2020 Girl Scout Cookie Program

Family Guide

Don't just fly... SOAR

My Troop Cookie Coordinator (TCC)

Name:

Address:

Phone:

Email:
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!

**Contacts**

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*Spanish language materials available upon request.*

For product inquiries or concerns call 1-800-962-1718.

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Welcome to the Girl Scout Cookie Program, the largest girl-led entrepreneurial program in the world!

The Girl Scout Cookie Program has been in place for more than 100 years! That’s a remarkable history, and it points to a bright future for your Girl Scout—one you both can look forward to.

Your Girl Scout will have the opportunity to take the lead in running her own cookie business and realizing her own goals. She’ll gain skills and confidence—and do all kinds of extraordinary things—and you’ll be able to support her every step of the way.

Enjoy this year’s cookie season, and thank you for encouraging your girl to join in the fun!

Cookie Entrepreneur Family Pin

The NEW Cookie Entrepreneur Family pin collection enables girls and their families to learn to think like entrepreneurs as they participate in the Girl Scout Cookie Program.

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate.

Learn more about this pin collection at girlscoutcookies.org/entrepreneurfamily.

Cookie Calendar

January 4
Council Cookie Rally—Virginia Air and Space Center

January 4
Program Begins

January 19
Girl Orders do to Troop Cookie Coordinator

February 15
Cookie Pickup Day

February 12/13
Cookie Cupboards Open

February 16
Booth Sales Begin

February 28–March 1
National Girl Scout Cookie Weekend

March 22
Program Ends

March 23
Final Girl Paperwork and Payments Due to Troop

April-May
Super Seller Selection and Top Seller Events

May
Distribution of Rewards
Gift of Caring

For many years, Girl Scouts across the country have used Girl Scout Cookies to show their appreciation to men and women in uniform or to support those in need. Girls choose an organization they want to benefit and give customers the opportunity to purchase cookies as a donation.

For various reasons, some customers do not want to buy cookies for themselves. With Gift of Caring, they have a chance to give to others while supporting Girl Scouting at the same time.

Our Council is proud to announce that for the 2020 Girl Scout Cookie Program, the USO of Hampton Roads and Central Virginia is our Gift of Caring agency. Cookies will be delivered to the USO who will then distribute the cookies to active duty or veterans of our armed services.

In 2019, we donated over 32,000 boxes of cookies!

2020 Cookie Pro Contest

Who is eligible to participate? Registered Girl Scout Cookie Program participants who are selling cookies during the 2020 season.

When can girls enter? February 1–March 31, 2020

How do girls participate? By submitting a completed entry at girlscouts.org/cookiepro, which will include answering a set of required questions and uploading a personal photo.

What will girls win? 24 girls nationwide—4 per Girl Scout grade level—will win an exciting trip to sunny Orlando, FL for the Cookie Entrepreneur Experience of a lifetime at G.I.R.L. 2020! The 24 lucky winners will get an opportunity to:

- Travel to sunny Florida for an epic Cookie Entrepreneur Experience with their caregiver.
- Enjoy full VIP access to all G.I.R.L. 2020 activities.
- Have breakfast with GSUSA CEO and Council CEOs.
- Embark on epic adventures at a local amusement park.
- Attend a Girl Scout alums coaching session to build entrepreneurial skills.
- Get recognized on the EXPO Hall main stage and through a featured story at the Entrepreneurship Pavilion.
**BASIC TOOLS for Budding Girl Scout Cookie™ Entrepreneurs**

**Order Cards**
Girls can start by asking neighbors, friends and family members to place orders for cookies. They write their orders on the paper order card.

**Digital Cookie®**
On this online selling platform, girls can personalize their Digital Cookie site and send emails to invite friends and family to buy cookies with the option of getting in-person delivery or direct shipment to their home.

**Council Website**
Visit our site to find procedures, forms, manuals, and other helpful information. gscoc.org/en/cookies/about-girl-scout-cookies.html

**Door-to-Door**
Encourage girls to spread the Girl Scout Cookie love to their entire neighborhood. Take orders, or load packages into a wagon or car and leave no doorbell unrung!

