



girl scouts   
cookie program



GIRL SCOUT COOKIE PROGRAM TRAINING

2017



“IN A GENTLE WAY,  
YOU CAN SHAKE  
THE WORLD.”

—Ghandi



# COOKIE PROGRAM SUCCESSES



The Girl Scout Cookie Program is the largest girl-led business in the **WORLD**.

Girl Scouts sell about 200 million boxes of cookies—nearly

**\$800  
MILLION**



worth—during each cookie season!



# NOTEWORTHY GIRL SCOUTS



**TAYLOR SWIFT**  
Singer/Songwriter



**DAKOTA FANNING**  
Actress



**VENUS WILLIAMS**  
Tennis Player



**KATIE COURIC**  
Journalist



**BARBARA WALTERS**  
Broadcaster



**ROBIN ROBERTS**  
Broadcaster



**SUSAN WOJCICKI**  
CEO of YouTube



**VIRGINIA ROMETTY**  
CEO of IBM



**HILLARY CLINTON**  
Former US Secretary of State



**CONDOLEEZZA RICE**  
Former US Secretary of State



be unique.  
be you.

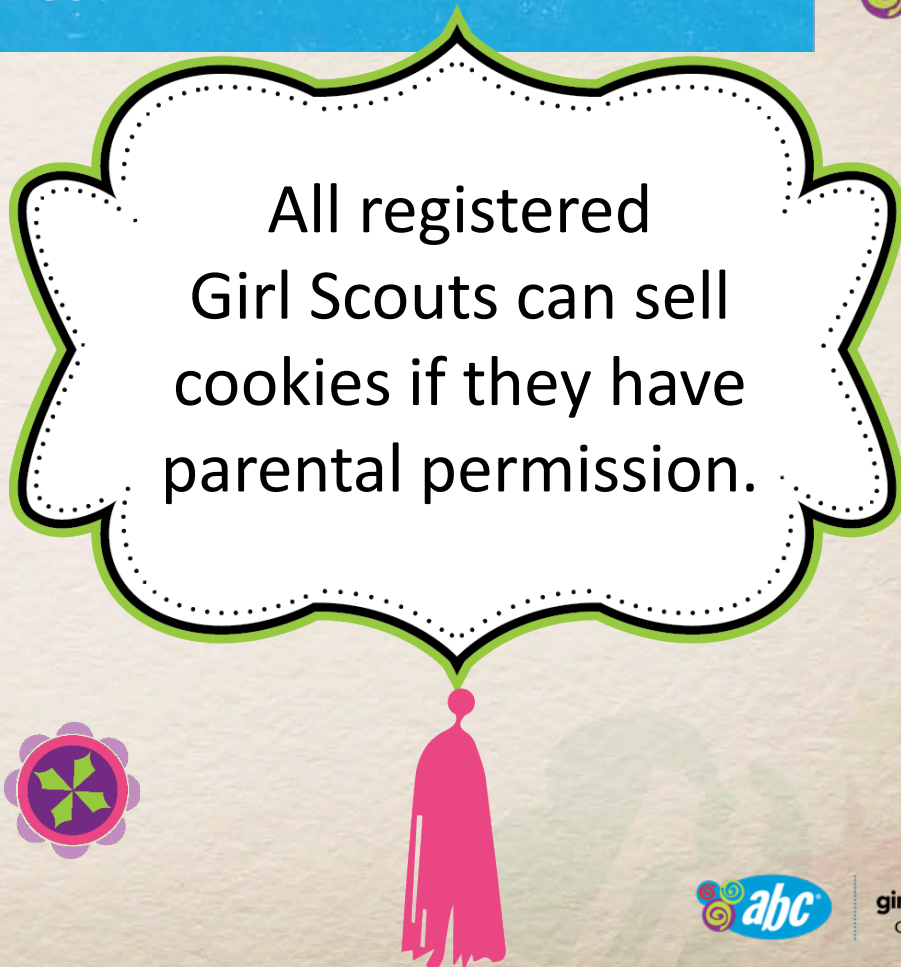




# COOKIE PROGRAM HIGHLIGHTS



# Who Can Sell Girl Scout Cookies?



All registered  
Girl Scouts can sell  
cookies if they have  
parental permission.

