



2024 Girl Scouts of San Gorgonio Council Cookie Program Family Guide

Join in on the tradition, make memories, practice your skills, and be part of something great! With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!

GIRL SCOUT COOKIE VARIETIES

2024 Cookie Program Runs
January 14 - March 17

Cookies are \$6 per package except Gluten Free Chocolate Chip which are \$7

CHECK IT OUT!
Using your mobile device, scan the QR code below to access our one-stop hub for all things cookies:

 <p>Adventurefuls® <small>made with vegan ingredients</small></p> <p><i>Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt</i></p>	 <p>Toast-Yay!® <small>made with vegan ingredients</small></p> <p><i>French Toast-inspired cookies dipped in delicious icing</i></p>	 <p>Lemonades® <small>made with vegan ingredients</small></p> <p><i>Savory slices of shortbread with a refreshingly tangy lemon flavored icing</i></p>
 <p>Trefoils®</p> <p><i>Iconic shortbread cookies inspired by the original Girl Scout recipe</i></p>	 <p>Thin Mints® <small>made with vegan ingredients</small></p> <p><i>Crispy chocolate wafers dipped in a mint chocolaty coating</i></p>	 <p>Peanut Butter Patties® <small>made with vegan ingredients</small></p> <p><i>Crispy cookies layered with peanut butter and covered with a chocolaty coating</i></p>
 <p>Caramel deLites®</p> <p><i>Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes</i></p>	 <p>Peanut Butter Sandwich</p> <p><i>Crisp and crunchy oatmeal cookies with creamy peanut butter filling</i></p>	 <p>Caramel Chocolate Chip <small>made with vegan ingredients</small></p> <p><i>Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie®</i> <small>*Limited availability</small></p>

Cookie Program



<https://preview.gssgc.org/en/cookies/resources-for-entrepreneurs/cookie-program.html#cookietools>



PRO TIP

Communicate with your troop cookie coordinator often throughout the season. Keep them up-to-date with how many packages you have left and how many more you'll expect to need.

WELCOME TO THE 2024 COOKIE SEASON!

Ta da! Just like that, it's time for the magic of the Cookie Program to begin! There's nothing sweeter than seeing your Girl Scout unbox valuable life skills while helping their troop fund their adventures and experiences. This year, we own the magic (it's the cookie theme after-all) that happens when a Girl Scout participates in this flexible and fun tradition in their own unique way. Together, we're building the future cookie by cookie.

Girls can participate in a variety of ways. See our cookie participation chart for an abundance of options.

Selling Girl Scout Cookies online is as easy as A, B, C! Set up your online account in Digital Cookie to manage your cookie sale like a pro! Track sales, set goals, send emails, and share your sales link for online orders. (See page 8 to learn how!)

COOKIE SEASON HIGHLIGHTS:

- This year our mascot, the Bubbles the Axolotl, is literally bursting with excitement to help Girl Scouts reach their cookie goals.
- Sales tools you need to reach your cookie goals: door hangers, business thank you cards, and your own online cookie site. For customers that want to support you from across the miles, a shipping discount when they purchase 6 or more packages of cookies for shipping to their homes (for a limited time).
- Introducing Digital Cookie! Your Girl Scout can take their cookie sale to the next level with this powerful and versatile online tool. With their own personalized cookie site, your Girl Scout can set goals, upload a pitch video, track sales progress, market their sale online to cookie customers, and more! Check our Quick Start tips in this guide and the Digital Cookie Guide for Families on Cookie Central for step-by-step tip sheets and videos to navigate the system.

FAMILY CHECKLIST

- Go online to complete the Parent Permission Form and review the Product Sales Program Rules before you pick up any cookies. After receiving your initial cookie supply, you should plan to turn in 50% of money due before picking up more cookies from the troop.
- Keep receipts for any time you receive, exchange, or return cookies with the troop cookie coordinator.
- Check out all of our digital marketing guidelines. Girl Scouts must read and acknowledge the Internet Safety Pledge and review/apply the Supplemental Safety Tips for Online Marketing. You'll find these resources at Cookie Program at www.gssgc.org and in Digital Cookie.
- Plan to return unsold cookies to your Troop no later than **March 1**

Did you know?

