

# Cookie Gram

2022 Cookie Program Highlights

➤ **CLIMB WITH COURAGE** ➤



Girl Scout  
National Cookie  
Weekend  
February 18–20, 2022

## Important Dates

### By December 16

Complete, sign and turn in Parent Permission Slip.

### December 17

Girl Scout Cookie Program begins (please do not start earlier than this date). Girls may continue to take orders through March 6.

### January 17

Turn in Order Card to Troop Cookie Manager (REMEMBER, your Girl Scout can continue to take orders throughout the program).

### February 7–11

Pick up initial order. Ask your Troop Cookie Manager for the date, time, place to pick up order (remember to count and sign receipt for the cookies).

### February 11

Cookie selling directly to the public.

### February 11–March 6

Turn in your money to the Troop Cookie Manager as frequently and as often as possible during this time.

### February 18–20

National Girl Scout Cookie Weekend: have your Girl Scout wear her uniform and have the Order Card ready to take more orders OR use her mobile device to take customers' orders.

### March 6

Girl Scout Cookie Program ends. Final payment is due to your Troop Cookie Manager.

*Please note: Troops may set earlier deadlines for girls to turn in orders or payments.  
Please check with your Troop Cookie Manager about turn-in dates for your troop.*

# Dear Girl Scout Families,

This year's Girl Scout cookie program theme is **Climb with Courage**.

Girl Scouts' courageous spirits know no bounds. With the help of the Girl Scout Cookie Program, girls can earn the funds and learn the skills they need to scale every obstacle that comes their way.

Your Girl Scout's participation in the Cookie Program provides her with leadership skills and lessons that will last forever! The Girl Scout Cookie Program was designed to (and continues to!) build self-esteem and self-reliance in girls. They learn decision-making skills, how to set goals, how to achieve goals, and then how to lead the way when deciding how to use their troop's proceeds. They may choose to fund a community service project, attend summer camp, travel to destinations, and much more!

The Girl Scout Cookie Program focuses on five key outcomes—goal setting, decision making, money management, people skills, and business ethics. The program prepares your girl to make, manage, spend, save, and invest money—while she also learns about teamwork, marketing, planning, and leadership.

Your support and guidance will be the bedrock to your girl's program experience. It's vital to her success! Do your best to make the program fun, exciting, and motivating! In this guide, you will find excellent tools and resources to help her set goals, learn business skills, and becoming an entrepreneurial business leader.

Thank you for all you do to support the Girl Scout Cookie Program. You are part of a team committed to building a legacy of female leadership throughout South Carolina and the world!





## The Key to a Successful Girl Scout Cookie Program is Family Support!

Girls have great success in Girl Scout cookie program activities when family adults are informed and involved. These tips will help you turn 'cookie time' into 'family time' and provide important ways you can guide and support your Girl Scout to cookie success!

- Make sure your Girl Scout is a registered member of Girl Scouts of the USA for the current Girl Scout membership year.
- Attend her troop cookie training. Be sure to ask your Girl Scout's Troop Cookie Manager how you can help with meetings or with other tasks.
- Review and discuss safety guidelines.
- Understand the 5 Skills for Girls (goal setting, decision making, money management, people skills and business ethics) and how they impact your Girl Scout.
- Work with your Girl Scout to set goals and track her progress. Encourage her to set-up an account on [www.abcsmartcookies.com](http://www.abcsmartcookies.com), your Girl Scout's online Cookie Command for goal setting, planning and marketing.
- Encourage your Girl Scout to make phone calls or email her friends and family. She can create and send eCards.
- Coach your Girl Scout in selling techniques, including how to share her goals, and suggest additional reasons to purchase cookies.
- Accompany your Girl Scout to support her as she sells.
- Discuss how you can help your Girl Scout reach her goals, such as giving rides when she needs them or safeguarding her cookie money. Remember, closing the sale is her responsibility.
- Allow your Girl Scout to participate in booth sales and volunteer to help as a driver or supervising adult for a booth sale.
- Check on your Girl Scout's progress during the season.
- Help her live by the Girl Scout Promise and Law, and discuss how it applies to business ethics throughout the activity.
- Never do things for your Girl Scout that she can do for herself!
- You will also discover ways you can support your Girl Scout's efforts with fun family activities and helpful resources at [abcsmartcookies.com](http://abcsmartcookies.com).

## Safety First

Remind your Girl Scout to use these guidelines to participate safely in the cookie program:

- Sell only during daylight hours and in neighborhoods with which you are familiar
- Adults should provide supervision and guidance for all program levels, and must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, and delivering products. Adults oversee Cadettes, Seniors, and Ambassadors, and must be aware of how, when, and where the girls are selling products.
- Never enter the home of a stranger
- Do not give customers your last name or address
- Practice pedestrian safety
- Do not carry large amounts of money
- Follow all CDC and local guidelines set in your area.