# The Five Essential Skills



**GOAL  
SETTING**



**MONEY  
MANAGEMENT**



**BUSINESS  
ETHICS**



**DECISION  
MAKING**

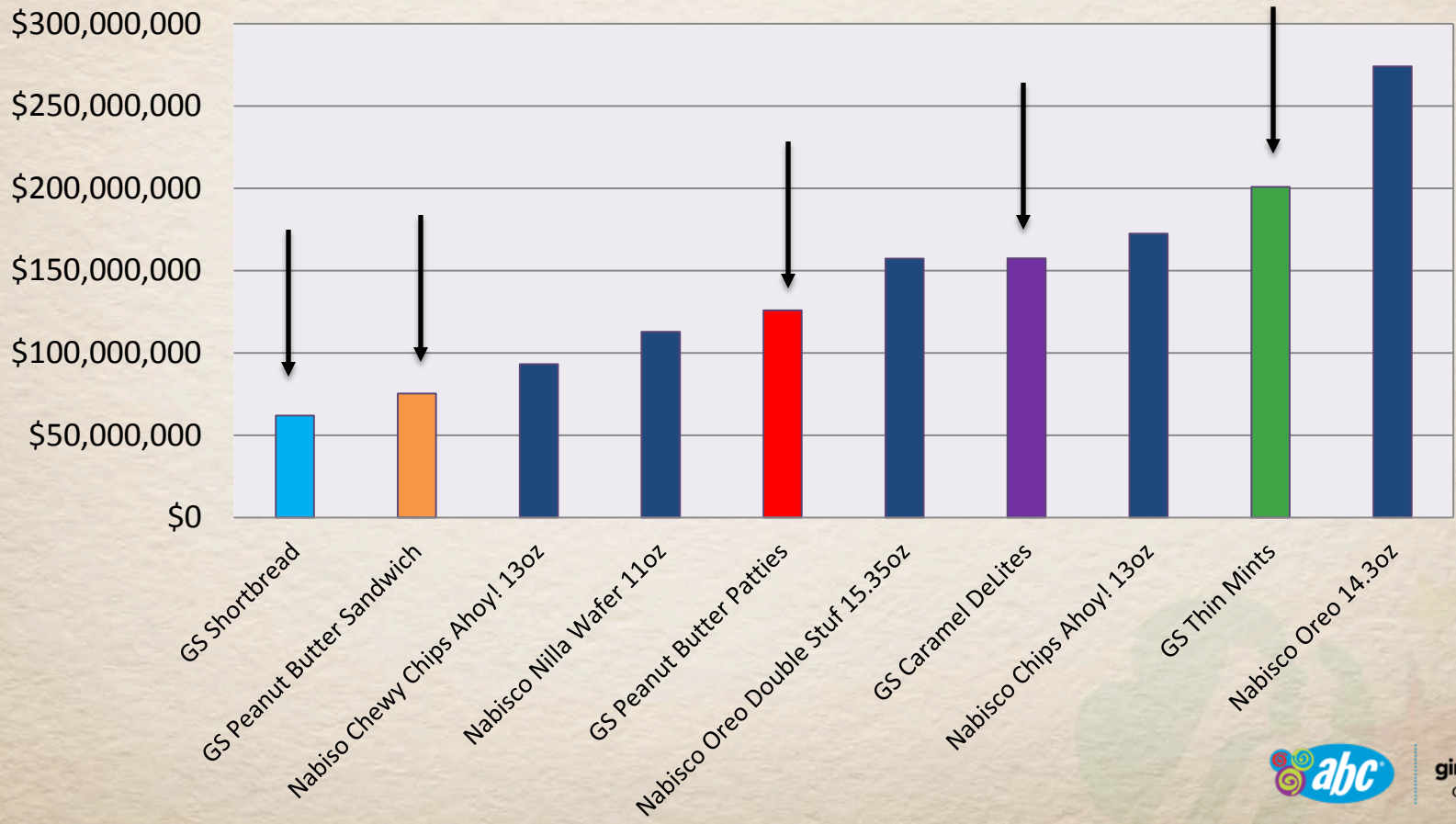


**PEOPLE  
SKILLS**





# A Powerful Brand – 5 of Top 10 Are Girl Scout Cookies!



# When Does the Sale Start?



January 19, 2017-  
March 12, 2017



# Important Dates



Booth Lottery Opens	October 31st
Booth Lottery Closes	November 21st
Results of Lottery Released	November 22nd
Initial Orders Due in SNAP+	December 5th
Mega Drops	January 7th-12th
First Come First Serve Booths- Limit 4	January 4th
First Come First Serve Booths- No Limit	January 11th
Cookie Program Starts	January 19th
Sweep #1	February 2nd
Cookie Crunch	February 26th
National Cookie Weekend	February 24-26
Sweep #2	March 2nd
Cookie Program Ends	March 12th
OCFH Drop Off	March 18th
Sweep #3	March 23rd
OCFH Drop Off	March 23rd
Parent Debt Form Deadline	April 9th
500 Club Celebration*	2nd Weekend of June**
Mystery Tour*	4th Week of June**



# Our Recognition Program



Girl Scouts of Eastern Pennsylvania

## RECOGNITIONS

WWW.GSEP.ORG • 610-933-7555

Cookie Program Begins 1/19/17  
You may not take orders or sell cookies before this date



100+

### Achievement Bars\*

One patch for the highest level achieved, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1,000, 1,500, 2,000, 2,500, up to 3,000 packages!

### NON-CUMULATIVE OLDER GIRL TRAVEL PLAN MAY BE USED FOR TROOP-BASED TRIPS OR DESTINATIONS

Packages	Credit Amount
500	200
750	300
1,000	400
1,250	500
1,500	600
1,750	700
2,000	800
2,250	900
2,500	1,000
2,750	1,100
3,000	1,200

### NON-CUMULATIVE ADVENTURE CREDITS

Packages	Credit Amount
200	25
300	50
400	75
500	125
600	150
700	175
800	200
900	225
1,000	250
1,500	375
2,000	500
2,500	675
3,000	800

### Convert your packages sold to Adventure Credits.

You'll receive a one-time credit for your Adventure Credits, which may be used for your purchases in GSEP shops (girl and parents only; leaders are not permitted to use girl credits). Gold and Silver Award expenses, GSEP day and weekend camp sessions or programs listed in Spark. Girls will still earn patches, but will receive Adventure Credits instead of recognitions. Lost credits will not be replaced. These credits can not be combined with any other plan and will expire September 30, 2017. Credits cannot be converted into cash.



Theme Patch\*  
24+ Packages



Sports Bottle\*  
75-120 Packages



Sun Glasses AND Wristlet Pouch\*  
130-150 Packages



T-Shirt\*  
160-190 Packages



Small Llama\*  
200-200



Membership Voucher\*  
300-300 Packages



No Prob-Llama Lunch Box\*  
400-400 Packages



Journal with Marker\*  
500-740



Sweatshirt/Hoodie\*  
750-990 Packages



Sling Backpack AND 3-D Llama\*  
1000-1400 Packages



Blanket\*  
1500-1000



Fujii Instax mini 8 Camera\*  
2,000-2,400 Packages



LittleBits Electronics Creation Base Kit\*  
2,500-2,900 Packages



ECHO WIFI Room Speaker\*  
(data/Internet/Alexa\* Services not included)  
3000+ Packages



500 CLUB!!  
Sell 500 boxes and earn a ticket for you and a guest to Dorney Park/Wildwater Kingdom



\*Items may vary based on availability  
RECOGNITIONS ARE CUMULATIVE!  
\*Recognitions Items are cumulative. Credits are not.

# Troop Incentive



- \$750 in NAR troop sales
- 85% initial order for Cookies
- Earn Cookie Cart



# Recognition Options



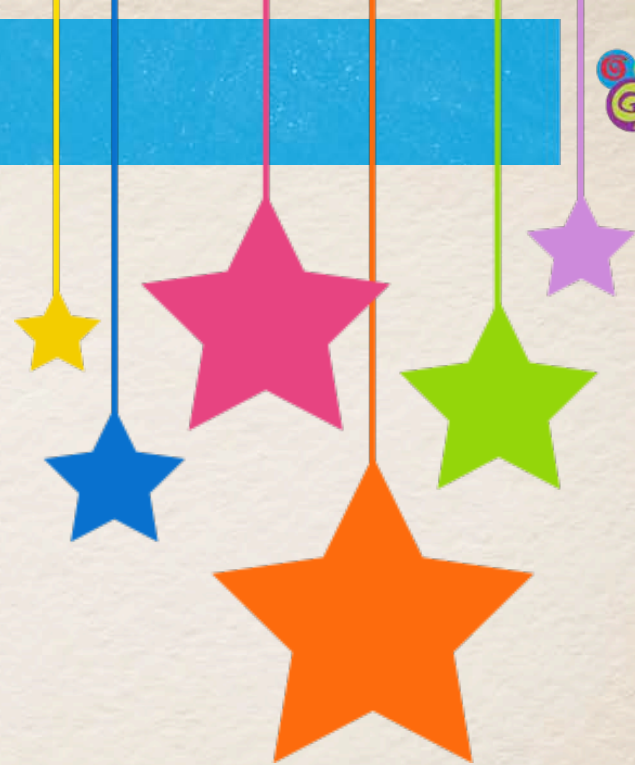
Option A	Option B
Cumulative Plan	Older Girl Proceed Plan
Adventure Credit Plan	
Older Girl Travel Plan	



