

# Girl Scout Cookie Program: Juliette Participation

The Girl Scout Cookie Program for Juliettes allows members 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 Girl Scouts through all of GSEMA's awesome programs. The Cookie Program supports learning in a fun environment and Girl Scouts learn by doing!

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.

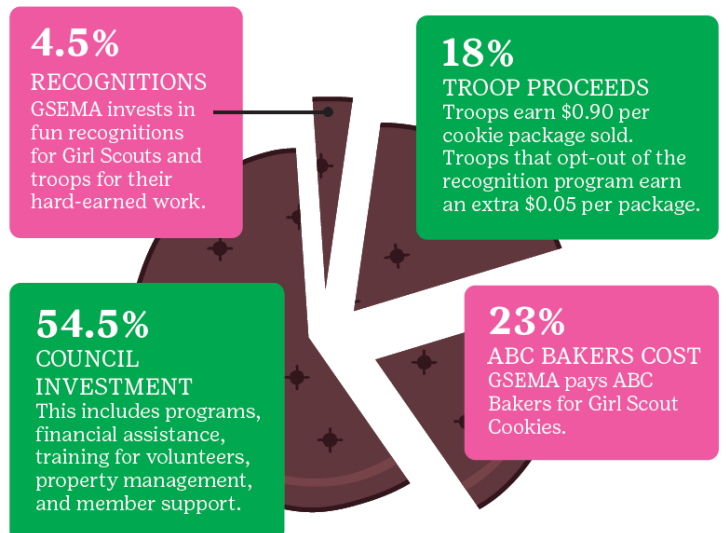
**Decision Making** – Girl Scouts decide how and when to sell cookies and what she will do with her proceeds. This skill is important because Girl Scouts need to make decisions every day. Learning this skill will help her make good ones.

**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.

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

## Where the Cookie Dough Goes



# New! 2022-23 GSEMA Cookie Program

- **Theme & Mascot:** Go Bright Ahead with our Dolphin mascot
- **Cookie Line Up Changes:**
  - **New Cookie to the Direct Ship online line up: Raspberry Rally** - This is a thin, crispy cookie infused with raspberry flavor and dipped in a chocolate coating and considered the “sister” cookie to the Thin Mint as it’s the same shape, but the flavor is fudge and raspberry with a colored interior and is available for purchase direct ship online only. Having an Online Only cookie allows for no cookies to be retired and allows Girl Scouts to expand their business skills in program. For FAQs/resources, visit our website.
  - **Classic Shortbreads are now called Trefoils.** Girl Scouts owns this trademarked name and The Trefoil is the Girl Scout signature brand emblem. We want to communicate it proudly to consumers to build our brand. No change has been made to the recipe.
  - **Caramel Chocolate Chip Recipe Change:** Our gluten and nut free cookie is now made without eggs or butter and is made with vegan ingredients. This cookie continues to be an ABC Bakers specialty cookie with limited supply (2 per Planned Order until depleted) and not on the order card.
  - **Packaging Update:** Peanut Butter Patties and Caramel deLites are moving into soft packaging. This packaging format is used by 80% of all retail cookies, including every leading brand. The cookie size, weight, and package count will remain the same. This change will happen mid 2023 cookie season.
- **Shipping Updates:**
  - GSEMA will be subsidizing 50% of direct shipping costs of 9 packages+ from February 1 through March 10. On-going supply chain issues and inflation are driving a rise in shipping costs. 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.
  - New Gift Box (up to 6 packages) look designed to show the day in the life of Girl Scouting.
- **Cookie Credit Changes:** Girl Scouts who earn cookie credits (100+ packages sold) have the option to receive their cookie credits either via 1) paper hard copy OR 2) online gift certificate for online Girl Scout Retail Shop purchases only. Cookie credits will expire August 2024. See details for this update in our Cookie Credits section.
- **Cookie Kick-Off Quest:** Girl Scouts can get their entrepreneurial skills ready for the Girl Scout Cookie season with a brand-new cookie-themed scavenger hunt! Using the GooseChase app, GSEMA’s Cookie Kick-Off Quest will send Girl Scouts on “missions” to earn points and compete for prizes throughout the cookie season. Turn the scavenger hunt into a Girl Scout Cookie party by hosting a **cookie rally** with your troop or service unit to help Girl Scouts complete their missions and earn the **Cookie Entrepreneur Family Pin**. Every participant will receive this Cookie Kick-Off patch. Registration opens on November 15 and the games will begin on December 6 and run through March 10.



