

Little Brownie
BAKERS®

Ferrara
CANDY COMPANY



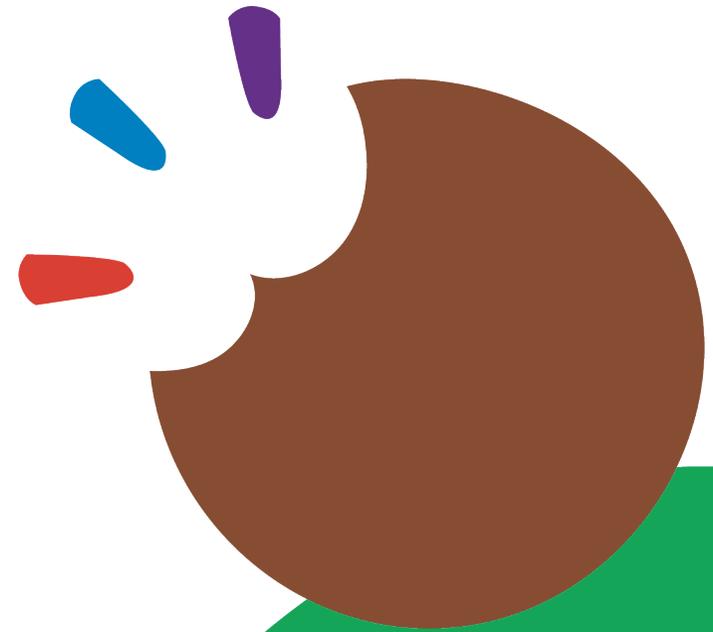
girl scouts
of utah



2020-2021 Girl and Family Training



WELCOME!



Little Brownie
BAKERS®

COOKIE PROGRAM BEGINS JANUARY 16!





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
 - Birthdates
 - School grade
- 



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 Product Manager.
 - Responsible for all cookies received.
 - Responsible for all money collected.
 - Communicate with your troop leaders in a timely manner.
- 

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		

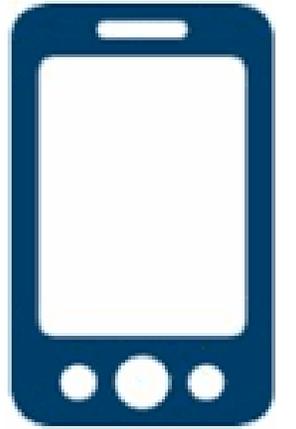
 *Don't forget the latest Cookie Activity pin for all levels, found on the Girl Scout Web page at http://www.girlscouts.org/program/gc_cookies/cookie_activity.asp

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

Contact Information

Important information you will need to know:

TPM Name, email and best phone number



Customer Care: info@gsutah.org 801-265-8472

Finance: finance@gsutah.org 801-716-5112



How does the troop spend its proceeds?

- Program Activities
- Troop Meetings
- Take Action Projects





America Loves Girl Scout Cookies!

