



OWN YOUR
magic



Girl Scouts of Connecticut
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Troop Cookie Volunteer Role Description

Role: Troop Cookie Volunteer

Appointed by: Co-leader

Term: One year

Responsible to: Service Unit Cookie Manager

Purpose: Manages the cookie program for a specific troop/group

Duties and Responsibilities

- Take the troop cookie volunteer training available on the council website and gsLearn. Some service units hold in-person training. We recommend that volunteers in these service units also view the council training for troop cookie volunteers.
 - Can't access gsLearn? Contact Customer Care at customercare@gsofct.org to confirm you have the troop cookie volunteer role assigned to your membership record.
- Ensure Girl Scouts are registered for the current membership year and have signed Annual Consent forms on file with the troop co-leader.
- Ensure registered Girl Scouts “opt in” to receive email communications from council.
- Help plan and incorporate cookie program activities into troop meetings.
- Distribute program materials and convey safety information to girls, families, and other troop volunteers.
- Enthusiastically train girls and troop volunteers about cookie program procedures and guidelines.
- Use eBudde, an online application, to manage the cookie program.
- Ensure the troop's cookie order is picked up at the delivery site, cookies are distributed promptly to Girl Scouts, and parent/caregiver signatures are obtained for troop records when cookies are distributed, or payments received.
- Confirm with families if additional cookies are needed to fulfill Digital Cookie girl delivery orders AFTER the Initial Order Taking period or Goal Getter orders AND facilitate getting the needed cookies to the Girl Scout/family.

- Coordinate in-person troop booth sales with the service unit cookie manager or booth coordinator.
- Collect payment from troop families and ensure the amount due to the council is in the troop bank account by the scheduled ACH payment dates.
- Assist in collecting past due funds and, if necessary, provide the council with detailed information on uncollectible amounts by the deadline.
- Distribute rewards to girls promptly.
- Meet all deadlines and communicate concerns to the service unit cookie manager.

Qualified volunteers:

- Are registered as a Girl Scouts of Connecticut (GSOFC) member and have completed the volunteer application process, including a background check, necessary to hold the troop cookie volunteer role.
- Believe in and subscribe to the principles expressed in the Girl Scout Mission, Girl Scout Promise, and Law, and abide by the policies and standards of GSOFC and Girl Scouts of the USA (GSUSA).
- Support GSUSA's commitment to diversity, equity, access, and racial justice.



2023-2024 Cookie Program Overview

The Girl Scout Cookie Program® is an important (and fun!) part of the overall Girl Scout Leadership Experience—the girls build skills while offering delicious cookies to our awesome cookie customers!

Learning by doing, cooperative learning, and Girl Scouts taking the lead are the hallmarks of the Girl Scout Leadership Experience (GSLE). These key concepts are also at the heart of the Cookie Program.

- Girl Scouts gain people skills and confidence when they ask customers to support the troop through a purchase.
- Girl Scouts learn the importance of working together to reach a goal and understand how each sister Girl Scout contributes her/their skills to the effort.
- Girl Scouts determine individual goals and work with the troop to decide on a troop goal. Together, they decide how to use the troop's proceeds to fund activities they help choose.

Product sales programs also provide revenue to GSOFCT. Girl Scouts of Connecticut uses this revenue to fund programming, leadership development opportunities, and training for Girl Scouts and adults throughout the state.

This year's theme is Own Your Magic— all about Girl Scouts finding and owning what makes them special. The theme mascot is the Axolotl.

The Girl Scout Cookie Program guide includes all of the information you need to support Girl Scouts on their journey to become Girl Scout Cookie entrepreneurs!

Whether a Girl Scout's goal is to sell enough cookies to earn a ziplining/climbing adventure, to learn a new skill, or make a difference in their community, we know that nothing can stand in their way.

In last year's cookie program, GSOFCT troops earned more than \$1.8 million in troop proceeds! These proceeds helped fund troop activities as well as Take Action projects that benefited Connecticut communities AND allowed girls to develop the five skills of the Girl Scout Cookie Program. Who can argue with that outcome?



Cookies and Pricing

This year all nine varieties of cookies will be available to order directly from Girl Scouts via the paper order card, and online through Digital Cookie for girl delivery and direct shipping. Available varieties include Adventurefuls®, Lemon-Ups®, Trefoils®, Do-si-dos®, Samoas®, Tagalongs®, Thin Mints®, Girl Scout S'mores®, and Toffee-tastic®.

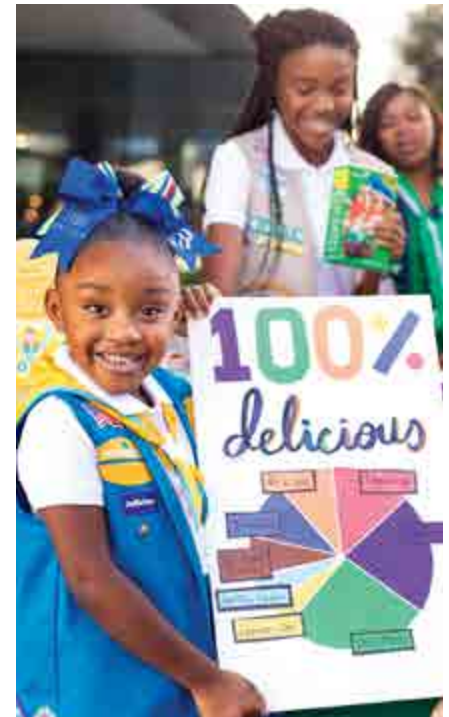
All varieties of cookies will sell for \$6.00 per package.

2023-2024 Cookie Program Overview

Proceeds

Troop proceeds will start at \$1.00 per package and increase to \$1.10 based on the troop's final PGA.

If the troop's final PGA is:	The troop's per package proceeds will be:
Between 1 and 110 packages	\$1.00/package
Between 111 and 160 packages	\$1.05/package
Greater than 160 packages	\$1.10/package



Troop proceeds are based on the troop's final per Girl Scout selling average (PGA) for packages sold between January 20 and April 21, 2024. The PGA is calculated using the total number of packages sold, including: all Initial Order cookies; cookies sold after the Initial Order period; cookies sold at booth sales; for the Cookies for Heroes Program or local gift of caring initiative; and on the Digital Cookie platform.

Additional Proceeds

- Older Girl Scout troops (Junior, Cadette, Senior, and Ambassador levels) are eligible to receive an additional 10¢ per package instead of individual girl rewards. The extra 10¢ will be in addition to the amount earned in tiered proceeds (see chart on this page).
- For a troop to select additional proceeds, the Girl Scouts must vote on this option (majority rules). The troop cookie volunteer will need to select this option in eBudde.
- Review pages 36-37 for details on troop proceeds, the SU Bonus, and Crossover Bonus opportunities.

Cost of cookies (core)	\$1.13
Cost of cookie (premium)	\$2.12
Cost of rewards (includes patches)	\$0.22
Troop Proceeds	\$1.00-\$1.10
Additional troop proceeds (earned by troops meeting Treats & Reads and cookie program benchmarks)	\$0.02
TOP Troop Reward	\$0.05
Council proceeds (provides service to girls, volunteers, training, property maintenance, ect)	\$3.48 - \$3.58
Council proceeds from Girl Scout S'mores and Toffee-tastic	\$2.49 - \$2.59

2023-2024 Cookie Program Overview

Cookie Program Rewards

The 2023-2024 reward lineup features fun rewards that feature this year's mascot—the Axolotl. Check out pages 38-39 and the order card for the full reward lineup.



Back again this year

Charm Patch

35+ Packages
Check out the reward panel on the order card to see how Girl Scouts can earn the charms to add to the patch!



Axolotl Plush
160+ packages



+



**Wallet Pouch and
Own Your Magic Charm**
185+ packages



OR



**Climbing and
Zip Lining at The
Adventure Park
OR
Weekender Tote**
250+ packages



Philanthropic Reward Option

Girl Scouts can choose to donate the value of select reward items to the Connecticut Humane Society instead of receiving the item(s). This option is available at the 110+, 160+, 300+, and 500+ package levels and is noted on the order card with a heart icon. Girl Scouts will earn a custom patch when they choose this option for at least one reward level.

The Connecticut Humane Society is the leading resource in the state for companion animal welfare, enriching the lives of families and communities through adoption services, medical care, education, and prevention of cruelty.

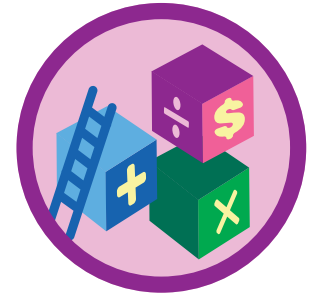


2023-2024 Cookie Program Overview

Financial Literacy Badge

Girls can earn Financial Literacy badges while running their Girl Scout Cookie business. Adult volunteers can use Girl Scout participation in the cookie program to:

- Help Daisies learn about paper money and coins,
- Guide Brownies as they learn the difference between wants and needs and how to build a budget,
- Teach Juniors about a spend-save-share plan, or
- Help older Girl Scouts understand real-life expenses and how to work toward financial independence.

