GUIDE TO GSCNC PRODUCT PROGRAMS
Launched in 1917, the Girl Scout Product Programs (Cookies and Fall Product) have grown into the world’s leading business, financial, and economic education opportunities by and for girls. These programs have helped make Girl Scouts to be America's premier leadership development experience for girls.

Did you know that the Girl Scout Product Programs happen only twice a year?

Did you know that the Girl Scout Product Programs gross more than $800 million in sales?

And did you know that girls who participate in the Girl Scout Product Programs learn and practice five valuable skills that will help them now and in the future?

The five (5) skills are: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.

These skills will help every girl be more successful, no matter what future she chooses. Why? Because they’re leadership skills—and that’s the Girl Scout mission: to develop girls of courage, confidence, and character who make the world a better place.

And by the way, all of the proceeds generated from cookie activities stay right here, in your local Girl Scout council, to support Girl Scouting in our area.
KEY PLAYERS

There are several people who will make your Girl Scout's cookie business a complete success:

Council: Girl Scouts Nation's Capital provides Juliettes with the necessary tools to conduct successful product programs.

The Service Unit Money Manager, a Service Booth Cookie Coordinator, a SU Volunteer, or a Background Checked Parent: will mentor and guide you through the product programs.

Customers: the awesome people who will financially help your Girl Scout reach their goal!

Throughout the program, Juliettes will be in contact with:

Service Unit Juliette Advisor/Mentor

Contact Information
Phone: ____________________________
Email: ____________________________

Cookies image
**ROLES AND RESPONSIBILITIES**

**SERVICE UNIT JULIETTE ADVISOR/ SERVICE UNIT MONEY MANAGER**
- Train and provide information to the Juliettes and their parents, distribute all needed materials, and provide ongoing support throughout the sale.
- Work with the Juliette as needed to help them set goals. Do not set quotas for Juliettes.
- Enter all Juliette orders and money collected into the inventory system (eBudde). Allow time for products to be sold and set up periodic collection dates.
- Frequently collect and deposit all funds due from the Juliettes/parents into the service unit account.
- Meet deadlines as set by the Service Unit Product Programs Chair and as indicated in the Troop Guides.
- Keep track of individual Juliette sales and booth sales.
- GSCNC staff, youth members, and parents have a right to know the Juliette’s financial status.

**PARENTS/CAREGIVERS**
- Sign the Parent/Guardian Permission Responsibility Agreement for both the Fall and Cookie program.
- Encourage your Juliette to participate in the Product Program activities and build their 5 skills.
- Ensure no orders are taken or sales made prior to the published start dates of the programs.
- Guide your Juliette when making individual learning and sales goals and respect those goals.
- Be responsible for payment of all product received and safeguarding all monies collected from customers.
- Participate in the receipting for all product received and for all money submitted. Retain all receipts and follow all guidelines and timeframes for turning in money.
- Participate with your Juliette in in-person sales and assist as needed (Cookie Program only, health and safety permitting).
- Keep your Mentor updated on your Girl Scout’s inventory--request more cookies when you sell out and when money has been turned in for cookies you previously picked up.

**YOUTH**
- Be a currently registered Girl Scout.
- Ensure NO orders are taken or sales made prior to the published start dates of the programs.
- Set and achieve individual goals.
- Be easily identifiable as a Girl Scout. Wear your uniform or other Girl Scout gear, and your membership pin.
- Share your goals with your customers and tell them what your proceeds will be used for (activities, Take Action projects, etc.)
- Encourage customers to support the Gift of Caring (GOC) and Troop2 Troop donation programs. It’s a WIN-WIN-WIN!
- Participate in the walkabouts and digital sales.
5 SKILLS FOR YOUTH MEMBERS

GOAL SETTING
Your Girl Scout sets sales goals individually, creates a plan to reach them and develops planning and budgeting skills all along the way! Assist your Juliette in setting practical goals by looking at the rewards, talking about community projects, and discussing activities. Aid them by role-playing when they need assistance in this thought process.

DECISION MAKING
Your Girl Scout helps decide how they will spend their proceeds, furthering the critical thinking and problem solving skills that will help them in many aspects of their life. Ask them how they plan to use their proceeds and what goals they’d like to set. Ask them to tell you things they can do to meet their goals.

