

Girl Scouts San Diego

# Family Cookie Guide

## GIRL REWARDS

New 7-day camp option

First price change in 10+ years

Get the scoop

**NEW**  
cookies

Introducing  
Rah-Rah Raisins  
and Toffee-tastic

Para pedir una copia en español, llame al (619) 610-0756

**Digital Cookie**

Online sales option





# From the CEO and Board Chair

Dear Girl Scout families,

We have lots of news about the 2015 Girl Scout Cookie Program to share in our first annual *Family Cookie Guide* magazine!

Hang on to this publication – you’ll need it at cookie training. And mark your calendar now for the start of sales: Sunday, Jan. 25.



Jo Dee and Debbie

### New in 2015

- The **price** of cookies in San Diego is changing for the first time in a decade. Cookies will sell for \$5/box. Troops will now receive \$.75-\$1/box, depending on quantity sold and whether they choose rewards or higher proceeds. Get details at cookie training, and see “How the cookie crumbles” on page 4.
- We’ve added a cool **Digital Cookie** program and **two delicious new cookies**, including a much-requested **gluten-free** option. (See pages 6-7.)
- We’re celebrating the 40th birthday of our popular coconut, caramel and chocolate Samoas cookie with an exciting **customer promotion**. (See page 7.)
- Meet our mascot, Chelsea the Cheetah, and check out the **girl rewards** lineup on pages 8-9.
- Brand-new Operation Thin Mint® **marketing materials** and other cookie swag will debut in Girl Scouts San Diego shops. (See page 16.)

### Why change the price? Since the last increase more than 10 years ago, in 2004:

- Our cost for cookies is 23 percent more.
- Our total operating expenses are 38 percent higher.
- Cookie proceeds remain our largest source of income – nearly 70 percent.
- GSUSA retains 100 percent of the annual \$15 membership dues.
- We continue to provide programs, activities and facilities for 43,000 local girls and volunteers.

This year, our priority is helping troops and girls avoid the sales volume decrease that may accompany a price increase. Find our FAQ on the subject at [sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies).

### Why should girls participate in the world’s largest girl-run business?

Your girl benefits – she’ll grow in confidence and have a great time while learning five important life skills: goal setting, decision making, money management, people skills and business ethics. Plus, she’ll benefit other Girl Scouts ... and her community. Cookie proceeds fund troop service projects and activities, and allow us to provide camps, relevant programs and volunteer training, as well as the financial assistance that keeps Girl Scouting available and affordable for everyone.

Thank you in advance for supporting Girl Scouting by participating in the 2015 cookie program!

*Jo Dee C. Jacob*  
Jo Dee C. Jacob  
Chief Executive Officer

*Debbie Rider*  
Debbie Rider  
Board Chair



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# How the cookie crumbles

## 2015 theme: "There's something amazing inside"

A box of Girl Scout cookies contains far more than just a delicious snack ... it's full of great opportunities! Through the cookie program, Girl Scouts earn funds for activities and practice 5 key skills: goal setting, decision making, money management, people skills and business ethics. They'll use those skills throughout their lives, while teaming up in science projects, managing their households or running corporations. This cookie season's theme highlights all the best things Girl Scouts gain through the largest girl-led business in the world!



## The Girl Scout Law of the cookie program

The Girl Scout Law helps us remember what it means to be a Girl Scout during cookie season.

### *I will do my best to be honest and fair,*

I start taking orders on the first day of the cookie sale – Sunday, Jan. 25, 2015 – not before! I follow all policies explained in this cookie guide, on the Participation Agreement, and by my Troop Cookie Manager (TCM).

### *friendly and helpful,*

I address customers politely and say "please" and "thank you." I tell customers about the varieties of cookies and get them more cookies when they ask.

### *considerate and caring,*

I stick to my scheduled booth sale time slot and let my TCM know if I cannot attend. I invite customers to donate to Operation Thin Mint® (see page 10).

### *courageous and strong,*

I smile and say "thank you" even if customers do not purchase cookies from me. I fill my cookie mobile and walkabout in my neighborhood.

### *and responsible for what I say and do,*

I take care of my customers' orders, deliver cookies in good condition and turn in my money on time.

### *and to respect myself and others,*

I wear my uniform or Girl Scout attire. I am friendly and kind to all other cookie sellers I meet during the cookie program.

### *respect authority,*

I follow rules set by my troop leaders, TCM and parents/guardians, and abide by directions from property managers, security or law enforcement.

