

girl scouts
arizona cactus-pine

girl scouts

COOKIE

PROGRAM MANUAL

for IGM families



TABLE OF CONTENTS

COOKIE PROGRAM OVERVIEW

Cookie Flavors	3
Sale Dates and Timeline	3
Gift of Caring	3
Key Dates	4
Cookie Program Materials List	5

2016 PROMOTIONS & CONTESTS

Worth Sharing! – Girl Guided Training Challenge.....	6
Mystery House.....	6
Cookies on the Go!.....	6
Bling Your Booth.....	7
Flat Stacie Photo Contest.....	7
Mighty Mints Club.....	7

GIRL SCOUT COOKIE FACTS!

Why the Cookie Program is so Important!	8
Cookie Entrepreneurs.....	8
Where Exactly Does That Cookie Money Go?	8
Council Proceeds	8
Girl Rewards	9
IGM Credit Info.....	9
Girl Scout Cookies and Philanthropy	9
Little Brownie Bakers.....	9
Council Borders	9

FIRST THINGS FIRST

Goal Setting.....	11
Initial Cookie Order	12
Financial Responsibility	13
Delivery	14

BOOTHING BASICS

What is a Booth?.....	15
Booth Etiquette	15
What is the Difference Between a Self-Scheduled Booth and a Council-Scheduled Booth?.....	15
What is a 1:1 Ratio Booth?.....	16
What is the Difference Between a Booth and a Standabout?.....	16
Cookie Locator And Cookie Finder.....	16

What Should I Expect From The Girls at a Booth?	17
Increase Your Booth Sales: Tips For Success!	17
Cookie Booth Checklist	18

YOU REPRESENT GIRL SCOUTS!

Living By Our Promise And Law	19
Resolving Conflict The Girl Scout Way!	20
Girl And Volunteer Safety	20
What To Do In Case Of A Major Emergency	20

THROUGHOUT THE SALE

Cookie Inventory	21
Tried & True Selling Techniques	22
Wherever You Sell – Spread The Message	22
Walkabout And Self-Scheduled Booth Week	22
Telephone	23
Standabouts	23
Businesses	23
Online Selling	23
Managing Cookie Inventory	25
Transferring Cookies	25
Cookie Cupboards	25

FAMILY ENGAGEMENT

Practical Tips For Parents	27
IGM Parent/Guardian Financial Responsibility	28

COMMUNICATIONS

Media Inquiries	29
Dealing With Consumer Complaints	29
Girl Rewards	31
IGM Program Credits	31
Gift of Caring	33

IT'S MORE THAN A SALE

IGM Timeline	35
5 Skills for Girls	37
Contact Us	40
Girl Scout Cookie Program Business Curriculum	41

COOKIE PROGRAM OVERVIEW

COOKIE FLAVORS

Drum roll please! The 2016 cookie line-up will feature Thin Mints, Samoas, Tagalongs, Trefoils, Do-si-dos, and Savannah Smiles (back by popular demand)! Toffee-tastics, our gluten-free option, will also be available in limited quantities.



SALE DATES AND TIMELINE

Sale dates are January 18 – February 28, 2016. *See detailed timeline on next page.*

GIFT OF CARING

Girl Scouts–Arizona Cactus-Pine proudly supports St. Vincent De Paul, St Mary’s Food Bank, the USO, Packages from Home, and a multitude of other wonderful local charities through our Gift of Caring program.



COOKIE SALE DATES & TIMELINE

KEY DATES

Sale dates are January 18 – February 28, 2016.

January	Service Unit Cookie Rally. Check with your IGM Coordinator for details.
Jan – Feb	Turn cookie money into your IGM Coordinator weekly
January 9	Cookie Kick-Off @ Grand Canyon University
January 11-15	Extended Area Cookie Delivery
January 16-17	Metro Phoenix Cookie Delivery
Jan 18 – Feb 28	Cupboards Open – check website for hours and locations

COOKIE PROGRAM MATERIALS LIST

MATERIALS	QUANTITY	PURPOSE
Girls Guide to Girl Scouting	For purchase at Council Shop	The Cookie Business Badge information can be found here.
Order Cards and Money envelopes	1 per girl	Distribute order cards and money envelopes when distributing the initial order of cookies.
Parent/Guardian Agreements	1 per girl (on page 58)	Each registered and participating Girl Scout needs to submit a 2014-2015 Parent/Guardian agreement to participate in the Product Programs (good for both Fall Sale and Cookies).
Receipt Books	1 per girl (more by request)	Use receipts for product transfers.
IGM Cookie Program Manual for IGM Families	Online	The manual provides guidance to IGM families.
Cookie Cupboard ID Cards	1 per girl	To be used for identification when picking up additional cookies from a Cookie Cupboard.
Gift of Caring Package Wrap and receipt pads	1 per girl, Online or at Council Warehouse	Support the Gift of Caring program.
Additional resources / marketing materials	Online	Visit the Little Brownie Baker and GSUSA websites for ideas and downloadable materials. See page 34.
IGM Bank Deposit Slips	3 per girl	Wells Fargo deposit slips. Deposit all money collected.



2016 PROMOTIONS & CONTESTS

Check out our website or email productprogram@girlscoutsaz.org for further contest details!

WORTH SHARING! – GIRL GUIDED TRAINING CHALLENGE

Girls will work within their troops or on their own to develop a training video or graphic that can be used to teach sister Girl Scouts key cookie sale learnings. Once submitted, entries will be judged on quality of information. Bonus points for humor and creativity!

WHAT WILL BE EARNED?

Winning submissions will earn girls the chance to booth at the Council cookie kick-off, taking place at the Grand Canyon University men's basketball game on January 9, 2016 before the official start of the cookie season. Troop submissions will be eligible to win 1 of 8 cookie booths and individual girls will be eligible to win 1 of 4 hawkers positions. "Hawkers" are individuals that sell cookies up and down the aisles of the arena.



MYSTERY HOUSE

Girls will hit their neighborhoods and sell cookies door-to-door in hopes of finding the "Mystery House" and winning a special prize. Don't forget to bling out your cookie mobile and enter the Cookies on the Go contest too!

WHAT WILL BE EARNED?

A MYSTERY PRIZE! Email the Product Program team at productprogram@girlscoutsaz.org to redeem your Mystery House door hanger. In exchange you will get to choose from dozens of gift bags to find your ultimate mystery prize!

COOKIES ON THE GO!

Girls will work to design a custom cookie wagon, scooter, stroller, etc. to showcase their troop's creativity and market their cookies in an exciting way. Take your cookie wagon door-to-door and you might even find a mystery house!

WHAT WILL BE EARNED?

- » **1st Place** – \$75 Council Shop Gift Card
- » **2nd Place** – \$50 Council Shop Gift Card
- » **3rd Place** – \$25 Council Shop Gift Card

BLING YOUR BOOTH

Girls will design a custom cookie booth to showcase their troop's creativity and market their cookies in an exciting way.

WHAT WILL BE EARNED?

- » **1st Place** – \$75 Council Shop Gift Card
- » **2nd Place** – \$50 Council Shop Gift Card
- » **3rd Place** – \$25 Council Shop Gift Card



FLAT STACIE PHOTO CONTEST

We want to see what YOUR cookie sale looks like! Take us along on your cookie adventures with your new friend in the cookie business, Flat Stacie.

1. Find the Flat Stacie template online and print her out.
2. Cut her out and color and decorate her however you like.
3. Take Stacie along on your cookie adventures and capture a photo of you and Stacie doing 4 of the 5 following activities:
 - ☐ At a troop, service unit, or council Cookie Rally/Kick-Off
 - ☐ At a Cookie Booth
 - ☐ On a Walk-About
 - ☐ Being financially responsible
 - ☐ Relaxing after a long day of selling cookies
 - ☐ Any other activities Flat Stacie enjoyed – like eating Girl Scout cookies, traveling, dancing, drawing, etc.
4. Create a 8.5" x 11" collage of your photos and submit it to council.

