

2024 Girl Scout Cookie Program Family Guide





TABLE OF CONTENTS

Did You Know? - page 3

The Purpose - page 4

5 Skills - page 5

Ways to Participate - page 6

Why Participate - page 7

Safety - page 8

What If? - page 9

Policies and Procedures - pages 10-11

Meet The Cookies - page 12

Girl Rewards, Cookie Credits,

Philanthropic Opportunities, - pages 13-17

Cookie Booths - page 18

Digital Cookie/DOC - pages 19-21

Cookie Program Permission Form - page 22

Glossary - page 23

Girl Scout Families:

- Support your Girl Scout and coach her to do things for herself, even if it's quicker and easier for you to do them.
- Help her with setting goals, and model business ethics, decision making, people skills, and safety as you support her.
- Ask your troop cookie manager how you can help the whole troop reach its goals. Your Girl Scout will learn to take action by watching you!
- Help her set up her Digital Cookie site, manage orders, and make deliveries!
- Help her keep money safe.
- Know the rules and safety guidelines.
- Encourage your Girl Scout to complete Entrepreneurship badges as she learns by doing during the Girl Scout Cookie Program.
- Have fun together along the way!

Girl Scout Cookie Program

Key Dates At-a-Glance

Jan. 7 | Parents/caregivers gain access to DOC

Jan. 11 | Digital Cookie/DOC opens

Jan. 16 | Troop Initial Order (IO) and Delivery Day site selection due

Feb. 3 | Main Cookie Delivery Day

Feb. 4 | Cookie Program Begins!

Feb. 4 | My Sales Booths and Council Booths Begin

Feb. 8 | Cookie Cupboards start to open

Mar. 10 | Cookie Program Ends

Mar. 21 | Troop ACH Debit

Did You Know?

Participating in the program gives girls an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she'll gain five skills along the way that she'll use the rest of her life.

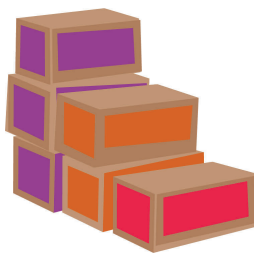
Here's what girls learn and why it matters:

Through the Girl Scout Cookie Program, girls learn . . .	This matters because . . .
Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then girls set an individual goal with help from their families.	Girls need to know how to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girls will make big and small decisions in their life; practice helps them make good ones.
Money management as they develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.	Girls need to know how to confidently handle, manage, and leverage money to do great things.
People skills as they safely talk to their customers in person and virtually to work as a team with other girls.	Knowing how to work with others will help them do better in school and, later, at work.
Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

Did you know? All proceeds from Girl Scout Cookies® stay local!

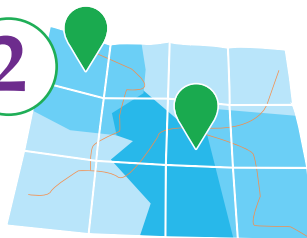
When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today and tomorrow. Girl Scout Cookies' proceeds stay local to:

1



Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.

2



Fund Take Action projects for the community and amazing girl-led adventures for troops.

3



STEM



outdoors



life skills



entrepreneurship

Help councils provide Girl Scouts programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

Purpose

The Purpose of the Girl Scout Cookie Program

While girls are meeting customers, they are bound to get asked questions. It's important for adults to be aware of the questions that people may ask and to help the girls be prepared to answer the questions.

“Why do girls participate in the Girl Scout Cookie Program?”

Troop proceeds and individual girl rewards are important but are not the only reason. Girls develop the 5 Skills and confidence as they participate in the Cookie Program:

- Goal setting. Girls learn how to set goals and create a plan to reach them!
- Decision-making. Girls learn to make decisions on their own and as a team!
- Money management. Girls learn to create a budget and handle money!
- People skills. Girls find their voice and build confidence through customer interactions.
- Business ethics. Girls learn to act ethically, both in business and life.

“How much money do the Girl Scouts get?”

This question is frequently asked by customers. The answer is not \$0.81 or \$0.86 per package. The answer is: Girl Scouts get all of it!

- 100% of the Cookie Program proceeds stay in Colorado to provide the Girl Scout Leadership Experience to girls in our communities.
- Cookie money provides financial assistance for membership when needed and opportunity grants for girls to attend GSCO events, camps, and council-wide girl programs, as well as funding for Girl Scout programming, properties, camps, and events.
- The only portion of the \$5 or \$6 cost per package that doesn't stay in Colorado, is what we pay to the bakery to make the cookies.

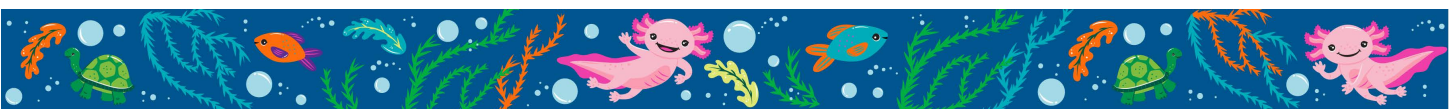
“What is your troop going to do with the Cookie Program proceeds?”

