Girl Scouts of Northern CA
2021 SU Manager Cookie Kickoff
How to Participate Today

- This meeting will be **recorded**.
- Participants will be **muted** throughout presentation.
- We will have 5 minute **Q&A’s** following each section. Please hold posting questions in chat until that time.
- **Additional Q&A** after the presentation.
PART OF THE
FAMILY
SUPPORTING
GROWTH FOR GIRLS
FAMILY
What to Expect Today

• We’ve Got This – Adopting an Entrepreneurial Mindset

• Virtual Resources

• Connection Campaigns

• Mascot, Rewards, & Cookies

• System Enhancements

• Important Dates & Next Steps

• Thank you!
2021 Theme

We Bring the Spirit
She can do anything—especially with her Girl Scout sisters by her side!
WE'VE GOT THIS!
We've got an entrepreneurial mindset
COVID & the Cookie Program

‘Booths’ will look 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, although virtual booths will be everywhere!

Here’s what we know today based on the California Blueprint for a Safer Economy:

- In-person booths are not allowed in Purple and Red Risk Level counties.
- In-person booths are allowed in Orange and Yellow Risk Level counties.
  - Individual household only.
  - Volunteers will contact families with in-person booth guidance.
  - Booths must be approved by your local service unit volunteer team.
  - Guidance must be adhered to for all in-person booths or girls risk removal from the program.

Contactless payments. Everything through Digital Cookie online shop means no processing fees for troops, a sustainable customer database for girls, and simplified volunteer reconciliation.

Contactless deliveries. Product delivery and cupboard guidance will vary by site. ALL girls should prepare for contactless porch product deliveries with their customers.
Entrepreneurial Mindset

A set of skills that enable us to: **identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings.**

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%)

The loss of in-person booths = a huge opportunity when we adopt the mindset. To support girls, we need to approach the program by challenging our assumptions.

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?
When we think about ecommerce versus brick and mortar, which has the best return on investment of time?
Entrepreneurial Mindset & e-commerce

How do adults use the mindset to support and empower girls to launch their online shop and connect to customers?

Innovation
• **Brand.** It’s more important than ever to share WHY they’re selling to connect to ‘virtual’ customers through a video and personal story.

Strategic Risk-Taking
• **Marketing campaign.** Door flyers, business cards, social platforms, text chains, Zoom or Cookie CEO booths, Power Hour, influencer marketing...

Social Impact
• **Experience the power of a customer database.** The ability to market to customers has a profound impact on sales when scaling a brand to reach new goals.

Collaboration
• **Customers want cookies.** Since the pandemic started, name-brand cookies and snacks have increased 10% and aren’t showing signs of slowing down!

Girl Scouts’ take on entrepreneurship merges innovation and strategic risk taking with a focus on social impact and collaboration.
Entrepreneurial Mindset Toolkit

Toolkit to inspire you to try out an entrepreneurial mindset.

**Be flexible and responsive.**
How will you help girls respond to and find new possibilities?

**Dream big creative thoughts.**
How will you connect customers to girls in new and unexpected ways or clear the path for innovation?

**Focus on the right thing.**
How will you recognize and celebrate girls’ ideas and help them reflect on what’s working (and not) through the program?

**Use the supplemental themed rewards to motivate girls.**
How will you design mindset motivation challenges?
Questions on an entrepreneurial mindset
We've got virtual resources
Resources & Resilience

Be prepared for guidance to change:

- **Virtual Volunteer Guides**
  - Use links in weekly updates
- **Parent Responsibility Agreement**
- **Weekly Q&As**
  - Wednesdays 6-7pm
  - Families too!
- **Weekly Volunteer Comms**
  - Texted links
  - Wednesday to troop & SU
  - Thursday to SU
SU Facebook Group

NorCal Cookie Program
Private group · 104 members

Group by Girl Scouts of Northern California
ViSit US ON

FACEBOOK @GSNorCal
(Member Support)

TWITTER @GSNorCal
(Communities)

INSTAGRAM @GSNorCal
(Member Support)

YOUTUBE GSNorCal Online Training
(Volunteer Support)

COMING SOON

@Little Brownie Bakers® community on Facebook!
Virtual Rally Resources

Virtual Rallies

Key Resource:
Virtual Rally Video
• Full 60-min show for councils to play from beginning to end
• Contains six learning modules on the theme, mascot, goal-setting and more

Supplementary Resources:
Virtual Rally Event Resources
• Girl Scouts’ Virtual Cookie Rally Guide—A step-by-step guide to hosting a virtual rally from Girl Scouts
• Plus...a guide to event resources available from Little Brownie

Zoom Virtual Backgrounds forHosting
• Collection of theme, cookies and mascot backgrounds

At-Home Activities & Social Interactions
• Fun, at-home learning games and activities
SOCIAL RESOURCES

• 1/18-1/22  Marketing Campaign Tips
• Marketing toolkit for families AND volunteers to support entrepreneurs
THINK OUTSIDE THE COOKIE BOX

VIRTUAL COOKIE BOOTHs

• Zoom Booths
• Cookie CEO Booths
• Facebook Live Booths
• Virtual Troop Cookie Booth
• Business advertising support coming soon!

