

2023 Juliette Fall Program Guide

Welcome to the Girl Scout 2023 Fall Program! The Juliette program allows girls to register individually for Girl Scouts, mixing and matching different activities to meet their needs and interests. A Juliette can participate in the Fall Product Program, learn business skills, and earn rewards!

There are a few differences between a troop's Fall Product Program and a Juliette Fall Product Program, so we have created this guide just for you! (This includes girls who may be part of a troop, but choosing to participate individually in the Fall Product Program because their troop is not participating).



Where to Find Help

Info@girlscoutstoday.org

800-798-0833

Product Program Team:

Marilyn Askelson, Director of Product Program (Marilyna@girlscoutstoday.org)

Shelli Griffin, Product Program Coordinator (Shellig@girlscoutstoday.org)

First things first! Each Juliette Girl Scout needs an adult volunteer managing her involvement in the program. Juliettes may participate in the Fall Program in two different ways:

1. Juliettes may participate in the sale by being “adopted” into a troop. The permission form would go to the leader of the troop. Troop leaders will have permission forms on hand for parents to fill out.

Proceeds as part of a troop: If the Juliette is adopted into a troop for the Fall Program, all proceeds earned will stay in the adopted troop. The troop leader may pay for uniform pieces, activities, programs, etc for the Juliette.

2. Juliettes may participate as part of a service unit troop. Please visit www.girlscoutstoday.org to fill out the online permission form. It is located under the cookies –Fall Program –selling without a troop. You will be connected with an adult volunteer in your service unit that will manage your Juliette Girl Scout’s program once the permission form has been received.

Proceeds as part of a service unit: In addition to rewards, Juliette Girl Scouts will earn extra program credits in place of cash. Cadette, Senior, and Ambassador Girl Scouts may opt out of rewards for a higher program credit incentive. Please see the charts below. Unless you ask to opt out of rewards your Juliette will automatically be enrolled to earn rewards. Girl Scouts that opt out of rewards will still earn patches.

For Every \$25 in Fall Product Sales the Girl will earn \$5 Program Credit with Rewards

With Rewards

Product Sold Ranges	Program Credit	Package Ranges	Program Credit	Package Ranges	Program Credit	Package Ranges	Program Credit
\$25.00	\$5.00	\$150.00	\$30.00	\$275.00	\$55.00	\$450.00	\$80.00
\$50.00	\$10.00	\$175.00	\$35.00	\$300.00	\$60.00	\$475.00	\$85.00
\$75.00	\$15.00	\$200.00	\$40.00	\$325.00	\$65.00	\$500.00	\$90.00
\$100.00	\$20.00	\$225.00	\$45.00	\$400.00	\$70.00	\$525.00	\$95.00
\$125.00	\$25.00	\$250.00	\$50.00	\$425.00	\$75.00	\$550.00	\$100.00

What do you as a care giver need to do to support your Juliette Girl Scout? Here is a quick rundown:

- ✓ Start by filling out the Fall Product Program Permission form located on our website, if selling with a troop, that troop leader will give you a permission form to fill out that they will keep.
- ✓ You will pick up materials from the adult volunteer managing your Girl Scout’s program or you may pick them up from your local office.
- ✓ Set up her M2 account starting on October 6 . Emails will be sent out with instructions. **If you do not receive one by Oct 6th reach out to info@girlscoutstoday.org.**
- ✓ Help her get excited about setting goals, earning rewards, and interacting with customers.
- ✓ Pick up the products – Your volunteer contact will let you know when and where.
- ✓ Turn in money into the Adult Volunteer Contact by 11/26/2023
- ✓ Encourage your Juliette to reach her goals!

How to Sell Fall Product Program Items

Our Girl Scouts today have so many opportunities to sell product both in-person – through door to door and online through M2. For many years, girls used these opportunities to develop the five skills to power their Girl Scout experience. That will always stay the same, but the way of selling is always changing.

- **Order Taking**
Take customers' orders on your order card and return later to deliver the fall product and collect the money.
- **Door to Door Sales**
Take your order card and canvas the neighborhood. Girls can take digital payments with her direct link for M2.
- **Workplace Sales**
Leave an order card at a friend or family member's workplace with permission from that employer. Write a short paragraph about yourself and your Fall Product Program goals to leave with the order card, but do not leave your personal contact info. You can leave contact information of an adult overseeing your Fall Product Program sales or the caregiver. You can also put down M2 Link in your paragraph that way customers can order and pay right away and can choose girl delivery.
- **Business to Business Sales**
During the family cookie business meeting, the girls may express interest in selling cookies to businesses like real estate agencies, car dealerships and more.
- **Participate in Care to Share**
You can collect Care to Share donations just as you would any other Fall Product Program item. Ask each person who buys if they would like to purchase a Care to Share program item. The cost is \$7 and counts as 1 item sold. The donations will be sent to members of the military
- **M2**
<https://www.gsnutsandmags.com/campaign/Account/Register/2515>
Girls can use this exciting tool to build an avatar, send emails, track goals, take payments and so much more! This platform is easy to use and makes the selling of Fall Product a breeze! Girls get to watch as rewards are added to accounts as well and make choices when they reach levels!

More about M2

With the M2 platform, girls have more ways to sell candies, nuts, magazines, and more as they grow their Fall Product Program businesses!

Register:

Keep an eye out for a registration email coming to you starting Oct 6th. If you do not receive an email, double check your spam folder or go to <https://www.gsnutsandmags.com/campaign/Account/Register/2515> . If you are still experiencing problems, contact info@girlscoutstoday.org.

Set Up your Site:

In just a few minutes, your family can set up your Girl Scout's M2 sale goal, share her story, and support her sale. You can help her upload a fun picture or video to boost her sale. Help her create her avatar and personalize her site.

Invite Customers:

Manage your Girl Scout's customer list and easily send ready to use emails that invite people to support her sale. You can also promote her personalized fall product sale link on Facebook with friends and family or safe community groups.

Track your Goals:

See you close she is to reaching her goal by tracking the number of packages sold and orders placed; as well as sales by delivery type and cookie variety. You can even include offline-sales to see her total progress.

Wrapping Up:

Rewards that your Juliette earns will be distributed by your adult volunteer contact. You will receive an email about two weeks after the conclusion of the Cookie Program with your program credit account and instructions.

Reminder: All Products ordered can NOT be returned and you are responsible for the payment of left over items at the end of the sale.

Thank you for your Support!

