

# The Cookie Recipe

Issue 7



A Resource Guide for Volunteers  
during the 2024 Cookie Season



## Initial Order Period

We are in the homestretch for wrapping up the Initial Order!

**Troop volunteers have until today Sunday, February 25 at 11:59 PM** to submit the troop's Initial Order.

The [Entering the Initial Order Cookie Chat](#) walks through directions for submitting the troop's Initial Order and Initial Order Rewards.

We have written [eBudde instructions](#) that detail entering and submitting troop's Initial Orders. These instructions can be found in the [eBudde drop-down menu](#) on the Cookie Seller & Volunteer Resources page.

If you have questions or need assistance with submitting the Initial Order for your troop, the Product Sales team will be holding an Initial Order Call-in Night on Sunday, February 25. Please join anytime from 6:00 PM to 10:00 PM.

**Topic: Initial Order Call-In Night**


**Time: Feb 25, 2024 06:00 – 10:00 PM** Eastern Time (US and Canada)

<https://zoom.us/j/98094751423?pwd=SHJBKzBFaFFHTGU5TTZTQlpmRkJSQT09>

Meeting ID: 980 9475 1423

Passcode: Cookies

Did you miss any paper order card orders or need to make changes to your troop's Initial Order after you've submitted it? Please contact us at [customercare@gsofct.org](mailto:customercare@gsofct.org) or by phone (800) 922-2770.



# Action Steps

## **1. Leap into the Goal Getter Period of the Cookie Program!**

Cookie Program fun doesn't end after the Initial Order period! Girl Scouts will continue to Own Their Magic during the Goal Getter period from February 24 – April 21. Troops, now is the time to re-visit the goals set at the start of the cookie program and strategize new ways to reach them!

- Encourage Girl Scouts in your troop to brainstorm new potential customer bases and ways to reach out to them.
- Get creative! Have Girl Scouts make up a fun cookie song or cheer, create cookie booth displays, or flyers to share in their neighborhood.
- Communication is key! Be sure to update Girl Scouts and their families of troop goals and how close you are to achieving them.

To help kick off the goal getter period and celebrate the leap year, we want to hear how your troop is leaping into this part of the cookie program.

Post your troop's goal to social media and tag @GSOFCT. Ex. "Our troop's goal is to earn enough funds to supply 100 meals to the local food pantry, or we would like to earn enough to go horseback riding at the end of the year." You can share some of the fun and creative ways that your troop is working towards your goals (who knows, you might inspire other troops!) On March 1, 8, and 15 we will randomly select one troop that tagged us in a post to receive an ice cream maker and supplies for a troop ice cream party!

## **2. Reaching out to customers past the Initial Order Taking Period is key to maximizing Girl Scout and troop cookie goals!**

Girl Scouts can take additional orders using their Digital Cookie online storefront link or by taking them in-person using the printable [Goal Getter Order Card](#). You can set up their Virtual Booth Link so customers can order cookies from your troop to be shipped or donated. Check out this [Tip Sheet](#) for how to set up the link.



## Cookie Chats

### Past Cookie Chat Recordings:

1. [Getting Started](#)
2. [Digital Cookie](#)
3. [Entering the Initial Order](#)

## Upcoming Important Dates & Resources

**February 25** – Troop Initial Order due in eBudde.

**March 1** – Delivery site timeslots open in eBudde.

**March 16** – Cookie Delivery Day & start of Booth Sales.

The calendar for the 2024 Cookie Program can be found on our website on the [Cookie Program Resources page](#).

[2023-2024 Cookie Program Volunteer Guide](#)

[Printable Goal Getter Order Card](#)

Be sure to check out our [Cookie Program Resources](#) page for additional resources for Girl Scouts, families, and volunteers.