Little Brownie BAKERS®
We've got physical resources!
Retail Resources

- Search ‘gsnorcal cookie’ on girlscoutshop.com
- Customized printing services for contactless in-person marketing

Stickers for personalized thank-yous

Cut-to-fit window clings

Customized door hangers + business cards

Video creation support tools

6’ x 10’ Banner
WE'VE GOT!

collection campaigns
Connection Campaigns

• **1/6 6:30pm: Family Cookie Kickoff**
  • Target audience: girl/family excitement around a digital marketing campaign and adjusting their approach throughout the program

• **1/18-1/22 Marketing Campaign Tips**
  • Target audience: girl/family support to design marketing campaign

• **1/23 Virtual Digital Cookie Day**
  • Target audience: girl/family support around marketing campaign, customer database, brand enhancement through videos, and earn step 1 of entrepreneurship badge!

• **1/23-3/14 Online Shop Locator**
  • Target audience: customers go direct to girl through zip code

• **2/8-3/7 Moments of Joy**
  • Target audience: community awareness that cookies are back

• **2/19-3/31 National Cookie Weekend launches GS Cookie Finder**
  • Target audience: customers go direct to virtual troop for direct ship cookies or in-person booths through zip code

• **2/14-2/21 Online Shop Locator Campaign**
  • Target audience: families sharing GSNorCal social posts to promote Online Shop Locator

• **2/21 Sunday Funday**
  • Target audience: girl/family entrepreneurship FUN!
Questions on virtual and physical resources, or connection campaigns
Maria Gonzalez
Product Program Manager, Operations Lead
East Bay Area

we've got
HOPE, our spirited mascot
The horse mascot embodies the strength and confidence girls gain through the Girl Scout Cookie Program®.
Mascot fun facts

Fillies are fearless! A young female horse is called a filly.

Horses are go-getters right out of the gate. They can run within hours of birth!

They have their eyes on the prize! Horses have bigger eyes than any other land mammal.
We’ve Got incredible rewards
Reward Details in 2021 Cookie Family Guide

500+ pkgs—Camp inside Out

ALL girls will join 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 in camp June 4-5. 6:00J June 5-6 8:00AM.

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 hooded travel blanket. Every box comes with a waterproof dry bag to commemorate their achievement. Due to name personalization, kits are 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 and texts on smartphone app notifications. Fitbit Premium subscription and cellular data not included.

1000+ pkgs—Reward Card Match

ALL girls will 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 Cookie Camp session. Includes virtual family camp, die-camp or weekend camp—check with local volunteer-run camp to see if they are participating in the match. For example, if she uses $50 worth of Reward Card funds toward camp, for camp, we will add an additional $50 towards her balance!

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

Girls who choose the VtechSonic Mi Mini Portable LED Projector will enjoy big screen visuals in a compact 4”x4” design. The projector has a smart stand that delivers a 360-degree, razor-sharp color picture, built-in speaker, remote control, and includes rechargeable Li-Ion battery and a built-in JL speaker that offers clear, crisp acoustics. Additional warranty not included.

Girls who choose the Echo Show 15 in their color of choice enjoy a rich stereo sound with vivid visuals on a 5” HD screen. Set alarms and timers, display your favorite photos, check weather and traffic, catch up on news highlights, audiobooks, and movie trailers. Electronically connect 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.

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; girls 12-14 will learn about the business of Broadway. Girls will receive a Disney on Broadway travel and a Disney Gift Card that is $250.

Girls who choose the Disneyland experience receive three Park Hopper tickets plus a long-sleeve 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 visit with Disneyland based on the current CA State COVID-19 county guidelines. Transportation not included, although Reward Card funds may be converted to reimburse for travel costs post-expense.

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

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

2500+ pkgs—Surface Tablet or iPad or $250 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 and additional warranty not included.