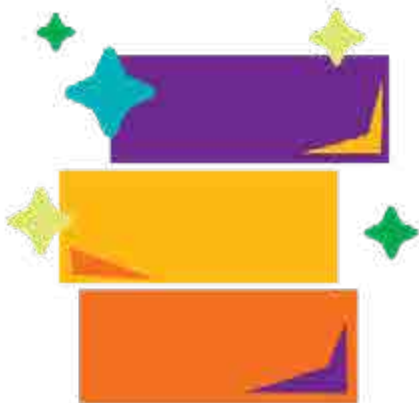


Girl Scout Entrepreneur Family Pin

Girl Scouts Cookie business = a family affair.

Families can support their Girl Scouts as they develop business skills and make amazing memories by earning a different pin every cookie season. Simple, age-specific guidelines meet her where she is developmentally, making success a snap.

Encourage families to visit gsfct.org for Girl Scout level-specific activity sheets to complete with their Girl Scout.



2023-2024 Cookie Program Overview



Get familiar with eBudde—the online application used by troop volunteers and council to manage the cookie program.

eBudde is where:

- Girl Scout Initial Orders are entered, and cookies sold after the Initial Order and at booth sales are assigned to girls.
- Digital Cookie sales for Girl Scouts and troops are recorded.
- Girl and troop rewards are selected and recorded.
- Troop booth sale sites are entered and approved by the service unit.
- Additional cookie cupboard orders are assigned to the troop.
- All aspects of the troop's cookie program, including per Girl Scout selling average, troop per package proceeds, and financial transactions (including payments for Digital Cookie sales) are recorded.

Complete instructions, including how to log on to eBudde, will be available at gsfct.org in January.

All troop cookie volunteers and co-leaders will receive an email in early January with a link to create login credentials to access eBudde for the 2023-2024 cookie program.

NOTE: Troop cookie volunteers MUST be a registered and approved volunteer for the 2023-2024 membership year AND have the troop cookie volunteer OR co-leader role assigned to their membership records in order to access eBudde.



January 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18 Council-sponsored Cookie Rally (virtual)	19	20 Initial Order Taking begins; Digital Cookie storefronts open.
Check out the Troop Cookie Volunteer checklist on page 10-11 to see deadlines and action steps.						
21	22	23	24	25	26	27
Ensure each Girl Scout/family has an Initial Order Taking card, the family flyer, and has received the registration email for Digital Cookie						
28	29	30	31			

February 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
Check-in with Girl Scouts/families to see if they need assistance. Remember: ALL packages sold during Initial Order Taking will count toward the girl and troop Initial Order rewards (see pages 21)!						
11	12	13	14	15	16 ACH Authorization due	17
18	19	20	21	22	23 End of Initial Order Taking; Parent deadline for order entry	24 Goal Getter Order Taking begins!
25 Troop Initial Order due in eBudde	26	27	28	29		

March 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Cookie Delivery Day time slots open in eBudde	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16 Cookie Delivery Day; Booth Sales begin
17	18	19	20	21	22	23
Arrange for all Girl Scouts/families to pick up their cookie order so they can deliver customers' cookies!						
24	25	26	27	28	29	30
31	March 24-30: Start depositing cookie payments from troop families into the troop's bank account.					

April 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 1st ACH payment	6
7 Digital Cookie closes for girl delivery orders	8	9	10	11	12	13
Assign cookies sold after the Initial Order Taking period to Girl Scouts in eBudde. This includes cookies sold at booth sales AND cookies sold via Digital Cookie for girl delivery AFTER the Initial Order.						
14	15	16	17	18	19	20
21 Last day for booth sales; Digital Cookie closes for shipped and donated orders.	22	23	24	25	26 Troop final eBudde deadline	27
Finish assigning cookies to Girl Scouts in eBudde! Deposit final cookie payments into the troop's bank account, including booth sale money.						
28	29	30				

May 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 Final ACH payment; Deadline to submit TOP Troop form.	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June 2024

Rewards, including patches, will be shipped to service unit cookie managers in late June. Please look for a communication from them about where and when to pick up the rewards.



Troop Cookie Volunteer Checklist

Use this handy checklist to help you keep the troop on track with the 2024 cookie program. Check your inbox weekly for *The Cookie Recipe* emails with critical dates and deadlines throughout the cookie program!

Before Cookie Program Begins

- Troop cookie volunteer registers for Girl Scout membership year and completes the volunteer application process, which includes a background check.
- Co-leader ensures every Girl Scout is registered, has submitted a signed Annual Consent form, and has opted into email communications from council.
- Troop cookie volunteer attends service unit's troop cookie volunteer training or views recorded training on gsofct.org.
- Troop cookie volunteer holds a meeting with Girl Scouts and their parents/caregivers to explain the cookie program and set goals. Arrange to distribute materials.
- Check with families to ensure they received the Digital Cookie registration email sent to troop cookie volunteers and parents/caregivers of registered Girl Scouts in mid-January.
- Encourage Girl Scouts to watch the recorded Cookie Rally or watch it as a troop.

Be sure to view at gsofct.org or attend the troop cookie volunteer training in your service unit so you can best support your girls/families!

Cookie Program Initial Order Taking Time | January 20 – February 25

- Ensure that Girl Scouts are ready for the start of the Cookie Program on January 20.
- Check with families to ensure they have access to the Digital Cookie platform.
- Check in with girls and families to offer assistance/support throughout the Initial Order taking period.
- Work with the service unit to set up the troop's booth sale(s).
- Confirm that the troop has submitted the ACH authorization form. Deadline to complete this is February 16, 2024, if not previously submitted for this membership year.
- Encourage Girl Scouts to complete their Initial Order taking by February 23, 2024.
- Remind families to enter paper order card orders via the Girl Scout's Digital Cookie platform by the deadline of February 23, 2024.
- Complete entry of troop's Initial Order and submit Initial Order rewards in eBudde before deadline of February 25, 2024, at 11:59 p.m. **NOTE:** Girl delivery orders will continue to flow into eBudde from the Digital Cookie platform until the troop submits its Initial Order OR February 25 at 11:59 p.m., whichever occurs first.

Goal Getter and Booth Period | February 25 – April 21

- Encourage girls to continue marketing their cookie business in February, March, and April. Troops can use inventory from their initial order to fill any additional orders. Or they can pick up cookies from a cookie cupboard beginning in mid-March.
- Hot tip: Troops whose Girl Scouts continue with the cookie program BEYOND the Initial Order rarely have unsold cookie inventory when the program ends.
- Check in with girls and families to offer assistance/support.
- Work with the service unit to finalize the troop's booth sale(s).

Troop Cookie Volunteer Checklist

- Select your troop's cookie delivery time in eBudde – available starting March 1, 2024. Your service unit's pickup window and location will be in eBudde on the Delivery tab.
- Get ready for Cookie Delivery Day! Secure your drivers and counters and make a plan for when and where troop families will pick up their cookie orders.
- Pick up your troop's cookie order on March 16, 2024.
- Distribute cookies to Girl Scouts/families. Be sure to obtain a parent/caregiver/adult signature when cookies are picked up. Remind Girl Scouts to deliver cookie orders to customers as soon as possible.
- Check-in with troop members and encourage Girl Scouts to continue to work toward their goals, offering assistance and ideas as needed.
- Fill orders that came in AFTER the Initial Order Taking period with extra cookie inventory from the Initial Order or with cookies picked up from a cookie cupboard (see pages 34-35 for cookie cupboard information).
- Hold your troop's booth sale(s). Booths can be held from March 16- April 21. Promptly deposit booth sale money into the troop's bank account.
- Remind Girl Scouts that the girl delivery option on Digital Cookie is available through April 7. If Girl Scouts have online orders for girl delivery that were placed AFTER the Initial Order Taking period, use the troop's extra cookies from its Initial Order OR pick up the needed packages from a cookie cupboard to fill these orders.
- Collect money due for cookies sold in person. Fill out a receipt for any payments received. A customer pays with a credit card for cookies sold via Digital Cookie, so no money needs to be collected by the Girl Scout/family for these orders.
- Ensure that funds are available in the troop account for the first ACH payment on April 5, 2024.
- Remind Girl Scouts and families that April 21 is the last day for customers to place shipped orders via Digital Cookie.
- Assign packages sold after the Initial Order to Girl Scouts in eBudde! The troop cookie volunteer will need to do this for ALL packages, including booth sale cookies, that are sold after the Initial Order Taking period. Deadline April 26, 2024.
- Submit final rewards via eBudde by 11:59 p.m. on April 26.
- Submit TOP Troop Reward form if troop is eligible. Deadline May 3.
- Check eBudde for final amount due council on May 3, 2024. Ensure funds are available in troop account.
- Celebrate the successful cookie season with Girl Scouts and their families!
- Week of May 16: Cookie Credits and TOP Troop Reward certificates mailed to co-leader/troop cookie volunteer.
- Late June/early July: Rewards will be shipped to the service unit cookie manager. Look for communication from them regarding picking up the troop's rewards.

The Initial Order Taking period is the initial selling period. But remember: the cookie program continues through April 21. There is still a lot of time left to participate!





2023–2024 Girl Scout Cookies® Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check littlebrowniebakers.com or girlscoutcookies.org.

