



girl scouts   
western pennsylvania

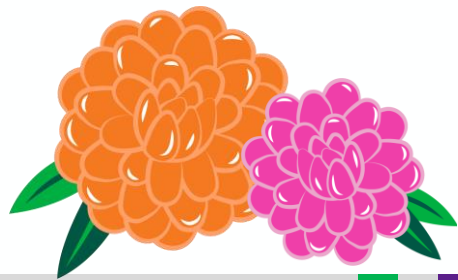
M2 Media

ASHDON FARMS™

# Welcome to the 2023 Troop MagNut Training



OWN YOUR **magic**





# Thank you, Volunteers!

We couldn't do it without you!



## Meet your Product Program Team!

Lisa Shade, Vice President  
Amanda Farrell, Director  
Erin Duffy, Manager  
Yvonne Colleran, Coordinator  
Debbie Hazlett, Coordinator  
Victoria Russic, Admin

Erin  
Duffy



Lisa  
Shade



Yvonne  
Colleran



Debbie  
Hazlett



Victoria  
Russic



OWN YOUR  
magic



# What is the MagNut Fall Product Program?

**MagNut** stands for:  
**Mag**azines, **nut**s and candy



**Council-sponsored program that combines:**

**Educational activities**

**Opportunity to earn Troop funds**

A stylized tree with a brown trunk and branches against a light blue background. Five horizontal, torn-edge signs are attached to the branches, each containing a skill name. The signs are arranged from top to bottom: Goal Setting, Business Ethics, People Skills, Money Management, and The Five Skills Girls Learn.

Goal Setting

Business Ethics

People Skills

Decision Making

Money Management

The Five Skills Girls Learn

# The Mission of MagNut



Courage  
Confidence  
Character



## Funds Raised Help Pay For:

Uniforms/Patches  
Camping Adventures  
Girl Scout Events  
Service Projects  
Financial Assistance



# OWN YOUR magic

Benefits of  
Participating  
in the  
MagNut  
Program

MagNut helps your troop fund:

- Troop Activities
- Community Service Projects
- Trips



# 2022 MAGNUT IN REVIEW

**2022 Nat '1 PGA \$314.00**

**2022 GSWPA PGA \$310.28**

**2021 GSWPA PGA \$303.66**

**Girls Selling**

**2022 - 5,319**

**2021 - 5,317**

**Troops Selling**

**2022 - 860**

**2021 - 912**

**Troop Proceeds**

**2022 \$256,065**

**2021 \$249,567**

**Super Sellers**

**2022 - 149**

**2021 - 129**

**Nat '1 Online PGA \$261.00**

**2022 GSWPA Online PGA**

**\$225.37**

**2021 GSWPA Online PGA**

**\$208.83**

**Emails Sent**

**2022 - 65,851**

**2021 - 63,552**

**Avatars Created**

**2022 - 4,284**

**2021 - 4,191**





girlscouts  
western pennsylvania  
2023 Fall Product Program

OWN YOUR  
magic

**Earn rewards for your participation!**  
Check the back of your nut order card and on your online site to learn more about all of the rewards you can earn.

Get two personalized patches with your name and avatar! See how to earn both patches below.

**Fall Personalized Patch**  
- create your avatar  
- 9802.54 - 9802.54  
- 9804.4 - 9804.2841.480.90 - nut, chocolate items

**Girl Scout Cookie Crew never Personalized Patch**  
- create your avatar in the M2 system  
- 9800.18 - email using the M2 product program  
- see the package of cookies during the M2 online scout cookie program.

Go to [www.gsnutandmagic.com/gswpa](http://www.gsnutandmagic.com/gswpa)

- 1 Login**  
Visit the website, use the QR Code, URL above or click the link from the council website. Follow the prompts to participate in the online Fall Product Program.  
My troop # \_\_\_\_\_
- 2 Create**  
Build your site. To customize your site, you can create an avatar that looks like you and also record a personalized message for your order to deliver to friends and family. Don't miss all of the ways you can earn virtual rewards when you complete various setup steps for your personalized site.
- 3 Share**  
E-mail friends and family. Your supporters will see your goal and hear your avatar deliver your special message. Friends and family can easily help you reach your goals when they shop on the food. Don't miss all of the ways you can earn virtual rewards when you complete various setup steps for your personalized site.