Girls who choose a 16.24-inch Apple iPad with 32GB in their color of choice will enjoy a mobile office plus video studio. With the 4G cellular chip, one taking-while-doing web research and making a FaceTime call are a breeze. Includes Touch ID Fingerprint sensor, 8MP. Each camera, 12MP Face ID HD front camera, Apple Pencil, Smart Keyboard L and Applicability 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 camps now to receive a spot and deposit will be reimbursed upon earning. Girls who choose Design your own Adventure will work with the GSCL4 Product Team to design, plan, and coordinate their personalized pandemic-friendly adventure within a $400 budget.
Per Girl Average

<table>
<thead>
<tr>
<th>Online Shops</th>
<th>2019</th>
<th>2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Total Orders</td>
<td>65,364</td>
<td>133,266</td>
<td>+104%</td>
</tr>
<tr>
<td># Packages per Order</td>
<td>5.9 pkgs</td>
<td>6.3 pkgs</td>
<td>+7%</td>
</tr>
<tr>
<td># Orders per Girl</td>
<td>9.3 orders</td>
<td>13.4 orders</td>
<td>+44%</td>
</tr>
<tr>
<td># Packages per Girl</td>
<td>55.4 pkgs</td>
<td>84 pkgs</td>
<td>+52%</td>
</tr>
</tbody>
</table>

- Overall PGA was 202 packages (+12% from 2019)
- 117 PGA for girls with no online shop (-9% from 2019)
- 317 PGA for girls with online shop (+3% from 2019)
Earning Booth Sales Patch + Cookie Decals:
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 GS Cookie Finder beginning 2/19.

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

- Gain valuable life and **entrepreneurial skills**
- Set **individual goals**
- **Parent/caregiver** acts as Troop Product Volunteer
- Are eligible to earn all the **same rewards**. They earn **tiered proceeds** on Reward Cards in amounts banded within total packages sold.

<table>
<thead>
<tr>
<th>Package Amounts</th>
<th>25-49</th>
<th>50-74</th>
<th>75-99</th>
<th>100-124</th>
<th>125-149</th>
<th>150-174</th>
<th>175-199</th>
<th>200-224</th>
<th>And up...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reward Card Amounts</td>
<td>$28</td>
<td>$47</td>
<td>$65</td>
<td>$84</td>
<td>$103</td>
<td>$122</td>
<td>$140</td>
<td>$170</td>
<td>And up...</td>
</tr>
</tbody>
</table>
Meet the Girl Scout Cookies®

LEMON-UPS™
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS
Crispy lemon cookies baked with inspiring messages to lift your spirits

Samoas®
Crispy cookies coated in caramel, sprinkled with toasted coconut and striped with dark chocolate coating

Tagalongs®
Crispy cookies layered with peanut butter and covered with a chocolatey coating

DO-SI-DOs®
Crunchy oatmeal sandwich cookies with creamy peanut butter filling

Treoils®
Delicate-tasting shortbread that is delightfully simple and satisfying

Thin Mints®
Crisp wafers covered in chocolate coating made with natural oil of peppermint

GIRL SCOUT S’MORES
Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling

Toftee-Tastic®
Rich, buttery cookies with sweet, crunchy toffee bits

All our cookies have...
NO High-Fructose Corn Syrup
NO Partially Hydrogenated Oils (PHOs)
Zero Grams Trans Fat per Serving
RSPO Certified (Mass Balance) Palm Oil
Halal Certification

Made with Natural Flavors
Whole Grain Oats
Real Peanut Butter

Ingredients:
100% Real Cocoa
Real Coconut

Ingredients:
No Artificial Flavors

No artificial flavors

Little Brownie Bakers®
Updated Allergen Disclosure on Girl Scout Cookie™ Packaging (2020–2021)

- All packaged foods in the U.S. are required to identify the presence of the top 8 food allergens.
- In response, a precautionary allergen disclosure (“Manufactured in a shared facility with” statement) was added to our labels to declare the presence of allergens in the bakery where our cookies are made.
- Customers will be buying the same cookies they know and love, with no changes made to the manufacturing process.
Toffee-tastic

Same great Gluten Free recipe.

• With the addition of the precautionary allergen disclosure this year, Toffee-tastic packages will note that the cookies are made in a **shared facility with wheat**.

• Toffee-tastic cookies baked by Little Brownie Bakers are **Certified Gluten-Free** by the National Sanitation Foundation (NSF).
  
