

Girl Scouts San Diego

Family Cookie Guide



**It's Girl Scout
Cookie Time
Again!**

Go for Bold™ this Cookie Season!

Dear Girl Scout families,

Get ready for a bold adventure, led by girls! This year, we're celebrating all the ways girls are daring, creative, and innovative in their unstoppable quest to excel as **Girl Scout Cookie Program entrepreneurs!** We are thrilled to present you with this *Family Cookie Guide* chock-full of everything you need to be successful.



Carol and Regina

Please keep this essential tool in your files—it will come in handy throughout the cookie season, **Sunday, Jan. 27-Sunday, March 10.**

Adults: As you flip through the pages you'll see **exactly why your girl should participate in the world's largest girl-led business.** It sets her up for future success as she learns **five essential life skills: goal setting, decision making, money management, people skills and business ethics.** Her **confidence will soar** and she will discover the **leader within**, all while having a great time!

Girl Scouts: How will you go for bold? What goals will you set? What amazing adventures will you experience? How will you make an impact on your community? Now is the time to start planning, and we can't wait to see all that you will do!

Be sure to read up on new features we added for 2019:

- Girls can enter a **contest showing off business and leadership skills** learned through the cookie program (page 14).
- When we meet our councilwide stretch goal of 2.925 million packages, all participating troops will receive an **extra 3¢ per package** (page 14).
- Girls who earn the 1,000+ package reward will spend the day at **Disneyland** with our sisters from Girl Scouts of Southern Arizona (page 11).

Remember, the Girl Scout Cookie Program helps the community as well as your Girl Scout. One hundred percent of cookie proceeds stay within San Diego and Imperial Counties to fund service projects and troop activities, as well as to provide unique programs, camps, and financial assistance for more than 34,000 local girls and volunteers.

We wish all our young entrepreneurs the best for an outstanding cookie season!

Yours in Girl Scouting,

A handwritten signature in green ink that reads "Carol M. Dedrich".

Carol M. Dedrich, MBA, CFRE
Chief Executive Officer

A handwritten signature in black ink that reads "Regina Buckley".

Regina Buckley
Board Chair



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Important dates

December-January

Troop cookie managers (TCMs) train girls and parents/guardians

January

Service unit cookie kickoffs
Digital Cookie construction days

Saturday, Jan. 26

Troop cookie pick-up

Sunday, Jan. 27, 9 a.m.

2019 cookie program begins!

Friday, Feb. 8

Cookie booths begin

Friday, Feb. 22-Sunday, Feb. 24

National Girl Scout Cookie Weekend

Sunday, March 10

Cookie program ends

Friday, May 10

Operation Thin MintSM Sendoff

May-June

Rewards arrive

Special thanks to

RJS LAW

for providing billboard publicity for our 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



RSPO-1106186

SAMOAS®

\$5

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



TAGALONGS®

\$5

Crispy cookies layered with peanut butter and covered with a chocolaty coating ☺



DO-SI-DOS®

\$5

Crunchy oatmeal sandwich cookies with creamy peanut butter filling ☺



MADE WITH NATURAL FLAVORS

TREFOILS®

\$5

Traditional shortbread cookies that are delightfully simple and satisfying ☺



THIN MINTS®

\$5

Crisp wafers covered in chocolaty coating made with natural oil of peppermint ☺



Vegan

SAVANNAH SMILES®

\$5

Crisp, zesty lemon wedge cookies dusted with powdered sugar ☺



GIRL SCOUT S'MORES®

\$6

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling ☺



MADE WITH NATURAL FLAVORS

TOFFEE-TASTIC®

\$6

Rich, buttery cookies with sweet, crunchy toffee bits ☺



NO ARTIFICIAL FLAVORS

How the Cookies Crumble

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

Every penny of cookie earnings stays local to support Girl Scout troop adventures, activities and community service projects, as well as councilwide opportunities. The Girl Scout Cookie Program provides the financial assistance that keeps Girl Scouting available and affordable to all girls. It is also the largest source of funding for volunteer training, our facilities, and core leadership experiences for girls like our STEM and outdoor programs. Note, Girl Scouts San Diego does not receive any portion of girl and adult members' \$25 annual membership dues, which are retained by Girl Scouts of the USA (GSUSA).

