



# Juliette Guide to GSGLA Product Programs

## Purpose of the 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.
- Check out this Girl Scout *What Can a Cookie Do?* video: <https://www.youtube.com/watch?v=3Wy31SsNPv4>

## Key players

There are several people who will make your daughter’s cookie business a complete success:

- **Council:** Girl Scouts of Greater Los Angeles (GSGLA) provides Juliettes with the necessary tools to conduct successful product programs.
- The **Service Unit Treasurer and/or Juliette Advisor** will mentor and guide you through the product programs.
- **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 contact Customer Care at (213) 213-0123.

# Roles and responsibilities

Everyone has an important role and responsibility to ensure successful 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 (GOC) and Cookies for the Community donation programs. It's a WIN-WIN-WIN!
- Participate in the lemonade stands, walkabouts, and booth sales if health and safety guidelines permit. (Cookie Program only).

## Service Unit Juliette Advisor/ Service Unit Treasurer

- 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.
- Enter all Juliette orders and money collected into the inventory systems (eBudde and M2OS).
- 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 Guide.
- Keep track of individual Juliette sales and boothing sales.
- Maintain a spreadsheet with the Juliette's name and how funds are distributed.
- GSGLA staff, girls, and parents have a right to know the Juliette's financial status.

## Parents

- Sign the Fall Product-Cookie Program Parent/Guardian Permission Responsibility Agreement.
- Encourage your daughter 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 daughter when making individual learning and sales goals. Work with your daughter to determine the amount of product to be ordered.
- Respect and support the goals set by your daughter.
- 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 box exchanges and returns (no exchanges/returns for Fall Product Program).
- Coordinate with your Juliette Advisor about your daughter participating in booth sales (Cookie Program only, health and safety permitting).
- Participate with your daughter in distanced booth sales and assist as needed (Cookie Program only, health and safety permitting).
- Keep your Juliette Advisor updated on your daughter'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 succeed!** Your encouragement will help your Girl Scout receive the greatest benefit because participating in the Girl Scout product programs teaches skills that will help girls grow into leaders in their own lives, leaders in business, and leaders 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 daughter 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, furthering the **critical thinking and problem solving skills** that will help 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 relationship and conflict resolution skills** that she can use throughout her life.

- Now's the time to meet her customers. Help your daughter feel comfortable with asking friends and family to support her. Set a time when your daughter can sell the products, collect the money, and say thank you.
- Encourage your daughter 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 the items in a timely manner; collecting payment; and submitting the payment to the Juliette Advisor on scheduled dates.
- Encourage your daughter 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
<p><b>Thin Mints</b> (Vegan) - Chocolate mint</p> <p><b>Samoas</b> – Coconut, caramel, dark chocolate</p> <p><b>Tagalongs</b> – Chocolate, peanut butter</p> <p><b>Trefoils</b> - Shortbread</p> <p><b>Do-Si-Dos</b> – Peanut butter sandwich with oatmeal</p> <p><b>Lemon Ups</b> - Crispy lemon with inspiring messages</p> <p><b>Girl Scout S'mores</b> – Graham sandwich, chocolate &amp; marshmallow-y filling (with natural flavors)</p> <p><b>Toffee-Tastic</b> (gluten free) – Buttery with toffee bits</p>	<ul style="list-style-type: none"> <li>• 12 packages per case</li> <li>• Cost is \$5 per box and \$60 per case, <b>except</b> the Toffee-Tastic and Girl Scout S'Mores which are \$6 per box and \$72 per case because they cost more to produce. <i>No changing the price (i.e., allowing discounts)</i></li> <li>• Girl Scout Cookies are date stamped for freshness</li> <li>• No high fructose corn syrup; zero grams trans fat</li> <li>• See order card for nutritional information or visit <a href="http://www.littlebrowniebakers.com">www.littlebrowniebakers.com</a></li> </ul>

In the Fall, girls participate in the Fall Product Program, where they sell nut and candy products and magazines. **Trophy Nut products** are great snacks and great gifts! Customers purchase their favorites year after year and look forward to the new tin design each season.

