

2024 Girl Scout Cookie Program



We're Excited let's Get Started!

Welcome and Introductions

- About the Baker – Hearthside ABC
- About the 2024 Cookie Program

Getting Started

- What's new
- Goals for 2024
- Cookie Bonus Opportunities

Volunteer Coordinator – Role

- Dates and Timelines
- Programs and Events

SMART COOKIES

- Getting started
- Cookie Initial Orders
- Cookie Distribution

Girl Participation

- From Digital to In Person



Meet the Cookies

What
you do **MAKES**
a difference,
and you have to
decide **WHAT**
KIND of
difference
you **WANT TO**
MAKE.



JANE GOODALL

Do you follow lemonades on Facebook?

WHO IS HEARTHSIDE-ABC?

VISION

To be the world's most trusted partner in food



MISSION

To lead our industry with manufacturing excellence to create food people love

OUR SHARED VALUES

Focus on people

Trust, celebrate and empower our teams

Own safety together

Protect our team, our products and our customers

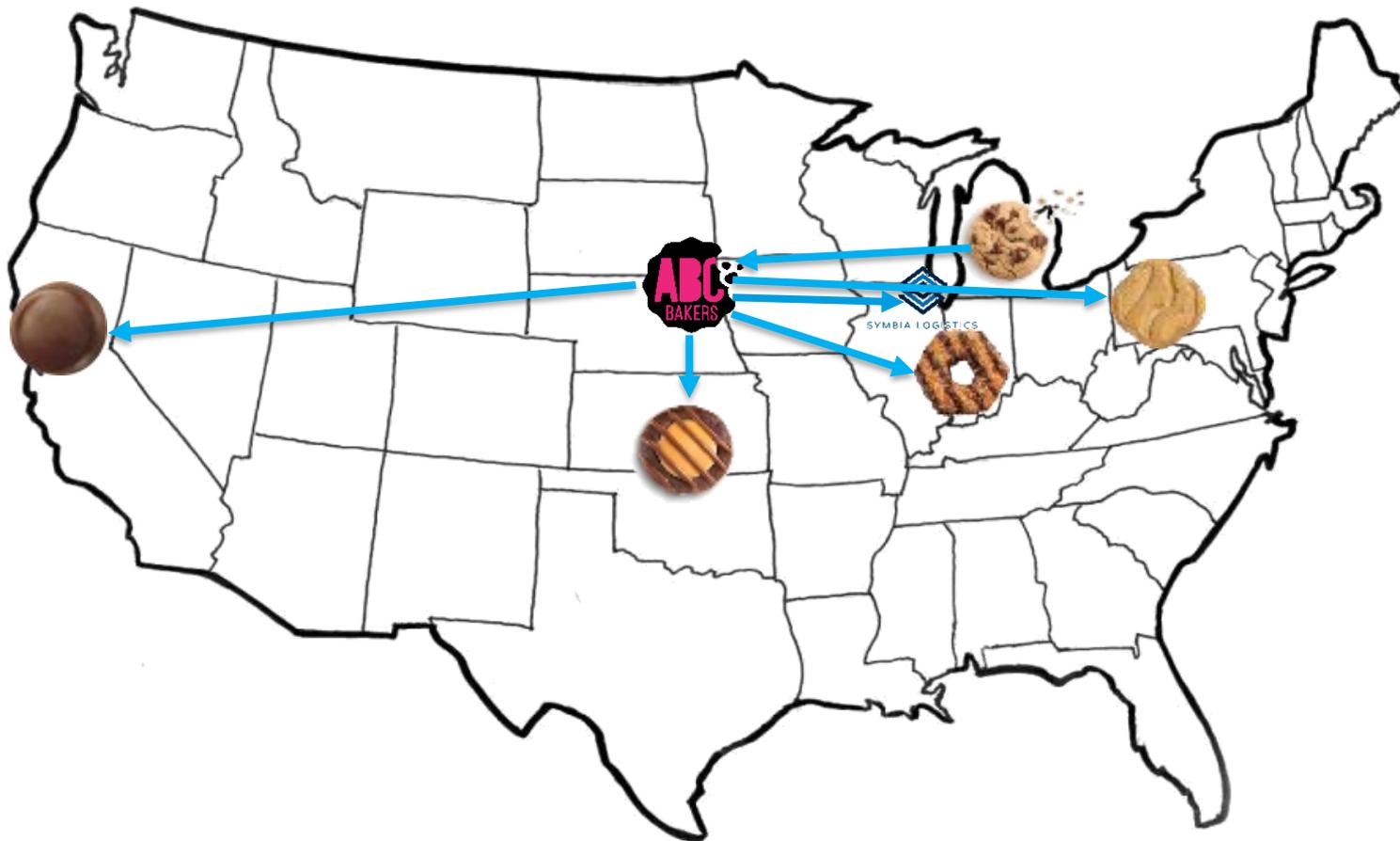
Drive performance

Make today better than yesterday, continuously improve

Deliver for our customers

Put passion into every product

THIS DISTRIBUTION NETWORK INCREASES FLEXIBILITY AND REDUCES RISK



We proudly bake America's Best Cookies

5 Core Classics



CARAMEL
DELITES



PEANUT BUTTER
SANDWICH



TREFOILS



THIN MINTS



PEANUT BUTTER
PATTIES

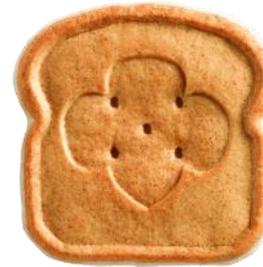
+4 More Crowd Pleasers



ADVENTUREFULS



LEMONADES



TOAST-YAY!



