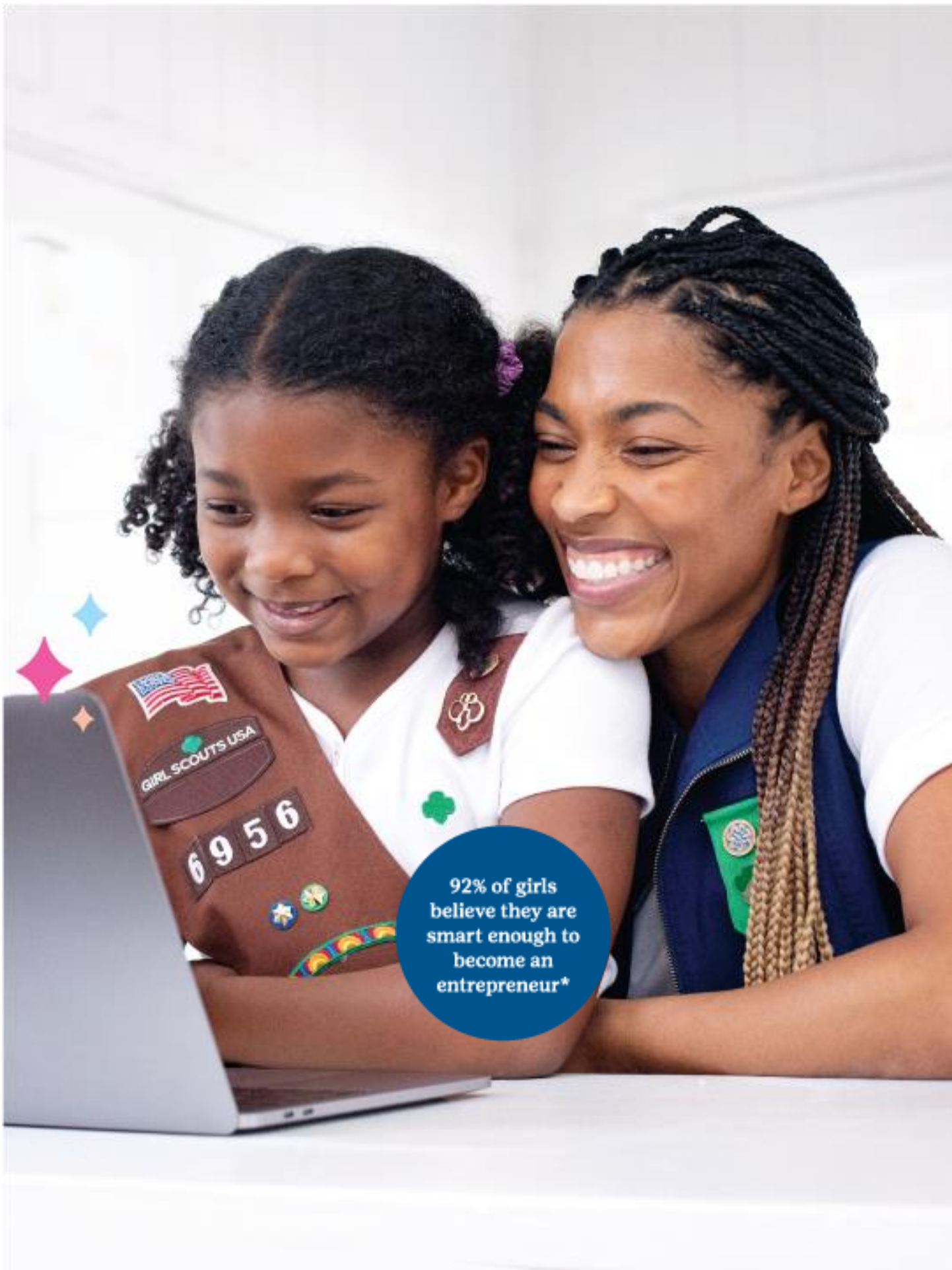


2022-2023 Girl Scout Cookie Program®

Cookie Boss Manual





92% of girls believe they are smart enough to become an entrepreneur*

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This Girl Scout Cookie Season, we're celebrating the spirit and creativity of all Girl Scouts as they sell America's favorite treats and remember to Go Bright Ahead!

Whether embarking on a brave new adventure or finding the courage to talk to her first customer, every girl finds her own type of courage in the Girl Scout Cookie Program. Girls have amazing experiences and build lifelong skills, friendships, and confidence along the way.

As a Girl Scout Cookie Boss Guardian, you're supporting the largest girl-led entrepreneurial program in the world. Thank you for all you do for your Cookie Boss!

