

The Girl Scout Cookie Program: 5 Skills for Girls



WHAT GIRLS LEARN. WHY IT MATTERS. HOW YOU CAN HELP.

The Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience. Through Girl Scouting, girls become leaders in their daily lives and prepare for their bright futures too! The Girl Scout Cookie Program provides an important ingredient for leadership by helping girls develop five key skills:

1. Goal Setting

Your Girl Scout sets cookie sales goals individually and with her team, creates a plan to reach them, and develops Cooperation and Team Building skills all along the way!

2. Decision-Making

Your Girl Scout helps decide how her team will spend their cookie money, furthering her Critical Thinking and Problem Solving skills that will help her in many aspects of her life.

3. Money Management

Your Girl Scout takes cookie orders, handles customers' money and gains valuable and Practical Life Skills around financial literacy.

4. People Skills

Your Girl Scout learns how to talk to, listen to and work with all kinds of people. These experiences help her develop Healthy Relationship and Conflict Resolution skills she can use throughout her life.

5. Business Ethics

Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics here reinforce the Positive Values she is developing as a Girl Scout.

Why do they matter?

Because when your Girl Scout has learned these skills, she'll be poised for success in her career. Think about it:

When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, hospital, publishing house, car dealership, accounting firm - or even the local pet store!

They want:

Someone who can set goals and meet deadlines.

Blowing a deadline can mean blowing a deal!

Someone who works well with others.

Who wants to deal with strife and complaining in the workplace? Not the boss!

Someone who understands customers.

It doesn't matter whether the "customers" are hospital patients, TV viewers, or other companies—every business has to know its customers and what they want.

Someone who can influence others.

This doesn't just mean selling a product. Employers want people who can sell ideas, pitch projects and convince other employees to help out. OR sell ideas, pitch projects and make deals.

Someone who is honest, trustworthy and reliable.

Kind of goes without saying—or it should!

Never do for a Girl Scout what she can do for herself!

Top 5 Ways your family can support your Girl Scout

1. Sign her up for Cookie Club at www.littlebrownie.com

Cookie Club is a safe website where girls can send emails requesting orders from family and friends. Customers can make commitments online, and she can track her goals. Girls still must deliver cookies and collect payment in person. Customers order nearly twice as many cookies online. Cookie Club is the faster, easier way to reach high goals! (Council practices vary. Please ask your adult volunteer.)

2. Encourage goal-setting

Goal-setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her group's goals and help her set personal goals.
- Help her complete the order card section that explains her group's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.

Guide her to set practical and useful goals about what she wants to learn and earn.

3. Support her sales

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales message.
- Help her take orders or arrange booth site sales at work, places of worship or other locations frequented by people who love Girl Scout Cookies.
- Go with her to sell and deliver cookies.
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills. Share email addresses of family and friends for online orders.

4. Volunteer

Her group needs help chaperoning booth sales, picking up cookies and more.

5. Practice safety

Help your girl understand the Girl Scout safety rules, found at www.girlscouts.org/cookies. Be a role model for business ethics and safety rules.

Safety Tips

All girls who participate in the Girl Scout Cookie Program use 10 Basic Safety Guidelines.

1. Show you're a Girl Scout—Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.

2. Buddy up—Always use the buddy system. It's not just safe, it's more fun.

3. Be streetwise—Become familiar with the areas and neighborhoods where you will be selling Girl Scout cookies.

4. Partner with adults—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.

5. Plan ahead—Always have a plan for safeguarding money—avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.

6. Do not enter—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.

7. Sell in the daytime—Sell only during daylight hours, unless accompanied by an adult.

8. Protect privacy—Girls' names, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.

9. Be safe on the road—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.

10. Be Net wise—take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts cannot collect money online.

For more information, check out www.girlscouts.org/cookies.

What can a cookie do?



than you see

COOKIES NOW! GSCWM 2012 Cookie Program

2012 Selling Price
\$4.00

Girl Rewards and Troop Proceeds

Troops have two options when it comes to what they can earn by selling cookies. If your child's troop selects the proceeds plan with rewards, your Girl Scout will earn Cookie Credits when she sells 75 boxes or more of cookies. As part of this plan, she also has the opportunity to earn Cookie Sale Rewards, depending on the number of cookies that she sells. Please see the Cookie Order Form or go to www.gscwm.org for Cookie Reward program details.

Your child's troop has the opportunity to choose to earn a higher per box proceed if they meet the qualifying Per Girl Average (PGA) of 125 boxes per girl. IF your child's troop chooses and qualifies for this option, the troop will receive higher troop proceeds, instead of incentives and your child will receive appropriate participation patches and the troop will have more money for their activities.

How Can Parents Help Girls?

- Completing and returning this permission form. All girls must be currently registered Girl Scouts.
- Making sure you and your child understand what her troop is planning to do with the proceeds they earn.
- Assisting your child by identifying potential customers and determining the best way to approach them.
- Helping your child learn everything she needs to know about the cookies she is selling. Review important details found on the order card.
- Emphasizing safety at all times—Don't sell after dark, don't enter a customer's home, don't carry large amounts of money, and don't give out any information other than the girl's first name.

Important Details:

- COOKIES NOW! This year girls will receive their cookies the week of January 17-20. Girls start selling on January 20 and can continue selling through March 5.
- Money is collected when the cookies are sold. Parents need to turn in money to the troop leader on a weekly basis and should not keep large amounts of money in their possession.
- ALL payments are due to the troop by March 5.
- Please ensure your child's money is handled carefully and deadlines are met.
- **"The Cookies Are Here!"** – Every troop is encouraged to be part of this exciting kickoff by holding a booth sale during the weekend of January 20-22.

All girls are invited to participate in the Cookie Sale Activity. As a parent, you play a key role in determining the value of the learning experience for your Girl Scout. Working in partnership with you, she will become knowledgeable about the cookies, have a safe and fun experience, and reach or surpass her goals. Thank you for supporting your child's effort in the Girl Scout Cookie Program. Have a great time together!

Permission to Participate in the 2012 Cookie Sale Activity

My child (please print), _____, a member of Troop # _____, has my permission to participate in the 2012 Cookie Program. I have read and understand the information in this letter and agree to accept financial responsibility for all cookies and money she receives. I understand the safety guidelines and will see that my child has appropriate adult guidance and support at all times. I also agree to follow all Cookie Sale Activity procedures and deadlines.

Signature of Parent/Guardian

Parent/Guardian Name - Please Print

Mailing Address

City

Zip Code

Home Phone

Work Phone

Cell Phone

E-mail