

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 Scout 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 Girl Scout'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** is a volunteer in your community who 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.

Girl Scout

- 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 projections, etc.)
- Encourage customers to support the Gift of Caring (GOC) and Cookies for the Community (C4C) donation programs. It's a WIN-WIN-WIN!
- Participate in cookie/lemonade stands, residential walkabouts, and booth sales (Cookie Program only).

Service Unit Juliette Advisor/ Service Unit Treasurer

- Train and provide information to the Juliettes and their parents/caregivers, distribute all needed materials, and provide ongoing support throughout the sale.
- Work with the Juliette as needed to help her set goals. Do not set quotas for Juliettes.
- 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 payment collection dates.
- Frequently collect and deposit all funds due from the Juliettes/parents/caregivers into the service unit account.
- Meet deadlines as set by the Service Unit Product Programs Chair and as indicated in the *Troop Guides*.
- Keep track of individual Juliette sales and boothing sales.
- Maintain a spreadsheet with the Juliette's name and how funds are distributed.
- Distribute funds to all Juliettes in the service unit for Girl Scout activities.

Parents/Caregivers

- Sign the *Fall Product-Cookie Program Parent/Guardian Permission Responsibility Agreement*.
- 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).
- Participate with your Girl Scout in booth sales and assist as needed (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 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 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, 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.

- Allow her to count the money with you for her personal sales.
- 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, magazines, and other products. 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 Girl Scout feel comfortable with asking friends and family to support her. Set a time when your Girl Scout can sell the products, collect the money, and say thank you.
- 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 the 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
<p>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 with inspiring messages Adventurefuls - Brownie-like base with caramel crème and hint of sea salt Girl Scout S'mores - Graham sandwich, chocolate & marshmallow-y filling (with natural flavors) Toffee-Tastic (gluten free) - Buttery with toffee bits</p>	<ul style="list-style-type: none"> • 12 packages per case • Cost is \$6 per box. <i>No changing the price (i.e., allowing discounts)</i> • Girl Scout Cookies are date stamped for freshness • No high fructose corn syrup; zero grams trans fat • See order card for nutritional information or visit www.littlebrowniebakers.com

In the Fall, girls participate in the Fall Product Program, where they sell nut and candy products, magazines and other online items. 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.

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, food bank, or other community partners. When girls sell GOC/C4C, the products are not physically picked up by the Girl Scout. 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.
- Girl Scouts 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 Girl Scout’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 \$1/ package of cookies sold; 20% of nut products; and 25% of magazine subscriptions and other Fall Product items.
- 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 Scout.
- A Girl Scout 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 listed on the order cards.

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, Girl Scouts cannot accept orders until the start date.
 - It is considered EARLY SELLING any time a Girl Scout/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 Scout 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

Girl Scouts 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 next page).

- Online social networking sites (such as Facebook and Instagram) 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 Girl Scouts can use their parent's internet tools. For the Fall Product Program, posts must be from a private account to people the Girl Scout personally knows. Viral posts are not permitted. For the Cookie Program, public posts are allowed.

- **Digital Cookie**—the platform that GSGLA offers for Girl Scouts to sell cookies online for shipment, girl delivery, and Cookies for the Community.
- **M2OS**—the online sales platform that GSGLA offers for Girl Scouts to sell nut products, magazines, and other Fall Product items online for shipment, girl delivery, or Gift of Caring.
- Be sure to follow Computer/Online Use Guidelines in the *Safety Activity Checkpoints*. For additional resources, visit GSUSA’s Basic Online Guidance for Product Sales at www.girlscouts.org.
- Girl Scouts or their family/friends may NOT engage in selling on the Internet. Selling Girl Scout cookies or nut products on eBay, Craigslist, Amazon, Facebook Marketplace, or any other online internet website is NOT allowed.

Deck out your Delivery! Girls can decorate wagons for walkabouts, lemonade/cookie stands, and their cookie booths (Cookie Program only) to attract customers to purchase cookies and nut products.

How do I take orders and receive my product?

Fall Product: You may take orders on the M2OS system or use the order card to take orders and place your order through M2OS for pick-up.

Cookies: Order cookies (Starting Inventory Order) through your Juliette Advisor. S/he will let you know when and where to pick up the cookies. You will have cookies in hand to sell to customers when the program begins.

- Girl Scouts 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 unless they are ordered online.
- 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 Starting Inventory Order (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 packages each). The Juliette Advisor can order additional cookies as needed.
- GSGLA recommends that a Juliette not have more than 50 cookie packages for orders whose payments will be made upon delivery. This results in a credit limit of approximately \$300. 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 program, 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 or leave in a car. (If cookies are damaged, melted, or stolen, 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, magazines, and other Fall Product items). 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 link to your storefront 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 Scout’s current inventory.
- As the program 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, Juliettes 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 and nut products to the employees of these locations; however, you cannot sell directly to the establishment’s customers, which would be considered a special booth (cookies).
 - Remember, girls are to sell the products, 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.

Residential Walkabouts (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 and nut products.

- Juliettes are allowed to go door-to-door in residential areas only with cookies/nuts 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/cookie stand, make sure cookies/nuts are shaded from the elements (i.e, heat, rain, etc.). Consider using a rolling cooler on hot days to keep products from melting.

