



2024 Cookie Program Family Cookie Guide



Are you ready for a great cookie season? We are! Every girl who participates will learn useful life skills, gain confidence, and discover her leadership skills. Selling cookies also means fun, friendship, and a chance to change the world—sweet!

Where do the proceeds go?

All proceeds stay in our local council!

Benefits for Girl Scouts

The Cookie Program is vital to the Girl Scout mission of building girls of courage, confidence, and character. After the costs for baking the cookies and program logistics (like transporting them), 100% of the proceeds earned for each package is reinvested in Girl Scouts of Eastern Iowa and Western Illinois!

Cookie proceeds help support many aspects of Girl Scouting, including:

- Entrepreneurship programs like the Cookie Program and Fall Product Program
- Ability to offer financial assistance to Girl Scout families
- Summer camp and equestrian program
- Year-round maintenance of three camp properties
- Increased volunteer training opportunities and support events and programs for Girl Scouts

It is proven that girls will achieve a higher level of success when they set a goal and can tell their customers what they are hoping to use their proceeds for. Goal setting is an important life skill!



When Girl Scouts sell cookies, they learn skills like people skills, money management, goal setting, business ethics, and decision making.



This amount is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services.



Meet the 2024 Girl Scout Cookie Mascot "Lucy" the Axolotl

2024 Girl Scout Cookies

All cookies are \$6/package



Thin Mints



Tagalongs



Samoas



Do-si-dos



Toffee Tastics

Gluten free



Trefoils



Lemon-ups



Adventurefuls



S'mores

Family Responsibilities

Attend your troop's cookie meeting.

Find out all of the info you need and while you're there, read and sign the Cookie Permission Form.

Help her prepare for the sale.

Work together to earn the Family Cookie Entrepreneur Pins and focus on business skills like making eye contact, counting change, and practicing her sales pitch.

Set up her Digital Cookie account.

Digital Cookie is an online program for girls to build their businesses, track goals, and sell cookies online.

Volunteer with her troop.

Cookies are a big business, and your troop product manager could use extra help. One-time tasks like picking up the initial order and supervising Cookie Booths are great ways to pitch in.

Stay on top of information.

Be attentive to your troop product manager's emails and requests for orders, so they can plan the order for your troop in time.

Join her marketing team.

Help spread the word to coworkers, family, and friends that your Girl Scout is selling cookies.

Remember, the program should be girl-led so include her in making flyers, creating social media posts, and writing thank-yous.

Find marketing resources like social media graphics, extra order cards, door hangers, flyers, and more at GirlScoutsToday.org/CookieSellers.

Keep track of receipts.

Make sure you receive and retain receipts (online or paper) for anything to do with Girl Scout Cookies. This includes times you receive, exchange, or return cookies from the troop product manager and turning in money to the troop.

Instant Rewards

Girls will receive some of their rewards instantly! Troop leaders have rewards they will give out as soon as girls reach the 80 and 120 levels. When she reaches 250, your Girl Scout can also stop by a local office to pick out an instant mystery reward. And, she can keep coming back to the office for every 250 packages of cookies she sells! The last day to pick up an instant reward is March 18, 2024.

Cookie Permission Form

Being a Girl Scout caregiver during the Cookie Program comes with its own set of responsibilities. Before your Girl Scout can participate in the Cookie Program, you must sign the Cookie Program Permission Form as provided by your troop product manager.

These responsibilities include:

- Communicate often with and respond promptly to the troop product manager
- Turn in money weekly or before picking up more cookies from the troop
- Communicate openly and regularly to reallocate inventory
- Maintain financial responsibility for all cookies and money in your possession
- Ensure that your Girl Scout adheres to the Cookie Program digital sales and social media policy
- Store Girl Scout Cookies separate from pets, off of the ground, and in a non-smoking area to uphold product integrity

Cookie Family Pins



Bring the whole family together for tons of fun and learning with the Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate. Learn more at GirlScouts.org/EntrepreneurFamily.

Digital Cookie

Digital Cookie is an online program that helps girls manage their cookie sales. On January 10, 2024, every family of a registered Girl Scout will receive an email to set up her account. These emails have a unique registration link only for her sale! Girls will then be able to log into the platform and set up their page and contacts.

Understanding Digital Cookie sales:

Customers can place orders to purchase cookies for direct shipping, place orders for girl delivery, or purchase cookies to donate to the Care to Share Program. Girls can use Digital Cookie to take contactless credit card payments for in-person sales like going door-to-door in her neighborhood.

Girl-delivery orders:

Customers place an order online through her Digital Cookie link and pay online with a debit or credit card. Then, the girl delivers the cookies. After receiving an order, girls will use their own inventory that was transferred from the troop product manager.

Direct-ship orders:

Customers place an order online through a Digital Cookie link and then the cookies are shipped directly from the baker. The payment for these orders is taken at the time the customer places the order.

Credit card payments:

Girls can accept contactless credit card payments through Digital Cookie using a mobile device when selling door-to-door or during an individual sale. These payments are credited directly to the troop Cookie Program account.

Join the fun at girlscouts.org/mydigitalcookie.

