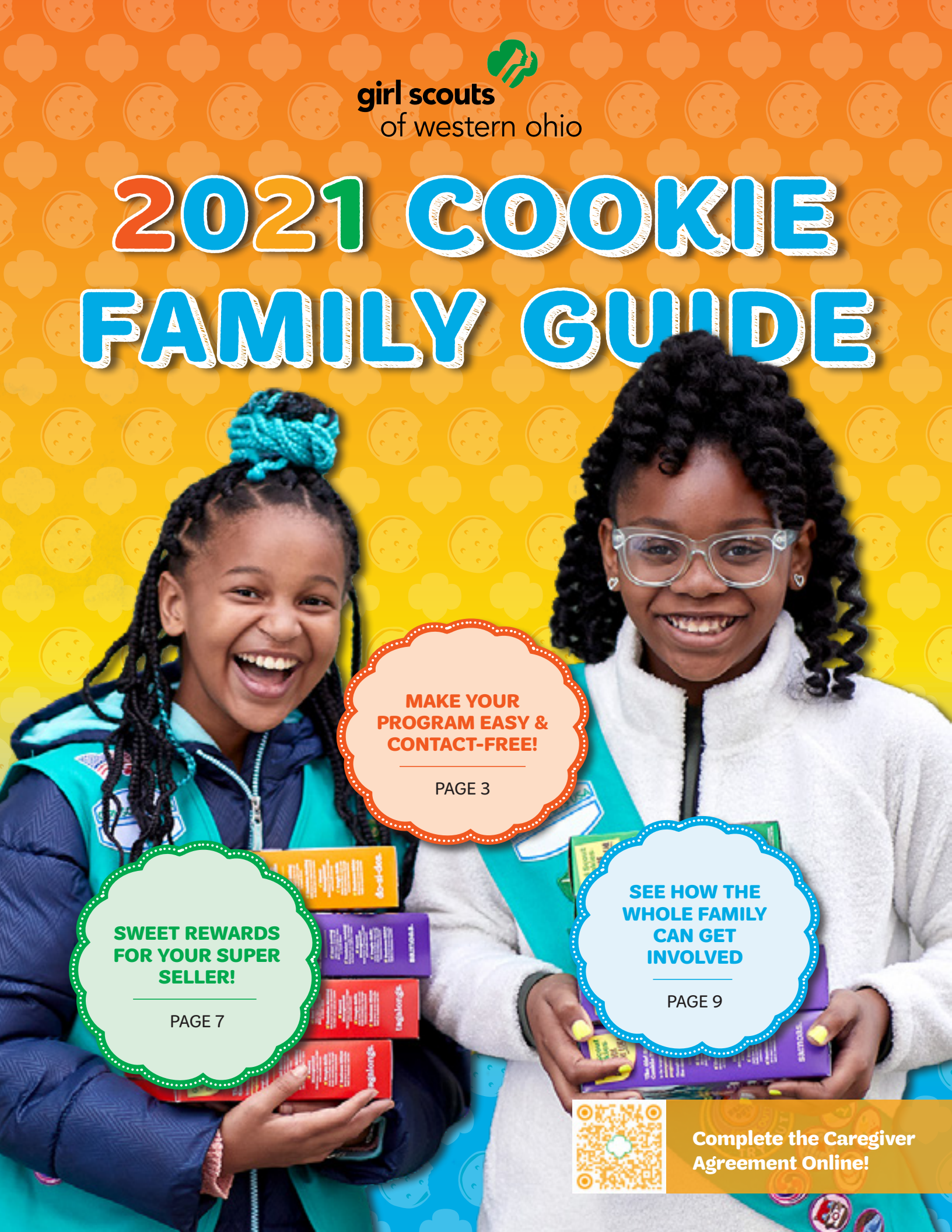


# 2021 COOKIE FAMILY GUIDE



**MAKE YOUR  
PROGRAM EASY &  
CONTACT-FREE!**

PAGE 3

**SWEET REWARDS  
FOR YOUR SUPER  
SELLER!**

PAGE 7

**SEE HOW THE  
WHOLE FAMILY  
CAN GET  
INVOLVED**

PAGE 9



**Complete the Caregiver  
Agreement Online!**

# January 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# February 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

