

2023-2024



Girl Scout Cookie Program®  
Juliette Guide

# 2023-2024 Girl Scout Cookie Program® Juliette Guide

Is your Girl Scout looking for an opportunity to have fun and develop essential life skills like goal setting and decision-making? Are they looking to gain experience running their own business, including developing marketing strategies and connecting with customers; all while having a ton of fun along the way?

If so, this year's Girl Scout Cookie Program fits the bill. This year's theme, *Own Your Magic*, is about finding and shining a light on the talents and skills each Girl Scout brings to this year's cookie program.

When turning "no way" into "yes way," Girl Scouts are the experts! So, whatever challenges and adventures come their way this cookie season, there's no doubt your Girl Scout will crush it.

## How can Juliette Girl Scouts participate in the cookie program?

In all ways! Every aspect of the cookie program, including the Digital Cookie® platform and booth sales, is available to Juliettes. Juliettes can take orders during the entire cookie program (January 20 through April 21), which includes the Initial Order Taking period; participate in booth sales in March and April, set up a Digital Cookie online storefront to reach customers, and market the Cookies for Heroes Program to customers who want to support Girl Scouts without purchasing cookies for themselves.

Juliette Girl Scouts and their parents/caregivers work with a designated volunteer in their service unit during the cookie program. The service unit volunteer will assign cookies to the Girl Scout in eBudde (the online application used to manage the cookie program), make applicable reward selections for the Juliette, and accept money collected for in-person orders from the family.

## How do Juliette Girl Scouts get started with the cookie program?

First and foremost, Girl Scouts must be registered for the 2023-2024 membership year. Go to [gsofct.org](https://gsofct.org) to register today. Contact our [Customer Care Team](#), or (800) 922-2770, if you have any questions about registering.

Second, but equally important: Girl Scouts must have a completed [Annual Consent](#) form on file with their service unit.

Contact our Customer Care team if you need help determining who your service unit contact is for the cookie program.

Service unit cookie volunteer/Juliette cookie coordinator:

\_\_\_\_\_

Email: \_\_\_\_\_

Phone/Text: \_\_\_\_\_

Service unit treasurer:

\_\_\_\_\_

Email: \_\_\_\_\_

Phone/Text: \_\_\_\_\_

Contact to pick up cookies:

Email: \_\_\_\_\_

Phone/Text: \_\_\_\_\_

Closest cupboard location:

\_\_\_\_\_



# 2023-2024 Girl Scout Cookies®

## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

## The World's Most Flavorful Lineup



### Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt  
 Approximately 15 cookies per 6.3 oz. pkg.  
 \$6



### Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
 Approximately 12 cookies per 6.2 oz. pkg.  
 \$6



### Trefoils® \$6

Iconic shortbread cookies inspired by the original Girl Scout recipe  
 Approximately 38 cookies per 9 oz. pkg.  
 \$6



### Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling  
 Approximately 20 cookies per 8 oz. pkg.  
 \$6



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes  
 Approximately 15 cookies per 7.5 oz. pkg.  
 \$6



### Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating  
 Approximately 15 cookies per 6.5 oz. pkg.  
 \$6



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
 Approximately 30 cookies per 9 oz. pkg.  
 \$6



### Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling  
 Approximately 16 cookies per 8.5 oz. pkg.  
 \$6



### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
 Approximately 14 cookies per 6.7 oz. pkg.  
 \$6



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# Five Skills of the Girl Scout Cookie Program

The Girl Scout Cookie Program is THE leading entrepreneurial program for girls. Use the graph below to discover the skills Girl Scouts learn when they participate in the Girl Scout Cookie Program.

When Girl Scouts and troops participate in the cookie program, girls learn to work as a team to accomplish goals while building confidence in their skills and abilities. And, did we mention fun? They have a ton of that, too.

Visit [Girlscouts.org/gsle](https://www.girlscouts.org/gsle) for more information about the Girl Scout Leadership Experience.

