



## 2019 Cookie Sale Program Permission Form & Family Guide

Girl Scout Cookie Sale Program  
January 22, 2018 - February 17, 2019

Dear Girl Scout Family:

### Welcome to the 2019 Girl Scout Cookie Sale Program. This year's theme is **Be Bold!**

The Girl Scout Cookie Sale has been a part of American tradition for over 100 years! Through the dedication and service of everyone involved, the Girl Scout Cookie Sale spreads the word about Girl Scouting in a positive way.

You know that Girl Scouting provides your daughter with precious lifelong experiences and values that are important to your family. The Girl Scout Cookie Sale program is a key part of her experience and much more than a way to raise money (troops have the opportunity to earn up to 84 cents for each box sold).

The Cookie Sale Program is a hands-on leadership and entrepreneurial program. Girls learn, not from a book, but from real-life experiences. The Girl Scout Cookie Sale Program is the largest girl-led business in the country that helps girls develop five key business and leadership skills that last a lifetime:

- **Goal Setting** as she sets cookie sales goals and makes plans to reach them.
- **Decision-Making** as she decides how her team will spend the cookie money.
- **Money Management** as she takes orders and handles customers' money.
- **People Skills** as she learns to talk and listen to all kinds of people while selling cookies.
- **Business Ethics** as she is honest and responsible every step of the way.



This guide, along with helpful information from your Troop Leader and Troop Cookie Sale Manager, will provide you and your Girl Scout with tools for a successful sale. There is a section on things you can do to help ensure your Girl Scout and her troop have a fun and safe sale. You can also find more information at [www.gssef.org](http://www.gssef.org).



Lisa Y. Johnson  
Chief Executive Officer

### Order your cookies **ONLINE** and your Girl Scout's Troop will receive credit for your purchases!!

You can live anywhere in the USA and support your favorite Girl Scout! Just purchase your cookies online through the Digital Cookie Program! (delivery fee applies)

### How? Get your Girl Scout's specific link to her Digital Cookie site and...GO! It is that simple.

Girls participating in Digital Cookie will receive:  
For 15+ Digital Boxes – Cookie Techie Patch  
For 30+ Digital Boxes – Phone Ring Stand  
For 60+ Digital Boxes – Clouded Leopard Charm

**Reach out to far-away family and friends so they can enjoy their favorite flavors!!**

### **Important Dates for Families**

#### **December 1**

Girls may begin marketing the Cookie Sale Program. They may ask people to support their sale, but may not deliver cookies or collect money before January 22, 2019.

#### **December 10**

Digital Cookie sales begin.

#### **December 12**

Initial troop order is due. Your Troop Cookie Sale Manager will place this order.

#### **January 22**

Pre-orders delivered and friends and family sale begins.

#### **January 24**

Cookie Booth Sale Program begins. Your Girl Scout may deliver and sell cookies, work at booths and collect money beginning today.

#### **February 17**

Last day of the Cookie Sale Program.

## How can you help your Girl Scout and her troop have a great Cookie Sale Program?

- 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 and go with her to sell and deliver cookies.
- Encourage goal-setting. Goal setting is an important life skill. Ask her about her troop's goals and help her set her personal goals about what she wants to learn and earn. Help her complete the order card section that explains her troop's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.
- Help her identify and approach family members, friends and others with the opportunity to purchase Girl Scout cookies and support a great program.
- Volunteer when her troop needs help chaperoning booth sales, picking up cookies for the troop and more.
- Help her handle her cookie money responsibly and meet all deadlines. It is important to her whole troop that each girl turns in all money on time. Girls will sell cookies and then turn money into the troop by the deadline.
- Parents are not required to prepay the troop for Cookies. Please let your Troop Cookie Sale Manager know if you have any unsold cookies prior to the last week of the sale. Keep communicating!
- Your Troop Cookie Sale Program Manager should be able to answer any questions you have.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Taking Payments for Cookies

- Payment for cookies may be in cash or check.
- All checks must be payable to your daughter's troop.
- Make sure the check includes the customer's name, physical address, phone number and troop number.
- Do not accept checks that have only a PO Box.
- Do not accept third party checks.

### Help your daughter participate in the Digital Cookie Program.

- Parents will receive a "Kick-Off" email in November.
- This email will contain instructions and a link for the parent and girl to set up her customized site. Additional information can be found on [www.gssef.org](http://www.gssef.org).
- Digital Cookie sales start December 10, 2018.
- Customers will be charged a shipping fee. **Donations to our Cookies for the Military program are exempt from this fee and can help the girls reach their goals!**
- Customers will pay directly through the Digital Cookie Program and their orders will be shipped directly to their home, as with any online purchase.
- Orders placed through the Digital Cookie Program will count towards all girl rewards and troop proceeds.
- The Digital Cookie Program does not replace the traditional door-to-door and/or booth sale experience for your Girl Scout.



