2022 Cookie Program
Family Guide

Kiana
is our
2022 program
Mascot!

girl scouts
of northern california
Welcome to the 2022 Cookie Program, GSNorCal’s premier girl entrepreneurship and financial empowerment program!

Girl Scouts love adventure, and running their very own cookie business makes any adventure possible. From camping trips to robotics teams to epic treks, unique Girl Scout adventures are truly *Powered by Product*, reminding girls that they’re capable of anything!

**Girls may only sell cookies with one troop. All girls are empowered to make the best choice for their goals!**

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**Girls Can Run the World**

- 78% Interested in becoming an entrepreneur in the future
- 76% Interested in starting their own company
- 84% Want to lead a cause or campaign for something they believe in

Developing an *entrepreneurial mindset* means girls can identify and maximize opportunities, overcome and learn from setbacks, and succeed in a variety of settings.
## Adventure Timeline

<table>
<thead>
<tr>
<th>Family Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt in to receive Cookie Program texts* between 1/28-3/27; <strong>Text Cookies22 to 866-984-0416</strong></td>
<td>NOW</td>
</tr>
<tr>
<td>Confirm booth participation with troop volunteer</td>
<td>By 1/12</td>
</tr>
<tr>
<td>Digital Cookie login emails to families</td>
<td>1/28</td>
</tr>
<tr>
<td>EntreprenHERs <em>in Action</em> Day virtual kickoffs</td>
<td>1/29</td>
</tr>
<tr>
<td><strong>GO Day!</strong> Online shops &amp; <strong>ilovecookies.org Cookie Finder</strong> opens</td>
<td>2/1</td>
</tr>
<tr>
<td>Cookies arrive—deliveries begin when in-hand</td>
<td>2/4-2/13</td>
</tr>
<tr>
<td><strong>In-person public booths open for business</strong></td>
<td>2/14</td>
</tr>
<tr>
<td>National Girl Scout Cookie Weekend - $5 shipping</td>
<td>2/18-2/20</td>
</tr>
<tr>
<td>Girl Scouts 110th Birthday</td>
<td>3/12</td>
</tr>
<tr>
<td><strong>Cookie businesses close</strong></td>
<td>3/27</td>
</tr>
<tr>
<td>Recognition items distributed</td>
<td>June</td>
</tr>
</tbody>
</table>

*Msg & data rates apply. 5 msgs/mo. Reply STOP to end. See www.GSNorCal.org/Privacy for more details.

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### Business Models

**Online**—Digital Cookie shops accept credit cards, build customer lists, are easy to promote, and support customers 24/7

**In-person**—Traditional door-to-door and public booths boost people and logistics skills

**Grow your business**—I am your Girl Scout, sharing *My Why*, asking businesses to buy cases at a time—the possibilities are endless!
A Family Adventure!

Behind every Cookie Chief Entrepreneurship Officer, or CEO, are circles of support! Caregivers have an important role as Executive Assistant in the Cookie Entrepreneur Family.

In 100% of examples, Executive Assistants have the most fun when supporting her ideas to promote her business!

Executive Assistant Checklist:
- **Submit** Caregiver Responsibility Agreement for MY2021/22
- **Review** this guide together to design her cookie business
- **Agree** on her total package goal
- **Confirm** booth participation with troop volunteer by January 12
- **Attend** virtual EntreprenHERs in Action Day on January 29
- **Manage** cookie inventory in partnership with her troop volunteer
- **Have fun!**

Family engagement is critical at all levels of Girl Scouts during product program. The family is directly involved in the girls developing digital skills, internet safety, comfort with asking adults if they want to buy cookies, money management and...other valuable skills. The girls grow to be confident and independent. It is also a great way to stay engaged in the girls’ lives in general as it creates a common bond and activity, these shared experiences are priceless. What better way to do that than through delicious cookies?!?!?

Shelbi S., Ambassador Troop Leader, Petaluma, CA
Executive Assistants confirming booth participation by 1/12 with troop volunteers is important to ensure girls have a great assortment of cookies for the first weeks of the program.

