


girl scouts
of gulfcoast florida
www.gsgcf.org

2020 Girl Scout Cookie Program

FAMILY GUIDE


WOW
the **World!**



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Important Dates

December 15

Cookie order taking begins and Digital Cookie opens! Girls should not collect orders before this date.

January 14

Your girl's initial order is due to your troop cookie manager. They may give you a date prior to this to turn in your order form. Be sure to follow this deadline to ensure arrival of your girl's cookies. Don't forget to include your girl-delivered Digital Cookie orders.

January 15–February 2

Goal Getter order cards are used to gather additional orders. Those orders are picked up at Cookie Cupboards by the troop cookie manager after February 3. Girls who participate in the Goal Getter phase will earn a special patch!

February 3–8

Your troop cookie manager will have you pick up your initial order. Deliver cookie orders as soon as possible after you receive them from your troop. You will be asked to sign a receipt every time you pick up cookies and/or turn in money. Be sure to keep these receipts for your records.

February 3–13

Girls can continue to sell cookies to friends and family. This is a great time for girls to participate in a neighborhood walkabout and sell cookies to neighbors. No booths are allowed during this time.

February 14–15

Booth sales occur. Girls can continue to do walkabouts with cookies to sell directly to customers and continue to take orders. This is the Cookies in Hand phase. Girls can utilize the Digital Order Card to accept credit card payments for cookies they are selling to customers.

March 15

The last day of booth sales and the official end of the 2020 Girl Scout Cookie Program. Girls should not continue to collect orders after this time.

March 20

All money must be submitted to your troop cookie manager by this date or you will be considered past due. Your troop cookie manager may ask you to turn in your money prior to this date. Abide by the deadline set by them.

April–May

Rewards begin shipping. Your troop cookie manager will contact you to arrange pick-up. Extreme Team rewards will be shipped to you directly by council.

August 27

Cookie Dough expires. This is the last day girls may use or save Cookie Dough. Cookie Dough that is not spent or saved will be forfeited.

Important Info

Troop number: _____

Cookie manager: _____

Phone number: _____

Order card turn-in date: _____

Cookie pick-up date: _____

Money due date(s):_____

Digital Cookie login: _____

Digital Cookie password: _____

GSGCF customer care: customercare@gsgcf.org

caregiver checklist

- ☐ Fill in “important info.”
- ☐ Review and sign your Permission Form. If Girl Scout lives in two separate households, all caregivers must complete a permission form.
- ☐ Discuss your Girl Scout’s goals and help her set them.
- ☐ Read this Cookie Family Guide along with the Cookie Order Card.
- ☐ Volunteer to assist the troop cookie manager with cookie-related tasks (remember that you may need to be an approved and registered troop support volunteer).

Five Skills

1 Goal Setting

Girls set cookie sale goals and, with their troop, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

2 Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them to make good ones.

3 Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance and their future paycheck.



4 People Skills

Girls learn how to talk (and listen) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better with group projects, sports teams, on the playground, and later at work.

5 Business Ethics

Girls act honestly and responsibly during every step of the Cookie Program. This matters because employers want to hire ethical employees—and the world needs ethical leaders.

.....Ways to Participate.....

What's great about the annual Girl Scout Cookie Program is that as a family you can customize your Girl Scout's experience. You can participate with the troop in all the ways below or pick what is right for you and your Girl Scout!

ORDER TAKING

Initial order through the end of the program

Girls can use their order cards to visit friends and family and local neighborhoods, with adult supervision and approval, and take pre-orders for their cookies. Girls should not collect money for any order prior to delivery unless customers order through Digital Cookie (see below for details on Digital Cookie). Girls will then give their order cards to their troop cookie manager by their designated deadline.

Tips:

- ◆ Contact friends/family/former customers to ask if they want to support your cookie business starting December 15, 2019.
- ◆ Post fliers (with permission) for employees at caregiver's work; include information about the seller, why she's selling, what her goals are, and how the funds raised will be used.
- ◆ Parents/caregivers and girls are only permitted to take orders within our council boundaries (not including Digital Cookie). Our council serves ten counties: Manatee, Hardee, Highlands, Sarasota, DeSoto, Charlotte, Glades, Lee, Hendry, and Collier.