# March 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



## IMPORTANT DATES

- January 1**  
Cookie order taking begins. No orders before this date.
- January 22**  
Your troop cookie manager must submit your Girl Scout's initial order. They may give you a date prior to this to turn in your order form. Be sure to follow this deadline to ensure arrival of your girl's cookies.
- January 23 - February 4**  
25 additional orders placed through Digital Cookie during this time will earn the Goal Getter patch. Continue to collect orders from friends and family too. Those orders are then are picked up at a cookie cupboard by the troop cookie manager after February 19.
- February 5 - 11**  
Your troop cookie manager will have you pickup your initial order; contact your Cookie Manager for exact details on date and location. Deliver cookie orders right after cookies are received. You will be asked to sign a receipt every time you pick up cookies and/or turn in money. Be sure to keep these receipts for your records.
- February 12 - March 14**  
Cookie Booths occur. Girls can do walk-a-bouts with cookies to sell directly to customers and continue to take orders. Talk to your Troop Cookie Manager about using Clover Go for easy credit card processing!
- March 14**  
Last day of Cookie Booths and official end of the cookie program. Money must be turned in to your troop cookie manager by this date. They may ask you to turn in your money prior to this date. Abide by the deadline that they may give you.
- Late April**  
Rewards begin shipping. Your troop cookie manager will contact you to arrange pick-up.

## IMPORTANT INFO

Troop No.: \_\_\_\_\_  
 Cookie Manager: \_\_\_\_\_  
 Phone No.: \_\_\_\_\_  
 Order Card Turn-In Date: \_\_\_\_\_  
 Cookie Pick-up Date: \_\_\_\_\_  
 Money Due Date(s): \_\_\_\_\_  
 Digital Cookie Login: \_\_\_\_\_  
 Digital Cookie Password: \_\_\_\_\_  
 Customer Care Hotline: 888.350.5090

## CAREGIVER CHECKLIST

- Fill in "Important Info" (to the left, including your Cookie Manager's phone number and contact info).
- Review and complete the online "Caregiver Agreement Form." \*If the Girl Scout lives in two separate households, all caregivers must complete a Caregiver Agreement Form online. The form can be found at [gsw.org/productagreement](https://gsw.org/productagreement).
- Review rewards in this guide and on the cookie order card.
- Discuss your girl's goals and fill in the order card.
- Review this Cookie Family Guide and Cookie Order Card.
- Volunteer to assist the Cookie Manager with cookie related tasks (remember that you need to be an approved and registered troop assistant.)

## FIVE SKILLS

### 🎯 Goal Setting

Girls set cookie sale goals and, with their troop, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

### ✅ Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them to make good ones.

### 💰 Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance and their future paycheck.

### 💬 People Skills

Girls learn how to talk (and listen) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better with group projects, sports teams, on the playground, and later at work.

### ⚖️ Business Ethics

Girls act honestly and responsibly during every step of the cookie program. This matters because employers want to hire ethical employees—and the world needs ethical leaders.



## WAYS TO PARTICIPATE

What's great about the annual Girl Scout Cookie Program is that as a family you can customize your Girl Scout's experience. You can participate with the troop in all the ways below or pick what is right for you and your Girl Scout!

### Order Taking - Initial Order through the end of the program

Girls can use their order cards to visit friends and family and local neighborhoods, with adult supervision and approval, and take pre-orders for their cookies. Girls should not collect money for any order prior to delivery unless they order through Digital Cookie (see below for details on Digital Cookie). Girls will then give their order cards to their Troop Cookie Manager by their designated deadline.

#### Tips:

- Contact friends/family/former customers to ask if they want to support your cookie business starting January 1, 2021.
- Talk with your troop leader about using the Clover app to be able to accept credit cards for payment on all cookie orders! This helps to keep your transactions smooth and contact-free!
- Post flyer or leave business cards (with permission) for employees at caregiver's work with information about the seller, why she's selling, what her goals are, and how funds raised will be used.
- Caregivers and girls are only permitted to take orders within our council boundaries (not including Digital Cookie). Visit [gswo.org](http://gswo.org) for our council map.

