

# Cookie Connection

A magazine for the Girl Scout family

New research  
about girl  
entrepreneurs  
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Where can  
a cookie  
take you?  
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### **2020 Top 15 Cookie Sellers**

The Top cookie sellers will learn about how to develop their personal brand, do a photo shoot, meet photographers, producers, writers and hang out with RP3's CEO Beth Johnson and Girl Scout CEO Lidia Soto-Harmon. RP3 is one of the country's top creative agencies focused on building new ideas, technologies and experiences. This program will help us tell the Girl Scout Story. The event will be held on Saturday, April 25th from 10AM-2PM - girls who qualify will be notified.

### **2020 Cookie Program Dates**

<b>Key Order Phase</b>	December 16, 2019 - January 13, 2020
<b>SU Cookie Deliveries</b>	January 20, 2020 - February 1, 2020
<b>Booth Sales</b>	February 7, 2020 - March 8, 2020
<b>Cupboards Open</b>	February 12, 2020
<b>Cookie Weekend</b>	February 21 - 23, 2020
<b>Cookies on the Go!</b>	March 9 - March 15, 2020
<b>Cookie Sales End:</b>	March 15, 2020



## Dear Girl Scout Family,

We hope you enjoy the first issue of Cookie Connection, a magazine about all things Girl Scout Cookies! Like all our programs, the Girl Scout Cookie Program has a long history of helping girls master fundamental life skills.

We encourage all Girl Scouts to participate in the Cookie Program. It is a vital part of our program and provides essential funds to support our Movement and troop activities. When troops earn funds they are able to support their good works in their community and pay for their troop activities. They learn the value of a dollar. Learning to manage money wisely is one of the most important life skills girls can learn. Our Cookie Program teaches girls how to budget, manage cash flow and even pay bills on time!

All net revenue raised through the Girl Scout Cookie Program—100 percent—stays with our Council and troops. Girls decide how to use the money earned towards a project that will improve their hometown, donate the money to a worthy cause, or take part in amazing experiences like troop travel.

Many of today's successful businesswomen will tell you they got their business savvy from selling Girl Scout cookies. With over 50 million alumnae, 57 percent say that the Cookie Program was beneficial in the development of their life skills. That is because the program teaches skills with practical applications.

We hope your Girl Scout participates this year. Troop involvement can range from direct sales with the order form, online and booth sales. We hope you agree, participating in the Cookie Program is for every Girl Scout.

Sincerely,



Lidia Soto-Harmon  
CEO



**“When girls learn their  
power, they are  
unstoppable”**

*-Lidia Soto-Harmon*

# 5 Skills for your Cookie Boss



**GOAL SETTING:** Your Girl Scout sets cookie sales goals individually and with her team, and creates a plan to reach them.

**Impact:** Girl Scouts are more likely than non-Girl Scouts to have a strong sense of self 80% vs. 68%, achieve excellent grades 53% vs 45%, and graduate college 70% vs 60%.



**DECISION MAKING:** Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings.

**Impact:** 62% of Girl Scouts are more likely than 42% of non-Girl Scouts to seek challenges and learn from setbacks. Additionally, in learning settings Girl Scouts are 80% more likely to take an active role in decision making vs 51% of non-Girl Scouts.

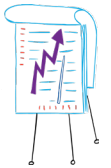


**MONEY MANAGEMENT:** Girls develop a budget, take cookie orders, and handle customers' money.

**Impact:** Girl Scout alumnae report a higher income averaging \$51,700 than non-alumnae, \$42,200. Also 90% of girls say it is important for them to learn how to manage money.



**PEOPLE SKILLS:** Your Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling cookies. **Impact:** 60% of Girl Scouts versus 43% of non-Girl Scouts are more likely to develop and maintain healthy relationships.



**BUSINESS ETHICS:** Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics reinforce the Positive Values she is developing as a Girl Scout.

**Impact:** 75% of Girl Scouts are more likely than 59% of non-Girl Scouts to have positive values.

## Why Do These 5 Skills Matter?

Because when a girl has learned these skills, she'll be poised for career success. In a Girl Scout, future employers will find:

- A girl who can set goals and meet deadlines.
- A girl who works well with others.
- A girl who understands customers.
- A girl who can influence others.
- A girl who is honest, trustworthy, and reliable.





# Cookie Confidential

## NEW Lemon-Ups cookie



The Lemon-Ups will be announced by GSUSA on January 7, 2020! Help us make the biggest splash ever, by keeping this exciting Cookie Confidential information classified. So no posting on Twitter, Facebook, Instagram or Snapchat until January 7, 2020. Our program kicks off on December 16, and the cookie will be available on the Digital Cookie platform. We'll be sure to build anticipation, but we need YOU to keep it Top Secret and all buttoned up. And then watch the sales fly in!

