

# 2024 Cookie Program Family Guide



Welcome to our 2024 Cookie Program! Whether they're a social butterfly, creative thinker or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!



Our Girl Scout Cookie Program is much more than a fundraiser. It's a fun way for girls of all ages to earn money that fuels their dreams and it's a powerful, hands-on leadership and entrepreneurial program. The countless exciting possibilities - from new business opportunities to a healthier planet to a more beautiful world - begin with the skills girls learn and the action they take today. Girls will learn firsthand the ins and outs of running their own cookie business, even "branding" their enterprise for maximum impact.

Everything girls do in Girl Scouting is designed to help them become leaders in their daily lives and prepare for their bright futures! The Girl Scout Cookie Program helps girls develop 5 key skills:

## 2023-24 Cookie Dates

**December 15**  
Order Taking Begins

**January 9**  
Troop Starting Orders due in eBudde

**January 19**  
Troop Cookie Pick-Up  
(Please check with your Troop Cookie Manager to schedule your individual Cookie Pick-Up)

**February 16-17**  
National Cookie Weekend

**February 25**  
Digital Cookie shipped and Girl delivery ends

**February 29**  
Cookie Program and Digital Cookie in-hand ends. All cookie money must be paid to troop.

**April**  
Rewards distributed



### GOAL SETTING

as she sets cookie sales goals and makes a plan to reach them



### DECISION-MAKING

as she decides how her troop will spend the cookie money



### MONEY MANAGEMENT

as she takes orders and handles customers' money



### PEOPLE SKILLS

as she learns to talk and listen to all kinds of people while selling cookies



### BUSINESS ETHICS

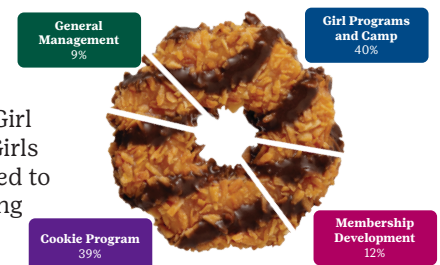
as she is honest and responsible every step of the way

## How the Cookie Crumbles

The number one reason people buy Girl Scout Cookies is to support Girl Scouting!

All of the proceeds, every penny, from the Girl Scout Cookie Program are used to benefit Girls within our local council. This revenue is used to fund major council initiatives like supporting and building membership, creating and sustaining innovative girl programming, maintaining and improving camp properties, and offering a platform that allows troop funding for trips, activities and community service projects.

By purchasing Girl Scout cookies, you directly support the Girl Scout Leadership Experience for girls in your community!



## Top 5 Ways Your Family Can Support Your Girl Scout

### 1. Encourage goal setting.

Goal setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her troop's goal and help her set a personal goal.
- Help her complete the order card section that explains her troop's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.

### 2. Support her sales.

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales message.
- Help her take orders or arrange booth sales at work, places of worship or other locations frequented by people who love Girl Scout Cookies.
- Go with her to sell and deliver cookies.
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills. Share email addresses of family and friends for online orders.

### 3. Volunteer. Her troop needs your help chaperoning booth sales, picking up cookies and more.

### 4. Practice safety.

Help your girl understand the Girl Scout safety rules found at [www.girlscouts.org/cookies](http://www.girlscouts.org/cookies) or on her order card.

Be a role model for business ethics and safety rules.

### 5. Participate in the Girl Scout Digital Cookie Program.

Girls can build a personalized website and send marketing emails to direct customers back to her site and/or use a mobile cookie sale app to process orders. Through the girl's personal site, consumers will be able to pay for cookies via credit card and have cookies shipped, delivered by a girl (pending parent approval) or donated. More information can be found on our website at [www.hngirlscouts.org](http://www.hngirlscouts.org) in the Cookie section under Members.

## Girl Scout Safety Rules

### 1. Show You're a Girl Scout

Wear your uniform or Girl Scout clothing.

### 2. Buddy Up

Never sell alone.

### 3. Be Streetwise

Be familiar with the area you are selling in.

### 4. Partner with Adults

Daisies, Brownies and Juniors must be accompanied by an adult; Cadettes, Seniors and Ambassadors must be supervised by an adult; adults must be present at all cookie booths.

### 5. Plan Ahead

Never walk around with large sums of money.