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Let's Go Bright Ahead!

Girl Scout Cookie™ entrepreneurs are forces of nature. They are bold, curious and bring a go-getter spirit to every challenge, no matter how big or small.

Whether Girl Scouts are planning their own cookie stand or making a splash on their Digital Cookie® pages, they are determined to achieve their goals, and have lots of fun doing it!

A Girl Scout's potential to succeed is limitless—especially if they're among the 6 in 10 girls* who have entrepreneurial mindsets.

Research has shown that these girls:

- Want to change the world and are confident in their abilities to make their mark
- Embrace challenges, take risks and see failing as an opportunity to learn and grow
- Are curious and innovative self-starters
- Excel as team players who are open to new ideas and suggestions

We're willing to bet that you know Girl Scouts in your area who are leaping with joy to get started, so let's encourage them to go bright ahead!



Here's to You, Cookie Boss Guardian!

Thank you for supporting your Cookie Boss this season! You're an invaluable part of the cookie program, and we're here to support you with resources, tools, tips and more. Find everything you need for a bright season in this guide, developed in collaboration with Girl Scouts of the USA.

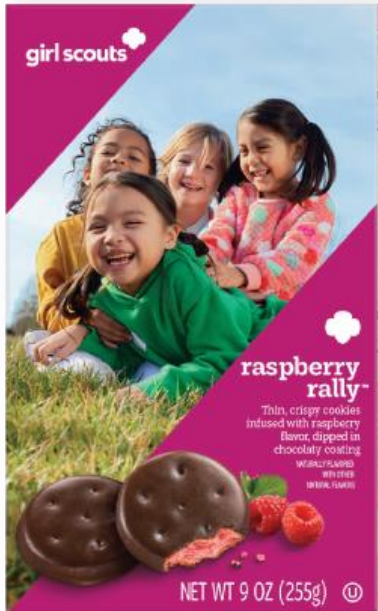
Every Girl Scout has it in them to do amazing things. With your support, they'll rise to the challenge! With your support, they'll rise to the challenge!



See What's Bright and New!

EXCLUSIVELY SOLD
ONLINE FOR SHIPMENT

NEW



LIMITED
QUANTITIES

Introducing Raspberry Rally™ Girl Scout Cookies®

Let's all cheer for Raspberry Rally™, the first Girl Scout Cookie™ exclusively sold online and shipped only through Digital Cookie®.

Cookie fans will love how Raspberry Rally adds a delightful new dimension of sweet and tart flavors. Girl Scouts using Digital Cookie will love how it brings even more excitement to their cookie business. There's also less product for them to manage on hand as this cookie is only available to customers via shipping.

These are a limited addition online special. We only have a limited quantity to sell. Make sure to have your customers order early if they are looking for that new sweet Raspberry Rally treat.

Why are we selling the new cookie exclusively online?

There are many benefits and learning opportunities when selling an online-only product:

Simplicity

- o Eliminates complexity
- o Distribution to customers is effortless
- o Payment is simpler

Learning for Girl Scouts

- o Allows them to participate in online shopping trends
- o Enables them to build relevant, omni-channel selling skills
- o Allows them to build their online business

Building Consumer Excitement and Growth

- o An easy way to offer a new item that keeps customer engagement high without complicating or discontinuing existing flavors
- o The opportunity to try new ideas without taking on too much risk



2022–2023 Girl Scout Cookies®

All our cookies have...

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

Adventurefuls™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

Approximately 15 cookies per 6.3 oz. pkg.



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

Approximately 12 cookies per 6.2 oz. pkg.



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling

Approximately 20 cookies per 8 oz. pkg.



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.



Tagalongs® • Real Cocoa • Real Peanut Butter

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

Approximately 15 cookies per 6.5 oz. pkg.



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

Approximately 16 cookies per 8.5 oz. pkg.



Toffee-tastic® • No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.



Raspberry Rally™ • Made with Vegan Ingredients

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

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

Approximately 30 cookies per 9 oz. pkg.



Available While Supplies Last

NEW!

EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



RSPO-1106186

Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers or visit girlscoutcookies.org.

