

# council connect

girl scouts  
heart of the south  
february 2019

## IT'S GIRL SCOUT COOKIE TIME! WE'RE HERE TO HELP YOU BOTH SUCCEED.

The Girl Scout Cookie Program is an exciting time for your girl and you! While she is busy learning the five key skill: goal setting, decision making, money management, people skills and business ethics, you're busy helping her every step of the way with taking orders, collecting payment and delivering cookies. We want to make sure you are prepared for the next "phase" of the Girl Scout Cookie Program - cookie delivery and cookie booths. Below are some frequently asked questions that should help you both be successful.

### Can we sell cookies on the internet? **Yes and No**

Through Digital Cookies, Girl Scouts are able to sell cookies online in addition to neighborhood and booth sales! With parent approval, girls will have fun using technology to increase their sales, and gain 21st Century entrepreneurial skills that they can use beyond the cookie business.

Girl Scout cookies **MAY NOT** be sold on websites such as Facebook resale sites or Facebook Market Place, eBay or Craigslist.

Online sales link may only be shared via social media with family and friends when the user's profile is set to private and may never be shared or marketed on public facing online sites.

### Did the price of cookies go up this year? **No**

Girl Scout Cookies are \$4 per box, except for the S'mores and the gluten free Toffee-tastics which are \$5 per box. Girls cannot sell above this price.

### Can I accept a check from customers? **Maybe**

Cash is the preferred method of payment. However, it is at the Troop/Service Unit Cookie Manager/Leader's discretion whether the troop will accept personal checks or not.

### Can I get more cookies after the initial order card is turned in? **Yes**

Girls continue taking orders after their initial order card has been submitted to their Troop Cookie Manager. If you need additional cookies, ask your Troop Cookie Manager, they may have extra cookies or will be able to pick up more from a cookie cupboard throughout the sale.

### What happens if my girl cannot sell the cookies that we ordered?

Each family is obligated to pay for all the cookies ordered by their Girl Scout(s) at the time designated by the Troop Cookie Manager. If for some reason you are not able to sell the cookies as planned, you should immediately contact the Troop Cookie Manager to see if other girls in the troop need extra cookies that might be replaced with yours. If this is not an option, you must pay for the cookies you've received by the deadline to avoid legal/collection procedures.

### Who should I contact if I have more questions?

Your Troop Cookie Manager should be your first call. If they are unable to answer your question please call the Council Care Team at 800-624-4185.



## COOKIE DATES

### FEBRUARY 15-21

Cookies are delivered to Service Units  
- Make sure you know when and where to pick up your cookies from your Troop Cookie Manager.

### FEBRUARY 22 - MARCH 17

Girls participate in direct sales through booth sales, door-to-door, cookie walkabouts, etc. to meet personal and troop goals.

### MARCH 1

Half payment of initial cookie order due to Troop Cookie Manager

### MARCH 2

Red Wagon Saturday

### MARCH 7

Digital Online Cookies "Girl Delivery" option ends

### MARCH 18

Remaining cookie balance due to Troop Cookie Manager

### JUNE 1

C.E.L.E.B. Event



## Cookie selling tips.

There are so many ways to reach your goals with the Girl Scout Cookie Program! Here are just a few ways that you can sell Girl Scout Cookies to your family, friends, neighbors and more!

But before you begin, remember to review the cookie safety rules and follow Safety Activity Checkpoints at all times.

- 1. DIGITAL COOKIES** Girls supercharge their cookie sales by safely tapping the marketing power of the internet.

Customers use an online order form to submit their orders and pay for them online.

Customers can choose between having the girl deliver, with parents' permission, or have them shipped. Shipping and handling charges will apply.

- 2. TELEPHONE & TEXT SALES** Review order cards from previous years and use them to contact these customers again.

Once cookies have been delivered, girls may want to call customers, thank them for their orders and ask if they need additional cookies.

Try a Text-a-thon! Older girls may want to text their friends and family to let them know "It's Cookie Time," and to collect their orders. (Be sure to get a parent's permission first). Check out great text messages in your Cookie Entrepreneur Officer book.

- 3. WORKPLACE SALES** Girls can contact local business owners or managers to request permission to sell cookies at a workplace.

