

girl scouts
of north east ohio

OWN
YOUR magic

Juliette Cookie Program Family Guide

2024





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.



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.



Trefoils®

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



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.



Samoas® • Real Cocoa • Real Coconut

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



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.



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

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



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

Graham sandwich cookies with chocolaty and marshmallow flavored filling
Approximately 16 cookies per 8.5 oz. pkg.



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

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



PROFIT IS \$0.95 PER PACKAGE!
ALL VARIETIES ARE \$6 EACH

2024 Cookie Program

5 ESSENTIAL BUSINESS SKILLS

With your support, Girl Scouts in the program build essential skills and learn to think like entrepreneurs.

GOAL SETTING

Girl Scouts learn how to set goals and create a plan to reach them

DECISION MAKING

Girl Scouts learn to make decisions on their own and as a team

MONEY MANAGEMENT

Girl Scouts learn to create a budget and handle money

PEOPLE SKILLS

Girl Scouts find their voice and build confidence through customer interactions

BUSINESS ETHICS

Girl Scouts learn to act ethically, both in business and in life

The Girl Scout Cookie Program gets Girl Scouts, families, and volunteers in front of the public, where they can demonstrate the impeccable values and behavior that make Girl Scouts stand out. So make sure to review how the Girl Scout Law pertains to the Girl Scout Cookie Program.

I will do my best to be...

Honest and fair,

Observe the start of the Girl Scout Cookie Program on January 3.

Friendly and helpful,

Say “thank you” even if someone does not make a purchase.

Considerate and caring,

Promptly meet deadlines.

Courageous and strong,

Do the right thing even if others don’t.

Responsible for what I say and do,

Complete paperwork & payments accurately and on time.

Respect myself and others,

Strive to be my best at all times.

Respect authority,

Know and obey safety guidelines.

Use resources wisely,

Offer customers the opportunity to order over the phone or email.

Make the world a better place,

Greet customers with a smile and use manners.

And be a sister to every Girl Scout.

Help sister Girl Scouts.



Your Invaluable Role

Girl Scouts succeed when families get involved. You can support your Girl Scout by giving them love, guidance, and inspiration. There are also some specific responsibilities you'll need to assume to ensure they achieve their goals:

- Ensure your Girl Scout Juliette does not take orders prior to sale start date on **January 3, 2024**. Collect payment upon delivery, not before. Be sure to turn over all funds to your Product Sales Coordinator.
- Remember that cookies cannot be returned to council once signed for.
- Accept financial responsibility for all cookies and money received.
- The Cookie Program helps Girl Scouts learn honesty and fairness. Please understand that failure to account for money and cookies received will be considered misappropriation of funds.
- Help your Girl Scout Juliette set goals and coach them on how to sell.

A little guidance and encouragement can go a long way in making your Girl Scout's experience fun and rewarding:

- Review cookie selling materials together.
- Review the exciting rewards they can earn this cookie season and discuss what they might want to learn. Help set practical, measurable goals.
- Discuss what they would like to do for their Girl Scout experience and how they can use the proceeds to accomplish it.
- Set up their Digital Cookie page.
- Visit littlebrowniebakers.com together to learn all about the cookies, watch inspiring videos and get selling tips from experienced Girl Scouts.
- Let them practice their sales pitch and help improve upon it.
- Be a role model for business ethics and safety rules.
- And always... make sure you are both having fun!

Responsibilities for the Cookie Program

Girl Scout Juliette Responsibility

- Follow the Promise & Law
- Be willing to take risks
- Be confident and supportive towards peers
- Listen to others and show respect for their opinions
- Be prepared and conduct themselves in a safe manner

Family Responsibility

- Support your Girl Scout through all facets of the Girl Scout experience
- Honor all deadlines
- Allow them to take the lead
- Stay connected with your Product Sales Coordinator and ask them questions
- Turn in cookie money often
- Understand that once you take possession of cookies, they are your financial responsibility

Cookie Terms

- Cookie Donations – There are two ways for a Girl Scout to accept cookie donations from customers to support a Gift of Caring Program:
 1. The Council-sponsored Operation: Sweet Appreciation is a virtual cookie order that ships directly from the baker to an organization that supports the military and local first responders and non-profits.
 - Donations made through Digital Cookie will automatically go to Operation: Sweet Appreciation.
 2. A Local Gift of Caring Program collects cookies and the Girl Scout delivers them to a local cause such as a food bank, women’s shelter or other deserving organization.
 - *Please Note: Gift of Caring rewards are only earned by participation in the council-sponsored Operation: Sweet Appreciation. If your Girl Scout opts to do a local Gift of Caring, there are patches available for purchase in the retail shops.
- Goal Getter Order Card – The goal getter order card is intended for girls to use after they have turned in their initial order. This will let them continue to take orders while they wait for their cookie order.
 - You may place an order for additional cookies as needed at any point during the Cookie Program by contacting your Product Sales Coordinator after the initial order has been placed.
- Digital Cookie – Virtual storefront set up by Girl Scouts to take orders from customers
- Initial Order – Girl Scouts use their order cards to get cookie orders. These orders are due to your Product Sales Coordinator at Council by **February 4**
- Little Brownie Bakers (LBB) – Our council’s cookie baker
- Pathway Passes – An individual reward earned during a product program. Pathway Passes are program credits that can be used as payment to register for GSNEO programs

