



CLIMB
WITH
COURAGE

2022 Cookie Program Family Guide

Welcome to the World's Largest Girl-Led Business

My Girl Scout's Cookie Program Information

My Girl Scout is a member of Troop Number

My Girl Scout's Troop Leader's Name

My Girl Scout's Troop Leader's Phone Number

My Girl Scout May Begin Taking Initial Orders November 22, 2021

My Girl Scout's Initial Order is Due to the Troop by

My Girl Scout's Digital Cookie Opens December 1, 2021 (tentatively)

Direct and Cookie Booth Sale Dates are January 8 - February 21, 2022

My Girl Scout's Cookie Money is Due to the Troop by February 18, 2022

Our Girl Scout Cookie Program is way more than a fundraiser. The Cookie Program is a fun way for girls of all ages to power their dreams and gain hands-on leadership and entrepreneurial experience. Girls will learn first-hand the ins and outs of running her own cookie business.

We encourage all Girl Scouts to participate in the Cookie Program. It is a vital part of our program and provides essential funds to support our Movement and Troop activities. When Troops earn proceeds, they can support their fun and educational Troop activities in the community.

All proceeds earned from the Girl Scout Cookie Program are used to benefit girls within our local Council. The revenue is used to fund Troop experiences, activities, and community service projects, as well as Council initiatives such as supporting and building membership, and creating innovative girl programming.

The Cookie Program helps girls develop 5 key skills:



Goal Setting

as she sets cookie sales goals and makes a plan to reach them



Decision Making

as she decides how her Troop will spend the cookie money



Money Management

as she takes orders and handles customers' money



People Skills

as she learns to talk and listen to people while selling cookies



Business Ethics

as she is honest and responsible every step of the way

How the Cookie Crumbles



New Adventurefuls Cookie!

Watch the sales fly in as customers eagerly purchase the brand new Adventurefuls cookie. Adventurefuls are an indulgent brownie-inspired cookie with caramel flavored crème and a hint of sea salt. Each package will contain approximately 15 cookies.

Core cookies are \$5 per box:

- Adventurefuls
- Thin Mints
- Samoas
- Trefoils
- Tagalongs
- Lemon-Ups
- Do-si-dos

Specialty cookies are \$6 per box:

- Girl Scout S'mores
- Toffee-Tastic

adventurefuls™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. Approximately 15 cookies per 6.3 oz. pkg.

NEW!



lemon-ups®
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits. Approximately 12 cookies per 6.2 oz. pkg.

samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes. Approximately 15 cookies per 7.5 oz. pkg.

tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating. Approximately 15 cookies per 6.5 oz. pkg.

do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling. Approximately 20 cookies per 8 oz. pkg.

trefoils®

Traditional shortbread cookies. Approximately 38 cookies per 9 oz. pkg.

thin mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint. Approximately 30 cookies per 9 oz. pkg.

girl scout s'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolate and marshmallow filling. Approximately 16 cookies per 8.5 oz. pkg.

toffee-tastic® • No Artificial Flavors
GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits. Approximately 14 cookies per 6.7 oz. pkg.

CERTIFIED NSF GLUTEN-FREE

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification



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Digital Cookie

Digital Cookie is the online e-commerce platform that helps girls superpower their cookie sales with mobile and online sales. Girls can promote their Digital Cookie site by emailing friends and family, creating videos to share on social media, and dropping off door hangers to neighbors with their unique Digital Cookie QR code or URL.

Parents who have opted-in to receive emails will receive their Digital Cookie welcome email towards the end of November. If a parent/guardian does not receive a Digital Cookie welcome email by December 1, please contact Customer Care at customercare@girlscoutsfl.org.

Utilizing Digital Cookie helps you manage your sale easily and safely, by allowing socially distant and contactless delivery and payment options. Customers can purchase cookies through Digital Cookie various ways:

- Shipped: Customers order and pay for cookies online and receive their cookie within 7 to 10 days directly to their door!
- Donations: Cookies are donated to our Hometown Heroes donation program and delivered at the end of the season to local heroes by Troops and Council.
- Girl Delivery (also known as In-Person Delivery): With parent approval, customers pay online and opt for girls and their parents/caregivers to deliver their cookies. Families arrange for safe cookie delivery. Parents can opt-out of this feature.