Council proceeds

Girls who participate in the cookie program enrich experiences for their Girl Scout sisters of today and tomorrow. By taking part, they earn rewards for themselves and proceeds for troop activities, and at least \$2.65/package for councilwide Girl Scout programs.

Girls benefit from cookie-funded:

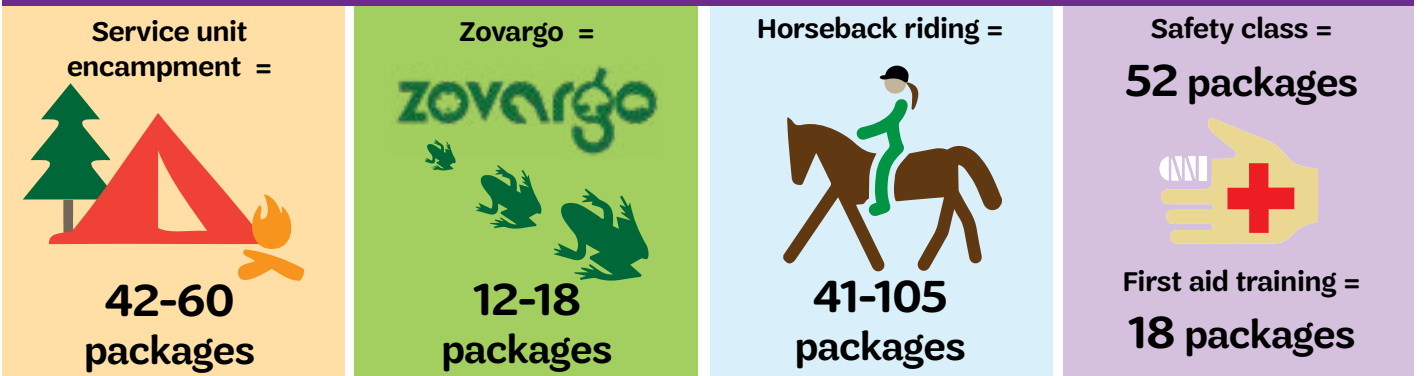
- Camp experiences and properties
- Program centers
- Programs sponsored by our council and community partners
- Support and training for their leaders
- Financial assistance



FUN FACTS

Troops use cookie proceeds to fund their activities. It takes about this many packages per girl for an average troop to enjoy:

2020 membership registration = 29 packages



Uniform (vest, numerals, insignia) = 53 packages



Get Ready to Go for Bold™ this Girl Scout Cookie Season!



Girl Scouts are known for their infectious, go-getter attitudes. This season, we're celebrating their spirit and all the ways they are daring, creative, and innovative in their Girl Scout Cookie Program. **It's a great year for all of us to Go for Bold!**

Whether it's embarking on a brave new adventure or simply mustering up the courage to talk to someone new, every girl finds her own type of bold in the Girl Scout Cookie Program.

Girl Scout Cookies: an incredible opportunity for girls to do extraordinary things.

Girls unleash their inner G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ when they participate in the largest girl-led business in the country. They also learn essential life skills that prepare them for the future. All dollars earned stay local to help power new and unique experiences for girls: a trip they'll never forget, a service project that will change their communities forever, or building a lifetime of memories at camp.

Five business and leadership skills to put her on the path to success



GOAL SETTING
How to develop a business plan



DECISION MAKING
Think critically and solve problems



MONEY MANAGEMENT
Directly handle customer money



PEOPLE SKILLS
Engage with members of the community and develop confidence



BUSINESS ETHICS
Develop positive values like honesty and integrity

Online resources

Visit our cookie program website at sdgirlscouts.org/cookieprogram for all documents, marketing materials, flyers, contest information, cookie craft ideas, a participation guide, resources mentioned in this guide, and more. Spanish documents are also available at sdgirlscouts.org/galletas.

The Cookie Program is a Team Effort!

Be in the know

Please familiarize yourself with the guidelines and standards listed in this guide and the Participation Agreement. Your encouragement and guidance are essential to a positive and safe cookie program experience for your Girl Scout.

Tailor your cookie experience

We understand how busy you are! Determine the ideal participation level for your family by selecting from the many options for girls (page 16), and/or talk with the troop leader or cookie manager. Just want to participate online with Digital Cookie? That's OK!

Support your Girl Scout

Look down the road.

High school girls can request a personalized letter of recommendation from Girl Scouts San Diego's CEO (page 12)!

