

Girl Scout Cookie Program®

# Family Guide

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# Timeline

<b>Date</b>	<b>Activity</b>
January	Service Units and Troops hold Cookie Kickoffs
January 6	Digital Cookie opens (so parents and girls have time to register before the program begins)
January 8	Cookie order taking starts and Cookie Paloozas begin
January 29	Troop t-shirt size selections due
February 5	Initial Order taking ends
February 6	Goal Getter orders begin
February 8	Troop Initial Order and rewards due in eBudde (system will lock at 11:58 p.m.)
February 10	Service Units to verify and submit Initial Orders and rewards to Council (system will lock at 11:58 p.m.)
February 26 through March 6	Troops deliver Initial Orders, Goal Getter Orders and Deliver by Girl Orders from Digital Cookie
March 1 through April 11	Girl payments due to Troop Cookie Chair (please turn in frequently)
April 11	Last day for Booth Sales to count toward final rewards; Cookie Cupboards and Digital Cookie close
April 12	Final Initial Order Payments and Booth Sale payment due to Council; Delinquent Forms for Initial Sale submitted
April 14	Service Unit verifies girl reward orders for Troops and enters delivery information into eBudde (Please click and confirm address)
April 18	Last day to hold Booth Sales to count toward Council payment
April 20	Cookie Sale ends
April 30	Additional from sales after Initial Order due to Council; Delinquent Forms due
Late May	Rewards are delivered to Service Unit Chairs
Late June	M2 Crossover Patches will be shipped
Within 10 days	Rewards shortages must be resolved within 10 days of shipment receipt date by Service Unit Chairs (Rewards cannot be guaranteed after this point)

Girl Scout Cookies®

# Build Skills

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You know that Girl Scouting provides your girl with precious lifelong **experiences and values that are important** to your family. As the largest girl-run business in the country, the Girl Scout Cookie Program is a key part of her experience. Much more than a fundraiser, it's a unique, hands-on way for girls to develop essential skills that will help them **grow into leaders** in all aspects of life. Many successful businesswomen and community leaders say they got their start selling Girl Scout Cookies.

Of course, the Cookie Program funds your girl's program activities. And it helps support your local Girl Scout council and its special programs and facilities that benefit other area girls. All proceeds stay in the local community.

Best of all, girls love the Cookie Program and look forward to it each year. They enjoy the fun activities, exciting opportunities...and the chance to take charge!

**See how the cookies relate to the real world and most of all, enjoy the Cookie Season with your Girl Scout!**



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# Why Participate

## in the Girl Scout Cookie Program®?

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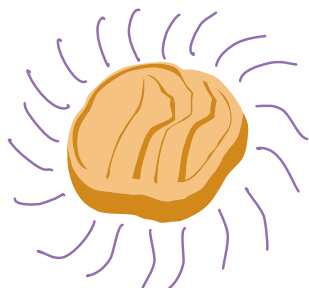


What are your hopes for your Girl Scout? Certainly, you want her to make good decisions. Know how to manage money. And how to set and reach goals, like attending college. The Girl Scout Cookie Program helps her succeed today and prepares her for future success. There's a good reason it's a beloved family tradition.

- 1. Goal Setting:** Girls set cookie sales goals individually and with their team, create a plan to reach them, and develop cooperation and team-building skills all along the way!
- 2. Decision Making:** Girls help decide how the team will spend their cookie money, furthering their critical-thinking and problem-solving skills.
- 3. Money Management:** Girls take cookie orders, handle customers' money and gain practical life skills in financial literacy.
- 4. People Skills:** Girls learn how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help them develop healthy relationship and conflict-resolution skills they can use throughout their lives.
- 5. Business Ethics:** Girls are honest and responsible at every step of the cookie sale. Their business ethics here reinforce the positive values they are developing as a Girl Scout.

To learn more about the Girl Scout Leadership Experience, visit [girlscouts.org/gsle](http://girlscouts.org/gsle).

For more information on the Girl Scout Cookie Program, visit [girlscouts.org/cookies](http://girlscouts.org/cookies).



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# Top 5 Ways Families Can Support Girls

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## Help her sell online

Hosted by Girl Scouts of the USA, Digital Cookie® enables girls to set up their own personalized sales pages, take credit card payments and ship cookies directly to their customers.

With Cookie Club™, girls use email to ask customers to place online orders—plus they set goals and track their progress.

Check with your cookie volunteer to see which online selling tools your council is using.

## Encourage goal setting

Goal setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her group's goals and help her set personal goals.
- Help her complete the order card section that explains her group's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.
- Guide her to set practical and useful goals about what she wants to learn and earn.

## Support her sales

She needs you to be on her side as she develops the confidence to ask people for orders.