BY SELLING 27 PACKAGES OF GIRL SCOUT COOKIES, YOUR GIRL SCOUT JULIETTE WILL EARN ENOUGH PROFIT TO PAY HER \$25.00 MEMBERSHIP DUES FOR THE NEXT YEAR.

Profits are held in the Juliette Funds Account at Council so the money can easily be applied toward membership dues. You and your Girl Scout Juliette should discuss this option when planning goals for cookie profits!



Money Management

PAYMENT OPTIONS

- Money is collected at the time the cookies are delivered to the customer.
- Only accept personal checks from trusted individuals. Individuals accepting personal checks as payment will be responsible for any fees or bank charges associated with the check.
 - If you do choose to accept a personal check, please make sure that it is made out to your name and promptly deposited in a bank account.
- **Payment is due to Council by March 24.** You can pay via cash or check in any Council office or call in to your Product Sales Coordinator to make a credit card payment over the phone.



Receipts:

- All money is to be turned in directly to your Product Sales Coordinator or the retail shop at Council; make sure that they count it with you. Do not allow money to be put in a mailbox or given to a child.
- All receipts should have two adult signatures. These signatures should include the individuals who are giving and receiving the product or monies.
- Keep your copies of any receipts until your Girl Scout Juliette receives her rewards in case of any disputes. If there is a dispute on payment with no receipt, GSNEO will not consider the payment made.

All Cookie Varieties are \$6.00
Profit is \$0.95 per package!

How Girl Scouts Sell Cookies

Selling practices vary from council to council. In our areas, Girl Scouts sell cookies through these channels:

Order Taking

Girl Scouts ask neighbors, friends, and family members to place orders for cookies. They write their orders on the paper order card, which can be entered into Digital Cookie or turned in to your Product Sales Coordinator at Council. Payment is collected from the customer when cookies are delivered a few weeks later.

Digital Cookie

Girl Scouts create customized websites and send emails to people they know, asking them to buy cookies. Customers place online orders, pay via credit card, and have the option for the cookies to be shipped directly to their homes. Orders automatically get credited to the Girl Scout Juliette and towards their reward totals. Find out more at digitalcookie.girlscouts.org.

TOP-SELLING TIPS FROM REAL GIRL SCOUTS:

Door-To-Door Sales

Encourage Girl Scouts to canvass their communities with buddies and adult partners, leaving no doorbell unring!

- Orders can be taken door-to-door at the beginning of the cookie sale with their order cards.
- Please remember to adhere to safe social distancing sale techniques. Check out gsneo.org for the most up to date info from Council.

Social Networking

Online social networking sites are a great place for teens (13 and older with parental permission) to ask for cookie orders. Be sure to follow the GSUSA safety guidelines for online marketing and see page 8 for further guidelines.

Telephone Sales

It's fast and easy to sell Girl Scout Cookies by phone

- Girl Scouts can review order cards from previous years and contact these customers again.
- Once cookies have been delivered, cookie sellers may want to call customers, thank them for their orders and ask if they need additional cookies.
- Try a text-a-thon. Girl Scouts may want to text their friends and family to let them know it's cookie time and to ask for orders.

Workplace Sales

- Cookie Sellers can either make a quick "sales pitch" at a staff meeting or make sales calls around the office, depending on the wishes of the business.
- Once sales are completed, the business may allow an order card to be left for additional orders. An adult at work may oversee the card, but it is the Girl Scout's responsibility to fill all orders, write thank you notes and oversee delivery.
 - If a caregiver takes the order card to work, the Girl Scout should still be involved in the sale; they should make a small display about goals and even include a picture!

Digital Cookie

Digital Cookie is the perfect way to solicit customers both near and far. With Digital Cookie, Girl Scouts can create a customized website and send emails to people they know to ask them to buy cookies.

- All ages may participate
- Girl Scout Juliettes receive the same proceeds for packages sold via Digital Cookie and they count towards rewards
- Progress towards their goals can be tracked, customer information can be recorded and tasks associated with badges can be marked as completed.
- Caregiver approval for storefront content must be completed before posting to customers

Customers place online orders and have the option for the cookies to be shipped directly to their homes, delivered by their Girl Scout, or donated.