# Ways to Participate

Your Girl Scout can participate in ANY or ALL of the following options:

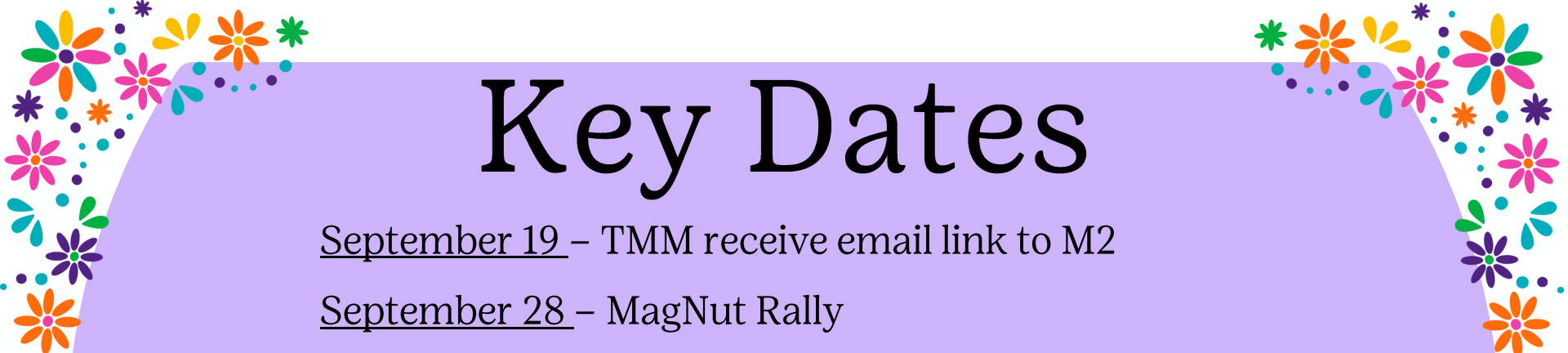
## Online

- ✓ Nut and candy items – shipped and girl-delivered options
- ✓ Operation: Sweet Appreciation donations
- ✓ Magazines

## In-person

- ✓ Nut and candy items
- ✓ Operation: Sweet Appreciation donations





# Key Dates

September 19 – TMM receive email link to M2

September 28 – MagNut Rally

October 1 – MagNut Program Begins

October 16 – Paper Order taking ends

November 6-9 – Product Delivery

November 20 – New or Edited ACH forms due to council

November 26 – Online Sales end

December 7 – ACH Sweep

January 2024 – Rewards delivered to Service Units



**A Mint Treasures w/ Girl Scout Tin \$12**

Creamy milk chocolate with a refreshing mint filled center. 6oz. Tin



**B Chocolate Covered Pretzels w/ Holiday Tin \$11**

A favorite sweet and salty snack. Crunchy pretzels covered in smooth milk chocolate. 6.5oz. Holiday Tin



**C Honey Roasted Mixed Nuts \$12**

Cashews, almonds, peanuts and pecans with a touch of honey. 16oz. Jar



**D Whole Cashews \$9**

A classic favorite roasted and salted with sea salt. 8oz. Poptop Can



**E Deluxe Pecan Clusters \$9**

Roasted pecans covered in caramel and milk chocolate. 5oz. Box



**F Dark Chocolate Mint Penguins \$8**

Rich dark chocolate penguins bursting with frosty mint. 6oz. Box



**G Peanut Butter Bears \$8**

Milk chocolate bears with a smooth peanut butter filling. 6oz. Box



**H Dulce de Leche Owls \$8**

Fresh, milky caramel surrounded by smooth milk chocolate. 5.1oz. Box



**I Cheddar Caramel Crunch \$8**

Cheese crackers, cheese corn sticks, mini pretzels, caramel cheddar corn puffs. 6.5oz. Bag



