



# Girl Scout Cookie Program Family Guide 2020

**American Fork Office**  
215 N Center St.  
American Fork, UT 84003

**Ogden Office**  
3564 Lincoln Ave. Suite 4A  
Ogden, UT 84401

**Salt Lake City Office**  
445 E 4500 S, Suite 125  
Salt Lake City, UT 84107

*Little Brownie*  
BAKERS<sup>SM</sup>



# THE 2020 GIRL SCOUT cookie PROGRAM



The Girl Scout Cookie Program is the world's leading business and financial literacy program by and for girls. Are you ready for fun? Read on to get the basics on how to participate and how to make this the best Girl Scout Cookie Season ever!

## 5 things to know about the cookie program



**January 11  
to March 22**

The 2020 GSU Cookie Program runs January 11 to March 22. All registered Girl Scouts can participate. The Cookie Program only happens once a year!



## 1917

In 1917, the first-known cookie sale by Girl Scouts took place as a way to earn money to support girl-led community service projects and other activities. Girl Scouts have been entrepreneurs for more than 100 years.



## 800M

Nationally, the Girl Scout Cookie Program grosses more than \$800 million in sales.

## 5 Skills for Girls

Girls who participate in the Girl Scout Cookie Program learn and practice five valuable skills (goal setting, decision making, money management, people skills, and business ethics) that will help them now and in the future.

## 100%

All of the proceeds generated from the Cookie Program stay within the local council to support Girl Scout programs right here in our community!



# The Girl Scout Difference

Our Girl Scout Leadership Experience is a one-of-a-kind leadership development program for girls with proven results. It's based on time-tested methods and research-backed programming that embolden girls to take the lead—both in their own lives and in the world.

Girl Scouts helps girls thrive in five key ways as they:



Develop a strong sense of self.



Seek challenges and learn from setbacks.



Display positive values.



Form and maintain healthy relationships.



Identify and solve problems in their communities.

And the inclusive, all-female environment of a Girl Scout troop creates a safe space where girls can try new things, develop a range of skills, take on leadership roles, and just be themselves.

- **Strong Sense of Self**  
Girls have confidence in themselves and their abilities, and form positive identities.
- **Positive Value**  
Girls act ethically, honestly, and responsibly, and show concern for others.
- **Challenge Seeking**  
Girls take appropriate risks, try things even if they might fail, and learn from mistakes.
- **Healthy Relationships**  
Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.
- **Community Problem Solving**  
Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create “action plans” to solve them.

## Cookie Selling Perks



# 5 Skills for Girls

and ways girls benefit from cookie-selling!

## 1 Goal Setting

Girl Scouts set cookie sale goals individually and with their troop. She creates a plan to reach them. She develops cooperation and team-building skills all along the way!

- Assist your Girl Scout in setting practical goals by looking at the rewards, talking about community projects, and discussing troop activities. Aid your Girl Scout by role-playing when she needs assistance in this thought process.

*“My friends and I work together to set our troop goal for the season; maybe we'll donate to our local animal hospital or go on an adventure. Selling the cookies is great but what we do with the money we earn is even greater.”*

## 2 Decision Making

Girl Scouts help decide how their troop will spend their cookie proceeds, furthering the critical-thinking and problem solving skills that will help her in many aspects of her life.

- Ask your Girl Scout how her troop plans to use the proceeds, what individual goal she'd like to set, and what things she can do to meet her goals.





**3**

## Money Management

Girl Scouts take cookie orders, handle customers' money, and gain valuable and practical life skills regarding finances and money.

- *For her personal sales, allow your Girl Scout to count the money with you. Encourage her to separate her order, and tally up the amount due.*

**“I make change happen!”**



**“I get a lifetime supply of confidence in every package.”**

**4**

## People Skills

Girl Scouts learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills.

- *Help your daughter feel comfortable asking friends and family to support her. Encourage her to speak confidently and to say thank you.*

**5**

## Business Ethics

Girl Scouts are honest and responsible at every step of the Cookie Program, which reinforces the positive values she is developing as a Girl Scout.

- *Act honestly, responsibly, and follow the rules during every step of the Cookie Program and encourage your daughter to run her business as a professional.*



# Meet the Cookies

Cookies are \$5/package and \$60/case, except for the two specialty cookies: gluten-free Toffee-Tastic and clean/non-GMO Girl Scout S'mores varieties which are \$6/package and \$72/case, because they cost more to produce.

**GIRL SCOUT COOKIES®**  
**LOVED BY MILLIONS**  
 BAKED WITH ONE PURPOSE



Remember to keep the new Lemon-Ups cookie confidential until January 7, 2020.