## NEW 2020 Packaging!

### New Look – New Price!

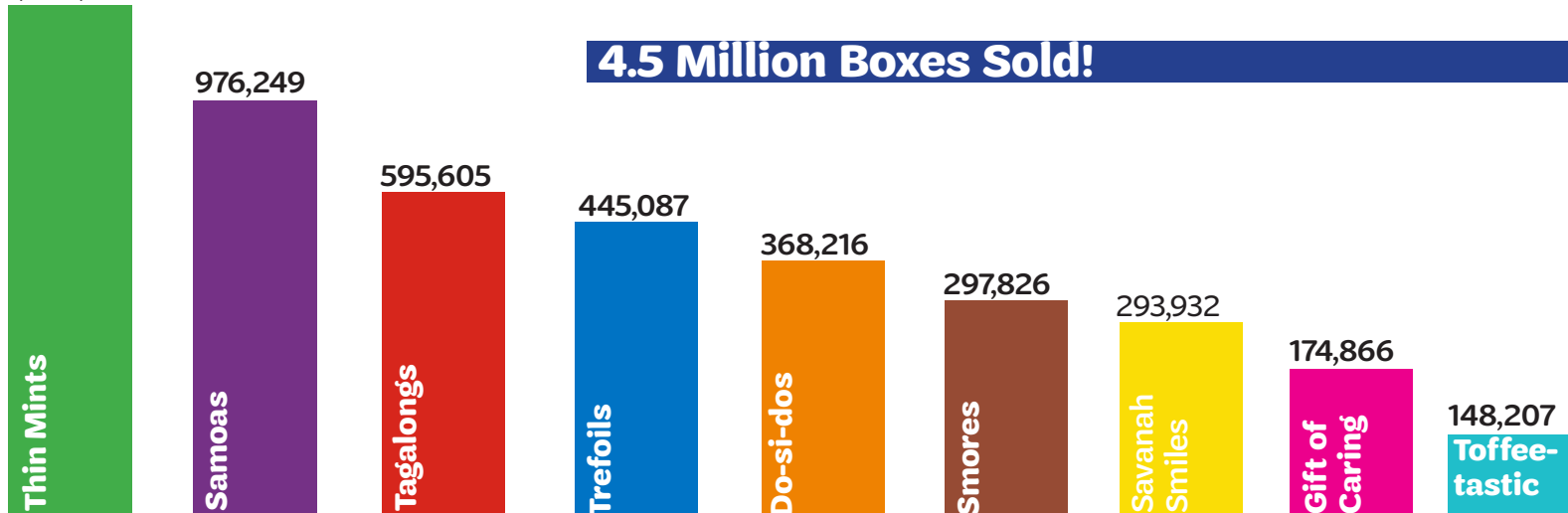
The Iconic brand gets a package refresh! With new pictures of Girl Scouts doing what THEY want to do. Be it Stem, the Outdoors, Life Skills or Entrepreneurship. Girl Scouting is “for girls, by girls” where Girl Scouts take the lead. Our mission is clear, and it tastes really sweet!

For the first time in nine years, Girl Scouts is increasing the price of Girl Scout Cookies. Specialty brands, S’mores and Toffee-tastics will cost \$6.00, while the core varieties are \$5.00 a box. When customers buy Girl Scout Cookies they are getting more than a delicious cookie, they are also supporting the good work of Girl Scouts.



## 2019 Girl Scouts Nation’s Capital Cookie Ranking

1,254,740





# girl scouts

## Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

### Five skills learned from the cookie program:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

### Money Manager

#### Learn money basics.

Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.

Learn how much Girl Scout Cookies cost in your area.

### Decision Maker

#### Make plans for the coming Girl Scout year and set a budget.

Talk about wants versus needs.

Talk about how the troop can earn money through cookie program participation.

Look into your troop's proceeds from previous years to help you budget.

### Goal Setter

#### Set sales goals as a troop and individually.

Talk with troop members about how you can work together to reach your troop's goal.

Discuss different ways to sell cookies and set a goal for which ones you'll try.

Brainstorm how you could use your cookie earnings to help others in your community.

### Consumer Expert

#### Think "cookie customers."

Talk with troop members about why people may or may not choose to buy Girl Scout Cookies, and brainstorm ways to engage them.

Come up with ideas for the perfect customer pitch.

Practice explaining how your cookie earnings will be spent.

Brainstorm ways to thank your customers.

### Cookie Techie

#### Use technology to grow the business.

Set a specific goal for your digital sales.

