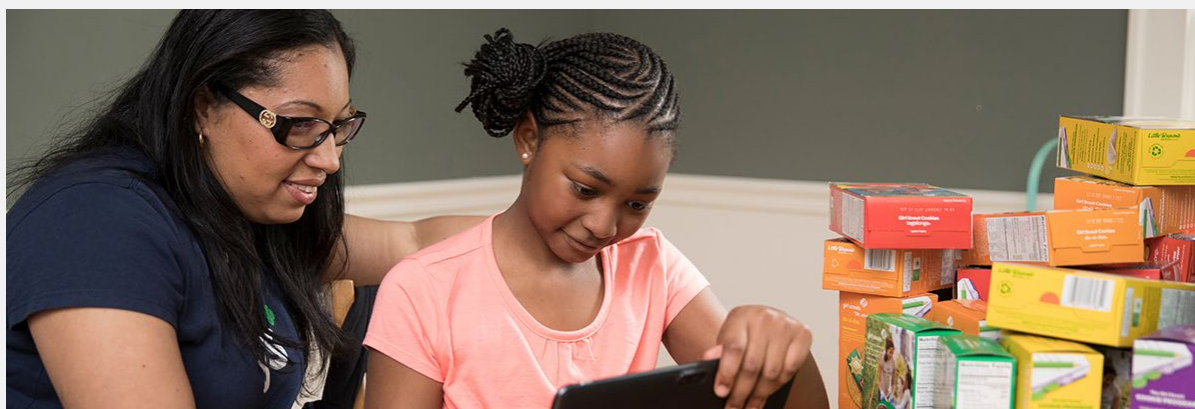


From: Trish Hemenway <girlscoutswcf@email.girlscouts.org>
Sent: Tuesday, December 15, 2020 7:01 PM
To: Alice Benefiel
Subject: All About the 2020 Girl Scout Cookie Program

Fund your Girl Scout adventures!

[View in Browser](#)



Hi Benefiel Family!

The 2021 Girl Scout Cookie Program kicks off on Jan. 2 with [Digital Cookie!](#) This is your girl's chance to learn 5 essential skills that will benefit her throughout her life—Goal-setting, Decision-making, Money Management, People Skills, Business Ethics—while also providing funds for her Girl Scout adventures.

Starting Jan. 2, you can use the link on our council website to get started with Digital Cookie. Please make sure to help your Girl Scout create her digital storefront and build her customized Me2 Avatar. Once it's ready, she can send emails through the site to friends and family inviting them to support her goals, troop, and council. If your Girl Scout participated in Girl Scout Sweets & Treats, you're already an expert on this digital platform (and her contacts are already there)!

This is followed by Cookies on the Spot in late January and leads right into the ever-popular cookie booths on Feb. 12.

Want to help people find cookies and locate your booths? Then be sure to let them know they can go to [GirlScoutCookieTime.com](https://www.girlscoutcookie.com) starting Feb. 12 and download the Cookie Finder app for their smartphone and “find the nearest booth” wherever they go.

If you ever have any questions about any aspect of the Girl Scout Cookie Program, you can reach out to us at productsales@gswcf.org.

LEARN MORE

A Sweet Lineup for a Sweet New Year!



Our cookie lineup is just as delicious as it was in 2020. As always, our Girl Scout Cookies have:

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat Per Serving
- 100% Real Cocoa
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certified
- Kosher

Take a look at the names/descriptions below to see what delicious options await your customers this season. From left to right:

1. **Lemon Ups-** Crisp lemon cookies with a lemon glaze and inspiring G.I.R.L. messaging on top. \$5/box
2. **Do-Si-Dos-** Crunchy Oatmeal sandwich cookies with creamy peanut butter filling. Do-Si-Dos are made with natural flavors and hearty whole grain oats. \$5/box
3. **Tagalongs-** Crispy cookies layered with peanut butter and covered with a chocolaty coating! \$5/box
4. **Samoas-** Crisp cookies coated in caramel, sprinkled with toasted coconut and striped with dark chocolaty coating. \$5/box
5. **Trefoils-** Traditional shortbread cookies that are delightfully simple and satisfying. \$5/box

6. **Thin Mints**- Crisp wafers covered in chocolaty coating made with natural oil of peppermint. Thin Mints are vegan. \$5/box
7. **Toffee-tastic**- Rich, buttery cookies with sweet, crunchy toffee bits. Toffee-tastics are gluten-free and have no artificial flavors. \$6/box
8. **Girl Scout S'mores**- Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling. Girl Scout S'mores are made with natural flavors. \$6/box



The year-by-year [Cookie Entrepreneur Family pin collection](#) is the latest addition to the Girl Scout Cookie Program—and was inspired by and designed for families just like yours!

