

FIVE STEPS TO EARN YOUR




Daisy Pins



YEAR 1



YEAR 2


Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the  throughout for special ways you can help!

1. Set a goal. Goal setting is the first step to making dreams a reality. Look at the Girl Scout Cookie Program rewards with your family, think about your troop goals, and pick a reward to try for. Once you decide on the number of cookies you want to sell, fill in the goal tracker—then color it as you sell cookies!

My troop goal is _____ packages so we can _____

My personal goal is _____ packages.

2. Decide how to reach your goal. Who do you want to sell cookies to? Practice decision making by choosing who to reach out to first and in what way. Write a list or draw a picture of the people you'd like to sell cookies to. Put a star by your first customer!

 **Keep it real.** Be sure she sets a realistic goal, but remember that not everybody always meets their goals—and that's OK! This is a learning opportunity, and there's a lot to learn even if she doesn't achieve all she sets out to.

Cookie Goal Tracker

_____ packages

_____ packages


_____ packages

_____ packages

_____ packages

_____ packages

_____ packages

 **Work it.** If she wants to sell to your coworkers, either bring her in to pitch them in person or have her draw a poster or make a video that you can share with your colleagues. She could even share her Digital Cookie® platform link or Smart Cookie link. Let her build decision-making skills by choosing the method right for her.

- 3. Practice with money.** Use your math superpowers to count and identify coins and bills with a grownup in your life. Don't worry if you need help at first—that's what your family is for! Use this space to write down how much each cookie costs so you can tell customers and count money as they make their payments.



Make money make sense. Counting one- and five-dollar bills will take her a while, but letting her handle money at home with supervision will sharpen her math skills and make her a star money manager.

- 4. Learn to talk to customers.** Ask a family member to pretend to be a customer. Many customers would like to learn about your cookie goal and what your troop might do with the money.



Navigate "no." Some people won't want to buy cookies, and that's OK. Help her think of what to say to people who say no—business people don't always make the sale!

- 5. Think like a Girl Scout.** The Girl Scout Law reminds us to be responsible for what we say and do. You can do that by filling in important deadlines below and then keeping track of them with help from your family. That means starting your sale on or after the official start date and turning in your orders and money on time!



Prepare her to lead. For more business ethics basics, take another look at the Girl Scout Law. From reminding your girl to be honest and fair to telling her to use resources wisely, it's full of cookie boss wisdom!

My Important Cookie Dates

Girl Scout Cookie season starts on: _____

Cookie order deadline: _____

Cookie pick-up: _____

Money due date(s): _____

My other deadlines: _____

Check with your troop leader about how your girl can get each pin, or head to [girlscoutshop.com](https://www.girlscoutshop.com) to purchase it.

FIVE STEPS TO EARN YOUR



Brownie Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the throughout for special ways you can help!

1. Go for the goal. Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second “stretch” goal that’s a little higher. You might not meet the stretch goal, and that’s OK, but you won’t know unless you try! Once you decide on your goals, write them down and fill in the goal tracker—don’t forget to color it as you sell cookies!

My troop goal is _____ packages so we can _____

My personal goal is _____ packages, and my stretch goal is _____.

2. Find more customers. Who do you want to sell cookies to besides your family and friends? Have your family help you think of people you see on the way to school or at weekend activities. How could you find even more customers? Brainstorm ways to spread the word about your cookie business, then write or draw your ideas here!



Celebrate where she is.

Having a goal to aim for will keep your girl motivated and teach her to embrace challenges, but it’s important to celebrate her efforts along the way, too, not just the outcome!

Cookie Goal Tracker

_____ packages

_____ packages

_____ packages

_____ packages

_____ packages

_____ packages

_____ packages



Open doors.

Help her think of different ways to reach new customers, like going door to door,


using the Digital Cookie® platform or Smart Cookie, making phone calls to family, and setting up a booth. If she decides to go door to door, make sure a caring adult is with her at all times. Ask your troop leader about council guidelines for cookie booths.

3. Be a money master. Practice counting money and making change with a family member before you start selling to customers. Don't worry if you need help at first—that's what your family is for! Fill in the blanks below to practice totaling up a customer's order.


One box of Thin Mints® costs _____ dollars.

Two boxes of Thin Mints cost _____ dollars. (_____ + _____ = _____)


Four boxes of Thin Mints cost _____ dollars. (_____ + _____ + _____ + _____ = _____)

 **Help her shine.** She may be ready to handle simple money transactions, but an adult should always be available to assist with big orders and large bills and to keep the money safe after she's collected it.

4. Make your pitch. Think of how you'll ask people to buy cookies. In addition to introducing yourself and asking if they'd like some cookies, you might want to let customers know what your troop plans to do with the cookie money you're earning or explain your favorite flavors! Write what you want to say below, then practice it on your family at home.

 **Yes, no, maybe so.** When she's practicing her pitch, pretend to be different customers—some who want cookies, some who don't, and some who are on the fence. It'll build her confidence for real-life situations!

5. Think like a Girl Scout. The Girl Scout Law reminds us to be responsible for what we say and do. You can do that by filling in important deadlines below so you don't forget! Create your own calendar using these dates, and track your progress with your family.