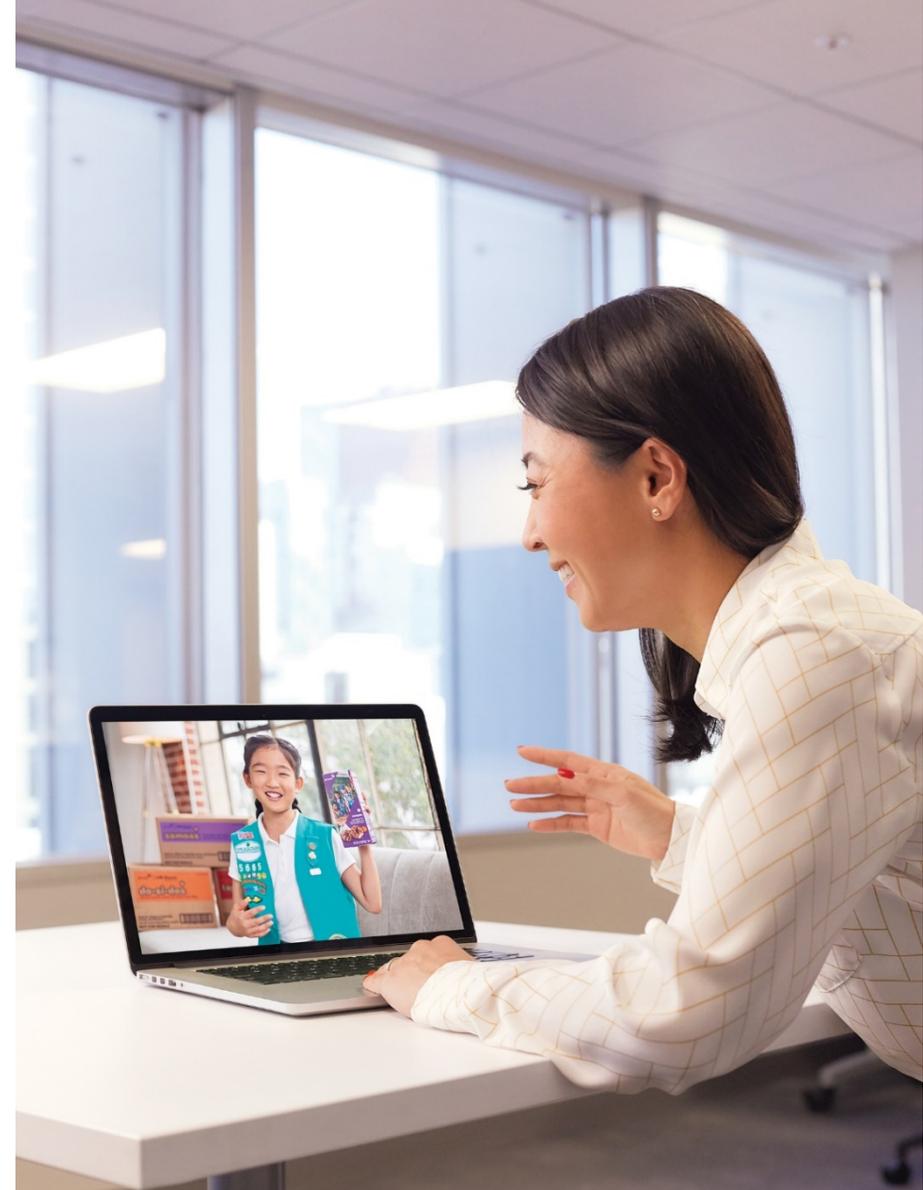
When asked, 90% of people in the US will buy Girl Scout Cookies!

As of 10/15/20, consumers are buying brand name cookies, not less expensive private label cookies.

Consumers are buying indulgent treats for their homes and themselves! They are also looking for comfort food and nostalgia!

Girl Scout Cookies is a national brand name!

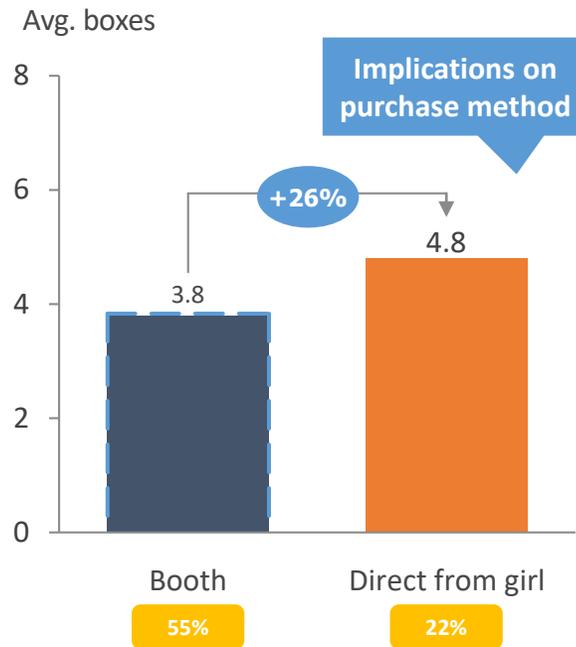
Nationally, cookies sales are up about 10% for retailers compared to last year!