### 6. Do Not Enter

Never enter anyone's house or vehicle.

### 7. Sell in the Daytime

### 8. Protect Privacy

Never give out a girl's full name, address, phone, or email. Use a group contact name, number, and address.

### 9. Be Safe on the Road

Follow safe pedestrian practices.

### 10. Be Net Wise

Take the GSUSA Internet Safety Pledge.



## Things to Remember

1. Must be a registered Girl Scout in order to sell cookies.
2. Each Girl Scout must submit a signed Caregiver Permission and Responsibility Form at <https://bit.ly/3WW666v> or scan the QR code. Caregivers are responsible for all cookies ordered and the amount due.
3. Help your Girl Scout make thank you notes for customers.
4. Cookies should be delivered to customers as soon as possible after you receive them.
5. Collect money for the cookies when they are delivered to the customers, not at the time the order is placed. Turn in money as you collect it to the Troop Cookie Manager, by appropriate deadlines.
6. Know your Girl Scout's troop number and the name and contact information of the Troop Cookie Manager.
7. Our council PGA (Per Girl Average) goal is 264 packages.
8. There are 8 varieties of cookies listed on the order card: Thin Mints, Samoas, Tag-a-longs, Do-Si-Dos, Trefoils, Adventurefuls, Lemon Ups, Toffee-tastics and S'mores. All varieties are \$6 a package.
9. Customers can also donate \$6 to support our Cookies for a Cause initiative. Visit our website, [www.hngirlscouts.org](http://www.hngirlscouts.org) for valuable information to help your Girl Scout get the most from the program.





## Meet the 2023-2024 Girl Scout Cookies

All of 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!**

<p><b>Adventurefuls®</b> • Real Cocoa</p> <p><b>Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt</b> <b>\$6</b> Approximately 15 cookies per 6.3 oz. pkg. Ⓢ Ⓧ</p> 	<p><b>Lemon-Ups®</b> NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p><b>Crispy lemon flavored cookies with inspiring messages to lift your spirits</b> <b>\$6</b> Approximately 12 cookies per 6.2 oz. pkg. Ⓢ Ⓧ</p> 	<p><b>Trefoils®</b></p> <p><b>Iconic shortbread cookies inspired by the original Girl Scout recipe</b> <b>\$6</b> Approximately 38 cookies per 9 oz. pkg. Ⓢ Ⓧ</p> 	<p><b>Thin Mints®</b> • Made with Vegan Ingredients • Real Cocoa</p> <p><b>Crisp, chocolaty cookies made with natural oil of peppermint</b> <b>\$6</b> Approximately 30 cookies per 9 oz. pkg. Ⓢ Ⓧ</p> 
<p><b>Do-si-dos®</b> • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats</p> <p><b>Oatmeal sandwich cookies with peanut butter filling</b> <b>\$6</b> Approximately 20 cookies per 8 oz. pkg. Ⓢ Ⓧ</p> 	<p><b>Samoas®</b> • Real Cocoa • Real Coconut</p> <p><b>Crisp cookies with caramel, coconut and dark chocolaty stripes</b> <b>\$6</b> Approximately 15 cookies per 7.5 oz. pkg. Ⓢ Ⓧ</p> 	<p><b>Tagalongs®</b> • Real Cocoa • Real Peanut Butter</p> <p><b>Crispy cookies layered with peanut butter and covered with a chocolaty coating</b> <b>\$6</b> Approximately 15 cookies per 6.5 oz. pkg. Ⓢ Ⓧ</p> 	<p><b>Girl Scout S'mores®</b> • Made with Natural Flavors • Real Cocoa</p> <p><b>Graham sandwich cookies with chocolaty and marshmallowy flavored filling</b> <b>\$6</b> Approximately 16 cookies per 8.5 oz. pkg. Ⓢ Ⓧ</p> 
		<p><b>Toffee-tastic®</b> • No Artificial Flavors GLUTEN-FREE</p> <p><b>Rich, buttery cookies with sweet, crunchy toffee bits</b> <b>\$6</b> Approximately 14 cookies per 6.7 oz. pkg. Ⓢ Ⓧ</p> 	

## Cookies for a Cause



Cookies for a Cause is our Council's cookie donation program, where Girl Scout Cookie customers can donate \$6 towards the purchase of a package of cookies that we will donate to our local food banks, hometown heroes and military.