Girls should decide as a troop how they want to spend the proceeds they earn. Troop proceeds are deposited into the troop bank account and can be used to fund lots of activities girls want to do throughout the year, and proceeds can be used to purchase, badges, or uniforms, save for a troop trip or camp out - whatever girls choose!

“What have you learned in Girl Scouts” or “What do you like about Girl Scouts?”

Girls can tell customers about adventures they've had, friends they've met, skills they've learned, and the ways they've given back to their communities. Each girl's story is her own and each troop's story is its own.

When Girl Scouts share their stories, the community learns the true impact of Girl Scouts!



Inspire cookie entrepreneurs



Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

- 1 Goal Setting**
Girl Scouts learn how to set goals and create a plan to reach them.
How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.
- 2 Decision Making**
Girl Scouts learn to make decisions on their own and as a team.
How you can help: Talk about how they plan to spend the troop's cookie earnings.
- 3 Money Management**
Girl Scouts learn to create a budget and handle money.
How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.
- 4 People Skills**
Girl Scouts find their voices and build confidence through customer interactions.
How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5 Business Ethics**
Girl Scouts learn to act ethically, both in business and life.
How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Cookie business badges

Good for Girl Scouts, good for the planet!

Entrepreneurs can earn official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at [girlscouts.org](https://www.girlscouts.org)!



Did you know?
100% of our rewards packaging is recyclable or reusable!



Ways to Participate

Digital Cookie | Jan. 11 - March 10

On this online selling platform, girls can personalize their Digital Cookie site and send emails to invite friends and family to buy cookies with the option of choosing either in-person delivery or direct shipment to their home, or, they can opt to purchase cookies to donate to Gift of Caring.

Door-to-Door | Jan. 11- March 10

Girl Scouts can start by asking friends and family to place orders for cookies, and go door-to-door in their neighborhood. They can use the order card to track the quantity and variety of cookies sold, and the money collected, and deliver cookies to customers once they have cookies in hand - for orders taken prior to Feb. 4. If a customer isn't home when a Girl Scout knocks, leave a door hanger or a Digital Cookie business card with the link to the Girl Scout's online store - customers can then place a cookie order at their convenience! Respect no solicitation signs and don't leave anything in a mailbox.

Girls can also use the Digital Cookie app, along with or instead of the order card, to go door-to-door, make sales, collect credit card payments, and give the customer their cookies.

In-Person Booths | Feb. 4 - March 10

Girl Scouts can build on the momentum of their initial orders by getting creative with a booth event. They can set up shop as a family (My Sale booths) or as a troop in front of retail stores or other community spaces. Girls will enjoy working towards their goals together.

Drive-Thru Booths | Feb. 4 - March 10

Ask local businesses, schools, or places of worship if you can have permission to host a drive-thru booth in their parking lot during off hours!

Virtual Cookie Booths | Feb. 4 - March 11

Girls can host virtual Girl Scout Cookie Booths on social media! Virtual booths give girls another way to achieve their goals and connect with family, friends and neighbors. Girls can talk about their Girl Scout experience and what their troop plans to do with the proceeds earned. They can also promote helping others in their community, by asking their customers to purchase cookies to donate in support of the troops' Hometown Heroes or to Gift of Caring for military personnel.

Booth Resources for Girl Scout families and new TCMs - find guidance, tips, best practices, cookie boards, goal charts, and signage to share on the [GSCO Cookie Resources page](#).

Girl and adult safety is our priority.

Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the TCM Guide (see page 14) as well GSUSA internet safety guidelines. The same safety information is included in the family guide (see page 10).



Why Participate?

Why Participate in the Girl Scout Cookie Program

The Girl Scout Cookie Program is the premier entrepreneurial program for girls in the world. What do we mean by entrepreneurial? The definition of an entrepreneur is someone who creates and manages a business. The Cookie Program offers girls the opportunity to do just that as well as learn about and market their product, engage customers, and set and accomplish goals.

Delivering on Our Promise

Girl Scout Cookies and the annual Cookie Program play a crucial role in Girl Scouts of Colorado's ability to:

- Deliver quality programming for girls;
- Train adult volunteers;
- Provide financial assistance for girls' fees for camps, other activities, and events.

Girl Scouts helps girls learn more about themselves and their abilities through skill-building activities and opportunities to try new things, connect with others to create change, and take action by developing projects that make their communities and the world a better place.

The Girl Scout Cookie Program is the core of the Entrepreneurial Pillar that is part of the Girl Scout Leadership Experience along with STEM, outdoor experiences, and life skills. As cookie entrepreneurs, Girl Scouts gain essential skills and work as a team to accomplish common goals and solve problems, while building the confidence they need to shine as girls, as young women, and as future leaders. They have lots of fun along the way too.

Participation in the cookie program is voluntary. Caregiver permission to participate is required. Parents/caregivers **MUST** complete a permission form and turn it into their TCM.