### *use resources wisely,*

I set goals for myself and my troop, so we can earn our way to programs and activities.

### *make the world a better place,*

I use a portion of my troop's cookie proceeds for a service project, and leave booth sites cleaner than I found them.

### *and be a sister to every Girl Scout.*

I raise money through the cookie program so current and future sisters can enjoy the same things I love about Girl Scouts.

## Important dates

### December-January

Training: Troop Cookie Managers (TCMs) train girls and parents/guardians

### Saturday, Jan. 24

Troop cookie pickup

### Sunday, Jan. 25, 9 a.m.

2015 cookie program begins!

### Friday, Feb. 6

Booth sales begin

### Sunday, March 8

Booth sales and cookie program end

### May-June

Rewards arrive

**\$1.13**  
Cost of cookies, program materials and events

**19¢**  
Girl rewards

### There's more than cookies in every box!

100 percent of cookie proceeds stay in San Diego and Imperial counties to benefit local Girl Scouts.

Our national organization, GSUSA, receives the \$15 annual membership dues from girl and adult members. Cookie proceeds provide Girl Scouts San Diego's largest source of income for girl programs, volunteer training and facilities. They also provide the financial assistance that keeps Girl Scouting available and affordable for all.

**\$2.68+**  
Council (activities, volunteer training, camps, financial assistance)

**75¢-\$1.00**  
Troop proceeds (service projects, camp activities, travel, etc.)



## Council proceeds

### How volunteers, troops and girls benefit

- Girl activities and programs
- Camp properties
- Training workshops
- Community partnerships
- Financial assistance
- Volunteer background screening

To see how the 2014 cookie program stacked up, visit [sdgirlscouts.org/cookie-infographic](http://sdgirlscouts.org/cookie-infographic).

## What can a cookie do?

### With their cookie proceeds:

- **Daisy Troop 2054** funds troop activities throughout the year. The girls planned a "Science Day" to earn their first Brownie badge, Home Scientist, and purchased supplies for their *Between Earth and Sky* Take Action project.
- **Junior Troop 4466** hosted an ice cream social for families at San Diego's Ronald McDonald House and provided superhero capes for hospitalized children. For fun, they took a horseback riding lesson at a local stable.
- **Junior Troop 5109** spent their dough on a girl-led trip to the Golden Gate bridging event in San Francisco, and their Girl Scout Bronze Award Take Action Project (making bracelets to raise awareness about melanoma).
- **Cadette Troop 4192** is saving for a river rafting trip and purchased 100 suitcases for foster children at Casa de Amparo.



**An exciting cookie program awaits every girl. Any girl can participate independently to earn Cookie Bucks if her troop isn't selling or she's an Individual Girl Member (IGM). Contact your Service Unit Cookie Coordinator or [cookies@sdgirlscouts.org](mailto:cookies@sdgirlscouts.org) for details and to get started.**



Introducing ...

## Digital Cookie!

Digital Cookie is an exciting new way for girls to learn 21<sup>st</sup> century entrepreneurial skills. This secure online system allows girls to design personalized “storefronts” (webpages) to share their cookie program goals and invite customers to support them. Customers can purchase cookies (shipped directly to them) and donate to Operation Thin Mint<sup>®</sup> through Digital Cookie.

- Customers pay online with a credit card; cookies are shipped directly to them.
- Troops receive the same proceeds for boxes sold via Digital Cookie, and they count toward girl rewards.
- All girls can participate by:
  - Tracking their progress toward their goal, recording customer information and sales habits, and completing tasks associated with badges!
  - Creating and including custom videos on their site using Vimeo.
- Girls must receive parent/guardian approval for storefront content before posting to customers.

# Girl Scout Cookie Program



digital cookie

Meet the cookies

## Our amazing 2015 lineup

Customers  

love

our amazing, name-brand

Girl Scout Cookies<sup>®</sup>

\$5 per box

Vegan

Thin Mints<sup>®</sup>

Crisp wafers covered in chocolate coating made with natural oil of peppermint

Trefoils<sup>®</sup>

Traditional shortbread cookies

Do-si-dos<sup>®</sup>

Crunchy oatmeal sandwich cookies with creamy peanut butter filling

Rah-Rah Raisins<sup>®</sup>

Hearty oatmeal cookies with plump raisins and Greek yogurt-flavored chunks

Samoas<sup>®</sup>

Crisp cookies coated in caramel, sprinkled with toasted coconut, and striped with dark chocolate coating