### Digital Cookie - Initial Order through the end of the program

Digital Cookie is an online platform that girls can use to expand their cookie business! Every registered girl can set up their Digital Cookie account and participate online! Customers can purchase cookies to be shipped to their home or delivered by the girl. All digital cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless!

### Through digital cookie girls can:

- Collect orders from customers to be hand delivered, shipped or donated.
- Earn Digital Cookie specific rewards!

#### Digital Cookie Tips:

- No money to collect, since online orders are paid for with a credit card! All Digital Cookie orders for girl delivery will need to be relayed to your Cookie Manager so that those cookies and be received.
- If girl delivery orders come in after January 22, you will need to contact your Troop Cookie Manager to pick up more cookies.
- Girls can only have one Digital Cookie account; separated caregivers are encouraged to work together to manage one Digital Cookie account for their Girl Scout.

- **NEW!** As the caregiver, you will have the ability to allow your Digital Cookie customers to have the option for Girl Delivery. This must be done at the time you are setting up your emails in M2. For example, if you are sending an email to a neighbor and want them to be able to purchase through Digital Cookie for Girl Delivery, then you may select that option before sending the email through M2. However, if you have a relative in another state that you only want to be able to purchase cookies to be directly shipped or donated, then you will select that feature for that specific cookie customer. Sharing your Girl Scout's Digital Cookie storefront link on social media will allow those potential customers all delivery options available. This setting cannot be adjusted for social media sharing, only prior to sending any emails through M2.



## Four Easy Steps to Get Movin' with Digital Cookie



### Starting January 1, 2021, Go To: [gsdigitalcookie.com/gsw](https://gsdigitalcookie.com/gsw)

Follow the prompts to participate in the Digital Cookie online opportunity. Please have your troop number before starting. My troop number is: \_\_\_\_\_



### Create Your Personalized Storefront

You can personalize and create an avatar to look just like you! You can even record a personalized message for your avatar to deliver to family and friends. Add a personal video to help increase sales.



### Send Emails

When you send emails to family and friends, they will see your goal and hear your avatar deliver your special message. By clicking a link, they will be able to shop online while supporting you and Girl Scouts! See the Online Marketing Guidelines for safely sharing online.



### Customer Purchases

Customers can purchase cookies to have shipped directly to them or to have you personally deliver. All purchases made through Digital Cookie are paid for online with a credit card so there is no money to collect, which can make for a smooth porch drop delivery later!



Download the Clover Go app for credit card processing of cookie orders while on the go for a smooth, contact-free transaction. Your Troop Cookie Manager must activate your account in order to participate. This app is separate from Digital Cookie and is a great way to collect those sales not made online, but that your customer would like to pay for with a credit card!

## Online Marketing 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 caregiver. Girls should never share their last names, addresses, or personal information when marketing their products online. Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap etc.). Neither GSWO nor other caregivers/volunteers have the authority to reprimand or remove posts shared on personal social pages. GSUSA reserves the right to deactivate Digital Cookie links should they violate girl safety guidelines.

## Cookie Booths + Direct Sales

Cookie Booths are a troop activity where girls set up a mobile store in front of local retailers. Your troop can decide if they want to participate in Cookie Booths and how many. Caregivers may be asked to help support booths and attend as chaperones. If you are attending a cookie booth, you must be registered with Girl Scouts of Western Ohio since you will be supervising girls and working with money. A background check is part of the registration process, free of charge. We do this to ensure the utmost safety to all of our Girl Scouts and members. Don't wait until the last minute! If you plan to assist with booth sales, start the registration process now! The background check could take anywhere from 48 hours to several weeks. Once girls have cookies in hand, they may also participate in walk-a-bouts where they can go door-to-door with cookie inventory to sell on the spot!

## Cookie Booth Rules

Request a list of booth rules from your troop manager to be sure you are informed. Dress appropriately for weather (some booths are outside) and always in some type of uniform, so customers can identify that you are with the Girl Scouts. Remember, you represent all Girl Scouts to customers and the public. It's vital that girls and adults act appropriately.

### Tips:

If you have cookies in hand that are not sold yet, your Girl Scout can walk door to door selling cookies with supervision and following CDC and state health regulations at that time. She can also promote her personal and troop goals with yard signs, posters, and t-shirts! Take her cookie business on the road, and decorate the car/van with window chalk!



