

Important dates

Beginning of October

Receive your Juliette cookie packet, which includes this Juliette Cookie Guide, Parent/Guardian Permission Form, Cookie Order Card, Goal Getter Order Card, and Juliette Order Form. Parent/guardian will sign the Parent Permission Form and return forms to the Juliette Cookie Coordinator.

Set a cookie selling goal that you would like to reach and practice your selling techniques.

October 26, 2012

Cookie Program begins. Girl Scout Juliettes visit family, friends, neighbors and go door to door (with appropriate supervision) to take cookie orders. Make sure you have set your goal and communicate this to your customers. Money for cookies is not due until delivery.

November 14, 2012

Turn in initial cookie order card to Juliette Cookie Coordinator and continue to take orders using your Goal Getter Order Card.

Schedule your cookie pick-up with your Juliette Cookie Coordinator. When picking up cookies, remember to count, verify and sign for all cookies you receive.

Dec. 3-30, 2012

Deliver cookies to customers and collect payment. When delivering cookies do not forget to ask customers if they would like to order more.

Contact your Juliette Cookie Coordinator if you would like to participate in a booth sale.

December 18, 2012

Cookie money is due to council.

2012/13 Cookie Program Guide for Juliettes



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Frequently asked questions

How can my daughter sell cookies? All Girl Scouts, including Juliettes can take orders from family, friends, neighbors and go door to door in familiar neighborhoods (with proper parent supervision). Once her order is turned in to her Juliette Cookie Coordinator, she can continue to take orders using the Goal Getter Order Card. A Juliette can participate in booth and caravan sales. For this please contact your Juliette Cookie Coordinator to learn all of the details on how to take part.

How does my daughter earn GSHOM Credit for selling cookies? At the end of the cookie season, the amount GSHOM Credit earned is tallied based on the number of packages sold and is placed in her GSHOM Juliette account which is tracked through the retail store computer system.

What can the GSHOM Credit be used for? Your GSHOM Credit may be used for membership registration, council shop/trading post purchases, council sponsored programs and events, and day/resident camp programs.

Where can she sell cookies? A Juliette may sell cookies anywhere within her region/council boundaries. At no time will a street, address, neighborhood or area become the sole selling area of any Girl Scout.

Can cookies be returned? Any orders from the initial order card, once picked up and signed for may not be returned at any time. Juliettes may check-out cookies from a cookie cupboard for additional, booth or caravan sales. Contact your Juliette Cookie Coordinator for more details.

What is a Cookie Cupboard? A Cookie Cupboard is a location, many times a volunteer's home, where cookies are stored and checked out to troops, groups and Juliettes for additional, booth or caravan sales. Your Juliette Cookie Coordinator will know where your nearest Cookie Cupboard is located. Please respect hours of availability and rules set by the Cookie Cupboard Manager.

Can customers write checks for cookies? Yes, but please only accept checks from people you know. Make sure each check is completed with correct dollar amount in numerical and written form, check is written to GSHOM, signed and contains the phone number and imprinted name and address of the customer.

Can I sell cookies at my work or business? Although we encourage you to assist your Juliette, please do not sell for her. Your Juliette can visit your place of business for order taking, attach a note to her order card or perhaps set up a booth sale at your place of work. At no time should you have cookies available for sale to customers without a girl present—remember the Cookie Program is a girl-led activity.

What happens to the money? Funds earned from all cookie sales stay right here within GSHOM. A portion of the cookie funds are returned to the Juliette in the form of GSHOM Credit and rewards. The council portion is used to pay for cookie print materials, promotion, and payment to the baker. The remainder of the cookie money helps the council provide program for girls, training opportunities for adult volunteers, maintenance of council facilities and providing financial assistance for girls.

Support the U.S. Military with Girl Scout Treats from Home

Girl Scouts Heart of Michigan will team up with the public, in support of the U.S. Armed Forces. Donated cookies will be sent to the men and women of all branches of our military serving in the U.S. and abroad.

Troops and individual Girl Scouts are invited to help with Operation Treats for Military Troops activities and events. For details on how you can participate in this worthy effort, please contact your regional product program specialist.