**J Peanut Butter Trail Mix \$8**

Peanuts, peanut butter gems, peanut butter mini cups, mini pretzels and cashews. 7oz. Bag



**K Chocolate Covered Raisins \$8**

The plumpiest raisins covered in smooth milk chocolate. 10oz. Poptop Can



**L Dark Chocolate Caramel Caps w/ Sea Salt \$8**

Dark chocolate covered caramel topped with sea salt. 6oz. Box



**M English Butter Toffee \$8**

Crunchy handcrafted toffee drenched in milk chocolate. 6oz. Box



**N Fruit Slices \$7**

Fat free! Assorted naturally & artificially flavored chewy candy. 10.5oz. Bag



**O Dill Pickle Flavored Peanuts \$7**

Crunchy peanuts with an irresistible dill pickle flavor. 9oz. Poptop Can



**P Hot Cajun Crunch \$6**

Cajun corn sticks, seasoned peanuts, pretzels and sesame sticks. 7oz. Poptop Can

# 2023 Order Card

## Dark Chocolate Mint Penguins are back!





# NEW THIS YEAR!



cheddar caramel  
crunch

cheese crackers, cheese  
corn sticks, mini pretzels,  
caramel cheddar corn puffs



**2023 Peace Out Girl Scout Tin**  
(order card, online girl  
delivered or direct ship)

Milk Chocolate Mint Treasures  
\$12

**Mushroom Friends  
Holiday Tin**  
(order card, online girl  
delivered or direct ship)

Milk Chocolate Pretzels  
\$11



# ONLINE NUT STORE EXCLUSIVE ITEMS

The direct ship online store offers the complete lineup of Girl Scout branded nut and candy items PLUS online exclusive items



Butter Toasted  
Peanuts



Caramel Apple



Caramel  
Treasurers



Thai Chili Mix



15oz Gourmet  
Blend



Dark Peppermint  
Pretzels



Chocolate Cover  
Almonds



Sweet & Salty Mix



20oz Gourmet Caramel  
Corn  
w/ Almonds  
& Pecans



15oz Jumbo  
Cashews





# New This Year! BarkBox



Online Only

\$19.99 per BarkBox

\$5 per delivery address  
shipping fee



# tervis®



# Magazines New & Renew

Great options for kids... and adults!





Say THANK YOU through  
Operation: Sweet Appreciation

Operation: Sweet  
Appreciation

Customer makes  
purchase to support  
our U.S. military active  
duty and veteran  
service members.

# Communication and Online Resources



# Resources

- MagNut News
- Patched In
- TMM23 to 800-248-3355
- troopleader to 800-248-3355
- gswpa.org
- M2 Customer Service
  - [question@gsnutsandmags.com](mailto:question@gsnutsandmags.com) 800-372-8520
- Girl Scouts Western Pennsylvania Customer Care
  - [customercare@gswpa.org](mailto:customercare@gswpa.org) 800-248-3355



# Family Meeting

- Share the benefits of the MagNut Program
- Troop expectations
- Family responsibilities
- Provide program information and resources

# Girl Rewards





# Rewards

## REWARDS

Rewards are cumulative. Earn items as you reach your goals! Please make reward choices on your M2 website. Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.

