

2024 Cookie Program Family Guide

Her next
adventure,
powered by the
Girl Scout Cookie
Program.



When she participates in the Girl Scout Cookie Program, she embarks on new adventures, builds essential life skills, and soars in confidence as she begins to unleash her inner leader and step up in powerful, everyday ways—when she finds the courage to speak up, when she says “yes” to a challenge, or when she reaches out to help a neighbor in need. What amazing adventure will she power next?



January 26 - March 17, 2024

2024 Girl Scout Cookie Program

Welcome to the Girl Scout Cookie Program! Through the cookie program—the largest girl-led entrepreneurial program in the world—your Girl Scout will learn to set goals, create a plan, interact with customers, manage money, and so much more! These hands-on, real-world skills set Girl Scouts up to be the prepared entrepreneurs, problem-solvers, and leaders our world needs now and in the future.

Participating in the cookie program also helps power your Girl Scout’s adventures throughout the year. 100% of the proceeds from the cookie program stay local—learn more on Page 10.

Thank you for supporting your Girl Scout and taking on this adventure together! As part of her team, you and your family will see your Girl Scout’s confidence boost, skills grow, and personality shine. Throughout this guide, you’ll find tools and support to help you and your Girl Scout have an enjoyable and rewarding cookie program experience. Remember—your cookie volunteers and Girl Scout staff are here to support you!

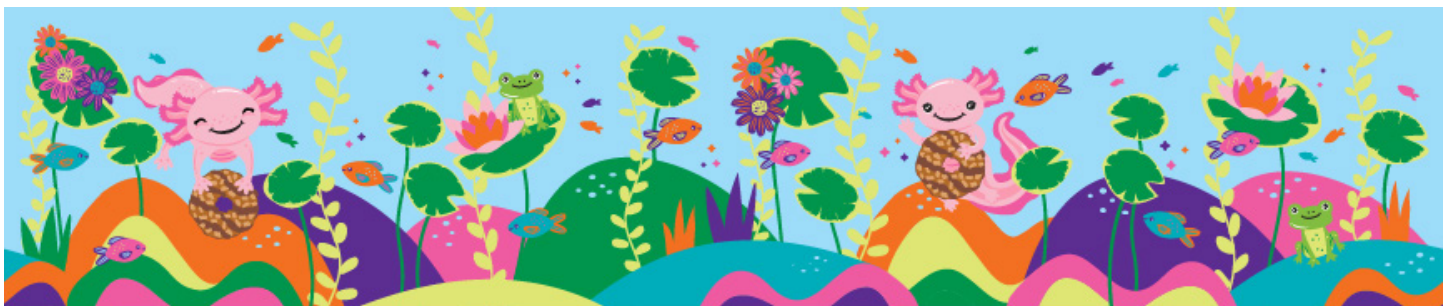


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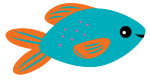


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Important Dates

The Girl Scout
Cookie Program
runs January 26
- March 17!

December-January	Troops hold planning meetings.
January 26	Digital Cookie for Girl Scout-delivery orders begin.
January 26	In-person order-taking begins (initial order).
January 29	Troop transfer deadline
February 4	Presales end; families submit initial orders to TPM.
February 15-21	Delivery/pick up of initial order cookies.
February 23	Booth sales begin.
February 28	50 percent of girls' initial order deposit due to the council account.
March 10	Girl Scout-delivery order placement ends.
March 17	Girl Scout Cookie program ends.
March 18	All monies due to troop.
March 18	Girl recognition selections deadline



The Girl Scout Cookie Program



The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. When girls participate in the cookie program, they build essential skills as they begin to think like entrepreneurs, help their troop earn proceeds to fund their Girl Scout adventures, and earn personal recognitions.

How Do I Participate?

All girls must be currently registered Girl Scouts for the 2024 membership year with a signed *2024 Cookie Product Program Permission & Ethics Pledge* on file.

- Attend your troop’s family cookie meeting and pick up materials from your TPM.
- Learn about the five skills of the Girl Scout Cookie program, entrepreneurship badges and the Cookie Entrepreneur Family Pin.
- Review the cookie recognitions and work together with your Girl Scout to set a realistic goal.
- Work with your TPM to decide how you will participate. Explore participation options beginning on Page 13.
- Review Parent/Caregiver Checklist on Page 32.

Questions? Contact your troop product manager (TPM):

Name: _____

Phone: _____

Email: _____



Troop Transfer Deadline

Girls wishing to transfer from one troop to another or in/out of Girl Scout Juliette status must do so by January 29, 2024. Once the initial order is placed with a troop, any sales a girl has or receives will stay with the original troop. This means proceeds earned based on their sales will also stay with the original troop. Girls are permitted to move troops, but sales and proceeds cannot move with them. Girls who wish to move or transfer should not be discouraged from doing so by a troop or other volunteer in an effort to retain proceeds linked to that girl’s sales.

Safety First!

Girls must:

- Have adult supervision at all times and never enter a customer's house.
- Sell cookies on walkabouts and at booth sales only until 8 p.m.
- Use first names only (provide adult contact information if a customer asks).
- Take the Girl Scout Internet Safety Pledge at [girlscouts.org/internetsafetypledge](https://www.girlscouts.org/internetsafetypledge) before engaging in any online activities.
- Partner with adults. Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth at all times.
- Never enter the home or vehicle of a person when selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- Always use the buddy system. It's not just safe, it's more fun!



Approved Oregon & SW Washington Council Boundaries

While girls may offer cookies to friends and family that reside within our neighboring councils' boundaries, they may not market outside Oregon and SW Washington counties. Please help us maintain our partnerships with our neighboring councils.



Girls Can Run The World

78%

Interested in becoming an entrepreneur in the future.

76%






Interested in starting their own company.

84%

Want to lead a cause or campaign for something they believe in.

Developing an entrepreneurial mindset means girls can identify and maximize opportunities, overcome and learn from setbacks, and succeed in a variety of settings.

The Five Skills of the Cookie Program

<p>Goal Setting</p> 	<p>Your Girl Scout sets cookie goals individually and with their troop, then creates a plan to reach them. Participants develop cooperation and team building skills along the way. Importantly, Cookie Entrepreneurs also learn how to adjust when they're not on track.</p>	<p>Girls need to know how to set and reach goals to succeed in school, on the job, and in life.</p>
<p>Decision Making</p> 	<p>Your Girl Scout plans how to achieve goals, overcome challenges, and spend the troop's cookie money! In the process, participants become innovators and entrepreneurs, furthering critical thinking and problem-solving skills.</p>	<p>Girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.</p>
<p>Money Management</p> 	<p>Your Girl Scout takes cookie orders, handles customers' money, and gains practical life skills around financial literacy. In a complicated global economic landscape, this isn't a nice-to-have; it's a critical competency.</p>	<p>Girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.</p>
<p>People Skills</p> 	<p>Your Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help develop healthy relationships and conflict resolution skills young people need every day!</p>	<p>This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.</p>
<p>Business Ethics</p> 	<p>Your Girl Scout is honest and responsible at every step of the cookie program. Business ethics reinforce the positive values participants are developing as a Girl Scout.</p>	<p>This matters because employers want to hire ethical employees.</p>





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
- RSPQ Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



