Girl Entrepreneurship

Welcome to the 2020 Cookie Program, GSNorCal’s premier girl-led entrepreneurship and financial empowerment program!

Encouraging interest in entrepreneurship builds curiosity, confidence, and innovation, qualities that prepare girls for academic and career success. 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%)

Girl Scouts particularly shine when it comes to community problem solving, innovation, social capital, and using failure as an opportunity to learn.

**Girls have five requirements for future careers:**

- Doing something they’re good at (98%)
- Making positive changes (98%)
- Helping people (98%)
- An environment where men and women are treated equally (97%)
- Steady income (95%)

78% are interested in being an entrepreneur

76% are interested in starting a company

84% want to lead a cause or campaign for something they believe in

**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

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

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

<table>
<thead>
<tr>
<th>Have an entrepreneurial mindset</th>
<th>Interested in being an entrepreneur</th>
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</thead>
<tbody>
<tr>
<td>Girl Scouts 79%</td>
<td>52%</td>
</tr>
<tr>
<td>Non-Girl Scouts 94%</td>
<td>35% somewhat interested</td>
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<td></td>
<td>59% very interested</td>
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<td></td>
<td>83%</td>
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<tr>
<td></td>
<td>50% somewhat interested</td>
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<td></td>
<td>33% very interested</td>
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</tbody>
</table>

Girl Scouts particularly shine when it comes to community problem solving, innovation, social capital, and using failure as an opportunity to learn.
Girls sell virtual cookies to be donated by the council to local organizations, such as food banks or military bases, 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 shake it up through Care to Share will earn a slide charm at 20+ CTS packages and a blanket at 45+ CTS packages!

NEW! lemon-ups
Crispy lemon shortbread cookies dipped in lemon glaze and baked with inspirational ‘I AM...’ messaging.

$5 varieties
$6 varieties

girl scout s’mores
Support & Resources

**Girl Scouts of Northern California:** [gsnorcal.org]
Visit the Cookies+ tab on our website to find inspiration, tips, resources, and other helpful information.

**Digital Cookie:** [gsnorcal.org]
Click Setup your Digital Cookie Page for digital marketing tips, site set up and safety tips.

**Little Brownie Bakers:** [littlebrownie.com]
Find social media tools, girl activities, cookie facts, and recipes to help girls bring their cookie program marketing to the next level.

**Girl Scout Cookie Locator:** [ilovecookies.org]
Customers find cookie booths through the locator or by downloading the Cookie Locator app.

**Hey Google! Hey Alexa!** Customers may now ask their favorite assistant where to find cookies.

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**DIGITAL COOKIE DAY**

Join us at any local GSNorCal office on **January 25, 2020** to kick off the Cookie Program!

Girls will set up and launch their Digital Cookie site, learn how to brand themselves online, take a virtual bakery trip, create their own cookie, ask questions from a cybersecurity pro and taste test the new lemon-ups!

**Drop in anytime between 10AM–2PM, no registration required, all Girl Scouts and their families welcome. All Girl Scouts receive a Digital Cookie patch and swag bag. Feel free to bring your own laptop or tablet to use.**
### 2020 Cookie Calendar

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Troop Cookie Meeting</td>
<td>December/January</td>
</tr>
<tr>
<td>Digital Cookie emails to families</td>
<td>January 7</td>
</tr>
<tr>
<td>Troop’s initial cookie order due</td>
<td>January 13</td>
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<tr>
<td><strong>Digital Cookie GO Day!</strong></td>
<td><strong>January 25</strong></td>
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<tr>
<td>Online businesses open</td>
<td></td>
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<tr>
<td>Digital Cookie Day events at GS offices</td>
<td></td>
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<tr>
<td>Cookie distributions by service units</td>
<td>February 5-9</td>
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<tr>
<td><strong>GO Day with cookies in-hand</strong></td>
<td><strong>February 10</strong></td>
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<tr>
<td>Booths begin</td>
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<tr>
<td>National Girl Scout Cookie Weekend</td>
<td>February 28-March 1</td>
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<tr>
<td>Girl Scout Week</td>
<td>March 8-14</td>
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<tr>
<td>Cookie businesses close</td>
<td>March 15</td>
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<tr>
<td>Recognition items distributed and reward cards mailed</td>
<td>April/May</td>
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<tr>
<td>Experiential rewards and events</td>
<td>May-October</td>
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*Girls may only sell cookies with one troop. All girls are empowered to make the best choice for their goals!*  

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[Butterfly pattern background]
Her Cookie Business = A Family Affair!