### ► Patches



**\$100+ Combined Sales**  
Own Your Magic Patch



**18+ Emails Sent**  
2023 Patch



**25+ Nut/Candy Item Sales**  
Ocelot Patch



**3+ Magazine Items**  
Online Patch



**6+ Operation: Sweet Appreciation Donations**  
Care to Share Patch

### ► Combined Sales



**\$200+ Combined Sales**  
Ocelot Charm



OR



**\$325+ Combined Sales**  
Choice of: Small Ocelot Plush OR  
\$5 Girl Scout Bucks



OR



**\$450+ Combined Sales**  
Choice of: Zipper Pouch & Double Knotted Headband OR  
\$5 Girl Scout Bucks



OR



**\$600+ Combined Sales**  
Choice of: Ocelot Socks OR  
\$5 Girl Scout Bucks



OR



**\$800+ Combined Sales**  
Choice of: Large Ocelot Plush OR  
\$5 Girl Scout Bucks



&



OR



**\$1,125+ Combined Sales**  
Super Seller Patch & Super Seller Event &  
Choice of: Flower Necklace OR \$5 Girl Scout Bucks



OR



**\$1,250+ Combined Sales**  
Choice of: Animal-Print Winter Set OR  
\$10 Girl Scout Bucks



&



OR



**\$1,500+ Combined Sales**  
Choice of: Stationery Set & Color Changing Markers OR  
\$10 Girl Scout Bucks



OR



**\$1,750+ Combined Sales**  
Choice of: Ocelot Fleece Blanket OR  
\$10 Girl Scout Bucks



OR



**\$2,023+ Combined Sales**  
Choice of: Mini Sling Backpack OR  
\$10 Girl Scout Bucks



# Personalized Patches



## MagNut Program Personalized Patch



## Personalized Cookie Crossover Patch\*



MagNut 2023 and  
Cookies 2024



# Troop MagNut Manager Patch

- Send out the launch email blast
- Achieve \$1250.00+ in total sales
- Create your avatar in the M2 site



Super Seller Event

# Waldameer & Water World

Date TBD

Girls who sell a total of \$1,125 or  
sisters who sell a combined total of  
\$1,675 qualify.

# Technology





## Announcement

XYZ Troop LEADER NAME: To manage the product program this year, please set up your account now. You will be able to monitor reports, communicate with troop leaders and create your own avatar. Your username will be the email address shown below. Use that information when you [create your password](#).



Once you log in, create your avatar and visit the "Parent and Adult Email Campaign" section. Check or enter the email addresses for the girls / parents in your troop so they will receive an email with instructions on how to participate.

Username: [altruem2test+tnctroop215@gmail.com](mailto:altruem2test+tnctroop215@gmail.com)

Once you have created your password, you can [access the site using this link](#) or go to [www.gsnutsandmagas.com/admin](http://www.gsnutsandmagas.com/admin).

The program will run from 07/16/2022 to 12/31/2022 11:59 PM CST. Please encourage all girls to participate. It's fun and also a great learning experience. If you have any questions, [contact us online](#) or call 1-800-372-8520. Thank you for all that you do for Girl Scouts.

Thank you, M2 GS Test Council 1 Trophy

# TROOP MAGNUT MANAGER

## VOLUNTEER ACCESS

### Email invitation to login



# TROOP DASHBOARD

Messaging

Manage nut card order entry

Sales reports

Banking and payments

girl scouts | M2 Media | Girl Scouts of Alaska | 2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines | TP

Girl Scouts of Alaska

Alicia True  
Edit Avatar  
Your Patch  
View Troop Photo  
Change Role

3 Campaigns Launched  
Last Year: 0

3 Avatars created  
Last Year: 0

23 Emails Sent  
Last Year: 0

3 Participants with 1+ Shares  
Last Year: 0

Stats: Current Campaign | Troop: 897

Magazines	Direct Ship Nuts	Online Nut Girl Delivered	Nut Card
\$0.00 Total Sales Last Year	\$0.00 Online Magazines Last Year	\$0.00 Direct Ship Nuts Last Year	\$0.00 Online Nut Delivered Last Year
0.00 Last Year	N/A Last Year	N/A Last Year	N/A Last Year
		\$0.00 Nut Card Last Year	

Sales data is updated every 15-30 minutes.

