

girl scouts
of hawai'i

2021-22 Girl Scout Cookie Program®

COOKIE PROGRAM FAMILY GUIDE



girl scouts Little Brownie BAKERS,LLC. 12 CT/7.5 OZ PKGS.
samoas Crisp cookies with caramel, coconut, and dark chocolaty stripes.
Ready for a lifetime of leadership, success, and adventure?
Join Girl Scouts today! girlscouts.org/join
NOT FOR RESALE
0 00 82011 04000 8

girl scouts Little Brownie BAKERS,LLC. 12 CT/7.5 OZ PKGS.
trefoils Traditional shortbread cookies.
Ready for a lifetime of leadership, success, and adventure?
Join Girl Scouts today! girlscouts.org/join
NOT FOR RESALE
0 00 82011 01000 1

girl scouts Little Brownie BAKERS,LLC. 12 CT/7.5 OZ PKGS.
adventurefuls Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt.
Ready for a lifetime of leadership, success, and adventure?
Join Girl Scouts today! girlscouts.org/join
NOT FOR RESALE
0 00 82011 06100 9

girl scouts Little Brownie BAKERS,LLC. 12 CT/7.5 OZ PKGS.
peppermint Chocolate cookies made with natural oil of peppermint.
Ready for a lifetime of leadership, success, and adventure?
Join Girl Scouts today! girlscouts.org/join
NOT FOR RESALE
0 00 82011 03000 9

girl scouts Little Brownie BAKERS,LLC. 12 CT/7.5 OZ PKGS.
do-si-dos Oatmeal sandwich cookies with peanut butter filling.
Ready for a lifetime of leadership, success, and adventure?
Join Girl Scouts today! girlscouts.org/join
NOT FOR RESALE
0 00 82011 03000 9

CLIMB
WITH
COURAGE

girl scouts
cookie program

Little Brownie
BAKERS



ALOHA GIRL SCOUT FAMILY,



The Girl Scout Cookie Program – the largest girl-led entrepreneurial program in the world – powers amazing, year-round experiences for every Girl Scout in Hawaii. Big picture: our Girl Scouts are the next generation of female entrepreneurs who get an important taste of what it takes to be successful—teamwork, planning, and a positive outlook. Beyond that, our Girl Scouts are actually narrowing the gender gap in entrepreneurship by nurturing girls’ skills early and often. How awesome is that!?!

The experiences that Girl Scouts have during the Cookie Program drive them to greater future successes. By selling cookies, girls develop five essential skills—goal setting, decision making, money management, people skills, and business ethics—all of which help them succeed today and in the future. They grow their confidence and practice leadership, too!

This year's theme, “Climb with Courage” is an inspiring call for go-getter Girl Scouts nationwide to come together, solve challenges and get ready for another season of accomplishing amazing things through the Girl Scout Cookie Program. We've made some updates to the 2022 Cookie Program to help ensure that your Girl Scout has a safe, successful and fun-filled season, including:

- The new Cookie Delivery Day patch and charm – this exclusive incentive is only available when a girl sets up her Digital Cookie page in December or early January and then pre-sells cookies in January, and accomplishes 3 items – detail in this flyer!
- Digital Cookie now has the ability for Girl Scouts to track progress towards the Cookie rewards and select items directly, and generate a QR code unique to her Digital Cookie page to share on a flyer or lawn sign or door hanger!
- New girl-delivery option to pick up pre-paid cookies at a booth – only through Digital Cookie – as this will support contactless payment options.
- Alternative bothing options, such as drive-thrus, curbside booths, and parent-and-me booths will help girls stay safe and adhere to all safety guidelines.

We encourage you to help your daughter re-imagine ways for her to reach her goals. We know that Girl Scouts are incredibly creative and resourceful and we are confident that they will find new, innovative strategies to achieve great things this season!

We are looking forward to a fun and successful Cookie Program this year. Remember, that while we have goals, success is not solely measured on the number of packages sold, but rather the skills learned, the wonderful service and gift of caring projects, and the fun and enjoyment experienced along the way.

Mahalo nui,
Girl Scouts of Hawai`i Council



IMPORTANT DATES

 **DECEMBER 15:** Digital Cookie opens for girls/parents
Look out for an email for instructions on how to create your Digital Cookie page!

 **JANUARY 3-19:** Cookie pre-sales - Girls can start taking cookie orders on her paper order card or through Digital Cookie starting January 3rd.

 **JANUARY 8:** Cookie University
Girls of all ages are encouraged to attend Cookie University! See page 11 for more information.

 **JANUARY 19:** Cookie Pre-sales end
Your troop cookie manager must submit your Girl Scout's initial order. They may give you a date prior to this to turn in your order form. Be sure to follow this deadline to ensure arrival of your girl's cookies.

 **JANUARY 20 - FEBRUARY 17:** Goal-getter sales
Encourage your Girl Scout to continue selling after pre-sales to help reach her goals! And she can even continue earning charms for her Cookie Delivery Day patch! See page 11 for more details.

 **FEBRUARY 16 - 17:** Cookie Delivery Day!
Your Troop Cookie Manager will coordinate pick-up of cookies from Council on Cookie Delivery Day and contact you when your girl's initial order is ready for pick-up.