  • How? *The production line for Toffee-tastic has a designated mixer for gluten-free and the entire process is segregated from the other areas in the bakery when Toffee-tastic is in production.*

• Customers will be buying the same cookies they know and love, with **no changes made to the manufacturing process.**
Questions on mascot, rewards, or cookies
Connor Day
Senior Product Program Manager, SBP Area

Kirsten Stephenson
Product Program Coordinator

we've got

system enhancements
VIDEO TRAINING

System operation how-tos will be delivered just in time in our weekly communications!
eBudde App is Here!

No matter which approach your council is taking to the cookie program — virtual, in-person or both — the eBudde App offers volunteers powerful support from start to finish. All the great features of the desktop version of eBudde can now be accessed in the app.

**Troop Volunteers** can now select specific dates and times to pick up their cookie cupboard orders, based on info entered by your council, to allow a contactless transaction.

**Cupboard Clerks** will find all the helpful features of Cupboard Keeper built into the new app. They can check pending orders, view scheduled pickups and see the latest inventory updates.

**Delivery Station Clerks** can view the station pickup schedule and manage releases for Girl Scout Cookie™ orders.

As always, the eBudde App helps troop and service unit volunteers stay on top of messages, events and tasks throughout the Girl Scout Cookie Season — all at their fingertips!
For Delivery Managers: Contactless Order Release

1. Troop checks in for pickup via text

2. Delivery mgr verifies order count and clicks **Release**

3. Troop verifies order count and confirms (signs) via text
Troop 13381 Delivery Sheet

Printed On: Jul 27, 2020 at 12:34PM

Please print this page and bring it with you.

<table>
<thead>
<tr>
<th>LmUp</th>
<th>Tr</th>
<th>D-S-D</th>
<th>Sam</th>
<th>Tags</th>
<th>TMint</th>
<th>SMr</th>
<th>Toff</th>
<th>Troop Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>7</td>
<td>10</td>
<td>2</td>
<td>1</td>
<td>39</td>
</tr>
</tbody>
</table>

**Pickup Name:** Alpharetta - AC White  
**Pickup Location:** 1775 Founders Parkway, Alpharetta 30009  
**Pickup Date:** Saturday, February 8  
**Pickup Time:** 5:28pm  
**Pickup Code:** 802807 (send to 225-398-XXXX)

**ESTIMATED Number of Vehicles:**  
(you will need ONE of the following)  
- 2 Compact Cars  
- 2 Hatchback Cars  
- 2 Mid-size sedans  
- 1 Sport utility vehicle  
- 1 Station Wagon  
- 1 Mini van (seats in)  
- 1 Pick-up truck (full-size bed)  
- 1 Cargo van (seats in)

**Unconfirmed orders will need to be resolved case-by-case by delivery mgr**

---

The Delivery Clerk has released your order of 45 cases for T18084 at D251. Respond 1 to confirm pickup. Respond 2 for help.

---

Your pickup of 45 cases for T18084 at D251 has been confirmed.
For Cupboards: Contactless Order Release

Manage your cupboard in the app OR desktop version

Alpharetta (250) Process Pickups

Below are today's orders. Select any Pending order to Release it to the Troop or Service Unit.

<table>
<thead>
<tr>
<th>Troop or SU</th>
<th>Receipt</th>
<th>Pickup Time</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Troop 18020</td>
<td>7R2100</td>
<td>9:10am</td>
<td>Released</td>
</tr>
<tr>
<td>Troop 3820</td>
<td>DR2100</td>
<td>10:30am</td>
<td>Released</td>
</tr>
<tr>
<td>Troop 15005</td>
<td>FQ2100</td>
<td>11:00am</td>
<td>Pending</td>
</tr>
<tr>
<td>Troop 18020</td>
<td>6R2100</td>
<td>2:20pm</td>
<td>Pending</td>
</tr>
<tr>
<td>Troop 3820</td>
<td>IR2100</td>
<td>2:40pm</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Troop 3820</td>
<td>KR2100</td>
<td>2:50pm</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

Below are today's orders. Select any Pending order to Release it to the Troop or Service Unit.

