

girl scouts
of utah



a **WOW**-worthy season

2020 Girl Scout Cookie Program

Girl & Family Training

Little Brownie
BAKERS®

girl scouts
cookie program



COOKIE PROGRAM BEGINS JANUARY 11!



G.I.R.L.

go-getter / innovator / risk-taker / leader




Girl Participation

- Girl Scout Member – Girls must be current registered members of Girl Scouts of the USA to participate in the Cookie Program.
- All currently registered girls (K-12) may participate in this years annual Cookie Program.
- All girls must have a signed Parent/Guardian Permission & Responsibility Form on file.
- No Debt to GSU
- Family information correct in MyGS and with GSU – contact council to update/complete information:
 - Correct spelling of names
 - Current/complete mailing address (activity credits)
 - Phone numbers
 - Email address (Digital Cookie)
 - Birthdates (Digital Cookie)
 - School grade (eBudde)

Responsibilities

Girls & Adults:

- Follow all rules and guidelines listed on Parent/Guardian Permission Form.
 - Follow all troop deadlines regarding taking cookies and turning in money.
 - Adhere to all rules regarding storing and selling cookies.
 - Sign a receipt for any cookies taken from or money given to your Troop Cookie Manager.
 - Responsible for all cookies received.
 - Responsible for all money collected.
 - Communicate with your Troop Cookie Team.
- 

COOKIE ENTREPRENEUR Family

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 girlscoutcookies.org/entrepreneurfamily



Cookie Curriculum

Girls learn the 5 Skills and earn the Cookie Entrepreneur Pin

	COOKIE BADGES	FINANCIAL LITERACY BADGES
Daisy		
Brownie		
Junior		
Cadette		
Senior		
Ambassador		

 *Don't forget the latest Cookie Activity pin for all levels, found on the Girl Scout Web page at http://www.girlscouts.org/program/gc_cookies/cookie_activity.asp

Cookie Business and Financial Literacy badges help girls hone their skills and gain an understanding of the world of business.

What Can a Cookie Do?

- Here is a breakdown of where the proceeds from cookies go. 100% of proceeds stay in Girl Scouts of Utah to fund and support girls.



How does the troop spend its proceeds?

- Program Activities
- Troop Meetings
- Take Action Projects



2020 Theme & Mascot

2020 Mascot
Flying Butterfly



Cookie Confidential



Introducing Cookie Confidential



Every year, we have *NEW* and *EXCITING* information to help us promote the start of Girl Scout Cookie season nationwide.

We've created Cookie Confidential to help troops understand the importance of keeping *NEW* news confidential in order to:

- Be in-the-know of exciting, "confidential" information for Cookie Season
- Empower girls, parents, and volunteers with information they need to plan and stay in control of a successful cookie business!
- Create excitement for the 2020 cookie season and more success for cookie bosses across the country!

***NEW* News** under press and social media embargo until January 7, 2020 at 9am EST.



**New LBB Lemon-Ups
cookie innovation**

**Stories of Girl Scouts
on new packaging**



NEW Lemon-Ups



NO PICTURES PLEASE

EVERYONE IS PUMPED UP ABOUT
Lemon-Ups!
GIRL SCOUT COOKIES®



- Inspired by girl entrepreneurs in the Girl Scout Cookie Program®, these zesty lemon cookies are positively fun!
- Just like a **G.I.R.L.** (**Go-getter, Innovator, Risk-taker, Leader**)™, each cookie has something bright and motivating to say



LEMON-UPS™

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

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

Approximately 12 cookies per 6.2 oz. pkg. 

- Made with Natural Flavors and Colors
- NO High Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil



RSPO-1106186

CONFIDENTIAL & PROPRIETARY

“Remember to keep the new Lemon-Ups cookie and package ‘top-secret’ until January 7, 2020.”

Little Brownie

girl scouts
cookie program

Cookie Varieties



super six

Girl Scout Cookies® Premium Favorites

\$5/Package

Specialty Cookies
\$6/Package

Gift of Caring

Gift of Caring is a great way for your customers to support the Girl Scouts and other great organizations without consuming any calories!

- Encourage each customer to donate a package of cookies to Gift of Caring for \$5.
- At the end of the program, the troop will deliver the cookies to our organization of choice.
- Many customers who don't want to buy cookies will still donate if you just remember to ask.