 **FEBRUARY 18 - MARCH 27:** Booth Sales/Cookies In-Hand
Troops and Girl Scouts can begin in-person booth sales. This year we have lots of options for girls to choose from, keeping safety a top priority. Girls can also do walk-a-bouts or 'lemonade stands' on their own property with cookies in-hand to sell directly to customers. See page xx for ways to sell.

 **FEBRUARY 18 - 20:** National Girl Scout Cookie Weekend
Girls who sell 100+ packages this weekend earn a special patch! See page 11 for details.

 **MARCH 20:** Last day to accept Girl-delivery orders on Digital Cookie. The "Girl Delivery" option on Digital Cookie will no longer be available for customers.

 **MARCH 27:** Last day of cookie sales!
Last day of Cookie Booths and official end of the cookie program. Money must be turned in to your troop cookie manager by this date. They may ask you to turn in your money prior to this date. Abide by the deadline that they may give you.

 **DATE TBD:** Cookie CEO Event

JANUARY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 	4	5	6	7	8 
9	10	11	12	13	14	15
16	17	18	19 	20 	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 	17 	18 	19
20 	21	22	23	24	25	26
27	28					

MARCH 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 	21	22	23	24	25	26
27 	28	29	30			

IMPORTANT INFORMATION

Troop No.: _____
 Cookie Manager: _____
 Phone No.: _____
 Email: _____
 Initial Order Due Date: _____
 Cookie Pick-up Date: _____
 Money Due Date: _____
 Digital Cookie Login: _____
 Digital Cookie Password: _____
 GSH Cookie Team: cookies@gshawaii.org | 675-5536



WHY PARTICIPATE IN THE GIRL SCOUT COOKIE PROGRAM?

The Girl Scout Cookie Program is a hallmark of Girl Scouts. People know us for our cookies, but not many know that it has been the largest girl-led entrepreneurial program in the world since 1917! Participating in the program gives girls an entrepreneurial edge. Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. Check out some reasons why you should encourage your girl to participate in the program.

5 ESSENTIAL SKILLS

It is more than just cookies! The Girl Scout Cookie Program helps girls learn 5 skills as she runs her own cookie business that are essential to leadership, success, and life. Girls gain these skills by working with others, setting goals, and interacting directly with their Cookie customers.

WHAT GIRLS LEARN



GOAL SETTING

She sets cookie individual and troop goals and makes a plan to reach them.



DECISION MAKING

She decides where and when to sell cookies, how to market their cookie business, and what to do with troop proceeds.



MONEY MANAGEMENT

She develops a budget, takes cookie orders, handles customers' money, and gains confidence handling and managing money.



PEOPLE SKILLS

She safely talks to customers in person and virtually to work as a team with other girls.



BUSINESS ETHICS

She runs her business using the Girl Scout Law as a guide, being honest and responsible every step of the way.

WHY IT'S IMPORTANT

Girls need to know how to set and reach goals to succeed in school, on the job, and in life.

Girls will make big and small decisions in their life; practice helps them make good ones.

Girls need to know how to confidently handle, manage, and leverage money to do great things.

Knowing how to work with others will help them do better in school and, later, at work.

Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.





WAYS TO SUPPORT YOUR GIRL SCOUT ENTREPRENEUR

FUNDS GIRL SCOUT EXPERIENCE

The Girl Scout Cookie Program is the primary source of funding for troops to power their Girl Scout experience. The funds earned in the cookie program become property of the troop as a whole, and the girls in the troop should take the lead, together, in deciding how these funds are used. When girls have an active role in setting up a troop budget, voting on activities they want to do, and beyond, they are more confident and develop skills that will last a lifetime. She's also paying it forward and making the Girl Scout experiences possible for ALL girls in our council. Proceeds also go toward maintaining camp properties, keeping activity fees affordable and helping girls in under served areas participate in Girl Scouts.

Troop proceeds are based on the total sales of the troop and can only be earned by troops that have at least 55% of their girls participating. Troops have the opportunity to earn \$0.80 per package sold. In addition, if a troop's per girl average (PGA) is 250+ packages, the troop can earn an addition \$0.02 per every package over the 250 PGA!

REWARDS, BADGES AND PINS

Girls have the opportunity to earn rewards, badges and pins through their participation in the Cookie Program. Rewards are based on their individual sales. You can check out this year's reward offerings on pages 8 and 9 and on the back of the cookie order card.



GSN COOKIE RESOURCES

Girls can also earn Cookie Business and Financial Literacy badges and Cookie Entrepreneur Family pins for every year they participate. Troop leaders will help guide girls to complete badge requirements. Earning the year-by-year Cookie Entrepreneur Family pin is the best way to make the Girl Scout Cookie Program a family affair. The simple, age-specific guidelines have been tailored for her developing skill set, making success a snap.

A Girl Scout's family plays a key role in her success in the cookie program. With the support, assistance, and encouragement of her family, there's no stopping what she can achieve! Below are some tips on how to help your Girl Scout succeed.

