2021 Cookie Program

Family Guide

Hope is our 2021 program mascot!

Due to the COVID-19 pandemic, program guidance and deadlines are subject to change. Visit Cookie+ Program Resources on our webpage for the most up to date information.
Entrepreneurship
Welcome to the 2021 Cookie Program, GSNorCal’s premier girl led entrepreneurship and financial empowerment program!

ENTREPRENEURS are people who create new businesses, products, services, or processes or find ways to improve what currently exists. They stand out for their courage to try something different and their ability to solve problems in creative ways.

To many, entrepreneurship is synonymous with business start-up or capital ventures. But as Girl Scouts, we know that entrepreneurial innovation can also be used to solve social problems and make the world a better place.

9 in 10 have done something related to entrepreneurship!
- Found a new way to use a product or service or created a new one
- Encouraged someone to join a social issue or cause
- Started a YouTube channel
- Started their own business (e.g., a lemonade stand, babysitting club, etc.)
- Started a new club, campaign, or organization

90% of girls have done something related to entrepreneurship! What girls want to do for future careers are the things required of entrepreneurs, including:
- Coming up with new ideas (92%)
- Taking on new challenges (88%)
- Challenging how things are done (80%)
- Creating jobs for other people (80%)

When it comes to future careers, girls are actively exploring their entrepreneurial interests.

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

Female Entrepreneurship
- Less than half of today’s entrepreneurs are female.
- Just 20% of startups have a female founder.
- Female-owned businesses employ only 8% of the workforce and produce 4% of national revenues in the US.
Why Entrepreneurial Mindset Matters

Having an entrepreneurial mindset means girls can identify and maximize opportunities, overcome and learn from setbacks, and succeed in a variety of settings. In short, it balances the scales by readying them for today’s world and prepares them for success.

Girls with entrepreneurial mindsets are:
- Confident in their abilities
- Socially conscious problem-solvers
- Curious learners
- Innovative and flexible thinkers
- Challenge-seekers and risk-takers who learn from setbacks
- Collaborative teamsters

By encouraging girls to enter the entrepreneurial realm, we’re not just preparing them for success in the marketplace, but also giving them the tools to solve problems, be innovative and flexible thinkers, collaborate with others and be resilient while they reach for their dreams.

Girls who are still developing their mindset need the most support when it comes to community problem solving, innovative thinking, and challenge seeking. Tips for encouraging your entrepreneur:

- **Celebrate, recognize, and validate girls’ entrepreneurship.** Help them see that their experiences innovating, leading, organizing, and money-earning are the foundation for entrepreneurship and a means to change the world.

- **Encourage interest through opportunities to learn entrepreneurial skills hands-on.** Both the Fall Take Action and the Girl Scout Cookie Program provide direct experience practicing skills like goal setting, marketing, budget forecasting, and more.

- **Encourage girls to overcome the fear of failure.** Recognize the finished product or project, and celebrate and encourage them while they persist through challenges and setbacks along the way.

- **Conquer gender bias in entrepreneurship.** Make an on-going commitment to eliminate gender biases from dialogue (language like businessmen) and to nurture girls’ interest in entrepreneurship, including using female examples of entrepreneurs, inventors, and social innovators when talking about entrepreneurship.

- **Ensure girls have access to financial literacy education that grows as they grow.** Hands-on experience earning and managing their own money results in a lifetime of financial empowerment. Girls earn a Financial Literacy badge every year, allowing them to build skills over time.
‘Booths’ During the Pandemic

We expect ‘booths’ to look a little different this year due to the pandemic. It is unlikely that all entrepreneurs in our 19 counties will be able to participate in an in-person booth outside of a business, although virtual booths will be everywhere!

Since the end of last year’s program, we have been discussing the potential loss of in-person booths as an overwhelming challenge for the girls to meet their goals. As we progressed through the disappointment of the pandemic’s duration and it’s impending impact on their ‘best’ sales channel, we stopped to consider just that. Let’s loop back to the definition of an entrepreneurial mindset.

An entrepreneurial mindset is a set of skills that enable people to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings.

Ask your girl! What if we consider in-person booths may be limiting girls to only a store’s customer traffic during that time slot? What if girls had a way to reach more customers than a typical in-person booth? Is there a way to sell packages during what would normally be drive, set up, and inventory reconciliation time?

