

Girl Scouts of Southern Illinois

Juliette Guide to Product Program

Purpose of the Product Programs

Launched in 1917, the Girl Scout product programs (Cookies and Fall) have evolved into the world's leading business, financial, and economic education opportunities 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 fall and cookie programs stay right here, in your local Girl Scout council, to support Girl Scouting in our area.

The Key Players

Several people will make your cookie business a complete success:

- **Council:** GSofSI provides Juliettes with the necessary tools to conduct successful product programs.
- **The Service Unit Manager/Juliette Advisor** will mentor and guide you through the product programs.
- **Support Group** is the family and friends who will encourage and assist you as needed.
- **Customers** are the awesome people who will financially help you reach your goal!

Throughout the program, Juliettes will be in contact with:

Service Unit Juliette Advisor: _____

S/he can be contacted: Phone: (____) _____ Email: _____

Service Unit Treasurer: _____

S/he can be contacted: Phone: (____) _____ Email: _____

If you are uncertain how to get started, please get in touch with Customer Care at (800) 345-6858.

Roles and Responsibilities

Everyone has an important role and responsibility in ensuring the success of Product Programs.

Girls

- 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 donation program. It's a WIN-WIN-WIN!

Service Unit Cookie Managers/Juliette Advisor

- Train and provide information to the Juliettes and their parents, distribute all needed materials, and provide ongoing support throughout the sale.
- Do not set quotas for Juliettes. Work with the Juliette as needed to help her set goals.
- 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.
- Enter all Juliette orders and money collected into the inventory systems (eBudde and M2OS).
- Meet deadlines as set by the Service Unit Product Programs Manager and as indicated in the Troop Guide.
- Keep track of individual Juliette sales and boothing sales.

Parents

- Encourage your Girl Scout to participate in the product program activities. Work with her to build her 5 skills.
- Ensure no orders are taken or sales made prior to the published start dates of the programs.
- Guide your Girl Scout when making individual learning and sales goals. Work with her to determine the amount of product to be ordered.
- Respect and support the goals set by your Girl Scout.
- 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.
- Follow all guidelines and timeframes for turning in money and cookie package exchanges and returns (no exchanges/returns for Fall Product Program).
- Coordinate with your Juliette Advisor about your Girl Scout participating in booth sales (Cookie Program only).
- Keep your Juliette Advisor 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.

It's her business!! Help her develop a successful business. Your encouragement will help your Girl Scout receive the most significant benefits, as participating in the Girl Scout product programs teaches skills that will help girls grow into leaders in their own lives, in business, and in the world.

5 Skills for Girls	
1	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 Girl Scout in setting practical goals by looking at the rewards, talking about community projects, and discussing activities. • Aid her by role-playing when she needs assistance in this thought process.
2	DECISION MAKING: Your Girl Scout helps decide how she will spend her proceeds, further developing the critical thinking and problem-solving skills that will benefit her in many aspects of her life. • Ask her how she plans to use her proceeds and what goals she'd like to set. • Ask her to tell you things she can do to meet her goals.
3	MONEY MANAGEMENT: Your Girl Scout takes orders, handles customers' money, and gains valuable and practical life skills around financial literacy. • For her personal sales, allow her to count the money with you. • Encourage her to separate the orders, tally up the amount due, and write thank-you notes to her customers.
4	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 her develop healthy relationships and conflict resolution skills that she can use throughout her life. • Now's the time to meet her customers. Help your Girl Scout feel comfortable with asking friends and family to support her. Set a time when she can sell the products, collect the money, and express her gratitude. • Encourage your Girl Scout to create a poster, sign, or email promoting her business.
5	BUSINESS ETHICS: Your Girl Scout is honest and responsible at every step of the product programs. Her business ethics reinforce the positive values she is 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 items in a timely manner, collecting payment, and submitting the payment to the Juliette Advisor on scheduled dates. • Encourage your Girl Scout to run her business as a professional. • Be sure to sell only between published program dates--- nothing before or after!!

What Products are We Selling?

Customers love our amazing, name-brand Girl Scout cookies,, which are baked especially for us by Little Brownie Bakers, one of the two bakers that produce Girl Scout cookies in the USA.

Variety of Cookies and Main Ingredients	Information
Thin Mints (Vegan) - Chocolate Mint Samoas – Coconut, Caramel, Dark Chocolate Tagalongs – Chocolate, Peanut Butter Trefoils – Shortbread Do-Si-Dos – Peanut Butter Sandwich with Oatmeal Lemon Ups – Crispy Lemon Cookie Adventurefuls – Brownie-inspired Cookies with caramel Toffee-Tastic (Gluten Free) – Buttery with Toffee Bits Exploremores -Rocky Road Ice Cream-inspired Cookie	• 12 packages per case • Cost is \$6.50 per package and \$78.00 per case, • No high fructose corn syrup; zero grams trans-fat • See order card for nutritional information or visit littlebrowniebakers.com

Ashdon Farms products are great snacks and great gifts! Customers purchase their favorites year after year and look forward to the new tin design each season.