All cookie proceeds stay local! In fact, 79% of the cost of each box is reinvested in local Girl Scouts!

IT'S MORE THAN SELLING COOKIES...

This program opens the doors for Girl Scouts to find out what they're capable of as they join in the largest girl-led entrepreneurial program in the world. Each season brings big dreams, business savvy, friendships, and fun.



CHECK OUT OUR COOKIE PROGRAM OPPORTUNITIES:

I-Care Program

What is I-Care?

I care is a Girl Scout community service opportunity where customers purchase cookies to be donated. Since your customers have chosen to donate the cookies, their purchase is tax deductible. Cookies are donated to the Military, local food banks and other community organizations.

How to participate:

Ask every customer to make an I-Care Donation

Collect \$6.00 for each package of I-Care purchased

Record each donation on your cookie order card in the "Donate Cookie Packages" column.

Give donation receipt to each customer who requests one. Downloadable receipts are located at gssgc.org under Cookies+

Turn in I Care money to your Troop Cookie Coordinator.



CONTESTS AND MORE

From Girl Scout Pride to Walkabout Contest and Marketing Magician - there are contests throughout the sale to inspire girls and troops to elevate their cookie sale. Patches and I Care's are just some of the prizes for these contests. See the Food For Thought and the GSSGC website for more information about this years contests.

LEARN ALONG WITH THEM

Your cookie business = a family affair. Girl Scouts can earn a unique Cookie Family Entrepreneur pin for each year of participation with your help. Check out the requirements online and get started this cookie season.





SHOW YOUR COOKIE PRIDE

Share your troop's favorite moments from the Cookie Sale by tagging @girlscoutssgc in your posts and stories on Instagram, and by making use of the Girl Scout Cookie sticker gallery! We'll help amplify your troop's good work by sharing stories on our Instagram account.

COOKIE PARTICIPATION OPTIONS

Selling Girl Scout Cookies is one of the most iconic activities Girl Scouts engage in. You can choose to participate in one, two, or all three levels of participation: online, hybrid, and in-person. Use the ideas below to get started. You can check off all the options you want to try or brainstorm a few of your own!



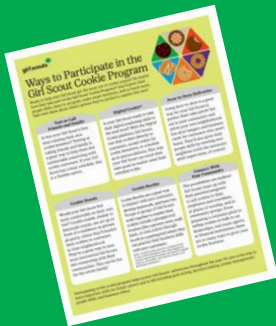
ONLINE COOKIES:
SHIPPED COOKIES



HYBRID COOKIES:
ORDER-TAKING & DELIVERY



IN-PERSON COOKIES:
COOKIES ON HAND



VIEW THE PARTICIPATION
OPTIONS CHART ONLINE
BY SCANNING THE QR
CODE ON THE RIGHT



KEY DATES & DEADLINES

JANUARY 14	EARLY ON LINE MARKETING OPENS	FEBRUARY 16-18	NATIONAL GIRL SCOUT COOKIE WEEKEND
JANUARY 28	COOKIE SALE BEGINS	MARCH 1	LAST DAY TO RETURN COOKIES TO YOUR TROOP
FEBRUARY 9	BOOTH SALES BEGIN	MARCH 17	COOKIE SALE ENDS

Set Your Cookie Goals

Early Online Marketing Period Begins January 14, 2024
In-Person Sales begin January 28, 2024. **NO EARLY SELLING**

My
Goals:

50+ Boxes

Magic Sand
OR Axolotl Eraser Set

75+ Boxes

GS Logo Matic 8 Ball
OR Stuff It Tech Microfiber Cloth with Clip

100+ Boxes

\$5 Extra Cookie Dough
OR Axolotl Plush clip

200+ Boxes

\$5 Extra Cookie Dough
OR Mood Mixer Camp Light

250+ Boxes

Walkabout
AND
Own Your Magic Belt Bag
AND Walkabout Patch AND
Extra \$25 Cookie Dough
boxes sold and paid for from 1/14/24 to 2/6/24