How to Sell Cookies

- Door-to-Door Pre-Sales & Walkabouts
 - Only in residential areas
 - No stationary booths – must always be walking
 - Only during daylight hours
 - You may not “claim” a neighborhood
 - Adults must always accompany girls
 - Money is not collected when the order is taken, only when the cookies are delivered
 - If a customer wants to purchase a Gift of Caring package only, then money may be collected for that package



How to Sell Cookies

Internet

- You may “advertise” that your Girl Scout is selling cookies, but cannot complete the transaction through the internet
- Facebook & Twitter, **YES!**
- Digital Cookie, **YES!**
 - Allows girls to email potential customers through a secure website and take their orders for shipment, girl delivery & Gift of Caring.
- Craigslist, Amazon, eBay, Facebook yard sale sites, **NO!**

All payments and deliveries must be made in person, except Digital Cookie shipped orders.

Work place sales

- With permission, girls may walk around parents’ or caregivers’ work place and sell to employees.
- Displays must include a message from the Girl Scout. Keep her involved.

Order Cards

- Girls will receive one order card today.
 - The order card can be separated into two cards, please separate them if you need a second order card.
 - Cards may be copied if more space is needed.
- Girls can track customer orders and contact information for call backs.
- Rewards are displayed on the back of the card.



When will I get cookies?

Cookies will be available for pick up on February _____
at _____.

When we receive our delivery time, you will be able to sign up to pick up your initial order.



Digital Cookie

- Customers purchase cookies with a credit card for shipment, girl delivery or Gift of Caring
- Girls set up their storefront, play games, and earn badges in Digital Cookie
- Girls send emails to family, friends and customers through the Digital Cookie platform
- Credit for girl sales and proceeds flow automatically into eBudde
- **Parent must ensure information in MyGS is current!**
- Girls/parents will receive a login email in early January.



