

2025

Fall Product Program Family Guide



BRAVE.
FIERCE. **FUN!**



Dear Girl Scout Family,

The Sweets & Treats Fall Product Program is a friends and family online sale that takes place from October 1, 2025 through November 2, 2025. As girls sell sweets and treats including nuts, chocolates, magazine subscriptions and other items, they'll build self-esteem and learn that they can set goals, budget costs, create a marketing plan, and make it all happen!

Fall Product Program is a Girl Scout Entrepreneurial Program through which helps girls begin developing five essential lifetime skills:

- goal setting
- money management
- business ethics
- decision making
- people skills

The program enables troops to earn funds at the beginning of the Girl Scout year, and gives family and friends the opportunity to support Girl Scouting in their community.

Did you know?



2025 Fall Product Mascot:

Grizzly Bear

Fun Facts:

- **Scientific name:** Ursus arctos horribilis
- **Weight:** 400–1,200 pounds
- **Body length:** 6-8 feet
- **Habitat:** Forests, river valleys, and mountainous regions of North America.
- **Diet:** Grizzly bears spend a significant part of their day foraging for food. They primarily eat berries, nuts, roots, and grasses. However, they also hunt and scavenge, feeding on fish, small mammals, and carrion. On average, they can eat up to 90 pounds of food per day to prepare for hibernation.
- Grizzlies are super fast and can run up to 35 miles per hour.
- Grizzlies are strong swimmers and can cross large rivers.



Let's Get Started

- Girl Scout must have a 2026 membership before she can start the Fall Product Program
- We have many helpful resources to navigate through the M2 Site that can be found at www.girlscoutsfl.org under our Fall Product tab!



- Parents, follow the link sent to your email address on October 1 or later to access the M2 Media Site (M2OS). If you do not receive contact us at customercare@girlscoutsfl.org.
- Girl create their own avatar!
- Launch Girl Scout online store.
- Send emails to family and friends.
- Share your storefront by text or Facebook.
- Track your sales to make sure you reach your goals.



Important Dates

September 10

Girl Scout must have a 2026 Membership

October 1

Fall Product Program Starts
Parents and girls gain access to M2 Site

October 31

Send Final reminder to family and friends to help your Girl Scout reach her goal

November 2

Fall Product Program Ends



Rewards



Personalized Patches

- Create your avatar
- Send 20+ emails
- Use the "Share My Site" function in the M2 system
- Sell \$350+ in total Fall sales

Once all above has been completed girl can choose from two scenes for the background of her patch.



Crossover Patch

- Complete all the above
- Participate in Cookie Program
- Sell 250 packages of cookies during the 2026 Girl Scout Cookie Program.



Questions?

For Council related questions:

Girl Scouts of Tropical Florida

customer@girlscoutsfl.org or 305-253-4841

For questions related to M2 site:

M2 Customer Service

support.gsnutsandmags.com or 800-372-8520