WHAT WILL BE EARNED?

All participating girls will be entered into a raffle for her choice of 2 tickets to the Renaissance Festival, 4 tickets to the Ostrich Festival, or \$40 Cookie Dough. Council will randomly choose 4 winners.

MIGHTY MINTS CLUB

Sell 2,000+ packages of cookies and receive special recognition at the 1,000+ super sellers event along with a one-of-a-kind trophy. C'mon, join the club!





GIRL SCOUT COOKIE FACTS!

WHY THE COOKIE PROGRAM IS SO IMPORTANT!

The "Cookie Program" is more than just a sale and a money-earning opportunity. This program allows girls to develop their skills in five key areas: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.

These are essential skills needed to successfully navigate life, whether working on a high-school science project, running a household, being a project manager or a company CEO. Not many organizations offer these key business skills to girls. Girl Scouting does, with the largest girl-led business in the world!

COOKIE ENTREPRENEURS

The Cookie Program creates entrepreneurs! Did you know that the Girl Scout Cookie Program is the largest **girl-led** business in the world, generating \$790 million in annual sales nationally? The Cookie Program teaches millions of girls how to run a successful business every year.

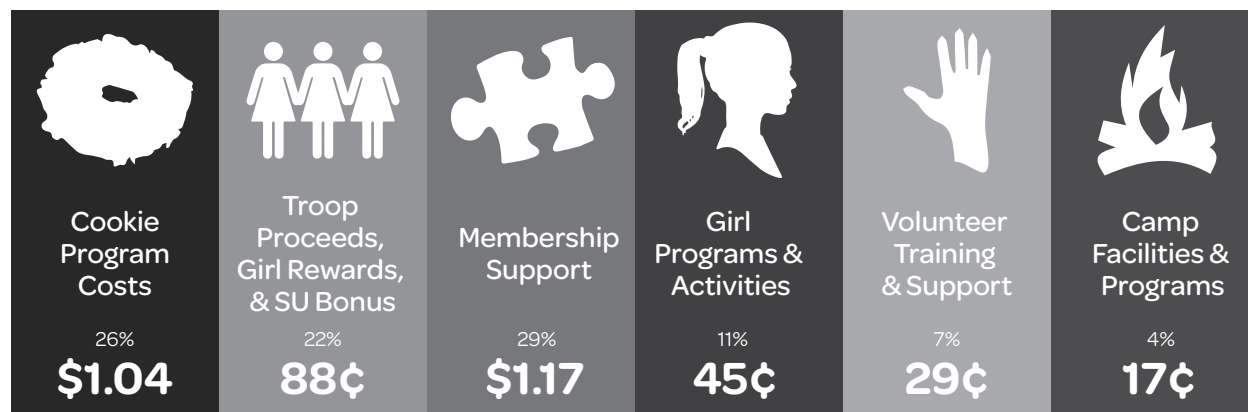
WHERE EXACTLY DOES THAT COOKIE MONEY GO?

All proceeds generated from the Cookie Program stay in our council and with local troops and girls.

COUNCIL PROCEEDS

The funds Council receives are reinvested into programs and activities for girls, maintaining our camps, training our volunteers and other membership support.

Here's how the 2015 Cookie Program proceeds were used by the Arizona Cactus-Pine Council:



GIRL REWARDS

Girls earn rewards based on their individual sales. They can either choose to receive the incentive prize or select 'Cookie Dough'. Cookie Dough can be used to help pay for summer camp, items in the Girl Scout shop, membership dues, Girl Scout travel and other Girl Scout programs and events.

IGM CREDIT INFO

IGMS earn program credits for selling cookies! Program credits can be used to help pay for summer camp, items in the Girl Scout shop, membership dues, travel, and other Girl Scout programs and events.

GIRL SCOUT COOKIES AND PHILANTHROPY

THE GIFT OF CARING PROGRAM

Some customers choose to buy cookies and donate them to our Gift of Caring Program. These cookies are usually donated to our military, local food banks and other non-profit organizations.

LITTLE BROWNIE BAKERS

GSACPC cookies are made by Little Brownie Bakers (LBB), one of two bakeries licensed to produce Girl Scout cookies in the U.S.

LBB leads the way in creating delicious snacks with wholesome ingredients:

- » All Little Brownie varieties are without high-fructose corn syrup.
- » There are zero grams of trans-fats per serving in all of our Girl Scout cookie varieties. There are no hydrogenated oils in Trefoils, Do-si-dos, and Savannah Smiles.
- » There are no artificial colors in Trefoils, Do-si-dos, Tagalongs, Samoas, Thin Mints, and Savannah Smiles.
- » Trefoils and Thin Mints are peanut and tree nut free.
- » Little Brownie Bakers' Thin Mints are vegan.

LBB is committed to the environment: Little Brownie cookie boxes display the RSPO Mass Balance palm oil logo shown to the right, highlighting this bakery's commitment to the growth and use of certified sustainable palm oil.



COUNCIL BORDERS

Girl Scouts–Arizona Cactus-Pine Council covers central and northern Arizona, which is roughly two-thirds of the state. Please keep in mind the following information regarding Council borders and selling cookies:

- » All GSACPC Girl Scouts can only sell within these borders.
- » Parents, guardians, or relatives may not bring order cards to work, if they work outside of Council borders.
- » No booths may be set up outside Council borders.





FIRST THINGS FIRST

Before your Girl Scout can participate in the Cookie Program, a few simple requirements must be completed.

- » Your Girl Scout must be registered for the 2015-2016 Girl Scout membership year to participate.
- » Your Girl Scout must have a signed ***Parent/Guardian Permission and Financial Agreement*** form that is kept on file with the IGM Coordinator. This form covers both the Fall Product and Cookie Program in the same membership year.
- » Please check with your IGM Coordinator for additional requirements.

GOAL SETTING

HOW TO SET GOALS

One of the most important lessons girls can learn through selling cookies is how to set and reach their goals. Help keep goals realistic, but optimistic. As girls progress toward their goal, you can always pick up additional cookies at a cookie cupboard.

SETTING GOALS

- » What fun activities will the Cookie Program help fund – a community service project, camping, badge activities or travel? The opportunities are endless!
- » For new participants, review the chart below for the average packages sold last season.

AVERAGE PACKAGES SOLD PER GIRL IN ARIZONA CACTUS-PINE IN 2015:

					
167 pkg/girl	174 pkg/girl	216 pkg/girl	240 pkg/girl	222 pkg/girl	197 pkg/girl

SETTING GIRL GOALS

- » Guide each girl in setting a personal learning goal such as discovering how to reach new customers or learning how to up-sell.
- » For new girls, consider the average packages sold per girl in 2015, by grade level.
- » Does the family agree with your Girl Scouts goal?

INITIAL COOKIE ORDER

HOW TO MAKE A RESPONSIBLE INITIAL ORDER

To be successful right from the start, it is essential that girls have enough cookies. Cookies will sell fast at the beginning of the sale.

To avoid cookie shortages and long lines at the cookie cupboards, IGMs are encouraged to place an initial order and do not rely on cookie cupboards for large volume pickups.

To help determine the initial inventory order, we recommend using the online *Initial Order Calculator* on our website. Based on your 2015 sales, the Initial Order Calculator will recommend the amount of each flavor of cookies to order. New girls will use the 2015 per girl average (PGA) by program level.