Successful entrepreneurs:

- **See an opportunity to innovate based on reality**—how would virtual booths work? Would businesses host Zoom or Cookie CEO booths? Could Facebook Live booths work on social platforms?
- **Monitor their business for return on investment**—could virtual take the least time and yield better results? Could asking for referrals work?
- **Adjust their marketing plan**—how do they reach the same number of customers or more online as they would in-person? Could a text chain work?
- **Reassess their brand**—is there anything they did in-person that they can’t do virtually? Could they influence customers through a video to stand out?

Guidance for **in-person booths** and **door-to-door transactions** is based on the California Blueprint for a Safer Economy. Contactless door-to-door marketing and product delivery is allowed in all counties.

- In-person booths/transactions not allowed in **Purple** and **Red** Risk Level.
- In-person booths/transactions allowed in **Orange** and **Yellow** Risk Level.
  - Individual household only.
  - Volunteers will contact families with in-person booth guidance.
  - Booths must be approved by your local service unit volunteer team.
  - **Orange** counties who move to **Red** will need to cancel all scheduled booths.
  - CA state, County-specific, and GSNorCal COVID safety guidance must be adhered to for all in-person booths or girls risk removal from the program.
Shop Locator, Cookie Finder, Voice Search

Virtual booths hosted on social media give girls a way to achieve their goals and reach customers without loading/unloading, commuting, and setting up inventory as with in-person booths. Girls may find this allows them to discover how best to maximize their return on investment of time in their cookie business.

Here’s how it works:
- Girls brainstorm their approach and social platforms.
- Create a social media event or schedule a live stream.
- Make it personal and make it fun with graphics and girl bling!
- Consider the logistics and include the details: delivery and payment.
- Invite family and friends and ask them to pass the invite along!
- Promote on social media and in your community channels.
- Celebrate success!

Be sure to review and follow Girl Scouts’ safety guidelines at gsnorcal.org.

National Cookie Weekend is 2/19-2/21.
To celebrate, GSUSA is launching a new Cookie Finder plus voice search for Alexa and Google Home, and GSNorCal is asking our families to participate in the Online Shop Locator social campaign to connect customers to girls. Join us in the celebration!

- Troops partner to publish a Digital Cookie Virtual Troop Booth to be included in the Cookie Finder.
- The Cookie Finder will be promoted nationally 2/19-3/31.
- Customers will be directed to purchase cookies for direct ship or donate from Virtual Troop Booths within their zip code.
- In-person public booths, if available in that customer’s zip code, will also populate in the Finder.
- Girls in troops who publish a Digital Cookie Virtual Troop Booth in the Cookie Finder are eligible to earn rewards.
- Text COOKIES to 59618 to access the Cookie Finder.

Girls earn a Booth Sales Patch + Cookie Decals when they:

VIRTUAL TROOP BOOTHS
Earning requirements for Booth Sales Patch + Cookie Decals coming in January 2021! Stay tuned.

1) Publish their Digital Cookie online shop.
2) Opt-in to the GSNorCal Online Shop Locator.
3) Partner with their troop to publish their Digital Cookie Virtual Troop Booth in the Cookie Finder.
We’ve Got Girl Scout Cookies!

Loved by millions, Girl Scout Cookies have launched more female entrepreneurs to success than any other program in the world for 100+ years. Whether it’s a trip she’ll never forget, a service project that will change her community, or building a lifetime of memories at camp, Girl Scout Cookies help make it happen.

$5 varieties

- lemon ups
- do-si-dos
- tagalongs
- samoas
- trefoils
- thin mints

$7 varieties

- toffee-tastic
- girl scout s’mores

There are two licensed Girl Scout bakeries, ABC and Little Brownie Bakers (LBB). ABC is offering a new Toast-yay cookie for 2021. GSNorCal uses LBB so we are not offering the new Toast-yay cookie that will be shared in a GSUSA campaign.

Our “ninth” cookie variety, Care to Share is our service project in which we share our delicious cookies with the community!

Girls sell virtual cookies to be donated by the council to local organizations, such as food banks, military bases and veterans, or hometown heroes at the end of the program.

