



# girl scouts of nassau county

## 2012 COOKIE PROGRAM FAMILY GUIDE



This Cookie  
helps fund a camp  
for city kids.



This Cookie  
cheers up soldiers  
in Iraq.



This Cookie  
teaches girls how to  
manage money.

Every Cookie Has a Mission: **TO HELP GIRLS DO GREAT THINGS**

Find your cookies at [GirlScoutCookies.org](http://GirlScoutCookies.org)

### Troop Cookie Manager

Name \_\_\_\_\_ Phone Number \_\_\_\_\_

### Important Dates:

Order taking begins: January 7, 2012

Cookies arrive: Starting in February

Orders accepted until: March 31, 2012

Corporate Booth Sales begin: February 4, 2012

Local Booth Sales begin: February 3, 2012

### Resources:

Girl Scouts of Nassau County website: <http://www.gsnc.org/>

Cookie Website managed by Girl Scouts of the USA: <http://www.girlscoutcookies.org>

Little Brownie Bakers Website: <http://www.littlebrownie.com>

Girl Scouts of the USA: [www.girlscouts.org](http://www.girlscouts.org)



# Practical Tips for Parents

## What can a cookie buy? The experience of a lifetime.

Girl Scouts of the USA is the premier leadership organization for girls. The \$700 million Girl Scout Cookie Program is the largest girl-led business in the country and generates immeasurable benefits for girls, their councils and communities nationwide.

### Through the Girl Scout Cookie Program girls develop five essential skills:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

All of the proceeds generated from cookie activities stay in your local Girl Scout council to support Girl Scouting in your area, including the portion that goes directly to the group selling the cookies. Many local Girl Scout councils make provisions for individual members to participate in the Girl Scout Cookie Program. However, proceeds earned are not the property of individual girls—they are distributed according to a council plan to benefit all girls involved in Girl Scouting through program activities, use of council resources and financial assistance for girl program participation, community projects, and travel.

### You Can Make This Year's Cookie Program a Success!

#### Support Your Girl Scout

- Go to the family cookie information meeting.
- Sign and return all permission slips.
- Provide transportation for order taking and delivery.
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills.
- Help her arrange for a time to order at your place of work, place of worship or other places where people might purchase Girl Scout Cookies.
- Attend your council training to become the group cookie coordinator (or help out the group cookie coordinator when another adult is needed).

- Offer to be a supervising adult – there are lots of opportunities to lend a hand.
- Share your business expertise and help link the Girl Scout Cookie Program with the wider business world.
- Follow your Girl Scout Council and group guidelines on how to handle cookie proceeds.

Never do things for your Girl Scout she can do for herself!

### Coach Your Girl Scout

- Listen to her practice her sales pitch.
- Review cookie materials together and visit Girl Scout Cookie and cookie company Web sites with her to help her learn more about her product.
- Ask her questions – maybe even pretend to be a potential customer and do a little role-play!
- Guide her to set practical and useful goals about what she wants to learn and earn.
- Listen to her describe what her goals are for the money earned through the sale.
- Be a role model for business ethics and safety rules!
- Have fun with her!

Remember that the Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience, which is girl driven. Let your Girl Scout take the lead in selling cookies and reaching goals. Your encouragement, coaching and guidance will be key ingredients to a successful Cookie Program experience for her.

For more information on the Girl Scout Leadership Experience, check out <http://www.girlscouts.org/gsle>

# The 5 Skills – Shaping Your Girl’s Future



GOAL SETTING
DECISION MAKING
MONEY MANAGEMENT
PEOPLE SKILLS
BUSINESS ETHICS

## Why do they matter?

Because when your Girl Scout has learned these skills, she’ll be poised for success in her career. Think about it:

When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, hospital, publishing house, car dealership, accounting firm - or even the local pet store! They want:

### **Someone who can set goals and meet deadlines.**

Blowing a deadline can mean blowing a deal!

### **Someone who works well with others.**

Who wants to deal with strife and complaining in the workplace? Not the boss!

### **Someone who understands customers.**

It doesn’t matter whether the “customers” are hospital patients, TV viewers, or other companies—every business has to know its customers and what they want.

### **Someone who can influence others.**

This doesn’t just mean selling a product. Employers want people who can sell ideas, pitch projects and convince other employees to help out. OR sell ideas, pitch projects and make deals.

### **Someone who is honest, trustworthy and reliable.**

Kind of goes without saying—or it should!

## Sound like anyone you know?

That’s your Girl Scout, using the 5 Skills she learned in the Girl Scout Cookie Program.

# Safety Tips



All girls who participate in the Girl Scout Cookie Program use 10 Basic Safety Guidelines.

- 1. Show you're a Girl Scout**—Wear the Girl Scout membership pin and/or 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. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.
- 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 cannot collect money online.

For more information, check out [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies).

## **Cookie Club**

Girls can boost their sales and reach their goals when they use Cookie Club to ask for orders online (delivery and payment must be done in person – see GSUSA guidelines).