It's never been easier to support your girl as she develops business skills, makes amazing memories, and earns a different pin for her uniform every cookie season. The simple, [age-specific guidelines](#) have been tailored for her developing skill set, making success a snap.

[LEARN MORE](#)

Lemon-Up Stands Can Step Up Your Sale!



Girls can set up Lemon-Up Stands, simple stands similar to a classic lemonade stand, at their home, or at the home of a close relative (grandparent, aunt, uncle). Full details are on page 7 of the [Cookie Program Family Guide](#).

[LEARN MORE](#)



Starting Jan. 30, Girl Scouts can make their pitch to customers with cookies already in hand and sell their cookies right then and there. Girl Scouts will receive their cookie inventory and girls can sell them directly to the customer for instant gratification - no delays or waiting for weeks to get their delicious cookies!

Simply put, Cookies on the Spot:

- Is easier, more efficient, and a time saver for Girl Scouts, families and troops

- Combines order taking and delivery in one-step with no back and forth in ordering and delivery attempts
- Offers girls more opportunities to increase sales and earn more proceeds
- Gives instant cookie gratification to everyone

Best of all, this process does not affect our traditional booth selling period!

Gift of Caring and Hometown Heroes



This year we have two options for troops to participate in giving back through the Girl Scout Cookie Program with our Gift of Caring or Hometown Heroes.

The **Gift of Caring** program is a Girl Scout community service project that provides donated Girl Scout Cookies to active military men and women through *Support the Troops, Inc.* In addition, we disburse some of the donated cookies to Feeding Tampa Bay. Girls are encouraged to reach out businesses about becoming a Gift of Caring sponsor. Depending on the level of sponsorship, the company receives various benefits. Girls who obtain these sponsorships receive credit for the total number of packages and, if she receives \$500 or more in sponsorships, she will also earn a mystery gift.

We've curated some items that will help your go-getter to help your Girl Scout approach local businesses about being a Gift of Caring corporate sponsor:

- [Gift of Caring Flyer](#)
- [Gift of Caring Email Template](#)
- [Gift of Caring Social Media Graphic](#)
- [Gift of Caring Form](#)

The **Hometown Heroes** program works as an alternative to Gift of Caring where troops/girls can choose a local organization to receive donated cookies. Recipients can be “heroes” in the community such as non-profit organizations, shelters, firefighters, police departments, blood banks or food banks. Girls should contact the selected organization for their approval prior to collecting cookie donations.

You can learn more about both programs in the [Cookie Program Volunteer Guide](#) (page 14) and the [Cookie Program Family Guide](#).

Everyone Wins with 4 for More!



4 for More is designed to help girls/troops increase their cookie sales while giving customers a fun contest to participate in!

For every 4 boxes of cookies a customer purchases, they'll receive an entry slip for a drawing where six random participants will win 3 cases of Girl Scout Cookies and an additional 3 cases to donate. Donations will either be made to our Gift of Caring program which supports our brave men and women in the military and local food banks, or to a Troop's Hometown Hero for those troops that have designated one.

Six winners will randomly be selected on **March 31, 2021**.

[LEARN MORE](#)

Bling Your Booth!

Join the fun with our popular Bling Your Booth contest!

Choose your theme and design a Girl Scout Cookie Booth that shows off your G.I.R.L. glitz and glam. Your booth should be original, creative, and showcase your troop's marketing genius. A good time to bling your booth is National Girl Scout Cookie Weekend, February 12 - March 1. But don't wait, all entries must be submitted by March 1.

Winners will be announced March 11, 2021 on [GSWCF Facebook](#) and at [GirlScoutCookieTime.com](#).

- First Place winner will receive a cookie cart, tablecloth, apron, and a \$75 GSWCF gift certificate.
- Second Place winner will receive a cookie cart, tablecloth, apron, and a \$50 GSWCF gift certificate.
- Third Place winner will receive a cookie cart, tablecloth, apron, and a \$25 GSWCF gift certificate.