 **Day by day.** Keep all cookie deadlines on a shared family calendar, and give her a calendar of her own so she can practice crossing off dates and planning ahead. Time management will strengthen her business ethics as she gets older!

My Important Cookie Dates

Girl Scout Cookie season starts on: _____

Cookie order deadline: _____

Cookie pick-up: _____

Money due date(s): _____

My other deadlines: _____

Check with your troop leader about how your girl can get each pin, or head to girlscoutshop.com to purchase it.

FIVE STEPS TO EARN YOUR




Junior Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the  throughout for special ways you can help!

1. Strategize your sales. Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second goal focused on your sales method—like how many packages you’ll sell digitally or how many customers you can upsell.

My troop goal is _____ packages so we can _____.

My personal goal is _____ packages, and my strategic goal is _____.

2. Learn from the past. If you’ve sold Girl Scout Cookies before, think about what worked and what could have gone better. If this is your first time, ask a Girl Scout who knows the ropes to tell you about her experience. Make an “action plan” that includes everything you’ll need to run your cookie business.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



The path to success.

Goal setting isn’t only about numbers—it can also be about sales strategy. Help her think through all the different ways she could make a sale, then create a goal for one of them.


Cookie Goal Tracker

- _____ packages
- _____ packages
- _____ packages
- _____ packages
- _____ packages
- _____ packages
- _____ packages



Step back. Girls feel the greatest sense of pride when they have ownership over their sales and get to flex their decision-making skills. So feel free to give feedback, but make sure you let her come up with the plan herself.

- 3. Run the show.** Although your family is responsible for keeping the money you collect safe, you're responsible for everything else—from counting money and giving change to managing your cookie inventory and meeting deadlines. Record the dates here, then track them on a family calendar and let your family know what specific help you need.

 **Check in with her.** She's ready to take charge of her business! Help her think about how she'll track her orders, double check her math, and handle money (with adult supervision). You're there to advise and support, but this is her time to shine.

My Cookie Business Dates

Girl Scout Cookie season starts on: _____


Cookie order deadline: _____

Cookie pick-up: _____


Money due date(s): _____

My other deadlines: _____

- 4. Fine-tune your pitch.** Improve your pitch using customer feedback and test it with your family. If your troop has not earned the Customer Insights badge, interview or survey past and potential customers about their cookie-buying habits.

 **Spark her curiosity.** Knowing her audience is a major people skill. Give her more insight about her customers by having her use a free survey tool online or creating a poll to post on social media.

- 5. Know your product.** Not every cookie is right for every customer! Learn which ones are gluten-free, vegan, and nut-free for those with allergies and dietary restrictions.

 **Truth in advertising.** Quiz her cookie knowledge! By having the facts and being transparent about her products, your girl is learning the foundation of business ethics.

Check with your troop leader about how your girl can get each pin, or head to [girlscoutshop.com](https://www.girlscoutshop.com) to purchase it.

Cadette Pins

Check off the boxes as you complete each activity with your family—
you can earn a different pin each year!



YEAR 1



YEAR 2



YEAR 3

- 1. Hit those benchmarks.** You already know how to set personal and troop sales goals and think of strategies you'll use to meet them. Now try breaking your personal goal into benchmarks, or short-term goals, and share them with your family. Splitting your main objective into smaller goals to meet along the way will keep you on track, and giving regular updates to your family will let them know how to support you best!



Benchmark _____	Date achieved _____
Benchmark _____	Date achieved _____
Benchmark _____	Date achieved _____
Benchmark _____	Date achieved _____
Benchmark _____	Date achieved _____
Benchmark _____	Date achieved _____

- 2. Choose your path.** Practice decision making while earning the Business Planning, Marketing, or Think Big badge with your troop or on your own. Share what you've learned with your family and let them know specific ways they can help you launch your business plan, kick off your marketing campaign, or spread your big idea. Knowing when and how to ask for help and feedback will make you go far in the future!



- 3. Learn about financial planning.** Ask a family member or another trusted adult in your community to tell you about a time when they set and reached a financial goal. What was the goal? What did they do to make sure they reached it? Would they do anything differently based on what they learned from the experience? Think about how their knowledge could help you with your business.

4. Grow your network. Use the prompts below to create a customer pitch, then ask your family to help you think of ways to find people to try it out on. Testing your pitch on a group and absorbing the feedback will improve your people skills and refine how you talk to customers.

Record your pitch and post it to your Digital Cookie® or Smart Cookie® site!

INTRO—how will you introduce yourself and your cookie business? _____

YOUR STORY—what is your troop going to do with the proceeds, and how did you come up with your ideas? _____

YOUR PRODUCT—describe your products and why buying them is the right choice. What do customers get when they buy Girl Scout Cookies versus similar products? _____

YOUR TEAM—who is already supporting your cookie business? _____

YOUR SUCCESSES—what have you achieved so far? _____

YOUR ASK—tell your audience how they can best support you. What do you need? Be specific. _____

YOUR CONCLUSION—how will you summarize your pitch and restate your ask? _____

5. Thank your customers. A great way to maintain your network is to thank your customers and tell them about the outcomes of your cookie business. Consider having your family help you record a thank-you video to tell customers all you've achieved and learned. Keeping clients informed and up-to-date on your successes is an important part of business ethics!