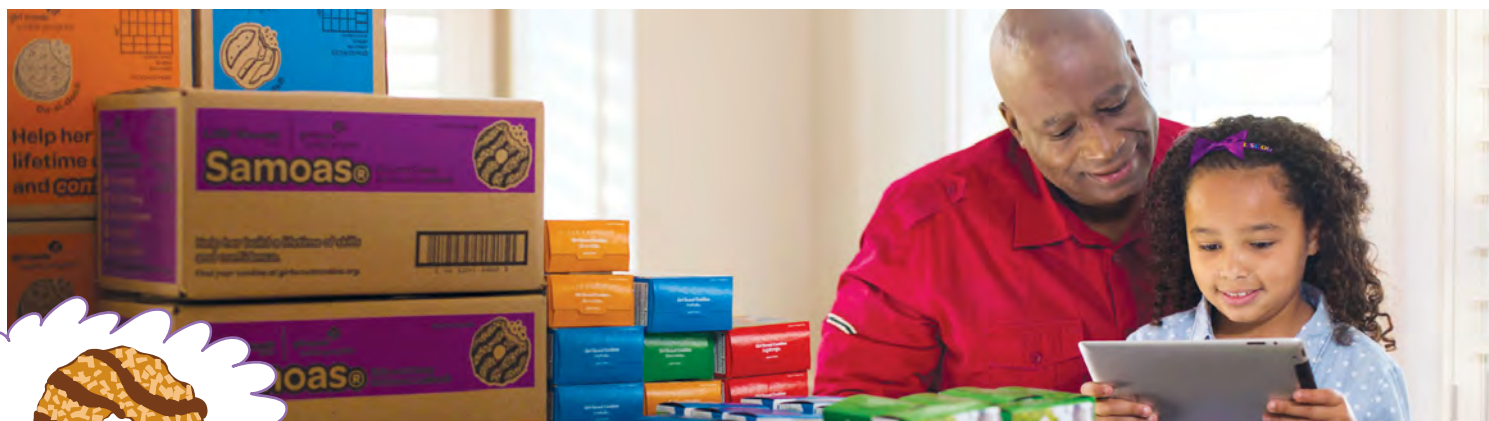
- Ask her questions and help her practice her sales message.
- Help her take orders or arrange booth site sales at work, places of worship or other locations frequented by people who love Girl Scout Cookies.
- Go with her to sell and deliver cookies.
- Help her network with family and friends, but let her do the "ask" so she can learn important business skills. Share email addresses of family and friends for online orders.

## Volunteer

Her group needs help chaperoning booth sales, picking up cookies and more.

## Practice safety

Help your girl understand the Girl Scout safety rules, found at [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies).



# Girl Scout Safety Rules



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- **Show you're a Girl Scout**—Wear a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.
- **Use the buddy system**—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 products. Contact your local police department if you're unsure about an area or neighborhood.
- **Partner with adults**—If you are a Girl Scout Daisy, Brownie or Junior, you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior or Ambassador, you must "buddy up" when selling door to door. Adults must be present at all time during cookie booth sales.
- **Plan ahead**—Be prepared for emergencies, and always have a plan for safeguarding money.
- **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 (except at designated drive-thru cookie booths) or going into alleys.
- **Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
- **Protect privacy**—Never give your name, home address or email address to customers. Protect customer privacy by not sharing their information, except as necessary for the product sale.
- **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 web wise**—In order to participate in any online activities, you must have your parent's/guardian's permission, and you must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie®, you must read and abide by the Girl Scout Digital Cookie Pledge, and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



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# Booth Sales

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## Tips for a Successful Booth Sale

- **Encourage girls to share their goals with customers.** They love to know how girls are investing their proceeds, so encourage girls to make posters, banners or t-shirts to spread the word.
- **Give away bite-sized samples.** Give customers a taste of something they love or something they've never tried before! Keep the variety's nutrition label in full view in case a customer has food sensitivity.
- **Offer a Girl Scouts Gift of Caring option.** During Booth Sales, ask customers to donate cookies to this worthy cause. Promote with posters, t-shirts and a special box (or wagon) for donated cookies.
- **Hand out recipe cards.** Encourage customers to stock up and make recipes featuring their favorite Girl Scout Cookies®. Find recipes at [www.littlebrownie.com](http://www.littlebrownie.com) and [www.girlscouts.org](http://www.girlscouts.org).
- **Bundle up.** Combine cookie varieties into bundles with a ribbon and handmade card.