HOW DOES THE INITIAL ORDER CALCULATOR WORK?

For returning girls, Arizona Cactus-Pine is recommending to order 80 percent of last year's individual order.

LEVEL	PGA	80% PGA	PROJECTED INITIAL CASE ORDER BY GIRL							TOTAL CASES
			THIN MINTS (33%)	TAGALONGS (15%)	SAMOAS (23%)	TREFOILS (10%)	DOSIDOS (11%)	SAVANNAH SMILES (8%)	TOFFEE-TASTIC	
Daisy	167	134	4	2	3	1	1	1	0*	11
Brownie	174	139	4	2	3	1	1	1	0*	12
Junior	216	173	5	2	3	1	2	1	0*	14
Cadette	240	192	5	2	4	2	2	1	0*	16
Senior	222	178	5	2	3	1	2	1	0*	15
Ambassador	197	158	4	2	3	1	1	1	0*	13

Once you determine the number of cases, the IGM Coordinator may place the order in eBudde.

FINANCIAL RESPONSIBILITY

Money Management is one of the 5 Essential Skills girls learn during cookie season and it is just as critical for the volunteers and parents. The following information outlines the area of financial responsibility for Girl Scout families. **Timely communication, effective responses, and accurate record keeping are key to protecting the hard-earned funds that help support Girl Scouting.**

Girl Scout

- Sells cookies and collects money.
- Deposit money weekly/frequently.
- Receives rewards if all money is submitted.

THE FOLLOWING GUIDELINES ARE SPECIFIC FOR IGMs:

COLLECTING MONEY

- » Customers always pay for cookies when they receive them.
- » Only accept checks from people you know and/or can follow up with in case of a problem.
- » Checks should be made out to Girl Scouts.
- » Any insufficient funds or bounced checks are the responsibility of the girl's family.

BANK DEPOSITS

- » Deposit money received weekly or more frequently.
- » Provide the IGM Cookie Coordinator with a copy of dated bank receipts.
- » Deposit money only into the IGM bank account. It is against Girl Scout guidelines to deposit into a personal account.
- » Provide the IGM Cookie Coordinator with a copy of your dated bank receipt via text, email or USPS. Copies must clearly show the date of the deposit and write your Girl Scout's name of the receipt.

RECEIPTS

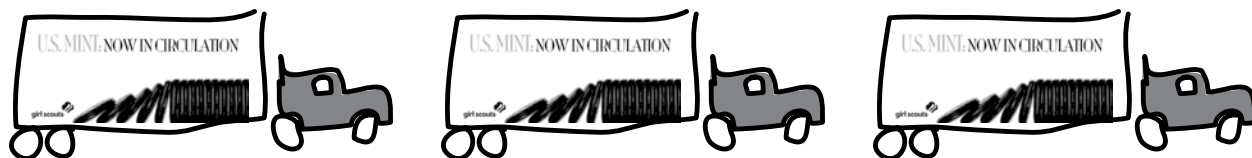
- » Use a receipt for all transactions for cookie transfers to other Girl Scouts.
- » Parents need to sign receipts. They may **not** be signed by girls.

A NOTE ON COLLECTIONS

Council will make every attempt to collect money owed from parents. If we are unable to collect payment, or start a payment plan, we may turn the debtor over to our collection agency. In addition, deliberate misuse of funds will result in prosecution to the fullest extent of the law.

Collection fees are the responsibility of the debtor.

DELIVERY – JANUARY



Delivery time is an exciting weekend in January – nearly 2 million packages of cookies are distributed throughout the Council. Managing the smooth loading and packing of cookies is practically an art form! Following the guidelines below will help troops and volunteers have a positive experience and to get their sale started smoothly!

- » Arrive at the date, time and location assigned by your IGM Cookie Coordinator.
- » Leave children at home. Small children should be left at home due to safety concerns. There will be lots of moving vehicles at the site.
- » Count and re-count cases of cookies before you sign the delivery receipts. Once you have signed for the cookies, they are your responsibility.
- » Offer to assist the Service Unit Delivery team. Extra hands will make the day go smoothly!

The chart to the right outlines how many cookies should fit into your vehicle(s). These amounts assume the car will be empty, except for the driver. Make sure you bring enough vehicles to pick up your entire order.

CAR TYPE	# OF CASES
Compact Car	35
Hatchback Car	30
Mid-size sedan	35
Standard Car	45
Sport Utility Vehicle	80
Station Wagon	70-75
Mini-van (seats in)	100
Pick-up truck (full bed)	100
Cargo van (seats in)	150-200

PARENTS PLEASE NOTE....

You cannot load your vehicle until:

1. The entire order has been pulled and stacked.
2. The Service Unit Cookie Team has counted the order.
3. Parents have counted and re-counted the order.
4. Parents and the Service Unit Cookie Team have signed the receipt for the order. **Keep all receipts!!**



BOOTHING BASICS

WHAT IS A BOOTH?

A booth is a temporary “shop” that scouts set up to sell Girl Scout Cookies to the general public. Booths are the most direct and visible interaction the public has with Girl Scouts. They are traditionally set up in front of local businesses; however, other possible locations include sporting events, church, or community events.

BOOTH ETIQUETTE

Girl Scouts are **guests** at these locations. The stores in our community allow Girl Scouts to booth because they support our organization and believe in our mission. Please follow the Girl Scout Promise and Law when bothing and always be professional, courteous and polite to both customers and store personnel.

- » Bring your eBudde confirmation with you to every booth.
- » Be a “sister” to other Girl Scouts! Please don’t monopolize booth locations.

WHAT IS THE DIFFERENCE BETWEEN A SELF-SCHEDULED BOOTH AND A COUNCIL-SCHEDULED BOOTH?

COUNCIL-SCHEDULED BOOTHS

Council-scheduled booths are those scheduled through Council and are listed in eBudde. A majority of Council-scheduled booths are entered before booth rounds begin. However, our partners determine both the times and dates when they will allow bothing and **when that information is released** to the Council. As such, additional Council-scheduled booth opportunities may become available throughout the sale. Notification that new Council-scheduled booths have been uploaded to eBudde will be sent through email.

Scouts may **not** contact businesses that have made Council-scheduled booth arrangements. These partners generally include (but are not limited to) large grocery store chains, Wal-Mart and Sam’s Club. Sometimes Council has an agreement with a specific store in a chain, like one Walgreens or one Barrios Pizza, or a community partner such as ASU, the zoo, or a community college. These will be shown in eBudde.

It is **critical** that we maintain a positive relationship with our partners for their continued support of Girl Scouts and our Cookie Program. Understandably, our partners do not want to field calls from scouts, if they have already agreed to a Girl Scout booth schedule.

Please respect our partners and check with your IGM Coordinator to see which store locations are Council-scheduled locations.

SELF-SCHEDULED BOOTHS

- » Self-scheduled booths are booths that scouts scheduled themselves. These booths are entered into eBudde by the IGM Coordinator and need Council approval, which takes 1-2 business days.
- » Your IGM Coordinator may ask for help securing these booths.
- » Select self-scheduled booth locations wisely. Make sure the business is child-friendly and appropriate for Girl Scouts. Locations catering to adults only, like bars, gun shops or marijuana dispensaries are inappropriate selling locations.
- » Get written permission for any self-scheduled booth from the store manager and bring a copy of it to the booth.
- » Make sure the property management company allows boothing. Sometimes the store manager will approve a booth when the property management does not allow boothing on their property. Remember to ask the store manager if any other authorization is needed.

WHAT IS A 1:1 RATIO BOOTH?

Cadettes, Seniors and Ambassadors may booth with a 1:1 ratio, meaning one adult to one girl. The adult must be a legal guardian, who is a registered Girl Scout and background checked. Sisters may booth together with their legal guardian.

