

# Girl Scout Cookie Program Playbook

*for girls & families*





## December Girls & Families Playbook

Everything girls do in Girl Scouting is designed to help them grow into an incredible G.I.R.L.— Go-getter, Innovator, Risk-taker, and Leader, and the Girl Scout Cookie Program is no different.

As cookies bosses, Girl Scouts develop into confident leaders and contribute to their communities in impactful ways. From goal-setting, decision-making, money management, business ethics, and people skills, girls who participate in the Cookie Program learn essential skills that set them up for a lifetime of success.

It's important to be prepared for our favorite time of year when the largest girl-led business in world opens, **January 1.**

Whether you are a Cookie Rookie or a certified Cookie Pro, here are some reminders to help you prepare this December for an excellent Cookie Season. Let's Go for Bold!

### First Quarter: Sign up to Participate

To participate in the Girl Scout Cookie Program all girls must be registered for the 2019 Girl Scout year. Sign up in MyGS.

Return a completed Parent Permission Form to your troop.



### Second Quarter: Attend the Troop Girl Scout Cookie Program Family Meeting

Girls succeed when families are involved. Attend the troop's Girl Scout Cookie Program meeting to understand how you can support your girl's success.

### Third Quarter: Talk About Goal Setting

Now it's time to dream big and set Cookie Program goals! Have your girl set her individual goal and decide on a troop goal for boxes sold.

### Fourth Quarter: Register for Digital Cookie

Superpowering her cookie sale by adding the Digital Cookie to her traditional order taking means even more opportunities to earn funds, learn essential life skills, gain a ton of confidence, and practice.

<p><b>1 Register</b></p> <p>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.</p> 	<p><b>2 Set Up Your Site</b></p> <p>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!</p> 	<p><b>3 Invite Customers</b></p> <p>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.</p> 	<p><b>4 Track Your Goal</b></p> <p>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!</p> 
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Through all of the steps above your Girl Scout is building skills that will help her take the lead in her life and equip her to join the ranks of Girl Scout female business owners and CEOs. And that's how you go from a cookie rookie to a cookie entrepreneur.

Have any questions about how to get involved with your girl's troop or what procedures you should follow? Contact the **Customer Care** at **800-771-1139** or [helpline@gsgatl.org](mailto:helpline@gsgatl.org)!