Encourage goal-setting.

Guide her to set practical goals about what she hopes to learn and earn.

- Ask about her troop's goal, and help her set a personal goal.
- Encourage her to share her goal with customers. They want to help her succeed!

Support her participation.

Be by her side as she develops the confidence to ask people for their support.

- Help her practice a marketing pitch.
- Accompany her while she talks with customers and delivers cookies.
- Help her network with family and friends. (Let her do the actual "ask" so she can learn that important business skill.)

Volunteer.

Help the troop and TCM by chaperoning at cookie booths, picking up cookies and sorting rewards.



Troop Communication

Ask your girl's troop cookie manager (TCM) for the following:

TCM contact info: _____

Date/time/location to pick up initial cookie orders

Date/time/location to give our TCM additional orders

When is money due? _____

May our troop accept checks? _____

Will our troop accept credit cards at cookie booths?

May cookies be returned to the TCM? If so, by what date; how many packages?

How can I help my TCM? _____

Cookie Program Basic Facts and Standards and Official Cookie Program Guidelines

Official start date:

Sunday, Jan. 27, 2019, at 9 a.m.

Marketing and collecting money prior to this date is not permitted. Please model good behavior, assume good intent, and follow the Girl Scout Law: be *honest and fair, friendly and helpful, considerate and caring, respectful of others, and a sister to every Girl Scout.*

Participation

All girls must be registered Girl Scouts for the 2018-19 membership year, with a signed 2019 Participation Agreement submitted to TCM.

Safety first!

Girls should:

- Have adult supervision at all times
- Market door-to-door, at standabouts, and at cookie booths only until 8 p.m.
- Never enter a customer's house
- Protect their privacy; only provide an adult's contact information if requested by customer
- Respect authority and abide by all requests from security or law enforcement (including instructions to stop marketing cookies and/or abide by "no soliciting" signs)

Parents and guardians

You have the right to:

- Determine how many cookies you are willing to accept responsibility for. **While cookies may not be returned to our council**, your troop might accept returns if they can be used at cookie booths or for another girl's inventory. Ask your TCM for details.
- Participate at a level that is comfortable for you and your Girl Scout, regardless of the council recommendation or troop goal

Note

- Troop proceeds belong to the troop, not individual girls
- While there is no pre-payment for cookies, troops may require payments owed before giving additional cookies

You are responsible for:

- All cookies received and signed for
- All customer payments collected, until turned in to the TCM
- **Signing a receipt for each exchange of money/product between you and the TCM**
- Following through on girl delivery purchases accepted through Digital Cookie and coordinating with TCM if additional inventory is needed

You should:

- Safeguard all money collected immediately
- Submit payments to the troop within five to seven days of receipt. Do not use personal credit card readers, send money to school with girls, or deposit customer payments into personal bank accounts.

Southern California Council Border Treaty

While girls may offer cookies to friends and family that reside in our neighboring councils' boundaries, they may not conduct public marketing outside San Diego and Imperial counties. Please help us maintain our partnerships with our neighboring councils; remind girls and families that they may not go door-to-door, hold a standabout, or a booth in Riverside, Los Angeles, or Orange counties.

Online/email marketing

Girls are only to use the internet to market the cookie program to friends and family. Before engaging in any online activities, parents should discuss and review the GSUSA Safety Pledge available at sdgirlscouts.org/cookieprogram.

- Girls under the age of 13 may use the emails in Digital Cookie to market to friends, family, and customers. They may also use social media sites and email as long as they use the accounts of a parent/guardian.
- Girls 13 and older are permitted to use their own online accounts with adult supervision.
- Online marketing activities, especially those conducted through social media platforms, must always be done through accounts set to "private."
- Friends and family of cookie program participants must not share a girl's contact information, program links, or program information on public-facing online sites; program links may not be shared with any news outlet (this includes online and traditional news media, such as radio, television, or magazines).
- Should any online marketing activities be identified in violation of this guidance, Girl Scouts San Diego reserves the right to request removal of the post.



Cookie Booths

Booth locations are approved by Girl Scouts San Diego in places that are legally open to, accessible, and safe for all girls and potential customers. Girl Scouts San Diego does not authorize marketing cookies in front of or inside places of business that the girls themselves cannot legally patronize.