Tagalongs<sup>®</sup>

Crispy cookies layered with peanut butter and covered with a chocolate coating

No Hydrogenated Oils

0g TRANS FAT PER SERVING

- No high-fructose corn syrup
- Zero grams trans fat per serving
- No hydrogenated oils in select varieties\*
- 100% real cocoa
- Nutritious whole grain oats in Rah-Rah Raisins<sup>™</sup> and Do-si-dos<sup>®</sup>
- A selection of nut-free varieties\*\*
- Mass Balance palm oil for all varieties

\*No hydrogenated oils in Do-si-dos, Trefoils and Rah-Rah Raisins. \*\*No peanuts or tree nuts in Thin Mints, Trefoils or Rah-Rah Raisins. Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in that product.

### Customers can earn free Samoas!

To celebrate Samoas' 40<sup>th</sup> Birthday, customers who purchase \$40 worth of cookies will receive a gift of one free box of Samoas (while supplies last; Digital Cookie orders excluded).

Ask your TCM for details.



Access Digital Cookie starting Saturday, Jan. 10; ask your Troop Cookie Manager for additional details.

Important: Due to the shipping/handling fee for online customers, we strongly recommend girls use Digital Cookie to contact out-of-town family and friends only, and connect with local customers in person.



### Pilot program

## Gluten-free Toffee-tastic!

We're excited to participate in the pilot of Little Brownie Baker's latest cookie innovation – a rich and buttery gluten-free cookie packed with golden toffee bits.

- For the pilot, this exclusive variety sells for the same price as the other Girl Scout cookies (\$5 per box).
- Troops may be able to order a limited quantity of the gluten-free cookies. Check with your TCM for details and to learn if your troop is eligible to participate in this exciting pilot program.
- There are no reorders, and Toffee-tastics are not offered online through Digital Cookie.





# Girl Scouts San Diego girl-inspired cookie program rewards!

Rewards are cumulative!



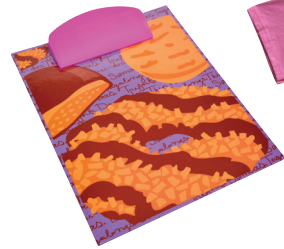
goal achiever

### Participation Patch

(Goal Achiever and Samoas Rocker Patches\* pictured)  
12+ boxes



**Samoas Sunglasses**  
60+ boxes



**Cookie Clipboard**  
95+ boxes



**T-Shirt**  
140+ boxes



**Samoas Hat and Rocker Patch**  
175+ boxes



**Chelsea the Cheetah**  
200+ boxes



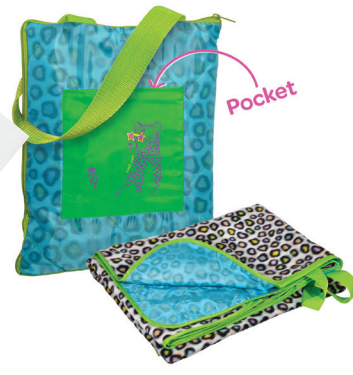
**Journal & Write-on Watch**  
250+ boxes



**Duffle Bag**  
300+ boxes



**Beach Towel**  
350+ boxes



**Zip 'n Go Blanket**  
425+ boxes



### 5-Day Summer Camp

Explore your passions, learn Girl Scout traditions and have a blast with new friends at a 5-day camp! Choose from a wide assortment of designated sessions† (to be announced in February 2015 at [sdgirlscouts.org/camp](http://sdgirlscouts.org/camp)). Daisies attend day camp only; grades 2-12 (in fall 2015) select a day or resident camp.

†Based on availability

or  
**3-Piece Luggage Set**  
or  
**\$100 Cookie Bucks**  
or  
**12 Movie Tickets**  
525+ boxes

### Camp reservation fee

To guarantee attendance in a specific camp session, you have the option to pay a \$50 reservation fee (camp deposit) to hold a spot; this fee is non-refundable/non-transferable. Previously earned Cookie Bucks can apply as payment.

## Too much fun!



### Night at the Museum Sleepover

Grades K-5\*\*

Saturday, June 20 at the Reuben H. Fleet Science Center

Join the circus for a night at the museum featuring the Science Under the Big Top exhibit. Sleepover includes dinner, continental breakfast, IMAX movie, treats, treasure hunt and crafts. No parents; chaperones provided.

