

# Family Guide

## 2020-21 Cookie Program

### Safety First

GSEMA will be closely monitoring the pandemic and will provide updates via GSEMA webpage as needed. Smart Cookies, our online cookie platform, ensures touchless and cashless transaction features to ensure safe selling options. **Bonus for online customers: GSEMA will pay 50% of the customer's shipping costs for all orders of five packages or more.**

### Why Girl Scouts Sell Cookies

Girl Scout Cookie entrepreneurs learn five valuable skills that set them up for success in life: goal setting, decision making, money management, people skills, and business ethics. Plus, troops earn money to fund activities and adventures like troop travel, camping, community service projects, and more.

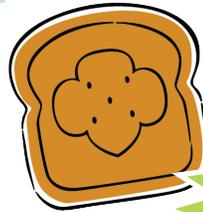
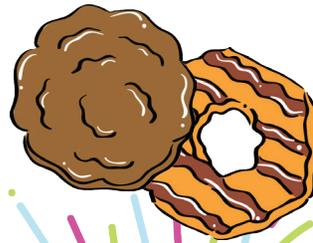
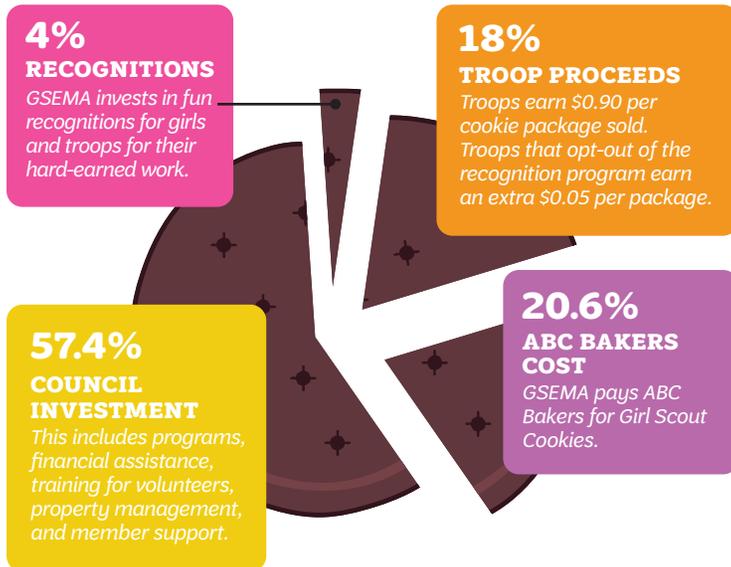
### Troop Proceeds

A typical Girl Scout in our council sells an average of 122 packages of cookies and generates between \$109.80 and \$115.90 in troop proceeds for her troop! It all starts with the girl and her family committing themselves to helping the troop achieve their goals.

### Where the Cookie Dough Goes

100% of proceeds from the GSEMA Cookie Program stays within GSEMA to help support Girl Scouting in our council.

### In one \$5 cookie package...



### Toast-Yay™!

has been added to this year's cookie lineup. It is a French-toast inspired cookie dipped in delicious icing!

### Support your Girl Scout Entrepreneur:

- ✓ Ensure your Girl Scout is a registered member for the 2020-21 troop year.
- ✓ Review cookie materials together.
- ✓ Assist in developing her sales pitch.
- ✓ Work with her to make goals and set up her online selling platform to reach a wide network of family and friends.

### Support your Girl Scout Troop:

- ✓ Participate in the troop family cookie meeting; help girls decide on activities they'd like to do during the troop year, and create a budget to fund those dreams.
- ✓ Support troop cookie selling activities and plans as needed.



be  
**AMAZING**



Girl Scout Cookie purchases can also support local food pantries and essential workers through our Cookies for a Cause program!