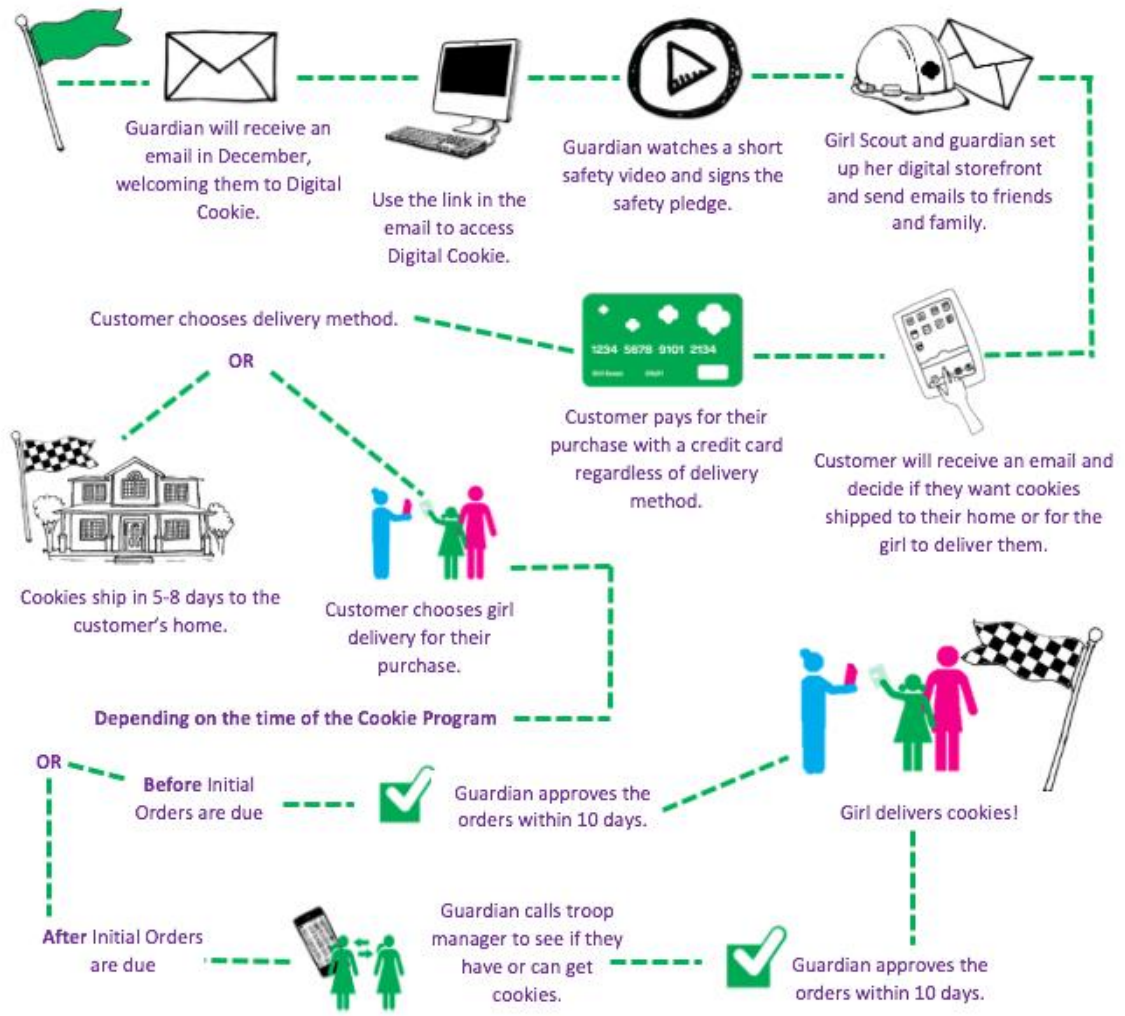
Digital Cookie for Girls and Families



Digital Cookie For Girls and Families

The **Digital Cookie Program** is a way for your Girl Scout to learn 21st 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.



Troop Cookie Booths

- Boothing – March 6 – 22, 2020
- Stationary location in front of non-residential establishments.
- Booth locations are pre-authorized by GSU, chosen by the Troop Cookie Manager.
- You may not set up a booth in front of a business without obtaining council approval.
- You must follow boothing rules and regulations.



Boothing Rules & Safety

Hours/Days

- 8AM – 8PM
- Outside regular school hours
- Daisies should booth only for one hour at a time

Participants

- Minimum 3 girls and 2 adults at each booth
 - Walmart – Maximum of 4 girls and 2 adults
- Adults at booth: at least one adult must be a registered member of GSUSA

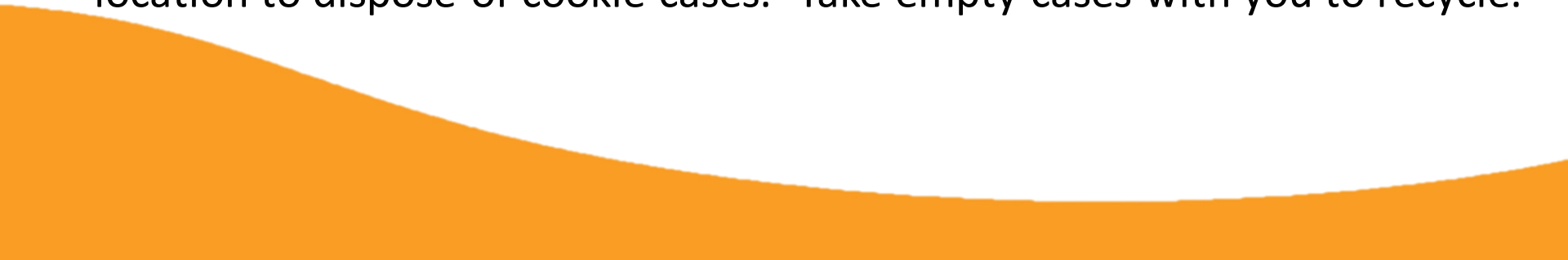
Safety

- Adults handle all money for Daisies
- Adults hold large bills and make plans to deposit quickly
- Girls never approach cars, nor follow customers to their car
- Always bring a water bottle (girls and adults)