When you’re a cookie entrepreneur family, she’ll want the world to know. Introducing the **Cookie Entrepreneur Family Pin!**

This year-by-year pin collection is the latest addition to the Girl Scout Cookie Program® and was designed and inspired by families just like yours! It’s never been easier to support your girl as she develops business skills, makes amazing memories, and earns a different pin for her uniform every cookie season. The simple, age-specific guidelines have been tailored for her developing skill set, making success a snap.

Earning the pins help girls build five progressive 21st century skills that prepare them for a lifetime of leadership:

**Goal setting**—Girls set both short-term (daily or weekly) and long-term sales goals and make a plan of action for how they’ll accomplish their goals.

**Decision-making**—Girls call the shots! They decide how many cookies to sell, when and where to sell, how to market their business, and what to do with their earnings.

**Money management**—Girls develop a budget, take cookie orders, handle customers’ money, learn about philanthropy, and track troop income and expenses.

**People skills**—Girls learn how to talk (and listen!) to their customers and each other as they work as a team towards a common goal.

**Business ethics**—Girls act honestly and responsibly during every step of the cookie program, from managing their inventory and handling money to being clear and honest with customers.
Family Engagement

Families not only become a girl’s first employees, they inspire her innovation, support her dreams, and guide her management style. Family involvement = financial empowerment and independence.

Goal Management
Listen to her describe what she wants to do, how much she wants to earn, and what she will need to do to get there. Guide her to set reasonable and achievable goals about what she wants to learn and earn.

Marketing
What are appropriate promotional tools for your girl? How does she plan on branding herself to reach new customers? How does she feel when she sees other girls promote their business? Internet safety should always be a discussion.

People skills
How does she approach customers and respond to rejection? Role play how she might respond to negative responses from customers. How does she make her customers feel? Does she adapt her pitch to different customers?

Cookies 101
Review content on cookie packages, plus understand certification and bakery details found at LittleBrownie.com to help her learn more about her products. The more she knows about her products, the better she can promote them.

Inventory Management
Discuss the importance of having enough cookies in stock, but not too many. How she merchandises her packages non-verbally tells her customers how important her business is to her. Supply and demand conflict is part of the program learning.

Say yes to the vest
Each girl represents all Girl Scouts while running her cookie business. Ensure her vest or sash is in tip-top shape to wear at all times during the program.

Business ethics
Be a role model for business ethics and safety rules. Encourage your girl to research her favorite businesses to see if their values align with hers.

HAVE FUN and make memories with your girl that will last a lifetime.
Just as girl confidence grows with each in-person interaction, digital marketing skills are necessary to girls achieving growth and success in a competitive online marketplace. Digital Cookie is Girl Scouts’ platform for online entrepreneurial skill development.

Girls customize their online storefront and send emails to customers to promote their cookie business. Customers place their cookie orders online, pay by credit card, and choose to have cookies shipped directly to their home or delivered in-person by the girl.

To get started, set up your girl’s account through a welcome email from email@email.girlscouts.org.

- Click the Register Now button in the message to create your password and access the site.
- Online businesses will launch customer emails and start accepting orders on January 25. Orders accepted by parents for in-person girl delivery can be fulfilled as soon as cookies arrive in early February.

During the program, parents approve orders for in-person girl delivery within 5 days of submission.

- Once an order is approved, it cannot be canceled, so be sure your girl has cookies for the order in stock before accepting!
- Girls should use cookies from their own physical inventory to fill girl delivery orders or request more cookies from her troop.
- No need to collect any money upon delivery as customers pay in advance online!
- The NEW gift box option for customers is for direct ship only and is not eligible for in-person girl delivery.

Girls download the Digital Cookie app to accept orders, track cookie badges, confirm customer info, send emails, and take credit card payments on the go!
Top Seven Strategies for Success

1. **The power of the Internet**
   Embrace Digital Cookie and significantly increase package totals! Girls who take their business online sell an average of **130% more** during the entire cookie season than girls who only choose in-person.