**LEMON-UPS™**  
 NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

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

## 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



*Little Brownie*  
 BAKERS®

girl scouts  
 cookie program



- 100% Real Cocoa
- Real Coconut

**SAMOAS®**

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

- 100% Real Cocoa
- Real Peanut Butter



**TAGALONGS®**

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

**DO-SI-DOS®**



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

Crunchy oatmeal sandwich cookies with creamy peanut butter filling ☺

**TREFOILS®**



Delicate-tasting shortbread that is delightfully simple and satisfying ☺

**THIN MINTS®**



- Made with Vegan Ingredients
- 100% Real Cocoa

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

**GIRL SCOUT S'MORES®**

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling ☺



- Made with Natural Flavors
- 100% Real Cocoa



- NO Artificial Flavors

**TOFFEE-TASTIC®**  
 GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits ☺



The GIRL SCOUTS® name and mark, and all other associated trademarks and logos, including but not limited to the Trefoil Design, Girl Scout Cookies®, Thin Mints®, Trefoils®, Girl Scout S'mores® and Lemon-Ups™ are owned by Girl Scouts of the USA. Little Brownie Bakers is an official GSUSA licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS, TAGALONGS, DO-SI-DOS and TOFFEE-TASTIC are registered trademarks of Kellogg NA Co. Copyright ©, TM, © 2019 Kellogg NA Co. 051519

Customers love our amazing, name-brand Girl Scout Cookies baked especially for us by Little Brownie Bakers, one of the two bakers that produce Girl Scout Cookies in the USA!



# Meet the NEW LEMON COOKIE

2019-2020 GIRL SCOUT COOKIES®

## LEMON-UPS™

GIRL SCOUT COOKIES®

Introducing Lemon-Ups™: the newest addition to the Girl Scout Cookie™ lineup!

Inspired by real girls in the Girl Scout Cookie Program® and created for all Girl Scout Cookie lovers, these new lemon cookies are positively fun. Just like G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ each cookie has something bright and motivating to say.



I am a **GO-GETTER**



I am an **INNOVATOR**

I am a **RISK-TAKER**



I am a **LEADER**



I am **BOLD**



I am **CREATIVE**

I am **STRONG**



I am **GUTSY**



Remember to keep the new Lemon-Ups cookie confidential until January 7, 2020.

**Perfect for sharing**  
Grab one that expresses your personality, or give one to a friend!

# Girl Rewards



Theme Patch  
36+ Packages



Toothbrush Cover  
75+ Packages



150+ Patch  
150+ Packages



2020 Bar Patch  
200+ Packages



Origami Bandanna  
250+ Packages

100% Cotton



Cookie Celebration  
350+ Packages \*\*



Butterfly Plush  
500+ Packages



WOW T-shirt  
800+ Packages



Wide opening  
fits ice cubes

Water Bottle  
900+ Packages



Mystery Event  
1000+ Packages \*\*



Weekender Tote  
1500+ Packages



Blanket  
2000+ Packages



Nintendo Switch  
2500+ Packages



G.I.R.L. 2020 Convention  
Experience  
Orlando, Florida  
4000+ Packages \*\*

**\*\* Girl event rewards are non-transferrable. The girl who earns the reward event is the girl who must attend the reward event.**



## ACTIVITY CREDITS

Girls earn \$12.50 for every 50 packages sold between 50-349 packages

Girls earn \$15.00 for every 50 packages sold from 350 packages and above



### Build a butterfly!

Earn the troop goal getter patch, sell 200 packages of cookies, and participate in booth sales

## TROOP GOAL GETTER REWARD

10% increase over troop's 2019 initial order

Each girl who places an initial order will receive a magic cloth and goal getter patch



Qualifying troops will receive one table top sign for the TCM

Troops must complete online survey to qualify for rewards

## GIFT OF CARING REWARDS

Applies only to GOC packages donated through Digital Cookie



Gift of Caring Patch  
15+ Packages



Mini Plush Dangler  
50+ Packages



Inflatable Ottoman  
100+ Packages

Small hand pump included

## Troop Proceeds \$.50/package

# Packages	Proceeds
36	\$18.00
50	\$25.00
75	\$37.50
150	\$75.00
200	\$100.00
250	\$125.00
350	\$175.00
500	\$250.00
800	\$400.00
900	\$450.00
1000	\$500.00
1500	\$750.00
2000	\$1000.00
2500	\$1250.00
4000	\$2000.00

## COOKIE TECHIE PATCH



15+ valid emails sent via Digital Cookie by January 26, 2020



Bar patch given at highest level earned starting at 300+ packages

### Note for opt-out troops:

Girls in troops that have opted out of rewards will receive Troop Goal Getter reward, ALL patches, and invitations to events (if earned)

**ALL REWARDS ARE CUMMULATIVE**

# Cookie Program

## Requirements, Roles, and Responsibilities



### For Girls:

- Be a currently registered Girl Scout
- Ensure no cookie orders are taken or sales made prior to the start date, Friday, Jan. 11, 2020
- Set individual goals and help the troop set and achieve overall troop goals
- Participate in troop meetings and cookie program discussions
- Know your product; learn about the cookies
- Be easily identifiable as a Girl Scout. Wear your uniform or other Girl Scout attire, and your membership pins
- Tell customers how your troop will use cookie proceeds
- Encourage customers to support the Gift of Caring (GOC) cookie donation program
- Participate in the troop booth sales

### For Parents & Guardians:

- Sign the 2019 Fall Product-2020 Cookie Program Parent/Guardian Permission & Responsibility Agreement form
- Encourage your daughter to participate in cookie program activities. Work with her to build her 5 skills
- Guide your daughter when making individual learning and sales goals
- Respect and support the troop goals
- Participate in booth sales and assist the troop cookie manager and troop leader
- Keep your troop cookie manager updated on your daughter's inventory-request more cookies when you sell out
- Be responsible for payment of all cookies received and safeguarding all monies collected from customers
- Participate in the receipting for all cookies received and all money submitted to the troop. Retain all receipts
- Follow all troop guidelines and timeframes for turning in money
- Follow all rules and guidelines for selling as defined by GSU and understand consequences for noncompliance