DIGITAL COOKIE

Initial order through the end of the program

Digital Cookie is a GSUSA-approved web platform that girls can use to expand their cookie business. Every registered girl can set up their Digital Cookie account and participate online! Customers can purchase cookies through Digital Cookie to be shipped to their home or delivered by the girl. All Digital Cookie orders are paid for by credit card by the customer, so there are no funds to collect.

Through Digital Cookie girls can:

- ◆ Collect orders from customers to be girl-delivered, shipped, or donated.
- ◆ Accept credit card payments for cookies.
- ◆ Earn Digital Cookie specific rewards.
- ◆ Increase their sales to hit their goals.

Tips:

- ◆ All girl-delivery orders collected prior to turning in your initial order should be added to the Order Card. You will receive these cookies and should deliver to customers right away. No money to collect, since online orders are paid for with a credit card.
- ◆ If girl-delivery orders come in after the initial order, you will need to contact your troop cookie manager to pick up more cookies.
- ◆ Work with your troop cookie manager to get the cookies to fulfill any girl-delivered orders through Digital Cookie.
- ◆ Girls can only have one Digital Cookie account; separated caregivers are encouraged to work together to manage one Digital Cookie account for their Girl Scout.
- ◆ GSGCF cannot delete or change an order once it's approved. Therefore you must be willing to deliver to the customer before you approve an order.

.....Ways to Participate.....

DIGITAL COOKIE CONTINUED

Initial order through the end of the program

Four Easy Steps to Get Moving with the Digital Cookie Platform!

- 1) Register. To sign up to use the Digital Cookie Platform, look for your Digital Cookie registration email. If you can't find it, contact customercare@gsgcf.org for details.
- 2) Set up your site. In just a few minutes, you can set up your sales goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and you're 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!

➔ Sell on the go with the Digital Cookie Mobile App! Download is free in the App Store or Google Play.



Online Marketing Guidelines

The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents/caregivers.

- ◆ Girls are only to use the internet to market the Girl Scout Cookie Program to friends and family (for clarity, "friends and family" are people whom the girl or her family personally know).
- ◆ 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 should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines). Public-facing sites are defined as any website that is not a personal, private page. Online groups, even those that have restricted access, are considered public-facing.
- ◆ For safety purposes, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to "private."
- ◆ Promotion of the cookie program should only be done on social media sites that allow users to restrict access to friends and family (e.g., personal Facebook page), and not to social media sites open to anyone (e.g., Facebook Groups, Craigslist, yard sale sites, neighborhood sites, Amazon, eBay).
- ◆ Girls/caregivers may post online on their personal social media page that they are selling and where they will be selling. Girls/caregivers cannot post to any online site where they will exchange money online for cookies. If you are unsure, it's always better to ask before posting.
- ◆ Should any online marketing activities be deemed in violation of these guidelines, GSGCF and GSUSA reserve the right to intervene and request removal or remove the post. Girls who do not follow these rules may have their Digital Cookie page deactivated, and may be suspended from further participation in the cookie program.
- ◆ Parents, girls, and volunteers must contact and collaborate with GSGCF in advance of any national or local news media opportunities.



.....Ways to Participate.....

BOOTH SALES

Booth sales are a troop activity where girls set up a mobile store in front of local retailers. Girl Scouts of Gulfcoast Florida is proud to maintain positive community relationships. Your troop can decide if they want to participate in booth sales and how many. Parents/caregivers may be asked to help support booth sales and attend as chaperones. If you are attending a cookie booth, you may be asked to register with Girl Scouts of Gulfcoast Florida since you will be supervising girls and working with money. A background check is part of the registration process. We do this to ensure the utmost safety of all of our Girl Scouts and members. Don't wait until the last minute! If you plan to assist with booth sales, start the registration process now.

Please remember that businesses allow girls to set up cookie booths as a courtesy. Girls and adults must represent Girl Scouts professionally and follow all rules below. Store management will report unsatisfactory behavior. When this occurs, girls and troops will lose the privilege of all booth sites that follow.

