

# 2021 COOKIE PROGRAM ACCOMPLISHMENTS

**1,485,765**  
PACKAGES  
SOLD

**128** PER GIRL  
AVERAGE  
122 PGA - 2020

**11,594**  
GIRLS  
PARTICIPATED

**1,829**  
TROOPS  
PARTICIPATED

**44,000+**  
PACKAGES  
DONATED TO THE  
MILITARY, FOOD  
PANTRIES &  
HEALTHCARE

**618,936**  
PACKAGES  
SOLD  
ONLINE

## TROOP PROCEEDS

Goal \$1,288,170  
Actual \$1,339,576

## GIRL SCOUT RECOGNITIONS

5,370 tee-shirts earned  
874 virtual Disney tickets

500 CLUB  
342 Girl Scouts

200 CLUB  
874 Girl Scouts

## TOTAL PACKAGES SOLD

Goal 1,428,876  
Actual 1,485,765

## CUPBOARD ACTIVITY

Goal 1,212,444 pkgs.  
Actual 822,312 pkgs.

## DIRECT SHIP

Goal 166,680 pkgs.  
Actual 618,936 pkgs.

## C-SHARE DONATIONS

2020 33,168 pkgs.  
2021 44,508 pkgs.

## GRUBHUB SOLD

Andover 305 pkgs.  
Middleboro 189 pkgs.  
Waltham 1,513 pkgs.

## APPROVED BOOTH SALES IN SMART COOKIES

563

## VIRTUAL BOOTH SALES ENTERED

242

## TROOP LINKS IN COOKIE CONNECTOR

510

## COOKIE CONNECTOR LINK CLICKS GSEMA.ORG

13,576

## COOKIE FINDER LINK CLICKS GSEMA.ORG

23,903

LEVEL	Girls Selling	Packages Sold	Per Girl Average	
	2021	2021	2021	2020
Daisy	1,881	241,320	128	97
Brownie	3,396	415,524	122	112
Junior	2,911	348,960	120	130
Cadette	1,610	200,040	124	138
Senior	284	29,928	105	142
Ambassador	192	19,536	102	135
Juliette	26	7,008	270	149
Multi-Level	1,284	182,520	0*	0*
Outreach	10	2,136	0*	0*

\*We do not calculate PGA for this level as it includes several categories for girls.



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## Top 5 Troops Based on Per Girl Average (PGA)

SERVICE UNIT	LEVEL	TROOP	PACKAGES SOLD	PER GIRL AVERAGE*
Marblehead	Cadette	86287	4,094	682
Medford	Ambassador	65007	3,279	656
Taunton	Multi-Level	70836	2,906	581
Bradford	Cadette	88176	3,301	550
Danvers	Cadette	62807	4,209	526

\*minimum five registered in troop

## GSEMA Cookie Entrepreneurs!

SERVICE UNIT	LEVEL	TROOP	GIRL	PACKAGES SOLD
Falmouth	Cadette	62754	Ella D	4,919
Marblehead	Cadette	86287	Scarlett K	3,177
Lowell	Multi-Level	68174	April D	2,769
Abington	Brownie	67800	Ellie R	2,108
Hingham	Daisy	70755	Lilly M	2,061

## TOTAL PACKAGES SOLD BY FLAVOR

Does not include Cookie Share

