Girl Scout Cookie Program
2019-2020 Campaign Theme
When a girl participates
gains the POWER to...
Wow the World!
Unleash her inner G.I.R.L. go-getter / innovator / risk-taker / leader™

She has the power to wow!
Sisterhood, Supportive Adults and Special Experiences inspire the Butterfly Effect
AGENDA

Sisterhood – Female entrepreneurship
- Programming
- Promotional Planning
- Product Updates

Supportive Adults – Easier operations
- Troop App Plus
- eBudde enhancements
- Adult resources

Special Experiences – Financial empowerment
- Reward Strategy
- 2020 Program Rewards
- Reward Card Enhancements
Sisterhood
Largest female entrepreneurship program in the world!
Entrepreneurship

Why does it matter for girls (and for Girl Scouts)?

- Encouraging girls’ interest in entrepreneurship prepares them for any future career pathway.

- The qualities that lead to successful entrepreneurship, like curiosity, confidence, and innovation, are important for all types of academic and career success.

- Addressing some of the early causes of women’s underrepresentation in business helps close the leadership and wage gap.
Girls care about gender parity, financial stability and using their talents to make an impact.

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%)

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%)
Girls care about gender parity, financial stability and using their talents to make an impact.

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
Programming

Entrepreneurship programming with a focus on why both family engagement and the program matters to girls.

- NOT a sale or fundraiser
- Girl Scout experience is Powered by Cookies – financial empowerment
- Highlight progressive experiences that build innovative and entrepreneurial-minded leaders
- Families help her think and research like an entrepreneur
- Give girls the tools to create an independent future with the courage to fail and keep trying
Programming Resources

Kits for Cadettes, Seniors and Ambassadors!

care2Share

cookieology
What goes into making a Girl Scout Cookie?

brandingyou
How do I brand ME?

cookielogistics
From here to there...and everywhere!

entrepreneur to entrepreneur
Lessons in Leadership: Pass 'em on!
Rally Programming

**Rally Theme:**
- Decorate with female entrepreneurs: JK Rowling, Sara Blakely, Cher Wang, Oprah Winfrey, Debbie Sterling, to name a few
- Invite a female entrepreneur to come to your rally or have a picture and bio about them

Rally cookie requests now through event registration form!

NEW Rally Kits available for checkout from your local retail team to support and inspire girls’ promotional plans!

**Rally Programming:**
- How to brand yourself and your business
- How STEM is related to baking
- What are the types of cookies and how are they made?
- How girls are going to share WHY they’re selling cookies
- Cookie logistics – how do cookies travel to customers from the bakery?
- Set Up Digital Cookie storefronts with uploaded videos
- Costs of doing business—product, marketing, storage, delivery

cookieology
What goes into making a Girl Scout Cookie?

brandingyou
How do I brand ME?

cookieLOGISTICS
From here to there...and everywhere!

eNtrepreneur
to entrepreneur
Lessons in Leadership: Pass ‘em on!
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 cookie! 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.
Branding & Cookieology

- What words describe your business?
- What colors?
- What fonts?
- Does it make your customers want to take action?

Parts of a cookie
- Base Cake
- Enrobing
- Filling
- Toppings
Promotional Planning

Social Guidelines
keep entrepreneurship in mind – sharing URLs ok

- For volunteers, families, troops, and girls to promote entrepreneurs’ businesses
- Social posts + strategies to engage customers

ON LittleBrownie.Com
Promotional Planning

Don’t forget to wear your full uniform, this helps identify you as a cookie seller.

Visit us in store or online, items may vary.
800-447-4475 x7090
Shop@gsnorcal.org

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

This year staff will be passing out uniform patches as they spot girls and volunteers in uniform.

Boost your sales this cookie season with these exciting promotional products. Items like these help you standout and draw attention to your business. Happy selling, goal getter!

Waterproof yard sign set
$6.99

New! Family Entrepreneur Pins
$3.00

Rolling Banner
$6.99

Waterproof vinyl banner
$22.99

Fan patches
$0.75-$1.75

Money pouch
$4.99

Assorted apparel
$4.99-$29.99

Cookie Cart
$39.99

Window cling
$1.50-$2.50

Find your wings, do wow things

Girl Scout cookies

DO WOW things!
Family Engagement

💡 Truth in advertising. Quiz her cookie knowledge! By having the facts and being transparent about her products, your girl is learning the foundation of business ethics.