# Benefits for Troops and Service Units



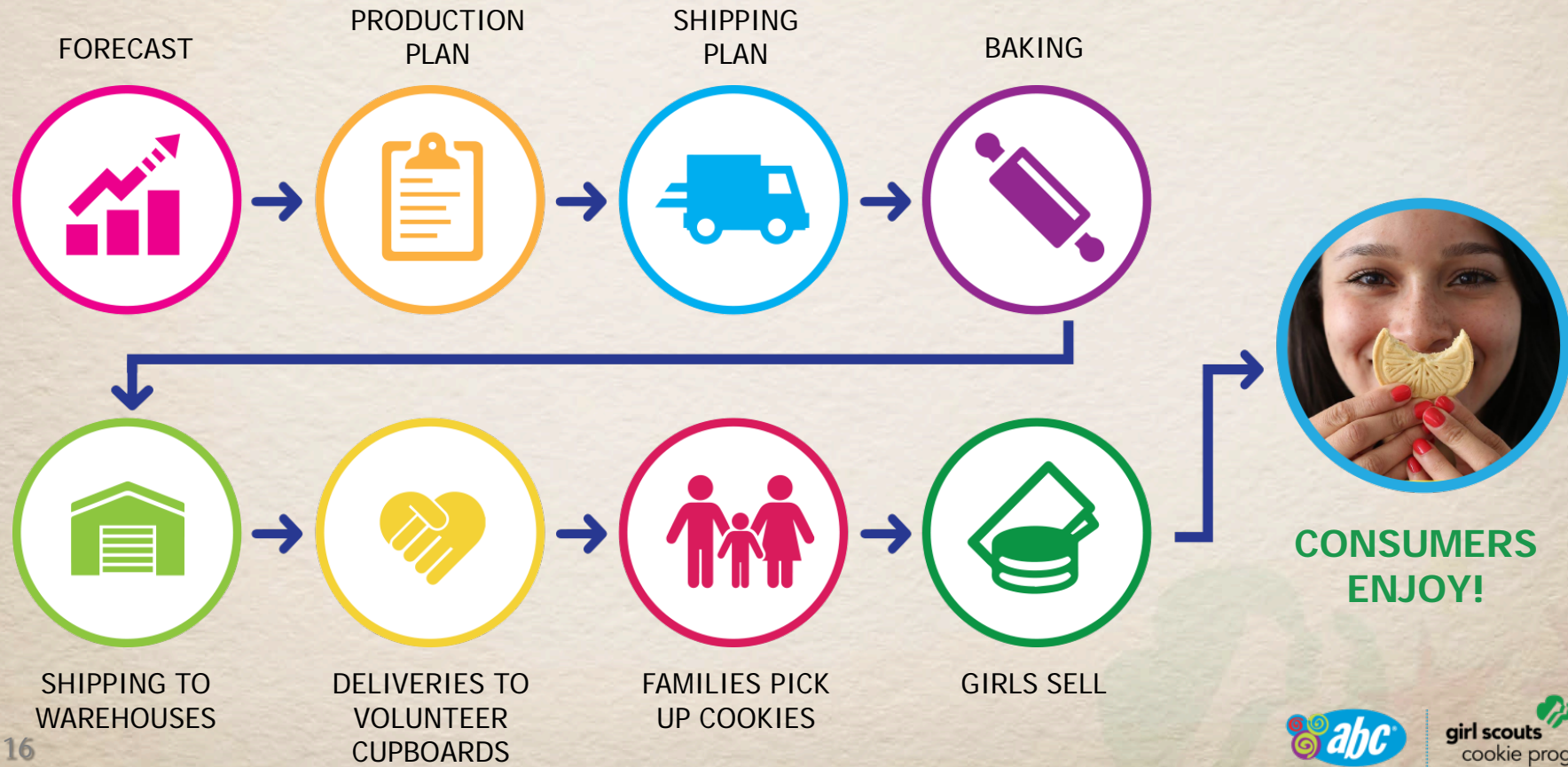
PGA	Proceed Amount Per Package
1-129	\$0.60/Package
130-159	\$0.65/Package
160-199	\$0.75/Package
200-299	\$0.80/Package
300+	\$0.85/Package



$$\text{Total number of packages in troop inventory} \div \text{Number of girls selling} = \text{Per Girl Average (PGA)}$$



# Journey of a Girl Scout Cookie



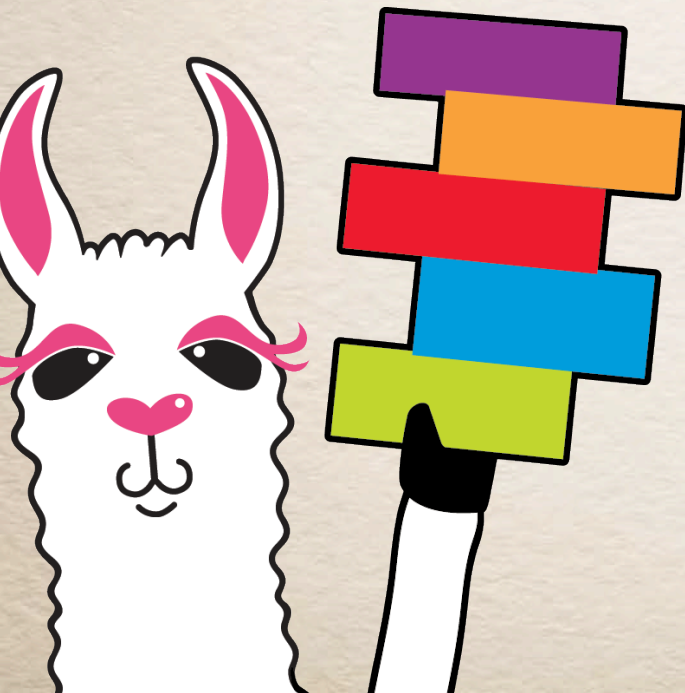




**MARKETING**



# How do we sell cookies?



## ORDER TAKING

COCO/Online  
Marketing

## DIRECT SELLING

Booth Sales

## DIGITAL

COCOMobile  
COCODirect  
FB link



# COOKIE PROGRAM MATERIALS



# Cookie Order Card

girl scouts cookie program

First Name \_\_\_\_\_  
 Troop # \_\_\_\_\_  
 My Goal \_\_\_\_\_

**Thin Mints™**  
Delicious soft chocolate cookies with cocoa butter frosting and orange essential oil.

Quantity	Price
1 Dozen	\$3.00
1 Dozen (60 Cookies)	\$3.00
1 Dozen (120 Cookies)	\$6.00
1 Dozen (180 Cookies)	\$9.00