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies® is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, LEMON-UPS®, ADVENTUREFULS®, RASPBERRY RALLY®, Girl Scout Cookie Program®, Digital Cookie® and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers LLC is an official GSUSA Licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrero Group. ©2022 Ferrero Group. All Rights Reserved. 052022



Parent Responsibilities

As a Cookie Boss Guardian, your time and talents are valuable to your girl and Girl Scouting. We support you with lots of awesome online tools and resources. Find them at LittleBrownie.com

The main job of the parent/guardian is to:

- Support your Girl Scout in creating her Cookie Business
- Honor and live by the Girl Scout Promise and Law
- Follow all policies and meet all deadlines

Here's an overview of your roles and responsibilities:

Before the sale

- Read the **Cookie Boss Manual**.
- Sign and submit the permission slip for your **Cookie Boss**.
- Review rewards and cookie credit guidelines and decide with your Junior-Ambassador Girl Scout if she will opt out of rewards. If so, submit the Opt Out Form.
- Submit 1st order to be picked up at the Holyoke or Worcester Cookie Cupboard.

During the Sale

- Submit weekly orders for pick up at the Holyoke or Worcester Cookie Cupboard by Sunday at 8pm.
- Submit payments for your **Cookie Boss** by due dates, or sooner, if your cookies are gone.
- Let your **Cookie Boss Leader** know when your **Cookie Boss** has sent out 15 emails through Digital Cookie.
- Let your **Cookie Boss Leader** know if your **Cookie Boss** participated in the Project Care and Share Virtual Program and what their numbers are.

The Girl Scout Cookie Program® teaches 5 ESSENTIAL SKILLS that will last a lifetime and help girls develop an entrepreneurial mindset.

1: GOAL SETTING

Girls learn how to set goals and create a plan to reach them.

2: DECISION MAKING

Girls learn to make decisions on their own and as a team.

3: MONEY MANAGEMENT

Girls learn to create a budget and handle money.

4: PEOPLE SKILLS

Girls find their voice and build confidence through customer interactions.

5: BUSINESS ETHICS

Girls learn to act ethically, both in business and life.

Important Dates for Cookie Season 2022-2023

Before orders can be placed you must turn in a permission slip

12/14/2022	Order Card Order Taking Begins Digital Order Card selling begins
1/13/2023	Cookie Booth Scheduler Opens- contact Jessica at jgonzalez@gscwm.org
1/20/2023	Cookie Program Begins
1/22/2023	Week Two orders due by 8pm to jgonzalez@gscwm.org
1/29/2023	Week Three orders due by 8pm to jgonzalez@gscwm.org
2/5/2023	Week Four orders due by 8pm to jgonzalez@gscwm.org
2/10/2023	Opt Out Forms Due to Jessica at jgonzalez@gscwm.org
2/12/2023	Week Five orders due by 8pm to jgonzalez@gscwm.org
2/16/2023	First Payment Due to Council
2/19/2023	Week Six orders due by 8pm to jgonzalez@gscwm.org
2/23/2023	Last day to make cupboard exchanges
2/26/2023	Week Seven orders due by 8 pm to jgonzalez@gscwm.org
3/2/2023	Second Payment Due to Council
3/5/2023	Week 8 orders due by 8pm to jgonzalez@gscwm.org
3/12/2023	Week 9 orders due by 8pm to jgonzalez@gscwm.org
3/19/2023	Cookie Program Ends
3/19/2023	E-mail Cookie Boss Leader: # of emails sent via DOC # Project Care and Share sold
3/30/2023	Final Payment Due
Month of May	Cookie Incentives Arrive-you will receive an email to pick up at either the Holyoke or Worcester Leadership Center
End of May	Cookie Credit numbers will be emailed to all girls

Please note: Order Card taking: this is for friends, family, co-workers, neighbors, etc. When bringing the order card into the workplace we understand that your girl might not be able to accompany the card. If this is the case please be sure to include a handwritten letter that can go along with the card asking the customer if they would like to purchase cookies. This is a huge part of learning the five skills and makes it very clear that the **GIRL** is selling the cookies and not the parent/guardian.



Inspire Girl Scouts to Think Like Cookie Entrepreneurs



Learn more:

- www.gscwm.org
- LittleBrownie.com/volunteers

Skills Development

The Girl Scout Cookie Program® helps girls develop real-world skills in five essential areas:

- 1. Goal Setting**
Girl Scouts learn how to set goals and create a plan to reach them.
How You Can Help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, such as weekly challenges.
- 2. Decision Making**
Girl Scouts learn how to make decisions on their own and as a team.
How You Can Help: Talk about how they plan to spend the troop's cookie earnings.
- 3. Money Management**
Girl Scouts learn to create a budget and handle money.
How You Can Help: Build on their interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.
- 4. People Skills**
Girl Scouts find their voices and build confidence through customer interactions.
How You Can Help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5. Business Ethics**
Girl Scouts learn to act ethically, both in business and life.
How You Can Help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

Certificates and Patches

How can you inspire Girl Scouts to go bright ahead? Recognize their hard work with a certificate or patch at any point in the season, from the earliest planning meetings through the booth phase.