Consumers buy more direct from girl, online and with credit cards

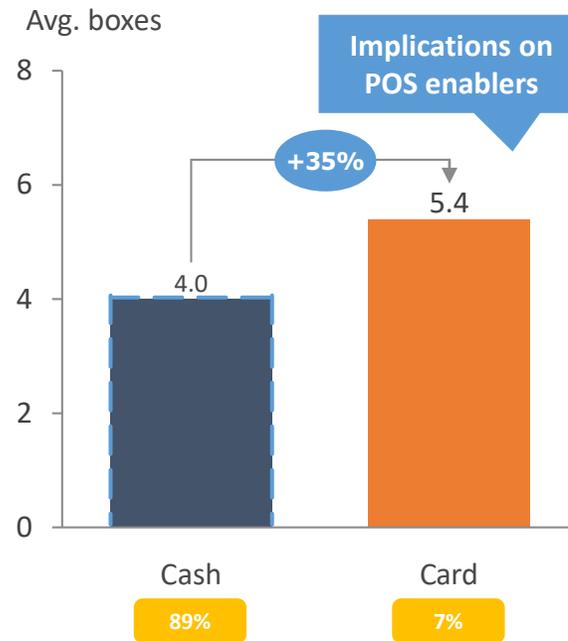
Purchase Method:

Buy more boxes when directly from girl



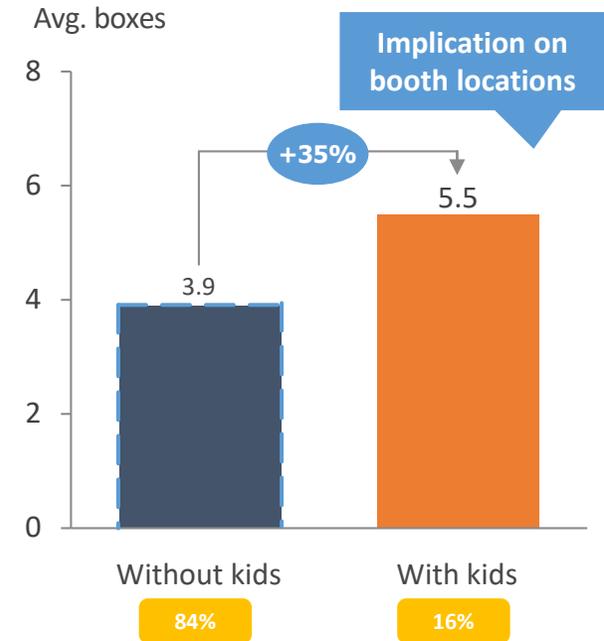
Payment Method:

Buy more boxes when pay w/card



With Whom at Purchase:

Buy more boxes when with kids



% % of respondents Below \$20 threshold



Inspire. Motivate. Educate Girls!

Mascot FUN facts



Fillies are fearless!

A young female horse is called a filly.



Horses are go-getters right out of the gate.

They can run within hours of birth!



They have their eyes on the prize!

Horses have bigger eyes than any other land mammal.





Meet the **GiRL SCOUT** **COOkiEs**®



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
Halal Certification



• Real Coconut



• Real Peanut Butter



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

LEMON-UPS™
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

SAMOAS®

TAGALONGS®

DO-SI-DOS®

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

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

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

Crunchy oatmeal sandwich cookies with creamy peanut butter filling ☺☺



• Made with Vegan Ingredients



• Made with Natural Flavors



• NO Artificial Flavors



TREFOILS®

THIN MINTS®

GIRL SCOUT S'MORES

TOFFEE-TASTIC®
GLUTEN-FREE

Delicate-tasting shortbread that is delightfully simple and satisfying ☺☺

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

Crunchy graham sandwich cookies with creamy chocolate and marshmallow filling ☺☺

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

Updated Allergen Disclosure on Girl Scout Cookie™ Packaging (2020–2021)

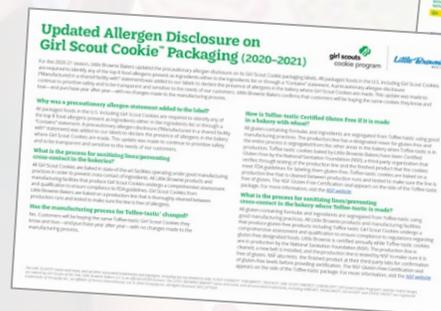
- All packaged foods in the U.S. are required to identify the presence of the top 8 food allergens.
- In response, a precautionary allergen disclosure (“Manufactured in a shared facility with” statement) was added to our labels to declare the presence of allergens in the bakery where our cookies are made.