<table>
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<td>Pending</td>
</tr>
<tr>
<td>Troop 3820</td>
<td>IR2100</td>
<td>2:40pm</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Troop 3820</td>
<td>KR2100</td>
<td>2:50pm</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>
For Troops: Cupboard Pickup Time Selection

**Time & Place**
- **Date:** 10/16/2020
- **Receipt:** 
- **Type:** Normal
- **Service Unit:** Booth, Adjustment, Return
- **Troop:** Alpharetta (250)
- **Pickup Date:** 10/17/2020
- **Time:** 9:00am

**Schedule:**
- 9:00am-11:45am M, Tu, W, Th, F from 02/13/20 to 03/12/21
- 1:00pm-4:00pm M, Tu, W, Th, F from 02/13/20 to 03/12/21
- 9:00am-12:00pm Sa from 02/15/20 to 03/13/21

**Contact Info:** REBECCA HARRIGAN
- **Email:** test@beckylbb.com

**Additional Info:**
- Orders due Wednesday at Midnight for pickup Fri/Sat.
- Opening open for all varieties to help facilitate troop exchanges.
For Troops: 1st ACH Debit Calc on Sales Report

**Cookie**
- Pkg price: 4.00
- Case price: 48.00
- Pkgs sold: 716
- Trp Proceeds Rate: 0.600
- No Reward Proceeds: 0.000
- Generic Proceeds 1 (2019 Treats & Keeps $0.03 - Core): 0.03 no
- Girl Init. Pkgs: 253
- Booth Init. Pkgs: 231
- DOC Init. Girl Del. Pkgs: 22
- Init. Charity Pkgs: 28
- Balance Due ACH: 203.8

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<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Troop Sales</strong></td>
<td><strong>$ 3,140.00</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Troop Proceeds</strong></td>
<td><strong>- $ 461.80</strong></td>
<td><strong>Council Proceeds</strong></td>
</tr>
<tr>
<td><strong>Council Proceeds</strong></td>
<td><strong>$ 2,687.20</strong></td>
<td><strong>Payments Made</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Amount You Owe Council</strong></td>
</tr>
</tbody>
</table>

*Little Brownie Bakers*
Continuously Improving!
2020-21 Digital Cookie Enhancements

Girl delivery option available to turn off at parent level

Troop level Digital Cookie sites available

Since you are a DOC council, and this troop has been selected as a DOC troop, grade levels for all girls will be required, and any girls in grade levels K, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 or 12 will be required to have accurate GSUSA IDs.

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>GSUSA Id</th>
<th>Inactive?</th>
<th>Grade</th>
<th>DOC Eligible</th>
<th>DOC Emails</th>
<th>Reg'd?</th>
<th>Sales Goal</th>
<th>Delete?</th>
<th>Pairing w/ DOC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brigitte</td>
<td>Jones</td>
<td>TEMP8000268710134</td>
<td></td>
<td>K</td>
<td>✓</td>
<td></td>
<td></td>
<td>200</td>
<td></td>
<td>Move or Release Zero Init Deliv</td>
</tr>
<tr>
<td>Corine</td>
<td>Kline</td>
<td>TEMP8000268710134</td>
<td></td>
<td>K</td>
<td>✓</td>
<td></td>
<td></td>
<td>200</td>
<td></td>
<td>Move or Release Zero Init Deliv</td>
</tr>
<tr>
<td>Sasha</td>
<td>Choi</td>
<td>TEMP8000268710134</td>
<td></td>
<td>K</td>
<td>✓</td>
<td></td>
<td></td>
<td>200</td>
<td></td>
<td>Move or Release Zero Init Deliv</td>
</tr>
<tr>
<td>Troop7101</td>
<td>Site</td>
<td>TRP7101700</td>
<td></td>
<td>4</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>This is the DOC Troop Site Pseudo-girl</td>
</tr>
</tbody>
</table>
We've Got

dates and next steps
Important Dates pre-Launch

December 2020

• **12/5-12/12:** Virtual Troop Manager Kickoffs
• **12/16:** 6:30pm Startup Squad author program on entrepreneurial mindset
• **12/17:** eBudde/DC access opens & *Cookies+* Program Resources uploaded
• **12/26:** 2021 Cookie Family Guides ship to households (registered girls + volunteers)

January 2021

• **1/6:** 6:30pm Virtual Family Cookie Kickoff
• **1/15:** Digital Cookie access for families
• **1/23 10am:** Virtual Digital Cookie Day + online shops open for business!
Next Steps

1. Follow GSNorCal on social media
2. Remind troops and families to register for kickoffs
3. Wednesday Q&As with team product
4. Always read weekly comms and use embedded links

FACEBOOK
@GSNorCal (Member Support)

TWITTER
@GSNorCal (Communities)

INSTAGRAM
@GSNorCal (Member Support)

YOUTUBE
GSNorCal Online Training (Volunteer Support)
Questions on system enhancements, dates, or next steps
Let's inspire girls to Grow and work as a Team!
We've Got This!
A BIG VIRTUAL HIGH fIVE TO YOU!

THANK YOU!