

Dear Girl Scout Parents,

The Girl Scout Cookie program is the largest girl-led entrepreneurial activity in the United States. And...it's only available to Girl Scouts!

Girls who participate develop important skills and confidence, while earning money to finance their Girl Scout activities and dreams.

Last year, Girl Scout troops from our Council, traveled to Puerto Rico, financed by money earned from their cookie sales. They volunteered and helped families impacted by Hurricane Maria. In the process, they had a life-changing experience. Just think of what your Girl Scout troop can do?

For over 100 years, Girl Scouts have used their cookie earnings to make positive change in their community and world. Each year, we recognize the top 100 selling Girl Scouts with special events and lunch with me, your CEO. I hope your Girl Scout becomes a part of this group of go-getters.

This Family Guide is designed to equip our parents with all of the information for this year's Cookie Program. With every box of Girl Scout Cookies sold, you help support our courage-boosting, confidence-inspiring, character-building, go-getter, innovative, make-the-world-a-better-place Girl Scouts!

Thank you for your continued support of Girl Scouts and the Cookie Program. Let's make this our biggest Cookie year ever—let's go for BOLD!

Sincerely,

Lidia Soto-Harmon

Lidia Soto-Harmon

Cookie Pro Contest

This cookie season, GSUSA will select 24 girls nationwide, four per program level, to be named GSUSA's **Top Cookie Pro 2019!**



Girls can enter the contest by filling out a Cookie Pro application found in their Cookie materials. To enter, girls tell their cookie story by creating a mini graphic novel, answer a set of questions, and send in a picture in their Girl Scout uniform.

Girls who enter will get a chance to:

1. Travel to sunny California for an all-expenses paid Girl Cookie Entrepreneur Experience.
2. Go on an incredible behind-the-scenes VIP adventure at Warner Bros. Studios.
3. Take part in super-cool activities featuring the DC Super Hero Girls™.
4. Attend a very special Girl Scout Cookie Pro recognition event where they can meet today's most prominent entrepreneurs.

Entries will be accepted January 2 through May 1, 2019.

Bling Your Booth

The Council's annual Bling Your Booth is back! It's time to showcase your troop's creative cookie marketing skills by creating an amazing blinged-out booth. The top troops will earn a special Bling Your Booth patch. To participate, post your photo to Facebook.com/gscnc by March 25, 2019. Include your troop number, leader's name and email. Questions? Contact Victoria Upton, vupton@gscnc.org.



Ready for Your Closeup?



Girl Scout Seniors and Ambassadors—want to learn how to be a cookie spokesperson and be part of our cookie commercial? Attend our Cookie Media Spokesperson training at the Cookie Kickoff on November 3. To be selected, fill out our survey at:

www.surveymonkey.com/r/cookiemedi.

Questions? Contact Victoria Upton, vupton@gscnc.org.


girl scouts
nation's capital

Family Guide

2019 COOKIE SEASON



www.gscnc.org/cookies

Girl Scouts Nation's Capital | www.gscnc.org | 800-523-7898

Girl Scout Cookies
Build Leaders

1. Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them.

2. Decision-Making

Girls develop critical thinking and problem-solving skills as they decide where and when to sell cookies, how to market their sale, and what to do with their earnings.

3. Money Management

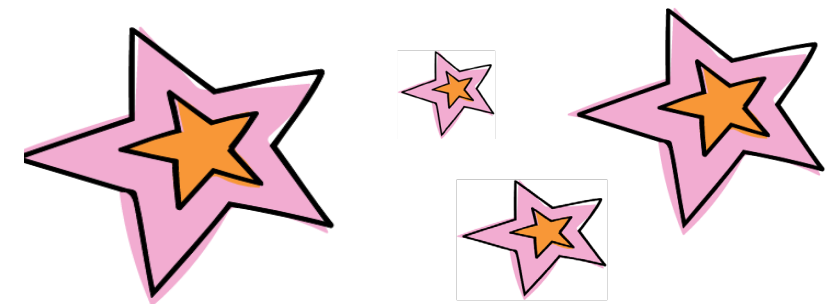
Your Girl Scout takes cookie orders, handles customers' money and gains valuable and practical life skills around financial literacy.

4. People Skills

Girls learn how to talk (and listen!) to their customers, as they discover how to work as a team with other girls. These experiences help her develop healthy relationships and conflict resolution skills she can use throughout her life.

5. Business Ethics

Your Girl Scout learns to be honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she develops as a Girl Scout.



Important Dates

Start of order taking	December 17
Start of booth sales	February 15
National GS Cookie Weekend	February 22-24
End of cookie sales	March 24



Digital Platform

Go-getter Girl Scouts now can use e-commerce to sell cookies!

Innovation is part of a Girl Scout's DNA, which is why Girl Scouts Nation's Capital has added e-commerce to the list of 21-century skills girls can learn. Digital Cookie uses the same platform girls already use for the Fall Product Program. This allows parents an easy way to work with their girls to build customer lists, reach out to customers by email, accept credit card payments and offer shipping or girl delivery.

Remember, the online channel is just one more way for girls to gain entrepreneurial skills and earn money to finance their dreams. Girls can create an avatar, record a custom video greeting and earn virtual rewards as they set a goal and track their progress. When Girl Scouts sell Cookies, they're getting a taste of what it means to be successful in business and in life.

Let's work together to help your Cookie Boss unleash her leadership skills.

Get started at: www.gsdigitalcookie.com/gsnationscapital

How to Support Your Girl Scout Cookie Boss

- Listen to her practice her sales pitch.
- Review cookie materials together.
- Help her set practical and useful goals about what she wants to learn and earn.

How to Support Your Troop

- Go to the Troop Family Cookie Meeting.
- Sign and return all permission slips.
- Provide transportation for orders and deliveries.
- Help your Girl Scout network with family and friends, but let her do "the ask" so she can learn important business skills.
- Get permission to sell at your place of work, worship or other locations.

Meet the Cookies!



*Specialty cookies are priced at \$5.00. All other cookies are \$4.00 a box.

Gift of Caring

Your favorite cookies. Your favorite causes.

Nation's Capital
Troop2TROOPS

Troop2Troops is our virtual Gift of Caring program where cookies are shipped directly to the USO Metropolitan Washington, which shares them with veteran hospitals and military lounges in airports in our region.

Hometown Heroes

Hometown Heroes allows troops to donate to a local cause or group they are passionate about. Girls choose their local **Hometown Heroes** and sell cookies to donate at the end of the Cookie Program.