



Dear Parents/Guardians,

Welcome to the largest, girl-led business in the country: the Girl Scouts Cookie Program! Girl Scouting provides your girl with important lifelong experiences and values that are important to not only your community, but also your family. As the largest girl-led business in the country, the Girl Scouts Cookie Program is a key part of her overall Girl Scout Leadership Experience. Watch your Girl Scout's confidence soar when she decides to "be amazing" and be an outstanding Go-getter, Innovator, Risk-taker and Leader!

Much more than a fundraiser, the Girl Scouts Cookie Program is a unique hands-on way for your girls to develop skills that allow them to grow into leaders and change makers of tomorrow. The Girl Scout Cookie Program helps your daughter learn five essential life skills, including: *Goal setting, Decision Making, Money Management, People Skills and Business Ethics*. Girls learn, not from a book, but from real-life experiences. With a unique mascot, the bee, an inspiring theme and your support, we know that each Girl Scout will get the most of out their Cookie Program experience.

This precious time for your Girl Scout will allow her to explore more of what makes her unique and share those traits with the world! As a family, you can help your daughter in some simple but important ways to reach her goals by:

- Encourage goal setting
- Help her practice her sales pitch
- Encourage her to sell beyond family and friends
- Become a Cookie Volunteer for her Troop

Thank you for the opportunity to serve your daughter through Girl Scouting. When you support her efforts, you're truly helping her to build *courage, confidence, and character*. Good luck with the 2021 Cookie Season!

Product Program Team

Girl Scouts Louisiana East Proceeds Structure:

Girl Scout troops receive proceeds from the Cookie Program to help cover the cost of Girl Scouting and other educational activities. Because Junior, Cadette, Senior and Ambassador troops may be involved in broader and more complex activities, like 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. The **proceeds only** option for Junior, Cadette, Senior, and Ambassador Troops is **NOT** available to any other program grade level.

Proceeds with Incentives: (this option is mandatory for Daisy and Brownie Troops):

PGA Based (Per Girl Average)

- 1 to 99 box PGA = \$0.45 per box
- 100 - 199 boxes PGA = \$0.50
- 200 boxes and up PGA = \$0.55

Proceeds without Incentives: (this option is available for Junior, Cadette, Senior, and Ambassador Troops only. Troops must possess a majority vote in favor of this option to exercise the proceeds without incentive option): **PGA Based (Per Girl Average)**

- 1 to 99 box PGA = \$0.55 per box
- 100 - 199 boxes PGA = \$0.60
- 200 boxes and up PGA = \$0.65

Important 2021 Dates

January 9	Smart Cookie U
January 15-31	Girl Order Taking Period
February 2	Order cards due to TCM
February 20-26	Cookie Delivery from troops to girls
February 19-21	National Girl Scout Cookie Weekend
February 26-March 14	Booth Sales/ Direct Sales
March 1	Deadline for girls to submit money to TCM for 1 st draft
March 16	Deadline for girls to submit money to TCM for final ACH draft
May	Incentives are shipped to SUCM for troop distribution

IMPORTANT:

Girls are "On their Honor" to abide by the January 15, 2021 start date.

Cookie Diva Event or 2021-2022 Membership!

If your Girl Scout sells 500 or more boxes of cookies, she can choose between these options:

\$30 Cookie Dough and an invitation to attend a Mystery Diva Event

OR

2021-2022 Girl Scouts Membership and an exclusive beach towel

Cookie CEO Event!



If your Girl Scout sells 1,000 or more boxes of cookies, she will receive a wireless Bluetooth Bee speaker and an invitation to a special CEO event with GSLE's CEO, Dr. Rebecca Pennington.

Cookie Dough+ Rewards Plan

NEW FOR 2021: Girls in troops receiving proceeds with incentives can now opt for the new Cookie Dough+ Rewards plan INSTEAD of the incentives from the baker at the levels below 1250+ boxes. Girls will still earn all events, patches, and rewards at the 1250+ level and above, including the option for DOUBLE Cookie Dough at 1500+! If your girl would like to participate in the Cookie Dough+ Rewards Plan, just let your leader know! They will be able to change that option in Smart Cookie for you.

NOTE: Cookie Dough earned in the Cookie Dough+ Rewards Plan is NOT cumulative. For example, if a girl sells 752 packages of cookies, she will earn the Mystery Diva Event, the appropriate patches, and \$150 Cookie Dough. Girls will choose in Smart Cookie whether they would prefer to receive GSLE Cookie Dough or Online Cookie Dough. Please see gsle.org/cookie_rewards for more details on types of Cookie Dough.

Packages Sold	Cookie Dough	Packages Sold	Cookie Dough
70+	\$10	400+	\$80
110+	\$15	500+	\$120 & Mystery Diva Event
160+	\$30	605+	\$135
210+	\$35	750+	\$150
256+	\$60	850+	\$160
305+	\$70	1000+	\$230 & CEO Event

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

Cookie Share Patch Criteria

Girls who sell 5 or more Cookie Share boxes will earn the Cookie Share Patch.



5 Skills for girls

The Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience. By participating, girls learn 5 key skills they'll use for a lifetime. With your help, girls learn to:

- ✦ *Set goals* by developing a plan to meet goals and deadlines
- ✦ *Hone their decision-making skills* by deciding where and when to sell cookies, how to market their sale, and what to do with their earnings;
- ✦ *Grow money management skills* by making a budget, taking cookie orders and handling customer's money
- ✦ *Improve their people skills* by learning how to talk (and listen) to their customers while working as a team with other girls; and
- ✦ *Practice business ethics* by acting honestly and responsibly during every step of the cookie program

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 ABC Smart Cookies!**
ABC Smart Cookies is a safe website where girls can send emails requesting orders from family and friends. Customers can purchase cookies online, to be shipped or delivered by their favorite Girl Scout.
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.