Boothing Rules & Safety

Appearance and Conduct

- Girls should wear a membership pin, uniform, sash, vest or Girl Scout T-shirt. Adults also should be appropriately dressed.
 - No tank tops, no open-toed shoes for girls or adults.
 - Girls should be facing customers, not talking or playing with each other and not using their cell phones.
 - No eating while at the booth.
 - Girls should greet people warmly, smile and remain pleasant under all circumstances.
 - No tagalongs (siblings, friends, relatives) at the booth.
 - The girls, not the adults, should take the lead in selling the cookies.
 - Be ready to answer questions about the cookies and what your troop is going to do with the proceeds.
 - LEAVE NO TRACE – Clean up all trash. Do not use the trash can at the location to dispose of cookie cases. Take empty cases with you to recycle.
- 

Additional Boothing Rules

- Arrive on time, neat, clean, in uniform, fully fed and have used the restroom.
- If you must cancel due to illness, you must cancel as early as possible in order to give other girls or troops the opportunity to booth.
- No shows may have future shifts cancelled.
- Booth shifts will be available for sign up after (date)
- Booths will be added as booths fill up.



Important Information About Booths

You are representing all Girl Scouts. Please act and dress accordingly.



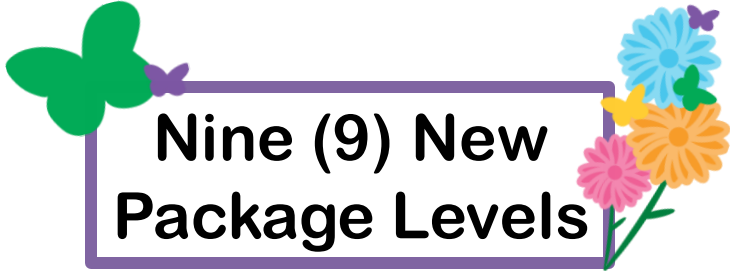
Selling Girl Scout Cookies at a booth is a privilege granted to us by the local merchants. If this privilege is abused, even unintentionally, it could permanently cause all Girl Scouts to lose the opportunity for additional sales at these places of business. Girls and adults need to be courteous and considerate of the merchants and their customers.

Handling Money and Cookies

- Payment is collected only when cookies are delivered, except for Gift of Caring.
- Checks should be made payable to “Girl Scouts of Utah” and should not exceed \$150.00.
- Girls should not accept bills larger than \$20.
- “Money Mondays” – Turn in any money collected the prior week.
- Monies should be submitted to the Troop Cookie Manager in their original format. i.e., if you receive cash, you turn in the cash. Money should **never be deposited into a personal bank account**. (*Good intentions or not, that is embezzling*).
- You will receive a receipt for every cookie and money transaction. Keep your copy of the receipt for your records.
- “Touch-base Tuesdays” – Contact the Troop Cookie Manager and advise if any additional cookies are needed or if the girl is having trouble selling her inventory. Communication is critical!
- Cookies should be stored indoors in a controlled environment away from pets and pests. NEVER LEAVE COOKIES IN YOUR CAR. THEY WILL MELT.



2020 Girl Rewards



Nine (9) New Package Levels



Butterfly Patch

350+ Cookie Celebration



1000+ Mystery Event

4000+ GSUSA National Convention Experience



2020 Girl Rewards

2020 | Girl Scouts of Utah
GRL REWARDS

My Personal goal: _____ Pkgs.

Cookie Celebration

Girls selling 350+ packages receive free entry to the Cookie Celebration at Cowabunga Bay in June. You MUST register for this event.

350+ Packages



Theme Patch
36+ Packages

\$12.50
Activity Credits

50 Packages



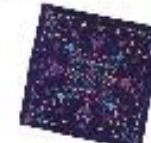
Toothbrush Case
75+ Packages



150+ Patch
150+ Packages



2020 Year Patch
200+ Packages



Bandana
250+ Packages



Butterfly Plush
500+ Packages



650 Packages



WOW T-shirt
800+ Packages



Water Bottle
900+ Packages

MYSTERY
EVENT!

Girls receive
free entry to the
1000+ Mystery Event!
1000+ Packages



Weekender Tote
1500+ Packages



1750 Packages



Blanket
2000+ Packages



Nintendo Switch
2500+ Packages



G.I.R.L. 2020 Convention
Experience in Orlando, FL
4000+ Packages

Earn Activity Credits

Earn \$12.50 for every 50 packages sold between 50 & 349 packages, and \$15 for every 50 packages sold at 350 packages and above, redeemable for camp, council sponsored events, destinations, girl membership registration fees and shop merchandise.