Lemonade/Cookie stands

A booth set up on the property where the Juliette or someone she knows 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.
- Apartment, condominium, and townhome set-up must be in a common area inside the complex, not on the street or sidewalk or outside of fencing or walls.
- 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 and candies from melting.
- Juliettes may not post the address of their lemonade/cookie stand on publicly viewed web sites, such as NextDoor.

Cookie booths

Cookie booths are stations, usually a table and chair, where Girl Scouts sell cookies, most often set up at a storefront. Boothing encourages teamwork and learning. Boothing is a privilege! As guests in front of a business, we need to be on our BEST behavior.

- Booths may only be conducted during the Cookie Program during the scheduled dates.
- The booth locations are pre-authorized by GSGLA.

- **Girls and adults must follow all safety guidelines set by GSGLA.**
- **Consult with your Juliette Advisor for availabilities or to seek required approval for any special booth locations outside of what is offered.**
- **Only registered Girl Scouts can booth; therefore, siblings and friends are not allowed.**
- **Juliettes can share a booth site with another Juliette. Together, they can set up the booth and share in customer interactions. Juliettes can also booth with other Girl Scout troops. All bothing must be arranged through the Juliette Advisor, no exceptions.**
- **Each booth requires both girls and adults to be present. Parents/caregivers are asked to help at each booth location. The Juliette cannot do this without adult supervision. Consult with your Juliette Advisor to determine the ratio of adults to Juliettes when bothing.**
- **Two adults are required to be present at all times, at least one of whom is female. One adult must be a registered member of GSUSA.**
- **One Girl / One Parent Bothing (Available for Cadettes and older ONLY). Although bothing is primarily a troop activity, GSGLA recognizes that some girls have high reaching goals or have additional product to sell towards the end of the sale and may want the opportunity to booth independently to meet their goals. In this case:**
 - **Troops are given the opportunity to participate in booths first.**
 - **Priority will be given to troop bothing opportunities over individual girl bothing.**
 - **Booths must be scheduled by the Juliette Advisor on behalf of the Juliette. There are date restrictions.**

Before, during, and after a booth

- **Arrive on time and end on time. Respect the next scheduled troop and prepare to turn over the site on time.**
- **Set up your booth to appeal to customers. Coordinate with the Juliette Advisor about who will bring the equipment and supplies. Use a covered table to display your cookies. Do not affix anything to the property of where the booth is held.**
- **Attract customers with colorful signs. Be polite and have your sales pitch ready for interested shoppers.**
- **Ensure the cookies are right next to you and never out of your sight.**
- **If using a cash box, it MUST always be in your possession. Do not leave cash visible to customers. Using a fanny pack, money belts, or cross body purses are great options for holding cash. Have change available, and never ask the host business for change.**
- **Do not eat anywhere near the booth site, and adults should not smoke anywhere visible to Juliettes or customers.**
- **Make sure you have the phone number for your Juliette Advisor.**
- **Arrive at a booth location with a great attitude, smile, and say thank you even if a customer does not buy.**
- **Do not block the entrance; approach customers only as they are leaving the business.**
- **All conflicts must be resolved quietly, peacefully, and out of ear shot from the Girl Scouts and the public.**

- Cell phones or other electronic devices should not be used during your boothing shift for personal use.
- Clean up ALL trash and take it with you to dispose of. Do not leave empty boxes or trash at the booth site. Do NOT use trash cans at the booth location to dispose of your trash. Clean up should be part of your booth time. Remember: Girl Scouts always leave a place cleaner than they found it!
- If someone takes money or cookies from your booth, do not attempt to physically recover the stolen items. Instead, get a good description of the offender(s), call 911, and alert local security and your Juliette Advisor.

What is a special booth request?

- A special booth is a unique, one-day/one-time opportunity to booth.
- Special booth requests require written pre-approval from your Juliette Advisor and the Service Unit Cookie Program Chair. Approval may take longer if the booth site is out of the service unit's area.
- Examples of a special booth include: churches, schools, sporting events, and small businesses.
- Consult with your Juliette Advisor sooner rather than later if you want to do a special booth.

How is money from product programs 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. Make sure to get a receipt from your Juliette Advisor for money you turn in for your Girl Scout's individual orders.
- Parents/caregivers may use Venmo/Paypal/Zelle, and other payment apps to pay for cookies and nuts, but customers may not pay with these apps.
- Digital Cookie has a take-a-payment function for accepting credit card payments 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/Cookie Stands, Walkabouts, and Boothing of any kind:** NEVER allowed outside of GSGLA borders.

A map of GSGLA's boundaries may be found at:

<https://www.girlscoutsla.org/en/camp/properties.html>.

Safety tips

All girls who participate in the Girl Scout Product Programs use 10 Basic Safety Guidelines.

- **Show you are a Girl Scout** Wear your membership pin and Girl Scout clothing to identify yourself as a Girl Scout. This will attract customers' attention and interest.
- **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 and Fall products.
- **Partner with adults** Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Cadette, Senior, and Ambassador Girl Scouts must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth, cookie/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. Girl Scouts 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.

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 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, and fun 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 cookie./lemonade stand outside of GSGLA borders, adults selling without a Girl Scout 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