 **Family Tips**

Your Girl Scout is ready to take charge of her cookie business. Her skills will grow as she learns to ask for help and brainstorms ideas with others. Look for opportunities to encourage her to:

- **Be curious** about others' experiences and ideas by researching how to tell engaging stories and how to create a pitch. Spend an evening online together watching related how-to videos and reading relevant articles. Then help brainstorm ideas for groups for her pitch.
- **Collaborate with others** to accomplish her goals and learn. Let her take the lead in asking you for help and feedback. Remember: teamwork makes the dream work!

Check with your troop leader about how your girl can get each pin, or head to girlscoutshop.com to purchase it.

Senior Pins

Check off the boxes as you complete each activity with your family—you can earn a different pin each year!

1. Take note! First set your sales goal on the next page and share it with your family. At the end of your season, reflect on your goal. Did you reach it? Was it too easy or too hard? Think of how you can use what you've learned to inform your future goals. Jot down your thoughts and email them to yourself so you can revisit them next year.

2. Shout out your strategy. Write down your plan for the season, including how you'll maintain and grow your Girl Scout Cookie business. Document your plan using the prompts on page two. Then share it with your family, ask for help, and assign roles. Although you should always do the selling, your energy will go a lot further when your network can help you spread the word!

3. Look to the future. The Girl Scout Cookie Program has helped you build skills like managing a budget and setting and meeting goals. Now consider your future. Ask your family for support as you earn one of the Financial Literacy badges for Girl Scout Seniors—Buying Power or Financing My Future. Even if you're earning the badge with your troop, your family will play a key role in supporting you.



4. Segment your customers. Customers can be motivated by different things. Separate them into different categories. For example, you might put your friends, family, neighbors, and broader community into four different categories. Or think of different motivations for customers; who might want to support girl empowerment? Who might want to participate in a cookie donation program? Create marketing messages that speak to the lives and motivations of each segment. Test your approach with your family, then adjust it based on their feedback.

5. Show your appreciation. Whether this is your first or tenth cookie season, you have a support network around you to help along the way. Ask your family to think of everyone who helped cheer you on, spread the word, and manage logistics. Come up with a way to say thank you to your family, troop leaders, most loyal customers, and Girl Scout sisters.



Tips for Family

Your Girl Scout can run her own cookie business independently at this point—and that should make you proud. Her leadership skills will grow as she documents her plan, expresses gratitude, and reflects on her goals. Look for ways to encourage her to:

- **Take initiative to research** how start-ups or new businesses document their sales strategies. There are plenty of resources online, including videos, articles, and templates for such strategies. Then cooperate as she tries her hand at delegating tasks to you and other family members while she continues to be the one doing the selling.
- **See failing as a learning opportunity** when she encounters setbacks to her plan. Weather and busy schedules can get in the way. Instead of solving problems for her, ask questions that lead her to make her own solutions. What would she do differently next time? How can she predict future risks in her plan?

My Cookie Business Plan

My Sales Goal

_____ packages

BUSINESS GOALS—how is your troop using its proceeds?
How does that translate to your personal goal?

MISSION STATEMENT—define your business’s purpose with a specific, inspirational, and brief statement. If you earned the Business Plan badge as a Cadette, you can use or update your mission statement from it.

CUSTOMER TARGETING (see step 4)—think of all the people who might not get asked to buy Girl Scout Cookies. How will you reach them to expand your customer base?

MARKETING AND SALES PLAN—how will you market your business, and what are your selling methods? Think about the different sales channels, like door-to-door, booths, Digital Cookie or Smart Cookie, group pitches, etc. What has worked best in the past? Which selling method will help you reach your target customers?

OPERATIONS PLAN—how will you manage inventory and collect supplies, and who you will ask for help?

TIMELINE—what are the key dates for your business?

Check with your troop leader about how your girl can get each pin,
or head to girlscoutshop.com to purchase it.

Ambassador Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year!

- 1. Get information.** First set your sales goals using your past goals and achievements for reference. Then set a learning goal—a new skill you want to gain or something you want to learn as you run your cookie business. Share your goals with your family and identify how they can best support you.

My sales goal is _____ packages

My learning goal is _____

- 2. Find a mentor.** All along your cookie business journey, you've asked your family and friends for help, but now is the time to go beyond and find the right mentor to take you to the next level and achieve your learning goal. Ask your family to think of ways to find the right mentor. Use the *Maximizing Mentorship: A Girl Scouts Guide* found at girlscouts.org/mentor to learn how to take charge of your experience while being safe.

- 3. Make your personal financial plan.**

By running your own cookie business you've learned how to set financial goals and reach them. Now it's time to put that learning into action. Earn the On My Own or Good Credit badge to enhance your money-management skills. Share your plan and knowledge with your family and ask them for feedback. Do they think your plan is realistic? What's good and what might be improved?