Girls can either make a quick "sales pitch" at a staff meeting, or sell "office door-to-door" (or cubicle-to-cubicle), depending on the wishes of the business.

Once employee sales are completed, the business may allow girls to leave an order card in a visible spot.

Leave a note from your troop outlining your goals and plans for the cookie proceeds. (Remember not to list the girls' last names or phone numbers on the order card or note).

Girls should establish a date and time to pick up the order card and to deliver the cookies.

- 4. DOOR-TO-DOOR SALES & COOKIE WALKABOUT** Encourage girls to canvass their communities, leaving no doorbell untouched! Girls should take orders, door-to-door, at the beginning of the Cookie Program with their order cards. *Remember safety first!*

After cookies arrive, sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout! This is a great time to deliver to customers and offer additional cookies.

- 5. BOOTH SALES** The Cookie Program is all about the girls and girls are what people want to see! Troops can schedule booth sales for your troop through the eBudde Booth Scheduler for a time, date and location convenient for the troop.

Booth scheduling starts on Tuesday, January 23 at [www.ebudde.littlebrownie.com](http://www.ebudde.littlebrownie.com), with sneak peek of time, dates and locations starting on Thursday, January 18.

Troops can also schedule their own cookie booth sale locations, by obtaining the manager's approval at locations NOT listed in the eBudde Booth Scheduler.

- 6. COOKIE LOCATOR** This excellent tool allows customers to search online, or by the free smartphone app, for the closest cookie booth sale according to their zip code.

The Cookie Locator pulls cookie booth sale dates, times and locations that have been scheduled through the council's eBudde Booth Scheduler.

This is the website the council uses in all media and advertising to the public so make sure your booth gets included!

- 7. BUNDLING** Customers buy more when girls suggest multiple boxes of cookies. Use eTool materials to support the bundling strategy at [www.littlebrownie.com](http://www.littlebrownie.com).

## Pile up cookies in your wagon and sell directly to customers on Red Wagon Saturday!

Who can resist delicious Girl Scout Cookies when a Girl Scout is at their front door with their favorite cookies?!

Door-to-door sales remains one of the most effective ways to sell cookies. In a recent national study, 78% of those customers who were not approached during a cookie sale stated they would have purchased 2-4 boxes, if asked.

Red Wagon Saturday was designed to reach those customers and help girls achieve their cookie goals, all while getting outdoors and meeting neighbors.



MARCH 2, 2019

Let us know you're participating and you could be on tv or featured in your local newspaper! Email us your plans at [news@girlscoutshs.org](mailto:news@girlscoutshs.org)



## Earn a Patch!

### HERE'S HOW IT WORKS:

Grab a wagon and have her decorate it! Make sure to include a sign or banner with her cookie goal! Next, map out your neighborhood and load up on cookies for a Red Wagon Saturday cookie shop on wheels!

Remember, safety first! Girls need a grown-up. You can do this with your girl or meet up as a troop.

Take a picture of your girls with their wagons and submit online at [www.girlscoutshs.org/redwagon](http://www.girlscoutshs.org/redwagon) to earn this awesome Red Wagon Saturday patch. Deadline to submit pictures and earn a patch is March 25, 2019.



-  Girls need grown-ups! Make sure you have an adult with a Girl Scout while going door-to-door.
-  Wear your uniform! People love seeing girls in uniforms, and seeing all the badges and patches they've earned.
-  Neighbor not home? Leave a Cookie Card on their door so they can order from your Digital Cookie page.
-  Never give out a girl's phone number or address. If a customer wants to place an order or has questions provide them with an adult's contact information.
-  Map out neighborhoods for your Red Wagon Saturday and check them off as you walk them.

**CAMP REGISTRATION IS OPEN! SAVE \$10 THIS MONTH**



# 2019 SUMMER CAMP GUIDE

Camp is a magical experience... an opportunity to truly escape and focus on building courage, confidence and character. Build a campfire, pitch a tent or canoe across a lake. Explore the outdoors on horseback, complete a challenge course and shoot a bulls-eye in archery.

**ATTENDING CAMP IS CONSISTENTLY CITED AS GIRLS' FAVORITE MEMORIES OF THEIR GIRL SCOUT YEARS.**

By sending your girl to camp, she will develop leadership and outdoor skills and develop a deep appreciation for our natural world. Girl Scout camp gives girls an opportunity to grow, explore and have fun under the guidance of caring, trained adults.