May 2013

Safety comes first in Girl Scouting

Be sure girls understand and follow these safety rules:

- 1. Show you're a Girl Scout**—Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- 2. Buddy up**—Always use the buddy system. It's not just safe, it's more fun.
- 3. Be streetwise**—Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies.
- 4. Partner with adults**—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
- 5. 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 supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.
- 6. 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.
- 7. Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
- 8. Protect privacy**—Girls' names, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, re-order or give comments. Protect customer privacy by not sharing their information except for the product sale.
- 9. 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.
- 10. Be Net wise**—Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts cannot collect money online.

Source: Girl Scouts of the USA, www.girlscouts.org/cookies



Where to get help

Your Juliette coordinator is your first line of support for any questions or concerns you may have regarding the QSP/Nut program.

My Juliette Coordinator is _____

and can be reached at _____

If you are unable to reach your Juliette coordinator, you may contact your product program specialist at your local regional center.

Ann Arbor Regional Center—Amanda Kremer
1900 Manchester Rd., Ann Arbor, MI 48104
(734) 971-8800 or (800) 497-2688
akremer@gshom.org

Jackson Regional Center—Laurie Skrzynski
4403 Francis St., Jackson, MI 49203
(517) 784-8543 or (800) 497-2688
lskrzynski@gshom.org

Lansing Regional Center—Stacy Jenkins
1223 Turner St., Suite 200, Lansing, MI 48906
(517) 699-9400 or (800) 497-2688
sjenkins@gshom.org

Kalamazoo Regional Center—Shelly Claflin
601 W. Maple St., Kalamazoo, MI 49008
(269) 343-1516 or (800) 497-2688
sclaflin@gshom.org

Saginaw Regional Center—Ashley Kolka
5470 Davis Rd., Saginaw, MI 48604
(989) 799-9565 or (800) 497-2688
akolka@gshom.org

Why participate in the Cookie Program?

You know that Girl Scouting provides precious lifelong experiences and values that are important to girls. The Girl Scout Cookie Program is a key part of the Girl Scout experience.

Much more than a way to raise money, the cookie program is a hands-on leadership and entrepreneurial program. Girls learn from real-life experiences. These are skills that last far beyond the cookie season. Many successful businesswomen and community leaders say they got their start selling Girl Scout Cookies.

5 Skills for Girls

The Girl Scout Cookie Program helps a girl develop five key business and leadership skills that last a lifetime:

1. **Goal Setting**—as she sets cookie sales goals individually and with her team, creates a plan to reach them, and develops Cooperation and Team Building skills all along the way.
2. **Decision-Making**—as she helps decide how her team will spend their cookie money, furthering Critical Thinking and Problem Solving Skills that will help her throughout life.
3. **Money Management**—as she takes cookie orders, handles customers' money and gains valuable and Practical Life Skills around financial literacy.
4. **People Skills**—as she learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop Healthy Relationship and Conflict Resolution skills she can use throughout her life.
5. **Business Ethics**—as she is honest and responsible at every step of the cookie sale. Her business ethics here reinforce the Positive Values she is developing as a Girl Scout.

With these skills your Girl Scout will realize her full potential and become a strong, confident, and resourceful citizen.

Of course, the cookie program funds your Girl Scout activities. It also helps support Girl Scouts Heart of Michigan and its special programs and facilities that benefit area girls, including:

- Financial assistance for membership registration, council programs, and camp.
- Reduced event and camp fees for all members.
- Maintenance and operation costs of camp/program facilities and service centers.
- Outreach programs.

As you can see, the revenue is used to benefit girls. When you support Girl Scouts, you're truly helping girls build courage, confidence, and character. When families are involved, girls succeed!

Gift of Caring program

Juliettes are encouraged to participate in the Gift of Caring cookie donation program. When taking orders ask customers if they would like to purchase additional packages of cookies to be donated to the Gift of Caring program. You may choose a local organization to receive your Gift of Caring cookies; military bases, VFW's, food banks, domestic shelters, fire/police stations are all really great places to donate your cookies. Customers pay for cookies just as if purchasing them. You pull the amount of cookies that were purchased and add them to the Gift of Caring (GOC) and arrange for delivery to your chosen organization.

Money matters

- Girl Scouts collect \$3.50 for every package sold.
- Customers should make checks payable to GSHOM.
- Personal checks must have the customer's name and phone number on the check.
- The entire council payment (\$3.50 per package) and the white copy of the "Bank by Mail" voucher must be sent to your local regional center by the payment due date. Cash and personal checks (made payable to GSHOM) will be accepted from Juliettes as payment for cookies sold.