Booth locations and participation:

- Girl Scouts cannot market their cookies in the City of Coronado, on military bases, or at any farmers market except for at booth locations approved in eBudde™.
- Marketing cookies is not allowed on private commercial properties and sites used by the general public (farmers markets, shopping centers, university campuses, etc.) unless they have been authorized as booth sites. Ask the troop cookie manager for additional booth guidelines.
- All girls in a troop must have equal opportunities to participate in booths.
- For safety, two adults (one registered and background-checked) must be present at each cookie booth at all times. (Girls in grades 6-12 may attend a cookie booth with just one parent or legal guardian registered and background-checked.)
- At approved booth sites on military bases, an adult with a military ID must be present at all times.

An important message from Girl Scouts of the USA: We have been steadfastly combating the unauthorized use of the Girl Scout trademark by the cannabis community, which has been marketing—without authorization—certain cannabis products under our youth-appealing brand. We are continuing to aggressively fight the unauthorized uses of the Girl Scout brand and hope that our councils and volunteers will join Girl Scouts of the USA's effort by discouraging cookie booths at such locations.

2019 | Girl Scouts San Diego Cool

Rewards are cumulative: earn them all!

See additional Operation Thin MintSM rewards on page 12!



Participation patch

Annual eligibility requirement for CEO letter of recommendation

12+ packages



Digital Cookie patch

12+ Digital Cookie emails



Pen bracelets

60+ packages

Lap board

100+ packages

T-shirt

140+ packages

525+ packages



iFLY Indoor Skydiving

Saturday, June 22 or Sunday, June 23
Juniors and up: You'll be blown away! Experience the feeling of freefall as you float on a smooth cushion of air. There's no parachute, no jumping, and nothing attaching you to planet Earth. Feeling brave? iFly experience includes two flights per girl, optional "High Flight," and breakfast or lunch. (Participants under six feet tall must weigh less than 230 pounds.)

OR



Aquatica San Diego Picnic

Saturday, June 8
All grades: You and your adult chaperone will enjoy an exclusive picnic buffet and fun day at the water park! Additional tickets will be available on a first-come, first-served basis; details will be included in your event confirmation.

OR



Design Your Own Chuck Taylor Converse

OR

\$100 Cookie Bucks



650+ packages*

5-Day Girl Scout Summer Camp

Explore your passions, learn Girl Scout traditions and have a blast with new friends at a five-day camp! Choose from a wide assortment of designated sessions* (to be announced in Feb. 2019 at sdgirlscouts.org/camp). Daisies attend day camp only; grades 2-12 (in fall 2019) select a day or resident camp. *Based on availability; does not apply to horse sessions; no cash value. **Got a specific camp in mind?** Reserve your spot in advance with a \$25 reservation fee (refundable if you meet your 650+ package goal). Previously earned Cookie Bucks can be applied as payment. Find more camp details on page 13.

OR



Rawhide Ranch

Friday-Sunday, May 3-5,
May 24-26 or Sept. 6-8

Brownies and up: Have a horse-lover's perfect weekend, with a two-night stay, four meals, riding instruction, vaulting (gymnastics on horseback), animal care time, plus evening activities, and a campfire. Bring a female adult as your chaperone; note, riding and vaulting are for girls only. (Should interest exceed available spaces, placement will be determined by random draw.)

OR



3-piece Luggage Set

Program grade levels refer to the grade girls were in during the cookie program.

IRS guidelines for rewards

In order to maintain our non-profit 501(c)(3) status, we must follow this IRS guideline:

A section 501(c)(3) organization must not be organized or operated for the benefit of private interests. No part of the 501(c)(3) organization may inure to the benefit of any private shareholder or individual.

To comply, unless otherwise stated, only girls and the chaperones we provide may participate in rewards that involve a purchase. The ratio of girls to adults is determined by the safety guidelines in *Volunteer Essentials*, a GSUSA publication.

