

CLIMB WITH COURAGE



2021-2022
COOKIE PROGRAM
FAMILY GUIDE

2021-2022 CALENDAR & CONTACTS

CHECKLIST OF IMPORTANT DATES

Activity	Date
Initial Order Taking Begins	December 14, 2021
Initial Order Due to Troop Cookie Coordinator
Cookie Pickup for Parents
Small Business Booth Weekend	February 19, 2022
Girl Scout Walk About Weekend	February 18-20, 2022
Cookie Sale Ends	March 6, 2022
Final Money Due to Troop Cookie Coordinator
Highest Awards Ceremony to Honor Stellar Sellers	To Be Announced



COOKIE TEAM CONTACTS

Troop Cookie Coordinator:

Phone Number: Best Time to Call:

Troop Cookie Coordinator Email:

Troop Booth Coordinator:

Phone Number: Best Time to Call:

Troop Booth Coordinator Email:

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IT'S TIME TO CLIMB!

**Every Girl Scout has it in her to do amazing things.
With your support, she'll rise to the challenge!**

You've volunteered to serve as a Troop Cookie Manager, and this makes you an invaluable part of the Girl Scout Cookie Program.® Now that you've stepped up in support of girls, it's time to help them climb to the challenge of becoming Girl Scout Cookie™ entrepreneurs. This guide offers you resources, tools and tips to help girls reach their goals. From social graphics for promoting a virtual cookie booth to in-person booth signs, we have everything you need to inspire girls to climb with courage this season.



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GIRL SCOUT COOKIES®

BUILD SKILLS

You know that Girl Scouting provides your girl with precious lifelong **experiences and values that are important** to your family. As the largest girl-run business in the country, the Girl Scout Cookie Program is a key part of her experience. Much more than a fundraiser, it's a unique, hands-on way for girls to develop essential skills that will help them **grow into leaders** in all aspects of life. Many successful businesswomen and community leaders say they got their start selling Girl Scout Cookies.

Of course, the Cookie Program funds your girl's program activities. And it helps support your local Girl Scout council and its special programs and facilities that benefit other area girls. All proceeds stay in the local community.

Best of all, girls love the Cookie Program and look forward to it each year. They enjoy the fun activities, exciting opportunities... and the chance to take charge!

See how the cookies relate to the real world and most of all, enjoy the Cookie Season with your Girl Scout!



WHAT'S NEW

Girls and their customers will be happy to learn there's a new Girl Scout Cookie™ for the 2021-2022 season. As a cookie volunteer, you can take heart knowing we're working with Girl Scouts of the USA to update our resource toolkit on our Little Brownie website to make your role simpler.



NEW ADVENTUREFULS™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. Developed in collaboration with Girl Scouts of the USA.



WHY PARTICIPATE

IN THE GIRL SCOUT COOKIE PROGRAM®?

What are your hopes for your Girl Scout? Certainly, you want her to make good decisions. Know how to manage money. And know how to set and reach goals, like attending college. The Girl Scout Cookie Program helps her succeed today and prepares her for future success. There's a good reason it's a beloved family tradition.

✓ GOAL SETTING

Girls set cookie sales goals individually and with their team, create a plan to reach them, and develop cooperation and team-building skills all along the way!

✓ DECISION MAKING

Girls help decide how the team will spend their cookie money, furthering their critical-thinking and problem-solving skills.

✓ MONEY MANAGEMENT

Girls take cookie orders, handle customers' money, and gain practical life skills in financial literacy.

✓ PEOPLE SKILLS

Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help them develop healthy relationship and conflict-resolution skills they can use throughout their lives.

✓ BUSINESS ETHICS

Girls are honest and responsible at every step of the cookie sale. Their business ethics here reinforce the positive values they are developing as a Girl Scout.



To learn more about the Girl Scout Leadership Experience, visit [girlscouts.org/gsle](https://www.girlscouts.org/gsle).

For more information on the Girl Scout Cookie Program, visit [girlscouts.org/cookies](https://www.girlscouts.org/cookies).



TOP 5 WAYS FAMILIES CAN SUPPORT GIRLS

① Help her sell

- Share her online link with family and friends to promote her cookie business.
- Promote her cookie business using the order card for in-person sales.
- Assist with booth sales in your community to expand her entrepreneurial skills.

② Encourage goal setting

Goal setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her group's goals and help her set personal goals.
- Help her complete the order card section that explains her group's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.
- Guide her to set practical and useful goals about what she wants to learn and earn.