Make a video for your friends and family network promoting online cookie sales using your sales pitch; encourage the gifting of cookies to boost sales.

Use your support network of friends and family to safely promote your digital storefront.

### Networker

#### Build your social support system.

Connect with local business leaders for ideas about how to grow your Girl Scout Cookie business.

Talk to friends and family about how they can help you expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's cookie earnings, to inspire them to increase their purchase.

### Innovator

#### Take it beyond Girl Scout Cookies.

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, then narrow to the best!

Be prepared to go back to the drawing board—maybe more than once!

Get feedback from potential consumers and improve your idea based on what they say.

Research social entrepreneurs in your community and beyond.

### Entrepreneur

#### Take your business idea to the next level.

Create and document a mission statement and business plan for your product/service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing your business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!

### How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.



# Today's Girls, Tomorrow's Entrepreneurs

A 2019 study by the Girl Scout Research Institute probed girls to gain a better understanding of their interest in entrepreneurship.

## Five key findings emerged:

1. Today's girls are already thinking like entrepreneurs. They possess many of the traits we know are linked to entrepreneurial success and are socially conscious problem-solvers.
2. Girls are already exploring their entrepreneurial interests. And when it comes to future careers, girls care about gaining gender parity, having financial stability and being able to use their talents to make an impact.
3. Although girls expressed confidence in their ability to be entrepreneurs, they also identify key challenges to getting started, including a fear of risk and gender stereotypes.
4. Girls need additional support and encouragement in the entrepreneurial space. They are clear about what they want: more learning opportunities and real-life access to role models.
5. Black and Latina girls are especially interested in and particularly poised to become leaders in entrepreneurship; we need to support their interest and help them reach their goals.

## Six in ten girls have an entrepreneurial mindset.\*



The girls who are still developing their entrepreneurial mindset need the most support when it comes to community problem solving, innovative thinking, and challenge seeking—that is, they are less likely to see failure as an opportunity to try again.

## How Can Parents Help

1. Recognize and celebrate the great things girls are already doing.
2. Acknowledge and encourage girls.
3. Encourage girls to overcome the fear of failure.
4. Give girls the chance to “try” entrepreneurship in a safe space.
5. Ensure girls have access to financial literacy education.
6. Connect girls to mentors.
7. Eliminate gender biases from dialogue to nurture girls’ interest in entrepreneurship.
8. Teach girls about social entrepreneurship.

To read the complete study go to  
<https://www.girlscouts.org/en/about-girl-scouts/research.html>





Girl Scouts of the USA

## 2019 Cookie Pro Winner

Girl Scout Vivian L.

Germantown, MD

Level: Senior | Favorite Cookie: Savannah Smiles

If at first you don't succeed, 'dust yourself off and try again' is the motto of Girl Scout Ambassador Vivian—who was selected as a winner in the GSUSA Cookie Pro competition.

Twenty-four Girl Scouts were chosen nation-wide and given the opportunity to travel to sunny California to visit Warner Bros Studios and get an inside look at the work that goes into creating the super-heroines of DC Comics. They, just like Girl Scouts, are motivated, resilient, and determined to succeed!



This is the second time that Vivian entered the Cookie Pro Contest. "I saw that this year was focused on animation and I really like drawing and telling stories. So, I thought this was the perfect opportunity to tell my Girl Scout Cookie story."

The Girl Scouts toured Warner Bros facilities and interacted with women animators. "My favorite part of the trip was when we got to walk around the workplace. I could see people working and really enjoying work. Each worker's cubicle had their favorite character."

Cookies power amazing adventures for girls, they also generate some life lessons for the future. Reflecting on her first experience at a cookie booth, Vivian learns more about herself every year. "The best thing that I've gotten from the cookie program was how to

talk to people. I was shy when talking—it really taught me how to step out of my comfort zone. I've gotten a lot more opportunities because of that."

We asked her what advice she would give to a younger Girl Scout who may be participating in their first cookie season, "I know that asking someone who looks like they don't want to talk to you is scary, but the scary part only lasts for like five seconds. Just go for it!"

In her spare time Vivian continues to make strides towards her dreams to be an animator and a writer. She currently writes for her school paper and for a youth led publication called iGeneration Youth. She is very passionate about Environmental Justice and has an article featured on MSN.

Vivian says that she likes selling cookies, because it has taught her interpersonal skills and she has met so many great people through the program. She said going to the cookie conference in California connected her more deeply to the Girl Scout movement. She met many girls and volunteers passionate about the Cookie Program and that has inspired her to get more involved with Girl Scouts.







