

2024 COOKIE PROGRAM JULIETTE GUIDE

Welcome to the Girl Scout Cookie Program - the largest girl-led entrepreneurial program in the world!

Juliette Girl Scouts can participate in the Girl Scout 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.

You'll find full details about managing your Girl Scout's participation in the cookie program in the 2024 Cookie Program Kit! This document highlights what's different for Juliettes compared to troop participation.

SERVICE UNIT PRODUCT CHAIR:

Your Service Unit Product Chair (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 the online systems you will use to run your Girl Scout's cookie program 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 800-342-8389.

MY SUPC'S CONTACT INFO

Name _____

Phone _____

Email _____

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! email newsletter. As a Juliette parent/guardian, you'll follow the same basic steps as TPMs, outlined in the 2024 Cookie Program Kit.

HOW TO GET STARTED

- Are you registered as a Girl Scout volunteer for the 2023-2024 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 email newsletters called Shout Outs! and get you set up in two online cookie program systems. To interact with customers, your Girl Scout will use the Digital Cookie online system. You will manage the ordering and inventory in Smart Cookies.
- We'll get you set up with a deposit-only card to help manage the money you'll collect during the program.
- Attend an in-person, virtual live training, or watch a recording online. Trainings are typically geared toward TPMs but the information and system trainings will be beneficial to all Juliette parents/guardians! Dates, times, and recordings are available on The Bridge.
- All Girl Scouts are invited to attend the 2024 Virtual Cookie Kickoff with special themed activities! See page 1 in the 2024 Cookie Program Kit for more information!
- Help your Juliette Girl Scout reach their goals! For more on ordering and picking up cookies, as well as how they can sell cookies online and in person, check out the 2024 Cookie Program Kit.
- That's it! You're ready to get started. We'll be right here to support you! Give us a call at 800-342-8389.



DATES YOU'LL WANT TO KNOW

December 6: Registration emails sent to Juliette Parent/Guardians who have filled out their agreement by the end of November.

January 11: Initial Orders Due.

February 1: Program begins!

February 1-8: Initial Orders are delivered to service units.

PROGRAM DETAILS

What's different about the Girl Scout 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 and the new Digital Cookie system.	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. Participants earn individual Cookie Dough and rewards.
INSTANT REWARDS	Juliettes will receive their instant rewards as they earn them, shipped directly to homes.	Troop Leaders are responsible for distributing instant rewards as girls earn them.
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. Payments can also be made in one of our shop locations in Des Moines, Mason City, and Sioux City.	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 Girl Scouts; families also have the option to set up individual lemonade stands.
CREDIT CARDS	Juliettes can use Digital Cookie to take credit cards from their customers.	All Girl Scouts selling have access in Digital Cookie to take credit cards from their individual customers. Troops may take credit cards at booths through Digital Cookie or the Clover Go 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! (Your Girl Scout membership is FREE this year along with all volunteer memberships!) If you aren’t able to register as a member, please let us know when you fill out your Juliette Parent/Guardian Agreement 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 11. 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 page 7 of the 2024 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 2024 Cookie Program Kit for more information on our exchange and return/check-out policies.

DON'T FORGET! There are two steps to managing your Juliette's inventory in Smart Cookies. First, once you've picked up a cookie order, those cookies are transferred to their inventory. Second, you'll need to complete a Troop to Girl Transfer to credit them for sales. That step will indicate that they've sold those cookies from their inventory.

SELLING COOKIES

Juliettes can choose to sell in person, such as going door-to-door, at lemonade stands, online, or BOTH. A Juliette may sell cookies at booths, but they must partner with a troop or another Juliette. Otherwise, they can set up lemonade stands to sell individually. Juliettes will use the Digital Cookie system to manage the online portion of their cookie sale and that will be the system they use to interact with customers.

Lemonade Stands: Any individual Girl Scout may host a "lemonade stand"-style booth, provided they are supervised by their own parent/guardian OR another registered adult volunteer. Siblings or Girl Scouts in the same household may participate in this kind of booth together. Lemonade stands are a great way for Juliettes to host individual stands, based on their location, schedule, or goals! Lemonade stands begin the same day as cookie booths, on February 9.

For all guidelines on lemonade stands and other details on how Girl Scouts sell cookies, check out the 2024 Cookie Program Kit.

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 two weeks throughout the program. Never deposit checks or cash into your own personal account first. Reference the Deposit-Only Card Guide on The Bridge for all the details on using their deposit-only cards!
- ☞ 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 - Girl Scouts of Greater Iowa' 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 showing you deposited money.



REWARDS AND PROGRAM CREDITS

GIRL SCOUT REWARDS

Girl Scouts 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 Reward Panel. None of the items from the Reward Panel are available for purchase in the council shops.

After the end of the program, Girl Scouts will receive their reward items shipped directly to their homes. Please be sure to update your address with us before the season kicks off to make sure your Girl Scout gets their rewards as soon as possible. If you need help updating your address, please contact us at info@gsiowa.org or call us at 800-342-8389, and we'll be happy to assist!

INSTANT REWARDS

Instant Rewards are back this year with the Tropical Treats collection! All Juliettes will earn these “instant” fruit plushies. We'll look at their sales in Smart Cookies and send those directly to them each week as they are earned!



PROGRAM CREDITS

Juliettes also earn Juliette Program Credits (JPC) instead of the 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 patches, Instant Reward items, Adventureland 700 Club, CEO Party, Hobby Kit, and special experiences earned.

Juliette Program Credits will not expire. (They previously expired annually on September 15.) While Munch Money and Cookie Dough Credits will still expire annually on September 15, 2024, for Juliettes in grades K-4, Juliette Program Credits will not expire, but will automatically rollover to the next membership year.

- Juliettes must renew their membership for the next membership year in order to keep their Juliette Program Credits. For 2024-2025, Juliettes must renew by September 15, 2024.
- Munch Money and/or Cookie Dough will be deducted first before Juliette Program Credits are utilized.

You can view all Program Credit policies in the 2023-2024 Program Credit Policy document on The Bridge.

Pkg. Sold	JPC	JPC earned if opting out of rewards
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
391-410	\$180	\$220
411-430	\$189	\$231
431-450	\$198	\$242
...for each 20 pkg range	+\$9	+\$11