**Peanut Butter Sandwich™**  
Crisp chocolate sandwich cookies with peanut butter filling.

Quantity	Price
1 Dozen	\$3.00
1 Dozen (60 Cookies)	\$3.00
1 Dozen (120 Cookies)	\$6.00
1 Dozen (180 Cookies)	\$9.00

**Caramel deLites™**  
Crisp chocolate sandwich cookies with caramel filling.

Quantity	Price
1 Dozen	\$3.00
1 Dozen (60 Cookies)	\$3.00
1 Dozen (120 Cookies)	\$6.00
1 Dozen (180 Cookies)	\$9.00

**Peanut Butter Sandwich™**  
Crisp chocolate sandwich cookies with peanut butter filling.

Quantity	Price
1 Dozen	\$3.00
1 Dozen (60 Cookies)	\$3.00
1 Dozen (120 Cookies)	\$6.00
1 Dozen (180 Cookies)	\$9.00



The Girl Scout Cookie Program<sup>®</sup> is the largest girl-led business in the world.

girl scouts  
cookie program



**Thin Mints™**  
Delicious soft chocolate cookies with cocoa butter frosting and orange essential oil.



**NEW Girl Scout Peaches™**  
Crisp chocolate sandwich cookies with peach filling.



**Lemonades™**  
Crisp chocolate sandwich cookies with lemon filling.



**Superwoman™**  
Traditional chocolate cookies.



**Thin Mints™**  
Delicious soft chocolate cookies with cocoa butter frosting and orange essential oil.



**Peanut Butter Pal™**  
Crisp chocolate sandwich cookies with peanut butter filling.



**Caramel deLites™**  
Crisp chocolate sandwich cookies with caramel filling.



**Peanut Butter Sandwich™**  
Crisp chocolate sandwich cookies with peanut butter filling.

## Safety Tips for Product Sales

1. Do not sell in a high-traffic area.
2. Do not sell in an area where you will be crowded.
3. Do not sell in an area where you will be near a road or where you will be near a building entrance.
4. Do not sell in an area where you will be near a large group of people.
5. Do not sell in an area where you will be near a parking lot.

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Troop # _____		Pack # _____		Area # _____		Region # _____		State # _____		Country # _____		City # _____		Zip # _____		District # _____																																											
Our customer response card is an important component of our product sales program. It provides you with valuable feedback on your products.																																																											
Name _____ Troop # _____																																																											
Adult Contact Name/Phone _____																																																											
Girl Scout # _____																																																											
Area # _____																																																											
Region # _____																																																											
State # _____																																																											
Country # _____																																																											
City # _____																																																											
Zip # _____																																																											
District # _____																																																											
Last Name (PRINT)		Address		Phone/Email		Number of Packages										Total Packages																																											
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
Thank you for supporting Girl Scouts!																																																											
Selling Girl Scout																																																											
Cookies teaches girls																																																											
essential life skills like																																																											
goal setting, decision																																																											
making, money																																																											
management, people																																																											
skills, and business																																																											
ethics. So when you																																																											
buy a box—or five—																																																											
you're empowering a																																																											
girl and helping her																																																											
build a bright future.																																																											
Today, cookie sales.																																																											
Tomorrow, anything!																																																											



# Cookie Order Card Inserts



Girl Scouts  
**RECOGNITIONS**

*be unique  
be you*

Cookie Program  
Begins 2016  
\*You may not take orders or sell cookies before this date.

<p><b>SMALL Llama Plush</b> 100 T-shirt 10 boxes at initial order</p>	<p><b>Hoodie</b> OR <b>Sling backpack</b> OR 10 Adventure Bucks 100 boxes at initial order</p>	<p><b>Theme Patch</b> 40 boxes</p>	<p><b>Embroidered Tie</b> OR <b>Scraper</b> OR <b>Sticker Pen</b> 75 boxes</p>	<p><b>Water bottle</b> OR <b>Roller stamp</b> 90 boxes</p>	<p><b>Wristlet Patch</b> OR <b>Sunglasses</b> 125 boxes</p>
<p><b>Folding trash with</b> <b>marker OR hair roller</b> OR <b>5 Adventure Bucks</b> 200 boxes</p>	<p><b>Two Tickets to 2017</b> <b>Cookie Sale AND Goal</b> <b>Getter Patch</b> OR 10 <b>Adventure Bucks</b> <b>AND Goal Getter Patch</b> 200 boxes</p>	<p><b>Large Llama Plush</b> OR <b>Cross body bag</b> OR <b>10 Adventure Bucks</b> 275 boxes</p>	<p><b>No Prob-Llama lunch</b> <b>box</b> OR <b>Flower Kit</b> OR <b>10 Adventure Bucks</b> 380 boxes</p>	<p><b>Super Sellers Celebration</b> <b>AND Club Patch</b> 500 boxes</p>	<p><b>Lux Plush Blanket</b> <b>OR Yoga Mat</b> OR <b>20 Adventure Bucks</b> 750 boxes</p>
<p><b>Cook &amp; Officer Club</b> <b>Event with CEO/board</b> <b>AND Super Patch</b> 1,000 boxes</p>	<p><b>Council Adventure</b> <b>Trip - Habitat for</b> <b>Humanity</b> 1,500 boxes</p>	<p><b>Council Adventure</b> <b>Trip - Wild snow tubing</b> <b>overnight</b> 2,000 boxes</p>	<p><b>Participation in a</b> <b>Booth Sale</b> 2,000 boxes</p>	<p><b>Participation with 4 boxes</b> <b>or more in virtual Cookie</b> <b>Share or online Cookies</b> <b>from the Heart Campaign</b> 100, 300, 500, etc.</p>	<p><b>Level Bars</b></p>

**My Goal:**

Selling girls to troop  
get customized  
Cookie Dash Patch

The Great Cookie  
Dash Patch

**Great Cookie Dash**

Selling girls to troop  
get customized  
Cookie Dash Patch

The Great Cookie  
Dash Troop Prize

**CookieShare**

Quality for a  
Commemorative 100th  
Patch patch during the  
ME2 Mag sale

100 - 100 boxes in  
2017 qualify for ME2  
Commemorative 100th  
anniversary patch.