Learning Life Skills

The Girl Scout Cookie Program helps girls learn and practice the life skills embodied in the Promise and Law. During cookie activities, girls are members of a team working toward a common goal, with each girl striving to do her best. So, when Girl Scouts go to friends, family, and door-to-door with this year's best-selling cookies, they're becoming the business leaders of tomorrow!

The Girl Scout Cookie Program helps ensure the future of Girl Scouting. All the proceeds from our cookie program remain in Colorado. The revenue is used to benefit girls, some is used to fund troop activities, and some of it indirectly by subsidizing the cost of providing Girl Scout programs to girls statewide.



Safety

Safety Tips

Before participating in the Girl Scout Cookie Program, it is imperative for adults and girls to become familiar with and follow the safety guidelines listed below. This not only ensures girls' safety, but also creates a fun and successful experience for all.

Show you're a Girl Scout. Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.

Buddy up. Always use the buddy system. It's not just safe, it's more fun.

Be streetwise. Become familiar with the areas and neighborhoods where you'll be selling cookies.

Partner with adults. Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.

Plan ahead. Be prepared for emergencies, and always have a plan for safeguarding money.

Do not enter any homes or vehicles. Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.

Sell in the daytime. Sell only during daylight hours, unless accompanied by an adult.

Protect privacy. Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.

Be safe on the road. Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.

Be aware of traffic when unloading products and passengers from vehicles.

Be safe online. Girls must have their parent's or caregiver's permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Digital Cookie, girls must read and abide by the Girl Scout Digital Cookie Pledge, and caregivers must read and abide by the Digital Cookie Terms and Conditions for caregivers.

What If?

THEFT, ROBBERY, COUNTERFEIT MONEY, BURGLARY, OR FIRE

GSCO does not take financial responsibility for any of the circumstances of a theft, robbery, burglary, or fire, but we will evaluate each circumstance on a case-by-case basis to provide assistance to a troop.

A few recommendations to assist a troop in recovering the loss:

- The police/fire department must be called, and a report taken within 48 hours of the incident.
- The number of packages and/or money lost must be specified on their report and/or insurance claim.
- A copy of the police/fire report must be submitted with a Money Problem Report no later than 8 p.m., March 15, 2024.
- In some cases, homeowner's or rental insurance will cover the cost.

Customer Complaints

GSCO expects a certain number of product complaints every year that range from a customer not liking the taste of a cookie to finding an empty package in a case of cookies. Some customers call the Little Brownie Bakers Consumer Affairs number, which is listed on the cookie package. Many customers call a GSCO office or return the package directly to the girl or troop. Regardless of the nature of the complaint, if a customer informs a troop that there is something wrong with the cookies they received, please follow the steps below.

- 1) Record the customer's name, contact information, and nature of the problem.
- 2) Ask the customer to save the package of cookies if possible and let them know a Customer Service Representative from Little Brownie Bakers will contact them.
- 3) Call or email a Product Program team member immediately to relay the information.
- 4) Replace the cookies for the customer - any variety- or offer a refund.
- 5) Bring the returned product to a cookie cupboard and exchange for a replacement or to an SUCM for credit in eBudde.
- 6) Please fill out the Cookie Action Report:
https://girlscoutsofcolorado.formstack.com/forms/cookie_action_report

TCM Tip – Difficult questions or situations : If any of the girls and/or adults in your troop have an uncomfortable experience or are asked difficult questions while participating in the Cookie Program, please contact your service unit cookie manager and product program specialist at Girl Scouts of Colorado. *We are here to support you!*

Policies and Procedures

Cookie Program Policies and Procedures

With thousands of Colorado Girl Scouts participating in the Cookie Program, it is essential to have guidelines to ensure every girl has a chance to be successful. GSCO appreciates everyone abiding by the guidelines, incorporating the Girl Scout Promise and Law into the Cookie Program, and sharing them with the families in each troop.

Troops

- What is a troop? A troop consists of two unrelated, registered, and background checked adults as well as a minimum of three unrelated, registered girls.
 - Troops must meet the minimum definition of a troop to earn troop proceeds.
- If a Girl Scout leaves a troop, proceeds earned during the Fall Product and Girl Scout Cookie Program, or any other troop money-earning endeavor, DO NOT follow the girl. Troops earn proceeds. Girl Scouts earn rewards and Cookie Credits.

Online Cookie Sales

- **All online cookie sales must go through Digital Cookie/DOC site. Girl's online storefront URLs may be posted on public and private social media sites (including NextDoor), per GSUSA, except:**
 - Digital Cookie/DOC links should not be posted on resale sites - for example, eBay, Facebook Marketplace, Facebook Swap, etc., as they are high buy and trade retail environments that pose a safety risk to girls.
- **Girls and their caregivers should continue to follow safety guidance outlined in:**
 - Heath guidelines page on the GSCO website for COVID-19 guidelines and updates
 - Girl Scout Internet Safety Pledge
 - Digital Cookie Pledge
 - Supplemental Safety Tips for Online Marketing
 - Girl Scouts' Safety Activity Checkpoints.
- Full name, personal emails or street addresses of girls should never be used. Instead, use an adult's account, or a group account that is managed by an adult.