<p>Adventurefuls® • Real Cocoa</p> <p>Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt \$6.00 Approximately 15 cookies per 6.3 oz. pkg. Ⓢ ⓓ</p> 	<p>Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p>Crispy lemon flavored cookies with inspiring messages to lift your spirits \$6.00 Approximately 12 cookies per 6.2 oz. pkg. Ⓢ ⓓ</p> 	<p>Trefoils®</p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe \$6.00 Approximately 38 cookies per 9 oz. pkg. Ⓢ ⓓ</p> 
<p>Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats</p> <p>Oatmeal sandwich cookies with peanut butter filling \$6.00 Approximately 20 cookies per 8 oz. pkg. Ⓢ ⓓ</p> 	<p>Samoas® • Real Cocoa • Real Coconut</p> <p>Crisp cookies with caramel, coconut and dark chocolaty stripes \$6.00 Approximately 15 cookies per 7.5 oz. pkg. Ⓢ ⓓ</p> 	<p>Tagalongs® • Real Cocoa • Real Peanut Butter</p> <p>Crispy cookies layered with peanut butter and covered with a chocolaty coating \$6.00 Approximately 15 cookies per 6.5 oz. pkg. Ⓢ ⓓ</p> 
<p>Thin Mints® • Made with Vegan Ingredients • Real Cocoa</p> <p>Crisp, chocolaty cookies made with natural oil of peppermint \$6.00 Approximately 30 cookies per 9 oz. pkg. Ⓢ</p> 	<p>Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa</p> <p>Graham sandwich cookies with chocolaty and marshmallow flavored filling \$6.00 Approximately 16 cookies per 8.5 oz. pkg. Ⓢ ⓓ</p> 	<p>Toffee-tastic® • No Artificial Flavors GLUTEN-FREE</p> <p>Rich, buttery cookies with sweet, crunchy toffee bits \$6.00 Approximately 14 cookies per 6.7 oz. pkg. Ⓢ ⓓ</p> 



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ACCEPTED

**Core Flavors are \$6.00 per package.
Specialty Flavors are \$6.00 per package.**

Due to higher production costs for S'mores and Toffee-tastic, these varieties are considered specialty cookies. Specialty cookies will be ordered along with all flavors during the initial order.



2023–2024 Girl Scout Cookies® Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check littlebrowniebakers.com or girlscoutcookies.org.

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



	Adventurefuls	Lemon-Ups	Trefoils	Do-si-dos	Sarnoa's	Tagalongs	Thin Mints	Girl Scout S'mores	Toffee-tastic
Ingredients	NO ARTIFICIAL FLAVORS	●							●
	MADE WITH NATURAL FLAVORS	●		●				●	
	REAL COCOA	●			●	●	●	●	
	MADE WITH VEGAN INGREDIENTS						●		
	GLUTEN-FREE								●
	KOSHER CERTIFIED	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD

	Adventurefuls	Lemon-Ups	Trefoils	Do-si-dos	Sarnoa's	Tagalongs	Thin Mints	Girl Scout S'mores	Toffee-tastic
Food Allergens	PEANUT	M	M	M	C	M	C	M	M
	TREE NUT	M	M	M	M	C*	M	M	M
	WHEAT	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C
	EGG	M	M	M	M	M	M	M	M
	SESAME								M

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)

Your Support

It takes a village to support the world's largest entrepreneurial program for girls. Here's your team:

Cookie Entrepreneurs (Your Girl Scout!)

Participants are supported by their caregivers in running their cookie business. Supporting resources include online tools and this *Family Guide*.

Your Troop

The troop product manager (TPM) supports our Cookie Entrepreneurs through the cookie program. Supporting resources include the Help Center and the service unit!

Your Service Unit

Service unit product managers (SUPM) support cookie volunteers in their community, managing booths in eBudde, assisting with inventory & more!

Online Tools

Find helpful online resources from GSUSA, Little Brownie Bakers, and GSOSW in the 2024 Cookie Program Google drive.

Product Program Team

Our council's Product Program team provides support for the entire cookie program.

Resources for Success

Online resources available on the 2024 Cookie Product Google drive:

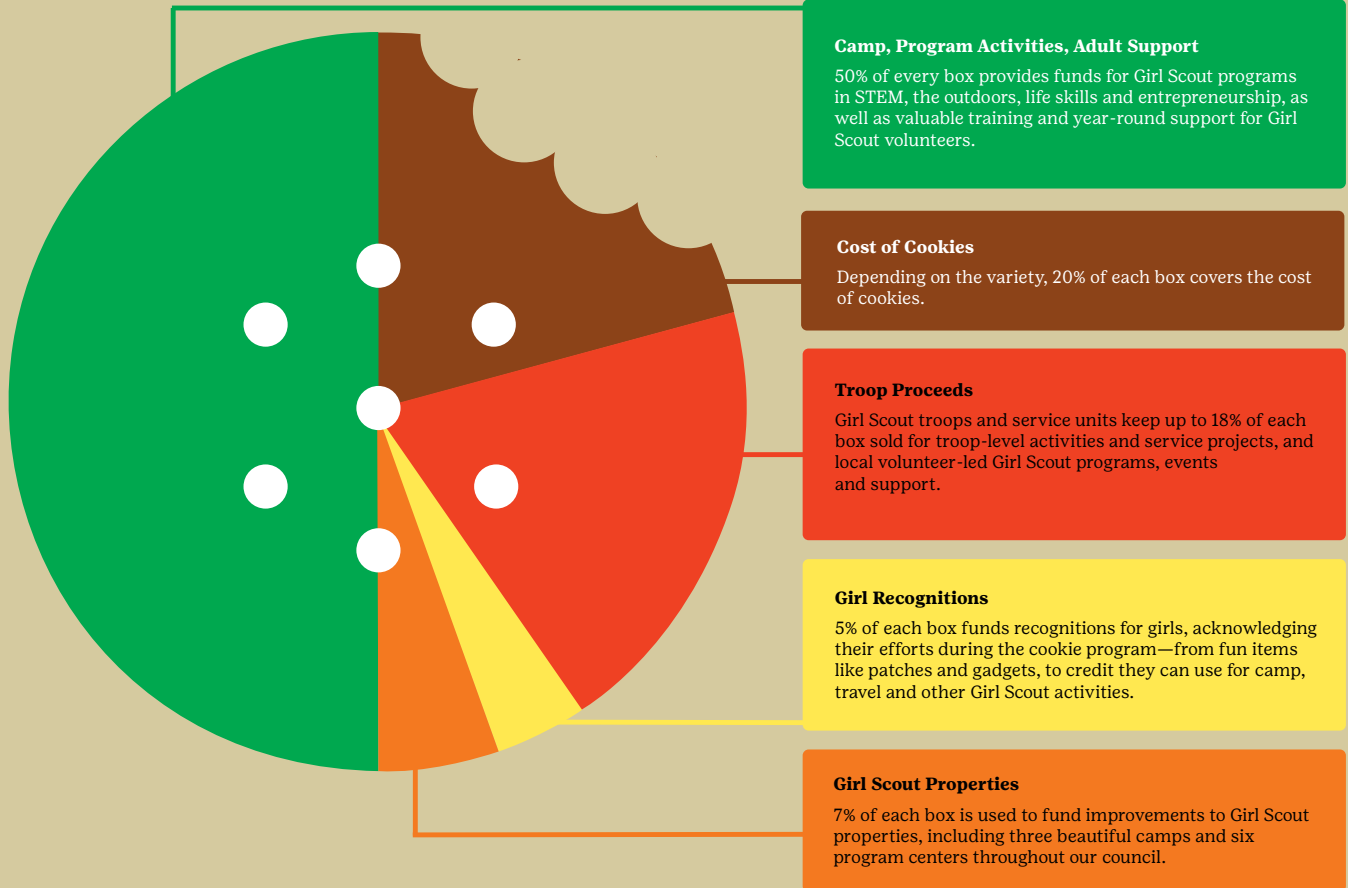
- *Family Guide*
- Family Cookie 101 recording
- Family Google Drive

