

Girl Scouts San Diego

Family Cookie Guide

Top 3 Elite
Entrepreneurs
Share Their Tips

Get ready to



Wow the World this Cookie Season!

Dear Girl Scout families,

When Girl Scouts join forces as cookie entrepreneurs, they are unstoppable! As participants in the 2020 Girl Scout Cookie Program (Sunday, Jan. 26-Sunday, March 8), girls are destined to triumph, thanks in great part to the key support of parents, other family members, and volunteers.

This year's *Family Cookie Guide* will further equip girls to succeed. Please refer to this resource throughout the cookie season. As you flip through the pages, you'll see how the cookie program teaches girls five essential life and business skills: goal setting, decision making, money management, people skills, and business ethics. Their confidence will soar as they discover the leader within, all while having a great time!

Importantly, the cookie program also funds Girl Scout adventures and benefits the community as a whole. One hundred percent of proceeds stay local to support troop activities like service projects, STEM (science, technology, engineering, and math) badgework, and outdoor exploration.

Read on for exciting news about what's in store this year, including...

- **A brand new cookie!** Inspired by girl entrepreneurs, these zesty Lemon-Ups™ are positively fun and bold. Just like a G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™, each cookie has something bright and innovating to say (page 5).
- **The Cookie Entrepreneur Family Pin collection**—to help girls and their families learn to think like entrepreneurs (page 7).
- **Cookie Case Race** is back by popular demand! Troops that exceed last year's cookie results earn more proceeds (page 8).

A whirlwind of fun and exciting challenges awaits Girl Scouts through the cookie program. How will you make an impact on your community? Start planning now for an outstanding cookie season!

Best wishes,

Yours in Girl Scouting,

Carol M Dedrich
Carol M Dedrich, MBA, CFRE
Chief Executive Officer

Liza Crisafi
Liza Crisafi
Board Chair

WOW
the World!



Liza and Carol

girl scouts
san diego



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Important dates

January

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

Service unit cookie kickoffs

Saturday, Jan. 25

Troop cookie pick-up

Sunday, Jan. 26, 9 a.m.

2020 cookie program begins!

Friday, Feb. 7

Cookie booths begin

Friday, Feb. 28-Sunday, March 1

National Girl Scout Cookie Weekend

Sunday, March 8

Cookie program ends

Friday, April 3

Operation Thin Mint™ Sendoff Family Festival

May-June

Rewards arrive

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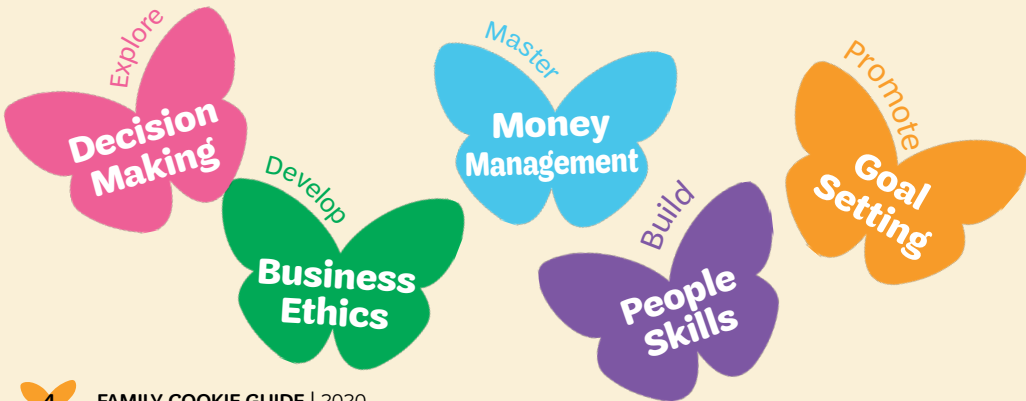


Girl Scout Cookies are an incredible opportunity for girls to do extraordinary things.

A girl grows with each step she takes in the Girl Scout Cookie Program. She may start a little shy, a little uncertain. She bravely tries her wings. She follows her curiosity to new horizons. Most thrilling of all, she learns she has the power to wow the world!

Girls unleash their inner G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ when they participate in the largest girl-led entrepreneurial program in the world. 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.

