Girl Scouts of Northern California
2022 Girl Scout Cookie Season
Minda Azevedo (she/her)
Product Program Manager
North Coast, San Francisco
and San Mateo

How to Participate Today

- This meeting will be **recorded**.
- Participants will be **muted** at the start of the presentation.
- We ask that you don’t post any questions in chat to minimize distraction. We will have **5 minutes at the end of each section** for unmuting and asking questions.
Agenda

❖ Planning for Success
❖ Initial Order Importance
❖ Supply Chain
❖ Business Models
❖ eBudde
❖ Resources
❖ Adventure Packet
❖ Key Takeaways
We’re helping her lead
Planning for Success

- Girl-driven entrepreneurship
- Sustainability
- Equity

In May of 2021, we formed 3 EntreprenHERs advisory boards—SU, troop, and girl—to help us in our planning process, which we plan to continue doing. During our twice-monthly meetings, our product program **guiding principles drove each discussion.**

- **Girl-driven entrepreneurship**—to support girl involvement in ALL decision making—the Cookie Program is a safe space for girls to learn how to maximize their opportunities.
- **Sustainability**—to continue to create a simpler to understand, sustainable experience for girls, families, and volunteers.
- **Equity**—for all entrepreneurs to be provided with what they need to succeed.

At Girl Scouts of Northern California, 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.
Planning for Success

Powered by Product

- Girl Scouts power their adventures by participating
- 60+% of our annual budget
- 56% of each package supports member services

- All cookies $6—price decrease for specialty and price increase for core
- Initial Order—encourage 100% of troops who want to participate to place by 1/13
- Booths + Digital Cookie—Digital Cookie shops launched to accept in-person customer payment and remove cash barrier
- ilovecookies.org Cookie Finder—includes in-person booths
- National GS Cookie Weekend—$5 flat rate shipping

○ **Supporting girls to explain what a $6 package of cookie supports.** It has been 8 years since we last increased the price of our core cookie varieties. This year we have a price decrease for our specialty cookies and an increase for our core cookies. We will have brief talking points and infographics to help girls explain what cookies support—for troops and for Girl Scouts in Northern California. We probably won’t ever compete with Costco or Walmart on price, but we definitely compete on value. Our cookies (and cookie customers) support camps, outdoor experiences, volunteer training, and opportunity for thousands of girls who are making friends, serving our communities, and becoming leaders.

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. This year with in person booths girl will be able to accept in person customer payment and remove the cash barrier when using their Digital Cookie business for in-person cookie transactions.

○ **Helping girls reach more customers.** This year we are working with outside public relations and digital marketing firms to increase awareness of the cookie program through media and paid advertising. We are improving the ilovecookies.org Cookie Finder by connecting customers to both digital links and booth sites.

○ **Flat rate shipping during National Cookie Weekend.** GSNorCal will subsidize shipping costs for
customers February 18–20 (\$5 flat fee for all orders). GSUSA shared that shipping costs are increasing significantly. We hope subsidizing shipping with the \$5 flat rate (coupled with digital advertising and promotion) will provide a big boost to girls’ digital sales, which we will also help promote through paid digital advertising.
Investing in Success

Powered by Product
- Reward Card value increase
- Reduced $0.85 proceed tier from 325+ to 230+ troop PGA
- ~80% of our annual budget due to pandemic

- All cookies $6—Price change support www.NorCal.GS/CookieFAQ ($250-300k investment to simplify)
- Initial Order—girls earn business tools to support their business model
- Booths + Digital Cookie—Digital Cookie CC fees covered by GSNorCal (average $0.18/pkg = $200k investment)
- ilovecookies.org Cookie Finder—media PR and digital advertising in all 19 counties as THE way to support GSNorCal entrepreneurs ($50-75k)
- National GS Cookie Weekend—$5 flat rate shipping for 3 days (~$100k)

Increasing participation and Initial Order Importance which Maria will go over in a minute. However I did want to mention that we will be have two Q&A nights in January to where we will go over Initial Order and Booth Scheduler. They will both be on Wednesdays night with the first one being January 5th and the second one January 12th. We’ll drop the registration link in the chat.

