The Cookie Recipe
Issue 1

A Resource Guide for Volunteers during the 2024 Cookie Season

You have been chosen to receive this email because you are:

- Listed as a troop co-leader in Volunteer Systems
- Listed as a troop or service unit cookie volunteer in Volunteer Systems

We'd like to welcome you to this year's The Cookie Recipe email series. This series will contain specific cookie program-related information, including tips, deadlines, and reminders to ensure that your troop has a successful cookie program.

If you are no longer your troop or service unit cookie volunteer, and you do not wish to receive these emails, please do two things:

1. Contact our **Customer Care Department** to request that the troop or service unit cookie manager role is removed from your membership record.

2. Forward this email to the current, approved troop or service unit cookie manager and ask them to contact our **Customer Care Department** to request the troop cookie manager role be added to their membership record.

Welcome to the 2024 Cookie Program!

This year's program theme is "Own Your Magic" featuring our axolotl mascot, Lucy. The Own Your Magic theme reminds Girl Scouts to embrace their special gifts and share them with the world.

Thank you for stepping up into the role of cookie volunteer for your troop and/or service unit. With the help and guidance of dedicated adult volunteers like you, today's Girl Scout Cookie® sellers are on their way to own their magic and reach their cookie program goals!

Action Steps

Is your troop ready for the start of the Cookie Program? Here are a few things to keep in mind before the Cookie Program begins on January 20th.

1. Ensure Girl Scouts are registered!
Check with your co-leaders to ensure all Girl Scouts are registered for the 2023-2024 membership year and Annual Consent forms are on file with the troop. Families of unregistered Girl Scouts can contact our Customer Care Team for assistance in registering their Girl Scout for the 2023-2024 membership year.

2. Ensure <u>YOU</u> are registered!
Troop cookie volunteers must be registered and approved for the 2023-2024 membership year. You can confirm your registration status via MyGS always accessible via the icon on the upper right corner of our website. If you are not currently registered, you can register via **MyGS**.

Once you have accessed your account in the membership system and confirmed you are registered and approved, make sure you have the co-leader or the troop cookie manager role assigned to your membership. Contact our **Customer Care Team** (800-922-2270) with questions/issues.

3. Have you picked up the cookie program materials for your troop?
Be sure to find out who your service unit cookie manager is. They will be a primary resource throughout the cookie program. Your service unit cookie manager has cookie program information and materials you will need.

If you need assistance finding out who is managing the cookie program for your service unit, please contact GSOFCT's **Customer Care Team** and we'll put you in contact with the volunteer for your service unit. Please include your troop number and service unit name in the email.

4. Attend a cookie program training!
If you haven't already, plan to attend a cookie program training held by your service unit.
If you were unable to attend a training, or need a refresher, we have a prerecorded
cookie training video available for troop cookie volunteers.

5. Plan to train the girls and troop families after you have completed your training.
Since the cookie program kicks off on Saturday, January 20, you'll want to make sure that Girl Scouts are ready to start taking in-person orders and reaching out to customers via the Digital Cookie® platform. This **guide** provides four easy steps to get started with Digital Cookie.

Be sure to check the GSOFCT website for additional information and support.

6. Check-in with troop families to ensure that they received the Digital Cookie registration email!
Digital Cookie registration emails will be sent to parents/caregivers on January 18. If a troop family did not receive the Digital Cookie registration email, they will need to reach out to our Customer Care team.

Remember: After a Girl Scout is registered, it can take up to 48 hours for changes to be uploaded into Digital Cookie. Parents/caregivers will need to keep an eye on their inbox for the Digital Cookie registration email. If they still have not received a registration email after 48 hours, they should contact Customer Care

7. Encourage Girl Scouts to watch the recorded Virtual Cookie Rally or watch it together for a fun troop activity!
This pre-recorded cookie rally will have great information about this year's Cookie Program and fun activities for Girl Scouts! The link to the rally will be posted on our website on January 18.

Cookie Chats

We will be holding a series of Zoom calls for volunteers on various topics in the cookie program. While we will have a primary discussion point for each call, these calls are also an opportunity to ask the Product Sales Team any questions you have about the cookie program. Please see below for the full calendar of Cookie Chats.

Getting Started
Time: January 18, 2024 07:00 PM Eastern Time (US and Canada)
Join Zoom Meeting
Meeting ID: 975 3367 7319
Passcode: Cookies

Digital Cookie Overview
Time: January 23, 2024 07:00 PM Eastern Time (US and Canada)
Join Zoom Meeting
Meeting ID: 924 8770 3306
Passcode: Cookies

Submitting the Initial Order
Time: February 15, 2024 07:00 PM Eastern Time (US and Canada)
Join Zoom Meeting
Meeting ID: 987 5237 6216
Passcode: Cookies

Initial Order Call-In Night
Time: February 25, 2024 06:00 PM Eastern Time (US and Canada)
Join Zoom Meeting
Meeting ID: 980 9475 1423
Passcode: Cookies

Finalizing the Cookie Program for Your Troop
Time: April 16, 2024 07:00 PM Eastern Time (US and Canada)
Join Zoom Meeting
Meeting ID: 975 1865 6511
Passcode: Cookies

Cookie Chats Schedule

January 15 – Digital Cookie registration email sent to parents/caregivers.
January 18 – Recorded Virtual Cookie Rally posted.
January 20 – Initial Order taking period begins, Digital Cookie Platform opens.
February 16 – ACH Authorization form due (if not already submitted.)
February 23 – End of Initial Order taking. Parent deadline for order entry in Digital Cookie.
February 24 – Goal Getter order taking begins.
February 25 – Troop Initial Order due in eBudde.

The complete calendar for the 2024 Cookie Program can be found on our website on the **Cookie Program Resources page**.