

# Family Newsletter

## 2021 Girl Scout Cookie Program®

Dear Girl Scout Family,

Welcome to the 2021 Girl Scout Cookie Program! All Girl Scouts are a part of an amazing sisterhood. Together they are building entrepreneurial skills that they can only get through the Girl Scout Cookie Program. Plus, the lifelong friends they make along the way as they set high goals and learn essential life skills last far beyond Cookie Season.

Last cookie season was like no other. Despite the uncertainty that surrounded our daily lives, our girls showed their resilience and determination to reach their goals, help earn funds for their troop and assist those in the community. Now more than ever, our Girl Scouts need your support. We will officially kick off our Girl Scout Cookie Program December 14, 2020. Your family's participation in this program assists our nation's youngest female entrepreneurs as they continue to make meaningful contributions to their communities while becoming leaders of tomorrow.

Nothing will stop your Girl Scout when she says "We've Got This!"

When your Girl Scout participates in the cookie program, she can expect to :

- Widen her skills! Girls develop skills in Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. These are important skills that girls use in Girl Scouting and in everyday life.
- Initiate her own cookie business. Girls can customize their own business by creating a plan to reach out to customers and use marketing tools like creating a page on the Digital Cookie platform to manage her business. The opportunities are endless!
- Network with her sister Girl Scouts to plan and fund activities: Troops earn funds for every package sold and use these funds for trips, service projects and wonderful adventures! Plus girls earn patches and rewards when they participate in the different components of the program.



### Our Favorite Girl Scout Cookies!

Girls and their customers will be happy to hear that there are eight varieties of cookies available this season!

Cookies include:



Thin Mint®



Trefoils®



Samoas®



Tagalong®



Do-si-do®



Lemon-Ups®



Toffee-tastic®



Girl Scout Smores®

Cookies are \$5 per package!

Troops receive proceeds ranging from \$.90 to \$1.00 per package. Our cookie program also helps to fund programs, activities and properties offered and maintained by Girl Scouts of Greater Chicago and Northwest Indiana.

### We've Got Spirit!: Digital Cookie®



If your Girl Scout has not yet tried selling cookies online, now is the time! Girls have the opportunity to create their own webpage complete with a photo, video and a message in her own words to customers. Girls can get started in Digital Cookie by using the link in the email invite they will receive on December 7, 2020.

Customers can easily purchase cookies online through the link sent to them by the Girl Scout and all sales help girls to reach their goals.

Girls who send 30+ emails using the Digital Cookie Platform will receive the "Cookie Techie" patch. Plus, each girl who sells 50+ packages online will receive the "Glow in the Dark Cable Horse", 80+ packages online will receive a "Samoas Phone Chair" and for selling 120+ packages online will earn a "Phone Light." Rewards are cumulative!

## A Plan to Wow the World

These are some important cookie program dates you will not want to miss.

### December 1, 2020: Getting Ready for Digital Cookie

Watch your email for an invite to the Digital Cookie Webinar to learn all you need to know.



### December 7, 2020: You've Got Digital Cookie Mail!

Watch your email for an invite to assist your Girl Scout in setting up her Digital Order Card through Digital Cookie. The email will be sent to the email you provided when you registered your Girl Scout for the 2020-2021 membership year.



### December 14, 2020: You've Got This...First Day of Digital Cookie Order Taking!

Girls can begin asking customers for their support today including Digital Cookie.

### January 1, 2021: You've Got This...First Day of Order Card Cookie Order Taking!

Girls can begin asking customers for their support today using their order cards.

Girls earn the "Message Pen" when they sell 125+ packages during the Initial Order period and a "Journal with Pouch" when they sell 150+ packages during the Initial Order period.

### January 18, 2021:

Submit the orders from your Order Card. Make sure you get a signed receipt anytime money and product are exchanged!

### January 20, 2021: Digital Cookie (DOC) girl delivered sales ends at 11:59 p.m. CST

### February 5-7, 10-14, 2021: Cookie Pick Up

All cookies sold during the Initial Order period in January will be available for pick up from your Troop Leader/Troop Cookie Manager during this period of time. They will let you know the exact date of pickup. Please assist your Girl Scout in promptly delivering cookies to customers.

