

**girlscouts** Little Brownie BAKERS

## It's Girl Scout Cookie Season!

Hello! My name is \_\_\_\_\_ in Troop # \_\_\_\_\_

I'm a \_\_\_\_\_ LEVEL in Troop # \_\_\_\_\_

My goal is big and bright!

Buy Girl Scout Cookies® so we can:

YOUR TROOP GOAL:

Purchase online from me at: \_\_\_\_\_

QR Code

Thank you for supporting Girl Scouts!



**Get Closer to Your Goals**

**Work as a Team**  
Decide together how your troop funds will be used. Reach your troop goals while you earn one of the Cookie Business badges! Learn more at [girlscouts.org/badgeexplorer](http://girlscouts.org/badgeexplorer).

**Earn Great Gear**  
Ask about sweet rewards you can earn all season long!

**Get Social**  
Find fun activities and selling tips on social media!

- @GirlScoutsUSA
- @SamoasCookies
- @LittleBrownieBakers
- @girlscouts
- @Samoas\_Cookies

## Reach Goals Faster with Digital Cookie!



**On Your Personalized Cookie Site, You Can:**

- Take orders online
  - Build digital marketing skills while earning cool business badges and pins
  - Ask friends and family to share your link to reach more customers and ship to faraway locations
  - Track your cookie inventory
  - Sell new Raspberry Rally™ Girl Scout Cookies
- It's Easy to Get Started!**
- Step 1:** Check it out at [girlscouts.org/](http://girlscouts.org/)
- Step 2:** Review Digital Marketing Tips and safety guidelines at [girlscoutcookies.org](http://girlscoutcookies.org)
- Step 3:** Set up your own site and start selling!

**Tips for Girl Scout Cookie™ Entrepreneurs:**

- Set a realistic goal, write it on this order card and track your progress!
- Take part in cookie booths —in-person and virtual.
- Consider pop-up and drive-thru booths, too!
- Collect donations for your Girl Scout's Gift of Caring project.
- Ask family to help you spread the word using social tools on LittleBrownie.com and [girlscoutcookies.org](http://girlscoutcookies.org).

**EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY**

**Raspberry Rally™**  
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolate coating

Available While Supplies Last

**Cookies can be purchased on my Digital Cookie site**

Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie package goal above the space that says 100% and be sure to include your smaller goals along the way. (Ask a grown-up to help if you need it.) Celebrate by coloring the water as you move bright ahead.



## Set Your Goal and Make a Splash!

## Bright Ideas for Families

Girls learn five essential skills and learn to think like entrepreneurs through the Girl Scout Cookie Program. Here's how:

- Goal Setting**  
Encourages girls to set realistic goals and create a plan to achieve them—while marketing smaller, more achievable milestones.
- Decision Making**  
Lets girls think about new concepts like marketing ideas for their cookie business and decide how to spend their cookie earnings with their troop.
- Money Management**  
Teaches girls how to manage money, including creating budgets for troop experiences.
- People Skills**  
Helps girls build communication skills as they talk to customers and make their own cookie pitches to reach their goals.
- Business Ethics**  
Supports girls in making business decisions using the Girl Scout Law to guide their experience.



## Five Ways to Go Bright Ahead

- Start Strong**  
Learn about Girl Scout Cookies® and find information at [girlscoutcookies.org](http://girlscoutcookies.org) and [LittleBrownie.com/girls](http://LittleBrownie.com/girls).
- Track Goals**  
Set realistic goals and track progress as you work to reach your target and earn rewards.
- Include Your Family**  
Team up with your family so they can support you as you learn new skills.
- Connect With People**  
Make your own plan for how you'll reach customers! You might also sign up for cookie booths or host your own pop-up booth.
- Celebrate**  
When you reach your goal, thank your customers and celebrate!



Girl Scout Cookie™ proceeds stay local and help build the next generation of female entrepreneurs. Every purchase means business smarts, adventure and success for girls in your community.

## Teamwork makes the dream work! Here's how you can help your Girl Scout reach her goals:

- Support your Girl Scout as she develops business skills and earns a Cookie Entrepreneur Family pin. Find details at [girlscoutcookies.org/entrepreneurfamily](http://girlscoutcookies.org/entrepreneurfamily).
- Visit [girlscouts.org/families](http://girlscouts.org/families) to learn how to help and inspire your Girl Scout with resources like the Cookie Family Connection Guide.
- Review the Safety Tips together at [girlscoutcookies.org/troopleaders](http://girlscoutcookies.org/troopleaders).
- If she's new to the program, help your girl learn the basics with the Girl Scouts' Cookie Rookie video at [LittleBrownie.com/girls](http://LittleBrownie.com/girls).
- Help her set up her Digital Cookie page and go to [LittleBrownie.com](http://LittleBrownie.com) and [girlscoutcookies.org](http://girlscoutcookies.org) to find social tools to promote it.
- Encourage your girl to give back by offering their customers a council-approved donation option, and explain how customer donations make a difference.

## Make It a Family Affair



For more info visit [LittleBrownie.com](http://LittleBrownie.com)

• All of our cookies have:

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- SPPO Certified (Mass Balance) Palm Oil
- Halal Certification

**All of our cookies have:**

• No Artificial Colors

**Trefoils™**

**Lemon-Ups™**

**AdventureTulips™**

**Real Cocoa**

**Real Cocoa and Real Coconut**

**Samoas™**

**Tagalongs™**

**Thin Mints™**

**Girl Scout S'mores™**

**do-si-dos™**

**Raspberry Rally™**

**Real Peanut Butter and Hearty Whole Grain Oats**

**Do-si-dos™**

**Trefoils™**

**Lemon-Ups™**

**AdventureTulips™**

**Real Cocoa**

**Real Cocoa and Real Coconut**

**Samoas™**

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