HIDE CAMPAIGN METRICS

**Campaign Setup**

- Parent/Adult Email Campaign
- Default Storefront Video
- Training Video
- Video Instructions

**Manage System Users**

- Send messages
- Manage Troops and Girl Scouts
- Manage Admin Users

**Financials and Reporting**

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

**Product Management**

- Paper Order Entry
- Manage Extra Products

**Rewards and Patches**

- Reward Opt-Out
- Rewards
- Personalized Patches

# Manage Admin Users

Manage Your Users

Check administrative accounts for this campaign.

SEARCH TOOLS ▾

Click the "+" menu to access additional features and view more information.

Name	Role(s)	
+ Debbie Hazlett Last Login: 07/07/2022 Watched Training Video: Yes	SU TP	⊙

Edit User

First Name: Debbie Last Name: Hazlett

E-mail: dhazlett@gswpa.org

Select Roles

Service Unit

Assign Service Unit: Choose...

Troop

Assign Troop: x11112

CLOSE UPDATE

Name

✕ Debbie Hazlett

- Edit User
- Reset Password
- Temporary Password

SU Service Unit TP Troop



# GIRL UPLOADS to M2



Registered Girls and  
Troop Leaders/MagNut Managers  
will be uploaded  
throughout the program

Girls/Caregivers – [gsnutsandmags.com/GSWPA](https://gsnutsandmags.com/GSWPA)  
TMMs/Leaders – [gsnutsandmags.com/Admin](https://gsnutsandmags.com/Admin)



# VOLUNTEER'S AVATARS



# Entering Order Card Items

Caregivers/girls must enter the total number of items from the Nut Order Card **by 11:59 pm on October 16<sup>th</sup>**

All In-person orders must be entered in the M2 site to be processed and added to the online sales reports

## To Enter:

- Click on the **Paper Order Entry** from the homepage
- Select the Girl Scout's name from the drop-down menu
- Enter the quantities from her paper order card and click **Update**. (If needed, you can edit the quantities after the order has been entered until the lock-out date of Oct. 16<sup>th</sup> by clicking on her name and revising the quantities, then clicking **Update**.)

The screenshot shows the M2 Paper Orders interface. At the top, there are logos for 'girlscouts' and 'M2 Media', and text for 'Girl Scouts of Alaska' and '2022 Online Nuts, Nut Promise, Paper Nuts and Online Magazines'. A 'Show Quick Dashboard Links' link is visible in the top right. The main heading is 'Paper Orders' with a sub-heading 'Manage paper orders for this campaign...'. Below this, there is a step indicator '1 Select the Troop you will be making paper order entries for:'. A modal window titled 'Edit Paper Order' is open, showing 'Girl Scout Info' with 'Troop: 897', 'Participant: Morgan, Celeste (Cel)', and 'GSUSA ID: 48324835'. Below this is a section for 'Nut Orders' with a table. The table has columns for Product, Price, Qty, and Total. The rows are: A Fruit Slices (\$6.00, Qty 20, Total \$120.00), B Peanut Butter Monkeys (\$6.00, Qty 20, Total \$120.00), C Dark Chocolate Sea Salt Caramels (\$6.00, Qty 20, Total \$120.00), and D Care To Share (\$6.00, Qty 20, Total \$120.00). A 'Total Sales' row shows \$480.00. At the bottom of the modal are 'CANCEL' and 'UPDATE' buttons.

	Product	Price	Qty	Total
A	Fruit Slices	\$6.00	20	\$120.00
B	Peanut Butter Monkeys	\$6.00	20	\$120.00
C	Dark Chocolate Sea Salt Caramels	\$6.00	20	\$120.00
D	Care To Share	\$6.00	20	\$120.00
Total Sales				\$480.00