When a parent/guardian is determining whether to approve or decline a Girl Delivery order, consider the following:

- Is the customer a known and trusted individual?
- Are you willing and able to get the cookies to the customer's location?

AND

- Do you have, or will you have, the inventory available?

Tips:

- Continue to adhere to social distancing and mask wearing guidelines when delivering cookies and interacting with customers.
- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caregivers.
- Review the Supplemental Safety Tips for Online Marketing & [Digital Marketing Tips for Cookie Entrepreneurs and Families](#).



Here are four easy steps to jump into the fun!



4 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 4 easy steps to jump into the fun, and slay those cookie sale goals like a true cookie boss!

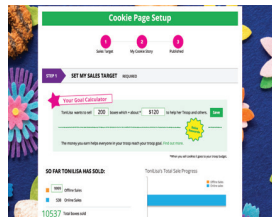
1 Register

Sign up to use the Digital Cookie® platform, look for your Digital Cookie® registration email. If you can't find it, contact your council for details.



2 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!



3 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.



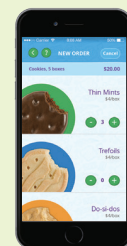
4 Track Your Goal

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!



Sell on the go with the Digital Cookie Mobile App!

Download is FREE.



The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

Digital Cookie Rewards



Cookie Techie Patch –
30+ DOC Emails



Mountain Bracelet –
50+ boxes



Eco Phone Tote –
100+ boxes



Wireless Speaker –
150+ boxes



Cookie Booths

Cookie booths are a fun Troop activity for girls, and much anticipated by the general public. Cookie booths in areas with lots of foot traffic are a fun way for girls to connect with their community and practice their sales pitch with new customers. Due to the evolving nature of COVID-19, please continue to practice social distancing and masks must be worn at cookie booths. Guidelines may change over the course of the program, so please communicate with your Troop Leader to receive all updated information and guidelines.

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 Troops to lose the opportunity for future sales.

Tips:

- Continue to adhere to social distancing and mask wearing guidelines when interacting with customers.
- Parents may be asked to help support booth sales and attend as a chaperone.
- Regularly check with your Troop Leader for updated cookie booth guidelines.

Cookie Booth Etiquette

Girls sell, adults supervise! Girl-led is the secret sauce of Girl Scouting. Review the following etiquette rules with your Girl Scout:

I will:

- Be polite and friendly
- Remember my behavior reflects Girl Scouts
- Obey the booth sale start dates
- Wear Girl Scout attire to identify myself
- Say thank you to every customer
- Remove empty boxes and take all trash away

I will not:

- Block entrances to store
- Get in the way of customers
- Give out my full name, address, or phone number
- Run around or play while selling at a booth



Safety First

Show You're a Girl Scout

Wear a Girl Scout membership pin, uniform, or Girl Scout clothing to clearly identify yourself as a Girl Scout.

Buddy Up!

Always use the buddy system. It's not just safe, it's fun!

Be Streetwise

Become familiar with the areas and neighborhoods where you will be selling Girl Scout products.

Partner With Adults

Adults must accompany Girl Scout Daises, Brownies, and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.

Plan Ahead

Be prepared for emergencies and always have a plan for safeguarding cash. Avoid walking around or keeping large amounts of cash on hand. Consider having another adult pick-up cash during a booth sale.

Do Not Enter

Do not enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles.

Sell in the Daytime

Sell during daylight, adult supervision is a must for evening sales.

Protect Privacy

Girl's names, home addresses, or email addresses should never be given out to customers. Protect customer privacy by not sharing their information.

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 products and passengers from vehicles.

Be Net Wise

Girls must always have parent/caregiver permission to participate in all online activities and must read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities.