□ 4. Be a sister to every Girl Scout.

Ask your family how they've seen you grow by participating in the Girl Scout Cookie Program, then make a list of their responses. Use this list to create a presentation, activity, or video to share with younger Girl Scouts to inspire them as they run their own cookie businesses. Part of developing people skills is sharing your learning with others and becoming a mentor yourself!

□ 5. Translate your experience.

Business ethics are a set of moral principles that guide the way a business behaves. Talk with your family about a large company or organization that you support or use frequently. What does it seem to already know or think about its business ethics, if anything? After your conversation, do an online search to learn more about the company's business ethics and principles. How do you feel about its ethics, and how do they relate to or differ from the Girl Scout Promise and Law? Which business ethics will you carry from your Girl Scout Cookie business into your future?

Tips for Family

Your Girl Scout's experiences as a cookie entrepreneur are about to help her in the next exciting steps of her life. You'll see her skills grow as she sets a learning goal for herself, finds a mentor, and thinks about her future while passing knowledge on to other Girl Scouts. Look for ways to encourage her to:

- **Embrace challenges** as she sets her sights on her future and earns either the On My Own or Good Credit badge. Share your own budget and credit experiences with her, and encourage her to ask others about their experiences.
- **Adapt to change** as she focuses on a learning goal. First ask her to think about her strengths before she focuses on areas that she wants to grow in and develop.
- **Take healthy risks** as she seeks a mentor. Asking for help can be intimidating, and even frustrating—some potential mentors will say no or not respond. Encourage her to keep trying. Mentors will play a key role in her future. And learning to advocate for herself now will serve her for the rest of her life.

Check with your troop leader about how your girl can get each pin, or head to [girlscoutshop.com](https://www.girlscoutshop.com) to purchase it.



Brownie Step 1

'S Cookie Customer List

[Your name]

Keep track of your customers by filling in this list!



Name	How many boxes sold?	Email	Notes (Keep notes about each customer—for example, their favorite Girl Scout Cookies, whether they donate cookies or give them as gifts, or how many times they buy cookies.)



Name

How many boxes sold?

Email

Notes

(Keep notes about each customer—for example, their favorite Girl Scout Cookies, whether they donate cookies or give them as gifts, or how many times they buy cookies.)



My Customers

- Toast Yah
- S'Mores
- Lemonades
- Shortbread
- Thin Mints
- P. B. Patties
- Caramel deLites
- P. B. Sandwiches
- G. F. Chocolate Chip

Cookie Share

	Name	Phone	Text Y/N	email	Purchase History	Address
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
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27						

Digital Marketing Tips for Cookie Entrepreneurs and Families



The Girl Scout Cookie Program® offers girls unique opportunities to engage in online marketing and sales as they learn about ecommerce and how to think like entrepreneurs.

Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie® or Smart Cookie website and social media platforms.

Safety tip: Girls of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.



1. As you set goals for your cookie business, think about how digital marketing can help you meet them. Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Digital Cookie or Smart Cookie link to reach them. Be sure to:

- **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie or Smart Cookie site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints® are made with vegan ingredients?
- **Use a clear and prominent call to action.** Share your goal and exactly what your customer can do to help you achieve it.

Safety tip: Make sure your marketing materials don't reveal your personal contact information (like your address, school, or last name) or your cookie booth location.



2. Earn one of the [Cookie Business badges](#), and put a digital marketing spin on it. Check out these prompts to get you thinking about how you can digitize your sales efforts.

- **Daisy Talk It Up badge:** Does your digital customer pitch include answers to commonly asked questions?
 - **Brownie Meet My Customers badge:** How can you reach potential customers through digital marketing on top of traditional sales efforts?
 - **Junior Cookie CEO badge:** How will you make a good impression on your online customers?
 - **Cadette Business Plan badge:** How can digital marketing expand your customer base?
 - **Senior Customer Loyalty badge:** How will you tell your cookie story to online customers?
 - **Ambassador P&L badge:** How will you teach younger girls about business ethics in online marketing?
- Hint: use the safety tips from this sheet!



3. Use digital marketing to expand your network and grow your people skills. Try some of the following strategies:

- **Think of your favorite brands, and then check out their websites and social media accounts.** What do they do to create a relationship with their customers on Facebook or Instagram? What can you do to safely build a relationship with your online customers?
- **Use platforms that potential customers could be on.** Think about your target customers and where they're most active online.
- **Engage your customers through email marketing.** Send an email through Digital Cookie or Smart Cookie to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- **Turn loyal customers into brand advocates.** Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- **Use marketing to inspire, educate, entertain, and entice your prospective customers.** Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications—consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- **Show off customer testimonials.** Collect and highlight enthusiastic testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- **Say thank you! Impress customers with a custom thank-you message via email or social media.** As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use.

Safety tip: To protect your personal identity, never directly message people you don't know online or through social platforms. And remember to always use your secure sales link for orders.

Safety tip: When creating marketing content or materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!



4. Practice business ethics by safely marketing online. Before you get started, review the below safety standards. When in doubt, revisit these resources.