All 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



	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Girl Scout S'mores®	Toffee-tastic®
Ingredients	NO ARTIFICIAL FLAVORS	●							●
	MADE WITH NATURAL FLAVORS	●		●				●	
	REAL COCOA	●				●	●	●	
	MADE WITH VEGAN INGREDIENTS						●		
	GLUTEN-FREE								●
	KOSHER CERTIFIED	Ⓢ ⓓ	Ⓢ ⓓ	Ⓢ ⓓ	Ⓢ ⓓ	Ⓢ ⓓ	Ⓢ ⓓ	Ⓢ	Ⓢ ⓓ

	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Girl Scout S'mores®	Toffee-tastic®
Food Allergens	PEANUT	M	M	M	C	M	C	M	M
	TREE NUT	M	M	M	M	C*	M	M	M
	WHEAT	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C
	EGG	M	M	M	M	M	M	M	M
	SESAME								M

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)



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2023-2024 Girl Scout Cookies®

All 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



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
 Approximately 15 cookies per 6.3 oz. pkg.
 \$ _____
 U D



Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
 Approximately 12 cookies per 6.2 oz. pkg.
 \$ _____
 U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
 Approximately 38 cookies per 9 oz. pkg.
 \$ _____
 U D



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling
 Approximately 20 cookies per 8 oz. pkg.
 \$ _____
 U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
 Approximately 15 cookies per 7.5 oz. pkg.
 \$ _____
 U D



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
 Approximately 15 cookies per 6.5 oz. pkg.
 \$ _____
 U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
 Approximately 30 cookies per 9 oz. pkg.
 \$ _____
 U



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling
 Approximately 16 cookies per 8.5 oz. pkg.
 \$ _____
 U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
 Approximately 14 cookies per 6.7 oz. pkg.
 \$ _____
 U D



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ACCEPTED

Cookie Program Troop Family Training

Topic	Discussion Points
<p>Brainstorming and Goal Setting</p>	<p>Discuss ways to use cookie proceeds with the troop. Start by brainstorming answers to the following:</p> <ul style="list-style-type: none"> • What can we do with our cookie money to help others? • What can we do with our cookie money for fun and learning? <p>Girl Scouts should estimate how many packages of cookies the troop and each member will need to sell to reach their goal. Have the girls record their goals on their paper order cards and Digital Cookie dashboard to share them with customers.</p>
<p>Safety Review</p>	<ul style="list-style-type: none"> • Review the safety guidelines on page 17 and the safety guidelines outlined in the Safety Activity Checkpoints for Cookie and Product Sales and GSUSA's Supplemental Safety Tips for Online Marketing at gsocfct.org.
<p>Know Your Cookies</p>	<ul style="list-style-type: none"> • Review the new price point of \$6 for all cookie varieties. • If Girl Scouts are new to the cookie program, review the cookie varieties, ingredients, and allergen information. • If Girl Scouts have participated in the cookie program before, find ways to discuss the cookie varieties with them. <ul style="list-style-type: none"> ◦ Ask them about their favorite cookie flavors. ◦ Play a game, or have a fun quiz about the different varieties. • Remind returning Girl Scouts that Raspberry Rally is not available this season.
<p>Taking Cookie Orders</p>	<ul style="list-style-type: none"> • Review program dates (see calendar on pages 7-9) and that all Girl Scouts are on their honor not to start taking orders before the start date. • Review ways Girl Scouts can reach out to customers (see pages 18-19) • The Digital Cookie platform allows Girl Scouts to reach out to customers via email, text, and social media. See page 22 and 23 for more details. • Girl Scouts can also reach out to customers in person. They should only sell in familiar neighborhoods and follow safety guidelines. • Remind Girl Scouts that payment for cookies sold on the paper order card is collected when the cookies are delivered.



Topic	Discussion Points
Interacting with Customers	<ul style="list-style-type: none"> • Girl Scouts can prepare an in-person sales pitch to ask customers to purchase cookies. Remind them to inform in-person customers about purchasing cookies for Cookies for Heroes. • Younger Girl Scouts can work with their families/trusted adults to set up their Digital Cookie storefront and create messaging for their customers about what they hope to learn while participating in the cookie program and how the troop plans to use the proceeds. • Older Girl Scouts can develop strategies to market their cookie business beyond friends and family, including using social media, holding virtual cookie booths, and safe ways they can reach customers in their communities.
Cookies for Heroes	<p>Discuss this program with girls (see page 24 for details). Encourage them to set a Cookies for Heroes goal that they can share with customers.</p>
Additional Sales & Cookie Booths	<ul style="list-style-type: none"> • Remind girls they can continue their cookie program after the Initial Order Taking period. • Girl Scouts and troops can continue using their Digital Cookie online storefronts to reach customers. Girl delivery orders can be placed through April 7, and direct ship and donation purchases can be made through April 21. • Girl Scouts can also continue taking orders in person with the Goal Getter order card. • Girl Scouts should discuss the possibility of holding in-person and virtual booth sales. <ul style="list-style-type: none"> ◦ Girl Scouts can discuss the possibility of using social media platforms to host a virtual booth or advertise an in-person booth sale. ◦ Girl Scouts and families must review GSUSA's Supplemental Safety Tips for Online Marketing before using social media to promote their cookie program
Rewards	<ul style="list-style-type: none"> • Older Girl Scouts (Junior and older) can discuss if they want to take individual rewards or additional troop proceeds. Troops must vote (majority rules) to decide to take additional proceeds instead of rewards. • Note: Daisy and Brownie troops must take the individual reward option. • Rewards are pictured on the order card and are listed in this guide and on the website. Encourage Girl Scouts to consider setting goals to help them earn the desired rewards.
Cookie Delivery and Payments	<ul style="list-style-type: none"> • Discuss with Girl Scouts/families when and where cookie orders can be picked up. • Discuss with Girl Scouts/families the procedure for obtaining cookies for orders placed after the Initial Order Taking period has ended. • If Girl Scouts/families accept checks from customers, they should be made payable to GSOFCT and taken only from friends and family. • Cash or customer checks should be promptly turned over to the troop cookie volunteer. • Cookies should not be left with customers without receiving payment. • The customer pays for cookies ordered via Digital Cookie with a credit card at the point of purchase. Girl Scouts/families do not need to collect payment for these cookie orders. Troops are credited for these payments in eBudde. • Discuss with Girl Scouts/families that money earned through the cookie program belongs to the troop, not individual girls and will be used to help support the activities the troop has planned.

Cookie Program Tips

Have girls discuss and decide:

- Ways to promote the cookie program to EVERYONE!
- Where and how to sell (neighborhood, booth sale; parent/caregiver, family or friend workplace, etc.)
- How to track progress toward individual and troop goals.
- How to use troop proceeds for fun, learning, and giving back.
- How to celebrate ALL the successes in this year's cookie program, including growth in the five skills, badges earned, and troop proceeds earned!



Involve Parents/ Caregivers!

Parents and caregivers play a BIG role in their Girl Scout's cookie program success!

- Hold a troop family meeting to discuss WHY the troop is participating.
- Let families know WHAT the troop goal is and have girls vote on how to use the troop's cookie program proceeds.
- Be sure to share the five skills (see page 25) with families.

Goals, Goals GOALS!

The key to success in the cookie program? Simple. SET A GOAL.

- A Girl Scout's Digital Cookie platform is a great way to keep track of her cookie program progress!
- Girls can check out Pinterest for suggestions for goal charts they can make and print out or keep on their or their parent/caregiver's mobile device.

Sell Beyond Friends & Family

- REMEMBER: Customers are eagerly looking for their favorite Girl Scout Cookies!
- Girl Scouts can keep the pocket order card (detached from the larger order card) in their backpack or the car, so they are always prepared to take a customer's order.
- Download the Digital Cookie mobile app on a Girl Scout's or parent/caregiver's mobile device, so they don't miss an opportunity to progress toward their cookie goal!
- Consider additional ways to market a Girl Scout's cookie business, such as distributing door hangers, holding a walkabout sale, reaching out to local businesses, or asking permission to sell at an adult's workplace.

The safety of Girl Scouts is our priority throughout the Girl Scout Cookie Program. Please visit gsfct.org (Cookies+ tab) after December 1 for additional cookie program safety information. All Girl Scouts and families should know the safety guidelines to ensure a successful cookie program.

Note: Troop volunteers/Girl Scouts/families should be aware of and abide by any state and local public health guidance.

BEFORE the cookie program begins

- All Girl Scouts must be registered and have a signed Annual Consent form on file with a co-leader before participating in the cookie program.
- Educate Girl Scouts and parents/caregivers about cookie program safety, so they understand and are aware of safety measures.
- The Digital Cookie platform is the only approved online sales tool for Girl Scouts to sell cookies. Girl Scouts cannot set up third-party sites where cookies are marketed or sold, i.e., Facebook Marketplace, eBay, Craigslist, etc.
- Review the Safety Activity Checkpoints for Computer/Online Activities AND Cookie and Product Sales for complete safety guidelines (gsfct.org>Members>Volunteers>Forms and Documents> Volunteer Essentials/Safety Activity Checkpoints).
- Review the GSUSA Internet Safety pledge before using the internet to promote a Girl Scout's cookie program.
- Girl Scouts and families must review and abide by GSUSA's Supplemental Safety Tips for Online Marketing before using social media to promote a Girl Scout's cookie program.

