Everything you need to know to make your cookie program . . .
ALL YOUR GIRL SCOUT COOKIE FAVORITES

Our cookies have...
- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- NO Artificial Flavors in Toffee-tastics
- Girl Scout S'mores and Do-si-dos are made with Natural Flavors
- Zero Grams Trans Fat per Serving
- 100% Real Cocoa
- Hearty Whole Grain Oats in Do-si-dos
- Thin Mints are Vegan
- Toffee-tastics are Gluten-Free
- RSPO Certified (Mass Balance) Palm Oil

$5
The Super Six
Thin Mints, Samoas, Tagalongs, Do-Si-Dos, Trefoils, and Savannah Smiles

$6
Specialty Cookies
Girl Scout S'mores and Gluten-free Toffee-tastic
Go for BOLD this Cookie Season!

Most people know Girl Scouts for our delicious cookies, but what they may not know is that the Girl Scout Cookie Program is the largest girl-led, skill-building entrepreneurship program in the world!

As your barrier breaking, challenge crushing girl gears up for Cookie Season, watch her confidence soar when she sets (and achieves!) ambitious goals, seeks out new challenges, and learns problem-solving, budgeting, and people skills that will prepare her for a lifetime of leadership, from the classroom to the boardroom. So whether your girl wants to travel somewhere exciting with her troop, explore the great outdoors at Girl Scout Camp, or try something totally new, the Cookie Program can help her find the G.I.R.L. (Go Getter, Innovator, Risk-taker, Leader)™ within.

If you have questions about the Cookie Program, please consult your troop leader or contact our Member Services department at (800) 447-4475 or info@gsnorcal.org, open Monday–Friday, 9AM to 5PM.
2019 Cookie Program

Through the Girl Scout Cookie Program®, girls build five critical 21st century skills that help them prepare 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 to accomplish them.

**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 together 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.
Cookie Resources

Take advantage of all the awesome resources available online to guide you through a fun and successful Girl Scout Cookie Program®.

**Girl Scouts of Northern California**

[www.gsnorcal.org](http://www.gsnorcal.org)
Visit our website to find forms, resources, procedures, and other helpful information.

**Little Brownie Bakers**

[www.littlebrowniebakers.com](http://www.littlebrowniebakers.com)
Find girl activities, cookie facts, marketing ideas, program resources, and clip art to help girls prepare for the Cookie Program.

**Little Brownie Bakers YouTube Channel**

[youtube.com/littlebrowniebakers](http://youtube.com/littlebrowniebakers)
Check out this library of inspiring videos featuring real girl stories and selling tips.

**Digital Cookie**

[digitalcookie.girlscouts.org](http://digitalcookie.girlscouts.org)
Girl Scouts can set up their own personalized sales pages, take credit card payments, and ship cookies directly to their customers.

**Cookie Locator**

[ilovecookies.org](http://ilovecookies.org)
Help friends locate the closest cookie booth with this app.
Be your daughter’s biggest cheerleader, and coach her using these tips:

- Listen to her practice her sales pitch.
- Review cookie materials together and visit Girl Scout Cookie and cookie company websites with her to help her learn more about her product.
- Pretend to be a potential customer and ask her questions about her product and her troop’s goals.
- Guide her to set practical and useful goals about what she wants to learn and earn.
- Listen to her describe what her goals are for the money earned throughout the program.
- Be a role model for business ethics and safety rules.
- Have fun with her!

Join us at your local GSNorCal office on January 19, 2019 to kick off the Cookie Program!

Set up your Digital Cookie site, take part in fun activities to complete badge requirements, and taste test the cookies.

Drop in any time between 10AM-1PM, no registration required, all Girl Scouts and their families are welcome.
Unleash your G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ potential for a chance to win the... 

COOKIE ENTREPRENEUR EXPERIENCE

Featuring the DC Super Hero Girls™, plus an all-expenses-paid trip to sunny California for incredible behind-the-scenes VIP adventures at Warner Bros. Studio!

24 WINNERS NATIONWIDE!

Here's how to enter:

Highlight your unique cookie story by:

★ Answering a set of questions

★ Creating your very own mini graphic novel
  (it's easy with our handy template!)

Find entry details, official rules, submission tips, and downloadable mini-graphic novel templates at

girlscouts.org-cookiepro

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Selling Tips

Try these awesome tips from real Girl Scouts!

**Door-to-Door Sales**
Leave no doorbell unrung!

- With an adult, girls may sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout.

- Bring along some printed door hangers or letters to leave if folks are out. (Make sure to include your Digital Cookie URL!)

**Online Sales**
The data proves it! Girls who sold online last year had a **per-girl-average of 295 boxes**, compared to 129 boxes for those who did not sell online.

**Social Networking**
Online social networking sites are a great place for teens (13 and older with parental permission) to ask for cookie orders. Be sure to follow the council rules for online marketing. Girls may only market their Cookie Program to people they personally know, and only by using profiles set to “private.”

