Girl Scout Cookie Program®
2019-2020 Campaign Theme
When a girl participates
Girl Scout Cookie Program®
She gains the POWER to...
Wow the World!
Unleash her inner G.I.R.L.
gogo-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
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!
Digital Cookie Day

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

Be sure to bring questions for our virtual cybersecurity professionals from Palo Alto Networks and Cisco!

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.
Promotional Planning

Social Guidelines

• Sharing URLs ok
• Families AND girls may promote entrepreneurs’ businesses
• Social posts + strategies to engage customers
Promotional Planning

Find Your Wings
DO WOW THINGS

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 stand out and draw attention to your business. Happy selling, goal getter!

Waterproof yard sign set
New! Family Entrepreneur Pin
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

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

12 cookies included in each tray
8 embossed cookie messages

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
Supportive Adults

Over $4 million worth of volunteer hours annually support the cookie program.
Easier Execution

- Cookie Overview Video – no training/just in time ops videos
- Registered Troop Leaders and Troop Cookie Managers already in eBudde
- Girls/adults uploaded to eBudde 2x/week throughout program
- Weekly text messaging direct to volunteers
- Cashless strategy moving forward
  - Cheddar Up for troops to accept parent payments
  - No more check reimbursement
- Two ACH debits – 2/25 & 3/25
- Girls now empowered to sell in a single troop
Troop Overview Video

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.
Troop App Plus – makes knowing what to do in eBudde easier!

- COMPLETE desktop functionality!
- 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!
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
Troop Dynamic Dashboard Setup
Booths

• Encouraging partners to go Beyond Booths and partner with us to promote #cookiebosses
• Troops search booth sites by city/business name (no SU#s in business names)
• Offline lottery picks will be uploaded with count toward online pick rule max
• Booth sites uploaded by 1/25 for troop planning for 1/27 Booth Lottery
• 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

Calendar

31 July
Booth Sale at Augsburg College student union
4:00pm
Release

31 July
Area Order Deadline
11:59pm

ebtesting.littlebrownie.com says
Releasing a booth sale can NOT be undone!
Release this sale?

OK Cancel

Augsburg College student union
booth will be indoors...

Choose a time slot and then Submit.
To get out click on the slot again and re-submit.
Modify Me If Status: Open (if available)

Time Troop
4:00pm
6:00pm

ebtesting.littlebrownie.com says
Booth Signup Cancelled

OK
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 sorted by SU.
• **Cookie Exchange report for troops.**
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>
<th>Update Pkgs to Exchange</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>
<td></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>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/03/18</td>
<td>00015</td>
<td>10</td>
<td><a href="mailto:chprimary@lb.com">chprimary@lb.com</a></td>
<td>Lemon Grove</td>
</tr>
<tr>
<td>07/23/19</td>
<td>6330</td>
<td>8</td>
<td></td>
<td>Rancho San Diego</td>
</tr>
</tbody>
</table>

Total: 21

Zip code: 92084
Girl Orders Tab

• Care to Share and sold inventory should be allocated to girls regularly to ensure we can purchase more product
• Care to Share hover messaging
• **Written transaction details are critical for auditors and reconciliation**
• Girl Order Tab report – one sheet per girl for DOC Girl Delivery to help troop allocate inventory to girls
## Sales Report Tab Updates

### Pkgs Received

<table>
<thead>
<tr>
<th>Pkgs Received</th>
<th>Initial Order</th>
<th>10/15</th>
<th>10/18</th>
<th>07/22</th>
<th>C_GOC pkgs.</th>
<th>Total Pkgs Received</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>---</td>
<td>011000</td>
<td>411000</td>
<td>T6073</td>
<td>C3</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TJI000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9814</td>
</tr>
</tbody>
</table>

- Pending orders flagged with *

### Total Pkgs Received

- 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

Total DOC Delivered Pkgs Received listed separately
Special Experiences
Girl rewards for goal achievement
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
- 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
2020 Girl Rewards

Camp Rewards
- Camp Boss: Girls receive a 10% discount off any single 2020 GSNorCal Camp Session packages.
- Camp Rocks: Girls may choose to receive a FREE: 2020 GSNorCal Camp Sessions of their choice 3000+ 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

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 Cookie Have the Power to Change the World Portable Charger
- Girls who reach 20+ CTS packages will receive a Shake It Up Slide Charm

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

Initial Order Rewards
- Cookie Boss Overnight with Marina PLUS $300 Reward Card 2000+ Packages
- Water Adventure with a Friend OR Apple AirPods 2 OR $75 Reward Card 800+ Packages
-¼ Spark Selfie Drone OR Camp Rocks OR $400 Reward Card 3000+ Packages

Care to Share Rewards
- Girls who reach 20+ CTS packages will receive a Cookies Make Life Sweeter/Blanket Sack

Photo Booth Rewards
- Disneyland to the Max OR $250 Reward Card 1500+ Packages
- Fleet Week Air Show Lunch Cruise OR $350 Reward Card 2500+ Packages
- Santa Cruz Beach Boardwalk OR $50 Reward Card 600+ Packages

WOW Carabiner PLUS Origami Bandana OR $3 Reward Card 150+ Packages
Ready to WOW Travel Case OR $3 Reward Card 150+ Packages
Find Your WINGS Tee OR $10 Reward Card 200+ Packages
Plush Butterfly OR $10 Reward Card 250+ Packages

Crossover Patch
- Earned by girls who sent 15+ emails via N2 by 10/31 during the 2019 Fall Program and reach 250+ packages during the 2020 Cookie Program

Charm Bracelet PLUS WOW Slide Charm 60+ Packages
Do WOW Things Wall Tapestry OR $15 Reward Card 325+ Packages
Find Your WINGS Weekender Tote OR $20 Reward Card 450+ Packages

ALL REWARDS ARE CUMULATIVE

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

2020 | Girl Scouts of Northern California

GIRL REWARDS
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!
Thank You