DURING the cookie program

- An adult must accompany Daisies, Brownies, and Juniors when they sell, take orders, or deliver cookies in person.
- Cadettes, Seniors, and Ambassadors may use the buddy system and pair up with another Girl Scout. However, adults must be available while Girl Scouts engage in cookie program activities.
- Adults should supervise Girl Scouts when participating in any online activity related to the cookie program.
- Girl Scouts 12 and younger can use the social media accounts of parents/caregivers/trusted adults to promote their cookie program. Girl Scouts 13 years and older can use their social media accounts.
- Girl Scouts should only share their first names, troop/group number, or council name when selling online.
- If providing an email address, a Girl Scout should use either a group account monitored by an adult, or an email account owned by an adult.
- Never reveal a Girl Scout's email or street address when online.
- Girl Scouts should wear a membership pin, uniform, or Girl Scout clothing when selling, taking orders, or delivering cookies.
- Only go door-to-door during daylight hours and in familiar neighborhoods.
- Do not enter the home or vehicle of a stranger.
- Be safe on the road, especially in busy intersections and along the roadway.
- See pages 29 for booth sale safety guidelines.

Money Safety

- Safeguard money at all times.
- Avoid keeping large amounts of money in a Girl Scout's or family's possession.
- Money should be regularly given to the co-leader or troop cookie volunteer and promptly deposited into the troop bank account.
- Daisy Girl Scouts should not handle money.

Connecting with Customers

Many people would love to buy Girl Scout Cookies, but they have not been asked! Encourage Girl Scouts and families to consider new ways to connect with customers in addition to their tried-and-true methods.

**The key takeaway:
Always ask people
if they would like to
purchase cookies.
Being asked is how
people become cookie
customers!**

**Booth sales, including
drive-thru booth sites
and virtual booths
on social media, are
great ways to reach
customers. See pages
27-29 for more info.**

Friends & Family

Friends and family are frequently Girl Scouts' first cookie customers because they are the people Girl Scouts know best! Younger Girl Scouts can find it helpful to practice their sales pitch to people with whom she is most comfortable.

- Visit friends and family in person or reach out by email, text, or phone. Use the Digital Cookie platform to send marketing emails.
- Girl Scouts 13 years and older can use their social media to let people know they are participating in the cookie program. Girl Scouts 12 and younger can use their parents', guardians', or trusted adult's social media account.
- Strategize ways to find customers beyond friends and family, by developing a marketing plan and brainstorming all the communities the Girl Scout and her family belong to.

Door-to-Door in the Neighborhood

- Girl Scouts can take orders on their order cards throughout the initial order period and return to deliver the cookies when they arrive in March. Remember: Cookies are paid for when they are delivered.
- Girl Scouts can leave a flyer or door hanger at familiar homes letting neighbors know they are selling Girl Scout Cookies. The marketing piece can include a QR code that will take the customer directly to the Girl Scout's Digital Cookie storefront. The piece can also provide an adult's phone number and an adult-monitored email address so the Girl Scout can be contacted to place an order. Girl Scouts can also email neighbors a link to their Digital Cookie site using an adult-monitored email address.
- Another idea: Conduct a walkabout with cookies in hand or take orders using the Goal Getter order card in March and April so neighbors can buy cookies.

Girl Scouts and parents/caregivers must review the Digital Marketing Tips for Cookie Entrepreneurs and Families and Supplemental Safety Tips for Online Marketing at [girlscouts.org](https://www.girlscouts.org) before using social media to promote a Girl Scout's cookie program.

Connecting with Customers

Parent/Caregiver/Family Friend Co-workers and Colleagues

- Parent/caregiver/family friend workplaces may allow a girl to present to staff (in person or virtually) to ask individuals to buy cookies.
- A workplace might allow the adult to forward a picture of the order card with cookie variety descriptions and a note with the Girl Scout's first name and cookie goal.
- If a Girl Scout is marketing her cookie program at a place of business, an adult may be responsible for the order card. But Girl Scouts should take responsibility for filling orders, writing thank-you notes, and, if possible, delivering cookies.

More Tips for Reaching Customers

- Let customers know about the Cookies for Heroes Program. Customers can purchase cookies to be donated to active-duty service members, veterans, and local heroes (see page 24 for more information).
- Keep the order card handy or download the Digital Cookie app so girls won't miss a cookie sale opportunity.
- Visit local businesses to ask employees/owners if they would like to order cookies as gifts for loyal customers or thank-you gifts for employees.
- Other prospective customers include school and extracurricular teachers, coaches, social workers, and members of a family's house of worship.



Initial Order Taking Period

**Initial
Order Taking
kicks off on
January 20!**

Participating in the Initial Order Taking portion of the program is the **SINGLE** best way for Girl Scouts to reap the full benefits of the cookie program and reach their cookie program goals!



January 20—February 23

- Troop cookie volunteers gain access to eBudde on January 20.
- eBudde instructions will be posted on gsfct.org no later than January 18.
- The cookie program starts, and Digital Cookie online storefronts open for business on January 20.
- Create login credentials for eBudde (per eBudde instructions).
- Review the contact information listed for the co-leader and troop cookie volunteer in eBudde (Contact tab) and edit, if needed.
- Digital Cookie orders (girl delivery, shipped, and donation) will flow directly into eBudde during the Initial Order Taking period and should NOT be manually entered.
- In-person orders (paper order card) can be entered by parents via Digital Cookie until February 23 at 11:59 p.m.
- If not entered by parents, troop volunteers must enter Girl Scouts paper order sales into eBudde **NO LATER** than February 25 at 11:59 p.m.
- **OPTIONAL:** Additional cookies can be ordered on the Booth line as part of the troop's initial order. These should be entered in package, **NOT** case, quantities. See page 28 for additional information about ordering booth sale cookies.
- **Note:** Cookies ordered as part of the Initial Order, including the extra roundup packages and any quantities on the Booth line, **CANNOT** be returned to/exchanged at a cookie cupboard.

See pages 32-33 for information about Cookie Delivery Day.

Cookie Delivery Day March 16

- All cookies ordered as part of a troop's initial order **MUST** be picked up on Cookie Delivery Day.
- Each service unit has an assigned location and pickup window. Check with your service unit cookie manager to confirm **YOUR** service unit's pickup location.
- Your service unit's pickup window and location will be viewable in eBudde beginning on March 1.
- It is the troop cookie volunteer's or co-leader's responsibility to select a pickup time during your service unit's pickup window.
- Distribute cookies to Girl Scouts/families as soon as possible after the troop picks up the cookies. **IMPORTANT:** Obtain an adult signature when each Girl Scout's cookie order is picked up. Use the receipt booklet included in the cookie program material you picked up from your service unit cookie manager.

Initial Order Taking Period



Girl Initial Order Reward

Girl Scouts who sell at least 150 packages during the Initial Order Taking period will earn this fashion forward Crossbody Bag and patches! The patches can be used to personalize the bag.

All packages included in a Girl Scout's eBudde record for the Initial Order, including packages sold in-person, via Digital Cookie, and for donation, will count toward the Girl Scout earning the Initial Order Reward.

Troop Initial Order Reward

Troops averaging 140+ packages per Girl Scout selling during the Initial Order Taking period will earn a fun baseball cap and Cookie Box Charm for each Girl Scout that has an Initial Order in eBudde.



Booth Order Bonus

Troops earn a \$20 bonus for every 20 cases (240 packages) ordered on the Booth line on the Initial Order tab. Note: Qualifying troops must have at least two girls with Initial Orders entered in eBudde.

- Booth cookies ordered on the Initial Order are picked up as part of the troop's cookie order on cookie delivery day.
- Booth cookies ordered as part of the Initial Order are NOT eligible to be returned to a cookie cupboard, even if not sold during the cookie program.
- Girls registered as Juliettes do not qualify for this bonus.



Digital Cookie

The Digital Cookie platform allows Girl Scouts to add e-commerce to their cookie program and gain a powerful marketing tool. When setting up their Digital Cookie storefront, Girl Scouts include messages about what they hope to learn during this year's cookie program and how the troop plans to use its cookie program proceeds.

A Girl Scout's or troop's Digital Cookie website becomes a great way to inform customers about how their cookie purchase supports the Girl Scout, her troop, and their community—PLUS it allows the customer to buy cookies at the same time. Win-win!

Access to the Digital Cookie platform (digitalcookie.girlscouts.org) begins in early January 2024. Look for a registration email on/ around January 10 to get started. Visit gsfct.org after December 15 for more information.

Ensure the Girl Scouts (not the parents/caregivers) in your troop are “opted in” to emails in their membership record to ensure the Digital Cookie registration email is sent to their parent/caregiver!

Simple steps to get girls started.

1

Register.

Parents/caregivers of all registered Girl Scouts will receive an email invite on or around January 10 to register their Girl Scout(s) for this year's Digital Cookie platform. Follow the link in the email to get started.

Note: The email will be sent to the email address associated with the parent/caregiver's record. Please encourage the parents/caregivers in the troop to confirm that the email address associated with their membership record is correct.

Visit gsfct.org anytime after December 15 for more information.

2

Set up an online storefront.

Girl Scouts can enter their sales goal, upload a fun picture or video asking customers to make a purchase, and share their cookie store. Save the storefront settings, have the site approved by a parent/caregiver, and publish the site. Beginning on January 20, 2024, the online storefront will be live for customers to visit and purchase cookies.

3

Invite Customers.

Girls can manage their cookie customer list and send ready-to-use emails inviting people to support their cookie program. They can also share a link to their Digital Cookie online storefront with family and friends on social media.



New! This year, parents can enter their Girl Scouts Initial Order paper order card totals through the Digital Cookie Dashboard!

Top Features for Girl Scouts/Families

Digital Cookie is more than a marketing tool and e-commerce platform. It allows Girl Scouts/families to directly manage their cookie program online!