The Five Skills



G.I.R.L.
go-getter / innovator / risk-taker / leader

"I'm constantly setting goals—for the number of cookie packages I want to reach and skills I want to build during the cookie season. Once I hit each goal, I set a bigger one."
—Brooklyn J.

"I believe that business ethics means to be fair and honest with customers, and always treat them with respect. I have always felt this was very important."
—Christina B.

LEMON-UPS™ GIRL SCOUT COOKIES®

Introducing Lemon-Ups™ the newest addition to the Girl Scout Cookie™ lineup!

Inspired by real girls in the Girl Scout Cookie Program®, and created for all Girl Scout Cookie lovers, these new lemon cookies are positively fun. Just like G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader),™ each cookie has something bright and motivating to say.



I am a **GO-GETTER**



I am an **INNOVATOR**

I am a **RISK-TAKER**



I am a **LEADER**



I am **BOLD**



I am **CREATIVE**

I am **STRONG**



I am **GUTSY**



Perfect for sharing
Grab one that expresses your personality, or give one to a friend!



GIRL SCOUT COOKIES®
LOVED BY MILLIONS
 BAKED WITH ONE PURPOSE

\$5



LEMON-UPS™
 NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits ⑩

\$5



- 100% Real Cocoa
- Real Peanut Butter

TAGALONGS®

Crispy cookies layered with peanut butter and covered with a chocolaty coating ⑩

\$5



TREFOILS®

Delicate-tasting shortbread that is delightfully simple and satisfying ⑩

\$6



- Made with Natural Flavors
- 100% Real Cocoa

GIRL SCOUT S'MORES®

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling ⑩



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

Little Brownie
 BAKERS®

\$5

- 100% Real Cocoa
- Real Coconut

SAMOAS®

Crisp cookies coated in caramel, sprinkled with toasted coconut and striped with dark chocolaty coating ⑩

\$5

- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats

DO-SI-DOS®

Crunchy oatmeal sandwich cookies with creamy peanut butter filling ⑩

\$5



THIN MINTS®

Crisp wafers covered in chocolaty coating made with natural oil of peppermint ⑩

\$6



- NO Artificial Flavors

TOFFEE-TASTIC®
 GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits ⑩

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girl scouts
 cookie program

NEW!

Cookie season is more fun with family.



COOKIE
ENTREPRENEUR
Family

Bring the whole family together for tons of fun and learning with our brand **NEW** Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

Learn more at: girlscouts.org/entrepreneurfamily.

Girl Scouts is fun for the whole family!

The Girl Scout Cookie Program is just one of the many ways parents/guardians and other family members can get involved in Girl Scouting. Volunteer opportunities abound throughout the year.

Adults 18 years of age and older can sign up in a variety of volunteer roles to help support their girls and experience Girl Scouts through their eyes. Girl Scout volunteers serve as partners and role models for girls. Whether helping out at meetings, joining girls on field trips, guiding girls' Individually Registered Member (IRM) journeys, or even becoming a troop leader, volunteers inspire today's girls to become tomorrow's leaders. Volunteering is a wonderful opportunity to share Girl Scouting experiences together: every laugh, every triumph, every lesson.

At Girl Scouts, there's something for everyone! Volunteer time commitments are flexible and experiences can be customized according to interest.

Visit sdgirlscouts.org/volunteer to learn more.



2020 Cookie Program CONTESTS

Win a five-day summer camp!

Girls who sell 50 or more shipped or donated packages through Digital Cookie will be entered into a drawing for a free week of camp; packages ordered online for girl delivery or paid using the Digital Cookie app (INHAND) do not count toward the total. Twenty-five lucky winners will earn a camp code which can be redeemed for a GSSD cookie eligible day or resident camp. Winners will be announced in the March Cookie Alert.



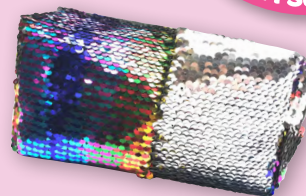
Cookie Case Race

Troops that exceed their 2019 cookie results by 10 percent will earn an exclusive Cookie Case Race patch for each participating girl. Troops exceeding their 2019 cookie results by 25 percent will earn an additional \$0.01/package in troop proceeds. Check with your troop cookie manager for your troop's targeted goal.