# A Three-Step Recipe To Smart Cookie Success

You can use our new Smart Cookies site to set your cookie goal, manage your cookie sale, track your progress, view recognitions and send Smart Cookies Direct Ship e-cards to customers. You can also manage your sale on-the-go with Smart Cookies Mobile.

## Step 1: Create an Account!

Your parent/guardian will receive a registration email from Smart Cookies, providing a link so you can create your profile.

## Step 2: Download Our App!

Download the Smart Cookies Mobile app available from the App Store or Google Play and take Smart Cookies on-the-go!



**Smart Cookies**  
MOBILE

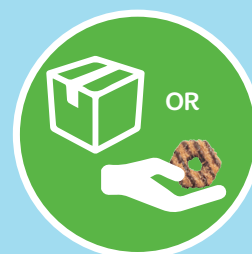
## Step 3: Explore the Platform!

Once you create a profile on Smart Cookies, you can do any of the following:

- Set cookie sales goals
- Take cookie orders
- Place and track customer orders for hand delivery
- Track progress toward your goals
- View your recognitions and achievements
- Send Smart Cookies Direct Ship e-cards to your customers, with 2 options:
  1. Ship cookies directly to your customers, without having to worry about money collection or hand delivery
  2. Offer hand delivery to your customers with contactless payment
- Explore Smart Cookies mobile and take your cookie business on-the-go with you

*\*Subsidized shipping is only available when you order more than 6 boxes per case (i.e. 50% off 6-12 boxes, but not 13-17 boxes; and 50% off 18-24 boxes, but not 25-29 boxes)*

## For Added Flavor:



Girls can send e-cards to customers to order Girl Scouts Cookies shipped directly and also can offer hand delivery to nearby customers



All orders of 6 boxes or more will receive 50% off shipping costs.\*



Customers can now order any variety of Girl Scout Cookies in whatever quantity they want!



# Cookie Dough

Cookie Dough can be used throughout the year in a variety of ways to help pay for some Girl Scout experiences. Girls who participate in the Girl Scout Cookie Program and sell 150-200 cookie packages or more will earn \$15 in Cookie Dough. Maximum amount of cookie dough earned per year is \$200.

**For every additional 100-package increment, girls earn an additional \$10.00 in Cookie Dough:**

- 150-200 packages = \$15.00 Cookie Dough
- 201-300 packages = \$25.00 Cookie Dough
- 301-400 packages = \$35.00 Cookie Dough

**Unexpired Cookie Dough may be used for:**

- Council-sponsored Girl Scout Day and Resident Camp fees
- Council-sponsored program events
- GSUSA-sponsored destinations
- Council-sponsored trips with regional, national, or international itineraries
- Girl Scout Silver Award or Girl Scout Gold Award project expenses or Girl Scout Lifetime Membership
- Renew annual Girl Scout Membership
- Use in Girlz Gear Shops

Sister-to-sister transfers will be accepted (registered Girl Scout sisters living in the same household).

**From self to selfless.**

A girl may designate any unused Cookie Dough to help sustain and build Girl Scouting in our council through:

- Outreach support
- Financial assistance and camperships
- Equipping and maintaining our Girl Scout camps
- Council-sponsored teen program options

# Earning Cookie Dough Leads to More Adventures!

Cookie Dough is another great financial benefit girls gain from participating in the Girl Scout Cookie Program. Unlike troop proceeds, Cookie Dough is based on individual effort. Some troops coordinate the use of the girls individually-earned Cookie Dough to pay for the girls' participation in the council-sponsored program events and workshops listed in the Event Guide.

Parents/guardians are also welcome to encourage their Girl Scout to participate individually or with a friend in council-sponsored events they attend on their own, separate from the troop. For more info, visit the "Events" section of our website.

Another popular and fun way to use Cookie Dough is to pay for camp fees at one of our incredible facilities: Camp Mary Elizabeth in Spartanburg, Camp WaBak in the upstate, or the Cathy Novinger Girl Scout Leadership Center in Columbia. Our summer camp pages—containing all of our great summer camp opportunities for 2022—will be on our website AND a poster will be sent to each Girl Scout household.

**Cookie Dough reminders:**

- Unused value may not be redeemed for cash
- 2022 Cookie Dough expires September 30, 2022.

NOTE: Visit [gssc-mm.org](https://gssc-mm.org) for more info on council-sponsored program opportunities.

