

2019 Cookie Program Rewards Update

The 2019 Cookie Program Rewards plan was built to help girls get their earned rewards items faster, and to reduce the time volunteers had to spend packing and organizing items. By changing the shipping model to send items directly to girls at the end of the program, we had to change one option that was previously available, where girls were able to choose either **Bonus Cookie Dough** or rewards items, by each item.

What we've been hearing from leaders is that girls really like the ability to choose **Bonus Cookie Dough**, but sometimes they still want a commemorative item from the program.

We heard you loud and clear – some girls still want a T-shirt, hoodie and/or narwhal plush each year. **NEW! The T-shirt, hoodie and narwhal plush will be available in the Girl Scout Shops for purchase by girls (and volunteers!) who participate in the 2019 Cookie Program.** This way, if a girl wants the **Bonus Cookie Dough** so she can attend camp, she can choose the **Bonus Cookie Dough** option, but then purchase her favorite commemorative item.

Base Cookie Dough is earned by all girls participating in the 2019 Girl Scout Cookie Program once they sell 24 packages. You can see how much girls earn in the next image in this album. Girls actually earn more **Base Cookie Dough** *this year than in previous years at each level!*

Bonus Cookie Dough is an option for girls who sell at least 275 packages. At the 275 package recognition level, girls will have to choose between all Bonus Cookie Dough or all reward items, at this and subsequent levels. This means that a girl choosing **Bonus Cookie Dough** (over the t-shirt) at the 275 level is also choosing to receive **Bonus Cookie Dough** for all higher levels she achieves. The choice is between up-to \$75 in **Bonus Cookie Dough** OR items up-to the t-shirt, plush, chalkboard & sticker set, cap, soap making kit, hoodie, beach towel, and slippers.

Questions

Does a girl have to have sold enough cookies to earn a reward to purchase it?

- No, she just has to participate in the program. We don't believe that will make the rewards items any less special for the girls who earn them through the program! We're just providing another option for our girls and volunteers.

When will the items be available in shops?

- Not until after the Cookie Program has ended, but we will have some other fun narwhal themed items in the shop sooner!

What will the items cost?

- The items will be sold at full retail value. Girls purchasing the items may use all or some Cookie Dough at the shop.
 - Youth T-shirt \$15
 - Adult T-shirt \$18
 - Narwhal Plush Pillow \$20
 - Youth Hoodie \$25
 - Adult Hoodie \$30