- With easy set-up for Girl Scouts and their adults, the My Cookies tab allows for insight into a Girl Scout's cookie program:
 - Girl Scout/family can see all the inventory assigned to the Girl Scout.
 - View the total number of cookies sold by the Girl Scout, including booth sale cookies.

Valuable tools for troop volunteers

Two troop links to accommodate in-person delivery or pickup AND direct ship to the customer.

- Troops can choose to use one, both, or neither link. TOP TIP: Troops should consider using the in-person delivery link at in-person booth sales to accept credit card payments (with no fee for the troop or customer).
- The troop in-person link will NOT be active until after the Initial Order Taking period. Only individual Girl Scout Digital Cookie links and troop direct ship links are active.
- Troop volunteers should encourage Girl Scouts/families to make reward selections from the Girl Scout's Digital Cookie dashboard so the volunteer can pull a report to make the reward entries in eBudde.



Critical points for troop volunteers, Girl Scouts, and families

Girl delivery option on individual Girl Scout links is available between January 20 and April 7

- Packages purchased for girl delivery during the Initial Order Taking period (January 20 – February 25) will automatically populate in a Girl Scout's record in eBudde.
- Packages purchased for girl delivery AFTER the Initial Order Taking period will need to be MANUALLY added to a Girl Scout's record by the troop cookie volunteer. The weekly The Cookie Recipe emails will provide more information on how to do this.

Use the Digital Cookie mobile app (available in The App Store and Google Play). The mobile app makes it a snap to approve girl delivery orders, send marketing emails on the spot, and accept credit card payments for in-hand cookie purchases.

The only tasks the app CANNOT handle are:

- Registering a Girl Scout(s) for this year's Digital Cookie platform, and
- Approving a Girl Scout's Digital Cookie site.

Girl Scouts can earn special rewards for Digital Cookie sales, including a unique charm to add to the Charm Patch! Check out the order card or page 39 for more information.



Cookies for Heroes



Cookies for Heroes are \$6.00/ package

Cookies for Heroes (CFH) is the council's Gift of Caring program. Girl Scouts can offer their customers the opportunity to support their troop and, at the same time, donate cookies to women and men serving in the military, veterans, and local heroes. Plus, they can earn cool rewards!

How do girls sell cookies for CFH?

Girl Scouts can sell cookies for CFH:

- In person during and after the Initial Order taking period.
- At booth sales and walkabouts.
- Via their Digital Cookie storefront.

When taking cookie orders, Girl Scouts should ask the customer if they want to make a CFH purchase. If Girl Scouts leave an order card at a parent/caregiver/trusted adult's workplace, they can attach a CFH flyer to the order card. Booth sales are also a great time to promote Cookies for Heroes. Troops can decorate their booths with posters and flyers to market the program.



Girl Scouts can earn this special patch for selling 1+ packages for the Cookies for Heroes program.

How are these cookies accounted for, and how do Girl Scouts receive credit for these cookies?

When Girl Scouts sell a package (or more!) for CFH in person via the order card, they record the sale on the order card, and the troop cookie volunteer ensures that the sales are recorded in eBudde.

Packages sold for Cookies for Heroes on the Digital Cookie platform are automatically recorded in eBudde and should NOT be manually added by the troop volunteer.



Girl Scouts who sell 15+ packages for the CFH program will also earn the Cookies Heart Charm.

How do cookies sold for CFH get to the intended recipients?

GSOFACT partners with organizations to deliver the cookies. Therefore, the troop does not receive or physically handle packages of cookies sold for CFH.

TIP:
Suggest girls set a CFH goal to share with their customers.

Five Skills of the Girl Scout Cookie Program

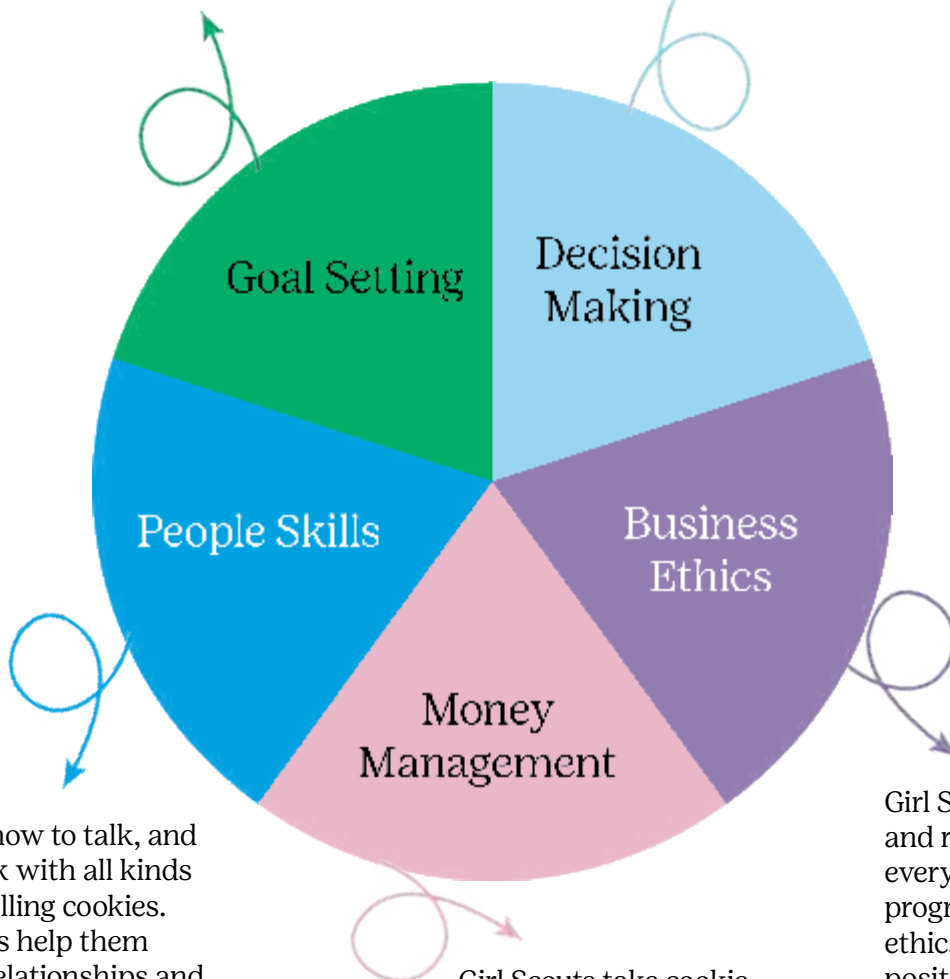
The Girl Scout Cookie Program is THE leading entrepreneurial program for girls. Use the graph below to explain to Girl Scouts and parents/caregivers how participating in the Girl Scout Cookie Program gives Girl Scouts skills they need to succeed now and as they become adults.

When Girl Scouts and troops participate in the cookie program, girls learn to work as a team to accomplish goals while building confidence in their skills and abilities. And, did we mention fun? Girls have a ton of that too.

Visit [Girlscouts.org/gsle](https://www.girlscouts.org/gsle) for more information about the Girl Scout Leadership Experience.

Girl Scouts set cookie sales goals individually and with their troop. Along the way, they develop cooperation and team-building skills!

Girl Scouts help decide how their troop will spend their cookie money, furthering their critical thinking and problem-solving skills to help them in many aspects of their lives.



Girl Scouts learn how to talk, and listen to, and work with all kinds of people while selling cookies. These experiences help them develop healthy relationships and conflict resolution skills they can use throughout their lives.

Girl Scouts take cookie orders, handle customers' money, and gain valuable and practical financial literacy skills.

Girl Scouts are honest and responsible at every step of the cookie program. Their business ethics reinforce the positive values they are developing as Girl Scouts.

Beyond Initial Order Taking

Cookie program opportunities continue past the Initial Order Taking period! Girl Scouts and troops are most successful when they continue marketing their cookie program during March and April.



Top tips for maximizing Girl Scouts' and troops' cookie program:

- Set up a Digital Cookie online storefront.
 - Girl Scouts can set up their Digital Cookie site any time during the cookie season. See the Calendar on pages 7-9 for key Digital Cookie dates and pages 22-23 for info about getting started with Digital Cookie.
 - Troops can set up their in-person delivery site and direct ship site at any point during the cookie program. However, troop in-person sites will be active between February 24 and April 4. Troop direct ship sites will be active between February 17 and April 21.
- Hold virtual booths on social media platforms.
- Consider additional ways to connect with customers (see pages 18-19 for many suggestions about finding more customers).
- Hold a Cookies for Heroes/local gift of caring initiative campaign. One way is to partner with local business owners to promote gift of caring purchases to their customers.
- Use social media to advertise the Cookies for Heroes Program and provide a Girl Scout or troop direct ship link for customers to make a purchase.

Filling additional orders

Reaching out to customers past the Initial Order Taking period is key to maximizing Girl Scout and troop cookie goals. The expectation should be that there will be orders to fill AFTER the Initial Order Taking period.

- Check with Girl Scouts/families to see if they have additional online girl delivery OR in-person orders to be filled. REMEMBER: Girl delivery orders DO NOT flow to eBudde after the Initial Order is submitted. The troop volunteer will either need to pull a report from eBudde or communicate with the troop family to determine the quantity and variety of the packages required to fill the additional orders.
- Determine if the troop has the cookie inventory for these orders or schedule a visit to a cookie cupboard to pick up the needed cookies (see pages 34-35).
- For all cookies sold AFTER the Initial Order, the troop volunteer will need to manually add these cookies to a girl's record from the troop's inventory in eBudde. This includes booth sale cookies as well as girl delivery online orders. Instructions on how to do this will be included in the weekly The Cookie Recipe emails beginning at the end of February.

