Get ready to WOW the WORLD this Girl Scout Cookie season!

Something amazing happens when a girl participates in the Girl Scout Cookie Program. She gains the power to WOW the WORLD and build lifelong skills!

She’s going places. Power her success with the Girl Scout Cookie Program. Chocolaty, crunchy, crispy, gooey, buttery, or zesty, each cookie inspires a special kind of passion among Girl Scout Cookie lovers. And all of them are baked with a purpose—to fuel learning and power WOW experiences for each entrepreneurial girl who sells them.

Cookie Line-up: 8 varieties—$5/box


Pumped up about Lemon-Ups™!

A new cookie is making the cookie line-up go WOW! Inspired by girl entrepreneurs, these crisp, lemon cookies are positively fun! One of eight inspiring messages to lift your spirits are baked into each one.

5 Key Skills for Girls

The Girl Scout Cookie Program teaches 5 essential skills that will last a lifetime and help girls develop an entrepreneurial mindset.

✓ Girls learn how to set goals and create a plan to reach them.
✓ Girls learn to make decisions on their own and as a team.
✓ Girls learn to create a budget and handle money.
✓ Girls find their voice and build confidence through customer interactions.
✓ Girls learn to act ethically, both in business and in life.

2020 Key Dates

<table>
<thead>
<tr>
<th>Jan. 10</th>
<th>Cookie order taking begins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 19-27</td>
<td>Cookie delivery</td>
</tr>
<tr>
<td>Feb. 28-March 1</td>
<td>National Girl Scout Cookie Weekend</td>
</tr>
<tr>
<td>Feb. 28-March 22</td>
<td>Cookie booth sales</td>
</tr>
<tr>
<td>March 22</td>
<td>Cookie program ends</td>
</tr>
<tr>
<td>May 25</td>
<td>OSA online donations end</td>
</tr>
</tbody>
</table>

How does the Girl Scout Cookie Program benefit girls?

The Girl Scout Cookie Program is essential to our mission of building girls of courage, confidence, and character, who make the world a better place. Funds raised through the cookie program support many aspects of Girl Scouting by:

- providing troops with proceeds to fund their troop activities and service projects;
- keeping camp affordable by subsidizing registration costs;
- supporting the Girl Scout experience by providing girl programming, curriculum, and events; and
- providing scholarships to girls with financial barriers so Girl Scouting is available to all girls.

Important Info:

Troop Cookie Manager:

Phone #: ___________________________
Email: _____________________________
Initial Order due to the troop by:

IMPORTANT: Money is due each week. Final payment due to the troop by:

800-248-3355 • gswpa.org

IMPORTANT:

Girls may not take orders for cookies before January 10, 2020.
Digital Cookie

Superpower her cookie sales with online orders. That’s right! Digital Cookie is a fun, educational tool that helps girls run and manage their Girl Scout Cookie business online.

Watch for your invitation email to get started. Emails are specific to each girl and cannot be shared. If you do not receive an email by Jan. 1, go to digitalcookie.girlscouts.org and click the “Forgot password/Need a registration” email link.

Digital Cookie Girl Delivery Option

Customers can pay for their cookies with a credit card and have your Girl Scout deliver the cookies to their door. Don’t worry—as a parent, you’ll need to approve these orders for safety and practicality reasons. Ask your troop leader for more information. NEW! The Girl Delivery option is extended! This year, girls can continue to take girl delivery orders until March 13.

NEW! Digital Cookie Delivery and eBudde (the online cookie management system) will ‘talk’! GSUSA is aiming for girl delivery orders to now automatically be ordered in eBudde—that means you won’t have to put them on your Girl Scout’s initial order card. While we don’t have specific details as of this printing, ask your troop leader for additional clarification.

Please note: Girl Delivery cookies purchased through Digital Cookie do NOT count toward Digital Cookie recognitions. However, they will count toward the final recognitions.

My Cookie Friend

Girls enter a fun-filled world featuring the WOW the WORLD butterfly mascot. There, they’ll find games, videos, and activities that inspire and engage them. Check out littlebrowniebakers.com for this and other fun resources.

Super Sellers, Mystery Awaits!

If your Girl Scout sells 600 or more boxes of cookies, she’ll receive the Super Seller patch AND an exclusive invite to the 2020 Super Seller celebration. This year, GSWPA Super Sellers will enjoy the Museum Masquerade Gala, an interactive mystery dinner. This event will include a fun-filled afternoon of mystery, intrigue, and suspense at The Chadwick in Wexford on June 7, 2020.

Please Note: The Super Seller event is a girl recognition. While attending the event is free for your Super Seller Girl Scout, there is a fee for one accompanying adult, if adult attendance is desired. Adult attendance is not required. Transportation to/from the event is not provided by GSWPA.

NEW! Have more than one Girl Scout in your household? Sisters can team up for more fun! If both girls sell a combined total of 900 packages (300 min./girl), both girls will be invited to the Super Seller event. Complete the online form at gswpa.org (available March 30) to let us know your Girl Scouts met the criteria.