- Customers will be buying the same cookies they know and love, with **no changes made to the manufacturing process.**
- To help you answer questions about the update, we are providing you with the following resources:

- [Tear sheet with FAQs](#)
- [Girl Scout Cookie Food Allergen Guide 2020-2021](#)

Resources can be found on [IdealCookieSale.com](#)



	Lemon-Ups	Trefoils	Do-si-dos	Samoas	Tagalongs	Thin Mints	Girl Scout S'mores	Toffee-tastic
SOY	●	●	●	●	●	●	●	●
WHEAT	●	●	●	●	●	●	●	●
MILK	●	●	●	●	●	●	●	●
PEANUTS	●	●	●	●	●	●	●	●
TREE NUTS	●	●	●	●*	●	●	●	●
EGG	●	●	●	●	●	●	●	●

● CONTAINS
● MANUFACTURED IN A SHARED FACILITY WITH

*Made with Coconut
See nutrition information for total fat and saturated fat content in Thin Mints, Samoas and Tagalongs. Refer to your cookie package for the most current cookie information. To learn more, visit [LittleBrownie.com](#).

New! Food Allergen Guide on Girl Order Card

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.



2021 Rewards

girl scouts of utah **2021 GIRL REWARDS**

MY PERSONAL GOAL: PKGS

EARN ACTIVITY CREDITS
 Earn \$12.50 for every 50 packages sold between 50-349. Earn \$15 for every 50 packages sold at 350 and above. Redeemable for camp, council sponsored events, destinations, girl membership registration fees and shop merchandise. (More info at <http://gsutah.org>)

Check out the online Unboxing Videos to learn more about select rewards from this order card. Open the camera on your smart phone or tablet, and hold over the QR code OR visit qrco.de/2021rewards

SCAN ME

We've Got This! 36+ pkgs

Message Pen 75+ pkgs

150+ Patch 150+ pkgs

No-Show Horse Socks 250+ pkgs

300+ Bar Patch 300+ pkgs

Beanie 350+ pkgs

Cowabunga Bay Cookie Celebration 350+ pkgs

Plush Horse AND 500+ Bar Patch 500+ pkgs

Ice Cream Bowls AND 800+ Bar Patch 800+ pkgs

Canteen AND 900+ Bar Patch 900+ pkgs

Design Your Own Vans AND 1000+ Bar Patch 1000+ pkgs

Pocket Pillow 1500+ pkgs

Glow-in-the-Dark Horse Blanket 2000+ pkgs

Apple Watch or iPad 2500+ pkgs

Disneyland Trip Package 3 Nights Date TBD Includes airfare, hotel, park tickets and meals for the girl 4000+ pkgs

3-Night Baja Cruise From San Diego October 15, 2021 5500+ pkgs

Troop Rewards
 Troops meeting all Troop Goal Getter criteria will receive a Goal Getter Patch AND Cookie Bling Decals for each girl who submitted an initial order.

Digital Cookie Rewards
 Girls can earn the Cookie Techie Patch 15+ emails sent by January 31, 2021

Crossover Patch
 2020 Fall/2021 Cookie Girls must meet the 2020 Fall Program criteria and sell 400+ packages of cookies.

Gift of Caring Rewards

Gift of Caring Patch 15+ pkgs

Glow-in-the-Dark Cable Horse 30+ pkgs

Cooling Fabric Bandana 50+ pkgs

PATCH ROCKERS
 Earn all 3 to build a horse fence.
 Cookie Techie Patch Goal Getter Patch

Booth Sales Patch
 Available at the council shop while supplies last.