BOOTH RULES

- ◆ Minimum of one registered and background-screened adult and at least one registered girl. No tag-a-longs (friends or family who are not registered Girl Scouts, including infants).
- ◆ Arrive and leave on time.
- ◆ Set up your booth in the location designated by store.
- ◆ Do not ask the store location to make announcements regarding booth sales.
- ◆ Do not ask the store location to make change. Plan ahead and bring petty cash to make change for customers.
- ◆ Girl should allow entering/exiting customers to approach them and never approach customers as they enter or exit the store.
- ◆ Girls are in charge of selling the cookies. Adults are there to provide guidance and handle money for younger Girl Scouts.
- ◆ Girls must remain close to their booths at all times; no running around or approaching people inside the store location.
- ◆ Girl Scouts are polite and should never yell to customers to attract sales, block access to store entrance, or employ aggressive sales techniques.
- ◆ No eating at the booth location.
- ◆ No smoking at the booth location.
- ◆ Keep cell phone usage to a minimum and focus on customer engagement.
- ◆ Remove all trash, including empty cookie boxes, and take it with you. Store trash receptacles are not public trash or recycling.
- ◆ Before leaving the location, thank the store location.
- ◆ One girl and one adult should visit the restroom at a time. The booth must close down or take a break if no girls are present to sell during restroom visits.

For a complete list of cookie booths dos and don'ts, talk to your troop cookie manager.

Girl Scout Cookies
FRIEND-ZY FUN!



This year's theme is all about celebrating friends and what girls can achieve when they fly together.



Booth selling tips

Visit LittleBrownie.com for even more tips, inspiration and activities.

Offer a Girl Scouts® Mints for the Military option

During booth sales, ask customers to donate cookies to Mints for the Military. Promote the option with posters and t-shirts.

Hand out recipe cards

Encourage customers to stock up and make recipes featuring their favorite Girl Scout Cookies®. Find recipes at LittleBrownie.com and GirlScouts.org.

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 sensitivities.

Bundle up

Combine cookie varieties into bundles with a ribbon and handmade card.

Share goals with customers

They love to know how girls are investing their cookie proceeds, so encourage girls to make posters, banners or t-shirts to get the word out.

BLING MY BOOTH CONTEST



Bling My Booth is a chance for girls to show off their amazing Girl Scout Cookie Booths and have some fun getting them “blinged out!”

Winning troops will earn a pizza party gift certificate, a patch for each girl participating in the cookie program, and a troop certificate. Winners will be chosen by a panel of staff and volunteers.

Prizes will be awarded for the following categories:

- Lemonade Stand (featuring the new Lemon-Ups cookie)
- Glitz & Glamour
- Mints for the Military
- Crazy for Cookies!

Entry Guidelines and Rules

How does my troop enter?

Troops will have until the end of the cookie program to take the very best picture of their cookie booth. A representative from the troop will need to email a single picture to Sasha Lioce at sashal@gsgcf.org

What are the submission guidelines?

Only one picture may be submitted per troop, and it cannot be altered, edited, or included in a montage. The last day to email your photo is March 31, 2020. Late submissions will not be accepted. Troops may plan to have a photo op with all the troop members, but should take the photo at an actual cookie booth at a retail location. It should not be a “mock” booth set up at another time/location.

What other rules apply?

The setting up and taking down of your booth cannot interfere with the troop selling cookies ahead or after you. Although you are participating in “Bling My Booth,” you must still follow all cookie booth guidelines. Remember, cookie booths are a privilege offered to us by local merchants.



Money Matters

Money Processes

Money is collected when cookies are delivered, except for Digital Cookie orders, which are already paid by credit card at the time of order.

- ◆ Do not keep large amounts of cash laying around. Make frequent visits to your troop cookie manager to give them money to take to the bank.
- ◆ Protect yourself! Every time you pick up cookies from your troop cookie manager and/or give them money, be sure to get a receipt. Keep all of your receipts for your records. Do not take cookies from your troop cookie manager or give them money without also receiving a receipt in return.
- ◆ Remember that cookies cannot be returned or exchanged. You are financially responsible for all cookies ordered.
- ◆ You are responsible for lost or stolen funds.
- ◆ Any in-person cookie donations made should be accounted for and the funds turned in with your other payments.

Where Does the Money Go?