Family resources distributed by Troop Product Manager to qualified troops in December 2023/ January 2024:

- Family Guide
- Girl Scout Order Cards

A Recipe for Success

The Girl Scout Cookie Program helps girls learn goal setting, decision making, money management, people skills and business ethics, and funds activities for girls, troops, service units and our council. **100% of the proceeds from the cookie program stay local.**



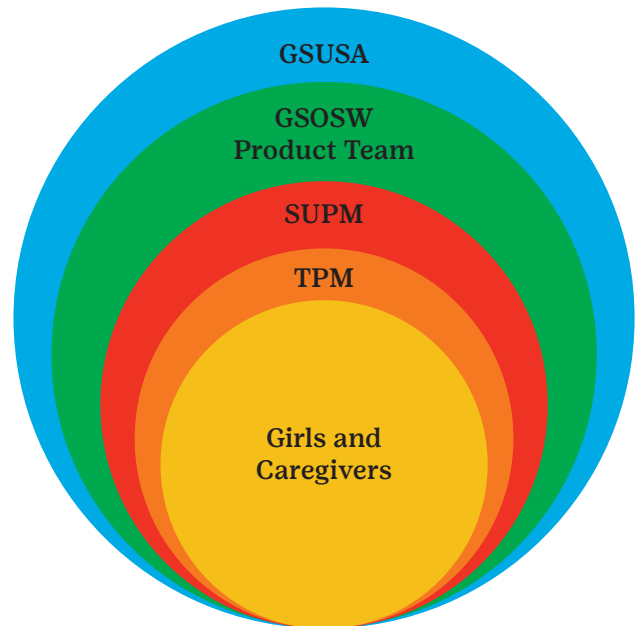
For more information about the Girl Scout Cookie Program, visit girlscoutsosw.org/cookies.

Family Engagement

Support, assistance and encouragement from caregivers and family is so important during the Girl Scout Cookie Program! Your guidance and partnership help Girl Scouts learn confidence and independence as they develop digital skills, practice internet safety, gain comfort asking customers to buy cookies, manage money, and more. Thank you!

As your family navigates the cookie program, you are surrounded by circles of support!

- ❑ Submit a *2024 Permission & Ethics Pledge*.
- ❑ Review this guide together to Girl Scout's cookie business.
- ❑ Agree on her total package goal.
- ❑ Confirm booth participation with your troop product manager.
- ❑ Attend training.
- ❑ Manage cookie inventory in partnership with your troop product manager.
- ❑ Practice building entrepreneurial skills at home with the Cookie Entrepreneur Family pin (more info below).
- ❑ Have fun!



Encourage girls to explore their interests and learn new skills through Girl Scout Entrepreneurship Learning

Being an entrepreneur doesn't happen in just one step, but thankfully Girl Scouts has you covered. In addition to the guidance given within the Girl Scout Cookie Program, there are additional Financial Literacy badges that work naturally with the cookie program. As Daisies learn how to count money, Brownies get to know their customers or Juniors learn how to make a good impression with the cookie program. When a girl works towards these goals with their caregiver or guardian, they are on their way to earning the Cookie Entrepreneur Family Pin as well! Visit [girlscouts.org/cookieresources](https://www.girlscouts.org/cookieresources) to see criteria for these badges. All badges can be earned individually by a girl or together as a troop. On the next page are a few examples of badges and pins that can be earned.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy									
	My First Cookie Business	Cookie Goal Setter	Money Explorer	My Money Choices	Year 1 and 2 Cookie Entrepreneur Family Pins		Toy Business Designer		
Brownie									
	My Cookie Customers	Cookie Decision Maker	Budget Builder	My Own Budget	Year 1 and 2 Cookie Entrepreneur Family Pins		Budding Entrepreneur		
Junior									
	My Cookie Team	Cookie Collaborator	Budget Maker	My Money Plan	Year 1 and 2 Cookie Entrepreneur Family Pins		Business Jumpstart		
Cadette									
	My Cookie Venture	Cookie Market Researcher	Cookie Innovator	Budget Manager	My Money Habits	My Dream Budget	Year 1, 2, and 3 Cookie Entrepreneur Family Pins		Business Creator
Senior									
	My Cookie Network	Cookie Boss	Savvy Saver	My Financial Power		Year 1 and 2 Cookie Entrepreneur Family Pins		Business Startup	
Ambassador									
	My Cookie Business Resume	Cookie Influencer	Financial Planner	My Financial Independence		Year 1 and 2 Cookie Entrepreneur Family Pins		Entrepreneur Accelerator	

Ways to Participate

From online to in-person, there are many ways to participate in the Girl Scout Cookie Program—and they all include opportunities to practice goal setting, decision making, money management, people skills and business ethics. Check out the many ways to participate below, and talk with your Girl Scout about which options they'd like to try this year!

Note: Regardless of how your Girl Scout participates, an adult must always be present for safety and supervision.

Order Card Sales (Pre-Sales)

January 26 - February 4

Girl Scouts learn the people skills, time management and financial literacy skills necessary to run a successful business when they knock on doors, visit workplaces, and ask friends and family members to purchase Girl Scout Cookies directly using their physical Cookie Order Card.

Troops or individual girls with an accompanying adult may walk about in any residential neighborhood within the boundaries of their service unit. During the pre-sale period, girls collect pre-orders with their order card to be delivered at a later time. Girls will submit these orders to the troop product manager no later than February 4, and pick them up on depot day. Girls should not collect money until cookies are delivered.

Initial orders are due to your TPM by February 4, 2024. Please see Page 21 for more information about initial order payments and pickup.

Digital Cookie

January 26 - March 17

With the Digital Cookie® platform, Girl Scouts can share or email their Digital Cookie link to invite customers to make an online order. Customers can choose to ship cookies directly (shipping fees apply), schedule an in-person delivery, or make a cookie donation to Meals on Wheels People via our council's Gift of Caring program.

With Digital Cookie, your Girl Scout will become an e-commerce extraordinaire with a growing customer list, digital marketing strategy, and dashboards to monitor their progress in reaching goals. This option is perfect for Girl Scouts on-the-move, allowing busy girls to learn business skills on their own time, at their own pace.

Please see Page 15 for more information about Digital Cookie.

Walkabouts (Door-to-Door Sales with Cookies in Hand)

February 23 - March 17

Girls can walk door-to-door selling cookies in residential areas. Walkabouts are a great add-on when girls are out delivering their pre-ordered cookies, or if a Girl Scout has just a few more packages to sell to reach their goal. This option enables girls to learn important people skills when selling to customers they don't already know.

Standabouts

February 23 - March 17

Similar to a cookie booth, Standabouts are lemonade-style stands held in front of homes on private property. This option works well for busy families, allowing them to find opportunities within their own schedule and giving girls real control over their selling environment. Girls can truly get creative with their setup and sales pitch!