Cookie Booths

- Girl Scouts of Colorado allows troop leaders and families to determine the best location for My Sales booths. All My Sales sites are subject to approval, and they will not be denied only on the fact they may be located near an adult-oriented business.

No Returns

- **Girl Scouts of Colorado does not allow cookies to be returned. Cookies distributed through the initial order (I.O.) or cupboard belong and are the financial responsibility of the troop. When cookies are distributed to the Girl Scout, allocated in eBudde, and with signed receipt, they become the financial responsibility of the Girl Scouts' caregiver(s).** Reminder: Get signed Cookie Program permission form.

Policies and Procedures

- All booths must meet safety and security guidelines and not conflict with another booth location.
 - Additionally, DO NOT keep the cash box for cookie sales on the booth table.
 - Any form of a troop donation jar is not allowed at cookie booths.
- Girl Scouts of Colorado reminds all participants that when you are selling Girl Scout Cookies you are representing Girl Scouts. Council reserves the right to remove any booth, for any reason, at any time.

In-Person Order Taking

- Girls should NOT leave any items in people's mailboxes. Leave a business card or door hanger at the door instead if that is permitted in area. Be respectful of no soliciting signs.
- *Girl Scouts should be a sister to all other Girl Scouts they encounter when selling cookies!*
- Per established policies by GSUSA, girls cannot sell cookies to a business that plans to resell the product.

Girl Delivery

- Communicate with customer and coordinate time and location of cookie delivery. Also communicate any delays or changes and schedule a new time/date if necessary.
- Remind customers to bring the cookies inside as soon as possible.
- Find a special way to say thank you! Girls can leave a personalized note with the cookie delivery or send a thank you text or email after delivery.
- Adults should accompany Daisies, Brownies, and Juniors on all cookie deliveries and/or at any scheduled customer product pickups. It's recommended that Cadettes, Seniors, and Ambassadors make deliveries with a friend or an adult.

Additional Money Earning

- **No additional money-earning activities may take place from Feb. 4 (Cookie Program start date) to March 21, 2024 (ACH debit date).**
- Girl Scout/troop participation in the Fall Product and Girl Scout Cookie Programs is optional. However, GSCO/GSUSA does ask that troops, groups, and Juliettes not detract during Girl Scout product programs with additional money earning of their own.





2023–2024 Girl Scout Cookies®

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt **\$ 5**
Approximately 15 cookies per 6.3 oz. pkg.
ⓀD



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$ 5**
Approximately 12 cookies per 6.2 oz. pkg.
ⓀD



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$ 5**
Approximately 38 cookies per 9 oz. pkg.
ⓀD



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling **\$ 5**
Approximately 20 cookies per 8 oz. pkg.
ⓀD



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$ 5**
Approximately 15 cookies per 7.5 oz. pkg.
ⓀD



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating **\$ 5**
Approximately 15 cookies per 6.5 oz. pkg.
ⓀD



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$ 5**
Approximately 30 cookies per 9 oz. pkg.
Ⓚ



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling **\$ 6**
Approximately 16 cookies per 8.5 oz. pkg.
ⓀD



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits **\$ 6**
Approximately 14 cookies per 6.7 oz. pkg.
ⓀD



The GIRL SCOUTS® name, mark, and all associated trademarks and logotypes, including the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers, a division of Ferrero U.S.A., is an official GSUSA licensed vendor. LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, are trademarks of Ferrero Group. © 2023 Girl Scouts of the USA.



ACCEPTED

Girl Rewards

Level/#Pkgs sold	Items
24+ pkgs	"2024" Year Bar
50+ pkgs	Charm Patch
85+ pkgs	Own Your Magic Charm
100+ pkgs	Bar Patch
125+ pkgs	Bandana
160+ pkgs	Lanyard
200+ pkgs	DIY Card Set
240+ pkgs	Axolotl Socks OR 10 Cookie Credits
280+ pkgs	Axolotl Plush OR 15 Cookie Credits
350+ pkgs	T-shirt (Own Your Magic) OR 20 Cookie Credits
400+ pkgs	Axolotl Pillow OR 25 Cookie Credits
450+ pkgs	Journal and Magic Marker OR 30 Cookie Credits
525+ pkgs	Wallet Pouch and Screen Cleaner OR 35 Cookie Credits
625+ pkgs	Build-A-Bear experience OR Ulta experience OR 40 Cookie Credits
750+ pkgs	Spinning Necklace and Collapsible Cup OR Shoe That Grows OR 45 Cookie Credits
1000+ pkgs	Weekender Tote OR 50 Cookie Credits
1250+ pkgs	10% Camp Discount* and Top Achiever Medallion and choice of Top Achiever Experience OR 75 Cookie Credits
1500+ pkgs	15% Camp Discount*, Crossbody Bag and Fashion Patches
2000+ pkgs	20% Camp Discount* and Puffy Blanket
2500+ pkgs	Top Cookie CEO Event OR 200 cookie credits
3000+ pkgs	350 Cookie Credits
4000+ pkgs	450 Cookie Credits
5500+	50 Cookie Credits for every 500 packages sold beyond 5000