**Telephone Sales**
It’s fast and easy to sell Girl Scout Cookies by phone.

- Girls can review order cards from previous years and contact these customers again.

- Once cookies have been delivered, girls may want to call customers, thank them for their orders, and ask if they need additional cookies.

- Try a text-a-thon. Girls may want to text their friends and family to let them know it’s cookie time and to ask for orders.

**Booth Sales Help Girls Reach More Customers**

- Girls may sell at a booth without their troop if their parent is present.

- Troops or families may sell at booths in other cities, as long as they are following council rules. Your Troop Cookie Manager can help you find available booths.

**GSNorCal’s overall PGA in 2018 was 170 boxes.**
## Cookie Calendar

<table>
<thead>
<tr>
<th>Important Dates</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity</strong></td>
<td><strong>Date</strong></td>
</tr>
<tr>
<td>Troop Cookie Program meeting</td>
<td>December/January</td>
</tr>
<tr>
<td>Troop’s initial cookie order due</td>
<td>January 7</td>
</tr>
<tr>
<td>Digital Cookie emails to parents</td>
<td>January 7</td>
</tr>
<tr>
<td>Digital Cookie Day events at offices</td>
<td>January 19</td>
</tr>
<tr>
<td>Cookie distributions by service units</td>
<td>January 23–27</td>
</tr>
<tr>
<td><strong>Go Day! Sale Begins</strong></td>
<td><strong>January 28</strong></td>
</tr>
<tr>
<td>Cookie booths begin</td>
<td>January 28</td>
</tr>
<tr>
<td>Cookie Cupboards open to Troop Cookie Managers</td>
<td>January 28</td>
</tr>
<tr>
<td>Cookie Program ends—last day for booths and all sales</td>
<td>March 3</td>
</tr>
<tr>
<td>Reward Cards mailed to girls</td>
<td>April</td>
</tr>
<tr>
<td>Recognition items distributed</td>
<td>May</td>
</tr>
<tr>
<td>Experiential rewards and events</td>
<td>June–August</td>
</tr>
</tbody>
</table>
How Girls Sell Cookies

At GSNorCal, girls sell cookies through these channels:

**Direct Sales**

Girls are encouraged to visit friends, family, and neighbors to make sales. The number one reason people say they didn’t buy Girl Scout Cookies last year? They were never asked!

**Booth Sales**

Troops pick up cookies and sell them directly to customers, often at booths in high-traffic areas such as grocery stores, coffee shops, and other retail stores. Your Service Unit Booth Coordinator will organize booth sale times and locations. **Girls can only sell at approved locations.** If you have an idea for a great location in your area, your Troop Cookie Manager may ask the service unit for special approval to sell there. In the spirit of sisterhood, Girl Scout Councils respect council boundaries. All public sales must be within GSNorCal boundaries.

**Digital Cookie™**

Girls create customized websites and send emails to people they know, asking them to buy cookies. Customers place online orders and have the option for the cookies to be shipped directly to their homes or delivered by the girl. Girl Scouts or their parents will receive an email from the Digital Cookie system, inviting you to set up her online storefront before the sale begins. On Go-Day (January 28), the system will launch emails to her customers. Watch for this invitation to arrive in your email around **January 7.**
Workplace Sales

- Girls can contact business owners or managers to request permission to sell cookies at a workplace. Once the owner has given permission, you must get this approved in advance by your Service Unit Booth Coordinator.

- Girls can either make a quick sales pitch at a staff meeting or make sales calls around the office, depending on the wishes of the business.

- Once employee sales are completed, the business may allow girls to leave an order card in a visible spot. Leave a note from your troop outlining their goals and plans for the cookie proceeds. (Remember not to list the girls’ last names or phone numbers on the order card or note.) An adult at work may oversee the card, but it is the girl’s responsibility to fill all orders, oversee their delivery, and thank her customers.

- Girls should establish a date and time to pick up the order card and deliver the cookies.

- Print labels with contact information for re-ordering and stick them on each box before delivery.

![How can you help girls reach big goals? PLAN A BIG PARTY!](https://blog.littlebrowniebakers.com)
Booth Selling Tips

All cookie booths must be approved by the Service Unit Booth Coordinator.

Offer a Care to Share Option
During booth sales, ask customers to buy a virtual box for $5 to donate to local food banks or military organizations. Promote the option with posters and a tally showing donated boxes. GSNorCal will make the donations at the end of the sale.

Share Your Goals
Customers love to hear how girls are making a difference, so encourage girls to make posters, banners, or t-shirts to share how they will spend their cookie proceeds.

Make Cookie Bundles
Attach a ribbon and a thank you card for maximum impact. For graphics, visit www.littlebrowniebakers.com.