- You and your supervising parent/guardian must read, agree to, and abide by the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#), and the [Supplemental Safety Tips for Online Marketing](#) before engaging in online marketing and sales efforts through the cookie program.
- Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on your council's website.

Supplemental Safety Tips for Online Marketing



When engaging in online marketing and sales efforts beyond friends and family through the Girl Scout Cookie Program®:

- Review and apply the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#).
- Continue to adhere to the [Girl Scout Internet Safety Pledge](#) and the [Digital Cookie Pledge](#).
- Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on your council's website.

In addition, review and apply the below Supplemental Safety Tips for Online Marketing:

- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms. Always use your Girl Scout online sales link for customer orders.
- Parents or guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).
- Never share your personal location information, including your booth location.

This page
intentionally left
blank for printing
purposes

Hello! My name is...

Hello! My name is...



I'm a local cookie professional.



I'm a local cookie professional.



Hello! My name is...

Hello! My name is...



I'm a local cookie professional.



I'm a local cookie professional.



Hello! My name is...

Hello! My name is...



I'm a local cookie professional.



I'm a local cookie professional.



Hello! My name is...

Hello! My name is...



I'm a local cookie professional.



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Hello! My name is...

Hello! My name is...



I'm a local cookie professional.



I'm a local cookie professional.



This page
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blank for printing
purposes



Name: _____

Personal Boxes:

Booth Allotment:

Total Boxes Credited:

Cost of Cookies Checked-Out:

Amount Paid:

Still Owing:

Paper Order Form and Additional Check-Outs

Flavor	Toast-yay!	S'Mores	Lemonades	Shortbread	Thin Mints	Peanut Butter Patties	Caramel deLites	Peanut Butter Sandwich	Caramel Chocolate Chip	TOTAL
Initial Order										
Additional Sales										
TOTAL SOLD										

In-Person Boxes Donated

Standard Flavors	Special Flavors

Online "Girl Delivery" Orders

Initial Order										
Additional Sales										
TOTAL SOLD										

Online Shipped or Donated

Initial Order	
Additional Sales	
TOTAL SOLD	

Price per Box	Toast-yay!	S'Mores	Lemonades	Shortbread	Thin Mints	PB Patties	Caramel deLites	PB Sandwich	Caramel Choc. Chip	In-Person (Standard)	In-Person (Special)	Online Ship/Donate	TOTAL DUE
TOTAL OWED													

Additional Check-Outs, Changes, and Deposits

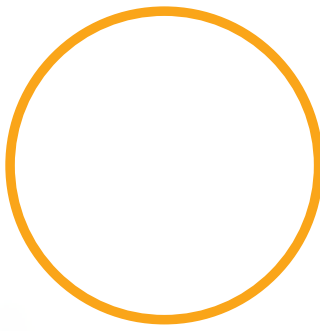
Use positive numbers for boxes added to scout's inventory. Use negative numbers for boxes removed from scout's inventory.

Date	Thanks A-Lots	S'Mores	Lemonades	Shortbread	Thin Mints	PB Patties	Caramel deLites	PB Sandwich	Caramel Choc. Chip	TOTAL	Money Deposited	Notes

Additional Check-Outs, Changes, and Deposits

Use positive numbers for boxes added to scout's inventory. Use negative numbers for boxes removed from scout's inventory.

Date	Thanks A-Lots	S'Mores	Lemonades	Shortbread	Thin Mints	PB Patties	Caramel deLites	PB Sandwich	Caramel Choc. Chip	TOTAL	Money Deposited	Notes

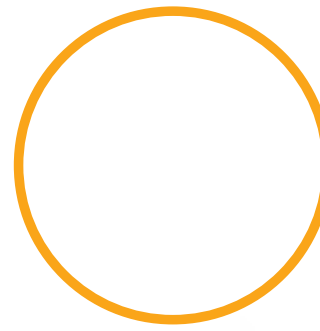


Call for delivery

() -

_____ # _____
First Name only Troop Number

Or Check out my
online store at



Call for delivery

() -

_____ # _____
First Name only Troop Number

Or Check out my
online store at

girl scouts
of central california
south

_____ # _____
First Name only Troop Number



Call or text for delivery
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Or Check out my
online store at

girl scouts
of central california
south

_____ # _____
First Name only Troop Number



Call or text for delivery
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Or Check out my
online store at

girl scouts
of central california
south

_____ # _____
First Name only Troop Number



Call or text for delivery
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Or Check out my
online store at

girl scouts
of central california
south

_____ # _____
First Name only Troop Number



Call or text for delivery
() -

Or Check out my
online store at

girl scouts
of central california
south

it's
**COOKIE
TIME**



girl scouts
of central california
south

it's
**COOKIE
TIME**



it's
COOKIE TIME



it's
COOKIE TIME



it's
COOKIE TIME



it's
COOKIE TIME

All your favorites are back — plus a NEW Cookie!

NEW!



Toast-yay!™



French Toast-inspired cookies dipped in delicious icing and full of flavor in every bite. Yay!