⚠️ Take initiative to research how start-ups or new businesses document their sales strategies. There are plenty of resources online, including videos, articles, and templates for such strategies. Then cooperate as she tries her hand at delegating tasks to you and other family members while she continues to be the one doing the selling.

💡 Family Tips

Your Girl Scout is ready to take charge of her cookie business. Her skills will grow as she learns to ask for help and brainstorms ideas with others. Look for opportunities to encourage her to:

- **Be curious** about others’ experiences and ideas by researching how to tell engaging stories and how to create a pitch. Spend an evening online together watching related how-to videos and reading relevant articles. Then help brainstorm ideas for groups for her pitch.

- **Collaborate with others** to accomplish her goals and learn. Let her take the lead in asking you for help and feedback. Remember: teamwork makes the dream work!

💡 Check in with her. She’s ready to take charge of her business! Help her think about how she’ll track her orders, double check her math, and handle money (with adult supervision). You’re there to advise and support, but this is her time to shine.

Replaces cookie activity pin →
Every year, we have **NEW** and **EXCITING** information to help us promote the start of Girl Scout Cookie season.

To help troops understand the importance of keeping information **CONFIDENTIAL**, GSUSA is launching...

**Cookie Confidential**
- Be in-the-know of exciting, “confidential” information for cookie season
- Empower girls, parents, and volunteers with the information they need to plan and stay in control of a successful cookie business!
- Create excitement for the 2020 cookie season and more success for cookie bosses across the country!
We can’t do it alone. As part of “Cookie Confidential,” we need your help to keep this information confidential until we announce it to the public during the Jan. 7 launch of Cookie Season 2020.

What is confidential in 2020?

1. New Lemon-Ups Girl Scout Cookie from Little Brownie Bakers—more delicious opportunities for success!

2. Stories of Girl Scouts featured on new packaging that showcase the power of the Girl Scout experience!

What to avoid until embargo lift

Promoting Lemon-Ups cookie or stories of Girl Scouts on new packaging in social media or press that runs prior to January 7 embargo lift
Inspired by girl entrepreneurs in the Girl Scout Cookie Program®, these zesty lemon cookies are positively fun!

Just like a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™, each cookie has something bright and motivating to say.

**LEMON-UPS™**
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS
Crispy lemon cookies baked with lemon glaze and inspiring messages to lift your spirits.
Approximately 12 cookies per 6.2 oz.pkg.

- Made with Natural Flavors and Colors
- NO High Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil

12 cookies included in each tray
8 embossed cookie messages

Bright, inspiring and truly unique—just like Girl Scouts!

Perfect for Sharing!
Each cookie brings joy to others, much like the impact Girl Scouts have in their communities!

2019-2020 Girl Scout Cookie™ Lineup

Remember to keep the new lemon-ups cookie confidential until January 7, 2020.
New GSUSA Package Announcement!
2020 Girl Scout Cookie™ Season Kick-off
Trivia

1. **When can we share lemon-ups information?**
   a) December 1, 2019
   b) January 7, 2020
   c) February 10, 2020

2. **Girls who use this get 10% off cookie merchandise thru 2/29.**
   a) Visa
   b) Cash
   c) Reward Card

3. **Which statement below is accurate?**
   a) The Cookie Program is a sale to raise funds.
   b) Girls don’t care about financial independence and stability.
   c) Girls who participate in Digital Cookie are learning how to market themselves in a competitive online market.
Supportive Adults

Over $4 million worth of volunteer hours annually support the cookie program
Volunteer Partners

Service unit volunteers are strategic entrepreneurship partners inspiring troops to keep the program progressive, innovative and FUN. Help us get to yes to support EVERY girl.

**Financial Literacy**
Girls develop a foundation for entrepreneurial activities and gain skills for a healthy financial future.

*Activation:* Leverage existing Financial Literacy badges

**Cookie Entrepreneurship**
Girls run their own cookie businesses, and develop 5 skills and an entrepreneurial mindset.

*Activation:* Cookie Entrepreneur Family AND Refresh Cookie Business badges

**Social Entrepreneurship**
Girls take a business approach to developing solutions for social, cultural, or environmental issues.

