

2026 Fall Product Program

Juliette Guide



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?
- The Girl Scout Product Programs provide a nurturing, all-girl environment where Girl Scouts feel more confident, unafraid to have new experiences, make long lasting friendships, and take pride in building their identity.
- Five (5) valuable life skills that Girl Scouts learn through product programs 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 they choose. 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 product programs stay right here, in your local Girl Scout council, to support Girl Scouting in our area.

What products are we selling?

In the Fall, Girl Scouts participate in the Fall Product Program, where they sell nut and candy products in person and online, as well as online-only popular magazines, exclusive Bark Boxes, Tervis Tumblers, scented candles, and high-quality personalized products. 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

The Gift of Caring (GOC) program is a council-wide community service project that gives Girl Scouts the opportunity to learn philanthropy and community service. How it works: Customers donate the price of a can of nuts. Your Girl Scout(s) will get credit for the donation and GSGLA distributes the products to our community partners, such as military service members and families in need

To increase sales:

- Consider GOC as an additional product variety. It satisfies customers on a diet, with food restrictions, and any other reason why they don't want to buy a "real" can of nuts and still allows them to support the Girl Scout. 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 donations are tax-deductible; receipts can be provided to customers upon request.

IMPORTANT: No products are exchanged when participating in the GOC program. The money is noted as a GOC donation, and GSGLA will send the products to the GOC community partners

Can Juliettes earn proceeds and rewards?

Absolutely! Juliettes earn rewards and proceeds.

- Proceeds are 25% of nut and candy products and 20% of magazine and other Fall Product items.
- Juliette proceeds are held by the service unit and distribution is for all Juliettes in the service unit.
- The funds may be spent on approved Girl Scout program activities, including in the Girl Scout Shop (in person or online), for membership, program events, and camp events.
- Juliettes receive all individual rewards listed on the order cards in recognition for achieving their goals.
- 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 for a Girl Scout based on their sales. Funds do not belong to the individual Girl Scout and cannot be tracked or earmarked by Girl Scout.

Key players

There are several people who will make your Girl Scout's Fall Product Program participation a complete success:

- **Council**: Girl Scouts of Greater Los Angeles (GSLA) 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: _____

Contact Info: Phone: (_____) _____ Email: _____

Service Unit Treasurer: _____

Contact Info: 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.
- Do not take orders or make sales before the official start date.
- Set and work toward personal goals.
- Be identifiable as a Girl Scout (wear uniform or Girl Scout gear and membership pin).
- Share your goals with customers and explain how proceeds will be used (activities, Take Action projects, etc.).
- Encourage customers to support the Gift of Caring (GOC) donation program. It's a WIN-WIN-WIN!
- Participate in "lemonade stands" and residential walkabouts.

Service Unit Juliette Advisor/ Treasurer

- Train and support Juliettes and their families; provide materials and ongoing guidance.
- Help Juliettes set goals (do not set quotas).
- Encourage participation in online and in-person sales, including lemonade stands and walkabouts.
- Enter all orders and payments into M2OS by due dates.
- Regularly collect and deposit funds into the service unit account.
- Meet all deadlines set by the Service Unit Product Programs Chair and TFPC Guides.
- Track participation, product distribution, payments, and rewards.
- Maintain records of Juliette earnings and distribute funds for Girl Scout activities.

Parents/Caregivers

- Sign the *Fall Product-Cookie Program Parent/Guardian Permission Responsibility Agreement*
- Ensure no orders and sales occur before official start date.
- Help set realistic goals and determine order amounts.
- Support your Girl Scout's participation, both online and in person.
- Respect and support your Girl Scout's goals throughout the program.
- Manage and safeguard all product and money; ensure full payment by due dates.
- Collect and keep receipts for all product and payments.
- Follow all guidelines and deadlines.
- Coordinate with the Juliette Advisor for product pickup after delivery day.
- Keep the Juliette Advisor updated on inventory and submit any remaining funds.

Other Resources

- Fall Product Materials: Trophy Nut Order Card, M2 Online Flyer, and Family Letter (online only).
- *Troop Fall Product Program Guide*: ask your Juliette advisor for a copy or find it online at the GSGLA's Fall Product webpage: www.girlscoutsla.org/fallproduct.

When can I sell Girl Scout products?

- **Girl Scouts must practice good business ethics and only take orders during the program dates.** 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 nuts/magazines from me?"* or solicits for Gift of Caring donations before the product program start date.
 - If a potential customer responds prior to the start date with comments such as, *"Put me down for..."*, the appropriate response must be, *"Thank you for your pledge, I will contact you at the start of the program to take your order."*

Getting Started

Parent/Guardian Pre-Selling Checklist:

- ☐ Participating Girl Scouts must be registered with current membership and have a signed *Parent/Guardian Permission & Responsibility Agreement* turned in and on file with their Juliette Advisor (found online at www.girlscoutsla.org/fallproduct).
- ☐ Caregivers must have internet access and an email address to manage their Juliette's sales in M2OS.
- ☐ Complete training with your Juliette Advisor.
- ☐ Visit www.girlscoutsla.org/fallproduct for useful resources and program information. Contact your Juliette Advisor with any additional questions you may have.
- ☐ Review the [Safety Activity Checkpoints](#) guidelines on "Cookie and Product Programs".
- ☐ Check your email often throughout the program for important updates and critical date reminders from your SUFPC, Product Programs Manager (PPM), Juliette Advisor, and GSGLA.
- ☐ Help set their goal! Girl Scouts should set an individual goal since it will fund program activities.