Operation: Sweet Appreciation (OSA)

Last year, Girl Scouts in GSWPA sent over 47,000 boxes of cookies to our U.S. military active duty and veteran service members through this virtual gift of caring program. Customers can place OSA orders on the girl’s order card, the girl’s Digital Cookie web page, or by donating online at gswpa.org/military.

OSA Troop Challenge: Your Girl Scout can help her troop earn a Go-getter Cookie Booth Kit! Ask your troop leader for more details.

Calling all Cookie Rookies!

New to the cookie program? This fun, 10-minute video can help your Girl Scout understand the basics. Find it on our Cookie Rookie page at gswpa.org/cookie-rookie.

NEW! Cookie Entrepreneur Family

Bring the whole family together for tons of fun and learning with the new Girl Scout Cookie Program pin collection. Learn more at girlscoutcookies.org/entrepreneurfamily.

Helpful Selling Tips

- Encourage goal-setting. Ask your Girl Scout about her troop’s goals and help her set personal goals.
- Support her! Ask her questions and help her practice her sales message.
- Use the Goal Getter Order Card after you turn in your initial order card. Continue taking orders to meet your Girl Scout’s goal.
- Canvas your community with cookies! Load up the sled, wagon, or turn the family vehicle into a cookie-mobile. (Be sure to keep safety rules in mind.)
- Visit neighborhoods one more time before the cookie season ends. Give your customers a second chance to stock up before cookies are gone for another year. Tip: Leave a door hanger including an adult’s contact info. (gswpa.org/cookie-resources)
- Become a registered volunteer. Her troop needs help chaperoning booth sales, picking up cookies, and more.
- Say thank you! Add a thank you note with an adult’s contact information when delivering cookies so customers can order more! (gswpa.org/cookie-resources)

How the Cookie Crumbles

- Cost of cookies 24%
- Troop proceeds, girl recognitions, and service unit bonuses—23%
- Cost of cookie program support—3%
- Council-sponsored programs, events, properties, training, and scholarships—50%

Open consistently to customers.

WOW the WORLD! Be a butterfly! Learn more at girlscoutcookies.org/butterfly.
Parent/Guardian Responsibilities

Being a Girl Scout parent/guardian during the cookie program comes with its own set of responsibilities. Before your Girl Scout can participate, you must sign this Parent/Guardian Permission Form and submit it to your troop leader.

Make it official.
Girls must be registered members of GSUSA to participate and should wear their membership pins or Girl Scout attire while selling.

Be safety conscious.
Adults must accompany Girl Scouts in grades K-5 while taking orders and delivering cookies. Girls in grades 6-12 must be supervised by an adult and should never sell alone. Girls should not enter homes or vehicles while selling/delivering cookies. Follow safe pedestrian procedures.

Understand your financial role.
As a parent/guardian, you’re financially responsible for all cookies ordered on your Girl Scout’s order card and any additional cookies you receive to fulfill her additional orders.
• Cookies cannot be returned or exchanged.
• Have a plan for safeguarding money. (Avoid walking around with large amounts of cash or keeping it at home or school.)
• Payment is made to the troop throughout the program, as directed by your troop leader.
• You should obtain a receipt for all cookies received and payments made. You may be asked to produce these receipts in the event of a dispute.
• Customers pay for their cookies when they're delivered (not ordered), except for Operation: Sweet Appreciation and Troop Gift of Caring donation cookies.
• Girls should never take credit card numbers.
• For online payments, customers must purchase cookies through your Girl Scout’s Digital Cookie link.
• Any fees incurred due to non-negotiable checks will be assessed back to the parent/guardian.

If your financial obligation is not fulfilled, you’ll be ineligible to be appointed as a volunteer or participate in any volunteer/program/camp position until the debt is paid. In addition, your Girl Scout cannot participate in future product sales, nor will she be approved for any financial assistance, until the debt is paid.

Protect your Girl Scout’s privacy.
Girls’ names, addresses, 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. Protect customer privacy by not sharing their information.

Be Internet wise. Staying safe is our priority.
Girls are permitted to email friends and family to promote their sales and where customers can get cookies. Before girls start any online activities, girls should read and discuss the Girl Scout Internet Safety Pledge. Download the pledge at gswpa.org/cookie-resources. Sales may not occur online outside of Digital Cookie (for example, through online auction sites or public sale sites such as eBay, Facebook Marketplace, and Craigslist).

Learn more about the cookie program and find resources for your Girl Scout at gswpa.org/cookies.

2020 Girl Scout Cookie Program Permission Form

Please complete this form (front and back) and return it to your troop leader or cookie manager.

I give permission for my daughter, ____________________________, to participate in the 2020 Girl Scout Cookie Program, and I agree not to sell cookies before Jan. 10, 2020.