CARAMEL
CHOCOLATE CHIP



6 varieties are made with vegan ingredients

ABC Bakers' Cookie Features

- Kosher
- Zero trans fats
- No partially hydrogenated oils
- No high fructose corn syrup
- Halal certified
- Certified Sustainable Palm Oil/RSPO (exception is Gluten Free cookie)
- Recyclable cartons, trays (check locally)



NO CHANGE IN COUNTS OR WEIGHTS IN OVER A DECADE

Complete nutritional info at abcbakers.com and abcsmartcookies.com

Cookie Variety	Net Weight	Number of Cookies
Thin Mints	9 oz	32
Caramel deLites	7 oz	15
Peanut Butter Patties	6.5 oz	15
Shortbread	9 oz	20
Lemonades	8.5 oz	16
Peanut Butter Sandwich	8 oz	20
Toast-yay!	8.5 oz	16
GF Caramel Chocolate Chip	5oz	12
Adventurefuls	6.5 oz	15

ABC innovation in Girl Scout Cookie Packaging



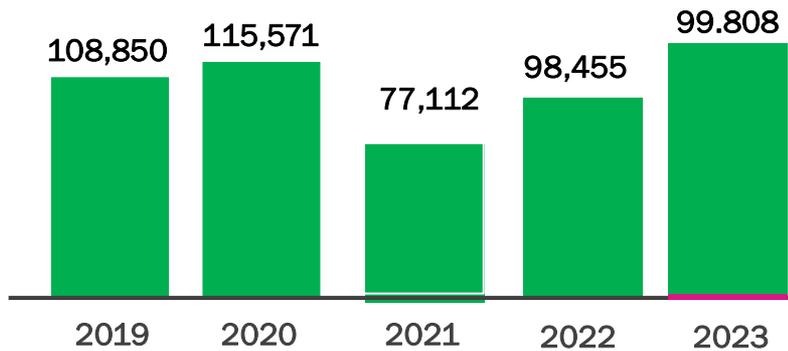
Council Goals.....



2024 GSCCC Council's Goals

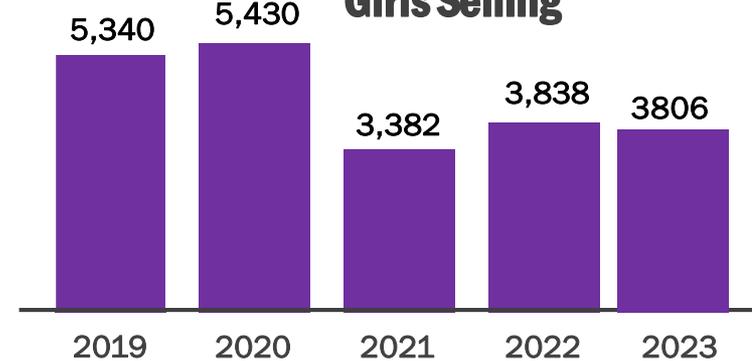
2024 GOAL – 108,350

Troop Cases Sold



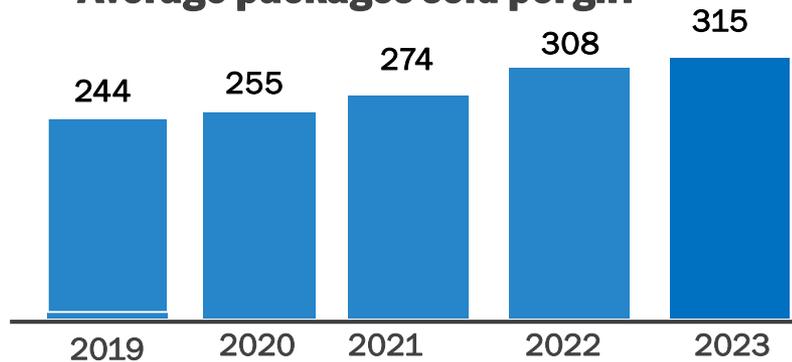
2024 GOAL – 4,127

Girls Selling



2024 GOAL - 315

Average packages sold per girl



SU TEAM GOALS

\$.01 per package sold in Service Unit

- For every packages ordered during the initial order.
- SU will receive \$.01***
- 24 of 24 SU in 2023



\$.01 per package sold in Service Unit

- SU increases its overall sale by **10% over the 2023 Cookie Program**
 - Has a 82% girl participation rate
- SU will receive \$.01***
- 8 of 24 SU in 2023

\$.01 per package sold in Service Unit

- SU increases its overall sale by **15% over the 2023 Cookie Program**
 - Has a 87% girl participation rate
 - Has all troops with active Troop bank accounts
- SU will receive \$.01***
- 3 of 24 SU in 2023

In the 2023 Cookie Program – Service Units received a total of \$11,560.89. An increase of \$3,000 from 2022.

2024 TROOP BONUS OPPORTUNITIES

- If your troop* has a PGA of 32 of nuts sold in Fall 2023.
- Your troop* will be credited in SMART COOKIES \$.05 per box sold in 2024.

- For troops* with a PGA of 240 on their initial order (due Jan 7)
- Your troop* will be credited in SMART COOKIES \$.05 per box on your initial order cookies (only)

32



Per every
registered
Girl Scout
(PGA)



= \$.05 per package sold

240



*a troop is considered 3 or more girls and 2 registered leaders

Troop Cookie Coordinators



Troop Cookie Coordinators

Verify Troop Information

- Login to SMART COOKIES and verify that **all** the girls in your troop are in SMART COOKIES.
 - If not contact info@girlscoutsccc.org
 - If someone on the roster and doesn't belong, contact us. 1/5/2024

Confirm Troop Coordinator is in SMART COOKIES

- Make sure you or anyone you want added to SMART COOKIES has completed the Troop Coordinator Agreement form.
- Make sure you or whoever is supposed to be listed as the primary cookie person, is the primary person in SMART COOKIES.

Cookie Packets and Participation

- Make sure your troop has received a cookie packet for the 2024 Cookie Season.
- January 6 – make sure your troop has submitted their initial order, including their gluten free cookie request.

Initial Order

- Council will verify gluten free quantities. If your troop has ordered more than requested, we will decrease the order, this may affect your PGA.
- Forgot to request? Send me an email and we can check if we have extra Gluten Free on order. cookies@girlscoutsccc.org

*Please note that you will receive a link also from Digital Cookies to login, this may take a few days after you are approved in SMART COOKIES and your girls may not be visible, don't worry they will be. Please make sure your girls are correct in SMART COOKIES as that is what talks to Digital Cookie.