Girl Scout

S'mores®



Crispy graham cookies double-dipped in creme icing and coated in delicious fudge.



Lemonades®



Savory slices of shortbread with a refreshingly tangy lemon flavored icing.



Shortbread®

Traditional shortbread cookies.



Thin Mints®



Crispy chocolate wafers dipped in a mint chocolaty coating.



Peanut Butter

Patties®



Crispy vanilla cookies layered with peanut butter and covered with a chocolaty coating.



Caramel deLites®

Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolaty stripes.



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling.



Caramel

Chocolate Chip

Rich caramel, semi-sweet chocolate chips, and a hint of sea salt in a chewy, gluten-free cookie.*










*Limited availability



Girl Scout Cookie™

Food Allergen Guide (2020-2021)

For the 2020-21 season, ABC Bakers updated the precautionary allergen disclosure on its Girl Scout Cookie packaging labels. All packaged foods in the U.S. including Girl Scout Cookies are required to identify any of the top 8 food allergens present as ingredients either in the ingredients list or through a “Contains” statement. A precautionary allergen disclosure (“Manufactured in a shared facility with” statement) was added to declare the presence of allergens in the bakery where Girl Scout Cookies are made. This update was made to continue to prioritize safety and to be transparent and sensitive to the needs of our customers. ABC Bakers confirms that customers will be buying the same cookies they know and love—and purchase year after year with no changes made to the manufacturing process.

	CONTAINS (Y)						MANUFACTURED IN A SHARED FACILITY WITH (M)					
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	Wheat	Soy	Coconut	Milk	Peanuts	Eggs
 Caramel Chocolate Chip				Y		Y						
 Caramel deLites®	Y	Y	Y	Y							M	
 Lemonades®	Y	Y							M	M	M	
 Peanut Butter Patties®	Y	Y			Y				M	M		
 Peanut Butter Sandwich	Y	Y		Y	Y				M			
 Shortbread	Y	Y		Y					M		M	
 Girl Scout S'mores®	Y	Y							M	M	M	
 NEW! Toast-yay!™	Y	Y							M	M	M	
 Thin Mints®	Y	Y							M	M	M	

For complete nutrition facts and ingredients, visit www.abcbakers.com for more information.

Help me reach my goal _____

Find your cookies at my online store



its
COOKIE TIME

girl scouts
of central california
south 800-490-8653
customercare@girlscoutscs.org

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First name only

Troop Number

Call for delivery: () -



First name only

Troop Number

Call for delivery: () -



First name only

Troop Number

Call for delivery: () -



First name only

Troop Number

Call for delivery: () -



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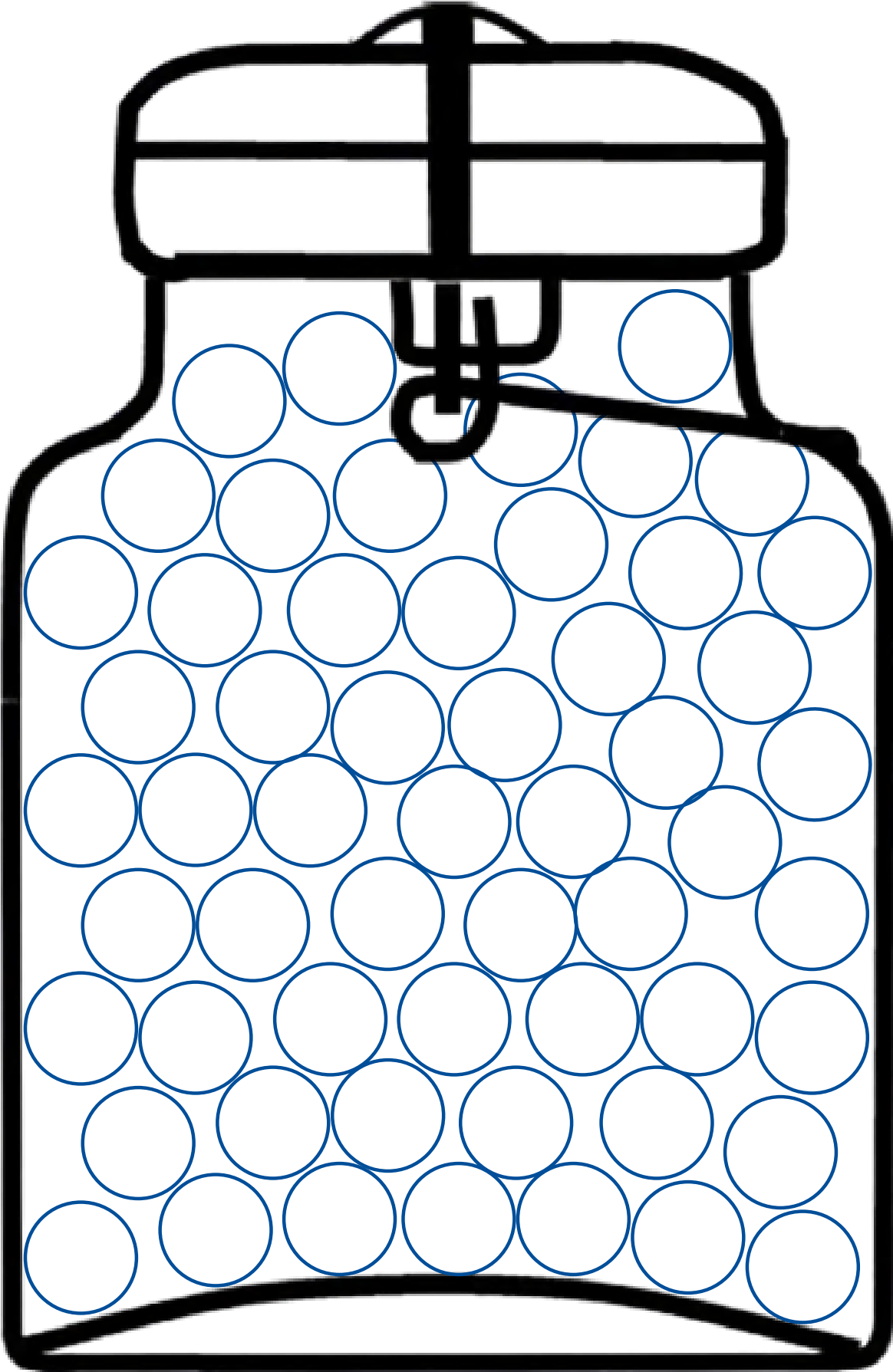
First name only