### February 8, 2021: Goal Getter Program Starts

Girls can keep taking orders and reaching out to prospective customers as they work toward their goals. Order taking continues through March 22, 2021.

### February 12 - March 21, 2021: Cookie Booth Sites

Ask your Troop Leader/Troop Cookie Manager how you can assist at a cookie booth.

## Helping Your Girl Scout in the Cookie Program

Every cookie program entrepreneur needs supporters and family members are her biggest cheerleaders when it comes to reaching her goals. Families can work with their Girl Scout to reach out to customers in ways that work best for them. Here are some great opportunities to reach out to customers near and far:

### Selling to Family and Friends

This is a great place to start! Girls can practice their sales pitch and gain confidence talking to people they know.

### Digital Cookie®

Your Girl Scout can make her own business website through Digital Cookie. She can send emails to customers and these customers can purchase orders with a credit card. Always think safety first!

### Door to Door

With your supervision, your Girl Scout can canvas the neighborhood with her order card. Ask your Troop Leader/Troop Cookie Manager how you can assist at a cookie booth.

### Cookie Booth

Sign up for a neighborhood cookie booth or participate in a Loop Site.

### Gift of Caring

Customers may make donations that provide cookies to women and men in the Armed Forces and their families, as well as to community organizations.

### Workplace

If your workplace allows it, your Girl Scout may take orders or leave an order card with a note at the location. Your daughter should fill the orders, write thank you notes and deliver the cookies. Another idea is to see if your daughter can make her cookie ask at a business meeting...either in person or virtually.

### We've Got You with the Goal Getter Program

The Goal Getter program is another way for Girl Scouts to reach their goals after the initial order phase of the cookie program. Girls can continue to earn rewards and fulfill customer orders to the package by going to any Gathering Place cookie cupboard.

#### Getting Started:

Starting February 8, Girl Scouts, parents or guardians can take a cookie order to any Gathering Place cookie cupboard during cupboard hours\*, along with payment in full (All cookie varieties are \$5 per package). Orders are filled to the package.

The Council takes care of all data entry for Goal Getter orders, payments and allocations to girls.

*\*Gathering Place cupboards will be open from February 8 thru March 22 (Monday through Saturday except Chicago). For the current Gathering Place cupboard schedule and locations, please refer to [www.girlscoutsgcnwi.org/cookie-resources](http://www.girlscoutsgcnwi.org/cookie-resources) and/or see below.*



Earn the 2021 Goal Getter patch by purchasing 15 packages of cookies in one Goal Getter transaction at any of the Gathering Places!

### Family Financial Responsibility

Girls and parents will be handling product and money throughout the cookie program.

1. Families are responsible for all money received. Be sure to sign and receive a receipt when cookies are picked up and when cookie payments are made.
2. Checks should be made to the Girl Scout troop not an individual.
3. Do not give cookies to a customer without receiving payment.
4. Turn in money to the Troop Leader as you receive it. Get a receipt.
5. Abide by all Troop Leader and Council payment deadlines.

*The Goal Getter process and Cupboard locations are subject to change.*

## Gift of Caring

Our Girl Scouts have made our council #1 in the country with the Gift of Caring Program! That just shows the spirit and size of the hearts of mid-westerners!

Girls who sell 15+ packages for GOC will receive a special GOC patch. Girls who sell 30+ packages for GOC will also receive the "Samoas Plush Dangler."

Girls who sell 60+ packages for GOC will also receive the "Backpack Purse". Items are cumulative.

*The Goal Getter process and Cupboard locations are subject to change.*



## Patch Rockers

Earn all 4 to build a horse fence!

- Booth Sales: Participate with your troop at 3 booth sites
- Cookie Techie Patch: Send 30+ emails via Digital Cookie
- Goal Getter: Purchase 15+ packages of cookies in one transaction
- Super Seller Patch: Sell 160+ packages of cookies



## Cookie Entrepreneur Family Pin

The Cookie Entrepreneur Family pin collection enables girls and their families to learn to think like entrepreneurs as they participate in the Girl Scout Cookie Program.

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year.

Learn more about this pin collection at [girlscoutsgcnwi.org/cookie-resources](http://girlscoutsgcnwi.org/cookie-resources) .

Purchase your Cookie Entrepreneur Family pins at [shopgirlscouts.com](http://shopgirlscouts.com) and/or in person at our Girl Scout Shops.