### For Troop Cookie Managers/Troop Leaders

- Train the girls and parents and distribute all needed materials, providing ongoing support throughout the program
- Do not set quotas for individual girls
- Allow time for cookies to be delivered before requiring payment from parents and set up periodic collection dates
- Collect and deposit all cookie funds due from the girls/parents into the troop bank account frequently
- Enter all troop and girl orders and money collected into the cookie online system (eBudde)
- Meet deadlines as set by the Service Unit cookie manager and as indicated in the troop cookie manager guide
- Keep track of individual sales and boothing sales

# ABC's of Safety

Nothing is more important than ensuring the health and safety of girls and volunteers. If you ever feel threatened or compromised, get to safety immediately, call the police, and contact the Product Sales Team as soon as possible. Here are a few best practices:

- Girls should always wear a Girl Scout membership pin and/or Girl Scout clothing to identify themselves as a Girl Scout. Uniforms are encouraged.
- Be familiar with the areas and neighborhoods in which you will be selling Girl Scout Cookies.
- An adult must always accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering Girl Scout Cookies. An adult must supervise/know when Girl Scout Cadettes, Seniors, and Ambassadors are selling; two approved adult volunteers must be present at Girl Scout cookie booths regardless of the girls' grade level.
- Only sell and deliver Girl Scout cookies in the daytime.
- Never enter a person's home or vehicle when you are selling or making deliveries.
- Always use the buddy system! It's not just safe, it's fun.
- Be prepared for emergencies! Also, have a plan to safeguard money. Avoid walking around with large amounts or keeping it at home, in the car, or at school. As soon as possible, give money to your troop cookie manager.
- Follow safe pedestrian practices, especially at intersections and walking along roadways. Be aware of traffic when unloading cookies and passengers from vehicles.
- Girls' names and contact information should never be given out to customers. Instead, give the troop/group number and an approved phone number of an adult, or email for customers to request information or order.
- Girls are encouraged to utilize the online store from the girl dashboard in Digital Cookie. This is a safe site for girls to share their Cookie Program with friends and family through email, text messages, and private social media site posts. Before engaging in online activities, girls must have their parents' permission to participate in the online portion of the program. All girls must watch the safety videos when they log in to Digital Cookie. Additionally, parents/guardians must read and abide by the *2019 Fall Program & 2020 Cookie Program Parent/Guardian Permission and Responsibility Agreement* form. Girl Scouts can only sell cookies online with Digital Cookie. **Online sale sites, online auction sites, or any public online sites are prohibited;** and girls, parents, and third parties may not accept payment for Girl Scout cookies online except through Digital Cookie.





# Cookie Code of Conduct

Girls and adults must adhere to information contained in this family guide and all GSU and GSUSA rules and regulations when participating in the Girl Scout Cookie Program. These rules are in place so that girls can run a successful, fair, fun, and safe cookie business. Consult your troop cookie manager with any questions.

## For Girls:

- I will adhere to the principles of the Girl Scout Promise and Law and follow all GSU guidelines
- I will follow the rules to help make sure the program activities are safe, fun, and successful
- I will not sell cookies prior to the program start date of January 11, 2020
- I will wear appropriate Girl Scout attire and dress neatly and appropriately for the weather
- I will treat other people, myself, property, and equipment with respect
- I will remove all trash from boothing sites
- I will listen carefully to all instructions and appropriately respond to all directions given by Girl Scout leaders, troop cookie managers, or the adult in charge
- I will not run or demonstrate any physical activity that could place me in harm. I will not participate in any roughhousing, running, loud voices, or inappropriate language
- I will never give out my last name, address, or phone number to customers. Instead, I will refer the customer to the adult in charge



## For Parents & Guardians:

- I will adhere to the principles of the Girl Scout Promise and Law and follow the GSU guidelines
- I will follow the rules to help make sure the program activities are safe, fun, and successful
- I will make sure my daughter does not sell cookies prior to the program start date of January 11, 2020
- I will be respectful of the Girl Scout leaders, troop cookie managers, or the adult in charge
- I understand I am responsible for all money collected on behalf of the troop and misuse of council and/or troop cookie funds will not be tolerated
- I understand I am financially responsible for all product received and all cookies must be paid by the March 2020 deadline set by my troop cookie manager
- I will treat other people, myself, property, and equipment with respect. I will not leave trash behind
- I will remove all cardboard cases and trash from boothing sites and dispose of them at my home
- I understand that tagalongs (siblings, friends) are not allowed at a cookie booth
- I will not violate Girl Scout policies, create discord, or damage or misuse property
- I will not demonstrate violence of any kind, including inappropriate conduct, profanity, or verbal abuse
- I will not be under the influence or hold possession of illegal substances during any Girl Scout activities. Firearms or weaponry are not allowed
- I understand smoking is not allowed in the presence of girls during Girl Scout activities
- I will support the goals established by my daughter and her troop
- I understand that adults may assist, but should not sell cookies. This is a girl's business to operate



The NEW Cookie Entrepreneur Family pin 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 [www.girlscoutcookies.org/entrepreneurfamily](http://www.girlscoutcookies.org/entrepreneurfamily)



## IMPORTANT DATES

January 11	GSU Cookie Program begins. No cookie orders are allowed to be taken or sales made prior to this start date.
January 26	Order taking for initial order phase ends, cookie orders due to troop cookie managers.
Jan 28 to Feb 18	Goal Getter Order phase
February 22 to 29	Cookie delivery day (check with your troop cookie manager for details.)
February 28 to March 1	National Girl Scout Cookie Weekend
March 6 to 22	Cookie booths at approved locations
March 22	GSU Cookie Program ends (no sales allowed after this date.)