800+ packages



Night

All grades: Spend the night at the Fleet Science Center with dinner, interactive science exhibits, and breakfast! (Chaperones p

OR

Overnight Set

Water bottle not included



1,000+ packages

Disney

Disneyland A

Saturday, June 8
All grades: Bus to Disneyland and back. Package earners to spend the day at Disneyland with their sisters from Girl Scouts of San Diego. Enjoy lunch and dinner at the hotel. Package does not include transportation or purchase of a first-come, first-served ticket. (Chaperones p

OR

\$100 Cookie

Cookie Program Rewards



Water bottle
180+ packages



Chloe the Clouded Leopard
225+ packages



Raining Cookies Umbrella
300+ packages



Selfie Set
(Phone Ring Stand, Quote Bubble White Board & Fashion Dry Erase Markers)
350+ packages



Jumbo Pouf Pillow
425+ packages

at the Museum Sleepover
Friday, May 17
Activities: Blast off for a fun overnight stay at the museum. Enjoy dinner, late night movies, board games, crafts, treats, and prizes. Chaperones provided.



Disneyland Adventure
June 1
Join your fellow 1,000+ Girl Scouts for a day at the park with our Southern Arizona. Spend the day at Disneyland and Disney's Animal Kingdom Park. Additional tickets, transportation, available for purchase on a first-come, first-served basis. Chaperones provided.

Net Earnings Bucks
Net earnings of a section
for special events and experiences.

1,300+ packages
Parkour Class
Saturday, June 29
Juniors and up: Learn parkour technique, tips, and tricks from an instructor in San Diego's premier parkour facility. Show off your skills while playing parkour games and during open gym time after you and your chaperone enjoy an exclusive pizza party.

OR
Broadway San Diego Charlie and the Chocolate Factory
Sunday evening, May 19
All grades: Enjoy your golden ticket to a toe-tapping and ear-tickling version of Roald Dahl's amazing tale of Willy Wonka and his marvelous and mysterious chocolate factory. Before your Sunday evening performance, attend an exclusive pre-show reception. (Chaperones provided.)

2,019+ packages
Helicopter Ride* at Operation Thin MintSM Sendoff
Friday, May 10
*Alternate flights will be arranged if the number of Elite Entrepreneurs exceeds available helicopter seats.

Plus:
VIP lunch with Girl Scouts San Diego CEO
Date TBD

1,700+ packages
Exclusive LUSH Experience
Date TBD
All grades: Experience LUSH before it opens to the public: get a facial, make bath bombs, and pick out some of your favorite LUSH products to take home. Enjoy breakfast at the mall beforehand.

OR
Snorkeling with Leopard Sharks
Dates TBD
Juniors and up: Snorkel off the coast of La Jolla Shores among the beautiful and harmless leopard sharks as they gather in the warm waters to hatch their young. Recharge after your swim with a yummy lunch alongside your fellow Girl Scouts. Must be able to swim to attend.

3,000+ packages
DSLR Camera and Photography Class
Date TBD
Learn photography basics and how to use your new camera in a fun, interactive workshop. Must attend class to receive reward item.

OR
Telescope and Stargazing
Date TBD
Explore the stars and beyond in a stargazing class and learn about space and how to use your new telescope. Must attend class to receive reward item.

OR
Caravan Safari Trip
Date TBD
Enjoy a day at the Safari Park, then feed the giraffes.

From Girl Scout Troops to Military Troops

Through our councilwide service project, Operation Thin MintSM (OTM), customers send a taste of home to U.S. service men and women. Since 2002, generous San Diego and Imperial Valley residents have contributed over 3 million packages of cookies and countless handwritten notes to grateful troops and veterans 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 package...that's about 100 per Girl Scout troop! Get blank OTM cards at our resource centers or sdgirlscouts.org/otm.



Fleet Weather Center Maritime Component Bahrain thanks Girl Scouts San Diego for the cookies!

How OTM Works

- Girls should ask all potential cookie customers to donate to OTM.
- Girls collect the money, give the customer an OTM receipt (if customer desires), and record contributions on the transaction log or the "Donate Cookie Packages" column of the order card.
- Girls download paper receipts from our website, or send electronic ones by entering customers' email addresses and donation amounts at sdgirlscouts.org/otm2019receipt.
- Girls may use this QR code for quick access. 
- TCMs collect OTM money and record donations.
- Girl Scouts San Diego purchases OTM cookies and ships them directly to military installations and veterans.
- All monetary donations received during the cookie program (not exchanged for cookies) must be designated for OTM.



Free! OTM Sendoff Celebration

Friday, May 10
USS Midway Museum

Invite your cookie customers to join Girl Scouts and their families as we celebrate sending the 2019 OTM cookies to veterans and deployed troops. This exciting event will feature photo opportunities, music, family friendly activities, and opportunities to thank service members.