# COOKIES IN THE COMMUNITY

Participate in our Cookies for a Cause cookie donation program! Each year, GSWO donates over 80,000 packages to military and veteran organizations, local food banks and healthcare non-profits. Customers can choose to donate their cookies instead of receiving them. You simply collect their order and payment for the donated boxes and mark it under the "donation" column on the order card. Girls can collect Cookies for a Cause orders throughout the entire Cookie Program. Any donated cookies purchased through Digital Cookie automatically go towards Cookies for a Cause. Some organizations that will be receiving cookies this year include:

- Cincinnati Area Senior Services
- Freestore Foodbank
- Miami Valley Military Affairs Association
- Ronald McDonald House Charities
- SeaGate Food Bank
- Shared Harvest Foodbank
- The Dayton Food Bank
- West Ohio Food Bank
- Yellow Ribbon Support Center
- Various military bases and veteran's hospitals throughout the Toledo, Lima, Dayton, and Cincinnati regions.
- More recipients being added, visit [gswo.org/cookieresources](https://gswo.org/cookieresources) under Cookies for a Cause for the most up-to-date listing.

**girl scouts of western ohio**

## COOKIES for a CAUSE '21

Help Deliver Happiness!

**MILITARY** **HEALTH CARE**

**FOOD PANTRIES** **VETERANS**

We need your help to fill **TRUCKS with 85,000 BOXES OF COOKIES** distribution by local nonprofits!

or two or more!) | Girl Scouts will deliver them directly from our warehouse.

Part of our partners at **DONATE COOKIES** your favorite!

888.350.5000 | [gswo.org](https://gswo.org)  
customerscare@gswo.org

United Way

Learn about Donating Cookies here:

By purchasing a box to be donated, you will be supporting great causes!

## Girls Can Also Earn Rewards For Council Cookies for a Cause Donations

- 1 25+ PKGS:** Cookies for a Cause patch
- 2 50+ PKGS:** Horse Mirror
- 3 100+ PKGS:** Fleece Mint Bag



## BUSINESS BOSSES SUPPORTING COOKIE BOSSES

### Challenging times call for creative solutions.

Business Bosses Supporting Cookie Bosses was an initiative created during COVID-19 to help both businesses and cookie businesses alike!



Area retailers, restaurants and businesses of all varieties demonstrated their community spirit by purchasing cookies to be donated. You can easily continue to participate by having Business Bosses support you, the Cookie Boss! Your troop will donate the cookies on the business' behalf to either the community partners through our council Cookies for a Cause program or your troop can choose an organization to personally delivery to. The business can support your troop while also providing food banks, schools, hospitals, or other critical workers with these sweet treats.

### Participating is easy!

Simply reach out to your local businesses, entrepreneurs or organizations in your area and ask if they would like to show their support for your troop and the community by purchasing cookies to be donated.

## MONEY MATTERS

### Where does the money go?

Every service provided by Girl Scouts of Western Ohio is subsidized for members, which is why every dollar of revenue is considered an important investment and funneled back to members. Not only is your troop earning proceeds per package, it also benefits from all the services and opportunities the council provides to members, as a result of the Cookie Program, such as camp, financial aid, customer service, and affordable programming.

What makes the Girl Scout Cookie Program unique is that the program teaches girls skills, provides a safe and fun outlet for practicing those skills, and benefits more than one troop—over 2,300 troops actually! 100% of the Cookie Program proceeds raised in western Ohio stays in western Ohio. That means after paying for the product, 73% of every package purchased goes directly to troops and the local council. Most fundraising programs can't claim that statistic!

We can't wait for your Girl Scout to become a part of the largest girl-led business in the world, and we also know she can't wait to be a part of this Girl Scout tradition!

### Troop Proceeds

In addition to the rewards your Girl Scout earns, her troop earns rewards and proceeds based on the per girl average (PGA) of the troop, this is a minimum of \$0.70 per package sold. Last year, 2,173 troops earned an average of \$1,125 in troop proceeds from the Girl Scout Cookie Program. That means your Girl Scout has more opportunities!