# Cookie Program Tips



## Tips for Selling Cookies

1. Ask friends and family to buy or donate Girl Scout Cookies.
2. Review last year's order cards and contact your reliable customers.
3. Need more cookies? Contact your troop cookie manager.
4. Do residential door-to-door sales, booth with your troop, or sell online through Digital Cookie.
5. Prior to the end of the program, contact your customers again to place another order.

## Key Players

There are several groups of people who will make your cookie business a complete success:

1. **GSU Staff** will provide the necessary tools to conduct a successful cookie business.
2. **Your troop cookie manager** will organize and guide your troop through the program.
3. **Your troop** consists of registered Girl Scouts ready to put their leadership skills into action.
4. **Your support team** of family and friends who will encourage and assist you.
5. **Customers** are the awesome people who will financially help Girl Scouts reach their goals!

## How to Handle Cookie Money – Tips for Parents



- Always count money and only take checks from people you trust. Checks received are to be payable to “Girl Scout Troop (insert troop number)” and not to exceed \$150.00.
  - Accept only preprinted checks with the issuer's address. Write the issuer's phone number and driver's license number on the face of the check.
  - Note the girl's first name and last initial in the memo line of the check.
  - Caution against accepting out of state checks.
- Do not accept \$50 or \$100 bills. These are the most commonly counterfeited.
- Turn in money to your troop cookie manager (TCM) promptly and frequently, as communicated by your TCM. Don't hold on to the money, it can get misplaced or mixed with your own funds. Always get a receipt from your TCM for money you turn in for your daughters individual orders.
- Money turned in should be what was directly received from the customer. Do not deposit cash into your personal account and write a check to the troop. Families are financially responsible for any lost, stolen, or counterfeit money.



# Ways to Sell Cookies

	Door-to-Door Sales	Digital Cookie	Walkabouts	Cookie Booth
WHO CAN SELL?				
Girls Individually	✓	✓	✓	<del>✓</del>
Sell with Your Troop	<del>✓</del>	<del>✓</del>	✓	✓
WHERE TO SELL				
Residential Area	✓	<del>✓</del>	✓	<del>✓</del>
Business/Commercial Area	<del>✓</del>	<del>✓</del>	<del>✓</del>	✓
Online and Gift of Caring for Shipping/Girl Delivery	<del>✓</del>	✓	<del>✓</del>	<del>✓</del>

## Door-to-Door Sales:

The practice of going from door-to-door in a residential neighborhood (not commercial or retail areas, like parking lots, etc.) to sell cookies (no stationary booths)

- Door-to-door selling is permitted in residential areas only
- Girls should be familiar with the neighborhoods
  - Girls must always have an adult with them and should never be out after dark
  - Girls should not go into a yard if there is a dog or a closed gate/fence
  - Girls should never enter a customer's home or accept food or beverages
  - No pets are allowed while selling cookies
  - If a customer stops a girl while walking around her neighborhood, she can sell her/him cookies; however, the girl is not permitted to stay in that spot and continue to sell. She must continue to the next door



## Walkabouts:

Selling cookies door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout! Girls should be familiar with the neighborhoods where they sell

- Walkabouts take place in residential neighborhoods during daylight hours. Residential areas do not include commercial areas, common areas such as parks or festivals, senior centers, or any other group living situation
- Walkabouts are inherently mobile. Stopping a wagon or other mobile sales device for a prolonged period turns your mobile sale into a booth and it becomes subject to the council's booth rules



## Workplace Selling:

The practice of taking orders or selling cookies at a workplace (including a parent's workplace). Girls may sell only to the employees, not to the businesses' customers (that would be considered a "My Sales" booth)

- Approach places such as: parent or family workplace, a beauty salon, car dealership, or doctor's office
- Do NOT approach Council Secured booth locations
- With the businesses' approval, girls can:
  - Make a quick "sales pitch" at a staff meeting or leave an order card in a location visible to employees. Leave a note from the girl outlining the troop/girl goals and plans for the cookie proceeds. DO NOT list the girl's last name or phone number on the order card or note
  - Sell cookies to the employees of these locations (office-to-office or cubicle-to-cubicle)
  - Girls cannot sell directly to the establishment's customers. Cookies can only be sold to the establishment's employees
  - Set a date to pick up the order card and notify the employees when to expect delivery of the cookies
  - Remember, girls are to sell the cookies, not adults
- A parent may take cookies to sell at their place of work, but any displays must include a message from the girl and must **not** be visible to the business's customers
- Cookies can never be displayed on the counter for patrons/customers, even if the family owns the business



## Cookie Booths:

Stations, usually a table and chairs, where a group/troop of Girl Scouts sell cookies, most often set up at a storefront. Boothing encourages teamwork and learning. (Boothing is a privilege! As guests in front of a business, we need to be on our best behavior)