The number of cookies a troop places in their Initial Order on 1/13 earns each selling girl in the troop marketing tools to run her business.

Caregiver Responsibility Agreement and tools to run her business—door hangers, business cards, social media toolkit, and more can be found on our webpage GSNorCal.org
Introducing **Adventurefuls**, a brand new cookie to our lineup! It's a crisp, brownie-inspired cookie with caramel crème and a hint of sea salt that tastes like the crisp outer edge of brownies. It just might be your new favorite!

All cookie packages have the same $6 price this cookie season. **This is a price decrease for some varieties and a price increase for some varieties**—and MUCH easier for girls, volunteers, and customers!

Our “tenth” cookie variety, **Care to Share**, is our GSNorCal service project that gives customers the opportunity to give back by donating cookies to their community! Girls accept donations and council handles donating the packages at the end of the cookie program.

**Price FAQs and Responses**

Adults that support entrepreneurs receive questions that are sometimes challenging for girls to answer. It’s always best to encourage girls to take the lead, however, we anticipate that **some** of the customers may want to discuss the change in GSNorCal’s cookie prices.

The next page has ways to respond. Additional answers to customer questions may be found at [www.NorCal.GS/CookieFAQ](http://www.NorCal.GS/CookieFAQ).
Your Girl Scout asks a customer if they would like to support her troop's first overnight camping trip by purchasing **5 packages for $30.**

_The customer may respond with:_

**Those are expensive cookies! Why are they $6 a box?**

A: You're right cookie prices did go up. Like most businesses, my business was affected by the pandemic too, and the best solution was to set the same price for all cookie boxes - some went up and some went down. Your support helps to {share her *My Why*}.  

A: It has been 8 years since our last cookie price increase and with costs rising every year, the pandemic meant we couldn't delay any longer. When you buy a box of cookies, what you're really buying is an opportunity to {share her *My Why*}.

**What is Girl Scouts doing with all this money?**

A: Girls and troops empower their unique and diverse experiences, activities, and community service projects through participating in the cookie program. All cookie revenue stays local here in GSNorCal.  

A: GSNorCal provides services and infrastructure that support high quality, safe experiences for approximately 22,000 girls and 16,000 volunteers across 19 counties. These services include: community program centers, camp properties, high-quality, low-cost programming, volunteer resources, background screening and training, and financial aid.

**Can't I get cheaper cookies from another girl? Why are your cookies more expensive?**

A: Each Girl Scout council sets their own cookie prices. GSNorCal is one of the largest councils in the country with 16,000 volunteers, 11 outdoor camps and program properties, and unique programming and experiences as compared to any other council. Your support helps personally to {share her *My Why*}.  

**Wow, $6 a box AND the box looks smaller.**

A: The delicious recipes, the size of the boxes, and the number of cookies in each box have not changed. Your support helps personally to {share her *My Why*} for around $0.40 cents per cookie.
At Girl Scouts of Northern California (GSNorCal), we are proactively working to dismantle oppressive behaviors, practices, and policies so that our girls and families can feel they belong. We are learning to be anti-racist, and to nurture belonging for Black, Indigenous, and People of Color (BIPOC), LGBTQIA+, girls with disabilities, and neuro-diverse girls, volunteers, and families. GSNorCal’s priority is centering the girls’ experience and what is important to them so that they can be instruments of change for racial, economic, environmental and social justice for all.
Troop Proceeds are calculated based on the average number of packages sold by participating girls in the troop. For example, if there are 10 girls in the troop and the troop sells 2,500 packages, then the\textit{troop per girl average} is 250 packages.