Booth Sales

February 23 - March 17

Booths are the most visible component of the Girl Scout Cookie Program! Usually a group activity, booth sales require a lot of adult involvement and support. Remember that booth sales are a privilege granted to Girl Scouts by private commercial locations (grocery stores, banks, etc.). Service units set up these booths for Girl Scout use and TPMs will select locations and times that work for their Girl Scout(s). Please check with your TPM before approaching a business as a booth partner. Remember the booth site rule of thumb: If a girl cannot enter an establishment, they are not allowed to sell cookies in front of that establishment.

While hosting a booth, Girl Scouts will practice merchandising and public speaking skills, manage money, inventory and customer traffic, and get creative.

Note: Customers rely on accurate information in our Cookie Finder tool to locate a Girl Scout Cookie Booth. Help keep your customers happy by promptly canceling any booth commitment you are unable to make. Contact your TPM for details!

Please see Page 22 for more information about Booth Sales.



Online Business

Last year 538,661 packages were sold through Girl Scouts of Oregon and Southwest Washington Digital Cookie shops! The shops had a record-setting 392 packages per girl average, and averaged seven packages per order compared to our in-person shops averaging four packages per order.

Launching Digital Cookie

Digital Cookie setup email anticipated to arrive on January 19, 2024 from email.email@girlscouts.org. Check with your TPM that the correct email address is on file.

- Follow steps 1-7 to design online shop.
- Approve and publish online shop.

Can't locate the email? Check spam/junk folder or Promotions in the Categories folder for Gmail accounts. Check with TPM that you have the correct email address. Contact us at answers@girlscoutsw.org.



1 Register for the Digital Cookie Platform!

2 Your Goal Calculator
Emily wants to sell 250 packages which = about \$62.50 to help her Troop and others.

3 WRITE MY COOKIE STORY REQUIRED
Tell your customers what you learned from selling cookies.

4 Make your cookie story even better
Choose a photo or video (optional)

5 REVIEW YOUR DIGITAL COOKIE PAGE AND PUBLISH REQUIRED
Your girl's Digital Cookie page must be published if she wants to send marketing emails or have customers order cookies online.

6 Ambassador's Digital Cookie Site Preview
Ambassador made Digital Cookie page updates that were submitted for your approval on 10/27/2019 09:40 AM CDT.

7 Welcome, Jennifer!
Digital Cookie can help boost your sales, sharpen your entrepreneurial skills, and power unique adventures for you and your troop year-round!

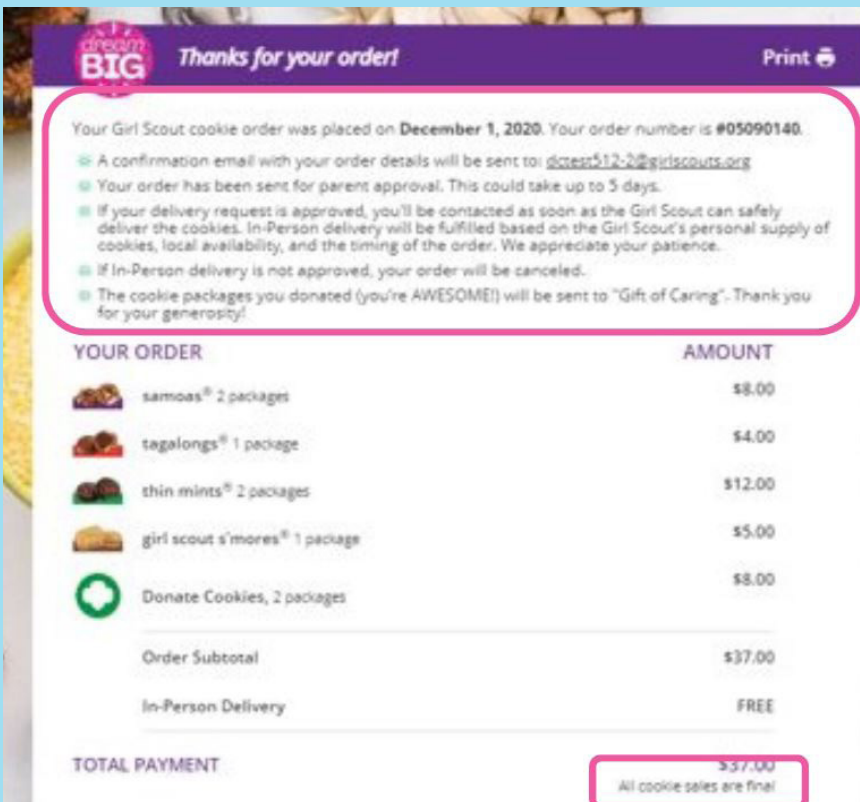
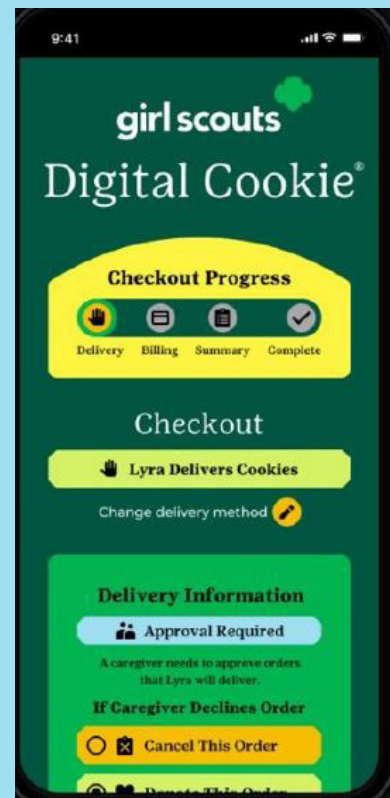
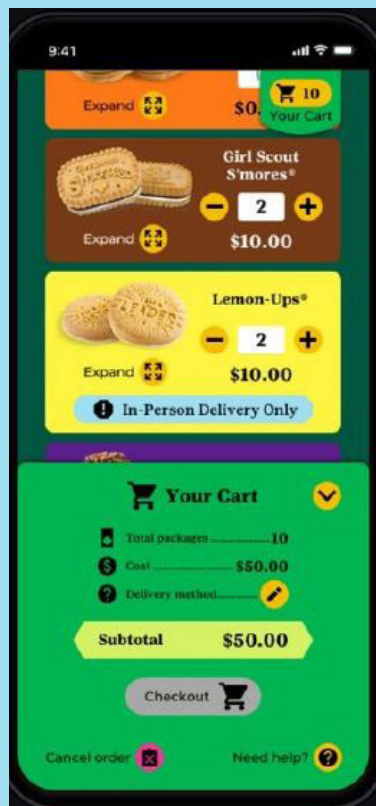
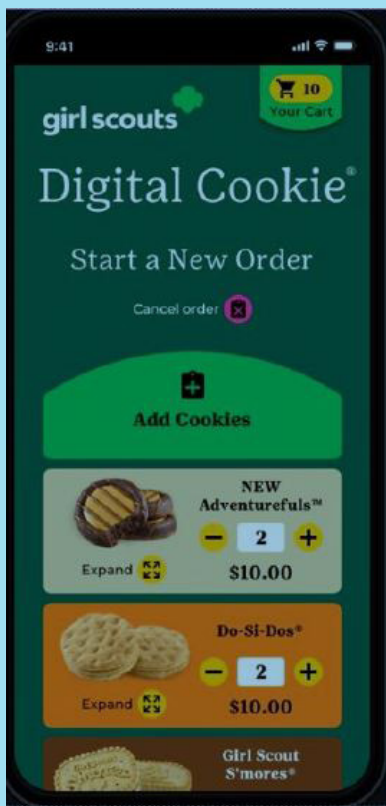
COOKIE SALES END IN: 202 0 2 51

My Sales Goal: 250 packages
Packages Sold: 0
Packages to Sell: 250

My Cookie Site: Open for Business
Emily's cookie site url: https://DigitalCookie.GirlScouts.org/scout/emily379906

Shop URL to share with customers

Caregivers Approve and Publish shops after review



Customer receives summary of next steps after placing Girl Scout Delivery Order.