- Booths may be conducted only during March 6 through March 22, 2020
- Locations are pre-authorized by GSU; consult your troop cookie manager for availabilities or to seek required approval for any "My Sales" troop booths
- Girls and adults must be present at each cookie booth. A troop cannot booth without parent help. At least three girls per door are required to be present at all times. Two adults are required, one must be a registered Girl Scout member and at least one must be female
- No tagalongs: Only registered Girl Scouts may booth, therefore, siblings and friends are not allowed
- Do not block entrances; approach customers only as they are leaving the business
- Unless authorized by the business, do not affix anything to the property of where the booth is held
- Make sure the cookie inventory is always in sight; do not leave cash visible and keep change on hand
- Clean up all trash; do not use trash cans at the booth location for cookie cases

# Digital Cookie:

Using Digital Cookie, Girl Scouts have an exciting opportunity to extend their cookie sales to friends and family nationwide with cookies for shipping, girl delivery, and Gift of Caring, while learning the particulars of online selling, e-commerce management, and digital promotion. Similar to the traditional selling method, Digital Cookie continues to be a girl-led program in which girls make the sales and oversee all aspects of the transaction with adult supervision. Now, selling to a far-away relative or family friend is as easy as sending them a girl's unique Digital Cookie URL! **To ensure Digital Cookie sales remain in the hands of the girls, and to protect the girls from potentially dangerous situations**, we've outlined the following tips and tricks to implement on the individual girl level.

## Girls should:

- Use Digital Cookie to enhance their Girl Scout Cookie Program experience by combining this method with in-person sales for an optimal learning experience.
- Create compelling digital content communicating the significance of why she is selling cookies with text, images, videos, and graphics.
- Create an online customer base of personal friends/family.
- Post messaging (i.e. social media or email) from a **privately** controlled account that includes a cookie pitch and unique URL for cookie purchasing; details must be provided in a **private** message/page for those the girl or her parents **know personally** and cannot be forwarded or shared beyond the designated group (i.e. a closed Facebook group).
- Share posts on private social media accounts that generally highlight the cookie program, five skills, and/or their Girl Scout experiences, as long as the information does not disclose any location or contact information.

## Girls should not:

- Post/share information or ask for cookie sales through any public-facing digital channels such as online pages, social media, or a public Digital Cookie page with a unique URL, etc. This safety precaution prevents third parties from soliciting cookie sales.
- Use public-facing digital ads or boosted posts to promote their cookie sales.

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

### Register

To sign up to use the Digital Cookie platform, just keep an eye out for a registration email coming to you a few weeks before the cookie season starts.



### Set up your site

In just a few minutes, you can set your sale goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!



### 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 family and friends.



### Track Your Goal

See how close you are to reaching your goal by tracking the number of packages 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!



If you have not received an email from Digital Cookie by January 1 contact Member Support at 801-265-8472 to ensure that we have a valid and active email address. But don't forget to check your junk and spam folders.

Girls who are over the age of 13 can manage their own Digital Cookie site!

Get all the Digital Cookie tips at [www.gsutah.org/cookies](http://www.gsutah.org/cookies)

**NOTE:** *Public-facing digital channels and social media accounts include those in which the public can follow, post, or interact with anyone within that channel without special permissions. Private accounts denote those in which messaging is only seen by a closed group of personal friends and family.*

For detailed information regarding social media and email, please see the *Social Media and Email Policies and Standards* on page XX of this guide.