**Bill Anderson's Retiree**

Girls who sold 100 or more  
boxes in 2016 and increase  
their 2017 sales by 100%  
will be invited to a Mystery  
Adventure in the summer  
of 2017

**NEW - Cookies R 2**

Bill Anderson's Retiree - Adult  
Only Recognition - 2 adults from  
troops with a 2015 PGM will be  
invited to attend. Attendee  
receives a volunteer patch,  
appliance, specialty beverage  
and S'mores

**Thank for a job well done**

**NEW - Troop PGM**  
of 225 or more

100  
years of Girl Scouts  
selling cookies

## A Celebration 100 Years In The Making!

**This year marks the 100th year of Girl Scouts selling cookies - and we're celebrating girls all season!**

1917 was the first known instance of Girl Scouts selling cookies, and since then, girls across the country have been learning basic skills needed to become great leaders in business, manage finances, and gain self-sufficiency.

**The Centennial S'more**

The Girl Scout S'mores™ cookie celebrates the very essence of Girl Scouting – in fact, the first recorded S'mores recipe appears in "Tramping and Trailing with the Girl Scouts," published in 1927! This year, we've updated this traditional fireside snack to reflect the modern sensibility of today's Girl Scouts: Crispy graham cookie double-dipped in yummy cream icing and finished with a scrumptious chocolatey coating.

**Join the 100 Year Celebration!**

Gathering around the fire with friends or family is a time-honored tradition. The Girl Scout S'mores cookie captures this spirit, togetherness and adventure, topped off with a comforting taste of home. Warm and inviting—just like the Girl Scouts! Girl Scout S'mores will be a fast favorite of Girl Scout cookie fans and Girl Scouts alike.

[Look for more information on Girl Scout S'mores on abcsmartcookies.com](http://lookformoreinformationonGirlScoutS'moresonabcsmartcookies.com)




The Girl Scouts International Council and its associated international regional entities: GIRL SCOUTS CANADA, THE NEW YORK GIRL SCOUTS, GIRL SCOUTS OF THE USA, GIRL SCOUTS OF AUSTRALIA, GIRL SCOUTS OF GREAT BRITAIN, GIRL SCOUTS OF INDIA, GIRL SCOUTS OF ITALY, GIRL SCOUTS OF JAPAN, GIRL SCOUTS OF KOREA, GIRL SCOUTS OF MEXICO, GIRL SCOUTS OF NETHERLANDS, GIRL SCOUTS OF NORWAY, GIRL SCOUTS OF POLAND, GIRL SCOUTS OF SWEDEN, GIRL SCOUTS OF SWITZERLAND, GIRL SCOUTS OF THE PHILIPPINES, GIRL SCOUTS OF THE UNITED STATES OF AMERICA, GIRL SCOUTS OF U.K., GIRL SCOUTS OF U.S.A. are trademarks of the Girl Scouts of the USA. The name is a registered trademark of the Girl Scouts of the USA. All other trademarks are the property of their respective owners.

# Mini Order Card for on-the-go Ordering!



## WAYS TO USE IT:

- Follow-up orders after Initial Orders are turned in
- A portable order card that older girls can store in their purse or backpack
- A card for parents to take to work with a note from their girl
- A piece to leave at locations to collect orders, i.e., school/office

The image shows a sample of the Mini Order Card. It features a grid of cookie options with photos and descriptions. Below the grid is a form for personal information and a table for ordering quantities.

girl scouts cookie program			First Name _____ Adult Contact's Name/Phone # _____		Troop # _____
Last Name (PRINT) _____		Address _____		Phone/Email _____	Price/Per Package
Number of Packages					
1	2	3	4	5	
6	7	8	9	10	
11	12	13	14	15	
16	17	18	19	20	
21	22	23	24	25	
26	27	28	29	30	
31	32	33	34	35	
36	37	38	39	40	
41	42	43	44	45	
46	47	48	49	50	
51	52	53	54	55	
56	57	58	59	60	
61	62	63	64	65	
66	67	68	69	70	
71	72	73	74	75	
76	77	78	79	80	
81	82	83	84	85	
86	87	88	89	90	
91	92	93	94	95	
96	97	98	99	100	
Total: This total applies to all items on this card.					

**abc** Our cookies freeze well. **NO ORDER SEVERAL OF YOUR FAVORITES!**

For more information visit [aboutcookies.com](http://aboutcookies.com)

## WHAT'S NEW?

- 100<sup>th</sup> Anniversary and Girl Scout S'mores™ celebration ideas
- Tips for leveraging social media to promote the cookie sale
- Suggestions for promoting your booth sale on social media as well as a fun video with pictures of real booths to give creative inspiration!



- Video testimonials from volunteers, parents and Girl Scouts
- Downloadable tips and activity how-to's
- Cookie Line Up
- Survey for volunteer feedback

## Leveraging Social Media to Promote the Cookie Sale

Using popular social media platforms to elevate the Cookie Sale is a fantastic way to boost sales! Whether engaging with ABC Bakers' Facebook page, our Lemonades Facebook and Twitter profiles, or promoting via your personal handle, it's a great way to reach your key customers.

Share your Girl Scout COODirect link on Facebook this season for your family and friends to place their orders! All you need to do is follow these simple steps - happy selling!

1. Go to <http://www.abcscoutcookies.com>
2. Log into your Girl Scouts COOD Cookie Command account
3. Click on Online Marketing
4. Go to send an e-card
5. Find link at bottom of page under "Share your COOD Direct Page"
6. Copy link and paste into your Facebook status update

**FOLLOW US**

Lemonades on Twitter

ABC on Facebook

Download tips for creating engaging content

## Promoting Your Booth Sale On Social Media

**MAKE YOUR COOKIES SHINE**

See how these Girl Scouts made their ABC Cookies the star of their booths!

Announce your booth sales far and wide!

- Ask your local partner to promote the booth on their social media channels - mentioning the troop's handle as well as @LemonadeCookie - to extend reach and increase awareness of your sale.
- You can also consider tagging or mentioning other local businesses to encourage them and their employees to support your sale and visit your booth.
- By leveraging a business's existing marketing materials and community, you'll reach even more cookie-lovers!

Use our Booth Sale Checklist to ensure you're prepped for success for your Girl Scout Cookie Sale!

## Teaching Girls the Five Essential Skills

<p><b>GOAL SETTING</b></p>	At the start of the sale, girls will set a goal. And it's not just about how many boxes of cookies she sells. Her goals should also be based on things she'll learn, experiences she'll have, and what she'll be able to accomplish once she reaches her sales target.
<p><b>DECISION MAKING</b></p>	Throughout the sale, she'll be making decisions, both with the troop and as an individual. What will they do with the funds they generate? Where would be the best place for a booth sale? You're here to help her sharpen her skills for making good choices.
<p><b>MONEY MANAGEMENT</b></p>	For many girls, this is the first time they're responsible for handling money. Through the sale, they'll learn all about accountability and the importance of accuracy.
<p><b>PEOPLE SKILLS</b></p>	The Cookie Sale is a great way to encourage positive interaction with people. You'll be amazed at how much confidence can be built along the way.
<p><b>BUSINESS ETHICS</b></p>	Girls will learn that strong values should lead any business - including theirs. Good thing they have you as a role model.