Mystery House

The Mystery House has returned for the 2020 cookie program! The first Girl Scout to stop by a Mystery House during the 2020 cookie program will win a rainbow sequin slim bag. Girl Scouts San Diego will release clues throughout the cookie program; families will be able to opt in to receive text notifications when the clue map is updated.



Cookie Pro 2020

The Cookie Pro contest is back with a new Cookie Entrepreneur Experience and VIP access to G.I.R.L. 2020 in Orlando, Florida! Visit girlscouts.org/cookiepro for more details, including how to unlock the limited-edition Cookie Pro 2020 patch (available for purchase in Girl Scouts San Diego shops).



Cookie keepsake coin

The top 100 Girl Scouts San Diego cookie participants will receive an exclusive keepsake coin to memorialize their achievement.



Check out our contests and more website for additional information at sdgirlscouts.org/cookiecontests



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 U.S. 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.

How OTM Works

- ★ Girls...
 - Ask all potential cookie customers to donate to OTM.
 - 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.
 - Download paper receipts from our website, or send electronic ones by entering each customer's email address and donation amount at sdgirlscouts.org/2020otmreceipt. 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 around the world and veterans.

All monetary donations during the cookie program (not exchanged for cookies) must be designated for OTM.



I want to extend my most heartfelt thanks, there aren't really any words to express how much this small gesture meant to me. Thank you so much for remembering those of us who are away from our families.
- A1C Joseph C. of the US Air Force (not pictured)

Free! OTM Sendoff Family Festival

Friday, April 3
USS Midway Museum

Invite your cookie customers to join Girl Scouts and their families as we celebrate the 2020 season sending OTM cookies to veterans and deployed troops! This exciting event will feature music, family friendly activities, and opportunities for photos and to thank service members.



Girls Earn OTM Rewards

Girls in troops that opt out of rewards are not eligible to earn the OTM charm or T-shirt; however, they are eligible to earn the patch. OTM package credits are cumulative and also count toward regular girl rewards and troop proceeds!



OTM Patch
12+ OTM packages



OTM Charm
24+ OTM packages



OTM T-shirt
100+ OTM packages

The OTM support kit (\$8)

includes an OTM sign, clipart, goal chart, notecards, and tips to help you reach your OTM goals.

Purchase from our local shops!

Girl Scout San Diego | 2020 Cookie Program Rewards



12+ packages
Participation patch
Annual eligibility requirement for CEO letter of recommendation



12+ Digital Cookie emails
Digital Cookie patch



60+ packages
Origami bandana



Girl-inspired art



100+ packages
Coloring set

Double-sided design!



140+ packages
T-shirt



180+ packages
Butterfly charm bracelet



225+ packages
Bella the Butterfly and 2020 patch

2019-2020 Product Programs patch (page 12)



300+ packages
Water bottle



350+ packages
Travel case and mini Bella dangler



425+ packages
Beach towel and charm

30"x 60"

525+ packages
Boomers! picnic
Saturday, May 2

All grades: Girl Scouts will enjoy an exclusive BBQ-style buffet and fun day at the park with unlimited access to attractions including go karts, bumper boats, mini golf courses, rock wall, and more! Girls will be chaperoned by GSSD staff and volunteers.

OR

Indoor rock-climbing experience

Sunday, June 7

Juniors and up*: You can soar to new heights! Experience indoor rock-climbing at Vertical Hold. Girls will learn basic rock-climbing safety and skills and have a chance to participate in activities that will bring out their inner risk taker.

OR

Butterfly paint party

Saturday, June 6 and Sunday, June 7

All grades: Enjoy a fun and interactive paint party at Pachis Art Studio. Instructors will guide you step by step through a painting project featuring this year's cookie mascot, Bella the Butterfly! Each girl will be able to take home her masterpiece.

OR

Activity tracker watch



Two changeable bands



800+ packages
Night at the theatre sleepover
Saturday, Aug. 8

All grades: Get ready for a memorable over-night stay at Cinépolis Luxury Cinemas in Del Mar. Enjoy all night movies in premium reclining seats, games, crafts, and treats! Dinner and breakfast will be served. Girls will be chaperoned by GSSD staff and volunteers.

