

Girl Rewards

All girl rewards can be found on the reward insert! This year a bee philanthropic donation has been added. Girls can choose between a prize or a donation to restore bee habitat at two levels in the reward plan.

Camp certificates and cookie dough for camp – some camp sessions fill up fast, register early and before camp certificate and cookie dough arrives. After your Cookie Dough or camp certificate is received you may apply it to camp fees by calling 888.747.6945. If the amount of Cookie Dough used plus the amount of your deposit exceeds the total cost of your camp fees, you will receive a refund for the overage.



Our cookie dough (program/retail credits) come in two choices:

- In House Cookie Dough – for use at our physical store locations, GSNWGL camps and programs. In house cookie dough can also be used for destinations and for Girl Scout Gold Award and Girl Scout Silver Award materials reimbursement
- Online Shop Cookie Dough – can only be used when ordering online retail purchases at girlscoutshop.com/GSNWGL.

2021 Cookie Program Cookie Dough expires December 17, 2021. Any Girl Scout may request an extension for their earned GSNWGL Product Program Credit (Cookie Dough) to save for a specific long-range goal or travel experience. Extensions may be granted to assist girls in paying for GSNWGL resident camps, registration fees for travel destinations, and for reimbursement of materials needed to complete the Girl Scout Gold Award or the Girl Scout Silver Award. Extend up to four years!

Older girls (Cadettes, Seniors and Ambassadors) can choose to opt out of recognitions, receive any earned patches and earn extra troop proceeds. **Cookie Dough and Membership is part of the rewards plan and will not be awarded to opt-out troops.** The troop reward t-shirt/\$5 choice will be available for opt-out troops and the 2300+ level is available for opt-out girls.

Safety Information

Please keep the following safety tips in mind while selling Girl Scout cookies:

1. 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.
2. Use the Buddy System – Always use the buddy system. It's not just safe, it's 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 in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all time during cookie booth sales.
5. Plan ahead – Be prepared for emergencies, and always have a plan for safeguarding money.
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, except at designated drive-thru cookie booths, or going into alleys.
7. Sell in the daytime – Sell only during daylight hours, unless accompanied by an adult.
8. Protect privacy – Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary 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 – Girls must have their parent's/guardian's permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie girls 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.

Helpful Hints

- All cookies are \$5.00 per package. The price of cookies is set by our Council and cannot be sold for a different price.
- Collect payment when the cookies are delivered. If a customer is only purchasing cookies to donate, collect the money when the order is taken. If customers are using the touchless transaction options online, they will also be able to pre-pay for cookies.
- Checks should only be made out to Girl Scouts.
- Turn in money weekly and by each deadline set by your troop cookie manager.
- If a customer no longer wants their cookies, use those cookies to fill your Keep Goaling orders or do a Walk About or work with your Troop Cookie Manager to see if anyone in your troop needs extras.



Bee safe and thank you for participating in the Girl Scout Cookie Program!

Safety guidance in printed materials for the 2020-2021 cookie program may change based on evolving COVID-19 outbreak conditions. As we continue to prioritize safety for our members, please look to council communications for real-time updates or changes to specific guidance.

girl scouts
of the northwestern
great lakes



2021 Girl Scout Cookie Program

Girl and Family Information Packet

2021 Cookie Program Dates

January 22- February 7	Girls take door-to-door orders. No money collected now. Orders are due to the Troop Cookie Manager (TCM) by _____.
January 22 – April 4	Smart Cookies open for order-taking.
February 8 – April 4	Girls can keep selling with the Keep Goal-ing Card.
March 2 -10	Girls pick up cookies from TCM. Then deliver cookies and collect money. All money from initial orders is due to TCM by _____.
March 5 – April 4	Direct Sale -Troops participate in Cookie Booth sales and walkabouts.
May	Girls receive rewards from TCM.
June 30	Final day to report reward and Cookie Dough discrepancies or other problems to GSNWGL Product Program Department. If membership recognition earned must be reregistered by this date.

My Troop Cookie Manager is: _____

Keep Calm and Cookie On!

The past year was filled with unexpected ups and downs but there is one thing we know for sure – Girl Scout Cookies make everything a little bit better! This year we have so much to say YAY! about – specifically our new Girl Scout Cookie the Toast-Yay! Each delightful, toast-shaped cookie is full of French toast flavor and flair and stamped with the trusted Girl Scouts' signature trefoil on top.