For 2022 we \textbf{REDUCED} the\textit{troop per girl average required to earn the $0.85 level of troop proceeds from 325+ packages to just 230+ packages for 2022.} Cadette, Senior and Ambassador (Older Girl) troops still have the option to earn an additional $0.15 per package (a total of up to $1 per package) by voting to opt out of the reward program and mentoring a younger Girl Scout troop for the 2022 Cookie Program.

\begin{longtable}{|c|c|c|}
\hline
\textbf{PGA (in pkgs)} & \textbf{Standard Proceeds} & \textbf{Older Girl Opt-Out} \\
\hline
1-229 & $0.75 & $0.90 \\
\hline
230+ & $0.85 & $1.00 \\
\hline
\end{longtable}

\textbf{Juliette Proceeds}

Juliettes are eligible to earn all the same rewards plus earn proceeds in tiered amounts based on bands of total packages sold. \textit{Proceeds issued on Reward Cards.}

\begin{longtable}{|c|c|}
\hline
\textbf{Package Bands} & \textbf{Reward Card Amounts} \\
\hline
25-49 & $28 \\
50-74 & $47 \\
75-99 & $65 \\
100-124 & $84 \\
125-149 & $103 \\
150-174 & $122 \\
175-199 & $140 \\
200-224 & $159 \\
225-249 & $201 \\
250-274 & $222 \\
And up ... & And up \\
\hline
\end{longtable}

*Juliettes = individually registered girls not in troops

\textbf{This plan is cumulative.}
Online Business

Last year, **1.9 million packages** were sold through GSNorCal Digital Cookie shops! The shops had a record setting 196 package per girl average, and **averaged 7 packages per order** compared to our in-person shops averaging 4 packages per order.

### Launching Digital Cookie Shops

Digital Cookie setup email arrives on **1/28** from **email.email@girlscouts.org**

- Follow steps 1-7 below to **design online shop**
- **Approve and publish** online shop
- Download **app to take credit card payments** from customers both online and in-person while going door-to-door and at booths

Can’t locate the email? Check spam/junk folder or Promotions in the Categories folder for gmail accounts. Still can’t find it? Contact us at **info@gsnorcal.org**.

1. [Digital Cookie setup email](#)
2. [Design online shop](#)
3. [Approve and publish online shop](#)
4. [Download app to take credit card payments](#)
5. [Share shop URL with customers](#)

Caregivers **Approve and Publish** shops after review.
Online Business

Running a Good Business

Keep track of what's been ordered, when it's approved, and when it's delivered.

2 Orders to approve for delivery in person
Click on a name to see all the details about the order. Then "Approve" or "Decline" the order.

Order #  Cookie Pigs  Delivered to  Delivery Address  Order Date  Due Date
05089908  7  Grayson Show  123 E Main St, Oklahoma City, OK  10/15/2020
05089911  11  Jessica Larson  135 SE Main St, Pocatello, ID  10/16/2020

Order #  Cookie Pigs  Delivered to  Delivery Address  Order Date  Due Date
05089908  8  $5  123 E Main St, Oklahoma City, OK  10/15/2020
05089911  6  $5  123 E Main St, Oklahoma City, OK  10/16/2020

Girl Scout Delivery for cookie orders
- Caregivers approve orders for girl delivery within 5 days - customer receives approval notification email
- Orders not approved within 5 days default to cancel or donate depending on customer choice
- Girls use cookies from their inventory to fill orders, or request more cookies from troop
- Coordinate deliveries with customers so they don't go missing from porches!
- Caregivers click to confirm order is delivered to customer

Girl Scout Delivery Settings may be edited
- Click varieties unavailable for purchase
- Disable Girl Scout Delivery option for customers

{Digital Cookie} has made selling cookies far more accessible, especially for family. I personally have family coast to coast and it has been nice to have those family members able to support me. Additionally, it has made cookie sales a lot easier. Given that it saves customer lists year to year, it is easier to reconnect with past customers....On a more personal note, I had a concussion in early 2020 and online sales made it possible for me to reach my goals without straining myself.

Carissa S., 11th grade, Petaluma
Customers who place **Girl Scout Delivery Orders** will be prompted to select *Cancel or Donate This Order* as their second choice if caregiver **declines or doesn't approve the order within 5 days**.