Rewards Are Cumulative | Council reserves the right to substitute items of equal or greater value

2021 Rewards



**Design Your Own Vans
AND 1000+ Bar Patch**
1000+ pkgs



OR



**Apple Watch
OR iPad**
2500+ pkgs



Disneyland Trip
3 Nights - Date TBD
Includes airfare, hotel,
park tickets and meals for the girl
4000+ pkgs



Disney CRUISE LINE
3-Night Baja Cruise
From San Diego
October 15, 2021
5500+ pkgs

2021 Rewards



DIGITAL COOKIE REWARDS



Girls can earn the
Cookie Techie Patch
15+ emails sent by
January 31, 2021

GIFT OF CARING REWARDS



Glow!

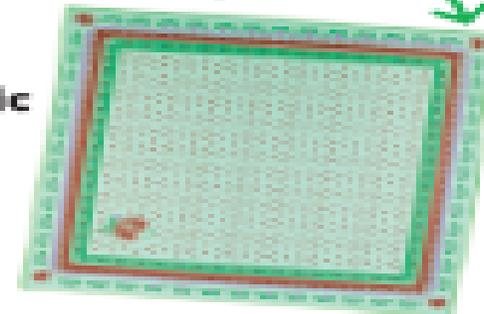
Glow-in-the-Dark
Cable Horse
30+ pkgs



Gift of Caring
Patch
15+ pkgs

Cooling fabric

Cooling Fabric
Bandana
50+ pkgs



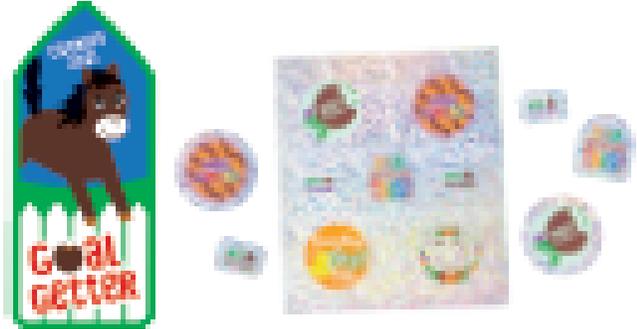
2021 Rewards



Troop's initial order includes girl/troop pre-orders and Digital Cookie girl delivery orders received during the initial order period from eBudde.

This does not include Digital Cookie Shipped or Council Gift of Caring.

TROOP REWARDS

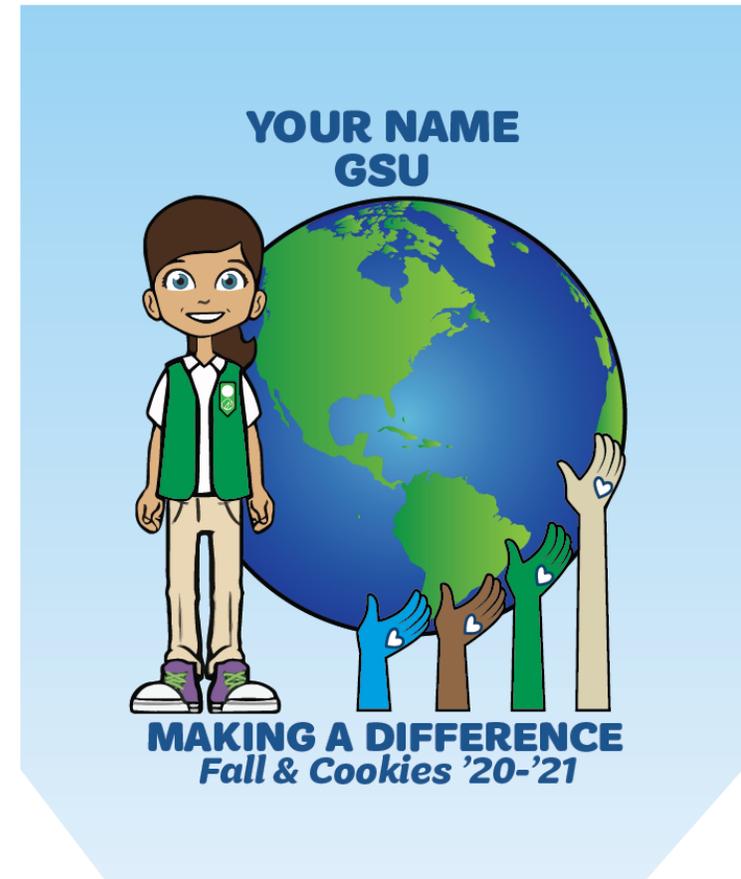
A graphic titled "TROOP REWARDS" showing a "Goal Getter" patch featuring a brown horse, a collection of various cookie bling decals, and a central sheet of more decals.