## Gathering Place Cookie Cupboard Locations

COOKIE CUPBOARDS OPEN: FEBRUARY 8th thru MARCH 22nd  
Cupboards will be closed for President's Day - Monday, February 15  
*Cupboard locations are subject to change.*

Chicago Gathering Place  
20 S Clark St, Suite 200  
Chicago, IL

M-F: 9 AM - 4 PM; Closed Sat.

Homewood Gathering Place  
1005 W 175th St  
Homewood, IL

M-F: 9 AM - 5 PM; Sat.: 9 AM - 3PM

Joliet Gathering Place  
1551 Spencer Rd  
Joliet, IL

M-F: 9 AM - 5 PM; Sat.: 9 AM - 3PM

U-STOR - IT/Lisle  
2100 Ogden Ave  
Lisle, IL

M-F: 9 AM - 5 PM; Sat.: 9 AM - 3PM

Merrillville Gathering Place  
8699 Broadway  
Merrillville, IN

M-F: 9 AM - 5 PM; Sat.: 9 AM - 3PM

Vernon Hills Gathering Place  
650 N Lakeview Pkwy  
Vernon Hills, IL

M-F: 9 AM - 5 PM; Sat.: 9 AM - 3PM

# Goal Getter Order Card

Thank you for helping me reach my goal!

## My Goal:



Crispy lemon cookies baked with inspiring messages to lift your spirits.  
Approximately 12 cookies per 6.2 oz. pkg. \$10.00

### lemon-ups™ NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS



### girl scouts

First Name: \_\_\_\_\_

Troop #: \_\_\_\_\_

\*We will deliver your  
donated cookies to: \_\_\_\_\_

### NAME (PRINT)

### CONTACT INFO. (PHONE/E-MAIL/ADDRESS)



Delicate-tasting shortbread that is delightfully simple and satisfying.  
Approximately 38 cookies per 9 oz. pkg. \$10.00

### thin mints

### NUMBER OF PACKAGES ORDERED



Oatmeal sandwich cookies with peanut butter filling.  
Approximately 20 cookies per 8 oz. pkg. \$10.00  
made with natural flavors

### do-si-dos®

### NAME (PRINT)

### CONTACT INFO. (PHONE/E-MAIL/ADDRESS)



Crisp cookies with caramel, coconut, and dark chocolate stripes.  
Approximately 15 cookies per 7.5 oz. pkg. \$10.00

### do-si-dos®

### NAME (PRINT)

### CONTACT INFO. (PHONE/E-MAIL/ADDRESS)



Crisp, chocolatey cookies made with natural oil of peppermint.  
Approximately 30 cookies per 9 oz. pkg. \$10.00  
made with vegan ingredients

### tagalongs®

### NAME (PRINT)

### CONTACT INFO. (PHONE/E-MAIL/ADDRESS)



Graham sandwich cookies with chocolate and marshmallowy filling.  
Approximately 16 cookies per 8.5 oz. pkg. \$10.00  
made with natural flavors

### thin mints

### NAME (PRINT)

### CONTACT INFO. (PHONE/E-MAIL/ADDRESS)



Rich, buttery cookies with sweet, crunchy toffee bits.  
Approximately 14 cookies per 6.7 oz. pkg. \$10.00  
No artificial flavors

### girl scout s'mores®

### NAME (PRINT)

### CONTACT INFO. (PHONE/E-MAIL/ADDRESS)



All of our cookies have...  
• No High-Fructose Corn Syrup  
• No Partially Hydrogenated Oils (PHOs)  
• Zero Grams Trans Fat per Serving  
• RSPO Certified (Mass Balance) Palm Oil

### toffee-tastic®

### GLUTEN-FREE

MADE WITH  
LITTLE BROWNIE  
BAKERS  
COOKIES

RSP0-1106186

**Little Brownie**  
BAKERS

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All products except Toffee-tastic contain wheat. All products except Thin Mints contain milk ingredients. Cookies and Tagalongs contain peanuts. Samoas contain coconut. Lemon-Ups may contain peanuts and tree nuts. See nutrition information for total fat and saturated fat content in Thin Mints, Samoas and Tagalongs. Refer to your cookie package for the most current cookie information. To learn more, visit LittleBrownie.com.  
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