# MagNut Product Delivery

November 6 – 9, 2023

Monday - Thursday



# Product Delivery Tickets

**Product Delivery Tickets**  
Print Delivery tickets for products

**Delivery Site Tickets**  
Delivery Site: All  
**Create Ticket**

**Troop Tickets**  
Delivery Site Type: Single > Delivery Site: Choose...  
 Include Financials  
**Create Ticket**

**Girl Scout Tickets**  
Troop: Choose...  
 Include Financials  
**Create Ticket**

Product	Full Cases	Cash Short	Single Pieces	Pieces Short
Dulse Delites	0	0	0	0
Fruit Slices	0	0	0	0
Peanut Butter Monkeys	0	0	0	0
Spicy Cajun Mix	0	0	0	0
Chocolate Covered Raisins	0	0	0	0
Cranberry Trail Mix	0	0	0	0
Dark Chocolate Sea Salt Caramels	0	0	0	0
Double Dipped Peanuts	0	0	0	0
English Butter Tuffes	0	0	0	0
Pecan Supremes	0	0	0	0
Chocolate Covered Almonds	0	0	0	0
Whole Cashews	0	0	0	0
Mint Truffles	0	0	0	0
Gorp Trail Mix	0	0	0	0
Peppermint Bark	0	0	0	0
Care To Share	0	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

Online Magazine Sales	Direct Shipped Nut Sales	Online Nuts Girl Delivered
Total Collected Sales Online: \$97.00	Total Collected Sales Online: \$89.95	Total Collected Sales Online: \$0.00
Proceeds: \$14.55	Proceeds: \$13.49	Proceeds: \$0.00
Nut Card Sales		
Collected from Customer: \$0.00		Total Sales: \$186.95
Proceeds: \$0.00		Collected Online: \$186.95
		Collected from Customer: \$0.00
		Proceeds and Bonuses: \$28.04
		Payment Due Council: (\$28.04)

- Print delivery tickets by troop and girl
- Compare product received by SU to troop ticket
- Report damaged or missing items to SUMM
- Retain signed copy

# Troops' Delivery



## At Delivery...

- Sort each girl order as per the Girl Delivery Ticket.
- Count the product with the caregiver
  - The amount received should be same as the delivery ticket
- Caregiver signs the Delivery Ticket once you both agree with the count

\*Limited amount of additional product available at a council office.



# Finances



# Proceeds Structure

MagNut 2023	
Base Proceeds	15% of total sales
Additional Proceeds Option	Additional 5%



Additional Cookie Proceeds 2024	
\$185 MagNut PGA // 250 pkgs Cookie PGA	Extra \$.02 per package of cookies
\$275 MagNut PGA // 250 pkgs Cookie PGA	Extra \$.01 per package of cookies
Total extra Cookie Program earnings: \$.03 per package	





# \$10 FUNd Bucks

- Have at least 2 girls participating
- Reach a PGA of \$150+



**Reports**  
See financial and other reports for this campaign.

All Sales    Magazines    Direct Ship Nuts    Nut Order Card    Online Nuts Girl Delivered    Special Reports    **Summary Report**

**Troop Summary Report**  
Campaign and sales information for your troops.

Troop: 6512

Total Sales		Campaign Stats	
Total \$ Sold	\$0.00	Girls Selling	0
Collected Online	\$0.00	Avatars Created	0
Collected from Customers	\$0.00	Photos Uploaded	0
Total Troop Extras	\$0.00	Voice Recordings	0
<b>Troop Proceeds and Bonuses</b>	\$0.00	Total Personalized Patches Earned	0
Amount Due Council	\$0.00	Number Emails Sent	0
Payments Made to Council	\$0.00	Per-Girl-Average Units	0
<b>Balance Due Council</b>	<b>\$0.00</b>	Per-Girl-Average Dollars	\$0.00
		Reward Opt Out	No

Online Magazine Sales	
Magazine Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Direct Shipped Sales	
Direct Shipped Units	0
Total Sales Collected Online	\$0.00
Proceeds And Bonuses	\$0.00

Nut Card Sales	
Nut Card Units	0
Total Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

Online Nuts Girl Delivered	
Online Nuts Girl Delivered Units	0
Total Sales Collected from Customer	\$0.00
Proceeds And Bonuses	\$0.00

# TROOP SALES SUMMARY

Select from the *SU Dashboard* under *Financials & Reporting - Troops Sales Summary/Amount Due Report*

