

# 2019 Juliette Cookie Program Kit

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).

*You'll find full details about managing your Girl Scout's participation in the Cookie Program in the 2019 Cookie Program Kit! This document highlights what's different for Juliettes selling cookies, compared to troop participation.*

**COOKIE PROGRAM DATES: FEBRUARY 1 – MARCH 17**  
**ORDER-TAKING: FEBRUARY 1 - MARCH 10**  
**BOOTH SALES: FEBRUARY 8 – MARCH 17**  
**ONLINE SALES: FEBRUARY 1 - MARCH 17**

## Where to Get Help:

info@gsiowa.org | 800-342-8389  
gsgibridge.com/cookieprogram

Meet Nellie the Narwhal!

Did you know that a group of narwhals is called a blessing?



# JULIETTES AND THE GIRL SCOUT COOKIE PROGRAM

## HOW IT WORKS

First thing's first! Each Juliette Girl Scout needs an adult volunteer managing her involvement in the program. Family members can serve that role by filling the Juliette Parent/Guardian role—that means becoming a registered Girl Scout volunteer and completing a background check. Another option is for your family to work with your local Service Unit Product Chair (SUPC) to manage your Girl Scout's participation.

### WHAT DOES A JULIETTE PARENT/GUARDIAN DO? HERE'S A QUICK RUN-DOWN

- ★ Start by filling out your *Juliette Parent/Guardian Agreement!* This way, you'll receive all the information for your Girl Scout to participate, including your login to Smart Cookies.
- ★ You'll receive your Girl Scout's Cookie Program materials once we receive your *Juliette Parent/Guardian Agreement*. These will be shipped directly to your home. We start packing and shipping materials in early December!
- ★ Check out all the training resources on the Bridge at [gsgibridge.com/cookieprogram](https://gsgibridge.com/cookieprogram)—we offer live and recorded webinar trainings, plus additional guides covering all aspects of the program.
- ★ You'll manage her participation in Smart Cookies, the online platform for the Cookie Program. You'll order cookies to sell, track sales, and select rewards items, all through Smart Cookies. While the software is “point and click,” training and resources just for Smart Cookies are available on the Bridge!
- ★ 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 a “Lemonade Stand.” (See page 4 for more on booth sales and Lemonade Stands.)
- ★ Submit an Initial 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. (See page 3 for more on Initial Orders.)
- ★ Pick up the Initial Order, from your service unit's delivery day in early February.
- ★ Need more cookies? You can place Planned Orders during the program to pick up additional cookies from a Cookie Cupboard near you. (See the *Cookie Program Kit* for more on Planned Orders.)
- ★ Communicate with your SUPC, your local volunteer point-person, as well as Girl Scouts of Greater Iowa staff, with any questions or issues that come up.
- ★ Deposit money throughout the program. (See page 3 for more on handling money.)
- ★ Encourage your Juliette Girl Scout to reach her goals!

Managing the program for your Juliette? Okay, we know you're not technically a “Troop” Product Manager (TPM), but be on the lookout for communications and guidance sent to TPMs during the program, like the weekly Shout Out! newsletter. As a Juliette Parent/Guardian, you'll follow the same basic steps as TPMs who are managing the program for the girls in their troop.

## WHY DO I (THE PARENT/GUARDIAN) NEED TO BE REGISTERED?

To gain full access to our online ordering system, Smart Cookies, volunteers need to be registered members. Since you're acting as the "Troop" Product Manager for your Girl Scout, that means you too! If you aren't comfortable with this, your local Service Unit Product Chair (SUPC) can help manage the system for you. Let us know when you fill out your *Juliette Parent/Guardian Agreement Form*, or contact us at 800-342-8389 or [info@gsiowa.org](mailto:info@gsiowa.org). If the SUPC manages your Juliette's participation, that volunteer will work directly with you on when to submit and pickup orders, and other program details.

