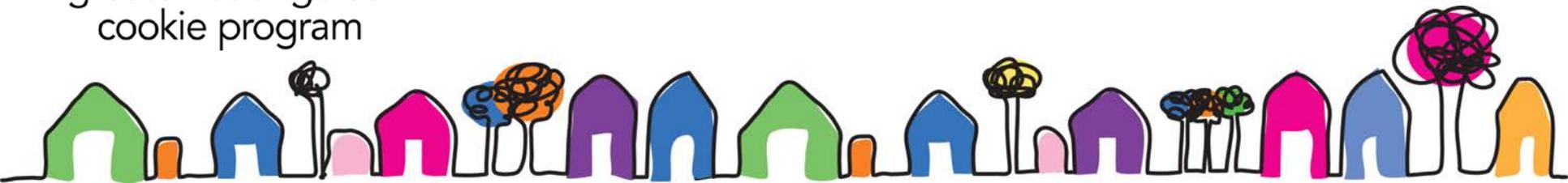


2017 Cookie Program Girl & Family Training




girl scouts
greater los angeles
cookie program



100 years of cookies!



5 Skills for Girls

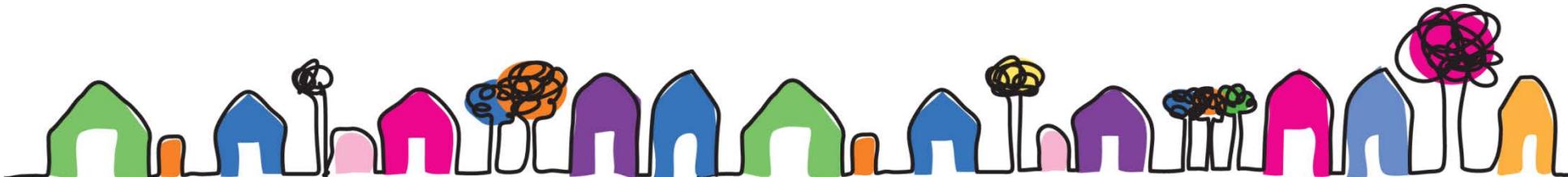
This is what it is all about!

1. Goal Setting
2. Decision Making
3. Money Management
4. People Skills
5. Business Ethics



5 Skills for Girls

Girls learn these 5 Skills today, that will serve them for the rest of their lives. Future employers are looking for people who can lead, get along with others, and influence outcomes. Let's change the world!



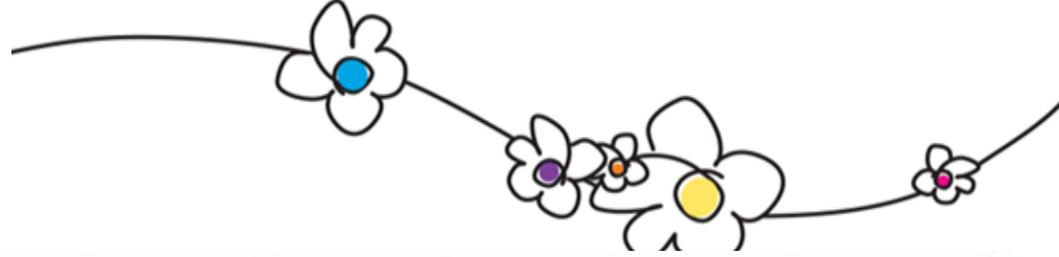
Pins & Badges



Girls earn the Cookie Activity Pin as they learn the 5 Skills.



Cookie Business and Financial Literacy Badges are a way for girls to prepare for the Cookie Program.



| Daisies | Brownies | Juniors | Cadettes | Seniors | Ambassadors |
|---------|----------|---------|----------|---------|-------------|
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Super 6 Cookies



Thin Mints



Samoas



Tagalongs



Do-Si-Dos

Trefoils



Savannah Smiles



\$5 per box

NEW - S'Mores!!

\$6 per box

Girl Scout
S'mores



Crunchy Graham
Cracker Sandwich
Cookie with Creamy
Chocolate and
Marshmallow Filling

Gluten Free
Toffee-tastic



Gift of Caring



Gift of Caring is a great way for your customers to support the Girl Scouts and other great organizations without consuming any calories!

