

Girl Scout Cookie Program: Juliette Participation

Welcome to the 2024 Cookie Program! The Juliette Cookie Program is designed to allow individually registered Girl Scouts to participate in the world's largest entrepreneurial program. The cookie program is a key part of a Girl Scouts experience. Its much more than a fundraiser, it's a unique way for Girl Scouts to build confidence and develop important skills. Many successful businesswomen and community leaders have started their leadership journey selling Girl Scout Cookies!

Girl Scouts learn five major skills during the Cookie Program:

Goal Setting – Girl Scouts set personal goals and then make a plan to reach it. Girl Scouts need to know how to set and reach a goal to succeed in school and in life.

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

Money Management – For some Girl Scouts, 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 Girl Scouts can learn how to set a budget. Girl Scouts need to know how to handle money – whether it's their lunch money, allowance or (someday) their paycheck!

People Skills – Girl Scouts 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 Girl Scouts in school when working on group projects, participating in sports, on the playground and, later, at work.

Where the Cookie Dough Goes

22.5%

TROOP PROCEEDS & RECOGNITIONS
GSEMA invests in rewarding incentives to recognize and support a Girl Scout's entrepreneurial experience. Plus, each troop earns \$1.10 per cookie package sold.

In one \$6 cookie package...

23% ABC BAKERS COST

GSEMA pays ABC Bakers for Girl Scout Cookies.

54.5%

COUNCIL INVESTMENT
This includes programs, financial assistance, training for volunteers, property management, and member support.



2023-24 GSEMA Cookie Program

What's New!

- Theme & Mascot: Own Your Magic with the Axolotl mascot
- **Digital Cookie™ for Girl Scouts and caregivers is the new online platform to promote and manage a Girl Scout's cookie business.** With support from their caregiver, a Juliette can take cookie orders, track purchases and deliveries, and forge a more direct digital connection with their customers. With the Digital Cookie™ platform, the Girl Scout Cookie Program you know and love is better than ever. Fun, easy-to-use tools help Juliettes to superpower their sale. The Digital Cookie *platform lets consumers buy online—and* gives Juliettes more ways to participate, more ways to learn, and more ways to find adventure!
- Cookie price increase to \$6.00 per package
- Troop proceeds increase to \$1.10 per package sold
- Opt-Out Juliette troop now earns \$1.15 per package sold
- Juliettes who opt-out can now earn cookie credits
- Shipping Updates:
 - GSEMA will be offering a \$10.00 off per order for all direct shipping costs starting at 9 packages+ from February 1 through March 8. Shipping costs are affected by many factors including demand, transportation costs and fuel prices. These prices are driven by the vendors and not GSUSA or GSEMA. Customers plus place an order of 4 packages or more to place a direct ship order.
- Juliette payment schedule has changed please see “How to pay for cookies” section on page 5.

Working on your Gold Award? Please contact the Juliette Coordinators for more information.



What cookies do Girl Scouts sell?

Customers love our amazing, name-brand Girl Scout Cookies which are baked especially for Girl Scouts of Eastern Massachusetts by ABC Bakers, one of two bakers that produce Girl Scout Cookies in the USA!

Cookie Flavors	Information
Thin Mints Caramel deLites Peanut Butter Patties Toast-Yay! Lemonades Adventurefuls Peanut Butter Sandwich Trefoil Caramel Chocolate Chip (GF)	<ul style="list-style-type: none"> • Girl Scout Cookies are \$6 per package. • There are 12 packages of cookies in a case. • Caramel Chocolate Chip is not on the order card because it is available only while supplies last. Place a Planned Order to pick up at a cupboard (2 case limit). • All Girl Scout Cookies are available to order online via Smart Cookies Direct Ship. • Girl Scout Cookies are date stamped for freshness. • See order card for nutritional information or visit abcbakers.com.