### Did you know?

It costs Girl Scouts of Western Ohio approximately \$320 per girl to provide the Girl Scout experience for one year.

## HOW THE COOKIE CRUMBLES



*In 2020 Girl Scouts of Western Ohio troops earned \$2,444,700 in troop proceeds to fund their activities, buy supplies, and support service projects in local communities. Yes, that's nearly \$2.4 million in the hands of our girls and troops to make the world a better place!*

# REWARD HIGHLIGHTS

**2021 Cookie Rewards**  
Girl Scouts of Western Ohio

**Personal Goal Packages**

- Theme Patch (25+)
- Samoa Plush Dangler (60+)
- No Show Socks (90+)
- Ice Cream Bowls (130+)
- Mess Kit (150+)
- Horse Plush OR \$5 Digital Dough OR Donate Value (170+)
- T-Shirt & 2021 Bar Patch OR \$6 Cookie Dough & 2021 Bar Patch OR Donate Value (200+)
- Journal & Message Pen OR \$7 Cookie Dough OR Donate Value (250+)
- Glow in the Dark Canteen OR \$8 Cookie Dough OR Donate Value (300+)
- Packaway Pillow OR \$10 Cookie Dough OR Donate Value (400+)
- Glow in the Dark Blanket OR \$20 Cookie Dough OR Donate Value (500+)
- Camp Stool, Backpack Purse & Super Patch OR \$30 Digital Dough & Super Patch OR Donate Value (600+)
- Camp Cookie Event OR Full Girl Scout Uniform OR Disney on Broadway Virtual Event OR \$40 Cookie Dough OR Donate Value (700+)

**Cumulative Rewards**  
Check your Family Guide for more details

**Non-Cumulative Rewards**  
(Styles May Vary)

- Instant Film Camera OR Binocular Kit OR \$100 Cookie Dough OR Donate Value (1000+)
- \$300 Camp Credit OR \$150 Cookie Dough OR Donate Value (1250+)
- Telescope Kit OR Skateboard with safety gear OR \$200 Digital Dough OR Donate Value (1500+)
- Hoverboard with safety gear OR Girl on the Go package OR \$300 Cookie Dough OR Donate Value (2021+)
- Noise Cancelling Beats OR iPad OR \$400 Cookie Dough OR Donate Value (2500+)

**Initial Order Rewards**

- Reusable Straw with Pouch (150+ Initial)
- Samoa Knit Hat: One per seller in troop (160+ Initial PGA)

**Digital Cookie ONLY**

- Cookie Techie Patch (15+ Emails)
- Glow in the Dark Cable Horse (100+)
- Samoa Phone Chair (50+)
- Phone Light (150+)

**Cookies for a Cause**  
\*Council donation program ONLY

- Cookies for a Cause Patch (25+)
- Horse Mirror (50+)
- Fleece Bag (100+)

**Patches**

- Cookie Booth Patch (Participate in 1 or more booth sales)
- Avatar Patch (must meet Fall Product requirements) (250+)

**Troop Rewards**  
Based on Troop Average

- Troop Digital Dough (320+ PGA)
- Troop Event Tickets (250+ PGA)
- Cooling Fabric Bandanna (200+ PGA)

Check out our 2021 COOKIE PLAYLIST here:

## Camp Cookie: Celebrate Your Sweet Success!

Girls who sell 700+ packages may choose to attend one of two celebrations at camp! Girls will participate in a full day of classic camp activities and traditions, enjoy a hot lunch, get a sneak peek of next year's cookie rewards and earn some sweet swag to take home!

- **Camp Whip Poor Will, Morrow, Ohio**  
Saturday, June 19, 2021  
10 am - 3 pm
- **Camp Libbey, Defiance, Ohio**  
Saturday, July 17, 2021  
10 am - 3 pm

## Event Registration Information

If your Girl Scout earns the Camp Cookie Event, her primary caregiver, listed on her membership record, will receive an email with event details and registration instructions. This email will be sent no later than 2 weeks prior to the event start date. A caregiver or troop leader MUST register the girl for these events in MyGS Activities. Earning the event does not equal registration. Due to unknown COVID-19 restrictions that may be in place at that time, this event is subject to change.