Grades 6-12\*\*

Saturday, June 6 at the San Diego Natural History Museum. Spend the evening surrounded by dinosaurs and ancient artifacts, just like in the *Night at the Museum* movies. Sleepover includes dinner, all-night movie marathon, treats, continental breakfast ... and surprises! No parents; chaperones provided.

\*\* Program grade level during cookie program. Events are exclusive to stated grades.

or  
**Samoas Camp Set**  
650+ boxes



### Dive-In Movie

Saturday, June 27

You, your adult chaperone and two additional guests slide, float, splash, watch a movie and enjoy dinner at an exclusive, Girl Scouts-only night at The Wave Waterpark.

or  
**American Girl® Girl of the Year® Doll**

(announced Jan. 1, 2015)

or  
**4 San Diego Padres Tickets**

in May, June or July (Terrace Level seating, restrictions apply)  
**800+ boxes**



### Cookie Dance Crew

Saturday, May 30

Hip-hop workshop and performance at Dance Unlimited Performing Arts Academy in Oceanside with The Survey Corps Dance Crew. Their professional credits include America's Best Dance Crew, Disney, Hip Hop International championships and Nickelodeon.

Start with the basics during the dance class, then sit back and watch the masters take center stage. After a refreshment break, it's a freestyle dance party where you can practice your new moves.

or  
**Sleeping Bag & 4-Person Tent**



or  
**\$125 Cookie Bucks**  
1,000+ boxes

**7-Day Summer Camp**

Resident camp lovers (grade 4 and up), add a full week of outdoor adventures to your summer! Choose from several designated 7-day sessions† (to be announced in February 2015 at [sdgirlscouts.org/camp](http://sdgirlscouts.org/camp)). Daisies, Brownies or those not ready for a 7-day camp can choose a second cookie eligible 5-day camp and camp kit as a reward. (Daisies attend day camp; grades 2-12 can choose a day or resident camp.)

†Based on availability.

or  
**Kindle Fire 7" HD**  
or  
**\$150 Cookie Bucks**  
1,500+ boxes

**Exciting!**

**Helicopter Ride at Operation Thin Mint® Sendoff - Saturday, May 2 & VIP Lunch with Girl Scouts CEO**  
2,015+ boxes

**Disneyland RESORT**  
*Where dreams come true*

**Electra Beach Cruiser**

or  
**4 Park Hopper Tickets to Disneyland® Resort**

or  
**GoPro Hero3+ Black Edition**  
3,000+ boxes

See additional Operation Thin Mint® rewards on page 10!

★



# From Girl Scout troops to military troops

Through our council-wide service project Operation Thin Mint® (OTM), customers send a taste of home to US service men and women. Since 2002, generous San Diegans and Imperial Valley residents have contributed nearly 2.5 million boxes of cookies and countless handwritten notes to grateful troops in the Army, Navy, Air Force, Marines, Coast Guard and National Guard.

Donations are tax-deductible.

## “Notes to show we care”

Ask girls and customers to write encouraging messages for cookie recipients – we try to send one note with each box. That’s about 100 per Girl Scout troop! Get blank OTM cards at our resource centers, your cookie cupboard or [sdgirlscouts.org/otm](http://sdgirlscouts.org/otm).

### How it works

- Girls should ask *all* potential cookie customers to donate to OTM.
- Girls collect the money, give the customer an OTM receipt, and record contributions on the order card (in the “Donate Cookie Packages” column) or in the transaction log on the back of their OTM receipt pad.
- TCMs collect OTM money and record of donations.
- Girl Scouts San Diego purchases OTM cookies and has them shipped directly to military installations around the world.



## Free! OTM Sendoff Celebration

Saturday, May 2  
USS Midway Museum • 910 N. Harbor Dr., downtown San Diego

Invite your cookie customers to join more than 4,000 Girl Scouts and families as we celebrate sending the 2015 OTM cookies to deployed troops. This exciting morning features skydivers, helicopters, museum tours and a food drive, as well as a pre-event party for girls who sell 100+ OTM boxes.

**Sleepover:** Girls age 6 and up can spend the night aboard the Midway on Friday, May 1, along with their adult chaperones. Cost: \$50 per person; keep an eye on our *GS Bi-Weekly* e-newsletter for details as the event approaches.



## Girls earn OTM rewards

OTM boxes also count toward regular girl rewards. While older girls who opt out of rewards also opt out of OTM rewards, they can still earn the OTM patch.