Check out the [2019 Get Outdoors Summer Camp Guide](#).

Early bird camp registration opens February 1, with \$10 off all registrations for the month of February!

And, mark your calendars for our camp open houses:  
April 28 - Camp Tik-A-Witha Open House  
May 5 - Kamp Kiwani Open House

**For the Love of Camp!**

*Register in February and save  
\$10 off your session fee!*

## RECOGNIZE GREAT VOLUNTEERS NOMINATIONS OPEN UNTIL MARCH 31

Have you started thinking about Adult Awards yet? Honor your fellow volunteers by nominating them for an award!

Individual and service team awards are available. Recipients will be honored at the 4th Annual Volunteer Leadership Summit on Saturday, June 8 at For the Kingdom Camp in Memphis, TN.

Take a look at the [Volunteer Recognitions](#) tab on our website for a full description of Adult Awards, Nomination forms, and lists of previous recipients. Criteria for receiving Years of Service Pin and Numeral Guards is also listed.

Deadline for all nominations and recognitions is Sunday, March 31, 2019.

# DEADLINE TO APPLY FEBRUARY 15



## Jump Into Your Next GREAT ADVENTURE

How will you make this summer your best summer?

**From surfing camp on the east coast and breathtaking hikes out west, to the crazy-cool wonder of new cultures abroad, there's an incredible trip waiting for you!**

Dreaming of kayaking to an island campsite? Let's do it!

Want to explore the cobblestone alleys of Europe? We're totally there!

Passionate about protecting wildlife habitats? Yes, yes, yes!

On a Girl Scout Destination trip, you can do all that and so much more.

Destinations bring together Cadette, Senior and Ambassador Girl Scouts from all over the country for amazing adventures filled with nature, culture, service, art, science and tons more! Any girl in grades 6-12 can apply.

Go on. Have the time of your life, and make new friends along the way.

[APPLY TODAY!](#)

### STEPS TO GET STARTED:

1. Review all the Destinations at [www.girlscoutshs.org/travel](http://www.girlscoutshs.org/travel)
2. Contact the Destination host with specific questions about trips, or for general questions about Destinations contact Council Care at 800-624-4185, or email us at [info@girlscoutshs.org](mailto:info@girlscoutshs.org).
3. Apply! You may choose to apply to up to four Destinations. Apply now for either 2019 or 2020. **ROUND 2 DEADLINE IS FEBRUARY 15, 2019** for any remaining spots offered.

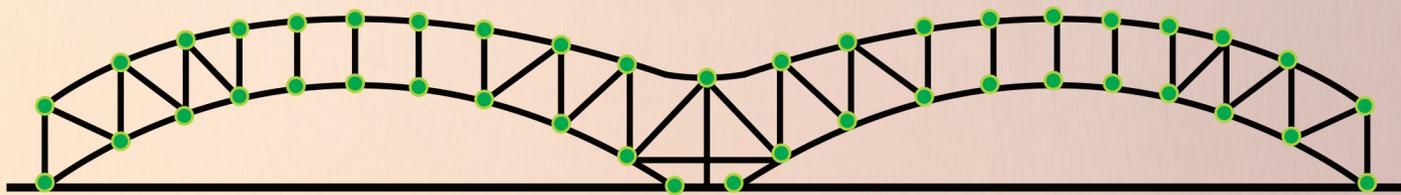
### DESTINATION GRANTS AVAILABLE!

Girl Scouts Heart of the South has received a grant from GSUSA for Destination trips.

Once you have applied and been accepted to your Destination contact [Grace.Call@girlscoutshs.org](mailto:Grace.Call@girlscoutshs.org) or 901-334-3452 to apply for a Destination Grant.



SAVE THE DATE.



# GIRL SCOUT BRIDGING CEREMONY

SATURDAY, MAY 11, 2019 • MUD ISLAND RIVER PARK • MEMPHIS, TN



# HEART OF THE SOUTH ALUMNAE ASSOCIATION

Whether you were a Girl Scout for one year (or 10!), you're part of a dynamic sisterhood of more than 50 million alums who are blazing trails and changing the world.