### WHAT'S DIFFERENT ABOUT THE COOKIE PROGRAM FOR JULIETTE GIRL SCOUTS?

	For Troops	For Juliettes
<b>Who manages the program?</b>	Each troop has a Troop Product Manager (TPM) role, filled by a volunteer	Juliettes work with their Parent/Guardian or another registered volunteer like their Service Unit Product Chair (SUPC). This adult serves as the "TPM" for the Juliette's participation
<b>What do girls earn?</b>	Troops earn proceeds in their bank account, to use for Girl Scout activities. Girls earn individual Cookie Dough and rewards.	In addition to individual Cookie Dough and rewards, Juliettes earn Juliette Program Credits instead of troop proceeds. Just like troop proceeds, these credits can be used for Girl Scout activities.
<b>Special Reward</b>	The only reward that is available to troops and not to Juliettes is the Troop Overnight for total troop sales of 5,000+ packages. This is a unique group benefit for troops working together to achieve an ambitious goal!	
<b>Handling money during the program</b>	Families turn in money regularly to the TPM, who deposits it into the troop bank account. Funds due are transferred out of the account at the end of the program.	Juliettes have a deposit-only card, for depositing money collected throughout the program. The money is deposited into a Girl Scouts of Greater Iowa bank account and the Juliette is credited for the payment.
<b>Handling cookies during the program</b>	The TPM collects orders from families, orders cookies for the troop, and ensures they are picked up and distributed to families.	The Juliette Parent/Guardian (or other registered volunteer) has access to order and pick up cookies throughout the program.
<b>Booth Sales</b>	Troops can set up booths for 2 or more girls; families also have the option to set up individual Lemonade Stands.	Juliettes can partner with troops or other Juliettes for booth sales, and can also set up Lemonade Stands to sell individually.
<b>Credit Cards</b>	All girls selling have access in Smart Cookies to take credit cards from their individual customers. Troops may also use the Clover reader or app to take credit cards at booths.	Juliettes can use Smart Cookies to take credit cards from their customers.

# IMPORTANT DATES

## DECEMBER - GET READY!

- **December 5:** Juliette Parent/Guardian training webinar. Find links to register or watch recordings on the Bridge!
- **By December 11:** First round of Smart Cookies registration emails sent to volunteers and families.
- **By December 21:** Cookie materials sent to service units and Juliette families (once your *Juliette Parent/Guardian Agreement* is submitted).

## JANUARY - GET SET!

- Attend a Cookie Kick-Off Event! See the event list at [girlscoutsiowa.org](http://girlscoutsiowa.org) for event dates and locations.
- Enter requests into the booth lottery in Smart Cookies Lottery. Spots are not guaranteed!
- Start setting up local booth sales! Be sure you have another Girl Scout to work with!
- **January 11:** Smart Cookies runs the booth lottery! Notifications sent out the next day. (January 12)
- **January 13:** Remaining council-secured booths are available to sign up for first come, first serve in Smart Cookies.
- **January 15:** Your first cookie order (Initial Order) is due! (p. 3)  
**Girl Scouts of Greater Iowa (GSGI) Staff available until 10:00 p.m. at 800-342-8389 for questions.**
- **January 22:** Smart Cookies training for girls and families on using the Girl Dashboard and new features! Visit the Bridge to register or watch a recording!

## FEBRUARY - GO!

- **February 1:** The Cookie Program begins! Online sales and Order-Taking begin.
- **February 2-7:** Cookies Delivered! Check with your Service Unit Product Chair for pick up location and time.
- **February 8:** Booth sales begin!
- **February 15:** First deposit due of money collected—use your deposit-only card!
- **PLANNED ORDERS:** Due weekly.
- **February 22:** Email notifications sent for your first payment due. You should be making frequent deposits.
- **February 22-24:** National Girl Scout Cookie Weekend! Patches available in GSGI shops.