Each registered Girl Scout participating in the program should receive these items from their Juliette Advisor:

- ☐ Trophy Nut Order Card
- ☐ Money Envelope
- ☐ M2 Online Flyer
- ☐ Family Letter (online only for printing)
- ☐ Door hangers and personalized business cards (available on M2OS for printing)

How do I take orders and collect payments?

Girl Scouts may take orders online via the M2OS system or use the paper order card to take orders and place their order through M2OS for pick-up.

Online

- Customers have two options to purchase products online:
 - Direct Ship where orders are placed online and the items are shipped directly to the customer for an additional fee.
 - Girl Delivery is where payments are made at the time of the order and the Girl Scout will contact the customer to arrange delivery of the product on a later date.

Paper Order Cards

- Girl Scouts can also use an order card to track sales and collect customer contact information.
- Parents/caregivers will enter the data from the paper card orders into M2OS at the end of the order taking period.
- Families can ask their Juliette Advisor to place an order of extra nut and candy product so your Girl Scout can sell at walkabouts or “lemonade stands.” This is optional but a great way to boost sales even further! The family is financially responsible for any products ordered for the Juliette.

Collecting Payments

- Balance for all nuts and candies is due shortly after the end of the sale.
 - All purchases done online (girl delivered or direct ship) through M2OS are collected from the customer at the time of purchase.
 - For the order card portion of the program, payment is collected **only when Girl Scouts deliver product**. Likewise, product should not be delivered without receiving payment in full. For Gift of Caring product orders, payment is accepted immediately.
 - Your Juliette Advisor will tell you when final funds are due.
- Families turn in order card funds to the Juliette Advisor promptly and frequently. Check in with your Juliette Advisor for their preferred schedule and the final date to submit any remaining monies.

How is money from product programs handled?

- Products ordered online for girl delivery or direct shipping have already been paid for and no money should be collected.
- For order card sales, count all money when collected and only accept checks from people you know and trust.
- Checks must be payable to your Service Unit. Ask your Juliette Advisor for the correct payee name.
 - Accept only preprinted checks with the issuer's address.
 - Write the issuer's phone number and driver's license number on the front of the check.
 - Include the Juliette's first name and last initial in the memo line.
 - GSGLA discourages accepting out-of-state checks.
- Do not accept \$50 or \$100 bills no matter how tempting it is to make a big sale. GSGLA does not take responsibility for counterfeit bills.
- Turn in money to your Juliette Advisor promptly and frequently, as communicated by your Juliette Advisor. Always obtain a receipt for any money submitted.

- Payment from customers and parents/caregivers via Paypal/Venmo/Zelle only is permitted when the funds go directly to the Service Unit's bank account.
- Families are responsible for any lost, stolen, or counterfeit money.

How do I set up my Girl Scout's M2OS Storefront?

On the first day of the program, visit the GSGLA website at www.girlscoutsla.org/fallproduct.

1. Click on the link provided (<http://www.gsnutsandmags.com/gsgla>). (Save this in your favorites!)
2. Register and create a **login/password** (or if you participated last year, click Login).
3. Create your personalized avatar.
4. Enter the **email addresses** of friends and family to invite them to shop at your storefront. Girl Scouts who have participated online in the past will have their customer emails in the system already.
5. Girl Scouts can log in and check their progress at any time, add more email addresses, view bounced emails, track sent emails, and see total sales to date.
6. Girl Scouts may earn the personalized avatar patch (see order card for details).

Online Safety

Being safe while using the M2OS platform is crucial to having a successful business online.

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 Fall Product 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.
- **M2OS**—the online sales platform that GSGLA offers to 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 and Internet Use Guidelines* and the *Internet Safety Pledge* in the *Safety Activity Checkpoints*. For additional resources, visit GSGLA's Safety While Girl Scouting page: <https://www.girlscoutsla.org/en/members/for-parents-families-caring-adults/safety-while-girl-scouting.html>.
- Girl Scouts or their family/friends may **NOT** engage in selling on the Internet outside of the M2OS platform. Selling Girl Scout cookies or nut products on eBay, Craigslist, Amazon, Facebook Marketplace, or any other online website/marketplace is **NOT** allowed.

How and where can I run my business?