From the iconic Girl Scout Cookie Program, which has launched millions of entrepreneurs and businesswomen, to our outdoor and STEM programs that ignited scientists and innovators, to our leadership programs that inspired change makers, Girl Scout alums have made significant contributions across society. Their stories can make an impact on today's Girl Scouts.

The Girl Scouts Heart of the South Alumnae Association welcomes any adult who has been a member of Girl Scouts of the USA to reconnect with other alumnae, share experiences with girls, and support community outreach.



To learn about events and opportunities for alumnae, join the GSHS Alumnae Association by completing this [form](#).

Invite other Girl Scout Alums to join you by sharing the link or by hosting an alumnae reunion event.

Contact Lori Gilmore to plan an event: [lori.gilmore@girlscoutshs.org](mailto:lori.gilmore@girlscoutshs.org) or 901-334-3459.



## HEART OF THE SOUTH SCHOLARSHIP OPPORTUNITIES

Girl Scouts Heart of the South is proud to offer two scholarship opportunities for Girl Scout Ambassadors who are graduating high school.

Visit this [link](#) for the applications, eligibility requirements and required documents.

**DEADLINE FOR ALL SCHOLARSHIPS IS MARCH 15.**

### Dianne Belk Gold Award Scholarship

This scholarship is open to any girl who has earned the Girl Scout Gold Award. It is awarded based on achievement in Girl Scouting, academics, leadership, and extracurricular activities. The Dianne Belk Gold Award Scholarship is a one-time scholarship of \$1,000. Four scholarships are available.

### West Tennessee Scholarship

All graduating Girl Scout Ambassadors living in Benton, Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Halls, Hardeman, Hardin, Haywood, Henderson, Henry, Lake, Lauderdale, Madison, McNairy, Obion, or Weakley county are eligible to apply. This scholarship is awarded based on achievement in Girl Scouting, academics, leadership, and extracurricular activities. The West Tennessee Girl Scout Scholarship is a \$4,000 scholarship (\$500 per semester for up to 8 semesters). Five scholarships are available.

# EVENT CALENDAR

February 12	STEAM Weeknight Series	Imagine Center, Memphis, TN
February 22	World Thinking Day	Worldwide
February 23-24	Go Gold Overnight	Camp Fisherville, Fisherville, TN
<b>February 22-24</b>	<b>National Girl Scout Cookie Weekend</b>	<b>Nationwide</b>
<b>February 22-24</b>	<b>Cookie Booths Start</b>	<b>Council-wide</b>
March 2	Red Wagon Saturday	Council-wide
March 10	Girl Scout Sunday	Nationwide
March 10 - 16	Girl Scout Week	Nationwide
March 12	Girl Scout Birthday	Nationwide
March 12	Girl Scout Day on the Hill	Nashville, TN
March 14-17	Last Cookie Booth Weekend	Council-wide
March 16	Girl Scout Sabbath	Nationwide
March 16	WKNO Station Day	Memphis, TN
March 16	Art in the Outdoors	Camp Tik-A-Witha, Van Vleet, MS
March 23	Invent it, Build it!	Tupelo, MS
March 23	Kamp Work Day	Kamp Kiwani, Middleton, TN
March 30	Camp Work Day	Camp Tik-A-Witha, Van Vleet, MS
March 30	Camp Congress	Memphis, TN
April 5-7	"It's Your Story. Tell It!" Journey Camporee	Camp Tik-A-Witha, Van Vleet, MS
April 5-7	Teen Camporee	Kamp Kiwani, Middleton, TN
April 6	Girl Scouts Rock! Graceland	Memphis, TN
April 12-14	Troop Camping	Camp Tik-A-Witha, Van Vleet, MS
April 13	Memphis Express Girl Scout Combine & Game	Liberty Bowl, Memphis, TN
April 16	STEAM Weeknight Series	Imagine Center, Memphis, TN
April 13	Union University College of Pharmacy Program	Jackson, TN
April 22	Girl Scout Leader Appreciation Day	Nationwide
April 27	G.I.R.L. Celebration	Memphis, TN
April 28	Kamp Open House	Kamp Kiwani, Middleton, TN
May 3-5	Me and Mine	Kamp Kiwani, Middleton, TN
May 4	Samoa Day Camp	Camp Tik-A-Witha, Van Vleet, MS
May 5	Camp Open House	Camp Tik-A-Witha, Van Vleet, MS
May 11	National Bridging Ceremony	Mud Island, Memphis, TN
May 18-19	Zoo Snooze	Memphis Zoo, Memphis, TN
June 3-9	Hometown Tour: Walking in Memphis	Memphis, TN
June 8	Volunteer Leadership Summit	Memphis, TN
July 7-12	New York, New York! Trip	New York, New York
July 19-20	Camp Tik-A-Witha 50th Anniversary Reunion	Camp Tik-A-Witha, Van Vleet, MS
July 26-27	Go Gold Overnight	TBA