2. **Become a digital marketer**
   Social networking sites are a great place for girls (with parental guidance) to develop their online marketing skills. Check out the social resources at littlebrownie.com for inspiration and content. **Drive customers to your booth in real time via Facebook Live!**

3. **Accept credit cards**
   Go cashless and meet your customer’s needs! **Credit card acceptance equals more packages sold in each transaction and more goals reached.** The Digital Cookie app makes credit card processing a breeze and keeps customer info for next year so girls can market directly to prior customers!

4. **Eat one, treat one**
   **Display a Care to Share wrapped package,** ask every customer who makes a purchase to donate a package or to donate their change towards a Care to Share package! Donations are also a great alternative for customers who want to support girls but cannot or do not wish to take a cookie package home.

5. **Booths help girls reach more customers**
   Booths are stationary sites for girls to run their cookie businesses in public. **Display posters sharing how earned proceeds will be used,** create cookie bundles to encourage customers to buy multiple packages, or give away recipes to inspire customers to try something new.

6. **Take your business door-to-door**
   Leave no doorbell unrung! Load up a wagon with cookies and bring along some door hangers printed with your **Digital Cookie URL** to leave if there is no answer.

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,** restaurants purchasing cookies to make a cookie-inspired dessert, or purchasing cookies to host a Cookies & Milk networking event! Big ideas can translate into big purchases.
How the Cookie Crumbles

Whether it’s a trip she’ll never forget, a service project that will change her community forever, or the opportunity to build a lifetime of memories at camp, Girl Scout Cookies help make it happen. All proceeds collected from cookies sold in GSNorCal stay local!

From each $5.00 package:

- **59%** 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
- **19%** 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 can earn proceeds to fund their troop expenses and other Girl Scout experiences.

Troops earn $0.75-$1.00 per package. Older girl troops (*Cadette, Senior, or Ambassador*) may vote to opt out of girl rewards (receive no items) and earn an additional 15 cents per package. Encourage your girl to compute Reward Card values at her goal level prior to deciding to opt-out. All girls in the troop should agree and sign the 2020 Troop Opt Out Form.

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

<table>
<thead>
<tr>
<th>PGA (in pkgs)</th>
<th>Standard Proceeds</th>
<th>Older Girl Opt-Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-199</td>
<td>$0.75</td>
<td>$0.90</td>
</tr>
<tr>
<td>200-324</td>
<td>$0.80</td>
<td>$0.95</td>
</tr>
<tr>
<td>325+</td>
<td>$0.85</td>
<td>$1.00</td>
</tr>
</tbody>
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Cookie Challenges

Are you a Girl Scout go-getter and a cookie creativity captain? Show us your entrepreneurial moves by entering our 2020 Cookie Challenges! Head to Cookie Program Resources under the Cookies+ tab at gsnorcal.org for entry details. Entries due by 12PM on March 20, 2020.

Perfect Pitch Challenge
We know that our Girl Scout entrepreneurs work hard to master marketing and customer service skills. Film your “perfect pitch” in 60 seconds or less and share it with us for the chance to win a $75 Reward Card or GSNorCal swag.

Bling your Booth Facebook Challenge
Creating a colorful cookie booth grabs the eye of potential customers hurrying by. Share a picture of your blinged-out booth via the official challenge form, then rally your friends and family to like your photo on Facebook for the chance to win a $75 Reward Card or GSNorCal swag.

Goal-Getter Challenge
Calling all Cadette, Senior, and Ambassador entrepreneurs—has the Girl Scout Cookie Program funded your international travel, Silver Award project, or camp adventure? Show us how you set your goal, what you did to achieve it, and how you used your well-earned proceeds to fund your dreams. You could receive 50% off a camp session or a GSNorCal lifetime membership!

GSUSA Cookie Pro Contest

Hey barrier breakin’, challenge crushin’, and lead takin’ cookie entrepreneurs! Are you putting that unmatchable Girl Scout courage to the test every year to create positive change? We want to hear from you and reward you for all your hard work selling Girl Scout Cookies with a chance to win BIG. All you have to do is enter the 2020 Cookie Pro contest 2/1-3/31. Enter by participating in the 2020 Cookie Program and highlighting your unique cookie business smarts by answering questions about the skills you learned and your experience selling cookies!

Help us spread the word promoting GSNorCal’s premier girl-led entrepreneurship and financial empowerment program!