Every service provided by Girl Scouts of Gulfcoast Florida is subsidized for members, which is why every dollar of revenue is considered an important investment and funneled back to members. Not only is your troop earning proceeds per package, it also benefits from all the services and opportunities the council provides to members, as a result of the Girl Scout Cookie Program, such as camp facilities, financial aid, customer service, and affordable programming.

What makes the Girl Scout Cookie Program unique is that the program teaches girls skills, provides a safe and fun outlet for practicing those skills, and benefits more than one troop—close to 500 troops, actually! 100% of the cookie program proceeds raised in Girl Scouts of Gulfcoast Florida stays in Girl Scouts of Gulfcoast Florida. That means after paying for the product, 75% of every package purchased goes directly to troops and council. Most fundraising programs can't claim that statistic!

We can't wait for your Girl Scout to become a part of the largest girl-led entrepreneurial program in the world, and we also know she can't wait to be a part of this Girl Scout tradition.

Troop Proceeds

In addition to the rewards your Girl Scout earns, her troop earns rewards and proceeds based on the per-girl average (PGA) of the troop and total boxes sold. This is a minimum of \$0.75 per package sold.

FIND YOUR
WINGS
DO WOW THINGS

DID YOU KNOW?

It costs Girl Scouts of Gulfcoast Florida approximately \$662 per girl to provide the Girl Scout experience for one year.



Rewards

Ready for a season of **WOW**

Camp Cookie Champ

Girls who sell 750+ packages of cookies will have the opportunity to attend Camp Cookie Champ. Camp Cookie Champ is an exclusive day camp that will offer fun for all ages, campers and glampers alike. Girls will be assigned to the camp that is closest to them: April 18, 2020 at Camp Honi Hanta and April 25, 2020 at Camp Caloosa.

Cookie Pro Contest

24 lucky Girl Scouts will embark on an exciting trip to Orlando for a once-in-a-lifetime Cookie Entrepreneur Experience including full VIP access to G.I.R.L. 2020, the largest event for girls in the world!

CIT CAMP-Cadette, Seniors, Ambassadors OR Pool Party Movie Night

Girls who sell 1250+ packages will be invited to a Pool Party Movie Night at Camp Honi Hanta.

Cadettes, Seniors, and Ambassadors who sell 1250+ packages of cookies have the option of attending CIT or Cadette Leadership Camp instead of the Pool Party.

CEO Only Event

Girls who sell 2020+ packages of cookies are our "Cookie Entrepreneur Officers" and will be invited to a special event that will include GSGCF's CEO as well as other key council staff. Girls will have an opportunity to experience something new, vote on next year's cookie rewards, and network with fellow entrepreneurs.



G.I.R.L. 2020 Weekend Pass

Girls who sell 1000+ packages of cookies will earn a girl weekend pass to the G.I.R.L. Convention in Orlando, Florida.

Sister Patch

Girl Scout sisters who sell a combined 300+ packages or more will receive a special sisters patch. Sisters who are qualifying for this patch for a second time will receive an add-on patch indicating the year. Girls who qualify should submit by visiting Bit.ly/2zip6lQ.

COOKIE DOUGH & COOKIE CREDITS

Beginning at 300 packages, girls have the opportunity to earn GSGCF Cookie Dough. Cookie Dough can be used for council shop purchases, membership renewal, lifetime membership (graduating seniors), Girl Scout camps, council or service unit-sponsored events, GSUSA Destinations, and troop travel over 100 miles. It may also be used towards reimbursement of Bronze, Silver, and Gold Award expenses.

Cookie Dough Guidelines

- In the case of troop travel, the following stipulations apply:
 - Trips must be a minimum distance of 100 miles each way.
 - Trips must be a part of the Girl Scout program and experience:
 - A fun troop trip to Volcano Bay would not be a redeemable expense.
 - A troop trip to Universal Studios where the troop is participating in an educational program and earning a patch would be a redeemable expense.
- Cookie Dough may only be redeemed for activities within the Girl Scout Membership year, which runs October 1-September 30.
 - A girl cannot apply in August 2020 for a trip that occurs after September 30, 2020.
 - Exceptions will be made for GSUSA Destinations and troop travel that is being planned through EF Tours and requires advanced payment.
- We are unable to redeem partial amounts towards annual GSUSA membership.
- Redeemed Cookie Dough will be disbursed to the troop's checking account. We are unable to issue Cookie Credit funds to individual entities.
- Cookie Dough cannot be used to reimburse parents for activities that have already been paid for.
 - Exceptions will be made for Highest Award Expenses Reimbursement, and receipts are required. As reimbursement will be paid to the troop's checking account, it is encouraged for expenses to be purchased out of the troop's account.
- Minimum redemption amount is \$10, except for use in the Girl Scout Shop.
- Minimum conversion to Cookie Credits amount is \$10.
- Cookie Dough requests must be submitted at least one month in advance of need to allow adequate time for processing and disbursement. Requests that are not submitted by this deadline may not be approved.
- Cookie Dough may only be used by the girl who earned it.

