



FAMILY GUIDE

Girl Scout Cookie Program

OWN YOUR
magic

BEGINS JAN. 1

COOKIES.GIRLSGOUTSATL.ORG





GET READY TO OWN YOUR **magic**

When your Girl Scout participates in the Girl Scout Cookie Program, she develops five essential skills:

GOAL SETTING as her troop sets a goal based on what they want to do with their troop proceeds. Then she sets an individual goal with help from her family.

DECISION MAKING by deciding where and when to sell cookies, how to market her cookie business, and what to do with her troop's proceeds.

MONEY MANAGEMENT as she develops a budget, takes cookie orders, and handles and manages money.

PEOPLE SKILLS as she safely talks to her customers in person and virtually to work as a team with others.

BUSINESS ETHICS as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.



The Girl Scout Cookie Program is the largest girl-led business in the world and an exciting way to help girls become the next generation of female leaders. Is your girl ready to Own Her Magic and reach her goals?

GREAT, LET'S DO IT!

Cookie Entrepreneur Family Pin Collection

Earning the year-by-year Cookie Entrepreneur Family pin is the best way to make the Girl Scout Cookie Program a family affair. The simple age-specific guidelines have been tailored for her developing skill set, making success a snap.



For more information about the Cookie Entrepreneur Family pins, visit:

GirlScouts.org/entrepreneurfamily

GIRL SCOUT COOKIE PROGRAM PARTICIPATION GUIDE

ORDER CARD

Initial Order Taking

Jan. 1 – Late Jan. (deadline set by troop)

Goal Getter Order Taking

Jan. 29 – Mar. (deadline set by troop)

The order card is a great tool to help your girl reach her goal. She can use it to take orders in-person, over the phone, via video chat or by email or text.



COOKIE BOOTHS

Feb. 11 – April 30

Cookie Booths allow girls to sell directly to the public with cookies in hand! Cookie Booths can be in-person, drive-thru or virtual, so check with her troop on how to provide support.



SMILES4MILITARY & GIFT OF CARING

January 1 – March 9

Smiles4Military allows customers to donate cookies to those serving in the military at home and abroad, using the order card, online with Digital Cookie or at a Cookie Booth.

Troops can also create their own Gift of Caring projects designating cookie donations to their favorite cause or charity.



DIGITAL COOKIE

Jan. 1 – Mar. 9

A fun and innovative contactless tool that helps girls accept orders online, while learning digital marketing skills. Customers can order cookies to be shipped, delivered in-person, or donated to the military.

Girls who pair Digital Cookie with the order card sell on average 76% more boxes of cookies. Launch her site January 1, then download the app to super charge her season.



Lets work together to ensure your Girl Scout Cookie Entrepreneur can **OWN HER magic** and make this the best cookie season ever!

Ways to Support Your Girl Scout

- Build safe online habits by reading the GSUSA Internet Safety Pledge and monitoring her activity.
- Help her set practical and useful goals about what she wants to learn and earn.
- Sign her up for Digital Cookie so she can set a goal, send emails, and share her Digital Cookie link with family and friends.
- Be a champion for your girl! Allow her to do the ask but help her connect with family and friends.

Ways to Support Her Troop

- Attend the troop's family meeting to understand the troop's goals.
- Offer to help the troop cookie manager with tasks big and small.
- Provide transportation for orders and deliveries.
- Volunteer to chaperone a cookie activity such as a cookie booth.
- Get permission to sell at your place of work, worship or other locations.

Customers can't wait to stock up on their faves!

ALL VARIETIES: \$6



Thin-Mints



Samoas



Tagalongs



Do-si-dos



Trefoils



Lemon-Ups



Adventurefuls



Girl Scout S'mores



Toffee-tastic



CRUSH YOUR COOKIE GOAL THIS SEASON!

scan the QR code to view the awesome cookie rewards

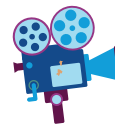


Download the Digital Cookie app on Google Play or App Store



Social TRENDSETTER

Share your Digital Cookie link on social media with creative images



lights. camera. ACTION!

Create a sales pitch video to upload to Digital Cookie, share via email and on social media

make CONNECTIONS



Send personalized emails & texts with your Digital Cookie link and personal goal

Miss QR CODE

Use your Digital Cookie QR code on stickers, door hangers, flyers, yard signs and more



SMILES4MILITARY

Ask customers to support the brave men & women in our military with a \$6 donation



Girl Scout Cookie Badges

The 13 Cookie Business badges are packed with activities to support every Girl Scout as they work collaboratively, set goals for themselves, and finesse their digital marketing campaigns. Girl Scouts of all ages will be ready to take their cookie business to the next level!

Daisy	Brownie	Junior	Cadette	Senior	Ambassador