LOGGING INTO DIGITAL COOKIE

Look for your Girl Scout's registration email beginning on **December 15**

What do I do if I did not receive a launch email?

If you did not receive your Girl Scout's email beginning **December 15**, please first check your spam or junk folders (Those with Gmail accounts should check their Promotions Folder for the launch email). The email will be sent to the same email you provided in her registration.

If you do not have it, please go to digitalcookie.girlscouts.org/login and select the link for [Need help to log in](#). This will allow you to request the registration email to be resent.

SHARING DIGITAL COOKIE LINKS

Can a Girl Scout/caregiver post a Digital Cookie Link on a social media platform?

A Girl Scout/caregiver may advertise sales and post a Digital Cookie link on social media sites where only friends and family—and not the general public—can see the social media page.

Please remind your Girl Scout that even when posting on private pages to not include personal information beyond their first name, troop number, and sales goals.

They may not post a Digital Cookie link on websites such as Facebook Marketplace or public groups, Twitter, eBay, Craigslist, or any other website where her posts can be viewed by the general public.

Remember that if you post about selling on Facebook, if you add a \$, it may be transferred to the Facebook Marketplace as a sellable item. So if you include price information with the Digital Cookie link on a private page it may inadvertently be posted publicly.

Advertising and selling Girl Scout cookies on “buy, sell, trade” sites like the Facebook Marketplace or other public websites is not recommended. For those of you who choose to use this method, please be safe.

When meeting someone for the first time, please remember to:

- Insist on a public meeting place during business hours
- Do not meet in a secluded place or invite strangers into your home
- Tell a friend or family member where you're going, and take your cell phone if you have one
- Do not accept checks and do carry cash to make change
- Consider having a friend accompany you
- Trust your instincts

NEW THIS YEAR - PLACE YOUR GIRL SCOUT'S PAPER ORDER CARD INTO DIGITAL COOKIE!
 You can enter your Girl Scout's paper order totals and they will transfer directly into the troop order. This is only for paper orders; any online Digital Cookie orders are included automatically in the system.

Tip sheets and helpful videos will be available on the Council website at gsneo.org/forcookiesellers



GIRL DELIVERY

If “Girl Delivery” is selected by the customer at checkout, the caregiver will receive an email notification to approve the order. If the order is approved, it is already submitted to your Product Sales Coordinator. It should NOT be included in your paper order card or you will duplicate the order.

These orders will need to be delivered to the customer. Remember the cookies are already paid for! Once the cookies have been delivered, be sure to update the order status in Digital Cookie. If the order is not approved for “Girl Delivery,” the order will be processed based on the customer’s second delivery choice (cancel or ship).

The “Girl Delivery” option will be available from **January 3 - February 4, 2024** and will be turned on again **March 8**. Caregivers cannot turn Girl Delivery off during January - February, but will be able to in March.

If you accept additional orders after March 8, you MUST tell the Product Sale Coordinator of the varieties needed so that they can pull from inventory for pickup from a Council office. We do not receive notification that new orders have been approved.

If you decide to turn off girl delivery, go to the bottom of your inventory tab and find the Delivery Settings section. Select INACTIVE and then Update delivery settings.

Note that customers will see a fulfillment date of March 16; which is automated to be two weeks after Cookie Delivery begins – this is shown to them to give the Girl Scout time to get the orders and distribute to their customers.

Individual Rewards

Cookie sellers can earn a wide variety of rewards for their achievements in the Girl Scout Cookie Program®:

- Official Girl Scout Cookie Business and Financial Literacy badges and the Cookie Entrepreneur Family Pins
- Symbols of accomplishment in the form of patches and other reward items promoted on the order card.
- Pathway Passes are rewards earned through participation in GSNEO's Council- sponsored product sales programs. They are program credits to be used for program and camp registration; they are not able to be used for Membership Registration nor in the Council shops.
 - All programs on the GSNEO website are Pathway Pass eligible if they contain a discount code option during registration. Pathway Passes must be applied to the program at time of registration. For more information visit gsneo.org.
 - Codes for earned passes are delivered electronically. Detailed information about retrieving Pathway Pass codes is available at gsneo.org; select the Customer Care tab, under Rewards & Scoutship.
 - Pathway Passes earned during the 2024 Cookie Program will be uploaded **April 10** and will expire on **March 15, 2025**.

PHILANTHROPIC REWARD OPTION - THE SHOE THAT GROWS



165 + packages	1 / 2 shoe
200 + packages	1 / 2 shoe
275 + packages	1 shoe
350 + packages	1 shoe
450 + packages	1 pair
600 + packages	1 pair
800 + packages	2 pair
1500 + packages	3 pair
2024 + packages	10 pair
3000 + packages	20 pair

If someone chooses to donate at a reward level, they will still receive the Pathway Passes for that level. If they donate at any level, they will receive a Cookie Heart Charm!