Use our Booth Sale Checklist to ensure you're prepped for success for your Girl Scout Cookie Sale!



# Booth Identifier



# Resources on ABC Bakers' Website: [www.abcsmartcookies.com](http://www.abcsmartcookies.com)



## PLANNING TOOLS:

- Budget Worksheets
- [Cookie Calc](#) for troops

## RESOURCES:

- Volunteer guides
- Troop meeting ideas

## SELLING TIPS

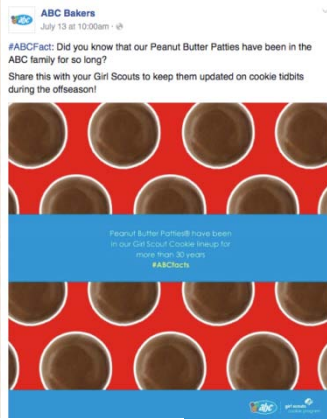
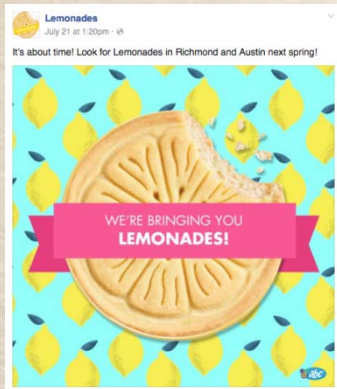
## [CLIP ART](#)

## MOBILE APPS:

- Snap Cupboard
- [COCOMobile](#)



# Social Media



FOLLOW US



Lemonades on Twitter

ABC on Facebook

Lemonades on Facebook





&

100  
years of Girl Scouts  
selling cookies





## SUPER POPULAR RETAIL FLAVOR

- Vegan
- Kosher
- Nut free
- 0 Trans Fat Per Serving
- No Artificial Colors
- No Preservatives
- Made with Real Cocoa





**TECHNOLOGY**

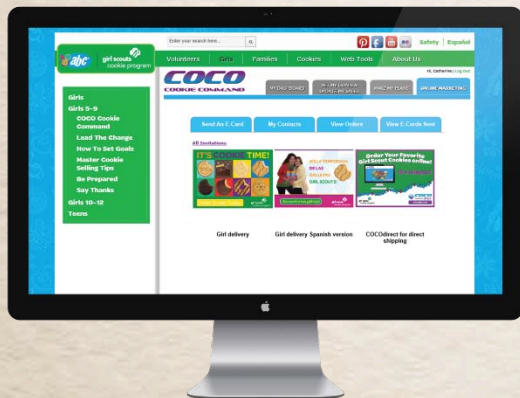


**on line**





## COCO direct



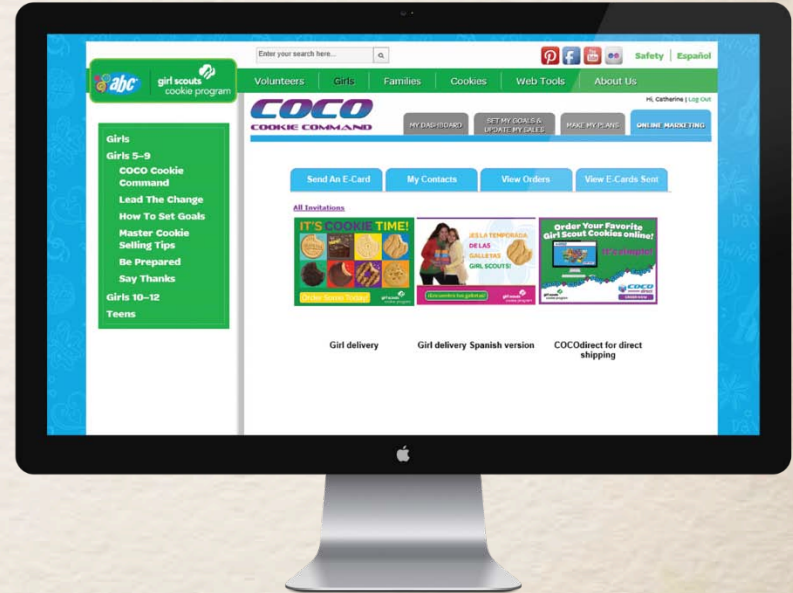
## COCO mobile



# COCO

## COOKIE COMMAND

- Goal Setting
  - Set goals and track progress
- Sales Planning
  - Plan activities
- Consumer Marketing
  - Send ecards and generate reports



**COCO**  
COOKIE COMMAND



# Mobile Cookie App for Girls



The COCOmobile app puts all the cookie-order tools from COCO Cookie Command at girls' fingertips. It's a handy way to:

- Set and track goals
- View recognition levels achieved
- Enter and manage cookie orders
- Track order payment and delivery status



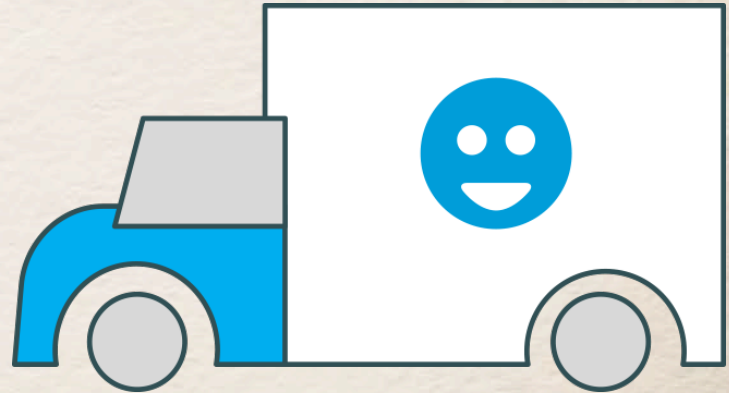
**COCO**  
mobile



# COCODirect = Delivery to Customers!



- COCODirect allows Girl Scout Cookies to be shipped directly to consumers in bulk sizes.
- Volunteers and Girl Scouts can access COCODirect through COCOMobile or on a computer through COCO Cookie Command.

