

What is the Mags & Munchies Program?

The Mags & Munchies program combines program activities with money-earning opportunities for troops and service units. The program also provides an important ingredient for leadership by helping girls develop these five skills

- 1 Goal Setting**—as she sets goals and makes a plan to reach them.
- 2 Decision Making**—as she helps her troop decide how to spend their proceeds.
- 3 Money Management**—as she makes a budget, takes orders, and handles money.
- 4 People Skills**—as she learns to talk and listen to all kinds of people while marketing her products in-person and online.
- 5 Business Ethics**—as she is honest and responsible every step of the way.

Important Dates

September 2, 2025 – October 5, 2025
Girls can collect orders in-person or online.

October 5, 2025
Deadline for paper order entry by parent or troop.
Deadline for reward choices.

October 20-24, 2025
Product arrives to service units.

November 6, 2025
Final payment due to council,
collected via ACH.

The Mags & Munchies program enables troops to earn money by selling magazine subscriptions, nuts, candy, Tervis Tumblers, Bark Boxes, and other personalized items. Through Girl Scouting, girls become leaders in their daily lives and prepare for their bright futures!

Visit
gsnutsandmags.com/gsgcf
and click the volunteer button
to get started today!



How the Mags & Munchies Program Works

Girls have multiple participation options:

- ◆ **In-person**—where she collects orders with her paper order card and delivers them. With this option, payment is collected at time of delivery. Paper orders need to be entered into the M2 Platform by either the parent or troop for them to be ordered.
- ◆ **Online**—where she invites friends and family to shop on her online storefront and have the products shipped directly to them. With this option, additional shipping/handling fees apply. Items are shipped within five business days. Customers have access to additional items that aren't on the order card or available for girl delivery. Magazines and more are only available through the direct ship option. Magazines do not have additional shipping/handling charges.

We understand that online marketing is an important business skill for girls to develop and our goal is for them to do so safely and fairly.

Girls/Troops may not pay for any ad placement, online or in-person, to market their Mags and Munchies program. This includes boosted social media posts or paying influencers to market their program.

In the event of national or local media opportunities, GSGCF must be contacted in advance of speaking to the media.

Girl Scouts may not advertise their Mags and Munchies program in online marketplaces, including Facebook Marketplace, eBay, Craigslist, and Amazon.

Girls may share their Mags and Munchies program within private online groups, such as Facebook Groups and Nextdoor, where the group permits them to do so.

Friends and family of a girl participating in the Mags and Munchies program must not market or share a girl's contact information, sales links, or sales information on public facing online sites. They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines). Public-facing sites are defined as any website that is not a personal page.

Should any online marketing activities be deemed in violation of our guidelines, GSGCF and GSUSA reserve the right to intervene and request removal or remove the post. Girls who do not follow these rules may have their Mags and Munchies page deactivated, and may be suspended from further participation in the program.

- ◆ **Hybrid**—where customers use her online storefront to order but she delivers in-person. Customers pre-pay for their items online and don't incur shipping/handling fees.

Girl Rewards

Girls are eligible to earn the rewards printed on the back of their order card. Council reserves the right to make substitutions to the items color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.

Reward experiences are only eligible to be redeemed by the reward earner on the printed date set by the council.

Girl rewards may not be sold. By doing so, the girl may lose the ability to participate in future product programs or troop fundraisers.



Proceeds

Troops earn a standard 15% for all items sold in the Mags & Munchies program.

Troops with 5 or more girls participating in the Mags and Munchies program are eligible to earn a 3% bonus if 100% girl participation is achieved to match last year's Mags and Munchies participation number. For example, your troop had 10 girls participate in the 2024 Mags and Munchies program. Your troop must have 10 girls (does not have to be the same girls) participate in the 2025 Mags and Munchies program.

Service units will earn 1% of everything sold by troops in their area. That's more money to help offset the cost of local programs and events.

Girl Scout Cadette, Senior, and Ambassador Level Reward Opt-Out

Older girl troops, with 5 or more girls, (3 for S/A) are eligible to opt-out of rewards for an additional 3% in troop proceeds. This choice affects all of the girls in the eligible troop—individual girls cannot choose to opt-out. This decision must be made by and voted on by the Girl Scouts in the troop—not the adults—as it affects each girl individually. For eligible troops that choose this option, girls will still earn patches, but none of the other rewards.