Cookie Business Badges

NEW

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Check out the
NEW
Cookie Business
and Financial
Literacy badges!

Learn more:

- www.gscwm.org
- girlscouts.org/cookiebadges
- girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html

The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques.

Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their money as a team and overcome hurdles along the way.

Learning by Doing

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Getting Families Involved

The Girl Scout Cookie Program® is a team effort, and families play a major role. With the support, assistance and encouragement of their family, there's no stopping a Girl Scout!



To inspire Girl Scouts and their families, check out these helpful resources:

Cookie Entrepreneur Family Pins

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

Cookie Program Family Meeting Guides

Plan a fun and informative family meeting using these guides, which include resources tailored to each Girl Scout grade level.





Bright Ideas Abound!
 Whether girls decide to set up shop digitally or in-person—or a combination of both!—the possibilities are endless.



Ways to Participate Digitally

Texting or Phoning Friends and Family

This is a great way to help girls feel comfortable connecting with cookie customers. Experienced entrepreneurs with busy schedules can also benefit from this option.

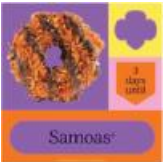
Digital Cookie

Girl Scouts can ship cookies straight to customers, accept orders for donations or have local customers schedule an in-person delivery. Here's another bright feature: They can sell the new Raspberry Rally™ as the first-ever Girl Scout Cookie™ to be offered exclusively online for direct shipping only.



Social Channels

Social media offers teen girls the opportunity to reach their goals while building digital skills at the same time. Find ready-made cookie graphics, announcements and other social resources for promoting their cookie businesses on LittleBrownie.com and girlscoutcookies.org.



Inspire Girl Scouts to Market Their Cookie Businesses

Get inspired by the bright stories of Girl Scouts and volunteers!
 Visit girlscouts.org/poweredbycookies.
FOLLOW GIRL SCOUTS®
facebook.com/girlscoutsusa
instagram.com/girlscouts
twitter.com/girlscouts
FOLLOW LITTLE BROWNIE BAKERS®
facebook.com/littlebrowniebakers
FOLLOW SAMOAS®
facebook.com/samoascookies
instagram.com/samoas_cookies
twitter.com/samoascookies





Options for In-Person Participation

If your Cookie Boss is planning in-person cookie sales events, there are lots of ways they can creatively rise to the occasion!



Here are just a few ideas to get started:

Door-to-Door

Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course.)

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, much like lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood.

Cookie Booths

Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers. *Cookie booths must be coordinated by Troop Cookie Managers, may only happen at council-approved locations and must be legally open to, accessible, and safe for all girls and potential customers.*

Cookie Sale Toolkit

Use the tools and tips in this action planner to help girls organize booths for both in-person and virtual cookie sales. You'll find resources to support a wide range of selling environments, from DIY workplace order stations to customizable social media posts.

Girl Scouts' Online Safety Resources

Girl Scouts and their 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. You'll find all of these documents—and everything else you need—in your council's Safety Activity Checkpoints.



Learn more:

- LittleBrownie.com/social-resources
- Get info from your council regarding approved methods of delivery. Safety resources are available at girlscoutcookies.org/troopleaders and with your local council.
- girlscouts.org/cookiebadges
- girlscouts.org/digitalcookie

Essential Volunteer Safety Information

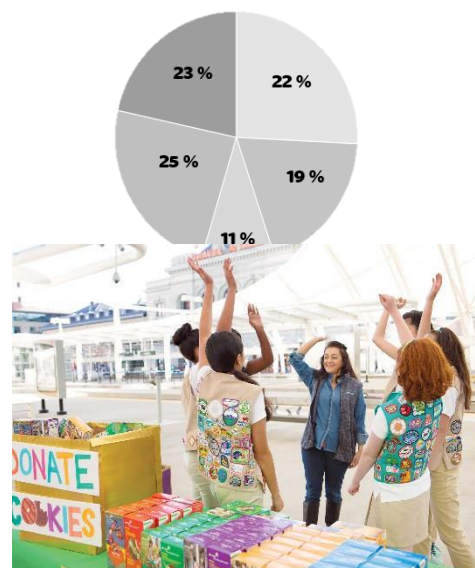
Ask your council about the Volunteer Essentials and Safety Activity Checkpoints. You'll get just about everything you need, including basic facts, forms and tips for planning outdoor activities, managing troop finances, promoting safety, arranging trips and selling cookies.