*Activation:* Develop program for girls in grades 4-12

**Girl Enterprise**
Girls develop and test their own business ideas as they get hands on entrepreneurial experience.

*Activation:* Develop program for girls in grades K-12
Easier Execution

- Troop Cookie Overview Video – no training!
- Weekly text messaging direct to volunteers
- Looker roster access
- Cashless strategy
  - Cheddar Up for troops to accept parent payments
  - No more check reimbursement
- Just in time ops videos
- Decision points should encourage entrepreneurship
- Girls uploaded 2x/week after 2 weeks of daily 1/27-2/7
- Girls now empowered to sell in a single troop
- Two ACH debits – 2/25 & 3/25
- IRMs may participate with parent as Product Manager
Troop Overview Video

girl scouts of northern california

Cookie Program

This video is a short 7 minute overview, notes do not need to be taken, and next steps are addressed at the end.

GIRL SCOUT COOKIES!
Our digital world is everything you need to efficiently manage your cookie program.
Troop App Plus – makes knowing what to do in eBudde easier!

- Updated dashboard
- New settings access
- Order cookies and rewards- reminders/notifications
- Spread inventory with Cookie Exchange
- Booth site management – release sites, waitlist picks
- Video help on YouTube

100% troop usage!
Troop App Plus

- Full Access for Service Unit User
- Click SU# to see list of service unit(s) and troop(s). Service unit(s) have a green background. Troop(s) have a blue background.
- Display Booth Door information
- Push Notifications for important dates
- Settings Access
- Contacts save to phone
- SU Checklist
Digital Order Card (DOC)

• NEW gift box and gift tin options for customers
  – Box: choose your own 4 varieties, add $4 for box and pay for shipping
  – Tin: 4 packages of Thin Mints, add $4 for tin and pay for shipping
  – Up to 10 total gifts shipped to single address
  – Multiple ship to addresses = multiple customer transactions
  – Packages get assigned in eBudde – no girl benefit for $4

• Troops may turn off Girl Delivery for their troop
• Product team may turn off Girl Delivery for individual girls
eBudde™
Volunteer enhancements

I AM AN Innovator
Cookie Tech Portal
Applications for easy access to everything cookie!

Quick Links on dashboard
Troop Dynamic Dashboard Setup
Booths

- **NEW** Cookie Partnership Kit for Booth Coordinators
- Naming conventions for Booth Spreadsheets – no SU#s
- Booth sites for all entrepreneurs – mimic our community partners
- Booth sites may not be uploaded or deleted after booth date has passed
- Offline lottery picks should be uploaded with sites – picks count against pick rule max
- Booth sites uploaded by **1/25**
- **NEW** wait list report

Troops know how many troops are already waiting to be notified. All waiting troops notified at same time. Released slots are first-come, first-served.
Booths - release sites from Troop App Plus or dashboard

**ebtesting.littlebrownie.com says**

Releasing a booth sale can NOT be undone!

Release this sale?

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**ebtesting.littlebrownie.com says**

Booth Signup Cancelled
Cookie Exchange

- Troops helping troops sell all varieties.
- **Cookies on Cookie Exchange are in packages.**
- Instructions for troops on how to edit or remove their posts on Cookie Exchange.
- **A field to enter a city or zip code to Cookie Exchange.**
- Open Cookie Exchange by Area, then sort it by SU.
- **Cookie Exchange report for each user level.**
**Cookie Exchange Page**

**COOKIES EXCHANGE**
Have packages of cookies to exchange with other Troops? Use the form below to post what packages you have to the exchange. The numbers in the form always reflect your last update so after you’ve given away some packages please come back here to update your offerings!

Did you give away ALL of your packages? Fantastic! If you would like to opt out simply Remove My Offering.

<table>
<thead>
<tr>
<th>Savannah Smiles</th>
<th>Trefoils</th>
<th>Do-Si-Dos</th>
<th>Samoas</th>
<th>Tagalongs</th>
<th>Thin Mints</th>
<th>S’mores</th>
<th>Toffee-tastic</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Looking for cookies? Use the information below to find cookies and request an exchange. Cookie totals may have changed since at volunteer last posted. For current availability please contact the troop leader.

