Girl Scout and GSSA.
- I understand that adults may assist, but they cannot sell Girl Scout products. This is the girl's business to operate.

## Girl Code of Conduct

- I will adhere to the principles of the Girl Scout Promise and Law and follow all GSSA guidelines.
- I will follow the rules to help make sure program activities are safe, fun, and successful.
- I will not sell cookies prior to the start of the product program.
- I will wear appropriate Girl Scout attire and dress neatly and appropriately for the weather.
- I will treat other people, myself, property, and equipment with respect, i.e., leaving no trash behind.
- I will listen carefully to all instructions and appropriately respond to all directions given by the adult in charge.
- I will not run or demonstrate any physical activity that could place me in harm. I will not participate in any roughhousing, running, loud voices, or inappropriate language.
- I will never give out my last name, address, or telephone number to customers. Instead, I will refer the customer to the adult volunteer.

I have read, understand, and agree to the conditions required to participate in the Munchies & Mags Product Program as an Independently Registered Member.

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Parent/Guardian Signature

Date