

Girl Scout Cookie Program®

Family Guide

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Little Brownie
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girl scouts
cookie program

Girl Scout Cookies®

build skills

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You know that Girl Scouting provides your girl with precious lifelong **experiences and values that are important** to your family. As the largest girl-run business in the country, the Girl Scout Cookie Program is a key part of her experience. Much more than a fundraiser, it's a unique, hands-on way for girls to develop essential skills that will help them **grow into leaders** in all aspects of life. Many successful businesswomen and community leaders say they got their start selling Girl Scout Cookies.

Of course, the Cookie Program funds your girl's program activities. And it helps support your local Girl Scout council and its special programs and facilities that benefit other area girls. All proceeds stay in the local community.

Best of all, girls love the Cookie Program and look forward to it each year. They enjoy the fun activities, exciting opportunities...and the chance to take charge!

See how the cookies relate to the real world and most of all, enjoy the Cookie Season with your Girl Scout!



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Why participate

in the Girl Scout Cookie Program®?

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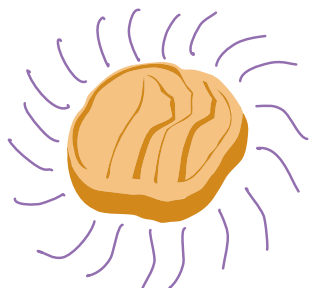


What are your hopes for your Girl Scout? Certainly, you want her to make good decisions. Know how to manage money. And how to set and reach goals, like attending college. The Girl Scout Cookie Program helps her succeed today and prepares her for future success. There's a good reason it's a beloved family tradition.

- 1. Goal Setting:** Girls set cookie sales goals individually and with their team, create a plan to reach them, and develop cooperation and team-building skills all along the way!
- 2. Decision Making:** Girls help decide how the team will spend their cookie money, furthering their critical-thinking and problem-solving skills.
- 3. Money Management:** Girls take cookie orders, handle customers' money and gain practical life skills in financial literacy.
- 4. 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 healthy relationship and conflict-resolution skills they can use throughout their lives.
- 5. Business Ethics:** Girls are honest and responsible at every step of the cookie sale. Their business ethics here reinforce the positive values they are developing as a Girl Scout.

To learn more about the Girl Scout Leadership Experience, visit girlscouts.org/gsle.

For more information on the Girl Scout Cookie Program, visit girlscouts.org/cookies.



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Top 5 ways families can support girls



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Help her sell online

Hosted by Girl Scouts of the USA, Digital Cookie® enables girls to set up their own personalized sales pages, take credit card payments and ship cookies directly to their customers.

With Cookie Club™, girls use email to ask customers to place online orders—plus they set goals and track their progress.

Check with your cookie volunteer to see which online selling tools your council is using.

Encourage goal setting

Goal setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her group's goals and help her set personal goals.
- Help her complete the order card section that explains her group's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.
- Guide her to set practical and useful goals about what she wants to learn and earn.

Support her sales

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales message.
- Help her take orders or arrange booth site sales at work, places of worship or other locations frequented by people who love Girl Scout Cookies.
- Go with her to sell and deliver cookies.
- Help her network with family and friends, but let her do the "ask" so she can learn important business skills. Share email addresses of family and friends for online orders.

Volunteer

Her group needs help chaperoning booth sales, picking up cookies and more.

Practice safety

Help your girl understand the Girl Scout safety rules, found at www.girlscouts.org/cookies.



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Girl Scout safety rules



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- **Show you're a Girl Scout**—Wear a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.
- **Use the buddy system**—Always use the buddy system. It's not just safe, it's more fun.
- **Be streetwise**—Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.
- **Partner with adults**—If you are a Girl Scout Daisy, Brownie or Junior, you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior or Ambassador, you must "buddy up" when selling door to door. Adults must be present at all time during cookie booth sales.
- **Plan ahead**—Be prepared for emergencies, and always have a plan for safeguarding money.
- **Do not enter**—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles (except at designated drive-thru cookie booths) or going into alleys.
- **Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
- **Protect privacy**—Never give your name, home address or email address to customers. Protect customer privacy by not sharing their information, except as necessary for the product sale.
- **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 product and passengers from vehicles.
- **Be web wise**—In order to participate in any online activities, you must have your parent's/guardian's permission, and you must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie®, you 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.



Cookie time is family time

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Share the adventure of cookie season.

Here are some tips for getting the whole family involved:

- ♥ Have a Girl Scout cookie **craft night** and work on some fun girl activities. A younger brother or sister may also want to get in on the fun.
- ♥ Siblings and friends might form a **“brigade” to bring in the cookies** from the car.
- ♥ Your family may post a **goal tracker** in a central place so everyone can see how sales are stacking up. Praise her often!
- ♥ Grandparents and extended family may **spread the word** it’s Cookie Season to their friends, expanding her immediate circle of contacts.
- ♥ She might set up a **cookie booth in the front yard** and invite family to help.
- ♥ Plan to **celebrate** when she reaches her goals—it’s an important last step in learning the rewards of goal-setting.
- ♥ When she brings home the patches that she earned while selling cookies, **help her** iron them on her uniform following iron-on instructions
- ♥ Host a Cookie House Party and sell whole cases of Girl Scout Cookies®. Ask your council volunteer how you can get started, or go to **LittleBrownieBakers.com**.



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