### Troop Proceeds - Lots of Options Again This Year Earn up to 84 cents per box!

- All Troops will receive a base price of 65 cents per box sold.
- Troops who met participation requirements for the 2018 Fall Product Sale will receive base proceeds up to 69 cents per box sold.
- Troops participating in Early Bird registration may be eligible to receive **additional** proceeds for every box sold.
- Cadette, Senior and Ambassador troops who "opt-out" of rewards will receive an **additional** 2 cents per box sold. The girls will still be eligible to earn patches, Extreme Team and Top Seller Rewards.
- All rewards are based on a girl's individual sale. Sales may not be combined toward any Extreme Team or Top Seller rewards.
- Your daughter's troop can earn an **additional** 3, 6 or 9 cents PER BOX if your Service Unit grows its sales by 3, 6 or 9%.
- Girls in a troop and all troops work together to earn these rewards.

### Cookies for the Military

Support for our Cookies for the Military program has been outstanding, sending a record number of boxes of Girl Scout Cookies to our troops last year. This year our goal is 70,000 and we need your help to reach it. And we'll recognize your hard work with some BOLD rewards this year!



- 15+ boxes donated – Cookies for the Military Council's Own Patch
- 60+ boxes donated – Creative Caddy plus Thank You Certificate
- 216+ boxes donated – Paws-off Journal plus an exclusive Care Box Packing event at Forgotten Soldiers on June 1, 2019.

### Are you a Service Unit TOP SELLER?

The TOP SELLER in each Service Unit will receive a 2019 Cookie Captain patch, Messenger Bag and Be Bold Fold out Desk Organizer. Plus be invited as a special guest at SMART Cookie 2020 to share her knowledge and expertise with other Girl Scouts Cookie Bosses.



# GIRL REWARDS

Win get the following incentives:  
 Girls earn Thought Board  
 Leaders will earn the World of Cookies T-shirt  
 Additionally Troops will qualify for a reduced ACH withdrawal of only 35% on February 12; all other Troops will have an ACH withdrawal of 60% of their order.  
**ADDITIONAL Initial Order REWARDS for the Girls:**  
 Reach 150+ box PGA- Get Fashion Dry Erase Markers for all girls!!  
 Reach 300+ box PGA- Get World of Cookies T-shirt for all girls!!

My personal goal: \_\_\_\_\_ Boxes

Participation Certificate 12+ Boxes	2019 Year Bar 24+ Boxes	Go For Bold Theme Patch 60+ Boxes	Bandana 96+ Boxes	<b>100+</b> <b>1000+</b> Bar Patch for highest level earned 100+ to 1000+ Boxes	150+ Patch & Pen Bracelets 150+ Boxes	Lap Board 200+ Boxes
Fedora Hat 260+ Boxes	Mini Leopard in Tin 320+ Boxes	Goal Getter Patch 350+ Boxes	Snack cup 400+ Boxes	Cup with Removable Snack Cup OR Umbrella 400+ Boxes	Leopard Plush 500+ Boxes	Wild About Cookies Chair 750+ Boxes

Cookie Techie Patch 15+ Digital Boxes	Charm-it Leopard Charm 60+ Digital Boxes
Phone Ring Stand 30+ Digital Boxes	

## COOKIES FOR THE MILITARY

CFM Patch 15+ CFM Boxes	Creative Caddy AND Thank you Certificate 60+ CFM Boxes
Journal AND Forgotten Soldiers Packing Event on June 1, 2019 216+ CFM Boxes	

## ★ EXTREME TEAM REWARDS ★

DETAILS FOR ALL Program Rewards are in the EXTREME TEAM Flyer.

<p><b>1019+ Boxes Choose ONE Below</b></p> <p>Girl Scout &amp; Adult Chaperone visit the Clouded Leopards and enjoy an adventure day at the Zoo... with a view from above!! April 13, 2019 7am-8pm Bus included</p> <p> Back by popular demand! Beats Solo 3 by Dr Dre Wireless on ear headphones</p> <p> For a relaxing time in the shade...ENO Double nest hammock(or similar) AND Amazon Echo (2nd Generation) Smart Speaker with Alexa</p>	<p><b>1519+ Boxes Choose ONE Below (OR one from the 1019+ level)</b></p> <p> Pelican Trailblazer Kayak - or similar (ready for in-store pickup at designated location)</p> <p> Lenovo IdeaPad 11.6" Laptop - Intel Celeron - 2GB Memory - 32GB eMMC Flash Memory - Mineral Gray or similar</p> <p> Girl Scout &amp; Adult Chaperone will enjoy a FULL DAY at Universal Studios plus stay late for the Blue Man Group show on April 27, 2019!</p>	<p><b>2019+ Boxes Choose ONE Below (OR one from the 1519+ level OR two from 1019+ level)</b></p> <p> Nintendo Switch Console INCLUDES: Legend of Zelda: Breath of the Wild, Super Mario Odyssey, and Just Dance 2019 games!!</p> <p> Start planning your Girl Scout Summer Adventure at a WEEKLONG camp with Girl Scouts of West Central Florida!</p> <p><b>CEO EXTREME TEAM LUNCHEON</b> Girls who sell 2019+ boxes will be treated to a VERY special luncheon with GSSEF CEO Lisa Johnson on Saturday, May 4, 2019, Noon to 2pm</p> <p><b>TOP OVERALL Council sellers:</b> Amazon Gift Card Prizes in the amount of: 1st Prize: \$500; 2nd Prize \$250; 3rd Prize \$100</p>
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## SUPER SELLERS

