



2024 Girl Scout Cookie Program®

# Juliette Guide



## GSJS Product Program Team

CY Wong, Director of Product Program  
Jackie Garbe, Product Program Administrator

[jgarbe@GSFun.org](mailto:jgarbe@GSFun.org)

[productsales@GSFun.org](mailto:productsales@GSFun.org)

Customer Care: 800-785-2090

Visit: [GSFun.org/cookies](https://GSFun.org/cookies)

## My Community Coordinator is

Name \_\_\_\_\_

Email \_\_\_\_\_

Juliette Program Credits	Items Sold
\$0.80 per package	1-149 packages sold
\$0.85 per package	150-199 packages sold
\$0.90 per package	200-249 packages sold
\$0.95 per package	250+ packages sold



### Older Girl Program Credit Option

Junior Girl Scouts and older can choose to receive an additional \$0.05 per box rather than rewards. Let your coordinator or council know if your scout chooses this option.

Girls still earn patches. Girls that reach the 750+ level will automatically earn the larger reward items along with the additional program credits.

### Cookie Payments

Parents/caregivers of Juliette Girl Scouts will pay the council \$6 per package for all order card sales by depositing monies collected directly into the council's TD Bank account. Your community coordinator can provide you with the proper deposit slips or you can contact [jgarbe@GSFun.org](mailto:jgarbe@GSFun.org) for that information. To receive credit, you must provide a copy of each validated deposit to your coordinator or by sending a copy to [productsales@GSFun.org](mailto:productsales@GSFun.org) Be sure the girl's name is on the slip!!

Periodic payments should be made during the months of February and March, as you collect cash and checks. hold onto large sums of money. Final payment of all outstanding cookie money is due no later than **April 19, 2024.**



**Stay in the know! Join Rallyhood if you haven't done so already.** It's an all-in-one platform so we can communicate, share files and other pertinent information all in one place in a timely manner.

GSJS Juliette Families Join here: <https://rallyhood.com/150026>

Bookmark: [www.Rallyhood.com](http://www.Rallyhood.com)



# Why your girls should participate

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:** Setting goals is the key to a successful sale. Girl set goals, and with their team create a plan to reach them.

**DECISION MAKING:** Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings

**MONEY MANAGEMENT:** Taking orders, handling customers' money, and developing a budget are all hands-on lessons in financial literacy.

**PEOPLE SKILLS:** Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies.

**BUSINESS ETHICS:** Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values that she is developing as a Girl Scout.

## It's easy to participate

Whether selling in person or using Digital Cookies, girls have the resources to track and manage their cookie business on a digital platform.

## Program Benefits

Program credits from the sale are held at council in a Juliette account to be dispersed as requested. Credits can be used for activities, trips, badges and uniforms, camp and so much more. And in the process, girls gain skills to be financially independent. Did you know that all proceeds from the cookie program stay local?

## Rewards

Rewards help girls set goals and work towards earning special rewards.

## Cookie Entrepreneur Family Pins

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year. The simple, age-specific guidelines have been tailored for her developing skill set.

## Learn More:

- [girlscoutcookies.org/entrepreneurfamily](https://girlscoutcookies.org/entrepreneurfamily)



## What cookies do Girl Scouts sell?

Customers love our amazing, Girl Scout Cookies which are baked especially for Girl Scouts of the Jersey Shore 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"> <li>Girl Scout Cookies are \$6 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 Digital 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

Date	Activity
January 10	Digital Cookie opens to parents to create girl storefront.
<b>January 12</b>	<b>Girl Scout Cookie Program begins.</b> Digital Cookie opens to girls; girls may use order cards for in-person and door-to-door sales.
February 6-16	Council cookie cupboards are available by appointment for planned orders. Contact your coordinator or the council cupboard directly to place an order.
February 16-18	National Girl Scout Cookie weekend
February 21	Council cookie cupboards open for regular hours, Monday-Fridays. Contact your coordinator or the council cupboard directly to place orders.
February 23	Booth sales begin
February -March	Make periodic deposits of cookie monies into council's TD Bank account. Give your coordinator a validated copy so she can credit your balance.
April 11	Council cookie cupboards close
<b>April 14</b>	<b>Girl Scout Cookie Program ends.</b> Deposit any final balance due for cookies and give a copy of your receipt to your coordinator.
April 16	DEADLINE TO SUBMIT GIRL REWARDS. Be sure your coordinator knows reward choices or if older girl is opting out of rewards.
April 19	All outstanding cookie balances should be paid by this date.
Late May-early June	Rewards will be shipped to your community coordinator for distribution to girls.



