



Questions?
Contact your Troop Cookie Coordinator!

Troop Number _____
Troop Cookie Coordinator Name _____
Troop Cookie Coordinator Phone _____
Troop Cookie Coordinator Email _____

Key Dates	
Order Due to Troop	Mid-November
Cookie Sale Begins	January 15 (Wednesday)
Booth Sales Begin	January 18 (Saturday)
Parents begin turning in money	January 24 - 26 (Friday-Sunday)
1st ACH (50% of initial order)	January 31 (Friday)
Parents turn in money	February 7 - 9 (Friday-Sunday)
2nd ACH (50% of initial order)	February 14 (Friday)
Sale Ends	February 23 (Sunday)
Parents turn in money	February 24 (Monday) - March 1 (Sunday)
Final ACH	March 13 (Friday)

Our Cookies

	Thin Mints	Crispy chocolate wafers dipped in a mint chocolaty coating (LBB Thin Mints)
	Caramel deLites	Vanilla cookies with caramel, toasted coconut, and milk chocolate stripes (LBB Samoas)
	Shortbread	Traditional shortbread (LBB Trefoils)
	Peanut Butter Sandwich	Peanut butter sandwich cookie (LBB Do-Si-Dos)
	Peanut Butter Patties	Crispy vanilla cookies with peanut butter, covered in chocolate (LBB Tagalongs)
	Lemonades	Shortbread with tangy lemon icing
	Thanks-A-Lot	Shortbread with fudge
	Girl Scout S'mores	Graham cookie dipped in creme and chocolate
	Caramel Chocolate Chip	Classic chocolate chip with caramel and a hint of sea salt

This Year's Mascot and Theme



Fiona the Fox



Cookie Sale Contests

Have some fun with your troop and enter one or more of our contests! Check our website (www.gsctx.org/cookies) for more details on each contest. Submit all contest photos to boothcontest@gsctx.org!

For Girls Booth of the Week

Every week (Sunday/Monday at midnight through the next Sunday at 11:59 PM)
Your whole troop earns booth patches and entered into Booth of the Season.



Booth of the Season

If your booth met all the criteria for Booth of the Week and rocked the judges' socks off, your entire troop will get a party-in-a-box! You must have won Booth of the Week to be considered.

Red, White, and Booth

(President's Day Week: February 16-23)

Show your love for the military by decorating your booth patriotically! Entrants must follow all Booth of the Week rules to be eligible. Red, White, and Booth winners will be entered into our Booth of the Season contest.

Supersonic Seller

Supersonic 215: For girls who sell 215+ packages AND have their money turned in by February 4, 2020. All eligible cookie sellers will be entered into a drawing for a Build-A-Bear.

Supersonic 300: For girls who are feeling very ambitious and sell 300+ packages AND have their money turned in by February 5, 2020. All eligible cookie sellers will be entered into a drawing for a Build-A-Bear with a Girl Scout shirt.



Frequently Asked Questions

How do I sign up my Girl Scout for cookies?

Contact your Troop Leader or Troop Cookie Coordinator

Make sure you:

- ◇ Register your Girl Scout for the 2019-2020 membership year
- ◇ Attend the parent informational meeting
- ◇ Sign a Parent/Guardian Responsibility Agreement
- ◇ Give the Troop Cookie Coordinator your daughter's initial order

What if my Girl Scout's troop doesn't have a Troop Cookie Coordinator?

Volunteer! It's fun and helps your daughter learn a skill that is valuable in the real world. Contact your Service Unit Cookie Manager OR products@gscctx.org if you want to get in contact with the Service Unit leadership about training.

What will my Girl Scout Learn?

1. **Goal Setting**—as she 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**—as she helps decide how her team will spend their cookie proceeds, furthering her Critical Thinking and Problem Solving Skills that will help her throughout life.
3. **Money Management**—as she takes cookie orders, handles customers' money and gains valuable and Practical Life Skills around financial literacy.
4. **People Skills**—as she learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop Healthy Relationship and Conflict Resolution skills she can use throughout her life.
5. **Business Ethics**—as she 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.



Who is our Girl Scout cookie baker?