Girls Earn OTM Rewards

Girls in troops that opt out of rewards are not eligible to earn the OTM superstar hat or OTM bandana; however, they are eligible to earn the patch. OTM package credits are cumulative and also count toward regular girl rewards!



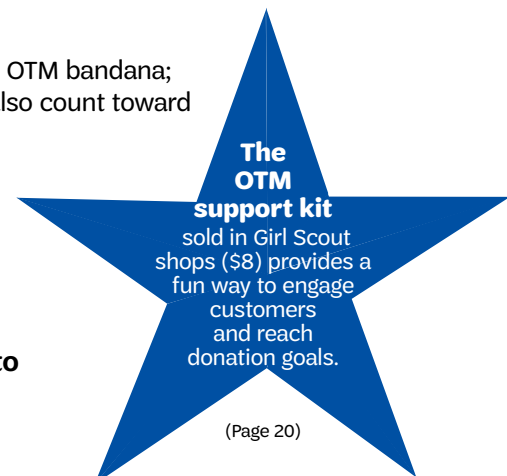
OTM Patch
12+ OTM packages



OTM Bandana
24+ OTM packages



OTM Superstar Hat
(includes early entry to OTM Sendoff)
Friday, May 10
100+ OTM packages



The OTM support kit sold in Girl Scout shops (\$8) provides a fun way to engage customers and reach donation goals.

(Page 20)

More Cookie Program Fun

CEO letters of recommendation

Girls in high school are eligible to request a personalized letter of recommendation from Girl Scouts San Diego's CEO! These letters are a great way to build their resume when completing their college or scholarship applications. Girls must have earned the Participation patch every year they have been a member and submit a "brag sheet" (available on our website).

Good Girl Scout patch

This special patch is for girls who, through philanthropy, anonymously fund camp and other experiences for girls from families in need. The program recognizes individuals who donate their 650+ camp reward and troops who donate all their proceeds. To donate or for more information contact cookie Rewards@sdgirlscouts.org.



Cookies = Camp

Girls: Aim for the 650+ package goal to earn a five-day summer camp!

Here are a few important things to keep in mind:

- Camps fill quickly; registration starts Friday, Feb. 1. Reserve your space early with a \$25 deposit (refundable only if you meet your 650+ package goal). You will receive your cookie reward by the end of March. If you decide not to reserve your space early, you can register for camp at that time.
- Special themes are only part of the fun. At resident camp, everyone gets to enjoy adventures like ropes course, archery, swimming, or water play, arts and crafts, nature activities, and girl-planned activities. At day camp, all girls try arts and crafts and work on badges or patches; many go on field trips.
- Not all camp themes are cookie-eligible (but most are!). Check for the cookie symbol in the camp brochure and online descriptions. Generally, horse camps and camps with big off-camp trips are not eligible.
- To learn more about camp, go to sdgirlscouts.org/camp, email camp@sdgirlscouts.org or call us at 619-610-0821. We'd love to talk with you!

Cookie Program Lifetime Achievement

Girls are recognized—upon reaching 1,000, 2,500, and 5,000 total recorded packages over the course of their cookie program careers—with a Lifetime Achievement certificate. Ask your TCM for more information.



Thank you for supporting camp by participating in the cookie program!



2019 Cookie Program Contests



Council stretch goal: 3 cents for 3 percent!

Let's work together and meet our goal of 2.925 million packages, so every troop can earn additional \$.03 per package of cookies!



Five Skills Contest

Girls can show us their five key business and leadership skills to be entered into a drawing for a large confetti tote!

Cookie Case Race

Troops that exceed their 2018 cookie results by 10 percent will earn a special patch for all participating girls!!



Top 100 Girls

The top 100 highest cookie participants will receive an exclusive keepsake coin!

Top 3 Girls

The top three girls will be featured on the cover of our 2020 Family Cookie Guide, with a story inside as well.

Cookie Pro 2019

Girls can enter to win a cookie entrepreneur experience featuring the DC Super Hero Girls™. See next page for more details. By entering girls can unlock an exclusive patch that they can purchase at Girl Scouts San Diego shops.



For more details, ask your troop cookie manager for the contest flyer.

COOKIE PRO™ CONTEST

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!