DOC Rewards	Items
DOC Site setup and complete one order	Techie Charm

HTH and GOC Rewards	Items
20+ HTH pkgs w/ Data Input	Cookie Heart Charm
30+ GOC pkgs	Axolotl Charm

Graduating High School Senior Reward	Item
GS Ambassador 500+ pkgs	Lifetime Membership



All troops will earn \$0.81 per package sold. Troops with a selling girl average of 400+ pkgs will earn \$0.86 per package sold. ***Troops earn proceeds. Girl Scouts earn rewards and Cookie Credits.***

All rewards are cumulative.

* The highest percentage camp discount earned during the Fall Product and Girl Scout Cookie program will be applied to cost of camps with GSCO-run camp registration through CampInTouch, not volunteer run camps.

GSCO reserves the right to substitute items for a different item of equal value with or without notice.

Cookie Credits

Cookie Credits

Cookie Credits are rewards earned as part of the Girl Scout Cookie Program and Fall Product Program. They are issued on a card, similar to a gift card, and are mailed directly to the girl or held at council for camp, if that option is requested during the reward selection process of the program.)

Girls can use the Cookie Credit reimbursement form to get reimbursed for their Girl Scout membership fee. Complete the form on the GSCO website. See information below.

- GSCO sponsored or hosted event or activity
- GSCO troop or service unit trip, event, or activity with a per girl fee
- Highest Awards project materials and/or other project related expenses
- GSCO shop purchases. Purchases must be made in-store or over the phone. You cannot use Cookie Credits for online store purchases.
- Any GSCO summer camp that uses registration in CampInTouch (overnight, day, and troop camps)

Cookie Credit reimbursement form:

Troops and girls can be reimbursed for these activities using the Cookie Credit Reimbursement Form:: www.girlscoutsofcolorado.org/cookie-credit-reimbursement

- Requests for reimbursements for a girl membership fee, GSCO event fee, travel, Highest Award project expense, or GSCO day camp or summer camp should be submitted within 90 days and/or within the same membership year.

Also note:

- Cookie Credits may not be used to pay for or renew adult memberships, pay fees to outside vendors, or purchase items not in the GSCO Retail Shop.
- They also cannot be used to pay for fees or travel expenses for children without a GSCO membership or for adults with or without memberships.
- Cookie Credits do not have a cash value.
- Cookie Credits expire 10 years from date of issue.

For questions about what Cookie Credits can be used for or the Cookie Credit Reimbursement Form, please contact: financial.followup@gscolorado.org



Additional Rewards

Troop Proceeds

Troops can earn \$0.81 per package for every package sold by the troop. In addition, troops have the opportunity to earn an additional \$0.05 per package, raising proceeds to \$0.86 per package, if the troop per girl selling average is 400+ packages.

Troop Super Seller Reward

Troops with a selling girl average of 450+ packages will receive a Super Seller Patch for each selling girl, plus \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults. Troops with a selling girl average of 650+ packages will receive \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults.

Girl Scout - S'mores Club Rewards

Girl Scouts who meet all the following criteria will earn the S'mores Club patch and a pair of custom Converse shoes:

Create your avatar in M2; sell 30+ items during the 2023 Fall Product Program;
Participate in the 2024 Cookie Program and sell 500+ packages of cookies.

Troop - S'mores Club Rewards

Troops that meet all the criteria below will earn an additional two cents (\$.02) in troop proceeds for each package of cookies sold during the 2024 Cookie Program:

Troop sells \$1000+ in combined sales during the 2023 Fall Product Program and troop has 500+ packages per selling girl average during the 2024 Cookie Program.

Product Program Troop Reward

Troops that participate in the Fall Product Program and meet all the criteria below, will earn one early cookie booth pick for the 2024 Girl Scout Cookie Program!

Criteria:

TFPM takes training, sends the Parent/Adult Email Campaign (log-in email) through M2 to all caregivers, communicates reminders and deadlines with caregivers and girls, and fulfills all other TFPM responsibilities.

AND

Troop sells 40 or more items during the Fall Product Program.

Girl Scout Ambassador Reward

Girl Scout Ambassadors who sell 500+ packages of cookies this cookie season, and are graduating from high school in 2024, can earn a Girl Scout lifetime membership!

Top Achiever Experience

Each girl who sells 1,250 packages is a Top Achiever and will receive two tickets (one adult and one youth) to one of the following locations: Renaissance Festival, Water World, Elitch Gardens, Cheyenne Mountain Zoo, or Glenwood Caverns, or 75 Cookie Credits.