Girl Scouts set cookie sales goals individually and with their troop. Along the way, they develop cooperation and team-building skills!

Girl Scouts help decide how their team will spend their cookie money, furthering their critical thinking and problem-solving skills to help them in many aspects of their lives.



Girl Scouts learn how to talk and listen to and work with all kinds of people while selling cookies. These experiences help them develop healthy relationships and conflict-resolution skills they can use throughout their lives.

Girl Scouts take cookie orders, handle customers' money, and gain valuable and practical financial literacy skills.

Girl Scouts are honest and responsible at every step of the cookie program. Their business ethics reinforce the positive values they are developing as Girl Scouts.

# Cookie Program Safety Tips

Girl Scouts of Connecticut emphasizes the safety of Girl Scouts when they participate in the cookie program. In addition to the bullets below, please view the Safety section on the [Cookie Sellers and Volunteer Resources page](#) for more safety guidance.

Girl Scouts and families should be aware of and abide by state and local public health guidance.

- All Juliette Girl Scouts must be registered and have a signed [Annual Consent](#) form on file with the service unit before participating in the cookie program.
- Girl Scouts should wear a membership pin, uniform, or Girl Scout clothing when selling, taking orders, or delivering cookies.
- The Digital Cookie platform is the only approved online sales tool for Girl Scouts to sell cookies. Girl Scouts cannot set up third-party sites where cookies are marketed or sold, including Facebook Marketplace, eBay, and Craigslist.
- Juliette Girl Scouts should have appropriate adult supervision when participating in the cookie program, including using the Digital Cookie platform.
- Adults should assist in safeguarding money. Daisy Girl Scouts should not handle money.
- Juliette Girl Scouts should never enter a customer's home or vehicle and only go door-to-door during daylight hours and in familiar neighborhoods.
- Juliette Girl Scouts should only share their first names or council name (Girl Scouts of Connecticut) when selling online.
- If providing an email address, a Juliette Girl Scout should use an email address owned by an adult.



# Cookie Program Information

## Virtual Cookie Rally

The virtual cookie rally features information on how to get started, stay safe and have fun during this year's cookie program. This interactive rally also has fun activities, information about this year's mascot, and strategies that will help Girl Scouts Own Their Magic this cookie season.

Girl Scouts who watch the virtual rally will receive this patch.



To View the Rally

Digital Cookie registration email sent to parents/caregivers.	January, 15, 2024
Council-sponsored Cookie Rally (virtual)	Ongoing
Initial Order Taking period begins.	January 20, 2024
Digital Cookie platform opens for girl delivery, shipped, and donation orders.	January 20, 2024
End of Initial Order Taking period. If applicable, check with your service unit cookie volunteer regarding submitting your Juliette Girl Scout's Initial Order.	February 23, 2024
Goal Getter Order Taking begins.	February 24, 2024
Cookie Delivery Day. Check with your service unit cookie volunteer regarding picking up your Juliette's Initial Order cookies, if applicable.	March 16, 2024
Booth sales begin. Check with your service unit cookie volunteer about how to sign up for a booth site, if applicable.	March 16, 2024
Digital Cookie closes for girl delivery.	April 7, 2024
Last day of the cookie program/booth sales end.	April 21, 2024
Digital Cookie closes for shipped and donated orders.	April 21, 2024

Cookie Program Dates



## Cookie funds for Juliette Girl Scouts

- \$1 per package sold will be held by the Service Unit to be used by the Juliette for Girl Scout activities.
- Juliettes who are Junior level or older can opt out of earning individual rewards and earn an additional 10¢ per package (a total of \$1.10 per package).



## How do Juliette Girl Scouts get cookies to fill customer orders?

There are two ways to get cookies:

1. Pick up cookies at a council drive-thru delivery site on March 16, 2024 or
2. Pick up cookies at a cookie cupboard beginning the week of March 11, 2024

Several factors will determine how Juliette Girl Scouts should plan on getting the needed cookies, including whether they have many cookie orders or just a handful, if they are planning on holding a booth sale in March or April, and if they are planning on running their cookie business for the entire cookie season. Juliette Girl Scout families should work closely with their service unit cookie volunteer to determine which method of getting cookies will work best.

