

# 2022 Cookie Program Family Guide

Introducing the two newest cookies!

Indulgent  
brownie-inspired  
cookies with caramel  
flavored creme and  
a hint of sea salt.

**NEW!**



French Toast  
inspired cookies  
dipped in delicious  
icing and full of  
flavor in every bite!

**Adventurefuls™**

**Toast-Yay!™**



Now available through Smart Cookies!

## Share your unique social link and QR code.

- Troop Cookie Link QR code and Troop Ship Only Link QR codes are within the **“My Troop”** menu.
- Girls select **“Share My Cookie Link”** within the orders menu to obtain shareable URL.
- **Copy & paste** links of QR codes into an email, text, and social media.

Touchless and cashless  
transactions are back!

**Girl Social Link and Troop QR Code**  
**Troop Shipped Only Link**  
**Ecards**

**girl scouts**  
of central & southern  
new jersey



**Flip to the back to view 2022 Girl Rewards!**

## Dear GSCSNJ Girl Scout Families:

Please use this Family Guide to learn about the various tools and resources available to girls, guardians, and volunteers that will allow each individual to engage in the 2022 Girl Scout Cookie Program in a way that makes them most comfortable. Check out our website, [gscsnj.org/Cookies](https://gscsnj.org/Cookies), to access the most up-to-date materials and information.

## Why Do Girl Scouts Sell Cookies?

The Girl Scout Cookie Program has served girls for over 100 years as a way to teach girls 5 Essential Skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics. In addition to helping girls gain these skills, the program provides funds for troop and girl experiences that make a lasting impact on girls' lives from service projects to camping trips. It's all powered by the Girl Scout Cookie Program!



Goal Setting



Decision Making



Money Management



People Skills



Business Ethics

## Money Matters

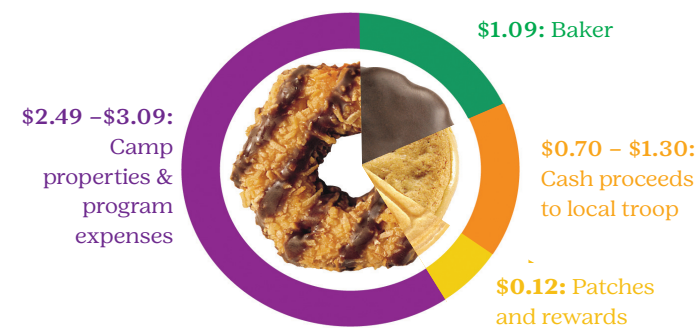
- Parents/guardians are responsible for turning in all money owed to the troop by the troop deadlines, getting receipts for all transactions involving money or cookies, and either selling or paying for the cookies taken from the troop.
- **Participation is voluntary.**
- **Cookie money is troop money.** Money raised through the Cookie Program is not the property of any individual — it belongs to the troop.

## Troop Proceeds

All troops will earn:		Older Girl* troops can opt-out rewards and instead, earn:	
Combined Troop Per Girl Average	Proceeds per box	Combined Troop Per Girl Average	Proceeds per box
1 – 124	70¢	1 – 124	75¢
125 – 154	75¢	125 – 154	80¢
155 – 234	90¢	155 – 234	95¢
235 – 299	\$1.15	235 – 299	\$1.20
300+	\$1.25	300+	\$1.30

\*Girl Scout Cadette, Senior, and Ambassador level girls may choose to earn an additional 5¢ per package in lieu of rewards. Girls in troops selecting this option will earn patches, and are eligible for the 500, 1,000, and 1,100 box level rewards.

## How the Cookie Crumbles



\*Based on \$5.00 package of Cookies.

Mandatory **Girl Permission Slip** can be found at [gscsnj.org/Cookies](https://gscsnj.org/Cookies)

## ABC Smart Cookies

ABC Smart Cookies is a fun and interactive website that assists girls throughout the Cookie Program. You will receive an email on December 3, 2021 from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) to set up your girl so she can do AMAZING things safely online.

She can:

- Send e-card invitations to friends, families, and neighbors and collect orders for delivery or direct ship of cookies.
- Share her personal URL online or via email or texts to secure orders for girl delivery or direct ship.