- ◆ Help her earn the Cookie Entrepreneur Family pin to practice building her skills at home. Use the age-specific guidelines found at gshawaii.org/cookies.
- ◆ Help her set up her Digital Cookie site.
- ◆ Help her keep money safe.
- ◆ Know the rules and safety guidelines.
- ◆ Model business ethics, decision making, people skills, and safety as you support her.
- ◆ Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- ◆ Help her connect with people in her network and workplaces.
- ◆ Never do things for your girl that she can do for herself, even if it's quicker and easier for you to do them.
- ◆ Have fun together along the way and engage your whole family in supporting her!



MEET THE 2022 GIRL SCOUT COOKIES!

All 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
- Halal Certification



NEW!

adventurefuls™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. Approximately 15 cookies per 6.3 oz. pkg. 

- Real Cocoa



lemon-ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits.

Approximately 12 cookies per 6.2 oz. pkg.





samoas®

Crisp cookies with caramel, coconut, and dark chocolaty stripes.

Approximately 15 cookies per 7.5 oz. pkg.



- Real Cocoa
- Real Coconut



girl scout s'mores®

Graham sandwich cookies with chocolate and marshmallowy filling.

Approximately 16 cookies per 8.5 oz. pkg.



- Made with Natural Flavors
- Real Cocoa



tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating.

Approximately 15 cookies per 6.5 oz. pkg.



- Real Cocoa
- Real Peanut Butter



do-si-dos®

Oatmeal sandwich cookies with peanut butter filling.

Approximately 20 cookies per 8 oz. pkg.



- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats



toffee-tastic®

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.

Approximately 14 cookies per 6.7 oz. pkg.



- No Artificial Flavors



trefoils®

Traditional shortbread cookies.

Approximately 38 cookies per 9 oz. pkg.





thin mints®

Crisp, chocolaty cookies made with natural oil of peppermint.

Approximately 30 cookies per 9 oz. pkg.



- Made with Vegan Ingredients
- Real Cocoa



HOW THE COOKIE CRUMBLES

100% of cookie proceeds stay local, which means after the costs of baking the cookies and program logistics (like transporting them!), the cost of each box is reinvested in Girl Scouts of Hawai`i! When customers buy Girl Scout Cookies, they're helping power amazing experiences for girls that broaden their worlds, help them learn essential life skills, and prepare them to practice a lifetime of leadership.

20% goes toward troop proceeds and girl rewards

31% goes toward the Girl Scout Cookie Program and baker costs



49% is re-invested in girls through programs, properties, recruitment, volunteer support and training, financial assistance and Council services

In addition to learning and practicing the skills to last a lifetime, each girl can earn an annual pin and entrepreneurial badges for participation in the Girl Scout Cookie Program.

On average, Girl Scouts were **two times as likely** to have done entrepreneurial activities as other girls!

"Today's Girls, Tomorrow's Entrepreneurs"
Girl Scout Research Institute, 2019



BADGES, PATCHES AND CERTIFICATES

How can you inspire girls to think courageously? Let girls know how they can earn a **badge or patch** — and wear it on their vest or sash — as a symbol of their important Girl Scout Cookie Program achievements.

Girls can earn one of the new Cookie Business badges this year when they complete requirements that help them develop new skills as they learn and grow their business. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniform.

Girls collect patches as they achieve specific cookie program milestones, including things like sending emails, selling at booths and using Digital Cookie. These are fun patches that can be worn on the back of the uniform to show her cookie business success.

Where you'll learn more:

- gshawaii.org/cookies
- girlscouts.org/cookiebadges
- girlscoutcookies.org/troopleaders for poster download
- LittleBrownie.com/volunteers

Certificates and patches can be used for recognition at any point in the Girl Scout Cookie Season, from the earliest planning meetings through the booth phase.

Check out the NEW Cookie Business badges and Financial Literacy badges at our shop!
<https://www.girlscoutshop.com/HAWAII-COUNCIL>





GIRL SCOUT REWARDS

The main benefit of the cookie program is the skills learned, but we all know that girls are super excited to have their hard work recognized and receive their rewards.

Girls get rewarded through fun things like patches, outdoor gear, and the highly sought-after mascot plush.

COOKIE DOUGH PROGRAM CREDITS

Cookie Dough can be used towards qualifying Council-led programs, events, camps, retail, and membership. Cookie Dough is a girl reward earned through selling Girl Scout Cookies. At select levels, girls may choose Cookie Dough instead of selected reward items and they can be used to pay for a variety of Girl Scout products and activities. All girls are eligible to receive these rewards.

