



2021 Juliette Cookie Program Guide

Welcome to the Girl Scout Cookie Program! The Juliette program allows girls to register individually for Girl Scouts, mixing and matching different activities to meet their needs and interests. Juliettes 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's Cookie Program, so we've written this guide just for you! This includes girls who may be in a troop, but choosing to participate individually in the Cookie Program (if the troop is not participating).

Key Dates and Deadlines

December 8: Digital Cookie Webinar for Families

**Visit GirlScoutsToday.org to register*

December 18: Digital Cookie Begins

**Check your email starting December 15 and set up your account ahead of time!*

January 13: Initial Inventory Orders are submitted

**Communicate with your volunteer contact*

January 30, February 1-4: Pick up Initial Cookie Orders

**Your volunteer contact will let you know when and where to pick up your cookies*

February 5: Cookies-in-Hand and Booth Sales Begin

**Time to start selling those cookies!*

March 14: End of Cookie Program

**make sure all money is turned in to your volunteer contact – they will be in touch when rewards are ready for pick up*

Where to Find Help

info@girlscoutstoday.org

800-798-0833

www.GirlScoutsToday.org



First thing's 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 paper permission forms on hand for parents to fill out.

PROFIT AS PART OF A TROOP: If Juliette Girl Scout joins a troop to sell cookies, proceeds earned will stay in the troop account. The troop leader may pay for uniform pieces, activities, programs, etc. for the Juliette Girl Scout.

2. Juliettes may participate as part of a service unit troop. Visit GirlScoutsToday.org to fill out an online permission form. You will be connected with an adult volunteer in your service unit that will manage your Juliette Girl Scout's program once you fill out the online permission form.

PROFIT AS PART OF A SERVICE UNIT TROOP: In addition to rewards, Juliette Girl Scouts will earn extra program credit in the place of cash.

Packages Sold	Proceed Amount	Packages Sold	Proceed Amount	Packages Sold	Proceed Amount
25-49	16.00	125-149	80.00	225-249	144.00
50-74	32.00	150-174	96.00	250-274	160.00
75-99	48.00	175-199	112.00	275-299	176.00
100-124	64.00	200-224	128.00	300-324	192.00

What do you as a parent need to do to support your Juliette Girl Scout? Here is a quick run down:

- Start by filling out your Cookie Program Permission Form – if you are with a troop, the troop leader will give you a paper form or you can fill out an online form at GirlScoutsToday.org.
- You will receive materials from the adult volunteer who will be managing your Juliette's Cookie Program.
- Set up your Digital Cookie Account – emails will be sent to all registered girls on December 15. Contact info@girlscoutstoday.org if you do not receive one.
- Help her get excited about setting goals, earning rewards, and interacting with customers!
- Partner up with other girls in your community for booth sales or consider hosting your own “Lemonade Stand.”
- Submit an Initial Inventory Order—these are cookies to have in-hand early in the program. Don't worry—we'll help you estimate how many cookies she may need.
- Pick up the cookies – your volunteer contact will let you know when and where.
- Need more cookies? Contact your adult volunteer – it's best to do this before Sunday evening so they can place an order with a cookie cupboard to pick them up if necessary.
- Turn in money throughout the program.
- Encourage your Juliette Girl Scout 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 Cookie. For many years, girls have used these opportunities to develop the five skills to power their Girl Scout experience. That will always be the same, but this year's Girl Scout Cookie Program has some exciting changes!

We are offering many options for girls to stay safe while participating in the Cookie Program. Virtual sales, contactless payments, and porch drop offs are options that Girl Scouts can use to stay safe.

- **Door to Door Sales**

Load up the sled, wagon, or turn the family car into a cookie mobile to canvas the neighborhood. Visit neighborhoods one more time to give customers a second chance to stock up before cookies are gone for another year.

- **Porch Drop-offs**

Take orders and payments online through social media and payment methods such as PayPal or Venmo. Make arrangements to safely drop the cookies off at your customer's home.

- **Workplace Sales**

Leave an order card (not cookies) at a friend or family member's workplace, with employer permission. Write a short paragraph about yourself and your Cookie Program goals to leave with the order card, but don't give out your personal contact information. If your customers are working from home, consider asking the business to post your Girl Scouts Digital Cookie link to take orders and deliver later!

- **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**

Participate in our Care to Share program! Last year Girl Scouts of Eastern Iowa and Western Illinois collected over 30,000 packages of cookies for the military and local essential workers! Customers can choose to donate their cookies to the military instead of receiving them. You would collect their order under the "donation" column on the order card. Girls can collect Care to Share orders throughout the entire program. Any donation cookies purchased through Digital Cookie automatically count towards Care to Share.



- **Digital Cookie**

Participating in Digital Cookie has never been so fun and exciting. Girls can build an avatar, set up their online storefront and start sending emails to family and friends in a matter of minutes! You can even use the Digital Cookie mobile app to take contactless payments that are credited right to your Girl Scout's account!

- **Order Taking**

Take customer orders on your order card and return later to deliver the cookies and collect money safely.

- **Lemonade Stands**

Your Girl Scout can set up her very own Lemonade stand at her or a family member's home to sell cookies safely! Participate in our Lemonade Stand contest! Find details on GirlScoutsToday.org.

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 December 15. If you do not receive an email, double check your spam folder or go to digitalcookie.girlscouts.org and click "send registration email". If you are still experiencing problems, contact Info@GirlScoutsToday.org.

Set Up Your Site In just a few minutes, your family can set up her cookie sale goal, share her cookie story, and upload a fun picture or video to boost sales. When the site is ready to save, click review, then publish, and you're done!

Invite Customers Manage her cookie customer list and easily send ready-to-use emails inviting 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 how 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 right cookies!

Join the fun at girlscouts.org/mydigitalcookie



The **NEW** Cookie Entrepreneur Family pin enables girls and their families to learn to think like entrepreneurs as they participate in the Girl Scout Cookie Program. Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate.

Learn more about this pin collection at girlscoutcookies.org/entrepreneurfamily

Wrapping Up

Rewards that your Juliette earns will be distributed by your adult volunteer contact. You will receive an email about 2 weeks after the conclusion of the sale with your program credit account number and instructions. Cookies checked out and signed for cannot be returned.

