

Girl Rewards

New level! At the 2300+ level, earn a trip to the national G.I.R.L. 2020 convention in Orlando, FL. This trip is open to all levels and will include admissions, airfare, hotel, meals, and more! While specific arrival and departure dates have not yet been set, it will revolve around the weekend of October 23-25, 2020. Troops choosing the opt-out option for recognitions will still be able to earn a spot on this trip.

Camp certificates and cookie dough for camp – some camp sessions fill up fast, register early and before camp certificate and cookie dough arrives. 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.

2020 Cookie Program Cookie Dough expires December 18, 2020. 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 G.I.R.L. 2020 trip is available for opt-out girls.

Cookie Pro Contest 2020

Unleash your unique cookie business smarts for a chance to win an epic trip to Orlando. Twenty-four winners across the nation will have full VIP access to G.I.R.L. 2020. Winners will enjoy admission to all conference activities and experiences, breakfast with Girl Scouts of the USA's CEO, backstage passes to celebrity speakers, and more! Learn more and enter: girlscouts.org/cookiepro. Entries accepted February 1 to March 31, 2020.

Helpful Hints

All cookies are \$5 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.

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.

Safety Information

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

- Girls should always sell with an adult. Cadettes, Seniors and Ambassadors use the buddy system or sell with adults.
- Never enter anyone's house or apartment when taking door-to-door orders.
- Practice pedestrian safety.
- Return home frequently when collecting money so you aren't carrying large amounts of money.
- Only share first names, and do not give out personal information like phone numbers or address.
- Know the name and phone number of an adult to contact in case of an emergency.



girl scouts
of the northwestern
great lakes

2020 GIRL SCOUT COOKIE PROGRAM

GIRL & FAMILY

INFORMATION GUIDE



About the 2020 Girl Scout Cookie Program

Girl Scout Cookie season is one of the best times of the year. It's a time when you and your troop work together to decide what your troop wants to do and how to do it through setting goals, making plans, and getting out in the community and sharing the Girl Scout spirit along with some truly awesome treats. This year's Girl Scout Cookie Program theme: Chase Your Adventures harnesses the key feature of Girl Scouting – girl-led. Each Girl Scout and her troop chases their own adventures – kayaking trips, community service, STEM experiences – together!

Speaking of new stuff, This year we will have all new packaging featuring the Cookie Pro Contest Winners from 2018!

When you sell delicious Girl Scout Cookies, you help power new, unique, and amazing experiences for every awesome Girl Scout right here in our Council including those in your troop! That's the thing. When girls participate in the Girl Scout Cookie Program, they get more than life-changing experiences and adventure. They also develop essential life skills. So, help your Girl Scout learn while earning by:

- Talking with her about her **GOALS**.
- Assisting her with **MONEY MANAGEMENT**.
- Practicing good **PEOPLE SKILLS** with customers.
- Supporting sound **DECISION MAKING**.
- Using the **BUSINESS ETHICS** as described in the Girl Scout Law.

All girls who participate in the Girl Scout Cookie Program are eligible to earn the brand-new Cookie Entrepreneur Family Pin. By earning the pin, girls will demonstrate knowledge of the 5 Skills. Requirements to earn the pin can be found online at gsnw.gl/cookiepinsbadges.

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 hit the streets (with an adult of course)!



My Troop Cookie Manager is:

2020 Cookie Program Dates

January 17- February 2
Girls take door-to-door orders. No money collected now. Orders are due to the Troop Cookie Manager (TCM) by _____

January 17 – March 29
Smart Cookies open for order-taking

February 3 – March 29
Girls can keep selling with the Keep Goal-ing card

February 25 – March 4
Girls pick up cookies from TCM. Then deliver cookies and collect money. All money from initial orders is due to TCM by _____

February 28 – March 29
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

New Cookie Entrepreneurship Family Pin Collection

Cookie season is more fun with family! Bring the whole family together for tons of fun and learning with our brand-new Girl Scout Cookie Program pin collection. Each Girl Scout grade 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 grade level requirements and completion form from girlscouts.org/entrepreneurfamily. Pins can be purchased at our retail shops or at girlscoutshop.com.

Daisy Pin Requirements

- Set a goal.
- Decide how to reach your goal.
- Practice with money.
- Learn to talk to customers
- Think like a Girl Scout.

Brownie Pin Requirements

- Go for the goal.
- Find more customers.
- Be a money master.
- Make your pitch.
- Think like a Girl Scout.

Junior Pin Requirements

- Strategize your sales.
- Learn from the past.
- Run the show.
- Fine-tune your pitch.
- Know your product.

Cadette Pin Requirements

- Hit those benchmarks.
- Choose your path.
- Learn about financial planning.
- Grow your network.
- Thank your customers

Senior Pin Requirements

- Take note!
- Shout out your strategy.
- Look to the future.
- Segment your customers.
- Show your appreciation.

Ambassador Pin Requirements

- Get information.
- Find a mentor.
- Make your personal financial plan.
- Be a sister to every Girl Scout.
- Translate your experience.

Initial Order Taking

January 17 – February 2, Girl Scouts go door-to-door, make calls, and contact those they know to take orders for Girl Scout Cookies. 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 tube bandana 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, emergency services, 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/emergency services/foodbanks. During the 2019 Cookie Program, over 2,400 cases of 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 fox 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.



Keep Goal-ing

After the initial order cards are turned in, girls can Keep-Goaling and continue to take orders from February 3 – March 29. 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 and troops will continue to earn proceeds 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 on our website gsnwgl.org.

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 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. Once in the system, there are Smart Cookies resources under the Media tab.

Returning online this year:

- Half-priced shipping for customers!
- Gift boxes available online.
- Girls can take credit card payments with their girl delivery e-card orders. Go to View Orders, find the order and click Edit Order & Payment.

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 TCM will then order these cookies and transfer them to your online account.

Girls should only sell online through Smart Cookies – sales on Facebook, Craigslist, or any other online sites are strictly prohibited.

For 2020, 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.



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 abcbakers.com.

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. In this case, the girl would receive a set amount (usually, about 25- 50 boxes) from the cookie manager. The parent would sign a receipt, acknowledging they received the cookies. They would keep the cookies for a set time, (usually 1-3 days) to complete their walkabout. Afterwards, they can return remaining cookies to the troop, to continue to use for booths and Keep Goal-ing orders. The Troop Cookie Manager should give the parent a second receipt, to show which cookies were returned.

During the direct sale portion of the cookie program, send your walkabout pictures to (starting February 28) gsnwgl.org/wwwwalkabouts to be featured on GSNWGL social media.