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# Digital Cookie

## General Digital Cookie Information

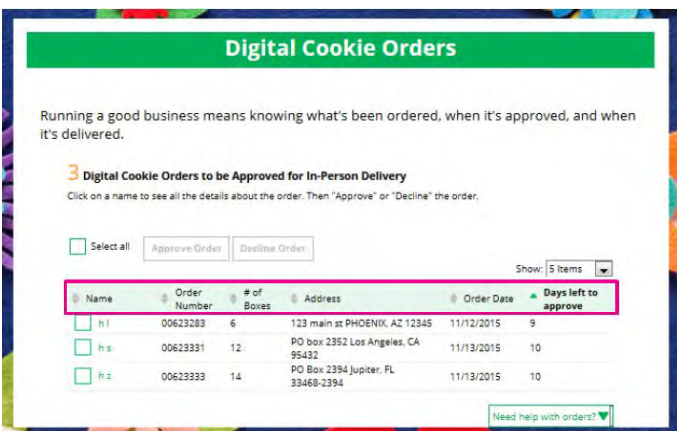
Digital Cookie™ is our easy-to-use, online sales platform where your cookie boss can add online and mobile channels to reach more cookie fans than she ever imagined! Girls will create their own personalized storefront and market everyone's favorite sweet treats to customers all around the country from the comfort of her home.

Here are 4 easy steps to jump into the fun, and slay those cookie sale goals like a true cookie boss!

<p><b>1 Register</b></p> <p>To sign up to use the Digital Cookie™ platform, just keep an eye out for a registration email coming to you a few weeks before cookie season starts.</p> 	<p><b>2 Set Up Your Site</b></p> <p>In just a few minutes, you can set up your sale goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!</p> 	<p><b>3 Invite Customers</b></p> <p>Manage your cookie customer list and easily send ready-to-use emails inviting people to support your sale. You can also promote your personalized cookie site link on Facebook with friends and family.</p> 	<p><b>4 Track Your Goal</b></p> <p>See how close you are to reaching your goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety. You can even include offline sales to see your total progress—yum!</p> 
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## Girl Delivery Option

Customers have the option of choosing Girl Delivery as a delivery option from January 8 to February 5 when purchasing cookies from your girl's storefront. Parents will need to approve or deny all orders with this delivery option chosen, as your girl will be delivering the cookies in person. After February 5, delivery options will change to ship or donation only. Parents add total Girl Delivery orders to girl's order card.



**Digital Cookie Orders**

Running a good business means knowing what's been ordered, when it's approved, and when it's delivered.

**3 Digital Cookie Orders to be Approved for In-Person Delivery**

Click on a name to see all the details about the order. Then "Approve" or "Decline" the order.

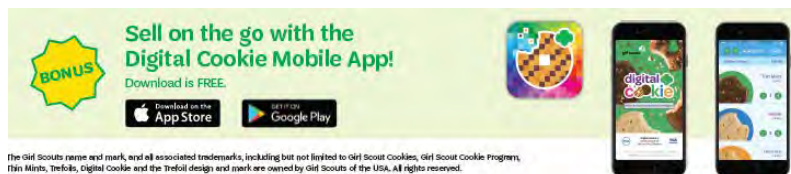
Select all

Show: 5 Items

Name	Order Number	# of Boxes	Address	Order Date	Days left to approve
<input type="checkbox"/> h i	00623283	6	123 main st PHOENIX, AZ 12345	11/12/2015	9
<input type="checkbox"/> h s	00623331	12	PO box 2352 Los Angeles, CA 95432	11/13/2015	10
<input type="checkbox"/> h z	00623333	14	PO Box 2394 Jupiter, FL 33468-2394	11/13/2015	10

## Digital Cookie Mobile App

You'll need a Digital Cookie platform login to set up and use the Digital Cookie mobile app. Don't have a Digital Cookie account yet? Register at [digitalcookie.girlscouts.org/login](http://digitalcookie.girlscouts.org/login).



**BONUS** Sell on the go with the Digital Cookie Mobile App! Download is FREE.

Download on the App Store | GET IT ON Google Play

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## Additional Information

Receive email from 'Girl Scout Cookie Program' [email@email.girlscouts.org](mailto:email@email.girlscouts.org) near 1/6.

- The link in the email is unique to each girl/parent. Please do not forward the email to others.
  - Click the link, create a password, and complete registration.

## Girls Under 13

- Visit the dashboard page of the girl's Digital Cookie site
- Parents must approve the site to be published prior to marketing emails sent to customers

## Girls 13 and Over

During the registration process, the parent will be asked to enter an email address which must be different than the parent's email address so that the Girl Scout can manage her own sale. We recommend NOT using a girl's school email address, as schools frequently block outside email addresses.