## Disney on Broadway Virtual Reward

Learn what it takes to bring a story from the silver screen to Broadway! This 60-90 minute virtual workshop will take a look at how shows are transformed from film to stage, highlighting the amazing women that are part of its journey. Explore iconic characters such as Elsa, adventurous settings, and stretch your theatrical imagination! Participating girls will receive a Disney on Broadway merchandise item and a Disney Girl Scout Patch. Recommended up to age 12. Learn more at [gswo.org/cookieresources](http://gswo.org/cookieresources).

## Troop Event Bonus

Troops that have a selling PGA of 250+ by end of the Cookie Program will earn the Troop Event Bonus! All earning troops will have the CHOICE of tickets to either the Cincinnati Zoo & Botanical Gardens OR the Toledo Zoo OR COSI, Center of Science and Industry in Columbus, Ohio OR the troop can forego the event and donate the value of their tickets to a charitable organization. ONE choice should be made per earning troop. This is a troop event, so all participating Girl Scouts with troops that earn this level will choose one location per troop. Individual tickets to different locations will not be given. Ticket quantities provided to the troop will be based on the number of participating sellers within the troop and GSUSA safety ratio guidelines to provide chaperone tickets for adult volunteer members. Check with your Troop Cookie Manger regarding your troop's event selection.

## Digital Dough

Digital Dough is a council digital gift card that can be used to pay for shop items, service unit day camps, council sponsored programs, or next year's registration. This digital gift card number will be emailed to the primary caregiver of each Girl Scout choosing this option. This email will include instructions on how to redeem earned Digital Dough. Digital Dough will expire March 15, 2022.

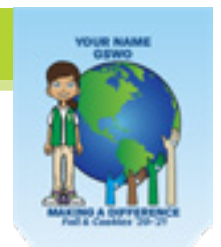
## Donate Value

**NEW!** If your Girl Scout earns a reward level with choices and would rather forego the rewards or dough, then she has the option to donate the value of that reward to our partnered charity, one that specifically works with horses! More details coming soon.

## COOKIE CROSSOVER PERSONALIZED PATCH

- Created an M2 avatar during the Fall Product Program.
- Sent 15+ emails during the 2020 Fall Product Program through the M2 System.
- Sell 250+ total packages during the 2021 Cookie Program

**250+  
Cookie Crossover Patch**  
(During the Fall Product Program, must have created an avatar and sent 15+ emails through M2)



# HORSE PLAY: FUN ACTIVITIES FOR YOUR GIRL SCOUT

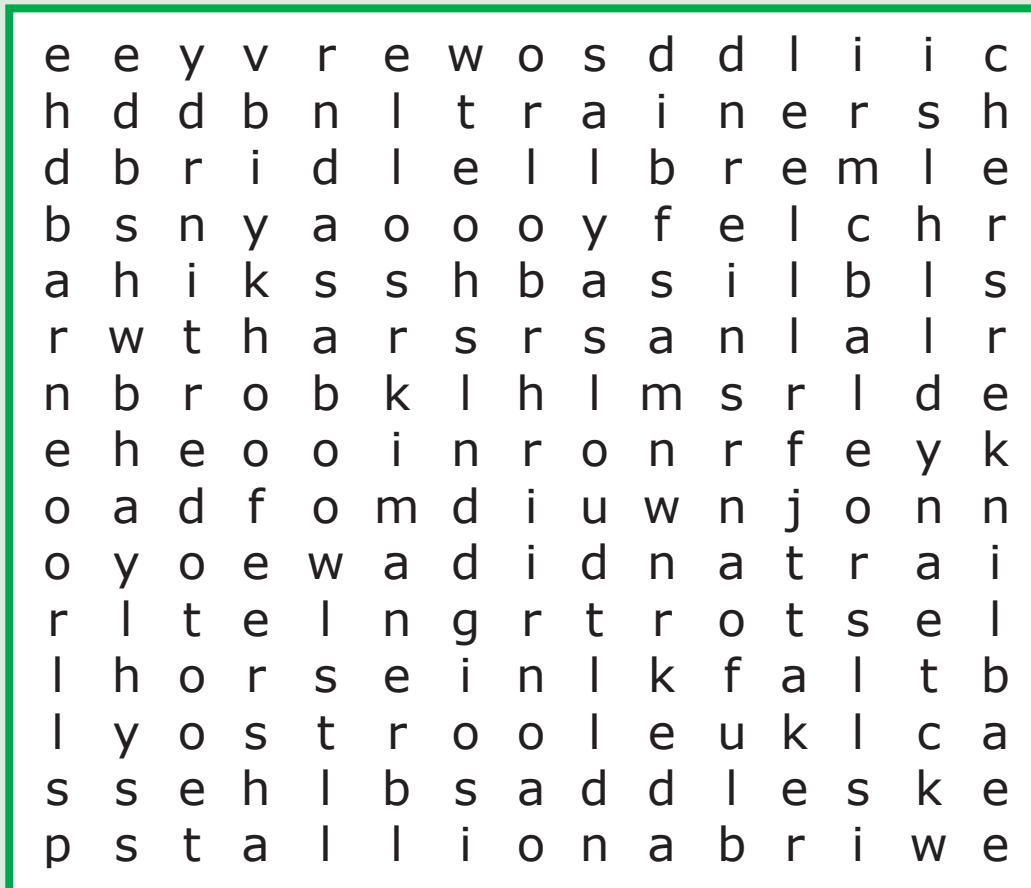
## Connect the Dots and Color!