Troop Number

Call for delivery: () -



DON'T LOSE YOUR MARBLES!



Booth Boredom Buster

"Make No's Fun!"

If you copy or even laminate* this sheet you can use it as a game to keep yourself motivated during your cookie sales.

There are a few ways to turn this into a game.

- Color in the marbles for each person you talk to, how many "No" or "Yes" responses? Color a green marble for yes and a red marble for no for for each cookie sale.
- How many cookies can you sell this hour? Use a different color for each time frame you sell. (each hour, or each 30 minutes, 15 minutes)
- If selling with a partner, each choose your own color, who can sell more?
- If selling with a partner, see who can get the most "No"s before you get a yes. I dare you to get more than 20! It's harder than it sounds. This is even fun by yourself to see if you can beat your last streak of "No"s.

* Laminating this sheet makes it reusable with crayons or dry eraser markers. Keep some tissues handy for erasing.

**WE ACCEPT CASH, CHECKS
AND
CREDIT
CARDS**



**WE ACCEPT CASH, CHECKS
AND
CREDIT
CARDS**



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Name: _____

Location: _____

Toast-yay!: _____ Peanut Butter Patties: _____

S'Mores: _____ Caramel deLites: _____

Lemonades: _____ Peanut Butter Sandwich: _____

Shortbread: _____ Caramel Chocolate Chip: _____

Thin Mints: _____

Total Cost: _____ Paid Total Boxes: _____

If you need additional cookies, please contact me:



Name: _____

Location: _____

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S'Mores: _____ Caramel deLites: _____

Lemonades: _____ Peanut Butter Sandwich: _____

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Thin Mints: _____

Total Cost: _____ Paid Total Boxes: _____

If you need additional cookies, please contact me:

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Thank You!

Your tax deductible donation of _____ boxes of cookies is very much appreciated.

Customer name: _____ Total Amount \$ _____
Troop # _____

Girl Scout Signature: _____
Know someone interested in becoming a Girl Scout?
Go to girlscouts.org/join



Girl Scouts of Central California South
1377 W Shaw Ave
Fresno CA, 93711
(800) 490-8653.
GirlScoutsCCS.org
Tax ID# 94-6000662



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Simple Script for Selling Cookies

Fill in the blanks below and keep this form with your order card, some door hangers & Cookie Share receipts. Then fill your wagon or cookie cart with cookies to take door-to-door during the cookie sale.

What to Say...

Hello! My name is _____
first name only

and I am in Girl Scout in Troop # _____

Would you like to buy some Girl Scout cookies?

I am participating in the Girl Scout Cookie Program which is teaching me how to run my own business and my troop is raising money to _____

Would you like to donate some Girl Scout cookies to our Cookie Share program?

These donated cookies are tax deductible and will be given to the military. I can provide you with a special receipt.

Smile & say "Thank you!" to everyone, even if they don't make a purchase.

Use Your Order Card To:

- Track Cookie Share sales
- Show customers different varieties
- Share nutritional information
- Take orders & come back later

(if they don't have the money right now or if you are out of their favorite cookie variety)

- Keep track of customers

(note address if not at home, get email or phone # if they would like you to contact them again for a "last chance for a whole year" reminder)

- Create a cookie customer list to use next year!

Be sure to wear your uniform & pins, bring a pen, money for change, and have adult supervision at all times. **Good luck & have fun!**

Goal Getter



My Goal is to sell _____ packages to earn _____.

I am learning 5 important skills as part of my Girl Scout cookie experience including people skills *(like talking to you right now)*, goal setting, decision making, money management, and business ethics.

Our Troop's goal is _____ packages and we plan to use the money we earn to _____

(complete a community service project, go on a trip, purchase badges, pay for troop supplies, etc.)