## Cookie Entrepreneur Family Pin

Work with your Girl Scout to earn the Cookie Entrepreneur Family Pin. A new pin is earned every year for each program grade level. Learn more at: [girlscouts.org/entrepreneurfamily](https://girlscouts.org/entrepreneurfamily)



## Ways To Participate

Who Can Sell?	Girls Individually	Girls Sell with Her Troop
In-person Sales	✓	✓
Cookie Booth	✓	✓
Digital Sales (Contactless & Girl Delivery)	✓	✓
Cookie Share	✓	

Details on each participation pathway can be found on [gscsnj.org/Cookies](https://gscsnj.org/Cookies)

## NEW Cookie Business Badges!



The NEW cookie business badges for every level are the best way for girls to develop business skills and learn to think like entrepreneurs as they run their own business. Learn more about the new cookie business badges at [gscsnj.org/Cookies](https://gscsnj.org/Cookies).

## Safety Tips

- Always use the buddy system.
- Adult supervision required.
- Never enter a customer's home.
- Follow safe pedestrian practices when crossing streets.
- Be aware of traffic when unloading vehicles.
- Have a plan for safeguarding money.
- Use the ABC Smart Cookies app for contactless transactions whenever possible.

## GSCSNJ's Improper Participation Consequences

If girls and/or troops are not participating in Girl Scout Cookie activities in accordance with established GSCSNJ Guidelines and Procedures, girls and/or troops can be penalized. **More details can be found on [gscsnj.org/Cookies](https://gscsnj.org/Cookies).**



# Set Your Cookie Goals

The Girl Scout Cookie Program begins  
**January 13, 2022.**

You may not take ANY orders before this date.

**girlscouts** of central & southern new jersey

gscsnj.org | 856.795.1560

## My Goal:

Rewards are cumulative! All girls are eligible to earn the reward items and patches as shown. Cadettes, Seniors and Ambassadors may choose to earn an additional five cents per package in lieu of rewards. They will still earn patches and be eligible for the 500, 1,000 and the 1,100 box level rewards.



**Participation Patch**  
24-47 pkgs



**Koala Bracelet**  
85-124 pkgs



**NEW LEVEL**  
**Trefoil Fidget Popper**  
125-159 pkgs



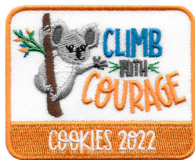
**NEW LEVEL**  
**Theme T-Shirt**  
160-189 pkgs



**NEW LEVEL**  
**Small Plush OR Climb w/Courage Socks**  
190-214 pkgs



**NEW LEVEL**  
**Light Up Shoelaces**  
215-249 pkgs



**Theme Patch**  
48+ pkgs



**Beach Towel**  
250-299 pkgs



**Theme Hoodie**  
300-399 pkgs



**Color Changing Alarm Clock**  
400-499 pkgs



**Sport Bottle OR Waterproof Phone Case**  
500-599 pkgs



**Koala Slippers**  
600-699 pkgs



**Cookie Share Patch**  
Collect 12+ pkgs of Virtual Cookie Share donations



**Theme Sport Bag**  
700-999 pkgs



**Trophy, Pin, Certificate AND Double Hammock**  
1,000-1,099 pkgs



**2 tickets to Hershey Park, PA**  
1,100-1,499 pkgs



**2 Extra Tickets to Hershey Park, PA OR Mini Movie Projector**  
1,500-1,999 pkgs



**Blanket AND Koala Mask**  
2,000-2,499 pkgs



**Achievement Bars**  
Begins at 100 packages. Earned at the highest level achieved



**Cookie Crossover Patch**  
To earn, girls must:  
1. Create custom avatar in the 2021 Fall Program & send 18+ emails in M2OS  
2. Send 15+ emails in Smart Cookies & sell 225+ pkgs of cookies during the 2022 Cookie Program.

## Online-Only Rewards



**Cookie Techie Patch**  
Sell 20+ pkgs of cookies on Smart Cookies DirectShip.



**Drawstring Bag**  
Sell 40+ pkgs of cookies on Smart Cookies DirectShip.



**FujiFilm Smartphone Printer**  
2,500+ pkgs

### Elite Entrepreneurs Club & Juliette's Pearls



**Top 10 Cookie Sellers** will be invited to join GSCSNJ's Elite Entrepreneur Club AND receive a "Juliette's Pearl" necklace.