If a Juliette fails to turn in money on time, the parent/guardian will be contacted immediately. In case of a delinquent account, an Outstanding Money Report will be filed at the council. Girl Scouts Heart of Michigan reserves the right to pursue collection and/or prosecute to the fullest extent allowable under the law. Situations involving large amounts of delinquent money or product may require that a police report be filed, resulting in an investigation.

Parent information

You can help your daughter become a person of courage, confidence and character who makes the world a better place:

- Help your Girl Scout set personal goals and practice her sales approach.
- Ask your Girl Scout to describe how she wants to use her GSHOM Credit.
- Accompany your Girl Scout on door-to-door sales.
- Bring your Girl Scout to your workplace to take orders and deliver.
- Help your Girl Scout make a telephone list of family and friends she can call.
- Volunteer to help at her booth sales.
- Pick up the cookies on time so she can begin delivery as soon as possible.
- Help your Girl Scout count money at delivery and turn in to the council on time.
- Encourage your Girl Scout to write thank you notes and attach them to the cookie boxes.

NEW! Girls can choose between Camp Credit and Cookie Cash. Girls must choose the same, Camp Credit or Cookie Cash, at every reward level.

Cookie Cash

- Is accepted at all GSHOM regional centers and camps.
- Can be redeemed for Girl Scouts Heart of Michigan:
 - Day Camps and Resident Camps
 - Program Events
 - Shop Merchandise
 - Membership Dues
 - Approved Girl Scout Silver and Gold Award Projects
- Must be submitted at the time of purchase or payment.
- Expires one year from the date issued.
- Cannot be redeemed for cash.
- Cannot be replaced for any reason (lost, stolen, damaged, etc.)

Camp Credit

- Can be redeemed for any program/camp listed in the Girl's Guide to Summer.
- Must be submitted at the time of registration.
- Expires September 30, 2013.
- Cannot be redeemed for cash.
- Cannot be replaced for any reason (lost, stolen, damaged, etc.)

GSHOM Credit

Juliettes earn GSHOM Credit by participating in GSHOM product sales programs. GSHOM Credit is held in an account that can be accessed at any GSHOM regional center. GSHOM Credit may not be transferred to another Juliette Girl Scout's account nor redeemed for cash.

GSHOM Credit may be used for Girl Scouts Heart of Michigan:

- Day Camps and Resident Camps
- Program Events
- Shop Merchandise
- Membership Dues

A Juliette's GSHOM Credit will be available for her use until she turns 18 years of age or allows her membership to lapse for more than one year. All Juliettes wishing to access their funds must be currently registered.

Top 10 Selling Strategies

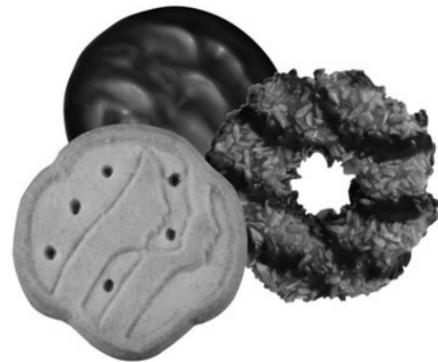
In the same way, when you know what Girl Scout cookie customers like, you can sell more cookies. Check out these Top 10 Cookie Customer Facts. How can you use one, two or more?