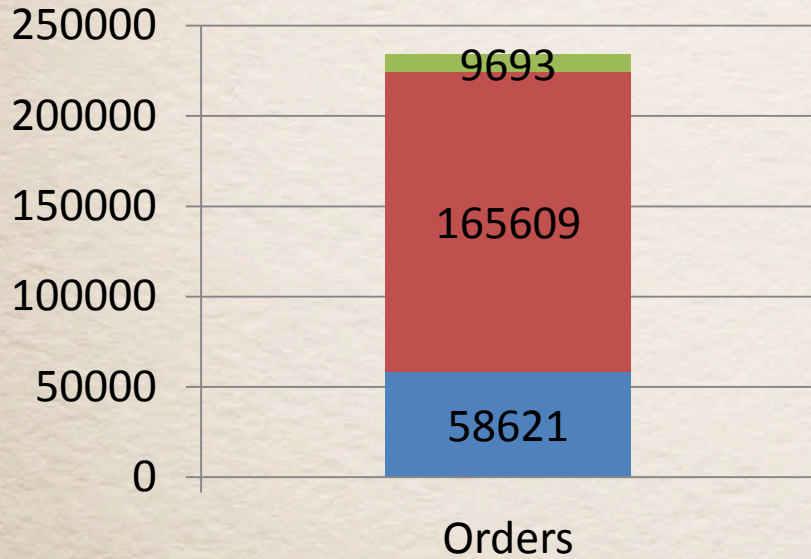


*Note: Due to shipping costs, direct delivery through COCODirect is ONLY available to consumers that purchase a minimum order of half dozen single variety or an eight-pack sampler.*

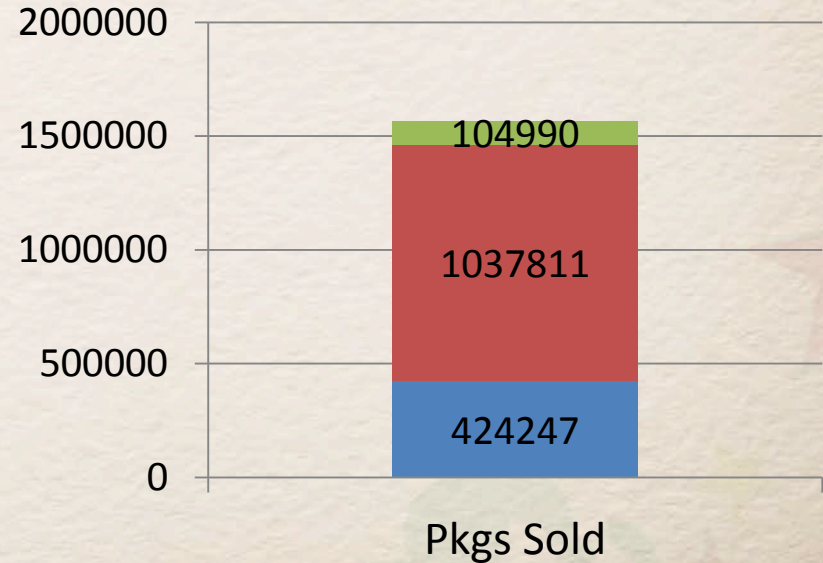
# COCO Suite Activity (ecards, mobile, direct ship)



■ ecard ■ Mobile ■ Direct



■ ecard ■ Mobile ■ Direct





**2017:**

Functional

Stable

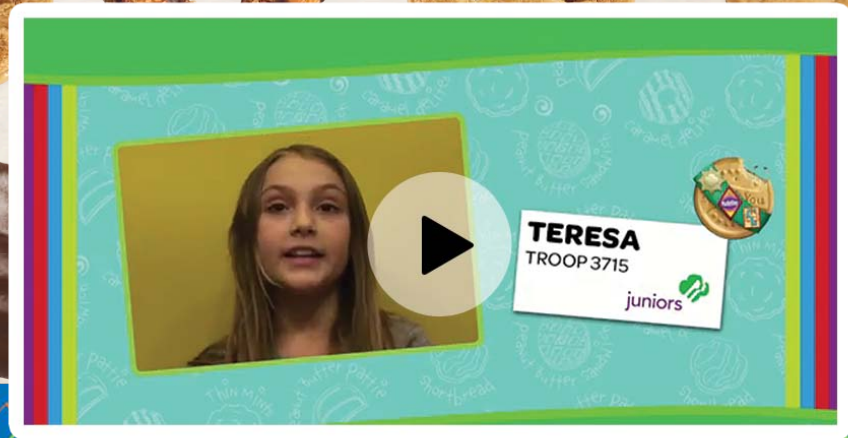
SNAP+

**2018:**

New digital presence

Integrated and easy to use tools

# COOKIES!



# 2017 GIRL SCOUT COOKIE LINEUP



NEW!



Girl Scouts S'mores™

vegan



Lemonades™

vegan



Thanks-A-Lot®

vegan



Trios



Caramel deLites®



Peanut Butter Patties®

vegan



Peanut Butter Sandwich



Shortbread



Thin Mints®

vegan



girl scouts  
cookie program

Volunteers

Girls

Families

Cookies

Web Tools

About Us



NEW Girl Scout S'mores

Where to Find Lemonades

FAQ

Why Sell Cookies?

Out Of The Box

Earth-friendly Practices

Recipes

Fun Facts



Peanut Butter

Caramel

Peanut Butter Sandwich

Trios

Thanks-A-Lot®

Girl Scout S'mores

Lemonades™

Shortbread

Home > Cookies

# GIRL SCOUT S'MORES

We've updated the modern S'mores snack with our own twist! We took a crispy graham cookie and double dipped it with a yummy creme icing and a scrumptious chocolately coating so you get all the flavor of this fireside favorite without the sticky mess.

A sweet addition for...  
Made with real cocoa...  
vegan, and free of artificial...  
preservatives.

COOKIE FUN FACTS!

## Nutrition Facts

Serving size: 2 Cookies Servings Per Container: about 8

Amount Per Serving	
<b>Calories</b> 180	Calories from Fat 80
% Daily Value*	
<b>Total Fat</b> 9g	14%
<b>Saturated Fat</b> 7g	35%
<b>Trans Fat</b> 0g	
<b>Cholesterol</b> 0mg	0%

FAQ'S

CLICK A COOKIE FOR NUTRITIONAL INFORMATION



Cookies

NEW Girl Scout S'mores

Where to Find Lemonades

FAQ

Why Sell Cookies?

Out Of The Box

Earth-friendly Practices

Recipes

Fun Facts



# SOMETHING FOR EVERYONE

4  
CHOCOLATE  
VARIETIES



2  
PEANUT BUTTER  
VARIETIES



1  
FRUIT-FLAVORED  
VARIETY



ABC  
EXCLUSIVE!

5  
VEGAN COOKIES\*



1  
SHORTBREAD,  
TRADITIONAL  
COOKIE

1  
GLUTEN FREE  
COOKIE MADE WITH  
REAL CHOCOLATE &  
PEANUT BUTTER



ABC  
EXCLUSIVE!