- $5 per package, no specific variety
- Available online and in-person
- Per IRS regulations, all donations collected while participating in product programs should be put toward Care to Share

Girls who jump for the fences with Care to Share (CTS) packages will earn rewards!
How the Cookie Crumbles

Each package of cookies sold raises $3.95 to support programming for nearly 40,000 diverse GS NorCal girls across 19 counties. All proceeds collected from cookies sold in GS NorCal stay local. Troops earned over $3,800,000 in proceeds during the 2020 Cookie Program.

From each package:
- 58% funds council services—including girl programming for 40,000 diverse NorCal girls across 19 counties, volunteer support and resources, camp facilities and more!
- 21% covers the cost of the cookies from the bakery
- 20% stays with troops as proceeds and girl recognitions
- *1% covers other costs of the program

Troop Proceeds

In addition to gaining valuable life and entrepreneurial skills, girls can set individual goals and earn items or reward cards. Troops earn proceeds, $0.75-$0.85 per package to fund their troop expenses and other Girl Scout experiences.

If 2020 Fall Take Action Program requirements were met, older girl troops (c s a) may vote to opt out of girl rewards and earn an additional 15 cents per package. After voting to opt-out, troops identify a younger girl troop (d b j) for Cookie Program mentorship, plus 100% of girls launch their online shop. Encourage your girl to calculate individual Reward Card values at her goal level prior to deciding to opt-out with her troop.

All troops may increase their proceeds when their per girl average (PGA) meets or exceeds the identified levels. This plan is cumulative.

Juliette Proceeds (individually registered girls not in troops)

Juliette girls gain valuable life and entrepreneurial skills, set individual goals, and are eligible to earn all the same rewards. They earn tiered proceeds on Reward Cards in amounts banded within total packages sold, more sold = more earned.
Her Cookie Business = A Family Affair!

Chief Entrepreneurship Officers (CEOs) succeed with a full team supporting them—just as businesses have Chief Operating Officers, Chief Marketing Officers, and Chief Financial Officers. Family engagement is as important as the countless hours of volunteer support in every girl’s path to financial empowerment and independence.

Family support before, during, and after the program involves planning with your girl, partnering with your troop volunteer, and diligence in meeting deadlines. With over 23,000 families engaging in the program, adult communication, a marketing campaign, and deadline compliance makes the difference in a smooth program and experience for girls.

<table>
<thead>
<tr>
<th>Girls learn...</th>
<th>Families...</th>
</tr>
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<tbody>
<tr>
<td><strong>GOAL SETTING</strong> to know how to set and reach goals to succeed in school, on the job, and in life.</td>
<td>Discuss how many packages she wants to sell and why. Help her consider ways to communicate WHY she’s selling to her customers.</td>
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<tr>
<td><strong>DECISION MAKING</strong> to practice using logic and reasoning to make good decisions throughout life.</td>
<td>Help her consider and research the best approach for her marketing campaign to reach customers in-person and virtually.</td>
</tr>
<tr>
<td><strong>MONEY MANAGEMENT</strong> to know how to confidently manage, leverage, and budget money to do great things.</td>
<td>Help her publish her Digital Cookie online shop so she can accept credit cards, without risk or fees, in order to increase her sales.</td>
</tr>
<tr>
<td><strong>PEOPLE SKILLS</strong> to understand that direct contact and personal connection inspires people to support each other.</td>
<td>Encourage her to consider creative ways to communicate WHY she’s selling—in both a virtual and in-person setting.</td>
</tr>
<tr>
<td><strong>BUSINESS ETHICS</strong> to encourage an ethical mindset that supports the Girl Scout Law.</td>
<td>Provide specific feedback on her approach to running her business that appreciates her use of honesty and responsibility.</td>
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*When you’re a cookie entrepreneur family, she’ll want the world to know by wearing the Cookie Entrepreneur Family Pin!*
Family Engagement

Partnering with your troop volunteer is important for modeling the collaboration, communication, and leadership management style of our future CEOs. Families not only become a girl’s first employees, their support directly impacts and develops her entrepreneurial mindset.

Before the program—Marketing Plan, Record Video, Register

⇒ Help her design a marketing campaign to build her customer database — social media, text-a-thon, door flyers, make a list of people she knows (who else do they know, where do they work— ask them to share her URL).
⇒ Help her create a video to connect with her customers—include something unique to make her stand out, a rhyme or a song?
⇒ Attend GSNorCal’s Family Cookie Meeting on 1/6 and register her for Digital Cookie Day on 1/23 to kickoff her program.