Troops meeting all Troop Goal Getter criteria will receive a **Goal Getter Patch AND Cookie Bling Decals** for each girl who submitted an Initial order.

2021 Rewards

Girls that participate in the 2020 Fall Product Program and the 2021 Cookie Program and meet all requirements will receive an individualized avatar crossover patch.

CROSSOVER PATCH



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.

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. Please go to gsutah.org for a complete list of rewards
- Cash is collected at time of delivery.
 - Exceptions include: Gift of Caring order
 - Girl uses the Digital Cookie Mobile app to collect credit card payment



Selling Girl Scout Cookies

- Door-to-Door Sales & Residential Walkabouts
- Girls may sell cookies via email, social media and Digital Cookie
- Telephone/text friends, family and former customers
- Virtual Cookie House Party
 - Encourage customers to purchase cookies by the case
- Troop booth sales



Digital Cookie

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



Digital Cookie Mobile App

Download the Digital Cookie App

Customers have two choices for ordering cookies:

1. They can give the girl an email address and the girl will send them an email to her site where the customer can purchase cookies for shipping or girl delivery
2. They can order right at the moment and pay with their credit card for shipping or girl delivery

Girls will follow prompts on screen to complete the transaction



Getting Started



4 Easy Steps to Get Movin' with the Digital Cookie® Platform!

This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie® platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

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

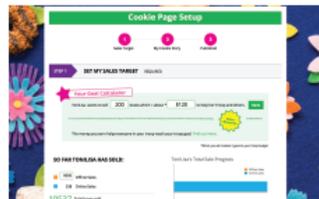
1 Register

Sign up to use the Digital Cookie® platform, look for your Digital Cookie® registration email. If you can't find it, contact your council for details.



2 Set Up Your Site

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



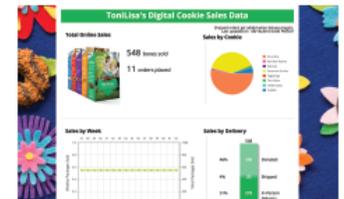
3 Invite Customers

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 friends and family.



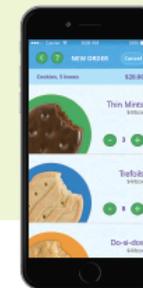
4 Track Your Goal

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



Sell on the go with the Digital Cookie Mobile App!

Download is FREE.



When will I get cookies?

Cookies will be available for pick up beginning February 20, 2021.

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



Troop Cookie Booths

- Booting – March 5 – 21, 2021
- 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 booting 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.
- Booths will be added as booths fill up.
- Check the gsu.org website frequently for updated Covid-19 information and booth guidelines.





Handling Money and Cookies

- Payment is collected only when cookies are delivered, except for Gift of Caring.
Girls can take credit card payment using DOC mobile app at time of order.
(Establish a system so you know who has paid using the app)
 - 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 Product 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.**
 - 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 Product 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.
- 