GIRL SCOUT COOKIES

GIRL SCOUT COOKIE PROCEEDS

How the cookie crumbles

Cost of Cookies	22%
Volunteer & Membership Support, Customer Service	11%
Girl Leadership & Membership	23%
Troop & SU Proceeds, Girl Rewards	19%
Outdoor Program, Camp & Property	25%



Cookie Credits

As part of the **Cookie Boss** program, you are eligible to earn Cookie Credits if you sell 125 boxes or more. Cookie Credits are not earned if you sell below 125 boxes. Girls earn Cookie Credits for the highest level of cookies they sell. Cookie Credit numbers will be emailed to you in mid-May.

You may redeem Cookie Credits for:

- GSCWM resident and day camps, major trips and projects
- Camping and program events sponsored by GSCWM or Service Units
- GSCWM Girl Scout
- Go Travel opportunities
- Girl Scout sponsored Destinations
- Girl Scout uniforms, handbooks, or anything sold at GSCWM stores
- GSUSA Membership dues
- Can be redeemed to fund any Girl Scout activity

Cookie Boss Participants who are Junior, Cadette, Senior or Ambassadors can choose to “opt out” of earning the rewards and receive a higher amount of cookie credits. Please see the chart here for exact amounts.

Cookie Credits cannot be redeemed for cash. Cookie Credits from the 2023 Cookie Program must be used by May 31, 2024. Cookie Credits can be used for GSUSA catalog orders placed directly with GSUSA.



Sell this amount of cookies:	Girls earn reward items and earn cookie credits in this amount:	Girls do not earn reward items and earn cookie credits in this amount:
15	0	0
50	0	0
80	0	0
COOKIE CREDITS START AT 125 BOXES SOLD		
125	60	70
150	75	90
210	104	125
250	125	150
300	150	180
400	200	240
500	250	300
750	360	435
13 1000	470	570



THE BUSINESS OF COOKIES

Ordering

1. All girls need to submit their permission slip and initial order to jgonzalez@gscwm.org by Sunday, January 15 at 8pm in order to pick up cookies on the first week Cookie Cupboards open starting January 18-20.
2. Each following week, **Cookie Boss** participants will place a “pending” order with Jessica by emailing jgonzalez@gscwm.org by Sunday evening at 8pm in order to get more cookies from the cupboards later that same week.
3. The last day to place a cookie order is Sunday, March 12.

Delivery

Cookies are delivered to the Worcester and Holyoke Cookie Cupboards the week of January 18-20. **Cookie Boss** participants will arrange for their pick-up Wednesday, Thursday or Friday and girls can begin selling with the cookies in hand on January 20.

What to do with returns/exchanges

While we are certain that your girl will sell all of her order, we recognize that you may feel unsure about placing a large, first order without any confirmed orders. Full, unopened boxes of cookies can be returned to either the Holyoke or the Worcester Cookie Cupboard through February 23. If after this time, you have a concern speak with your **Cookie Boss Leader**, who will help work out a plan. Exchanges for different flavors are not guaranteed after February 23. **Continuing this year:** *GSCWM will only accept up to 5 cases of S'mores and 5 cases of Toffee Tastics per girl for return/exchange.*

Money handling

Your **Cookie Boss Leader** will email you ONE week before each payment is due with the number of boxes of cookies you have taken to date, the total amount due at that time, and total balance at that time.

Making Payments for Cookies Sold

Payments should be mailed or delivered to a GSCWM Leadership Center in the form of cash, money order, or bank check. Personal checks are not accepted. NEVER MAIL CASH.

GSCWM does not accept checks as payment for cookies. If you choose to accept checks from customers, the checks should be made out to the parent/guardian, not to GSCWM.

- February 16 **FIRST COOKIE PAYMENT** of \$2.00/ box for cookies you have received up to one week before this date
- March 2 **SECONDCOOKIE PAYMENT** of \$1.50/box for cookies you have received up to one week before this date
- March 30 **FINAL COOKIE PAYMENT** of remaining balance due for all cookies received

GSCWM
Cookie Boss
301 Kelly Way
Holyoke, MA 01040

GSCWM
Cookie Boss
115 Century Drive
Worcester, MA 0160



PICKING UP GIRL SCOUT COOKIES®

Here's how the Cookie Cupboard operates

Once again all of our cupboards will be by appointment only. We had such a huge success with last year and the opportunity to have more appointments available for **Cookie Boss** girls to pick up. Right now we are still confirming that the local cupboards will be returning and adding on to this year. We usually have several cupboards placed around our council. Remember most of these cupboards with the exception of our council cupboards are run by volunteers from your areas. However if our volunteers are not comfortable with running their cupboards then we will have less locations. Please keep that in mind when placing an order for pickup at the cupboards.