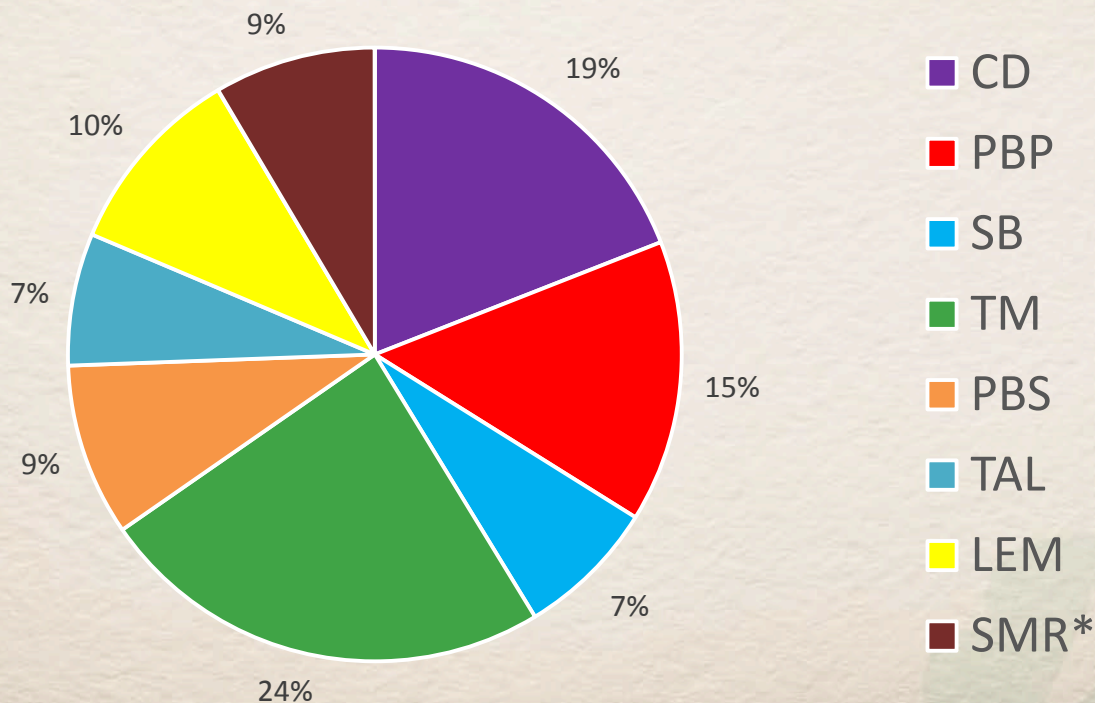
ECO-FRIENDLY  
PACKAGING ON  
FOUR VARIETIES\*



# Average Sales Mix by Cookie Variety



Estimated % of Total Sales for 2017



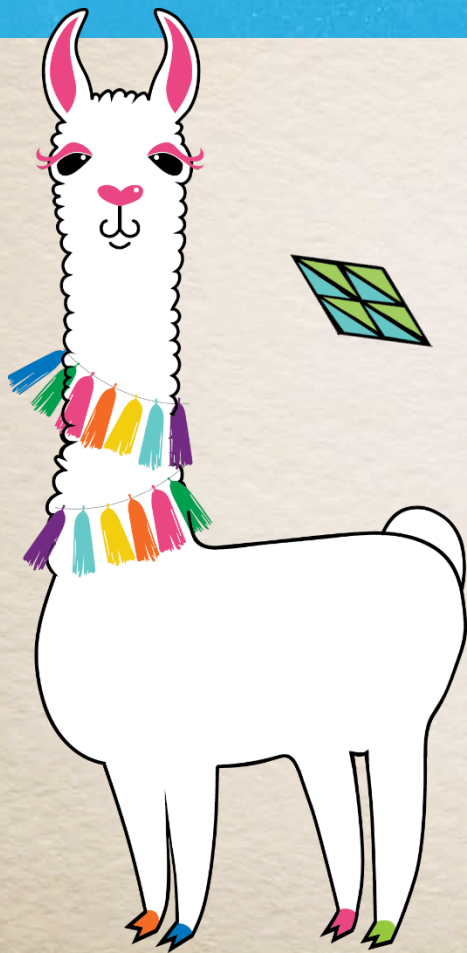
# ECO-FRIENDLY PACKAGING



**RSPO**  
Roundtable on Sustainable Palm Oil



# Training Highlights



- Dates
- Safety
- Cookies
- Goals

- Skill Building
- Online Resources
- How to get help
- HAVE FUN!



# Girl Scouts of the USA's Cookie Troop 100



**girl scouts**  
cookie program

Let's celebrate 100 years of Girl Scouts selling cookies!

Our biggest cookie milestone yet is here. That's right! 2017 marks the 100th anniversary of the first known sale of cookies by Girl Scouts, and we're so ready to celebrate.

Join the nationwide celebration by participating in *Girl Scouts of the USA's Cookie Troop 100!*

**You can participate in 4 easy steps:**

- 1 **Set a troop goal** and share the plan for your cookie money—what cool stuff will you do to improve your community this year?
- 2 **Earn a Cookie Business badge**—you can take your pick!
- 3 As a troop, **ask 100 NEW customers to buy cookies.**
- 4 **Bling Your Booth.** Gather your troop and get those creative juices flowing to come up with a fun theme—a party, a race, a cookie disco—what will it be? You can even include a Cookie 100th twist. Just remember to snap a cool photo!

Once all 4 steps are completed, ask your troop leader to help you submit your entry at [girlscouts.org/cookie troop100](http://girlscouts.org/cookie troop100) to unlock your patch, and enter for a chance to win cash to invest in your cookie Take Action or service project.

Winning troops will be randomly selected—no voting necessary!

**What troops can win:**

One lucky troop from **EVERY** council around the country will win

- ➔ **\$100 each** to put toward their awesome cookie Take Action or service project.

And one **VERY** lucky troop will win

- ➔ **\$3,000** to super power their project!

**Unlock the patch!**

**Girl Scouts of the USA's COOKIE TROOP 100**

**Girl Scouts of Southern Nevada, Troop #495**

**100** years of Girl Scouts  
and 100 cookies

For your chance to win big visit [girlscouts.org/cookie troop100](http://girlscouts.org/cookie troop100) or contact your local council for more information.



**JOIN**

Girl Scouts of the USA's  
**COOKIE TROOP 100**

Enter by Apr. 30<sup>th</sup>  
for a chance to win big!



Girl Scouts of the USA's  
**COOKIE TROOP 100**



**JOIN**

Girl Scouts of the USA's  
**COOKIE TROOP 100**

**LEARN MORE**

[https://www.youtube.com/watch?v=Kbp\\_irYtHe4&feature=youtu.be](https://www.youtube.com/watch?v=Kbp_irYtHe4&feature=youtu.be)





Thank You



**girl scouts**   
cookie program

Questions? Email [cookies@gsep.org](mailto:cookies@gsep.org)