All cookie sales are final message

Girl/Family/Volunteer Setup Help

The image shows two parts of the Digital Cookie website. On the left is the 'STEP 1 SET MY SALES TARGET' page. It features a 'Your Goal Calculator' where a user named Nicole has set a goal of 1000 packages, valued at \$20.83. Below this is a progress bar for 'Nicole's Total Sale Progress' showing 50 packages sold out of a 1,000 goal. A 'Step 1 help' link is circled in red at the bottom. On the right is the website's navigation menu, with the 'Tutorials' section circled in red. The tutorials include '4 EASY STEPS to Get Started with Digital Cookie', 'Digital Cookie Registration', 'Parents: Digital Cookie 101', 'The Digital Cookie App in Action', 'Learn About Cookie Orders', 'How to Use Your Troop Dashboard', and 'Tip sheets'. A pink arrow points from the 'Tutorials' section to the 'Your Goal Calculator' on the left page.

Customer Order Help

Customers can **check order status at the bottom of their order confirmation email** or may use the *Order Status* link in the footer of the Girl Scout's online shop.

The image shows the checkout process on the Digital Cookie website. On the left, there are two shipping options: 'Ship the cookies' (4 package minimum) and 'Have Girl Scout Nicole deliver the cookies' (free delivery). On the right, the 'TOTAL' section includes a 'CHECKOUT' button, a link to 'FAQs on Cookie Orders' (circled in red), and a 'Buy From Cookie Booth' button. At the bottom, the navigation menu includes a link to 'Order Status' (circled in red). A pink arrow points from the 'Order Status' link in the footer to the 'FAQs on Cookie Orders' link in the checkout area.

Online Selling Resources

Online Safety

The safety of Girl Scouts is important to us, even and especially online. Girl Scouts should never post identifying information (full names, phone numbers, addresses etc.) online.

Promoting vs. Selling

Girl Scout product programs intentionally put girls in the driver's seat to ensure they get the most from this entrepreneurial experience, girls do the selling, not adults. Adults can support girls by promoting their participation, rather than doing the selling for them. This is a subtle but important difference:

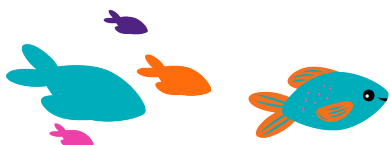
- Promoting: "Olivia is selling Girl Scout cookies! To find out more, visit her sales website ... or let us know if you are interested so Olivia can reach out."
- Selling: "Hello! Olivia is selling cookies! Put your order in the comments and I'll get back to you with the totals."

Digital Cookie

Digital Cookie is the only approved online selling platform from which members of Girl Scouts of Oregon and Southwest Washington may sell Girl Scout Cookies. Girls can build their own virtual storefront through Digital Cookie, giving them the ability to send personalized messages and video to potential customers by making a sales pitch. The sale is processed online, and cookies can be shipped directly to customers or customers can choose to have the girl deliver the cookies they order. Digital Cookie was built to help girls practice the five skills of the Girl Scout Cookie Program—goal setting, decision making, money management, people skills and business ethics—while protecting girls' safety online. Girl Scouts of Oregon and Southwest Washington is contractually committed to use Digital Cookie as our only online platform.

Facebook/Instagram/Nextdoor or Other

Personal social media accounts with appropriate privacy settings are recommended when sharing a Digital Cookie link or similar information with social media contacts. Public sites can be used to share Digital Cookie links, but be aware that once posted, the link is searchable by anyone and could potentially appear anywhere on the internet. Regardless of how information is posted, families will need to closely manage Girl Scout Delivery requests through Digital Cookie (approve/not approve) to identify customers they are comfortable delivering to and notifying those who would need to pick an alternative delivery option. Using social media as a marketing tool is allowed, but not to sell cookies or take orders for cookies. It is important that all online cookie sales are managed by a Girl Scout and are conducted through Digital Cookie. Be aware: Posts on Facebook using a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this, you must disable the automated function or remove the Facebook Marketplace feature once it has been posted.



	Social Media: Private	Door Hangers/ Fliers	Social Media: Public	Business Websites/ Schools Websites, etc.	Facebook Marketplace and/or Other Online Aales Accounts/ Advertising	Facebook Marketplace and/or Other eCommerce Accounts
Sharing Girl Links	Yes	Yes	Yes	Yes	No	No
Sharing Troop Links	Yes	Yes	Yes	Yes	No	No
Sharing Cookie Finder	Yes	Yes	Yes	Yes	No	No
GSOSW	Yes	Yes	Yes	Yes	Yes	No

Green: Approved; **Yellow:** Approved—but be aware that once posted, the link is searchable by anyone and could potentially appear anywhere on the internet. **Red:** Not approved.

Private Social Media

This includes any personal Facebook, Instagram, Nextdoor, etc. account, communicating with private friends/connections or groups.

Door Hangers/Fliers

Girl Scouts can share/distribute their Digital Cookie link at front doors in their community using fliers. Fliers cannot have identifying information (full names, phone numbers, addresses, etc.). A Digital Cookie link, QR code and troop number and/or girl first names can be included.

Public Social Media

This includes any public groups on Facebook, Instagram, Nextdoor, etc., where information is shared publicly outside of private friends/connections.

Business or School Websites, Social Media Accounts, etc.

If a business or school is willing to post a girl or troop link, or promote the Girl Scout Cookie Finder via their website or social media accounts, this is permitted.

Paid Online Advertising

GSOSW conducts paid advertising on behalf of all Girl Scouts in our council directing customers to the Cookie Finder. Members are not permitted to conduct their own paid online product program advertising.

eCommerce Outlets

Selling on eCommerce outlets is not allowed. Examples of prohibited sites include, but are not limited to, Facebook Marketplace, eBay, Craigslist, Amazon, local garage sale sites and others. These eCommerce outlets are not licensed by Girl Scouts of the USA (GSUSA) to sell Girl Scout Cookies. GSUSA strongly cautions against purchases of Girl Scout Cookies found for sale online at sites like these. The freshness or integrity of these cookies cannot be guaranteed (in many instances, these cookies are actually expired), and purchasing cookies in this way does not support Girl Scouts participating in the cookie program.

Initial Order

50 Percent Initial Order Payment

Each family is responsible for collecting payment for at 50 percent of the Initial Order cookies ordered on their order card. These are the cookies the girl would have requested from the troop on February 5. Payments that cover at least half of that order are due to the troop no later than February 28. Troops may set an earlier deadline to collect these funds in order to meet the deadline considering their schedule. The TPM will contact families that are having difficulty meeting the 50 percent deadline. TPMs are encourage to hold back on providing additional cookies, while the family gets caught up. GSOSW would rather be conservative in what is being given to families than putting families in a compromising situation.

