

the 2021

COOKIE JAR

girl scouts
of texas oklahoma plains



IMPORTANT INFO

Troop Cookie Chair

Your contact for questions and assistance

Email _____

Phone _____

Smart Cookies Log In

Password _____

2021 Girl Scout Cookie Program Information for Girl Scout Families



IMPORTANT DATES

You may not start selling before
Friday, January 15, 2021.

January 15

Cookie sale begins

January 15 & 16

NEW Cookies Now! Drive Thru at Six Flags Arlington, TX
Remote Parking Lot

January 16

Cookies Now! Drive Thru at the Indiana Avenue Baptist
Church in Lubbock and the Abilene Mall parking lot

January 15—March 7

Girls sell cookies to customers

February 19-21

National Girl Scout Cookie Weekend and launch of the
National Girl Scout Cookie Link

March 7

Final payments are due to troop cookie chairs and last
day to earn rewards

Participate in several ways this year!

Direct Ship—Run your cookie business online with Smart Cookies Direct Ship—an online ordering system that allows you to take cookie orders from customers and have them shipped directly to the address specified by the customer.

Virtual Booths—Check out our info on virtual booths on our cookie+ website, where you'll find everything you need to run a booth, including step by step directions.

In-Person Booths—Sell in person while practicing social distancing at Council-sponsored booths that allow for drive thru's along with minimal contact. See our safety guidelines and requirements for all council sponsored booth locations.

National Girl Scout Cookie Link—A single national link that can be shared by troops and girls to help customers find cookies nearby to purchase, donate, or to have them shipped. The link will be active February 19–March 28, 2021.

How Do We Sell Cookies?

Girl Scouts have been selling cookies for more than a century, and we're ready to make this our best season yet! We are thrilled to continue empowering girls to accomplish amazing things, make lasting friendships, and learn important entrepreneurial skills that will stay with them their whole lives—one cookie package at a time.

Girl Scouts may sell cookies only in GS-TOP counties. This is true for both door-to-door and booth sales. Workplace sales are allowed if a parent's/guardian's primary workplace is located outside these boundaries. Booth sales are not allowed outside of your area.

The Girl Scout Cookie Program can be as easy as taking orders and having one or two booth sales. Troops may want to include online sales and marketing, direct sales, and multiple booth sales. You and your daughter decide what works best for her.

be AMAZING



The bee shares several characteristics with Girl Scouts that make her the perfect mascot. She's clever, curious, and resourceful. Just like Girl Scouts, she is a fearless go-getter, willing to take risks, be a leader, and stand out in the crowd asking questions!

In Partnership With:

800.582.7272 | gs-top.org
customercare@gs-top.org



The Largest Girl-Led Entrepreneurial Program in the World



The Girl Scout Cookie Program powers amazing experiences for a girl who participates. By building and running her own cookie business, she learns skills that support a lifetime of leadership.

Cookie Season Is a Family Affair

More involvement means more success! With the support, assistance, and encouragement of her family, there's nothing a Girl Scout can't do. Make the most of Girl Scout Cookie season by working with girls from start to finish. Family members are encouraged to attend troop/group cookie training.

- Practice selling techniques at home.
- Guide her in setting goals.
- Help her set up and manage her Smart Cookies account.
- Download and help her learn to use Smart Cookies Mobile.
- Learn fun facts about Girl Scout Cookies.
- Discover the keys to a successful cookie booth.
- Discuss financial responsibility.
- And best of all—celebrate her success!

Cookies for Heroes

This community service project brings a sweet taste of home to front-line heroes in our community.

Girls can collect donations during booth sales or take orders from their order card. Having a donation jar for spare change and creating fun posters talking about Cookies for Heroes are easy ways to get the word out.

Participating is a great way for girls to still collect proceeds on every package sold and be a part of a council-wide service project!



GOAL SETTING Girls learn to set cookie program goals individually and with their team and create a plan to reach them. Girls develop cooperation and team-building skills along the way.

DECISION MAKING Girls help decide how the team will spend its cookie proceeds, furthering critical-thinking and problem-solving skills that will help them in many aspects of their lives.

MONEY MANAGEMENT Girls take cookie orders, sell cookies, and handle customers' money while gaining valuable and practical life skills around financial literacy.