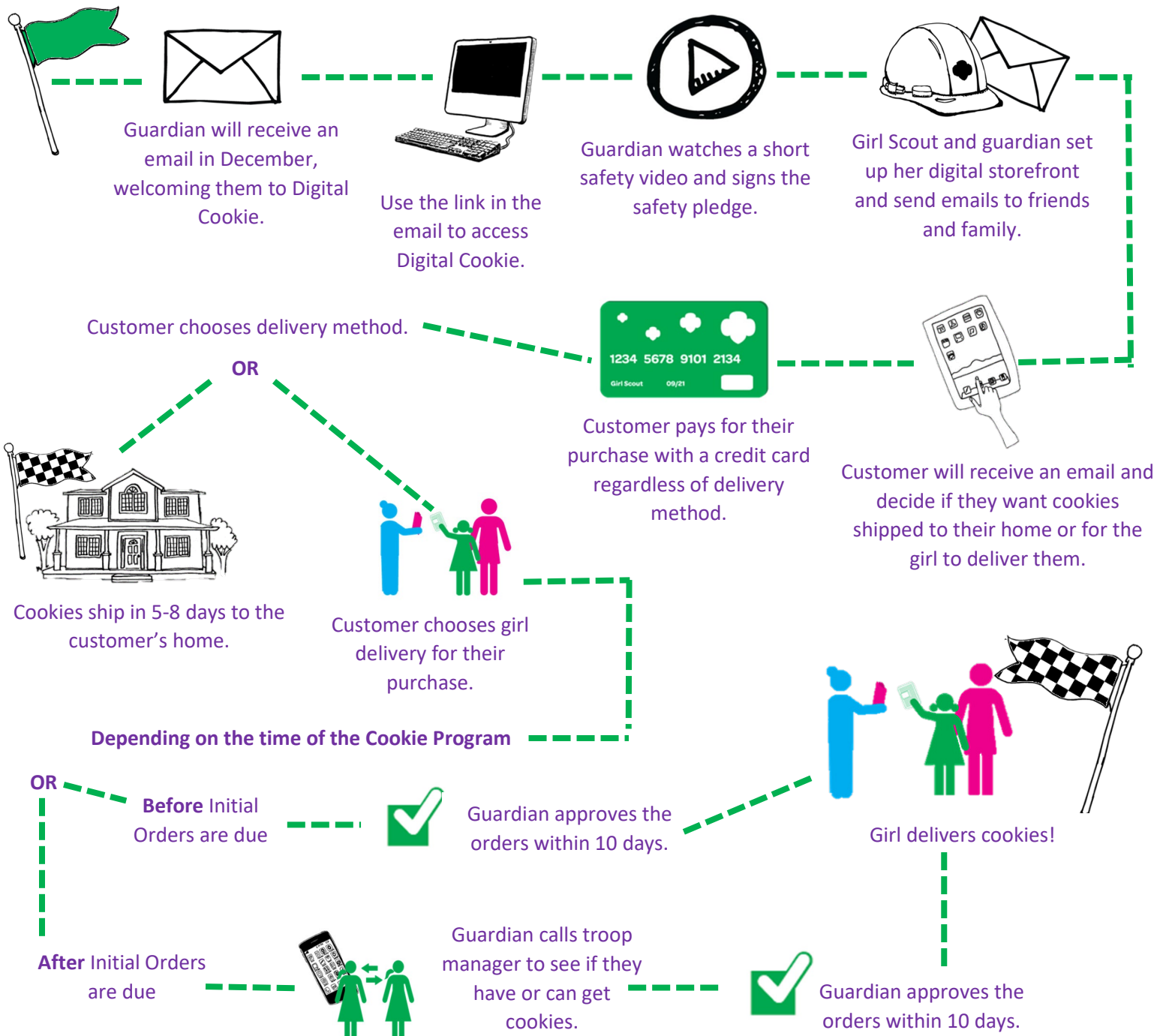


# Digital Cookie For Girls and Families



The **Digital Cookie Program** is a way for your Girl Scout to learn 21<sup>st</sup> century skills, create her own Digital Cookie World, and expand on her own cookie business experience. Girls will be able to collect orders through **Digital Cookie** from January 11 until March 22, 2020.

Below you will see how **Digital Cookie** works for you and your Girl Scout. She can set up her storefront and send emails to friends and family inviting them to support her Cookie Business. She can even upload a video for her customers to see on her storefront. Customers choose if they want to order and have their cookies delivered or shipped to them. **Customers pay with a credit card for all transactions in Digital Cookie**; no money to collect! See below for details.



# Ways to Market Cookies

Marketing your cookie business is extremely important in order for it to be a success! Here are some effective marketing techniques:



## Digital Cookie

Digital Cookie is a fun and interactive website that assists girls in learning the essential 5 Skills and tracking cookie sales. It is a password-protected private area for Girl Scouts only.

When using Digital Cookie, girls can:

- Learn about goals and selling tips
- Set troop and individual goals
- Record their customer lists so they can be saved and reused each cookie season
- Send secure emails to customers to take online orders for shipment only and to accept Gift of Caring donations.

Starting Jan. 11, parents can log into [gsdigitalcookie.com/gsu](http://gsdigitalcookie.com/gsu) and set up their girl's account. The Girl Scout will have fun creating her personalized store and sending out emails to family and friends.



## Internet

Although the girls or their families/friends may not sell cookies on the internet, girls can use age-appropriate internet tools to promote their cookie business to people she personally knows. However, cookie delivery and payment must be done in person except through Digital Cookie. Online social networking sites (such as Facebook and Twitter) are a great place for teens 13 and older to promote and ask for cookie orders on private accounts to people she personally knows—with parent permission. Be sure to follow computer/online use guidelines in *Safety Activity Checkpoints*. For additional resources, visit [girlscouts.org](http://girlscouts.org).

*Remember, selling Girl Scout Cookies on eBay, NextDoor, Craigslist, Amazon, or any other online internet website is NOT allowed.*



## Cookie Mobile

Bling your booth! Girls can decorate wagons for walkabouts and their cookie booths to attract customers to purchase cookies. Watch for council communications that advertise contest rules and other ideas. Plus, visit your local Girl Scout store to check out our new cookie carts and other cookie-themed signs, T-shirts, and more items!

## Other Marketing Ideas


- Try a troop text-a-thon to let friends and family know “It’s cookie time” or “I have cookies now, no waiting!”
- Have a Cookie House Party and sell cookies by the case! Visit [littlebrowniebakers.com](http://littlebrowniebakers.com) for details and resources.
- Remind customers that Girl Scout Cookies are only available once a year, and they freeze well.


# Cookie time is Family time





Share the adventure of cookie season.


Here are some tips for getting the whole family involved:


 Have a Girl Scout Cookie craft night and work on some fun girl activities. A younger brother or sister may also want to get in on the fun.


 Siblings and friends might form a “brigade” to bring in the cookies from the car.

 Your family may post a goal tracker, in a central location so everyone can see how sales are stacking up. Praise her often.

 Grandparents and extended family may spread the word it’s Cookie Season to their friends, expanding their immediate circle of contacts.

 Plan to celebrate when she reaches her goals—it’s an important last step in learning the rewards of goal setting.