Top 2,500+ Cookie CEO Event

Each girl who sells 2,500 packages is a Cookie CEO and will be invited to a celebration event with one adult guest in the summer of 2024.

Philanthropic Opportunities

Philanthropic Opportunities

Service is at the core of the Girl Scout experience. There are several ways that Girl Scouts can serve their community through the Cookie Program, including Hometown Heroes, Gift of Caring, and Shoe that Grows.

Hometown Heroes

The Hometown Heroes (HTH) Program was created for girls to learn philanthropy and community service through the Girl Scout Cookie Program. Customers who do not want to buy cookies for themselves can purchase HTH packages to give to others while supporting Girl Scouts at the same time.

HTH donations may be tax deductible. Customers should consult their tax advisor.

Troops should not take possession of HTH cookies until the end of the program. These cookies should not be part of their cookie inventory during the program.

Follow these easy steps to participate in the Hometown Hero program:

- Girls/troops choose a group/organization to receive donated cookies. Recipients can be heroes in the community such as nonprofit organizations, shelters, firefighters, local military groups, blood banks, or food banks. Contact the selected organizations to get their approval prior to collecting cookie donations.
- Tell customers they can buy cookies to be donated to this group/organization.
- Enter all HTH cookie orders in the HTH column in eBudde under each girl who sold them and record the money collected for these packages in the same line.
- At the end of the program, use unsold packages of cookies in your troop inventory to fill the HTH order. Additional HTH cookies may be picked up from a local cupboard to complete the order.
- All arrangements for selection, delivery, and shipment of HTH cookies are the troop's responsibility.
- Last day to deliver HTH cookies is June 30.



Philanthropic Opportunities

Gift of Caring

Through Gift of Caring (GOC), customers can purchase virtual packages of cookies which GSCO will deliver to the military, both local and overseas, and nonprofit organizations on behalf of Girl Scouts. Girls collect the money, but do not physically take possession of the cookies.

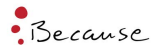
- Tell customers they can buy cookies from your troop to be donated to the military.
- Enter all GOC cookie orders in the GOC column of eBudde under each girl who sold them and record the money collected for these packages in the same line.
- No need to order from a cupboard to account for these virtual packages. eBudde allows this to be automatically calculated.
- Please check the rewards page in this guide to see the rewards available to each girl who sells GOC cookies.

Shoe That Grows

Girl Scouts can choose to donate shoes through Because International, to fund the cost of needed children's shoes, in place of a reward item based on the structure of our rewards. GSCO will submit a single donation, on behalf of all girls who choose this reward.



In 2023, Girl Scouts donated 148 pairs of shoes!



- Once Because International receives the donation, they will work with their staff to identify a school or orphanage in Kenya where children would benefit from receiving the shoes and the shoes will be delivered.
- After the shoes are delivered, they'll be able to share details with GSCO, which we will in turn share with girls and caregivers - including any photos, testimonials, or messages of thanks from the children who received the shoes.



Cookie Booths

Cookie Booths

A Cookie Booth is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies.

What is a Council Booth?

GSCO staff coordinates with certain corporations to establish the dates and times they will allow booths at their locations during the Girl Scout Cookie Program.

Council booth locations include but are not limited to: **GNC, Safeway, City Market, King Soopers, Albertsons, Walmart, Dunkin Donuts, JoAnn Fabrics, and Sam's Club** locations in the state of Colorado. These locations are NOT to be contacted by any troop, girl or adult, at any time, for any reason.

Booth selections begin Jan. 25. Some council booths will start as early as Feb. 4. All other council booths will begin starting on Feb. 9.

What is a My Sales Booth?

My Sales booths run from Feb. 4 to March 10. GSCO encourages Girl Scouts to use their creative, entrepreneurial spirit by holding "My Sales" at unique community locations.

How to reserve a My Sales Booth:

- Must receive approval from location/manager
- Caregiver must contact TCM for assistance
- TCM can request a girl/family site in eBudde
- SUCM or PPS approves the site within 48 hours of request.



TCMs: ask SUCMs to honor requests to add/approve My Sales booths to eBudde *after the booth has happened*. Doing so means that the TCM can use the booth recorder to distribute cookie sales to girls.

Releasing Council Booths

- **TCMs/troops should release a booth right away if they know they are not going to be able to work one of their selected booths. The TCM can release the booth from the eBudde dashboard calendar. My Sales booths can be released by contacting your SUCM.**
- Once a Council booth is released, it updates Cookie Finder AND any troop on the waitlist is notified when the booth is available for selection on a first-come basis.
 - **Releasing booths to update Cookie Finder is KEY, as it also helps customers looking for cookies! They are disappointed when they go to a booth location and no Girl Scouts are there selling cookies!**



Digital Cookie/DOC

Customers have four options:

- **Donated cookies (DOC DON):** Purchase virtual cookies that will be donated to Gift of Caring.
- **Direct shipped delivery (DOC SHIP):** Purchase cookies that are shipped to customer address as provided.
- **Mobile app, direct delivery (DOC INHAND):** Customer must meet with girl in person to purchase cookies using the digital cookie mobile app. The mobile app allows customers to use a credit card as payment. Cookies come out of girl's on-hand inventory.
- **Girl delivery (DOC DLVR):** Customers can order cookies online and have them delivered by the Girl Scout. Caregivers must confirm Girl Delivery for each order. If a caregiver declines delivery, the customer is given the option of having their order shipped or they can donate the cookies.