NEW This Year

In an attempt to more clearly define Cookie Dough, we are no longer using the term "banked Cookie Dough." Eligible girls who would like to save their Cookie Dough for a future use will now need to request it be converted into Cookie Credits before the expiration date.

Cookie Dough may be converted into Cookie Credits for future use by girls who have earned it in their Junior level or above.

Daisy and Brownie level Girl Scouts may request that up to \$100 of their Cookie Dough be saved exclusively for the G.I.R.L. 2020 Convention.

Cookie Dough that is not used, requested for convention, or converted into Cookie Credits will expire on August 27, 2020. There are no exceptions to this deadline.

Cookie Credit Guidelines

Cookie Credits carry all of the same guidelines as Cookie Dough, except it may not be used in the Girl Scout shop to make purchases. Girls must maintain an active membership to retain their Cookie Credits. Girls who have not renewed their membership for the new Girl Scouting year by October 1 will forfeit their Cookie Credit balances. Unused Cookie Credits expire when a girl bridges to adult.

Cookie Credits may not be used in the council shop.

2020 | Girl Scouts of Gulfcoast Florida
GRL REWARDS

My Personal Goal: Pkgs 300+, 600+, 1000+

Cookie Dough
\$40 Cookie Dough at 300+ Packages
\$10 each at 400+, 600+, 700+ and 800+
\$50 each at 1000+ and 1500+
\$100 Cookie Dough at 2020+ Packages

Mints for Military
Mints for the Military Patch 15+ packages
Mints for the Military
Duffle Bag 50+ packages
Mints for the Military
Tapestry 100+ packages
Mints for the Military

Wow the World Theme Patch 36+ packages
Butterfly Carabiner 50+ packages
Origami Bandana 100+ packages
150+ patch AND Quote Art Wall Decal 150+ packages
Magic Cloth AND Spa Headband 200+ packages
Super Patch AND Light Up Butterflies (Set of 3) 250+ packages

Girl Reward: Reusable Straws OR Plush Butterfly 275+ packages
Troop Reward: Lemon Cookie Shirt 250+ PGA

Digital Cookie Rewards
Cookie Techie Patch 12+ DOC packages
Charm Bracelet & WOW Slide Charm 36+ DOC packages
Phone Stand 60+ DOC packages

Well Rounded Rewards
Booth Sales Patch Participate in 2+ Booth Sales
2020 Year Bar Patch 20+ Emails on the DOC
Goal Getter Patch 12+ Goal Getter Packages

Final Troop Reward
Troops with a final PGA of 375+ Packages will receive a \$100 GSGCF Shop Certificate

Extreme Team
G.I.R.L. 2020 Weekend Pass 1000+ packages
CIT Camp (Senior/Ambassador Only) OR Cadette Leadership Camp (Cadette Only) DATE TBD 1250+ packages
Ivy Cliq OR Inflatable Kayak OR American Girl Doll of the Year 1500+ packages

2020 CEO Only Event 2020+ packages
Tent, Sleeping Bag, and Hydration Pack OR Apple AirPods 3000+ packages
GSGCF CEO for the Day Top Seller
The Top Seller in each Service Unit will receive a Mystery Reward

*Items may vary from those pictured based on product availability. All dates are subject to change. Alternative prizes cannot be offered for missed events. All rewards are cumulative except bar patches. Council reserves the right to replace an item of equal or higher value.



TIPS and Tools

Tips and tools to help your Girl Scout make the most of the cookie program!