Girl Scouts of the USA (GSUSA) currently sanctions two bakers: ABC Bakers (ABC) and Little Brownie Bakers (LBB). We are currently under contract with ABC. **All varieties cost \$4.00, excepting Caramel Chocolate Chip (these cost \$5.00).**



Can my Girl Scout market online?

Girls can use electronic marketing and social media to gather sale commitments from family, friends, and previous customers as long as they are practicing safe online marketing and following GSUSA guidelines. Girls should fill out GSUSA Online Safety Pledge located at:

http://www.girlscouts.org/help/internet_safety_pledge.asp.



Girls aged 13 or older may use their own social media sites to market cookies.

- ◇ Girls should only use their first name and troop number when advertising on social media.
- ◇ Girls and parents should not publish their address or phone number.
- ◇ Refrain from using PayPal, eBay, Amazon.com, or similar sites to collect payments.
- ◇ Girls may not market on any public facing site. This includes private or closed group pages (see below.)
- ◇ Per GSUSA and for safety reasons, neither parents nor girls may sell cookies via Facebook Marketplace, Facebook Buy/Sell/Trade Groups or Pages, neighborhood pages (i.e. Nextdoor), sites such as Craigslist, Offer Up, or any other site deemed inappropriate by GSCTX. (Note: Adding a "\$" to a private Facebook post will autofeed it to the Facebook Marketplace.)
- ◇ Parent/guardians may promote their Girl Scout's cookie sales through social networking sites such as their personal Facebook feed, Instagram or Twitter account; however, the Girl Scout must be the one to complete the sale.

Example Social Media post:

NOT OK: My daughter is selling Girl Scout Cookies. Leave a comment with your order.

OK Post: My daughter Susie is selling Girl Scout Cookies this year to help pay for camp. If you are interested in supporting Susie, please leave a comment with the best time to reach you, and Susie will contact you.

Girls under the age of 13 may use their parent's social media to advertise cookies with parent supervision.

Parents – please allow the girls to help you, this program is for them to learn essential life skills.

Can my Girl Scout sell online?

- ◇ Girl Scouts may sell online through Smart Cookies
- ◇ All ages can participate; girls younger than 13 must have a parent sign up for them
- ◇ Girls (or parents of girls younger than 13) create a Smart Cookies account via www.abcsmartcookies.com
- ◇ Girls can sell in two ways
 - * Smart Cookies Mobile - digital order card that tracks in-person orders
 - * Smart Cookies Direct Ship - Girls can send eCards to potential customers. Customers have two options: Order Girl Scout Cookies to be directly shipped to them; or request that a Girl Scout hand deliver cookies (nearby customers only). Customers can order any variety of Girl Scout Cookies in any amount! **NOTE: Shipping charges apply to all Smart Cookies Direct Ship orders.**
- ◇ Girls that sell at least 12 packages using Smart Cookies Direct Ship will earn the Online Patch (customer must purchase packages and pay shipping, not request Girl Delivered)

What is Girl Scout Dough, and how do I get it?

Girl Scout Dough (an incentive that a girl can earn) starts at the 215+ package level and is distributed in April by Troop Cookie Coordinators after the sale is over. **Girl Scout Dough cannot be used for membership registration, shop reimbursement, SU Events, or FOGs.**

Girl Scout Dough with a balance of \$100 or more can be put in a Carryover Account for Destinations, GSCTX Resident Camp, or GSCTX Travel (SU or Troop).

If you would like to check your daughter's Girl Scout Dough balance, follow the instructions on the back of her Girl Scout Dough card. If you have lost your Girl Scout Dough, please contact us at products@gscctx.org.

See Page 6 for information on how your Girl Scout can use her Girl Scout Dough.

4 Parent Guide

How do I order and pick up cookies?

- ◇ Receipts must be signed by Troop Cookie Coordinators (TCCs) and parents for all cookie transactions and money turned over to be deposited in the troop accounts.
- ◇ My cookie orders can be picked up from the TCC on _____ (day of the week) Between the hours of: _____ and _____
- ◇ **Tip: TCCs AND parents should keep a copy of the receipt for all transactions**
- ◇ Re-orders can be made once a week at the TCC's discretion (some areas ONLY do initial orders and no re-orders). Delivery will be based on the day assigned by the delivery agent for each area

MONEY ⁴⁰¹⁰⁹⁶ COOKIE RECEIPT			
TROOP #/NAME	DATE	BY	REMARKS
			THANKS-A-LOT!
			CRANBERRY CITRUS CRISPS
			LEMONADE
			SHORTBREAD
			PIES MIXES
			PEANUT BUTTER PATTIES
			CARAMEL BOLLAS
			PEANUT BUTTER SANDWICH
			(\$ TOTAL)
RECEIVED BY		TROOP #	
RECEIVED FROM		TROOP #	



How are sales entered?