2024 COOKIE SEASON IMPORTANT DATES

December 1, 2023	January 7, 2024	January 24 - 27 2024	January 15 - 26, 2024	January 27, 2024
SMART COOKIES Opens for Volunteers	Initial Orders due into SMART COOKIES	Initial Order Delivery Dates	Girl Online Only Selling	In Person Cookie Sale Begins
February 1, 2024	February 2, 2024	February 7, 2024	February 16 - 18, 2024	February 28, 2024
Cupboards Open	Booth Sales Begin	ACH #1 Draft Date 20% of IO	National Cookie Weekend	ACH #2 Draft Date 30% - total of 50% to date
March 10, 2024	March 22, 2024	March 26, 2024		
Cookie Sale Ends	Recognition orders due. Main/girl and Troop	March Final ACH #3 Draft – Balance Due		

Troop Information Packets

2024 Cookie Entrepreneur Program

Service Unit:	Troop Number:
SU Cookie Coordinator (C):	Troop Cookie Coordinator (TCC):
SMCC Phone Number:	TCC Phone Number:
Co-ops and Manager:	Coopboard location:
SMART COOKIES login:	Password:

Welcome to the 2024 Cookie Entrepreneur Program

December/January	Troop Cookie Coordinator - Hold a Cookie Program training/presentation for girls and their families. Check out our MyGO for all girls and their info. Attend a Troop Cookie Coordinator Training.
December 1	SMART COOKIES opens - enter initial order based on number of girls registered in your Troop. Enter Early Recognition Order - Verify bank information is correct. Confirm 2 leaders are entered.
If any information is incorrect or missing contact Customer Care at 800-822-2427 or email: info@girlscouts.org	
January 1 (Monday)	Troop Initial Order due in SMART COOKIES - once all limited information is sent, it cannot be changed.
January 4-12-20	Cookie Roll out - all age levels - times and locations - check our event calendar.
January 4-24	PCS - Booth Selection in SMART COOKIES, each round will begin at 7:00 pm.
January 24-30	Cookie Delivery to Troops - contact your SCCC for dates, times, and locations in your area.
January 29 (Saturday)	Cookie Program Begins.
February 1	Cookie Cupboards open - check our coop board calendar for locations, dates and times.
February 3 (Friday)	Booth Opportunities begin (all types, virtual, in-person, at-the-fair).
February 6 (Sunday)	ACH Drive #1 - 30% of all cookies on Troops Initial Order placed by January 8.
February 14-16	National Cookie Weekend - GSUSA Virtual Booths open - send pictures to media.
February 24 (Wednesday)	ACH Drive #2 - 30% of all cookies picked up by an instructor to Troops as of Sunday, February 18.
March 10 (Sunday)	End of Cookie Program/March 4 - 12 is National Girl Scout Week - Paint Your Town Green!
March 17 (Thursday)	Review Print Troop Balance Summary - verify payments and transfers, allocate all cookies to girls.
March 22 (Friday)	Main and Troop recognition orders due in SMART COOKIES - all Troops, including opt-out Troops.
March 26 (Tuesday)	ACH - Final - balance due - all cookies ordered by and transferred to troop.
End April/May	Rewards delivered to SU representative for distribution.

Troop Initial Order Rewards - 216+ Packages
Troops who place an initial order with a PCA (per girl average) of 216 packages or more, per registered girl will receive a GSCCC Hat for each registered girl at the time of the initial order.

Care to Share
12+ Care to Share Patch

Troop Initial Order Rewards - 225+ Packages
Troops who place an initial order with a PCA (per girl average) of 225 packages or more, per registered girl, will receive an additional 1.00 per package on their initial order cookies ordered only!

Care to Share Patch

END OF PROGRAM - TROOP REWARDS
Troops with a PCA of 100 per registered girl in SMART COOKIES will be sent 100 cookies per girl with a total of 100 cookies per girl. Troops with a PCA of 150 per registered girl will receive 150 cookies per girl. Troops with a PCA of 200 per registered girl will receive 200 cookies per girl.

Sibling Rewards - Form Due March 16, 2024
Siblings will receive an additional reward card. This reward card can be used for all purchases. All sibling reward cards are to qualify. Some rewards will be in a different format. Check the reward card for more information.

For more information on the initial order and all other information contact us at info@girlscouts.org or call 800-822-2427.

girlscouts of california's central coast
1800 Reina Drive, Suite 110 - Ventura, CA 91300
www.girlscouts.org - 800-822-2427

Set Your Cookie Goals

The Girl Scout Cookie program begins online on January 15, and 16 across 14 US cookies to launch January 27, 2024.

My Goal:

girlscouts of california's central coast
girlscoutsc.org 1800-822-2427

25+ Pack

Theme Patch

75+ Pack

GS Sewing Bag

125+ Pack

Acrylic Charm It and Brooch!

175+ Pack

T-Shirt

225+ Pack

Small Flash

300+ Pack

Tumbler

375+ Pack

Large Flash

500+ Pack

Hoodie OR 2023 GS Membership

750+ Pack

Own Your Magic Backpack AND Incentive Speaker

1000+ Pack

100 MIA Day-2 T-Shirts (GS USA OR 2023 GSCCC OR GSCCA credits)

1200+ Pack

100 MIA Smart Watch OR CA Park Pass OR 2023 GSCCC OR GSCCA credits

1500+ Pack

Disney Magic 2024, 200+ T10 OR 2023 GSCCC OR 200+ GSCCA credits

2024+ Pack

Disney Magic 2024, 200+ T10 OR 2023 GSCCC OR 200+ GSCCA credits

2500+ Pack

Lake Tahoe Adventure - June 21, 22, 23 OR 200 GSCCC OR GSCCA credits

4000+ Pack

San Diego Bond with the CEO, Summer 2024, 200+ T10 OR 2023 GSCCC OR 200+ GSCCA credits

MONEY ENVELOPE

NAME: _____

TROOP NO.: _____

DATE MONEY DUE: _____

NUMBER OF PACKAGES SOLD: _____

AMOUNT DUE: \$ _____

AMOUNT ENCLOSED: \$ _____

PRICE CHART

1 Package	7 Packages
\$ _____	\$ _____

- 1 Envelope per troop
- 1 Reward, order card per girl
- 2 receipt books per troop
- 1 money envelope per girl
- 1 package of lemonades

Adventureful
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

Trans-Yay!
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

Lemonades
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

PAST FAVORITE

Trefoils
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

Thin Mints
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

DAISY MALLICK

Peanut Butter Patties
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

Caramel deLites
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

PEANUT BUTTER SANDWICH

Peanut Butter Sandwich
Apple Pie
100% whole grain
100% whole wheat
100% whole milk
100% whole eggs

First Name	Adult Contact's Name/Phone	Price Per Package	Troop #	Number of Packages	Total
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
Total					

Get your packet from your SU Cookie Coordinator.

SMART COOKIES - The Registration Email

If you are the designated SU or Troop Cookie Coordinator in MyGS, you will receive an email from noreply@smartcookies.com with a unique link to you to get started.

This link is not universal, it is specific to your email.

If you receive the link and you are not the Troop or SU primary Cookie Coordinator, please contact us at info@girlscoutsgcc.org to send a link to the correct person.