MONEY MANAGEMENT
Your Girl Scout takes orders, handles customers’ money, and gains valuable and practical life skills around financial literacy. For their personal sales, allow them to count the money with you. Encourage them to separate the orders, tally up the amount due, and write thank you notes to their customers.

PEOPLE SKILLS
Your Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling cookies, nuts and magazines. These experiences help them develop healthy relationship and conflict resolution skills that they can use throughout their life. Now’s the time to meet their customers. Help your Juliette feel comfortable with asking friends and family to support them. Set a time when your child can sell the products, collect the money, and say thank you.

BUSINESS ETHICS
Your Girl Scout is honest and responsible at every step of the product programs. Their business ethics reinforce the positive values they are developing as a Girl Scout. Follow honest and responsible business principles, which include following the rules throughout the Product Programs. For example: taking orders from customers; delivering the items in a timely manner; collecting payment; and submitting the payment to the Juliette Advisor on scheduled dates. Encourage your Juliette to run their business as a professional. Be sure to sell only between published program dates—nothing before or after!
WHAT ARE WE SELLING?

(V) chocolate, mint
cocnut, caramel, dark chocolate
chocolate, peanut butter
peanut butter sandwich w/ oatmeal
brownie base with caramel creme and hint of sea salt
shortbread
crispy lemon w/ inspiring messages
graham sandwich, chocolate and marshmallow-y filling
(GF) buttery with toffee bits

QUICK FACTS

- 12 packages per case
- Cost is $5 per box and $60 per case, except the Toffee-Tastic and Girl Scout S’Mores which are $6 per box and $72 per case because they cost more to produce. No changing the price (i.e., allowing discounts)
- Girl Scout Cookies are date stamped for freshness
- No high fructose corn syrup; zero grams trans fat
- See order card for nutritional information or visit www.littlebrowniebakers.com
- In the Fall, youth participate in the Fall Product Program, where they sell nut and candy products and magazines. Ashdon Farm products are great snacks and great gifts! Customers purchase their favorites year after year and look forward to the new tin design each season.
**HOMETOWN HEROES/TROOP2TROOPS**

The Hometown Heroes and Troop2Troops (Cookies) programs are council wide community service projects that give Girl Scouts the opportunity to learn philanthropy and community service. These programs allow for packages of cookies and nuts to be donated to the armed forces, first responders, and other community partners. When youth participate in virtual donation programs, the products are not physically picked up by the Girl Scout.

- Juliettes are encouraged to email relatives and friends (especially those out of the area). Through our online sales tools, out-of-area customers can support the Juliette's goals without incurring the cost of shipping product.
- GOC/T2T donations are tax-deductible; receipts can be provided to customers upon request.
- IMPORTANT: no products are exchanged when participating in the HH/T2T program. The money is noted as a HH/T2T donation, and GSCNC will send the products to the T2T Partners.

**PROCEEDS AND REWARDS?**

Juliettes earn rewards and proceeds.

- Proceeds are $.85/ package of cookies sold; 15% of nut products and magazine subscriptions.
- Juliette proceeds are retained by the service unit for safekeeping and distribution to all Juliettes in the service unit.
- Funds earned from the product programs are never to follow an individual youth member.
- A Juliette cannot have individual benefit of those funds; therefore, funds may not be tracked at the individual level; no earmarking funds based on individual sales.
- The funds may be spent on approved Girl Scout program activities, including in the Girl Scout Shop (in person or online), for membership/lifetime membership registration, or program and camp events. Proceeds may be applied to an approved “Destination” program.
- Juliettes receive all individual rewards, but can opt out regardless of age level.

**WHERE CAN I SELL GIRL SCOUT PRODUCTS?**

NO orders are allowed to be taken or sales made prior to the published product program start date. You are allowed to announce in advance to potential customers that the sale is starting soon, however, Juliettes cannot accept orders until the start date.