 When she brings home the patches that she earned while selling cookies, help her iron them on her uniform following iron-on instructions.

 Host a Cookie House Party and sell whole cases of Girl Scout Cookies. Ask your troop cookie manager how you can get started, or go to: **[littlebrowniebakers.com](http://littlebrowniebakers.com)**.





girl scouts  
cookie program

**COOKIE PRO**™

**2020 CONTEST**

*Unleash your unique cookie business smarts  
for a chance to **WIN** an **epic trip to Orlando!***

Enter the 2020 Cookie Pro contest today! Twenty-four lucky winners will go on an epic trip to exciting Orlando, Florida, for full VIP access to **G.I.R.L. 2020**—the largest event for girls in the world—as part of your...

...**COOKIE**

**ENTREPRENEUR**

**EXPERIENCE!**

Enjoy admission to all conference activities and experiences, breakfast with Girl Scouts of the USA's CEO, backstage passes to celebrity speakers, and more!

**24** winners nationwide!

Learn more and enter:

**[girlscouts.org/cookiepro](https://girlscouts.org/cookiepro)**

Entries accepted February 1 to March 31, 2020



# Product Program Policies & Standards

(Policies uniformly enforced and applicable to all troops/girls – MUST be followed)

1. All volunteers and girls must be registered to participate in any council product programs.
2. All Daisy, Brownie, Junior, Cadette, Senior, and Ambassador Girl Scouts are encouraged to participate in council sponsored product programs.
3. Training is mandatory for all Service Unit product sale managers, troop product sale managers, and/or troop leaders. Training is mandatory for at least one parent/guardian for each girl participating and the Girl Scout herself.
4. Troop product sale managers are responsible for payment of products ordered and/or received by members of their troop (unsold product included). NO PRODUCT MAY BE RETURNED TO COUNCIL.
5. A signed *Troop Product Sale Manager Agreement Form* and *ACH Authorization Form* must be on file with the council for any troop participating in product programs. These forms outline the troop product sale manager's financial responsibility to the council.
6. A troop financial report must be submitted to the council for any troop participating in the product programs.
7. A signed *Parent/Guardian Permission & Responsibility Form* must be on file with the troop for any girl participating in product programs. This form outlines the parent/guardian's financial responsibility to the council. Troops must collect this form before giving order cards and program materials to girls.
8. Misappropriation of funds by any person in a volunteer role could result in reassignment or dismissal. Examples of misappropriation of funds is defined as, but not limited to: product program debt, mishandling of troop/Service Unit funds and/or products, etc.
9. The *Troop Cookie Envelope* must be completed for each parent who still owes money, along with proper documentation (signed permission forms, receipts, etc.) and must be submitted to council by deadlines set for each program. If proper documentation is not received, then the troop product sale manager will be held liable for those funds.
10. Any girl, parent, or volunteer who has an outstanding balance from a prior program will not be allowed to participate in any future product programs until the balance including any processing/collection fees are paid. The troop product sale manager will be issued a list of ineligible persons prior to the start of a program and it will be strictly enforced. If a person questions their placement on the list they must take the matter up with council personnel.
11. Any troop product sale manager and/or troop leader who has an outstanding balance from a prior program will not be allowed to participate in any future product programs until the balance including any processing/collection fees are paid. These troops must designate a different registered volunteer as the troop product sale manager. The Service Unit product sale manager will be issued a list of ineligible persons prior to the start of the program and it will be strictly enforced. If a person questions their placement on the list they must take the matter up with the GSU Finance Department.
12. Any person withholding money for any reason from Girl Scouts of Utah, in connection with the sale of any product, is subject to litigation for recovery of all money due and payable, as well as all costs incurred in the collection process.
13. Girl Scouts of Utah does not accept personal checks for any products sold by girls, parents, and/or volunteers. Troop payments are deducted from troop bank accounts via ACH debit.

14. Extenuating circumstances, which will impact a troop or parent's ability to successfully fulfill their responsibilities, should be communicated to GSU's Finance Department promptly. Circumstances that may require special arrangements for payment will be handled on a case-by-case basis. These may include serious illness or death in the family, fire, theft, and auto accidents. They will be required to provide proof and/or documentation in these instances. In the case of theft documented by a police report, the council would expect the loss to be covered by personal insurance and additional time will be allowed to collect from insurance. If not covered by insurance and not properly documented, payment in full is expected by the due date.
15. Any report of a girl, parent, and/or volunteer selling product for more than the official selling price could result in the girl losing all rewards, their ability to participate in future programs, and/or dismissal of volunteer roles. Each report will be dealt with individually. The person observing an incident should complete and submit a *Product Program Complaint Report* (who, when, where, selling price, etc.) to the council in writing with information and means to verify details.
16. Troops and girls may only sell products provided by licensed vendors currently under contract with GSU during the Fall Product and Cookie Programs.
17. A booth sale is a troop activity and requires a parent/guardian permission slip, attendance by a minimum of three girls and two adults (one of whom is a registered member of GSUSA and female) as designated by the troop leader, and cannot take place prior to council booth start dates. Girls make all the sales, except in cases where volunteers are helping younger girls with money.
18. A troop not participating in the Cookie Program will not receive permission for other money-earning projects.