**Workplace Sales**
Girls can either make sales pitches to local businesses or go with a parent to their workplace to take orders.

**Social Media**
For Girl Scout entrepreneurs 13 and older,* social media is a great way to spread the word about their cookie sales.

* For additional details please review the detailed social media safety guidelines on page 8.

**Restock Throughout the Season**
Ordering packages for booth sales isn't an exact science, but here are average sales per cookie variety, so you can get an idea of how many you should order.

- 25%
- 22%
- 14%
- 12%
- 11%
- 9%
- 6%
- 3%
Safety Tips

Be sure girls understand and follow these safety rules:

- **Show you’re a Girl Scout**—Wear the Girl Scout uniform or other clothing to identify yourself as a Girl Scout.

- **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®.

- **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 times during booth sales.

- **Plan ahead**—Always have a plan for safeguarding money. Avoid walking around with large amounts or keeping it at home or school. Give cash and checks to your troop cookie coordinator often.

- **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, unless accompanied by an adult.

- **Protect privacy**—Girls’ names, addresses and 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, reorder or give comments. Protect customer privacy by not sharing their information. Girls should never take credit card numbers.

- **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 Girl Scout Internet Safety Pledge before going online and follow the specific guidelines related to marketing online http://girlscouts.org/help/internet_safety_pledge.asp

Check with the council for even more safety resources, including the Safety Activity Checkpoints and Volunteer Essentials for Product Program Safety.

A Special Note - Social Media and Online Marketing

- **Friends and family of a girl participating in the cookie program must not market or share a girl’s contact information, sales links, or sales information on public-facing online sites. They also are not to share their sales links with any news outlets (this includes online and traditional news media, such as radio, television or magazines).**

- **For safety purposes and other reasons, online marketing activities, especially those conducted through social media platforms, are always to be done through accounts set to “private” (this does not include Craigslist, yard sale sites and groups, Amazon, eBay) or NextDoor.**

- **Girls may use private Facebook, Twitter, Instagram, text messages, IMs, and emails as online marketing tools to let family, friends, and former customers know about the sale and collect indications of interest. All are effective ways that girls 13 and older can promote cookies and other product programs. Girls under 13 cannot independently set up online marketing sites. Girls under 13 can use their caregiver’s online sites with their approval and supervision.**
GIRL SCOUT COOKIES®
LOVED BY MILLIONS
BAKED WITH ONE PURPOSE

LEMON-UPS™
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS
Crispy lemon cookies baked with inspiring messages to lift your spirits.

• 100% Real Cocoa
• Real Coconut

SAMOAS®
Crisp cookies coated in caramel, sprinkled with toasted coconut, and striped with dark chocolate coating.

• 100% Real Cocoa
• Real Coconut

TAGALONGS®
Crispy cookies layered with peanut butter and covered with a chocolatey coating.

• 100% Real Cocoa
• Real Peanut Butter

DO-SI-DOS®
Crunchy oatmeal sandwich cookies with creamy peanut butter filling.

• Made with Natural Flavors
• Real Peanut Butter
• Whole Grain Oats

TREFOILS®
Delicate-tasting shortbread that is delightfully simple and satisfying.

• Made with Natural Flavors
• 100% Real Cocoa

THIN MINTS®
Crisp wafers covered in chocolatey coating made with natural oil of peppermint.

• Made with Vegan Ingredients
• 100% Real Cocoa

GIRL SCOUT S’MORES®
Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling.

• Made with Natural Flavors
• 100% Real Cocoa

TOFFEE-TASTIC®
Rich, buttery cookies with sweet, crunchy toffee bits.

• NO Artificial Flavors

ALL OUR COOKIES HAVE...
NO High-Fructose Corn Syrup
NO Partially Hydrogenated Oils (PHOs)
Zero Grams Trans Fat per Serving
RSPO Certified (Mass Balance) Palm Oil

Remember to keep the new Lemon-Ups cookie confidential until January 1, 2020.
How the Cookie Crumbles

Customers look forward to our cookies every year!

