

girl scouts hornets' nest

Let's Go Bright Ahead, Families!

The cookie program gives your Girl Scout the ability to power the unique opportunities and adventures for herself and her troop while learning to think like an entrepreneur. And you're key to her success. With the support, assistance, and encouragement of her family, **there's no stopping a Girl Scout.**



Why should my Girl Scout participate in the Girl Scout Cookie Program?

Participating in the program gives girls an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills-qualities that prepare girls for academic and career success. As your Girl Scouts runs her own cookie business, she'll gain five skills along the way that she'll use the rest of her life. The Cookie Entrepreneur Family pin activity sheet is designed to help you support her, giving you tips for your cookie entrepreneur. Here's what girls learn and why it matters.

Through the Girl Scout Cookie Program, Girl Scouts learn...

Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then girls set an individual goal with help from their families.

Girls need to know how to set and reach goals to succeed in school, on the job, and in life.

Decision making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.

Girls will make big and small decisions in their life; practice helps them make good ones.

Money management as they develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.

Girls need to know how to confidently handle, manage, and leverage money to do great things.

People skills as they safely talk to their customers in person and virtually to work as a team with other girls.

Knowing how to work with others will help them do better in school and, later, at work.

Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.

Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

2022-23 Cookie Dates

December 15

Order Taking Begins

January 18

Troop Starting Orders due in eBudde

February 5

Troop Cookie Pick-Up
(Please check with your Troop Cookie Manager to schedule your individual Cookie Pick-Up)

February 17-19

National Cookie Weekend

March 12

Digital Cookie ends

March 15

Cookie Program ends. All cookie money must be paid to troop

April - May

Rewards distributed

Did you know? All proceeds from Girl Scout Cookies stay local!

When customers purchase Girl Scout Cookies from a young, budding entrepreneur, they're supporting her success today and tomorrow. Proceeds stay local to:



Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



Fund Take Action projects for the community and amazing girl-led adventures for troops.



Help Council provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship!

Introducing Our Newest Cookie!

Raspberry Rally™

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



What's so special about Raspberry Rally (*aside from its delicious taste*)?

For the first time ever, Girl Scouts is offering a new cookie that will be exclusively sold online for shipment.

Why are we selling the new cookie exclusively online?

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

Simplicity

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

Learning for Girl Scouts

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

Building Consumer Excitement and Growth

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



Meet the Cookies



This year's cookie lineup will include our favorites: Thin Mints, Samoas, Tagalongs, Adventurefuls, Trefoils, Do-si-dos, Lemon-ups, Girl Scout S'mores, and the new Raspberry Rally (Digital Cookie shipped only) at \$5 per package and the gluten-free Toffee-tastics at \$6. Customers can also choose to donate a package to our hometown heroes through the Cookies for a Cause program for \$5.



Options for Participation

There are many ways to sell Girl Scout Cookies, and each one helps girls gain different skills along the way. Let girls take the lead in picking how they want to run their business.

In-Person:

Order Card

Girls can take orders door to door at the beginning of the cookies sale, then deliver the cookies once they arrive. If a customer isn't home when going door to door, leave a cookie door hanger or cookie sticky note. Please do not take payment from customers at when taking pre-orders unless the customer is only purchasing donated cookies or paying via credit card using the Digital Cookie app.

Direct Sales

This happens after girls have cookies in hand; no need to keep customers waiting! Girls can go door to door, pull a wagon through their neighborhood and more.

Cookie Booths

Booth sales help girls reach more customers and is a great way to increase her and her troop's success. Booths sales at businesses are a troop activity and must be approved by the troop leadership and Council. Individual Girl Scouts can host virtual booths to promote their Digital Cookie sites where they make their pitch via video and direct customers to their online site.

Digital Sales:

Use Digital Cookie to reach customers near and far. Girls can promote their site by emailing friends and family, creating video to share on social media and hosting virtual cookie booths. There are endless ways for girls to get creative in spreading the word about their Digital Cookie sites.

Cookies for a Cause:

Customers can choose to donate a package of cookies to our hometown heroes through this program for \$5. Since 2002, we have donated over 711,000 packages of cookies to local food banks, front line hospital workers, first responders, local cause champions and our military.