## **Social Media and Email Policies & Standards**

Consistent with national guidelines, girls may use Facebook, Twitter, Instagram, text messages, IMs, and emails as online marketing tools to market the Girl Scout product programs to friends and family (for clarity, "friends and family" are people whom the girl or her family personally know).

Girls and troops may use private social networking sites (e.g. Facebook, Twitter, Instagram, Pinterest, etc.) to message family and friends about the Fall Product Program and/or Cookie Program. Troops and girls who are at least 13 years old and have parental permission may set up a troop or group social networking site in accordance with the United States Child Online Privacy and Protection Act [COPPA] and the Child Online Protection Act [COPA]. We ask that girls, families, and troops not advertise or post messages or requests on web-based public groups and pages, such as Facebook Yard Sale sites, Marketplace pages, eBay, Angie's List, Craigslist, or KSL. This also includes social media groups that are labeled as "closed" but include members of the general public. This ensures the safety of our girls and adherence to the product program guidelines, as well as the numerous posting guidelines on websites and social media.

The purposes behind the annual product programs are to help girls develop important life skills and to provide them with the means to participate in great learning experiences. Although we sincerely appreciate the support of our Girl Scout families, we want to ensure that the girl is the one making contact with customers and filling their product orders. If a girl is 13 years old or older, she may use her private social networking accounts to reach out to family and friends about the product programs. Girls under age 13 may reach out to family and friends using their guardians' social networking sites.

However, the girl must be the one to send the messages and make contact with potential customers. This helps her to really be a part of the largest girl-led business in the world and it keeps her safe while doing so.



## **CUSTOMERS**

Girls can market to, collect indications of interest, and take orders from customers within their councils' zip codes. EXCEPTION to this zip code rule are family members, friends, former customers, and Digital Cookie sales (see below).

## **ONLINE SALES**

UNIFY and Digital Cookie are the only approved online sales tools available for girls to use when selling (exchanging money online) products. Outside of UNIFY and Digital Cookie, girls cannot setup online sites where products are sold and money is exchanged via the internet. See the guidelines specific to Digital Cookie below.

Girls must sign the Girl Scout Internet Safety Pledge before doing any online activities, and all online activities must be under the supervision of adults.

## **EMAIL**

Girls cannot expose their own or any other girl's email address, physical address, or phone number to the public. When writing email messages or online announcements girls should sign with their first name only along with their troop number, or first name and council name. Girls may also use a group account, monitored by an adult; or an adult's email account, which is supervised by that adult.

## **ADVERTISING AND AUCTION-TYPE SITE**

Girls and adults cannot post messages, requests or advertisements on Facebook Yard Sale groups or pages, eBay, Craigslist, KSL, or any type of classified or auction-type site.

## **GUIDELINES SPECIFIC TO DIGITAL COOKIE**

1. Girls must read and accept the Girl Scout Digital Cookie Pledge before they can participate in Digital Cookie
2. Volunteers must read and accept the Digital Cookie Terms and Conditions for Volunteers before they can participate in Digital Cookie
3. Girls may only post about their participation on Digital Cookie on social media that allows them to restrict access to friends and family (e.g. Facebook)
4. 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
5. Parents/guardians must approve the content of a girl's Digital Cookie web page before it goes live
6. For girls under 13 years old, a parent/guardian must manage the girl's web site and be responsible for all content. In other words, girls under 13 are not allowed to post anything to their websites; it must be done by their parent/guardian

**Should any online marketing activities be identified as "in violation of guidance," GSUSA or the council reserves the right to intervene and request removal or remove the post.**

## Product Program Proceeds Standards

- Troops/groups should be financed by troop/group money-earning activities and by a share of money earned through council sponsored product programs.
- Girl Scouts engage in troop budgeting activities that help them to learn money management. The girls are part of the decision making process in determining troop dues, troop money-earning projects, and uses of collective funds. The funds are for Girl Scout activities and are not to be retained by individuals as their property.
- Girl Scouts may not earn money for other organizations. However, girls may contribute a portion of their troop treasury to organizations or projects they consider worthwhile (for example, local or international service organizations or environmental projects).
- Girls should be encouraged to designate a portion of their troop treasury for the annual membership dues of all troop members. This is a sound and efficient practice that enables girls to meet membership dues and lessens the burden to individual members.
- All proceeds earned by the girls through product programs must support Girl Scout program experiences for girls (such as camp, troop/group travel, and program events; but not scholarships or financial credits toward outside organizations). Individual gift cards or individual tickets to external establishments would not be within guidance.
- Example:
  - Accepted: Tickets for a troop/group trip to the zoo
  - Not Accepted: Tickets given to an individual girl or her family to the zoo
- Do not reimburse girls for experiences – travel and event rewards should be Girl Scout hosted and funded. If a girl is unable to attend an event sponsored by the troop/group, she is not to be reimbursed for the funding that would have been spent for her experience.
- Proceeds received by a troop/group are non-transferrable. Girls who leave the troop or leave Girl Scouting are not entitled to proceeds earned while in the troop/group they leave. Proceeds do not follow the girls.
- Proceeds may only be allocated to Girl Scout troops/groups for Girl Scout program activities. Cash-based accounts may not be kept for or distributed to individual girls. Do not track proceeds for individual girls in any pathway – either by council or troop/group.
- All reward events offered by the council are non-transferrable. If a girl is unable to attend an event sponsored by the council, she is not to be reimbursed for the funding that would have been spent for her experience.