My daughter is:
  □ a registered member of Girl Scout Troop ____________________________
  □ an Indie Girl Scout (not in a troop)
  □ I’ve read the Parent/Guardian Responsibilities and agree to not sell cookies before Jan. 10, 2020 and I will meet all deadlines.
  □ I accept financial responsibility for all cookies ordered through and/or received by my daughter, and I will submit all money due from the sale to the troop leader (or GSWPA for my Indie Girl Scout).
  □ In the event that I fail to pay on time, I understand I am liable for the amount not paid, plus all costs, interest, and legal collection fees incurred by GSWPA in the collection of this debt. In addition, I will be ineligible to be appointed as a volunteer or participate in any volunteer/program/camp position, and my Girl Scout cannot participate in future product sales, nor will she be approved for any financial assistance, until the debt is paid.

Parent/Guardian Signature ____________________________ Date ____________
Address ____________________________________________________________________________
City ____________________________ State ____________ Zip ____________________________
Driver’s License # ____________________________ State ____________________________
Email ____________________________________________________________________________
Daytime Phone # ____________
Evening Phone # ____________

Personalized Crossover Patch

Get a fun crossover patch for participating in both the MagNut and cookie programs:
• Created your avatar during the MagNut program
• Sent 15 emails during the MagNut program
• Sold 250 packages in the 2020 cookie program
## 2020 Girl Recognition Selections

Parents, please fill out the following selections for the 2020 Girl Scout Cookie Program recognitions:

I understand there are various levels of recognitions. Some levels offer a choice between two recognitions. If my daughter, ________, a member of Troop # ________ (or an Indie Girl), achieves the following sales levels, she would like to receive the recognitions circled below. (Recognitions are cumulative.)

<table>
<thead>
<tr>
<th>Boxes Sold</th>
<th>Recognition Options</th>
<th>OR GS Buck$* Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>Theme Patch</td>
<td></td>
</tr>
<tr>
<td>80</td>
<td>Glow-in-the-Dark Flying Disc w/pouch</td>
<td></td>
</tr>
<tr>
<td>130</td>
<td>Origami Bandana</td>
<td></td>
</tr>
<tr>
<td>165</td>
<td>Aluminum Water Bottle &amp; Butterfly Carabiner</td>
<td>$5</td>
</tr>
<tr>
<td>215</td>
<td>Butterfly Plush</td>
<td>$5</td>
</tr>
<tr>
<td>265</td>
<td>Magic Cloth &amp; Toothbrush Case &amp; Spa Headband</td>
<td>$5</td>
</tr>
<tr>
<td>325</td>
<td>Butterfly Pouch</td>
<td>$5</td>
</tr>
<tr>
<td>425</td>
<td>Inflatable Ottoman</td>
<td>$5</td>
</tr>
<tr>
<td>525</td>
<td>Personal Necklace Fan</td>
<td>$5</td>
</tr>
<tr>
<td>600</td>
<td>Super Seller Patch/Event AND Mini Disco Ball</td>
<td>$5</td>
</tr>
<tr>
<td>750</td>
<td>Weekender Tote</td>
<td>$5</td>
</tr>
<tr>
<td>1,000</td>
<td>Blanket Sack, Hoodie, and GS Membership</td>
<td>$75</td>
</tr>
<tr>
<td>1,500</td>
<td>Budsies* OR Tent and Lantern</td>
<td>$100</td>
</tr>
<tr>
<td>2,020</td>
<td>American Girl Doll of the Year OR Beats Headphones</td>
<td>$150</td>
</tr>
</tbody>
</table>

**Girls earn $10 in Girl Scout Bucks for every 100 boxes over 2,020.

*Girl Scout Bucks may be used as payment for council-sponsored programs and camps, annual registration, service unit day camps, and purchases at GSWPA Shops and camp Trading Posts.

DOUBLE the value of your Girl Scout Bucks when using them toward any GSWPA council-sponsored camp found in Camp S’more!

## 2020 Recognitions

### Initial Order Recognitions

<table>
<thead>
<tr>
<th>Phone/Display Stand</th>
<th>Butterfly Flip Book Journal</th>
</tr>
</thead>
<tbody>
<tr>
<td>165</td>
<td>215</td>
</tr>
</tbody>
</table>

### Recognition OR Girl Scout Bucks

<table>
<thead>
<tr>
<th>Super Seller Patch/Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>600*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mini Disco Ball</th>
<th>$5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekender Tote</td>
<td>$5</td>
</tr>
<tr>
<td>Blanket Sack, Hoodie, and GS Membership</td>
<td>$75</td>
</tr>
<tr>
<td>Budsies* OR Tent and Lantern</td>
<td>$100</td>
</tr>
<tr>
<td>American Girl Doll of the Year OR Beats Headphones</td>
<td>$150</td>
</tr>
</tbody>
</table>

**Girls earn $10 in Girl Scout Bucks for every 100 boxes over 2,020.

*Girl Scout Bucks may be used as payment for council-sponsored programs and camps, annual registration, service unit day camps, and purchases at GSWPA Shops and camp Trading Posts.

### 100+ Bar Patches

Girls earn a bar patch based on the total number of boxes they sell starting at 100 (in 100-box increments). Girls selling 1000-2,019 packages will receive the 1000+ patch. Aim to sell 2,020 packages and receive the 2020 patch. Place your bar patch next to the theme patch to show off your achievement!