ABC Smart Cookies Registration

Inbox x

noreply@smartcookies.com via sendgrid.me
to me

11:19 AM (1 hour ago) ★

English > Spanish Translate message

Turn off for: English x

Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season please set up your account and register on the ABC Smart Cookies website, click the link below to get started:

<http://uat.abcsmartcookies.com/#/registration?token=ce637114-d017-43eb-9e03-8719c267292e>

By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

TROOP DASHBOARD



Troop Information

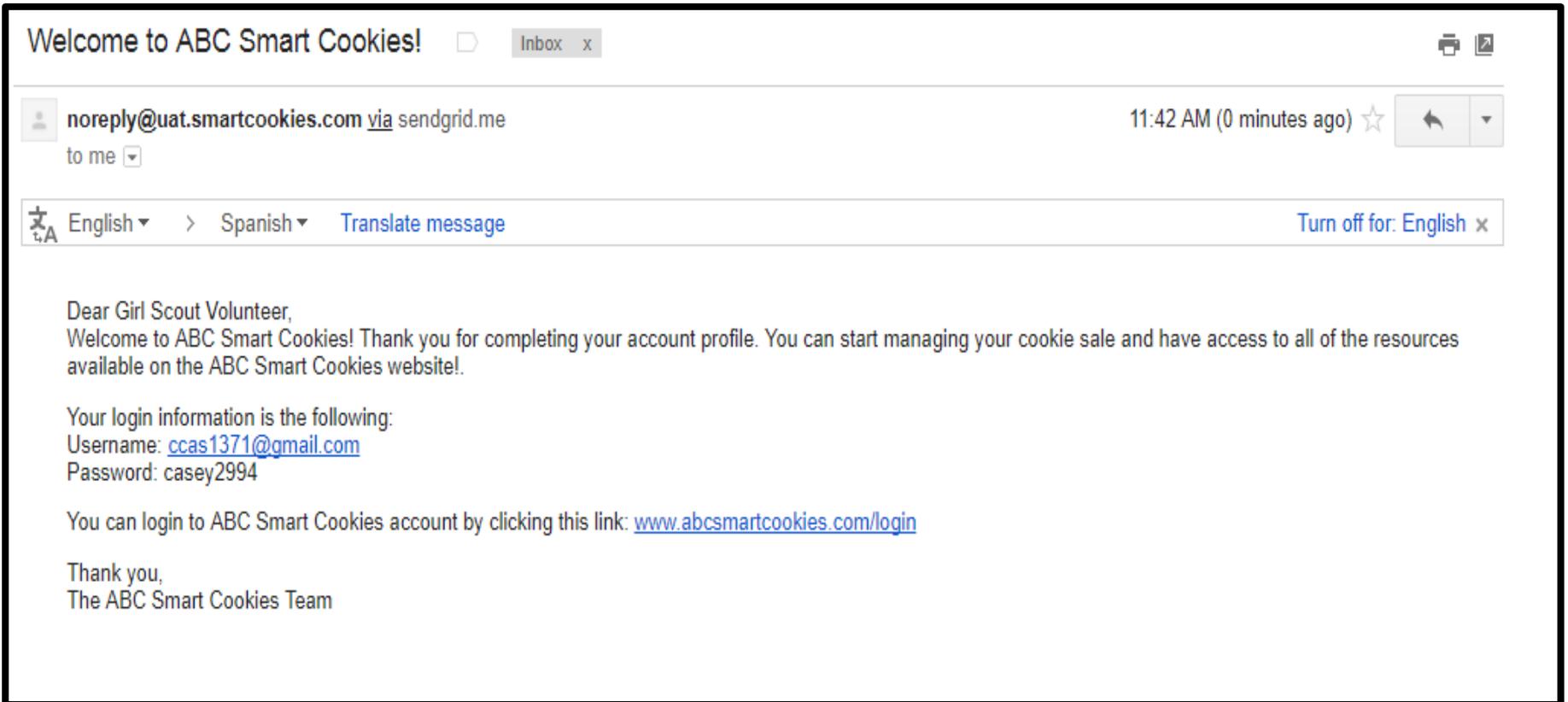
Girls Active*	Girls Selling*	Expected Number of Girls Selling (0-999)*	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Troop Number		Level	Service Unit
77635		Group	990 Council
Proceed Plan*			Proceed Plan Notes
Troop with Rewards			Troops whose girls are taking rewards.
Main Recognition Plan			
Girl Rewards - Troop has opted IN			
Early Recognition Plan			
No Recognition Plan			
Troop Recognition Plan			
No Recognition Plan			
Submitted documentation, if required?	Warning for funds owing?		
<input type="radio"/> Yes <input checked="" type="radio"/> No	<input type="radio"/> Yes <input checked="" type="radio"/> No		
Bank Account	Bank Routing		

Once logged in check the following

1. Enter the number of girls you expect to be selling
2. Proceed plan – the default it to receive Troop Rewards
 - a. If you want to opt out – you must select the drop down and choose the opt out option
3. Your Bank Account Info will be uploaded in January – please make sure it is correct
4. Make sure your Girl Scout level is correct, Daisy, Brownie...etc
5. You are the primary person, this means you will receive all email correspondence from SMART COOKIES, including any changes in cupboard hours. If someone else should receive these, please make yourself the secondary person and add them as the primary.

SMART COOKIES - The Completion Email

Once complete you will be sent a final confirmation email welcoming you to SMART COOKIES with your username and password. This also gives you the link to SMART COOKIES to login.



The screenshot shows an email interface with the following elements:

- Subject:** Welcome to ABC Smart Cookies!
- Sender:** noreply@uat.smartcookies.com via sendgrid.me
- Time:** 11:42 AM (0 minutes ago)
- Language:** English (with options for Spanish and a "Translate message" link)
- Body Text:**

Dear Girl Scout Volunteer,
Welcome to ABC Smart Cookies! Thank you for completing your account profile. You can start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Your login information is the following:
Username: ccas1371@gmail.com
Password: casey2994

You can login to ABC Smart Cookies account by clicking this link: www.abcsmartcookies.com/login

Thank you,
The ABC Smart Cookies Team

Troop Initial Orders



Initial Orders – Council Recommendations

Things to consider first.....

1. Review your last years total sales
 - If you are a new Troop, our council PGA (per girl average) is 305.
2. Review your Troop PGA Evaluate your Troops goals and needs for the Girl Scout year 2024
 - Supplies, membership dues, uniforms, program registrations

Thing to consider next...