## 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<br>Caramel deLites<br>Peanut Butter Patties<br>Toast-Yay!<br>Lemonades<br>Adventurefuls<br>Peanut Butter Sandwich<br>Trefoil (shortbread cookie)<br>Caramel Chocolate Chip (GF)<br>Raspberry Rally (online only) | <ul style="list-style-type: none"> <li>• Girl Scout Cookies are \$5 per package.</li> <li>• There are 12 packages of cookies in a case.</li> <li>• 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.</li> <li>• All Girl Scout Cookies are available to order online via Smart Cookies Direct Ship.</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> |

## Juliette Girl Scout Cookie Program Calendar

### November 2022

- 11/21 Smart Cookies registration email sent to caregivers of all registered Girl Scouts
- 11/21 Smart Cookies Direct Ship orders begin. Girl Scouts can begin emailing customers
- 11/21 Smart Cookies opens for Planned Order entry

### December 2022

- 12/6 Cookie Cupboards open – check cupboard listing for hours
- 12/23 GSEMA offices and council cupboards closed for the holidays

### January 2023

- 1/4 GSEMA offices reopen
- 1/5 GSEMA council cookie cupboards open
- 1/16 GSEMA offices are closed for MLK Day

### February 2023

- 2/17-19 National Girl Scout Cookie Weekend
- 2/20 GSEMA offices are closed for Presidents' Day

### March 2023

- 3/1 Last day to register Girl Scouts for the Cookie Program
- 3/10 All cookie cupboards close for the season
- 3/10 Last day for Smart Cookies Direct Ship orders

### April 2023

- 4/31 Last day for Girl Scouts to sell/distribute cookies from 2022-23 inventory
- 4/25 Recognitions delivered to council – Guardian will receive an email when ready for pick up

## How to Participate in a Council Juliette Troop

1. Girl Scouts must be registered for the 2023 membership year.
2. Caregivers must be registered for the 2023 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 a Juliette Coordinator and be placed within the Juliette council troop.**

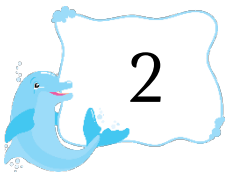
#### **How it works:**

- 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 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 \$0.90 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.
- Cadette, Senior and Ambassador level Girl Scouts can also choose to be placed in the council Opt-Out Troop.
  - Girl Scouts in this troop opt-out of recognitions and Cookie Credit, but are eligible for the theme patch and 500 Club recognition event once Girl Scouts have achieved the required milestones in Smart Cookies.
  - The Opt-Out Troop earns \$0.95 per package.
- In addition to recognitions, Girl Scouts 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.**

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

| <b>Earnings Tier *</b> | <b>Number of Packages</b> | <b>Earning Rate per Package</b> |
|------------------------|---------------------------|---------------------------------|
| 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 at 4 PM for the upcoming week to council coordinators (<a href="mailto:ccampbell@gsema.org">ccampbell@gsema.org</a> and <a href="mailto:dcorrigan@gsema.org">dcorrigan@gsema.org</a>).</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 Scout'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>  |



## 2

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

### How it works:

- Girl Scouts 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.
  - 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 (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.

## Ways Juliette Girl Scouts Can Participate

|   |   |
|---|---|
| <p><b>Paper Order Card</b></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><b>Smart Cookies Direct Ship</b></p>   | <p>With the help of their caregiver, Girl Scouts can send emails through Smart Cookies that contains the link to their online store inviting friends and family to purchase Girl Scout cookies.</p> <p>Customer places order, pays online and the cookies are shipped directly to them.</p> <p>The Girl Scout will automatically receive credit for the sale in Smart Cookies.</p>  |
| <p><b>Smart Cookies Girl Delivery</b></p> | <p>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.</p> <p>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.</p> <p>The Girl Scout will then hand-deliver the order to the customer.</p> <p>Customer has two payment options – they can pay at time of delivery by paying with cash or credit card or paying online at time of order.</p> |
| <p><b>Door to Door Direct Sales</b></p>   | <p>Girl Scout forgos the order card and instead take the cookies door to door. The purchase and payment happens at the same time. Customers tend to purchase more when they can purchase right away!</p>  |
| <p><b>Booth Sales</b></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>  |

## Selling Girl Scout Cookies Online

The only Girl Scout-approved online venue for Girl Scouts to sell Girl Scout Cookies is the Smart Cookies 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 Smart Cookies 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 Smart Cookies 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.