- Supporting girls to explain the price change – We know that adults who support their entrepreneurs receive questions that can be challenging for girls to answer however it’s always best to encourage the girls to take the lead. Sometimes there are those customers that want to discuss the change in GSNorCal’s cookies prices. We have come up with ways for the girls to respond, some of those responses can be found in the Family Guide and at www.NorCal.GS/CookieFAQ.com. Maria will drop this in the chat now, too.

- We are optimistic that public booths will be back . . . WooHoo! When in-person you will need to follow the COVID-19 guidance on the GSNorCal webpage. Although we are celebrating booths being back, we know the key to girls funding their dreams and to girl business success is using Digital Cookie to build their businesses, expand their customer databases and not be limited by cash-on-hand. Be sure to talk to girls and families about their plans for participating in booths so troops place initial orders and have enough cookies available for the first weeks of booths.

- We’ve updated the booth lottery process to one round of booth selection within a service unit before opening booths to all troops on initial order placement day. In the initial booth lottery
round, each troop may select up to 6 locations within their service unit, 2 max per location. This change reflects our commitment to equity for all Girl Scouts.

• Investing in Digital Marketing – GSNorCal will continue to invest in connecting more customers to girls’ through ilovecookies.org Cookie Finder with paid digital marketing and PR throughout our 19 counties and 648 zip codes.

• We will be celebrating National Girl Scout Cookie Weekend with a $5 flat rate shipping fee all weekend February 18-20

• New Cookie and adding it to the line up – we asked the EntreprenHERS advisory board if they wanted to get rid of a cookie or keep all 9 . . . It was unanimous that we should keep all 9
DoorDash Partnership

- SU Teams are coordinating as admins
- Junior through Ambassador level only
- May not be available in all SUs
- Locations open **February 14**

- {The DoorDash option may or may not be available in their SU. Reach out to your SU Cookie Team to find out if it’s going to be available.}

- **SU Teams are designing it for their area**

- **DashPass**: Gain access to a growing base of the most valuable food delivery
  - Access to most engaged, highest spending customers
  - 9.4M total active DashPass Customers
- Double Dash: essentially the digital version of an impulse purchase at the grocery store.
  - In a single delivery, customers can add cookies to their existing order for no extra delivery charge
- **Pickup**:
  - Pickup is a growing part of DoorDash business
  - Customers place higher order values with pickup
- Overall, this will be a game changer for our Girl Scouts' outreach and sales
Ready for a new Girl Scout Cookie™ Adventure?

We are!
ADVENTUREFULSTM

• Expertise that makes a difference
  • Collaborated with Girl Scouts to deliver flavor consumers crave
    • Grounded in macro trends including modern nostalgia, multi-textural, and emerging flavors
    • In testing, 95% of consumers intended to purchase in addition to another Girl Scout Cookie they purchase
      • Taste appeal exceeded cookie category benchmarks
  • Backed by robust marketing support
    • National PR announcement
    • Little Brownie social campaign
    • Turnkey marketing toolkit
    • Integration into rewards

CONFIDENTIAL & PROPRIETARY

Adventuresfuls, a brand new cookie in 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. Similar to the Girl Scout S’mores new cookie release, both bakers will offer Adventuresfuls. Could it 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 at the end of the program council volunteers handle donating the packages.
This year’s Mascot is Kiana the Koala. Koala’s can be found in the wild on the southeast and eastern sides of Australia. This year’s theme is Climb with Courage just as Koala’s climb to get where they are going, Girl Scouts Climb with Courage as they reach for their goals and accomplishments.
**Koala FUN FACTS**

- Although sometimes called “koala bears,” they’re not bears at all – they’re marsupials.
- Koalas’ strong, clawed feet are perfect for climbing eucalyptus trees.
- Just like people, koalas have individual fingerprints.
- Koalas have 3 “fingers” and 2 “thumbs” on each hand to help grip branches.
- Koalas can sleep up to 18 hours a day.
- Koalas can climb up a tree in two ways.
• One way – involves what is reasonably known as regular climbing