All orders **must** be submitted to Jessica at jgonzalez@gscwm.org by 8pm on Sunday evening to be eligible for cookie pickup Wednesday, Thursday, or Friday of that same week. We do live in New England so please keep in mind that our deliveries could be delayed due to weather. However we work very hard with our delivery agents to make sure that our cupboards are supplied with the cookies that they need in the time that they need them. As we get closer to the end of the cookie program we are transferring cookies from cupboard to cupboard which could affect quantity and variety of cookies available. We will require you to sign up for a pickup time and day. Your order needs to be picked up during that time. You will need to show up at your scheduled appointment time. No earlier and no later. If you need to make a change to that appointment then please contact Jessica at jgonzalez@gscwm.org.



Cookies by the carload

Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts assume the car will be empty except for the driver and uses all space except the driver's seat. Safety Note: Avoid carrying cookie cases and children in the passenger area of a vehicle at the same time.

Car Type	Number of cases
Compact car	20-25
Hatchback car	25-30
Mid-size sedan	35-40
Sport utility vehicle	50-60
Station wagon	65-75
Minivan (seats in)	75-110
Pick-up truck (full bed)	90-100
Cargo van (seats in)	190-200

COUNCIL CUPBOARDS

Holyoke Cookie Cupboard
 301 Kelly Way
 Holyoke, MA
 Entrance in the rear of the building
Hours:
 Wednesday 3:00 pm-6:00 pm
 Thursday 11:00am-8:00pm
 Friday 9:00am-6:00 pm

Worcester Cookie Cupboard
 115 Century Drive
 Worcester, MA
 Entrance in the rear of the building
Hours:
 Wednesday 3:00 pm-6:00 pm
 Thursday 11:00 am-8:00 pm
 Friday 9:00 am-6:00 pm



BOOTH SELLING TIPS

Offer a Project Care and Share option

During booth sales, ask customers to donate cookies to a worthy program. Promote the option with posters and a special chart for donated cookies (tally donated boxes on the chart).

Give away bite-sized samples

Let customers have a taste so they can try something different—they may even find a new favorite. Keep the variety's nutrition label in full view in case a customer has food sensitivities.

Share goals with customers

They love to hear how girls are making a difference, so encourage your girl to make posters, banners or t-shirts to get the word out.

Make cookie bundles

Attach a ribbon and a handmade card for maximum impact.

Give away recipes

Encourage customers to try something new by offering a recipe card with every purchase of multiple boxes.

Girls collect patches as they achieve specific cookie program milestones, including things like sending emails, selling at booths and using Digital Cookie. These are fun patches that can be worn on the back of the uniform to show her cookie business success.



Project Care & Share (PCS) is GSCWM's virtual program. We provide this program so girls can sell cookies as a service project without having to handle or store actual boxes of cookies. Customers that purchase a PCS product can rest assured that the product is delivered and distributed locally to our military families in central and western Massachusetts via our PCS partners Barnes Air National Guard and the USO. Last year, we were able to donate 20,000 packages of cookies. The PCS program offers the customer a chance to help support their local Girl Scout while also supporting our military families. GSCWM takes on the responsibility of getting the cookies to the destination. When participating in the program the cookies are added to your total due. You do not need to put packages of cookies aside or worry about getting any additional. Just collect the money for a box of cookies and enter the transaction in the PCS column for the girl that sold the package. This will add to your total due and you will be able to balance your monies.



Girl Scouts Social Media and Online Presence

Girls may use the Internet to share their Cookie Program sales links, stories and learnings with the following guidelines: *The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or guardians.*

- Girls engaging in online sales and marketing must review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Their Families.*
- Girls, volunteers and parents must review and adhere to the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge*, the *Supplemental Safety Tips for Online Marketing*, and Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).
- Sales links should never be posted to online resale sites (**eBay, Facebook Marketplace, Facebook Swap, local Town pages, any Tag sale pages etc.**).
- Be aware post on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring you must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should consider removing their last name when using social media sites to protect their identity.

Girls may use the Internet to share their Cookie Program sales links, stories and learnings with the following guidelines:

- Must adhere to all terms and conditions on Digital Cookie platforms.
- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- Parents, girls, and volunteers should contact and collaborate with Dana Carnegie from GSCWM in advance on any national news media opportunities tied to girls' online marketing and sales efforts.