Since 2002 we have donated over 744,000 packages of cookies to worthy causes near and dear to girls' hearts. Our Cookies for a Cause goal for 2024 is 40,000 packages or roughly 10 packages per selling girl.



## Important Reminders

Encourage your Girl Scout to ask every customer if they would like to buy cookies for our local and abroad heroes or cause champions.

For every \$6 donation, 1 package of cookies goes to our heroes at home and abroad.

While girls will collect money, they will not receive the cookies. GSHNC will manage all cookie distribution.

Girls get full credit towards rewards for selling and special rewards for selling Cookies for a Cause. Troops receive full proceeds.

Your Girl Scout troop can nominate a local organization for GSHNC to donate a portion of our Cookie for a Cause donations, and the girls can help with the delivery, so check with your Troop Leader if they have nominated an organization.

# Become A True Cookie Boss in 4 Easy Steps

## Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

### Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



### 1. Register for Digital Cookie®

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

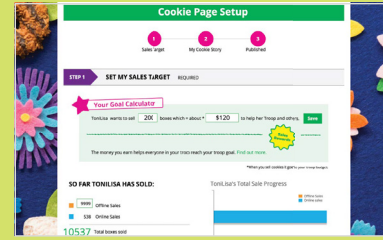
### 3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

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.

### 2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

### 4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

## Caregiver Checklist

- Signed and returned Caregiver Responsibility and Permission Slip.
- Received training & materials from the Troop Cookie Manager or Troop Leader.
- Volunteer to help the troop with cookies (i.e., cookie manager, booth coordinator, cookie pick-up, cookie distribution, cookie booths, rewards distribution, etc.).
- Review the order card with my Girl Scout and help her set a personal selling goal.
- Support my Girl Scout in her cookie business and be a role model for her.
- Adhere to the dates and deadlines set by the Troop Cookie Manager and/or Troop Leader.

## Frequently Asked Questions

### Where can Girl Scouts sell cookies?

Girls can sell cookies online through Digital Cookie to friends and family near or far (shipping and handling fees to be paid by the customer). If girls are selling cookies door-to-door or via a booth sale, sales must occur within our 8 county footprint (Anson, Cabarrus, Mecklenburg, Montgomery, Rowan, Stanly, Union and York counties). There are no restrictions on where girls can sell door-to-door within our Council (girls or troops do not have exclusive rights to any town, area, neighborhood or street). However, requests for cookie booths must be submitted by the Troop Cookie Manager or Leader for approval by GSHNC.

### Can customers or Girl Scouts return cookies?

If a customer believes that a box of cookies is in any way unsatisfactory, please have them call Little Brownie Bakers at 1-800-962-1718 or the box can be returned to the troop and GSHNC will offer a replacement or a refund. Ask your Troop Cookie Manager what to do with the customer returns. However, if a caregiver signs for cookies, they cannot return them and they are responsible for paying for them.

### Why do Girl Scouts in other areas sell different cookies?

There are two bakers associated with Girl Scout cookies in the United States, Little Brownie Bakers and ABC Bakers. Each council chooses which baker they prefer. Both bakers are required to make Thin Mints, Do-Si-Dos/Peanut Butter Patties and Trefoils, but are allowed to make additional varieties. GSHNC has a longstanding partnership with Little Brownie Bakers who is celebrating their 50th anniversary baking Girl Scout Cookies in 2024.

## Cookie Booth Etiquette

### I will:

- Be polite and friendly.
- Remember my behavior reflects all Girl Scouts.
- Obey the booth sale start dates and times.
- Wear my uniform or Girl Scout t-shirt and pins to identify myself.
- Keep table and area neat.
- Say THANK YOU to all customers.
- Remove empty boxes and take any trash away.

### I will NOT:

- Get in the way of customers.
- Block entrance to store.
- Go into the store while working at a cookie booth without an adult.
- Talk loudly, run around, or play while selling at a booth.
- Eat, drink, or chew gum while at booth.

*Please keep in mind that selling cookies at a booth is a privilege granted to us by local businesses. This privilege, if abused, could cause all Girl Scouts to lose the opportunity for additional sales. If complaints arise, you may be asked to leave.*