

girl scouts
of gateway council





Dear Girl Scout Family,

Thank you for your dedication and continued support of your Girl Scout, especially now during the Girl Scout Cookie Program! Over the past year, girls have excelled through the pandemic with flying colors. At Girl Scouts of Gateway Council, we encourage our Girl Scouts to embrace the challenges they face by leveraging obstacles and turning them into opportunities to learn and grow.

Participation in the Girl Scout Cookie Program helps girls develop five key skills that will last a lifetime:

- **Goal Setting:** Girls establish goals individually and as a team, and create a plan to reach them; they develop cooperation and team building skills all along the way.
- **Decision Making:** She will help decide how her troop spends their cookie money, furthering critical thinking and problem solving skills.
- **Money Management:** Girls take cookie orders, handle customers' money, and gain valuable and practical life skills around financial literacy.
- **People Skills:** As your girl talks to, listens to and works with all kinds of people, she will develop healthy relationships and important conflict resolution skills.
- **Business Ethics:** Girl Scouts are honest and responsible at every step. Her business ethics reinforce the positive values she is developing as a Girl Scout.

Today, girls are able to push the boundaries even further and utilize online marketing techniques to make their cookie business bigger and better than ever. The Digital Cookie platform means more opportunities to help her learn essential life skills, unleash her inner leader, and have a ton of fun!

No matter how you support her growing business, you are making a difference for your girl. Thank you for helping build girls of courage, confidence and character, who make the world a better place. Let's make this the best cookie program yet!

With a smile,

Mary Anne Jacobs
CEO, Girl Scouts of Gateway Council

Cookie Entrepreneur Family Pins



The Cookie Entrepreneur Family pin enables girls and their families to learn to think like entrepreneurs as they participate in the Girl Scout Cookie Program.

1. Set a goal
2. Decide how to reach your goal
3. Practice with money
4. Learn to talk to customers
5. Think like a Girl Scout

girlscouts.org/entrepreneurfamily



2022 Cookie Program Quick Reference Guide

Save this page to easily refer to the important information about the Girl Scout Cookie Program in Gateway Council! You can also download a digital copy of this guide at girlscouts-gateway.org/cookie-tools.

MEET THE COOKIES:



Samoas Thin Mints Do-si-dos Tagalongs Trefoils Lemon Ups Adventurefuls Toffeetastic S'mores

CORE VARIETIES — \$5

SPECIALTY — \$6

RECOGNIZE HER ACHIEVEMENTS

From patches to show off her achievements to big rewards to celebrate her hard work, check out some of the highlights this year!



Patches for participation & meeting goals!

Hoover Board

CEO Adventures

KEY DATES

Dec. 11 — Cookie Kickoff at Tallahassee Museum

Jan. 4 — Cookie Season begins in Gateway Council

Jan. 12 — Girl Initial Cookie Order is due to Troop Product Manager

Feb. 4 & 5 — Cookie Mega Drop to communities

Feb. 11 — Cookie Booth Sales begin

Feb. 18 — National Girl Scout Cookie Weekend! Snap a photo of your Girl Scout selling cookies on foot with her wagon or cookie cart. Send your photo in to <https://bit.ly/walkabout22> to earn a free patch by **February 25, 2022**.

Feb. 19 — Thin Mint Sprint 5K

March 20 — In-Person and Digital Cookie Sales End

March 21 — All girl payments for cookies are due to Troop Leader/Troop Product Manager

Month of May — Girls receive rewards

ONLINE RESOURCES:

girlscouts-gateway.org/gcookies — All the info you need for the cookie program in GSGC, including resources, tips, tools and more!

girlscouts-gateway.org/findcookies — Share this link with your customers so they can locate cookie booths on the go.

digitalcookie.girlscouts.org — Create your digital storefront and track your sales.

littlebrowniebakery.com — Fun games, resources and information for girls and volunteers.



Introducing Adventurefuls™

Get ready to taste the adventure.



This year, cookie-loving consumers across the country can get a great big taste of deliciousness and adventure with new Adventurefuls, the latest addition to the iconic Girl Scout Cookie lineup.

An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt, Adventurefuls take cookie lovers on a delicious taste adventure just like Girl Scouts go on their own amazing adventures all year long. Girl Scouts across the United States will offer Adventureful cookies next cookie season alongside favorites like Thin Mints® and Samoas.®

Even as things change, one thing remains the same: Girl Scouts love adventure!



SAY THANK YOU TO VOLUNTEERS!

The Girl Scout Cookie Program wouldn't be possible without the help of dedicated volunteers — you might even be one of them!

Help your girl say thank you to her troop leader and the troop cookie manager. Check our website at [girlscouts-gateway.org/cookietools](https://www.girlscouts-gateway.org/cookietools) for cards and notes your girl can download, decorate and share with the volunteers who give so much to support Girl Scouts!