Boxes	Cookie Dough	Boxes	Cookie Dough
150-200	\$15	1101-1200	\$115
201-300	\$25	1201-1300	\$125
301-400	\$35	1301-1400	\$135
401-500	\$45	1401-1500	\$145
501-600	\$55	1501-1600	\$155
601-700	\$65	1601-1700	\$165
701-800	\$75	1701-1800	\$175
801-900	\$85	1801-1900	\$185
901-1000	\$95	1901-2000	\$195
1001-1100	\$105	2000+	\$200





# Frequently Asked Questions

## **Who can sell Girl Scout Cookies?**

Registered Girl Scouts who have turned in a signed Parent Permission Slip may sell Girl Scout Cookies. Participation in the Girl Scout Cookie Program is optional.

## **Who bakes Girl Scout Cookies?**

Currently, two commercial bakers are licensed by the national Girl Scout organization, Girl Scouts of the USA, to produce Girl Scout Cookies: ABC Bakers and Little Brownie Bakers. ABC is Girl Scouts of South Carolina–Mountains to Midlands’ baker.

## **How much are Girl Scout cookies?**

Girl Scouts of South Carolina–Mountains to Midlands sell cookies for \$5.00 per package.

## **Are any varieties gluten-free?**

Not everyone can eat gluten and peanut products, so Caramel Chocolate Chip cookies are made in a gluten-and-peanut-free bakery. These cookies are offered during direct/booth sales only for \$6.00.

## **When should customers pay for cookies?**

Customers should pay when cookies are delivered, not when the order is placed, unless paying online.

## **Does my Girl Scout stop taking cookie orders when she turns in her ‘initial’ order card?**

Girls may continue taking orders throughout the entire cookie sale, even during booth sales. It is a great way to continue keeping up with her customers to see if they would like to purchase more cookies.

## **Do girls earn Girl Scout awards from participating in the Girl Scout Cookie Program?**

As part of their experience in any Girl Scout product activity, girls can earn official Girl Scout awards at every level of Girl Scouting, including cookie and financial literacy badges and the Cookie Entrepreneur Family pin. Separately, girls can also earn rewards, Cookie Dough and patches based on their sales activity.

## **Can we promote my Girl Scouts Cookie Program on social media?**

Yes! Involve girls in every step of social media marketing. Encourage girls to create videos and other customized asks for you to share. Girls may only market to friends and family on social media; please do not share on public pages.

## **What is National Girl Scout Cookie Weekend?**

During National Girl Scout Cookie Weekend, Girl Scouts across the country raise awareness about the benefits of the largest girl-led business in the country and take more orders. When people understand how the program teaches girls essential life skills, they are more likely to support Girl Scouts by buying cookies.

## **Can a customer write a check for cookies?**

Girls should only take checks from people they know and checks should be made out to GSSC-MM or Girl Scouts. Girls should only accept checks with the customer’s name, address, and phone number imprinted on the check. Write the customer’s driver’s license number and expiration date on the check. Do not accept checks over \$50.00. We recommend having customers pay online when possible.

## **Can customers return cookies?**

If a customer believes that a package of cookies is in any way unsatisfactory, the package can be returned to the troop for a replacement or a refund. Ask your Troop Cookie Manager what to do with customer returns.

## **Can girls return cookies?**

Once a parent/guardian signs for cookies, they cannot be returned for a refund and the parent is responsible for paying for them.

## **Are cookie purchases tax deductible?**

Yes and no. Cookies purchased for personal or group consumption are not tax deductible. However, cookies purchased for our Cookie for Soldiers program may be tax deductible because the customer does not receive cookies or benefit directly by paying for the cookies.

## Top 10 Tips to share with your Girl Scout!

1. Be honest and fair. Wait until December 17 to start selling.
2. Use your order card or smartphone app.
3. Be proud! Wear your Girl Scout uniform or Girl Scout apparel.
4. Be cheerful and courteous. Thank people whether they buy or not.
5. Impress and inspire customers with information, not just about cookies, but about what the cookie program makes possible. Tell customers your goals.
6. Practice selling to your family first. Getting those first cookie sales will build your confidence and help you feel more comfortable selling to other people.
7. Overcome objections by offering options. For example, if someone doesn’t eat sweets, you can suggest they purchase Cookies for Soldiers. If a customer is gluten or peanut free, inform them about the Caramel Chocolate Chip cookie.
8. Use last year’s customer list to get repeat customers.
9. Promote Adventurefuls, Lemonades, and Toast-Yay cookies. Tell your customers how Girl Scouts has reduced the amount of packing on these cookies and, as a result, are preventing 450 tons worth of paperboard from being thrown away each year.
10. Ask local business owners to buy cookies to treat their employees.