# 2020 Cookie Pro Contest

Want a way to get your Girl Scout nationally recognized? Get excited for the third annual Girl Scout Cookie Pro contest! Girls from participating councils will have an opportunity to enter for a chance to win an exciting trip to Orlando for a once-in-a-lifetime Cookie Entrepreneur Experience including full VIP access to G.I.R.L. 2020, the largest event for girls in the world!

**Who is eligible to participate?** Registered Girl Scout Cookie Program participants from opted-in Girl Scout councils who are selling cookies during the 2019/2020 season

**When can girls enter?** February 1– March 31, 2020

**How do girls participate?** By submitting a complete entry at [girlscouts.org/cookiepro](https://girlscouts.org/cookiepro), which will include answering a set of required questions and uploading a personal photo.

**What will girls win?** 24 girls nationwide—4 per Girl Scout grade level—will win an exciting trip to sunny Orlando, FL for the Cookie Entrepreneur Experience of a lifetime at G.I.R.L. 2020! The 24 lucky winners will get an opportunity to:

- Travel to sunny Orlando, FL for an epic Cookie Entrepreneur Experience with their parent/guardian
- Enjoy full VIP access to all G.I.R.L. 2020 activities
- Have breakfast with GSUSA CEO and Council CEOs
- Embark on epic adventures at a local amusement park
- Attend a Girl Scout alums coaching session to build entrepreneurial skills
- Get recognized on the EXPO Hall main stage and through a featured story at the Entrepreneurship Pavilion



# Digital Cookie Platform

Girl Scouts 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 audio 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](http://www.gsdigitalcookie.com/gsnationscapital)

## How to Support Your 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.



## Gift of Caring

**Troop<sub>2</sub>TROOPS**   
Girl Scouts Nation's Capital

Troop2Troops is our virtual Gift of Caring program where cookies are shipped directly to the USO of Metropolitan Washington-Baltimore, 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.





# Bling Your Booth



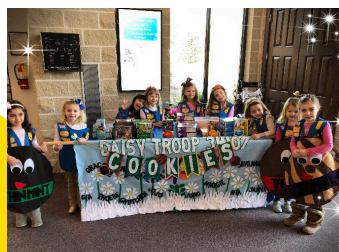
The Bling Your Booth contest inspires troops to design a booth to attract more customers. Girls have fun coming up with a theme and creating a “Blinged” out Booth.

1. Use social media to tell your friends where and when you will be selling Girl Scout Cookies
2. Don't forget to send a reminder to your online customers—they will want to buy more cookies
3. Ask your customers to post your location on their social media for their friends to see

To participate, post your photo to Facebook.com/gscnc by March 16, 2020. Include your troop number, leader's name and email. Official voting will begin on March 23 with the troop with the most likes winning the Bling Your Booth patch.

Questions? Contact Victoria Upton, [vupton@gscnc.org](mailto:vupton@gscnc.org)

## 2019 Top 10!





## Where can a cookie take you?

The Girl Scout Cookie is more than an iconic brand, it paves the way for many Girl Scouts to finance their dreams.

Girl Scout Troop 2613 from Washington, DC knew they wanted to do something worthwhile with the money earned selling Girl Scout Cookies. Initially they planned to use their proceeds to take a cruise and volunteer with a local charity in Jamaica. They saved their cookie proceeds for almost four years, then Hurricane Maria devastated Puerto Rico. They immediately thought of ways they could help their Girl Scout sisters.

In a group interview, three Girl Scouts from Troop 2613 told the Cookie Connection how they planned their humanitarian project by using their Girl Scout Leadership Experience: Discover, Connect and Take Action to benefit Girl Scouts of the Caribe.

“The best part about participating in the cookie program, was realizing that we could set a goal, save money and learn how to manage our troop finances in order to achieve our vision,” said Girl Scout Senior Lalah C.

In the year they have been together this troop is very involved in community service. Several of them have earned the Girl Scout Bronze and Silver Trefoil Awards, and are now working on earning the Gold Award. They are familiar with hard work, goal setting and money management. “A benefit from the cookie program was learning how to save, to help pay for our trip and give back to the girls,” said Senior Amaya B.

“My favorite experience was connecting with the Girl Scouts of the Caribe and seeing how that community came together to help one another. When we arrived in Puerto Rico people were already rebuilding houses. We weren’t old enough to help, so we helped pack up non-perishables to give to families,” said Lalah.

“My favorite part was when we split into groups and went to the different homes. I loved seeing how

happy the people were when we brought them the bags,” said Senior Amaya B., “I could see the joy in their faces from seeing Girl Scouts helping them in their time of need.”

In the past, the troop has been featured in the Washington Post for hosting financial literacy workshops for their community.

