

Tips for Running a Successful *Cookie Business*

Important *Dates*

The Five Skills

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

Goal Setting: Girl Scouts set cookie goals individually and, with a team, create a plan to reach them. They develop cooperation and team building skills along the way.

Decision Making: Girl Scouts help decide how the team will spend their cookie proceeds furthering critical thinking and problem solving skills.

Money Management: Girl Scouts take cookie orders, handle customers' money, and gain valuable and practical life skills around financial literacy.

People Skills: Girl Scouts learn how to talk to, listen to, and work with all kinds of people while participating in the cookie program. These experiences help them to develop healthy relationships and conflict resolution skills they can use throughout their lives.

Business Ethics: Girl Scouts are honest and responsible at every step of the cookie program. Their business ethics reinforce the positive values they are developing as Girl Scouts.

Exciting Contests, Events, & Programs

- **Cookie Rookie & Cookie Captain:** Whether this is your first time or you're a pro, there's an activity for you and they complement each other. What a great opportunity to bring together older and younger Girl Scouts.
 - Help your girls go from cookie rookies, to cookie experts! Available on our website, Cookie Rookie programming will tell girls how the cookie program works, how to set a goal, how to talk to customers, and more!
 - Cookie Captain is a way for older girl troops (J, C, S, A) to mentor younger girl troops (D, B) who may be participating in the cookie program for the first time, all while earning service hours.
- **Walkabout Week:** Decorate something that moves from March 5-13 and—with cookies in tow—go door-to-door around your neighborhood. Post a picture on the GSHNJ Facebook page during your walkabout and receive an exclusive Walkabout Week patch for your creativity!
- **One Tough Cookie:** Super troops that complete a list of fun cookie program-related tasks can receive the "One Tough Cookie" patch. Tasks must be completed and submitted to Council by April 6.
- **Cookie Business Badges:** Check out your Girl's Guide to Girl Scouting to see all the Cookie Business Badges you can earn! Girl Scouts will hone their skills and gain understanding of the business world.
- **Koala Giveaways:** Look out for more information about giveaways throughout the program.

Ask your troop leader or SUCM for more information about all these fun contests, events, and programs!

December 17	Girl must be registered for MY2022, in troop, to start Digital Cookie on December 26
December 26	Digital Cookie opens (Girls registered after 11:59 p.m. on Dec. 17 will be uploaded January 5)
Dec. 24–Jan. 2	Council offices closed
January 7	Initial Paper Order taking period starts
January 30	Initial order taking period ends (Digital Cookie girl delivery orders approved after 11:59 p.m. on Jan. 30 will be part of Goal Getters and MUST be filled with troop extras or via cupboards)
January 30	Last day to enter in all paper order as one Girl Delivery order for cookies to arrive with rest of cookie order. (Must approve by 11:59 p.m.) Great contactless payment method.
January 31	Girl paper orders due to Troop
Jan. 31–Mar. 27	Goal Getter period starts (Digital Cookie girl delivery is still ON)
Feb. 18–27	Cookies delivered to troop
_____	Paper Order money due to troop (Check with troop for date)
Feb. 25–Mar. 27	Cookie Booths
Early May	Recognitions delivered to troop



2022 Cookie Program

Family Guide



girl scouts 
heart of new jersey

www.gshnj.org • 908-518-4400
productprograms@gshnj.org

Guidelines

- Girls must be registered members of GSHNJ no later than 12/17/21 to participate in the entire Cookie Program. Girls registered after 12/17/21 will be uploaded January 3 or the following Wednesday after registering.
- Parents/Guardians are financially responsible for all products on their girl's order card. Payments are due to the troop according to the deadline.
- Girls 13 and older can use social media such as Facebook and Twitter to let friends and family know they are participating in the cookie program. Girl Scouts should abide by the terms of service for those sites (including parental permission and age requirements).
- Annual permission slips must be signed by the parent/guardian. Go to www.gshnj.org > Forms > GSHNJ Annual Girl Permission Slip
- All cookie orders are final. We're sorry, but we cannot accept returns.