Find out more about events online at [www.girlscoutshs.org/calendar](http://www.girlscoutshs.org/calendar)



## WORLD THINKING DAY: IT'S OUR TIME TO LEAD FEBRUARY 22

Girl Scouts work every day to make the world a better place. It's just what we do!

But there's one day a year that's extra special, a day when girls from more than 150 countries around the planet come together to explore the global dimensions of Girl Scouting and take action to change the world for the better.

Of course, we're talking about [World Thinking Day](#)! It's coming up on February 22, so let's get ready to make it one of the best ever.

The theme for World Thinking Day 2019 is leadership—now, that's an idea we can all support.

### **This World Thinking Day, let's take the opportunity to:**

Honor the leadership of Girl Scouts and Girl Guides worldwide, and [celebrate what it means](#) to be part of this global sisterhood.

[Advocate for positive change](#) on global issues that girls and their supporters care about.

A project of the [World Association of Girl Guides and Girl Scouts \(WAGGGS\)](#), World Thinking Day is the perfect opportunity for girls to think globally and take action. But first, let's take a moment to understand why and how World Thinking Day came to be.

### **How You (and Your Troop) Can Participate**

World Thinking Day is for everyone—from the youngest, mightiest Daisy to the Ambassador working toward her Gold Award. And it's super easy to find your inspiration for how to take action in your community and the world at large.

Check out these World Thinking Day resources to get started:

[Activity Guide for Girl Scout Daisies, Brownies, and Juniors \(PDF\)](#)

[Activity Guide for Girl Scout Cadettes, Seniors, and Ambassadors \(PDF\)](#)

In these convenient, downloadable resources, you'll find age-appropriate activities for younger girls as well as older girls. The activities fall into three categories: discovering your leadership style, celebrating a sisterhood of leaders, and taking on leadership roles.

When girls complete one activity from each category, they'll earn the [World Thinking Day 2019 Award](#). Although only one activity in each category is required to earn the award, don't let that stop you—you can do as many as you like!

# MEMPHIS EXPRESS

## GIRL SCOUT COMBINE, TAILGATE, AND GAME

Saturday, April 13

Liberty Bowl Stadium Memphis, TN

Gear up for a unique Girl Scout football combine experience filled with drills and skills hosted by the Memphis Express, followed by a tailgate cookout, and tickets to the big game!

### 2 - 4 P.M.

Girls will take to the Memphis Express Practice Field to go through a series of football drills with Memphis Express staff to enhance their games knowledge, learn about sportsmanship and challenge themselves to do their best. The combine will end with a special keynote speaker, and every girl participating will receive a Memphis Express fun patch! *The combine is a Girl Scout exclusive activity.*

### 4 - 5:30 P.M.

Get pumped up for the game at a Girl Scout Tailgate! Game day food is included. Girl Scouts will be able to participate in a pre-game parade!

### 6 P.M.

Gates open for the Memphis Express vs. Atlanta Legends game! All tickets will be general admission in the Family Zone. Kick-off is scheduled for 7 p.m.

### TICKET OPTIONS

#### FULL EXPERIENCE

Combine, tailgate and food, pre-game parade, game ticket and patch

\$40

PER PERSON

#### TAILGATE & GAME

Tailgate with game day menu, and Memphis Express vs. Atlanta Legends game ticket

\$20

PER PERSON

#### GAME ONLY

Memphis Express vs. Atlanta Legends game ticket

\$16

PER PERSON

  
girl scouts  
heart of the south

COMBINE SPACE IS LIMITED!