Encourage each customer to donate a box of cookies to Gift of Caring for \$5. At the end of the sale, the cookies are delivered to the great organizations listed below. Many customers who don't want to buy cookies will still donate if you just **remember to ask**. Receipts for this tax deductible donation are available.



2017 Rewards

Starting Inventory Rewards – 75%



Tote Bag



Troop Leader
Vintage Cookie Tray

Participation & Special Patch Rewards



12 - 23
Participation Patch

OR



24+
Participation Patch

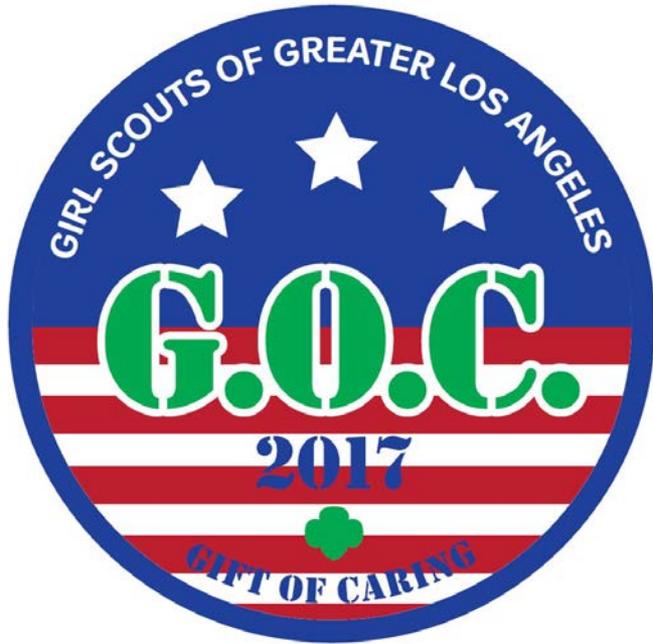


2016 Fall / 2017 Cookie Combo Patch
Girls must have met the
2016 Fall Program criteria AND
Sell 250+ boxes of cookies



Cookie Club Patch
24+ valid emails sent
via Cookie Club

2017 Gift of Caring Rewards



10 GOC
Patch



20 GOC
Sunglasses



30 GOC
Pen

2017 Rewards Events



Club 500 is May 20, 2017
Six Flags Hurricane
Harbor



Elite 1000 is May 6, 2017
Disney's Yes Program
Disney Resort

2017 Rewards Events



1500+
S'More Adventure Weekend
June 10-11, 2017
Camp Osito Rancho

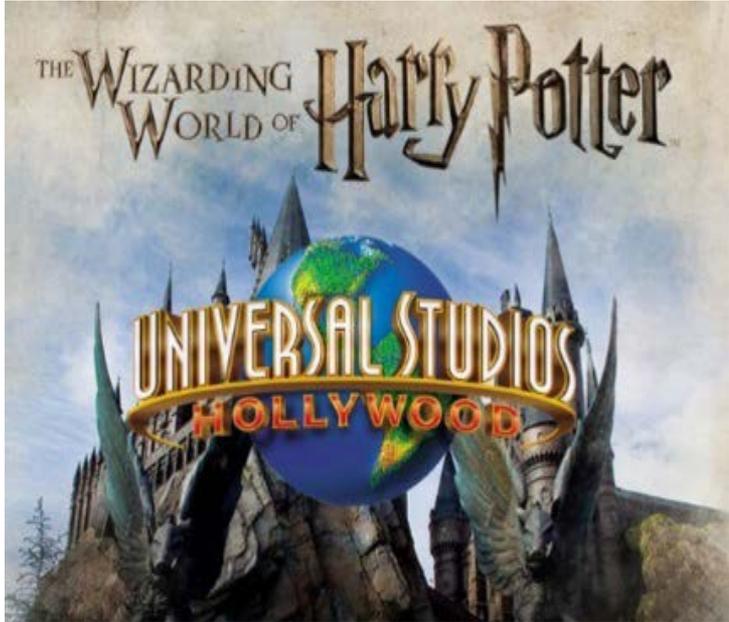


2000+
Limo Ride & Lunch with
Lise Luttgens, CEO
June 21, 2017

2017 Reward Event Option



OR



3000+
38mm Apple Sports Watch

3000+
VIP Experience at
Universal Studios
June 17, 2017

Troop PGA Rewards



\$15 Cookie Dough
Troop PGA 240+

Hoodie Sweatshirt
Troop PGA 320+
Each participating girl
plus 2 Troop Leaders



PGA = Per "Selling" Girl Average (NOT registered girls)

Program Credit - Reward

An optional reward for levels that offer only an event (500+, 1000+, 1500+, and 2000+)

- A GSGLA Gift Card will be issued.