- It is considered EARLY SELLING any time a youth member/adult accepts someone’s request for a certain quantity or certain variety of product, takes money for product, asks potential customers questions such as, “Will you buy cookies/nuts/magazines from me?” or solicits for Gift of Caring/Cookies for the Community donations before the product program start date.
- If a potential customer responds prior to the start date with comments such as, “Put me down for……,” the appropriate response must be “Thank you for your pledge, I will contact you at the start of the program to take your order.”
MARKETING

Marketing your business is extremely important in order for it to be a success! You will want to let your customers know when your business is open for operation. You should consult with your Juliette Advisor should you have any questions about running a successful business.

Girls can use age-appropriate Internet tools to promote their cookie business. Cookie delivery and payment must be done in person, except when transactions are done through GSCNC sponsored online platforms.

- Online social networking sites (such as Facebook and Twitter) are a great place for teens, 13 and older with parent permission, to promote and ask for cookie orders. With permission and adult supervision, younger kids can use their parent's internet tools. Posts must be from a private account to people the child personally knows. Viral posts are not permitted. Posts cannot be made in private groups, on marketplace, or on other sales platforms.
- Digital Cookie—the platform that GSCNC offers for youth members to sell cookies online for shipment, girl delivery, and donation.
- M2—the online sales platform that members use to sell nut products and magazines for shipment, girl delivery, or Gift of Caring.
- Be sure to follow Computer/Online Use Guidelines in Safety Activity Checkpoints. For additional resources, visit GSUSA’s Basic Online Guidance for Product Sales at www.girlscouts.org.
- Youth members or their family/friends may NOT engage in selling on the Internet. Selling Girl Scout cookies or nut products on eBay, Craigslist, Amazon, Facebook Marketplace, or any other online internet website is NOT allowed.

DECK OUT YOUR DELIVERY!

Juliettes can decorate wagons for walkabouts and cookie booths (Cookie Program only, health and safety guidelines permitting) to attract customers to purchase cookies and nut products.
RUNNING YOUR BUSINESS

INDIVIDUAL SALES

- Start by asking friends and family to buy Girl Scout Cookies/Fall Product or contribute to Gift of Caring/Troop2Troop.
- Expand your circle of customers by selling via the Digital Cookie platform (cookies) and M2OS (nuts and magazines).
- Send emails to customers and take orders through Digital Cookie/M2OS o Post your Digital Cookie link on social media accounts.
- By phone, Juliettes should review last year’s order cards and contact those reliable customers.
- As you sell out of the product, go back to your Mentor for more.
- As the sale nears an end, ask your customers if they would like to purchase more before they are gone.
- Remind customers that Girl Scout cookies and nut products are only available once a year, and they freeze well.

WALK ABOUT SALES

- Juliettes are allowed to go door-to-door in residential areas only with cookies/nuts in a wagon or cart, anytime throughout the sale.
- Juliettes must be familiar with the neighborhoods where they sell.
- Walkabouts are NOT allowed in commercial or retail areas, such as strip malls, storefronts/ sidewalks, shopping centers, parking lots, etc.
- Juliettes must always have an adult with them.
- Juliettes should leave all pets at home while selling, unless a working animal companion is necessary.
- NO door-to-door sales or walkabouts after dark.
- Juliettes should never enter a customer’s home. Stay outside the home where you can be seen from the street.
- Juliettes should never approach customers in cars.
- Juliettes should never give their last name, address, or personal phone number while selling.
- If you are conducting a walkabout, make sure cookies/nuts are shaded from the elements (i.e, heat, rain, etc.). Consider using a rolling cooler on hot days to keep products from melting.
Cookie Booths

- Booths may only be conducted during the Cookie Program during the scheduled dates. The booth locations are pre-authorized by GSCNC.
- Youth and adults must follow all safety guidelines set by GSCNC.
- Consult with your SU Mentor for availabilities or to seek required approval for any special booth locations outside of what is offered.
- Only registered Girl Scouts can booth; therefore, siblings and friends are not allowed.
- Juliettes can share a booth site with another Juliette. Together, they can set up the booth and share in customer interactions. Juliettes can also booth with other Girl Scout troops. All boothing must be arranged through the Juliettes Mentor. No exceptions.
- Each booth requires both girls and adults to be present. Parents are asked to help at each booth location. The Juliette cannot do this without adult supervision. Consult with your Juliette Advisor to determine the ratio of adults to Juliettes when boothing.
- Two adults are required to be present at all times, at least one of whom is female. One adult must be a registered member of GSUSA.
- Special booth requests require written pre-approval from your Juliette Advisor and the Service Unit Cookie Program Chair. Approval may take longer if the booth site is out of the service unit’s area.
- Examples of a special booth include: churches, schools, and sporting events.
**COOKIE BOOTH ETIQUETTE**