\$12	\$10	\$8
Mint Treasure Tins Pecan Cluster Tins Mixed Nuts	Vanilla Honey Roasted Pecans Whole Cashews Chocolate Covered Almonds Deluxe Pecan Clusters English Butter Toffee Cark Chocolate Caramel Caps Peanut Butter Bears Dulce de Leche Owls Chocolate Covered Raisins Cranberry Nut Mix Sweet and Salty Mix Dill Pickle Peanuts	Peanut Butter Trail Mix Fruit Slices

Donation Program

The Girl Scouts of Southern Illinois offers a Donation Program in Conjunction with both the Fall Program and the Cookie Program.

During the Fall Product Program, known as Care to Share, a \$8 donation includes a can of honey-roasted nuts, which is donated to Hero's Care Military Organization.

During the Cookie Program, it is called Bake It Forward, and with donations, the Girl Scouts of Southern Illinois will donate boxes of cookies to Military organizations.

How Does a Direct Sale Work?

Sell actual inventory instead of promises!

- The direct sale format allows you to have the inventory IN HAND, so customers DON'T HAVE TO WAIT!
- No more pre-sale worries (i.e., returning to your customers to drop off cookies and collect money). It's all done at once in one faster transaction!
- Cookies are distributed to families at the start of the sale. This is referred to as the Initial Order (IO), which your Service Unit Cookie Manager/Juliette Advisor places.
- Girls 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--check with your Service Unit Cookie Manager/Juliette Advisor.
- Families turn in funds to the Service Unit Cookie Manager/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

How does the Juliette Come Up with Her Initial Inventory?

By goal setting, which is an important life skill!

- Setting a goal is one of the most critical steps to kick off the Product Programs. Juliette must determine what she would like to do with her cookie proceeds,, such as purchasing program supplies, covering membership registration, buying uniforms, funding service projects, or covering awards, etc.
- The Juliette will determine the budget needed for the activities chosen to help determine her sales goal.
- Relying on the Juliette's decision about her sales goals, the Juliette Advisor will submit the IO based upon the Juliette's goals.
- The Juliette will be financially responsible for all cookies ordered and received.
- The IO is how the Juliette will get the majority (75-80%) of her cookie inventory. Cookies are ordered in full case quantities (consisting of 12 packages each). The Service Unit Cookie Manager/Juliette Advisor can order additional cookies as needed.

When can the Juliette's Starting Inventory Order (IO) be Picked up?

Communicate often and frequently with your Juliette Advisor.

- Your Juliette Advisor will notify you when the cookies are available to be picked up and from where. If you have not heard from your Juliette Advisor before the start of the sale, please contact him/her regarding the pick-up of cookies that you ordered for IO.
- When picking up your cookies, count each package before leaving your Juliette Advisor.
- 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, you are still responsible for paying for them.)
- Store cookies away from pets and strong odors, such as cigarette smoke and pungent foods.

Can Juliette's earn Proceeds and Recognitions?

Absolutely! Juliettes can earn recognition and proceeds.

- Juliette's will earn the same proceed rate as every other Girl Scout.
- Juliette proceeds will be loaded on a designated Juliette Gift Card. After each program is over, we will add the funds to the card. This card will stay at the council, Juliette parents will have a form to use to request the use of funds.
- The funds can only be spent within GSofSI, including in the Council Shop, for membership registration, or program and camp events.
- Juliettes receive all individual girl rewards. Juliettes who are Cadette level or above can opt out of rewards for the both Product Programs.

What Are the Ways to Market My Business?

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---like an Open House of sorts. You should consult with your Juliette Advisor should you have any questions about running a successful business. Here are some effective marketing techniques:

Internet

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 GSofSI-sponsored online platforms (see below).

- 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 girls can use their parent's internet tools.
- Girls should NEVER share their last names, addresses, or any contact information when marketing their products. Online marketing should always be done with accounts set to private. Girls can only market their online storefront to friends and family: people that the girl or family personally knows. Girl Scouts forbids selling on storefronts or websites like Craigslist, eBay, Facebook, Amazon or sales groups where the Girl Scout does not know all the members. Digital Cookie storefronts may be deactivated if we find girls selling cookies in ways that are unsafe. Adding a \$ (dollar sign) to a post on your personal page will automatically move it to FB marketplace, which is not allowed. Girl safety is our number one priority.
- Digital Order Card—the platform that GSofSI offers for girls to sell cookies online for Girl Delivery, Direct Shipped and Gift of Caring donations.
- M2OS—the online sales platform that girls use to sell nut products for Girl Delivery, Direct Ship and Care to Share donations.

When 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, girls cannot accept orders until the start date.
 - It is considered EARLY SELLING any time a girl/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 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 sale to take your order."

