

## 2021 Juliette Cookie Program

Welcome to the Girl Scout Cookie Program! The Juliette program allows girls to register individually for Girl Scouts, mixing and matching different activities to meet their needs and interests. Juliettes who participate in the Cookie Program begin to think like an entrepreneur while learning business skills, and earning rewards. Proceeds stay local and are re-invested in girls through all of GSEMA's awesome programs. The Cookie Program supports learning in a fun environment and girls learn by doing! Girls will learn five major skills during Cookie Program:

**Goal Setting** – Girls set personal goals and then makes a plan to reach it. Girls need to know how to set and reach a goal to succeed in school and in life.

**Decision Making** – Girls decide how and when to sell cookies and what she will do with her proceeds. This skill is important because girls need to make decisions every day. Learning this skill will help her make good ones.

**Money Management** – For some girls, this might be the first time they have to handle money. Talk to your Juliette about the different forms of money such as paper bill, coins, checks and credit cards. Older girls can learn how to set a budget. Girls need to know how to handle money – whether it's their lunch money, allowance or (someday) their paycheck!

**People Skills** – Girls learn how to talk and listen to their customers. Practice explaining to customers what her goals are and brainstorm ways to thank customers. This skill helps girls in school when working on group projects, participating in sports, on the playground and, later, at work.

**Business Ethics** – By following sale guidelines, selling dates and safety protocols, girls learn that strong values should lead any business – including her own.



This year's theme is "Be Amazing" and the mascot is the Honey Bee! Juliette's can find theme related artwork in the [ABC Bakers Flickr Gallery](#). Use this artwork to creative flyers or virtual backgrounds.



We have a new cookie this year called Toast-Yay! It's a French toast-inspired cookie dipped in delicious icing and full of flavor in every bite!



We will be saying a fond farewell to the S'mores cookie. This cookie is retiring to make room for a new flavor in 2022!

**What products are we selling?** - Customers love our amazing, name-brand Girl Scout Cookies which are baked especially for us by ABC Bakers, one of the two bakers that produce Girl Scout Cookies in the USA!

Cookie Flavors	Information
Thin Mints Caramel deLites Peanut Butter Patties Toast-Yay! Lemonades Girl Scout S'mores Peanut Butter Sandwich Shortbread Gluten Free Caramel Chocolate Chip	<ul style="list-style-type: none"> <li>- There are 12 packages of cookies in a case.</li> <li>- Customer pays \$5.00 per package.</li> <li>- Gluten Free Caramel Chocolate Chip is also \$5.00 per package.                             <ul style="list-style-type: none"> <li>▪ Not on the order card. GSEMA has to preorder as it is made in a gluten free facility. It will be available in the cupboards till we run out. Customers are always able to order online.</li> </ul> </li> <li>- Girl Scout Cookies are date stamped for freshness.</li> <li>- See order card for nutritional information or visit <a href="http://abcbakers.com">abcbakers.com</a>.</li> </ul>

### Steps for participation in a council Juliette troop:

1. Girls must be registered for the 2021 membership year.
2. Guardians must be registered for the 2021 membership year.
3. Guardians must be CORI'd with GSEMA
4. Guardian must sign and submit a [Juliette Product Program Agreement and Permission Form](#). Guardians must fill out [Juliette Bank Account Information Form](#). Cookie payments will be direct debited from account.
5. Once all of the above has been completed, Coordinator will send out Cookie Program materials to the Juliette.

### There are two different way to participate in the Cookie Program as a Juliette.



**Participate individually by working with the council Juliette Coordinator and be placed within the Juliette council troop.**

#### How it works:

- **Juliette Council Coordinator is Cindy Campbell – [ccampbell@gsema.org](mailto:ccampbell@gsema.org)**
- Juliettes are put into a council troop specifically for the Cookie Program.
- Proceeds are handled differently during the Cookie Program for Juliettes because from a legal standpoint, the IRS views an individual girl as a commissioned salesperson if she receives proceeds on a per box basis.
- Juliettes can earn all the individual girl recognitions and Cookie Credits.
- The troop earns \$0.90 per package sold. At the end of the program the proceeds are split evenly among all the participating girls in the troop. Example: There are 5 girls in the troop and the troop proceeds are \$100. Each girl will earn an additional \$20.00 that will be added to their Cookie Credit.
- Recognitions are delivered to the council Juliette Coordinator who will work out an arrangement for pick up with guardian.
- Cadette, Senior and Ambassador level girls can also choose to be placed in the council Opt-Out Troop.
  - o Girls in this troop opt-out of recognitions and Cookie Credits, but are eligible for the theme patch and recognition events (500 Club & Disney) once girls have achieved the required milestones in Smart Cookies.
  - o The Opt-Out Troop earns \$0.95 per package.