Girl Scouts and parents/caregivers must review the Digital Marketing Tips for Cookie Entrepreneurs and Families and Supplemental Safety Tips for Online Marketing at girlscouts.org before using social media to promote a Girl Scout's cookie program.

Cookie booths are a fantastic way for Girl Scouts to reach new customers and troops to increase their sales. Booth sales are generally held in front of local businesses or at community events with high foot traffic. Girl Scouts can also consider holding a virtual booth on social media with the supervision of troop adults.



How does the troop obtain a booth sale site?

Booth sale sites are handled at the service unit level. Troops should check with their service unit cookie manager to determine the service unit's procedure for securing a booth site. Once the service unit confirms a booth site, it **MUST** be entered into the troop's record in eBudde (Booth Sites tab).

Listing the booth site in eBudde is **REQUIRED** to:

- Act as the troop's trip application **AND**
- Allow the booth to be listed in the Cookie Finder app.

Troops may only hold booth sales within their service unit's geographic footprint. If a troop has a booth sale opportunity outside their service unit's footprint, they must contact their service unit cookie manager to obtain permission to hold the booth sale at the desired location.

Booth sales can only be held during the booth sale period (March 16– April 21, 2024). The GSOFACT Product Sales team must approve any exceptions.

Occasionally the council will set up booth sites open to **ALL** troops regardless of where the site is located. These booth sites will be listed in eBudde and will be available on a first-come, first-served basis.



Booth Sales | March 16 – April 21

Basic Guidelines for Holding a Booth Sale

- Cookie Booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills.
- **Booth sales are considered a troop activity.** Occasionally, a Girl Scout in a troop will want to hold a booth outside of or in addition to the troop's booth sale(s). These Girl Scouts and families must adhere to the service unit procedures for securing a booth site.
- If this situation arises, please refer the parent/caregiver to the service unit volunteer who handles booth sites for your service unit.
- **Troops can obtain inventory for their booth sale in the following ways:**
 - Order cookies on the Initial Order on the Booth line, or
 - Beginning the week of March 11, troops can pick up cookies at most council and service unit cupboards. All cupboards will be open starting the week of March 17.
 - Note: Cookies ordered as part of a troop's Initial Order may NOT be returned to a cookie cupboard, even if the cookies are not sold by the end of the cookie program.
- **Only cookies received in one of the following ways may be sold during the 2024 booth sale season:**
 - Picked up from a GSOFCT cookie delivery site on March 16, 2024, or
 - Picked up from a GSOFCT cookie cupboard beginning the week of March 11, 2024.
 - Cookies from 2023 Election Week Cookie Sales, a different council, or a previous cookie season CANNOT be sold.
- **Several factors determine booth sale durations.** Booth sales can be held for as few as 60 minutes or an entire day. Factors that will influence the duration of the booth sale include:
 - The number and ages of participating Girl Scouts and the availability of adult volunteers.
 - The availability of the location as determined by the service unit.
 - The weather! Cold, windy, rainy, or snowy conditions may dictate a shorter booth sale.
- **Check in with the business owner/manager and follow any instructions they give you.** Please do not ask the business for supplies or change; the troop is responsible for bringing everything it will need for the booth sale.
- **Store cases off the ground and keep things neat!** Remove empty cases right away. Remove everything the troop brought to the site when leaving.
- **All cash donations MUST be used to purchase cookies for the Cookies for Heroes Program OR the troop's local gift of caring initiative.** Cash donations should NOT be taken as a donation to the troop.
- **Girl Scouts must always be present.** Adults may assist but not sell Girl Scout Cookies. At least two adults MUST be present at the booth. At least one of these volunteers must be registered with GSOFCT and be an approved volunteer. Consider having additional volunteers at the booth sale to assist with bathroom breaks or in case of emergencies.
- **Girl Scout Cookie booths CANNOT be held in partnership with businesses, organizations, or events a Girl Scout cannot legally patronize,** including bars, breweries, tobacco stores, liquor stores, and marijuana dispensaries.



Booth Sale Safety and Best Practices

Safety Guidelines

- At least one approved volunteer from each troop is expected to participate in product sales training and update the girls and volunteers on safety and program materials before the booth sale.
- Check out the booth sale site beforehand. Look for security measures and the location of the nearest bathroom.
- Keep Girl Scouts safely away from cars.
- Girl Scouts should oversee making all sales.
- Review the Safety Activity Checkpoints for Cookie and Product Sales at [gsofct.org>Members>Forms and Documents>Volunteer Essentials/Safety Activity Checkpoints](https://gsofct.org/Members/Forms%20and%20Documents/Volunteer%20Essentials/Safety%20Activity%20Checkpoints).
- The Girl Scout/adult ratio should always be followed. This information can be found at [gsofct.org>Members>Forms and Documents>Volunteer Essentials/Safety Activity Checkpoints](https://gsofct.org/Members/Forms%20and%20Documents/Volunteer%20Essentials/Safety%20Activity%20Checkpoints).
- Troops may not promote, collect, or sell items other than Girl Scout Cookies at a cookie booth.
- Booth locations should not block a store location or exit.
- Be sure to have a plan for safeguarding the money collected at the booth. Do not keep large amounts of money at the booth location.

What to bring to in-person booth sales

- In addition to cookies, bring a cash box with starter cash and a table.
- If the troop opts to accept credit cards, bring the card reader or mobile device with the Digital Cookie mobile app.
- Signs and decorations for the table.
- Cards and ribbons to make multi-box bundles for occasions like birthdays or holidays.
- A Cookies for Heroes flyer and a Thin Mint box wrapped in the Cookies for Heroes box wrap to promote the program.
- A box or container to collect cookies purchased for a troop's local gift of caring initiative, if applicable.
- Cookie costumes for Girl Scouts to wear to attract customers to the booth. See Pinterest for ideas!
- Snack and water for the Girl Scouts. Note: Girl Scouts and adults should step away from the table when eating or drinking.
- First Aid kit

Pro Tips

- There are many ways to hold a booth sale, so make sure to present all the options to troop families. Successful booth sales can include:
 - In-person booths in front of local businesses or large community events, in a neighborhood, or at the top of a troop family's driveway.
 - A drive-thru booth sale in a school/church/business parking lot (with appropriate permission)
 - A virtual booth promoted on troop families' social media accounts.
- Consider using one or both troop links on the Digital Cookie platform. Troop families can share the links on social media to expand the base of potential customers. If a troop sets up the direct ship link, it will be included on the GSUSA Cookie Finder app beginning mid-February, so customers who don't personally know a Girl Scout can order cookies to be directly shipped.
- Talk about the Cookies for Heroes Program with customers.
- Allocate the cookies in eBudde to all Girl Scouts who participated in the booth sale (Girl Order tab). This ensures all Girl Scouts who participated receive credit for sales. The weekly The Cookie Recipe emails will include more information about this.
- Cookies should be allocated in a way that is fair to all Girl Scouts. Remember: Girl Scouts who weren't at the booth sale may have helped out in other ways, such as making posters or helping to pick up the cookies.

Cookie Booth Essentials



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Remember to follow all guidelines that your council sets, like approved and designated booth locations, as well as requirements for setting up, running, and taking down a booth.



Have fun! Decorate your booth to attract customers. Pick a theme and have the Girl Scouts in your troop get creative.

Booth Requirements



While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!

- All booth sales must take place in a designated, approved area.
- Booths should not block a store entrance or exit.
- Make sure there is adequate space for a table for the cookies to be on display, and the participating Girl Scouts. Ensure that pedestrians, bikes, and cars can safely pass by.
- Always have a first-aid kit available at the booth.
- Have approved volunteers/adults present at a booth at all times.

Tips for Safeguarding Cookie Money



- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie packages.
- Don't walk around with large amounts of money.
- Bank cookie money often and do not keep money at home or at school.
- Reduce cash transactions by offering credit card payment options whenever possible.

Booth Sale Fun!



Cookie Delivery Day – March 16, 2023

All cookies included in a troop's initial order will be picked up on March 16 at one of the statewide cookie delivery sites. This date is FIRM. The troop is responsible for identifying troop adults to pick up the troop's cookie order at the designated location on March 16. Each service unit is assigned a delivery site location and a time range for troops to pick up their cookie order.



The time slots for cookie delivery day will be available in eBudde on the Delivery tab beginning on March 1. Troops will see the time slots available for their service unit.

Compact Car	25-30 cases
Standard sedan (using back seat and trunk)	50-60 cases
Small SUV (back seats folded down)	60-75 cases
Full size SUV/Minivan (extra seats removed or folded down)	100-150 cases
Standard pickup truck*	100 cases
Cargo van	200 cases

** cookies must be covered during transport*

Cookie Delivery Day To-Do List

Ahead of delivery day:

- Recruit adults to help with cookie pick-up. One person is needed to drive the vehicle, and another to be the counter. Please note: If your troop has many cases to pick up, you may need more than one vehicle on delivery day. See the chart on the opposite page to determine how many vehicles you will need to pick up the troop's order.
- Sign up for a pickup time (Delivery tab) in eBudde. The Delivery tab will open for troop users on March 1, 2024. Please make a note of the time selected AND your cookie delivery location.
- Ensure appropriate space has been identified to store the cookies. The area must be protected from weather, smoke, car exhaust, pets, and wildlife.
- Make a plan for troop families to pick up their cookies. Remember to have a parent/caregiver sign a receipt for each Girl Scout's cookie order when it is picked up. These signatures are essential to transfer responsibility for the cookies from the troop cookie volunteer to the family.

