Girl Scouts of Northern CA
2021 Troop 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 **Q&A** until that time.
- **Additional Q&A** after the presentation.
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

Little Brownie BAKERS
She can do anything—especially with her Girl Scout sisters by her side!
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:

• Contactless marketing and product deliveries are allowed in all counties.
• In-person booths/transactions are not allowed in Purple and Red Risk Level counties.
• In-person booths/transactions 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.
  • Orange counties who move to Red will need to cancel all scheduled booths.
  • 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 & ecommerce

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.

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.

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

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.
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**
- **LIVE Weekly Q&As**
  - Wednesdays 6-7pm
  - Families too!
- **Weekly Volunteer Comms**
  - Texted links
  - Wednesday emails
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 for Hosting
- 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
VIRTUAL GIRL SCOUT COOKIE™ BOOTHS

Step-by-Step Guide

#VirtualCookieBooth

THINK OUTSIDE THE COOKIE BOX

VIRTUAL COOKIE BOOTHS

• Zoom Booths
• Cookie CEO Booths
• Facebook Live Booths
• Virtual Troop Cookie Booth
• ilovecookies.org business flyers
We've got physical resources!
Retail Resources

• Search ‘gsnorcal cookie’ on girlscoutshop.com
• Customized printing services for contactless in-person marketing
Downloadable Resources – Plus More!

Customizable door hangers + business cards

Menu board

Thank you reorder slips

large cookie signs (all varieties)

Walking/sandwich poster

Care to Share box wrap and flyer
We've Got Connection 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 – Give Joy, Get 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 at mid-point of program
  • Target audience: families sharing GSNorCal social posts to promote Online Shop Locator

• 2/21 Sunday Funday
  • Target audience: girl/family entrepreneurship FUN to keep energy high at mid-point
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!
2021 Rewards

2021 Girl Scouts of Northern California

DIGITAL COOKIE REWARDS
- Cookie Techie Patch
- Phone Chair
- Phone Light

PACKETS
- Crossover Patch
- Earn all four rockers to build a fence
- Reversible saddle blanket

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

THEME PATCH
- 30+ Plgs

MINT TO ACHIEVE TEES
- Mint to Achieve t-shirt

CAMP STOOL
- 450+ Plgs

Patches
- Crossover Patch
- Earn all four rockers to build a fence
- Reversible saddle blanket

Handy side pocket

HORSE BLANKET
- OR $15 Reward Card
- 325+ Plgs

VITALITY PLUGINS
- Type 1 Diabetes Management System
- Type 2 Diabetes Management System

Patches
- Crossover Patch
- Earn all four rockers to build a fence
- Reversible saddle blanket

Handy side pocket

HORSE BLANKET
- OR $15 Reward Card
- 325+ Plgs

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

CARE TO SHARE REWARDS
- Fleece Tote
- Care to Share Plugs

CAMP REWARDS
- Reward Card Match
- Girls receive a commemorative acrylic PLUS dollar for dollar match when using a Reward Card to attend a camp session.

Rewards may vary in make, model, or color

Scan for reward specifics!
Reward Details in 2021 Cookie Family Guide

**Online Shops**
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
• 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>
we've got cookies
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**
- Crisp cookies coated in caramel, sprinkled with
toasted coconut and striped with dark chocolate coating
- Made with Natural Ingredients
- Contains Nuts

**TAGALONGS**
- Crispy cookies layered with peanut butter and
covered with a chocolate coating
- Made with Natural Flavors
- Contains Nuts

**DO-SI-DOS**
- Crunchy oatmeal sandwich cookies with
  creamy peanut butter filling
- No Artificial Flavors

**TREFOILS**
- Delicate-tasting shortbread that is delightfully
  simple and satisfying

**THIN MINTS**
- Crisp wafers covered in chocolatey coating made with
  natural oil of peppermint

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

**TOFFEE-TASTIC**
- Rich, buttery cookies with sweet, crunchy toffee bits

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**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

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**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.

Food Allergen Guide on Girl Order Card
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
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!
Text Confirmation of Initial Order Pickup

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>Tre</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)

You have checked in to pick up 45 cases for T18084 at D251. Please wait for the Delivery Clerk to release them to you.

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.
Cupboard Pickup Time Selection

- **Date:** 10/16/2020
- **Time:** 9:00 am

Schedule:
- 9:00am-11:45am M, Tu, W, Th, F, from 02/13/20 to 03/12/21
- 10:00am-12:00pm 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

Orders due Wednesday at Midnight for pickup Fri/Sat.
Ordering open for all varieties to help facilitate troop exchanges.

**Additional Info.**

**Hours of Oper.**
- 11:00am-6:00pm F, from 02/14/21 to 03/12/21
- 9:30am-12:00pm Sa, from 02/15/20 to 03/13/21
- 10:00am-5:00pm M, from 03/16/20 to 03/15/21

**Please choose an hour then a time.**
- **11:00am**
- **12:00pm**
- **1:00pm**
- **2:00pm**
- **3:00pm**
- **4:00pm**
- **5:00pm**

**Open Times**
- **12:00pm**
- **12:15pm**
- **12:30pm**
- **12:45pm**
### 1st ACH Debit Calc on Sales Report

**Cookie**
- Pkg price: 4.00
- Case price: 48.00
- Pkgs sold: 716
- Trp Proceeds Rate: 0.500
- 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

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Total Troop Sales</td>
<td>$3,140.00</td>
</tr>
<tr>
<td>Troop Proceeds</td>
<td>- $461.80</td>
</tr>
<tr>
<td>Council Proceeds</td>
<td>$2,678.20</td>
</tr>
<tr>
<td>Council Proceeds</td>
<td>$2,678.20</td>
</tr>
<tr>
<td>Payments Made</td>
<td>- $2,270.60</td>
</tr>
<tr>
<td>Amount You Owe Council</td>
<td>$407.60</td>
</tr>
</tbody>
</table>
Continuously Improving!
2020-21 Digital Cookie Enhancements

Girl delivery and variety availability may now be turned off by parent

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>ID</td>
<td></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>Klein</td>
<td>TEMP8000268710134</td>
<td>ID</td>
<td></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>ID</td>
<td></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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>This is the DOC Troop Site Pseudo-gal</td>
</tr>
</tbody>
</table>

CONFIDENTIAL & PROPRIETARY
We've got dates and next steps!
Important Dates pre-Launch

December 2020
• **12/17:** Volunteer 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
• **1/12:** *National Toast-yay ABC cookie launch*
• **1/15:** Digital Cookie access for families
• **1/18-1/22:** Marketing Tips for families on social
• **1/23 10am:** Virtual Digital Cookie Day + online shops open for business!
Next Steps

1. Follow GSNorCal on social media
2. Remind families to register for 1/6 kickoff + girls for 1/23 Digital Cookie Day
3. LIVE Wednesday Q&As with team product
4. Always read weekly comms and use embedded links
Questions on system enhancements, dates, or next steps
Let's inspire girls to grow and work as a team!
A BIG VIRTUAL HIGH five TO YOU!

THANK YOU!