



# Cookie Family Connection Guide

Cookie Program Guide for Parents, Caregivers, and Families

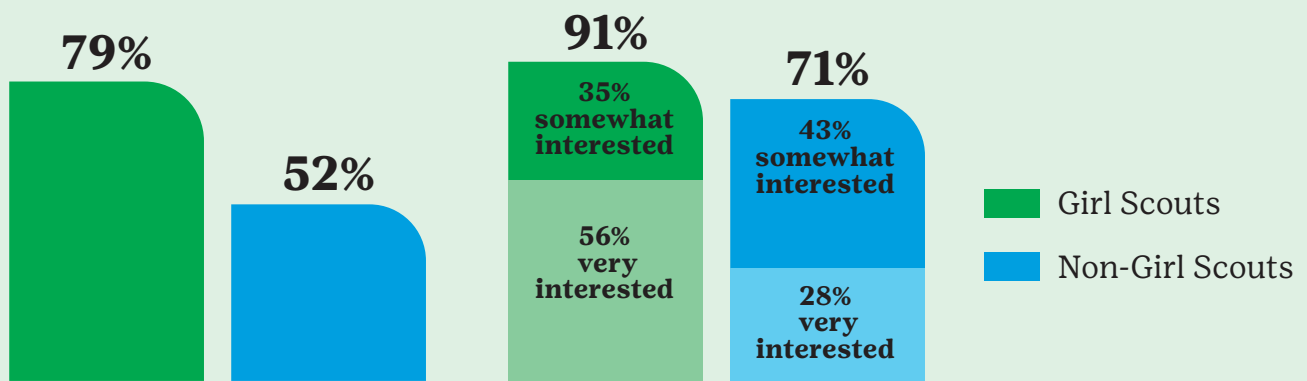


## Welcome, families!

The cookie program gives your Girl Scout the ability to power unique opportunities and adventures for their troop while learning to think like an entrepreneur. And you're key to their success. With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!

## Why should my Girl Scout participate in the Girl Scout Cookie Program?

Girl Scouts have an entrepreneurial edge when it comes to mindset and interest!



Have an entrepreneurial mindset

Interested in being an entrepreneur

Source: [Today's Girls, Tomorrow's Entrepreneurs](#)

Participating in the program gives Girl Scouts an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare them for academic and career success. As your Girl Scout runs their own cookie business, they’ll gain five skills along the way that they’ll use the rest of their lives. The Cookie Entrepreneur Family pin activity sheet gives you tips to support your cookie entrepreneur as they sell at home. Here’s what Girl Scouts learn and why it matters.

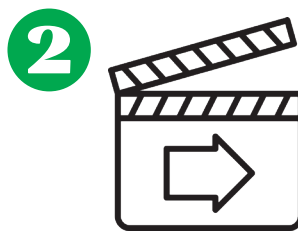
Through the Girl Scout Cookie Program, Girl Scouts learn . . .	This matters because . . .
<b>Goal setting</b> as they set a troop goal based on what they want to do with their troop proceeds. Then Girl Scouts set an individual goal with help from their families.	Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.
<b>Decision making</b> by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girl Scouts will make big and small decisions in their life; practice helps them make good ones.
<b>Money management</b> as they develop a budget, take cookie orders, handling and managing money.	Girl Scouts need to know how to confidently handle, manage, and leverage money to do great things.
<b>People skills</b> as they safely talk to their customers in person and virtually to work as a team with others.	Knowing how to work with others will help them do better in school and, later, at work.
<b>Business ethics</b> as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

## Did you know? All proceeds from Girl Scout Cookies® stay local!

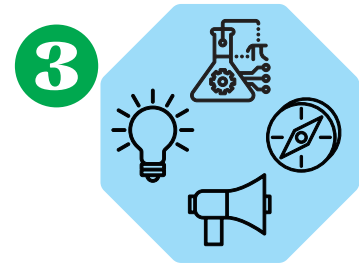
When you purchase Girl Scout Cookies from a young, budding entrepreneur, you’re supporting their success today and tomorrow. Girl Scout Cookies’ proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.



3 Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!



# Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,<sup>®</sup> they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



## Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

## Digital Cookie<sup>®</sup>

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

# Safety Tips for The Girl Scout Cookie Program

## Girl Scouts

- 1 Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- 2 Buddy up.** Always use the buddy system. It's not just safe, its more fun.
- 3 Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- 4 Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

## In Person

- 1 Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- 2 Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- 3 Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- 4 Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- 5 Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

## Digital/Online

- 1 Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- 2 Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- 3 Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- 4 Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



Each way of selling has different safety guidelines. For more details, review the following materials:

- Digital Marketing Tips for Cookie Entrepreneurs and Families (PDF)—[English](#) (also attached to this guide)
- Visit [your local council](#) website for a copy of *Safety Activity Checkpoints and Volunteer Essentials*

### Ways to Support Your Cookie Entrepreneur

- Help your Girl Scout earn the Cookie Entrepreneur Family pin to practice building their skills at home.
- Help them set up their Digital Cookie site.
- Help them keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support them.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help them make arrangements to connect with people in their network.
- Never do things for your Girl Scout that they can do for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting them!