**OTM Patch**  
12+ OTM boxes



**OTM Bandana**  
24+ OTM boxes



**OTM Stainless Steel Water Bottle and OTM Superstar Celebration**  
Saturday, May 2  
100+ OTM boxes

The OTM support kit sold in our stores (\$10) offers a fun way for girls to engage customers and reach their donation goals.

(see page 16)

# More cookie program fun!

## Mystery House contest

Win a cool pair of zebra headphones ... just be the first to stop by a Mystery House during the 2015 cookie program!

There’s at least one secret Mystery House in every service unit. The first Girl Scout to visit these homes while selling cookies gets the prize – the host will present her with a certificate she can redeem. No need to ask customers if they’re Mystery House hosts; they’ll notify winners.

When no one’s home, leave a door hanger with first name, troop number and adult contact information. That counts as a Mystery House visit. Download door hangers at [sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies), or purchase a set, pre-printed and cut, for \$5 in our stores.

**NEW! We’ll share clues throughout the sale. Visit [sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies) or the Girl Scouts San Diego Facebook and Twitter pages.**

Want to host a Mystery House in your community? Contact [cookies@sdgirlscouts.org](mailto:cookies@sdgirlscouts.org).



E'miah of Troop 5284 was one of 31 lucky winners in 2014.



## VIP Visitor patch

Pro cookie sellers could earn an exclusive reward this year. Certain Girl Scouts San Diego board and staff members will present a VIP Visitor patch to girls they see conducting themselves professionally – and in accordance with cookie program policies – at booth sales.

## Lifetime Achievement recognition

Let’s hear it for the dedicated Girl Scouts who sell cookies year after year! Now, when a girl reaches 1,000, 2,500 and 5,000 boxes sold over her entire cookie career, she’ll receive a certificate of recognition and have the option of purchasing a special Lifetime Achievement patch. We’ll track participation and send out certificates when girls attain these impressive milestones.

girl scouts san diego

Happy 40th Birthday Samoas.

# Samoas® BASH

**WHAT:** Samoas. Birthday Bash  
**WHEN:** January 10, 2015, 11 a.m. PST  
**WHERE:** Online at [littlebrowniebakers.com](http://littlebrowniebakers.com)  
**The biggest Girl Scout cookie party ever!**



# Learn from the best!

We asked our 2014 top sellers for their tips on cookie program success. Here's what we found out:



Freya

"Don't just depend on booth sales. Challenge yourself to get out there and meet your neighbors. Greet them eye-to-eye, speak to them, and sell your product. That is the best part of the cookie sale for me!"  
Cadette Freya Sadler (2,021 boxes)



Jaden

"Keep going until the end. Eat, drink and sleep cookies during cookie season, and keep the compliments coming. You will sell lots of cookies!"  
Brownie Leah Ertel (2,043 boxes)

"NEVER GIVE UP! This is very important because you will get rejected and you can't let that knock you down."  
Cadette Jaden Ferguson (2,222 boxes)

"Sell cookies every day. Set goals. Have a positive attitude. Be polite. Say thank you. Ask everyone."  
Cadette Lili Ana Cervantes (2,283)



Leah

"Be enthusiastic, think positively, and never give up."  
Cadette Christina Bailey (2,014 boxes)

"Break the big goal down into smaller goals, be determined, and don't get discouraged if people don't buy. The next person you ask may be the 'big' sale."  
Ambassador Jessica Bailey (2,308 boxes)

"Use your time wisely. It can be hard to juggle homework and other commitments during cookie time, so it helps not to let any spare minutes go to waste."  
Cadette Sydney Robinson (2,150 boxes)

"Never turn down an offer to speak to a Rotary Club, at a business meeting, or at an event. For example, while doing door-to-door sales this year, I met the executive of a large company, who was so impressed by my sales pitch that he invited me to speak to his company!"  
Senior Roni Nelson (5,104 boxes)



Christina

"Make an achievable goal and tell everyone what you will be using your money for."  
Cadette Makayla Mayor (2,120 boxes)



Makayla



Roni

**Business and corporate asks**  
Girls use the key business skills they're learning to connect or partner with customers on a larger scale. Companies might purchase cookies as gifts or make charitable contributions to OTM. Get started: See the corporate request letter template at [sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies).

**Bundling**  
By creating cookie packages or bundles, girls can market strategically during the sale. Three examples: Super Bowl "six packs," Valentine's Day "treats for your sweet," and "mid-day mint fix" bundles. See our website for Valentine's Day gift tags!