# Set Your Cookie Goals

My Goal:

**girlscouts**  
of south carolina  
mountains to midlands

The Girl Scout Cookie Program begins December 17, 2021.  
You may not take orders or sell cookies before this date.

[www.gssc-mm.org](http://www.gssc-mm.org) | 1-800-849-GIRL

*Items may vary from images shown. Girls may choose to donate to "Be a Philanthropist" in lieu of reward.*



**24+ packages:**  
• Theme Patch



**75+ packages choice of:**  
• Koala Shoelace Charm  
• Color Inks Pen



**150+ packages choice of:**  
• Tumbler  
• Climb with Courage Socks



**220+ packages choice of:**  
• Totally Koalafied Tee  
• Small Koala Plush



**350+ packages:**  
• Super Seller Patch



**400+ packages choice of:**  
• Beach Towel  
• Large Koala Plush



**600+ packages choice of:**  
• Sports Bag  
• Koala Earbuds & Case



**750+ packages choice of:**  
• Climb with Courage Hoodie & Flashlight  
• Super Plush Blanket



**950+ packages choice of:**  
• 2 Tickets to Greenville Drive, Columbia Fireflies, OR Augusta Green Jackets game  
• Escape Room for two



**1150+ packages choice of:**  
• Treetop Quest Greenville Girl Adventure & CEO pin  
• Personalized Letterman Jacket & CEO Pin



**1475+ packages choice of:**  
• Instant Photo Printer  
• Instant Camera  
• Hard-Side Suitcase



**2022+ packages choice of:**  
• SC State Park Passport  
• North GA Safari Behind the Scenes Experience for girl and one caregiver



**2500+ packages choice of:**  
• Custom Converse  
• Protective Gear & Girl Scout Skateboard



**2750+ packages:**  
• Cookie Hall of Fame Brick at Council Property with Name, Number of Packages Sold, & Year



**3000+ packages choice of:**  
• Cruise to Bahamas  
• \$300 Camp Certificate



**4000+ packages choice of:**  
• Custom Girl Scout Cornhole Set  
• Nintendo Switch



**Cookie Booth Patch**  
1+ package distributed with smart booth divider



**Cookie Share Patch**  
24+ packages donated to soldiers



**Cookie Techie Patch**  
24+ packages direct ship sold



**Achievement Bars**  
Earned in increments of 100 up to 5000. Not cumulative.



**Girl Cookie Champion Tee**  
275+ package initial order



**Your Name Could Be Here!**  
Top Achiever will be profiled on next year's order card



**Gia-Imani Thompson**  
2021 Top Cookie Seller with 5273 packages!

"When I saw the iPad was one of the prizes, I knew I wanted it. I set that as my goal, and then I worked really hard with the help of my family and friends. I made phone calls, videos, and went door to door and even had a drive-up cookie booth in my driveway! It was amazing!"

**Cookies are  
\$5.00 a package**

**Goal Setting. Decision Making. Money Management.  
People Skills. Business Ethics.**  
Now available in one smart cookie.

**NEW!**



**Adventurefuls™**

*Indulgent brownie-inspired cookies  
with caramel flavored crème  
and a hint of sea salt.*



**Thin Mints®**

made with  
vegan  
ingredients

*Crispy chocolate wafers dipped  
in a mint fudge coating.*



**Caramel deLites®**

*Crispy cookies topped with caramel,  
toasted coconut and fudge stripes.*



**Shortbread®**

*Traditional shortbread cookies.*



**Lemonades®**

made with  
vegan  
ingredients

*Savory slices of shortbread with a  
refreshingly tangy lemon flavored icing.*



**Peanut Butter  
Sandwich**

*Crisp and crunchy oatmeal cookies  
with creamy peanut butter filling.*



**Peanut Butter  
Patties®**

made with  
vegan  
ingredients

*Crispy cookies layered with peanut  
butter and covered with a fudge  
coating.*



**Toast-yay!™**

made with  
vegan  
ingredients

*French Toast-inspired cookies  
dipped in delicious icing and full of  
flavor in every bite. Yay!*



**Caramel  
Chocolate Chip**

Peanut  
PF  
Free  
CERTIFIED  
GLUTEN  
FREE  
USDA

*Rich caramel, semi-sweet chocolate  
chips, and a hint of sea salt in a  
chewy, gluten-free cookie.\**  
\*Limited availability

**Caramel Chocolate Chip is only  
available during direct/booth  
sales (while supplies last)  
\$6.00 per package**