- Can only be used internally (GSGLA) for:
 - Retail **In-Store** Purchases
 - Girl Annual Membership
 - GSGLA events
 - GSGLA specialty and resident camps
 - Destinations
- Detailed use and redemption procedures will be provided to recipients.



Timeline

January

- *Attend a Cookie Kick-Off Rally*
- *Jan 27-28 Cookies Arrive*
- *Jan 29 – Go Day!! Absolutely NO orders should be taken before today.*
- *Jan 29 – Open your “lemonade stand”*



February

- *Money Mondays – turn in money to troop on Mondays*
- *Feb 10 - Boothing begins*
- *Feb 24 – 26 National Girl Scout Cookie Weekend*



March

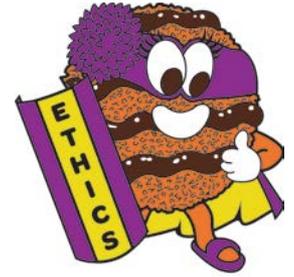
- *Mar 12 - Cookie Program ends – ALL MONEY IS DUE TO TROOP*

May/June

- *Cookie rewards delivered to Service Unit.*



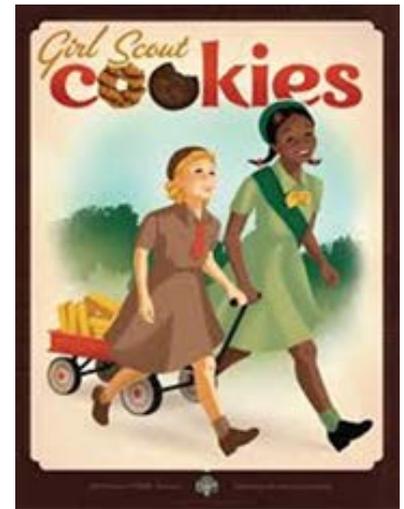
Responsibilities



Girls & Adults:

- Must follow all rules & guidelines listed on Parent/Guardian Permission Form and in the Family Guide.
- Must follow all troop deadlines regarding taking cookies and turning in money.
- Must adhere to all rules regarding storing and selling cookies.
- Must sign a receipt for any cookies taken from or money given to your Troop Cookie Chair.
- Responsible for all cookies received.
- Responsible for all money collected.
- Communicate with your Troop Cookie Chair.

Consequences *will apply* if rules are ignored.



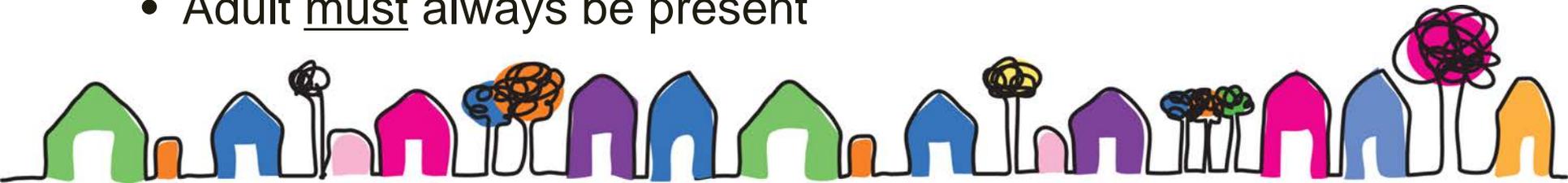
How You Can Sell Cookies

- **Door-to-Door (aka Walkabouts)**

- Only in residential areas
- No stationary booth – must always be walking
- Only during daylight hours
- You may not “claim” a neighborhood
- Adults must always accompany girls