• Second Way – they can bound – leap like a frog, with the two arms reaching forward as one, and two legs pushing off. They can move very quickly while bounding Koalas usually bound when they are close to the ground – probably to get up the tree to safety as fast as possible

https://www.natgeokids.com/uk/discover/animals/general-animals/ten-facts-about-koalas/
https://friendsofthekoala.org/fact/koala-fact-08/
https://www.treehugger.com/things-you-didnt-know-about-koalas-4864248
Climb with Courage

on every adventure
Supply Logistics

Accurate girl inventory DAILY in eBudde is key.

- Unallocated cookies in troop inventory are assumed unsold
- Cupboards support all troops and exchange varieties.
- Together, we aim for zero unsold cookies!
- Risk-free check out 3/19-3/27

We moved supply chain logistics up front here because we feel, just as we’ve all heard about and even experienced shipping delays, the cookie supply chain will be impacted by the pandemic. What this means is—troops need to place an Initial Order by 1/13. The troop initial order is the key to having a good inventory for girls in the first weeks of the program when customer demand is at it’s highest. Check in with troop families to know which girls plan on booting to ensure enough cookies are ordered.

Every other link in the cookie supply chain flows from the Troop’s Initial Orders. From there on, eBudde is the single source of truth for cookie inventory. The Product Team looks at eBudde every day, throughout the day for planning purposes to support us understanding what’s sold and what’s unsold, as well as to move cookies between cupboards and warehouses to attempt to have which cookies needed where they’re needed.

Record sold packages for each girl ASAP in eBudde — troop packages not transacted to girls are considered UNSOLD. This impacts our decisions on where to move inventory to meet demand. We have support and tips on the next slides for troops throughout the program to sell through, including cupboards exchanging varieties through out the program and supporting risk free check out the last week of the program again. Together we aim for zero unsold cookies.

Troops indicate their participation level with their initial orders and we fill cupboards based on troop initial orders, so if troops’ orders are low indicating low participation, the cupboards
inventory will be low as well. **Record sold packages for each girl ASAP in eBudde** — troop packages *not transacted to girls* are considered UN SOLD and impact cupboard product availability.

Cupboards can exchange varieties down to the package level throughout the program. Use any cupboard Exchange Stay in communication

If you have a fear of excess cookies, communicate with your reach out early on for support to your SU Manager and Cupboard Manager, as they are there to support your troop with zero unsold cookies at the end of the program.

Together, we aim to meet girl business demand and reach zero unsold cookies.

**Key Factors:**

- Allocating cookies to girls in eBudde is extremely important to supply logistics, balancing the supply, and the overall program success.
- Balancing the troop inventory on a daily basis will help the troop to know how many cookies are in their inventory to determine if more cookies are needed or if they have excess and need to begin troop to troop transfers.
- All unsold cookies are troop cookies; maintaining regular contact with troop families will help inform troops of their inventory needs.

This chart gives a visual for our cookie supply logistics from the beginning when troops place their all-important initial orders indicating their participation level, to the Care Shares which play a key role in our sustainability, ensuring we’re managing the council inventory responsibly through the end of the program by financially covering product left unsold in the cupboards.

In addition to girls advocating for Care to Share and their generous customers, we are very grateful to our cookie SU volunteers for partnering with us last year to manage the cupboard inventory incredibly well! Not only did GSNorCal girls increase their Care to Shares sold by over 26% to 179,731 packages, our cupboard managers were working together to balance out the local cupboard inventories, and sending troops to other cupboards with available inventory, at times even loading their cars and moving it themselves transferring cases between cupboards.
Initial Order

❑ Girl Business Tools
  • Troops confirm booth participation with families before placing order

❑ Business Models
  • Online
  • In-person
  • Grow your business—I am your Girl Scout & sharing My Why

❑ Circles of Support

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!

