



2021 COOKIE PROGRAM
January 24 - March 7 for all other sales
 (Girls may start taking orders via Digital
 Cookie ONLY beginning January 11)

Girls learn & practice 5 Skills

- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

My TROOP COOKIE CHAIR is _____

Phone _____ **Email** _____

Tested by time, backed by research, and proven by the outcomes of our alumnae, the positive impact of the Girl Scout Leadership Experience in the lives of girls is undeniable. During this pandemic, Girl Scouts of Greater Los Angeles has delivered classic programming in new and innovative methods to serve girls exactly where they are, prioritizing their health and safety above all else.

The upcoming Girl Scout Cookie Program is a beloved, time-honored part of the Girl Scout Leadership Experience that teaches critical financial literacy, collaborative, and entrepreneurial skills. GSGLA carefully considers the ever-changing health crisis and is proactively creating the strongest and safest Cookie Program possible for our girls and adults. We are reworking the regular sales channels our girls know and love, introducing contactless sales, pickup, and payment options, along with new virtual opportunities. GSGLA plans for the best, prepares for the worst, and is ready to pivot as needed, always keeping our girls' health, safety, and wellbeing top of mind. In true Girl Scout fashion, we will continue to persevere against these challenges to serve girls and adapt programming based on the latest information from the CDC and local and state government organizations.

This Quick Start Guide is a supplemental document to the Greater Cookie Family Guide (which has complete information about the Cookie Program, mailed to your household in early January, and is available at www.girlscoutsla.org).

- This cookie season may look different due to COVID-19, but remember that customers are still looking for their favorite cookies. Together we can find creative ways to reach customers.
- Follow all GSUSA and GSGLA rules, safety requirements, and guidelines. Review the *Greater Cookie Family Guide*, consult with your Troop Cookie Chair, or see other publications for complete information.
- Follow all current health and safety guidelines shared by GSGLA and your Troop Cookie Chair. GSGLA continues to actively monitor the COVID-19 situation and may update them prior to and throughout the cookie program.
- **Girls may send out their Digital Cookie link starting January 11, 2021. Girls may not request orders outside of Digital Cookie until January 24, 2021.**

IMPORTANT DATES	
Pick up cookies from Troop Cookie Chair.....	January ____, 2021
Turn in money to Troop Cookie Chair.....	February ____, 2021
Last day to turn in additional orders to troop.....	_____, 2021
Last day to turn in all additional money due to troop.....	March ____, 2021

Cookie Varieties	Cookie Information
<p>Thin Mints (Vegan) - Chocolate mint Samoas – Coconut, caramel, dark chocolate Tagalongs – Chocolate, peanut butter Trefoils - Shortbread Do-Si-Dos – Peanut butter sandwich with oatmeal Lemon-Ups – Crispy lemon cookies with inspiring messages to lift your spirits up S'mores – Graham sandwich, chocolate and marshmallow-y filling (natural flavors) Toffee-Tastic (Gluten free) – Buttery with toffee bits</p>	<ul style="list-style-type: none"> ● 12 packages per case ● Cost is \$5.00 per package / \$60.00 per case, except Toffee-Tastic and S'mores which are \$6.00 per package / \$72.00 per case ● No changing the price (i.e., allowing discounts) ● Girl Scout Cookies are date stamped for freshness ● No high fructose corn syrup; zero grams trans fat ● See order card for nutritional information.

Cookies for the Community (C4C) (formerly Gift of Caring) is a council-wide community service project that gives Girl Scouts the opportunity to learn philanthropy and community service. C4C allows a package of cookies to be donated to community partners. When girls sell through C4C, the cookies are not physically picked up by the girl or troop. This is commonly described as a “virtual” donation for which a receipt can be provided. Your Troop Cookie Chair can provide more information.



WAYS TO SELL

- **Always follow current social distancing and health and safety guidelines.**
- Girls must be accompanied by an adult at all times.
- Check with your Troop Cookie Chair (TCC) for clarification and procedures for selling.