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 *Digital Cookie Pledge.*
- Review Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales on GSCWM'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.

Digital Marketing Tips for Cookie Entrepreneurs and Families

All girls in engaging in digital marketing and sales activity beyond friends and family must review and apply the *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® website and social media platforms.

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.
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 My First Cookie Business:** Find out how to sell cookies and get your customers excited.
 - **Brownie My Cookie Customers:** Find out how to get new customers and keep them coming back.
 - **Junior Cookie Collaborator:** Collaborate with your troop, community, and network to grow your cookie business.
 - **Cadette Cookie Innovator:** Create bigger goals for your cookie business and find unique ways to connect with customers.
 - **Senior Cookie Boss:** Lead with confidence as you become the boss of your cookie business.
 - **Ambassador Cookie Influencer:** Become an authority on your cookie business and find new ways to make a big impact.
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.
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 GSCWM's website.

Safety Tips

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



Cookie Booth Etiquette & Tips

(Please review with girls and adults participating in booth sales)

In the interest of providing a quality program, ensuring safety and providing the assurance of future booth sales for our Girl Scouts, the following procedures, etiquette and tips have been developed.

Basics:

- Be sure to have all adults supervising a booth sale read, understand and agree to abide by all procedures and etiquette as stated here.
- Booth Sales are conducted by Troops, Girls with a higher goal for a Family booth, or Individual girls participating in our Cookie Boss program with their families.
- Prior to booth sales, have the girls and parents/guardians review and sign the Booth Sale Etiquette Contract available in the Troop Manual.
- When conducting a council booth sale, print a copy the Current Signups confirmation and take it with you as the permit to your location, date and time. If two troops should show up at a Cookie Booth at the same time, please work it out as sisters to every Girl Scout. The contact person for that location is on your print out. **DO NOT** involve store management.
- Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for the actions of themselves and the actions of their girls. Keep in mind that girls who are not willing to follow procedures and etiquette should not be permitted to participate in cookie booths.

Security:

- Never leave girls alone and unsupervised at a booth sale. There **ALWAYS** needs to be an adult present and engaged.
- If approached by individuals challenging the Cookie Program or Girl Scouting in general, Adults are asked not to engage in debate. Refer the individual to Dana Carnegie at 413-584-2602 ext 7122 to discuss the matter further.
- Keep a careful eye on the money box. Whereas girls should be encouraged to accept payment and make change, an adult should be carefully watching all financial transactions.
- In the case of an incident where you or your Girl Scouts feel threatened, call 911 immediately and then the council emergency number 1-800-462-9100.

Standards:

- There must be two adults present at all booth sales. There should be a minimum of two girls and a maximum of four girls present at a booth sale at any given time (maximums may vary per location. Refer to the Current Sign Up notes for your booth location). For larger troops, schedule girls to participate for shorter shifts so that every girl has the opportunity to participate. Troop member's friends, acquaintances, siblings (including infants) and pets are not permitted or appropriate at cookie booths.
- Remember to abide by any specific requirements identified on your Current Sign-ups print out specific to the booth sale location. Be sure all adults understand that we have assured the location managers of all stores we coordinate with that these guidelines will be followed. Reports of a troop's failure to comply with these guidelines may jeopardize future opportunities. Location managers have the right to ask anyone participating in booth sales to leave. Troops are to leave without comment if asked to do so.
- At a Booth Sale, girls should be identifiable as Girl Scouts by wearing a membership pin, uniform, sash or vest, or other Girl Scout clothing. Keep in mind that appearance makes a lasting impression and when participating in Girl Scout activities, we represent Girl Scouts. Girls and adults should dress as if they are "going to work". This is your business, represent it well.
- If you are the first troop to arrive at a booth site and are unsure of where to set up, ask the store manager or service desk personnel if there is a specific location for set up. **Do not ask for special set up locations.** All booth sales are to be set up **OUTSIDE** unless the store manager tells you that you may set up inside. Make sure girls and adults in charge dress for the weather.
- Arrive no more than 10 minutes before your scheduled time. The troop scheduled before you is scheduled until the end of their time slot and you may not sell cookies before the beginning of your time slot. Manage the transition with the previous troop without argument, please. However, if the troop following you has not shown up, you can continue to sell until they arrive. At the end of your shift, quietly pack up all items, clean up and remove all trash, and completely leave the area. All empty cases must be taken with you and not disposed of in the store's trash container. Think Recycle! If you are the last slot on the schedule, leave on time.
- Locate and show the girls where the restrooms are. Some locations do not have or do not allow public use of the rest room. Do not ask for exceptions. Girls should always use the buddy system when taking a bathroom break, getting cookies from the car, etc. But there should **ALWAYS** be girls at the booth site.
- If girls or adults need a food or drink break, they should eat and drink discreetly away from the booth sale. Food, drink or other items are should not be on the booth sales display. There will be no smoking by girls or adults anywhere near a cookie booth.