Be sure to tag all posts and pictures with #gsnorcalentrepreneurs
**Girl Rewards and Recognitions**

**Initial order rewards**

Girls plus 2 adults in troops with an initial order of 175+ package average per girl selling will receive a **Cookie Boss Fanny Pack**

**Camp Boss**
- Girls receive a 10% Discount off any single 2019 GSNorCal Camp Session

**Reward Card Match**
- Girls receive a personalized acrylic plate PLUS dollar for dollar match when using a Reward Card to attend any 2020 GSNorCal Camp Session

**Camp Rocks**
- Girls may choose to receive a FREE 2020 GSNorCal Camp Session of their choice

**Bar Patches**
- Awarded at highest level earned starting at 100+ in increments of 100.

**Reward Cards power her entire Girl Scout experience!** Card option starts at 100+ packages and increases in value up to $100 for each additional 100 packages sold at 3000+.

**Digital Cookie rewards**

- Girls who reach 45+ DC packages will receive a **Cookie Techie patch**
- PLUS a 45 years **Samoas® Slide Charm**

- Girls who reach 100+ DC packages will receive a **Cookies have the Power to Change the World Portable Charger**

**Care to share rewards**

- Girls who reach 20+ CTS packages will receive a **Shake It Up Slide Charm**
- Girls who reach 45+ CTS packages will receive a **Cookies Make Life Sweeter Blanket Sack**

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**GSNorCal’s 2019 per girl average was 181 packages, between 1 and 4444 packages sold per girl!**
Reward Cards Power her Experience

Girl Scout **Reward Cards** may be used in the following ways. Search **Reward Card Conversion** at gsnorcal.org.

- **GSNorCal retail stores**: Simply take the card into the retail stores or provide the number over the phone. Reward Cards are not accepted via the GSUSA online store; please call our council shop at 800-447-4475 x7090 to use a Reward Card for an order to be shipped. **Extra 10% discount thru 2/29/20 when Reward Cards are used to purchase promotional cookie merchandise.**

- **GSNorCal sponsored events/programs, camporees, and day/resident camps**: Simply include the 19-digit card number on the registration form plus the amount to deduct. Eligible refunds on qualifying events/camps/camporees may be issued back to a card. Event programming details may be found in the Guide.

- **GSUSA destinations and high-adventure/council approved trips**: Girls traveling individually on a destinations trip and girls in grades 6-12 that are members of a troop with a council-approved trip and/or high-adventure activity may request that all or part of their Reward Card be converted to troop proceeds for deposit into the troop account.

- **Silver and Gold Award projects**: Girls in grades 6-12 working on Silver and Gold Award projects may use Reward Cards to cover project expenses.

- **Service Unit camporees, day camps, or special events**: Service units have the option to accept Reward Cards. Simply include the 19-digit card number on the registration form plus the amount to deduct.

- **Reward Experience Travel**: Girls who earn 2020 Cookie Program reward experiences may convert Reward Cards to cover lodging, food, and mileage after they have attended the experience.

- **Membership**: Girls may convert part or all of their Reward Card to purchase Young Alum Lifetime Memberships or renewal memberships for the 2021 membership year.
Safety Tips for Girls

The Girl Scout Cookie Program is the most publicly visible activity in Girl Scouting. Girls should understand and follow these guidelines to stay safe and model Girl Scout Law behavior at all times:

Partner with adults
If you are a Girl Scout Daisy, Brownie, or Junior, you must be accompanied by an adult when selling cookies. If you are a Girl Scout Cadette, Senior, or Ambassador you may “buddy up” with another older Girl Scout when selling door-to-door. **Adults must be present at all times at booths.**

Plan ahead for booths
**All cookie booths must be approved by your local service unit’s Booth Coordinator.** Girls may sell at a booth without their troop if their parent is present. If you have an idea for a great booth site, connect with your Troop Cookie Manager to make arrangements with your service unit.

Money smarts
**Always have a plan for safeguarding money if credit cards aren’t accepted.** Watch out for counterfeit bills: consider using a counterfeit marker, and avoid accepting large bills from people you don't know.

Do not enter
**Never enter the home or vehicle** of a person when you are selling or making deliveries.

Protect privacy
Girls’ last names, addresses, and emails should never be given out to customers. **Use a phone or email overseen by an adult for customers.** When accepting credit cards, never write down card numbers.

Be safe on the road
Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. **Be aware of traffic** when unloading product and passengers.
Boost your sales this cookie season with these exciting promotional products. Items like these help you stand out and draw attention to your business. Happy selling, goal getter!

10% off Promotional cookie products when you use a reward card expires 2/29/20
**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