How and Where Can I Run My Business?

Individual Sales

- Start by asking friends and family to buy Girl Scout Cookies/Fall Product or contribute to Gift of Caring.
- By phone, girls should review last year's order cards and contact those reliable customers.
- Try a Text-A-Thon to let friends and family know "It's Cookie/Fall Product Time" or "I have cookies now, no waiting!"
- As you sell out of the product, go back to your Juliette Advisor for more.
- Parents should be in communication with the Juliette Advisor regarding the girl's current inventory.
- 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.
- Expand your circle of customers by selling via the Digital Order Card (cookies), M2OS (nuts and magazines), door-to-door sales, doing a walkabout, setting up a lemonade stand, and participating with other Girl Scouts at a (cookie) booth. Your Juliette Advisor can provide you with direction regarding these methods.

Residential Walkabouts and Door-to-Door Sales

The practice of going from door-to-door in a residential neighborhood (not commercial or retail areas like parking lots, etc.) to sell cookies.

- Juliettes are allowed to go door-to-door (in residential areas only) with cookies in a wagon or cart, anytime throughout the sale. If a customer stops a Juliette while walking around your neighborhood, the Juliette can sell them the products; however, the Juliette is NOT permitted to stay in that spot and continue to sell. A walkabout means you are walking, not boothing.
- Juliettes must be familiar with the neighborhoods where they sell.

- Walkabouts are NOT allowed in commercial or retail areas, such as strip malls, store fronts/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 or lemonade stand, make sure cookies are shaded from the elements (i.e, heat, rain, etc.). Consider using a rolling cooler on hot days to keep products from melting.

Lemon Up Stands

A booth set up on the property where the Juliette or a close relative (grandparent, aunt/uncle) resides as their city, homeowner's association, and/or property management permits

- Both an adult and the Juliette must be present at all times.
- Products and money must never be left unattended.
- Juliettes who reside in an apartment, gated community or any other property requiring management approval, must obtain management approval prior to setting up.
- Cannot be set up on the street corner, sidewalk, street medians, or outside of fencing or walls.
- Any signage must follow city, property management, and/or homeowner association signage rules.
- Adhere to local city/government ordinances.
- Keep products shaded from the elements (i.e., heat, rain, etc.). Consider using a rolling cooler on hot days to keep cookies from melting (for walkabouts, too).

Workplace Selling

The practice of taking orders or selling products at a workplace (including a parent's workplace).

- Juliettes must contact business owners or managers to request permission to sell to employees of the business.
- With management approval, girls can:
 - Make a quick "sales pitch" at a staff meeting or leave an order card in a location visible to employees (not walk-in customers). Leave a note from the Juliette outlining her goals and plans for the proceeds. Do not list the Juliette's last name or phone number on the order card or note.
 - Sell cookies to the employees of these locations (office door-to-door or cubicle-to-cubicle); however, you cannot sell directly to the establishment's customers.
 - Remember, girls are to sell the cookies, not adults.
 - Set a date to pick up the order card and deliver the products so customers know what to expect.

- A parent may have cookies/nuts to sell at their place of work, but any displays must include a message from the Juliette and must not be visible to the business' customers.
- Setting up a table display in front of a small business is considered a special booth and needs advanced approval. Consult with your Juliette Advisor to obtain the necessary approval (only available during the Cookie Program).
- Cookies/nuts can never be displayed on the counter for patrons/customers even if the family owns the business. Cookies can only be sold to the establishment's employees --- not the customers/patrons.

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.
 - GSofSI 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. These are the most commonly counterfeited.
- 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 Girl Scout's individual orders.
- Money turned in is to be what was directly received from the customer. Families are responsible for any lost, stolen or counterfeit money.

Can I Exchange and Return Cookies?

- Check with your Juliette Advisor to determine whether exchanges between other troops. GSofSI does not accept any Cookie Returns unless damaged from Little Brownie Bakers.
- It's the Juliette's family responsibility to exchange or return undamaged, factory-sealed cookies to the Juliette Advisor within the timeframes and guidelines provided by the Juliette Advisor.
- Fall nut products may not be exchanged or returned.

SAFETY TIPS

All girls who participate in the Girl Scout Product Programs use Basic Safety Guidelines.

- **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, Ambassador 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 group 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.
- **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.

CODE OF CONDUCT

Girls and adults must adhere to all information contained in this Juliette Guide and all GSUSA and GSofSI rules and regulations when selling Girl Scout cookies. Your Juliette Advisor should be consulted with any questions.

Adult Code of Conduct

- I will adhere to the principles of the Girl Scout Promise and Law and follow the GSofSI 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 make sure my Girl Scout does not sell cookies prior to the start of any product program.
- 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 Girl Scout 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.

Girl Code of Conduct

- I will adhere to the principles of the Girl Scout Promise and Law and follow all GSofSI 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.