

When selling cookies, girls learn skills they can use for a lifetime!



Goal Setting
Girls learn how to plan and aim for success



Decision Making
Girls choose how to sell and how to use their funds



Money Management
Girls learn how to be fiscally responsible



People Skills
Girls learn how to approach and sell to customers



Business Ethics
Girls learn the impact business has on the world

Key Dates & Deadlines

- ❑ **December 8** Digital Cookie training for parents
- ❑ **December 18** Digital Cookie begins. **Emails are sent to families in December to create Digital Cookie accounts!**
- ❑ **December 18** In-Person Order Taking begins
- ❑ **January 13** Troop Initial Order due

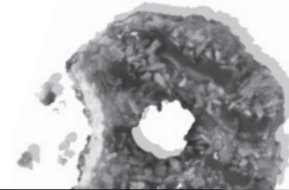
Troops pick up cookies in late-January and early-February
- ❑ **February 5** In-Hand Sales begin
- ❑ **February 5** Cookie Booths, Lemonade Stands, and Walkabouts begin
- ❑ **February 19-21** National Girl Scout Cookie Weekend
- ❑ **March 14** Cookie Program ends

Rewards will be distributed to girls in April and May!



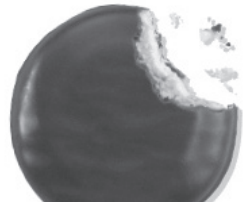
Lemon-Ups \$5

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



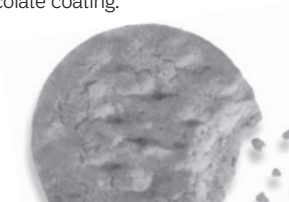
Samoas \$5

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



Tagalongs \$5

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



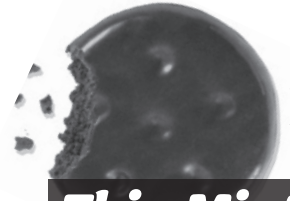
Do-Si-Dos \$5

Crunchy oatmeal sandwich cookies with creamy peanut butter filling.



Trefoils \$5

Delicate-tasting shortbread that is delightfully simple and satisfying.



Thin Mints \$5

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

Made with Vegan ingredients
100% Real Cocoa



S'mores \$5

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling.



Toffee Tastics \$6

Rich, buttery cookies, with sweet, crunchy toffee bits.

Gluten Free

Cookie Entrepreneur Family Pins

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 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 at [GirlScouts.org/EntrepreneurFamily](https://www.girlscouts.org/EntrepreneurFamily)*

Welcome to the 2021 Cookie Program!

Are you ready for a unique cookie season? We are! Every girl who participates will learn useful life skills, gain confidence, and discover her leadership skills. Selling cookies also means fun, friendship, and a chance to change the world—sweet!

Girl Scouts have many options to stay safe and sell cookies through other contactless methods. Digital Cookie, virtual booth sales, contactless payments, and door-step delivery will allow girls and Troops to continue with the Cookie Program in 2021. We are all in this together; **we've got this!**

How the Cookie Program benefits the Girls:

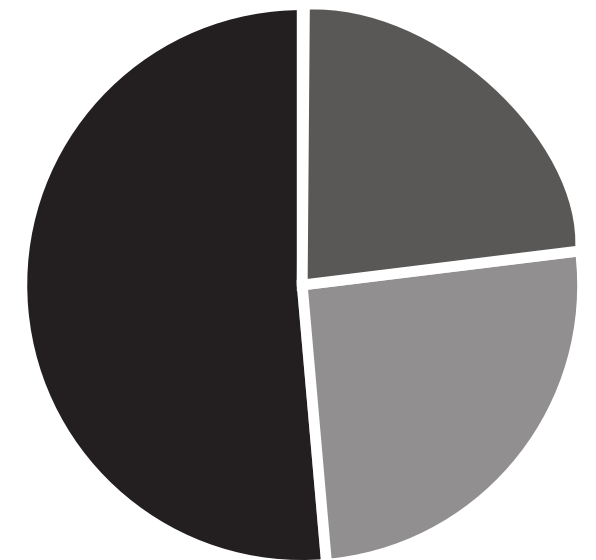
The Cookie Program is vital to the Girl Scout mission of building girls of courage, confidence, and character. After the costs for baking the cookies and program logistics (like transporting them), 100% of the proceeds earned for each package is reinvested in Girl Scouts of Eastern Iowa and Western Illinois!

Cookie proceeds help support many aspects of Girl Scouting, including:

- Keeping camp affordable by subsidizing the registration cost
- Supporting the Girl Scout Leadership Experience which includes programming and events
- Providing grants to girls and troops with financial barriers

How the Cookie Crumbles Where does the money go?

All proceeds stay in our local council!



60% is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services.

21% goes towards the Girl Scout Cookie Program and baker costs.

19% goes toward Troop proceeds and girl rewards.

Parent & Guardian Responsibilities

☐ **Attend your Troop's cookie meeting.** Find out all of the info you need and while you're there, read and sign the Cookie Permission Form.

