



# Juliette Guide to Product Programs

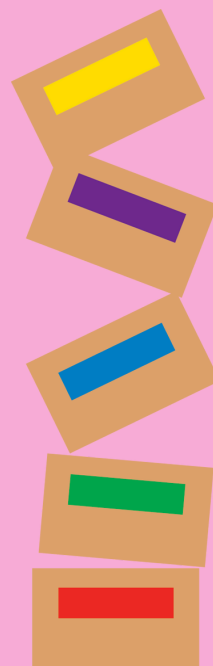
**Are you a Juliette who wants to participate in our Product Programs? We have options for you!**



In the fall we offer Treats & Keeps - your Girl Scout can learn entrepreneurial skills while selling treats, magazines, and gifts just in time for the holidays!



In January our Girl Scout Cookie Program begins, where girls learn and practice their entrepreneurship skills individually and collaboratively by participating in cookie sales.



**To many, entrepreneurship is synonymous with start-ups or capital ventures. But at Girl Scouts, we know that entrepreneurial innovation can also be used to solve social problems and make the world a better place.**





# How the FUNding works!



Juliette Girl Scouts can participate in both programs to earn GSGATL Juliette Program Credits which can be used toward their Girl Scout Experiences. Credits earned through the Product Programs can offset the cost of Girl Scout activities (and relieve families of this obligation, too).



As per IRS regulation, a Juliette Girl Scout cannot receive dollar-for-dollar proceeds from money-earning activities. She is allowed to earn Program Credits for her participation. Program Credits are in addition to any earned rewards through the program.



All funds from our product programs are held in a custodial account at council. These funds are used yearly to cover the cost of:

- Juliette Exclusive Events
- Curriculum Kits
- Programming Credits
- Virtual Programming
- Juliette Scholarships
- Parental Support





# Girl Scout Entrepreneurial Program



## Money Management



## People Skills



## Goal Setting



## Marketing



## Business Ethics

## What is the goal of our Entrepreneurship Program?

As the largest girl-led entrepreneurial program in the world, the Girl Scout Fall Product Program and the Girl Scout Cookie Program are foundational experiences during which girls learn to think like entrepreneurs and develop vital business skills.



Girl Scouts learn how to set goals and create a plan to reach them. Girl Scouts learn to act ethically, both in business and in life.

Girl Scouts learn how to create a budget and handle money.










Girl Scouts learn to make decisions on their own and as a team. Girl Scouts find their voice and build confidence through customer interactions.



# Juliette Program Credits

## Juliette Program Credit Guidelines

-  Juliettes earn program credits by participating in product programs.
-  Program credits expire September 30th of the next membership year.
-  Credits cannot be used towards adult or leader costs.
-  Once expired, credits are no longer available to the Girl Scout.
-  Juliette programming credits are good until they expire, even if the girl transfers into a troop.
-  The programming credits are not transferrable as cash to a troop account.
-  You must use the Juliette programming credit form to redeem credits.

## Credit Redemption

### **You can redeem your credits for these programs:**

- High Awards Funding
- GSGATL Event registration, including camps
- Badge & Sash gift certificates, in \$25 increments
- GSUSA Destinations
- Service Unit Events





# Fall Product Program Credits

During our fall product program, each Juliette Girl Scout who sells at least one product will receive a \$25 credit. Our top seller(s) will receive their choice of additional program credits or a top prize.

## Cookie Program Credits

During our Cookie Program, credits are earned on a tiered basis and awarded based on the chart below. These credits are in addition to any prize level earned through the Cookie Program. Prize alternatives are determined each year during the program.

### # of Boxes Sold

1 - 249

250-499

500-749

750-999

1000-1299

1300+

### Program Credits Earned

\$25

\$50

\$75

\$125

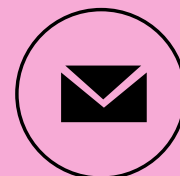
\$175 or prize

\$225 or prize



# How do I get started?

- Register your Girl Scout as a Juliette for the current membership year.
- Be on the lookout for an email announcing our product training meeting, typically held in September and December.
- Don't receive Juliette program emails? Contact our Juliette Coordinator to make sure you are on our distribution list. [Juliettes@gsgatl.org](mailto:Juliettes@gsgatl.org)
- Missed our training session? Not to worry, our Juliette Coordinator can send you a recording and help assist with your participation. They are also happy to schedule a one-on-one meeting to address any of your needs.



## Weblink Resources:

[Register as a Juliette](#)

[Browse our Juliette Handbook](#)

[Access GSGATL's Calendar of Events](#)

## Juliette Coordinator

Eliza Clark

[Juliettes@gsgatl.org](mailto:Juliettes@gsgatl.org)

[Eclark@gsgatl.org](mailto:Eclark@gsgatl.org)

404-998-1448 (c)