



# 2014 Girl Scout Cookie Program Girl and Family Information Packet

## 2014 Cookie Program Dates

December 2013-January 2014	Girls and parents attend troop cookie trainings.
January 10-26	Girls take door-to-door orders. No money collected at this time. Orders are due to the Troop Cookie Manager (TCM) by _____
January 27 – March 14	Girls can keep selling with the <a href="#">Keep Goal-ing Card</a>
February 19-March 1	Girls pick up cookies from TCM, deliver cookies, and collect money. All money from initial orders is due to TCM by _____
February 28 – March 23	Troops participate in Cookie Booth sales.
May	Girls receive recognitions from TCM
June 30	Final day to report recognition and Cookie Dough discrepancies or other problems to GSNWGL Product Program Department.

## Frequently Asked Questions

*What is the price for a package of cookies?*

Cookies are \$3.50 per package. The price of cookies is set by our Council, and cannot be sold for a different price.

*Can a customer donate cookies?*

Definitely! There is a line on the cookie order card where the customer can choose to order cookies that will be donated (Donate Cookies). If a customer is only purchasing cookies to donate, collect the money when the order is taken.

*When do girls collect payment for cookies?*

Please collect payment when the cookies are delivered. If a customer is only purchasing cookies to donate, collect the money when the order is taken.

*Can a customer write a check for cookies?*

Yes. Checks should only be made out to Girl Scouts.

*What if a customer is not satisfied with the cookies?*

Please contact GSNWGL's Product Program Department if a customer is not satisfied.

*What is the Council goal, per girl?*

The Council goal is 160 packages per girl.

*Are cookies tax deductible?*

If the customer is buying cookies to donate through our program, then yes; If the cookies are purchased for personal or group consumption, then no. [Donation receipt](#).

***What do I need to do to participate?***

Be a registered Girl Scout for the 2013-14 year

Return the 2014 girl/parent [permission slip](#) signed and dated

Attend your troop meetings to set goals and learn about the program

Work with your family to help you succeed!

## About the 2014 Girl Scout Cookie Program

The 2014 Girl Scout Cookie Program theme is “Change the World” with the red panda mascot. This year, there are eight varieties of cookies including one new flavor, Cranberry Citrus Crisps! To find out more about the cookies, please go to <http://www.abcsmartcookies.com/america%E2%80%99s-best-cookies>

Everything girls do in Girl Scouting is designed to help them grow into leaders with courage, confidence, and character. The Girl Scout Cookie Program is an important ingredient in girls’ Girl Scout experience.

There are five key skills girls learn when they participate in the Girl Scout Cookie Program:

**Goal-setting:** Girl Scouts set goals individually and with a team, creating a plan to reach these goals. Along the way, they also develop cooperation and team-building skills.

**Decision-making:** Girls work together to decide how their troops will spend their cookie money, furthering their critical thinking and problem-solving skills that will help them in many aspects of their lives.

**Money management:** Girls take cookie orders, handle customers’ money, and gain valuable life skills and financial literacy.

**People skills:** Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help them develop social and conflict-resolution skills.

**Business ethics:** Girls are honest and responsible during every step of the Cookie Program, reinforcing the positive values they develop in Girl Scouts.

## Virtual Cookie Share

**NEW this year!** We have added an additional donation option – Virtual Cookie Share! With this option troops will not receive the donated cookies with their order; the cookies will go directly to food banks in our council. If customers choose to only purchase donated cookies, girls can collect that money when taking the order.

## Cookie Activity Pin

All girls who participate in the Girl Scout Cookie Program are eligible to earn the Cookie Activity Pin, which recognizes the five key skills that are learned and practiced throughout the program. Girls can collect a different colored pin each year (this year’s color is teal) to recognize growth in these areas.

The Cookie Activity Pin can be purchased from your nearest GSNWGL Council Shop or from our online shop: <http://gsnw.gl/shop>.