Online Sales

- Girls may use email, Digital Cookie (www.gsdigitalcookie.com/gsgla) and public social media accounts to market and take orders for cookies.
- New girl delivery option = customer pays at the time of the order = **safe and contactless delivery!**
- Girls may not post on marketplace sites such as Amazon, eBay, or Facebook Marketplace.
- It's easy as 1-2-3 to get started on Digital Cookie:
 1. Go to www.gsdigitalcookie.com/gsgla on January 11, 2021. Follow the prompts to participate in the Digital Cookie program. Know your troop number!
 2. Create your personalized storefront and your avatar that looks just like you. You can also record a personalized message for your customers to hear, and you can even make a video!
 3. Send 15+ emails to family, friends, and former customers. They will be able to shop online for **girl delivered**, shipped, and Cookies for the Community donations. Remember to share your link on social media to reach even more people!

In person Sales (health and safety guidelines permitting)

- **GSGLA will communicate with families on ways to sell in person, following health and safety guidelines as they are updated.**
- There are new methods for contactless payment processing and cookie deliveries.

Residential Door-to-Door Sales (“Walkabouts”)

- Sell door-to-door with cookies in hand during daylight hours, in residential areas only.

Residential Lemonade Stands

- A simple “lemonade” type stand to sell on a residential property where the girl or someone she knows resides.

Booth Sales

- A booth is typically a table set up in front of non-residential establishments (such as stores, banks, malls, colleges, etc.). This year booths may not be set up in “typical” locations or look the same.
- Health and safety guidelines permitting, booting runs from February 5 to March 7, 2021.
- Girls may do virtual booths on their social media page. This is a great way to pitch to the employees of a business, such as their parent or guardian’s workplace.
- There may be opportunities for girls to participate in drive-through or curbside type booths.

ROLES AND RESPONSIBILITIES

Everyone has an important role and responsibility to ensure a safe, successful cookie program.

Girls

- Adhere to the principles of the Girl Scout Promise and Law.
- Be easily identifiable as a Girl Scout by wearing appropriate Girl Scout attire.
- Encourage customers to support the Cookies for the Community (C4C) program. It's a WIN-WIN-WIN!

Parents

- Guide your daughter when making individual learning and sales goals. Include tactics for reaching customers. Work with your daughter and her troop to determine the number of cookies to order.
- Participate with the girls in booth sales as applicable and assist the Troop Cookie Chair and Troop Leader.
- Follow all troop defined guidelines and timeframes for turning in money and cookie package exchanges and returns. Sign a receipt for all transactions and retain the receipt for your records. Understand that parents are financially responsible for any cookies received.
- Allow the girls to sell -- this is their business to operate, not the adult's.
- Follow all rules and health and safety guidelines set forth by the troop and GSGLA.

RULES AND CONSEQUENCES

The rules and guidelines are put in place for girl safety and to ensure a successful, fair, fun, and safe cookie season. There will be **consequences** for those that do not follow the rules. Rules are outlined in the *Cookie Family Guide*, parent training, the Parent Conduct Agreement, and booth location rules.

Consequences

If girls and/or troops are not selling in accordance with the established rules and regulations, girls and/or troops can be penalized by having one or more of the following consequences enforced:

- Removal of the highest reward level earned
- Reduction in troop proceeds or opt out proceeds
- No future selling

Examples

Most common examples of rules or regulations not complied with are as follows. NOTE: This is NOT an exhaustive list, only a few examples.

- Taking ANY orders outside your Digital Cookie link before Sunday, Jan. 24, 2021
- Selling in person before Sunday, Jan. 24, 2021
- Selling cookies for the incorrect price
- Selling cookies outside of authorized areas
- Girls selling or delivering cookies alone
- Parent selling cookies without a girl present
- Inappropriate girl or adult behavior
- Failure to pay for cookies and submit money as stated by GSGLA and/or your troop cookie chair
- Not following GSGLA, CDC, state, and local health and safety guidelines
- Conducting a booth without submitting and receiving a special request approval
- Failing to respect booth location guidelines
- Boothing with the incorrect girl/adult ratio

