

# 2023 Cookie Program Family Cookie Guide



Are you ready for a unique 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!

## Benefits for girls

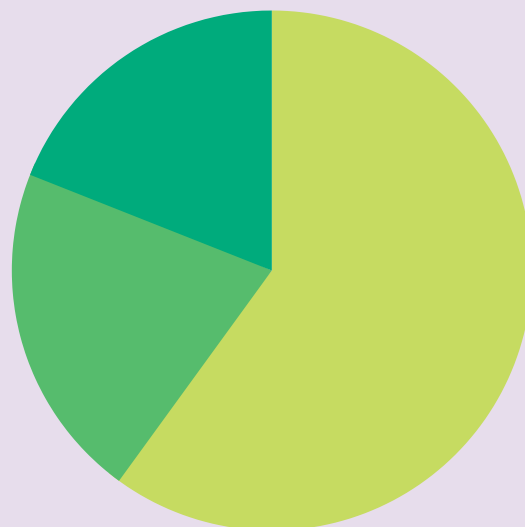
The Cookie Program is vital to the Girl Scout mission of building girls of courage, confidence, and character. After the costs for baking the cookies and program logistics (like transporting them), 100% of the proceeds earned for each package is reinvested in Girl Scouts of Eastern Iowa and Western Illinois!

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

- Keeping camp affordable by subsidizing the registration cost
- Supporting the Girl Scout Leadership Experience which includes programming and events
- Providing grants to girls and troops with financial barriers

## Where do the proceeds go:

All proceeds stay in our local council!



59% is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services.

23% goes towards the Girl Scout Cookie Program and baker costs.

18% goes towards troop proceeds and girl rewards.

## 2023 Girl Scout Cookies



New

\$5 Raspberry Rally

Online shipped only - While supplies last.

Gluten free



\$6 Toffee Tastics



\$5 Thin Mints



\$5 Tagalongs



\$5 Samoas



\$5 Do-si-dos



\$5 Trefoils



\$5 Lemon-ups



\$5 S'mores



\$5 Adventurefuls

## 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, regardless of location.

### **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.

### **Follow safety guidelines.**

Pay attention to safety guidelines such as wearing masks, social distancing, and contactless transactions.

### **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, writing Facebook posts, and writing thank-yous.

### **Keep track of receipts.**

Make sure you receive and retain receipts (online or paper) for anything to do with 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 110 and 185 levels. When she reaches 250, your Girl Scout can also stop by a local office to pick out an instant mystery reward.

Find marketing resources like social media graphics, extra order cards, door hangers, flyers, and more at [GirlScoutsToday.org/CookieSellers](https://GirlScoutsToday.org/CookieSellers).

## Cookie permission form

Being a Girl Scout parent or guardian 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 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](https://GirlScouts.org/EntrepreneurFamily).

## Digital Cookie

Digital Cookie is an online program that helps girls manage their cookie sales. On January 11th, 2023, 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 online sales in Digital Cookie

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. And 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 her 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.

### There are three main options for selling with Digital Cookie!

#### 1. Send Digital Cookie Link

Girls can send their unique links to friends and family through email and social media.

#### 2. Send E-Cards

Girls can send an email directly through Digital Cookie to contacts for direct-ship and girl-delivery orders.

#### 3. Mobile App

Girls can track sales and take contactless credit card orders.

Join the fun at [girlscouts.org/mydigitalcookie](https://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.





## 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 17th, 2023.

### 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. Participate in a Walkabout with your troop during program to earn a patch.

### 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!

### Sister Sales!

Sisters selling cookies\* that sell a Per Girl Average of 100+ packages can receive a custom 2023 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.

### 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.

## Important dates

### January 11

Digital Cookie email sent to all Girl Scout families.

### January 13

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

### January 24

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

### February 17

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

### March 26

Cookie Program ends.

Rewards will be distributed to girls in June!

## Entrepreneurship skills

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