Juliette Girl Scout Cookie Program Calendar

November 2023

- 20 Digital Cookie registration email sent to caregivers of all registered Juliettes
- 21 Cookie Program begins for Online and In Person sales (Juliettes may begin emailing customers)

December 2023

- 5 Cookie Cupboards open – check cupboard listing for hours. Juliette caregivers can begin to email orders to Juliette Coordinator
- 23 GSEMA offices and council cupboards closed for the holidays

January 2024

- 2 GSEMA offices reopen
- 4 GSEMA council cookie cupboards open
- 15 GSEMA offices are closed for MLK Day

February 2024

- 16-18 National Girl Scout Cookie Weekend
- 19 GSEMA offices are closed for Presidents' Day

March 2024

- 1 Last day to register Girl Scouts as GSEMA members for participation in the Cookie Program
- 8 Cookie Program ends - All cookie cupboards close for the season
- 8 Last day for Digital Cookie Direct Ship orders

April 2024

- 2 Last day for Girl Scouts to sell/distribute cookies from 2023-24 inventory
- 22 Recognitions delivered to council; caregivers will receive an email from Juliette Coordinator to schedule a pick up

How to Participate in a Council Juliette Troop

1. Girl Scouts must be registered for the 2024 membership year.
2. Caregivers must be registered for the 2024 membership year.
3. Caregivers must have a CORI with GSEMA.
4. Caregivers must sign and submit a [Juliette Product Program Agreement and Permission Form](#), as well as the [Juliette Bank Account Information Form](#). Cookie payments will be direct debited from account. The cupboard cannot accept cash or checks.
5. Once all of the above has been completed, Coordinator will send out Cookie Program materials to the Juliette.

Two Ways to Participate in the Cookie Program as a Juliette

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

How It Works:

- Juliettes are placed 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 Scout 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 Juliette troop earns \$\$1.10 per package sold. At the end of the program the proceeds are split evenly among all the participating Girl Scouts in the troop. Example: There are 5 Girl Scouts in the troop and the troop proceeds are \$100. Each Girl Scout will earn an additional \$20.00 that will be added to their Cookie Credit.
- Direct Ship packages are automatically allocated in Smart Cookies.
- Cookies picked up at a cupboard will be allocated to a Girl Scout once the order has been paid in full.
- Recognitions are delivered to the council Juliette Coordinator who will work out an arrangement for pick up with caregiver.
- Girl Scout Cadettes/Seniors/Ambassadors can also choose to be placed in the council Opt-Out Troop.
 - Juliettes in this troop opt-out of recognitions, but are eligible for cookie credits, theme patch and the 500 Club recognition event or alternative recognition once the Juliette has achieved the required milestones in Smart Cookies.
 - The Opt-Out Troop earns \$1.15 per package.
- In addition to recognitions, Juliettes can start to earn Cookie Credit once they have sold 100 packages of cookies. Credits can be used for GSEMA Programs including camp, GSEMA shops (excluding online), 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 or expired.**

*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	\$0.15
Level III	500+ packages	\$0.20

How to place a Cookie Order	How to pay for Cookie Orders
<p>Caregivers should email Girl Delivery and paper order form cookie orders (not Direct Ship orders) every Friday by 4 PM for the upcoming week to council coordinators (ccampbell@gsema.org and dcorrigan@gsema.org).</p> <p>Orders are placed in full cases only; two orders per month limit</p> <p>There are no exchanges or returns.</p>	<p>100% of the balance due is expected via direct debit on the following schedule:</p> <p>December 19: 100% balance due for order taken out of the cupboard from December 5 through December 18.</p> <p>January 19: 100% balance due for orders taken out of the cupboard from December 19 through January 18.</p> <p>February 13: 100% balance due for order taken out of the cupboard from January 19 through February 12.</p> <p>March 15: 100% balance due for orders taken out of the cupboard from February 13 to March 8.</p> <p><i>Additional orders will not be entered until prior balance is paid in full.</i></p>
<p>Email should include Girl Scout's name, cupboard location and time that cookies will be picked up, and how many cases of each flavor. View a list of cupboard locations.</p>	<p>Juliettes pay \$6 per package/\$72 per case.</p>

2. Participate with a troop - proceeds are kept with the troop and the troop should include the Juliette in program activities.

How it works:

- Juliettes 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 the Juliette can be added to the troop roster in Digital Cookie.
- 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.
 - Caregiver will need to contact Troop Cookie Coordinator for any online Girl Delivered 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
- Troop will include Juliette in any program activities earned from the cookie earnings.
- Recognitions will be sent to the troop.