Troop Responsibilities

- ◆ Check registrations. Only registered adults with an approved volunteer role are permitted to coordinate the troop's Mags & Munchies program. Only Girls who are 2025-2026 registered members may participate. Memberships should be verified in the troop leader's MyGS member profile (www.gsgcf.org).
- ◆ Check permission slips. Parents/caregivers have to complete the online product program permission form (good for both fall and cookies) prior to participating. Make sure you've received a copy of the form for any girls who are participating: <https://form.jotform.com/231716036416148>
- ◆ Set up your M2 account. Volunteers will receive a welcome email for the online platform to create an account. Returning volunteers can use last year's login.
- ◆ Make sure your troop's bank account information is entered in M2 by September 10. It is the troop leader's responsibility to ensure this information is correct. Failure to provide correct information may result in the loss of proceeds.
- ◆ Keep your parents/caregivers in the loop. GSGCF will mail materials directly to families, but sometimes items get lost in the mail. Be sure the adults in your troop know the program is starting, make sure they've received their materials, let them know where to find the online permission form, and give them troop deadlines.
- ◆ Make it a girl-led troop activity. Troops who make Mags & Munchies a troop activity while letting girls take the lead will have the best experience. Have a meeting to introduce the program to the girls and have them set goals.
- ◆ Hand out products and rewards. Troops will need to pick up product and rewards when it arrives to the service unit and distribute it to girls.

Quick Tips for the M2 Online Platform

- ◆ Girls will be able to launch their online campaign and begin selling on September 2 by visiting www.gsnutsandmags.com/gsgcf.
- ◆ You do not need to add girls' names to the M2 Online Platform. The girls' names are uploaded from the membership system. Girls also have the ability to self-register.
- ◆ Both parents/caregivers and troop volunteers can enter in girls' orders from the nut/candy order card into the M2 Online Platform during the sale. The deadline to do so is October 5 at 11:59 p.m. This is only for paper orders; online orders are already in the system and do not need to be entered a second time.
- ◆ To add girl orders from the troop dashboard, choose Paper Order Entry and click the pink pencil next to the girl's name. Enter her total nut/candy items by variety from her order card.
- ◆ As a reminder, council does not purchase products beyond the end of sale order. Ensure you verify all quantities for your troop are correct.
- ◆ There is no "submit" button in the M2 Online Platform. Troops have until October 5 at 11:59 p.m. to make sure that paper orders are entered in. Anything in the system at that time is automatically submitted.

Money Matters

- ◆ Customers pay when the product is delivered. Customers should never be asked to pay for product before it's delivered, unless they're ordering online. Girls should collect payment for Gift of Caring items at the time of the order.
- ◆ Girls/parents should not be asked to pay for product when picking it up from the troop. Exceptions may be considered if there is a prior history of outstanding debt. Please contact the council for assistance.
- ◆ The troop Mags & Munchies manager will decide and communicate with parents/caregivers if the troop will/won't accept checks. Checks should be written to the troop. When accepting checks in Florida, you need a driver's license number, and two phone numbers. The council cannot reimburse troops for bad checks. If your troop does receive a bad check, you should report it to your local police department.
- ◆ When girls/parents/caregivers turn in money to your troop, you should ALWAYS give them a signed receipt for the amount received.
- ◆ The troop must have all funds in the troop bank account by November 4, 2025. Failure to account for money and products received will be considered misappropriation of funds and may result in civil and/or criminal prosecution, removal from volunteer positions with GSGCF, and ineligibility to receive your troop's proceeds, bonuses, and/or rewards.

Five Minute Quick Start for Families

We know fall can be a busy time and we've got a solution for those adults in your troop who need a quick option. Encourage them to spend just five minutes creating their girl's website and avatar and sending out 20+ emails. This will not only earn their Girl Scout a patch, it will also prequalify them for the custom cookie crossover avatar patch.



Subscribe to our council newsletter, S'more News, for monthly updates on council happenings, events, programs, and more.

Custom Avatars

One of the best pieces of the Mags & Munchies program is the opportunity for everyone to create a custom avatar that looks just like them. Both girls and volunteers can design this special avatar and have the opportunity to earn it as a patch.

These patches are shipped as they are earned. Log in, create your avatar, and get started!

Gift of Caring

Through this program, customers can donate packages of council-selected items for \$8 each. These can be added to any online order (no additional shipping/handling) or they can be donated when placing orders directly with a girl. All Gift of Caring donations will be donated locally throughout our council and through the Support our Troops organization.

Frequently Asked Questions

When will magazine subscriptions begin arriving?

Orders usually begin arriving in 3-4 weeks. Some magazines take longer than others depending on their mailing cycles. Magazine renewals extend the length of the current subscription.

Who do I call if I have problems or do not receive my magazine subscription?

M2 Customer Service is glad to help whenever there are questions or problems. They can be reached at 800-372-8520 or question@gsnutsandmags.com.

When will customers receive their nut and candy orders?

Nuts and candy will be delivered to the service unit October 20-24. Your service unit Mags & Munchies coordinator should contact you to pick up your products for delivery shortly afterwards.

What if a parent/caregiver does not pay for the product her Girl Scout ordered?

Complete the Report of Unpaid Funds form with the contact information, amount owed, and a record of communications with the parent/caregiver. The form is available on our website. Submit the form along with any other records to the council office by November 13, 2025.

What is the return policy?

No products ordered can be returned to the troop, service unit, or council. If a customer has a problem with the quality, they will need to contact Trophy Nut at 1-800-SAY-NUTS. MELTED PRODUCTS CANNOT BE RETURNED.