300+ Boxes

\$10 Extra Cookie Dough
OR Clear Stadium Tote

400+ Boxes

\$15 Extra Cookie Dough
OR Axolotl Plush Pillow

500+ Boxes

Donation & Axolotl Charm
OR Make it Magical Dance Party

600+ Boxes

\$15 Extra Cookie Dough
OR Convertible Duffel
OR Puffy Outdoor Blanket

700+ Boxes

Pizza and Paint Party (multiple days and times TBD)
OR Axolotl Neon Sign
OR \$50 Camp Credit

875+ Boxes

Cookie Boss on April 20, 2024
OR Choice between Universal Yums or Brick Loot or Baketivity 6 Month Subscription Box
OR \$100 Camp Credit

1000+ Boxes

DJ Control Mix for Android/IOS
OR Canon Instant Camera
OR \$150 Camp Credit

1250+ Boxes

Second Chance Cookie Boss on April 20, 2024
OR Ninja Thirsti
OR \$200 Camp Credit

Patches



- 1 **Participation Theme Patch:**
24+ boxes sold
- 2 **Achievement Rocker:**
100+ boxes sold. Rockers come in 100 box increments and are not cumulative.
- 3 **I Care Patch:**
12+ boxes of I Care sold via Digital Cookie Direct Ship.
- 4 **Cookie Techie Patch:**
48+ boxes sold via Direct Ship.
- 5 **Magical Patch (Milestone 1):**
Council-wide packages sold reach 2,000,000 and all participating girls earn this patch.
- 6 **Prestige Patch (Milestone 2):**
Council-wide packages sold reach 2,200,000 and all participating girls earn this patch.
- 7 **Cookie Crossover Patch:**
2023 Fall Program requirements plus selling 24+ boxes of cookies and selling 10+ Online I Care Donations in the 2024 Cookie Program.

1500+
Boxes:



OR



OR



Great Wolf Lodge on May 3-4, 2024. OR \$250 Camp Credit OR IdeaPad Duet Chromebook

2000+
Boxes:



OR



OR



Girl-only adventure at Catalina Environmental Learning Program (C.E.L.P.) on Catalina Island (multiple dates to be released based on number of participants) OR Smart Watch Choice Apple 8 or Samsung 6 OR Sound Table

3000+
Boxes:



OR



OR



OR



Girl-only San Francisco Food Tour. Trip dates are 5/31/24-6/2/24. OR ASUS ROG Ally Handheld Gaming Computer with Case OR Dyson Styling Tool Choice

Cookie Dough



300-399 BOXES	\$20
400-499 BOXES	\$40
500-599 BOXES	\$60
600-699 BOXES	\$80
700-874 BOXES	\$100
875-999 BOXES	\$125
1000-1249 BOXES	\$150
1250-1499 BOXES	\$175
1500-1999 BOXES	\$200
2000-2499 BOXES	\$250
2500+ BOXES	\$300

Cookie Dough is NOT Cumulative

4000+
Boxes:



OR



OR



Girl and Adult Chaperone Trip. Puerto Rico Trip with Community Service Project. Trip dates are 6/9/24-6/14/24. OR Samsung Freestyle Projector OR Underwater Scooter

5000+
Boxes:



OR



OR



Girl and Adult Chaperone Trip. Mediterranean Cruise including Spain, France, and Italy. Trip dates are 7/12/24-7/21/24. OR MacBook Pro 16 OR Microsoft Surface Studio 14.4"

The Girl Scout Cookie Program isn't just about selling cookies—it's about developing skills and learning new things! Goal setting is just 1 of 5 essential skills a Girl Scout develops through the Cookie Program. **Do you know the rest?**



Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.



Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

Subsidized Shipping

Available 2/1/24-3/17/24

Digital Cookie's Minimum order for shipping is four packages. The base shipping price is 4-8 packages at \$12.99 and 9-12 packages at \$14.99

There is a \$5.00 surcharge on orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands

SEE CHART FOR SHIPPING FEES WITH A \$5 OFF SHIPPING PROMO

Packages	Shipping Costs	\$5 Off Shipping Promo
6-8	\$12.99	\$7.99
9-12	\$14.99	\$9.99
13-20	\$27.98	\$22.98
21-24	\$29.98	\$24.98
25-32	\$42.97	\$37.97
33-36	\$44.97	\$39.97
37-44	\$57.96	\$52.96
45-48	\$59.96	\$54.96



DIGITAL COOKIE

Quick Start Guide

Digital Cookie is an app and online site Girl Scouts use to manage their business—things like setting goals, tracking progress, reaching customers—they can even share and print their sales QR code. Plus, take credit card payments too (PS-cash and checks are also accepted.)

Check out these steps to get started!

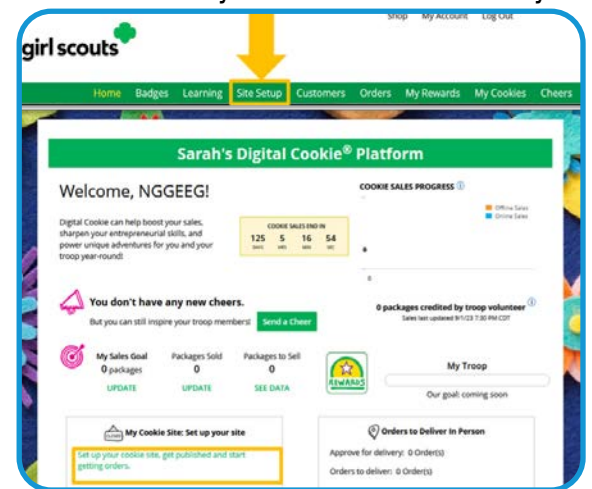
CREATE YOUR SITE & DOWNLOAD THE APP:

You'll receive an email by January 14th from Digital Cookie (digitalcookie.girlscouts.org). Click the link in the email to register your Girl Scout's account in the site. Add email@email.girlscouts.org to your safe sender's list so you don't miss the email. In the email is a pink "Register Now" button. Simply click on that button to be taken to the Digital Cookie platform. You'll create a password and use it to log in. You'll watch a safety video, then must accept the terms & conditions for the site. Once you've completed this initial set up, you can download the Digital Cookie app on your mobile device so your Girl Scout is ready to take credit card payments on the go.

SET UP YOUR SITE & REVIEW THE DASHBOARD:

To help your Girl Scout set up their business for customers, click on Site Setup to get started. Once the site is approved and published, your Girl Scout's online cookie business is up and running! Once you've begun marketing to customers, you'll be able to track sales, view orders (including orders to approve for Girl Scout delivery) and view progress to your troop's sales goal.

- Offline sales: Cash or check purchases made by customers and recorded in Digital Cookie.
- Online sales by Delivery: Online purchases made by customers from your cookie site for donations, shipped cookies, deliver in person, or cookies in hand sales paid through your mobile app.



DID YOU KNOW?

Girl Scouts that use online sales tools like Digital Cookie in combination with traditional sales sell more packages on average and reach their goals faster.



It's as easy as 1-2-3 to start selling after you've set up your site!

1 Decide on your cookie delivery type

Decide on your cookie delivery type: There are two ways customers can receive cookies when they order online: by shipping cookies directly to their home (with shipping fees) OR delivered by the Girl Scout and their caregiver (Girl Scout delivery). In Digital Cookie, you'll have the option to activate Girl Scout delivery when setting up the site. You can also inactivate this option at any time during the season.



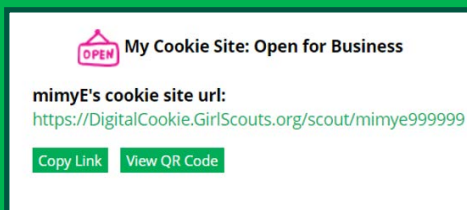
GIRL SCOUT COOKIE DELIVERY

- Activate or inactivate anytime
- Available through the cookie site link or email
- Cookies are delivered by the Girl Scout

SHIPPED COOKIE DELIVERY

- Available through the cookie site link or email
- Discounted shipping with purchase of 6+ packages
- Cookies are delivered from the baker