## MARCH

- **March 1:** Payment check point! Second deposit due of money collected—use your deposit-only card! (p. 3)
- **PLANNED ORDERS:** Due weekly.
- **March 10:** Last day to enter a cookie order! Order-Taking should end. Don't forget to enter online orders for Girl Delivery!  
**GSGI staff available 8:00 a.m. - 10:00 p.m. at 800-342-8389 for questions.**
- **March 17:** The Cookie Program ends. All sales end. Third deposit due of money collected—use your deposit-only card!
- **March 18:** Returns from check-out orders accepted at select cupboard locations
- **March 25:** Reward Orders due in Smart Cookies.  
**GSGI staff available 8:00 a.m. - 10:00 p.m. at 800-342-8389 for questions.**
- **March 26:** Email notifications sent for your final payment due.

## APRIL

- **April 2:** Final payment due—use your deposit-only card. Program credits will not be awarded until all money is paid in full. (p. 5)
- **By April 25:** Cookie Dough and Juliette Program Credits emailed to families.

## MAY

- **New this year!** Rewards arrive directly to girls.

We have many Cookie Program guidelines, designed for girl safety and fairness, which you'll find throughout this program kit and other resources. We want girls to be safe, have fun, and reach their goals, and we ask adults to use your best judgment and common sense to support participating girls!

## HOW TO GET COOKIES - INITIAL ORDER

To ensure your Girl Scout has cookies on hand at the start of the Cookie Program, your Juliette will need an Initial Order placed in Smart Cookies by January 15. This is optional! If you would rather begin with Order-Taking, you can skip the Initial Order. If you choose not to place an Initial Order, the next chance to pick-up cookies will be February 8.

The deadline to place the Initial Order is January 15. For help deciding how much to order, use our *Initial Order Estimator Tool*.

Initial Orders are delivered to each service unit February 2–7. The Service Unit Product Chair (SUPC) hosts the delivery location and will notify you once they have a firm date and time for pick-up.

For more information on how to place your Initial Order in Smart Cookies, please check out the *Initial Order - Smart Cookies Guide* or video. Refer to the *Cookie Program Kit* for more on ordering cookies for your Juliette throughout the program.

## MANAGING YOUR COOKIE INVENTORY

Tracking cookies and money is an integral part of managing the Cookie Program. Once you have ordered cookies for your Girl Scout in Smart Cookies, the family is financially responsible for those cookies.

Your inventory may include:

- ★ Cookies she's planning to sell through Order-Taking and Direct Sales, as well as online Girl Delivery orders.
- ★ Cookies for booth sales, depending on plans to team up with other girls, as well as individual Lemonade Stands. For suggested quantities based on location type, check out the *Booth Sale Guidelines* document on the Bridge. Any leftover cookies from a booth sale remain in your inventory.

Inventory: there are two steps to managing inventory in Smart Cookies. Once you've picked up a cookie order, these cookies are transferred to your inventory. However, you'll also need to complete a Troop-to-Girl Transfer to credit her for sales. That step will indicate that she's sold those cookies from your inventory.

## HANDLING MONEY AND PAYING FOR COOKIES

Throughout the Cookie Program you and your Girl Scout will come in contact with a lot of cash and checks.

- ★ Money should be deposited in its original form using your Juliette's deposit-only card about every 2 weeks throughout the program. Never deposit checks into your own personal account first.
- ★ We'll help keep you on track! **If you haven't made a deposit for cookies received mid-way through the program, you'll be unable to order and pick-up additional cookies until a payment is received.**
- ★ Checks can be made out to Girl Scouts or GSGI. (When depositing a check with your deposit-only card, write 'for deposit only' on the back of the check.)
- ★ **Always use your PIN number** when depositing with the card so your Juliette gets appropriate credit for the deposit.
- ★ Be sure to get a receipt when making the deposits so you have a record that you deposited money.

## HOW GIRLS SELL COOKIES

The Cookie Program is the largest girl-led business in the world—please help keep it that way! Girls should be involved in every transaction, whether that be in-person, at the office, or on social media.