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.

• Review eBudde IO details – Troops order their initial order based on how girls plan to participate, if online or door to door, troops should order a the 175+ level.
• If girls plan to do booths, troops order at the 225+ level.

• what girls get – tools for their businesses
Initial Order

Initial order is due 1/13

- Troops place initial order to:
  - indicate participation level
  - have assortment of cookies available to fulfill girl delivery orders and celebrate opening of booths on 2/14

- New! Troop Order History resource
- Troop Initial Order Worksheet updated with percentage recommendation for 9 varieties
- Q&As with the Product Team
  - January 5 & 12, focus on Initial Order & Booth Selection

- Troops place initial order to indicate participation level and have cookies available the first weeks to support customer demand, when it’s at its highest.
- Low troop initial orders indicates low troop participation—council places low cupboard inventory order

If you’re a brand new troop, don’t worry—your SU team has local details for you. Each troop will receive a new tool this season by email which outlines their transaction history for the past 3 seasons, including initial order, cupboard transactions and troop to troop transfers in and out of their troop.

We’ve also updated the Troop Initial Order Worksheet to reflect a balanced mix of varieties and projection for the new Adventurefuls, based on years of data.
Cookie Exchange tab

- It helps you, it helps them.

Look at the Cookie Exchange tab before ordering any from the cupboard. It helps you and it helps them.

- Hover over email address to see zip code of the troop.
- Make sure you update your offerings, following transfers to other troops.
- The giving troop records the troop to troop transfer on their transaction page, which also add it on the receiving troop’s transaction page.
Cupboard Orders

- Cupboard List
  - unavailable cookie varieties and cupboard hours

All cupboard cookies are girl cookies and can be moved where needed to meet girl business demand. Troops can pick up cookies from any council cupboard. Troops have a cupboards list report. With it you will see unavailable cookie varieties in each cupboard, location and contact info as well as the cupboard hours.

- Communicate excess inventory to Cupboard Managers and use Cookie Exchange tab in eBudde to share excess inventory with other troops
- Review cupboard requirements, availability, exchange policy, and safety protocol specifics prior to placing orders
- Place orders 72 hours in advance of desired pickup
- Arrive during scheduled time to pickup orders
- Count and sign receipts for EVERY transaction
Cupboards

- Cupboard available hours and dates updated regularly in eBudde
- Cupboard location map on troop dashboard
Thriving through change
Online Business

While celebrating the return of in-person, it’s important to emphasize the power of Digital Cookie:

• **Easier on girls** — to reach more customers
• **Easier on customers** — contactless payment, not restricted by cash on hand
• **Easier on volunteers** — no money to handle, no trips to the bank
• **Saves troop money** — GSNorCal pays credit card transaction fees

The pandemic has changed how most customers pay for goods. Last year, 1.9 million packages were sold through GSNorCal Digital Cookie shops! Though our results were impacted by the pandemic, the online 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. And how amazing is it that girls had Digital Cookie available to reach customers where they were at in the middle of the pandemic. Current trends are supporting a continuing customer shift to online shopping and contactless payments by credit card while in-person.

We anticipate the program will be different from last year with the excitement of booths returning. However, we can’t talk about in-person booths separate from Digital Cookie. To reach her dreams and have her Girl Scout experience Powered by Product, Digital Cookie is the number one method for a girl to run and grow her cookie business, from taking payments easily for customers to helping her connect and let customers know, “I’m your Girl Scout” year after year, and growing her customer lists, Digital Cookie is THE way to go.

Even with the return of in-person, 100% of girls participating in the program need to launch their Digital Cookie shops. If a girl can’t launch her shop, it’s ok.