2 Share your cookie site and/or send marketing emails



Starting January 14, cookie site links can be shared by social media, text, or email. Marketing emails can be sent directly to family and friends. To access your cookie site link, go to your Digital Cookie account and find it on your homepage under My Cookie Site:

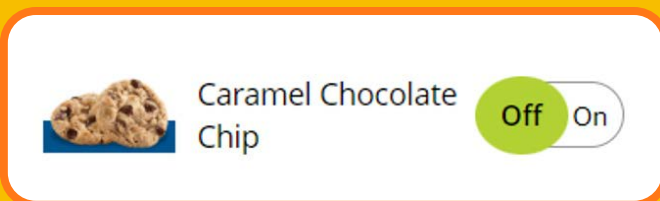
**Cookie site links may not be shared to Facebook Marketplace, eBay, Craigslist, or any garage sale site. Girl Scouts and families engaged in online cookie sales must always follow the Digital Sales & Social Media policy.*

3 Review and approve orders from Digital Cookie

When orders come in for Girl Scout delivery, you must approve the orders in Digital Cookie within five days. Go to the Orders tab to view all orders that need approval. You'll see a list of all orders, the customer's info, and the number of packages in the order. You'll receive a reminder email each day if you have orders that haven't been approved in the system.



HELPFUL TIPS:



If you are out of a cookie variety for Girl Scout delivery, you can turn off the variety in the Digital Cookie site. Go to the My Cookies tab and switch the cookie variety to "off" then click on update delivery settings. You can turn delivery back to "on" once you get additional inventory.



Digital Cookie features resources to help you if you get stuck, like tip sheets, videos, and a Help section built right into the site.

My Cookies Tab: Tracking Your Inventory

Digital Cookie can help make sure that you have enough cookies for your orders, track your progress on delivering/selling offline orders and/or make sure your record of cookies received from the troop matches what has been given to your Girl Scout.

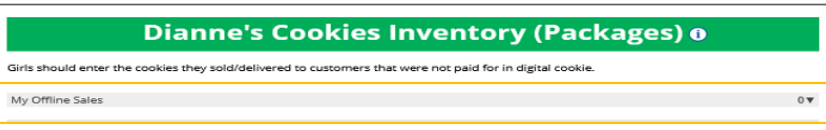
To learn more, go to your **My Cookies tab**:



The top part of the dashboard shows the total number of packages that have been transferred to your Girl Scout from the troop. It can include booth sales and troop sales. It is not the same number of cookies you are financially responsible for.



The inventory section gives you a quick view of how many cookies you should still have undelivered and how many you may need to fill your Girl Scout delivery orders. The first thing to note is **My Offline Sales**. Offline sales need to be updated by you or your Girl Scout when cookie sales are made in-person with cash or check payment. Click on the down arrow to enter this information and click on **Save Updates** to save changes.

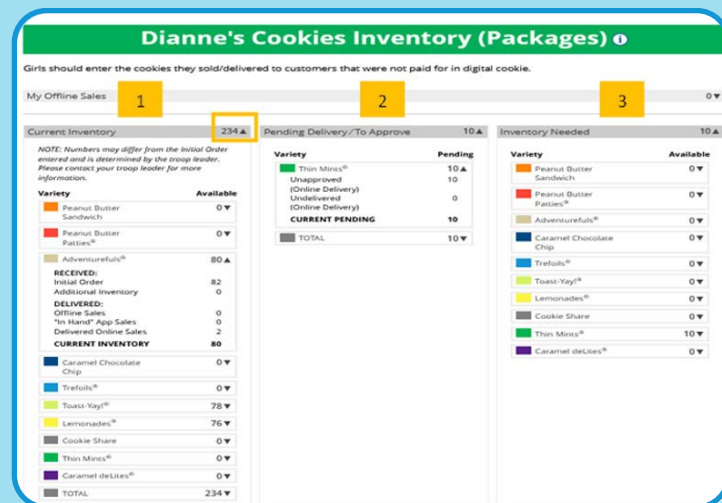


Get to know your inventory totals: There are three sections that calculate your inventory. Click on the arrow next to the total # of packages to show you information by variety.