TCMs/Parents/Caregivers - Girl Delivery - Important Message:

The Digital Cookie system sends notification emails to parents/caregivers to approve orders for girl delivery as they come in. Last year, Girl Scout families did a great job of staying on top of those approvals! One thing that came up though that created confusion for customers, was that once an order is approved, the customer starts getting automated emails regarding their order. This led some customers to believe that their order would be delivered very soon after it was approved, but that wasn't always the case. *Here are some recommendations for parents/caregivers to follow, to prevent misunderstandings:*

- **Check cookie inventory before you approve order.** If you don't have enough cookies on hand, check with TCM
- **Communicate with customer right after order approval about timeline for cookie delivery.** Stay in communication with customer until cookies are delivered.

Also, TCMs/Parents/Caregivers, coach your Girl Scouts on best girl delivery customer service practices!

Girl Scouts:

- Double-check that your customer orders are correct as you prep them for delivery.
- Contact customers before you deliver cookie orders. That way, they can plan to be home when you deliver and bring their cookies inside!
 - Do not click on "order delivered" in Digital Cookie until the order has been delivered! It's confusing to customers when that button is hit well in advance of the delivery happening.
 - You can take a photo of the cookies delivered and email it to your customer too.
- Include a thank you note with your cookie deliveries. Sign with your first name and a caregiver's email address or phone number, in case your customer needs to contact you.
 - Neighbors might order cookies from a few Girl Scouts in the neighborhood. It helps them to know who just delivered cookies, so they can thank you too!
- Please do not leave fliers, door hangers, business cards or cookies in people's mailboxes!

Digital Cookie In Four Easy Steps



4 Easy Steps to Get Movin' with the Digital Cookie™ Platform!

This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie™ platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

Here are 4 easy steps to jump into the fun, and slay those cookie goals like a true cookie boss!

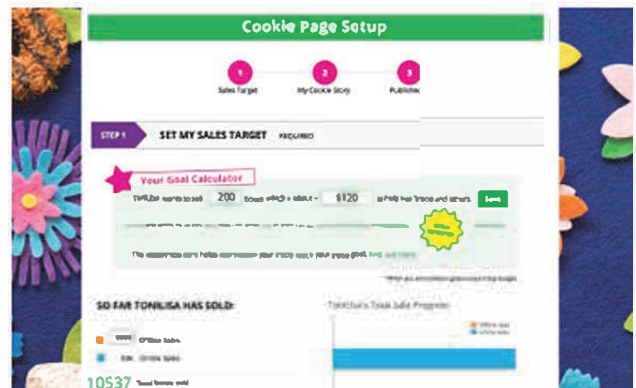
1 Register

To sign up to use the Digital Cookie™ platform, just keep an eye out for a registration email coming to you a few weeks before cookie season starts.



2 Set Up Your Site

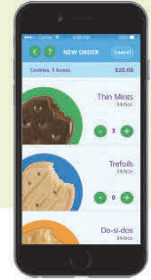
In just a few minutes, you can set up your goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!





Sell on the go with the Digital Cookie Mobile App!

Download is FREE.



The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie and the Trefoil design and mark are owned by Girl Scouts of the USA. All rights reserved.

3

Invite Customers

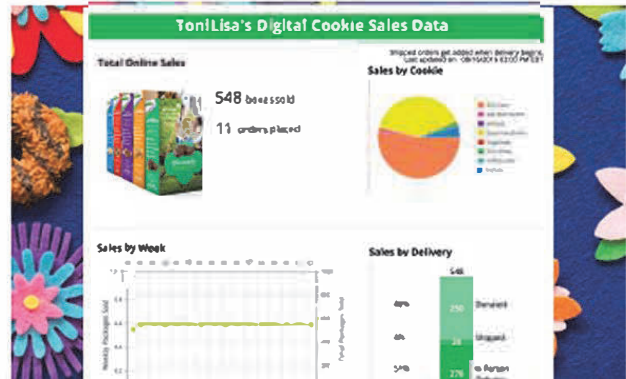
Manage your cookie customer list and easily send ready-to-use emails inviting people to support your goals. You can also promote your personalized cookie site link on Facebook with friends and family.



4

Track Your Goal

See how close you are to reaching your goal by tracking the number of packages sold and orders placed, as well as sales by delivery type and cookie variety. You can even include offline sales to see your total progress-yum!