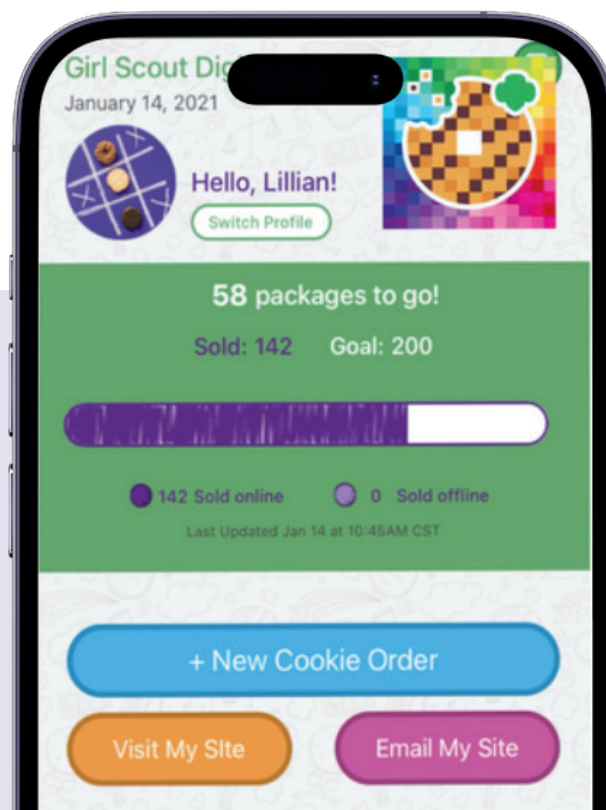
Download the Digital Cookie app to simplify the sale!

The app enables girls in the Girl Scout Cookie Program to bring their cookie business online as they take customer orders and grow their digital marketing skills. Girls can use the app to take contactless online payments for online and in-person orders. The mobile app is free to use, too! You'll need a secure internet connection when using the app and data transfer charges might apply.

How you can help her succeed:

Discuss which types of rewards your Girl Scout would like to earn. Rewards are listed on the card and on the rewards flyer. Help her to set order goals and personal goals such as improving speaking skills or learning money management.

Not sure where to start? Most Girl Scouts in Eastern Iowa and Western Illinois aim to sell at least 250 packages of cookies!



Ways to Sell Cookies:

Digital Cookie:

Participating in Digital Cookie has never been so fun and exciting! Girls can build an avatar, set up their online storefront, and start sending emails to family and friends in a matter of minutes.

Cookie Booths:

Help your troop operate stations in public spaces like churches, grocery stores, and retailers. Troops can even get creative and host drive-thrus at public parking lots! Troops can start holding booth sales on February 16th, 2024.

Virtual Cookie Booths:

Assist your troop in a virtual Cookie Booth! Troops collect money through an online payment source, like Digital Cookie, and then arrange for contactless deliveries or pick-ups. Troops or parents will be responsible for all fees and or taxes through Venmo, Paypal, or other forms of digital payment services.

Order taking:

Take customer orders on your order card and return them later to deliver the cookies and collect money. Money can be collected through an online payment method such as Digital Cookie, Venmo, PayPal, etc. as long as the funds are returned to her troop.

Door-to-door sales:

Load up the sled or wagon or turn the family van into a cookie mobile to canvas the neighborhood! Remember to wear Girl Scout uniforms or swag and visit neighbors again before the sale ends so they can stock up. Your troop product manager will have door hangers to leave with potential customers!

Workplace sales:

With employer permission, leave an order card (not cookies) at a family member's workplace. Ask your Girl Scout to write a short paragraph about herself and her goals in the program to leave with the order card!

Business to business sales:

During the troop cookie meeting, the girls may express interest in selling cookies to organizations like real estate agencies, car dealerships, and other businesses. Please contact your troop product manager for more details!

Lemonade Stands:

Set up in front of a Girl Scout or family member residence. An adult must be present to ensure safety.

Care to Share:

Throughout the entire sale, customers can choose to donate their cookies instead of receiving them. You would collect their order under the "donation" column on the order card or through Digital Cookie. GSEIWI donates cookies to the military and 1st responders.

Important Dates

January 10

Digital Cookie email sent to all Girl Scout families.

January 12

Digital Cookie begins and girls can start taking orders in person.

January 29

Deadline for troops to enter initial order into the eBudde system. Troops will pick up cookies in mid-February.

February 16

In-hand cookie sales begin and Cookie Booths, Lemonade Stands, and Walkabouts start.

March 17

Cookie Program ends.

Rewards will be distributed to girls in June!



Sister Sales:

Sisters selling cookies that sell a Per Girl Average of 100+ packages can receive a custom 2024 sisters patch! In order to ensure that every Girl Scout is rewarded for their hard work, combining sales to reach higher levels is not permitted. Deadline to fill out form on www.GirlScoutsToday.org is March 17, 2024.

If you are requiring additional support beyond your troop leader, please email info@girlscoutstoday.org or call 800-798-0833

girl scouts
of eastern iowa
and western illinois