- ★ **Use Smart Cookies!** The Girl Dashboard provides girls all the online tools they need to reach out to customers through email, text, or social media. Girls can customize their email messages, build their contact lists, and record videos of themselves too!
- ★ **Take your Girl Scout to work!** Give her the chance to see what your day is like and let her customers see the future leader their purchase is supporting. She practices her sales pitch, and everyone walks away with a smile on their face.
- ★ **Videos, pictures, and hand-written letters.** Have her record a video making her ask or talking about her goal. She can also write hand-written notes to her customers. If they have emails, see if it's ok if she sends a personal email (with adult guidance) to each person telling them all the great reasons to purchase cookies this season.
- ★ **Online marketing!** Help her use social media and other tools to safely market cookies to her own network of friends and family!

**BOOTH SALES**

**IN PERSON**

**ONLINE**

### BOOTH SALES

Booth sales are a way for girls to bring their sales to the people! If you're interested in partnering with troops or other Juliettes to hold a booth sale, see more in the *Cookie Program Kit*.

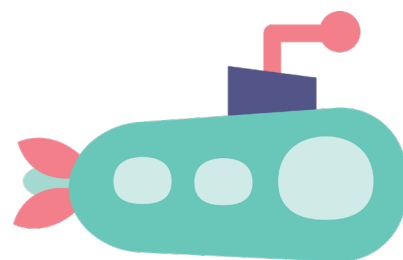
See more about online and in person sales in the *Cookie Program Kit!*

### NEW: "LEMONADE STANDS"

An individual Girl Scout may host a "Lemonade Stand"-style booth, provided she is supervised by her own parent/guardian, OR another registered adult female volunteer. Sisters or girls in the same household may participate in this kind of booth together.

### Differences between a Lemonade Stand and a Booth Sale:

- ★ If a girl is accompanied by her own parent/guardian, that adult is not required to be a registered Girl Scout volunteer.
- ★ When a troop hosts a booth sale, the cookies are part of the troop's inventory, with sales divided equally among participating girls. Any cookies not sold still "belong" to the troop. When a girl hosts a Lemonade Stand, she must use cookies that have been transferred to her. Any leftover cookies "belong" to the girl, and cannot be returned.
- ★ Lemonade Stands may not be entered in Smart Cookies. As these are not entered in Smart Cookies and therefore not reviewed for double bookings, parents/guardians should be sure to confirm with the venue if planning a Lemonade Stand at a business/organization.



# WHAT GIRLS EARN

## JULIETTE PROGRAM CREDITS

Juliette Girl Scouts earn Juliette Program Credits based upon the number of packages sold. These program credits are loaded onto a digital account number and emailed to you at the end of the program.

Cadette, Senior, and Ambassador Juliettes may opt-out of all reward items to earn more Juliette Program Credits! They will still receive any patches, Adventureland 700 Club, and any special experiences earned.

For more information about Juliette Program Credits—including the council-wide Juliette account—please go to the *Program Credits Policy*.

Total Pkgs Sold	Program Credits Earned	Program Credits Earned if opting out of recognitions
50-70	\$25	\$30
71-90	\$36	\$44
91-110	\$45	\$55
111-130	\$54	\$66
131-150	\$63	\$77
151-170	\$72	\$88
171-190	\$81	\$99
191-210	\$90	\$110
211-230	\$99	\$121
231-250	\$108	\$132
251-270	\$117	\$143
271-290	\$126	\$154
291-310	\$135	\$165
311-330	\$144	\$176
331-350	\$153	\$187
351-370	\$162	\$198
371-390	\$171	\$209
...for each 20 pkg range	+\$9	+\$11

**\*Note:** the special experiences rewards cannot be transferred for girls to use on a different date. These events are organized especially for groups, allowing girls to come together with their Girl Scout sisters from across the council. We hope to see you there!