• We will provide support to girls who don’t have access to launch their shops.
• If parents are concerned about Girl Delivery, Girls can set up their shops for direct ship and donate only.
• You can launch the troop cookie link.
Mobile version of shop. All volunteer info is on desktop version. The Digital Cookie app has been enhanced with Girl Scout’s new brand this year. The images in the slide reflect app’s new branding. The desktop version will undergo a branding metamorphosis for the 2023 season.
Online Business

Girls using Digital Cookie:

- Are building their business customer lists year over year—*I Am your Girl Scout!*
- Have the same URL from year to year
- Create QR code marketing tools to use each year
- Make it easy for customers when displaying their QR code for in-person transactions, especially at booths

You know customers buy more when they hear **WHY** a girl is running her business. Did you know customers **typically buy more than once** during cookie season? Girls get repeat customers with *I Am Your Girl Scout*. Girls who continue to connect with their customers receive their support year after year.

Girls can support customers by displaying their QR codes wherever they are—making it easy for customers to purchase cookies and not be limited by cash on hand. QR codes can be found in the dashboard of each shop.
Online Business – Troop Cookie Link

Initial Troop Cookie Link activation:
- Enter Zip Code and Select Troop Site Lead
- Site Lead must then switch to parent role and work with troop to set up their site.

Ideally, every girl launches her Digital Cookie shop. There is also a Troop Cookie Link available for troops to launch together with support from their troop volunteer.
Site Lead is the “parent” of the Troop Cookie Link
We’re encouraging all troops to launch their TCL.
Online Business – Troop Link

• The Booth Pick Up Option = we don’t recommend using this for this season.

With Booths just returning and inventory challenges, the reason we’re not promoting this is because of the inventory complexities. The planning and logistics of this option make it challenging for booths and customers. We don’t have the functionality to work through any logistics issues associated with this option.
You may see this option in Digital Cookie. It’s a new feature this year, however, with booths just returning we don’t recommend using this option this season, to keep it simple for volunteers, girls, and customers.
More than 2/3 of the total council sales went through Digital Cookie last year! The charts on this page reflect that even before the pandemic, participation and usage of the Digital Cookie platform to support girl business growth was on the rise *increasing year over year* as **girls gain real world digital entrepreneurship skills**, whether they reside in a low income zip code or not, to grow their business and reach more customers.

Digital Cookie participation is key to girl business success now and in the future to meet customers where they’re at and to sustaining girl PGA this year with the price change.

Fun Fact: This is our ninth year using Digital Cookie and we just keep on growing!

A few points about the 2021 cookie program: of the 11,329 girls who participated in the 2021 cookie program, based on girls’ zip codes, about 30% of these girls live in low-income communities.

- **Girls who live in low-income communities participated in the cookie program, including participation in the online business, at the same rate as all girls.**
- **Looking at the program experience of girls who live in low-income communities compared to all girls who participated in the 2021 program, girls who live in low-income communities sold more packages per girl than the council average.**
• On average, customers who live in low-income communities, based on the zip code information they provided when they purchased cookies online via Digital Cookie, purchased the same volume of cookies as all customers who made their purchases on Digital Cookie.
Online Business

{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., 12th grade, Petaluma
Like most other industries, the pandemic has increased shipping charges. From the customer view, customers are notified it can take 2-15 business days to receive their direct-ship order delivery, with possible extra pandemic delays. For Girl Scout delivery, customers receive a summary of next steps. All customers are notified all cookie sales are final before making payment.

NEW! Girls and troop volunteers no longer need to support customers with direct ship order status. 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. GSUSA has invested in a customer care team to support customers.

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

### 2022 Digital Cookie Shipping Charges

<table>
<thead>
<tr>
<th>Packages</th>
<th>Charge</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>
EntreprenHERs in Action Day

*My Why* impacts Per Girl Average

**EntreprenHERs in Action Day**

January 29
Girl and Family Sessions
events.GSNorCal.org

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.**
The I am your Girl Scout Campaign connects your Girl Scout with her customers in a meaningful way.

Here are key approaches to encourage the growth of your Girl Scout’s customer base:

- **Reach out to previous customers.** That can be from previous cookie programs, Fall Take Action Program customers, family and friends that regularly participate.