Money tips

- ◆ Payment should only be collected at time of delivery, except for Digital Cookie cookies.
- ◆ Turn in money as often as you can to your troop cookie manager.
- ◆ Never give out cookies without collecting payment.
- ◆ Always get a receipt from the troop when turning in money or picking up product.

Selling tips

- ◆ Role play and practice what your Girl Scout should say. Customers will want to know what her goals are and why they are supporting her troop.
- ◆ Let your Girl Scout make the sale. She may look like she is struggling but she will learn more by doing it herself!
- ◆ Make sure to take the customer's order before following up with, "Would you also like to donate a package to the Mints for the Military program?" Customers love to support troops, and many are happy to add an additional package to their order!



Keeping Focused on What's Important

The Girl Scout Cookie Program gets Girl Scouts, families, and volunteers in front of the public, where they can demonstrate the impeccable values and behavior that make Girl Scouts stand out. So make sure to review and agree to these guidelines for how girls and adults should present themselves while selling cookies:

For Girls:

On my honor, I will follow these rules while participating in the cookie program:

- ◆ I will wear a Girl Scout uniform or Girl Scout clothing to clearly identify myself as a Girl Scout.
- ◆ I will dress appropriately for the weather.
- ◆ I will always smile and be polite.
- ◆ I will stand quietly (unless I am speaking with a customer).
- ◆ I will tell customers about my goals.
- ◆ I will always say, "Thank you!"

For Parents and Volunteers:

On my honor, I will follow these rules while participating in the cookie program:

- ◆ I will dress in a manner appropriate for a Girl Scout function.
- ◆ I will speak positive, encouraging words to girls.
- ◆ I will stand quietly and let girls talk to the customers.
- ◆ I will help ensure the safety of the girls and money collected.
- ◆ I will always say, "Thank you!"

The Girl Scout Cookie Program can keep you busy and it's easy to lose sight of what's important. A great way to keep things focused and positive is to put selling cookies in the context of something bigger and more important. The Girl Scout Promise and Girl Scout Law remind girls—and you!—that selling cookies lets them practice being fair, kind, helpful, respectful, and wise. And it helps them make the world a better place. That's what it's all about.

Mints for the Military

Mints for the Military is a special participation option of the Girl Scout Cookie Program that allows customers to purchase cookies to be donated to support our active military personnel and veterans.

Customers are usually happy to add a donated package onto their purchase. This is also a great option for customers who have dietary restrictions or just aren't interested in cookies for themselves. Collect payment for the package(s) ordered and keep track of all Mints for the Military orders. Customers can purchase cookies for Mints for the Military at any time during the cookie program.

All girls who sell at least 15 packages of cookies for Mints for the Military will earn the special Mints for the Military patch. Girls who reach even higher have the opportunity to earn other great rewards!

Not That, But This

Here are some common questions your Girl Scout may ask you, the frequent but wrong answers, and the right way to respond.

The cookie program starts in two weeks. I don't feel like selling cookies, can you just give my troop leader a check so I can still go on our troop trip?

NOT THAT

Sure, how much do you need?

THIS

I think you can earn your own way to the troop trip. Let's talk about setting a cookie goal and what you can do to reach it.

Work with your Girl Scout on setting her goals. Suggest she write down her goal and then help brainstorm ways to achieve it.

Can you take my order form to work and get your co-workers to order from me?

NOT THAT

Of course!

THIS

I'm happy to help you. We can make a poster or video that explains why Girl Scouts is important to you, your goals, and how selling cookies helps your Girl Scout experience. I'll share that with my co-workers.

Work with your Girl Scout to develop new ways to reach customers so she's involved in the process. Develop a plan to incorporate them into her cookie business. Consider helping her set up her Digital Order Card with a video that she can send out to your co-workers.



I don't want to go to the cookie booth!

NOT THAT

All right, I'll call your troop leader and cancel.

THIS

Why? Are you nervous? Let's work on your sales pitch together. I bet once you feel confident in what to say, you'll feel better. I know you really want to reach your goal.

Work with your Girl Scout and talk about what makes her nervous about selling cookies. Talk about ways to help her feel confident and remind her of the objectives and goals that led her to participate.

I'm tired. Can we just leave the cookies we didn't sell/deliver in the car?

NOT THAT

Sure.

