

Cookie Program

2023 Family Guide



Your Girl Scout Cookie favorites are here!



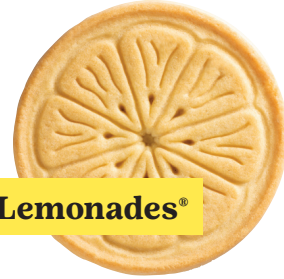
Adventurefuls™

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



Toast-Yay!™

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®



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



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

**Limited availability*



Raspberry

Rally™



*Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating**

**Online sales only, while supplies last!*

Five Essential Skills

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.

The Girl Scout Cookie Program teaches Girl Scouts skills to grow into leaders in their own lives, in business and in the world:

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.

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.



Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.

4. People Skills

Learns how to talk to, listen to 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.





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.

Online Marketing Safety Tips

When engaging in online marketing and sales efforts beyond friends and family, please continue to adhere to the Girl Scout Internet Safety Pledge and Smart Cookies 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 and 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, or street address).

Never share your personal location information, including your booth location.

We highly encourage the use of Smart Cookies and virtual cookie booths!

In-Person Sales Safety Tips

Show You're a Girl Scout: Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself 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, and 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.





Sales Methods

Online with Smart Cookies - December 23 to March 19

Girl Scouts will be invited to join the Smart Cookies 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! We open Smart Cookies during the Winter break from school so families can work with their girls to set up their selling sites. Girls can sell to friends and family before the Order Card period begins.

Order Cards - January 13 to January 29

Girl Scouts will start the sale with their Order Cards, or Initial Order Sale, 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 simply take the customers' contact information - name, address, and phone number - and the amounts and varieties they would like to purchase on the Order Card. We also ask that girls collect money up-front, whenever possible, to help save time when delivering items. **NEVER DELIVER ITEMS WITHOUT RECEIVING PAYMENT!**

Goal Getter Card - January 30 to February 23

Once Girl Scouts turn in their Order Card for the Initial Order, they can continue selling using their Goal Getter Cards - to help them reach their GOALS! Girls that can sell an additional 50+ boxes during this time will earn the 2023 Goal Getter Patch.

Walk-A-Bout - From when cookies are available to March 19

Cookies will be delivered the week of February 17. Once Girl Scout Cookies have arrived, girls should make every effort to deliver all Initial Order boxes to customers first. Then they can continue selling by canvassing their neighborhoods door-to-door with extra boxes.

Booth Sales - February 24 to March 19

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.





Troop Proceeds



Troop Proceeds

Troop Proceeds: (based on girls that sell at least one box in a troop)

- Troops earn 60 cents for ALL boxes sold, when the troop averages 0-324 boxes/girl.
- Troops earn 65 cents for ALL boxes sold, when the troop averages 325-399 boxes/girl.
- Troops earn 70 cents for ALL boxes sold, when the troop averages 400-499 boxes/girl.
- Troops earn 75 cents for ALL boxes sold, when the troop averages 500+ boxes/girl.



Girl Rewards and Program Credits

Girls can earn many great reward items, colorful patches and 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 spend just like cash - so treat it that way! Once earned, a girl can choose to spend her Program Credits on:

- Girl annual membership fees
- Council and Service Unit activities, including the annual Disney World Trip
- Council camp sessions
- GSUSA Destinations
- Cadette/Senior/Ambassador Troop Travel
- Silver Sage Store Merchandise (earned awards are excluded)

Please see the Order Card for details on the exciting rewards offered this year!



Cookie Selling Tips & Tools



MONEY TIPS

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



SELLING TIPS

- Use Cookies from the Heart, the council-wide donation program. Take the customer's order and follow up with, "Would you also like to donate a box to the Idaho Food Bank?" (or whichever organization the troop has chosen)
- Use Smart Cookies to expand your sale opportunities!
- Use the 5forFive! Contest with every sales contact, with Order Cards, Goal Getter Cards and at Booth Sales. If a customer purchases 5 boxes of Girl Scout Cookies, they can enter to win 5 cases (60 boxes) of Girl Scout Cookies. It is an incentive at the point-of-sale to increase each customer's purchase - not just a reward at the time of delivery. Here's how it works:
 - When a customer purchases 5 or more boxes they are given one Entry Sheet. A customer can receive one Entry Sheet for every multiple of 5 boxes purchased: 24 boxes purchased earns 4 Entry Sheets (they would need one more box to earn a 5th Entry Sheet).
 - Customers then go online to www.girlscouts-ssc.org and use the QR code or follow the 5forFive! link to enter their unique code and contact information.
 - Five customers (one in each Girl Scouts of Silver Sage main area) win cookies. Then one additional winner is the GRAND PRIZE WINNER of a big screen TV and 5 cases of cookies when we draw in early April.

SMART COOKIES

Girls will be invited to join the Smart Cookies 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 Smart Cookies, 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!

This year, the new Raspberry Rally cookie will only be available for customers who purchase online with Smart Cookies and have them shipped directly to them.

GO BRIGHT
Ahead

2023

Cookie Program Quick Facts:

Cookies sell for \$5.00 per box.
Collect money up-front when selling.
Girls can use Smart Cookies to sell online!

Cookie Program Quick Dates:

Order Card Sales: January 13 - 29
Turn in Orders to Troop by: January 30
Goal Getter Sales: January 30 - February 23
Cookies Arrive Week of: February 17
Booth Sales: February 24 - March 19
All Money Due to Troop: March 29

Cookie Program Quick Contacts:

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

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

24-Hour Smart Cookies Tech Support
Phone: 800-853-3730
E-mail: ABCSmartCookieTech@hearthsidefoods.com



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of silver sage