



Girl Scouts of Eastern Massachusetts Family Guide



**The Girl Scout
Cookie Program
Begins December 4**
Online selling in Smart Cookies
begins November 19.

Why Girl Scouts Sell Cookies

Girl Scout Cookie entrepreneurs learn valuable skills that set them up for success in life, while earning money to fund their activities like troop travel, camping, community service projects, and more. The Girl Scout Cookie Program also helps finance our movement, helping the council maintain over 17 properties and deliver comprehensive programs to girls throughout the year.

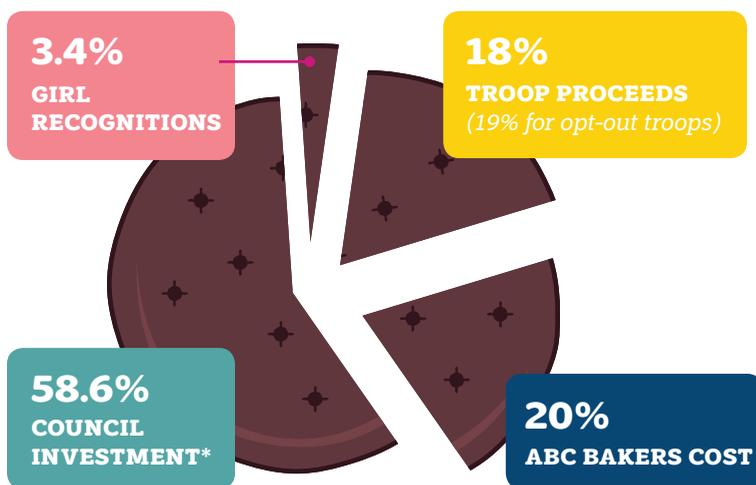
Troop Proceeds

A typical Girl Scout in our council sells an average of 101 packages of cookies and generates between \$90.90 and \$95.95 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...



How to Support your Girl Scout Entrepreneur:

- ✓ Review cookie materials together.
- ✓ Help her set smart goals.
- ✓ Assist in developing and practicing her sales pitch.
- ✓ Work with her to set up her online selling platform to reach a wide network of family and friends.
- ✓ Have fun!

How to Support your Girl Scout Troop:

- ✓ Go to 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.
- ✓ Provide transportation and cookie booth support.
- ✓ Volunteer to pick up cookies at a cookie cupboard.

*Girl Scouts of Eastern Massachusetts invests 58.6% of proceeds per cookie package into programs for girls and adults, financial assistance for girls, recruitment and training for volunteers, property management, and member support.