- 1: Current inventory: The Received number comes from the total packages transferred to you by the troop. The Delivered number will reflect your offline sales & any sales made using the mobile app using the *Give Cookies to Customer Now* feature, and any Girl Scout delivery orders that have been delivered & marked delivered in the Orders tab.
2. Pending Delivery/To Approve: This section shows you how many cookies you need to fill Girl Scout delivery orders you have approved and those you have yet to approve.
3. Inventory Needed: This section will show you any packages of cookies needed to fill your orders. The totals indicated here will be accurate if you track your offline sales in Digital Cookie.

Remember, it may take your troop coordinator time to enter transactions, so please be patient if you have received cookies from the troop that need to be entered.

Scroll down to the **Financials** section to help you view the amount due for cookies and how the troop is calculating the amount. **Online Paid** totals reflect online payments for Girl Scout delivery orders, donation, or Cookies in Hand orders. **Offline Paid** totals are the payments received by cash or check that you have given the troop volunteer and they have credited to your Girl Scout. **Total Balance Due** totals the difference from the amount owed for your inventory and the amount paid to the troop.



How to Support Your Troop

Participate in Troop Booths

Customers look forward each year to Girl Scouts selling at the stores they visit. Each troop has the opportunity to participate in Troop Booths. Troops can do as little, or as much as they would like based on availability.

How do Troop Booths Work?

1. Troop Booths are scheduled in Smart Cookies by the Troop Coordinator.
2. Girls must be in Girl Scout attire. Girls should be recognizable in their Girl Scout uniform wearing their vest/sash and GS Membership pin.
3. Do not use the shopping carts to store cookies. Carts may be used, where permitted, to transport cookies to and from the booth only.
4. Do not use the store trash bins. Bring your own trash bags.
5. Cookies must always be at least 6 inches off the ground in a cart, wagon, table etc.
6. Two Girls and two adults are required to be present at all times, unless the Girl Scout is a Senior or Ambassador who participate in the 1:1 or 2:1 booth requirements.
7. One of the adults at the booth are required to complete booth training and have a current Adult Membership with GSSGC. We encourage both attending adults to have current membership for liability purposes.
8. If for any reason, you cannot show up for your scheduled booth times, please contact your Troop Cookie Coordinator ASAP.

More Basics

Your Troop Cookie Coordinator is a Volunteer and needs your help to deliver a fun and successful cookie program to the troop.

What you need to know:

Your troop coordinator can help answer questions about upcoming deadlines. They will also provide you with cookies to fulfill your Digital Cookie orders and cookies for Walkabout. They will also be able to let you know the status on money owed and your Girl Scout's progress toward her goals.

You are personally financially responsible for all cookies ordered and received by your Girl Scout and all money collected from customers.

Caregivers and Troop Cookie Coordinators should sign a receipt for all money turned in and cookies picked up.

Caregivers should turn in all payments to the Troop Cookie Coordinators by the given deadlines.

Any lost or stolen money is the responsibility of the caregiver who signed the girl's parent responsibility form.



Sign up to become a Troop Helper!

You can be trained to help at cookie booths, pick up cookies, and support your Leaders and Troop Cookie Coordinators.

Own Your Magic by Using the Power of the Cookie

A box of Girl Scout Cookies is a special treat for a friend or family member, but it is so much more for a Girl Scout. Cookie proceeds can power Girl Scouts to...



Purchase program supplies for a great Girl Scout year



Take advantage of amazing camp or travel opportunities



Participate in the Girl Scout Leadership Experience— Girl Scout programming, curriculum & events



Fund troop activities— planned BY Girl Scouts FOR Girl Scouts



Earn badges in STEM, outdoors, life skills, entrepreneurship, and so much more



Receive or support financial assistance for Girl Scouts & troops with financial barriers



Earn a Gold, Silver, or Bronze award for Girl Scouts who display leadership while engaging in projects that benefit their communities

Our Troop #: _____

Troop Cookie Coordinator:

Email: _____

Phone: _____

Scan here to complete your online Parent Permission Form.