☐ **Help her prepare for the sale.** Work together to earn the Family Cookie Entrepreneur Pins and focus on business skills like making eye contact, counting change, and practicing her sales pitch.

☐ **Set up her Digital Cookie account.** Digital Cookie is an online program for girls to build their businesses, track goals, and sell cookies online, regardless of location.

☐ **Volunteer with her Troop.** Cookies are a big business, and your Troop Product Manager could use extra help. One-time tasks like picking up the initial order and supervising Cookie Booths are great ways to pitch in.

☐ **Stay on top of information.** Be attentive to your Troop Product Manager's emails and requests for orders, so they can plan the order for your Troop in time.

☐ **Turn in money on a weekly basis.** Pay attention to safety guidelines such as wearing masks, social distancing, and contactless transactions.

☐ **Join her marketing team.** Help spread the word to coworkers, family, and friends that your Girl Scout is selling cookies. Remember, the program should be girl-led so include her in making flyers, writing Facebook posts, and writing thank-yous.

☐ **Keep track of receipts.** Make sure you receive and retain receipts (online or paper) for anything to do with cookies. This includes times you receive, exchange, or return cookies from the Troop Product Manager and turning in money to the Troop.

Cookie Permission Form

Being a Girl Scout parent or guardian during the Cookie Program comes with its own set of responsibilities. Before your Girl Scout can participate in the Cookie Program, you must sign the Cookie Program Permission Form as provided by your Troop Product Manager.

These responsibilities include:

- **Communicate often with and respond promptly to the Troop Product Manager**
- **Turn in money before picking up more cookies from the Troop**
- **Communicate openly and regularly to reallocate inventory**
- **Maintain financial responsibility for all cookies and money in your possession**
- **Ensure that your Girl Scout adheres to the Cookie Program Digital Sales and Social Media Policy**
- **Store cookies separate from pets, off of the ground, and in a non-smoking area to uphold product integrity**

Ways to Sell Cookies:

Digital Cookie

Participating in Digital Cookie has never been so fun and exciting! Girls can build an avatar, set up their online storefront, and start sending emails to family and friends in a matter of minutes.

Cookie Booths

Help your Troop operate stations in public spaces like churches, grocery stores, and retailers. Troops can even get creative and host drive-thrus at public parking lots!

Virtual Cookie Booths

Assist your Troop in a virtual Cookie Booth! Troops collect money through an online payment source, like Venmo or Digital Cookie, and then arrange for contactless deliveries or pick-ups.

Order Taking

Take customer orders on your order card and return later to deliver the cookies and collect money. Money can be collected through an online payment method such as Digital Cookie, Venmo, PayPal, etc. as long as the funds are returned to her Troop.

Door-to-Door Sales

Load up the sled or wagon or turn the family van into a cookie mobile to canvas the neighborhood! Remember to wear Girl Scout uniforms or swag and visit neighbors again before the sale ends so they can stock up.

Workplace Sales

With employer permission, leave an order card (not cookies) at a family member's workplace. Ask your Girl Scout to write a short paragraph about herself and her goals in the program to leave with the order card!

Business to Business Sales

During the Troop cookie meeting, the girls may express interest in selling cookies to businesses like real estate agencies, car dealerships, and other businesses. Please contact your Troop Product Manager for more details!

Care to Share

Throughout the entire sale, customers can choose to donate their cookies instead of receiving them. You would collect their order under the "donation" column on the order card or through Digital Cookie.

Lemonade Stands

Set up in front of a Girl Scout or family member residence. An adult must be present to ensure safety.

Digital Cookie

Digital Cookie is an online program that helps girls manage their cookie sale. In early December, every family of a registered Girl Scout will receive an email to set up her account. These emails have a unique registration link only for her sale! Girls will then be able to log into the platform and set up their page and contacts.

Understanding Online Sales in Digital Cookie

Customers can place orders to purchase cookies for direct shipping, place orders for girl delivery, or purchase cookies to donate to the Care to Share Program. And girls can use Digital Cookie to take contactless credit card payments for in-person sales like going door-to-door in her neighborhood.

Girl-Delivery Orders

Customers place and order online through her Digital Cookie link and pay online with a debit or credit card. Then, girls deliver the cookies. After receiving an order, girls will use their own inventory that was transferred from the Troop Product Manager.

Direct-Ship Orders

Customers place an order online through her Digital Cookie link and then the cookies are shipped directly from the baker. The payment for these orders is taken at the time the customer places the order.

Credit Card Payments

Girls can accept contactless credit card payments through Digital Cookie using a mobile device when selling door-to-door or during an individual sale. These payments are credited directly to the Troop Cookie Program account.

There are two main options for selling with Digital Cookie!

1. Send Cookie Link Girls can send their unique links to friends and family through email and social media.

2. Send E-Cards Girls can send an email directly through Digital Cookie to contacts for direct-ship and girl-delivery orders.

Join the fun at [girlscouts.org/mydigitalcookie](https://www.girlscouts.org/mydigitalcookie)