Online/Digital and Order Card Sales

- Expand your customer base using the M2OS platform.
 - Send emails to customers and take orders through M2OS.
 - Share your campaign link on social media using the guidelines above.
 - Text family and friends with your storefront link.
- Girl Scouts should contact customers from last year's paper order card by making a friendly phone call.

- Try a Text-A-Thon to share your storefront links with friends and family so they know “*It’s Fall Product Time!*”
- As the program ends, remind customers that products are available for a limited time and make great gifts.

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 nut/candy products.

- Juliettes are allowed to go door-to-door in **residential areas only** with nuts/candy product in a wagon or cart anytime throughout the program. 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.**
- Girl Scouts are encouraged to decorate wagons to attract customers to purchase product.
- Juliettes must be accompanied by an adult at all times.
- Juliettes must be familiar with the neighborhoods where they sell.
- No door-to-door sales or walkabouts after dark.
- Never enter a customer's home or approach customers in vehicles.
- Juliettes should never give their last name, address, or personal phone number.
- Make sure the products are shaded from the elements (i.e., heat, rain, etc.). Consider using a rolling cooler on hot days to keep products from melting.

Lemonade Stands

A booth set up on the property where the Juliette or someone they 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.
- Lemonade stands 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 cooler on hot days to keep products from melting.
- Juliettes may **not** post the address of their lemonade/cookie stand on publicly viewed web sites, such as NextDoor.
- Girl Scouts are encouraged to decorate their lemonade stand to attract customers to purchase product.

When can the Juliettes pick up their nut and candy orders?

Communicate often and frequently with your Juliette Advisor.

- Your Juliette Advisor will notify you when the Fall Product nut and candies are available to be picked up. If you have not heard from your Juliette Advisor by the beginning of November, please reach out to them directly.
- Count each item before leaving your Juliette Advisor.
- Always sign a receipt and take a copy. You are financially responsible for each item of nuts and candies you sign for.
- Always keep your Fall Product in a cool place--do not store in the garage or leave in a car. If nuts and/or candies are damaged, melted, or stolen, you are still responsible for paying for them.
- Store nuts and candies away from pets, pests, and strong odors, such as cigarette smoke and pungent foods.

How do my customers receive their product?

- All direct-shipped orders will arrive based on shipping option chosen at the time of purchase. All girl delivery and paper order card orders will be delivered to the service unit on delivery day in mid-November. After receiving that product from your Juliette Advisor, your Juliette Girl Scout will contact the customer to arrange for delivery.

Can I exchange and return Fall Products?

- Fall nut products may not be exchanged or returned.
- If you receive any damaged product, that product may be exchanged for the same variety to replace it at a GSGLA service center/community center. Contact your Juliette Advisor if you encounter damaged items. **Remember, melted product is not considered damaged and is your financial responsibility.**

Stay within our council's borders

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 friends' nor extended family's workplaces are allowed (i.e., your aunt's workplace is NOT allowed).
- **"Lemonade Stands" and Walkabouts 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>.

Code of conduct

Girl Scouts and adults must adhere to all information contained in this *Juliette Guide* and all GSUSA and GSGLA rules when selling Girl Scout Fall Program 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 credit for product sold by the Juliette.
- Forfeiture of the Juliette's rewards.

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 Scout present.
- Girl Scouts selling or delivering products without adult supervision.
- Failure to pay for product and submit money as stated by GSGLA and/or your Juliette Advisor.

Key Dates

Early September	Plan a time to set goals with your Juliette Girl Scout(s) and review this guide regarding dates and parent/caregiver responsibilities. Double check that your Girl Scout(s) are registered for the 2026-2027 Girl Scout Year.
September 11	Juliette parents/caregivers must sign the <i>Parent/Caregiver Permission & Responsibility Agreement</i> and submit the form to the Juliette Advisor, so that the Juliette Advisor knows which Girl Scout(s) are participating.
September 25	Order taking begins. Parents/caregivers may receive an email to remind them to go to www.gsnutsandmags.com/gsgla to start their online sales campaign.
October 25	Orders due to the Juliette Advisor. Parents/caregivers enter paper orders in M2OS by 11:59 p.m. and turn in a copy of the order card to the Juliette Advisor. Last day for Girl Scouts to send 18+ valid emails through their storefront to be eligible for online-related rewards (includes online charm, avatar, and combo patches).
October 28	Last day for customers to place online orders (girl delivery) by 11:59 p.m.
November 13-15	Trophy Nut order delivery to service units and distribution to troops and Juliettes (dates/locations vary by SU).
November 14-22	Sales via residential walkabouts and “lemonade stands.” NO booths, walkabouts, or “lemonade stands” in commercial or non-residential areas.
November 22	Fall Product Program ends. Last day for customers to purchase online for shipment until 11:59 p.m.
November 23	Parents/caregivers ensure all outstanding monies have been turned into the Juliette Advisor.
December	Parents/caregivers can speak to the Juliette Advisor about ways a Girl Scout can use some of the funds earned to go towards their goals (programming, events, camp, community service, etc.)