girl scouts
of silver sage

# Cookie Program
## 2024 Family Guide

OWN YOUR
magic

# Your Girl Scout Cookie favorites are back!

**Adventurefuls®**
*made with vegan ingredients*

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

**Toast-Yay!®**
*made with vegan ingredients*

French Toast-inspired cookies dipped in delicious icing

**Lemonades®**
*made with vegan ingredients*

Savory slices of shortbread with a refreshingly tangy lemon flavored icing

**Trefoils®**

Iconic shortbread cookies inspired by the original Girl Scout recipe

**Thin Mints®**
*made with vegan ingredients*

Crispy chocolate wafers dipped in a mint chocolaty coating

**Peanut Butter Patties®**
*made with vegan ingredients*

Crispy cookies layered with peanut butter and covered with a chocolaty coating

**Caramel deLites®**

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes

**Peanut Butter Sandwich**

Crisp and crunchy oatmeal cookies with creamy peanut butter filling

**Caramel Chocolate Chip**
*CERTIFIED GLUTEN FREE GFCO.ORG*
*Peanut PF Free*
*made with vegan ingredients*

Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie*
*Limited availability*

More information and Nutrition Facts at:
https://abcsmartcookies.com/cookies

girl scouts | ABC BAKERS

# Learn & Earn

The Girl Scout Cookie Program is a hands-on leadership and financial literacy program unlike any other in the world. The knowledge and skills learned will serve them for a lifetime. Girls gain essential skills, not from a book, but from real-life experiences building a strong foundation for success. It's no wonder that 50% of women business owners were Girl Scouts in their youth!

## 1. Goal Setting

Sets cookie sales goals individually and, with her team, creates a plan to reach them. She develops cooperation and team building skills all along the way. Parents and Troop leaders should make sure goals are reasonable and attainable.

## 2. Decision Making

Helps decide how her team spends their cookie money, furthering critical thinking and problem-solving skills.

## 3. Money Management

Takes cookie orders, handles customers' money, and gains valuable and practical life skills around financial literacy.
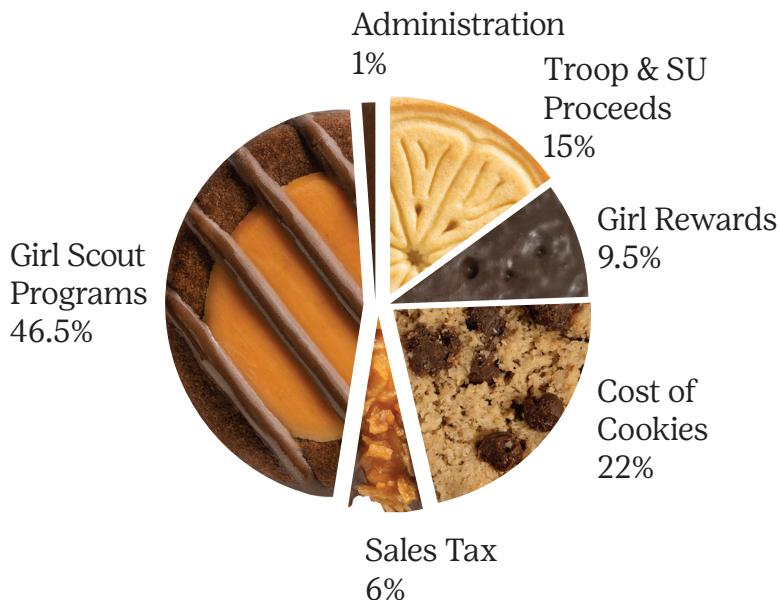
## 4. People Skills

Learns how to talk, listen  and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills that she can use throughout her life.

## 5. Business Ethics

Is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.

## What Girls Earn

In addition to the 5 Skills, girls can earn many great reward items, exclusive patches, and valuable Program Credits by participating in the Girl Scout Cookie Program. Program Credits are Girl Scouts of Silver Sage's primary way to recognize the hard work that Girl Scouts and their families put into the Cookie Program. Program Credits are physical papers that are spent just like cash, and they must be submitted in person or by mail to be redeemed. **Do not** throw Program Credits away.

Please see the Rewards Card for more details on Program Credits and the other exciting rewards offered to girls this year!

Each package a girl sells during the Girl Scout Cookie Program helps to fund local Troops, Service Units and Council – without which we would not be able to deliver the excellent programming and experiences that result in great outcomes for girls.

Girl Scout Cookies are sold for $6.00 per package. The proceeds stay local and break down by percentage (rounded to the nearest 0.5%) as follows:



- Administration 1%
- Troop & SU Proceeds 15%
- Girl Rewards 9.5%
- Cost of Cookies 22%
- Sales Tax 6%
- Girl Scout Programs 46.5%

# Safety and Resources

At Girl Scouts of Silver Sage, there is nothing we take more seriously than the safety and well-being of our girls, volunteers, families, and staff members. An essential part of your action plan for a successful Girl Scout Cookie Season is reviewing safety guidelines with your girl's Troop Cookie Manager and/or Troop Leader.