Booths must be scheduled through the IGM Coordinator and entered into eBudde.

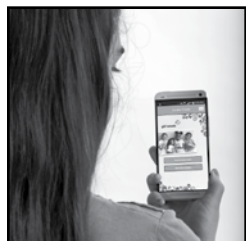
RECOMMENDATIONS

- » Girls should use their own inventory.
- » 1:1 ratio booths should be self-scheduled.
- » High volume sites should be used for multiple IGMs.

WHAT IS THE DIFFERENCE BETWEEN A BOOTH AND A STANDABOUT?

Standabouts are lemonade-style stands in front of residences located on private, non-commercial property. They do not need to be entered in eBudde.

COOKIE LOCATOR AND COOKIE FINDER



Customers can find cookie booths (that are listed in eBudde) using either the Cookie Locator or Cookie Finder mobile app or website. Although Council promotes Cookie Finder, your booths are listed in both sites.

COOKIE LOCATOR – <https://cookielocator.littlebrownie.com/>

COOKIE FINDER – www.girlscouts.org/program/gs_cookies/find_cookies.asp

WHAT SHOULD I EXPECT FROM THE GIRLS AT A BOOTH?

All girls are different. However, the following information is a guideline of what you should expect from girls at different levels and the appropriate amount of time girls should be at a booth. Please consider your girl's abilities, fatigue factors and goals to keep boothing fun, not a chore.

DAISIES

Daisies are generally able to greet customers, have product knowledge, and explain Gift of Caring. Attention spans are short and girls need close supervision. The recommended time for a Daisy to booth is an hour.

BROWNIES

Brownies are generally able to make change with adult assistance, greet customers, have product knowledge, share goals and explain Gift of Caring. Attention spans are short. The recommended time for a Brownie to booth is one to two hours.

JUNIORS

Juniors are generally able to confidently make change and speak with customers. Juniors should be able to share their goals in detail. Attention span is moderate. The recommended time for a Junior to booth is two to three hours.

CADETTES, SENIORS & AMBASSADORS

Older girls are generally able to complete the sale without adult assistance. Girls at this age are able to clearly express their goals and can be active in setting up their booths. The recommended time for these girls to booth is up to four hours.

INCREASE YOUR BOOTH SALES: TIPS FOR SUCCESS!

- » Bling your Booth! Customers will love your flare.
- » Bring along a goal poster and pictures of activities in which your scout has participated. Don't forget to include your Service Projects!
- » Girls should speak clearly at an appropriate volume. Shouting and loud boisterous selling techniques push customers away, decrease sales and can harm our reputation and partnerships with the business.
- » Make signs to encourage bundling of cookies (i.e., get X boxes for Y).
- » Bundle packages and attach recipes that use the cookies, or offer handmade cards, such as "Happy Birthday" or "Thank You".
- » Promote the Gift of Caring Program. Customers love to see Girl Scouts supporting the community.
- » If certain varieties are not selling, open a box (which the scout must purchase), break them into bite-size pieces, and let customers take a sample.
- » Brainstorm with your girls and create your own marketing strategy!

COOKIE BOOTH CHECKLIST

(Contact your IGM Cookie Coordinator to cancel your booth in eBudde ASAP if you cannot use your allotted time.)

- ☐ Check in with store manager upon arrival. Show support! Do not bring bags, articles of clothing or other material that promotes a store's competitor.
- ☐ Store cookies in coolers or in the shade if the weather is warm!
- ☐ Have your IGM Cookie Coordinator print eBudde booth confirmation, in case there's confusion with another group.
- ☐ Bring along:
 - Cookie promotional items, such as tablecloths, t-shirts, car flags, and pencils from GSACPC Council Shop.
 - Booth decorations – balloon, goal posters, Gift of Caring posters, etc.
 - Portable table and chair.
 - First Aid kit, parent permission slips/health forms.
 - Booth Sale Worksheet.
- ☐ **Cash box:** \$30 in one-dollar bills – no more than \$100 in cash box at one time! Appoint someone to safeguard the cash box. Fanny packs may be used in place of a cash box.

Remember:

 - Appoint someone to safeguard the cash box!
 - Do not accept bills over \$20. Council will not replace counterfeits over \$20.
 - When you have more than \$100 in the box, remove it to a safe location.
- ☐ Divide girls into shifts based on the number of girls in your group. No more than 4 girls at one time.
- ☐ Thank the store manager for supporting the Girl Scout cookie program before you leave.



YOU REPRESENT GIRL SCOUTS!

LIVING BY OUR PROMISE AND LAW

- » No booths before the start of the sale.
- » Although we refer to retailers as partners, we are guests at booth sites. Please act like a guest in a friend's home.
- » Always greet the store manager on arrival and departure; thank you notes add a great Girl Scout touch!
- » Be respectful of our store supporters! Leave all competitors' bags, shirts, or other material at home.
- » Be considerate of the scouts scheduled before and after you. Do not arrive more than 5 minutes before your scheduled time or stay after your scheduled time.
- » Keep doorways and walkways clear.
- » Divide girls into shifts based on the number of girls in your group. No more than four girls and two adults at one time.
- » Non-Girl Scout siblings and friends are not allowed at the booth.
- » Greet customers with a hello when they enter the store, and ask them if they would like purchase cookies as they leave.
- » Wear a form of Girl Scout identification and appropriate attire.
- » Some properties may allow more than one Girl Scout booth in front of different stores in the strip mall. This is okay. There should be enough traffic for all troops. Please be respectful and supportive of all girls boothing.
- » Leave the booth site cleaner than when you found it. Do not overfill the stores' trash cans. Take the empty boxes with you and recycle them.
- » At the end of the booth sale, record cookie sales in eBudde for girls selling.

RESOLVING CONFLICT THE GIRL SCOUT WAY!

- » You may see some people behaving in a 'not-so Girl Scout' manner. If you wish to lodge a complaint about another Girl Scout adult volunteer, please contact the Product Program Team and we will help resolve the conflict. Please do not use Facebook or other social media to vent.
- » We ask adults to remember they are role models for our girls. Please do not argue in front of girls.
- » If two troops arrive at a booth, the troop with the eBudde confirmation always takes priority and the other troop must leave. Always bring your eBudde confirmation and written permission (for self-scheduled booths) from the store manager.
- » Never involve a store manager or store employee in any disagreement. If you can't resolve a problem, leave, even if you are right. Take the girls on a walkabout and call the Product Program Team, when you can.
- » Follow all store managers' instructions, even if they ask you to leave. Be courteous to their requests. Store Managers have the final say, NOT the Product Program Team. Take the girls on a walkabout and call the Product Program Team when you can.

GIRL AND VOLUNTEER SAFETY

- » Have a copy of the MS-27 Emergency Card and important health history handy.
- » Girls should always be at a safe distance from oncoming traffic.
- » Provide girls with breaks during their booth shift.
- » Appoint someone to safeguard the cash box. Fanny packs may be used in place of a cash box. Never let the cash out of your sight.
- » Cash box: \$30 in one-dollar bills. No more than \$100 in cash box at one time!
- » When you have more than \$100 in the box, remove it to a safe location.
- » Do not accept bills over \$20. Council will not replace counterfeits over \$20.

WHAT TO DO IN CASE OF A MAJOR EMERGENCY

(LIKE THEFT, FIRE, PERSONAL INJURY, ETC.)