During the program—Refine Approach, Evaluate, Ops Lead

⇒ Help her refine her approach by customer. Is she presenting via Zoom to your co-workers? Is she doing a Cookie CEO pitch to a business for bulk purchase to use cookies in their own restaurant creations or for pairing with their products? Is she asking for referrals from every customer?
⇒ Help her evaluate —every entrepreneur considers what is working well and what needs improvement or a refresh. What day of the week has the highest purchases? How can she sell less popular varieties in her inventory? Based on her trends, how can she adapt her marketing plan to reach new customers and re-supply current customers? Which effort had the best result for her time investment? Have customer reminders resulted in sales?
⇒ Be her Operations Lead by keeping in communication with her troop volunteer. Have her girl delivery orders been approved and scheduled for delivery? Does she have enough or too much inventory? Have paperwork and financial deadlines been met?

After the program—Celebrate, Reflect, Wrap Up

⇒ Help her celebrate— her creative ideas, adaptability, and the success of her new virtual challenges all helped develop her entrepreneurial mindset.
⇒ Reflect—what does she want to do again and what does she want to do differently next season? Which sales approach was her favorite?
⇒ Check in with your troop cookie volunteer—wrap up rewards, financials, and inventory allocation so your troop can celebrate with proceeds!
Steps to Online Shop Success

Girls launch their online shop through **Digital Cookie** with support from their parent or guardian. Upon publishing their shop, girls use creativity and innovation to **market their shop, make connections to their customers**, and **build a loyal customer database**.

Can’t find your invitation email on 1/15 or simply forgot your password? Head to [digitalcookie.girlscouts.org](http://digitalcookie.girlscouts.org), and click the appropriate help link.

1. **Register.** Sign up through the email@email.girlscouts.org welcome email.
   ⇒ Read and accept the Digital Cookie Pledge and watch the **how to stay safe online** video for girls.

2. **Set up.** Girls share goal, cookie story, video sharing why they’re selling, and enter customer emails. Now it’s time to save, review, approve, and publish!
   ⇒ Set aside time later to explore **Games & More, Badges**, and **Your Customers** sections, as well as track orders, market to customers, and track progress.
   ⇒ Submit online shop to the Online Shop Locator found on GSNorCal’s **Cookies+ Program Resources webpage**.

3. **Invite.** Manage marketing campaign by routinely touching base with customers updating them on your progress. Promote shop URL (**website link to your shop**) on social media according to digital marketing plan.
   ⇒ Digital Cookie online shops open on **1/23—customer emails in the system auto-launch on GO Day!**

4. **Track.** Manage progress to goal by adding in-person packages sold, figuring out which variety sells best, what day of the week customers like to purchase, and what delivery type they choose.
   ⇒ Adjust marketing plan according to what is trending.

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**Parent Role for In-person Girl Delivery Orders**

Parents approve orders for girl delivery **within 5 days**, **all from the mobile app under ORDER tab**

- Girls use cookies from their own physical inventory to fill orders, or may request more cookies from her troop.
- Orders may be fulfilled as soon as cookies are in hand!
- No need to collect money upon delivery as customers pay in advance online!
- **Girl Scout Delivery Settings**—**INVENTORY tab**:
  - Click varieties unavailable for purchase.
  - Disable Girl Scout delivery option for customers.

*The gift box option for customers is for direct ship only.*
Digital Marketing Tips for Girls

Girls partner with their parent or guardian to develop a digital marketing plan. Though adults should do the posting for girls under 13, all girls should have a hands-on role in marketing their cookie business to stand out from the crowd online!

1. As you create your plan, think about how sharing WHY you’re selling might mean a customer purchases more or stays loyal to purchasing from only you.

Upload a video and sell 3 times more cookies!
- Share your goal and what your customer can do to help you achieve it.
- Make an impression being honest and authentic.
- Highlight special features of products—gluten-free, zero trans fats, lightweight to carry on a plane.
- Consider writing a poem or song for your video so potential customers remember you.
- Create a sense of priority due to your inventory levels.
- Suggest a sense of necessity to stock their freezer. After all, Girl Scout Cookie season only comes around once a year!

