family guide
2021
we've got this!
girl scouts of eastern missouri
GOAL SETTING
Girls learn how to set goals and create a plan to reach them.

DECISION MAKING
Girls learn to make decisions on their own and as a team.

MONEY MANAGEMENT
Girls learn to create a budget and handle money.

PEOPLE SKILLS
Girls find their voice and build confidence through customer interactions.

BUSINESS ETHICS
Girls learn to act ethically, both in business and in life.

With your support, girls in the program build essential skills and learn to think like entrepreneurs.

5 ESSENTIAL SKILLS FOR GIRLS

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SKILL BUILDING IS MORE FUN WITH FAMILY

The Girl Scout Cookie Program is a unique, hands-on way for girls to develop essential skills and help power her Girl Scout experiences and adventures.

HOW THE COOKIE CRUMBLES

100 percent of the cookie proceeds stay within eastern Missouri and support local Girl Scouts and their troops powering new adventures such as service projects, camping and travel. Customers who purchase Girl Scout Cookies are not only getting a delicious treat—they are also making an important investment in our community that powers new experiences for girls that broaden their world view, help them learn essential life skills and prepare them to practice a lifetime of leadership.

21% goes to troop proceeds and rewards

29% covers the cost of operating the Cookie Program, including baker costs

50% supports Girl Scouts of Eastern Missouri leadership development programs, Adult Education, Camp, Council programming, facilities upkeep and customer service.

Best of all, girls love the Cookie Program and look forward to it each year!
Safety is top of mind for this year’s Cookie Program. Luckily, we have a wealth of tools to make digital sales, provide no-contact delivery and payment and keep the Cookie program fun!

Cashless Options: Clover GO and Digital Cookie allow individuals and troops to accept most forms of credit and debit card payments! Ask your Girl Scout’s troop for more information.

Digital Marketing: Reach out to those near and far with online sales! Help your Girl Scout create her Digital Cookie store before the program kicks off on Dec 19. Help your Girl Scout think of new ways to reach her customers! Need inspiration? Our Cookies page has a wealth of resources. See more at girlscoutsem.org/cookies

Feeling innovative? Enter our Perfect Pitch contest! Calling all Cookie Techies! You’ve got the perfect pitch and we’re ready to hear it! Craft the best Digital Cookie video for your online storefront and show us what you’ve got! Find more details about our 2021 Cookie Contests at girlscoutsem.org/cookies

PROJECT THANK YOU
Project Thank You is Girl Scouts of Eastern Missouri’s service project that provides our community the opportunity to donate cookies to one of our nonprofit partners. Each $5 donation will gift one box of cookies to USO of Missouri, Operation Food Search and other organizations that serve those in need and those who help our community stay safe.

girlscoutsem.org/cookies

projectthankyou.girlscoutsem.org/cookies
Together, we can do this! You can help your Cookie Boss make this the best Girl Scout Cookie Program ever!

**HOW TO SUPPORT YOUR GIRL SCOUT**

- Sign the updated Health History/Permission Form, providing product program participation permission.
- Encourage her to set goals with her troop and for herself.
- Sign her up for Digital Cookie and help her market her Digital Cookie site.
- Encourage your goal-getter to write and rehearse her elevator pitch (remember to include donating $5 to Project Thank You if customers don’t have cookie cravings).
- Help your Girl Scout shine a spotlight on her goals using the Girl Scout Cookie Program® Business Branding Toolkit. Visit girlscoutsem.org/cookies for more information.
- Be a champion for your girl! Let her make the ask but help her connect with family and friends.
- Practice safety!

**THERE ARE MANY WAYS TO SAFELY PARTICIPATE IN THE GIRL SCOUT COOKIE PROGRAM!**

- **Digital Cookie: Dec. 19-March 14**
  - Girls who pair Digital Cookie with the order card sell on average 76% more packages of cookies.
  - Take initial orders and re-orders from those who need just one more box of their favorite treat.
- **Cookie Booths: Feb. 12-March 7**
  - Check with your troop to see how you can provide support or help plan an in-person or virtual booth.
- **Project Thank You Community Service: Dec. 19-March 7**
  - Option for customers to donate Girl Scout Cookies to non-profit partners serving our community.

**HOW WILL YOU SET YOUR GOALS?**

- Set your cookie sales goals and create a plan to reach them. What will you earn this year? Be sure to check your order card for all of this year’s rewards!

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**Mark Your Calendars!**

- **Jan. 8: 2021 Virtual Cookie Rally**
- **Feb. 15: Girls start delivering cookies**
- **Feb. 19-21: National Girl Scout Cookie Weekend**
- **Early May: Rewards arrive**

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GET YOUR COOKIE GEAR AT THE GIRL SCOUT SHOP

Ready to start your cookie season off in style? Need a snuggly sweater for your upcoming booth?

You can find an array of Council, Girl Scout and cookie merchandise, including fun patches, badges and Cookie Entrepreneur pins at the Girl Scouts of Eastern Missouri Shop!

Visit girlscoutsem.org/shop for hours and shopping options!

COMING SOON, OUR NEW COMMUNITY FORUM—RALLYHOOD!

Look for the Product Programs-Treats & Reads/Girl Scout Cookie Program, Eastern Missouri microsite in Rallyhood. This platform provides a new way for girls, families, volunteers and Council staff to stay connected, communicate, view the Product Programs calendar, share and learn from each other. Never miss a deadline or important information again!

Find more information at girlscoutsem.org/cookies.