C/S/A REWARD OPT OUT

Cadette/ Senior/ Ambassador troops can choose to opt out of girl rewards to receive an additional \$0.05 per package. Troops that opt out have the potential to earn \$0.87 per package with a Troop Per Girl Average (PGA) of 250+. This means that the girls will be opting out of ALL rewards, including the patches and cookie dough program credits. The troop must meet the following criteria to qualify for this option:

- ◆ The ENTIRE troop must consist of all Cadettes and/or older
- ◆ The decision to opt out of rewards must be a girl-led decision and agreed upon by all girls in the troop
- ◆ At least 55% of the troop girls must have a Digital Cookie page setup

2022 GIRL SCOUTS OF HAWAII COOKIE PROGRAM REWARDS



2022 Year Bar Patch
22+ packages



Climb with Courage Theme Patch
50+ packages



Cooling Fabric Bandana
100+ packages



Koala Bracelet
160+ packages

DIGITAL COOKIE REWARDS

Cookie Techie Patch
35+ packages



Super Patch + Koala Clip on
200+ packages

AND



AND



Koala Bag Tag + Cookies on the Go Patch
75+ packages

HALL OF FAME CLUB



1000+ PACKAGES

WWF Adopt a Koala Plush, photo, adoption certificate, species card, gift bag OR Mini Outdoor Projector OR \$75 Cookie Dough**

1500+ PACKAGES

Custom Converse OR Outdoor Adventure Pack: Hydration Pack + Hammock OR \$150 Cookie Dough**



2000+ PACKAGES



Mobile Printer – add text to create unique photos!
OR One 2-night Council-led Weekend Camp at Camp Paumalu* OR \$200 Cookie Dough**

3000+ PACKAGES

10.2in, 32GB iPad with optional engraving OR Two 2-night Council-led Weekend Camps at Camp Paumalu* OR \$300 Cookie Dough**



*Brownies and above for overnight, Daisies day only; Airline Flight(s) and transportation is not included. Subject to availability

**See details to redeem Cookie Dough at gshawaii.org/CookieDough

WE ♥ PATCHES

EARN ALL FOUR PATCHES TO BUILD YOUR KOALA TREE!

Goal Getter patch



Super patch



Cookie Techie patch



Booth Sales patch



GIRL INITIAL ORDER REWARD

230+ packages during PRE-SALE (January 3-19)

Motivational Water Bottle



TROOP INITIAL ORDER REWARD

1 speaker per participating girl and 1 for troop property *Must have 5+ participating girls and a Troop Initial Order with a PGA of 250+.*



GOAL ACHIEVEMENT AWARDS

250+ PACKAGES



Koala Plush

OR \$5 Cookie Dough

350+ PACKAGES



AND



Koala Slipper Socks

OR \$6 Cookie Dough

550+ PACKAGES



Camp Cushion

OR



Reversible Bucket Hat

OR \$8 Cookie Dough

750+ PACKAGES



Camp Duffel

OR \$10 Cookie Dough



Earned by a girl selling 35+ pkgs of Gift of Caring during the ENTIRE sale

CLIMB WITH COURAGE

COOKIE DOUGH

Cookie Dough Program Credits are cumulative and can be used for council events and programs, camp, Council retail merchandise, and Girl Scout membership.

Cookie Dough FAQ



GSH Retail Catalog



Earned by a girl who participates in 3+ booths either with her Troop or 1:1



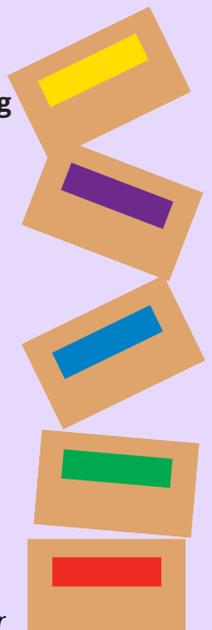
Sell 100+ pkgs during NGSCW Feb 18-20, 2022 in any combination of Booth Sales, Digital Cookie Sales, and/or Individual Sales during this weekend only.

Unboxing Videos



Check out the Unboxing Videos to learn more about select rewards from our order card. Open the camera on your smart phone or tablet and hover over the QR code or visit <https://www.youtube.com/playlist?list=PLE0YEy33ALsMfUoJlBUbdpOlj17xgDxsU>

Troop Proceeds: Troop proceeds are based on the total sales of the troop and can only be earned by troops that have at least 55% of their girls participating in the sale. Girl Scouts decide how to use these funds. Many troops use their earnings to fund community projects and/or implement a spend, save, and give policy. Troops have the opportunity to earn \$0.80 per package sold. In addition, if a troop's per girl average (PGA) is 250+ packages, the troop has the opportunity to earn an additional \$0.02 per every package that's over the 250 PGA.





GIRL SCOUT PARENT/CAREGIVER SEASON CHECK LIST

Follow this checklist to ensure successful Cookie Program!



BEFORE THE SALE

- Register your Girl Scout for the 2021-22 membership year.
- Ensure "Permission to Participate in Product Sales" is checked on the annual Parent/Caregiver Permission form is given to your Troop Leader.
- Attend your troop family cookie meeting and pick up materials from your Troop Cookie Manager (TCM).
- December 15, 2021** work with your girl to setup her Digital Cookie page. See page 14 for more details
- Review the cookie rewards and work together with your Girl Scout to set a realistic goal.
- Guide her to set practical and useful goals using the goal worksheet to determine how many packages of cookies to order for your Initial Order. Ask your TCM for help and if you have any questions. Ask your TCM for help and if you have any questions remember, you can always get more cookies later.