Ways Juliette Girl Scouts Can Participate

<p>Paper Order Card</p>	<p>Girl Scouts sell cookies using the paper order card. Girl Scouts can ask neighbors, friends, and family members to place orders for cookies on the paper order card. Girl Scouts receive cookies either from cupboard or troop and hand delivery to customer. GSEMA recommends collecting customer payment at time of order.</p>
<p>Digital Cookie Direct Ship</p>	<ul style="list-style-type: none"> • With the help of their caregiver, Girl Scouts can send emails through Digital Cookie that contains the link to their online store inviting friends and family to purchase Girl Scout cookies. • Customer places order, pays online and the cookies are shipped directly to them. • The Girl Scout will automatically receive credit for the sale in Digital Cookie.
<p>Digital Cookie Girl Delivery</p>	<ul style="list-style-type: none"> • Customers can place online orders using the e-card and choose girl delivery. Caregivers must notify Juliette Coordinator of these orders so that a Planned Order can be placed for caregiver to pick up at a cupboard. • If Juliette is working with a troop, caregiver must inform the Troop Cookie Coordinator so these cookies can be added to the troops next planned order for pick up at a cupboard. • The Girl Scout will then hand-deliver the order to the customer. • Customer has two payment options: they can pay at time of delivery by paying with cash or credit card, or pay online at time of order.
<p>Door-to-Door Direct Sales</p>	<p>Girl Scout for go's the order card and instead takes the cookies door to door. The purchase and payment happen at the same time. Customers tend to purchase more when they can purchase right away!</p>
<p>Booth Sales</p>	<p>Due to GSEMA's safety guidelines, Juliette's are not allowed to hold in-person booth sales by themselves. Juliette's can join another troop's booth sale or team up with another Juliette. There must always be at least 2 Girl Scouts and two unrelated GSEMA Registered/GSEMA CORI'D (1 of whom MUST be female) adults present at a booth sale.</p> <p>Juliette Girl Scouts are allowed to sell cookies from their private property/driveway/lawn as long as other non-family Girl Scout members are NOT present:</p> <ul style="list-style-type: none"> • Individual Girl Scouts caregivers must check with the city/towns zoning laws • Booth cannot be set up on the street, sidewalks, street corner, medians or public property • There is no need for the Girl Scouts Caregiver to fill out a Troop Activity form or for the homeowner to submit their insurance binder to GSEMA. But again, no other Girl Scout members can be present.

Selling Girl Scout Cookies Online

The only Girl Scout-approved online venue for Girl Scouts to sell Girl Scout Cookies is the Digital Cookie platform. Girl Scouts cannot sell cookies on other online platforms. However, GSEMA encourages Girl Scouts and adults to use age-appropriate online tools (such as: social media, email, or blog posts) to market and promote their cookie sales to friends and family. Remember Girl Scouts, not families, sell Girl Scout Cookies. Please be sure to stress this important policy with Girl Scouts and their families.

GSEMA Online Social Media Policy

Girl Scouts and families **cannot** post cookie sales links on online re-sale sites, such as Craig's List, eBay or a Facebook Marketplace. Failure to comply could result in the deactivation of the girl's Digital Cookie account.

GSEMA encourages girls to post on a family- and friend-facing webpage such as a private Facebook page. Girls may also post their sales links on public-facing social media webpages. If girls are engaging in digital marketing and sales activity beyond friends and family be sure they are adhering to all [Safety Activity Checkpoints for Computer and Internet Use](#), [Computer Internet Safety Pledge](#) and [Cookie and Product Sales Safety Activity Checkpoints](#). In addition the following Supplemental Safety Tips for online marketing apply:

- To protect personal identity, NEVER allow Girl Scouts to direct message with people they do not know online or on social media platforms. Always use the Digital Cookie online sales link for customer orders.
- If a Girl Scout's sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share personal information (last name, phone number, email or street address).
- Never share personal location information.
- Promote online safety. Instruct girls never to put their full names or contact information online, engage in virtual conversation with strangers, or arrange in-person meetings with online contacts.

If girls are posting on public social media pages such as a town-wide Facebook page please be sure they are only posting in the town they live. If they would like to post to another town page please check with the Service Unit Cookie Mentor of that town. Girl Sales links posted on public social media pages should be for Direct Ship order only.