1. Traditionally 30 – 35 % of Troop sales are from booth sales
 - Is this consistent with your Troop?
2. Traditionally troops order 70 – 90 % of their order at the initial order
 - You can always transfer to other troops during the sale
 - Only 70% of troops put in initial orders

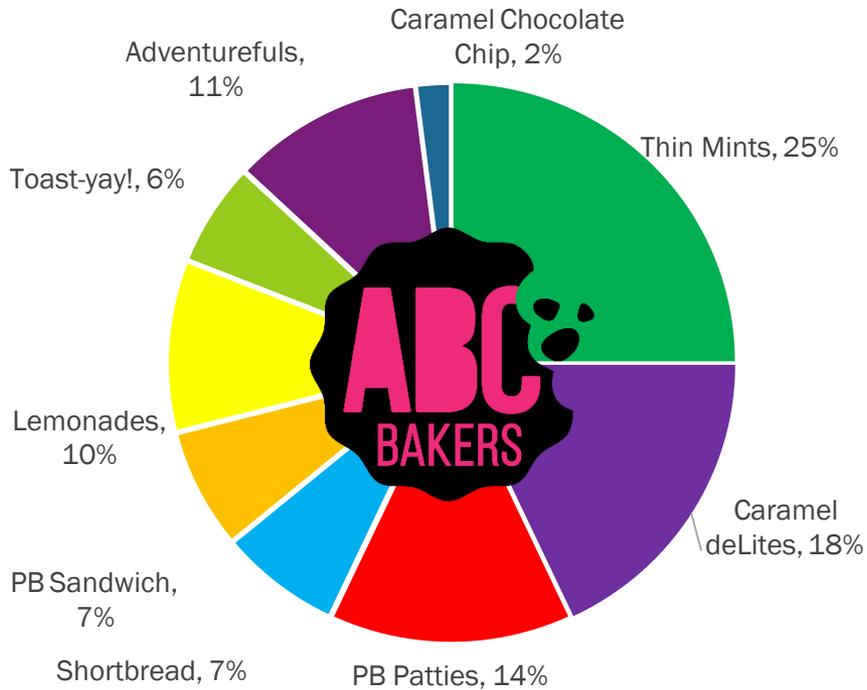
Reminder –

- **Direct Ship** orders are not part of your inventory – these ship from the baker and are added to your girls' sales along with the payment
- You can always get more cookies through a cupboard or Troop to Troop transfers
- Council does not “take back” any cookies

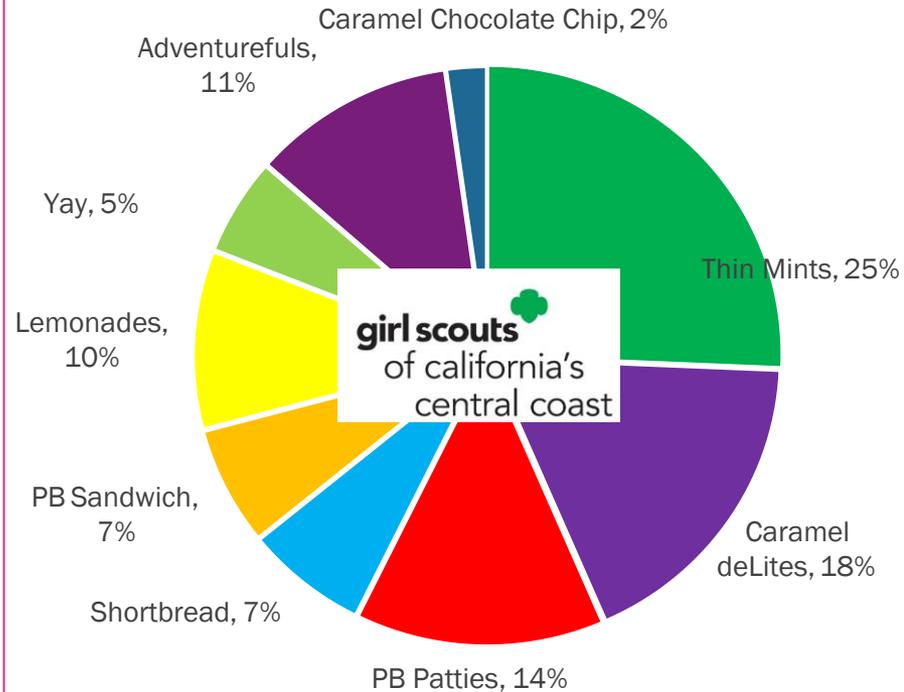
Recommendation –

- Order what you are comfortable committing your Troop and girls to, you are financially responsible.
- initial orders should be enough to cover potential Girl Delivery, walkabout and booth sales for at least the first week on the sale.

2024 Cookie Program Mix



2023 ABC Council Cookie Mix



2023 GSCCC Cookie Mix

SMART COOKIES - LOGIN

abcsmartcookies.com



Smart Cookies Login →

[Resources](#) [Cookies](#) [Safety and Training](#) [Help](#)

Driving Change and Possibility

As an officially licensed Girl Scout Cookie baker since 1937, we believe that giving girls new experiences is what drives the future - and cookies are the currency to get there

[Learn More](#)



Sign In

Email or Username

Password

[Forgot your username or password?](#)

[Sign In](#)



ALSO VISIT

girlscoutcookies.org

girlscouts.org

APPS

Smart Cookies Mobile - [App Store](#) or [Google Play](#)

[Booth Locator](#)

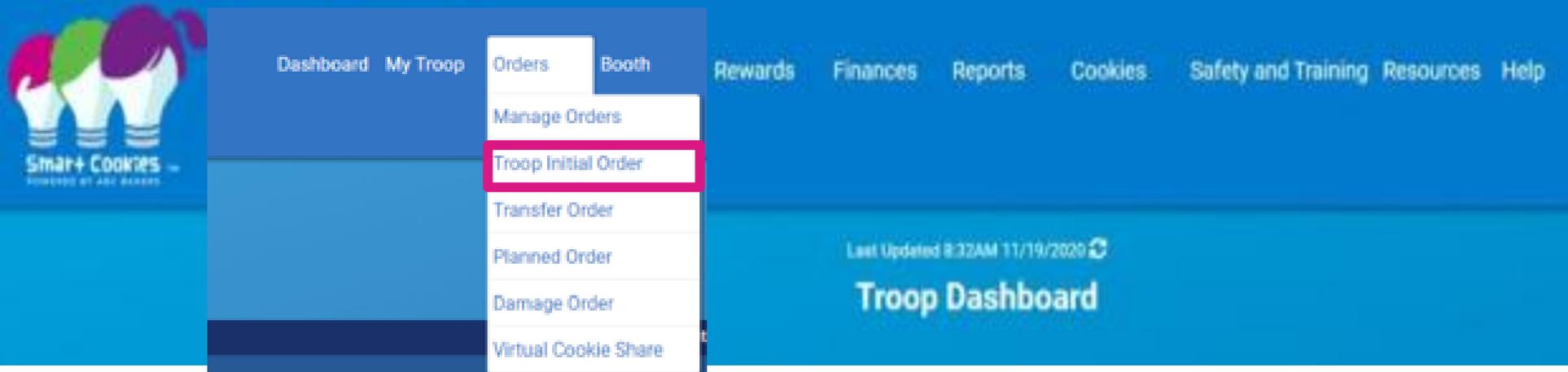
GSUSA COOKIE FINDER APP



Troops can go to resources and tools. They should make sure to add a second person to the account and make sure the reward plan is correct. Girls and Troop Bank accounts will not be uploaded until January 2024