Here you can choose specific reports:

- All Sales
- Magazine Sales
- Direct Ship Nuts
- Nut Order Card
- Online Nuts Girl Delivered
- Special Reports
- Summary Report (shown)

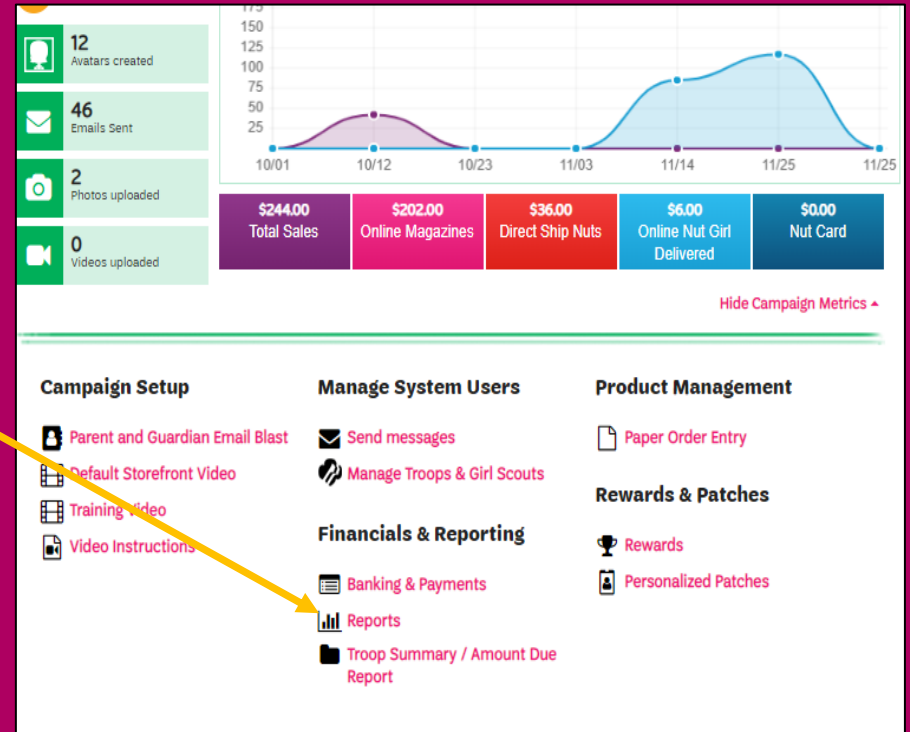


# TROOP BANKING ACCOUNT INFORMATION

New troops will need to submit as soon as a bank account is opened

Troops can confirm ACH info from the dashboard

- Select *REPORTS*
- Select *SPECIAL REPORTS*
- Select *TROOP PRODUCTS AND FINANCIALS* (last column)
  - (will show either YES or NO)



# ACH ADJUSTMENT REQUEST FORM

## 2023 ACH MagNut Adjustment Request Form

Please submit this completed Adjustment Request Form no later than five business days before the scheduled transaction. Requests received after the deadline may not be processed in time to stop the sweep.