(More info at <http://www.gsutah.org>)

Booth Sales Patch



Available at the
council shop while
supply lasts.



*Sell 200+ packages and participate in the Troop Goal Getter and Booth Sales to complete the butterfly

The Cookie Program begins January 11, 2020.
Girls may not take orders or sell cookies before this date.

DIGITAL COOKIE REWARDS



Cookie Techie Patch
15+ Emails sent by
Jan. 26, 2020

TROOP REWARDS



*Goal Getter Patch & Magic Cloth Troops meeting all Troop Goal Getter criteria will receive a Troop Goal Getter Patch and Magic Cloth for each girl who submitted an initial order.

GIFT OF CARING REWARDS

For girls selling donated packages for the virtual Digital Cookies Gift of Caring Program



Gift of Caring Patch
15+ Packages



Mini Plush
50+ Packages



Ottoman
100+ Packages

REWARDS ARE CUMULATIVE

Council reserves the right to substitute items of equal or greater value.



Troop Proceeds



- \$.50/package
- 63 packages = GSUSA membership dues for one girl
- Cadette, Senior and Ambassador troops may opt out of rewards for extra **activity credits**
- Girls in opt-out troops receive all patches, troop rewards and cookie celebrations (*if earned*)

Activity Credits

The GSU Activity Credits Program encourages girls to participate in the Cookie Program. GSU has one of the most generous Activity Credit Programs in the country. A girl and her parent/guardian decide how her Activity Credits will be used.



Activity Credits can pay for:

- Council-sponsored program activities, minicamps, day camps, resident camps and GSUSA-sponsored Destinations
- Shop merchandise at Girl Scouts of Utah and Girl Scouts of Southern Nevada*
- Special order items at Girl Scouts of Utah's Shop*
- Merchandise at resident camp trading posts*
- Girl membership registration fees
- Program, camp and/or events prior to Activity Scholarships being rewarded

☆ Activity Credits can be transferred between registered girl members of Girl Scouts of Utah. Activity Credits are a girl reward only.

**Unfortunately, we are unable to make change for Activity Credit purchases in Girl Scout shops.*



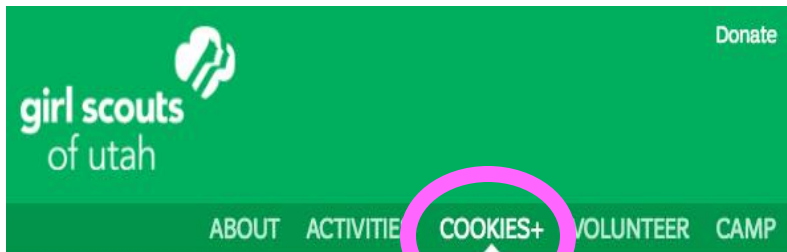
Activity Credits cannot be used:

- At other Girl Scout councils (except Girl Scouts of Southern Nevada Shop)
- To purchase Girl Scout cookies
- To order directly from the Girl Scout Catalog (GSM)
- To exchange for cash
- To make payments online
- To transfer girl Activity Credits to pay for any adult fees including membership.

☆ Unfortunately, Activity Credits cannot be re-issued if lost or stolen at this time. We apologize for any inconvenience.

Activity Credits are as valuable as cash. Please keep in a safe place.

GSU Website



About Girl Scout Cookies ▶

COOKIES > ABOUT GIRL SCOUT COOKIES

Meet The Cookies

Support Girls' Success

Cookie History

Find Cookies

For Cookie Volunteers

Cookie Resources

Fall Product Program



Cookies Power Amazir
Adventures for Girls

The place to go for info:

- ❖ Dates
- ❖ Cookie Locator & mobile app
- ❖ Link to Digital Cookie
- ❖ Tips & Advice from Little Brownie Bakers
- ❖ Cookie recipes, volunteer guides & more!
- ❖ EVERYTHING you need for a successful Cookie Program.

Cookie Program Support

Girl Scouts of Utah

Customer Care

info@gsutah.org

801-265-8472

800-678-7809



Questions?





Let's **the** **WORLD!** in the
2020 cookie season!

Thank You!



Little Brownie
BAKERS®

girl scouts
cookie program