



Happy 100th Anniversary
of Girl Scouts!



girl scouts
louisiana east



Important Dates	
January 2012	Service Unit Cookie Rallies & Troop Girl and Parent/Guardian Training
January 20 th , 2012 through February 5 th 2012	Girl Order Taking Period
February 6 th , 2012	Order Cards due to TCM (Catch Up Order Cards will be distributed so girls may continue to take orders!)
February 24 th - March 2 nd 2012	Cookie Delivery From Troop to girls and parents/guardians
March 2 nd - 18 th , 2012	Direct Sales Period
March 19 th , 2012	Deadline for girl/parents to submit money to TCM
May 2012	Incentives are shipped for distribution to girls

Dear Parents/Guardians,

You know that Girl Scouting provides your girl with precious lifelong experiences and values that are important to your family. The Girl Scout Cookie Program is a key part of her experience.

Much more than a way to raise money; the Cookie Program is a hands-on leadership and entrepreneurial program. Girls learn, not from a book, but from real-life experiences. These are skills that last far beyond Cookie Season. Many successful business women and community leaders say they got their start selling Girl Scout Cookies.

Never do for a Girl Scout what she can do for herself! Give your Girl Scout all the benefits of the unique leadership experience that the Girl Scout Cookie Program offers. **Goal Setting, Decision Making, Money Management, People Skills** and **Business Ethics** are skills that will help them grow into leaders in their own lives, leaders in business and leaders in the world. Best of all, girls have lots of fun along the way! All of us in Girl Scouting wholeheartedly thank you for your efforts. Good luck with the 2012 cookie season!

Alisha Moore

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5 Skills for Girls



- 1. Goal Setting**
Your Girl Scout set cookie sales goals individually and with her team, creates a plan reach them, and develops **Cooperation** and **Team Building** skills along the way!
- 2. Decision-Making**
Your Girl Scout helps decide how her team will spend their cookie money, furthering her **Critical Thinking** and **Problem Solving** skills that will help her in many aspects of her life.
- 3. Money Management**
Your Girl Scout takes cookie orders, handles customers' money and gains valuable and **Practical Life Skills** around financial literacy.
- 4. People Skills**
Your Girl Scout learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop **Healthy Relationships** and **Conflict Resolution** skills she can use throughout her life.
- 5. Business Ethics**
Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics here reinforce the **Positive Values** she is developing as a Girl Scout.

Cookie Time is family time Give her 5!

Here are the Top 5 Ways your family can support your Girl Scout!

- 1. Encourage goal-setting**
Guide her to set practical and useful goals about what she wants to learn and earn.
- 2. Support her sales**
Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills. Help her take orders or arrange booth site sales at work, places of worship or other locations frequented by people who love Girl Scout Cookies.
- 3. Use Cookie Club!**
Cookie Club is a safe website where girls can send emails requesting orders from family and friends. Customers can make commitments online, and she can track her goals. Girls must still deliver cookies and collect payment in person.
- 4. Volunteer**
Her group needs help chaperoning booth sales, picking up cookies and more.
- 5. Practice Safety**
Help your girl understand the Girl Scout safety rules.



What about Juliette's?

Questions are often asked about Juliette's participation in the Cookie Program. **How do they participate?**
Do they receive incentive items?
What happens to the profit?

As noted in Safety-Wise, "**the funds are for Girl Scout activities and are not to be retained by individuals as their property.**" (*Girl Scout Safety-Wise Standard 2B*).

Juliette's may only participate in the Cookie Activity under the supervision of a Service Unit Cookie Manager, who locates an accepting troop to welcome the Juliette.



It should be noted that when Juliette's participate as a member of a particular troop for the purposes of the Cookie Program, she will participate in the program in the same manner as the other members of that Girl Scout troop.

Proceeds generated by the participating Juliette will be retained by the Girl Scout troop and will become the property of that Girl Scout troop's treasury.



For various reasons, some customers do not want to buy cookies for themselves, or they have only a limited need. With Gift of Caring, they have a chance to give to others while supporting Girl Scouting at the same time.

Gift of Caring Patch Criteria

Girls who sell 5 or more Gift of Caring boxes will earn the Gift of Caring Patch.

Frequently Asked Questions

How much are the cookies?

Cookies are **\$3.50** per box

Can we accept checks?

No. Parents are encouraged to take **cash only.**

Which baker does Girl Scouts Louisiana East use?

Little Brownie Bakers is our baker!

When will my daughter receive incentive items?

Incentives generally ship in **May**. If total money due is paid and incentives are not received by June 1, 2012, parents should contact the leader and council respectively.

Troop Proceeds

Girl Scout troops receive proceeds from the Cookie Program to help cover the cost of Girl Scout and other educational activities. Because Junior, Cadette, Senior and Ambassador troops may be involved in broader and more complex activities, such as trips and service projects, which may require additional funds, they have the option to receive an increased per package profit *in place* of individual girl *incentive* items.