## GIRL REWARDS

Girls can earn special items, patches, and Cookie Dough for reaching certain sales levels. Most rewards are cumulative, meaning they get all the items up to the highest level they reach! The full reward lineup is shown on the *Order Card*.

**Instant Rewards!** If you opted-in for your Girl Scout to participate in the League of Legendary Creatures instant rewards program this fall, she'll be able to earn "instant" items, including a lanyard and a series of backpack clips. We'll look at her sales in Smart Cookies each week and send those directly to her right away—no waiting for these rewards!

## COOKIE DOUGH

Girls can earn program credits called Cookie Dough, which is awarded at the end of the program on a digital account number that is emailed to each family. Girls can spend their Cookie Dough on Girl Scouts of Greater Iowa programs, camps, shop items, and even next year's Girl Scout membership. Girls can choose to receive additional Cookie Dough instead of all rewards items.

For more information about Cookie Dough, please see the *Program Credits Policy*.

**Program Credit Expiration: Girl Scouts have until September 15, 2019 to use their Juliette Program Credits and Cookie Dough.**

## SPECIAL EXPERIENCES

Juliettes can also earn awesome experiences based on sales. If your Juliette earns these rewards, you'll receive an email with details in April. **Note:** Chaperones are required. Transportation and gas reimbursement will not be provided for events. You or another adult will need to attend with your Juliette.

**This year's special experiences are listed below. Check out your Order Card for full details!**

*Mud Run Admission at Camp Sacajawea\**  
September 21, 2019 (250+ packages sold)

*Trampoline Party or Water Park Adventure\**  
July 13, 2019 (400+ packages sold)

*700 Club Day at Adventureland\**  
June 1, 2019 – For all girls who sell 700+ packages  
Two tickets will be provided. Additional tickets can be purchased the day of the event at a discounted rate.

# NOTES

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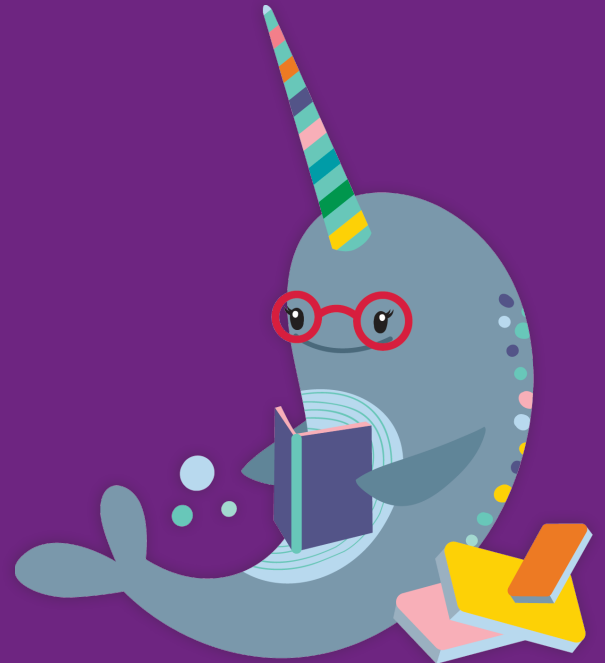
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## QUESTIONS? CONTACT US!

info@gsiowa.org  
800-342-8389



## GIRLS LEARN THE 5 SKILLS

Our cookies are on a mission: to help girls learn five skills that are essential to leadership, to success, and to life.

- ★ **Skill #1: Goal Setting**  
“I know I can do it!”
- ★ **Skill #2: Decision Making**  
“I make smarter decisions.”
- ★ **Skill #3: Money Management**  
“I make change happen!”
- ★ **Skill #4: People Skills**  
“I get a lifetime supply of confidence in every box.”
- ★ **Skill #5: Business Ethics**  
“Selling cookies is more than just business.”

Refer to the *Cookie Program Kit* for more on how girls sell cookies through online, order-taking, or direct sales.