The TCC or Troop Leader enters the sales into Smart Cookies (the online ordering and inventory system) so girls can get rewards based on their sales. Sales are based on the money that is turned into the TCC for the product that is checked out.

Who do I give the money to?

The TCC, Troop Leader, or Troop Treasurer will collect the money to deposit into the Troop Bank account.

***They should fill out a receipt and provide you with a copy every time you give them money. ***

Can my troop require me to pre-pay for cookies?

No. GSCTX has procedures in place to protect troops against potential parent debt. For this reason, we do not allow troops to mandate that parents pre-pay for cookies. Please call Product Programs at 1-800-733-0011 if you experience this issue.

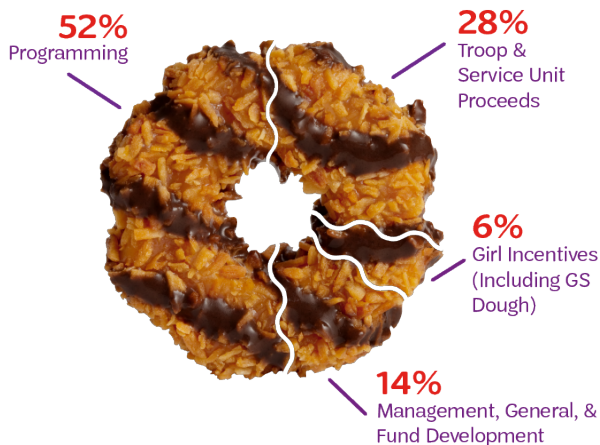
Can I return cookies?

GSCTX does not allow returns. All cookies that are ordered and signed for belong to you as a parent/guardian. Check with your Troop Cookie Coordinator about exchanging/transferring varieties with others in your troop.

Where does the money go?

Troop profit and troop bonuses are left in the troop account for girls to spend throughout the year on programming that they all agree on. Super Troops can earn an additional \$.05 per package when the troop participates in the Cookie Program, turn in Troop Financials, and complete at least 5 out of the 7 requirements to be considered a Super Troop. Learn more about Super Awards [here](#).

How the Cookie Crumbles:



Earn up to \$0.80/package*!	
Troops can earn the following proceeds for participating in the 2020 Cookie Program:	
\$.50 per package +	Base Troop Proceeds
\$.25 per package +	Bonus Troop Proceeds- Must meet Super Troop requirements
Additional \$.05 per package =	Bonus Troop Proceeds - Must meet Super Troop requirements
\$0.80 per package!	Total possible per package proceeds

*Cadette, Senior, and Ambassador troops may opt out of Recognitions and GS Dough for an additional \$0.10 per package sold, bringing this total to \$0.90 in proceeds per package.

Girl Recognitions

Goal Getter Patch

Girls who activate their Smart Cookies account **and** set a sales goal in Smart Cookies by 11:59 PM on Wednesday, January 22, 2020 will earn this patch!



Online Patch

Girls who sell 12+ packages through Smart Cookies Direct Ship will earn the Online Patch.



C/S/A Opt-Out Option

Full Cadette, Senior and Ambassador troops can choose to opt out of prizes and earn an extra \$.10 per box sold. Every girl in the troop must vote and agree on opting out! Girls will earn patches as outlined in the Girl Recognition Plan but they will not earn any prizes or GS Dough. Troops who choose this option will have to make this choice in Smart Cookies. Please refer to the Smart Cookies Guide on how to make this choice.

Free Week of Camp

Girls who sell 1,000+ packages can choose a free week of any GSCTX camp. Girls who choose this option must understand that they will not earn GS Dough including the GS Dough at level 800+. Remind girls that GS Dough is non-cumulative. If a girl makes it to the 1,000+ level, her options are either \$350 in GS Dough and the prizes before the level OR Free Week of Camp and prizes below excluding GS Dough.