Safety tip: Make sure you don’t reveal your personal contact information.

Girls recommend these strategies:
- List types of customers to reach—maybe recent college graduates, retirees, or female executives.
- Consider what social platforms they may be on and promote your shop there.
- Ask adults to set up a Zoom or Cookie CEO Booth with their co-workers, or even their entire company!
- Email customers directly through your Digital Cookie shop so they are a part of your database for next year.
- Ask friends and family to share your shop URL on their social platforms to reach more customers.
- Impress your customers with a custom thank-you message.

2. Research social media platforms to target specific types of customers, leverage your friend and family networks, and expand your customer database.

3. Submit your online shop URL to GSNorCal’s Online Shop Locator, launch a Power Hour, and design a Text-a-Thon.

Connect with customers:
- GSNorCal Online Shop Locator for customers to find girls
  ⇒ Promoted across northern California.
  ⇒ Customers connected by zip code to girls’ online shops.
  ⇒ Opt-in at GSNorCal’s Cookies+ Program Resources page.
- Spend a Power Hour calling customers directly to give a personal touch to your business—don’t forget to ask for a referral of someone looking for cookies!
- Design a text-a-thon or text chain that includes your shop URL and ask friends and family to forward it on.
Top Seven Strategies for Girls

#1. Design a marketing campaign
A virtual and in-person marketing campaign are more important than ever due to the current pandemic. Consider new ways to reach customers—Zoom booths, Facebook Live booths, leverage friend and family social channels, launch a text-a-thon, spend a Power Hour calling prior customers to ask for referrals, add your shop URL to yard signs, door flyers, and business cards.

2. Go contactless for payments
Forget the hand sanitizer needed to accept cash, use your online shop to accept credit cards from customers. **Not only does credit card acceptance increase number of packages purchased, it keeps us safer during the pandemic by reducing touchpoints.** PLUS, all credit card processing fees are covered by GSNorCal AND your customer information is saved for next season when you use your Digital Cookie shop!

3. Opt-in to GSNorCal’s Online Shop Locator
Help customers find you! Girls submit their shop URL to our Online Shop Locator, which will be promoted to customers across northern California. **Customers will be connected by zip code to girls’ online shops.** Opt-in at GSNorCal’s Cookie Program Resources webpage.

4. Ask for referrals
Ask every customer if they know **someone else looking for cookies** so you can reach out. Ask for contact information or provide your marketing materials with your online shop URL so they can share for you.

5. Eat one, treat one
Promote our “ninth” cookie variety, Care to Share, on your online shop. Include it in your video and ask every customer who makes a purchase to donate a Care to Share package to **honor our hometown heroes!** Donations are also a great option for customers who want to support girls but cannot or do not wish to have a cookie package at home.

6. Take your business door-to-door
Put on your mask for some contactless marketing! Help customers find your online shop by leaving **door flyers or business cards that include your online shop URL.**

7. Think outside of the cookie box
Ask businesses to partner with you to reach your goal. Suggestions could be purchasing cookies to use as **staff gifts** or restaurants making a cookie-inspired dessert! **Big ideas can translate into big purchases—use your time wisely!** 
Covid-19 Safety Guidance

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 should understand and follow these guidelines to keep our girls, volunteers, families, and communities safe. Always remember to model Girl Scout Law behavior at all times—both in-person and virtual.

Girls and adults should adhere to all GSNorCal COVID-19 Guidance prior to engaging in any contactless in-person activity, including product deliveries, payment acceptance and marketing material distribution.

Partner with adults

Virtual—adults should review all cookie business content prior to sharing online to ensure personal identifiers are not included and all contact information routes to an adult. Terms and Conditions for social platforms should be reviewed for compliance prior to promotional posting.

In-person—Daisies, Brownies, and Juniors must be accompanied by an adult when distributing marketing materials and products. Cadettes, Seniors, and Ambassadors may buddy up with another older Girl Scout when marketing their business door-to-door in approved counties. Adults must be present at all times at booths in approved counties.

Contactless payments

For both virtual and in-person, girls should accept payments through their Digital Cookie online shop. Benefits include—reducing touchpoints during the pandemic, easier for troop volunteer reconciliation, credit card processing fees are not charged to the girl or troop, and customer information is saved for future cookie seasons.