[Learn More! »](#)



GSUSA - Grubhub Partnership

We are very excited about a national partnership between GSUSA and Grubhub food delivery. Our council will be offering limited opportunities for delivery of Girl Scout Cookies during the 2021 Girl Scout Cookie Program. This partnership will still involve a girl as part of the purchase and adds yet another way for her to develop entrepreneurial skills. **We are still finalizing the details and will have more information in January about the dates, locations and how girls can be involved!**

Program Dates

- **Jan. 2:** Girl Scout Cookie program begins
- **Jan. 29 - Feb. 1:** Starting Inventory Order and reward pickup
- **Jan. 29:** Girls begin Cookies on the Spot, Lemon-Up Stands, and mobile booths
- **Feb. 4:** Cookie Cupboards open
- **Feb. 12:** Cookie Booths Begin; Bling-Your-Booth contest begins
- **Feb. 19-21:** National Girl Scout Cookie Weekend
- **Mar. 5:** Last day customers can choose girl delivery, cupboards close
- **Mar. 7** Cookie program ends (paper and online sales)

Resources for Volunteers

- [Girl Scout Cookie Program Guide](#)
- [Juliette Girl Scout Cookie Program Information](#)
- [Cookie Booth Rules and Consequences](#)

- [4 For More Program Details](#)
- [Gift of Caring Corporate Sponsorship Information](#)

Troop not participating, or not in a troop? Don't let that hold you back!

If your Girl Scout is in a troop that has made the group decision not to participate or, if she is one our many Juliette Girl Scouts who are not affiliated with a troop, she can still be involved.

Every Girl Scout has the opportunity to participate in the Girl Scout Cookie Program as an independent member, giving her the opportunity to gain the 5 skills (goal setting, decision making, money management, people skills, and business ethics) while earning rewards and council credits to use towards her Girl Scout experience.

You can find the full details on how to participate as a Juliette or independently from your troop on our [cookie program page](#) dedicated to Juliettes. For girls in a troop, this won't affect her standing in her troop at all. It allows her to fulfill her personal entrepreneurial goals while still enjoying all other troop activities.

[LEARN MORE](#)

The M2 Digital Cookie program is fun and easy for both you and the customer!

When girls reach out to customers via their personal online store, cookie customers can order their favorite Girl Scout Cookie flavors and pay with a debit or credit card. That means there's no money for your Girl Scout to collect. Local customers can choose the "girl delivery" option to order and prepay for their cookies online and you just have to deliver the items to them!

It's so easy for your Girl Scout to get started in the M2 online system:

1. Make sure your girl is registered for the 2020-21 membership year
2. Turn in the parent responsibility form to your troop
3. Register for the online M2 site by visiting www.gsdigitalcookie.com/gswcf
4. Follow the simple steps to help your Girl Scout create her Me2 Avatar, digital storefront, and send emails to friends and family

If your Girl Scout participated in the Fall Product Program, you're already ahead of the game! Her storefront and customer database have carried over to the Girl Scout Cookie Program. Having just one site and a single login for both the Fall Product and Girl Scout Cookie Program makes everything so much easier to manage.

GET STARTED ONLINE

Are you ready for the BEST COOKIE SEASON EVER?

[It's Cookie Time!](#) Build brand awareness, boost your cookie sale and reach your goals. We have Girl Scout Cookie Program themed T-shirts, face coverings, table cloths, attention grabbing signs, money pouches, pocket aprons, yard signs, car magnets, tote bags, cookie carts and more! Receive a 20% discount on Girl Scout Cookie merchandise if you spend \$40+ and if you spend \$50+ you'll also receive a FREE gift. (Offer valid in-store only and expires April 15, 2021. Some exclusions apply.)

Be Ready for Booths with a Uniform Health Check

Wear your uniform to the Girl Scout Stores in Tampa or Camp Wildwood and we will help you identify any missing pieces of your uniform and set you up the upcoming Girl Scout Cookie Program! All girls and adults who participate in the uniform health check, or buy a new uniform, will receive a FREE patch during the months of January and February 2021. (Be sure to [check our store hours](#) at both locations before you plan your trip.)

SHOP NOW

Social Media Toolkit for Cookie Sellers!

Our social media toolkit has everything you need to leverage your personal social media accounts to help promote your G.I.R.L.'s cookie business. From profile graphics to suggested captions, our toolkit makes it easy for your daughter to shout her pitch from the social-media rooftops!

Be sure to review the social media guidelines. Girls are encouraged to share on social media, such as Facebook, as long as the page is a private page. Girls/Parents cannot post on Marketplace, Next Door, Garage Sale, community pages, eBay, Craigslist, or any other page/site that is not a privately controlled page by that girl/parent.

The social media toolkit will be available in January [on our website.](#)



Have a question? Don't be shy!
[Contact us](#) for more information.

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