Remember, we are all responsible for the reputation that Girl Scouts hold in the Girl Scout Council of Central and Western Massachusetts. Protect that reputation and our relationships with the businesses that support us with booth opportunities.

Questions? Contact your Cookie Boss Leader Jessica Gonzalez at 413-727-7124 (jgonzalez@gscwm.org)

Cookie Booth Etiquette Contract

On my honor, I, _____, will follow the rules listed below while working at my troop's cookie booth.

I will:

- Be polite and friendly
- Remember that my behavior reflects on all Girl Scouts
- Obey the booth sales starting date
- Arrive and leave on time
- Wear my uniform, vest, or sash to identify me as a Girl Scout
- Not block the entrances to stores
- Keep table and area neat
- Say **THANK YOU** to all approached
- Remove empty boxes and recycle if possible



I will **NOT**:

- Get in the way of customers
- Ask a customer twice to buy cookies
- Go into the store to sell cookies while working at the cookie booth
- Talk loudly, run around or play while selling at a cookie booth
- Eat, drink or chew gum while at the cookie booth

Girl Scout Signature _____ Date: _____

Parent Signature _____ Date: _____

Any girl participating in the Cookie Booth Sale must follow procedures of Volunteer Essentials and have a signed Permission slip available from your Troop Leader.

Please Remember:

Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, live the Girl Scout Promise and Law, and to sell more cookies. With this opportunity comes the responsibility to follow safety, public relations and business guidelines.

Please keep in mind that selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses. This privilege, if abused (even unintentionally) could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. Please be considerate of the business' customers and property. If complaints arise you may be asked to leave.

Resources at a Glance

Girl Scouts of the USA

- About Girl Scout Cookies®
girlscouts.org
- Troop Leader Resources
girlscoutcookies.org/troopleaders
- Cookie Business Badges
girlscouts.org/cookiebadges
www.gscwm.org
- Cookie Entrepreneur Family Pin
girlscouts.org/entrepreneurfamily
- Cookie Family Connection Guide
girlscoutcookies.org/troopleaders
- Cookie Program Family Meeting Guides
girlscoutcookies.org/troopleaders
- Digital Cookie® Platform
girlscouts.org/digitalcookie
- Digital Marketing Tips for Cookie Entrepreneurs
girlscoutcookies.org/
digitalmarketingtips
- Virtual Cookie Booth Guide
girlscoutcookies.org/troopleaders
- Volunteer Essentials
www.gscwm.org

One of the most essential steps you can take to go bright ahead this season is to review all safety guidelines with troop members and their parents or guardians.

- Digital Marketing Tips for Cookie Entrepreneurs and Families
- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

(You'll find Supplemental Safety Tips for Online Marketing and all other safety documents here.)

Find information about Girl Scouts' safety resources and more:

- girlscoutcookies.org/
digitalmarketingtips
- girlscouts.org
- www.gscwm.org

Little Brownie Bakers®

- Cookie History, FAQs and Nutrition Information
LittleBrownie.com
- eBudde® App
LittleBrownie.com/volunteers and wherever you download apps
- FAQs
LittleBrownie.com/pages/faq
- Go Bright Ahead Toolkit
LittleBrownie.com/volunteers
- Girl Scouts® Built by Me Cookie Planner
LittleBrownie.com/volunteers
- Girl Scouts® Cookie Captains
LittleBrownie.com/teens
- Girl Scouts® Cookie Rookies
LittleBrownie.com/girls
- Girl Scouts® Cookie VIP eTraining
Vipetraining.littlebrownie.com
- Girl Scouts® My Cookie Friend
LittleBrownie.com/volunteers
- Goal-setting Activities and Tips
LittleBrownie.com
Also on girlscouts.org
- In-Person Cookie Sale Guide
LittleBrownie.com/volunteers
- Little Brownie Family Guide
LittleBrownie.com/families
- Social Media Tools and Graphics
LittleBrownie.com/social-resources
girlscoutcookies.org/troopleaders
- Resources for Girls
LittleBrownie.com/girls
- Resources for Teens
LittleBrownie.com/teens
- Virtual Cookie Sales Tools
LittleBrownie.com/volunteers

Need Inspiration?

Find us on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.

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Bakers®
on Pinterest
@lbbakers

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