Before pickup time:

- Make sure all vehicles arriving for cookie pickup are clean and empty. For safety reasons, do not bring children or pets.
- Open pickup trucks must have a covering to protect the cookies.
- Make sure the troop has an adult to act as a counter at the delivery site; youths younger than high school age are not eligible to serve as a counter. If the troop is bringing multiple vehicles, the troop only needs one counter. Having a counter is essential to ensure the troop receives the correct number of each cookie variety.

During pickup time

- Arrive at your scheduled time. Troops that arrive before or after their assigned time will only be allowed to join the line when traffic flow and time permits.
- If your troop will be using more than one vehicle to pick up cookies, ask all drivers to arrive at the assigned time. Troop vehicles will not be allowed to join the line until all vehicles are present.
- Count the cookies. A troop adult must sign and be responsible for the cookies received before leaving the delivery site. Therefore, they must be sure the troop received all the cases they are signing for. If delivery overages, shortages, or damages are discovered, the troop cookie volunteer should report them to the delivery site manager as soon as possible. If the overage, shortage, or damage is found after the cookie delivery site is closed, the discrepancy should be reported to the Product Sales team (customercare@gsofct.org) as soon as possible but no later than 72 hours after cookie delivery day.

Cookie Cupboard FAQ's



What is a cookie cupboard?

Locations where additional cookies can be picked after the Initial Order Taking period to fill additional orders, including online girl delivery orders that come in after the Initial Order Taking period closes. Cookie cupboards can also be used to stock inventory for booth sales. Knowing that additional cookies can be obtained encourages Girl Scouts and troops to continue to work toward their goals- and beyond!

There are two types of cookie cupboards: council and service unit. Council cookie cupboards are open to all troops, regardless of which service unit they are assigned to. Service unit cookie cupboards serve the troops assigned to a specific service unit. A list of council cookie cupboards and cupboard manager contact information will be available at gsfct.org by March 1, 2024.

Where are cookie cupboards located?

Throughout the council! We anticipate having more than 20 cookie cupboards this year. Volunteers most frequently manage cookie cupboards in available space, such as living rooms, garages, storage units, and donated space at businesses. There are also cookie cupboards hosted on some GSOFCCT properties.

When are cookie cupboards open?

The cupboard manager determines cupboard hours and days of operation. Most council cupboards will be open the week before cookie delivery day (March 16). We highly recommend that troop volunteers contact the cupboard manager of their desired cupboard to confirm the exact dates and times the cupboard will be open, including the last date for the troop to return eligible cookies.



How are cookies ordered/reserved through the cupboard?

Below is a brief overview of how to reserve cookies to pick up at a cookie cupboard. Instructions will also be posted at gsofct.org, included in The Cookie Recipe emails, and written eBudde instructions as the booth sale and cupboard season draws closer.

- Troop volunteers enter the cookie order directly in eBudde on the Transaction tab as a Pending Order to the desired cupboard. The date the troop selects to pick up **MUST** be at least six days in the future.
- Troop cookie volunteers should submit a cookie order to a cupboard **AS SOON AS** they know they will need cookies. Waiting until the week before the booth sale to submit the order might result in the cupboard not having the cookies the troop is requesting.
- If cookies are needed sooner than six days from when the troop cookie volunteer is submitting the request and the troop cookie volunteer attempts to enter it into eBudde, eBudde **WILL NOT** save it, and it will not be transmitted to the cookie cupboard manager.
- If a troop needs cookies on short notice (sooner than six days), the troop cookie volunteer will need to contact the cupboard manager directly to confirm if the cupboard has the inventory to fill the request.

How do I change a cookie order that has already been submitted in eBudde?

Troop volunteers cannot modify or delete a cookie reservation once it has been submitted. However, the cupboard manager can change or delete a cookie reservation. For this reason, it is far preferable for troops to submit cookie reservations early and request to modify or cancel the order, if needed, rather than waiting until the last minute to submit a reservation.

Can cookies picked up at the cupboard but not sold be returned?

Yes, with the following qualifications:

- Troops can return up to 60% of the number of cases picked up from the cupboard within five business days of the booth date. For example, if a troop picks up 20 cases of cookies on April 3 for a booth on April 6, it can return up to 12 unopened cases in sellable condition to the cupboard no later than April 11. For troops holding a second booth sale within 10 days of another booth sale they may request to hold the cookies until the second booth sale has taken place.
- Only full cases can be returned (no partial cases or individual packages). The cases must be unopened and in sellable condition. Cookies must **NOT** be kept in a vehicle when they are not being transported to and from booth locations.
- Cookies eligible for return **MUST** have been originally picked up from a cupboard during the 2024 booth sale season. Cookies that were part of a troop's Initial Order and picked up on cookie delivery day **CANNOT** be returned to or exchanged at a cupboard.



Cookie Program Rewards & Bonuses

Girl Scout Rewards

- Girl rewards, EXCEPT for Initial Order rewards, are based on all cookies sold from January 20 -April 21, 2024. Rewards are pictured on pages 38-39, the cookie order card, and at gsfct.org.
- All girl rewards are cumulative EXCEPT for Cookie Credits. A girl will earn the highest value Cookie Credit based on her/their final package total (see below for details).
- If an older Girl Scout troop (Junior and older) elects to take additional proceeds (10¢ more per package), Girl Scouts will still receive all earned patches and Cookie Credits as well as the Initial Order, Digital Cookie, and Cookies for Heroes rewards. Girls Scouts will also receive rewards at the 750+ package level and higher, if earned. The Girl Scouts will not receive the charms at the 75+ and 185+ package levels.
- Note: Daisy and Brownie troops are not eligible to choose additional proceeds and must choose the individual girl reward option.
- Instructions on how to order Final rewards will be included in the eBudde instructions, which will be posted at gsfct.org by early April.

Cookie Credits

- Girl Scouts earn Cookie Credits beginning at 185+ packages.
- Cookie Credits can be used to pay registration fees for 2024 GSOFC Summer Camp or to purchase items from any GSOFC shop or camp trading post.
- When Cookie Credits are used to pay 2024 GSOFC Summer Camp registration fees, the value of the Cookie Credit will be doubled!
- Cookie Credits are mailed to the co-leader or troop cookie volunteer in mid-May. Cookie Credits expire on September 24, 2024.

Troop Crossover Bonus

- Troops that achieve at least \$135 per Girl Scout selling average in Treats & Reads, 150+ packages per Girl Scout selling average in the 2023-2024 cookie program (excluding 2023 Election Week Cookie Sales) and have at least two girls participate in both Treats & Reads and the Initial Order Taking portion of the cookie program will earn an additional 2¢ per package in troop proceeds.
- The bonus will be credited to the troop in eBudde after the cookie program has ended before the final ACH payment.
- Note: Juliettes do not qualify for the Crossover Bonus.

Cookie Program Rewards & Bonuses

Service Unit Bonus

Service units can earn a cash bonus for increasing their sales over the 2023 cookie program! The bonus will be paid by ACH directly to the service units after the close of the cookie season. Funds earned may be used for legitimate service unit expenses.

To qualify, service units must meet these requirements:

- Have a volunteer designated and managing the cookie program for the service unit
- Complete the ACH Authorization form for the service unit by May 1, 2024
- Have at least a 1/2 percent increase in total sales over the 2022-2023 cookie season

Qualifying service units:

- Will earn 1/2¢ for every package sold if the service unit increases its sale by 1/2 percent or more OR
- Will earn 1¢ for every package sold if the service unit increases its sale by two percent or more!

Participation in the Cookie Program for Juliettes

- Juliettes and their parents/caregivers work with a designated volunteer in the service unit during the cookie program who will assign cookies to the Girl Scout in eBudde, make reward selections, and collect money for in-person orders.
- Juliettes earn \$1.00 per package. Juliettes who are Junior level or older can opt out of earning girl rewards and earn an additional 10¢ per package (total of 1.10¢ per package).
- Juliettes do not earn tiered proceeds based on a per Girl Scout selling average and do not qualify for the Cookie Crossover Bonus or the TOP Troop reward.
- All Juliette proceeds are held within the service unit bank account and are disbursed for appropriate Girl Scout activities upon request.
- See the Juliette Guide to the Cookie Program for details.

TOP Troop Reward – 5¢ in GSOFACT shop credit for every package sold!

- To earn this reward, troops must complete five requirements: three mandatory and two additional requirements of the troop's choosing from the chart on this page.
- The co-leader/troop cookie volunteer must also complete the TOP Troop Reward form. A troop will NOT earn this reward unless the form has been completed and submitted by the deadline (May 3, 2024).
- The TOP Troop Reward form link will be posted at gsfct.org by April 12, 2024.
- Note: Qualifying troops will have a minimum of two girls with cookie program sales, and Juliettes are not eligible for this reward.

