2020 Cookie Program Family Guide

Why Should Your Girl Scout Participate?

The Girl Scout Cookie Program helps girls develop these 5 lifelong skills:

- **GOAL SETTING** create a plan to set & reach goals
- **DECISION MAKING** think critically and solve problems
- **MONEY MANAGEMENT** build a budget to spend money responsibly
- **PEOPLE SKILLS** engage with customers and build confidence
- **BUSINESS ETHICS** develop positive values like honesty & integrity

Ready to Sign Up?

Complete these 3 easy steps to get your Girl Scout ready to participate.

- Register/renew your Girl Scout for the 2019-2020 membership year.
  - Need help? 972.349.2400 | customercare@gsnetx.org
- Complete the online Cookie Program Permission Form.
  - Find the form at gsnetx.org/cookies.
- Connect with your Troop Cookie Manager (TCM) to find out how & when to order.
  - Initial Pre-Season Orders are due in November. Troops can pick up additional cookies in mid-January and February.

Mark Your Calendar!

**January 2020**
- 17th | Cookie Program & Order Taking Begins
- 17th | My Family Sales Begin
- 31st | Council Organized Booths Begin
- 31st | My Troop Sales Begin

**March 2020**
- 1st | Cookie Program Ends

**May 2020**
- 31st | Last Day to Sell Unsold Cookies

Important Troop Deadlines

Check with your Troop Cookie Manager (TCM) for these dates.

- **Initial Order Due:**
- **Money Due to TCM:**
- **Money Due to TCM:**
- **Money Due to TCM:**

Be Honest & Fair | Girls may not sell or take orders for cookies before January 17th.

Meet The Cookies

**Super Six - $5**
Lemon-Ups, Do-Si-Dos, Tagalongs, Samoas, Trefoils & Thin Mints
Lemon-Ups are under a press embargo until 1/7/20. Be sure not to share the name or images with anyone until that date.

**Specialty - $6**
Toffee-Tastic & Girl Scout S'Mores
Sign up!
Confirm your Girl Scout’s membership is current for the 19-20 membership year and complete the online parent permission form.

Place an Initial Pre-Season Order
Girls who place an Initial Pre-Season Order will have cookies to sell to customers earlier - yay!

Start Selling
Help her make a list of friends and family who will support her cookie goals! Plan booth sales, launch her Digital Cookie site and go door-to-door!

Need More Cookies
Check with your Troop Cookie Manager to see if and when the troop will be getting more cookies and let them know if you need more.

Follow the Rules
All businesses have to follow rules, including your Girl Scout’s cookie business. Review the 2020 Cookie Program Guidelines & Expectations at gsnetx.org/cookies.

Social Media - NEW!
All online sales efforts should always be led by the girl and supervised by parents and guardians. Never post to resale, marketplace or garage sale sites or groups and never post personal information.

Adhere to Deadlines
It’s important to abide by your TCM’s deadlines for orders, payments, and more! Don’t let your Girl Scout miss out on important things, like rewards – be sure to follow all deadlines!

Let Your Girl Lead
The Cookie Program is built around the 5 Skills. It’s important to let your girl take the lead when talking with customers, handling transactions and balancing money and inventory.

WHERE DOES THE COOKIE MONEY GO?
100% of Proceeds Stay Local!

4% Community Outreach
35% Troop Programming, Service Centers and Adult Training
16% Cost of Cookies & Girl Rewards
26% Troop and Service Unit Proceeds
9% Council Infrastructure, Admin & Support
10% Outdoor Programs and Camp Facilities

Troop Proceeds
Troops earn proceeds of $0.67 for each package of cookies their girls sell. Depending on how the girls choose to participate and at what level they sell, the troop can earn additional proceeds on top of the $0.67 base proceeds.

All proceeds become property of the troop, not individual girls, and can be used to fund troop activities, camping adventures, badges, troop shirts, meeting supplies, and more.

Booth Sales
We value our booth sale partners and are grateful for their support. By granting our girls access to their valuable real estate and customers it is critical to show our appreciation and respect by following all booth guidelines. All guidelines and expectations can be found in the 2020 Guidelines & Expectations at gsnetx.org/cookies.

Council organized booth partners include stores like Walmart, Kroger, Tom Thumb and more. Parents, caregivers & troops may not approach these stores under any circumstances to facilitate approval for booth sales. All sign ups for these sales are handled through the TCM in eBudde, the Cookie Program software.

Booth sales at other retailers, restaurants, etc., are called My Sales and must be approved by completing the My Sale Request Form and following the steps for approval. Parents, caregivers and troops may begin seeking approval for these sales on October 26, 2019. The My Sale must be entered in eBudde by the TCM and approved by the local Service Unit Cookie Program Coordinator.

Violating booth guidelines can result in fines and the loss of booth approvals.

Digital Cookie Dates & Info
January 17th - 30th | Mobile In Hand
Handle cookie transactions on the go using the Digital Cookie App!

January 17th - March 1st | Share Her Link
Customers can order through your Girl Scout’s website and choose to have cookies delivered in person or shipped directly to them.

Credit card fees using this tool are covered by GSNETX.

Don’t forget to send 12 emails through the Digital Cookie portal to earn her Cookie Techie patch.

Experience the Girl Scout Cookie Program with this NEW pin collection. Earn a unique pin with your family every year!