PRIZE PROVIDED BY



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

Ways Girls Participate

Every girl and troop should participate at the level comfortable to them. Girls are on their honor not to begin marketing their cookies before the start date of **Sunday, Jan. 27 at 9 a.m.**

Door-to-door

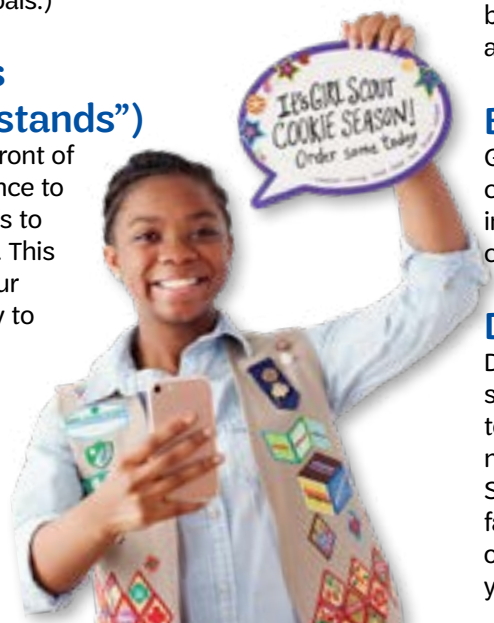
With adult supervision, girls can canvass any residential neighborhood in San Diego and Imperial counties.

Order card

Girls may also collect orders and deliver them later. They can contact people they know by phone, text, or email or send an order card to work with a family member. (Tip: Girls can include a short paragraph introducing themselves and sharing their goals.)

Standabouts ("lemonade stands")

Girls can set up in front of their private residence to market their cookies to their neighborhood. This option is great if your Girl Scout is too shy to participate in a cookie booth.



Cookie booths begin Friday, Feb. 8

Girls may market cookies at pre-approved private commercial locations (e.g., in front of grocery stores, banks, shopping malls), where cookie customers see girls using their business skills. This option is best for the girl/family motivated to reach as many customers as possible. Cookie booths must be coordinated by the TCM and may only occur at locations approved by Girl Scouts San Diego.

Business/corporate asks

Girls can use the key business skills they are learning to connect with high-volume customers. Companies may be interested in purchasing cookies as gifts or making charitable contributions to OTM.

Digital Cookie

Digital Cookie is a great option for girls with busy schedules and/or girls who want to leverage technology to reach their customers. This online marketing channel modernizes the Girl Scout Cookie Program experience. Girl Scouts use Digital Cookie to ship cookie orders to out-of-town family and friends, accept Operation Thin MintSM donations, or to have local customers place orders for girl delivery. Ask your troop cookie manager about this easy, paperless option!





4 Easy Steps to Get Movin' with Digital Cookie!

1. **Register**
2. **Set up the site**
3. **Invite customers**
4. **Track your goal**



Earn the Digital Cookie patch by sending 12+ emails.

Digital Cookie Construction Days

Need additional help registering and setting up the account? Join us for some Digital Cookie fun!

Escondido Program Center

Thursday, Jan. 10, 3-7 p.m.

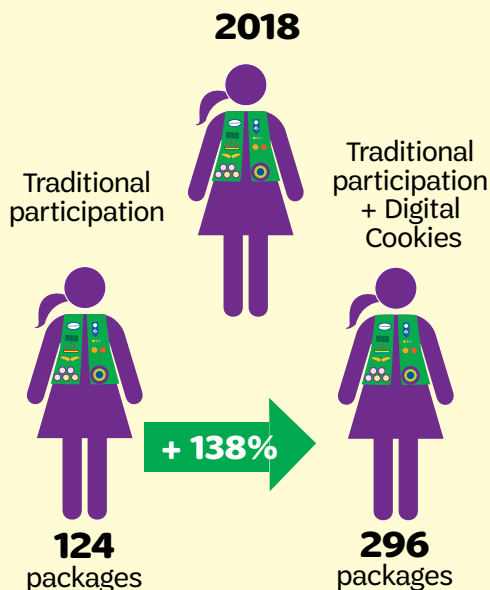
Balboa Service Center

Saturday, Jan. 12, noon-2 p.m.

Wednesday, Jan. 16, 5-8 p.m.

Visit sdgirlscouts.org/digitalcookie for resources and to register.

