

2020 COOKIE PROGRAM JULIETTE LETTER

Welcome to the Girl Scout Cookie Program!

FEBRUARY 1	COOKIE PROGRAM STARTS
FEBRUARY 7	BOOTH SALES START
MARCH 29	COOKIE PROGRAM ENDS

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 letter just for you!

You'll find full details about managing your Girl Scout's participation in the Cookie Program in the 2020 Cookie Program Kit! This document highlights what's different for Juliettes compared to troop participation.

SERVICE UNIT PRODUCT CHAIR (SUPC): Your SUPC is the volunteer in your area who will be the point person for the Cookie Program! They'll be your go-to contact for questions and any help you need with Smart Cookies (our online system) and will make sure you receive your Initial Order. If you are unsure who your SUPC is, please contact us at info@gsiowa.org or call us at 800-342-8389.

MY SUPC'S CONTACT INFO

Name _____ Phone _____

Email _____ Best way to contact _____

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, as outlined on the 2020 Cookie Program Kit.

HOW TO GET STARTED

- Are you registered as a Girl Scout volunteer for the 2019-2020 year? If not, register online or give us a call if you're not sure how.
- Visit The Bridge (gsgibridge.com/cookieprogram) and bookmark this page! It will be your one-stop-shop for all things related to the Cookie Program.
- On The Bridge, fill out the *Juliette Parent/Guardian Agreement*.
- We'll sign you up for our weekly newsletters called Shout Outs! and get you set up in the online Cookie Program system called Smart Cookies.
- We'll also get you set up with a deposit-only card to help manage the money you'll be collecting during the program.
- Attend a live training or watch a recording online. Dates, times, and recordings available on The Bridge.
- All girls are invited to attend a Cookie Kickoff Event with special themed activities! See page 5 in the *2020 Cookie Program Kit* for more information!
- Help your Juliette Girl Scout reach her goals! For more on ordering and picking up cookies, as well as how she can sell cookies online and in-person, visit the *2020 Cookie Program Kit*.
- That's it! Now you're ready to get started. We'll be right here to support you! Give us a call at 800-342-8389 or email us anytime at info@gsiowa.org.

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

	FOR JULIETTES	FOR TROOPS
WHO MANAGES THE PROGRAM?	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. All Juliette numbers start with 99 and that will also be your “troop” number in Smart Cookies.	Each troop has a Troop Product Manager (TPM) role, filled by a volunteer.
WHAT DO GIRLS EARN?	In addition to individual Cookie Dough and rewards, Juliettes earn Juliette Program Credits instead of troop proceeds. Just like troop proceeds, these program credits can be used for Girl Scout activities.	Troops earn proceeds in their bank account, to use for Girl Scout activities. Girls earn individual Cookie Dough and rewards. 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!
HANDLING MONEY DURING THE PROGRAM	Juliettes have a deposit-only card, for depositing money collected throughout the program at any Wells Fargo ATM or branch. The money is deposited into a Girl Scouts of Greater Iowa bank account and the Juliette is credited for the payment.	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.
HANDLING COOKIES DURING THE PROGRAM	The Juliette parent/guardian (or other registered volunteer) has access to order cookies in Smart Cookies and pick up cookies throughout the program.	The TPM collects orders from families, orders cookies for the troop in Smart Cookies, and ensures they are picked up and handed out to families.
BOOTH SALES	Juliettes can partner with troops or other Juliettes for booth sales and can also set up Lemonade Stands to sell individually.	Troops can set up booths for 2 or more girls; families also have the option to set up individual Lemonade Stands.
CREDIT CARDS	Juliettes can use Smart Cookies to take credit cards from their customers.	All girls selling have access in Smart Cookies to take credit cards from their individual customers. Troops may to take credit cards at booths through Smart Cookies or the Clover reader or app.

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 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. 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.

HOW TO GET COOKIES

To ensure your Girl Scout has cookies on hand at the start of the Cookie Program, your Juliette should place an Initial Order in Smart Cookies by January 9. After the Initial Order, Juliettes can get more cookies by placing a Planned Order in Smart Cookies for pick up at a Cookie Cupboard across the council. More information on placing Initial and Planned Orders can be found on pages 7 of the *2020 Cookie Program Kit*.

Tracking cookie inventory and money is an integral part of managing the Cookie Program. Once you have ordered cookies for your Juliette in Smart Cookies, the family is financially responsible for those cookies. See page 10 of the *2020 Cookie Program Kit* for more information on our exchange and return/check-out policies.

DON'T FORGET! If you are managing the program for your Juliette in Smart Cookies there are two steps to managing inventory in Smart Cookies. First, once you've picked up a cookie order, those cookies are transferred to your inventory. Second, you'll also need to complete a Troop to Girl (T2G) Transfer to credit her for sales. That step will indicate that she's sold those cookies from your inventory.

SELLING COOKIES

Juliettes can choose to sell in-person, such as going door-to-door or at lemonade stands, online, or BOTH. A Juliette may sell cookies at booths, but she must partner with a troop or another Juliette. Otherwise, she can set up Lemonade Stands to sell individually.

REMINDER! Lemonade Stands are a great way for Juliettes to host individual stands, based on their location, schedule, or goals! 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.

For all guidelines on Lemonade Stands check out page 17 of the *2020 Cookie Program Kit* and page 12 of the kit for more information on how girls sell cookies.

HANDLING MONEY AND PAYING FOR COOKIES

Throughout the Cookie Program you and your Girl Scout will encounter a lot of cash and checks.

- Money should be deposited in its original form using your Juliette's deposit-only card at any Wells Fargo ATM or branch about every 2 weeks throughout the program. Never deposit checks or cash 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.

Juliettes can reference the *Deposit-Only Card Guide* on The Bridge for all the details on using their deposit-only cards!

REWARDS AND PROGRAM CREDITS

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*. This year, none of the items from the *Reward Panel* will be available for purchase in the shop, though there will be plenty of themed items with Fiona the Fox, as well as fun cookie items available!

RETURNING THIS YEAR: After the end of the program, girls will receive their reward items shipped directly to their homes.

Instant Rewards

Instant Rewards are returning this 2020 Cookie Season with the Woodland Brigade! All Juliettes will be participating in this program, therefore, she'll be able to earn "instant" items, including a lanyard and a series of squishy key chains. We'll look at her sales in Smart Cookies and send those directly to her each week as she earns them! Juliettes will earn her lanyard with the completion of the *Juliette Parent/Guardian Agreement*.

HEADS UP! There is no need to opt-in for Instant Rewards! All girls are able to earn Instant Rewards this Cookie Season.

NEW REWARD ALERT! CEO Party

June 5, 2020 – For all girls who sell 2020+ packages.

Girl Scouts have some serious talent and we want to showcase it at its finest! Girls will experience the rock star treatment as they enjoy time with Girl Scouts of Greater Iowa (GSGI) CEO, Beth Shelton. They will come together to plan the ultimate video production whether it's karaoke-ing their way through one of their favorite hits or singing a classic camp song! No musical background required.

PROGRAM CREDITS

Juliettes also earn Juliette Program Credits instead of troop proceeds earned by participating troops. These program credits can be used just like Cookie Dough and are loaded onto the same digital account number as Cookie Dough 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.

Program credits expire September 15, 2020. For more information about program credits—including the council-wide Juliette account—please review the *Program Credit Policies* found on The Bridge.

BACK THIS YEAR! Girls can select either Cookie Dough or items at each reward level, mixing and matching Cookie Dough with reward items. We heard your feedback after making a program change last year, and we're excited to bring this option back!

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