Families should consider this deadline as they place their Initial Order with the troop. If you are requesting additional cookies that have not yet been sold, you are still expected to make a payment on that inventory. Please place your orders strategically. Any payments made by customers for online Girl Scout-Delivery orders that were lumped in with the Initial Order count towards the girl's 50 percent payment. Families should review their online account through Digital Cookie and connect with the TPM to verify the amounts owed vs what has been collected online. If a troop is unable to meet their 50 percent payment total by the deadline, the troop may be prevented from ordering additional cookies until rectified. Please ensure you do your part to help the troop meet their obligations.

Initial Order Pick-Up

Troops pick up their initial order during their timeslot. While each site is a bit different, here are the basics to keep in mind for your pick-up!

- Bring your order card to confirm amounts during pick-up.
- Prepare for your inventory! Based on the total cases ordered, bring appropriate transportation as listed below. Have vehicles ready upon arrival for speedy cookie loading!
- Arrive during your assigned time and follow instructions for the specific delivery site.
- During and after loading your cookie inventory, count and recount your order prior to signing the receipt. Any cookie shortages cannot be fixed after you leave the delivery site.

Vehicle Type	Cookie Case Capacity
Compact Car	Up to 25 cases
Standard Sedan	Up to 45 cases
Standard Wagon/Standard Pickup	Up to 75 cases
SUV/Minivan	Up to 100 cases
Standard Van	Up to 200 cases

Booth Sales

A Girl Scout Cookie booth gives girls an opportunity to reach goals by selling directly to the general public. Booth sales begin Friday, February 23 and end Sunday, March 17. This is the best opportunity for girls to explore and learn how to talk, listen and work with all kinds of people while selling cookies with the support of trusted adults and peers.

Adult Accountability at Booths

Adult participation at a booth is imperative for a troop's success. Very early on, troops should be communicating with families the troop's plans, needs and expectations for booth sales. The following are questions the troop volunteers and families should consider together:



- What happens if an adult/girl is no longer able to meet their scheduled commitment?
- Who is financially responsible for the cookies used/ordered for a booth?
- Who decides how many and what type of cookies are checked out to a booth?
- What if a parent wants to hold a booth outside of what the leaders are prepared to commit to?

Families should be informed of these details prior to their commitment to assist in helping with a booth. Each person's participation in every aspect of this sale is optional and no one should feel pressured into taking on more responsibility than they are comfortable with. If you feel unclear about these or any other details, clarify that with the TPM prior to committing to booths. Troops place orders that are non-returnable based on booth commitments made by girls and families.

Pro Tip: Bring cookies wherever you go, just remember to bring them inside to keep them from melting in the car and to reduce the risk of theft.



Adult Requirements to Help at Booths

All adults helping at a booth are required to take an online Booth Assistant Workshop. Additionally, in order to meet safety guidelines, there are certain criteria that must be met for an adult to participate in a booth sale. See next page for important details.

To ensure girl safety, the booth schedule should be evaluated by the following:

Follow this matrix for criteria for adults assisting at a booth					
Who is at the booth?	Adult must be a registered member	Adult must have a current background check	Adult must sign an online <i>Permission & Ethics Pledge</i>	Adult needs to take Booth Assistant Workshop	Needs an additional adult present at booth
Your child only			✓	✓	
Your child and/or other Girl Scouts not related to you	✓	✓	✓	✓	✓

When a girl is present at a booth, if there is an adult present who is not their guardian, then that adult is required to:

1. Be a registered Girl Scout with a 2024 membership.
2. Have a verified and complete background check on file.
3. Complete an online *Permission & Ethics Pledge*.
4. Have a second adult present.

With this in mind, troops need to evaluate their booth plan for the year, and begin early in initiating the registration and background check process. For an adult to have a background check initiated, their membership in myGS should note at least one of the following roles: Cookie Booth Helper, Troop Leader, Troop Product Manager, Treasurer, Troop Helper, or Friends and Family Volunteer.

Girl Safety

- If a girl cannot enter an establishment, they are not allowed to sell cookies in front of that establishment.
- Evaluate location for safety: lighting, parking and visibility.
- Troop/group booths must have the appropriate girl/adult ratio. See *Volunteer Essentials* for more information.
- If a girl is at a booth with any adult that is not their own guardian, that adult must have a current Girl Scout membership, have passed a current background check and have completed the Booth Assistant Workshop. Verify these details far in advance of your booth sale.
- Do not block doorways or walkways with tables, signs or girls.
- Storefronts are not play areas.
- Have adult supervision at all times and never enter a customer's vehicle, or leave the booth area with a customer.
- Girls should never be left alone at a booth regardless of their age.

- Girls should not sell past 8 p.m.
- Girls should use first names and troop numbers only (provide adult contact information if a customer asks).
- Use the buddy system.

The Girl Scout Way

- Individual locations may have unique policies, rules and expectations. Familiarize yourself with the specific information in advance and share it with all adults involved with the booth sale.
- Make sure to print out your current sign-ups in the eBudde Booth Sales tab to avoid any confusion at the location.
- Find out if there is more than one door at a booth location and verify that you sell at the door your troop signed up for.
- Have someone available and ready to deliver more cookies if you sell out during your shift.
- Have plenty of change. Please don't ask store personnel to make change for you.
- Any adult responsible for helping at a booth should be provided the booth time, location, rules, list of girl participants and each girl's family contact information.
- Access to restrooms may not be readily available; plan accordingly.
- Be sure to plan for the weather and dress appropriately for the conditions. Be sure to bring water to stay hydrated and eat before arriving.
- Have a plan in place to securely store and safeguard money.

Procedures

- Avoid scheduling more than three cookie booths at the same popular location—sharing is the Girl Scout way.
- Only Girl Scout Cookies should be sold at cookie booths/walkabouts—\$6 per package (no tax, no markups, no discounts).
- If you cannot use your booth location, release it from eBudde at least 48 hours in advance.
- Any adult helping must have completed the online Permission & Pledge, even if they aren't personally responsible for an individual girl's cookies.
- Girls must be present at all booth sales—adults may assist, but cannot sell Girl Scout products.
- Out of respect for store relationships, Girl Scouts should be the only children present. No tagalongs allowed, regardless of age.
- Girls should only approach customers on their way out of the business, and say thank you at all times regardless of whether a purchase is made.
- Girls should dress in Girl Scout uniforms, insignia tabs or clothing that clearly identifies them as Girl Scouts while appearing clean and tidy.
- Do not bring food or eat at booths. This includes candy and gum.
- Adults are not permitted to smoke or vape at booths.
- Girl Scouts always leave a place better than they found it. Please ensure you pick up trash/empty packages.
- Be considerate of your sister Girl Scouts—arrive at your booth five minutes early to be prepared to set up and begin packing up five minutes prior to your end time.
- Tip jars of any kind are not permitted. At no time may a Girl Scout solicit monetary donations.
 - It is prohibited to raise funds for another organization. See *Volunteer Essentials* for more information.