CAMP FILLS UP FAST! Girls must reserve their spot and pay their deposit in February of each year to guarantee placement in a camp session.

- * **YOU DO NOT HAVE TO WAIT** for your Free Week of Camp certificate to register for a camp session!
- * The GSCTX Camp Guide will be released during February 2020.
- * The \$50.00 deposit will be refunded on a rolling basis beginning April 1 of each year.
- * Girl Scout Dough cannot be used to pay a camp deposit.
- * All 1,000+ Seller communication will be through the email associated with your Girl Scout in MyGS. Please check your MyGS account by March 1 to ensure we have your current email address.

Day Trip for Two AND Chase Your Adventures Duffel Bag

Girls who sell 1250+ packages can earn a Chase Your Adventures Duffel Bag, PLUS two tickets to a theme park of their choice. Their options are:

- * Fiesta Texas (San Antonio)
- * Six Flags over Texas (Arlington)
- * Schlitterbahn

Girl Scout Dough

Girls can earn GS Dough to help pay for many Girl Scout activities.

GS Dough can be spent on:

- * GSUSA Destinations Trip
- * GSCTX Resident Camp
- * GSCTX shop items (in-person or phone orders only)
- * GSCTX sponsored trips
- * GSCTX programs and events in eBiz
- * Troop Trips**



NEW: Give the gift of campership!

GSCTX believes that all Girl Scouts should experience camp. For every 1,500 packages you sell over 3,500 packages, GSCTX will donate the average camp program rate to our campership fund so that we can send more girls to camp in Summer 2020! This is a great opportunity for you to help fellow Girl Scouts experience the world of Girl Scout Camp.

****Troop trips must occur in the calendar year that the dough was earned. For more information about GS Dough, expiration date and carrying funds over visit www.gsctx.org/cookies.**

2020 Girl Recognition Card and Girl Scout Dough

2020 Recognitions

Cookie Sale Begins January 15

Initial Order Reward

95% in pay-off savings. Package must have a 200+ Pkg. at initial Order with at least 1 package included in each girl participating in this sale. Girl must have 200+ packages in sales at the end of the program to receive reward.

Operation Cookies

Cookie Booth Patch 15+ Packages

Cookie Charm-it 30+ Packages

Online through Smart-Cooking Direct Ship

Receive a 2020 Girl Cookie patch if you:

- 1) Register your Smart-Cooking account, and
- 2) Get a sales goal in Smart-Cooking by 1/23/20

Online Patch 12+ Packages

Participation Patch 35+ Packages

Theme Patch 60+ Packages

Drawing Bag 120+ Packages

Travel Journal 165+ Packages

Fox Patch & 200 GSD 215+ Packages

Full Headlamp & Waist Bag & \$75 GSD 300+ Packages

Mini Patch Bag & \$100 GSD 400+ Packages

Choose Your Adventure Towel & \$75 GSD 500+ Packages

Fox Tee & \$100 GSD 650+ Packages

Headlamp Dry Bag & Camping Lantern & \$100 GSD 800+ Packages

Free Week of Camp, Charm, 1000+ Bar Patch & Bracelet (Bracelet only for 1st time sellers) OR 2000 GSD, Charm, 1000+ Bar Patch & Bracelet (Bracelet only for 1st time sellers) 1000+ Packages

Day Trip for Two in Queen Valley Adventure (Buffed Bag) OR Adult \$75 GSD 1250+ Packages

Acoustic guitar OR Electric Fire OR Adult \$75 GSD 1300+ Packages

Refurbished 2020 iPhone Camera OR Adult \$150 GSD 2000+ Packages

Weekend Trip (Trip scheduled for July 2020) 3500+ Packages

Kayak & Camp Pack Kit OR Adult \$150 GSD 2200+ Packages

Headset (Headphones) OR Adult \$150 GSD 3000+ Packages

ipad

Recognitions may not be exactly as pictured. Exact models/features subject to change.

Safety Guidelines

Go over safety guidelines with your Girl Scout(s). Discuss the dos and don'ts during the cookie sale and the best way to practice safety while having fun during the sale.