JOIN IN ON ALL THE FUN!

Parents, take this opportunity to support your Girl Scout and her success!

- Help host a virtual cookie booth for your girl on Facebook Live or post on other social media.
- Host a pop up booth in your front yard.
- Encourage her goal setting.
- Accompany her door-to-door for a neighborhood walkabout.
- Volunteer to help with cookie booths or pick up cookies from warehouses/cupboards for the troop.
- Rehearse her sales pitch and give her feedback.
- Support your girl's management of her own sales and inventory.
- Register as a Girl Scout adult so you can participate more fully with your girl!

Stay Safe & Be Prepared!



Safety Tips for In-Person Cookie Orders:

- Show you're a Girl Scout! Wear your sash or vest, your membership pin, or a Girl Scout t-shirt to let people know who you are.
- Buddy up. Grab your Girl Scout sister and use the buddy system. Not only is it safer, it's also more fun!
- Know your neighborhood. Become familiar with the street where you'll take orders and delivering cookies.
- Partner with an adult. An adult always needs to accompany you when taking orders and delivering cookies.
- Plan ahead. Map your route for a neighborhood walkabout, or check on a map, where your booth is located.
- Brighter is better. Take orders and deliveries only during daylight hours.
- Knock, drop, retreat. Make your deliveries limited or no contact.
- Think outside the cookie box. Try virtual or drive-thru booths to reduce contact even more.
- Mask up! It is recommended to wear a face mask to protect others and yourself.
- Try not to touch your face, especially when you've been handling money or in contact with customers.
- Follow social distancing and mask requirements for the county where you live.
- Use hand sanitizer and wash your hands frequently.

EARN A DRIVE-THRU BOOTH PATCH!

Participate in a council drive-thru booth and receive a FREE Drive-Thru Cookie Booth Patch! The Drive-Thru Booth can be troop or council sponsored, but must be present in eBudde and on the cookie locator to qualify. Please contact your CPM for more details.

Send in a picture of your Girl Scout participating in a drive-thru booth at <https://bit.ly/drivethrucookiepatch>. Photo submission deadline is **March 23, 2022**.



How to Register for Digital Order Card!



1. Watch for your registration email* from “Girl Scout Cookies” (email@girlscouts.org) with the subject “Register for the Digital Cookie Platform Today”. You should expect to receive this email around December 2, 2021. Search your “Promotions/Clutter/Spam” folder too.

*If you did not receive a registration email, please visit <https://bit.ly/digitalcookie22> for steps on how to resolve this issue.

2. In the email is a green button to take you to the Digital Order Card registration site. Simply click that button! (For best results, use the most recent version of your web browser.)

3. Once you click the link you’ll be on the Digital Order Card 6.0 site. You’ll need to create a password.

4. Use your new password to log in. Remember to use the same email address where you received your registration email - that’s the one your Girl Scouts of Gateway Council has on file for you. Please visit MyGS.girlscouts.org to see what email you have on file.

5. When you first log in, you will have the “*Safe Selling for Smart Cookies*” safety video pop-up to watch and review with your Girl Scout(s). You can’t proceed any further until the full video has been reviewed.



Dear Jessica,

With another awesome Girl Scout Cookie season on the horizon, it's time to help your girl get even more from participating in the largest girl-led entrepreneurial program in the world! Remember, because cookie proceeds stay local, the more successful she is, the more new, unique, and amazing experiences she can help power for herself and her troop all year long!

When she superpowers her cookie sale by adding the Digital Cookie® platform to her traditional sales, she also gets more opportunities to learn essential life skills, gain a ton of confidence, and practice leadership the Girl Scout way—helping her achieve her goals and get incredible things done. It takes her sale to the next level!

And there's more. The Digital Cookie platform provides a great opportunity for you to spend high-quality time with your girl while enabling her to reach family and friends—both near and far—to grow her sale.

Don't miss out on all the adventure! Register to use the Digital Cookie platform this year, and work with your girl to update her site. Yearly registration is required for participation.

And remember, safety first! If your girl is engaging in digital marketing and sales activity beyond friends and family, please have her follow these important guidelines:

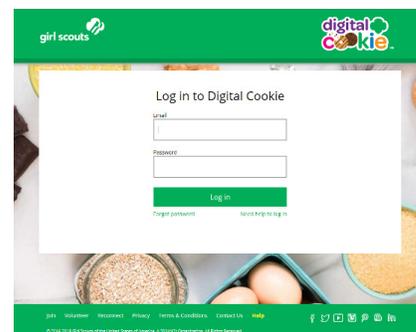
- Her online marketing and sales efforts should always be girl-led while still being supervised by her parents or guardians.
- Make sure your girl reviews and applies the [Digital Marketing Tips for Cookie Entrepreneurs and their Families](#).

Register Now



Click: Green “Register Now” button.

