

# 2024 Juliette Cookie Program Guide

Welcome to the Girl Scout 2024 Cookie 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 Cookie Program, learn business skills, and earn rewards! There are a few differences between a troop's Cookie Program and a Juliette Cookie 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 Cookie 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](mailto:Marilyna@girlscoutstoday.org))

Shelli Griffin, Product Program Coordinator ([Shellig@girlscoutstoday.org](mailto: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 Cookie 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 Cookie 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](http://www.girlscoutstoday.org) to fill out the online permission form. It is located under the cookies –cookie sellers –sell cookies 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 and super seller items.

With Rewards

Package Ranges	Program Credit
50-99	75.00
100-149	100.00
150-199	125.00
200-249	150.00
250-299	175.00

Package Ranges	Program Credit
300-349	200.00
350-399	225.00
400-449	250.00
450-499	275.00
500-549	300.00

Package Ranges	Program Credit
550-599	325.00
600-649	350.00
650-699	375.00
700-749	400.00
750-799	425.00

Package Ranges	Program Credit
800-849	450.00
850-899	475.00
900-949	500.00
950-999	525.00
1000-1049	550.00

No Rewards

Package Ranges	Program Credit
50-99	80.00
100-149	105.00
150-199	130.00
200-249	155.00
250-299	180.00

Package Ranges	Program Credit
300-349	205.00
350-399	230.00
400-449	255.00
450-499	280.00
500-549	305.00

Package Ranges	Program Credit
550-599	330.00
600-649	355.00
650-699	380.00
700-749	405.00
750-799	430.00

Package Ranges	Program Credit
800-849	455.00
850-899	480.00
900-949	505.00
950-999	530.00
1000-1049	555.00

**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 Cookie 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 receive materials this year to your home if not “adopted” into a troop. If Girl Scout is a member of a troop you will get materials from that troop.
- ✓ Set up her Digital Cookie account starting on January 10. Emails will be sent out with instructions. **If you do not receive one by Jan. 12 reach out to [info@girlscoutstoday.org](mailto:info@girlscoutstoday.org).**
- ✓ Help her get excited about setting goals, earning rewards, and interacting with customers.

- ✓ Partner up with other girls in our community for a booth sale or consider hosting your own “Lemonade Stand”.
- ✓ Submit an Initial Inventory Order – these are cookies to having-hand early in the program. If you need help with an estimate please reach out to a member of the Program Product Team.
- ✓ Pick up the cookies – Your volunteer contact will let you know when and where.
- ✓ Need more cookies? Contact the Volunteer managing your Juliette program. Please do this on Sundays before noon so an order can be placed and ready by the following Friday.
- ✓ Turn in money throughout the program (each time you pick up new cookies is a great time).
- ✓ Encourage your Juliette to reach her goals!

## **How to Sell Cookies**

Our Girl Scouts today have so many opportunities to share cookies both in-person – through door to door and booth sales and online through Digital Cookies. 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 in order to keep girls safe while they participate in the Girl Scout Cookie Program.

- **Order Taking**  
Take customers’ orders on your order card and return later to deliver the cookies and collect the money.
- **Door to Door Sales**  
Load up the sled, wagon or turn the family car into a cookie mobile to canvas the neighborhood. Girls can take digital payments with the Digital Cookie App as well!
- **Porch Drop – offs**  
Take orders and payments through social media and payments methods such as PayPal, Venmo, or Digital Cookie. Make arrangements for delivery to the person’s home or mailbox. (Parents will be responsible for any charges or fees associated with PayPal, Venmo or any other cash app.)
- **Workplace Sales**  
Leave an order card (not cookies) at a friend or family member’s workplace with permission from that employer. Write a short paragraph about yourself and your Cookie Program Goals to leave with the order card, but do not leave your personal contact info. You can leave contact info of an adult overseeing your cookie sales such as a parent/guardian. You can also put down your Digital Cookie Link in your paragraph that way customers can order and pay right away.
- **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 cookie sale. It’s simple just ask each person who buys if they would like to buy a box for the Care to Share program. The cookies will be donated to the military members in your community, and others will be donated to local essential workers.
- **Digital Cookie**  
Girls can use this exciting tool to build an avatar, send emails, track goals, track inventory, take payments and so much more! This platform is easy to use and makes the selling of cookies a breeze! Girls get to watch as rewards are added to accounts as well and make choices when they reach levels!
- **Lemonade Stands**  
You can set up your very own Lemonade Stand at home or at a family member’s home to sell cookies. Simply set up a stand with cookies instead of lemonade.

## More about Digital Cookie

With the Digital Cookie platform, girls have more ways to sell cookies and grow their cookie businesses!

### Register:

Keep an eye out for a registration email coming to you starting January 11. If you do not receive an email, double check your spam folder or go to [digitalcookies.girlscouts.org](https://digitalcookies.girlscouts.org) and click “send registration email”. If you are still experiencing problems, contact [info@girlscoutstoday.org](mailto:info@girlscoutstoday.org).

### Set Up your Site:

In just a few minutes, your family can set up your Girl Scout’s cookie sale goal, share her cookie 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 cookie 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.

**Remember!** Let your volunteer contact know about any girl delivery sales made through Digital Cookie so she can get your family the correct cookies!

### 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 Cookies checked out or ordered can NOT be returned and you are responsible for the payment of left over packages at the end of the sale.

**Thank you for your  
Support!**