**In-Person Sales Safety**

Your girl should wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify herself as a Girl Scout.

Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths. Avoid going into alleys.

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

**Online Marketing Safety**

When engaging in online marketing and sales efforts beyond friends and family, please continue to adhere to the Product Permission & Internet Safety Pledge.

To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms. Always use your Girl Scout online sales link for customer orders.

Parents or guardians must approve all girl delivered online orders, supervise all communications and product delivery logistics with any customers girls don't personally know. Remember, girls should never deliver cookies alone.

If your Girl Scout sales link is posted on a public facing site, be aware the link is searchable by anyone and could potentially appear anywhere on the internet.

Never share your personal information (e.g., last name, phone number, email, street address, or current location).

| Selling Online Do's & Don'ts | Girls/Familes may: | Girls/Familes may not: |
|---|---|---|
| | Share their Digital Cookie link with friends and family | Post their Digital Cookie link or otherwise sell cookies on resale sites such as Craigslist, eBay, Facebook Marketplace, etc. |
| | Post their Digital Cookie link on her own page on a public social media site such as Facebook, Twitter, Instagram, etc. | Post where any specific girl is participating in a Cookie Booth |
| | Post their Digital Cookie link on a local neighborhood on a public social media site such as Nextdoor or a local Facebook group (e.g., Trail Head Estates is OK; Idaho News is not.) | Post content including their last name or direct contact details (e.g., phone number, address, school, location, and/or email) |
| | Post where their Troop (not just they themselves) has a Cookie Booth where multiple girls and adults will be present | Direct/Personal message anyone they don't personally know on social media platforms |

# Ways to Participate

The Girl Scout Cookie Program is a great way to learn skills that last a lifetime. The program is both optional and flexible. Troops and families get to decide which part(s) of the Program they want to participate in.

**Digital Cookie – Online & App – January 12 to March 17**

Girl Scouts will be invited to join the Digital Cookie platform through an email sent to their primary guardian. Once a girl is signed up, she will be able to set goals, work on her financial literacy badges, and customize her own online store. Girl Scouts can log in to Digital Cookie starting on January 4, and they can begin selling on January 12. The Digital Cookie App will allow girls to take orders and have customers pay with a credit card.

**Initial Order – In Person with Order Card – January 12 to January 28**

Girl Scouts take orders with their color Order Cards and use them to sell to friends, family, and anybody who likes to pre-order their favorite Girl Scout Cookies. When girls sell using their Order Cards, they record the customers' contact information (name, address, and phone number), the quantities and varieties of cookies they would like to purchase, and collect money up-front.
**NEVER DELIVER ITEMS WITHOUT RECEIVING PAYMENT!**

TIP: Set expectations with your customers. Make sure they understand that you will be able to deliver cookies to them around February 20.

**Goal Getter Period – In Person with Order Card – January 29 Until Cookies Are Available (by Feb 20)**

Once Girl Scouts turn in their Order Card to their Troop for the Initial Order, they can continue selling using their Order Card to help reach their goals!  If a Girl Scout runs out of room on her Order Card, she can ask her Troop Cookie Manager for another Order Card or print a new one from the online resources.

**Walk-A-Bout – Selling Cookies on Hand – From when cookies are available to March 17**

Cookies will be delivered to Service Unit Cookie Managers starting on February 16. Once Girl Scout Cookies arrive, girls should make every effort to deliver all Initial Order packages to customers first. Then they can continue selling by canvassing their neighborhoods door-to-door with extra packages.

TIP: Girls can use wagons, cookie carts, or other devices on wheels to take cookies door-to-door.

**Booth Sales – February 23 to March 17**

Girl Scouts have two ways they can participate in a Booth Sale (selling directly to customers in a public area): as a Troop Booth Sale or as a Mom and Me Booth Sale.

Troop Booth Sales are scheduled with the troop and give girls an opportunity to work together and sell as a team. Mom and Me Booth Sales are booth sales that allow girls to continue selling as an individual girl with one trusted adult.

# Cookie Selling Tips & Tools

## MONEY GUIDELINES
- Collect money up-front and keep it safe at all times.
- Turn in money as often as you can to the Troop Cookie Team.
- Never give out cookies without payment first.
- Always get a receipt when turning in money or picking up product

## SELLING TIPS

- Use the new Cookie sticky notes to make sure customers know how to get more cookies. You could stick them on packages of cookies at the time of delivery or stick them on doors if nobody answers. These are provided by the council. See your Troop Cookie Manager to get more.

- Use Virtual Cookie Share *(previously Cookies from the Heart)*, the council-wide donation program. Take the customer's order and before completing it add, "Would you also like to donate cookies to the Idaho Food Bank?"