Learn more at girlscoutcookies.org/entrepreneurfamily
2020 Cookie Program Rewards

1200+ Packages

- Participation Certificate
- Theme Patch
- Bandana OR Girl Scout Stickers
- Flying Disc OR Key Chain & Charm
- Plush Dangler OR Color-Changing Sunglasses
- Phone Stand OR Skinny Cards & Charm
- Butterfly Plush OR $10 Girl Scout Bucks
- Drawstring Bag & Buff OR Journal, Color-Changing Pencils & Sharpener OR $5 Girl Scout Bucks
- Travel Case & Toothbrush Holder OR Water Bottle OR $5 Girl Scout Bucks
- Weekender Tote OR Alarm Clock OR $10 Girl Scout Bucks

NOTE:
• Initial Order troop reward of 250 PGA is calculated automatically in eBudde to include girls who have at least one package allocated at the time of the troop’s Initial Order, and who meet the PGA requirement.

† No substitutions/no transfers of winnings. All packages must be picked up from TCM, reflected in the online cookie software system and paid for in full, to qualify.
† If selection is not made, default selections will be made by GSNETX as the girl forfeits her ability to choose.
† Per Girl Average (PGA) and have 100% of their participation certificate.

Super Seller Levels

- 1200+ Packages: And ONE of the following:
  - Great Wolf Lodge Event May 6-8, 2020
  - Hawaiian Falls Mansfield - 6/13
  - Hawaiian Falls The Colony - 6/6
  - Hawaiian Falls Canton - 5/23
  - Dallas Zoo - 6/13
  - Caldwell Zoo (Tyler) - 5/23

- 1600+ Packages: And ONE of the following:
  - GSNETX Chaperoned Fossil Rim Excursion & Camp September 25-27, 2020
  - Service Center.

- 2020+ Packages: And ONE of the following:
  - Bike OR Bike Stand OR $10 Girl Scout Bucks
  - Water Bottle OR Sleeping Bag & Hydration Backpack OR $10 Girl Scout Bucks
  - Camera OR Camera Case OR $5 Girl Scout Bucks
  - Art Supply Kit OR Echo Kit OR $10 Girl Scout Bucks
  - Custom CONVERSE® OR $10 Girl Scout Bucks

- 2800+ Packages: And ONE of the following:
  - LEGO Robot
  - Custom CONVERSE® OR $10 Girl Scout Bucks

Cookie Club Events

- Admission and meal for the girl and chaperone are included.
- All dates subject to change.

- Waterpark Dates
  - Splash Kingdom Village - 5/23

- Zoo Dates
  - Caldwell Zoo (Tyler) - 5/23

- Dallas Zoo - 6/13

- Rain Date: 6/27

NEW THIS YEAR! Troops who reach a 400 final Per Girl Average (PGA) and have 100% of their registered girls selling in the 2020 Cookie Program, pay on-time, in full with no ORFs on file, will earn a shirt for each girl selling as well as a skirt for up to two Troop Volunteers. Troops will get to choose their own skirt color and all shirts will be printed with the design shown above.

1 All items and event dates are subject to change. The Council reserves the right to replace any item of equal or higher value.
2 If selection is not made, default selections will be made by GSNETX as the girl forfeits her ability to choose.
3 Camp spaces are reserved on a first come, first served basis. GSNETX does not guarantee space at any specific camp or session.
4 Cadette, Senior, and Ambassador Troops can earn extra profit in lieu of reward items, clubs, events and trips, but do qualify for patches and Care to Share rewards.
5 To receive the Initial Order troop reward of 250 PGA is calculated automatically in eBudde to include girls who have at least one package allocated at the time of the troop’s Initial Order, and who meet the PGA requirement.
6 NOTE: Girls are at risk to forfeit their rewards, including items, cookie dough, events and trips should they fail to pay on time, in full and/or if the Girl Scout and her family do not adhere to all policies and guidelines published in this guide and contained in the parent permission form, which is executed by her parent/guardian in order to participate in the Cookie Program.
Is your Girl Scout ready for the 2020 Cookie Program?

Check out all the details inside!

<table>
<thead>
<tr>
<th>What reward are you most excited to earn?</th>
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<tbody>
<tr>
<td>How many packages do you need to sell?</td>
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<tr>
<td>How will your troop spend their proceeds?</td>
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<tr>
<td>How will you reach your goal?</td>
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<tr>
<td>Who will you ask to support you?</td>
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</tbody>
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**Top Seller Tips:**
- Know your cookies! Flavor, cost, etc.
- Participate in My Family Booth Sales.
- Share your goal with your customers.
- Be professional & polite, it goes a long way.
- Make decor & signs with marketing phrases!
  - If you can’t eat ‘em, treat ‘em!
  - I need 10 customers to buy 4 boxes each!
  - Help me reach my goal!

### 2019 Cookie Program Stats

<table>
<thead>
<tr>
<th>Packages Sold:</th>
<th>3.447 million</th>
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<tbody>
<tr>
<td>Girls Selling:</td>
<td>14,376+</td>
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<tr>
<td>Troops Selling:</td>
<td>1,571+</td>
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<tr>
<td>Packages Donated:</td>
<td>102,694+</td>
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<tr>
<td>Per Girl Average:</td>
<td>239</td>
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<tr>
<td>Average Troop Profit:</td>
<td>$1,348+</td>
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<td>Packages Sold through Digital Cookie:</td>
<td>243,997</td>
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<table>
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<tr>
<th>Average Sales By Program Level:</th>
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<tbody>
<tr>
<td>Daisy: 200</td>
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<tr>
<td>Brownie: 238</td>
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<tr>
<td>Junior: 282</td>
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**How can troops use proceeds?**
- Camping
- Girl Memberships
- Badges
- Uniforms
- Zoo Overnight
- Meeting Supplies
- Troop Shirts
- Uniforms
- Travel
- Workshops
- & So Much More!