If it is determined that Juliette's parent/caregiver will pick up cookies on Cookie Delivery Day (March 16) the service unit volunteer working with the Juliette will need to enter any paper order card orders into eBudde.

The Juliette/their family may use a cookie cupboard to pick up cookies. In that case, the service unit cookie volunteer will enter the needed cookies into eBudde and reserve a pickup time. In addition, the Juliette's parent/caregiver and the service unit cookie volunteer will need to discuss who is responsible for picking up the cookies from the cupboard. Thus, the Juliette and their parent/caregiver will need to work closely with the service unit cookie volunteer to determine the best method for obtaining the needed cookies.



# Helping your Girl Scout in the cookie program

Many people would love to buy Girl Scout Cookies, but they don't know a Girl Scout or have not been asked! Check out the ideas below for connecting with customers.

Look into the [Cookie Entrepreneur Family Pin](#) and the [Entrepreneurship badges](#). Helping your Juliette Girl Scout earn the Cookie Entrepreneur Family pin is a fantastic way to support them in the cookie program. Likewise, the new entrepreneurship badges will spark new ideas about marketing their cookie program and reaching customers. Look at the [GSUSA Award & Badge Explorer](#) to learn more about badge requirements.

## Friends & Family

Friends and family are frequently Girl Scouts' first cookie customers because they are the people Girl Scouts know best!

- Visit friends and family in person or reach out via email, text, or phone. Use the Digital Cookie platform to send marketing emails.
- Girl Scouts can get started with the Digital Cookie platform in [four simple steps](#).
- Girl Scouts 13 years and older can use their social media to let people know they are participating in the cookie program. Girl Scouts 12 and younger must use their parents, caregiver, or trusted adults' social media accounts.

Note: Girl Scouts and parents/caregivers must review the [Digital Marketing Tips for Cookie Entrepreneurs](#) and Families and [Supplemental Safety Tips for Online Marketing](#) at [Girlscouts.org](https://www.girlscouts.org) before using social media to promote a Girl Scout's cookie program.

## Door-to-door in the neighborhood

- Girl Scouts can take orders on their order cards in January, February and early March and return to deliver the cookies in March. Cookies are paid for when they are delivered.
- Girl Scouts can leave a flyer or [door hanger](#) at familiar homes letting neighbors know they are selling Girl Scout Cookies. The marketing piece can include a [QR code](#) that will take the customer directly to the Girl Scout's Digital Cookie storefront. The piece can also provide an adult's phone number and an adult-monitored email address so the Girl Scout can be contacted to place an order. Girl Scouts can also email neighbors from their Digital Cookie dashboard.
- Another idea: Conduct a walkabout in March and April with cookies in hand so neighbors can buy cookies on the spot!



## Parent/Caregiver, family, friends, co-workers, and colleagues

- Parent/caregiver/family friends' workplaces may allow a Girl Scout to present to staff (in person, virtually, or in a recorded message) to ask individuals to buy cookies.
- A workplace might allow the adult to forward a picture of the order card with cookie variety descriptions and a note with the Girl Scout's first name and cookie goal.
- If a Girl Scout is marketing their cookie program at a place of business, an adult may be responsible for the order card. But, Girl Scouts should take responsibility for filling orders, writing thank-you notes, and, if possible, delivering cookies.