Accessing ABC Smart Cookies

Smart Cookies and Direct Ship

Girls will use the ABC Smart Cookies site to set their goals, manage their cookie sale, track their progress, view rewards and send Smart Cookie ecards to customers. Girls can also manage their sale on-the-go with the Smart Cookies Mobile. The app can be downloaded through the App Store or Google Play.

Step 1- Complete parent permission form & receive registration email

The parent/guardian of registered Girl Scouts who have completed a parent permission form and whose TCM has been approved will receive an email from noreply@abcsmartcookies.com. It will include the link to login to abcsmartcookies.com to set up their online account. Tip: To prevent this email from going to your junk folder, make noreply@abcsmartcookies.com a trusted sender now.

Step 2- Create an account!

Use the information in the registration email to create an account in Smart Cookies. The Girl Scout can create her profile. Girls must always work with an adult to set up their account.

Complete any open fields including the girl's username and password. Your Girl Scout can add her nickname in the field, and it will be used when she sends out ecards.

Click "Submit" to complete the process.

An on-screen confirmation will be displayed, and email confirmation will be sent.

Tip: Save the confirmation email because it contains the girl's username and password and the link to Smart Cookies.

Step 3: Explore the Platform!

Once the Girl Scout's profile is created, she can do any of the following:

- 🚩 Set cookie sales goals in packages
- 🚩 Place and track customer orders for girl delivery
- 🚩 Track progress toward goals
- 🚩 View rewards and achievements
- 🚩 Check out Tips and Tools and Resources on the girl's dashboard
- 🚩 Send Smart Cookies ecards to potential customers. All ecards will include the option for direct shipped orders.
 - **Direct Ship:** All customers will automatically be sent an invitation to buy cookies that will be paid online via credit card and shipped directly to the customer via Smart Cookies Direct Ship. Shipping charges will apply.
 - **Girl Delivery:** Some people may live close to the Girl Scout. The option can be given to have the Girl Scout deliver the cookies. Check the Girl Delivery box on the right of the customer's name. Note: if the girl delivery is offered, the Girl Scout must deliver the cookies to the customer and collect payment.

Explore Smart Cookies Mobile and take your cookie business on-the-go with you. Download the Smart Cookies Mobile app available from the App Store or Google Play and take Smart Cookies on-the-go!

Families with more than one Girl Scout

Families with two or more Girl Scouts will need to set up an account for each girl. Each girl must have a unique account. The accounts can be managed using one email address.

Technical support from ABC Bakers

If you have are having technical questions about Smart Cookies email ABC at ABCtech@westonfoods.com or call 1.800.853.3730.

For questions about cookie orders or cookie quality, please visit abcbakers.com or call 1-800-221-1002.



Girl Scout Safety Rules

As your Girl Scout begins the Cookie Program, always follow the safety guidelines listed below. Remember, be a role model by using business ethics and safety rules. Review these guidelines with your Girl Scout before the Cookie Program begins.

1. **Show you're a Girl Scout**-Wear the Girl Scout membership pin and Girl Scout clothing to identify yourself as a Girl Scout.
2. **Buddy up**- Always use the buddy system. It's not just safe, it's more fun.
3. **Be streetwise**-Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies.
4. **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.
5. **Plan ahead**- Always have a plan for safeguarding money- avoid walking around with large amounts of it or keeping it at home or school.
6. **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.
7. **Sell in the daytime**- Sell only during daylight hours, unless accompanied by an adult.
8. **Protect privacy**- Girls names, addresses, or email addresses should never be given 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.
9. **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.
10. **Be Net wise**- Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts can only collect money online through Smart Cookies.



Money Handling

Where the Money Goes

100% of the Cookie Program proceeds raised in Louisiana East Council stay here in Southeast Louisiana. That means, that after paying the baker, the rest belongs to the troops and the council.

Troop Proceeds

In addition to the Girl Rewards your Girl Scout earns, her troop is earning troop proceeds. These proceeds belong to the troop and not the individual Girl Scout. The funds should be used to help cover the cost of activities, program and badge supplies and other costs of running the troop. Every girl in the troop benefits from troop proceeds, whether she participated in the Cookie Program or not.

Money Collection and Receipts

Money is collected at the time of delivery, not when cookies are ordered, except for Direct Ship orders which are paid by credit card at the time of order.

- Please deliver cookies in a timely manner to ensure you can submit payments by all required deadlines and ensure customer satisfaction.
- Do not keep large amounts of cash in your home, car, or purse. Make frequent visits to your troop cookie manager to turn money in. Use contactless payments as much as possible.
- Protect yourself! Every time you get cookies and every time you turn in money, **ask for a receipt**. Keep all copies of your receipts for your records. **Do not take cookies from your troop cookie manager or give them money without getting a receipt.**
- Remember, cookies cannot be returned or exchanged. You are financially responsible for all cookies ordered.
- Each troop is responsible for paying 25% of what is owed the council as of March 1 on March 3, and the final payment as of March 26. Coordinate with your TCM to ensure your troop can meet these deadlines.
- You are responsible for lost or stolen money.
- Any in-person donations should be turned in to your troop cookie manager. Those donations should be converted to Tracked Cookie Share.
- Final payments for all cookies must be made by the troop no later than March 16. Any unpaid balance at that time will be referred by the troop cookie manager to Girl Scouts Louisiana East for collection.