## Building Business Skills and Financial Literacy

Girl Scouts now has new cookie business and financial literacy badges! Girls develop business skills through the Cookie Program, from learning the value of money to understanding what it takes to turn a good idea into a business plan. Girls will build on their financial skills as they progress up through Girl Scouts' K-12 curriculum to become knowledgeable, confident, and self-reliant consumers and business leaders.

## CoCo Cookie Command Center

With features for goal setting, planning and online marketing, COCO is an online destination that gives girls all of the tools and resources they need to be successful in the cookie sale and build The 5 Skills that are at the heart of the Girl Scout Cookie Program. Think of COCO as command central for your Girl Scout's cookie business!

To learn more, or register to use CoCo go to: <http://www.abcsmartcookies.com/coco-cookie-command-1>

## Marketing Strategies

- ✓ Ask! Nearly 95% of people say they will buy Girl Scout cookies if they're asked. Ask family, friends, and neighbors. Get creative, and think outside the box, like hosting a "Cookies and Coffee" sale at your parents' place of employment.
- ✓ Contact your loyal customers from years past because they obviously enjoy Girl Scout cookies and support the program. Hopefully you saved last year's card!
- ✓ Encourage customers to stock up on their favorite cookies. They freeze well, make great gifts, and they have to last an entire year.
- ✓ Tell your customers about your cookie goals and what you want to do with your earnings. Carry a goal poster that charts your progress, and show your customers how close you are to reaching your goal. They'll help you succeed!
- ✓ Organize and host a cookie wagon/sled walk with your troop for door-to-door sales. It's fun and a great way to sell.
- ✓ Visit [CoCo](#), which is an interactive online program for girls to set goals, send emails to friends and family, and track your progress. It even tells you which rewards you've earned and how many packages of cookies you need to sell to earn the next set of rewards.
- ✓ Two weeks after you deliver your cookies, call your customers to see if they need to re-stock on their favorites before the program ends and they can't get them anymore.

## What's New with Girl Recognitions?

You will love our "Change the World" recognition plan! The coolest part of this year's recognitions is that everything is cumulative, with the exception of the participation certificate and achievement bar patches. Yes, this also means that Cookie Dough and the camp certificates are cumulative!

Sell 160+ packages of cookies for:

- Sport Bottle
- Duffle Bag
- 2014-2015 Girl Scout Membership (Does not include \$5 Council Service Fee)
- 160+ Achievement Bar
- Goal Getter Patch

Sell 605+ packages of cookies for:

- \$100 2014 Camp/Program Certificate **OR** \$100 2015 Travel Certificate **OR** \$100 American Girl Doll Certificate
- Cookie Dough
- 600+ Achievement Bar

Sell 1005+ packages of cookies for:

- Digital Camera
- 1000+ Achievement Bar
- Girls Guide to Girl Scouting GSNWGL Shop Coupon
- Cookie Dough

Sell 1505+ packages of cookies for:

- PC Notebook **OR** Tablet
- 1500+ Achievement Bar

**\*\*GSNWGL's Product Program Department must be notified if an extension is needed for the certificate before the certificate expires**

Note: for the 2014-2015 Girl Scout Membership, girls will receive a certificate that they will attach to their 2014-2015 registration form along with \$5 Council Service fee. Girls can mail their form and fee to the council or give them to their troop leader.

## Cookie Dough

Fund your fun by earning Cookie Dough to use toward camp, shop merchandise, Council programs, *destinations*, and more! The process is simple: set your sights on one or more of the programs you want to attend, set your cookie goal, sell those sweet treats, then have a blast knowing you earned it! The 2014 camp planner will arrive in your mailboxes in late December or early January.

## Safety Information

Please keep the following safety tips in mind while selling Girl Scout cookies:

- Girls should always sell with an adult
- Never enter anyone's house or apartment when taking door-to-door orders
- Cross only at cross walks and always look both ways before crossing the street
- Return home frequently when collecting money so you aren't carrying large amounts of money
- Only share first names, and do not give out personal information like phone numbers or address
- Know the name and phone number of an adult to contact in case of an emergency

More safety and selling tips can be found at [www.abcsmartcookies.com](http://www.abcsmartcookies.com).