Give Away Recipes
Encourage customers to try something new by offering a recipe card with the purchase of multiple boxes.

Spanish Smiles—Zesty Lemon Surprise Bars

Crust ingredients:
- 1 cup (2 sticks) butter, softened
- 1 cup granulated sugar
- 2 cups all-purpose flour
- 1/4 cup powdered sugar
- 1 tsp lemon extract

Filling ingredients:
- 2 large eggs
- 1 1/2 cups sugar
- 3 eggs
- 3 tbsp fresh lemon juice
- 1 tsp baking powder

Topping ingredients:
- 1/2 cup powdered sugar
- 1 tbsp granulated sugar
- 1 tbsp lemon zest
- 1 tbsp powdered sugar
- 1 tbsp granulated sugar

Directions:
1. Cream together all crust ingredients with an electric mixer until light and fluffy.
2. Press crust evenly into a 9" x 13" pan.
3. Bake crust for 10 minutes in a 350° oven.
4. While the crust is baking, prepare the filling by combining all filling ingredients in a mixing bowl and mix with an electric mixer for about 2 minutes.
5. Remove crust from oven and immediately pour filling over hot crust.
6. Spread cookie crumbles evenly over the filling.
7. Continue baking the bars for 20 to 25 minutes in a 350° oven, until set.
8. Remove bars from oven and cool.
9. Dust with powdered sugar, if desired.

Yield: 36 bars
Safety Tips

Be sure girls understand and follow these safety rules:

Show You’re a Girl Scout
Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.

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 girl when selling door-to-door. Adults must be present at all times during cookie booth sales.

Plan Ahead
Always have a plan for safeguarding money. Avoid walking around with large amounts of it or keeping it at home or school. Turn in money often to your troop.

Do Not Enter
Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.

Protect Privacy
Girls’ names, addresses, and email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers. When making credit card sales, 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.

Source: Girl Scouts of the USA
What Girls Can Earn

In addition to gaining valuable life and entrepreneurial skills, girls and their troops can earn items and money to fund their troop expenses and other Girl Scout experiences.

**Troop Proceeds**

**Standard Recognition Plan**

All troops will earn 75¢ per box or more based on the chart below. Besides the troop proceeds, girls can set an individual goal and earn items or a reward card. See the Rewards Sheet for all the levels and items available.

**Older Girl Option (OGO)**

Troops registered as Cadette, Senior, or Ambassador may vote to opt out of Girl Rewards (receive no items) and get an additional 15¢ per box added to the Basic Proceeds, thus receiving 90¢ per box.

- The Tiered Proceeds still apply; see chart below.
- Qualifying girls will receive the theme patch, highest bar patch, Cookie Crossover patch, Care to Share and Digital Cookie recognitions, and the 600+ Event invitation as defined in the Girl Recognition plan.
- This decision should be by unanimous troop vote, and all girls should sign the 2019 Troop Opt-Out form with their leader.

**Tiered Proceeds**

All troops can increase their per box earnings when their per-girl-average (PGA) meets or exceeds the levels identified here. This plan is cumulative.

<table>
<thead>
<tr>
<th>PGA Box Sales</th>
<th>Basic Proceeds</th>
<th>Cumulative Basic</th>
<th>Cumulative OGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-199</td>
<td>75¢</td>
<td>75¢</td>
<td>90¢</td>
</tr>
<tr>
<td><strong>Tiered - additional per box</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>200-324</td>
<td>5¢</td>
<td>80¢</td>
<td>95¢</td>
</tr>
<tr>
<td>325+</td>
<td>10¢</td>
<td>85¢</td>
<td>$1.00</td>
</tr>
</tbody>
</table>
Girl Rewards and Recognitions

Girls whose troops are not opting out will choose an item or reward card at every sales level, and will indicate their choices on the Girl/Parent Responsibility Form. The full list of items, reward cards, and experiential events is in the Rewards Sheet that will be distributed by your Troop Cookie Manager before the sale. Note that once a girl’s choices have been submitted at the end of the sale, they cannot be changed.

Badges

There are several financial literacy badges that girls of all levels can earn, on their own or with their troop. Find them in the *Girl’s Guide to Girl Scouting*. Here are just a few:

Cookie Activity Pin

Each year, girls may choose to earn GSUSA’s Cookie Activity Pin. The pin recognizes the **5 Skills** learned and practiced during the sale, and a different colored pin can be earned each year. For pin requirements, visit [www.GSNorCal.org](http://www.GSNorCal.org).
East Bay/Solano
1650 Harbor Bay Pkwy, Suite 100
Alameda, CA 94502

South Bay/Peninsula
1310 S. Bascom Ave
San Jose, CA 95128

North Central
50 Landing Circle
Chico, CA 95973

North Coast
4825 Old Redwood Hwy
Santa Rosa, CA 95403

Redwoods
3203 T Street
Eureka, CA 95503