OR

Girl Scout hydration pack



1,000+ packages
Disneyland adventure
Saturday, May 30

All grades: Bus to Disneyland with your fellow 1,000+ package earners to spend a fun filled day. Spend time at both California Adventure and Disneyland and enjoy lunch and dinner at the park. Additional tickets available for purchase on a first-come, first-served (meals and transportation not included). Girls chaperoned by GSSD staff and volunteers.

OR

\$100 Cookie Buck Program Credits

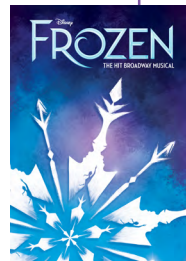


1,300+ packages
Broadway San Diego: Frozen
Sunday, April 11

All grades: Disney's FROZEN will be an unforgettable theatrical experience filled with sensational special effects and powerhouse performances. The critics rave "Disney's struck gold! Sumptuous sets, gorgeous costumes, and plenty of special effects to wow the audience!" (New York Post). Girls will attend matinée showing and be chaperoned by GSSD staff and volunteers.

OR

Echo Dot



650+ packages

Five-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 February 2020 at sdgirlscouts.org/camp). Daisies attend day camp only; grades 2-12 (in fall 2020) select a day or resident camp. Sessions are 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 Buck Program Credits can be applied as payment. More camp details in the camp brochure.

OR

Design your own VANS workshop



Various July Dates

"OFF THE WALL"

All grades: This workshop puts the creativity is in your hands. You will learn about personal brand, design tips and tricks, and more! Once you're done you will be ready to pick your shoes, pick your colors and patterns, and customize to make them yours.

OR

Private Hornblower brunch cruise

Saturday, June 27

Get out in San Diego on a Hornblower Brunch Cruise. Girls and the chaperone of their choice will experience a spectacular day from the comfort of a private yacht. Spend 2 hours sailing past amazing San Diego sights and enjoying a delicious brunch buffet.



OR

Glitter room décor set

OR

\$100 Cookie Buck Program Credits



1,700+ packages

High flying adventure

Sunday, May 17

Brownies and up*: Learn to swing, fly, and catch with coaching from trained instructors. Safety lines, a body harness, and a safety net let you fly through the air with ease. The four-hour private party includes lesson, practice time to perfect your technique, and refreshments.

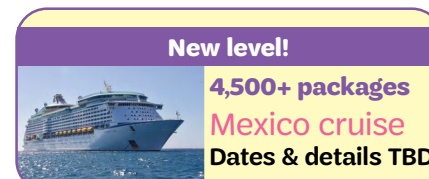
OR

\$50 Cookie Buck Program Credits

TRAPEZE HIGH



2,020+ packages
Girl Scouts San Diego Elite Entrepreneur executive experience
Date TBD



New level!

4,500+ packages
Mexico cruise
Dates & details TBD

3,000+ packages

Private baking class



Ready, set, bake! You will learn different baking and decorating techniques, and have a chance to apply those skills and your creativity as you bake and decorate a sweet treat with the instruction of a private chef.

Date TBD

OR

Telescope and Workshop

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.

Date TBD



Note: Items pictured may not be exact; comparable models will be purchased. Full event details will be included in the registration letters. *Program levels refer to the grade level a girl was in during the cookie program.

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

More Cookie Program Fun

VIP Visitor patch

Our VIP Visitor patch got a makeover to include the year earned! Girl Scouts San Diego board and staff members will bestow this exclusive patch (limit, 1,500) to girls who are conducting themselves professionally and wear their Girl Scout uniform while marketing cookies.



2019-2020 product programs patch

Girls who participated in our 2019 fall product program can earn this exclusive patch showcasing her success in both product programs. To earn this, girls must have earned the MyPatchCreation™ (\$350 in total sales) in the fall product program and reach 225 packages in the 2020 cookie program.



Follow @sdgirlscouts...
...and share your story!

Showcase cookie entrepreneurs' leadership savvy and plans for cookie-funded Girl Scout adventures and community service projects! Tag us on social media with #gssdcookies or #gssdcookieboss and submit your stories at sdgirlscouts.org/mycookiestory for an exclusive patch.

Additional cookie program resources

Find a wide array of cookie tools and fun goodies on these webpages:
sdgirlscouts.org/cookieprogram: customer resources and girl/family cookie program materials
girlscoutcookies.org: General information regarding Girl Scout Cookies and girl programming resources from Girl Scout of the USA.
littlebrowniebakers.com: Find girl activities, marketing ideas, cookie facts, program resources, volunteer blog, and clip art, along with social media graphics and messages.