Hometown Heroes



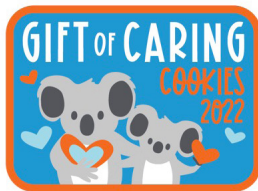
Encourage girls to tell every customer about our Hometown Heroes cookie donation program. Hometown Heroes cookies are delivered to those who serve our community such as, U.S. military personnel, veterans, EMTs, firefighters, police officers, first responders, healthcare workers, teachers, and other essential workers.

Hometown Heroes cookies are great for those customers who do not want to purchase cookies for themselves or pay shipping fees.

Tips:

- Encourage girls to ask EVERY customer if they would like to donate cookies to our local heroes.
- For every \$5 donation, 1 package of cookies will go to our local heroes.
- Girls earn rewards for selling Hometown Heroes cookies.

Hometown Heroes Rewards



Gift of Caring Patch -
24+boxes



Leaf Pouch -
50+ boxes



Hip Pouch -
100+ boxes

Financial Responsibility

Families are financially responsible for all cookies ordered, and any lost or stolen funds. Cookies cannot be returned. If a parent/caregiver anticipates needing assistance selling all of their cookies, please contact the Troop Leader as soon as possible and before the end of the sale.

Be sure to receive a receipt every time that you pick up cookies from your Troop or make a payment. Keep all receipts for your records. Turn in money frequently to your Troop.

Before your Girl Scout can begin selling cookies, your Troop Leader will present you with the Family

Responsibility & Permission Agreement to review and sign. Please be sure to keep a copy of the signed Family Responsibility & Permission Agreement for your records and refer to it throughout the Cookie Program.

Rewards

Girls can earn awesome rewards for their individual cookie program achievements, and Girl Scouts of Tropical Florida looks forward to recognizing girls for their hard work during the Cookie Program!

Girl Scouts of Tropical Florida 2022 Cookie Program Rewards

How high can you climb?
Write your personal cookie package goal in the space above 100%. Include your smaller goals along the way. (Adults can help if you need it.) Color in each area as you make your way to the top!

Initial Order Girl Rewards

- Cooling Fabric Bandana 180+ Boxes
- Koala Bracelet and Samoas Bracelet 230+ Boxes

Digital Cookie Rewards

- Cookie Techie Patch 30+ DOC Emails
- Mountain Bracelet 50+ DOC Boxes
- Eco Crossbody Tote 100+ DOC Boxes
- Wireless Speaker 150+ DOC Boxes

Hometown Heroes Rewards

- Gift of Caring (GOC) Patch 24+ HTH Boxes
- Leaf Pouch 50+ HTH Boxes
- Eco Koala Hip Pouch 100+ HTH Boxes

Patch Rockers

Earn all 4 to create a tree.

- GOAL GETTER 2022
- COOKIE TECHIE
- SUPER
- BOOTH SALES 2022

Visit online rewards demos for more details on select items.

Initial Order Troop Reward

- Climb with Courage T-shirt for each selling girl + two volunteers. 200+ PGA (must have a minimum of 3 selling girls)

Shoes 4 Haiti

The Shoe That Grows

Booth Sales Patch

Earn by attending at least 5 Cookie Booths

200+
Bar Patches 200 to 1000 Bar Patches are awarded at the highest level achieved.

Volunteer Patch

2 Per Troop

Top Selling Troops
Mystery Troop Adventure for the Top Selling Troop, Top Selling Troop by PGA, Top Selling Hometown Heroes Troop, and Top Selling Hometown Heroes Troop by PGA!

