2022 Girl Scout Cookie Program

FAMILY GUIDE

Dates to Remember

**December 14**
Troop deadline for cookie order

**Week of January 3**
Cookie mailing to girls

**January 9**
Cookie Kickoff Event

**January 10**
Cookie registration email to girls from noreply@abcsmartcookies.com

**January 16**
Cookie Pre-Order and Online Program Begin

**January 28-30**
Troop cookie pick-up
Check with troop for details

**January 30**
In-hand cookie sales and girl deliveries begin

**February 1- March 13**
Girls turn in money to Troop Cookie Coordinator

**February 11**
Booth Sales begin
Door-to-door sales and cookie stands continue

**March 11-13**
Girls turn in final balance due

**March 13**
Cookie Program ends

**May 1-15**
Rewards distributed to girls

Visit gscookiesetc.org for more information about the Girl Scout Cookie Program
When a girl participates in the Cookie Program, she’s not only benefiting herself and her troop, she’s providing enriching experiences for all of her Girl Scout sisters. Girls who sell cookies make it possible for Girl Scouts of Orange County to support and expand girl programs, volunteer training and facilities, and financial assistance that keeps Girl Scouting available and affordable for all.
The Girl Scout Cookie Program isn’t just about selling cookies—it’s about developing skills and learning new things! Goal setting is just 1 of 5 essential skills a Girl Scout develops through the Cookie Program.

**Goal Setting**
Girls set cookie sales and learning goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

**Decision Making**
Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.

**Money Management**
Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.

**People Skills**
Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and,

**Business Ethics**
Girls act honestly and responsibly during every step of the cookie program. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

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**Tips for Girls**

- Wear your Girl Scout uniform and pins when selling.
- Earn a Cookie Business or Financial Literacy Badge or the Cookie Entrepreneurship Family Pin. See [www.gscookiesetc.org/cookies/girl-activities](http://www.gscookiesetc.org/cookies/girl-activities) for more information.
- Encourage customers to support our Cookie Share donation program.
- Use ABC Smart Cookies online sales program to email family, friends, and former customers.
- Use door hangers when going door-to-door in OC residential areas.
- Create a “cookie mobile” (wagon, cooler on wheels, backpack, or large tote bag) for door-to-door sales.
- Set up a cookie stand in front of an OC residence. Cookie stands are permitted on personal property (not business) if it is within Orange County and if the city and/or homeowners association permits.
- Make a poster and tell customers about your goals and how your troop will use troop proceeds.

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**Parent Responsibility Form**

This year, the Parent Responsibility Form is completely contactless! Simply fill out the fillable PDF online and send it to your Troop Cookie Coordinator via email, or other electronic method, and that’s it! No need to print it and mail it snail mail; although you can if you would like. This document is a one page separate document located on gscookiesetc.org/cookies.
Booth Sales
A booth sale is a Cookie Stand placed in front of a business, on a street corner, or in any public space. All booth sales must be arranged through the Booth Sale Coordinator to ensure that all permissions and insurance requirements are met.

Setting up a booth display in any location other than in front of an Orange County residence is considered a booth sale, needs permission, and is only allowed during the booth sale period.

All adults participating in booth sales must complete our online Booth Sale training, even for parent/daughter booth sales. Training is available at gscookiesetc.org/cookies.

*See gscookiesetc.org for current COVID-19 safety guidelines and recommendations.

Troop Cookie Link
Troops can find their Troop Cookie Link on ABC Smart Cookies. This link give girls a way to achieve their sales goals and help others in their community without leaving home. Check with your Troop Cookie Coordinator for more information.

E-Card Girl Delivery Option with Pre-Payment by Credit Card
Girls can send an e-card to friends and family with the option of placing girl delivery orders. Girls select which customers receive the girl delivery option or which receive direct ship only option. The e-card is then delivered to the customer who can place their order and either pay online by credit card or pay girl upon delivery.

Social Media Girl Delivery Link
Girls can add the option of placing a girl delivered order, paid by credit card, via the social media link. All girl delivery orders placed via the social media link require parent approval. You will be asked to select YES or NO to allow girl delivered orders via the social media link during the registration process. You can change this option by editing your selection in your Girl Scout’s Smart Cookies account. Please visit ABC Baker’s YouTube channel for video demos of Smart Cookies.

The girl registration page shows the option to allow girl delivery on the social media link. This is a mandatory field that must be answered during the registration process.
QR Code and Tiny URL

**QR Code**—Girls will have their own unique QR code when they go to share their social links. Using the camera feature on either an Apple or Android smart device to scan the QR code, the consumer will link directly to the girl’s unique website to purchase cookies. The QR code will also scan directly from a smart phone screen, by another smart device.