Lili



Sydney



## Get the most from the cookie program

Girl Scouts builds financially savvy young women who use their values to change the world. At the core are the 5 Skills gained through the cookie program. Cookie Business and Financial Literacy badges help girls connect that learning to everyday situations, giving them the tools to become self-reliant and financially empowered.

Girl Scouts of all levels can earn one Cookie Business and one Financial Literacy badge or leaf each year. Find requirements in The Girl's Guide to Girl Scouting. In addition, Girl Scout Brownies-Ambassadors can earn the Cookie Activity Pin, which recognizes the 5 skills learned and practiced every year. Find Cookie Activity Pin and badge information at [sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies).

### Take it to the next level!

These are simple ways you can help your Girl Scout learn about money and finances:

1. Support her participation in the Girl Scout Cookie Program, the world's largest girl-led business. She'll learn and practice valuable skills that will help her now and in the future.
2. Encourage her to help with daily financial tasks like going to the ATM, paying bills, and shopping for food and other household necessities. This will help her learn the value of money.
3. Include her in "adult" conversations about money, budgets and financial decisions. She will better understand family finances and money matters, and be more prepared to manage her own future expenses and make big decisions.
4. Teach her the difference between needs and wants. Does she need a new pair of jeans, or want them? Work with her to develop a budget so she can save for a big item or experience.

## Come join the party! Cookie Rally 2015

**Friday, Jan. 23**  
**Valley View Casino Center**  
**3500 Sports Arena Blvd.**  
**San Diego, 92110**

It's one colossal party of old and new friends as *Disney On Ice* presents: Let's Celebrate! Plus, learn what's in store for the 2015 season, set your sights on fabulous new rewards and visit our *There's Something Amazing Inside* cookie program museum.

Start with a high-energy cookie pep rally, then take in a spectacular musical performance, followed by a special demo featuring some of the show's skaters. Bring the whole family!

**Cost:** \$18-\$30/girl or adult.  
For ticket information, visit [sdgirlscouts.org/cookieally](http://sdgirlscouts.org/cookieally).





# She can't do it without you!

## Know the program

To support your Girl Scout in her cookie business, become familiar with the procedures outlined in this guide and on the Participation Agreement you sign permitting your girl to join in this Girl Scout tradition.

**Watch a video with your girl and win!** Together, visit [sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies) and check out our brief family video full of tips and guidelines to ensure a safe and successful cookie program. Watch by Thursday, Jan. 15 to enter a drawing for the complete cookie business package – Cookie Mobile Kit, door hanger pack and OTM Support Kit. We'll choose five lucky winners.

## Be her guide in the digital age



Your girl can share her goals and reach out to customers through her Digital Cookie storefront (see page 6).



Using her digital know-how, your girl can market her cookie business to friends and family through social media. Follow us on Facebook, Twitter, Instagram and Pinterest for information and fun content to share.



Feeling creative? Help her make a cookie commercial and share it through her favorite channels.



Help your Girl Scout when she contacts friends, family and former customers online. She can use Digital Cookie, your email and social media accounts, or, if she's 13 or older, her own accounts. Before she engages in any online activities for Girl Scouts, she must take the GSUSA Internet Safety Pledge at [girlscouts.org/help](http://girlscouts.org/help).

**Reminder: Girls must wait until the start of the cookie program on Sunday, Jan. 25 to take orders online.**

## More tips for a great cookie season

- **Model the Girl Scout Law.** Always be respectful and considerate of others (see page 5).
- **Encourage goal-setting.** Help her set practical objectives for what she wants to learn and earn, and assist her with planning.
- **Coach her.** Ask her questions, especially as she practices her sales pitch.
- **Get outdoors.** Accompany her on walkabouts – it's a healthy habit!
- **Let her lead.** If she can't make personal deliveries (to your office, for instance), she should still pack the orders, label with customers' names and amounts due, and include personal thank-you notes.
- **Build her business skills.** Support her in meeting order and delivery deadlines.
- **Be part of the experience.** Volunteer to help the troop and TCM by chaperoning booth sales, transporting girls, etc.



**Official start date:**  
**Sunday, Jan. 25, 2015 at 9 a.m.**

Girls are "on their honor" not to begin selling or taking orders before then. All girls must be registered Girl Scouts for the 2014-2015 membership year, with signed 2015 Cookie Program Participation Agreements.