Troop Proceeds

Troops Earn Proceeds Per Box		
Number of boxes per participating girl (The total number of boxes divided by the number of participating girls in the troop):	With Recognitions: Daisy through Ambassador (Girls receive individual recognitions AND the Troop Proceeds stated below):	Recognition OPT-OUT: Juniors through Ambassadors ONLY (Troop unanimously votes to take extra Troop Proceeds and receives NO recognitions):
Up to 111 boxes	85¢	90¢
112-167 boxes	90¢	95¢
168+ boxes	95¢	\$1.00

See order card for info on how you can earn even more!

Cookies are \$5/box, except Toffee-tastic & S'mores, which are \$6/box

New & Returning for 2022

New Cookie!

Welcome to Adventurefuls, our newest Girl Scout cookie! Just like Girl Scouts go on their own amazing adventures all year long, Adventurefuls take cookie lovers on a delicious taste adventure. Adventurefuls—cookie #9 in the lineup—are indulgent brownie-inspired cookies with caramel-flavored crème and a hint of sea salt. Never fear, no other cookies are being discontinued to make way for this newbie.



Turn off Girl Delivery

Parents can turn off Girl Delivery after the initial order period at the girl-level. You can also turn off items based on troop/girl stock availability.

Cookie Pricing

Core cookies are \$5/box—including the new cookie, Adventurefuls—and \$6/box for specialty cookies (S'mores and Toffee-tastic).



Exciting Recognitions

- 125+ initial order boxes earns the Leaf Pouch.
- 150+ initial order boxes earns a Crossbody Tote.
- Girls can continue to opt out of recognitions to donate instead! Check out how to donate to The Shoe that Grows.
- Fall Product/Cookie Crossover recognitions! Girls and volunteers have the opportunity to earn more with a crossover patch.
- See order card for fun new troop and travel recognitions, featuring quality camping equipment; a four person tent, sleeping bag, hammock, spotterscope, headlamp, camp pillow, camp chair, and a week of camp!



Digital Order Card (DOC)

Girls can have their friends and family from near and far order online and have them shipped directly to them. Friends and family can also get their cookies delivered locally by clicking “Girl Delivery,” for the entire program.

Upon your approval, all ‘Girl Delivered’ orders will auto populate into your girl’s initial order total via eBudde for your Troop Leader to order. You will not need to add this onto your order card. Orders approved after 11:59 p.m. on January 30 will need to be manually added.

Parents will receive an email—starting in early December—welcoming them to the Digital Cookie site. Parents will follow the guidelines and set up their girl’s account. From there, girls (with their parent’s help!) will be able to create a custom website featuring their goals, updates on their achievements, and even a picture or video of themselves. Girls earn the DOC Cookie Techie patch for reaching 50 boxes online, a bag tag for reaching 75 boxes online, and a mountains bracelet for reaching 110 boxes online!

- Customers can donate cookies to Operation Jersey Cares.
- Minimum order: Cookies ordered through DOC have a minimum order of 4 boxes to ship. If customers are looking to donate cookies, there is no minimum order.

Gift of Caring

Do you know someone who would like to support Girl Scouting, but isn’t able to indulge in our cookies? They can purchase GSHNJ’s “Gift of Caring cookies! Girls simply indicate in the appropriate column on the order card the number of boxes ordered towards Gift of Caring.

GSHNJ partners with Operation Jersey Cares to distribute our collected Gifts of Caring. All donations of cookies will go to U.S. military troops and veterans.

Sell 25+ boxes of Gift of Caring cookies and earn the patch pictured above! Sell 50+ boxes and earn a Samoas bracelet.



Online is the safe way

In the age of social distancing and safe practices, we want to still allow our girls to have a great time participating in the Cookie Program and working on their business skills. Online participation is a great avenue to allow girls to continue to participate while observing safe practices.

Why Participate Online?

Your Troop can earn proceeds for fun activities throughout the year! Everything is done with social distancing in mind.

- Send your link to friends and family.
- They can make the purchase within social distancing guidelines
- All transactions are contactless!
- Your customer does not need to give you cash or a check. Its all handled online at the time of purchase.
- YOU will not need to give cash or check to your Troop, everything is done online!

Take an in-person order? Collect the money and cash?

- No later than January 30 at 11:59 p.m., make a purchase as a customer, for all the paper orders, AND approve the order for the cookies to arrive with the rest of the cookies in February. (Orders placed and approved after will need to be filled with troop extras or through cupboards).
- You will have already collected all monies and can now put it on your credit card.
- You don’t have to worry about getting the money to your troop leader or Troop Cookie Manager.
- Easier for everyone!