On average, girls who used Digital Cookie have higher participating girl average



FOR ADULTS

Set your girl up for Digital Cookie success

Log in to your member profile at sdgirlscouts.org (begin with the "My GS" tab on the toolbar, then select "Member Profile") and verify that:

- She is registered
- She is linked to the correct troop
- Her birth date and grade are correct

Digital Cookie opens Wednesday, Jan. 2.

Your girl might want to prepare:

- Her goal statement
- An explanation of what her troop will do with proceeds
- Her email contact list
- A recorded sales pitch video



All About That Badge!

In addition to learning and practicing skills to last a lifetime, each girl can earn an annual pin and entrepreneurial badges for participation in the Girl Scout Cookie Program. Badges are a great way for a girl to remember every adventure and show the world what she's accomplished. Learn more at girlscouts.org/badgeexplorer.

Daisies



- Count It Up
- Talk It Up

Seniors



- My Portfolio
- Customer Loyalty

Brownies



- Meet My Customers
- Give Back Badge

Ambassadors



- Profit and Loss
- Research and Development

Juniors



- Cookie CEO
- Customer Insights

2019 Cookie Activity Pin

All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity pin. Find additional pin and badge information on our website. Leaders, girls, and troop cookie managers should work together to earn the many badges and patches available throughout the cookie program.



Cadettes



- Business Plan
- Marketing
- Think Big

Money Madness Patch Program Presented by Mission Federal



Here's a "cents-ible" and entertaining approach to financial literacy: Mission Federal Credit Union's Money Madness patch program! Girls apply the 5 Skills of the cookie program when budgeting for the Girl Scout year, preparing to set goals or spending their troop's earnings. Find separate Money Madness guidelines for Daisies, Brownies, and Juniors at sdgirlscouts.org/patches. Patches available in Girl Scout shops.



Follow us and Share Your Stories



Spotlight Your Cookie Program Action

Get ready to showcase your cookie entrepreneurs going bold with their business and leadership savvy this cookie season...and later, how they invest their proceeds in Girl Scout adventures and community service projects! Tag us in social media with #gssdcookies or #gssdcookieboss. Please also send your best photos and stories to us at media@sdgirlscouts.org.



Thanks to Wells Fargo
for its continued
support of
Girl Scouts San Diego!





\$12²⁵

Stop Sign

We've Got You Covered this Cookie Season!

Products available at the Girl Scout shops starting Saturday, Dec. 1!



\$7²⁵

Handheld Rollabanas

This handheld sign automatically rolls up for ease of use and storage—perfect for cookie booths!

NEW!

Booth in a Bag

Are you ready for cookie booth season? "Booth in a bag" comes in a reusable tote with green (card-table size) "thank you" table cloth, vinyl Cookie Time banner 1.7'x2', DIY cookies bunting banner, 50 "thank you" stickers, money bag, and two hand-held signs—a saving of over \$12!



\$60

Cookies-on-the-Go Cart

This canvas, pull-behind cart makes door-to-door marketing a breeze! With open top and sides for easy access to cookies, the cart holds 25-30 packages, wipes clean, and folds flat for transport and storage. Store your door hangers, pens and order forms in the pockets, and keep money secure in the zippered pocket. (While supplies last.)



\$35

NEW! Cookie Party Pack with Patch

Get your Girl Scout troop cookie party and training started! Kit for 12 girls includes six packages of Girl Scout Cookies (one of each core variety except Toffee-tastic and S'mores), party activities, goal tracker and, new this year, 12 Cookie Party fun patches to host your own cookie house party (while supplies last).



\$30



\$3

Cookie Mobile Kit

Create a cookie mobile with laminated flyer displaying the 2019 cookie varieties, cookie character images, C-O-O-K-I-E M-O-B-I-L-E letters, planning tools, and other goodies.

Door Hanger Packs

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



\$5

OTM Support Kit

Spread the word and attract more Operation Thin MintSM supporters. Kit includes OTM clipart, a goal chart, OTM sign, cards, a cardboard donation box, and tips to help you reach your OTM goals.



\$8

Discount Card

Girls who earn the Participation patch will receive an exclusive 10 percent cookie participant discount. Discount applies to in-store purchases and on Girl Scouts San Diego merchandise only (San Diego T-shirts, fun patches, etc.); does not apply to GSUSA core uniform, badges, or program books. Digital discount cards with additional details will be sent to the email address on file for each girl's parent/guardian.