

Cookie Family Connection Guide

Cookie Program Guide for Parents, Caregivers, and Families

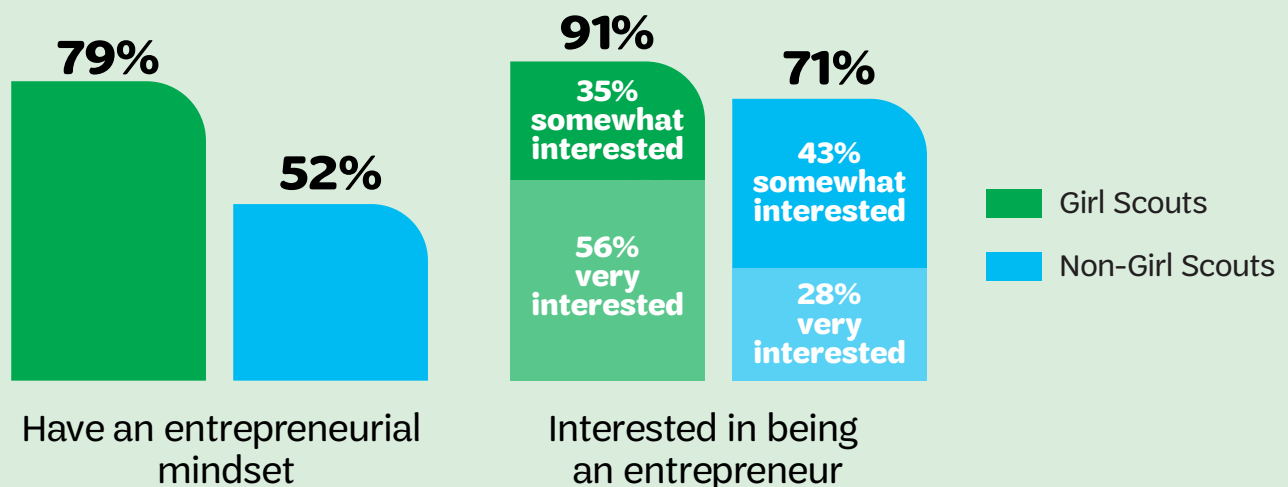


Welcome, families!

The cookie program gives your Girl Scout the ability to power 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?

Girl Scouts have an entrepreneurial edge when it comes to mindset and interest!



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 Scout 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, girls learn . . .	This matters because . . .
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.

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

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today and tomorrow. Girl Scout Cookies' 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 councils provide Girl Scouts programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

Ways to sell.

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 businesses.

□ **In person:**

- **Order cards.** In some councils, these are used before girls have cookies in hand to help them know how many cookies they need to order. Once girls do have cookies in hand, order cards are also handy when girls run out of a type of cookie. They can use the cards to track customers and place a reorder.
- **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 (all with the help from a parent or guardian).
- **Cookie booths.** Cookie pop-up sales 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. Booth locations must be approved by councils and facilitated within council jurisdiction. And participants must follow all council guidelines about setting up, running, and taking down a booth. Girls can also host virtual cookie booths to promote their sites where they make their pitches via video and direct customers to their Digital Cookie® or Smart Cookie site. A virtual booth guide and additional resources are available at girlscoutcookies.org/troopleaders.

- **Digital sales:** Use your council-approved online digital platform (Digital Cookie or Smart Cookie) to reach customers near and far. Girls can promote their site by emailing friends and family, creating videos to share on social media, and hosting a virtual cookie booth where they make their pitch online. There are endless ways for girls to get creative in spreading the word about their Digital Cookie or Smart Cookie site.

- **Donation program:** Customers who don't want to purchase cookies or want other ways to support girls can donate a package of cookies to a local hero or cause. Customers can support the donation program through any of the above selling methods.





Safety Tips for The Girl Scout Cookie Program

- 1 Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.
- 2 Buddy up.** Always use the buddy system. It's not just safe, it's more fun.
- 3 Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling cookies.
- 4 Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. 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.
- 5 Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- 6 Do not enter any homes or vehicles.** Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.
- 7 Sell in the daytime.** Sell only during daylight hours, unless accompanied by an adult.
- 8 Product privacy.** Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.
- 9 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.
- 10 Be safe online.** Girls must have their parents'/guardians' permission to participate in all online activities and must read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities. Additionally, to participate in Digital Cookie or Smart Cookie, girls must read and abide by the [Girl Scout Digital Cookie Pledge](#), and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.

Each way of selling has different safety guidelines. For more details, review the following materials:

- Digital Marketing Tips for Cookie Entrepreneurs and Families (PDF) - [English](#) (also attached to this guide)
- Supplemental Safety Tips for Online Marketing (PDF)—[English](#)
- Practical Tips for Parents (PDF)—[English](#) | [Español](#)
- Safety Tips for Product Sales (PDF)—[English](#)
- Visit [your local council](#) website for a copy of *Safety Activity Checkpoints and Volunteer Essentials*

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 or Smart Cookie site.
- Help her keep money safe.
- Know the rules and safety 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!