Do your Girl Scouts want to make a difference for kids like them? Here is their opportunity with The Shoe That Grows! Any troop member can choose to donate shoes in place of a reward item. This philanthropic reward is part of the cumulative reward structure - meaning the Girl Scout can decide at each level, beginning at 165+, whether they would like the offered reward or to do a donation!

Cookie season is more fun with family.



Bring the whole family together for tons of fun and learning with our brand NEW Girl Scout Cookie Program pin collection!

COOKIE 
ENTREPRENEUR
Family

Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

Learn more at: girlscoutcookies.org/entrepreneurfamily

GSNEO Reward Policy

- GSNEO will consider any cookies not paid for by the deadline as unsold, therefore the rewards are not earned. Those that are delinquent in their cookie payments will not receive their rewards until the amount due is paid in full. Pathway Pass expirations and dated ticketed event awards will not be reissued or extended.
- Service Units will be provided a list of those unpaid accounts and will be asked to separate their rewards. If payment is made in full within 30 days, the Service Unit will distribute the rewards. If the balance remains unpaid after 30 days; the rewards will be returned to GSNEO. Rewards will be held until payment is received. Delinquent accounts longer than 1 year forfeit their rewards.

Reward Selection Options

There are multiple reward options this year starting at the 165+ package level. Please be sure to sit down with your Girl Scout Juliette and discuss what rewards she would like to earn at each level. Remember to make selections at all levels; you never know when she may get more cookies beyond her customer orders allocated to her through Digital Cookie! T

Turn this into your Product Sales Coordinator as soon as you can or no later than **March 24**.

T-shirt size (circle one):

Youth Small Youth Medium Youth Large Adult Small Adult Medium Adult Large Adult Extra-Large Adult 2X-Large Adult 3X-Large

A size chart for t-shirts is available on gsneo.org under For Cookie Sellers.

Choose one option at each level:

- 165+ pkgs 3-Part Journal Sketch Pad and Magical Marker OR 1/2 Shoe Donation
- 200+ pkgs Lucy the Axlotl Plush & Own Your Magic Charm OR 1/2 Shoe Donation
- 275+ pkgs Crossbody Bag & Fashion Patches OR 1 Shoe Donation
- 350+ pkgs Own Your Magic Theme T-Shirt OR 1 Shoe Donation
- 450+ pkgs Weekender Tote & Guardians Ticket (Select 2024 Games) OR 1 Pair Shoe Donation
- 600+ pkgs Collapsible Storage Ottoman OR 1 Pair Shoe Donation
- 800+ pkgs Build-A-Bear Experience (5/5/24) OR Puffy Camp Blanket & Pond Pillow OR 2 Pair Shoe Donation
- 1500+ pkgs Scene75 (June 2024) OR IBbeautiful Subscription OR 3 Pair Shoe Donation
- 2023+ pkgs Smart Watch OR Stand-Up Paddle Board OR Cricut OR 10 Pair Shoe Donation
- 3000+ pkgs Apple iPad OR Oculus OR 20 Pair Shoe Donation

I am a Cadette, Senior, or Ambassador and my troop has decided to opt out of rewards for extra profit

By signing below I agree that the above selections are what I want to receive for reaching my goals

Girl Scout Signature: _____

Caregiver Signature: _____

Cookie Calendar & Resources

Important Dates

Dec 15	Digital Cookie site set up
Jan 3	Cookie Program begins!
Feb 4	Initial order card due to your Product Sales Coordinator
Week of Mar 11*	Cookie order pickup at Council (you will be notified when ready)
Mar 24	Cookie Program ends - last day for Digital Cookie
Mar 27	All money and reward options due to your Product Sales Coordinator
Apr 10	Pathway Passes Available
June	Final rewards with your Service Unit (you will be notified when ready for pickup)

*See cover letter for delivery options

RESOURCES FOR COOKIE SELLERS

GSNEO Council Website - www.gsneo.org/forcookiesellers

Visit our site to find training resources & tutorials, forms, and other helpful program information

Little Brownie Bakers - www.littlebrowniebakers.com

The website of GSNEO's official Girl Scout Cookie Baker. Find cookie facts & activities, marketing ideas, program resources and clip art to help prepare for the cookie sale.

Digital Cookie - digitalcookie.girlscouts.org

Girl Scouts can set up their own personalized sales pages, enter initial paper orders, take credit card payments and ship cookies directly to their customers.

Girl Scouts of the USA - www.girlscouts.org/en/members/for-girl-scouts/for-cookie-sellers

Visit here to locate info on the national Cookie Program, more resources and tips. and discover cookie entrepreneurship badges and pins.



Meet the Mascot
Lucy the Axolotl!

OWN **magic**
YOUR **magic**