



## 2011 COOKIE SALE PARENT LETTER

- Sale Dates:** January 1 through March 31, 2011  
Remember the Girl Scout Promise and Law! Families are on their honor not to take orders before January 1.
- Cost:** \$3.50 per box
- Troop Profit:** 60 cents per box
- Bonus:** Troops selling 25 cases or more are entitled to an additional bonus on each case sold. The bonus chart is included in the Troop Cookie Manager Plan Book.
- Varieties:** Eight different cookies – Caramel deLites, Peanut Butter Patties, Shortbread, Thin Mints, Peanut Butter Sandwich, Thanks-A-Lots, Lemonades, and Shout Outs! – each with its own delightful, delicious taste! Our cookies are purchased from ABC Bakers, which is headquartered in Richmond, Virginia.
- Benefits:** The cookie sale program provides each girl an opportunity to develop skills in goal setting, decision making, money management, people skills and business ethics. Additionally, girls gain confidence as they realize their goals and achieve success by participating in the sale.
- Awards:** GSVSC has an exciting NEW cookie award program for the girls this year. GSVSC is offering a Tote Bag to girls that have orders of 130 or more in their troop's Initial Order. Each girl who sells 12 boxes (1 case) will receive a Theme Patch. Girls who sell 75+ boxes will receive an Earned Segment Bar that can be worn under the Theme Patch. Earned Segment Bars are in increments of 50 up to 500 and in multiples of 100 after that. The awards are cumulative from 12 boxes through our "String of Pearls" membership for the 1000+ sellers with the addition of highest seller awards at 1250 and 1500 and a laptop computer for the GSVSC highest seller. Help your daughter set her goals for the sale – patches, t-shirt, stuffed animal, pearl... Refer to your daughter's order card to see the entire list of awards being offered.
- Visit the Cookie Zone found at the ABC Bakery's website [www.abcsmartcookies.com](http://www.abcsmartcookies.com)
- Parents Need to Know:** Each girl must submit a signed parent permission slip to the troop leader or troop cookie manager before participating in the sale. Parents should attend the troop's cookie sale training session so that they can review their daughter's aspects of selling techniques and vital safety points.
- Proceeds from the sale support: scholarships for girls, adults, and troops; *destinations*; camp maintenance and upgrades; service unit activities; and a portion of operations not covered by United Way allocations or other sources of income. Most importantly, income from the cookie sale offsets the cost of program offerings so that program fees remain reasonable for all participants.



# IMPORTANT DATES

January 1 - \_\_\_\_\_ Girls take initial orders for cookies. After turning in the initial orders, girls may continue to take orders for cookies. Additional cases will be available to troops through local cupboards.

February \_\_\_\_\_ Girls will get cookies from the troop cookie manager and begin deliveries.  
Place and time to pick up cookies: \_\_\_\_\_

March \_\_\_\_\_ GIVE ALL MONEY DUE FOR COOKIES TO THE TROOP COOKIE MANAGER.

Troop Cookie Manager's: Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

## Notes

From the troop's cookie sale training session

