



2022 COOKIE PROGRAM
January 30- March 13
 (Girls may start taking orders
 beginning January 18)

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 (GSLE) on girls’ lives is undeniable.

During the COVID-19 pandemic, Girl Scouts of Greater Los Angeles (GSGLA) has stayed committed to providing our classic programming in new and innovative ways to serve girls exactly where they are, prioritizing their health and safety above all else. The Girl Scout Cookie Program is no exception. We have modified this beloved, time-honored part of GSLE, which teaches critical financial literacy, collaborative, and entrepreneurial skills, to create the strongest and safest experience possible for our girls, volunteers, and staff.

GSGLA is carefully considering the ever-changing health crisis as we plan and implement the Cookie Program this year. We are continuing to use the regular sales channels our girls know and love as health guidelines permit. We are also continuing 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. In true Girl Scout fashion, we will continue to persevere in this challenging time to serve girls and adapt programming based on the latest information from the CDC and local and state government organizations.

We can’t wait to see all you accomplish this year, Girl Scouts!

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). Watch for this and keep it to refer to it throughout the program.

- 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 *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 (TCC). GSGLA continues to actively monitor the COVID-19 situation and may update guidelines prior to and throughout the cookie program.
- **Girls may send out their Digital Cookie link starting January 18, 2022.**

IMPORTANT DATES	
Pick up cookies from Troop Cookie Chair.....	January __, 2022
Turn in money to Troop Cookie Chair.....	February __, 2022
Last day to turn in additional orders to troop.....	_____, 2022
Last day to turn in all additional money due to troop.....	March __, 2022

Cookie Varieties	Cookie Information
<p>Thin Mints (Vegan) - Chocolate mint</p> <p>Samoas – Coconut, caramel, dark chocolate</p> <p>Tagalongs – Chocolate, peanut butter</p> <p>Trefoils - Shortbread</p> <p>Do-Si-Dos – Peanut butter sandwich with oatmeal</p> <p>Lemon-Ups – Crispy lemon cookies with inspiring messages to lift your spirits up</p> <p>Adventurefuls – Brownie base with caramel crème and a hint of sea salt</p> <p>S'mores – Graham sandwich, chocolate, and marshmallow-y filling (natural flavors)</p> <p>Toffee-Tastic (Gluten free) – Buttery with toffee bits</p>	<ul style="list-style-type: none"> ● 12 packages per case ● Cookies costs \$5.00 per package, <i>except</i> Toffee-Tastic and S'mores which are \$6.00 per package ● 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) 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 TCC for clarification and procedures for selling.

Online Sales

- Girls may use email, Digital Cookie and public social media accounts to market and take orders for cookies. Girls may not place paid ads on social media.
- Girls may not post on marketplace sites such as Amazon, eBay, or Facebook Marketplace.
- Parents will receive an email from Digital Cookie to log in. Make sure your Girl Scout is registered for the 2021-22 Girl Scout year!
- Send 15+ emails to family, friends, and former customers through Digital Cookie. 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 and ask family and friends to share it also! Remember to check Digital Cookie every day for new orders.

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.**

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.). Booths must be scheduled by the Troop Cookie Chair.
- Health and safety guidelines permitting, booting runs from February 11 to March 13, 2022.
- 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.

Delivering Cookies

Girls should contact customers ahead of time to coordinate a porch drop off. When she arrives at the customer’s home, she should call or text to let the customer know she’s there. She should wait on the sidewalk while the customer picks up the cookies and leaves payment, if necessary.

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 before Sunday, Jan. 18, 2022](#)
- [Delivering cookies before Sunday, Jan. 30, 2022](#)
- 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



5 Easy Steps to Get Movin' with the Digital Cookie™ Platform!

This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie™ platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

Here are 5 easy steps to jump into the fun, and slay those cookie sale goals like a true cookie boss!

1 Update MyGS/ My Account

Parents must confirm or update their Girl Scouts' MyGS/MyAccount with the following information by December 17, 2021 in order to receive the Digital Cookie™ registration email:

- Girl's first and last name
- Five digit troop number (i.e. Troop 226 would be 00226)
- Girl's date of birth
- Girl's grade in school
- Parent's first and last name
- Email address

2 Register

Sign up to use the Digital Cookie™ platform, look for your Digital Cookie™ registration email "Girl Scout Cookie Program" (from email.girlscouts.org) with the subject "Register for the Digital Cookie Platform Today."

If you can't find the email by January 10, 2022, contact productsales@girlscoutsla.org for assistance.

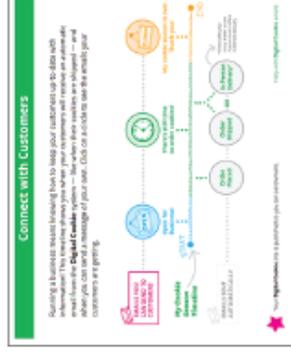
3 Set Up Your Site

In just a few minutes, you can set up your sale goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!

4 Invite Customers

Manage your cookie customer list and easily send ready-to-use emails inviting people to support your sale. You can also promote your personalized cookie site link on Facebook with friends and family.

Customers can order online (including Cookies 4 the Community) and have their items delivered by you or shipped to them directly.



5 Track Your Goal

See how close you are to reaching your goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety. You can even include offline sales to see your total progress—yum!