Media Contact and Potential Media Opportunities

Cookie season is a very public-facing time for our organization, and media coverage and interest increases. Media outlets may have questions for articles or segments on the news, or may even want to feature a girl/troop. What great opportunities! No matter the circumstance, if the media contacts a parent/caregiver or Girl Scout volunteer, we ask that they please contact GSOSW Communications staff right away so we can work together to provide clear, consistent, timely information that promotes the Girl Scout brand.

If you are contacted by media: Please respond in a friendly and polite manner using a phrase like, “Thank you for calling! I’m not the right person to speak to, but let me get some information from you.” Then, please gather the following information:

- Date and time of inquiry
- Editor/journalist/reporter’s name
- Media outlet (e.g., KTVL, OPB, Oregonian, Statesman Journal, etc.)
- Email address
- Phone number/s
- Deadline
- Issue/story premise/topic and key questions (if they will offer them)

Once you’ve gathered this information, please thank them and let them know, “Girl Scouts of Oregon and Southwest Washington Communications staff will get back to you soon.” Then, please email communications@girlscoutsosw.org (marked “High Importance”, with “media/time-sensitive in the subject) right away and make sure that one of the Communications team members confirms receipt. Thank you for collecting this information to help ensure our media communications are clear, consistent and promote the Girl Scout brand!

Girl Scout Trademarks

Using the likeness of Girl Scouts’ trademarked images, mentioning Girl Scout products and using public online forums including Facebook to promote a Girl Scout-related promotion is prohibited without the express permission of GSOSW. A trademark can be words, phrases, symbols/logos, designs. For example a restaurant or small business may use Girl Scout Cookies in its desserts, provided it buys the Girl Scout Cookies from a Girl Scout, but it *cannot* use the Girl Scout name or trademarks to brand and market the products without having a cause-related marketing contract in place through GSOSW.

- Prohibited use examples include “Thin Mints Shake,” “Girl Scouts Cupcake,” “Thin Mints Cake,” and similar constructions.
- Acceptable use examples are “Mint Milkshake inspired by Troop 12345”, or “Lemon Cup Cake,” “Peanut Butter and Chocolate Brownies,” etc.

If there are any questions on how a local business might wish to support a girl or the cookie program, please email answers@girlscoutsosw.org.

Gift of Caring

Gift of Caring represents the activity and action of cookies being purchased for the purpose of donating. GSOSW helps facilitate donations in conjunction with Meals on Wheels. Troops also have an option of collecting cookies to be donated to an organization of their choosing. Gift of Caring cookies are purchased by customers at full price. Girls who sell at least 50 packages of cookies towards Gift of Caring will earn a special patch. Both in person and online sales count towards this recognition.

Gift of Caring FAQ	Troop Gift of Caring (T-GOC)	GSOSW Gift of Caring (D-GOC)
Who are the cookies donated to?	An organization of the troop's choosing.	Meals on Wheels.
Who physically handles donating the cookies?	The troop.	GSOSW.
Where/how does the customer place an order for this donation?	In person with a girl on the order card or at a booth.	Online through Digital Cookie or in person with a girl.
Who collects the payment for these donation cookies?	The girl or troop in person.	Digital Cookie for online orders. In-person orders are collected by the girl.
Who gets the credit for these donation cookies?	The girl who sold the cookies, and troop funds are earned on these sales.	The girl who sold the cookies, and troop funds are earned on these sales.
Can the cookies be donated to a different organization?	If the troop wishes to donate cookies to Meals on Wheels, and would like GSOSW to physically manage that donation, the TPM can help record that properly.	Online purchases for donation are only made to Meals on Wheels.

Great Customer Service

Business ethics is one of the five skills girls learn and practice during the Girl Scout Cookie Program. An important element of business ethics is providing great customer service. Here are a few time-tested ways to help girls grow as they provide excellent service to those who support their entrepreneurial learning:

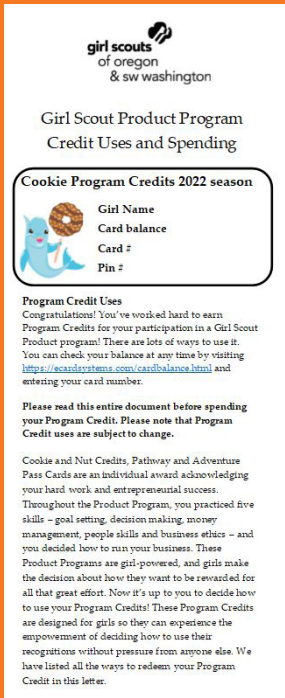
- Say thank you, even if approaching a customer does not end in a sale.
- Learn about the products you are offering in advance so you are able to answer questions.
- Do not collect prepayment. Customers should not give payment until cookies are in hand.
- Give the customer clear expectations of when payment is due, the order total, how/when payment will be collected, and what to expect for delivery.
- Get a customer's contact information just in case connecting with them in the future becomes challenging or if there are delays in their delivery.
- If leaving information when a customer is not home, post that somewhere inconspicuous in case the resident isn't returning for some time. **Do not** leave fliers or door hangers in mailboxes or newspaper boxes.
- If the girl will be returning later to deliver a pre-sales order, provide an adult's contact information and girl first name or troop number in case the customer would like to add to their order or needs to contact you.
- If you encounter delays in being able to meet the expectations shared with a customer, reach out to update them.
- Attend to Girl Scout Delivery customer orders through Digital Cookie promptly. If your girl does not wish to offer Girl Scout Delivery to a customer, add that information to a customer's invitation email.
- If you've accepted a Girl Scout Delivery customer order, follow up with the customer right away to give them to coordinate delivery times and dates.
- Cookies may only be sold at the listed price. No discounts or minimums.

Program Credits

Program credits are the key to powering her entire Girl Scout Cookie business, camp, or travel adventure! The 2023 Cookie Credit option is available beginning at 125+ packages sold.

One of the ways girls may receive recognition for their individual participation is through program credits. Program credits include Cookie Program and Nut Credits, Pathway Cards for Girl Scout Juliettes, and Adventure Passes.

Just as they make decisions about their own cookie and fall product businesses, girls decide how they will use their program credits. The QR code details how each card can be used, including resources on where to find applicable forms and websites to help redeem credits.



The image shows a sample of a "Girl Scout Product Program Credit Uses and Spending" card. At the top is the logo for "girl scouts of oregon & sw washington". Below the logo is the title "Girl Scout Product Program Credit Uses and Spending". A box titled "Cookie Program Credits 2022 season" contains fields for "Girl Name", "Card balance", "Card #", and "Pin #", with a small illustration of a girl holding a cookie. Below this box is the "Program Credit Uses" section, which includes a congratulatory message and instructions on how to check the card balance. It also lists "Cookie and Nut Credits, Pathway and Adventure Pass Cards" as individual awards. At the bottom, it states that the card is mailed directly to earners in April 2024.

Program credit cards are mailed directly to earners in April 2024.

Camp Registration Opens December 5, 2023!

Visit girlscoutsosw.org/camp beginning November 2023 for details on camp programs.



Recognitions

Girls and troops receive recognitions for the sales they've received throughout the program as acknowledgement of their hard work. There are troop proceeds which are used towards the troop experience. Troop proceeds belong to the troop and do not belong to an individual. Troop funds should be used towards all girl members regardless of their sales levels. Girls then receive individual recognitions as a way to congratulate their individual efforts.

