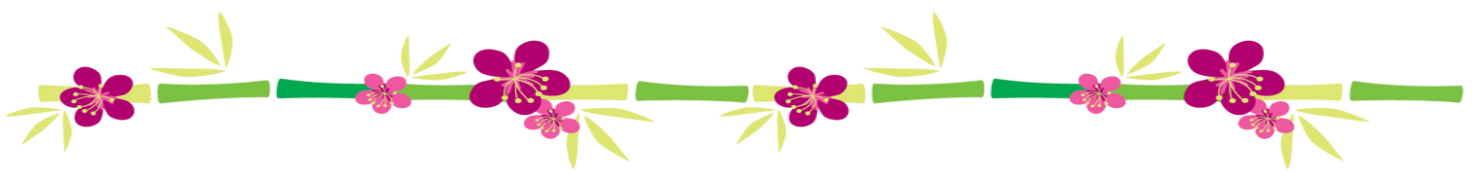




2025 Girl Scout Cookie Program®

# Juliette Guide





## GSJS Product Program Team

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Customer Care: 800-785-2090  
Visit: [GSFun.org/cookies](https://www.GSFun.org/cookies)

## My Community Coordinator is

Name \_\_\_\_\_

Email \_\_\_\_\_

Juliette Program Credits	Items Sold based on per-girl average registered
\$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 25, 2025.**



**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 2025 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. It's 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. Girls 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 has its own order card. It may be ordered on in-person orders and online orders. .</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	<b>Girl Scout Cookie Program Begins</b> - Paper card sale starts, and Digital Cookie opens to girls/caregivers. Troop may set up troop link.
January 22	Parent deadline to turn off girl delivery in the Digital Cookie app if they do not want to offer this option after initial order period.
January 26	Deadline to submit paper order card orders to your Juliette cookie volunteer (should be in writing) or to council staff. Paper card sales will be ordered with all girl delivery orders placed by January 22 for your initial order.
February 15-28	Community cookie deliveries/pick ups for your initial order. Coordinators should contact you with information on date and location.
February 21-23	National Girl Scout Cookie weekend.
Week of Feb 24 - TBD	Council cupboards open at both service centers for regular hours, Monday-Friday for additional cookie order needs. You can ask your coordinator to place any additional orders for you, or you can contact your council cupboard to take your order.
February 28	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 7	Girl Delivery option ends in Digital Cookie council wide.
April 13	<b>Girl Scout Cookie Program Ends.</b> Digital Cookie closes – last day of booth sales.
April 18	<b>DEADLINE TO SUBMIT GIRL REWARDS.</b> Be sure your coordinator knows your girl's reward choices or if she is an older girl and is opting out of rewards.
April 25	All outstanding cookie balances should be paid by this date.
Late May-June	Rewards will be shipped to your community coordinator for distribution to girls.



## Ways a Juliette Girl Scout Can Participate

<b>IN PERSON</b>	<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 <b>happen</b> at the same time. Customers tend to purchase more when they can purchase right away!</p>
<b>ONLINE</b>	<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>
<b>BOOTH SALES</b>	<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>
<b>LEMONADE STANDS</b>	<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>

# Digital Cookie® and Online Sales

Girl Scouts run their online cookie business using the Digital Cookie application to sell cookies to customers, track progress towards a goal, and manage sales. Same familiar software that troops and parents are used to.

## For Girl Scouts:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Girl's mobile cookies-in-hand will be available when selling door-to-door with cookies – parent can accept debit/credit cards or Venmo instead of cash.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work.

## For Parents:

- The option to turn girl delivery off for customers based on family preferences for the season or for cookie availability.
- The ability to turn cookie varieties on or off to match available troop inventory.
- Download the digital cookie app to manage orders and payments on the go. Parents that previously used the app should update it for the 2025 season.



Become a true cookie boss in four easy steps!



### 1. Register for Digital Cookie®

Create your **Digital Cookie Password**  
for email address: parents@mail@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

**Cookie Page Setup**

STEP 1: SET MY SALES TARGET

Today's date is: 2025 | Sales goal is: \$120 | Set my sales goal and publish

SO FAR THIS YEAR I HAVE SOLD:

10537 cookies

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

### 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.

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.







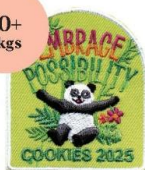
# Set Your Cookie Goals

The Girl Scout Cookie Program begins January 10, 2025.  
You may not take orders or sell cookies before this date.

girl scouts  
of the jersey shore

www.gsfun.org | 800-785-2090

30+  
Pkgs



Theme Patch

60+  
Pkgs



Clip Lantern  
Flashlight

150+  
Pkgs



Plush Backpack Clip

225+  
Pkgs



Clear Crossbody **AND**  
Panda Stickers

325+  
Pkgs



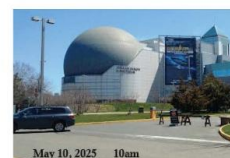
Panda Plush **AND** Panda Lip Balm

500+  
Pkgs

Panda Neck  
Pillow **AND** GSUSA  
Membership  
*\*does not include Council  
Service Fee*



750+  
Pkgs



Panda Blanket **AND** Choice of Liberty Science Center May 10, 2025  
**OR** \$50 Council Gift Card

1250+  
Pkgs



Amtrak to Washington DC Zoo June 21, 2025 **OR** Donation to Zoo's  
Panda Fund with Panda Charm **OR** \$100 Council Gift Card

2000+  
Pkgs



1 week at Camp **OR** Portable Record Player with Panda Bluetooth  
Speaker **OR** GSUSA Lifetime Membership for Graduating Ambassador

3000+  
Pkgs



American Girl Doll of the Year Package **OR** Go Pro  
Camera with Filmmaker Program **OR** \$200 Council Gift Card

4000+  
Pkgs



iPad with Apple Pencil with Choice of Coding Class or Art Class  
**OR** Your Name in Neon (up to \$300)

5000+  
Pkgs



Microsoft Surface Laptop **OR**  
Paddleboard Combo with Panda Sport Bottle (Class TBD)

## Troop PGA

180+  
Pkgs



Goal Getter Patch with Choice of Bento Box **OR** PomPom Beanie  
*Troops with selling girl average 180+*

## Booth Sales



Booth Sales Patch  
*Girls included in Booth Divider*

## Jersey Shore Cares Donation

10+  
Pkgs



Cookie Share Patch

50+  
Pkgs



Key Ring

100+  
Pkgs



Large Plush

## Achievement Bars



100-1000 in increments of 100  
1000-5000 in increments of 1000

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

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