- **Arrive on time and end on time.** Respect the next scheduled troop and prepare to turn over the site on time.
- **Set up your booth to appeal to customers.** Coordinate with the troop you are joining about who will bring the equipment and supplies. Use a covered table to display your cookies. Do not affix anything to the property of where the booth is held. Attract customers with colorful signs.
- **Be polite and have your sales pitch ready for interested shoppers.**
- **Ensure the cookies are right next to you and never out of your sight.** If using a cash box, it MUST always be in your possession. Do not leave cash visible to customers.
- **Have change available, and never ask the host business for change.**
- **Do not eat anywhere near the booth site, and adults should not smoke anywhere visible to Juliettes or customers.**
- **Make sure you have the phone number for your Juliette Advisor.**
- **Arrive at a booth location with a great attitude, smile, and say thank you even if a customer does not buy.**
- **Do not block the entrance; approach customers only as they are leaving the business.**
- **All conflicts must be resolved quietly, peacefully, and out of ear shot from the girls.**
- **Cell phones, iPods, or other electronic devices should not be used during your boothing shift for personal use.**
- **Clean up ALL trash and take it with you to dispose of.** Do not leave empty boxes or trash at the booth site. Do NOT use trash cans at the booth location to dispose of your trash. Clean up should be part of your booth time. Remember: Girl Scouts always leave a place cleaner than they found it!
- **If someone takes money or cookies from your booth, do not attempt to physically recover the stolen items.** Instead, get a good description of the offender(s), call 911, and alert local security and your SUCM.
HOW DO I TAKE ORDERS AND RECEIVE MY PRODUCT?

Fall Product: Use the order card and online links to take orders and place your order through your Juliette Advisor for pick-up.
Cookies: Use your order card and online links

HOW DOES A DIRECT SALE WORK FOR THE COOKIE PROGRAM?

- Youth members can use an order card to track sales or customer contact information.
- Families are not limited to the one-time inventory allotment; they should pick up additional inventory as needed throughout the sale—just check with your Juliette Advisor.
- Families turn in funds to the Juliette Advisor for cookies as they sell them. Cookies are not prepaid.
- Balance for all cookies is due shortly after the end of the sale. Your Juliette Advisor will tell you when funds are due.

HOW DOES THE JULIETTE COME UP WITH HER INITIAL COOKIE INVENTORY?

By goal setting, which is an important life skill!

Setting a goal is one of the most important steps to kick off the Product Programs. The Juliette must determine what they would like to do, such as purchasing program supplies, membership registration, uniform purchase, service projects, awards, etc.
- The Juliette will determine the budget needed for the activities chosen to help determine her sales goal.
- The Juliette will be financially responsible for all cookies ordered and received.

WHEN CAN THE JULIETTE’S INITIAL ORDER BE PICKED UP?

Communicate often and frequently with your Mentor.
- Your mentor will notify you when the cookies are available to be picked up and from where. If you have not heard from your Juliette Advisor by the start of the sale, please contact them regarding the pick-up of cookies that you ordered for your initial order.
- When picking up your cookies, count each package before leaving your pick up.
- Always sign a receipt and take a copy. You are financially responsible for each package of cookies you sign for.
- Always keep your cookies in a cool place—do not store in the garage. (If cookies are damaged or melted, you are still responsible for paying for them.)
- Store cookies away from pets and strong odors, such as cigarette smoke and pungent foods.
HOW IS MONEY FROM PRODUCT SALES HANDLED?