Get a cookie mobile kit (\$3)

Create a cookie mobile with laminated flyer displaying the 2020 cookie varieties, cookie character images, C-O-O-K-I-E M-O-B-I-L-E letters, planning tools, and other goodies.

Purchase from our local shop today!



Don't miss an order

Door Hangers (\$5). Don't miss out when customers aren't home! Use doorhangers to let Mystery House hosts know you stopped by (page 8). Pack includes 50 pre-cut hangers to fill out with your goal and an adult's contact information.

\$5



Tips from our top three Elite Entrepreneurs

- To help customers order more cookies from you, **attach a business card with each package of cookies** or give them a thank you card with reorder information.
- Stay alert!** If you see a customer holding a \$20 bill, let them know how many packages they can purchase or when giving change remind them about OTM and how military men and women love cookies too!
- Ask everybody**, customers will see your hard work and reward you.
- Never give up!** If you are having a slow day don't let that get you down.
- Be polite and friendly** to all customers. Customers respond to a positive attitude and energy.
- Create your cookie mobile early** to use it on the first day of going door-to-door.
- Pre-write thank you notes** to hand out as customers make purchases.

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.

	COOKIE BUSINESS BADGES	FINANCIAL LITERACY BADGES
DAISY		
BROWNIE		
JUNIOR		
CADETTE		
SENIOR		
AMBASSADOR		

Money Madness patch program presented by Mission Federal Credit Union

Take a "cents-ible" and entertaining approach to financial literacy with these patch programs designed to help young Girl Scouts learn about currency, earning, saving, and spending. Find separate Money Madness guidelines for Daisies, Brownies, and Juniors at sdgirlscouts.org/patchprograms. Patches available in Girl Scout shops.



Get ready to WOW THE WORLD

Christina B.
Ambassador, Troop 6127
5,530 packages sold in 2019
27,135 lifetime totals
Elite Entrepreneur from 2013-2019

Christina prepares for the upcoming cookie program by planning ahead as much as possible to get a jump on her school work and reminding friends and customers early that the cookie program is approaching. Her greatest challenge during the cookie season is managing her time and maintaining her academic standards (straight A's!) while continuing to meet everyday obligations. To do this, Christina sets small goals every day to help stay motivated and has the support of her family to help her reach her lofty goals.

She looks forward to the upcoming season and the opportunity it gives her to reconnect with regular customers. She is excited to see their reactions and share stories as they stroll down memory lane during her final year. She is very proud of the Girl Scout she has become.

Christina's favorite part of the cookie program is setting an example for younger Girl Scouts and seeing their eagerness to learn. Her advice to those girls is to thank everyone, always keep a smile on your face, and minimize distractions at cookie booths. Customers appreciate professionalism. Her advice to adults experiencing the cookie program for the first time is to plan ahead and keep good records; each year those records will help you learn what worked and what didn't to make the next year as successful as possible!



Brooklynn J.
Cadette, Troop 2734
4,150 packages sold in 2019
11,763 lifetime totals
Elite Entrepreneur from 2018-2019

Brooklynn's strategy to prepare for cookie season is to stay flexible in order to adapt to changes and potential challenges. She remains optimistic and committed to her goals no matter what. Plus, the week before the cookie program begins, she pre-writes thank-you notes and reminds family and friends that "cookies are coming!"

This year, Brooklynn is looking forward to challenging herself with bigger goals. She loves to plan activities with her troop, meet new people, and see customers who recognize her from previous years. While her greatest challenge when she started with Girl Scouts was talking to people, she now finds the interaction fun. At first, she found that speaking with potential customers was overwhelming, but with the support of family and friends, she practiced hard and never gave up. Brooklynn found that customers were patient and nice while she found her voice. Now, marketing her cookies comes naturally, and she can't stop talking about Girl Scouts and the cookie program!