Should a girl and adult choose to accept cash or check as payment tender in rare circumstances, appropriate safety precautions should be taken. We encourage parents to deposit these physical payments into their personal account then electronically transfer the funds to their troop volunteer to reduce touchpoints.

Contactless deliveries

- Volunteers will provide families with site-specific guidance for exchange of products at deliveries and cupboards. Plan for extra time in the event only one household may be outside their vehicle at a time.
- Girls should plan contactless porch product deliveries with customers in advance of the drop.
- Review GSNorCal COVID-19 Guidance for safety precautions at gsnorcal.org.
Reward Cards Power her Experience

Reward Cards are a girl’s key to supporting her entire Girl Scout experience! The Reward Card option starts at 100+ packages sold and increases in value up to $100 for each additional 100 packages sold at 3000+ packages.

**Reward Cards** may be used in the following ways and we’re continually adding new options. Search **Reward Card Conversion** at gsnorcal.org.

- **NOW THROUGH 1/31**—girls may convert their Reward Card funds to purchase a computer, laptop, or tablet to launch their 2021 Cookie Program online shop!
- GSNorCal retail store purchases or convert to an Online Gift Card for girlscoutshop.com
- GSNorCal sponsored events/programs, camporees, and virtual/day/resident camps
- GSUSA Destinations and high-adventure/council approved trips
- Silver and Gold Award projects
- Service Unit camporees, day camps, or special events
- Cookie Program Reward Experience Travel Reimbursement
- Membership

**Use Reward Cards to Power her Business through GSNorCal retail at girlscoutshop.com**—search ‘GSNorCal cookie’

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**Entrepreneurship books**

**Stickers for personalized thank-yous**

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**Cut-to-fit window clings**

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**Video creation support tools**

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**Customized door hangers + business cards**

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**Hand sanitizer**

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**6’ x 10’ Banner**

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**DRiVe-THRU for GIRL SCOUT COOKIES**
Girl Rewards and Recognitions

Reach for the fences and make hay while the sun shines when you make the most of your cookie business! Additional reward dates and specifics on the following pages.

DIGITAL COOKIE REWARDS

- **Cookie Techie Patch**: 15+ DC Emails
- **Phone Chair**: 50+ DC Pkgs
- **Phone Light**: 100+ DC Pkgs

Backpack Purse

150+ DC Pkgs

PATCHES

- **Crossover Patch**: Earned for 15+ emails Fall 20 PLUS 300+ Pkgs Cookies ‘21

Super Patch + Mint to Achieve tee earned by girls in troops with a 175+ package average per girl selling at initial order

MY PERSONAL GOAL: PKGS

- **Thank You Patch**: 10+ Pkgs
- **No-Show Horse Socks**: 40+ Pkgs
- **Cooling Fabric Sunbonnet**: 100+ Pkgs
- **Mint to Achieve Journal w/Pouch**: 150+ Pkgs
- **Custom Blanks OR $50 Reward Card**: 200+ Pkgs
- **Play Horse OR $50 Reward Card**: 225+ Pkgs
- **Batting Practice OR $350 Reward Card**: 250+ Pkgs
- **Custom Vans OR $100 Reward Card**: 600+ Pkgs
- **Portable Projector OR $150 Reward Card**: 100+ Pkgs
- **Disneyland Experience OR $50 Reward Card**: 1500+ Pkgs
- **Horsing Around with Marina PLUS $300 Reward Card**: 2000+ Pkgs
- **Surface Tablet OR $350 Reward Card**: 2500+ Pkgs
- **Family Camp Rocks Design Your Own Adventure OR $400 Reward Card**: 3000+ Pkgs

CAMP REWARDS

- **Camp Inside Out June 4-6**
  Girls join us for a virtual overnight, complete with campfire songs.
  500+ Pkgs

- **Reward Card Match**
  Girls receive a commemorative acrylic PLUS dollar for dollar match when using a Reward Card to attend a camp session.
  1000+ Pkgs

- **Family Camp Rocks**
  Girls receive a week of Family Camp at Camp Sugar Pine July 18-24
  3000+ Pkgs

GSNorCal’s 2020 per girl average was 202 packages, between 1 and 5023 packages sold per girl!
Girl Rewards and Recognitions

500+ pkgs—Camp Inside Out

ALL girls will join us for a fun virtual overnight where they will learn and put to use camping skills, make s’mores, hear a story, and sing songs around a virtual campfire. Build a tent at home and meet us there! June 4-5: dbj June 5-6: csa

600+ pkgs—Cookie Club Kit or $50 Reward Card

Girls who choose the 600+ Cookie Club Kit will receive a We’ve Got This personalized hoodie, travel blanket, bento box w/reusable straws, and a waterproof dry bag to commemorate their achievement. Due to name personalization, kits anticipated to ship in late June 2021.