PEOPLE SKILLS Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help girls develop healthy relationships and conflict-resolution skills they can use throughout their lives.

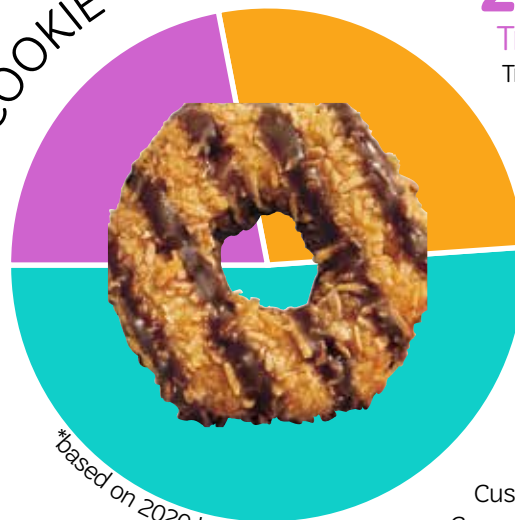
BUSINESS ETHICS Girls are honest and responsible at every step of the cookie program. Their business ethics reinforce the positive values they are developing as a Girl Scout.



Cookie Entrepreneur Program Kit

Earn your Cookie Entrepreneur Family Pin with our new Cookie Entrepreneur Program Kit that's just \$15 **or** purchase the January council subscription box that includes this kit and more. Learn more at gs-strong.org/cookieprogramkit.

HOW THE COOKIE CRUMBLES



*based on 2020 budget

Customer Service and Support
Camp Programming and Facilities
Girl Scout Leadership Experience
Member and Volunteer Support

100% of proceeds remain in Girl Scouts of Texas Oklahoma Plains.

COOKIE BUCKS & HOW TO USE THEM

2020 Cookies bucks carry over (don't expire) until the end of September 2021. Your 2021 Cookie Bucks will be used prior to Cookie Bucks earned in 2020.

Cookie Bucks Earned in the 2021 Cookie Program

- Cookie Bucks have no cash value.
- Cookie Bucks are calculated per girl. Packages cannot be added together for a total family Cookie Bucks balance.
- All users must be registered members of the council and must have participated in the council's cookie program.
- Cookie Bucks (50 packages) may be used for 2022 membership renewal.
- Space at camp is not automatically reserved for girls using Cookie Bucks. A girl must register for camp using the procedures listed in the summer camp guide.
- Cookie Bucks are not applicable for adult participation fees in Girl Scout events.
- Cookie Bucks cannot be used for ticket purchases from outside program providers.
- Cookie Bucks cannot be transferred to non-family members.
- Cookie Bucks are not transferable to other councils or other council activities or camps.
- Sister Plan: Families may transfer packages from one sister to another for a one-time transfer to help cover fees at resident camp, High Adventure Trips, or events. Sisters must have participated in the council's cookie program to be eligible.

Using Cookie Bucks for GS-TOP Camp

Each day of resident camp = 150 packages
 Each day of High Adventure Trips = 250 packages

Girls who sell a minimum of 150 packages in 2021 may use their 2020 Cookie Bucks toward 2021 camp sessions.

If your Girl Scout sells at least 900 packages of cookies in 2020 and another 900 packages in 2021—she can book two weeks of resident camp. However she will only get priority registration on one week of camp. She will have to register for her second week of camp during general registration.

Using Cookie Bucks for STEM Center of Excellence stemcenter.gsnetx.org

Each day of overnight summer or troop camp = 150 packages
 Each day of day camp = 125 packages



Using Cookie Bucks in Council Shops

- Cookie Bucks may be honored for the dollar amount listed minus Cookie Bucks used for council-sponsored activities.
- Current records of balances are kept at each shop to verify Cookie Bucks.
- No change will be given if the total purchase amount is less than the Cookie Bucks amount.
- Cookie Bucks are not transferable to shops in other councils.
- Cookie Bucks cannot be used for online orders placed directly with Girl Scouts of the USA.
- Cookie Bucks cannot be used for troop purchases.