- Climb with Courage Patch 36+ Boxes
- Cookie Decals 50+ Boxes
- Animated Koala Bag Tag 75+ Boxes
- Button Pin Set 100+ Boxes
- Mini Adventure Journal and 150+ Patch 150+ Boxes
- Layered Koala Journal 204+ Boxes
- Motivational Water Bottle 252+ Boxes
- Choice of One: Koala Plush or Wooden Stamp Set or \$10 Cookie Bucks or \$10 Digital Dough or 1/2 Shoe 4 Haiti 300+ Boxes
- Choice of One: Elite Entrepreneur Blanket with Popcorn Popper or Zoo Miami Adventure, includes 2 tickets with lunch voucher or \$100 Cookie Bucks or \$100 Digital Dough or 4 Pairs of Shoes 4 Haiti 1000+ Boxes
- Choice of One: Super Patch & Choice of One: Climb with Courage Top Seller Lounge Set or Wireless Headphones or \$125 Cookie Bucks or \$125 Digital Dough or 6 Pairs of Shoes 4 Haiti 1500+ Boxes
- Choice of One: GSTF Fold-Up Lounge Chair & Custom Hydro Flask or \$110 Cookie Bucks or \$110 Digital Dough or 5 Pairs of Shoes 4 Haiti 1250+ Boxes
- Choice of One: Chelsea's Extraordinary Outing Super Seller Event with GSTF CEO Date and location to be announced 2022+ Boxes
- Choice of One: Fujifilm Mini Instant Camera or \$150 Cookie Bucks or \$150 Digital Dough or 7 Pairs of Shoes 4 Haiti 2500+ Boxes
- Samsung Galaxy Tab 3000+ Boxes
- Fitbit Smart Watch 3500+ Boxes

All girl rewards are cumulative and based on each individual girl's sales. Council reserves the right to replace an item of similar value. Rewards are subject to change based on availability.

Cookie Entrepreneur Family Pins

Because Cookie Season is way more fun with family, each Girl Scout level has its own set of fun and educational steps to earn the Cookie Entrepreneur Family pin.

It's never been easier to support your Girl Scout as she develops business skills, makes memories, and earns a different pin for her uniform every cookie season.

Girls complete the age-specific guidelines with her family, that have been tailored for her developing skill set, then turn in the completed checklist to their Troop Leader – making success a snap!



Top Ways to Support Your Girl Scout and Troop

Support Her Sales

Ask her questions and help her practice her sales message. Help her take orders and arrange for her to sell cookies at your workplace, place of worship, or other locations frequented by people who love Girl Scout Cookies. Go with her to sell cookies. Help her network with family and friends, however let her do the selling so she can learn important business skills.

Participate in Digital Cookie

Help your Girl Scout build her personalized Digital Cookie site and communicate with customers as she directs them to her site to process orders.

Volunteer

Help your Girl Scout's Troop Leader by offering to chaperone cookie booths, pick up cookies at Cookie Cupboards, and honor all deadlines.

Practice Safety

Be a role model for business ethics and safety rules.

Earn your Cookie Entrepreneur Family Pin

Support your Girl Scout as she develops business skills, makes wonderful memories, and earns a different pin for every cookie season.

Cookie Program Reminders

Continue to practice social distancing and wear a mask when interacting with customers.



Cookie Program Reminders

Continue to practice social distancing and wear a mask when interacting with customers.

7 core flavors: Adventurefuls, Samoas, Thin Mints, Tagalongs, Do-si-dos, Trefoils, and Lemon-Ups are \$5 per box.

2 specialty flavors: Girl Scout S'Mores and Toffee-tastic (gluten-free) are \$6 per box.

Families are financially responsible for all cookies they sign for and pick-up.

Make sure to get a receipt each time you pick-up or pay for cookies.

Cookies may not be returned or exchanged. Exchanges can only be made for damaged boxes.

Turn in money to the Troop often and adhere to all deadlines.

Girls should never do door-to-door sales alone.

Offer to help your Troop with cookie booths or other activities.

When delivering Pre-Order cookies, take extra cookies with you for an extra sale!

Girls should ask every customer to donate to the Hometown Heroes program.

Add a thank you note, and include an adult's contact information, when delivering so customers can order more!

The number one reason customers say they did not buy Girl Scout Cookies is because they were never asked. Ask! Ask! Ask!

Helpful Links for Girls and Parents:

Supplemental Safety Tips for Online Marketing & Digital Marketing Tips for Cookie Entrepreneurs and Families

[Girl Scouts of Tropical Florida](#)

[Cookie Family Connection Guide](#)

[Cookie Entrepreneur Family Pins](#)

[Little Brownie Baker Family Activity Guide](#)