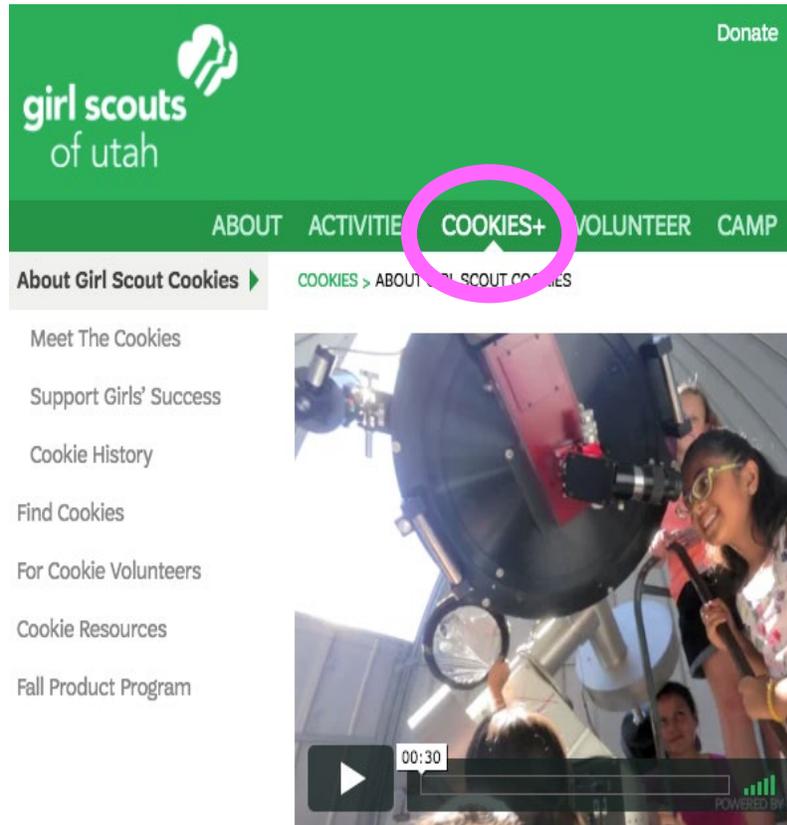


Social Media Guidelines

Girls can use social networking sites to gather sale commitments from family and friends. Please keep in mind that girls:

- Can market to collect indications of interest from family and friends
- Absolutely no posting on sites such as eBay, Craigslist, KSL, Amazon, NextDoor, etc.
- All social media platforms should always be through accounts set to “private”
- Friends and family or a girl must not market or share a girl’s contact information, sales links, or sales information on public-facing online sites
- Must sign the Girl Scout Internet Safety Pledge (available at www.gsutah.org on the Resources & Forms page) before doing any online activities, and all online activities must be under the supervision of an adult
- Cannot expose a girl’s email address, physical address, or phone number to the public
- Girl Scouts under 13 can use their parent or guardian’s online sites with their approval and supervision
- Girls over the age of 13 may work in partnership with an adult to market products online, using the social media of the adult or the girl’s social media sites

GSU Website



Cookies Power Amazing 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

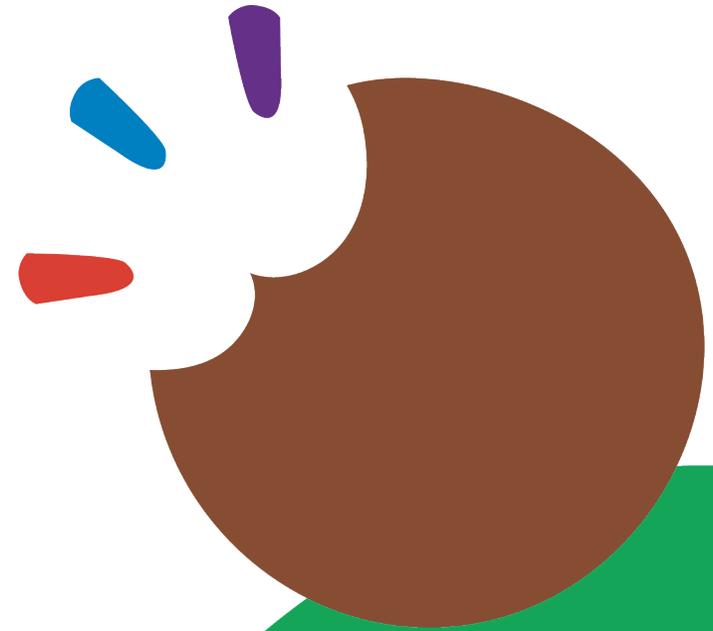
info@gsutah.org

801-265-8472

800-678-7809



Q & A





THANK YOU!