Brooklynn plans her schedule out in advance in order to coordinate her goals for the cookie program with other activities she loves (school, troop meetings, cheer, horseback riding, tutoring, and volunteering). She stays



Makayla M.
Former Ambassador
4,010 packages sold in 2019
21,249 lifetime totals
Elite Entrepreneur from 2014-2019



motivated by knowing that at the end of the program, she will get to do fun and exciting activities with her Girl Scout sisters and do good things for her community. Brooklynn knows that marketing cookies is not always easy. It can be long and tiring, sometimes kind of slow and boring, but it's remembering what she's working towards and being determined to make it happen that helps her push through.

Her advice to other Girl Scouts is have fun, work hard, and don't eat too many cookies! Her advice to parents and volunteers is to be supportive and positive during the season, and enjoy the experience. The more fun you have, the more it shows, and the better your Girl Scout will do. In the end, it doesn't matter how many cookies customers purchase, it's about learning positive values and getting to spend time with and bond with your family and fellow Girl Scouts.



Each year, Makayla would prepare by putting together a list of her previous year's customers and setting her goals. Once the program started, she would call and email all of the customers on her list for their orders. Now that she has graduated, she looks forward to purchasing cookies as a customer from her Girl Scout friends!

Her biggest motivation throughout the years were her friends, family, and Girl Scout sisters. Year after year, they would rally around her to support and motivate her to reach her ambitious goals. She and her Girl Scout sisters would get together before the cookie program started and hype each other up. Then, during the season, they would check in with each other for encouragement.

Makayla's favorite part of the cookie program was learning the life skills that she now uses in college. She loved interacting with customers and making someone's day a little brighter with her cookies. She was challenged during the last few years with customers not believing she was a Girl Scout because in their minds, she was too old. She would explain to customers about Girl Scouts and all the organization has to offer Senior and Ambassador Girl Scouts including the travel she's done with cookie proceeds to places like Namibia, Costa Rica, Australia, and New Zealand!

Makayla's advice to other Girl Scouts is to never give up, always push yourself to reach that next goal, and don't forget to say "thank you" regardless of whether a customer purchases cookies or not! Set realistic goals, organize your booths ahead of time, and don't leave any trash behind. Her advice to adults is to help their Girl Scout with setting those goals and to make cookies fun. Above all else, don't hesitate to ask for help.





How to Participate in the Girl Scout Cookie Program



Every girl and troop should participate at the level comfortable to them.
Girls are on their honor not to begin accepting orders before the start date of Sunday, Jan. 26 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 with employer's approval. Pro Tip: Girls, include a photo of you in your Girl Scout uniform with a note introducing yourself and your goals!



Friends and family marketing

If girls are limited on time, simply asking friends and family members to purchase cookies is a great way to participate!



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.

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.



Cookie booths begin Friday, Feb. 7

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 that are legally open to, accessible, and safe for all girls and potential customers, and approved by Girl Scouts San Diego.

Booth locations and participation:

- Girl Scouts San Diego does not authorize marketing cookies in front of or inside places of business that the girls themselves cannot legally patronize.
- 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.
- Know someone who owns a business? Have them submit a cookie booth interest form at sdgirlscouts.org/cookiebooth.

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.

Digital Cookie

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 OTM donations, or to have local customers place orders for girl delivery. Ask your troop cookie manager about this easy, paperless option or visit girlscouts.org/digitalcookie for more details, step-by-step instructions, and information on how to get started. Contact customercare@sdgirlscouts.org if you have not received your registration email.

Updated online/email marketing guidelines can be found on our website at sdgirlscouts.org/cookieprogram.



How the Cookies Crumble

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

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. Girls who participate in the cookie program enrich experiences for their Girl Scout sisters of today and tomorrow. They earn rewards for themselves and money for troop adventures, activities, and community service projects, and for councilwide Girl Scout 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).

Did you know...

Troops can fund their entire year by participating in the cookie program. From membership, to badges, to activities and trips. Parents don't have to pay any out of pocket expenses. Ask your troop cookie manager how many packages it will take for your Girl Scout to fund her whole year.



Troop Cookie Proceed Stories



Girl Scout troops use their proceeds for many activities and service projects, including donating animal supplies to a shelter, making blankets for pets and children, and building backpack racks for schools. Girls also invest cookie earnings in supplies for their Girl Scout Bronze, Silver, and Gold awards, and save up for troop trips to places like San Francisco and Hawaii.

Junior Troop 2347 hosted a cookie-funded Tamales and Tales night at their local library. They took over story time to host this free event for children in the community. The troopmates read stories, led craft activities, and served tamales to more than 80 girls, boys, and their families.