Mandatory Requirements (all three MUST be met)	Additional Requirements (troop must complete two)
Achieve PGA of 135+ packages	Set a troop sales goal and share the troop's plan for its cookie program proceeds
Submit the ACH authorization no later than February 16 2024, AND have all ACH payments completed on time	Have at least 50 percent of the participating girls earn a cookie business OR financial literacy badge.
Have a minimum of two girls participate in the Initial Order Taking period, AND the troop must submit its Initial Order in eBudde by the deadline (11:59 p.m. on February 25, 2024).	Hold at least one booth sale or walkabout and provide a picture of the event.
	Have at least 50 percent of the participating girls set up sites in Digital Cookie AND send marketing emails.

Reward Lineup



Initial Order Troop Reward
Own Your Magic Baseball Cap
and Cookie Box Charm
140+ per girl average selling



Initial Order Girl Reward
Crossbody bag and Fashion Patches
150+ packages (initial order)



Charm Patch
35+ pkgs



Magical Marker and
Axolotl Samoas Charm
75+ pkgs



or 

Own Your Magic
Playing Card Set
110+ pkgs



or 

Axolotl Plush
160+ pkgs



Wallet and Own Your Magic Charm
AND \$10 Cookie Credit
185+ pkgs



or



Adventure Park or Weekender Tote
AND \$15 Cookie Credit
250+ pkgs



or 

Axolotl Pouch AND
\$25 Cookie Credit
300+ pkgs



Own Your Magic T-Shirt and
Lanyard AND \$35
Cookie Credit
400+ pkgs



or 

Axolotl Pillow, Socks, and
Collapsible Cup AND
Cookie Credit
500+ pkgs



or



Two Tickets and Buffet Lunch at
Quassy Amusement Park on
June 8, 2024, or GSOFT
Sweatshirt AND
\$75 Cookie Credit
750+ pkgs

Cookie Credits used to help pay for 2024 GSOFT Summer Camp registration will be redeemed at twice their face value.

All rewards are cumulative except for Cookie Credits. Council reserves the right to make substitutions to the item's color, material, or size or to substitute an item of equal or greater value due to changes or challenges in product availability.



CEO Circle on June 23, 2024, 3pm-7pm
@An-se-ox And the Frog Charm Plus
1000+ Bar patch AND
\$100 Cookie Credit
1000+ pkgs

American Girl or



Custom American Girl Doll or Photo Fun
Bundle (Fujifilm Instax mini camera
plus accessory bundle and KODAK
portable printer with paper) or one week
at GSOFACT day camp (up to \$350)
1300+ pkgs



Room Bundle (choice of colors) or Nintendo
Switch Console with choice of game or GSOFACT
Resident Camp (up to \$550)
1600+ pkgs

OR



Cookie Crossover Patch

To earn the patch:

Girls must have sent 18+ emails, created an
avatar, and used the Share My Site function
during the 2023 Treats & Reads program
AND

Sell 150+ packages of cookies during the
2023-24 Girl Scout Cookie Program.



Gift of Caring Patch
Sell 1+ pkgs for
Cookies for Heroes



Cookies
Heart Charm
Sell 15+ pkgs for
Cookies for Heroes



+



Cookie Techie Patch
and Charm Sell 75+ pkgs
through Digital Cookie



Mini Axolotl
Sell 110+ pkgs
through Digital Cookie

The Adventure Park

Girl Scouts who sell 250+ packages can choose a climbing and zip lining experience at The Adventure Park!

There are two locations (Discovery Museum in Bridgeport OR Storrs), and several dates Girl Scouts can choose for their adventure! Parents/caregivers of eligible girls who choose The Adventure Park option will be contacted via email in early May with additional information about how to reserve a date and time.

Note: The dates are the ONLY dates available for Girl Scouts to redeem their visit. Girl Scouts younger than seven, as of May 21, 2023, will need to select the Discovery Museum/Bridgeport location due to equipment suitability for smaller climbers and course layout.

Sunday, May 19

Monday, May 27 (Memorial Day)

Sunday, June 9

Sunday, June 23

Thursday, July 4

Sunday, July 7

Wednesday, July 10

Thursday, July 11

Sunday, July 21

Thursday, August 1

Sunday, August 4

Wednesday, August 14

Sunday, August 18

Monday, September 2 (Labor Day)

Sunday, September 15

Cookie Program Finances

Troop cookie payments to council are made directly through ACH payments from the troop bank account. Troop proceeds, and any bonuses earned will be calculated before the final ACH payment, and these amounts will remain in the troop bank account. Payments credited for Digital Cookie sales will also be taken into consideration when calculating the amount due council.

ALL troops must complete and submit an ACH authorization for the current membership year NO LATER than February 16, if not already submitted for the 2023-2024 membership year. The link to the ACH authorization can be found at gsfct.org in the Cookie Resources section on the Finance drop-down menu.

NOTE: The ACH authorization must have been submitted AFTER September 10, 2023, to be valid for the current membership year. ACH authorizations submitted before that date are not valid for the 2023-2024 cookie program.

There will be two ACH payments to pay council for cookies received by troops: the first payment will be initiated on April 5, 2024, for 60% of the amount due to council and a final ACH payment for the balance due council will be initiated on May 3, 2024.

The Troop Sales Report in eBudde will show the Amount you owe council (the amount due minus payments made including Digital Cookie payments) at the bottom of the report. This amount is what is used to calculate the 60% owed for the April 5 ACH payment.

The final ACH payment on May 3 will be for the full amount shown on the eBudde Sales Report for the Amount you owe council (the amount due minus payments made including Digital Cookie payments).

If the Troop Sales Report shows a negative amount owed to council the council will initiate a payment of 60% of the amount owed back to the troop for the April 5 ACH payment and the full amount owed back to the troop for the final ACH payment on May 3.

Payment from customers

As point-of-sale transactions are increasingly cashless, troops should consider accepting credit cards for payment at booth sales. If the troop chooses to accept credit cards, it is responsible for obtaining the device, if applicable, and all associated fees. Fees for paying by credit card may not be charged to the customer.

NOTE: There are no additional fees for troops/Girl Scouts/families when purchases are made and paid through the Digital Cookie platform.

For orders taken in person, cookies are paid for when they are delivered.

- Cash or check payable to GSOFCT are accepted in-person payments and should be given to the Girl Scout/parent/caregiver when cookies are delivered. Girl Scouts and families should consider only taking checks from customers known by the family.
- GSOFCT does NOT require payment before delivery. However, cookies should NOT be left without receiving payment. Exception: If an in-person customer purchases cookies ONLY for the Cookies for Heroes Program, payment can be collected when ordered.

For orders placed via the Digital Cookie platform, payment will be made via a customer's credit card at the point of purchase.

- Payment will be via customer credit card regardless of the delivery option the customer chooses – donated, shipped, or in-person delivery.
- Girl Scouts will NOT collect payment from customers for these orders.
- Note: If the council receives notice from a customer that cookies purchased through Digital Cookie for girl delivery were not received, the Girl Scout and troop leader will be notified. If the cookies are not delivered 2 weeks after the notification the order will be canceled in eBudde and the girl and troop will lose credit for the sale. If it is past the date when orders can be canceled, the full amount of the sale will be deducted from the troop bank account via ACH so that customers can receive a refund.

For cookies purchased when Girl Scouts/troops have cookie inventory in hand (March/April), payment can be collected in the following ways:

- Cash or check payable to GSOFCT. Troops should consider only accepting checks from customers known by troop families.
- Credit cards using the troop or Girl Scout Digital Cookie storefront to process the payment.

The troop cookie volunteer is responsible for keeping track of all products distributed to families and payment amounts received from each Girl Scout's family.

Payment to the troop from families

- The troop cookie volunteer must use the receipt booklet to collect signatures whenever money or product is exchanged.
- The troop cookie volunteer is responsible for communicating to troop families the amount owed and the procedure for making payment to the troop.
- Troop cookie volunteers should record in eBudde all Girl Scout/family payments received.

Cookie Program Payment Issues

If a troop cannot collect the amount due from a Girl Scout/family, the troop should NOT pay the council for the packages that have not been paid for. If this is the case, the co-leader/troop cookie volunteer must contact the Product Sales team (customer-care@gsofct.org) no later than April 2 for the first ACH payment and no later than April 30 for the final ACH payment to ensure the troop's payment to the council is adjusted.

The council requires the following documentation to be submitted no later than June 1, 2024:

- A completed Parent/Caregiver Cookie Program Delinquency form, including steps taken to collect the money.
- Original parent/caregiver signature accepting cookies and making any payments towards the amount owed.
- A copy of the Girl Scout's Annual Consent form.

If the council successfully collects the debt from the family within a reasonable time, the troop will receive the proceeds due. If a troop collects the delinquent amount after submitting the documentation, the Product Sales team must be notified (customer-care@gsofct.org).

If the bank returns a check for non-payment, the troop should take the following steps:

- Attempt to resolve the situation with the parent/caregiver or customer.
- If unable to recover the value of the check and bank fees within two weeks, submit the following documentation to the GSOFCT Finance team no later than June 1, 2024, to be reimbursed:
 - Original legal copy of the check from the bank.
 - Copy of the bank notice
 - Troop information, including troop number, service unit name, co-leader contact information, and description of attempts to collect the money.
- Documentation should be mailed to the address below. If documentation is received AFTER June 1, 2024, reimbursement will be withheld until the council has recovered the funds.

Girl Scouts of Connecticut
Attn: June Vaine
340 Washington Street
Hartford, CT 06106