- When collecting money from customers for individual sales, make sure to count the money and only take checks from people you know and trust.
- Checks received are to be made payable to your Service Unit. Ask your Juliette Advisor for the appropriate and correct name.
- Accept only preprinted checks with issuer’s address. Write the issuer’s phone number and driver’s license number on the face of check.
- Note the Juliette’s first name and last initial in the memo line of the check.
- GSCNC cautions against accepting out of state checks.
- Do not accept $50 or $100 bills no matter how tempting it is to make a big sale. Limit your risk in the event of counterfeit bills. GSCNC does not take responsibility for counterfeit bills.
- Turn in money to your Juliette Advisor promptly and frequently, as communicated by your Juliette Advisor. Don’t hold onto the money. It can get misplaced or mixed with your own funds. Make sure to get a receipt from your Juliette Advisor for money you turn in for your daughter’s individual orders.
- M2OS and Digital Cookie have point of sale options for accepting credit card payments from customers.
- Families are responsible for any lost, stolen or counterfeit money.

CAN I EXCHANGE AND RETURN COOKIES?

No, if you have cookies that you can’t sell you need to work with the advisor to see if there is a troop that needs them that they can be transferred to. Otherwise the Juliette's parent will be financially responsible. Fall nut products may not be exchanged or returned as well.
SHOW YOU ARE A GIRL SCOUT
Wear the membership pin and Girl Scout clothing to identify yourself as a Girl Scout.

BUDDY UP
Always use the buddy system. It’s not just safe, it’s more fun.

BE STREETWISE
Become familiar with the areas and neighborhoods where you will be selling Girl Scout cookies.

PARTNER WITH ADULTS
Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Cadette, Senior, and Ambassador Girl Scouts must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth, lemonade stand, or on a walkabout at all times.

PLAN AHEAD
Always have a plan for safeguarding money—avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to the Juliette Advisor, who will deposit it to the service unit account promptly and frequently.

DO NOT ENTER
Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.

SELL IN THE DAYTIME
Sell only during daylight hours.

PROTECT PRIVACY
Girls’ names, addresses, and email addresses should never be given out to customers. Use a contact number or address overseen by an adult for customers to request information, reorder, or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers from customers.

BE SAFE ON THE ROAD
Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.

BE NET WISE
Youth members and adults must adhere to all information contained in this Juliette Guide and all GSUSA and GSCNC rules when selling Girl Scout cookies and nut products. Your Juliette Advisor should be consulted with any questions.

**YOUTH CODE OF CONDUCT**

- I will adhere to the principles of the Girl Scout Promise and Law and follow all GSCNC guidelines.
- I will follow the rules to help make sure program activities are safe, fun and successful.
- I will not sell cookies prior to the start of the product program.
- I will wear appropriate Girl Scout attire and dress neatly and appropriately for the weather.
- I will treat other people, myself, property, and equipment with respect, i.e. leaving no trash behind.
- I will listen carefully to all instructions and appropriately respond to all directions given by the Girl Scout Juliette Advisor or the adult in charge.
- I will not run or demonstrate any physical activity that could place me in harm. I will not participate in any roughhousing, running, loud voices, or inappropriate language.
- I will never give out my last name, address, or telephone number to customers. Instead, I will refer the customer to the adult volunteer.

**ADULT CODE OF CONDUCT**

- I will adhere to the principles of the Girl Scout Promise and Law and follow the GSCNC guidelines.
- I will be respectful of the Service Unit Juliette Advisor or adult in charge.
- I understand I am responsible for all money collected and misuse of Council and/or a Juliette's funds will not be tolerated.
- I understand I am financially responsible for all product received, and all product must be paid for by the due date set by the Juliette Advisor.
- I will treat other people, myself, property, and equipment with respect.
- I will remove all cardboard boxes and trash from booting sites and dispose of them at my home.
- I will make sure my daughter does not sell cookies prior to the start of any product program.
- I understand that siblings and friends are not allowed at a cookie booth.
- I will not violate Council or National Girl Scout policies, create discord, or damage or misuse property.
- I will not demonstrate any violence of any kind, including inappropriate conduct, profanity or verbal abuse.
- I will not be under the influence of or hold possession of illegal substances during any Girl Scout activities. Firearms or weaponry of any kind are not allowed. I understand smoking is not allowed in the presence of girls during Girl Scout activities.
- I will support the goals established by my daughter and the Juliette Advisor.
- I understand that adults may assist, but they cannot sell Girl Scout products. This is the girl's business to operate.