THIS

We are responsible for those cookies and must pay for them if anything happens. They could melt in the car or get stolen. I know you're tired, but it will just take a few minutes to unload them. Let's do it together.

Talk to your Girl Scout about the proper ways to store cookies and secure the cookie money. Make a list of a dos and don'ts when handling cookies and cookie money.

Can we post our cookies on Craigslist/Nextdoor/eBay?

NOT THAT

Yes.

THIS

Selling cookies on barter sites like Craigslist isn't allowed because it lowers the value of Girl Scout cookies, may not be safe, and doesn't teach you the skills to run a business. Let's set up your Digital Cookie website. You can sell to our friends and family by sending them emails, sharing your link on our private social media sites, and sending it out via text message.

Work with your Girl Scout to make her Digital Cookie website shine by adding a video telling friends and family why supporting the Girl Scout Cookie Program is important. Make sure to personalize her page and let customers know what her program goals are.



G.I.R.L. Cookie Sellers!

Olivia T.

Troop 38–2018 Cookie Pro Winner, 7237 packages



My best Girl Scout Cookie selling tips:

- 1 Try and turn “no” into “yes!” Many times there are opportunities to offer information that can change your customer’s mind. When customers say no because they can’t eat gluten you can tell them about the Gluten Free Toffeetastic cookies! When customers say no because they can’t have sugar that is a great time to mention donating cookies to our military troops!
- 2 Smile! A smile goes a long way! I can’t tell you how many times because I’ve lost count that customers have declined to buy cookies but returned 5 minutes later and told me they weren’t going to buy any cookies but changed their minds and came back because of my friendly smile!
- 3 My advice for future Cookie Bosses is to always be YOUUnique! Don’t be like everyone else, be yourself, be unique. Don’t be afraid to try new things, step out of your comfort zones, always wear your invisible cape and you will soar to success!
#AlwaysWearYourInvisibleCape

Allarie K.

Troop 463–6008 Packages



Girl Scout Cookie sales allow me to use my voice, think big, and learn how to run my own business. The Girl Scout Cookie Program teaches me key entrepreneurial skills that allow me to become the business woman I am. Each year I change my goal to sell more cookies. I sold 6008 this year. I love the program because I can design how my booth looks, speak up and learn how to talk to people, and stand up for what I am proud for. The

Girl Scout Cookie Program also allows me to go on fun and exciting trips like Tennessee and going to Switzerland and Italy! I’m so grateful for these opportunities that Girl Scouts allows me to do. The cookie program makes me realize that I CAN reach my goals with a positive mindset and anything is achievable with hard work!

Catelyn H.

Troop 176–2487 Mints for the Military Packages, 7500 packages overall



Over the past few years, I have had many repeat customers which is part of the reason for my growth in cookie sales. Friendly service is very important because it’s easier to have people return than compete for new ones. Showing sincere thanks for loyalty is key for a successful business. I truly appreciate all of those that support my sales annually!

G.I.R.L.

Go-Getter

Bold, honest, and determined to succeed. In her mind failure is no reason not to get back up and try again, and again, and again. That explains why half of all U.S. businesswomen were Girl Scouts.



Innovator

Thinking outside the box is her specialty, so she’s always looking for a creative way to take action. A clear correlation: 73% of current female senators were Girl Scouts.



Risk-Taker

Courageous and strong, she’s keen to try new things and embrace the unfamiliar. It’s no wonder that nearly all of the 40 women who have flown in space were Girl Scouts.



Leader

She’s confident, responsible, and committed to changing the world. Every year, Girl Scouts collectively spend more than 75 million hours improving their communities.



Frequently Asked Questions

Q *I work in, or own a retail location. Can my troop set up a booth at the store? What if the booth is inside the store, not outside?*

A Whether inside, outside, or upside down—to be fair to all troops, cookie booths must go through the lottery system. Let your service unit cookie coordinator know about the opportunity to set up booths at these retail locations so they can be included in the cookie booth lottery.

Q *Is it okay to have a cookie booth with only one (1) girl?*

A Cookie booths with only one (1) girl are permitted so long as the girl is being chaperoned by her parent. Two adults must be present at cookie booths with more than one girl. One of these adults must be a registered member with a background check. Additionally, girls must always be involved in the ask of the sale and cookie booths must not be run solely by an adult. Cookie booths that are attended by only one girl will need to “go on break” if the girl needs to take one.