DURING THE SALE

- January 3, 2022:** Cookie Pre-sales begin! Girls can start collecting orders via Digital Cookie or the traditional order card.
- Submit your girl's Initial Cookie Order by the deadline given by your TCM.
- Talk to your girl and Troop Cookie Manager about participation in booth sales. If available, volunteer to work a Troop Cookie Booth and/or set up your own 'My Family Sale' booth.
- Contact your TCM to pick up initial order cookies and girl-delivered orders taken.
Be sure to sign and keep a copy of your receipt!
- Help your girl sort orders and prepare them for delivery. Remember, money is collected ONLY when cookies are delivered, not before (this does not apply to orders placed through Digital Cookie).
- Turn money in frequently to your TCM. They will provide you with instructions on how/when to submit monies.
Be sure to sign and keep a copy of your receipt!
- Be sure to log in to Digital Cookie and check for new orders and update cookie flavors on-hand. Girl-delivery orders should be approved within 5 days of the order and delivered within 7-10 days to ensure the best customer service experience possible.



WRAPPING UP THE SALE

- Work with your TCM to pick up a booth sale if you still have remaining inventory to sell.
- Turn in all cookie payments to your TCM.
- Double check that there are no outstanding deliveries needed in Digital Cookie.
- Let the TCM know your Girl Scout's reward choices.
- Celebrate with your Girl Scout and her troop!

COUNCIL COOKIE CAMPAIGNS

COOKIE DELIVERY DAY PATCH WITH CHARMS JANUARY 3 - FEBRUARY 8, 2022

Collect this exclusive patch and all 4 charms! This year we are debuting instant rewards that will be distributed on Cookie Delivery Day if girls meet the requirements! Girls get rewarded

sooner during the 2022 cookie program as she reaches each reward level (how cool is that!?!). She'll get the patch and charms from her troop cookie manager (TCM) right away, no waiting necessary!

EARN PATCH: set up Digital Cookie girl page by **January 19**

1ST CHARM: Sell 24+ pkgs by **January 19** (Pre-sold cookies for Initial Order on digital or paper card and includes Gift of Caring cookies sold)

2ND CHARM: Send 25+ emails through Digital Cookie by **February 8** (track your progress on your Digital Cookie dashboard!)

3RD CHARM: 10+ different customers by **February 8** (digital and/or paper card)

4TH CHARM: Create handout with QR code for either door to door hangers or work place flyer by **February 8**



COOKIE CAPTAIN PROGRAM



Do you have a service-oriented Cadette, Senior or Ambassadors that loves COOKIES? Then encourage her to register to be Cookie Captain for the 2021-22 cookie season! As a Cookie Captain, they can impact the Girl Scout Community by mentoring younger Girl Scouts in the art of selling cookies and work with new troop leaders to show them the ropes! Plus, registered Cookie Captains will get access to exclusive workshops to learn how to take the 5 fundamental skills they've learned in the Cookie Program and apply it in the 'real world.' Have your Girl Scout review the [Cookie Captain Job](#). (click or scan the code to the left).



**TRAINING IS SATURDAY,
NOVEMBER 20, 2021**



NATIONAL GIRL SCOUT COOKIE WEEKEND FEBRUARY 18 - 20, 2022

Girls that sell 100 or more packages of cookies during National Girl Scout Cookie Weekend will earn the 2022 National Girl

Scout Weekend patch! Sales can be from a combination of individual girl sales, booth sales and Digital Cookie but must be sold during the National Girl Scout Cookie Weekend. Troop Cookie Mangers will select this patch quantity in eBudde during final reward submission.

DESIGN YOUR ADVENTURE! MARCH 11 - 27, 2022

Our Girl Scout entrepreneurs work hard year-round, but especially during our Cookie Season. We want to see the ways your cookie business fuels your Girl Scout adventures! Draw, paint, or create a piece of art any way you want to show your next Girl Scout adventure and display it at a booth between **March 11-27**. Submit a photo of you with your artwork at a cookie booth by March 30th (using this QR code) for a chance to win a \$40 valued Girl Scout swag bag. TWO prizes will be awarded by Girl Scouts of Hawai'i; one in each division - Division I is Daisy, Brownie, Junior and Division II is Cadette, Senior, Ambassadors. The winning Girl Scouts will receive an exclusive Girl Scout swag bag valued at \$40!



Be creative in your ideas, drawings, and displays!

COOKIE UNIVERSITY

Girl Scouts at all levels are invited to join us at our annual Cookie

University on **January 8, 2022** to celebrate and learn about all things COOKIES! Girls will have a blast at the event, and will also leave ready to rock the Cookie Season! This year's Cookie University is open to girls state-wide as it will be both (hopefully) in-person on Oahu and simultaneously presented via Zoom to Girl Scouts statewide. There will be something for girls at all program level. In addition to the hands-on activities and fun games, we have special guest presenters lined up to talk to girls about how to put the 5 skills they learn through the Girl Scout Cookie Program (goal setting, decision-making, money management, people skills and business ethics) into action!

DEADLINE TO REGISTER: DECEMBER 15, 2021



WAYS TO PARTICIPATE

What's great about the annual Girl Scout Cookie Program is that as a family you can customize your Girl Scout's experience. You can participate with the troop in all the ways below or pick what is right for you and your Girl Scout!