TROOP INITIAL ORDERS

December 1, 2023 – January 7, 2024



Things to remember:

- Troop Goals
- Number of Registered Girls in the Troop
- Initial Order Reward PGA is 216 – GS Hat
- Troop with an Initial Order PGA of 240 will receive an additional \$.05 per box of cookies. (Initial Order Cookies Only)
- Remember to add pre-requested Gluten order to the initial order
 - You can add less, just not more – **we will adjust troops who add more**
 - New Troops - Contact me at: cookies@girlscoutsgsc.org



Troop is two registered background cleared adult leaders and three registered Girl Scouts.

INITIAL ORDER – ENTERING THE ORDER

Prop Order Deadline: January 10, 2022 @ 11:59 PM

LAST EDITED: N/A ON: N/A ⓘ

READY FOR REVIEW



Clear Order

Build Order By: Cookies Gift

Measure By: Cases Packages

	Cookie Share	\$0.00	Cases: 0	▼
	Adventurefuls	\$240.00	Cases: 5	▲
	Booth	\$240.00	Cases: <input type="text" value="5"/>	
	Total	\$240.00	Cases: 5	
	Toast-Yay	\$0.00	Cases: 0	▼
	Lemonades	\$0.00	Cases: 0	▼
	Shortbread	\$0.00	Cases: 0	▼
	Thin Mints	\$0.00	Cases: 0	▼
	Peanut Butter Patties	\$0.00	Cases: 0	▼
	Caramel deLites	\$0.00	Cases: 0	▼
	Peanut Butter Sandwich	\$0.00	Cases: 0	▼
	Total	\$240.00	5	



TOTAL ORDER VALUE: \$240.00



TOTAL CASES: 5

Order Notes

Type here (250 Characters Max)

READY FOR REVIEW



Enter in full cases (you do not have a choice)
Put notes into the order notes – for future reference
Save – hold on submitting, in case you need to adjust – we will submit if needed.

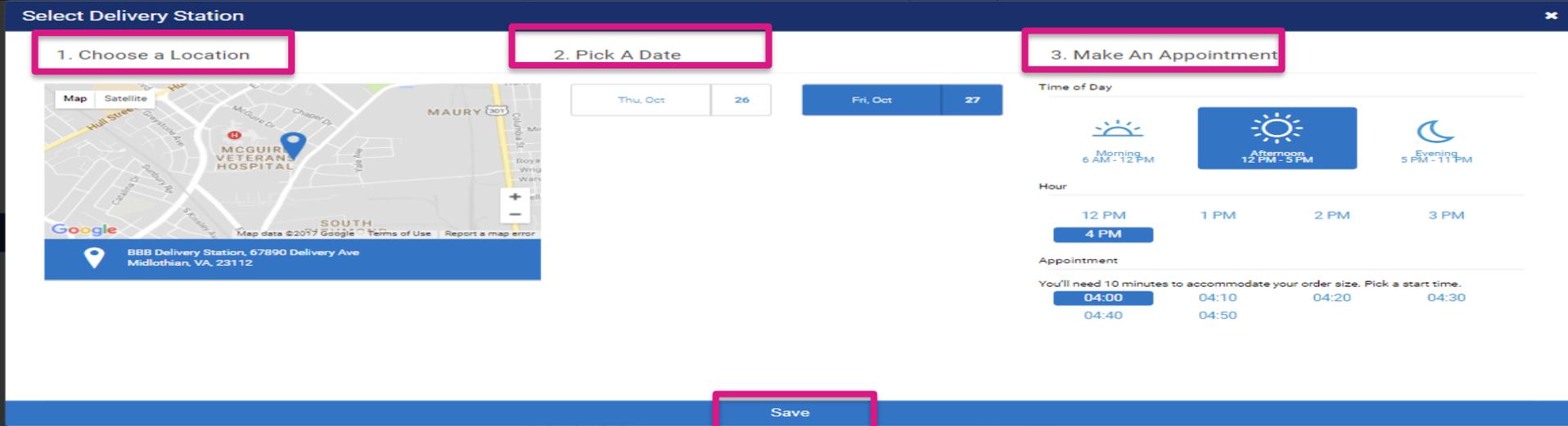
Choosing a Delivery Date and Time

Select Delivery Station

1. Choose a Location

2. Pick A Date

3. Make An Appointment



Map Satellite

Map data ©2017 Google Terms of Use Report a map error

BBB Delivery Station, 67890 Delivery Ave
Midlothian, VA, 23112

Thu, Oct 26 Fri, Oct 27

Time of Day

Morning 6 AM - 12 PM

Afternoon 12 PM - 3 PM

Evening 5 PM - 11 PM

Hour

12 PM 1 PM 2 PM 3 PM

4 PM

Appointment

You'll need 10 minutes to accommodate your order size. Pick a start time.

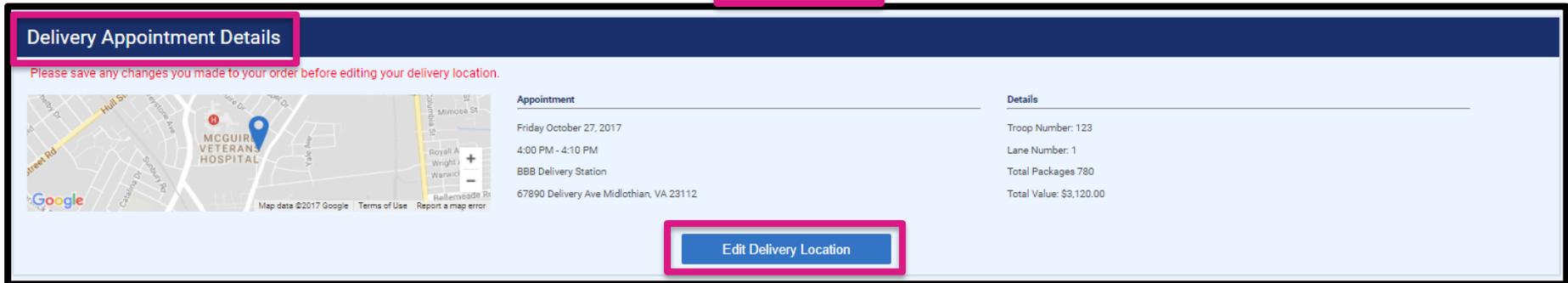
04:00 04:10 04:20 04:30

04:40 04:50

Save

Delivery Appointment Details

Please save any changes you made to your order before editing your delivery location.



