

2021-22 Cookie Program Family Guide

girl scouts
of eastern
massachusetts



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.

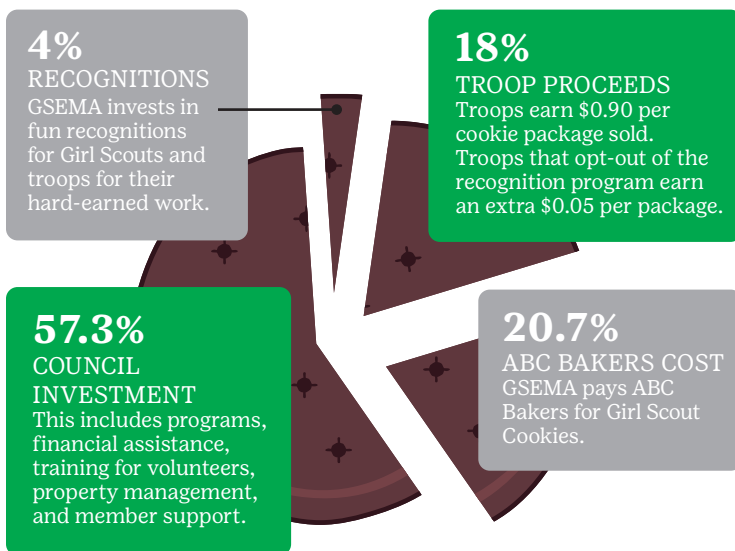
Troop Proceeds

A typical Girl Scout in our council sells an average of 128 packages of cookies and generates between \$115.20 and \$121.60 in troop proceeds for their troop! It all starts with the Girl Scout and their family committing themselves to helping the troop achieve their goals.

Where the Cookie Dough Goes

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

In one \$5 cookie package...



Important Dates

- Nov 22 Smart Cookies registration email sent to all 2021-22 Girl Scouts and they can begin selling online.
- Dec 7 Cookie Program starts, and Girl Scouts can begin selling in person
- Feb 18-20 National Girl Scout Cookie Weekend
- Mar 11 Cookie Program ends
- Apr 25 Recognitions shipped to Service Unit Cookie Mentors

Support your Girl Scout Entrepreneur:

- Ensure your Girl Scout is a registered member for the 2021-22 troop year.
- Review cookie materials together.
- Assist in developing their sales pitch.
- Work with your Girl Scout to make goals and set up their 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 (e.g. volunteer to pick up cookies at a cookie cupboard, provide transportation and support to a cookie booth).

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

gsema.org/forsellers