Q *What can Cookie Dough be used for?*

A Cookie Dough can be used to pay for Girl Scout membership for the 2020–2021 Girl Scout year, make purchases at the council shops, or pay for council programs, including service unit events. Girls who were a Girl Scout Junior or older at time of earning may choose to convert their Cookie Dough into Cookie Credits to save for future years. Cookie Dough expires August 27. Cookie Dough that hasn’t been used or converted will be forfeited at that time. Cookie Credits cannot be used in the Girl Scout shop.

Q *Is there a deadline to spend Cookie Dough?*

A Cookie Dough cards that have not been spent or converted by August 27 will be forfeited. The deadline will not be extended for any circumstance.

Q *Is there a minimum to how much Cookie Dough can be converted into Cookie Credits?*

A Yes. Girls must have a minimum of \$10 in Cookie Dough to request it be converted.

Q *Who can convert Cookie Dough to Cookie Credits?*

A Girl Scout Juniors, Cadettes, Seniors, and Ambassadors may choose to convert their Cookie Dough into Cookie Credits to save it for future years. Girls who earned Cookie Dough as a Girl Scout Daisy or Brownie who attempt to convert their Cookie Dough will forfeit their balance if the error is not caught by the Cookie Dough expiration date. Don’t wait until the last minute to convert your Girl Scout’s Cookie Dough into Cookie Credits!

Q *My Girl Scout would like to convert their Cookie Dough into Cookie Credits. What do we need to do?*

A If girls would like to convert their Cookie Dough into Cookie Credits instead of spending it, the girl or her parent must fill out the Cookie Dough form found on gsgcf.org. Cookie Dough that has not been spent or converted by August 27 will be forfeited.

Q *How do we redeem Cookie Credits?*

A Complete the Cookie Dough/Cookie Credits form by visiting www.gsgcf.org – Forms - Product Program. Once the form is received and processed, a check will be mailed to your troop from the council. We are unable to issue payment directly to individuals. Checks are mailed during our next check cycle. It is recommended that requests for redemption be submitted a least one month in advance of when the funds are needed. In the case of troop travel or service unit events, please work with your troop leader to fill out the Cookie Dough Travel Form.

Q *What if my girl cannot participate in the reward she has earned (such as the camp)? Will an alternate reward be offered?*

A Unfortunately, no. We understand that families have busy schedules and try to share the dates of reward events as far in advance as possible. However, in order to be consistent with GSUSA and IRS rewards guidelines, we cannot offer alternate rewards for girls who must miss an event.

Q *Why aren’t there any family rewards?*

A While we recognize that a Girl Scout’s participation in the Girl Scout Cookie Program involves family support, we are unable to offer family rewards to keep in line with GSUSA and IRS guidelines. Per our guidelines, cookie rewards may only benefit the girl who earned them.

Q *My girl would like to see other items offered as rewards for the Girl Scout Cookie Program. How can we provide input?*

A Great! We rely on input from girls, parents, and volunteers to determine each year’s cookie program rewards. Please share your ideas with your troop leader or contact the council product program staff to provide suggestions and input.

Meet the cookies

Eight Delicious Varieties!

\$5

Crispy lemon cookies baked with inspiring messages to lift your spirits.



LEMON-UPS™

\$5

Crispy cookies layered with peanut butter and covered with a chocolaty coating.



TAGALONGS®

\$5

Crisp cookies coated in caramel, sprinkled with toasted coconut and striped with dark chocolaty coating.



SAMOAS®

\$5

Delicate-tasting shortbread that is delightfully simple and satisfying.



TREFOILS®

\$5

Crunchy oatmeal sandwich cookies with creamy peanut butter filling.



DO-SI-DOS®

\$6

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling.



**GIRL SCOUT
S'MORES®**

\$5

Crisp wafers covered in chocolaty coating made with natural oil of peppermint.



THIN MINTS®

\$6

Rich, buttery cookies with sweet, crunchy toffee bits.



TOFFEE-TASTIC®
GLUTEN-FREE


girl scouts
of gulfcoast florida

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