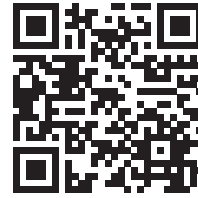
We are committed to making this year's cookie program safe – providing reduced contact and touchless options for transactions, prepaid delivery, ways to send emails and social media links, and new virtual booths!

Participating in the program gives an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she'll gain five skills along the way that she'll use for the rest of her life. The Cookie Entrepreneur Family pin activity sheet is designed to help you support her, giving you tips for your cookie entrepreneur. Here's what girls learn and why it matters.

Through the Girl Scout Cookie Program, girls learn...	This matters because...
Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then girls set an individual goal with help from their families.	Girls need to know how to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girls will make big and small decisions in their life; practice helps them make good ones.
Money management as they develop a budget, take cookies orders, handle customers' money, and gain confidence handling and managing money.	Girls need to know how to confidently handle, manage, and leverage money to do great things.
People skills as they safely talk to their customers in person and virtually to work as a team with other girls.	Knowing how to work with others will help them to do better in school and later at work.
Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way	Employers want to hire ethical employees, and the world needs ethical leaders in every field.

Cookie Entrepreneurship Family Pin and Cookie Business Badges

Cookie season is more fun with family! Bring the whole family together for tons of fun and learning with our Girl Scout Cookie Program pin collection. Each Girl Scout level has 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-1 unique pin for every year they participate! You'll want to download your Girl Scouts level requirements and completion form from girlscouts.org/entrepreneurfamily. Pins can be purchased at our retail shops or at girlscoutshop.com.



Make Sure Your #CookieBoss Is Ready to Sell

All girls must be registered Girl Scouts and return a signed permission form to their leader or Troop Cookie Manager to participate. Once all that's squared away – set your goal and start taking orders (with an adult of course)!

Smart+ COOKIES™ Site

Use the Smart Cookies site to set your cookie goal, manage your cookie sale, track your progress, view recognitions and send Smart Cookies Direct Ship and Girl Delivery e-cards to customers. You can also manage your sale on-the-go with Smart Cookies Mobile. Look for an email invitation from noreply@abcsmartcookies.com and complete your registration to create your Smart Cookies account.

Post it, tweet it, email it! New updates to Smart Cookies make it an even better tool for your cookie business. This year, customers can pre-pay online with a credit card for girl delivery! Each girl has a unique web link to her online store. You can send emails through Smart Cookies directing customers to your online store. You can also post your store link to social sites - following guidelines below. **For prepaid girl delivery options, parents will receive an email notification prompting approval for the orders. The order must be approved within 5 days or the order will be cancelled.**

- The payment will automatically post to Smart Cookies and show up as a credit to your account.
- Girl delivery orders from e-cards do not automatically show up in your Smart Cookies account. Make sure to let your Troop Cookie Manager know that you have these e-card orders. Your Troop Cookie Manager will then order these cookies and transfer them to your online account.

Prepaid/girl delivered cookies can be part of a safe touchless transaction. When you are ready to deliver, contact your customers and arrange a time to do a porch delivery.

Helpful hint: use our new door hanger or the “supersized business cards” found online for touchless transactions. Both resources have a space to include your online link or create a QR code with your store link.

Customers can also pay online with half-priced shipping and cookies will be sent directly from the bakery.

Girls may use the Internet to share their Cookie Program sales links, stories and learning with the following 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 or caretakers.
- Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and their Families.
- Girls, volunteers and parents must adhere to all Safety Activity Checkpoints for Cookie and Product Sales (with the exception that they may share beyond friends and family); Safety Activity Checkpoints for Computer and Internet Use; the Internet Safety Pledge found in the Safety Activity Checkpoints; and the Supplemental Safety Tips for Online Marketing.
- Girls sales links should never be posted to online resale sites (Craig's List, EBay, Facebook Marketplace, etc.)
- Girls must adhere to all terms and conditions on Digital Cookie and Smart Cookie platforms.
- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- Parents, girls, and volunteers should contact and collaborate with their councils and GSUSA in advance on any national news media opportunities tied to girls online marketing and sales efforts.

Creating a QR code

A QR – Quick Response - code is a code that is quickly readable by a cell phone. Use a free QR code creator to convert your online store URL to a scannable code. Find your Smart Cookies URL in the My Orders>Share My Cookie Link section. Copy link and paste in the QR creator. Print that code on labels and put on door hangers or copy and paste your code directly into supersized business cards. Hand out these sales tools to customers and link them to your online store!