[WWW.GIRLSCOUTSHS.ORG/CALENDAR](http://WWW.GIRLSCOUTSHS.ORG/CALENDAR)



**TICKETS**  
**Pre-Event Price**  
 \$20 per person  
 (\$10 for students)

**At the Door**  
 \$25 per person  
 (\$15 for students)

Tickets available  
 at the Girl Scout Office  
 on West Main.

**February 14th**  
**5 - 7 PM**

**Double Barrel**  
**Restaurant**  
 825 N. Gloster Street

This Valentine's Day,  
 treat your sweetheart to

**dessert FIRST**

Sample Girl Scout Cookie-inspired  
 desserts created by local restaurants.

Vote for your favorite!

And don't forget to pick up something special  
 at the Silent Auction....just in time for Valentine's Day!

*Enjoy*

**dessert FIRST**

benefiting Girl Scouts Heart of the South  
*and make a night of it!*

**Participating Restaurants**

- Amsterdam Deli • BBQ by Jim • Blue Canoe • Butterbean • Crave
- Double Barrel • Forklift • Park Heights • Pizza Doctor • Steele's Dive • Thirsty Devil



**Sponsored By**



Printing provided courtesy of Sprint Print



5<sup>TH</sup> ANNUAL

# Cookies On Tap

APRIL 4

5-8 P.M.



CROSTOWN  
BREWING CO

BENEFITTING



girl scouts

heart of the south

Tickets

\$20

21+  
OVER

**Raise a glass and raise funds for  
courageous & confident girls!**

Enjoy a flight of Crosstown Brewing Co. beers that have been perfectly paired with Girl Scout Cookies to bring out the flavor profile, and taste of the cookie and beer duo.

TICKETS

[WWW.GIRLSCOUTSHS.ORG/COOKIESENTAP](http://WWW.GIRLSCOUTSHS.ORG/COOKIESENTAP)

# WILD ABOUT COOKIES™

GEAR UP FOR COOKIE SEASON AT YOUR TREFOIL TRUNK



**2019 Cookie Activity Pin \$5**  
The Cookie Activity Pin is an earned award that is worn to show participation in Girl Scout Cookie Program Activities. Cookie Program activities are outlined in the Cookie Activity Guide and include the 5 Skills girls learn through the Girl Scout Cookie Program.  
*Online and in-store.*



**GSHS TABLECLOTH \$15 / \$25**  
The perfect addition to any cookie booth, recruitment table or court of awards banquet! Polyester green table cloth with white Girl Scouts Heart of the South imprint on the front. Available in 60"x60" *online and in-store.*



**Trefoil Tote \$25**  
This large 24 oz. cotton canvas tote with zipper top and front pocket is the must have bag for busy volunteers! *In-store only.*

*MAKE IT YOUR OWN!*  
This is a great tote to iron on fun patches that your troop has earned this year!



**Cookie Tray \$8**  
Display cookies, or offer samples on this vibrant Girl Scout cookie tray celebrating our 100+ years of the largest girl-led business. 11.25"x15"  
*In-store only.*



**GSHS CLIPBOARD \$8**  
Keep cookie orders organized on this full-sized clipboard with a 4" clip that holds a standard 8 1/2" x 11" writing pad. Girl Scouts Heart of the South is printed on the front of clip and the Girl Scout Promise & Law is imprinted on the back of the board.  
*Online and in-store.*

## Girl Scouts Heart of the South Leadership Centers and Trefoil Trunk Shops

**Hours:** Monday - Thursday 8 a.m. to 5 p.m.  
Friday 8 a.m. to 12 p.m.

**EXTENDED COUNCIL HOURS! MONDAY - FRIDAY 8 A.M. TO 5 P.M. STARTING FEBRUARY 11**

Shop online anytime at [www.girlscoutshs.org/shop](http://www.girlscoutshs.org/shop)

Girl Scouts Heart of the South staff are committed to providing quality customer service to our volunteers, families and community.

Our Council Care team is available to assist you during normal business hours:  
**800-624-4185 or [info@girlscoutshs.org](mailto:info@girlscoutshs.org).**

**MEMPHIS**  
717 South White Station Rd., Ste. 2  
Memphis, TN 38117

**JACKSON**  
1007 Old Humboldt Rd.  
Jackson, TN 38305

**TUPELO**  
1140 West Main St.  
Tupelo, MS 38801