Girl Scouts Safety Rules

1. **Show You're a Girl Scout.** Wear your uniform or Girl Scout pins or clothing.
2. **Buddy Up.** Never sell alone.
3. **Be Streetwise.** Be familiar with the area you are selling in.
4. **Partner with Adults.** Daisies, Brownies and Juniors must be accompanied by an adult. Cadette and older must be supervised by an adult. Adults must be present at all cookie booths.
5. **Plan Ahead.** Never walk around with large sums of money.
6. **Do Not Enter.** Never enter anyone's house or vehicle.
7. **Sell in the Daytime.**
8. **Protect Privacy.** Never give out a girl's full name, address, phone or email. Use a group contact name, number and address.
9. **Be Safe on the Road.** Follow safe pedestrian practices
10. **Be New Wise.** Take the GSUSA Internet Safety Pledge. (Scan QR code)



Ways to Support Your Cookie Entrepreneur

- Help her earn the Cookie Entrepreneur Family Pin to practice building her skills at home.
- Help her set up her Digital Cookie site.
- Help her keep money safe.
- Know the rules and guidelines
- Model business ethics, decision making, people skills, and safety as you support her
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help her make arrangements to connect with people in her network.
- Never do things for your girl that she can do for herself, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting her!



Helpful Information

Things to Remember

1. Girls must be registered Girl Scouts in order to sell cookies.
2. Each girl must submit a Caregiver Permission and Responsibility form. Caregivers are responsible for all cookies ordered and the amount due.
3. Help your Girl Scout make thank you notes to customers.
4. Cookies should be delivered to customers as soon as possible after they are received.
5. Collect money for cookies when they are delivered to the customers, not at the time the order is placed. Turn in money as you collect it to the Troop Cookie Manager by appropriate deadlines.
6. Know your Girl Scout's troop number and the name and contact information of the Troop Cookie Manager.
7. Our Council PGA (Per Girl Average) is 250 packages.
8. Cookies may not be sold for more than \$5 except the Toffee-tastic at \$6.
9. All Cookies for a Cause donations must go towards the purchase of Cookies for a Cause cookies.
10. Visit our website, www.hngirlscouts.org, for valuable information and help your Girl Scout get the most from the program.



Get started with the 2023 Permission Slip, required for all Girl Scout participation in the Cookie Program.

Cookie Booth Etiquette

I Will:

- Be polite and friendly.
- Remember my behavior reflects all Girl Scouts.
- Obey the booth sale start dates and times.
- Wear my uniform or Girl Scout attire.
- Keep table and area neat
- Say THANK YOU to all customers.
- Remove empty boxes and take any trash away.

I Will Not:

- Get in the way of customers.
- Block entrance to store.
- Go into the store while working at a cookie booth with our an adult.
- Talk loudly, run around or play at the booth.
- Eat, drink, chew gum or talk or play on a cell phone at the booth.

Please keep in mind that selling cookies at a booth is a privilege granted to us by local businesses. This privilege, if abused, could cause all Girl Scouts to lose the opportunity for additional sales. If complaints arise, you may be asked to leave.



Frequently Asked Questions

Where can girls sell cookies?

Girls can sell online via Digital Cookie to friends and family near and far. They can sell door to door or via booth sales within our 8 county footprint (Anson, Cabarrus, Mecklenburg, Montgomery, Rowan, Stanly, Union and York counties). There are not restrictions on where girls can sell door to door within our Council (girls or troops do not have exclusive rights to any town, area, neighborhood or street). However, requests for cookie booths must be submitted by the Troop Cookie Manager or Leader for approval by Council.

Can customers or girls return cookies?

If a customer believes that a package of cookies is in any way unsatisfactory, please have them call the Little Brownie Bakers at 1-800-962-1718 or the package can be returned to the troop and Council

will offer a replacement or refund. Ask your Troop Cookie Manager what to do with the customer returns. However, if a caregiver signs for cookies they cannot return them and they are responsible for paying for them.

Why do Girl Scouts in other areas sell different cookies?

There are two bakers associated with Girl Scout Cookies in the United States, Little Brownie Bakers and ABC Bakers. Each council chooses which baker they prefer. Both bakers are required to make Thin Mints, Trefoils, Do-si-dos/Peanut Butter Patties, Adventurefuls and Raspberry Rally, but are allowed to make additional varieties. Girl Scouts, Hornets' Nest Council has a longstanding partnership with Little Brownie Bakers.

Troop Cookie Manager's Name: _____ Troop #: _____

Troop Cookie Manager's Contact Info: _____ Service Unit: _____