- **Your network is part of your Girl Scout’s customer base.** That could be work colleagues, neighbors, church groups, hobby groups, even your dentist! Work with your Girl Scout to make a list of who is already in your network and who could be added. Starting to look through all your contacts on your phone is a great way to start.

- **Encourage your Girl Scout to reach out to their customers multiple times throughout the program.**

- **A personalized thank you goes a long way in retaining customers.**
Booths

• In-person booths in eBudde included in ilovecookies.org Cookie Finder
• In-person booths at residences should not be included in eBudde
• My Sales requests to support girl innovation and creativity:
  • drive-thru site,
  • cart on wheels parked at a train station
  • timeline for approval
• Print a copy of your booth Current Signups
• Releasing booths for waitlisted troops

Some reminders about booths:

• **REMIND what MySales are in eBudde**
• **Booths released—waitlisted troops will receive an email when their waitlisted booth is released. Booth selection is a first come, first serve basis for troops to select the requested waitlist booth.**

• **“Print a copy of your booth reservation just prior to attending the booth**

Troops should release a in-person booth right away if not able to attend.
• Troop volunteers can release the booth from the eBudde Dashboard Calendar.
• My Sales booths can be released by contacting your Service Unit Booth Coordinator.
Booth Scheduler

To support equity for all girls:
One round of six inside SU picks; 2 max per business

1/10-1/11: Troops reserve 6 sites inside SU; 2 max per business
- Just in time for troops placing their initial order
- If you’re unavailable designate another adult to select booth picks
- Opens 1/10 8:00pm, Closes 1/11 11:59pm

1/13: Scheduler opens 8:00pm for unrestricted reservations

Offline booth lotteries have been a hot topic of discussion as a result of GSNorCal’s commitment to Diversity, Equity, Inclusion, and Belonging (DEIB). Our commitment to DEIB has led to a new Volunteer Policy, a commitment to nurture belonging, and a review of current cookie program practices, policies, and procedures to identify barriers to equity and belonging for all entrepreneurs at both the council and volunteer levels of implementation.

Volunteer Policy:

Girl Scouts of NorCal’s commitment to nurture belonging. 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.

We’re asking volunteers to provide all entrepreneurs the same accessibility to ‘prime’ booth spots and to remove processes that impact those opportunities through incentivization for adult attendance, compliance, and/or participation. Even when offline booth lotteries are in place without adult incentivization, troops/girls who are able to
participate are provided an advantage of having additional picks already in place as compared to troops/girls who are adhering to the Booth Scheduler guidelines. We definitely understand the rationale behind how this came to be, although our role is to ensure all practices within our control align with providing equitable opportunities for all girls running their business.

To create equitable and accessible locations for all girls and to support girl-driven entrepreneurship, there is one round of booth lottery and then the Booth Selector opens to all troops.

Another barrier we identified is the ‘inside SU boundaries’ Booth Scheduler process not being equitable to all girls, so we have reduced ‘inside SU boundaries’ picks to only one round and 6 sites, with the goal of removing all ‘inside SU boundaries’ site picks for next season. For several cookie seasons, we have had SUs with zero booth sites, so their entrepreneurs don’t have the same opportunities and access to running their in-person businesses. Based on current COVID case rates and vaccination rates in Northern California, we anticipate that public booths will be back utilizing appropriate safety guidance from GSNorCal. GSNorCal will continue to monitor California State Guidelines throughout the Cookie Program and update our Covid-19 Safety Guidance webpage and our SU Teams by email as needed.
Rewards

to inspire girls as they reach for their goals
Every year when we design reward line up, we consider the quality and appeal to girls and adults alike.

- **New this year at the 450+ level:** Girls can now choose to exchange all 60-450 package rewards for a $50 Reward card + Koala plush + patches they’ve earned throughout the season.

- **Build-A-Bear: 800+ packages** - Girls who choose the Build-a-Bear experience will attend a Girl Scouts-exclusive workshop hosted by GSNorCal in multiple locations across our council footprint. Girls receive $100 GSNorCal Build-a-Bear credit to personalize their furry friend. Event dates and locations not final. Please note that transportation not included. Credit not valid for Build-a-Bear store locations.