**SAVANNAH SMILES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Troop:</th>
<th>Savannah Smiles:</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/03/18</td>
<td>00015</td>
<td>10</td>
<td><a href="mailto:chprimary@lbb.com">chprimary@lbb.com</a></td>
</tr>
<tr>
<td>07/23/19</td>
<td>6330</td>
<td>8</td>
<td><a href="mailto:chprimary@lbb.com">chprimary@lbb.com</a></td>
</tr>
</tbody>
</table>

Sorted by SU and area

- Lemon Grove
- Rancho San Diego

Hover for zip codes 92084
Cupboards

• All cupboards support all entrepreneurs – product in cupboards will be shifted daily.
• GSNorCal cannot purchase more packages than we anticipate will be sold as a total number.
• Additional product is ordered weekly based on packages assigned to girls in eBudde and Care to Share totals.
• Unavailable varieties at cupboards on Cupboard report.
• Allow partial hours in the advance order section.
• Allow bulk print receipts that were previously unprinted.
• Added scheduled pickup times to Cupboard Dashboard.
• Added DOC filter to the Weekly Cupboard recap report.
• Enhanced filter for the Weekly Cupboard Breakdown report.
### Cupboard Report – unavailable varieties

<table>
<thead>
<tr>
<th>Name</th>
<th>Number</th>
<th>Unavailable Cookies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Becky’s House</td>
<td>3</td>
<td>Toff, Tre</td>
</tr>
<tr>
<td>Council Office</td>
<td>1</td>
<td>Toff</td>
</tr>
<tr>
<td>Firestation #67</td>
<td>2</td>
<td>none</td>
</tr>
<tr>
<td>Service Unit 673</td>
<td>673</td>
<td>none</td>
</tr>
<tr>
<td>SU 999</td>
<td>999999</td>
<td>none</td>
</tr>
<tr>
<td>Valley Springs</td>
<td>661</td>
<td>none</td>
</tr>
</tbody>
</table>

### Pending Orders

<table>
<thead>
<tr>
<th>Receipt No</th>
<th>Transaction Type</th>
<th>Packages</th>
<th>Date</th>
<th>Pickup</th>
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</thead>
<tbody>
<tr>
<td>Q29100</td>
<td>normal</td>
<td>156</td>
<td>2019-02-22</td>
<td>Feb 23, 2019 at 9:00AM</td>
</tr>
<tr>
<td>D7K000</td>
<td>normal</td>
<td>192</td>
<td>2019-01-28</td>
<td>Jan 29, 2019 at 6:00PM</td>
</tr>
<tr>
<td>TBK000</td>
<td>normal</td>
<td>60</td>
<td>2019-01-28</td>
<td>Jan 29, 2019 at 5:30PM</td>
</tr>
</tbody>
</table>

**Total:** 3 packages, 408 pkgs

### Minutes available in MIN time prior to order

- **Minimum Time Required Before Order:** 1 day, 3 hrs, 15 mins

### Pickup date on Cupboard dash

- Becky's House
- Council Office
- Firestation #67
- Service Unit 673
- SU 999
- Valley Springs
Girl Orders Tab

• Care to Share hover messaging
• Increased visibility of Digital Cookie Girl Delivery orders
• Girl Order Tab report – one sheet per girl for DOC Girl Delivery to help troop allocate inventory to girls
• Transaction details are critical for auditors and reconciliation
• Care to Share and sold inventory allocated to girls regularly to ensure we can purchase more product
# Sales Report Tab Updates

## Pkgs Received

<table>
<thead>
<tr>
<th>Date</th>
<th>Code</th>
<th>Qty</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/15</td>
<td>---</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>10/18</td>
<td>T6073</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>07/22</td>
<td>C3</td>
<td>*12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C_GOC</td>
<td></td>
<td>120</td>
</tr>
</tbody>
</table>

**Total Pkgs Received:** 9814

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**Total Pkgs Received:** 3113

**Total DOC Pkgs Received:** 175

**Total DOC Charity Pkgs Received:** 70

*In addition there was:*

**Total DOC Delivered Pkgs Received:** 229

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*Pending orders flagged with *
Trivia

1. Which of the following statements is accurate?
   a) We want 100% of troops to use the Troop App+
   b) We want 100% of SUs to use the Troop App+
   c) The Troop App+ is easier to use than the desktop version