③ Support her sales

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales message.
- Help her take orders or arrange booth site sales at work, places of worship or other locations frequented by people who love Girl Scout Cookies.
- Go with her to sell and deliver cookies.
- Help her network with family and friends, but let her do the "ask," so she can learn important business skills. Share email addresses of family and friends for online orders.

④ Volunteer

Her group needs help chaperoning booth sales, picking up cookies, and more.

⑤ Practice safety

Help your girl understand the Girl Scout safety rules, found at www.girlscouts.org/cookies.



FALL PRODUCT & COOKIES CROSSOVER PATCH

- Create M2 Avatar
- Send 15 emails
- Sell 325+ Packages of Cookies

GIRL SCOUT

SAFETY RULES



Show you're a Girl Scout—Wear a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.

Use the buddy system—Always use the buddy system. It's not just safe, it's more fun.

Be streetwise—Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.

Partner with adults—If you are a Girl Scout Daisy, Brownie or Junior, you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior or Ambassador, you must "buddy up" when selling door to door. Adults must be present at all time during cookie booth sales.

Plan ahead—Be prepared for emergencies, and always have a plan for safeguarding money.

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 (except at designated drive-thru cookie booths) or going into alleys.

Sell in the daytime—Sell only during daylight hours, unless accompanied by an adult.

Protect privacy—Never give your name, home address or email address to customers. Protect customer privacy by not sharing their information, except as necessary for the product sale.

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 from vehicles.

Be web wise—In order to participate in any online activities, you must have your parent's/ guardian's permission, and you must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities.

Source: Girl Scouts of the USA

COOKIE TIME IS

FAMILY TIME

Share the adventure of cookie season.

Here are some tips for getting the whole family involved:

Have a Girl Scout cookie **craft night** and work on some fun girl activities. A younger brother or sister may also want to get in on the fun.

Siblings and friends might form a **“brigade” to bring in the cookies** from the car.

Your family may post a **goal tracker** in a central place so everyone can see how sales are stacking up. Praise her often!

Grandparents and extended family may **spread the word** it's Cookie Season to their friends, expanding her immediate circle of contacts.

She might set up a **cookie booth in the front yard** and invite family to help.

Plan to **celebrate** when she reaches her goals—it's an important last step in learning the rewards of goal-setting.

When she brings home the patches that she earned while selling cookies, **help her** iron them on her uniform following iron-on instructions

Host a Cookie House Party and sell whole cases of Girl Scout Cookies®. Ask your council volunteer how you can get started, or go to **LittleBrownieBakers.com**.



HOW GIRLS SELL GIRL SCOUT COOKIES®

COOKIE BOOTH ETIQUETTE

I will...

- ✓ Identify myself as a Girl Scout by wearing my uniform, vest or sash, or my pins
- ✓ Arrive and leave on time; set up where directed
- ✓ Be polite and friendly at all times
- ✓ Say THANK YOU to everyone I approach
- ✓ Keep table and area neat
- ✓ Remove empty packages, posters, or similar items and recycle if possible
- ✓ Remember that my behavior reflects on ALL Girl Scouts

I will NOT...

- ✗ Sell Girl Scout Cookies at booth sales before February 6, 2022
- ✗ Block the store entrances or exits
- ✗ Get in the way of customers
- ✗ Ask a customer multiple times to buy cookies
- ✗ Go into the store while working the cookie booth, unless to use the bathroom or invited in by the store manager during inclement weather
- ✗ Talk loudly, run around, or play while at a cookie booth
- ✗ Chew gum, eat, or drink while at the cookie booth

PLEASE REMEMBER

- Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, to live the Girl Scout Promise and Law, and to sell additional cookies. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.
- Please keep in mind selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses and merchants. If this privilege is abused, even unintentionally, all Girl Scouts could lose the opportunity for additional booth sales at these business locations.
- Please be considerate of the business customers and property. If complaints arise, you may be asked to leave the booth sale site. Your behavior DOES reflect on ALL Girl Scouts, not just your troop.
- **Tagalongs, friends, or siblings not registered with the participating troop are NOT allowed.**
- All Girl Scout events, including Cookie Booth sales, are non-smoking!
- Any girl and adult participating at a Cookie Booth Sale must follow procedures per *Safety Activity Checkpoints*. Each girl MUST have a signed parent permission slip for booth sales.

Additional Booth Locations:

If a troop wants to host a booth location that is not listed on EBudde or is outside of your Service Unit area, email a request with the following information to ProductPrograms@gsmidtn.org:

- Date & Times
- Location
- Troop Leader Name and Phone Number

THANK YOU FOR PURCHASING COOKIES!

Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____

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THANK YOU FOR PURCHASING COOKIES!

Troop _____ Girl _____

Cookie Delivery Date _____

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SAFETY TIPS FOR

ONLINE MARKETING

When engaging in online marketing and sales efforts beyond friends and family through the Girl Scout Cookie Program®:

- Review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families.
- Continue to adhere to the Girl Scout Internet Safety Pledge and the Digital Cookie Pledge.
- Review Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales on your council's website.

In addition, review and apply the below Supplemental Safety Tips for Online Marketing:

- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms. Always use your Girl Scout online sales link for customer orders.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).
- Never share your personal location information, including your booth location.



GIRL REWARDS

Girl Scouts of Middle Tennessee 2022 Girl Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

2022 Year Bar Patch
40+ packages

Climb with Courage Patch
75+ packages

Mountain Bracelet
110+ packages

150+ Patch
150+ packages

Motivational Water Bottle
160+ packages

Climb with Courage T-shirt AND Super Patch
195+ packages

10" Koala Plush
250+ packages

Koala Journal AND Decals
300+ packages

Koala Slipper Socks
360+ packages

Eco Koala Hip Pouch AND Stamp Set
400+ packages

Button Pin Set, Bandana, AND Reversible Bucket Hat
500+ packages

Camp Cushion AND Beach Towel
650+ packages

\$75 Amazon Gift Card OR Rain Poncho and Camp Duffel OR 25% off of Resident Camp
800+ packages

\$125 Amazon Gift Card OR 50% off of Resident Camp
1000+ packages

Design your own Chacos OR Instant Camera
1200+ packages

Free week of Summer Resident Camp OR Camping Set
1500+ packages

Wireless earbuds OR Bracelet w/charm
1800+ packages

Apple Watch OR Ipad
2022+ packages



Visit online rewards demos for more details on select items.

Girl Reward Levels of 800+ boxes and above are NON CUMULATIVE. All electronics will be distributed by GS of Middle TN. Reward brands and colors may vary due to availability. Troops choosing Rewards Opt-Out receive patches only.

Online Rewards

Cookie Techie Patch
25+ packages



Mini Adventure Journal
75+ packages

Docking Station
150+ packages



Samoa's Hoodie
300+ packages

Gift of Caring Rewards



Gift of Caring (GOC) Patch
15+ packages

Bag Tag
30+ packages

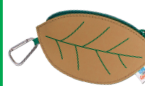


4" Koala Clip-On
60+ packages

GSMIDTN HUGS Patch
100+ packages



Initial Order Girl Rewards



Leaf Pouch
190+ packages

Eco Crossbody Tote
210+ packages



Patch Rockers

Earn both to create a tree.

Cookie Techie
25+ digital packages



Super
195+ packages

Bar Patches

300+

Bar Patches earned at the highest level sold, starting with 300+.

Troop Initial Order Rewards



Troops with a PGA of 190+ packages on the Initial Order will receive a Koala Bracelet for each girl selling.

Plus one troop volunteer will earn a Reversible Bucket Hat.



Stellar Sellers

All girls who sell 1000+ packages or more will be honored as a "Stellar Seller" at the Girl Scouts Honors Day Awards ceremony.



All girls who sell 1600+ packages will be invited to a special lunch with the CEO of Girl Scouts of Middle TN and receive a special gift.

Girl Reward Levels of 800+ packages and above are NON CUMULATIVE. All electronics will be distributed by GSMIDTN. Rewards brands and colors may vary due to availability. Troops choosing Rewards Opt-Out receive patches only.

MEET THE GIRL SCOUT COOKIES®

adventurefuls™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt.
Approximately 15 cookies per 6.3 oz. pkg.

U D

NEW!



lemon-ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits.
Approximately 12 cookies per 6.2 oz. pkg.

U D



samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes.
Approximately 15 cookies per 7.5 oz. pkg.

U D



tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating.
Approximately 15 cookies per 6.5 oz. pkg.

U D



do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling.
Approximately 20 cookies per 8 oz. pkg.

U D



trefoils®

Traditional shortbread cookies.
Approximately 38 cookies per 9 oz. pkg.

U D



thin mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint.
Approximately 30 cookies per 9 oz. pkg.

U



girl scout s'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolate and marshmallowy filling.
Approximately 16 cookies per 8.5 oz. pkg.

U D



toffee-tastic® • No Artificial Flavors • GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.
Approximately 14 cookies per 6.7 oz. pkg.