- **Also new this year,** in order to support girls wanting to be a part of rebuilding our burned camps, girls who donate $25 of reward card value earned to the 2022 Camp Investment Campaign will receive a leaf cushion and 2022 Camp Investment Patch.
**Patch Rockers:** How cool is it that they build a tree?!? Note eco-friendly packaging (as mentioned in the following slides)

**Digital Cookie Rewards:** Also new this year is the *Troop* Digital Cookie Rewards (explain for the Troop Cookie Link); they won’t show up in eBudde. Our Product Team will use a digital cookie report and share the troops who earned it following the end of the program, the Koala Bracelets and the Samoas and Mountain Bracelets are troop rewards.

**Great America: 1500+ packages** - Girls who choose CA Great America will enjoy a full day of fun. Our tentative Great America Date is early June. Girls receive three 1-day Tickets, three All Day Dining Plans, and one Parking Pass. Transportation not included, although Reward Card funds may be converted to reimburse for travel costs post-experience.

**Great America: 2000+ packages** – Special VIP package at Great America for 2000+ packages. 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. 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.

Great America is tentatively scheduled for June 5th.
Eco-friendly PACKAGING and options

• Eliminated traditional plastic polybags on individual items.
• Reduced amount of packaging
  • Paper wraps and hang tags
  • Reusable mesh bags – less waste, more function
• New paper packaging is recyclable
• Reuse, then recycle:
  • Bracelet packages convert to colorful bracelet stands
  • Stamp set insert turns into reusable blank gift card.
  • Colorful stamp box stores stamp set.
For 2022 we are lowering the troop per girl average required to earn the $0.85 level of troop proceeds from 325+ packages last year to just 230+ packages for 2022. Cadette, Senior and Ambassador troops will still have the option to earn an additional $0.15 per package (up to a total of $1 per package).

As you know, Juliettes are individually registered girls that are not in troops hence there is no troop per girl average that determines their profits. Instead, their profits are determined by tiers of packages sold. Juliettes will in addition to proceeds will also be included in the reward program. Juliettes are eligible to earn all the same rewards PLUS earn proceeds in tiered amounts based on bands of total packages sold. Proceeds issued on Reward Cards.

Per IRS regulations, Juliettes can’t receive troop proceeds in dollar for dollar amounts. To be in compliance, we provide troop proceeds in banded package amounts to Juliettes in the form of a reward card to power their Girl Scout experiences.

Juliette troop numbers moving forward in eBudde and M2 will be the girl’s GSUSA ID number, to more easily support the girl from year to year.
Powering Growth
Caregiver information in eBudde

• Girl tab includes caregiver email address

• Caregiver email not editable by Troop or Service Unit Users, to edit you must contact your GSNorCal Product Team

• Remind parents not to opt out of these emails as they are important information
Caregiver Branch Email

Troops email caregivers

Caregiver E-mail:

Calling all cookie communicators!

Please help us keep the vdubbin* system humming by using the best tool for the communication job:

1. For basic information such as policies and procedures, post files on your council's section of the VIP sharing system. Volunteers can access them again and again without forgetting about the system.
2. For alerts and timely reminders, use the vdubbin* system messaging. Now you can upload your file and the link will be sent to recipients. The attachment file will expire 30 days from the day of upload.

Remember "Caregiver email" is provided as a convenience to broadcast information to the caregivers for your girls. Unlike the "Notices" system, email messages will only go out once per "send." Recipients will not be able to reply to this email.

When you use the best tool for the communication job, you help keep vdubbin* quick and lively for everyone. Thank you!