Girls who do not have Gluten Free cookies should tell interested customers, "Our troop does not have any Gluten Free cookies in stock, but you can order them from me online and have them shipped directly to you." Girls can then use the Smart Cookies mobile app to take orders or send the customer an email with a link to place their order online.

Cookie season is here.



Show You Care.

SHARE A COOKIE!



Even if you don't buy Girl Scout cookies for yourself this season, through "Cookie Share," you can purchase a box (or several!) that goes towards a charitable organization chosen by your local Girl Scout Council. Examples of organizations are USO, Operation Gratitude, first responders, veterans, food banks and many more. Both the Girl Scout and her Troop will get credit for every box you donate to "Cookie Share"!



The Girl Scout Cookie program powers amazing experiences for girls! They work together to solve problems, make business plans and turn their goals into amazing reality. Girl Scouts use some of their earnings to give back to their community by helping animal shelters, feeding the homeless, raising awareness on bullying and much more. The Girl Scout Cookie Program teaches essential life skills empowering these young women to change the world.

THANK YOU FOR SUPPORTING THE GIRL SCOUTS!



BOTH THE GIRL SCOUT & HER TROOP WILL GET CREDIT FOR EVERY BOX YOU DONATE TO "COOKIE SHARE"!



★ GSCCS COOKIE ★
★ UNIVERSITY ★
★ GRADUATE

CERTIFICATE



AWARDED TO:

January 23, 2021

Dr. Russel Statham, C.E.O,
Girl Scouts of Central California South



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10 Tips on Running a Successful Cookie Business

1 Crunch Time



Know your cookies! Get familiar with the names, flavors, and ingredients of the different types of cookies.

Many people have food allergies so it's good to know which cookies do not contain nuts, gluten, or dairy.

3 Go Viral



Make a video to email to your friends and families who live out of town. They won't be able to resist buying cookies after seeing you! Load this video to your cookie business online!

5 Package Your Product



Research shows that customers buy more cookies if they are bundled. Take advantage of this sales-increasing technique by bundling boxes of three and five with a big ribbon. Or get fancy with a tag with a cute message or thank you.

7 Go for Volume



Talk to local business owners about buying cookies in bulk to use as delicious gifts or incentives at work. They may even let you place order cards in their employee break room for at home deliveries

9 Say Thanks



For those who pre-ordered cookies, include a thank you note. It shows that you truly appreciate their purchase and that you went the extra mile. When it comes time to order again, you're top on their list.

4 Knock on Doors



Going door-to-door is a great way to build your sales and get to know your neighborhood. Make sure you introduce yourself, make eye contact, and smile (even if it is behind a mask, it can be heard in your voice and seen in your eyes.) Remind them that their purchase helps support you and your troop. Remember social distancing and wearing mittens or gloves for your safety.

8 Build a Fan Base



Call or email customers who have ordered from you in the past to get their pre-order. After a few weeks, re-contact your early customers to see if they want to order more. Keep records of names, numbers, emails and favorite cookies to keep in touch with your cookie fan base.

2 Wear the Uniform



Who can resist a girl in uniform? Wear a Girl Scout shirt and badges. Better yet, see if your service unit has cookie costumes available to borrow. It is almost impossible to refuse a Girl Scout Dressed as a giant cookie.

6 Lemonade Stand



This year take advantage of your front yard (or that of a relative).

Bling Your Booth

We've got plenty of great tools and inspiration to make your booth a show stopper that will help you score big sales.

10 Promote Yourself



Show your passion for your cookie business. We're offering you additional sales tools like yard signs, car magnets, and T-shirts to help promote your business.

For more information, please visit:
<http://www.girlscoutscs.org/en/cookies/about-girl-scout-cookies.html>



Safety Tips for The Girl Scout Cookie Program

- 1 Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.
- 2 Buddy up.** Always use the buddy system. It's not just safe, it's more fun.
- 3 Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling cookies.
- 4 Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.
- 5 Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- 6 Do not enter any homes or vehicles.** Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.
- 7 Sell in the daytime.** Sell only during daylight hours, unless accompanied by an adult.
- 8 Product privacy.** Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.
- 9 Be safe on the road.** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.
- 10 Be safe online.** Girls must have their parents'/guardians' permission to participate in all online activities and must read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities. Additionally, to participate in Digital Cookie or Smart Cookie, girls must read and abide by the [Girl Scout Digital Cookie Pledge](#), and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.

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IF FOUND PLEASE CALL

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Important Phone numbers

Troop Cookie Chair _____

troop leader _____

other _____

other _____

Important Dates

Start Date _____

End Date _____

Money Due to Troop on this date _____

IF FOUND PLEASE CALL

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Troop Cookie Chair _____

troop leader _____

other _____

other _____

Important Dates

Start Date _____

End Date _____

Money Due to Troop on this date _____

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Tick, tock.
Time is running out!

girl scouts
cookie program

it's
COOKIE TIME

It's the last season for Girl Scout S'mores.

Get them while you can!



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MY BUSINESS PORTFOLIO



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