- Girl will receive a registration email to create her own Digital Cookie storefront
- Parent must approve site to be published prior to girl sending marketing emails to customers

*NOTE: Parents can toggle between their Girl Scouts' Digital Cookie sites by using the Select a Role drop down menu in the upper-right hand corner of the dashboard page.*



# Cookie Time is Family Time

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## Share the adventure of cookie season.

### Here are some tips for getting the whole family involved:

- ♥ Have a Girl Scout cookie **craft night** and work on some fun girl activities. A younger brother or sister may also want to get in on the fun.
- ♥ Siblings and friends might form a **“brigade” to bring in the cookies** from the car.
- ♥ Your family may post a **goal tracker** in a central place so everyone can see how sales are stacking up. Praise her often!
- ♥ Grandparents and extended family may **spread the word** it’s Cookie Season to their friends, expanding her immediate circle of contacts.
- ♥ She might set up a **cookie booth in the front yard** and invite family to help.
- ♥ Plan to **celebrate** when she reaches her goals—it’s an important last step in learning the rewards of goal-setting.
- ♥ When she brings home the patches that she earned while selling cookies, **help her** iron them on her uniform following iron-on instructions
- ♥ Host a Cookie House Party and sell whole cases of Girl Scout Cookies®. Ask your council volunteer how you can get started, or go to **LittleBrownieBakers.com**.



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# Rewards

2021  
Girl Scouts of Black Diamond  
**GIRL REWARDS**

MY PERSONAL GOAL: \_\_\_\_\_ PKGS



Theme Patch  
12+ packages



Glow in the Dark  
Cable Horse  
25+ packages



Reversible  
Necklace  
60+ packages



No-Show Socks  
110+ packages



Ice Cream Bowls  
160+ packages



Samoas  
Phone Chair  
210+ packages



Horse Plush  
260+ packages



Glow in the Dark  
Canteen  
300+ packages



Fleece Bag  
400+ packages



Pocket Pillow  
500+ packages

500+  
1000+

500+ - 1000+ Bar Patch  
Bars are awarded at the  
highest level achieved



Glow in the Dark  
Blanket  
650+ packages



Backpack Purse and Journal with  
pouch OR Mess Kit and Camp Stool  
850+ packages

**INITIAL ORDER REWARDS**

Girls who reach 200+ packages in their initial Cookie Order will receive the Cookie CEO Patch

Girls who reach 300+ packages in their initial Cookie Order will receive the Cooling Fabric Bandana

**DIGITAL COOKIE REWARDS**

Cookie Techie Patch  
Send 15 emails through Digital Cookie

Fashion Beanie  
50+ packages  
Digital Cookie

Sit Upon  
100+ packages  
Digital Cookie

**TROOP REWARDS**

Troops with a per girl average of 185 packages or higher will receive a T-Shirt for each girl selling plus one adult volunteer

**GIFT OF CARING REWARDS**

Gift of Caring Patch with 12+ donated packages

Horse Mirror with 50+ donated packages

**PATCH ROCKERS**

Earn both to build a horse fence.

All Girls who sell at least 12 packages during the goal getter time frame (From the end of pre-sale till cookies come in) will get a Goal Getter patch.

**CROSSOVER**

Earned by girls who participate in the Fall and Spring Programs. Sell 250+ boxes and send 15 emails in the fall product program.

**1000 AND ABOVE REWARDS LEVELS ARE NOT CUMULATIVE**

**PICK ONE PACKAGE AT THE HIGHEST LEVEL**

<p><b>1000+ packages</b></p> <p>\$100 American Girl Gift Card OR \$100 Converse Gift Code OR Kindle Fire and Case OR \$100 Black Diamond Dollars</p>	<p><b>1500+ packages</b></p> <p>AG 2021 Doll of the Year OR \$150 Converse Gift Code OR Kindle Fire, case and \$50 Amazon Gift Card or \$150 Black Diamond Dollars</p>	<p><b>2000+ packages</b></p> <p>AG 2021 Doll of the Year and \$75 GC OR \$200 Converse Gift Code OR Kindle Fire, Case and Premium Wireless Headphones OR \$200 Black Diamond Dollars</p>	<p><b>2500+ packages</b></p> <p>AG 2021 Doll of the Year, one additional doll and \$25 GC OR \$250 Converse Gift Code OR Kindle Fire, Case, Premium Wireless Headphones and \$50 Amazon Gift Card OR \$250 Black Diamond Dollars</p>
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Check out the online Unboxing Videos to learn more about select rewards from this order card.

Open the camera on your smart phone or tablet, and hold over the QR code OR visit [gscoco.de/2021rewards](http://gscoco.de/2021rewards)

Council reserves the right to replace an item with one of equal or higher value. Make/Model/Color may vary.



Useful

# Notes

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