800+ pkgs—Custom Vans or Fitbit or $100 Reward Card

Girls who choose Custom Vans will receive a $100 Vans.com gift card to design their own personalized shoes. Create your own image or choose from a large selection of patterns, materials, and embroidery to customize your favorite shoe style from heel to toe.

Girls who choose the Fitbit Charge 4 Fitness and Activity Tracker in their color of choice will enjoy the built-in GPS and monitoring their heart rate 24/7. Track workouts in real-time with 20+ goal-based exercise modes and play your favorite tunes, or receive calls, text and smartphone app notifications. Fitbit Premium subscription and cellular data not included.

1000+ pkgs—Reward Card Match

ALL girls receive a plaque to celebrate their accomplishment! Plus, girls receive a dollar for dollar match when using a Reward Card as payment to attend any 2021 GSNorCal camp session. Includes virtual, family camp, day camp or weekend camp—check with your local volunteer-run camp to see if they are participating in the match. For example, if she uses $100 worth of Reward Card funds to pay for camp, we will match an additional $100 towards her balance!

1100+ pkgs—Portable Projector or Echo Show or $150 Reward Card

Girls who choose the ViewSonic M1 Mini Portable LED Projector will enjoy big screen visuals in a compact 4”x4” design. The projector has a smart stand that doubles as a lens cover, swappable color panels, wrist strap, remote control, plug and play USB, and a built-in JBL speaker that offers clear, crisp acoustics. Additional warranty not included.

Girls who choose the Echo Show 8 in their color of choice enjoy a rich stereo sound with vivid visuals on an 8” HD screen. Set alarms and timers, display your favorite photos, check weather and traffic, catch up on news highlights, audiobooks, and movie trailers. Electronically disconnect the microphones and camera with one press of a button and slide the built-in shutter to cover the camera to ensure privacy. Amazon Prime or other subscription not included.
Girl Rewards and Recognitions

1500+ pkgs—Disney on Broadway + Disneyland or $250 Reward Card

ALL girls are invited to a Disney on Broadway program designed for their age level. Girls 5-12 will learn The Art of Storytelling and girls 12+ will learn about the Business of Broadway. Girls will receive a Disney on Broadway towel and a Disney Girl Scout patch. Date TBD: June/July 2021

Girls who choose the Disneyland Experience receive three Park Hopper tickets plus a swag bag to celebrate. Girls will be grouped by age level to attend both a virtual pre-planning and virtual post-reflection session, and will self-schedule their Disneyland experience within the current CA state COVID-19 county guidance. Transportation not included, although Reward Card funds may be converted to reimburse for travel costs post-experience.

2000+ pkgs—Horsing around with Marina + $300 Reward Card

ALL girls will celebrate socially-distanced style amongst the horses with our CEO Marina Park, plus receive a $300 Reward Card for their accomplishment. Girls will choose a day and regional location to be coordinated with our approved vendors in early 2021. Due to the pandemic, we are unable to finalize dates, locations, and capacity limits by the printing of this guide. Transportation not included, although Reward Card funds may be converted to reimburse for travel costs post-experience.

2500+ pkgs—Surface Tablet or iPad or $350 Reward Card

Girls who choose a Microsoft Surface Go 2 Tablet with 10.5” touch screen, 4GB RAM, and 64GB storage will enjoy virtual programs and video calls with premium Dolby audio, up to 10 hours battery life, and Windows security for the whole family. Type cover, additional warranty, and cellular data not included.

Girls who choose a 10.2-inch Apple iPad WiFi 32GB in their color of choice will enjoy a mobile office plus video studio. With the A10 Fusion chip, note taking while doing web research and making a FaceTime call are a breeze. Includes Touch ID fingerprint sensor, 8MP back camera, 1.2MP HD front camera. Apple Pencil, Smart Keyboard, AppleCare, and cellular data not included.