ORDER TAKING

WHO: Girl Scout and their parent/caregiver
WHEN: JANUARY 3 - MARCH 27
(Initial order through end of program)

WHERE: Your Girl Scout's neighborhood, through friends and family, Digital Cookie... anywhere!
Door-to-door sales in shopping centers and retail locations is not permitted. Some residential areas, particularly those on military bases, prohibit door-to-door sales, so be sure to check with your HOA or TCM ahead of time.

HOW: Beginning **January 3, 2022**, girls can start selling cookies by taking their paper or digital order card around the neighborhood (with adult supervision and approval) or to friends and families. Girls can use customizable door hangers (with a QR code even!) or make a flyer for an adult's workplace or even place a lawn sign (and use that QR code too!) on your private property. Girls should not collect money for any order prior to delivery unless they order through Digital Cookie (see page 14 for details on Digital Cookie). And when they have their cookies in-hand, they can walk around their neighborhood with their cookies in a blinged-out wagon, stroller, suitcase or anything with wheels (but without a motor).

ONLINE THROUGH DIGITAL COOKIE

WHO: Girl Scout with support from their parent/caregiver and/or troop
WHEN: JANUARY 3 - MARCH 27
(Initial order through end of program)

WHERE: Through your Girl Scout's personal or Troop Digital Cookie page

HOW: Digital Cookie is an online platform that girls can use to expand their cookie business! Every registered girl can set up her own Digital Cookie page and participate online! Customers can purchase cookies to be shipped to their home or delivered by the girl. All digital cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless! See page xx for more details.

DONATION PROGRAM

WHO: Girl Scouts and Troops
WHEN: JANUARY 3 - MARCH 27
(Initial order through end of program)

WHERE: Paper order cards, Digital Cookie, and/or booth sales

HOW: Giving back to the community is what Girl Scouts is all about—it's basically the law (wink). That's why we have two great ways our customers can give directly to their local communities. Not only do girls get the satisfaction of giving back through the power of Girl Scout Cookies, they can also earn a special Gift of Caring patch.

COUNCIL GIFT OF CARING

Cookies donated directly to local military organizations, non-profits and local heroes. Girls simply collect money from customers and Girl Scouts of Hawaii facilitates getting the cookies to our partner organizations.

TROOP GIFT OF CARING

Girls select a nonprofit organization such as their local food bank, hospital, faith organization, or shelter for which to donate cookies. It's up to them to learn about their local services and make philanthropic business decisions.

Q: What's the number one reason why customers don't buy girl scout cookies?
A: They were never asked!



- ◆ Help your girl scout create a flyer or lawn sign or door hanger and/or leave business cards to post/distribute (with permission) at caregiver's work with information about the seller, why she's selling, what her goals are, and how funds raised will be used. Include a QR code to direct customer to their Digital Cookie Page!
- ◆ Have your Girl Scout leave a thank you note and re-order cards with their delivered cookies so customers can re-order when they need more cookies!
- ◆ Girls who set up a Digital Cookie site can use the Digital Cookie Mobile app to take contactless payments from customers during their door-to-door sales.



GIRL SCOUT SAFETY GUIDELINES

COUNCIL-SECURED BOOTHS

WHO: Girl Scouts and Safety-wise adult Girl Scout Volunteers (with current membership & background check on file)

WHEN: FEBRUARY 18 - MARCH 27

WHERE: Council partners, typically large chain retailers, like Foodland, City Mill, Walmart, KTA, various drive-thru booth locations and more.

HOW: GSH council organizes and coordinates booth approvals. Troops can sign up for booth slots in eBudde starting January 10, 2022.

Council-secured booth partners should not be contacted by troops or girls to secure additional booth dates/times.

TROOP-SECURED BOOTHS

WHO: Troops and Safety-wise adult Girl Scout Volunteers (with current membership & background check on file)

WHEN: FEBRUARY 18 - MARCH 27

WHERE: Local retailers NOT listed as a GSH council partner

HOW: Troops can secure their own booths at local retailer. If you have a connection with a local retailer that's willing to provide a booth space for your troop, talk to your TCM to get approval from council.

Troops will be able submit request to Council starting January 18, 2022. Booths must be scheduled for after February 18, 2022 and be requested in eBudde at least 3 days in advance of the scheduled booth date.

MY FAMILY 1:1 BOOTHS

WHO: Girl Scouts (in the same household) and their parent/caregiver only

WHEN: FEBRUARY 18 - MARCH 27

WHERE: Council or Troop Secured Booth locations

HOW: Girls/families can sign up for a council or troop secured booth location through your TCM but run the booth 1:1. Girls/families can also setup a lemonade stand on their own property or at the home of a friend or family member.

Some residential areas, particularly those on military bases, prohibit "lemonade stand-style" selling, so be sure to check with your HOA or TCM ahead of time.

VIRTUAL BOOTHS

WHO: Girl Scouts and troops

WHEN: JANUARY 3 - MARCH 27

(Initial order through end of program)

WHERE: Virtually (with proper supervision) on platforms like Facebook or Instagram live. Make it a "house-party" virtual event with a time and date online!

