

Key Dates

- Mid-December: registration emails for Digital Cookie are sent to parents/guardians for all girls registered for this membership year.
- January 8: Initial Order Taking begins and Digital Cookie online storefronts open for business!
- February 11: Initial Order Taking ends. All paper order card orders need to be submitted to the troop co-leader/troop cookie manager.
- February 12–April 3: Girl Scouts continue to take orders/sell cookies. Check with your troop cookie manager about ways your Girl Scout can continue working toward her cookie program goals.
- March 5 OR 6: Troop pickup day for all cookies ordered during the Initial Order Taking Period!
- March 5—April 3: Booth Sales! Check with your co-leader/troop cookie manager to find out if the troop is holding booth sales.
- March: Deliver cookies to Girl Scout's customers. As money is collected from customers, be sure to give the money to the troop to be deposited into the troop bank account.

Welcome to the Girl Scout Cookie Program®! Whether your Girl Scout is participating for the first time or is a veteran cookie seller, the 2021-2022 cookie program promises to be full of fun and learning!

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program. Every year, Girl Scouts throughout Connecticut use their cookie earnings to do amazing things in our communities. Plus, ALL proceeds from the cookie program stay in Connecticut! These funds allow girls to participate in events and activities they help choose and GSOFCT to fund programming, leadership development opportunities, and trainings for girls and adults throughout the state.

Every registered Girl Scout may participate in this year's cookie program, so don't wait! Reach out to your Girl Scout's troop leader to find out the troop's plans for this year's cookie program!



NEW Cookie: Say hello to Adventurefuls™!

We are excited to announce that a new cookie—Adventurefuls—have been added to the cookie lineup this year! An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt, Adventurefuls takes cookie lovers on a delicious taste adventure just like Girl Scouts go on their own amazing adventures through the cookie program.



This brings the total number of cookie varieties to nine. Adventurefuls has joined the other core flavors—Lemon-Ups®, Trefoils®, Do-si-dos®, Samoas®, Tagalongs® and Thin Mints®—at the \$5 price point. Girl Scout S'mores® and Toffee-tastics® will be at \$6, the same as last year.

Additional cookie info

2022 Girl Scout Cookie descriptions and pictures



2022 Girl Scout Cookie Food Allergen Guide



5 Skills of the Girl Scout Cookie Program

When girls 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! To learn more about the Girl Scout Leadership Experience, visit www.girlscouts.org/gsle.



Reaching out to customers



Families are instrumental in helping girls reach their cookie program goals. While friends and family may be a Girl Scout's first customers, don't forget other tried-and-true ways of reaching customers:

- Door-to-door in the neighborhood and using door hangers, if permitted, to advertise a Girl Scout's cookie program
- Parent/guardian/caregiver/family friend co-workers and colleagues
- Sharing a Girl Scout's Digital Cookie site on social media

The Cookie Entrepreneur Family Pin returns!



The year-by-year Cookie Entrepreneur Family pin collection is a fun way for families to support their Girl Scout as she develops business skills, makes amazing

memories, and earns a different pin for her uniform for every cookie season she participates.

Girl Rewards

The 2021-2022 reward lineup has items perfect for a Girl Scout's next adventure! Be sure to check out the full reward lineup on the order card or on the Girl Scout's Digital Cookie dashboard.



NEW for 2022: The Adventure Park reward choice is at a new, lower level—225+ packages! With two park locations and 11 dates in the spring/summer of 2022 to choose from, we hope even more girls will climb with courage to earn this reward!

Safety

Girl Scouts of Connecticut places great emphasis on the safety of girls participating in the cookie program. Below are some key safety guidelines girls and families need to be aware of when participating in the cookie program.

- » All girls 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 can use the buddy system.
- » Girl Scouts must wear a membership pin, uniform, or Girl Scout clothing when selling and taking orders in-person or delivering cookies.
- » Girls and families must review and abide by GSUSA's *Digital Marketing Tips for Cookie Entrepreneurs* and *Supplemental Safety Tips for Online Marketing* (available at girlscouts.org) prior to using social media to promote a Girl Scout's participation in the cookie program.
- » Girls 12 and younger can use social media accounts of parents/guardians/trusted adults to promote their Digital Cookie online storefront. Girls 13 years and older can use their own social media accounts.
- » Visit gsocfct.org for the most up-to-date information regarding GSOFCT's COVID-19 guidance for Girl Scout activities.

Digital Cookie Top Tips for Girls

- » Look for the registration email in mid-December to get your Girl Scout started!
- » Girls can use email and social media to drive customers to their online storefront so customers can purchase cookies for girl delivery OR direct ship!
- » Using the Digital Cookie app, girls can send customers an email with a link to their storefront OR, once cookies have arrived, accept credit card payments and give cookies to the customer on the spot.