- **“Lemonade” Stands**

- Only in residential areas
- Only where the girl lives, not someone you know
- Stationary location in front of residence – not on sidewalk, street corner, parking lot, etc.
- Adult must always be present



How You Can Sell Cookies

• Internet

- You may “advertise” that you are selling cookies, but cannot complete the transaction through the internet
- Facebook & Twitter, YES!
- Craigslist, eBay, Amazon, NO!
- Little Brownie Baker Cookie Club, YES!
 - Allows girl to email potential customers through a secure website and take their orders.



All payments and delivery must be made in person

• Parent/Caregiver Work

- With permission, girls may walk around parents' or caregivers' work place and sell to employees (not business patrons.)

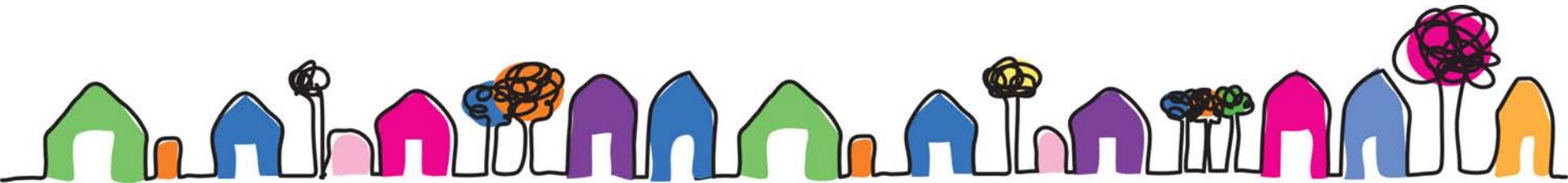


How You Can Sell Cookies



- **Boothing – February 10 to March 12, 2017**

- Stationary location in front of non-residential establishments.
- Booth locations are pre-authorized by GSGLA, chosen by Troop Cookie Chair.
- You may **not** set up a booth in front of a business without obtaining Service Unit approval.
- If you know of a location where a booth would be appropriate, you must contact your Troop Cookie Chair who will submit the suggestion to the Service Unit Cookie Chair.
- “Special” one-time-only booths may be requested in special instances (e.g. at a church, sporting event, school events, etc.)
- You must strictly follow boothing rules and regulations.



Boothing Rules and Safety

Communicate with your Troop Cookie Chair about site do's and don'ts.

Hours / Days

- 8AM – 8 PM, (only Junior level and older allowed after 6 PM.)
- Outside regular school hours.
- Daisies should booth only for one hour at a time.

Participants

- Minimum of 2 girls and 2 adults at each door
- Exception
 - Senior/Ambassadors – OK for two girls and one female adult per door.
 - Cadette/Senior/Ambassador - One Girl / One Parent starting on Feb ____.
 - Female or Parent must be a registered Girl Scout if 2/1 or 1/1

Safety

- Bring money to make change. (Adults handle all money for Daisies.)
- Adults hold large bills and make plans to deposit quickly.
- Girls never approach cars, nor follow customers to their car.
- Always bring water, important phone numbers and your reservation confirmation.