Being from Washington D.C. they are also interested in public policy. Before the trip to Puerto Rico they visited with Congressman Luis Gutiérrez, to learn about the culture of Puerto Rico and what they would encounter after the hurricane. He told them it would be a culture shock, but to help in any way they could.

Participating in the Cookie Program has been a great benefit to Troop 2613. They have learned professional skills that they can use later in life. The girls agree the program has helped them learn business etiquette and how to use money wisely.





# What Are Philanthropic Rewards?

When Girl Scouts participate in the Cookie program they'll know how to help people in need. We are excited to announce two new philanthropic rewards this year.

## The Shoe That Grows:

This year when girls reach 500+ boxes a pair of shoes will be donated to a child in need. Girl Scouts Nation's Capital is partnering with Because International, a non-profit that distributes The Shoe that Grows, a unique shoe, for kids living in poverty. The shoe expands up to 5 sizes, meaning it can last for years! Without shoes, children are vulnerable to soil-transmitted diseases and they cannot attend school. Something as simple as a shoe that expands allows kids to get educated and stay healthy for years.

Learn more about their great work at <https://becauseinternational.org/>



## National Women's History Museum:

2020 marks the centennial of the ratification of the 19th Amendment, granting women the constitutional right to vote nationwide. To commemorate the historic milestone for women's history, Girl Scouts Nation's Capital is partnering with the National Women's History Museum. When participating girls reach 1500 packages sold, they will earn membership to the National Women's History Museum and a special patch which acknowledges their contribution. The museum, when built, will showcase inspiring women in American History such as our founder Juliette Gordon Low.

Learn more about women's history at <https://www.womenshistory.org/>



girl scouts  
nation's capital

SHE'S JUST  
A  
CAN STEAL  
THE SHOW.

Gold Award Girl Scouts can change the narrative for the better. They are leaders and innovators who find solutions to make an impact beyond their communities.

Invest in gold, invest in girls the world needs.



GOLD AWARD **GIRL SCOUTS**  
girls the world needs



## Melissa Cockrell Pastry Chef

Chef Melissa loves the sweet life. Born and raised in Northern Virginia, she studied the culinary arts with a focus in baking and pastry at The Arts Institute of Washington in Rosslyn. She developed a passion for food at a young age; watching her family cook, she always offered to help.

**Girl Scout Lemon-Up** Pistachio and Raspberry Strata



**Full recipe on [gscnc.org](https://gscnc.org)!**

**Don't feel like making this?**

Visit RIS DC and order this treat!

2275 L St NW, Washington, DC 20037



## Meet a Smart Cookie



Gold Award Girl Scout, Kassidy, on left

Girl Scout Alumna Kassidy B. from Falling Waters, West Virginia agrees with one thing about cookies, it brings people together.

After being a Girl Scout for 13 years, Kassidy knows the ins and outs of the

Cookie season. Her mom was her troop leader and she's been on multiple trips with her troop. "When we visited Savannah, GA to see the birthplace, I learned so much about our founder, Juliette Gordon Low and I really enjoyed meeting new people and learning about them too," she said.

Through the years, Kassidy has so many memories of selling Girl Scout cookies. It brought her and her mom so close and gave her experiences she will never forget. "Cookie booth time was definitely the most memorable. It was cold but we always had so much fun and drank lots of hot chocolate- because it was 10 degrees outside." My troop included the same girls all the way through and we had a family bond. I would have never gotten so many

experiences without Girl Scouts.

Creativity is what drives Kassidy and what made the troop activities fun. She enjoyed helping younger Girl Scout troops make their cookie season more interesting, "We did a lot of crafts to raise money for different charities and help our sister troop with their events and meetings."

Today, Kassidy is a freshman in college studying to be a counselor, said, "I always liked working with kids. The cookie program helped me learn to speak up and not be afraid to talk to people while keeping a positive attitude. I've had so many customers come back and say they weren't going to buy anything, but my attitude changed their mind."

Cookie Connection asked her, what would be her advice to a first-time cookie seller, "Be friendly. Don't be afraid of people and be professional. Always use your manners, because a positive attitude goes a long way. People won't forget cheerfulness."

## Tell us your Story!

Fill out our survey at [gscnc.org](https://gscnc.org) - Your story may be on our website or upcoming publication!





# Cookie season is more fun with family.



Bring the whole family together for tons of fun and learning with our brand NEW Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

Learn more at: [girlscouts.org/entrepreneurfamily](https://girlscouts.org/entrepreneurfamily).

**COOKIE**   
**ENTREPRENEUR**  
 **Family**



GIRL SCOUT COOKIE PROGRAM PIN COLLECTION



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