- » Care for the immediate needs of the victim.
- » Secure help. Call 911, if necessary.
- » Follow the instructions on the MS-27 Emergency Card. This form can be found in the forms library on the Council website.
- » In the event of a major emergency, please notify Council by calling the 24-hour emergency number at 602-531-5935.
- » Contact your IGM Coordinator, and/or Service Unit Manager, if needed.
- » Do not issue any statements to the media. If the media contacts you, please email marcom@girlscoutsaz.org and/or call the emergency number to report it.
- » Do not post statements on social networking sites.

THROUGHOUT THE SALE

There are simple, but crucial elements of the Cookie Program that must be completed throughout the program. These aspects can make or break the sale.

COOKIE INVENTORY

It is critical that cookie inventory is closely monitored. Remember the IGM and her family will be financially responsible for any unsold boxes. IGMs cannot return cookies to their IGM Coordinator or Council (Council cannot return cookies to the Bakery either).

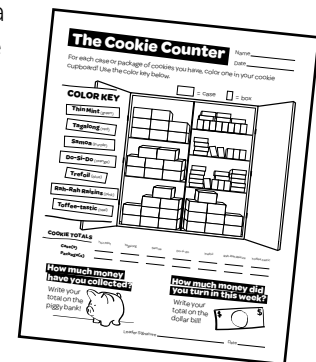
GIRL INVENTORY

Communication with your IGM Coordinator is key! It is critical that IGMs have a clear picture of how many packages of cookies remain unsold. Girls should be reporting their inventory status AND depositing money weekly.

Girls should only take the amount of cookies they can sell. Girls can always come back for more! IGMs should never pick up additional product if they haven't deposited cookie money.

IGM parents should always notify their IGM Coordinator before picking up additional product. Proof of communication may be requested at the cookie cupboard.

Use the Girl Scout Cookie Counter to keep your inventory in check.

The form is titled "The Cookie Counter" and includes a header for Name and Date. It features a "COLOR KEY" section with checkboxes for Thin Mint, Tagalong, Biscuits, Do-as-Do, Trefoil, and Thin-Roll Biscuits. Below this is a "COOKIE TOTALS" section with checkboxes for Cookies and Packages. The form also includes two sections for tracking money: "How much money have you collected?" and "How much money did you turn in this week?", each with a space for a dollar bill and a piggy bank icon.

HOW MANY BOXES OF COOKIES SHOULD YOU TAKE?

THINGS TO CONSIDER:

- » How many boxes does your Girl Scout want to sell (goal)?
- » How much support can you provide?
- » Can she sell at your workplace?

PLEASE NOTE: IGM Coordinators **cannot** arbitrarily assign a number of cookies that each girl MUST sell or require that each girl sell the same amount. IGM Coordinators can encourage and mentor, but cannot force a girl or parent to take cookies. IGM Coordinators cannot require payment when girls pick up cookies.



TRIED & TRUE SELLING TECHNIQUES

Did you know 90% of the general public would gladly buy Girl Scout Cookies, but almost 35% say they were never asked?

Sometimes we expect girls to know how to sell cookies. The fact is, most girls need some guidance in the selling process.

WHEREVER YOU SELL – SPREAD THE MESSAGE

- » Cookies are a skill-building activity for girls.
- » Share your individual goals and what you are learning about.
- » Offer the option of Gift of Caring.
 - It's a double-donation opportunity for customers!
 - Tell them about the cause you are supporting and why.
- » Share fun cookie facts.
 - The Girl Scout Cookie Program is the largest girl-led business in the world, generating \$790 million in annual sales across the U.S.
 - Do-si-Dos, Trefoils and Thin Mints have been sold since the 1950s.
 - Today, there are only two licensed bakers of the famous cookies, down from the 14 bakers licensed to make Girl Scout Cookies in the 1960s.

WALKABOUT AND SELF-SCHEDULED BOOTH WEEK

Council-scheduled booths will begin after the first week of the sale; however, IGMs may start boothing at self-scheduled locations during the first week!

Girls are also encouraged to use the first week to walk around the neighborhood in their blinged-out wagon, stroller, suitcase, or anything with wheels (but without a motor) before boothing hits hard! Of course, girls are highly encouraged to walkabout throughout the entire sale. Walkabouts are a great way to boost girl confidence, practice the Five Skills and increase sales.

WALKABOUTS – GIRL AND VOLUNTEER SAFETY

- » Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- » Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling, or delivering product.

- » Cadettes, Seniors, and Ambassadors must be supervised by an adult when selling door-to-door, and must never sell alone.
- » 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.
- » Know the neighborhood where you are selling.
- » Have a plan for safeguarding money.
- » Avoid walking around with large amounts of cash.
- » Do not walkabout at night.
- » Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.
- » Be aware of traffic when loading product and passengers from vehicles.
- » Girls' names, addresses, and 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.

TELEPHONE

- » Girls can call contacts from previous sales to see if they would like to purchase cookies again.
- » Call customers again before the end of the sale to thank them and ask if they need additional cookies.
- » Older girls may want to text friends and family to let them know "It's Cookie Time!"

TIP: Texting tips are located on www.littlebrowniebakers.com

STANDABOUTS

Standabouts are lemonade-style stands in front of residences on private, non-commercial property. They do not need to be entered in eBudde.

BUSINESSES

- » Girls may approach local businesses and ask to sell cookies in the workplace.
- » Girls may ask local businesses to sponsor a "Milk and Cookies" event. The employer purchases Girl Scout cookies and milk for their employees. Girls can take additional orders from the employees.

ONLINE SELLING

As always, **safety is our primary concern** when girls are doing any activity, including using the Internet. Girls should read the GSUSA Internet Safety Pledge before going online and follow the specific guidelines. You can find the GSUSA Internet Safety Pledge on the GSUSA website.

It is important to note that girls and their parents cannot make financial transactions online with Girl

Scout product; however, girls can market product and ask for customer preferences, following up with the customer in person. Please follow these guidelines when marketing cookies online:

- » Girls who are 13 or older may use Facebook or other social networking sites to let friends and family know that it is **Cookie Time** again!
- » Personal emails or street addresses of girls should never be used. Instead, girls can use a group or adult email account monitored by an adult.
- » Girls should only use their first name or IGM group number.

Find more resources and tips at www.girlscouts.org/program/gs_cookies/cookie_activity.asp





MANAGING COOKIE INVENTORY

TRANSFERRING COOKIES

Do the math! It is wiser for a girl to transfer product rather than cover the cost of leftover cookies. It takes the profit of 4.3 packages of cookies to pay for the cost of 1 unsold package.

NEED MORE COOKIES?

Before picking up additional cookies from the cupboard, please check the Facebook Leaders Group and IGM Group, or appropriate cookie social network, to see if another person needs to transfer cookies out of their inventory. Troop-to-Troop or Troop-to-IGM transfers keep all groups healthy and financially solvent.

TOO MANY COOKIES?

Girls who find they have too many cookies should use the Facebook Leaders Group or IGM Group, or appropriate cookie social network, to find another person in need of cookies! Many people would rather transfer your cookies into their inventory than visit a cupboard. Please note that cookies cannot be returned to Council.

Stay in contact with your IGM Cookie Coordinator and ask for help early in the sale if you need help transferring cookies to another Girl Scout.

COOKIE CUPBOARDS

A cupboard is a “mini warehouse,” run by Volunteer Cupboard Managers during the Cookie Program, where additional cookies can be picked up (i.e. cookies after the initial order, cookies for booths, or additional sales). Cupboards are located at the homes of the Cupboard Managers throughout the Council, who spend countless hours assisting volunteers and managing inventory. Please treat them with the utmost respect.