Core Varieties—$4
- Lemon-Ups™
- Do-si-dos®
- Tagalongs®
- Samoas®
- Treoils®
- Thin Mints®

Specialty Cookies—$5
- Toffee-tastic®
- Girl Scout S’mores®

Troop Proceeds

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<th>Proceeds per Box</th>
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<td>0-250 boxes</td>
<td>$0.70</td>
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<td>251+ boxes</td>
<td>$0.75</td>
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<td>251+ boxes</td>
<td>$0.80</td>
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*PGA = Per Girl Selling Average

Troop Bonus

Troops who are paid in full with no uncollected accounts will receive a bonus of $0.02 per box. Troop bonuses for the Better Together fall product/cookie bonus will be paid at the end of the cookie season. Troops must have a selling PGA of $200 for Fall Product and a selling PGA of 230+ boxes for cookies to qualify. Troops that have hit both goals will receive an extra $0.01 per box of cookies sold and girls will receive a personalized patch.

- Payment is collected when delivering cookies.
- Checks are to be made payable to GSCCC.
- Opting out of rewards is a girl/troop led decision and is only available for Girl Scout Cadettes, Seniors and Ambassadors.
- Troops may not be split for the purpose of rewards.
- Girls in troops that opt out of rewards are still eligible for all initial order rewards, cookie program patches, top seller events, camp week and super seller reward levels.
Top Seller Rewards

750+ Boxes  
**Super Seller Club**
Girls earn points based on the number of boxes sold. These points are redeemable for AWESOME rewards that GIRLS get to choose!

1,000+ Boxes  
**Cookie Entrepreneur Officer**
All girls who sell 1,000+ boxes of cookies are invited to attend a private movie viewing at Cinema Café with their fellow CEOs!

1,500+ Boxes  
**A Free* Week of Girl Scout Camp or a Lifetime Membership**
Girls who sell 1,500+ boxes will be able to choose to spend one week at either a GSCCC resident or day camp during the summer of 2020. Graduating high school seniors only will have the option to choose a Girl Scout lifetime membership in lieu of a week of camp.

*Does not include the camp deposit. Registration for camp begins December 10, 2019, so don’t delay reserving your spot!

Top 10 Council Sellers  
**Limo & Chocolate Making**
Our top sellers are rock stars and will be celebrated like VIPs! The girls will join our CEO, Tracy Keller, for a limo ride followed by a private chocolate making class and a special lunch!

132+ Gift of Caring Boxes  
**Military Fun Day**
Girls who have achieved this big goal will have a chance to see their gifts in action by joining us and local service men and women for a day full of fun and ice cream! This will be a family friendly event for the girls who achieve this recognition.

The 2019 Top Ten Sellers and GSCCC CEO Tracy Keller!
Super Seller Club

Individual girls who sell 750+ boxes of cookies qualify to become a member of the Super Seller Club. Girls earn points based on the number of boxes sold and can spend their points on any combination of Super Seller rewards.

Girls will make their selection via survey in early April. Girls who do not respond to the survey will receive program credit as the default choice.

**One Point**
- $25 Gift Card - Barnes & Nobles, iTunes, Dick’s Sporting Goods The Adventure Park or GS CCC (programs/shop).
- The Shoe that Grows Donation- 1 pair
- Rose Gold Stationary Set
- Inflatable Solar Lantern

**Five Points**
- Harry Potter Coding Kit
- HP Photo Printer
- Vans Sneakers- Design Your Own

**Six Points**
- Ocean Breeze Fun Pack. Includes 4 tickets for admission into the park on Girl Scout Day 2020 as well as 4 meal vouchers
- LED Cornhole Set
- 5 Cooking Classes with Now You’re Cooking