## More tips for reaching customers

- Booth sales! Cookie booths are a fantastic way for Girl Scouts to reach new customers. Booth sales are generally held in front of local businesses or at community events with high foot traffic. Girl Scouts can also consider holding a virtual booth on social media with the supervision of a parent/ caregiver.
  - If a Juliette Girl Scout wishes to hold an in-person booth sale, their parent/caregiver must check with the service unit cookie volunteer to ensure the correct procedure is followed. All in-person booth sales **must** be coordinated at the service unit level.
  - Be sure to review the booth sale guidelines posted on the [Cookie Sellers and Volunteer Resources page](#).
- Let customers know about the Cookies for Heroes Program. Customers can purchase cookies to be donated to active-duty service members, veterans, and local heroes. Learn more about the [Cookies for Heroes Program](#).
- Keep the order card handy or download the Digital Cookie app so Girl Scouts won't miss a cookie sale opportunity.
- Girl Scouts can visit local businesses to ask employees/owners if they would like to order cookies as gifts for loyal customers or thank you gifts for employees.
- Other prospective customers include school and extracurricular teachers, coaches, social workers, and members of a family's house of worship.

Cookies for Heroes is the council's gift of caring program. Girl Scouts can offer their customers the opportunity to support their troop and, at the same time, donate cookies to those serving in the military, veterans, and local heroes. Cookies for Heroes packages are \$6 per package.



# Rewards

The 2023 - 2024 reward lineup features rewards to inspire Girl Scouts to own their magic in this year's cookie program. The order card and a Girl Scout's Digital Cookie dashboard include the [full reward lineup](#).

Eligible Juliette Girl Scouts who opt for additional proceeds instead of individual rewards will still earn patches, Cookie Credits; the girl Initial Order, Digital Cookie, and Cookies for Heroes rewards; and any rewards at the 750+ package and higher levels, if earned.

Juliette Girl Scouts and their parents/caregivers must work with the service unit cookie volunteer to ensure the desired rewards are selected in eBudde. Check with your service unit cookie volunteer for dates/deadlines for reward selection.

## Reward highlights include:

<p>Own Your Magic Charm Patch  <b>35+ packages</b></p> <p>Check out the full reward lineup to see how Girl Scouts can earn the charms to add to the patch!</p>	
<p>DIY Playing Card Set  <b>110+ packages</b></p>	
<p>Lucy the Axolotl  <b>160+ Packages</b></p>	
<p>Climbing and Zip Lining at The Adventure Park or Weekender Tote  <b>250+ packages</b></p>	<p>The  <b>Adventure Park</b><sup>SM</sup></p> <p>or </p>

GSOFACT is partnering with The Connecticut Humane Society. Girl Scouts can donate the value of select reward items toward The CT Humane Society instead of receiving the item.

This option is available at the 110+, 160+, 300+, and 500+ package levels and is noted on the order card with a heart icon. Girl Scouts will earn a custom patch when they choose this option for at least one reward level. Let your Service Unit cookie volunteer know your reward choices.



## Juliette Girl Scout Family Financial Responsibility

Juliette Girl Scouts and their parent/caregiver will handle money and cookies throughout the cookie program. Please review the following to ensure you know your responsibilities and important deadlines for collecting payments and turning in money to the service unit.

- Families are responsible for all money and cookies received. Be sure to sign a receipt (keep a copy for your records) when cookies are picked up, and money is turned over to the service unit.
- Customer checks should be made payable to Girl Scouts of Connecticut, never to an individual.
- Payment for cookies ordered in person is collected when the cookies are delivered. Do not leave cookies with customers unless payment is received.
- All money received for in-person orders should be turned in, promptly, to the service unit cookie volunteer or service unit treasurer. Do not keep cash or checks in your home, vehicle, or on your person for longer than necessary.
- Cookies ordered via a Juliette Girl Scout’s Digital Cookie site will be paid via a customer credit card. Girl Scouts/families will not collect payment from customers for these orders.

All payments collected are turned over to the service unit cookie volunteer or service unit treasurer. The service unit will pay the council the amount owed for the Juliette’s cookie program and retain the funds earned in the service unit bank account. These funds are available for the Juliette Girl Scout to use for their Girl Scout activities. The Juliette Girl Scout and their family will work with the service unit treasurer to access these funds.