Proceeds with Incentives : (This option is **mandatory** for Daisy and Brownie troops)

- Troops selling 1188 boxes (99 cases) or LESS
✚ **\$.40 cents per box/ \$4.80 a case**
- Troops selling 1200 to 2388 boxes (100 to 199 cases)
✚ **\$.45 cents per box/ \$5.40 a case**
- Troops selling 2400 boxes (200 cases) or MORE
✚ **\$.50 cents per box/ \$6.00 case**



Proceeds without Incentives: (This option is available to Junior, Cadette, Senior and Ambassador only. Troops must possess a majority vote in favor of this option in order to exercise the proceeds without incentive option).

- Troops selling 1188 (99 cases) or LESS
✚ **\$.50 per box/ \$6.00 case**
- Troops selling 1200 to 2388 boxes (100 to 199 cases)
✚ **\$.55 cents per box/ \$6.60 a case**
- Troops selling 2400 boxes (200 cases) or MORE
✚ **\$.60 cents per box/ \$7.20 case**

Girl Scout Safety Rules

Show you're a Girl Scout-Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.

- Buddy up-** Always use the buddy system. It's not just safe, it's more fun.
- Be streetwise-** Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies.
- Partner with adults-** Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls' grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
- Plan ahead-** Always have a plan for safeguarding money-avoid walking around with large amounts of it or keeping it at home or school.
- Do not enter-** Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- Sell in the daytime-** Sell only during daylight hours, unless accompanied by an adult.
- Protect privacy-** Girls names, addresses, or email addresses should never be out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.
- Be safe on the road-** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- Be Net wise-** Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts cannot collect money online.





2012 girl recognitions

Girl Scouts Louisiana East



My personal goal is to sell _____

Girl Initial Order Award

Theme Bandana

144+ boxes sold during pre-order.

Giraffe Print Duffle Bag

168+ boxes sold during pre-order.

All girls are eligible to receive initial order recognitions.



Participation Certificate
1+ boxes



2012 Bar
36+ boxes



Theme Patch
60+ boxes



Peace Wall Decoration
100th Anniversary Patch Pin
108+ boxes



Giraffe Print Travel Case
156+ boxes



Purple Peace T-Shirt & Goal Achiever Patch
204+ boxes

Troop Incentive

Troops must average 200 boxes per girl. Troops must also submit a budget and participate in gift of caring. One leader bag will be provided.

Cinch Sack



School's Cool Set
PopArt Composition Book
Pencil Case & PopArt Pen
252+ boxes



Giraffe Plush
OR Giraffe Neck Pillow
300+ boxes



GET ACTIVE
Water Bottle & PopArt Tote
OR
Water Bottle & Soccer Ball
400+ boxes



Cookie Diva Custom Tee & \$30.00 Cookie Dough & Diva Destination!
500+ boxes



Time to Shine Set
Mini Alarm Clock
Bed Organizer & Schedule Pad
600+ boxes



Dress for Success \$25 Gift Card
750+ boxes



\$30.00 Cookie Dough
850+ boxes



iPod Nano* OR
\$75.00 iTunes Gift Card
OR
Digital Camera
1000+ boxes



Free Week @ Camp
Blanket w/wrap
Playing Cards OR
Double Cookie Dough
1250+ boxes



Nintendo 3DS
OR
Triple Cookie Dough
1500+ boxes

Sell 5 gift of caring boxes and earn a Gift of Caring Patch.

Participate in 2 booth sales and earn the Booth Sale Patch.

Receive 5 promises via Cookie Club and earn the Cookie Club Patch.

*Note: iPod, Digital Camera and Nintendo 3DS may not be same as pictured on card.

All recognitions and cookie dough are cumulative.

What is the Cookie Club?

With the "ask" feature of the online Cookie Club, girls now have a safe, easy and fun way to learn the power on online marketing! Before entering the cookie club, each girl must be set up by her leader. *Participation begins with a signed **Cookie Club Parent Permission Slip*** from the parent/guardian then enters girls into the system. Next, each Girl Scout receives a login and password from the leader.

How does the Cookie Club email process work?

- Girls send emails to family and friends to ask for cookie "promises"
- Customers submit online forms indicating cookies they want to purchase.
- Customers' promises are recorded in the girls' Cookie Club accounts
- Girls print their final cookie promises, review them with parents and turn them in with their traditional order cards.
- Girls deliver cookies and accept payment in cash.



Girls can even earn the **Cookie Club Patch** by recording both a **learning** and **package** goal as well as receiving **5 "promises"** verified by a signed **Printable Promises Page** generated through the Cookie Club!



Cookies on wheels

Help your girl create a clever way to advertise her cookie sales. Put her creativity to work to put her Cookie Program on wheels! (*Note: no cars or SUV's etc... this is an individual girl contest*).

Choose a theme, decorate and submit a photo; which must include the girl and her creation. Girls must be in uniform, Girl Scout t-shirt, or wearing her Girl Scout pin. Photos may be featured on GSLE's website and Facebook page.