1. Troops allocate Care to Share and packages sold to girls when?
   a) Never
   b) Several times weekly
   c) At the end of the program

2. Girls are encouraged to sell in multiple troops.
   a) True
   b) False
Special Experience
Girl rewards for your achievements.
Why Rewards Matter

- Power special Girl Scout experiences – camp, travel, adventure, activities, SU events, volunteer-led camps, Silver and Gold Award Projects
- Motivate girls to set stretch goals and families to go the extra mile to support their girls
- **Cookie Crossover patch supports annual planning strategy for girls**
- Support sisterhood through unique reward experiences
- **Highlight the full entrepreneurship cycle by celebrating girls’ hard work and dedication.**
Reward Investments

- Reward Card conversion for Silver Award projects
- Reward Card conversion for Reward Experience Travel
- Reduced # of levels to increase investment at each level
- Reward Card increase to $100 for each 100 pkgs at 3000+
- Bar patches now at every 100 packages
- Three camp rewards to increase access to camp
- Reward Card Conversion forms now a single form for all
- Instant Reward I AM stickers per troop request
Service Unit Bonus

Service units may earn up to .04 per package!
Less delinquent troop amounts, calculated against prior year packages and current uploaded girls at the end of the program.

Go-Getter: .01/pkg for SU participation 85-100%

Innovator: .01/pkg for Care to Share +20% packages sold

Risk-Taker: .01/pkg for Digital Cookie +30% packages sold

Leader: .01/pkg for SU PGA of 250+
2020 Girl Rewards

2020 | Girl Scouts of Northern California

GIRL REWARDS

Camp Rewards
- Camp Boss: Girls receive a 10% Discount off any single 2020 GSNorCal Camp Session 500+ Packages
- Reward Card Match: Girls receive a personalized acrylic plaque PLUS dollar for dollar match when using a Reward Card to attend any 2020 GSNorCal Camp Session 1000+ Packages

Camp Rocks
- Girls may choose to receive a FREE: 2020 GSNorCal Camp Session of their choice 3000+ Packages

Initial order rewards
- Bar Patches: Awarded at highest level earned starting at 100+ in increments of 100.
- Girls plus 2 adults in troops with an initial order of 175+ package average per girl selling will receive a Cookie Boss Fanny Pack

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

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

My Personal goal Packages
- Theme Patch 30+ Packages
- Charm Bracelet PLUS WOW Slide Charm 60+ Packages
- WOW Carabiner PLUS Origami Bandana OR $5 Reward Card 100+ Packages

Ready to WOW Travel Case OR $5 Reward Card 150+ Packages

Find Your WINGS Tee OR $10 Reward Card 200+ Packages

Plush Butterfly OR $10 Reward Card 250+ Packages

Polaroid Pop OR Swagtron T3 Hoverboard OR $150 Reward Card 1100+ Packages

Care to Share Rewards

 earned by girls who sent 15+ emails via M2 by 10/31 during the 2019 Fall Program and reach 250+ packages during the 2020 Cookie Program

Disneyland to the Max OR $250 Reward Card 1500+ Packages

Cookie Boss Overnight with Marina PLUS $300 Reward Card 2000+ Packages

Fleet Week Air Show Lunch Cruise OR $350 Reward Card 2500+ Packages

DJ Spark Selfie Drone OR Camp Rocks OR $400 Reward Card 3000+ Packages

Reward items may vary in make, model or color

For event dates and details, please see the 2020 Reward Descriptions

ALL REWARDS ARE CUMULATIVE

Little Brownie BAKERS
Every butterfly starts small.
Just out of their cocoons,
they might be a little shy,
a little uncertain.
But as they grow and learn,
they bravely decide to try their wings.
They follow their curiosity toward exciting new horizons. They are inspired to fly to new heights. And because of their bravery they don't just fly...
They SOAR!
Trivia

1. Dollar for dollar Reward Card Match is at what level?
   a) 500+ packages
   b) 1000+ packages
   c) 1500+ packages

2. Reward Card investments include:
   a) An annual back rub
   b) $100 for each 100 packages at 3000+
   c) Increasing access to Reward Experiences by offering travel expense conversion

3. Troops who request I AM instant stickers should:
   a) Give them all out at the beginning of the program.
   b) Set benchmarks for their girls and distribute individually when girls reach each benchmark.