2021 Girl Scouts of Greater Los Angeles
GIRL REWARDS

MY PERSONAL GOAL: PKGS
Refer to the Rewards Guide for additional details on some reward options



Base SoundLink Micro Bluetooth Speaker
OR Drawing Tablet
OR \$50 Program Credit
OR \$50 Troop Money
OR Horse Rescue
500+ pkgs*



Glow-in-the-Dark Little Horse Constellation Blanket
650+ pkgs



Participation Patch
24+ pkgs



Cooling Fabric Bandana
60+ pkgs



Hope Floating Pen
100+ pkgs



Buff-Multifunctional Headwear, Headband
OR Horse Rescue
130+ pkgs



Water Bottle
160+ pkgs



2021 Cookie Program T-Shirt
210+ pkgs



Hope Towel
325+ pkgs



Hope Plush
260+ pkgs



Pocket Pillow
400+ pkgs



Smores Kit
OR American Girl Doll
OR \$200 Program Credit
OR \$200 Troop Money
OR Horse Rescue
2000+ pkgs



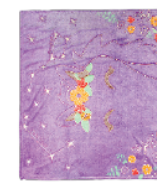
Disney Broadway Pandora Bracelet, 2 Charms & Disney on Broadway Passport & Binoculars
OR American Girl Doll
OR \$150 Program Credit
OR \$150 Troop Money
OR Horse Rescue
1500+ pkgs*



Girl on the Go Camping Kit
Mini Folding Stool,
Cookware Mess Kit
AND Microfiber Travel Towels
950+ pkgs



LED Lights, Journal, Horse Paperclip Tin & USB Flash Drive
OR Horse Rescue
800+ pkgs



Smart Cookie Club logo



Smart Cookie Club logo



Studio Experience
Girl Scout "Destination Unknown"
Date TBD GIRLS ONLY
OR Horse Rescue
3000+ pkgs

STARTING INVENTORY ORDER

Recommended Troop SIO Order (based on council SIO worksheet)



Troop Leader Reward Journal
2 per troop



Zero Touch Door Pull
1 per participating girl

Note for opt-out troops: Girls in troops that have opted out of rewards will receive SIO reward, all patches and invitations to all events ONLY. (if earned)
ALL REWARDS ARE CUMULATIVE
GSGLA reserves the right to replace an item of equal or higher value.

2020 FALL/2021 COOKIE COMBO PATCH



Girls must have met the 2020 Fall Program criteria and sell 260+ packages of cookies

Bar patch given at highest level earned starting at 160+ packages



Digital Cookie Patch
15+ valid emails sent via Digital Cookie



Video Patch
Add Video to DC



Pop Socket
150+ DC pkgs

COOKIES FOR THE COMMUNITY
Applies only to Cookies for the Community packages (C4C)

12+ packages - GSGLA Cookies for the Community Patch
30+ packages - No Show Socks
50+ packages - We've Got This Keychain
100+ packages - Making the World a Better Place Bracelet

See Cookies for the Community in Action Special Event for Top Selling C4C Girls - TBD

TROOP REWARDS
Based on Final Sales of Participating Girls
Opt Out Troops are not eligible for Troop Rewards

\$15 in Troop Account
Per participating girl
Troops averaging 250+ packages

\$10 in Troop Account
Per participating girl
Troops averaging 375+ packages

GSGLA Fleece Full Zipper Jacket
Each participating girl plus 2 Troop Leaders
Troops averaging 325+ packages

*if in person reward events are deemed feasible at the 500+, 1200+ and or 1500+ levels, they will be announced before Go Day (Jan 24, 2021) and added as a Reward option.

Exciting news! After the order card went to print - and was too late to update - the decision was made to permit Cadette - Ambassador Girl Scouts whose troops opted-out of rewards to select from the options offered at the 500+, 1200+, 1500+, 2000+ and/or 3000+ levels. See the order card above for the reward options at these levels; however, please note that the conversion to Troop Money will not be an option for opt-out girls. See the Girl Rewards Guide for additional details on some of this year's reward offerings.