- Use Digital Cookie to expand your sales opportunities!

- Use the 5forFive! Contest with every sales contact; with Order Cards, Goal Getter Cards, and at Booth Sales. When a customer purchases 5 packages of Girl Scout Cookies, they can enter to win 5 cases (60 packages) of Girl Scout Cookies. Use the 5forFive! Entry Sheet while selling as an incentive to increase each customer's purchase -- not just at delivery time as a reward. If you need more 5forFive! entry sheets, please ask your Troop Cookie Manager.

**Need to order Girl Scout Cookies?**

We believe in the power of every girl. Our program is designed to help a girl discover who she is and what she can do, and it connects her with a community of girls and mentors to make great things happen.

Now's the perfect time to start her Girl Scout journey.

girl scouts of silver sage

## DIGITAL COOKIE

Girls will be invited to join the Digital Cookie system through an email sent to their primary guardian. Once a girl is signed up, she will be able to set goals, work on her financial literacy badges, customize her own online store, and begin selling to anyone within the United States! Adding online and mobile channels to your sale can help you reach more cookie fans from your phone or computer. With Digital Cookie, you can market to your neighbor down the block or your relative across the country from the comfort of your own home. It also allows for personalization. Don't forget to share your goals with your customers!

Girl Scout Digital Cookie® 2024

Available to purchase.

TIP: Girls must first set up their online store through a web browser (Chrome, Safari, Edge, etc.) before they're able to use the Mobile App. The Digitial Cookie Mobile App's primary purpose is to handle the point-of-sale transactions in-person or at a booth.

# Glossary

**ABC Bakers** — One of two bakeries licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. They have been baking Girl Scout Cookies since 1937.

**Cookie Booth** — Any Sale where you are set up at a single public location, and customers come to you. Work with your Troop Cookie Manager to schedule.

**Cookie Finder** — This database of booth sale sites is a terrific way to connect customers to cookies. You'll find it at girlscouts.org and www.girlscouts-ssc.org. Potential customers can type in their zip code, and it displays all current and future active booth site locations within that zip code.

**Digital Cookie** – An online and app platform that gives Girl Scouts an Online Store. Girls can send emails, set their goals, track their progress, and take payments through Digital Cookie.

**Initial Order (IO)** — Cookie orders submitted to GSSSC (Girl Scouts of Silver Sage Council) for Service Unit delivery. These are the very first cookies that are delivered to customers by girls.

**Initial Reward** — An item earned by a girl that is only offered for specific goals met as part of the Initial Order in January.

**Internet Safety Pledge** — An agreement made by girls and supported by parents stating that they will use online resources in a safe manner. Form must be completed and submitted before using Digital Cookie or other online sales platforms.

**Mom & Me Booth** — A "mom" is a trusted adult that partners with a single Girl Scout to operate a cookie booth. These booths are set up through your TCM and can be a location provided by Council or suggested by troop or family. Mom and Me suggested locations need to be approved by your Service Unit Cookie Manager.

**Product Permission Form** — A form that a parent or guardian signs allowing their Girl Scout to participate in the Cookie Program and accepting financial responsibility for all cookies ordered and received by their Girl Scout.

**Program Credits** — Council-issued credits that can be spent at the rate of one credit per dollar with Girl Scouts of Silver Sage to purchase Silver Sage Summer Camp sessions at CAP, TAM, and Echo; merchandise at the Silver Sage Store (except earned awards); Annual Girl Membership Renewal; Silver Sage Programs; Destinations; etc. These credits are physical sheets of paper that need to be submitted by mail or in person to redeem. **DO NOT THROW THEM AWAY!**

**Reward** — Items and/or Program Credits earned by a girl for meeting a specific sales goal.

**Service Unit (SU)** — A community of volunteers and girls in a specific geographic area. The Service Unit is an essential support system that organizes training, mentorship, and membership support for volunteers, girls, and families.

**Troop Cookie Manager (TCM)** — A volunteer who manages the Girl Scout Cookie Program for their troop. This includes ordering cookies & rewards, distributing cookies to families, collecting money, scheduling booth locations, etc.

**Troop Proceeds** — The amount of money the troop earns for cookies sold by girls in that troop.

# 2024 Cookie Program

## Facts:

Cookies sell for $6.00 per package.
Collect money up-front when selling.
Girls can use Digital Cookie to sell online and on the app!

## Sale Dates:

Online Sales: January 12 - March 17
Order Card Sales: January 12 - 28
Turn in Orders to Troop: by January 29
Goal Getter Sales: January 29 - February 22
Cookies Arrive Week of: February 16
Booth Sales: February 23 - March 17
All Money Due to Troop: by March 22

## Contacts:

Troop Cookie Manager: _____
Phone:_____
E-mail:_____

Silver Sage Council Customer Care
Phone: 208-377-2011
E-mail: customercare@girlscouts-ssc.org

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