Cookie Club is Fun, safe and teaches girls how to use social media to market Girl Scout Cookies online.

### **Operation Cookie**

When selling Cookies, girls ask customers if they would like to purchase an extra package (or more) of Cookies to donate to our US Military Troops. The Council works with DHL for distribution of the Cookies. Customers purchase a virtual Cookie not a physical Cookie package. Troops will not handle or receive physical packages but will receive Troop Proceeds and girls will earn prize incentives, patches and Cookie Credits. Customers can receive receipt for their taxes.

### **Cookie Credits**

Every Girl Scout who sells 300 packages of Cookies or more earns \$75 in Cookie Credits. This is an earned award and an added value to the Girl Scout's family.

Cookie Credit Swipe Cards are mailed to the girls at the end of the sale period.

### **Cookie Credits can be used for the following:**

- **Summer Camp (Camp Blue Bay)**
- *destinations* sponsored by Girl Scouts of the USA
- Council Store purchases
- Troop Trips
- Any Possibilities trip or activity
- Council events
- Registration fees

### **Parent Permission Slip**

- A completed and signed Parent Permission Slip is required to be on file with the Troop Cookie Manager before the girl submits any Cookie orders.
- Parents who live separately and will both be assisting their Girl Scout will each need to sign a Parent Permission Slip.

### **Troop Rebate Option –for every Troop**

Girl Scout Troops have the opportunity to earn **\$.60 cents** per package if they vote as a Troop to not receive the prize incentives offered on the Order Card. **Note – Girls still receive Cookie Credits plus the Theme Patch (starting at 25 packages of Cookies sold).**

### **Funding Your Fun**

Girls who work towards a personal goal may now reap the rewards of their efforts. This means that cookie rebates earned by your daughter will be credited for her use only for any Girl Scout activity. For more information go to our website:

<http://www.gsnc.org/Cookies/documents/DearParentLetter2010.pdf>

Or click on [Funding Your Fun Parent letter](#)



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cookie  
teaches  
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# Coaching Your Budding Businesswoman!



Ready for some role play? Offer a few of these prompts to groups of Girl Scout adults and ask them to act out a scene.

*“Hi, Mom. Here are the cookie order forms!  
Can you just write the check like you did last year?”*

NOT THIS	BUT THIS
Okay.	I heard that the cookie sale is a lot of fun. What’s your sales pitch? Let’s make a list of people you can sell to!

*What else can you do or say to help your Girl Scout learn to sell?*

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.....

.....

*“I don’t want to go to the cookie booth tomorrow.”*

NOT THIS	BUT THIS
Okay.	Maybe you’re just nervous because you don’t know what to say. Let’s practice. What will you say when customers ask you to name your favorite cookie? How can you get people excited about the community action project you’re using some of your cookie money to fund?

*What are other ways you can encourage your Girl Scout?*

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*"Here's that order form.  
Will you collect orders for me at your office?"*

NOT THIS	BUT THIS
Okay.	Let's make a poster that tells people about your group's goals. Then, you can deliver the cookies personally.

*What else can you do to help your Girl Scout build her network of customers?*

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Now, add a scenario or two that you imagine — after all, you know your Girl Scout best! Brainstorm with other Girl Scout adults about ways to be ready to be a great coach!

Add Your Own!

NOT THIS	BUT THIS

*How else can you help your Girl Scout?*

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# The Girl Scout Cookie Activity Pin



All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin, which recognizes the “5 Skills” learned and practiced along the way. Girls can collect a different color pin each year to recognize growth in these 5 skill areas.

After she earns the pin, each girl should be able to discuss how she has accomplished the following:

## 1. Goal Setting:

- Set personal learning goals. What do you want to learn this year? What do you want to do better? Share this with at least one other person or your group.
- Set personal sales goals for yourself based on your personal and group goals. Keep a record of your accomplishments each year!

## 2. Decision Making:

- Develop a basic business plan for your cookie sale.
- Work as a team with other Girl Scouts to decide when and where you'll sell cookies and what you'll do with the money you earn.

## 3. Money Management:

- Develop a budget for accomplishing at least one of the goals you set in the Goal Setting step. Use this budget to help determine your sales goals.
- Be able to explain how the money earned in the Girl Scout Cookie Program helps you, your group, and your council.

## 4. People skills:

- Practice your “elevator speech” for customers about what you are selling, why you are selling it, and why they should purchase it.
- Make a list of customers you will approach (don't forget people you sold to last year).

## 5. Business ethics:

- Discuss how living the Girl Scout Promise and Law applies to what you do in the Girl Scout Cookie Program as a businesswoman.



Available in August [UPC 09020 \$1.15 retail]. Purchase at your local council store or through [www.girlscoutshop.com](http://www.girlscoutshop.com). This is the new 2011 cookie activity pin. Each year the pin is a different color.



# *Excellence in Business Planning*

Through participation in the  
*Girl Scout Cookie Program,*

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YOUR NAME HERE

**You are an  
Inspiration!**