Item	Price
Fruit Slices, Gift of Caring (virtual donation)	\$5
Spicy Cajun Mix, Butter Toffee Peanuts, Peanut Butter Monkeys, Dark Chocolate Sea Salt Caramels	\$6
English Butter Toffee, Cranberry Trail Mix, Chocolate Covered Raisins, Chocolate Covered Almonds	\$7
Cracked Pepper & Sea Salt Cashews, Whole Cashews, Dark Chocolate Mint Trefoils	\$8
Pecan Supremes, Mint Trefoils, Dark Chocolate Peppermint Rounds	\$10

## Gift of Caring/Cookies for the Community

The Gift of Caring (GOC) (Fall) and Cookies for the Community (C4C) (cookies) programs are council-wide community service projects that give Girl Scouts the opportunity to learn philanthropy and community service. GOC/C4C allows a box of cookies or can of nuts to be donated to the armed forces, first responders, and/or food bank. When girls sell GOC/C4C, the products are not physically picked up by the girl. This is why it is described as a “virtual donation.” To increase sales:

- Consider GOC/C4C as a variety. It satisfies customers on a diet, with food restrictions, and any other reason why they don't want to buy a “real” box of cookies or can of nuts. It is sugar-free, fat-free, gluten-free, calorie-free, and guilt-free.
- 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/C4C donations are tax-deductible; receipts can be provided to customers upon request.
- **IMPORTANT:** no products are exchanged when participating in the GOC/C4C program. The money is noted as a GOC/C4C donation, and GSGLA will send the products to the GOC/C4C community partners.

## Can Juliettes earn proceeds and recognitions?

**Absolutely! Juliettes earn recognitions and proceeds.**

- Proceeds are \$.95/ package of cookies sold; 20% of nut products; and 25% of 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 a girl
- A girl cannot have individual benefit of those funds; therefore, funds may not be tracked at the girl level; no earmarking funds based on girl 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 girl rewards.

## 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/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.*"
- **NO sales are allowed after a product program ends.** Selling cookies after the sale end date undermines the integrity of the sale and girl efforts and is prohibited as the applicable sales permits have expired.

## 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. 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 GSGLA-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. For the Fall Product Program, posts must be from a private account to people the girl personally knows. Viral posts are not permitted. For the Cookie Program, public posts are allowed.
- **Digital Cookie**—the platform that GSGLA offers for girls to sell cookies online for shipment, girl delivery, and Cookies for the Community
- **M2OS**—the online sales platform that girls use to sell nut products 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](http://www.girlscouts.org).
- Girls or their family/friends may **NOT** engage in selling on the Internet. Selling Girl Scout cookies on eBay, Craigslist, Amazon, Facebook Marketplace, or any other online internet website is **NOT** allowed.

**Deck our your Delivery!** Girls can decorate wagons for walkabouts, lemonade stands, and their cookie booths (Cookie Program only, health and safety guidelines permitting) to attract customers to purchase cookies and nut products. Watch for communications from GSGLA that advertise contest rules and other ideas.

## How do I take orders and receive my product?

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

**Cookies:** Order cookies (Starting Inventory Order) through your Juliette Advisor. You will have cookies on hand to sell to customers when the sale starts.

## How does a direct sale work for the Cookie Program?

**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!
- 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--just check with your Juliette Advisor.
- Families turn in funds to the Juliette Advisor for cookies as they sell them. Cookies are not pre-paid.
- 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 she 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.
- Relying on the Juliette's decision about her sales goals, the Juliette Advisor will submit the SIO based upon the Juliette's goals.
- The Juliette will be financially responsible for all cookies ordered and received.
- The SIO is how the Juliette will get the majority (75-80%) of her cookie inventory. Cookies are ordered in full case quantities (consisting of 12 boxes each). The Juliette Advisor can order additional cookies as needed.
- GSGLA recommends that a Juliette not have more than 50 cookie boxes for orders whose payments will be made upon delivery. This results in a credit limit of approximately \$250. Juliette Advisors may place lower or higher credit limits if warranted. Juliettes must remit collections to the Juliette Advisor immediately to facilitate a pay-as-you-go structure.