The following information relates to the operation of a Cookie Cupboard:

COOKIE DISTRIBUTION

- » Cupboards distribute cookies by case only (i.e., 12 packages/case).
- » Cookies cannot be returned!
- » Unopened and sealed cases may be exchanged for a different case of cookies.
- » Damaged cases and packages may be exchanged.
- » *Cupboards may limit the amount groups may pick-up, if there is a council-wide cookie shortage.*

CUPBOARD HOURS AND LOCATIONS

- » Council will provide Service Unit Cookie Teams with cupboard locations and hours before delivery takes place.
- » IGM Cookie Coordinators are responsible for communicating cupboard location and hours to IGM families.
- » Cupboards are typically open limited hours.
- » Cupboard updates, hours, and inventory information will be posted on our website.

CUPBOARD IDENTIFICATION

IGM parents and volunteers will be required to show their Cupboard Authorization card or driver's license when picking up cookies.

Tip: Take a photo of the authorization card with your phone for easy access.



RECEIPTS

A paper receipt is signed and retained by the cupboard and a copy given to the IGM parent. Cupboard Managers input order information in eBudde for the IGM Cookie Coordinator. Later, the cookies will be assigned to the girls.

QUALITY CONTROL

Girl Scout Cookies contain no preservatives. To ensure that our customers receive only the freshest product, please follow the Council's timeline for delivery and sales. Cookies sold during the 2015 campaign will have an expiration date of September 2015.



FAMILY ENGAGEMENT

PRACTICAL TIPS FOR PARENTS

What can a cookie buy? An experience of a lifetime!

Girl Scouts of the USA is the premier leadership organization for girls. The \$750 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. And your Girl Scout is leading the way!

You can help make this year's Cookie Program a success!

SUPPORT YOUR GIRL SCOUT!

- » Make the Cookie Program a family affair and have fun together!
- » 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 to take orders at your place of work, place of worship, or other places where people might purchase Girl Scout Cookies.
- » If needed, assist your daughter with Cookie Club.
- » Support her IGM Coordinator by staying in communication.
- » Offer to be a supervising adult. There are lots of opportunities to lend a hand.
- » Follow Girl Scout Council and group guidelines on how to handle cookie proceeds.
- » Help your Girl Scout follow the Girl Scout Promise and Law throughout the sale.
- » Remember: Never do things for your Girl Scout that she can do for herself.

COACH YOUR GIRL SCOUT!

- » Listen to her practice her sales pitch.
- » Review cookie materials together and visit the Girl Scout Cookie and Little Brownie Baker websites with her to learn more about her product.
- » Ask her questions – maybe even pretend to be a potential customer.
- » Guide her to set practical and useful goals about what she wants to learn and earn.
- » Listen to her describe her goals and what she want to achieve 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-led. 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.

IGM PARENT/GUARDIAN FINANCIAL RESPONSIBILITY

- » Cookies are \$4.00 per package.
- » Gluten free Toffee-tastic cookies are \$5.00 per package.
- » Customers pay for cookies when they receive them.
- » Do not take bills larger than \$20; you are responsible for replacing counterfeits.
- » Checks should be made payable to Girl Scouts (write the girl's name on the memo line). Insufficient funds or bounced checks are the responsibility of the girl's family.
- » Funds received for cookies (checks or cash) are not to be "mingled" with a parent's personal account. Cash and checks intended as payment for cookies must be deposited directly into the IGM bank account.
- » Parents/guardians should deposit cookie money weekly/frequently throughout the sale. Always request a signed receipt. Send a copy to the IGM Cookie Coordinator.
- » Parents/guardians are responsible to pay for all packages that they receive. Product may not be returned.



COMMUNICATIONS

MEDIA INQUIRES

During the Cookie Program, scouts are occasionally approached by reporters from television, radio, newspaper, and online media for interviews and photo opportunities. Be sure you understand what they are interested in covering before agreeing.

If you plan to work with local media, please focus on your neighborhood's local papers and radio stations to avoid overlap with Council efforts. If you would like to be part of Council's proactive media efforts, including early morning TV segments, please email marcom@girlscoutsaz.org.

If you are approached by the media in a crisis or uncertain situation (such as being solicited for your Girl Scout opinion on potentially controversial topics), please DO NOT make any statements to the media. Instead, contact the Council Communication Team immediately at marcom@girlscoutsaz.org or 602-531-5935.

As a member of Girl Scouts, you are a representative of the organization. What you say and do impacts the whole organization.

THE FOLLOWING GUIDELINES ARE IMPORTANT TO REMEMBER WHEN SPEAKING TO MEDIA:

- » You are never obligated to speak with members of the media. Please refer them to Council and we can help coordinate, whether or not you decide to be involved.
- » Do not issue any statements to the media regarding any controversial topics, emergencies or accidents on behalf of GSACPC.
- » Specific questions regarding cookie sales data, procedures or policies should be directed to the GSACPC Product Program Team.

DEALING WITH CONSUMER COMPLAINTS

Although the bakery is routinely inspected, occasional complaints are to be expected. So GSUSA and GSACPC know we will probably receive some product complaints during the 2015 Cookie Sale. Complaints have included the following:

- » Damaged package/box (cookies are crushed inside).
- » The cookies do not taste "right".

If you receive a complaint regarding a package of cookies sold, please do the following:

1. Notify the Council's Product Program Team ASAP – productprogram@girlscoutsaz.org or call 602-452-7000 or 800-352-6133.

2. Ask the customer to hold on to the cookies so someone can pick them up.
3. Service Unit Cookie Manager(s) or a Council staff member will retrieve the cookies and offer a replacement package.


Any and all complaints should be handled quickly and in a manner that attracts little or no attention. Satisfying the customer is the primary focus. Therefore, no matter which troop sold the package of cookies, please assist the customer.

GIRL REWARDS

GIRL REWARDS

- » Girl Rewards are cumulative.
- » Girl Rewards will arrive 1-2 months after the sale.
- » The invitations for event rewards will be sent directly to the girl, usually via email.

2016 Cookie Sale Rewards



Participation Patch
15+ packages



Bandana
50+ packages




Keepsake Box
OR
\$5 Cookie Dough
90+ packages



Journal
OR
\$5 Cookie Dough
135+ packages



Cow Plush
OR
\$6 Cookie Dough
200+ packages



Projection Light
OR
\$6 Cookie Dough
250+ packages



"Mint to Be" T-shirt
OR
\$10 Cookie Dough
325+ packages



Sunsplash Survival Kit
(Beach Bag, Water Bottle & Hair ties)
OR
\$10 Cookie Dough
425+ packages

TROOP REWARDS



160+ Troop PGA on the Initial Order
1 shirt per girl and 1 additional adult shirt per troop
*For additional t-shirts, see below

GIFT OF CARING REWARDS



Girls can earn this Gift of Caring patch 20+ GOC packages

DIGITAL ORDER COOKIE



Girls who sell 30+ packages through Digital Order Cookie will earn the Cookie Techie Patch



Invitation to Sunsplash Water Park for the girl and one adult guest
April 23, 2016
(10 am to 5 pm)
AND
Super Seller Patch
OR
\$15 Cookie Dough
525+ packages



Room Rug & Neck Pillow
OR
\$20 Cookie Dough
650+ packages



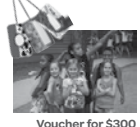
Ice Cream Machine
(Brand/style may vary)
OR
\$30 Cookie Dough
800+ packages



Super Seller Western Hootenanny
Invitation to a delicious dinner, fun, and games at Rawhide Western Town for the girl and one adult guest on April 9, 2016
OR
\$40 Cookie Dough
1000+ packages



Design Your Own Vans Shoes
OR
\$50 Cookie Dough
1250+ packages



Voucher for \$300 towards 2016 Summer Camp & Bag Tag Trio
Voucher valued up to \$300. Can only be used towards one session of 2016 resident summer camp. Not valid for neighborhood encampments, troop camp, or other council-sponsored events. May be used for summer 2016 Family Camp.
Voucher may be used for trading post and/or bus fees, if included at time of voucher redemption.
OR
\$150 Cookie Dough
1500+ packages



Resort Staycation
A fun 1 night resort staycation at a Phoenix area resort for the girl and 3 family members in June, 2016. All meals included.
OR
\$200 Cookie Dough
2000+ packages



The Ultimate Wildlife Camping Experience
The girl and 3 family members are invited to campout next to their favorite African Savannah creatures at the Out of Africa Wildlife Park June 4 to 5, 2016. 1 night campout will be followed by general admission to park the following day.
A once in a lifetime opportunity!
OR
Xbox One
OR
\$300 Cookie Dough
3000+ packages

Starting at 3100+, girls will earn \$25 Cookie Dough for every additional 150 packages sold.