In addition to recognitions, girls can start to earn Cookie Credits once they have sold 100 packages of cookies. Credits can be used for GSEMA Programs including camp, GSEMA shops (excluding online), camp trading posts, and for GSEMA or GSUSA Destination programs. Cookie Credits have an expiration date so be sure to use before they expire! Cookie Credits cannot be replaced if lost.

\*Levels are cumulative and calculated independently of one another.

Earnings Tier *	Number of Packages	Earning Rate per Package
Level I	100 – 199	\$0.10
Level II	200 – 499	\$0.10
Level III	500+ packages	\$0.20

- Direct Ship packages are automatically allocated in Smart Cookies.
- Cookies picked up at a cupboard will be allocated to a girl once the order has been paid in full.



**Steps for participation with Council Juliette Troop and Cookie Program Roll Out**

Due to the COVID-19 pandemic, the 2021 Cookie Program will be rolled out into 3 phases to ensure the safety of our girls, families, volunteers and staff. The opening of phases two and three are pending state CDC regulations and will be announced 2-3 weeks prior to opening. These phases are described in the steps below.

**PHASE ONE – DIRECT SHIP ONLY** - Customers order cookies, pay online, and have the cookies shipped directly to them using Smart Cookies Direct Ship.

- November 23<sup>rd</sup> all registered girls guardians will be sent registration email from Smart Cookies for girls to set up their Smart Cookies.
- Girls start to create and sending e-cards and share their social media link to family and friends.
- Girls can host virtual Cookie Booths
- GSEMA is subsidizing 50% of shipping costs on orders of 6 packages or more!

**PHASE TWO – Includes all of Phase One PLUS GIRL DELIVERY OPTION.** – When a customer chooses the GIRL DELIVERY option, they place their order online and pay in advance. Girl and guardian will set up a contactless delivery.

- Girls can start to collect orders for Girl Delivery from online orders and paper order card.
- Guardians **MUST** report all Girl Delivery orders to the council coordinator so that a Planned Order can be placed in Smart Cookies. (See how to place cookie order below).
- Girls along with her guardian will set up a contactless delivery by leaving on front steps or porch.
- Cupboard will open 2-3 weeks into Phase Two.

**PHASE THREE – Includes all of Phase One & Two PLUS Girls can start selling door-to-door.** Guardians email cookie orders to Juliette Coordinator so that a Planned Order can be placed in Smart Cookies.

How to place a Cookie Order	How to pay for Cookie Orders
<p>Guardians should email Girl Delivery and paper order form cookie orders (not Direct Ship orders) to council coordinator by every Friday at 4pm for the upcoming week.</p> <p>Orders are placed in full cases only – 15 case limit</p> <p>There are no exchanges or returns.</p>	<ul style="list-style-type: none"> <li>- Payment for 15 case limit will be expected within 10 business days of order pick up via direct debit.</li> <li>- Additional orders will not be entered until prior order is paid in full.</li> </ul>
<p>Email should include girl’s name, cupboard location that cookies will be picked up at (if you do not know the cupboard locations coordinator will help) and how many cases of each flavor.</p>	<p>Juliettes pay \$5.00 per package/\$60 per case.</p>







**Participate with a troop.**

**How it works:**

- Troops will follow the same Cookie Program Rollout that is detailed on Page 3.
- Girls may sell with a troop at any level.
- For cookie order and recognition entry into cookie database – the Troop Leader/Troop Cookie Coordinator must inform the Juliette Cookie Coordinator via email, the name of the Juliette who is participating with the troop so that girl can be added to the troop roster in the cookie database.
- The Juliette will receive cookie program materials from Troop Cookie Coordinator.
- The Juliette can participate in troop booth sales.
- Troop Cookie Coordinator will order cookies for Juliette.
  - o Guardian will need to contact Troop Cookie Coordinator for any online Girl Delivery Orders and paper order card orders so that an order may be placed in Smart Cookies. The troop might have inventory on hand.
- Cookies sold by Juliette count toward the troop earnings.
- Payment for cookies is made to the troop.
- Juliettes earn recognitions and Cookie Credits (see Page 2 for Cookie Credit Information)
- Troop will include Juliette in any program activities earned from the cookie earnings.
- Recognitions will be sent to the troop.

**Bonus Recognitions for Online Sales for all Girls!**

	<p>Patch earned by sending 12+ emails</p>
	<p>Keychain earned by selling 10+ packages online</p>
	<p>Boost Bars are earned starting at 50+ packages sold online. Boost Bars go up every 50+ packages sold, meaning the next level is 100, then 150, 200, etc. See how high you can go! It will look awesome on your keychain!</p>
	<p>Girls (including opt-out) earn this exciting virtual Disney on Broadway event by selling 200+ packages online! There are two different experiences: One for Daisies, Brownies &amp; Juniors and the other for Cadettes, Senior and Ambassadors. See the GSEMA <a href="#">cookie page</a> for more information!</p>