**Tiny URL**—A Tiny URL is a customized, shortened redirect of a long link that links to a web page. Each girl will have her own unique Tiny URL to link customers to her online store. This unique link will be available for print or to copy from the Resource menu on ABC Smart Cookies.

### 2022 Cookie Time Materials

Quick links provided for access to all online resources and downloads found on ABC Smart Cookies’ log-in page and on the Resource tab on the girl’s dashboard.

Resources at your fingertips!

**Resources Tab**
- Digital Art
- Forms and Checklists
- Allergen Flyer
- Five Essential Leadership Skills
And more!

**Cookies Tab**
- Cookie Line Up
- Description of each Cookie
- Cookie Details including Nutrition Facts

**Safety and Training Tab**
- Smart Cookies Training
- Safety—Girl Scout Program Safety
Resources for cookie sellers
Cookie Program Girl Rewards

Girls earn individual rewards when selling cookies. Troops earn proceeds to fund troop activities.

Girls who reach the Council’s “per girl average” goal of 230 packages will earn ALL of these items!

Cookie Dough and Online Loot

Cookie Dough is a girl reward item earned for selling Girl Scout cookies. Cookie Dough can be used to pay for GSOC Camp, GSOC Events, Girl Scout destinations, in-store purchases at the Girl Scouts of Orange County Shop, and more! Visit girlsoutsoc.org for more information.

Girls will have the option to select “Online Loot” beginning at the 325 reward level as a reward choice. Online Loot can be used for Girl Scout shop purchases made online.

Please note: Online Loot cannot be exchanged for a reward item or Cookie Dough after March 21, 2022. See the FAQs located on www.gscookiesetc.org/cookies for more information about Online Loot.

Cookie Dough and Online Loot are good for 1 year, expiring on April 30, 2023.

The Girl Scout Uniform Fund Donation

Give back through the Girl Scout Uniform Fund! Girl Scouts of Orange County has developed this fund to help new Girl Scouts get started with a brand new uniform her family might not otherwise be able to afford. This philanthropic reward can be selected at the 230 and 275 reward level. You’ll earn the Fund Her Uniform patch when you choose the Girl Scout Uniform donation as your reward item. * Patch image subject to change.

The Girl Scout Uniform Fund Donation

Cookie Techie Patch

Sell 12+ packages via Direct Ship and earn this Cookie Techie Patch!

Direct Ship Reward

Sell 24+ packages via Direct Ship and earn one Fluffy Pom Pom Keychain!

Fall/Cookie Crossover Patch

To earn this patch, girls need to:

• Create an M2 Avatar during the Fall Product Program
• Send 18 emails through M2 during the Fall Product Program
• Sell 250 packages of cookies during the 2022 Cookie Program

These patches will ship in May directly to your home.
Event Experiences

Girls can also earn special event experiences as rewards for participating in our Cookie Program.

**Girl Extravaganza**
Have a blast at this private party just for Girl Scouts! Enjoy some friendly competition while having fun, making friends and so much more! *This is a girls only event.

**Galaxy Bowling**
Bowling has never been more fun! Enjoy the awesome experience of bowling...GALAXY STYLE!! *This event is for girls and their adult chaperone.

**Cookie All-Star Celebration**
Top Sellers and Stellar Skills Contest winners will be celebrated at our annual All Star Celebration! Enjoy dinner while we recognize all of the success of the GSOC All Stars!

**Pirates Dinner Show**
Top sellers and their adult chaperone will enjoy dinner and a private pAAARRrty with games, crafts and more!

**Elegant Harbor Cruise**
Celebrate your successful 2022 cookie season on this private harbor cruise! Top sellers will enjoy an elegant party on a luxurious boat with their adult chaperone.

**Disneyland Experience**
Top sellers and their adult chaperone will enjoy a special experience at Disneyland that one can only get through GSOC!

**Alaska Bound with the CEO!**
Join Vikki on a once-in-a-lifetime adventure exploring the beautiful state of Alaska.

*Experiences may be subject to change from in-person locations to virtual events.
** Due to availability, comparable item may be substituted for any reward item.

**Troop Proceeds**
Troops earn at least 70¢ per package of cookies sold to fund troop activities. Troops may earn more based on the Council’s overall cookie program results. In our 2021 Cookie Program, Troops earned 71¢ per package!
The Cookie Entrepreneur Family pin enables families to support girls as they learn to think like entrepreneurs through the Girl Scout Cookie Program. Each Girl Scout grade level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate.

When your Girl Scout sells cookies, she is practicing goal setting, decision making, money management, people skills, and business ethics. Participating in the Cookie program is a great way to make progress toward an Entrepreneurship badge!

[Website link] for more information.