Boothing Rules and Safety



Appearance and Conduct

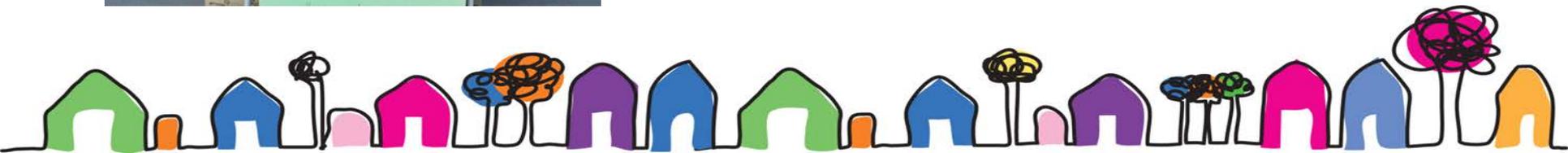
- Girls should wear a membership pin, uniform, sash, vest or Girl Scout T-shirt. Adult also should be appropriately dressed.
 - No tank tops, no open-toed shoes for girls or adults.
- Girls should be facing customers, not talking or playing with each other and NOT using their cell phones.
- No eating while at the booth.
- Girls should greet people warmly, smile and remain pleasant under all circumstances.
- Arrive on time and start packing up 5-10 minutes before shift is over.
- No tagalongs (e.g. siblings, friends, relatives) at the booth.
- The girls, and not the adults, should take the lead in selling the cookies.
- Be ready to answer questions about the cookies and what your troop is going to do with its cookie proceeds.
- LEAVE NO TRACE - Clean up all trash. Do NOT use the trash cans at the location. You must take all your trash with you, including empty cases.

Important Information About Booths

You are representing all Girl Scouts. Please act and dress accordingly.



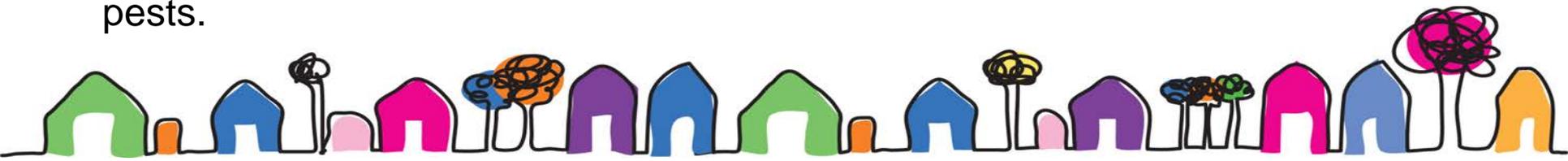
Girls Scouts is encountering more and more locations that are reluctant to allow booths. This means that it is very important that we follow the rules of the existing locations very strictly and that we make a very good impression so that Girl Scouts will continue to be welcome.



Handling Money and Cookies



- Payment is collected only when cookies are delivered, except for Gift of Caring.
- Checks should be made payable to “Girl Scout Troop XXXX.”
- Girls should not accept bills larger than \$20.
- “Money Mondays” - Turn in any money collected in the prior week.
- Monies should be submitted to the Troop Cookie Chair in their original format. i.e., if you receive cash, you turn in the cash. Money should **never be deposited into a personal bank account.** (*Good intentions or not, that is embezzling.*)
- Your Troop Cookie Chair (TCC) will receipt every cookie and money transaction. Keep your copy of the receipt for your records.
- Touch-base Tuesdays - Contact the TCC and let the TCC know if any additional cookies are needed or if the girl is having trouble selling her inventory. Communication is critical!
- Cookies should be stored indoors in a controlled environment away from pets and pests.

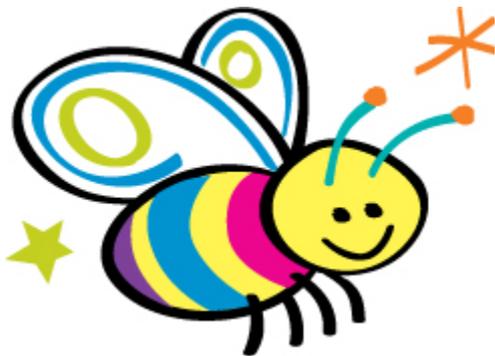


Consequences



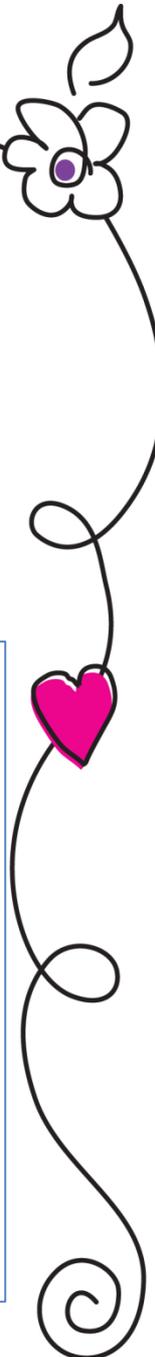
Troops, girls and parents must follow all of the rules of the Cookie Program. Possible consequences for failing to follow the rules:

- Loss of girl or troop rewards earned
- Loss of troop proceeds
- No future boothing



Most common violations

- Selling for the incorrect price
- Doing a walkabout in a commercial area
- Selling in front of a school without approval
- Boothing outside of GSGLA borders
- Girls selling or delivering alone
- Incorrect girl/adult ratio at booth
- Inappropriate behavior at booth
- Not cleaning up after at booth site
- Failure to pay for cookies



Cookie Club

www.littlebrowniebaker.com

COOKIE CLUB™
FOR ONLINE ORDER-TAKING!



The screenshot shows the website interface for Little Brownie Bakers. At the top, the logo "Little Brownie Bakers" is on the left, and navigation links "Volunteers * Girls * Teens * Families * Coo" are on the right. A pink sidebar on the left lists menu items: "For Girls", "Cool crafts", "Play online games!", "Cookie Rookies", "How to sell more", "Bling your booth", "Cookie Club fun facts" (highlighted), "Quiz corner", "Steps to success", and "Make your own goal T-shirt". The main content area features the heading "Cookie Club fun facts" above a photo of two girls at a table with a laptop and cookie boxes. Below the photo is a confirmation message: "Confirmed: Cookie Club is the faster, easier way to reach high goals!" followed by a sub-headline "Girls across the country are powering up their marketing with Cookie Club." and a section titled "Cookie Club - by the numbers" with a bulleted list of statistics. On the right side of the page, there are three video thumbnails: "Meet Twyla!", "Videos to Share!", and "Make a goal T-shirt".

For Girls

- Cool crafts
- Play online games!
- Cookie Rookies
- How to sell more
- Bling your booth
- Cookie Club fun facts**
- Quiz corner
- Steps to success
- Make your own goal T-shirt

Cookie Club fun facts

Confirmed: **Cookie Club** is the faster, easier way to reach high goals!

Girls across the country are powering up their marketing with **Cookie Club**.

Cookie Club - by the numbers

- More than 756,679 cookie packages ordered – up 11% over 2015
- More than 35% of those who opened an eCard ordered cookies!
- eCards sent: 110,727
- Online orders: 113,398, 6.7 packages per order!

Meet Twyla!

My Cookie Friend!

Videos to Share!

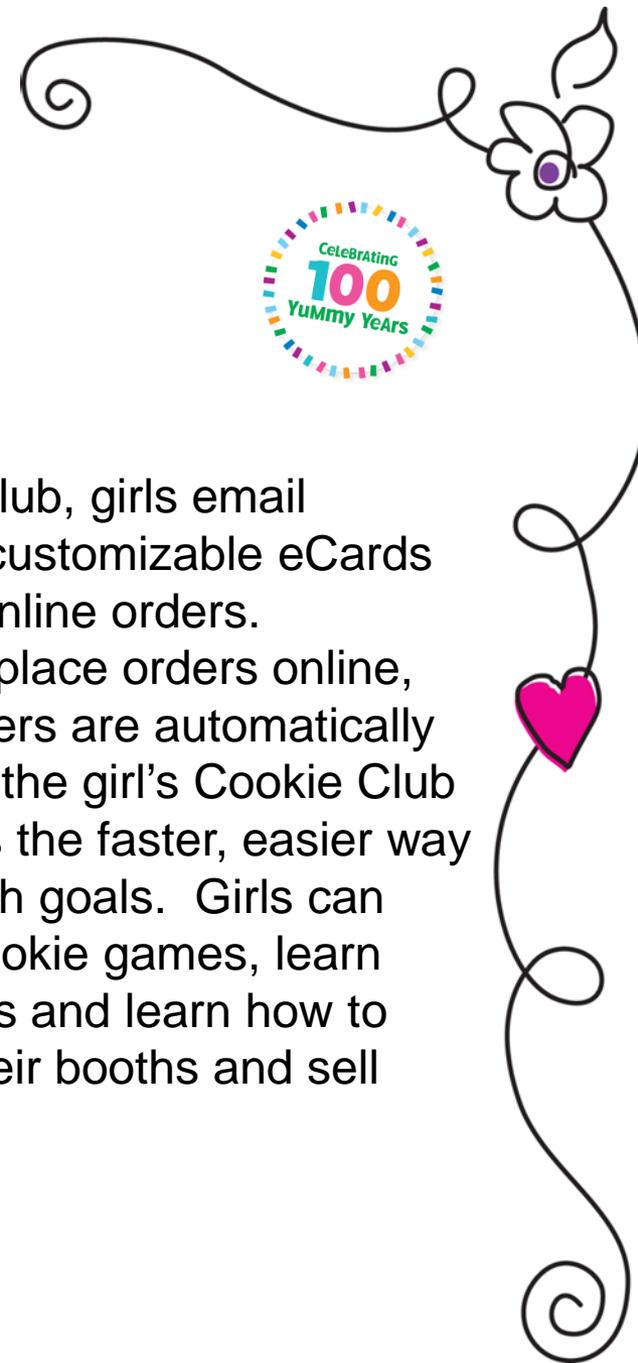
Meet girls like you!