- ◇ Girls must observe the buddy system at all times.
- ◇ Adult(s) must be present at booths and door-to-door sales.
- ◇ Drive-thru booth locations along freeway access roads, major thoroughfares, mall parking lots and other high-traffic areas are not suitable for cookie booth locations.
- ◇ Girls may not approach a vehicle to offer cookies for sale in any circumstances.
- ◇ Girls may not go door-to-door in a residential apartment complex unless they are accompanied by an adult and have the specific permission of the property manager.
- ◇ Participating adults, handling and distributing cookie product and money collections, must be registered. This includes delivery.
- ◇ Participating adults chaperoning or supervising Girl Scouts other than their own child must be registered and have a Criminal Background Check (CBC) on file with GSCTX.
- ◇ All other guidelines can be found in the Volunteer Essentials or GSUSA Safety Wise materials or the Booth Sale guidelines and rules (Pages 17-18) of the Troop Cookie Coordinator Manual.

Door-to-Door and Wagon Sales

Girls can begin to go door to door and take orders on Wednesday, January 15, 2020. Cookies must be sold for \$4.00 per package. Caramel Chocolate Chip must be sold for \$5.00. Only 2020 cookies may be sold!

- ◇ Girls can go door-to-door with a wagon in any residential neighborhood in the GSCTX sales area. "Residential area" does not include commercial areas, common areas such as parks or festivals, gun shows, apartment complexes, senior centers, or any other group living situation.
- ◇ Permission must be granted by the property manager to sell door-to-door at any apartment complex, senior center, or any other group living situation.
- ◇ Wagon sales/door-to-door sales may be conducted in commercial areas where your Service Unit has granted permission AND there are not pre-existing Service Unit or Council booths.
- ◇ If you take a wagon to a common area such as parks or festivals, you must acquire proper vendor or city permissions before selling in that area.
- ◇ Wagon sales are inherently mobile. Stopping a wagon or other mobile sales device for a prolonged period turns your mobile sale into a booth and it becomes subject to the Service Unit booth rules.
- ◇ Sales may occur in the front yard of a Girl Scout's private residence. If it is a private dwelling that requires permission for selling, permission must be granted by the appropriate administrative body. All Home Owners Association rules for the girl's neighborhood must be followed during sales.

Girl Scout Daisies at Cookie Booths

- ◇ Service Units will not distribute booths directly to Girl Scout Daisy Troops.
- ◇ Girl Scout Daisy Troops will partner up with their mentor troop or Cookie Captains for their booth sale.
- ◇ We recommend that Service Units distribute the booths to Cookie Captains and have the Daisies bring cookies from their own troop cupboard.
- ◇ Girl Scout Daisies should participate for no more than one (1) hour at each individual booth. For first year Daisies, we recommend time slots of half an hour per girl, per booth.

Daisies and Mentors: The Logistics

- ◇ If a Girl Scout is helping at a booth sale, she should get equal credit for the sales at that booth. This also applies to mentors who are helping Daisies sell. Therefore, when two Daisies and two mentors are selling together, the sales should be split four ways during the hour that the Daisies participated.
- ◇ **EXAMPLE:** At a booth, there are two Cadette mentors and two Daisies. The mentors already have cookies at the booth. The Daisies help them sell 40 packages in an hour. Each girl would get credit for selling 10 packages. At the end of the booth sale, the Daisy troop would give the Cadette troop 20 packages from their own stock (bring to booth, but keep separate from Cadette troop stock) to replenish the Cadette troop's supply.
- ◇ Booth managers could also staff booths with one Captain or Mentor and one Daisy.
- ◇ Some service units have found that Cadettes/Seniors/Ambassadors in their area do not want to mentor Daisies. If you are having trouble finding older girls to mentor, consider giving troops that mentor an incentive such as one extra booth draw, first pick during distribution, etc.
- ◇ Your Service Unit Cookie Manager (SUCM) and Service Unit Director (SUD) should collaborate to match mentors with Daisies.
- ◇ Email products@gscctx.org if you cannot find a Cookie Captain in your Service Unit.



