

Cookie Program 2020-2021 Update

Are you ready to be Amazing?

We have been busy bees putting together an outstanding Girl Scout Cookie Program for you this year! There are lots of exciting new enhancements and features that we're happy to be sharing with you today. We will also have some challenges this season but together we can and will work through them. We're asking for your continued support, patience, and flexibility as we work through these unprecedented times of change.



What We Know

Much of this season's sale will be done virtually. Girl Scouts of Central Maryland will also offer some curbside selling options with strict COVID-19 guidelines. As always, the safety of our girls and their families is our first priority. Each parent is responsible for following the publicized guidelines found at www.gscm.org

New Pilot Initiatives

Girl Scouts of Central Maryland has started two new pilot initiatives to assist our members with cookie selling this season. Our hope is that these initiatives will reduce barriers for our girls, parents, and volunteers, as well as our customers, while encouraging increased sales.

Girl Scouts of Central Maryland will be absorbing the cost of these initiatives and will evaluate their success and future offering at the end of the 2020-2021 pilot period.

1) The first pilot is that Girl Scouts of Central Maryland has entered into an agreement with ABC Smartcookies and Heartland to offer every troop and girl the ability to accept credit card payments for all cookie orders through the Smartcookies system. This applies to all direct ship, girl delivered, sold at a booth, and on the go orders! **All credit card fees will be paid for by Girl Scouts of Central Maryland.**

2) The second initiative compliments the first one. Girl Scouts of Central Maryland will pay for 50% of the shipping costs for customers who select direct ship for their orders.

Because of this, direct ship customers will benefit by only paying for half of the shipping cost. This means that girls and troops will NOT absorb any shipping costs while having an additional way to reach new customers and increase their cookie sales.

More Profit, More Variety

1) Troop proceeds will increase per box and bonus proceeds will still be available for Troops who qualify.

2) While our cost of cookie production has increased every year (due to natural inflation) we have not passed along that growing cost to customers. This year, our retail cookie package prices have increased for the 2020-2021 sale to \$5.00 per box for the 8 core varieties and \$6.00 per box for the Gluten-free Caramel Chocolate Chip. Other councils have had great success selling cookies at this price.

For us to run this program effectively we must practice the essential skills that we teach the girls through the cookie sales. We are making smarter decisions and applying them to money management.

3) Eight core varieties is correct (nine including the Gluten-free cookie)! There will be a new cookie for the 2020-2021 sale, and it will be revealed to you soon.

4) Our Cookie Sale will begin later this season. Our start date is October 1, 2020. The Cookie Sale will end on December 13, 2020 and there will also be a Winter Cookie Sale Pilot in February 2021.

Learning More

Troop Cookie Managers will receive training information, sales materials, and support from their Service Unit Cookie Manager.

Service Unit Cookie Managers and Service Unit Booth Coordinators will be sent a Zoom invite if they are registered for the 2021 membership year and have the proper SU cookie "role" assigned to their profile.

Service Unit level cookie trainings will be held in late August, early September 2020.

This is a lot of change and a lot of information, but the Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world! To keep with and ahead of the times these enhancements are necessary.

This cookie season our girls will:

- have more ways to sell cookies (while maintaining safe physical distancing and not absorbing the cost of doing so),
- have a new cookie to sell,
- receive an increase as their Troop's profit per box,
- and MORE!

Get registered for **2021 TODAY**. You don't want to miss this.

