

# MEMBERSHIP LETTER

## A MONTHLY COUNCIL NEWSLETTER

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PICTURES FROM VIRTUAL COOKIE CAMPOUT



# GIRL SCOUTS TAKE ACTION IN THEIR COMMUNITY

Local Girl Scout, Bria Parker took action in her community by creating handmade greeting cards to bring happiness to in-patients throughout local hospitals in Prince Georges County.

Upon hearing about the increase of patients in local hospitals Bria decided to take-action. Bria worked diligently to turn her cards into a professional grade as she teamed up with local hospitals for the distribution process. Great job Girl Scout you are making a big impact in your community.



#WHEREGIRLSCONNECT • A MONTHLY NEWSLETTER

## A LETTER FROM THE CEO



Dear Girl Scout Family,

Did someone say, "Cookie Season"? Yes, it is almost that time. Together, we will transform our Girl Scouts into businesswomen of the future by learning essential skills, like money management, goal setting, decision making, people skills and business ethics. Last year our cookie experiences generated a record-breaking amount of 4.3 million cookie boxes sold to fund community service and activities like camping and robotics. This year we are taking the largest girl-led entrepreneurial program in the world to new heights, given our new reality. We are encouraging our girls to provide a hybrid of cookie buying opportunities for their customers.

In a few simple steps your cookie entrepreneur will be ready to manage her digital storefront where she can create personalized video communications, manage sales, and participate in troop virtual cookie booths. It is time to mix it up to ensure that our supporters have multiple opportunities to support our cookie entrepreneurs.

Stay engaged by attending several of our cookie university initiatives and events. Our most recent cookie event was a success. Over 5,400 viewers tuned in as Virtual Cookie Campout merged

Recent updates include:

● [Digital Cookie Video Contest](#) starts December 15, 2020. This is a fun and engaging way for your Girl Scout to become technology savvy while utilizing their creativity and people skills. Video uploads are a great way to promote their cookie entrepreneur business and expand their reach beyond their community.

Enter one video submission for your Girl Scout to have a chance to be viewed by over 50,000 viewers. Girl Scouts Nation's Capital will showcase all winners' videos on our social media platforms and website homepage. Do not miss this opportunity!

● [Conversations of Consequence](#) highlight Gold Award Girl Scouts! December 12, 2020 join us as Gold Award Girl Scouts address the important topic of disabilities.

● We need your help to make sure every girl can stay connected to a supportive community, safely explore the outdoors, and know that nothing is out of reach when she is a Girl Scout! Your gift will directly help girls and adults in our council [Giving Tuesday](#).

camping and cookies. We built forts, heard from our Top Cookie Sellers, made our own English muffin pizza, instructed by Ris Lacoste (world-renowned chef), and many other activities.



Together we reviewed critical tools to manage hybrid cookie marketing opportunities to provide a safe and health conscious environment. Checkout the Virtual Cookie Campout live stream via [Facebook](#).

We will continue to provide updates for virtual and online programming for our Girl Scouts at [www.gscnc.org/events](http://www.gscnc.org/events).

We at Girl Scouts Nation's Capital would like to [thank you](#), our incredible Girl Scout Family; your support provides the ability for thousands of Girl Scouts to make a big impact in our community. We are confident that together we will have an amazing cookie season and continue to be trailblazers in the Girl Scout movement. We wish you a safe and joyful holiday season.

Yours in Girl Scouting,



Lidia Soto-Harmon  
Chief Executive Officer



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