## Find the Way Out



## Horse Word Search



- Horse
- Bridle
- Trot
- Mane
- Hoof
- Stallion
- Blinker
- Barn
- Show
- Hay
- Saddle
- Reins
- Filly
- Foal
- Trainer

# Cookie season is more fun with family.



Bring the whole family together for tons of fun and learning with our brand NEW Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

Learn more at: [girlscouts.org/entrepreneurfamily](https://girlscouts.org/entrepreneurfamily).



**COOKIE**   
**ENTREPRENEUR**  
 *Family*



GIRL SCOUT COOKIE PROGRAM PIN COLLECTION



## PERMISSION TERMS

I agree to the following and have signed the online caregiver cookie program agreement at [gsw.org/productagreement](https://gsw.org/productagreement) that my troop cookie manager received the confirmation of via the email address I provided in the online form.

- I will ensure that my Girl Scout has adult guidance at all times during the cookie program.
- My Girl Scout will not take cookie orders until January 1, 2021.
- I will not collect payment from a customer until the cookies are delivered.
- I will ask for a copy of the cookie receipt for pickup of any cookies and funds submitted, if not provided by the troop cookie manager.
- I will submit all funds received for payment of my Girl Scout's cookie sales to the troop cookie manager by their required deadlines.
- All cookies obtained for my Girl Scout's sales will be picked up and paid for no later than March 14, 2021.
- I understand that I cannot return cookies once they are ordered by my troop, and I agree to accept full financial responsibilities for all of the cookies that I order. If I am in need of assistance with selling the remaining cookies, I will contact the troop cookie manager in a timely manner.
- I understand that should any of my cookies or cookie money get lost, stolen or damaged, I am still fully responsible for the funds.
- I understand that if I do not pay for the full amount of money due for cookies, I will be subject to legal prosecution and any fees incurred.

## MONEY + RECEIPTING PROCESS

Money is collected when cookies are delivered, except for Digital Cookie orders, which are already paid by credit card at the time of the order.

- Customers should make checks payable to GSWO Troop XXXXX (insert your troop number).
- If using the Clover Go credit card processing app, these funds should still not be collected until delivery of the ordered packages.
- Do not write one personal check to the troop for all your orders.
- Do not keep large amounts of cash laying around. Make frequent visits to your troop cookie manager to give them money to take to the bank.
- Protect yourself! Every time that you pick up cookies from your troop cookie manager and/or give them money, be sure to get a receipt. Keep all of your receipts for your records. Do not take cookies from your troop cookie manager or give them money without also receiving a receipt in return.
- **Remember:** Cookies cannot be returned or exchanged. Caregivers are financially responsible for all cookies ordered.
- You are responsible for lost or stolen funds.
- Any in-person cookie donations made should be accounted for and the funds turned in with your other payments.