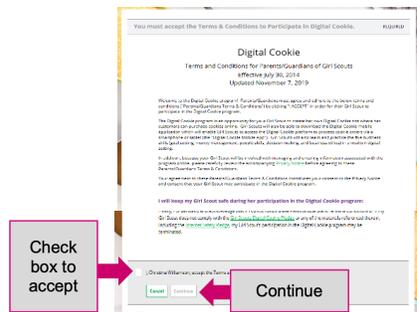
Be sure to add **email@girlscouts.org** to your address book so you get your email!



How to Register for Digital Order Card!



6. Read and accept the Terms & Conditions agreement. Note, if you are a volunteer, you will first see an additional Terms & Conditions for Volunteers.



7. Next, the “Girl Scout Safety Pledge” will appear. Be sure to read it to/with your Girl Scout(s). Then check the box for “accept” and click “continue.”



You will then be taken to a screen to activate your girl or girls for the Digital Cookie Program and update their preferred name if necessary. After activating all girls, you will click the “Access Site” button to be taken to the first girl’s home page.



8. Once you have registered, watch your inbox for a registration confirmation email and save this email where you can find it during cookie season!



Digital Cookie Registration

Register your Girl Scout to participate in Digital Cookie. She'll get access to the Digital Cookie Platform where each Girl Scout can set up her cookie site and goals, manage orders and learn marketing business skills.

Girls 13 and older can add their own email address. This allows them to manage details for their cookie site.

Digital Cookie Station	Girl Scout	Date of Birth	GSUSA ID	Troop	Preferred First Name	Girl Email Address	Action
Register	Derry Li	07/01/2013	0000008904	12361	---	---	---

[ACCESS SITE](#)

If the Girl Scout you are registering is 13 or older, you have the option to enter her email address and she will complete her own registration process.

Girls under 13 will login in partnership with her caregiver and do not need a separate email address.



Navigate Digital Cookie Like A Pro!

If your girl scout receives a girl delivered order on digital cookie, a parent must approve the order **within 5 days** or the order will automatically cancel or donate, depending on customer choice at time of order.

If you do not receive a registration email:

Check Your spam/junk/promotions inbox for an email from "Girl Scout Cookies" with the subject "Register for the Digital Cookie Platform Today." If you do not see the email, go to digitalcookie.girlscouts.org and click "need help to log in."

Be a Digital Cookie Superstar!

- 🍪 **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- 🕒 **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Sharing a countdown to the last date to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- 📸 **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- 🍪 **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Promote the new Adventureful cookie. Share that Toffeetastics are a gluten-free option. Do your customers know that Thin Mints are made with vegan ingredients?

Ways to Participate in the Girl Scout Cookie Program:

- Troop Booths
- Pop-Up Booths
- Council Hot Spot Booths
- Drive-Thru Booths
- Digital Cookie Online
- Door-to-Door



FREQUENTLY ASKED QUESTIONS:



What if...

... a customer complains about where the cookie proceeds go?

- You can say, “Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects and service work. The more cookies you buy, the more you help the troop and the girls’ success as they grow into strong leaders.”

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

What if...

... someone asks “Why does Girl Scouts use palm oil in their cookies?”

- Palm oil is an ingredient found in the majority of baked snacks sold in the USA.
- Per GSUSA’s licensed bakers, it continues to be necessary to use palm oil in our cookies to ensure their shelf life, to bring you the highest quality products.
- Girl Scouts is exploring alternatives however, at this time, there are no viable or readily available alternatives.

PRO TIP: Be honest and transparent with the customer. Show them that you care and understand their concerns.

What if...

... someone asks “What’s the difference between Girl Scouts and Boy Scouts?”

- Girl Scouts and Boy Scouts are two completely different organizations.
- The Girl Scout Leadership Experience is designed with, by and for girls. And research shows there’s no better place for her to discover her full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

PRO TIP: Stay positive. Don’t put other organizations down. Just lift Girl Scouts up!

What if...

... someone makes you feel uncomfortable?

- Depending on the circumstances, we want you to feel empowered to capture these individuals with your smartphone’s video, photo, or audio recording capabilities to provide evidence to police or security.
- Please try to remain calm and respectful at all times, even when it might be difficult to do so.

PRO TIP: Don’t engage with someone using hostile language. Try to keep your cool and stay neutral.

What if...

... someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911 and alert security or management at your booth location.
- Contact Gateway Council immediately to report any incidents.
- We encourage use of Digital Cookie to take credit card payment to avoid having too much cash on hand.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect.

What if...

... you’re approached by an irate customer?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security or management at your booth location.

PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.

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Corporate Headquarters
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U.S. POSTAGE
PAID
PERMIT 259
JACKSONVILLE, FL



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FAMILY GUIDE

to the Girl Scout Cookie Program



Get a great big taste of
deliciousness and adventure
with the new Girl Scout
Adventurefuls!

Join us on social media for more cookie fun!