HOW: Check out the Virtual Cookie Booth Guide at gshawaii.org!

Follow these tips to stay safe and have fun while helping your Girl Scout crush her cookie goal and master the 5 Skills of the Cookie Program.

SHOW YOU ARE A GIRL SCOUT Girl Scouts should wear a uniform (vest, tunic, sash), or GS shirt, to identify themselves as a Girl Scout, especially at booths.

BE STREETWISE Become familiar with the areas and neighborhoods where your Girl Scout will be selling cookies.

BE SAFE Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading cookies from vehicles or during drive thru booths.

PARTNER WITH ADULTS Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at ALL cookie booths at all times.

PLAN AHEAD Always have a plan for safeguarding money and avoid walking around with large amounts of money or keeping it at home or school. Turn in money to your TCM frequently, and on time.

DO NOT ENTER Girls should never enter the home or vehicle of a person when selling cookies or making a delivery. Girls should also avoid selling to people in vehicles (unless it is a drive thru cookie booth) or going into alleys.

SELL IN THE DAYTIME Girls should only sell only during daylight hours, unless accompanied by an adult.

PROTECT PRIVACY Girls' full names, addresses, schools, and email addresses should never be given to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments.

BE INTERNET SAVVY Take the GSUSA Internet Safety Pledge at girlscouts.org before going online and follow the specific guidelines related to marketing online.

SAFETY WISE ADULTS Girl Scout/Adult ratios must be maintained at all booths.

My Family 1:1 Booth: Minimum of 1 Girl Scout & 1 adult parent/caregiver.

Troop/Council Booths: Minimum of 2 Girl Scouts & 2 Adults

TIMES All booth sales held Sunday - Thursday must conclude by 7pm. Booth sales held on Friday - Saturday must conclude by 9pm.

COVID-19 RESTRICTIONS Due to COVID-19, additional restrictions may be in place to limit the number of people allowed at booths to keep our girls, volunteers and customers safe. Visit our website for the [most up-to-date guidelines](#).



Watch your Girl Scout build her online marketing skills as she sets up her very own Digital Cookie page. She can send out her personal Digital Cookie link to family and friends via email to increase her sales through online orders. Digital Cookie will allow customers to shop from your Girl Scout's page and ship directly to them.

Troops can set up Digital Cookie pages to use for Virtual Booth Sales this year! These cookie links will be on our online 'Cookie Finder' so that the general public can purchase cookies and troops can receive the proceeds and credit for the sale. Talk to your TCM for more details.

WHO: Girl Scout with support from their parent/caregiver

When: January 3 - March 27 (Initial order through end of program).

HOW: Digital Cookie is an online platform that girls can use to expand their cookie business! Every registered girl can set up their Digital Cookie account, with parent/caregiver supervision, starting December 15, 2021. Customers will have three options at the time of purchase:

- 1. Order cookies and pay to ship them directly to their home.** These cookies are shipped by Girl Scouts and do not come from the girl's personal inventory.
- 2. Order cookies for girl delivery, to be fulfilled by girls in February 2022,** after you pickup cookies from your TCM. These cookies come from the girl's personal inventory.
- 3. Choose to donate cookies online to Gift of Caring.** All Gift of Caring donations collected through Digital Cookie will be fulfilled by GSH Council.

All digital cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless! Download the Digital Cookie Mobile App to use the 'Cookies In Hand' feature to take contactless credit card payments when doing door-to-door and/or at booths.

To help spread the word, girls can now post their Digital Cookie links on social media, with parent supervision. Approved sites are Facebook, Instagram and Twitter. Posting to marketplace sites like Amazon, eBay and Facebook marketplace is still not allowed. See page 16 for details on Girl Scouts of Hawaii's Social Media Policy.



HERE ARE 4 EASY STEPS TO JUMP INTO THE FUN AND CRUSH THOSE COOKIE GOALS!

1. REGISTER

To sign up to use the Digital Cookie® platform, look for your Digital Cookie registration email in mid December. Be sure to check your junk, spam and promotion folders!

2. SET UP SITE

Help your Girl Scout set up her sales goal, share her cookie story, and upload a fun picture or video. Then she is ready to save, review, and publish (parents/caregivers must approve before the site can be published)!

3. INVITE CUSTOMERS

Girl Scouts and their parent/caregiver can manage her cookie customer list and easily send ready-to-use emails inviting friends & family to support her cookie goal. Parents/caregivers can also promote her personalized link on their personal social media with friends, family, neighbors, and co-workers.

4. TRACK GOALS

She can see how close she is to reaching her goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety. You can even include offline sales to see total progress!