Map Satellite

Map data ©2017 Google Terms of Use Report a map error

BBB Delivery Station, 67890 Delivery Ave
Midlothian, VA, 23112

Appointment

Friday October 27, 2017

4:00 PM - 4:10 PM

BBB Delivery Station

67890 Delivery Ave Midlothian, VA 23112

Details

Troop Number: 123

Lane Number: 1

Total Packages 780

Total Value: \$3,120.00

Edit Delivery Location

- Some areas (Ventura County) will have more than one location to choose from, choose what is best for your troop, we cannot move orders once placed.
- Most locations will have the time scheduler turned on, make sure to choose a pickup time.

INITIAL ORDER – COOKIE DISTRIBUTION



Initial Order - This is the first order your Troop will place in Smart Cookie. Troops need to have their initial order into the Smart Cookies system by **January 7, 2024**. This inventory will be delivered for pick-up on January 25-27. Orders are placed in full cases of the same cookie variety. The initial order may be rounded up to include cookies for future booth sales. However, **NO cookies may be returned**.

Troops should hold a meeting with their families to go over last year's total cookie sale and set a troop goal down to the individual girl level. New troops can request an average to work with, based on age level trends. Initial order PGA quantities will be used to determine early Troop rewards.

Arrival Time

Please arrive at your delivery site as close to your assigned time as possible. Allow at least 30 minutes on-site to complete your pick-up. This process is quick and will run smoothly if everyone is on time and ready to load. In case of bad weather, an alternative location or time may need to be made.

Your Service Unit Chair will let you know the process for your area's pick-up.

You will be responsible for picking up your entire "initial" order. With this in mind, you will need to determine how many vehicles to bring. Make sure your vehicle is empty and ready to load, Have your largest vehicle enter the loading area.



Use this guide to determine how many cookie cases will fit into your empty vehicles.

Car Type	# of Case
Compact Car	23
Mid-Sized Car	35
SUV	60
Mini Van	75
Pick-Up Truck	100

Note: Troops again this year with 500 or more cases orders can request individual deliveries to a residence (not on 1/27)

Themes and Resources



Introducing the theme for 2024!



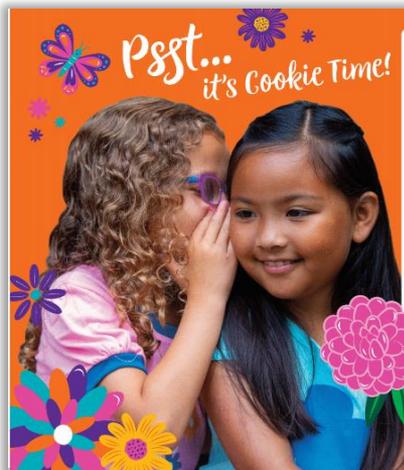
OWN YOUR
magic

Every Girl Scout has their own magic skills they can unlock during cookie season! Girls can have fun while building upon what they already know and have yet to learn. Just like Lottie the axolotl, every girl has the magic skill of regeneration and growth!

Our digital toolkits and online resources are easy to access

Volunteers

- Theme clip art, certificates, etc.
- Selling safely video and tips
- Cookie information & calculators
- Activity tips and how-to's
- Standard forms
- Rally Guide



2024 Girl Scout Cookie Program

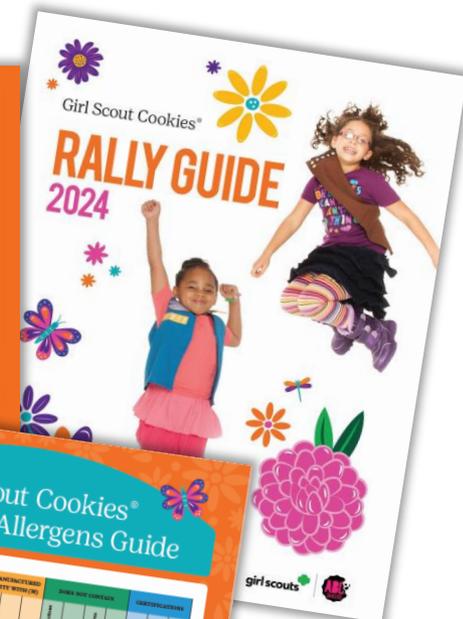
First Name _____

Troop # _____

My Goal _____

Online _____

girlscouts.org



Girl Scout Cookies® 2024 Food Allergens Guide

Cookie	CONTAINS ONE OR MORE OF THESE TOPIC ALLERGENS				OTHER INGREDIENTS				ADDITIONAL INFORMATION
	Wheat	Eggs	Milk	Peanut	Tree Nuts	Soy	Gluten Free	Other	
AdventureKahk®	Y	Y	M	M	M				
Frost Yag®	Y	Y	M	M	M				
LemonadeK®	Y	Y	M	M	M				
TeaCakes®	Y	Y	M	Y	M				
Thin Mints®	Y	Y	M	Y	M				
Peanut Butter Patties®	Y	Y	M	Y	M				
Caramel de Hoy®	Y	Y	M	Y	M				
Peanut Butter Sandwich	Y	Y	M	Y	M				
Caramel Chocolate Chip	Y	Y	M	Y	M				

Girls & families

- Booth sale poster
- Girl videos
- Activity tips & how-to's
- Social media kit



Spanish language materials

- Order card
- Recognition insert
- Logo, theme assets



Your Girl Scout Cookie favorites are back!



