

Dear Family & Friends,



On **Sunday, February 1, 2015**, my Girl Scout Troop #_____ will begin participating in the Girl Scouts of Greater Los Angeles (GSLA) 2015 Cookie Program. By participating in this program, with your encouragement and support, I will learn and practice five valuable skills that will help me now and in the future. Those 5 skills are: **Goal Setting**, **Decision Making**, **Money Management**, **People Skills**, and **Business Ethics**. Participating in GSLA's Cookie Program will enable me to put these skills into practice.

Use the information below to help my troop and me be successful and reach our goals this cookie season. This year, my personal goal is to sell _____ boxes, and our troop goal is to sell _____ boxes. Our troop plans to use our proceeds from this sale to _____

How the Cookie Program Works

Our troop is selling cookies from Little Brownie Bakers. **We no longer take orders first, and the sale is 2 weeks shorter overall, making it faster and easier to participate.** Our Troop Cookie Chair has cookies that I can pick up and start selling on February 1. I cannot take orders before they arrive, but I can start selling with cookies in hand on February 1. We just need to tell my Troop Cookie Chair how many cookies I would like to have to begin selling.

When I get my first order of cookies from my Troop Cookie Chair, I will be given a Goal Getter Card which will have a complete listing of the seven cookie varieties. I can use this card to take additional orders from family and friends for product I don't already have. We can get more cookies as we need them. Don't forget boothing! Let's look at the calendar to map out the times I will need your support to supervise my boothing. My goals are BIG, and I am counting on you!

Please encourage and support me in reaching my goal. Continue reading the next page as all the information is super important for me to have a successful cookie business!!!!

Sincerely,

(Enter Girl Scout's name)



TROOP COOKIE CHAIR:

Name: _____

Phone: _____ Email Address: _____

Important Dates for Families (dates may vary by troop)

Pick-up cookies from troop....., 2015
Sale begins (*absolute first day to sell cookies*)..... February 1, 2015
Turn in money to troop by (for first troop debit) February ____, 2015
Last day to turn in additional orders to troop..... March ____, 2015
Sale ends (*absolute last day to sell cookies*)..... March 8, 2015
Last day to turn in all additional money due to troop..... March ____, 2015
Troop Celebration (*we'll be celebrating our cookie business success!!!*) , 2015

More Info

IMPORTANT INFORMATION

The cookie program is based upon the Girl Scout Promise and Law. Therefore, I have to make sure that I am operating my business in an effective, correct, and productive manner. To help me do this, my Troop Cookie Chair will guide me along the way, but here are some things we both need to know:

- The Cookie Program runs from February 1, 2015 through March 8, 2015; no form of selling can be conducted before **or** after these dates.
- There are seven varieties of **cookies** which **sell for \$5.00 per box**. There's a gluten free cookie which is a pilot and sells for \$6.00 per box. Sorry, there's a limited supply of this one because it's a pilot, but there's plenty of the other seven varieties.
- Whenever I'm selling cookies, I need to be easily identified as a Girl Scout; therefore, I need to wear my Girl Scout uniform or a Girl Scout shirt. It would be appreciated, *but is not required*, if adults working with me are dressed in Girl Scout attire as well.
- *Guess what?* I can set up my own "lemonade stand" in the yard or participate in walkabouts in residential areas; business and commercial districts are for authorized booth sales only. Adult supervision is needed whenever I'm selling cookies.
- Cookie Booth Sales can be held at pre-authorized locations that my Troop Cookie Chair will schedule with your help because adequate adult supervision is needed. Only registered Girl Scouts can booth so my siblings and friends can't be at the booth with me.
- We need to leave boothing sites cleaner than what we found them. This means we must remove all cookie boxes and anything that we bring to the location. I'm going to make a point of keeping our boothing area clean. After all, it is my place of business!!!
- Yes! Credit cards can be used for Girl Scout cookie purchases, but the credit card reader must be connected/linked to our troop account. No payments can go to an individual or business account--only to our troop checking account. My Troop Cookie Chair has this information.
- The internet can be used for marketing Girl Scout cookies, but not for selling and accepting payment. For example, Facebook can be used to get the word out that I'm selling cookies and to get a promise to buy. However, Amazon, Craigslist and/or PayPal cannot be used to sell and/or accept payments.
- While participating in GSGLA's Cookie Program, I'm learning five essential skills that I can use every day--goal setting, decision making, money management, people skills, and business ethics. I'm on my journey to success!!!!

I could be penalized or have one of the following consequences enforced against me or my troop if we are not selling according to the rules and regulations:

- gs Removal of my highest reward level
- gs No future boothing
- gs Reduction in troop proceeds
- gs Forfeiture of girl and/or troop proceeds/rewards



How can you help me have a successful cookie business?

- If necessary, remind me of the above important facts.
- Volunteer to serve as an adult at a cookie booth or help me set up my own lemonade stand in the yard, do a walkabout in our neighborhood, or let me talk with your boss about coming to your place of work to sell my cookies.
- Support my endeavors to reach my personal cookie goal as well as my troop cookie goal.
- Help my Troop Cookie Chair when s/he needs adult assistance.
- If you have questions, please ask my Troop Cookie Chair. This way, my cookie business will definitely be successful.
- I want to be a success, but I need your help!!!!
- It's my business; I have to sell the cookies, but you can be my trusted assistant!