Booth Sale Guidelines and Rules

Girl Scouts booths may only occur from January 18 - February 23

Booth Setup

- ◇ Booths may ONLY be set up by the GSCTX, Service Unit Booth or Service Unit Cookie Manager – no one else may make arrangements with a business to set up a booth. If you have information about a possible booth please turn it over to the Service Unit Booth/Cookie Manager.
- ◇ For equitability of all girls, private booths are not allowed. This includes setting up on the side walk along any road. If a business has a booth to offer it must be shared with the whole service unit or it may not be utilized as a booth. As a thank you to the troop that brought the booth in, they may have one free booth slot at that location.
- ◇ If a booth is set up within an organization (social club, church, etc.), all Girl Scouts who are members of that organization should be invited to participate in that booth. These booths are not as high volume as normal commercial booths, so they do not need to be opened up to the entire service unit.
- ◇ Per GSUSA, cookie booths may not be set up in front of businesses that girls cannot legally patronize
- ◇ Cookie booths cannot be operated without the direct involvement of a Girl Scout. A booth staffed only by adult volunteers is contrary to the mission of the Cookie Program goals.
- ◇ Cookie displays at a business are not allowed, it is contrary to the mission of the Cookie program.
- ◇ Per GSUSA, Girl Scouts may not advertise on public-facing sites (Facebook Groups, neighborhood groups/apps, buy/sell/trade sites, etc. Promoting sales via Facebook profile page (set to "Friends Only") is okay.

Clean-Up and General Info

- ◇ Count your cookies before you start the booth - and again at the end of the booth.
- ◇ It is recommended that phones be on silent or turned off during the booth.
- ◇ Be on time for your booth. Be ready to leave when your booth time is over so the other troop does not have to wait for you to pack up.
- ◇ Provide your own table, poster and cookies.
- ◇ If a girl or adult requests to use a chair, they should make a written request to their SUCM.
- ◇ Be sure to remove empty packages and other debris from the locations when you leave. Do not use the receptacles at the booth site.
- ◇ Be sure to have an adequate supply of currency to make change. Do not approach a business for change.
- ◇ After the booth sale, adults or troop leaders should work together with the girls to evaluate the booth sale.

Girl Staffing

- ◇ Booths should be staffed with 2 girls and 2 adults with the following exceptions:
 - * There can be 2 Daisies, 2 Cookie Captains (or mentors) and 2 adults at one booth.
 - * We suggest 1 Daisy, 1 Mentor, and 2 adults.
 - * There can be 1 Cadette, Senior, or Ambassador with 1 adult present if the service unit has enough booths for this.
- ◇ Daisies should partner up with a mentor troop for booth sales. No more than 2 Daisies at a booth at a time and no more than one (1) hour for each booth.
- ◇ If one of the two girls scheduled for a booth can't come because she is ill, all attempts should be made by that girl's parent to contact the Troop leader to find a replacement. If the troop leader cannot find a replacement, the girl can work with her parent at that booth if she is a Junior or older.
- ◇ Be sure to take with you: Permission slips for the girls (if necessary), emergency medical information for the girls and adults, a first aid kit, water, a table, and displays.
- ◇ Dress for the weather! Don't forget hats and gloves! Not all booths will allow you to sell inside.
- ◇ The adults are ultimately responsible for the distribution of cookies and collection of money.
- ◇ All booth chaperones must be registered with a current CBC on file with GSCTX.
- ◇ Each Girl Scout who takes part in a booth sale must always wear her Girl Scout Membership pin and she should wear her Girl Scout uniform or other Girl Scout clothing that identifies her as a Girl Scout.
- ◇ Smile, be polite, hold a door if need be. Say "Thank you" to each and every customer regardless if they buy.
- ◇ Always ask customers as they LEAVE the business, not going in!
- ◇ So long as girls/chaperones follow all booth rules in this manual, two parents or two dads may chaperone their own Girl Scouts at a cookie booth.

Don'ts of Booth Sales

- ◇ Drive through booths are not allowed for the safety of the girls.
- ◇ Girls are not to approach vehicles under any circumstance
- ◇ No food/eating while at a booth. This includes adults. Nonalcoholic drinks are permitted as long as they are kept under or behind the table. We suggest using closed containers. Clean up any spills.
- ◇ No tagalongs or friends at booths. This includes pets.
- ◇ Don't count your money while at the booth. Do it only in the privacy of your vehicle or at home.
- ◇ Do not park directly in front of a store. These spots are for their



If problems arise during the booth sale, handle them in a dignified, courteous manner. If the problem cannot be resolved between the parties, please contact your Service Unit Cookie Manager.