- GSOSW reserves the right to replace an item of equal or lesser value.
- All recognitions including adventures are subject to minimums and availability.
- This guide states the minimum information on these recognitions. For more detail review, visit girlscoutsofsw.org/cookies. Girls and families should review this information before girls make their sales goal decisions.
- Some sales levels offer more than one recognition option. Girls are able to select only one of those items per level.
- If a selection isn't made for a girl, the physical item will be defaulted and this cannot be changed.



Charm Patch
30+ boxes



Own Your Magic
Charm 65+ boxes



Samoas Charm
250+ boxes



Cookie Heart Charm
550+ boxes



Bandana 100+ boxes



DIY Playing Cards 125+
boxes



Socks 175+ boxes



Wallet Pouch 250+
boxes



Cookie Techie Charm
150+ Digital Cookie boxes

Action Patch
300+ boxes



Pillow 300+ boxes



Crossbody Bag 400+ boxes



Plush or Necklace 550+ boxes



Goal Getter Patch 1000+
boxes



Super Seller Patch 1300+
boxes



Gift of Caring Patch 50+ GOC
boxes



Blanket 750+ boxes



Goal Getter Bundle
Weekender Tote,
Cap, Pouch, Cup,
Screen Cleaner and
T-shirt
1000+ boxes



2024 Patch 2024+ boxes

Girl Scout Cookie Program Credits can be earned by choosing cookie credit instead of the physical item at these levels:

125+ boxes = \$10 250+ boxes = \$20 400+ boxes = \$35 750+ boxes = \$100

175+ boxes = \$15 300+ boxes = \$25 550+ boxes = \$50

Recognitions above 1300+ boxes will be listed on the order card and on our website.

Adventure Passes can be earned by choosing the Adventure Pass instead of the physical item.

Money Matters

Be informed, be prepared:

- Attend the family training meeting from your troop product manager.
- Review ways to participate, benefits, basic facts and standards, and safety guidelines.
- Submit the *Permission & Ethics Pledge* agreement.

You have the right to:

- Determine how many cookies you will accept responsibility for. While cookies may not be returned to Girl Scouts of Oregon & SW Washington, your troop might accept returns if they can be used at cookie booths or for another girl's inventory. Ask your TPM for details.
- Participate at a level that is comfortable for you and your Girl Scout, regardless of the council recommendation or troop goal.

Follow through on girl delivery purchases accepted through Digital Cookie and coordinate with TPM if additional inventory is needed.

Troop proceeds belong to the troop, not individual girls, and while there is no pre-payment for cookies, troops may require payments owed before giving additional cookies.

Using third party apps that deposit into personal accounts is prohibited. Ask your TPM if you have any questions.

Each troop will have its own policy for distribution of cookies and collection of funds. Please connect with your TPM to confirm your troop's process.

You are responsible for:

- Every cookie package picked up and signed for (by completing a receipt with your TPM).
- All customer payments collected, until they are turned in to your TPM and you receive a receipt for money turned in.
- Signing and retaining a receipt for each exchange of money/product between you and your TPM.

Be sure to communicate delivery plans with Digital Cookie customers.

Tips for Managing Cookie Money

- Ask a TPM for a receipt every time you turn in money or receive cookies.
- Safeguard all money collected immediately and do not send money to school with girls.
- Caregivers do not pay for cookies in advance but must submit all physical funds to the troop routinely.
- You should not accept payment from a customer using personal credit card readers or any third-party apps like Venmo, Paypal, or Zelle.
- You should not deposit any funds into personal bank accounts (this includes using personal credit card readers); cookie funds deposited in personal accounts can be viewed as taxable income by the IRS.
- You should not collect prepayment for cookies. Payment should not be exchanged unless the customer has the product in hand. This applies to walkabouts, door-to-door sales, and friends and family sales.
- If your Girl Scout's troop accepts checks, please have them made out to 'GSOSW' and note your girl's troop number and first name in the memo line.
- Confirm that the numerical dollar amount (numbers) match the written dollar amount (words) on a check before accepting it. Discrepancies can cause errors. For example, if the check is for \$150, be sure the words spell out 'one hundred fifty'.
- Avoid accepting checks for more than \$75.00 whenever possible.
- Do not take bills higher than \$20.
- Please deliver cookies in a timely fashion to ensure you are able to submit payment by all required deadlines and ensure customer satisfaction.
- The order card provided to each girl has a place to list how much each customer owes, and a place to indicate when their balance is paid. Utilize this tool to keep track of what monies you have collected.
- Each troop is responsible for depositing at least 50 percent of the money due for each girl's initial order by February 28. Girls who have NOT met this commitment may not receive additional cookies until resolved.
- Your TPM should provide you a receipt for every exchange of cookies and money. Be sure you sign for each transaction and hold on to your receipt copy. Check in with your TPM frequently to be sure you are both in agreement about what has been received by your family, and what is still owed.
- The best and easiest way to accept payments from cookie customers is through Digital Cookie. All orders placed through Digital Cookie are paid online with no monies exchanging hands between the girl and the customer.
- Final payment for all cookies must be turned in to your troop absolutely no later than March 18. Any unpaid balances at that time are referred by the TPM to staff for settlement.
- If a caregiver has a balance owed after the program ends, the troop volunteer must submit a *Missing Funds Report* by end of business day March 21.
- Recognitions will not be distributed to girls with outstanding funds.

Parent/Caregiver Checklist

Pre-Sale:

- ❑ Girls must register as a Girl Scout for the 2023-2024 membership year.
- ❑ Pick up materials from your troop product manager.
- ❑ Complete and sign a *Permission & Ethics Pledge* (https://ethics.girlscoutsosw.org/permission_ethics.php?).
- ❑ Learn about the five skills of the Girl Scout Cookie Program, entrepreneurship badges, and the Cookie Entrepreneur Family Pin.
- ❑ Review the girl rewards brochure with your Girl Scout.
- ❑ Help your troop set a troop goal and assist your Girl Scout with setting her goal.

Starting Inventory/Delivery:

- ❑ Work with your troop product manager/troop leader to estimate the number of packages of cookies your Girl Scout will sell for her troop's starting inventory order.
- ❑ Use the order card as a planning tool to begin organizing cookie deliveries at workplaces, at school, or in your place of worship.

Goal Getter:

- ❑ Start selling door-to-door with cookies in hand.
- ❑ Contact your troop product manager to pick up more cookies for any Girl Scout-Delivery orders taken after the starting inventory is sold.
- ❑ Sign a receipt for any additional cookies picked up from the troop product manager.
- ❑ Collect payments from customers. Money is only collected when cookies are delivered.
- ❑ Turn money in frequently to the troop product manager or troop leader. Get a receipt each time money is turned in.
- ❑ Volunteer to work a cookie booth. (Two adults are required and at least one adult must be background checked.)
- ❑ Help your Girl Scout reach her goals by supporting her during cookie delivery and booth sales.

Wrap Up:

- ❑ Monitor Digital Cookie to ensure your Girl Scout has received credit for the appropriate number of cookies sold.
- ❑ Monitor Digital Cookie for record of payments made to the troop product manager.
- ❑ Let the troop product manager know whether your Girl Scout is choosing the reward or program credit (excludes troops choosing the older girl opt-out option).

After the Sale:

- ❑ Download the contacts from Digital Cookie and save for next year.
- ❑ Pick up girl rewards from the troop product manager.
- ❑ Celebrate with your Girl Scout and the troop!