U D



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

Girl Scout, _____, a registered member of Troop _____, has my permission and support to participate in the 2022 Cookie Program.

- I acknowledge the girl/s above are registered Girl Scouts prior to starting the cookie program activities.
- I accept financial responsibility, including prompt payment, for all products received from monies collected and will ensure adult guidance at all times. I understand unsold product may NOT be returned to the troop or council.
- I understand the price of a package of cookies is set by Girl Scouts of Middle Tennessee and cannot be sold for less or more than the advertised price posted on the girl order card.
- I understand no direct orders will be taken before December 14, 2022 and money will be collected upon delivery. Orders received in support of all Gift of Caring program options can be paid for at the time of the order placement.
- I accept responsibility and will meet all troop deadlines. I agree to ensure all cookies are delivered promptly and will turn in money WEEKLY, to support all troop payment obligations with full payment made no later than February 25, 2022.
- I understand all past due accounts may be referred to a collection agency if internal collection attempts fail. I could be held responsible for collection costs and attorney's fees incurred by the Girl Scouts of Middle Tennessee.
- I understand all proceeds are troop or council funds and NOT the property of my daughter in accordance with Girl Scouts of the USA standards.
- I understand personal checks from customers must be made payable to me and not the troop.
- I understand council reserves the right to substitute girl reward items of equal or greater value with or without notice.
- I understand troops, girls, or adults cannot participate in the 2021 Cookie Program if there are outstanding debts to Girl Scouts of Middle Tennessee.
- I understand rewards cannot be given to troop/girl if there are outstanding debts to Girl Scouts of Middle Tennessee.

Parent/Guardian Signature: _____ Date: _____

Parent/Guardian PRINT Name: _____

Address (Street, Apt. #): _____ City: _____ State: _____ Zip: _____

Home Phone: (____) _____ Cell Phone: (____) _____

The Girl Scout Cookie Program is a Family Supported Effort

The Girl Scout Cookie Program supports girls, troops, and councils as girls develop five essential skills: goal setting, decision making, money management, people skills, and business ethics.

But we know, without the support of family, success will be impossible to achieve.

Please check any areas in which you are willing to assist the troop this cookie season:

- | | |
|--|---|
| <input type="checkbox"/> Cookie Pick Up @ Delivery | <input type="checkbox"/> Host girl cookie presentation/sale at work |
| <input type="checkbox"/> Chaperone for "Cookies on the Go" | <input type="checkbox"/> Chaperone for Cookie Booth |
| <input type="checkbox"/> Cookie Storage/Distribution | <input type="checkbox"/> Cookie Cupboard Pick-up |

Rewards Waiver for Additional Proceeds Only

I am aware of the troop's vote to accept an additional \$.04 per package of cookies sold in lieu of the individually earned Reward Items. I understand girls will earn and receive the appropriate patches and sales level bar based on their individual achievement with any Troop Goal Rewards.

Girl Scout Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____



Little Brownie
www.littlebrownie.com Bakers®

girl scouts 
of middle tennessee

The GIRL SCOUTS® name and mark, and all associated trademarks and logotypes, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES™, LEMON-UPS™, GIRL SCOUT COOKIE PROGRAM®, and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers is an official GSUSA licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrara Candy Company, Inc. Copyright ©, ™ & © 2019 The Ferrero Group. All Rights Reserved.

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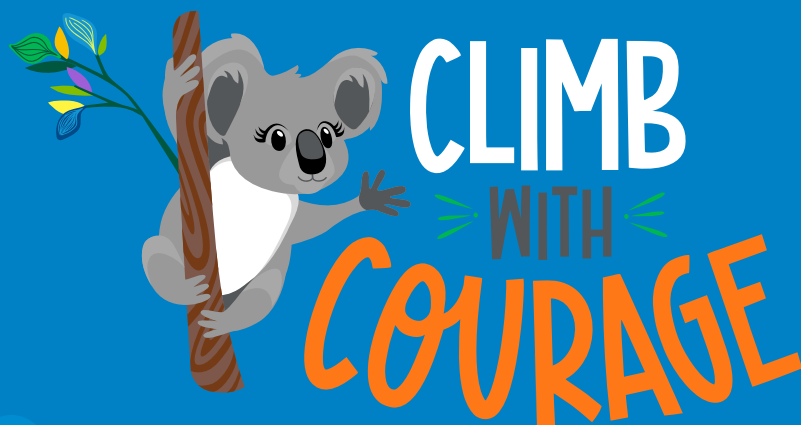
- | | |
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