Cookie Bucks Conversion Chart

Girls who have at least 135 packages remaining after applying toward resident camp and High Adventure Trips fees may convert them to Cookie Bucks in **council shops or for activities.**

Packages Sold	Cookie Bucks Conversion
135	\$10
200	\$20
300	\$30
375	\$40
500	\$50
650	\$70
850	\$100
1,100	\$125
1,550	\$150
1,900	\$200

OWNERSHIP OF COOKIE PROCEEDS

Troop proceeds from cookie sales belong to the entire troop. Individually, girls earn recognitions and Cookie Bucks. Visit gs-top.org/volunteer-essentials and click on Troop Finances for more information.

Virtual experience event dates will be announced February 27, 2021, but will happen between the dates of June 20 – July 10, 2021.



Individual Recognition Program

Recognitions are earned; they are not won. Recognitions are cumulative, meaning a girl receives all the items up to her sales level. Girls with outstanding balances may forfeit their Cookie Bucks and recognitions.

Packages Sold	Recognition
70	Theme Patch
135	Draw String Bag
200	Travel Journals
300	Be Amazing Socks
375	Theme T-shirt
500	Small Plush
650	Flower Pillow with Sequin Center
850	Sports Bottle and Sunglasses
1,100	Beach Towel
1,550	Diva Event & Patch
1,900	Hoodie
2,200	<ul style="list-style-type: none"> Playstation 4 OR Tablet OR GoPro OR Custom Vans plus Philanthropic Donation

Girls who sell 12 packages or more through Smart Cookies Direct Ship will receive the 2021 Online patch.

Safety Rules

Like everything else in Girl Scouting, the girl's experience is the priority in the cookie activity. Nothing is more important than safety when girls are selling cookies. Please review the safety information on the order card with your Girl Scout and visit [abcsmartcookies.com/safety](https://www.abcsmartcookies.com/safety). Important highlights include:

- It is recommended that girls and parents follow CDC, local, and state regulated guidelines for PPE use. Council requires masks and social distancing.
- Adults must always accompany Daisies, Brownies, and Juniors on all cookie activities. Cadettes, Seniors, and Ambassadors must always be supervised by adults when engaged in any cookie activity.
- At drive-through booths, an adult must approach the vehicle with the girl.
- Money should be turned in to adults as soon as possible; girls should never keep large sums of money on hand.
- Guidelines for online marketing should be followed, and family adults should monitor girls' use of the internet.

DIVA CLUB

NEW for 2021—Based on your comfort level, you can CHOOSE between a virtual or in-person DIVA event.

VIRTUAL EXPERIENCES

Girl Scouts and the Business of Broadway

90-minute webinar-style workshop for ages 12 and up

Learn about the business of show business and peek behind the curtain to track the journey of a Disney™ on Broadway production from creative idea to opening night.

What to expect:

- Examine the different jobs that help bring a Broadway show to life.
- Hear from amazing women in various roles at Disney™ Theatrical Productions.
- Receive one Disney™ on Broadway merchandise item and a Disney™ Girl Scout patch.

Girl Scouts and the Art of Storytelling

60-90 minute webinar-style workshop for ages 5-11

Learn what it takes to bring a story from the silver screen to Broadway and how shows are transformed from film to stage.

What to expect:

- Explore storytelling from Disney's™ Hit Broadway Musicals
- Understand how artists adapt a story from one medium to another
- Hear from women in various roles that bring Disney™ musicals to life!
- Receive one Disney™ on Broadway merchandise item and a Disney™ Girl Scout patch.

IN-PERSON EXPERIENCE

Overnight Camping at Six Flags Arlington

April 17, 2021—Council wide DIVA Event for all ages

Experience camping overnight under the stars at Six Flags! This is the first-ever overnight camping event offered at Six Flags AND the first-ever council wide DIVA event! Enjoy listening to a special guest speaker, STEM activities, glow in the dark scavenger hunts, and much more! And don't forget the rides! Come and spend the night meeting DIVAs from all over our council and leave inspired to "Be Amazing!"

LOOKING FOR MORE INFO ABOUT GIRL SCOUTS OR THE GIRL SCOUT COOKIE PROGRAM?

gs-top.org/about-cookies

abcsmartcookies.com

girlscoutcookies.org

girlscouts.org

abcbakers.com