IMPORTANT REMINDERS

- Orders for girl delivery orders should come from your Girl Scout's personal inventory. If you need additional cookies to fulfill orders, contact your TCM. No money needs to be collected since online orders are paid for with a credit card.
- All girl-delivery orders must be approved by the parent/caregiver within 5 days of the order in Digital Cookie. Customers should be contacted regarding delivery arrangements. These orders should be delivered as soon as possible. **Once cookies are delivered the parent/caregiver should mark the order complete in Digital Cookie.**
- Parents/caregivers must be willing to help their girl deliver the cookies before approving the order. GSH cannot delete or change an order once the parent/caregiver has approved it.
- Parents/caregivers reserve the right to decline girl-delivery orders or opt out of girl delivery entirely.
- Rewards are at risk for members refusing to honor rules and Digital Cookie access may be terminated.
- Links can be shared on social media but may not be posted in buy, sell, trade, exchange, garage sell, etc. type groups.

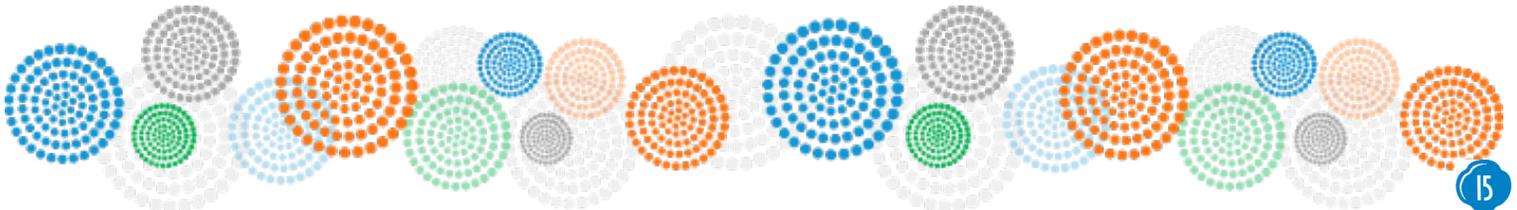


COOKIE BOOTH ETIQUETTE

REMEMBER: Adhere to the principles of the Girl Scout Promise and Law and follow all GSH guidelines.

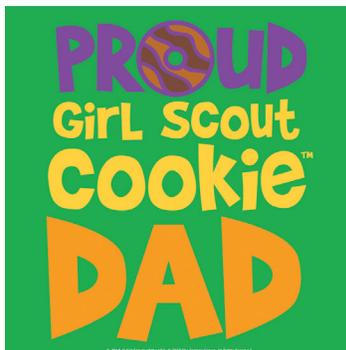
- ◆ Arrive early enough to your booth site to set up and be ready to sell when your shift begins.
- ◆ Be sure to check-in with the store manager and ask where they would like you to set up.
- ◆ Be identifiable as a Girl Scout by wearing a membership pin, official uniform, tunic, sash or vest, or other Girl Scout clothing.
- ◆ Respect each retailer's policy regarding cookie booth procedures.
- ◆ Each booth must have at least 2 Girl Scouts and 2 adults, unless the booth is an approved My Family 1:1 Booth
- ◆ Stay out of the doorways and walkways. Do not get in the way of the store's customers.
- ◆ Be knowledgeable about the Cookie Program and what your troop will be doing with the proceeds.
- ◆ Be polite. Each customer should receive a smile and a "Mahalo" whether they purchase cookies or not.
- ◆ Keep your work space neat and tidy. Keep unnecessary items under the table (such as water bottles, scissors, or tape.)
- ◆ Money should be kept in a secure location such as a money bag or fanny pack on an adult. Do NOT leave money on the table.
- ◆ No running, climbing, shouting or eating. We are running a business.
- ◆ Take all of your trash with you. Do not fill the store's rubbish bins with cookie cases. Leave no trace.
- ◆ Be on the lookout for the Cookie Fairy who may come to visit your booth and reward great service!

HAPPY SELLING!



SOCIAL MEDIA POLICY

- ◆ Girls may use the Internet and social media to market their cookie sales on-line with the following guidelines:
 - ◆ The Girl Scout Cookie Program is a girl-led program and on-line marketing and sales efforts should always be led by a girl while also being supervised by her parents/caregivers. Although parents/caregivers should do the posting for Girls under age 13, all girls should have a hands-on role in marketing their cookie business.
- ◆ Girls and their parents/caregivers, and volunteers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales. In addition, it is encouraged to review the Supplemental Safety Tips for On-line Marketing. All documents are available for download on the Cookie Seller Resources page at gshawaii.org/cookies.
- ◆ A Girl Scout's individual Digital Cookie link or a Troop link should never be posted to on-line resale sites (Craigslist, eBay, Facebook Marketplace, Facebook Swap, Offer Up, Nextdoor Marketplace, Amazon etc.), but CAN be on shared on personal sites (even public ones!) and neighborhood or community boards where you are personally connected as long as it's not an on-line selling or marketplace.
- ◆ Be aware that post containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring you must disable the automated function.
- ◆ If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- ◆ To protect your personal identity, NEVER direct message with people you do not know on-line or on social media platforms, instead share the troop digital cookie link.
- ◆ Never share your personal information (e.g., last name, age, phone number, email, or street address).
- ◆ Social media ads should never be purchased or donated to promote sales links.
- ◆ Always use your Girl Scout on-line sales link for customer orders.
- ◆ Parents/caregivers must approve all girl delivered on-line orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.



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