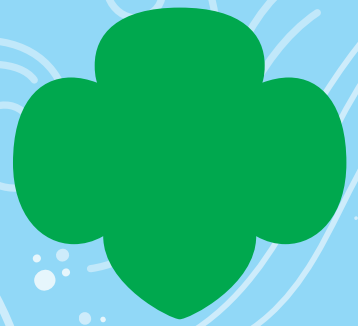


2022-23 Cookie Program Family Guide



Why Girl Scouts Sell Cookies

Girl Scout Cookie entrepreneurs learn five valuable skills that set them up for success in life: goal setting, decision making, money management, people skills, and business ethics. Plus, troops earn money to fund activities and adventures like troop travel, camping, community service projects, and more.

Troop Proceeds

A typical Girl Scout in our council sells an average of 141 packages of cookies and generates between \$126.90 and \$133.96 in troop proceeds for their troop! It all starts with the Girl Scout and their family committing themselves to helping the troop achieve their goals.

Where the Cookie Dough Goes

100% of proceeds from the GSEMA Cookie Program stays local to help support Girl Scouting in our council.

In one \$5 cookie package...

4.5%

RECOGNITIONS

GSEMA invests in fun recognitions for Girl Scouts and troops for their hard-earned work.

18%

TROOP PROCEEDS

Troops earn \$0.90 per cookie package sold. Troops that opt-out of the recognition program earn an extra \$0.05 per package.

54.5%

COUNCIL INVESTMENT

This includes programs, financial assistance, training for volunteers, property management, and member support.

23%

ABC BAKERS COST

GSEMA pays ABC Bakers for Girl Scout Cookies.

Girl Scout Cookie purchases can also support local food pantries and essential workers through our Cshare program!

Important Dates

- Nov 21 Smart Cookies registration email sends to all 2022-23 Girl Scouts, and they can begin selling online.
- Dec 6 Cookie Program starts and cookie cupboards open
- Feb 17-19 National Girl Scout Cookie Weekend
- Mar 10 Cookie Program ends
- Apr 25 Recognitions are delivered to Service Unit Cookie Mentors



Support your Girl Scout Entrepreneur:

- Ensure your Girl Scout is a registered member for the 2022-23 troop year.
- Review cookie materials together.
- Assist in developing their sales pitch.
- Work with your Girl Scout to make goals and set up their online selling platform to reach a wide network of family and friends.

Support your Girl Scout Troop:

- Participate in the troop family cookie meeting; help girls decide on activities they'd like to do during the troop year, and create a budget to fund those dreams.
- Support troop cookie-selling activities and plans as needed (e.g. volunteer to pick up cookies at a cookie cupboard, provide transportation and support to a cookie booth).



girl scouts 
of eastern
massachusetts

gsema.org/forsellers

My Goal:

Set Your Cookie Goals

The Girl Scout Cookie Program begins December 6, 2022
 Online program begins November 21, 2022

girl scouts
 of eastern
 massachusetts

www.gsema.org
 customercare@gsema.org



25+ Pkgs

Theme Patch



50+ Pkgs

Mood Cup



75+ Pkgs

Draw String Bag



100+ Pkgs

Metallic Sunglasses



125+ Pkgs

Journal Set



140+ Pkgs

Dolphin T-Shirt and Super Patch



200+ Pkgs

Small Dolphin Plush



300+ Pkgs

Tell Your Story Bead Kit



400+ Pkgs

Large Dolphin Plush

500 Club Status

Canobie Lake Park passes* **AND** Bracelet w/charm **OR** two charms

*Park passes are valid for the day of the 500 Club event - Date TBD

OR

Sun Kit: beach towel, wet/dry bag, dolphin clip on, market tote **AND** for both 500 Club patch



750+ Pkgs

Crossbody Bag



1,000+ Pkgs

Hoodie



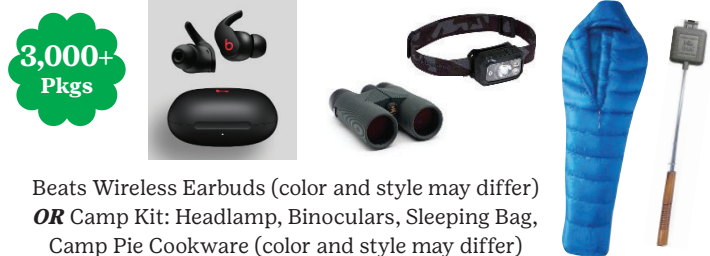
1,500+ Pkgs

Wireless Speaker **OR** Sports Bag **AND** 32 Oz Mood Sports Bottle



2,000+ Pkgs

Fjallraven Kanken Backpack **AND** GSEMA Cutlery Kit (color may differ) **OR** Build a Robot Kit (color and brand may differ)



3,000+ Pkgs

Beats Wireless Earbuds (color and style may differ) **OR** Camp Kit: Headlamp, Binoculars, Sleeping Bag, Camp Pie Cookware (color and style may differ)

Top Entrepreneur

Additional Rewards

CEO for the day!
 Spend time with
 GSEMA's CEO
 Barbara Fortier



100+ Pkgs*

Cookie Credits

*see chart in online cookie book



25+ Pkgs*

Cookie Techie Patch

*Direct Ship Packages



100+ Pkgs*

Achievement Bars

*increments of 100



Smart Booth Divider

Cookie Booth Patch

Troop Uses Smart Booth Divider for booth sales



15+ Cshare Pkgs

Cookie Share Patch