The TOP SELLER in each Service Unit will earn:

Patch	Messenger Bag
Fold-out Desk Organizer	

All rewards are based on individual girl sales. All rewards are cumulative except for Extreme Team Rewards and Top Seller Rewards. GSSEF reserves the right to substitute rewards on this card based on availability.



### The History Behind the Girl Scouts Selling Cookies

Girl Scout Cookies had their earliest beginnings in the kitchens and ovens with girls and their mothers. The sale of cookies began five years after Juliette Gordon Low started GSUSA, when the Mistletoe Troop in Muskogee, Oklahoma, baked cookies and sold them in its high school cafeteria as a service project. In July 1922, a magazine article featured the cookie recipe that had been given to the then 2000 girl membership and estimated the cost of baking the cookies was 26 to 36 cents. It was suggested the cookies could be sold for 25 or 30 cents per dozen. In the 1920s and 1930s, Girl Scouts in different parts of the country continued to bake their own simple sugar cookie with their mothers. These cookies were packaged in wax paper bags, sealed with a sticker and sold door to door for 25 or 35 cents per dozen. And the rest is history.....

## These 8 fabulous varieties are once again helping girls do great things!

**SAVANNAH SMILES™**  
Crisp, zesty lemon wedge cookie dusted with powdered sugar.

**TREFOILS™**  
Delicious tasting shortbread that is simple and satisfying.

**DO-SI-DOS.**  
Crunchy oatmeal sandwich cookie with creamy peanut butter filling.

**SAMOAS.**  
Crisp cookie coated in caramel, sprinkled with toasted coconut, striped with dark chocolate.

**S'MORES**  
Crunchy graham sandwich cookies with creamy chocolate and a marshmallowy filling.

**TAGALONGS.**  
A crispy cookie layered with peanut butter and covered with a chocolaty coating.

**THIN MINTS**  
America's favorite! Crisp wafers covered in chocolaty coating made with natural oil of peppermint.

**TOFFEE-TASTIC**  
Rich, buttery cookie with sweet, crunchy, toffee bits.

Gluten Free

## 2019 Cookie Sale Program Parent Permission Form

**Please complete this form and return it to your Troop Leader or Troop Cookie Sale Manager by \_\_\_\_\_.**  
**No product and/or sale materials will be distributed until this form has been returned.**

The purpose of the Girl Scout Cookie Sale Program is to teach girls to work as a team, set goals and strive to achieve them, handle and account for money, and develop sales and marketing skills. The money earned supports troop activities and other program services and opportunities throughout Girl Scouts of Southeast Florida.

Girl can participate in the 2019 Girl Scout Cookie Sale Program by selling eight delicious varieties of the famous Girl Scout Cookies.

Please review the information below before signing and returning this form:

- I understand that while my daughter may take reservations for cookies prior to the start of the sale, she may not distribute cookies or collect payment before January 22, 2019.
- I understand that I must provide adult supervision during my Girl Scout's participation in the Girl Scout Cookie Program at all times.
- I agree to follow all safety procedures as explained by my Girl Scout's Troop Leader, Cookie Sale Manager or other representative. This includes both conducting sales and participating in any online marketing activities.
- I have reviewed and agree to follow the money handling instructions as outlined in this Family Guide.
- I agree to accept responsibility for all cookies and money my Girl Scout receives and to assist her in making prompt deliveries and collecting payment for cookies entrusted to her. I understand that monies collected by my Girl Scout belong to Girl Scouts of Southeast Florida. In the event of non-payment for cookies received, I understand that Girl Scouts of Southeast Florida reserves the right to initiate collection procedures by its designated agent on delinquent funds.
- I understand rewards are based on an individual girl's sale.

**My Girl Scout has my permission to participate in the Girl Scouts of Southeast Florida 2019 Girl Scout Cookie Sale.**

I agree to accept responsibility for all cookies and money my Girl Scout receives and to assist her in making prompt deliveries and collecting payment for cookies entrusted to her. I understand that monies collected by my Girl Scout belongs to Girl Scouts of Southeast Florida. In the event of non-payment for cookies received, I understand that Girl Scouts of Southeast Florida reserves the right to initiate collection procedures by its designated agent on delinquent funds.

Girl Name \_\_\_\_\_

Troop Number \_\_\_\_\_ Troop Leader Name \_\_\_\_\_

Parent/Guardian Name \_\_\_\_\_ Email Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Parent/Guardian Social Security Number      **OR**       Parent/Guardian Driver's License

Print Number Here \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_