3000+ pkgs—Family Camp Rocks + Design your own Adventure or $400 Reward Card

ALL girls receive a session of Camp Sugar Pine Family Camp. Families should register for Family Camp now to reserve a spot and deposit will be reimbursed upon earning.

Girls who choose Design your own Adventure will work with the GSNorCal Product Team to design, plan, and coordinate their personalized pandemic-friendly adventure within a $400 budget.
One Stop Shop for all Family Resources

**Everything girls and families need to succeed** is at GSNorCal.org. Opt-in to Online Shop Locator, social media toolkit, virtual backgrounds, video resources, Care to Share donation specifics, Parent Responsibility Agreement, contactless marketing materials, up-to-date Covid-19 safety guidance, and more!

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**Girls, join us LIVE! for GSNorCal’s virtual Digital Cookie Day January 23, 2021 to kick off the program!**

Attend and complete step 1 of your entrepreneurship badge!

Join this virtual celebration to discover how to boost your personal brand and online presence as an entrepreneur. Learn tactics from other girlpreneurs, including how to sell while you sleep—ecommerce is 24/7!

**Registration is free, and all Girl Scouts and their families are welcome.**
## 2021 Cookie Calendar

*Resiliency is key—dates are subject to change due to COVID-19.*

Follow @GSNorCal on Facebook and Instagram for latest information.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date*</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSNorCal’s Family Cookie Kickoff, 6:30pm</td>
<td>1/6</td>
</tr>
<tr>
<td>Troop initial cookie order due (202 package average per girl for 2020 program)</td>
<td>1/11</td>
</tr>
<tr>
<td>LIVE Q&amp;A’s with product staff, Wednesdays, weekly 6-7pm</td>
<td>1/13</td>
</tr>
<tr>
<td>Digital Cookie login link emails to families</td>
<td>1/15</td>
</tr>
<tr>
<td><strong>Family Campaign:</strong> Marketing Campaign Tips (Branding and Marketing Plan for Online Shops begins)</td>
<td>1/18-22</td>
</tr>
<tr>
<td><strong>GO Day!</strong> Online Shops &amp; Online Shop Locator opens</td>
<td>1/23</td>
</tr>
<tr>
<td>Virtual Digital Cookie Day—<em>earn step 1 of entrepreneurship badge</em></td>
<td></td>
</tr>
<tr>
<td>Cookies arrive—contactless deliveries begin when in-hand</td>
<td>1/28-2/4</td>
</tr>
<tr>
<td>Moments of Joy Campaign—<em>Give Joy, Get Joy</em></td>
<td>2/8-3/7</td>
</tr>
<tr>
<td><strong>Family Campaign:</strong> Online Shop Locator sharing</td>
<td>2/14-2/21</td>
</tr>
<tr>
<td>(Families share GSNorCal posts on their personal platforms to help connect customers to girls in their zip codes)</td>
<td></td>
</tr>
<tr>
<td><strong>National Girl Scout Cookie Weekend</strong></td>
<td>2/19-2/21</td>
</tr>
<tr>
<td>Cookie Finder launches with Virtual Troop Booth URLs</td>
<td></td>
</tr>
<tr>
<td>Voice search for Alexa and Google Home launches</td>
<td></td>
</tr>
<tr>
<td><strong>Sunday Funday</strong> complete earning the entrepreneurship badges</td>
<td>2/21</td>
</tr>
<tr>
<td><strong>Girl Scout Week</strong>—stay tuned for FUN!</td>
<td>3/7-3/13</td>
</tr>
<tr>
<td>Cookie businesses close</td>
<td>3/14</td>
</tr>
<tr>
<td>Recognition items distributed and Reward Card information emailed</td>
<td>May</td>
</tr>
</tbody>
</table>

Girls may only sell cookies with one troop. All girls are empowered to make the best choice for their goals!
East Bay/Solano
1650 Harbor Bay Pkwy, Suite 100
Alameda, CA 94502

South Bay/Peninsula
1310 S. Bascom Ave
San Jose, CA 95128

North Coast
4825 Old Redwood Hwy
Santa Rosa, CA 95403

Redwoods
3203 T Street
Eureka, CA 95503

Family Cookie Kickoff
January 6 at 6:30pm