Customer receives summary of next steps after placing Girl Scout Delivery order

All cookie sales are final message
Online Business

Customer Order Help

Customers **check order status at the bottom of their order confirmation email** or may use the *Order Status* link in the footer of the Girl Scout's online shop.

- **Shipping timelines vary widely** from the 3 national distribution centers due to the pandemic.

<table>
<thead>
<tr>
<th>2022 Digital Cookie Shipping Charges</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4-8 pkgs</td>
<td>$12.99</td>
</tr>
<tr>
<td>9-12 pkgs</td>
<td>$14.99</td>
</tr>
</tbody>
</table>

Customers notified of 2-15 business day delivery window with possible extra pandemic delays.
In-Person Business

In-person, whether it’s door-to-door, booths, at a cookie house party, or at the dentist’s office, is a great opportunity to boost people skills while developing inventory planning skills.

Pro Tip: Bring cookies wherever you go, just remember to bring them inside to keep them from melting in the car.

Sample Party Agenda: ⭐
Approximately 1½ hours

- 10 minutes: Great guests
- 15 minutes: Play game to learn about cookies
- 20 minutes: Serve snacks and socialize
- 15 minutes: Make cookie pitch and share the big goal
- 10 minutes: Take cookie orders or sell cases, depending on if you have cookies on hand
- 15 minutes: Activity
- Say goodbye to guests

Cookie house parties are a fun and inspiring way to make big dreams come true!

Superbowl Sunday idea!

Get 5 boxes for only $30!
In-Person Business

Share your booth plans with your troop volunteer by January 12 to ensure a full assortment of cookies will be available to celebrate the opening of booths on Valentine's Day February 14!

Booths have maximum customer interaction, teamwork, and all the fun! From your neighborhood to the local grocery to the new coffee shop in town, plan pop-up and drive-thru booths where you think new customers might be and partner with your troop volunteer to make it happen!

In-person safety

The Girl Scout Cookie Program is the most publicly visible activity in Girl Scouting and provides us an opportunity to model leadership by doing our part in reducing community transmission of COVID-19.

Girls and families should review and follow these guidelines to keep our girls, volunteers, families, and communities safe. Search COVID-19 guidance at GSNorCal.org for current details.

Pro tip: Encourage girls to create their own safety sign to display to in-person customers that includes their personal Digital Cookie QR code for touchless payments!
Grow Your Business

Did you know **customers buy more when they hear WHY** a girl is running her business? What is her reason for selling cookies this year? Is it to attend camp for the first time, to travel with her troop, or maybe to earn that iPad to easily run her Digital Cookie business next season? **Discuss what motivates her and how she’ll share it with customers.**

**My Why :**

- Tell them who you are
- Tell them about your favorite Girl Scout adventure with your troop
- Tell them about your goal
- Ask them to support your goal

Different types of customers all buy delicious Girl Scout Cookies! **Sharing your why inspires them all to support your goal!**

<table>
<thead>
<tr>
<th>PROGRAM BELIEVERS</th>
<th>COOKIE LOVERS</th>
<th>CONSCIOUS SUPPORTERS</th>
<th>HEALTHY INDULGERS</th>
<th>LIFE BALANCERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>21%</td>
<td>22%</td>
<td>20%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Believe in the Girl Scouts’ mission and want to support particular girls achieve their goals</td>
<td>Love the little indulgence of a tasty treat and look for familiar flavors to satisfy cravings</td>
<td>Support socially responsible organizations, such as Girl Scouts</td>
<td>Seek healthier treats that deliver on taste</td>
<td>Look for balance in their busy lives and search for products with functional benefits for them &amp; their families</td>
</tr>
<tr>
<td>Buys less GSC than average</td>
<td>Buys more GSC than average</td>
<td>Buys more GSC than average</td>
<td>Buys less GSC than average</td>
<td>Buys less GSC than average</td>
</tr>
</tbody>
</table>
Did you know customers typically buy more than once during cookie season? Get repeat customers with *I Am Your Girl Scout*. Girls who continue to connect with their customers receive their support year after year.