Cookie Dough is a credit that may be redeemed in the Council Shop, registering for program events, or summer camp.

*up to 3 additional t-shirts may be ordered on eBuddy at time of initial order. Shirts will be charged at cost and debited from troop accounts at the same time as the first ACH. No additional shirts will be available for purchase at the council.

Girl Scouts - Arizona Cactus-Pine Council

IGM PROGRAM CREDITS

IGMs receive program credits in addition to girl rewards. Program credits can be used to pay for Girl Scout sponsored events and trips, camp, and at the Council Shop. Check out the next page for a breakdown of the program credits structure.

PRODUCT PROGRAM INDEPENDENT GIRL REWARD CHARTS

A girl who participates in the Cookie Program will earn *Program Credits* beginning at a minimum of ten packages. For every additional ten packages of cookies sold a girl will earn an additional five *Program Credits*.

COOKIE PROGRAM # of packages sold	Program Credits Earned	Bonus Program Credits at Select Levels	Total Program Credits Earned
1 – 9	0		
10 – 19	5		
20 – 29	10		
30 – 39	15		
40 – 49	20		
50 – 59	25		
60 – 69	30		
70 – 79	35		
80 – 89	40		
90 – 99	45		
100 – 109	50		
110 – 119	55		
120 – 129	60		
130 – 139	65		
140 – 149	70		
150 – 159	75		
160 – 169	80		
170 – 179	85	5	90
180 – 189	90		
190 – 199	95		
200 – 209	100		
210 – 219	105		
220 – 229	110		
230 – 239	115		
240 – 249	120		
250 – 259	125	15	140
260 – 269	130		
270 – 279	135		
280 – 289	140		
290 – 299	145		
300 – 309	150		
310 – 319	155		
320 – 329	160		
330 – 339	165		
340 – 349	170		
350 – 359	175		
...			
500 – 510	250	25	275
750 – 759	375	35	410
1,000 – 1,009	500	50	550

Program Credits continue to increase in increments of five for every ten packages sold. ***Program Credits* are not cumulative, non-transferable, and have no cash value.**

A girl who participates in the Fall Program will earn *Program Credits* beginning at a minimum of ten units. For every additional ten units of fall product (nuts, candy, or magazines) sold a girl will earn an additional ten *Program Credits*.



GIFT OF CARING

GIFT OF CARING

To support our local community and boost IGM sales, IGMs are highly encouraged to participate in the Gift of Caring Program. Some customers would rather donate a box of cookies than eat them, and Gift of Caring is the way they can support girls. This program gives back to the community, while also teaching girls about philanthropy. All donated cookies will be distributed to partner organizations serving people in need.

There are two types of Gift of Caring options: Council and Troop. IGMs can participate in one or both programs.

COUNCIL GIFT OF CARING PROGRAM

The Council or “virtual” Gift of Caring option makes it easy for IGMs to participate since we “virtually” handle it all for you. IGMs do not take possession of the product and are not required to deliver the cookies. Girls simply learn about the organizations, articulate the program to customers, and sell “virtual” packages of cookies to customers.

St. Mary’s Food Bank Alliance, United Food Bank, St. Vincent de Paul’s Food Pantries, and the USO are some of the non-profit organizations the Council has supported. Please check our website for the current list of our partners.

TROOP GIFT OF CARING PROGRAM

The Troop Gift of Caring option allows IGMs to support an organization of their choice. Girls should decide on an organization and learn about it so they can articulate the information to customers. IGMs are responsible for delivering cookies. Be sure to check with the organization in advance to ensure they are able to accept your gift!

Girls sell packages of Troop Gift of Caring cookies from their own inventory. As a best practice, adult volunteers should record the number sold and use any remaining inventory at the end of the sale to fill the Troop Gift of Caring numbers. Donations do not need to be flavor specific. If you need to pick up additional cookies to fulfill your Troop Gift of Caring order, check the Troop Inventory Link on the Council website to connect with other troops or IGMs who have a surplus of inventory before going to a cupboard.



IT'S MORE THAN A SALE

Now you understand why Girl Scouts say the Cookie Program is more than just a sale and a money-earning opportunity. This program helps girls learn important skills needed to successfully navigate through life, whether working on a high-school science project, running a household, being a project manager or a company CEO. There aren't many organizations that offer these key business skills to girls. Girl Scouting does, with the largest girl-led business in the world!

Yes, we admit it: Girl Scouts are savvy, smart and resourceful. We have a one-of-a kind, top-notch program that simultaneously mentors girls, gives them an opportunity to develop lifelong skills, and helps to fund their troop and organization. Not an easy claim to make!

Our hope is that you witness the fruits of your labor, as you watch young girls develop into articulate, confident young women because of Girl Scouts and their participation in the Cookie Program. The work of dedicated volunteers like you, and the girls you mentor, helps to ensure this organization continues on for another 100 years.

Thank you.

IGM TIMELINE

NOVEMBER – JANUARY >> BEFORE THE SALE

- PRIOR TO PARTICIPATING** ☐ Make sure your Girl Scout is registered as an IGM
- DECEMBER 1** ☐ Girls registered by December 1 will be uploaded from Salesforce (the registration database) to eBudde and the Girl tab in eBudde becomes active.
- DECEMBER 7** ☐ IGMs can start submitting self-scheduled booths to the IGM Cookie Coordinator to enter in eBudde.
- DECEMBER 14** ☐ ‘Cookies Worth Sharing’ entries are due to cookiecontest@girlscoutsaz.org
- DECEMBER 15** ☐ **FINAL DEADLINE to submit INITIAL ORDER**
- DECEMBER 19** ☐ ‘Cookies Worth Sharing’ contest winners are announced.
- JANUARY 9** ☐ **Cookie Kick-off at Grand Canyon University!**
- JANUARY 11-17** ☐ **Cookie Delivery!** Service Unit Cookie Teams will communicate dates and times.
- PRIOR TO JANUARY 18** ☐ Complete Parent/Guardian Agreements and submit to IGM Cookie Coordinator. **Note:** Girls who submitted Parent/Guardian Agreements for the Fall Sale DO NOT need to submit another agreement for Cookies.
- ☐ Review IGM Cookie webinar on the council website.
- ☐ Participate in a Cookie Rally – this includes the Council-level Cookie Kick-off and neighborhood rallies which are held at the Service Unit level.