**Ten Points**
- HP Chromebook
- Nintendo Switch Lite

**Twelve Points**
- Swifty Kayak
- Garmin Smartwatch

**Eighteen Points**
- Apple iPad
- Yeti Tundra Haul

**Ten Points**
- HP Chromebook
- Nintendo Switch Lite

**Eight Points**
- Bicycle- Beach Cruiser
- Apple Airpods
- AeroGarden

**Four Points**
- North Face Jester Backpack
- Kindle E-reader
- 6-Personal Inflatable Swan

**Three Points**
- JBL Portable Speaker
- Outdoor Cook set

**Two Points**
- Deluxe Art Set
- Pura Vida Bracelet Club- 2 Months
- Circuit Cube

<table>
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<tr>
<th>Points</th>
<th>Boxes Sold</th>
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<td>1050 - 1149</td>
</tr>
<tr>
<td>5</td>
<td>1150 - 1249</td>
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Getting Started With the Digital Cookie Platform is Quick—and Easy!

With the Digital Cookie platform, the Girl Scout Cookie Program you know and love is better than ever. Fun, easy-to-use tools help you superpower your sale and go beyond the booth with online and mobile channels that make it easy for cookie fans near and far to support your sale and ultimately—your success. Girls who used the platform in addition to traditional sales, sold more cookies and reached their goals faster—so amazing.

Plus, on your very own personalized cookie site, you get to play interactive games, watch videos, enjoy printable activities, take fun quizzes and more—all while taking your cookie sale to the next level.

4 Easy Steps to Get Movin’ with the Digital Cookie® Platform!
This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That’s right! With the Digital Cookie® platform you can market everyone’s favorite cookies—with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

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

1. Register
   Sign up to use the Digital Cookie® platform, lock for your Digital Cookie® registration email. If you can’t find it, contact your council for details.

2. Set Up Your Site
   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!

3. Invite Customers
   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.

4. Track Your Goal
   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!

Girl Delivery

- All customers have the option to have their favorite girl deliver their cookies.
- All girl delivery orders must be approved by an adult within five days. Check your email often!
- If an order is not approved on time the customer’s second choice for delivery will be utilized. Unfortunately, this could be cancellation.
- After accepting an order, contact the customer to discuss delivery; keep in mind that some customers may have to wait a few weeks until your initial order is received in mid-February.

New for 2020—During the initial order taking process girl delivery orders will automatically be submitted to your troop!

Sell on the go with the Digital Cookie Mobile App!
Download is FREE.
Final Thoughts and Thank you!

Money Matters
- Payment is collected when delivering cookies.
- Always request a receipt for cookies received and from payments made to your troop.
- Turn in payments collected often; the safest place for money is in the bank.
- **All final payments are due to the troop no later than March 26, 2020.**
- Troops are required to complete an Uncollected Form for any caregiver who is not paid in full.

Credit Cards
- It is a troop decision to accept credit card payments.
- Fees for accepting credit cards are the responsibility of the troop.
- All devices must be connected to the troop bank account.
- Adults only may use the credit card devices.

Booth Sale Basics
- Booth sales begin February 16, 2020.
- Girls are to wear their Girl Scout uniform or other Girl Scout attire.
- Siblings and friends (non-Girl Scouts) are not to participate in booth sales.
- Remember that you are a guest at a place of business, and you are representing Girl Scouts. Please be friendly and helpful, considerate and caring as well as responsible for what you say and do.
- Booth sales continue through March 22, 2020; talk to your troop about how to sign-up for additional booths.

Booth Girl/Adult Ratios
- Girl Scout Daisy, Brownie, Junior and Cadette booths must have at least two girls and two adults; at least one of the adults must be a registered Girl Scout.
- Girl Scout Senior and Ambassador booths must have at least one girl and one adult; who must be a registered Girl Scout.

Creating Young Philanthropists—New for 2020
Now we have the chance to **grow** our inner philanthropists by way of girl rewards. This year we will be partnering with Because International to provide an exciting new philanthropic reward choice available at multiple levels called The Shoe That Grows. Instead of girls selecting a reward for themselves, they can choose to donate part of a shoe, one shoe, or a pair of shoes to children in need. The Shoe That Grows allows for multiple years of wear, because the sizing is adjustable!

Thank you!
Thank you for supporting your Girl Scout as she makes amazing memories and develops skills to last a lifetime.

**Thank you!**

__The Shoe that GROWS__