Sweep: ONLY ONE SWEEP

Sweep Date: Thursday, Dec. 7, 2023

Submit this form by: Friday, Dec. 1, 2023

Service Unit # \*

Troop # \*

Troop MagNut Manager \*

First

Last

## ACH SWEEP Thursday, December 7

**ACH Adjustment form due  
by Dec. 1<sup>st</sup>**

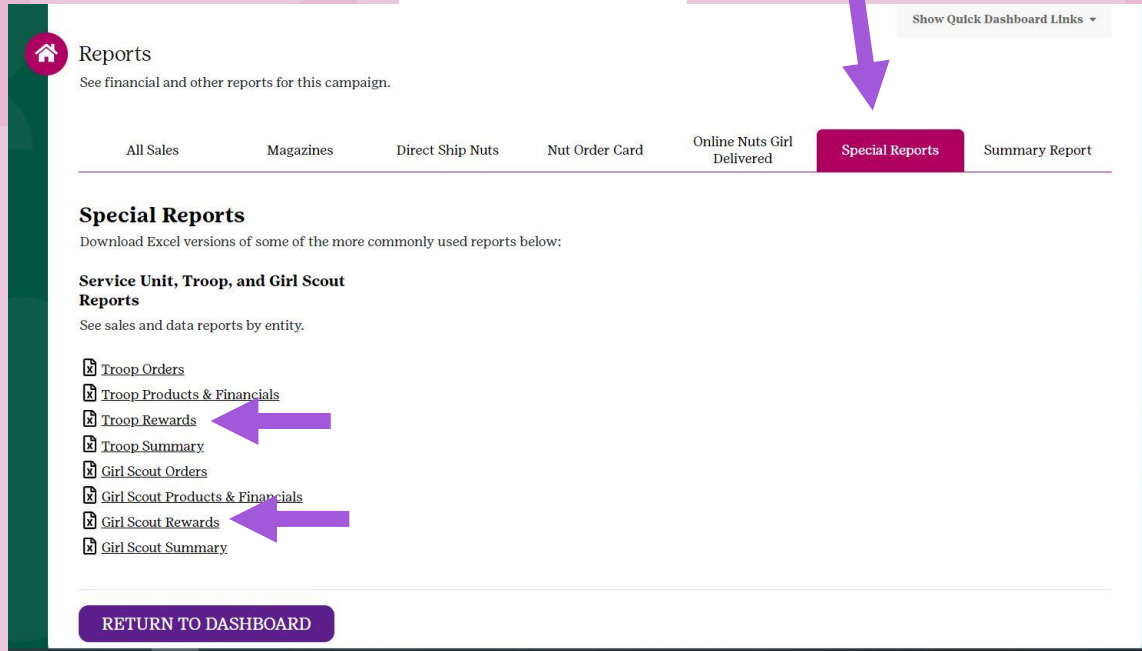
Any funds owed but not swept-  
troop must send a check to:

503 Martindale Street, Suite 500  
Pittsburgh, PA 15212

ACH Adjustment form can be found on  
**[gswpa.org](http://gswpa.org)**



# Reward Reports



Reports

See financial and other reports for this campaign.

Show Quick Dashboard Links ▾

All Sales   Magazines   Direct Ship Nuts   Nut Order Card   Online Nuts Girl Delivered   **Special Reports**   Summary Report

### Special Reports

Download Excel versions of some of the more commonly used reports below:

#### Service Unit, Troop, and Girl Scout Reports

See sales and data reports by entity.

- [Troop Orders](#)
- [Troop Products & Financials](#)
- [Troop Rewards](#)
- [Troop Summary](#)
- [Girl Scout Orders](#)
- [Girl Scout Products & Financials](#)
- [Girl Scout Rewards](#)
- [Girl Scout Summary](#)

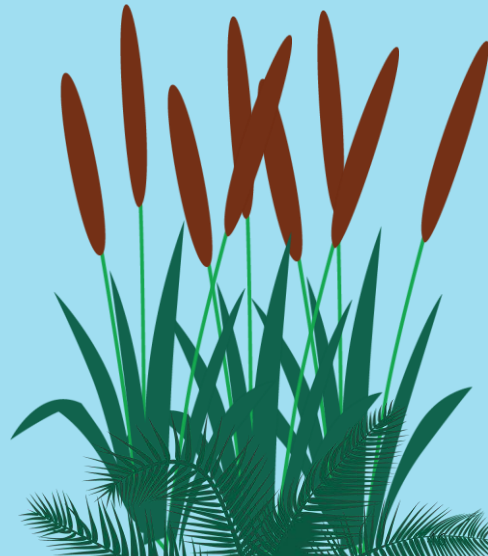
[RETURN TO DASHBOARD](#)

**Print reward reports**

**Count for accuracy**



# Questions & Answers



**OWN YOUR magic**



**Thank you!**