# Ways Juliette Girl Scouts Can Participate

<p><b>IN PERSON</b></p>	<p><b>Paper Order Card:</b> 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 from one of council's cupboard and hand delivery to customer.</p>
	<p><b>Cookies in Hand:</b> Girl Scout 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><b>ONLINE</b></p>	<p><b>Digital Cookie Girl Delivery</b></p> <ul style="list-style-type: none"> <li>• Customers can place online orders through the girl's Digital Cookie site 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.</li> <li>• The Girl Scout will then hand-deliver the order to the customer.</li> <li>• The customer pays online, so no money needs to be collected at delivery.</li> </ul>
	<p><b>Digital Cookie Direct Shipped</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Customer places order, pays online and the cookies are shipped directly to them.</li> <li>• The Girl Scout will automatically receive credit for the sale in Digital Cookie.</li> </ul>
<p><b>BOOTH SALES</b></p>	<ul style="list-style-type: none"> <li>• Juliette Girl Scouts may hold in-person booth sales with a parent or caregiver.</li> <li>• GSJS recommends that a second adult is present.</li> <li>• All booth sales arranged must be submitted to your Community Juliette Coordinator or council's product program department for review and approval.</li> <li>• To learn more on arranging a booth sale, please contact your Community Juliette Coordinator or Jackie Garbe at <a href="mailto:jgarbe@GSFun.org">jgarbe@GSFun.org</a></li> </ul>
<p><b>LEMONADE STANDS</b></p>	<ul style="list-style-type: none"> <li>• Juliette Girl Scouts are allowed to sell cookies from their private property or that of another family member. Individual Girl Scouts caregivers must check with the city/towns zoning laws.</li> <li>• Set up a table, stock it with cookies and you're all set to go.</li> <li>• Council review and approval is not required for lemonade stands.</li> </ul>

# Set Your Cookie Goals

The Girl Scout Cookie Program begins January 12, 2024.

You may not take orders or sell cookies before this date.

Rewards are cumulative. Girls who opt out of rewards for extra proceeds will resume receiving rewards starting at 750+ pkgs.

My Goal:

girlscouts  
of the jersey shore

www.gsfun.org | 800.785-2090

30+ Pkgs



Theme Patch

50+ Pkgs



Theme Key Ring

80+ Pkgs



Mood Cup **AND** Straw

130+ Pkgs



Coin Purse **AND** Wristband

225+ Pkgs



Flair Bottle **AND** Vinyl Sticker

500+ Pkgs



Girl Membership **AND** Beach Towel

750+ Pkgs



Sweatshirt **AND** Choice of Battleship NJ 5/18/24 **OR** \$40 GSJS Gift card

325+ Pkgs



Plush **AND** Camplight

1,250+ Pkgs



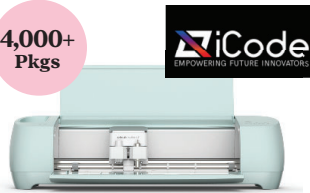
2 Tickets to STOMP at McCarter Theater 6/8/24 **OR** \$100 GSJS Gift card

2,000+ Pkgs



A week of summer fun!

4,000+ Pkgs



Cricut with iCode Class TBD



1 Week at GSJS Summer Camp **OR** Camping Gear and Overnight for Grade 4+ **OR** Lifetime GSUSA Membership for Graduating Ambassadors

3,000+ Pkgs



Telescope with ASTRA Astronomy Program TBD **OR** \$200 GSJS Gift card



A.S.T.R.A.



## Digital Cookie

20+ DC Emails



Participation Patch

15+ Pkgs



2024 Patch

50+ Pkgs



Cookie Techie Patch

10+ Pkgs



Cookie Share Patch

## Jersey Shore Cares

50+ Pkgs



Lanyard

100+ Pkgs



Axolotl Pillow

## Troop Rewards

180+ PGA\*



Goal Getter Patch **AND** Choice of T-Shirt **OR** Axolotl PBJ (assorted colors)

\*Rewarded to each girl selling when the troop PGA (based on the number of girls selling) is 180+ boxes by close of the sale. Troops that opt out of rewards will only receive the patch.



## Boost Bars\*



\*Awarded at the **highest level earned** starting at 50+ in 50 pkg intervals to 1000 and 100 pkg intervals after

All pictures shown are for illustration purposes only. Actual product may vary due to availability.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an official GSUSA licensee.

# Special Incentives



**WIN this Adorable Axolotl!**  
Girls reaching 250+ boxes during cookie sale will be entered into a raffle.  
4 winners - 1 per region



**500+ Cookie Seller Hoe-down!**  
June 1, 2024

Sell 500+ boxes of cookies during the 2024 Girl Scout Cookie Program and receive an invite to the 500+ Cookie Seller Hoe-down.

Enjoy a show with western line dancers, learn some steps to become line dancing pros, and have some up close encounters with animals!

Check out what's coming to the council shop soon. Available for purchase, while supplies last.



## Become a true cookie boss in four easy steps!

**Digital Cookie®**

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

### 1. Register for Digital Cookie®

Create your Digital Cookie Password  
for email address: parents@email@domain.com

When you create your password, a confirmation email will be sent.

Password:

Confirm password:

**SUBMIT**

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.


### 2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

### Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



### 3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

### 4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.