



2022-2023 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 promises to be full of fun and learning for first time AND veteran cookie sellers!

Why participate?

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 Girl Scouts of Connecticut (GSOFCT) to fund programming, leadership development opportunities, and trainings for girls and adults throughout the state.

The Girl Scout Cookie Program is an important (and fun!) part of the overall Girl Scout leadership experience—lots of learning for girls and super delicious cookies for our awesome cookie customers!

Every registered Girl Scout may participate in this year's cookie program. Reach out to your Girl Scout's troop leader to find out the troop's plans for this year's cookie program!

Key Dates

- February 2nd: Council virtual Cookie Rally.
- February 4th: Initial Order Taking begins and Digital Cookie storefronts open for girl delivery and Gift of Caring orders.
- February 27th: Digital Cookie open for direct ship orders.
- March 10th: Initial Order Taking ends.
- March 11th: Goal Getter Order Taking begins!
- April 1st: Cookie Delivery Day and booth sales begin.
- April 23rd: Digital Cookie closes for girl delivery.
- May 7th: Cookie program ends.

Spread the cheer – Raspberry Rally™ is here!

New to the cookie lineup is Raspberry Rally! This cookie is a thin, crispy cookie infused with raspberry flavor and dipped in chocolaty coating.



The addition of Raspberry Rally to the iconic Girl Scout Cookie Program marks the first time GSUSA has piloted an online-exclusive cookie. Raspberry Rally will be sold exclusively on the Digital Cookie™ platform for direct shipping to customers. Raspberry Rally will not be available for girl delivery or for booth sales. It will be available for customers to purchase using a Girl Scout or troop Digital Cookie storefront beginning February 27th. The Raspberry Rally variety will be available in limited quantities.



2023 Girl Scout Cookie descriptions and pictures



2023 Girl Scout Cookie Food Allergen Guide



Cookie Entrepreneur Family

The year-by year Cookie Entrepreneur Family pin collection encourages the whole family to join together 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 Girl Scouts run their own cookie business year after year. Girl Scouts can earn a unique pin for every 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. And did we mention fun? Girl Scouts have a ton of that, too! To learn more about the Girl Scout Leadership Experience visit girlscouts.org/gsls.

Cookie Program Rewards

The 2022-2023 reward lineup is sure to encourage Girl Scouts to set ambitious goals for this year's cookie program. With great items plus the philanthropic option (donating the value of the reward to The Shoe that Grows Program) at four levels, this year's program has something for every Girl Scout. See the printed order card OR check out the My Rewards tab on a Girl Scout's Digital Cookie® dashboard for the complete lineup.



Charm patch
35+ packages



Dolphin Bracelet
110+ packages



Coral the Dolphin plush
160+ packages



Look for the shoe icon on the order card for the reward levels where Girl Scouts can choose to donate to The Shoe that Grows Program!

Safety

Girl Scouts of Connecticut places great emphasis on the safety of Girl Scouts 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 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 can use the buddy system under the supervision of an adult.
- Girl Scouts must 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 and younger can use social media accounts of parents/caregivers/trusted adults to promote their Digital Cookie online storefront. Girl Scouts 13 years and older can use their social media accounts.
- Girl Scouts and families should be aware of local and state Covid-19 guidance.

Digital Cookie Top Tips

- Look for the registration email at the end of January to get your Girl Scout started.
 - Girl Scouts 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, 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.
- Remember: The new cookie, Raspberry Rally, can only be purchased via

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, don't forget other tried-and-true ways of reaching customers:

- Door-to-door and distributing door hangers, if permitted.
- Parent/caregiver/family friend's co-workers 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