Themes to choose from:

- What can a cookie do?
- I love GS cookies!
- Happy 100th Anniversary Girl Scouts



Submission Guidelines:

One photo entry per girl

Email photo to productsales@gsle.org

Please enter "Bling your wagon" in the subject line



Or mail photos & information to

Girl Scouts Louisiana East

841 S. Clearview Pkwy

New Orleans, La. 70121

Entry deadline is **March 22nd 2012**

Be sure to submit photo along with entry form with girl's name & grade troop # (5 digits), service unit and leader's name, phone or email.



1st place: \$100 Cookie Dough

2nd place: \$75.00 Cookie Dough

3rd place: \$50.00 Cookie Dough



A panel of Girl Scout volunteers and staff will elect 10 finalists. Finalist photos will be loaded to our website www.gsle.org and Facebook for voting throughout the entire council! Winners will be notified by council and posted on the website and Facebook.



**Direct Sales March 2nd–March 18th 2012
Selling in Your Neighborhood**

- Girls should always wear their Girl Scout membership pin with their uniform sash, uniform vest, or Girl Scout t-shirt.
- Girls must be familiar with the neighborhoods where they sell.
- Sell door-to-door only during daylight hours.
- Daisy, Brownie and Junior Girl Scouts must be accompanied by an adult when selling and delivered cookies.
- Girls 11-17 must be supervised by an adult when selling cookies door-to-door.
- Girls should never enter a customer's house
- Girls must sell with a buddy.
- Girls should never approach customers in cars.

Booth Sales



- **Girl Scout Daisies are not allowed to participate in booth sales; however they can participate in booths at their school or place of worship.**
- Adults must be present at all times when Girl Scouts operate a booth at a store, mall or any other public place.
- Girls should never give out their names, addresses or telephone numbers to customers.

Money Management

- Girls must have a plan for safeguarding the money they collect.
- Girls should not carry around large amounts of cash.

Booth Sale Patch Guidelines

- **Girls must participate in 2 booth sales or more to receive the Booth Sale Patch!**

Girls Behavior

- At booth sales girls are required to act in ways becoming of a Girl Scout. The Girl Scout Promise & Law guides all that we do in Girl Scouting. No yelling, No running, No harassing consumers, No unbecoming behavior. Remember to tell each person; whether buying or not **"Thank you"**.



This year your daughter and her troop/group will have the chance to exhibit their creativity and have fun at the same time. Troops are invited to "Bling" their cookie booths and gain extra customer attention. Troops will select a theme from the list below; use decorations, costumes, themed props, and signs-as long as they keep safety in mind, the sky is the limit.

Themes to choose from:

- ❖ What can a cookie do?
- ❖ I love GS cookies!
- ❖ Happy 100th Anniversary Girl Scouts

Ask your girl's leader for ways to help!

Winners will receive....



- 1st place:** 2 nights at GSLE camp of choice.
- 2nd place:** 1 night at GSLE camp of choice.
- 3rd place:** 1 day at GSLE camp of choice.



**January 7th 2012
Southeastern Louisiana University
Junior – Ambassador**

Become a "smart cookie" and learn financial literacy through a fun and interactive all session on Saturday, January 7, at Southeastern Louisiana University in Hammond. Girl Junior-Ambassador participants will earn some of the **NEW** Financial Literacy and Cookie Business Badges. You will even have the opportunity to work one-on-one with successful businesswomen from the community. Fee is \$5 per girl which covers materials, theme t-shirt and lunch. Smart Cookie U is underwritten by a grant from the Credit Bureau of Baton Rouge Foundation. The deadline to register is December 2nd 2011.



No place captures the imagination of Girl Scouts like Savannah Georgia. It was there in 1912 that Juliette Gordon Low started this amazing organization. Little Brownie Bakers is proud to pay tribute to the 100th Anniversary of Girl Scouting with a lemon cookie that reflects the heritage of the past. This lemon wedge cookie is cool and crisp, with just the right number of lemon chips to deliver tiny burst of flavor. And when you hold it right, you'll quickly be reminded of that world famous "Brownie Smile"



How does the Cookie Program help?

All proceeds—every penny of the Girl Scout Cookie Program remains with the Girl Scouts Louisiana East. The proceeds from the cookie program in 2012 will provide more than 50% of the total cost of:

- Delivering contemporary programs,
- Planning and providing council-wide events for girls,
- Recruiting, training, and supporting the work of local volunteers and other key personnel,
- Year round maintenance and operation of three A.C.A. accredited camps (one 400-acre camp in St. Francisville, one 600-acre camp in Independence, and 23-acre camp in Covington) as well as McFadden Cabin in City Park, New Orleans, LA.
- In addition to the more than \$550,000 that goes directly to troops within our 23-parish jurisdiction.



The Girl Scout Promise

On my honor, I will try;
To serve God any my country,
To help people at all times,
And live by the Girl Scout Law.



The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do.
And to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