* Subject:

* Message:

Send Email To:

☐ Select All
☐ Maggie L. (maggie.smith@gmail.com)
☐ Angie P. (angie.perez@gmail.com)
☐ Trisha M. (trisha.miller@bjp.gov)
☐ Jane M. (jane.martin@bjp.gov)
☐ Sarah M. (sarahr.martin@gmail.com)
**Koala FUN FACTS**

### Baby joeys
- A baby koala is called a “joey”
- Newborns are roughly the size of jelly beans
- Like other marsupials, mothers have a pouch where their newborns develop
- Joeys are born blind and earless – they use their strong sense of touch and smell to find their mothers’ pouches
- A joey grows and develops in the pouch for six months, then rides on its mother’s back for the next six months

### Habitat and diet
- Koalas can eat over two pounds of eucalyptus leaves a day
- Their habitat is under threat – around 80% of their Australian forest habitat has been lost to human homes, drought and bushfires
Resources
Tools for every GIRL SCOUT COOKIÉ™ WORLD
Supporting girls in both online and in-person business models!
Resources

- **Single Virtual Volunteer Packet** for troops and SUs
- **eBudde Help Center** for system tasks
- **Weekly Q&As - live**
  - Wednesdays 5:30-6:30pm
- **Weekly Volunteer Comms**
  - Wednesdays
- **NorCal Cookie Program Facebook** for SUs

- **Families text Cookies22 to 866-984-0416 for weekly program updates**
  
  Msg & data rates apply. 5 msgs/mo. Reply STOP to end. See [www.GSNorCal.org/Privacy](http://www.GSNorCal.org/Privacy) for more details.
We’re super excited—we’ve combined the two separate troop and SU volunteer guides from past seasons into one Volunteer Adventure Packet. Our intention is to simplify the resource for all volunteers. Throughout the packet resources are just a click away.
Resources on Cookies+ for LOW-CONTACT and NO-CONTACT in-person businesses
Resources from GSNorCal Retail

All orders placed with a Reward Card receive an additional 10% off through 3/27/2022.

https://norcal.gs/retailorders, or Email orders to HelpDeskRetailStore@gsnorcal.org

2’x3’ Banners
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.
Important Dates pre-Launch

**December 2021**
- **12/8**: Cookies+ webpage launch — includes all girl, family & volunteer resources
- **12/8**: eBudde opens to volunteers
- **12/8-12/11**: Virtual Troop Returning Manager Kickoffs
- **12/18**: Virtual Troop New Manager Kickoff

**January 2022**

**Week of 1/3**: 2022 Cookie Family Guide hits mailboxes *(registered girls + volunteers)*
- **1/5 & 1/12**: Q&As for Initial Order & Booth Scheduler
- **1/10**: Booth Scheduler opens inside SU
- **1/13**: Troop Initial Orders **due** and Booth Scheduler opens unrestricted
- **1/28**: Digital Cookie login emails to families
- **1/29**: EntreprenHERs in Action Day virtual kickoffs
Program Timeline

2/1 Tuesday: Digital Cookie shops open for business

2/4-2/13: Cookie deliveries to SUs and Cupboards— in-person residential /deliveries when cookies in hand

2/13: Superbowl Sunday

2/14 Monday Valentines/Galentines Day: Public booths open

2/18-2/20: National Girl Scout Cookie Weekend —$5 flat rate shipping + opening booth weekend (heavy PR push)

3/12: Girl Scouts 110th Birthday

3/27: Cookie businesses close
Key Takeaways

- Launching Digital Cookie shops
- Placing Troop Initial Order
- Family Guide & Cookie FAQs to support customer questions
- Get your girls registered for EntreprenHERs in Action Day—My Why and I’m Your Girl Scout

EntreprenHERs in Action Day
January 29
Girl and Family Sessions
events.GSNorCal.org

$5 Flat Rate Shipping for online customers 2/18-2/20
What’s Coming Next

Virtual Volunteer Adventure Packet on December 8—emailed to product volunteers

Materials Available early January from SUs:

- Empowered by Cookies Infographic for booths
- Care to Share Box Wraps for booths
- My GS Adventure Table Tent for booths
- Girl Order Card
- Adventurefuls cookies for troops
- People Skills Exercise for troops
- Receipt Books for troops
Thank You!