

2026 Juliette Fall Program Guide

Welcome to the 2026 Girl Scout Fall Program! The Juliette program allows girls to register individually and choose activities that fit their interests and needs. Juliettes can participate in the Fall Product Program, build 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 choose to participate individually in the Fall Product Program because their troop is not participating).

READY TO explore



Where to Find Help

Info@girlscoutstoday.org

800-798-0833

Product Program Team:

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

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

First things first! Each Juliette Girl Scout needs an adult volunteer to manage 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 is located on our website www.girlscoutstoday.org. This is the Year Long Permission Form. This form MUST be completed in order to participate in the program. You will give a copy of this permission form to the Troop Leader of the troop whom your Girl Scout will be participating in during the program.

Proceeds as part of a troop: If 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 Juliette.

2. Juliettes may participate as part of a service unit troop. The permission form is located on our website www.girlscoutstoday.org under cookies - Fall Program: Selling without a troop. This form MUST be completed in order to participate in the program. You will be contacted and made aware of who your contact for the program will be after form is 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	\$400.00	\$80.00
\$50.00	\$10.00	\$175.00	\$35.00	\$300.00	\$60.00	\$425.00	\$85.00
\$75.00	\$15.00	\$200.00	\$40.00	\$325.00	\$65.00	\$450.00	\$90.00
\$100.00	\$20.00	\$225.00	\$45.00	\$350.00	\$70.00	\$475.00	\$95.00
\$125.00	\$25.00	\$250.00	\$50.00	\$375.00	\$75.00	\$500.00	\$100.00

*Girl Scout Juliette Program Credit will be capped at \$1000
(credits will increase by \$5 for every \$25 up to the cap above)

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, you will fill out the year long permission form.
- ✓ If you have not received information in the mail, 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 3rd. Emails will be sent out with instructions. **If you do not receive one by Oct 2nd 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 11/22/2026.
- ✓ Encourage your Juliette to reach her goals!

How to Sell Fall Product Program Items

Our Girl Scouts today have so many opportunities to sell products 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 around the neighborhood. Girls can take digital payments with their 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.

- **Participating 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 River Bend Food Bank to be distributed across our council to help with food insecurity.

- **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, candles and more as they grow their Fall Product Program businesses!

Register:

Keep an eye out for a registration email coming to you starting Oct 2nd. 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 sales. 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:

Set a goal online or make a chart you can help your Girl Scout to track her progress and goal. You can even include offline sales to see her total progress.

Wrapping Up:

Rewards that Juliette's earn 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. Fall program credits are issued at the end of the Cookie Program and combined if any additional earned during the cookie program.

Reminder: All Products ordered cannot be returned and you are responsible for the payment of leftover items at the end of the sale.

Thank you for your Support!

