



2023-2024 Girl Scout Cookie Program® Family Newsletter

Welcome to the Girl Scout Cookie Program!
As the largest girl-led entrepreneurial program in the world, this year's program offers both first-time and veteran cookie sellers the opportunity to have fun and learn new skills!

Why participate?

Every year, Girl Scouts throughout Connecticut use their cookie earnings to make their communities a better place. Plus ALL proceeds from the cookie program stay in Connecticut! These funds allow Girl Scouts to participate in events and activities they choose and helps Girl Scouts of Connecticut (GSOFC) to fund programming, leadership development opportunities, and trainings for youth members and adults throughout the state.

The Girl Scout Cookie Program is an important part of the overall Girl Scout Leadership Experience. This year's theme is Own Your Magic—all about Girl Scouts finding and owning what makes them special!



2024 Cookie Season
Resources, Cookie Varieties,
and Allergen Information

Every registered Girl Scout may participate in this year's cookie program. Reach out to your Girl Scout's troop leader or service unit cookie manager to learn more about this year's cookie program!

Key dates

- January 18:** GSOFC Prerecorded Virtual Cookie Rally
- January 20:** Initial Order Taking begins and Digital Cookie storefronts open
- February 23:** Initial Order Taking ends
- February 24:** Goal-Getter Order Taking begins
- March 16:** Cookie Delivery Day and Booth Sales begin
- April 7:** Digital Cookie closes for girl-delivery orders
- April 21:** Cookie program ends

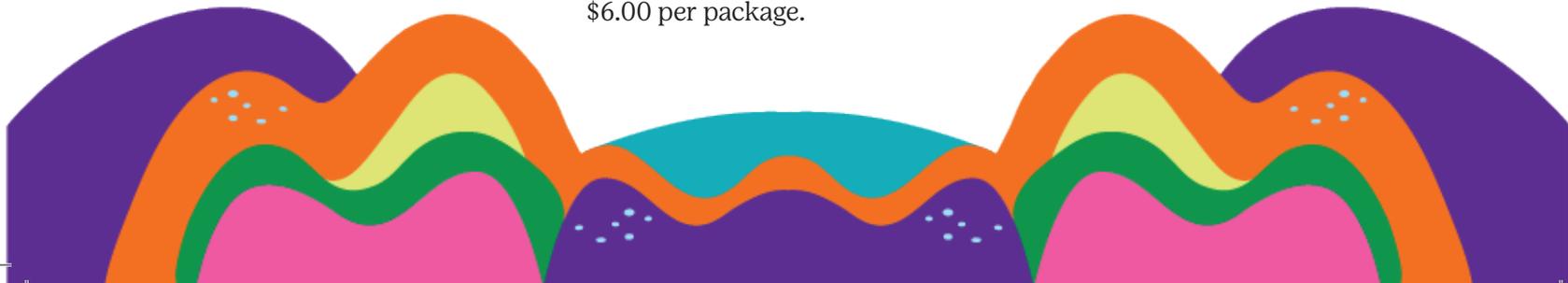
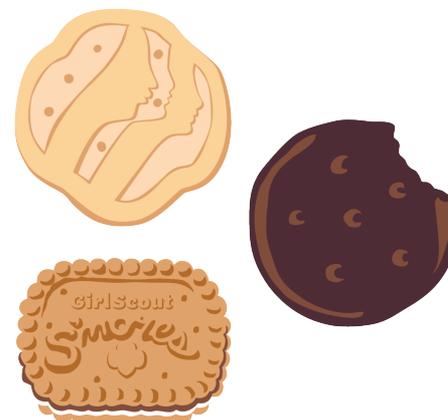
Check with your Girl Scout's troop leader for additional program dates and deadlines.

2024 Cookie Lineup

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.



Cookie Entrepreneur Family

The Cookie Entrepreneur Family pin series encourages the whole family to help the Girl Scout reach her/their cookie program goals. Girl Scouts develop business skills and make amazing memories. Each Girl Scout program level has its own set of requirements to help families guide her/them as they run their own cookie business year after year. Girl Scouts can earn a unique pin for each year they participate.

5 Skills of the Cookie Program

When Girl Scouts and troops participate in the cookie program, they learn to work as a team to accomplish goals while building confidence in their skills and abilities. To learn more about the Girl Scout Leadership Experience visit girlscouts.org/gsle.



Safety

The safety of Girl Scouts participating in the cookie program is a priority for Girl Scouts of Connecticut. Below are some key safety guidelines youth members and families need to be aware of when participating in the cookie program.

- All Girl Scouts must be registered and have a signed Annual Consent form on file with the troop.
- An adult must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, or delivering cookies. Cadettes, Seniors, and Ambassadors may use the buddy system under the supervision of an adult.
- Girl Scouts should wear a membership pin, uniform, or Girl Scout clothing when selling and taking orders in person or delivering cookies.
- Girl Scouts and families must review and abide by GSUSA's Digital Marketing Tips for Cookie Entrepreneurs and Supplemental Safety Tips for Online Marketing (available at gsfct.org) prior to using social media to promote a Girl Scout's participation in the cookie program.
- Girl Scouts 12 years and younger may use social media accounts of parents/caregivers/trusted adults to promote their Digital Cookie online storefront. Girl Scouts 13 years and older may use their personal social media accounts.
- Girl Scouts and families should be aware of local and state Covid-19 guidance.

Cookie Program Rewards

The 2023-2024 reward lineup encourages Girl Scouts to set ambitious goals for this year's cookie program! With fun items at each reward level plus a NEW philanthropic option (CT Humane Society) at four levels, this year's program has something for every Girl Scout. See the printed cookie order card or go to gsfct.org to see the complete reward lineup.



Charm patch
35+ packages



Own Your Magic playing card set
110+ packages



Axolotl plush
160+ packages



Look for the heart icon on the order card for reward levels where Girl Scouts can choose to donate to the CT Humane Society!

Digital Cookie Top Tips

The Digital Cookie platform allows Girl Scouts to add e-commerce to their cookie program. Girl Scouts can use email and social media to drive customers to their online storefront where customers can purchase cookies for girl delivery or direct ship!

Look for the registration email in mid-January to get your Girl Scout started.

Using the Digital Cookie app, Girl Scouts can send customers an email with a link to their online storefront, or once cookies are in hand, accept credit card payments and give cookies to the customer on the spot.

Girl Scouts can also earn special rewards for Digital Cookie sales, including a unique charm to add to the Charm Patch!

Reaching out to Customers

Families are instrumental in helping Girl Scouts reach their cookie program goals. While friends and family may be a Girl Scout's first customers, remember these tried-and-true ways to expand your cookie network:

- Door-to-door sales and distributing door hangers, if permitted.
- Parent/caregiver/family friend's coworkers and colleagues.
- Sharing a Girl Scout's Digital Cookie site on social media.

Before using social media, Girl Scouts/parents/caregivers must review the *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Supplemental Safety Tips for Online Marketing* at gsfct.org.