We are always interested to see how girls and troops use their cookie proceeds. Send us photos and stories from your 2020 proceeds (page 12).

Cookie Program— Important Things to Know

New: Cookie Etiquette Tip Sheet! Pick one up from your TCM.

Parents and guardians

You have the right to:

- Determine how many cookies you will accept responsibility for. While cookies may not be returned to Girl Scouts San Diego, 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, and while there is no pre-payment for cookies, troops may require payments owed before giving additional cookies.

You are responsible for:

- Every cookie package picked up and signed for (by completing a receipt with your TCM).
- All customer payments collected, until turned in to the TCM and you receive a receipt for money turned in.
- Signing and retaining 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 and do not send money to school with girls.
- Submit payments to the troop in their original form within five to seven days of receipt. If a customer pays \$20 in cash, the same \$20 must be given to the troop cookie manager. Do not write a check to the troop or use a third-party app like Venmo to send \$20 to the troop. Doing so can be construed as money laundering.
- Not accept payment from a customer using personal credit card readers or any third-party apps like Venmo, Paypal, or Zelle.
- Not deposit any funds into personal bank accounts (this includes using personal credit card readers); cookie funds deposited in personal accounts can be viewed as taxable income by the IRS.

Official start date:

Sunday, Jan. 26, 2020, at 9 a.m.

Accepting orders 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 2019–2020 membership year, with a signed 2020 Participation Agreement submitted to the TCM.

Safety first!

Girls should:

- Have adult supervision at booths (at least one registered and background-checked volunteer), standabouts, and when going door-to-door.
- End the above activities by 8 p.m.
- Never enter a customer's house.
- Protect their privacy; only provide an adult's contact information.
- Respect authority and abide by all requests from residents, security, or law enforcement (including instructions to stop marketing cookies and/or heed "no soliciting" signs).

Local restrictions

Cookie marketing is not permitted in the following areas:

- City of Coronado (except for residential areas and approved booth locations)
- Farmers markets that are not designated as booth sites
- Military bases, including Camp Pendleton (regardless of parent/guardian access)

Please help us avoid complaints from business owners and community leaders by only marketing in approved locations. Note, these guidelines are subject to change; please ask your troop cookie manager to relay any new restrictions that might arise during the season.

Southern California Council Border Treaty

While girls may offer cookies to friends and family that reside within our neighboring councils' boundaries, they may not market outside San Diego and Imperial counties. Please help us maintain our partnerships. Girls and families cannot go door-to-door, hold a stand-about, or a booth in Riverside, Los Angeles, or Orange counties.

One stop for all your cookie marketing needs!

When you shop at your local Girl Scout store, 100% of the proceeds stay local to help support and serve San Diego Girl Scouts.

Check out our new merchandise!

Pick up a new cookie themed tee, twist-and-fold signs, a Girl Scouts San Diego cookie booth fun patch, and much more! See pages 9 and 12 for more store items.



Booth in a Bag

Are you ready for cookie booth season? Booth in a Bag comes in a clear Girl Scouts San Diego tote, and contains vinyl "Cookie Time" banner (1.7'x 2'), DIY "Cookies Bunting" banner, 50 "thank you" stickers, money bag, one counterfeit money detector pen, and two hand-held signs (a savings of \$14.90).



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.



Signs with Stakes

Boost your visibility with yard signs! All corrugated signs are lightweight, durable, and versatile—easy to carry and display!

\$12.95



Stop Sign

\$12.95



\$30

Cookie Party Pack

Get your troop cookie party and training started! The kit is for 12 girls and comes with six packages of Girl Scout Cookies, including our new Lemon-Up™ cookie and all other varieties (except Toffee-tastic and S'mores), party activities, and games. Plan your own cookie house party today.



Tabletop Sign

Chalkboard sign, great for updating cookie inventory at booths.

\$18.95



Discount Card

- Girls who earned the Participation patch in 2019 can use their 10% discount at our local shops today! This discount applies to in-store purchases and Girl Scouts San Diego merchandise only (San Diego T-shirts, fun patches, etc.); it is not eligible for GSUSA core uniform pieces, badges, or program books. Digital discount cards are sent in March to the email address on file for each girl's parent/guardian.