Girls and adults are expected to abide by the Girl Scout Law at all times. Be honest and fair, friendly and helpful, considerate and caring, respectful of others, and a sister to every Girl Scout.

### Safety first! Girls should:

- Have adult supervision at all times
- Sell on walkabouts and at booth sales only until 8 p.m.
- Never enter a customer's house
- Use first names only (provide adult contact information if a customer asks)

### Parents and guardians

#### You are responsible for:

- All cookies received and signed for
- All customer payments collected, until turned into the TCM and recorded with a signed receipt

#### You have the right to:

- Determine how many cookies you are willing to accept responsibility for – cookies cannot be returned to Girl Scouts San Diego
- Retain copies of signed receipts of cookie inventory received and payments submitted to the troop

#### You should:

- Safeguard money collected immediately
- Submit payments for cookies to the troop regularly, within five to seven days of receipt – do not send money to school with girls or deposit collected payments into personal accounts

**Cookie program donations must be designated for Operation Thin Mint® (OTM).** OTM donations are considered charitable contributions for tax purposes.

## Standabouts and Walkabouts

**Standabouts** – Anytime throughout the sale, girls may sell cookies at lemonade-style stands in front of homes or residences on private (non-commercial) property. Sales are not permitted on commercial properties unless approved as a booth site (see above right).

**Walkabouts** – Anytime throughout the sale, girls may participate in door-to-door cookie sales, accompanied by adults, in residential areas or on public (non-commercial) properties where soliciting is permitted. Girls with an accompanying adult may walkabout in any residential neighborhood within San Diego and Imperial counties. Walkabouts are not permitted on private commercial property (e.g. shopping centers, parking lots, schools).



What's right with this booth?



What's wrong with this booth?

## Booth sales

**Friday, Feb. 6-Sunday, March 8**

Booth sales are a privilege granted to Girl Scouts by local merchants. Girls may sell cookies at approved private commercial locations (grocery stores, banks, etc.). Booth sales must be coordinated by the TCM and service unit volunteers.

- For safety, two adults must be present at each booth sale at all times (one registered and background-checked) in accordance with Girl Scouts San Diego troop volunteer guidelines.
- Individual girls in grade 6 or above may sell at booth sites when accompanied by just one parent or legal guardian who is registered and background-checked.



For savvy sellers

# New at council shops!



**\$30**

## Party Pack

Welcome Rah-Rah Raisins to your troop cookie party and training! Kit for 10 girls includes: Girl Scout cookies (one box of each variety; gluten-free pilot cookie not included), troop cookie party invitations, recipe cards, "Rah-Rah" pom-pom crafting supplies and megaphones, Rah-Rah Raisins and Happy 40th Birthday Samoas balloons, and a Rah-Rah Raisins felt pennant.

## Booth Sale Value Pack

Save over \$7 on the basics for a successful booth sale. Kit includes: 60" x 60" fabric tablecloth, yard sign with stake, money bag, car flag, cookie tote bag and balloons to decorate your booth.

**\$45**



**\$10**

**New!**

## OTM Support Kit

Spread the word and attract more Operation Thin Mint® supporters. Kit includes: "Help me support the troops" button, OTM goal chart with stickers to record donations, "supporter" stickers to thank donors, donation box for you to decorate, OTM clip art, 8' string of 12" x 18" American Stars pennants, special OTM cards and tips to help you reach your OTM goals.

**door hangers**

**\$5**



## 2015 Cookie Mobile Kit

Make your cookie mobile sparkle! Kit includes: two-sided poster (2015 cookie varieties and Rah-Rah Raisins); Happy 40th Birthday Samoas, cookie and cookie character images to cut out; Cookie Zone sticker sheet; updated COOKIE MOBILE letters and other fun decorations!

**\$3** **NEW for 2015!**



## Door Hanger Pack

Don't miss out when customers aren't home. Kit includes 50 pre-cut door hangers to fill out with your goal and an adult's contact information.

**Our new store schedule includes extended Saturday hours and Wednesday nights! See current hours at [sdgirlscouts.org/shop](http://sdgirlscouts.org/shop).**

## Cookie program resources

Printable marketing materials, cookie craft ideas and much more:  
[sdgirlscouts.org/cookies](http://sdgirlscouts.org/cookies)  
Contact us: [cookies@sdgirlscouts.org](mailto:cookies@sdgirlscouts.org)

**Follow us!**