**I Am Your Girl Scout:**

- Use the Digital Cookie app to accept payments and get their contact information
- Thank Yous or Business Cards that include a QR code for future purchases—add the date your business closes!
- Ask for referrals from every customer—Do they have a friend who needs cookies?
- Reconnect on special days they might celebrate with cookies—see next page for ideas
- Last chance to stock up reminders
- Wrap up by reminding them you will reach out next year when your business opens!

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### Online ways to grow your customer list

- Booth Livestreaming
- Cookie Tasting Videos
- Virtual Business Pitches
- Progress Update Videos
- Ask customers to share your QR code with their friends

### In-person ways to grow your customer list

- QR Code on Booth Sign
- Drive-thru Booths
- Cookie House Party
- QR Code on Car/Tee/Button Pin
- Door-to-Door/Leaving Door Hangers
Marketing Your Business

Use this Marketing Timeline to connect with customers multiple times throughout the cookie program in creative online and in-person ways!

**January**
Start a Cookie Countdown

**February 1 — GO Day!**
Digital Cookie shops open for business

**February 13**
Super Bowl snacks - Create your own commercial

**February 14**
Valentine and Galentine cookie gifting

**February 18-20**
Online customers get $5 flat rate shipping all weekend!

**Mid Program**
Customers support hometown heroes and our military community with Care to Share.

**March 12**
Celebrate by sharing delicious cookie recipes with customers

**Happy 110th Birthday Girl Scouts!**

**March 20**
Remind customers there’s only one week left to get their cookies

**March 17**
Celebrate St. Patrick’s Day with Thin Mints

**March 21-27**
Plan an end of cookie season countdown to drive customers to your Digital Cookie shop so they can place their final orders of the season.

**Pro Tip:** Girl Scouts market their business on social media while always following the specific platform's guidelines. Girl Scouts sell cookies via Digital Cookie eCommerce shops and do not sell through other eCommerce-only shops such as eBay or Etsy.
Marketing Your Business

DoorDash has partnered with Girl Scouts to connect customers to Girl Scout Cookies!

Junior-Ambassador troops interested in participating in the 2022 DoorDash program should contact their troop volunteer by January 12 to coordinate first-come, first-serve site and schedule reservations. Order location availability varies across council depending on DoorDash service area, scheduling, and site locations.

Illovecookies.org is GSNorCal's exclusive Cookie Finder connecting our entrepreneurs to cookie-buying customers!

- Customers enter name, email, and zip code to find entrepreneurs
- illovecookies.org will be promoted via paid digital marketing throughout our 19 counties as THE way to find cookies and support local Girl Scouts.
- Girls and families do not have to opt-in for 2022, all approved and published shops automatically uploaded daily.
- Search results by zip code will include in-person public booths and Digital Cookie shops.
- Cookie Finder open February 1-March 27

Prefer your shop not be included? Let us know. Include Girl Scout name, Troop #, and Digital Cookie URL to info@gsnorcal.org.

Calling all online customers! Help us celebrate National Girl Scout Cookie Weekend with $5 flat rate shipping all weekend February 18-20.
Reward Cards

Reward Cards are key to powering her entire Girl Scout cookie business, camp, or travel adventure! The 2022 Reward Card option is available beginning at 450+ packages sold.

NOW THROUGH 1/31

Girls may convert their current Reward Card funds to purchase a computer, laptop, or tablet to launch their 2022 Digital Cookie online shop!

Girls who use Reward Cards receive 10% off cookie business tools such as cookie costumes, yard signs, banners, tablecloths, and more at GSNorCal’s Retail Shops through March 27.

Reward Card earners receive eCards via caregiver emails in early May 2022

Camp registration opens 2/1/2022
Visit Camp.GSNorCal.org

Girl-powered adventures
AND
Experiences like no other
AT
Girl Scout Camp
Rewards and Recognitions

New at the 450+ package level, girls may choose to exchange all 60—450+ package rewards for $50 Reward Card + Koala Plush + patches.