JANUARY TO MARCH >> DURING THE SALE

- JAN 18 – FEB 28** ☐ **2016 Cookie Program!**
- ☐ ‘Mystery House’ contest
- JANUARY 18** ☐ Begin door-to-door sales and self-scheduled booths!
- JANUARY 18** ☐ Cupboards open! Pick up additional cases at cookie cupboards. SU Cookie Teams will communicate dates and times of your local cupboards.
- JAN 23 – FEB 28** ☐ Council-sponsored booths begin, self-scheduled booths continue, door-to-door sales continue.
- ☐ Deposit money frequently. Send dated receipts to IGM Cookie Coordinator via text or email.
- FEBRUARY 1-28** ☐ **Cookie Dessert Challenge!**
- FEBRUARY 28** ☐ ‘Flat Stacie Collage’ contest entries due to cookiecontest@girlscoutsaz.org

MARCH TO MAY >> AFTER THE SALE

- BY MARCH 1** ☐ **Deadline to submit rewards order to IGM Cookie Coordinator.**
Note: eBudde will be LOCKED at 11:59 PM on March 1, 2016.
 - MARCH 9** ☐ **'Bling Your Booth' Contest entry due** to cookiecontest@girlscoutsaz.org
 - MARCH 9** ☐ **'Cookies on the Go' Contest entry due** to cookiecontest@girlscoutsaz.org
 - APRIL 9** ☐ 1,000+ Super Seller Western Hootenanny @ Rawhide (by invitation only)
 - APRIL 23** ☐ 525+ Sunsplash Event (by invitation only)
 - EARLY MAY** ☐ Rewards distributed.
 - JUNE** ☐ 2,000+ Resort staycation (by invitation only – date TBD)
 - JUNE 4-5** ☐ 3,000+ Ultimate Wildlife Camping Experience (by invitation only)
 - UNTIL DECEMBER 31, 2016** ☐ Save the following:
 - 1. Product Program Parent/Guardian agreements
 - 2. Cupboard receipts
 - 3. Transfer receipts
 - 4. Girl product receipts
 - 5. Girl money receipts
- Note:** You may be asked to submit these to Council if questions arise during audit of accounts OR if there is a collections issue.*

5 SKILLS FOR GIRLS

Everything girls do in Girl Scouting is designed to help them grow into leaders with courage, confidence, and character. The 5 Skills that girls learn through the Girl Scout Cookie Program are an important ingredient in the Girl Scout Leadership Experience.

1

GOAL SETTING

Your Girl Scout sets cookie sales goals individually and, with her family, creates a plan to reach them. She develops **Cooperation** and **Team Building** skills all along the way.

2

DECISION MAKING

Your Girl Scout decides how to spend cookie money, furthering the **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 that 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 reinforce the **Positive Values** she is developing as a Girl Scout.

WHY DO THESE SKILLS 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 look for someone who can set goals, meet deadlines, works well with others, understands customers, influences others, as well as someone who is honest, trustworthy, and reliable.










The Girl Scout Cookie Business Curriculum

Badge	What Girls Learn	What It Means
DAISY (Grades K–1) Count It Up 	How to set sales goals by learning about the different kinds of cookies and what they cost.	When girls walk into a grocery store, they will know that foods cost money and have value. Family discussions about shopping bills and “saving for a rainy day” will become more meaningful.
DAISY (Grades K–1) Talk It Up 	How to agree on what to do with their cookie money, and let their customers know their goals.	Young girls are beginning to learn how to make important decisions together. Team-work helps girls communicate their ideas, listen, compromise, and not get their feelings hurt in the process.
BROWNIE (Grades 2–3) Meet My Customers 	How to talk to customers, count change, and role-play for better customer relations.	Developing a sales pitch and being able to deliver it confidently empowers young girls, and gives them tools to benefit in other areas of their life—from running for student council to convincing their soccer team to practice more.
BROWNIE (Grades 2–3) Give Back 	Ways to set a giving goal to help others through their cookie sales, and how to communicate this to their customers.	Girls develop the positive habit of giving, and begin thinking about how to build philanthropy into their own saving and spending plans.
JUNIOR (Grades 4–5) Cookie CEO 	How to set up a group goal, explore how a small business works, create a cookie sales job list, and track sales.	Women are becoming a dominant force in business—two out of five privately held firms are female-owned. By finding out what it takes to run a business, Girl Scout Juniors can use these same skills in any profession they choose.
JUNIOR (Grades 4–5) Customer Insights 	Who buys cookies and why. By doing the research, listening for clues, and asking great questions, girls find out what customers want and need.	Girls become savvier sellers <i>and</i> shoppers by exploring their own purchasing power and being aware of what attracts them to a product and compels them to buy (or not!).

OUR VISION

Girls develop specific business skills through the “learning lab” of the cookie sale.

Badge		What Girls Learn	What It Means
CADETTE (Grades 6–8) Business Plan		How to write a mission statement and set business goals.	When girls put their purpose on paper, they get a clearer sense of what is important to them and how to make these values a reality through thoughtful planning.
CADETTE (Grades 6–8) Marketing		How to create brand identity, measure the competition, and develop a marketing message.	By understanding that brands have an identity and that they do too, girls can distinguish between buying something they want or need from a company they believe in versus a company they don't.
CADETTE (Grades 6–8) Think Big		How to apply their financial literacy skills to their cookie businesses and take their plans to a whole new level.	Learning by doing is the most effective way for girls to use their financial literacy skills in all areas of their lives, from collecting coupons to save on the family groceries to depositing their allowances into interest-bearing savings accounts.
SENIOR (Grades 9–10) My Portfolio		How to create a cookie résumé and to communicate what they learned from their cookie sales experience.	As high school girls prepare for college and future employment, they learn how to package themselves effectively by gathering their experiences and skills to create compelling résumés and portfolios.
SENIOR (Grades 9–10) Customer Loyalty		How to build a customer list and inspire customer loyalty.	Girls know that building strong relationships is important in business and pleasure, and that a little appreciation goes a long way in friendship and in keeping customers coming back for more.
AMBASSADOR (Grades 11–12) Research & Development		How to budget for research development, and develop new ideas to bring to the marketplace.	Understanding what it takes to turn a good idea into a business inspires confidence in girls to see a world full of exciting opportunities and have the skills to act on them.
AMBASSADOR (Grades 11–12) P & L		Two approaches to their cookie business P & L: through understanding the business finances (Profit & Loss) and applying the Girl Scouts ethics (Promise & Law).	The Girl Scout Promise and Law helps Ambassadors value honesty, integrity, and a sense of corporate responsibility. Girls gain the skills to put these values into action by creating better businesses for our future.



CONTACT US

SERVICE UNIT CONTACT

Please contact your Service Unit Cookie Team with any additional questions or for help:

Service Unit Name _____	Service Unit Name _____
IGM Cookie Coordinator _____	Service Unit Manager _____
Phone _____	Phone _____
Email _____	Email _____
Address _____	Address _____
Best Time to Contact _____	Best Time to Contact _____

COUNCIL CONTACTS & WEBSITES

Warehouse/Product Program Team 3806 N 3rd Street, Ste 300
Phoenix, AZ 85012

IGM Innovation Manager Susanne Wells
602-478-5745 or susannewells@girlscoutsaz.org

Business Hours Monday – Friday 9:00AM – 5:00PM

Mailing Address 119 E Coronado Road
Phoenix, AZ 85004

Phone 602-452-7000 or 800-352-6133
Fax 602-274-4445

Council Website www.girlscoutsaz.org

Council Social Media  GSACPC  @GSACPC  GSACPC  GSACPC  GSACPC
<https://www.facebook.com/groups/gsapc.leaders/>

Cookie Emails (non-eBudde) <http://girlscoutsaz.org/resources/email-signup>

Cookie Club <https://cookieclubpilot.littlebrowniebakers.com>

VIP eTraining vipetraining.littlebrownie.com

Little Brownie Bakers littlebrowniebakers.com

GSUSA www.girlscouts.org/program/gsapc_cookies



119 E Coronado Road
Phoenix, AZ 85004
602.452.7000 | 800.352.6133
girlscoutsaz.org