If you know...	Then you might...
FACT 1: The number one reason people don't buy Girl Scout cookies? They were never asked!	Set up booths in places where lots of people go, like groceries, malls, sporting events.
FACT 2: Customers buy cookies because they love the taste.	Open one box (you'll have to pay for that one) and break cookies into small samples on a nice plate. No one can resist!
FACT 3: Customers are eager for their favorites because they can only buy Girl Scout cookies once a year	<ul style="list-style-type: none"> • Ask people to buy a whole case so they have enough for the whole year. • Give away a large zip-top freezer bag with large purchases. Cookies freeze great!
FACT 4: Customers buy cookies because they want to support Girl Scouting.	<ul style="list-style-type: none"> • Always tell your customers about your goals. Hang up signs or wear a goal T-shirt.
FACT 5: Customers like to order cookies from home.	<p>Have a Cookie Walkabout</p> <ul style="list-style-type: none"> • Teams sell door-to-door in an assigned area. • Afterward, gather for a celebration. • Just for fun, award prizes in categories such as most energy, most cookies sold, best decorated cookie car, etc.
FACT 6: Girl Scout cookie customers usually buy every year.	Save your order card for next year so you can return to your customers and ask them again.
FACT 7: When customers are asked multiple times, they buy multiple boxes.	Ask, ask, and ask again. When you deliver cookies, ask customers if they would like to buy more than they ordered.
FACT 8: Customers sometimes buy fewer cookies because of diet issues.	Create a Gift of Caring program. Customers buy cookies that you deliver to a charity or community group. Make booth signs that tell customers about this choice. Create a drop box so customers can see the donated cookies stacking up!
FACT 9: Customers buy more when you suggest they buy more.	With pretty ribbon, tie up three packages to create bundles such as "Chocolate Lovers Pack" or "Classic Bundle." It's fun to give away free hand-made gift cards too.
FACT 10: Customers want to know they are getting a good deal.	Print out recipes and offer one free when they buy more than one package.

Cookies: \$3.50 package

- Thin Mints
- Samoas
- Tagalongs
- Trefoils
- Do-Si-Dos
- Dulce de Leche
- Thank U Berry Munch
- Savannah Smiles

How the cookie crumbles



Troop Proceeds	15%
Cost of Cookies	26%
Cost of Cookie Sale Support	4%
Girl Rewards	4%
Troop Multi-program Bonus	1%
Council-sponsored program, events, properties, training and other support	50%

We have the cookies customers look forward to every year!

Girl Scout Cookies are \$3.50 per package.

What can Juliettes earn?

- You will earn fabulous Rewards and Cookie Cash or Camp Credit.
- You will earn GSHOM credit based on the tiered program rate below:
 - 1-174 packages sold earns \$10 GSHOM Credit for every 25 packages
 - 175+ packages sold earns \$15 GSHOM Credit for every 25 packages

Girl Scouts who sell 500+ packages of cookies will be invited to attend a 500+ Club event and girls selling 1000+ packages of cookies will be invited to attend the 1000+ Club event. These events will occur during the summer of 2013.

Girl Scout Juliettes selling 150+ packages of cookies will earn the “LOVE” T-shirt.

Girl Rewards: See cookie order card for pictures

Packages Sold	Rewards Earned (All Rewards are Cumulative)
1+	Participation Certificate
25+	Theme Patch
60+	Retro Wristband \$5 Cookie Cash or \$7 Camp Credit
100+	World Wonders Water Bottle \$5 Cookie Cash or \$7 Camp Credit
150+	Crazy Daisy Case and 150+ Goal Achiever patch \$5 Cookie Cash or \$7 Camp Credit
200+	Flower Power Volleyball \$5 Cookie Cash or \$7 Camp Credit
250+	Design a Sign—Door Name Sign and Forever Flowers Room Pockets \$5 Cookie Cash or \$7 Camp Credit
300+	Flower Power Wristlet and Flip Flop Pouch \$5 Cookie Cash or \$7 Camp Credit
400+	Secret Pocket Pillow \$10 Cookie Cash or \$15 Camp Credit
500+	Purple Power Blanket with Carry Wrap 500+ Club Event \$10 Cookie Cash or \$15 Camp Credit
600+	Designer Daisy Satchel \$10 Cookie Cash or \$15 Camp Credit
750+	Karaoke Machine or Family Event at Binder Park Zoo or Splash Universe \$15 Cookie Cash or \$25 Camp Credit
1000+	Pearl Pendant or Digital Camera 1000+ Club Detroit Experience \$25 Cookie Cash or \$40 Camp Credit
1250+	Guitar or eReader \$25 Cookie Cash or \$40 Camp Credit
1500+	iPod Touch or Bike \$25 Cookie Cash \$40 Camp Credit
2500+	One week GSHOM Resident Camp (up to \$270 value) \$125 Cookie Cash or \$200 Camp Credit
5000+	iPad \$250 Cookie Cash or \$400 Camp Credit
5+ pks. donated	Gift of Caring Patch
100+ to 1000+	Bar Patches—One earned at highest level sold.