Cookie Program Permission Form

Welcome to the Girl Scouts of Colorado 2024 Cookie Program! The Girl Scout Cookie Program® is important to girls, their groups, and to Girl Scout councils. The cookie program provides troop proceeds to support activities such as Girl Scout events, trips, camping, and service projects. For councils, the sale provides funds to recruit and train adult volunteers, organize Girl Scout groups, provide council-wide programs such as science and career workshops, and provide financial assistance so all girls have access to the opportunities Girl Scouting offers. Through the Girl Scout Cookie Program girls develop the 5 Skills and more: goal setting, decision- making, money management, people skills, and business ethics.

If you would prefer to complete a digital permission form, scan the QR code. On the digital form, you can opt to have a copy sent to the troop cookie manager. A copy of the form will also be to you.

Troop Cookie Manager name: _____ Phone: _____
Email: _____

Caregiver Permission and Financial Responsibility Form for the Cookie Program

My Girl Scout _____, a member of troop _____ has my permission to participate in the 202 Cookie Program. I agree to accept financial responsibility for all cookies and money she receives.

I will see that my Girl Scout has adult guidance at all times. I will also review the safety guidelines, including online safety, with my Girl Scout, and all other information included in the GSCO Cookie Family Guide found on the Cookie Resources page of the GSCO website.

My Girl Scout has my permission to engage in online cookie program activities under the supervision of myself and/or the Girl Scout volunteer(TCM). Yes ___ No ___

I, _____ (name of caregiver - please print clearly), agree to communicate with the troop cookie manager about excess cookie inventory in my possession ahead of the excess cookie return deadline, and I agree to return all excess cookie inventory by the (date) _____ deadline.

Signature of Caregiver _____ Phone _____ Date _____

Address _____ City _____ State ____ Zip Code _____

Please circle ways in which you can assist the troop during the Cookie Program:

- | | |
|----------------------------------|---|
| Cookie Delivery Day pick-up | Digital Cookie Tech Assistant/Site set-up |
| Chaperone/Coach for Door-to-Door | Chaperone/Coach at Cookie Booth |
| Create booth signage with girls | Cookie Cupboard order pick-up |

Glossary

ACH - Automated Clearing House (ACH) is the banking system GSCO uses for electronic fund transfers during the cookie season. Must be a checking account.	Booth Recorder App - The Booth Recorder App can be used at a booth, so adults can keep track of sales and girl participation via a smart phone. It allows for immediate recording of the number of packages sold and will divide them evenly between the girls participating.
Case - There are 12 packages of cookies in one case.	Cookie Booth - A stationary sale of Girl Scout Cookies at a public location.
Cookie Credits - A girl reward choice that can be used to pay for GSCO camp, GSCO program events, and other activities, or purchases at the GSCO Shop.	Cookie Cupboard - Local sites where additional inventory is stored and where troops can pick up additional cookies.
Cookie Cupboard Manager (CCM) - Person responsible for managing a Cookie Cupboard.	Cookie Delivery Day - The day troops will pick up their Initial Order (IO) from a designated location.
Cupboard Receipt - This is a two-part carbon copy receipt that must be signed any time a troop picks up cookies from a cupboard. Keep a copy for troop records. Troops are responsible for ALL cookies taken from a cupboard.	Delivery Agents - These are the transport companies that handle product delivery for Girl Scouts of Colorado.
Digital Order Card (DOC) - Where girls can create a custom website and send out a link to their site via email to customers. Customers can order cookies by the variety to be shipped to them or choose to donate cookies through the Gift of Caring program.	Direct Sale - GSCO uses the direct sale model, meaning girls have cookies in hand when the program starts rather than taking pre-orders. Troops are able to restock their cookie supply throughout the program by acquiring cookies at a cupboard.
eBudde - Bakery website used by TCMs to order cookies, select booth sites, track girl/troop sales, record troop finances, and calculate, order, and submit rewards.	Gift of Caring Cookies (GOC) - Customers can purchase virtual packages of cookies that GSCO will deliver to the military on behalf of our troops. The girls collect the money, but do not physically take possession of the cookies.
Hometown Heroes (HTH) - GSCO term for the charitable donation program that allows troops to donate cookies to a local non-profit organization.	Initial Order (IO) - This is the initial troop inventory order.
Juliette - A girl who is a member of GSCO, participates in Girl Scouts, but is not part of a troop.	Little Brownie Bakers (LBB) - Little Brownie Bakers is our bakery partner for the cookie program. They supply our council with cookies for girls and volunteers.
Package - A single container (box) of Girl Scout Cookies.	Per Girl Average (PGA) - Average number of packages sold by each girl based on the number of girls <i>selling</i> in that troop.
Rewards - Merchandise or Cookie Credits given to acknowledge a girl's efforts in the cookie program. Rewards are based on the number of packages sold.	Service Unit Cookie Manager (SUCM) - Volunteer mentor for troops and Juliettes in an assigned service unit.
Troop Cookie Manager (TCM) - Volunteer manager responsible for monitoring the cookie program for a single troop.	Troop-to-Troop Transfers (T2T) - Transfer of cookies between troops

The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.