Initial Order Taking

January 22 – February 7, Girl Scouts make calls, go door-to-door, and contact those they know to take orders for Girl Scout Cookies. (Girls can use business cards or door hangers with her online store link so customers can order and pay online to reduce contact if needed.) Troop leaders then tally the amount of Girl Scout Cookies each Girl Scout sold in the online system Smart Cookies. Once the Girl Scout Cookies come in at a delivery the troop sorts them by individual Girl Scout. Each Girl Scout then delivers her Girl Scout Cookies and collects payment. Girls that have at least 100 packages of cookies in initial orders will earn the key ring that will be delivered with the initial cookie order.

Cookie Share Donation

Cookie Share is our Council's cookie service project. Cookie Share allows customers to purchase cookies to be donated to women and men serving in the military and to local shelters, frontline workers, and food banks. Troops will not receive any cookies for the cookies ordered through the Cookie Share Program; the Council will donate the cookies directly to the military/shelters/frontline workers/foodbanks. During the 2020 Cookie Program, over 2,800 cases of Cookie Share cookies were donated!

Follow these easy steps:

- Ask every customer to buy Cookie Share for donation.
- Record donations in the order card's “Cookie Share” column.
- Collect \$5.00 for each order.
- Turn in Cookie Share money and orders to your Troop Cookie Manager.
- Sell 10+ packages of Cookie Share donations to earn the Cookie Share patch. 50+ earns a bee plush. (Online Cookie Share donations count toward this too. Online customers can choose to donate cookies. There will be no shipping fee – we take care of delivering the cookies. There is a \$1.25 processing fee per order.)

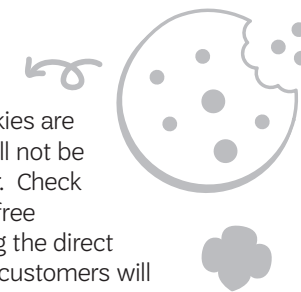
Girls will earn rewards and troop proceeds on all Cookie Share cookies sold.

Share your stories with us! gsnwg.org/shareyoursuccess

Gluten-Free Caramel Chocolate Chip Cookie

Gluten-Free Caramel Chocolate Chip cookies are back! Caramel Chocolate Chip cookies will not be on the order card for customers this year. Check with your troop to see how many gluten free cookies are available for you to sell during the direct sale portion of the cookie program. Your customers will also be able to purchase gluten free cookies from you through your online Smart Cookies account. (Supplies both in person and online will be limited.)

Caramel Chocolate Chip cookies are certified by the Gluten Free Certification Organization and are baked in an audited gluten, nut and soy free bakery. Caramel Chocolate Chip cookies come in a 5-ounce re-sealable standing pouch and are offered at \$5 per package. Full ingredient information can be found at gsnwg.org/glutenfreecookie.



Keep-Goaling

After the initial order cards are turned in, girls can Keep-Goaling and continue to take orders from February 8 – April 4. This is a great way for a girl or troop to reach their goals!

Be sure to turn in your Keep-Goaling orders to your Troop Cookie Manager, so they can pick up cookies from the cupboard, or use some of the troop extras. Girls will continue to earn rewards during this time. Get a Keep-Goaling order card when you turn in your initial order card to your Troop Cookie Manager or find one at gsnwg.org/keepgoaling.

Walkabouts

During a walkabout, Girl Scouts sell cookies door to door, but instead of taking orders and delivering at a later date, girls have the cookies with them and are able to instantly deliver. This is so convenient for Girl Scouts and their customers! Sometimes, troops meet and walkabout together as a group, on a weekend or early evening. This can be a fun meeting activity, and you can even combine it with other troop activities, like a neighborhood scavenger hunt, outdoor photography activity, or make a meal together afterwards! Other times, girls and their parent can “check out” cookie boxes for an individual walkabout, using cookies from their troop's back up supply.

Ways to Support Your Cookie Entrepreneur

- Help her earn the Cookie Entrepreneur Family pin to practice building her skills at home.
- Help her set up her Digital Cookie or Smart Cookie site.
- Help her keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support her.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help her make arrangements to connect with people in her network.
- Never do things for your girl that she can do for herself, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting her!