- Eliminated traditional plastic polybags on individual items
- Reduced amount of packaging
- New paper packaging is recyclable
- Reuse, then recycle:
  - Bracelet packaging converts to colorful bracelet strands
  - Stamp box is perfect for storing stamp set
  - Reusable mesh bags on beach towel for convenient carrying and storage
- In select items, fabric is:
  - Made of 50% recycled polyester
  - Made of kraft paper fabric

Care to Share Rewards
- Goal Getter Patch
- £3.50 reward

Digital Cookie Rewards
- Cookie Casuals
- £4.50 reward

Patch Rockers
- £5.00 reward

Crossover Patch
- £6.00 reward

Elite Entrepreneurs
- £150.00 reward
- £145.00 reward

Eco-friendly rewards packaging and options!
Rewards and Recognitions

600+ pkgs—Cookie Club Kit OR $50 Reward Card
Girls who choose the 600+ Cookie Club Kit will receive a personalized hoodie, blanket, and a Hydroflask water bottle to commemorate their achievement. Due to personalization, kits anticipated to ship late July.

800+ pkgs—Build-a-Bear Experience OR $125 Reward Card
Girls who choose the Build-a-Bear experience will attend a Girl Scouts-exclusive workshop hosted by GSNorCal in multiple locations across council. Girls receive $100 GSNorCal Build-a-Bear credit to personalize their furry friend. Event dates and locations not final by printing of this guide. Transportation not included. Credit not valid for Build-a-Bear store locations.

1100+ pkgs—Camp Match + choice of Airpods OR $175 Reward Card
ALL girls at this level eligible for Dollar-for-Dollar match when using a Reward Card to attend a GSNorCal camp session.

1500+ pkgs—CA Great America Experience OR $300 Reward Card
Girls who choose CA Great America will enjoy a full day of fun that includes the brand new South Bay Shores waterpark. Girls receive three 1-day Tickets, three All Day Dining Plans, and one Parking Pass for June 5, 2022. Transportation not included, although Reward Card funds may be converted to reimburse for travel costs post-experience.

2000+ pkgs—Scream'in with Marina PLUS $350 Reward Card
ALL girls at this level celebrate their achievement by earning VIP status and joining our CEO Marina Park on thrilling rides before the park opens on June 5, 2022. Girls may choose one Fast Lane Pass plus a $350 Reward Card OR girls may choose three Fast Lane Passes plus a $220 Reward Card. Transportation not included, although Reward Card funds may be converted to reimburse for travel costs post-experience.
Rewards and Recognitions

2500+ pkgs—Apple Watch OR iPad OR $400 Reward Card

Girls who choose the 41mm Apple Watch Series 7 Starlight Aluminum Case may choose from Clover, Starlight, or Marigold Sport Band color options. Cellular data and AppleCare not included.

Girls who choose the 64GB 10.2" iPad with Wi-Fi may choose from Space Gray or Silver color options. Enjoy working on art projects, editing photos, staying organized for school, and so much more! AppleCare, Apple Pencil, Wi-Fi access, and keyboard not included.

3000+ pkgs—Oculus Quest OR Camp Rocks OR $450 Reward Card

Girls who choose the 256GB Oculus Quest 2 All-in-One Virtual Reality Headset enjoy immersive travel, live concerts, and more! The Quest 2 comes with the headset, 2 touch controllers, charging cable, and power adapter. Additional Warranty and Oculus Link cable not included.

Girls who choose the Camp Rocks session will receive a 2022 GSNorCal camp session of their choice! Girls should register now to reserve a spot (deposit will be reimbursed upon earning).

We would like to thank the 260 EntreprenHERs who participated on the Advisory Board in 2021. Their input on Rewards, Marketing, and Best Practices impacted the design of the 2022 Cookie Program. The 2022 Advisory Board invitation will be shared in May 2022.
EntreprenHERs in Action Day
January 29
Girl and Family Sessions

events.GSNorCal.org