Videos to share!

Make a goal T-shirt

Let the T-shirts do the talking!

In Cookie Club, girls email customers customizable eCards asking for online orders. Customers place orders online, and the orders are automatically recorded in the girl's Cookie Club account. It's the faster, easier way to reach high goals. Girls can also play cookie games, learn cookie crafts and learn how to decorate their booths and sell cookies.



Cookie Central



Should you have any questions, please contact your Troop Cookie Chair.

Information can also be found at Cookie Central on the GSGLA website <http://www.girlscoutsla.org> including:

- Important dates
- Cookie Locator & mobile app
- Link to Cookie Club
- Templates for signs
- Tips & Activities from Little Brownie Baker
- Cookie recipes, Volunteer Guides, & more!
- EVERYTHING you need for a successful Cookie Program!

The screenshot shows the Girl Scouts Greater Los Angeles website's Cookie Central page. At the top, there is a navigation bar with links for Home, Contact Us, Employment, Español, and Donate. Below this is a search bar for zip codes and a 'Join us' button. The main navigation menu includes categories like ACTIVITIES & EVENTS, COOKIES & NUTS, ABOUT US, CAMP & PROPERTY, SHOP, and E-BIZ. A large banner image features Girl Scouts and cookie boxes. Below the banner, there are buttons for 'For Girls', 'For Volunteers', 'For Parents', 'For Alumnae', and 'Support Us'. The page title is '2016 Girl Scout Cookie Central'. A 'You Are Here' breadcrumb trail shows the path: Home > 2016 Girl Scout Cookie Central. The main content area is titled 'Cookie Program' and includes a 'worth starting' badge. It features three main sections: 'Find Cookies', 'About the Program', and 'eBuddy Login'. Each section contains several circular icons representing different resources: Dates, Guides, Webinars, FAQs, Forms, Contests, Learning, Fun, Gift of Caring, Cookies, Marketing Downloads, Rewards, Contacts & Facebook, Boothing & Cupboards, Cookie Club, and Cookie-gram Newsletter. A sidebar on the right lists various program resources such as 2016 Cookie Program Rewards, S Skills and Gift of Caring, About the Cookie Program, Boothing and Cupboard Info, Contests, Learning, and Fun, Cookie Gram, Cookie Program Contacts, Farms, Guides, Webinars, FAQs, I Can't Wait! Video, Important Dates and News, Meet the Cookies, Nuts & Magazines, S Skills and Gift of Caring, All Program Resources, Contacts, Fall Product Program Nuts and Magazines, Farms, Guides and Webinars, Important Dates, Rewards, and Why Participate?.

Thank you
for allowing your
child to participate in
GSGLA's 2017 Cookie Program



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