## When can the Juliette's Starting Inventory Order (SIO) 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 by the start of the sale, please contact him/her regarding the pick-up of cookies that you ordered for SIO.
- 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.

## 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/Cookies for the Community.
- Expand your circle of customers by selling via the Digital Cookie platform (cookies) and M2OS (nuts and magazines). Your Juliette Advisor can provide you with direction regarding these methods.
  - Send emails to customers and take orders through Digital Cookie/M2OS
  - Post your Digital Cookie link on social media accounts (public posts permitted)
  - Host a Facebook or Instagram Live event or stream virtual booth to reach a large audience
- 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/nuts NOW, no waiting!"* You can send a picture of your business card so they can find your online store.
- 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.

## 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 virtual 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 however, you cannot sell directly to the establishment's customers, which would be considered a special booth.
  - 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, health and safety guidelines permitting).
- 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.
  - GSGLA 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. GSGLA 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.
- Parents may use Venmo/Paypal/Zelle, etc. to pay for cookies and nuts, but customers may not pay with these apps.
- Speak with your Juliette Advisor about using Cheddar Up to collect payment from customers.

- 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 and returns are allowed prior to placing and picking up your order.
- 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.
- Any cookies not returned to the Juliette Advisor by the designated date will be the financial responsibility of the Juliette's family. It's about teamwork and communication.
- Fall nut products may not be exchanged or returned.

## Southern California council border agreement

Being a sister to every Girl Scout means respecting our sister Girl Scouts in neighboring councils. As such, selling outside of the GSGLA council region (aka "cross-border selling") is allowed during GSGLA product program dates on an exception basis.

- **Family:** Juliettes can sell to family and to the family's immediate neighbors across the GSGLA border.
- **Friends:** Sales to close friends are allowed.
- **Workplace:** In the parent or guardian's workplace only (to friends and work colleagues only, not to their customers). No friend's nor extended family's workplaces are allowed (i.e., your aunt's workplace is NOT allowed).
- **Lemonade Stands, Walkabouts, and Boothing of any kind:** NEVER allowed outside of GSGLA borders.

A map of GSGLA's boundaries may be found at: [http://www.girlscoutsla.org/documents/GSGLA\\_MAP\\_121813.pdf](http://www.girlscoutsla.org/documents/GSGLA_MAP_121813.pdf).

## Safety tips

**All girls who participate in the Girl Scout Product Programs use 10 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 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** Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Visit: <http://www.girlscouts.org/en/help/help/internet-safety-pledge.html>. Girl Scouts cannot collect money online outside of Digital Cookie and M2OS.

## Code of conduct

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

### Girl code of conduct

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

## Rules and consequences

Throughout this Juliette Guide, you have been provided with many things you can and cannot do. All of these rules have been put into place for many reasons. Reasons include, although are not limited to: safety, fairness to all girls, and GSUSA/GSGLA policies and procedures. **The rules put in place are to ensure all girls can run a successful, fair, fun, and Girl Scout product business.**

### Consequences

If Juliettes are not selling in accordance with the established rules, they can be penalized by having one or more of the following consequences administered:

- Removal of the highest reward level earned
- Reduction in packages sold by the Juliette
- Forfeiture of the Juliette's rewards
- No future boothing

Most common examples of rules not complied with are as follows. NOTE: This is **NOT** an exhaustive list, only a few examples.

- Taking orders or selling before the start date of a product program
- Selling products for the incorrect price
- Selling products outside of authorized areas. For example: selling on a sidewalk or street corner, conducting a walkabout in a commercial/business area, selling in front of a school, boothing or setting up a lemonade stand outside of GSGLA borders, adults selling without a girl present.
- Conducting a booth without submitting and receiving a special request approval
- Girls selling or delivering products without adult supervision
- Boothing with the incorrect girl/adult ratio or inappropriate behavior at a booth location
- Failure to pay for product and submit money as stated by GSGLA and/or your Juliette Advisor

### Application of Consequences

In the event a consequence needs to be applied, the decision on which consequence to impose will be decided by the GSGLA Product Programs Manager and/or Director of Retail Sales and Product Programs. The severity of the consequence imposed will be based on the rules broken, impact to others, safety, and if one or multiple infractions were made.