Adventurefuls* made with vegan ingredients

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Toast-Yay! made with vegan ingredients

French Toast-inspired cookies dipped in delicious icing



Lemonades* made with vegan ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils*

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints* made with vegan ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter Patties* made with vegan ingredients

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites*

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel Chocolate Chip made with vegan ingredients

Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie*
*Limited availability

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Girl Scout Cookies® 2024 Food Allergens Guide

	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
Adventurefuls*	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
Toast-Yay!*	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
Lemonades*	Y	Y	M	M	M	Y	Y		Y		Y	Y
Trefoils*	Y	Y	M	Y	M	Y	Y	Y	Y			Y
Thin Mints*	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
Peanut Butter Patties*	Y	Y	M	M	Y	Y	Y	Y	Y		Y	Y
Caramel deLites*	Y	Y	Y	Y	M	Y	Y		Y			Y
Peanut Butter Sandwich	Y	Y	M	Y	Y	Y	Y	Y	Y			Y
Caramel Chocolate Chip						Y	Y	Y	Y	Y	Y	Y



For complete nutrition facts and ingredients, visit girlscoutcookies.org or www.abcbakers.com for more information.

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It's Girl Scout Cookie™ Time

All cookies are

\$

Per package

Adventurefuls®



Toast-It!®



Lemonades®



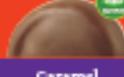
Trefoils®



Thin Mints®



Peanut Butter
Pretzels®



Caramel
delites®



Peanut Butter
Sandwich



Doorhanger

Your QR Code



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Adventurefuls	Toast-It!	Lemonades	Trefoils	Thin Mints	Peanut Butter Pretzels	Caramel delites	Peanut Butter Sandwich	Total Packages	Amount Due	Card # (When Paid)
Number of packages ordered										

For complete nutrition facts, ingredients, and more information, visit girlscoutcookie.org.

Before interacting with customers, girls and adults should review the safety guidelines and safety activity checkpoints from your local council. Be sure to review your council's guidelines on delivery methods. Cut carefully along the lines. Ask an adult for help if needed.

Girl Name

Troop

Order

Guardian phone or email

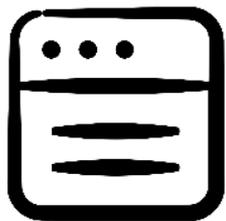
I would like to support Girl Scouts by ordering:
When placing an order by email or phone, please provide your name, street address, city, phone number, email, and your cookie order so girls can capture your order. For in-person orders, girls will collect payment upon delivery of cookies.



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Insert QR Code or URL

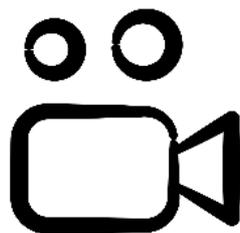
We offer virtual training and powerful online tools for cookie volunteers....wait what?



**SMART COOKIES
ONLINE TRAINING**



**VOLUNTEER
PAGE**



ABC CHANNEL



**ABC IMAGE
LIBRARY**



**DIGITAL
GUIDES & Council
resources available**

The Girl Scout Cookie Program...is the Girl Scout Entrepreneurship Program



Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

Five skills learned from the cookie program:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

Money Manager

Learn money basics.

Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.

Learn how much Girl Scout Cookies cost in your area.

Decision Maker

Make plans for the coming Girl Scout year and set a budget.

Talk about wants versus needs.

Talk about how the troop can earn money through cookie program participation.

Look into your troop's proceeds from previous years to help you budget.

Goal Setter

Set sales goals as a troop and individually.

Talk with troop members about how you can work together to reach your troop's goal.

Discuss different ways to sell cookies and set a goal for which ones you'll try.

Brainstorm how you could use your cookie earnings to help others in your community.

Consumer Expert

Think "cookie customers."

Talk with troop members about why people may or may not choose to buy Girl Scout Cookies, and brainstorm ways to engage them.

Come up with ideas for the perfect customer pitch.

Practice explaining how your cookie earnings will be spent.

Brainstorm ways to thank your customers.

Cookie Techie

Use technology to grow the business.

Set a specific goal for your digital sales.

Make a video for your friends and family network promoting online cookie sales using your sales pitch; encourage the gifting of cookies to boost sales.

Use your support network of friends and family to safely promote your digital storefront.

Networker

Build your social support system.

Connect with local business leaders for ideas about how to grow your Girl Scout Cookie business.

Talk to friends and family about how they can help you expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's cookie earnings, to inspire them to increase their purchase.

Innovator

Take it beyond Girl Scout Cookies.

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, then narrow to the best!

Be prepared to go back to the drawing board—maybe more than once!

Get feedback from potential consumers and improve your idea based on what they say.

Research social entrepreneurs in your community and beyond.

Entrepreneur

Take your business idea to the next level.

Create and document a mission statement and business plan for your product/service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing your business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!

How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.

5 Skills...The Girl Scout Cookie Program is more than selling cookies...

Cookie Rally Dates

Jan 13 – CLU
 Jan 14 – Oxnard
 Jan 21 – North
 Jan 22 – Paso Robles



Business Ethics



Decision Making



Goal Setting



Money Management



People Skills



[GSCCC Activity Calendar](#)

Girls act honestly and responsibly during every step of the product program sales.

This matters because employers want to hire ethical employees-and ethical leaders in every field.

Girls decide where and when to sell products (nuts, cookies), how to market their sale, and what to do with their earnings.

This matters because girls must make many decisions, big and small in their lives. Learning this skill helps them make good ones.

Girls set product program sale goals and, with their team, creates a plan to reach them.

This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

Girls develop a budget, take cookie orders, and handle customers' money.

This matters because girls need to know how to handle money-from their lunch money to their allowance to (someday) a paycheck.

Girls learn how to talk (and listen) to their customers, as well as how to work as a team with other girls.

This matters because it helps them to do better in school (on group projects, on sports teams, and on the playground) and, later in their career.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins		 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power		 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup	
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence		 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator	

Visit Our Website!
www.girlscoutsccl.org

Check out activity calendar!

We have fun patch activities and badge workshops going on every weekend!



- Cookie Rallies**
 January 13 – Cal Lutheran
 January 14 – Oxnard
 January 20 – Hartnell College
 January 21 – Paso Robles

Join us for some fun cookie related activities, like money management, business ethics, people skills and decision making. Many of our booths are hosted by older Girl Scouts cookie pros. Give aways and fun!

Is your SU hosting an event, let us know we can help promote!@

Cookie Cupboards



COOKIE CUPBOARDS

Council Cupboards

These locations are secured and staff by GSCCC in store fronts, trailers and storage facilities around the council.

Cupboard hours will be posted weekly.

Volunteer/SU Cupboards

These cupboards are hosted by **volunteers** in their homes, garages or storage units around the council.

Volunteers serve as cupboard managers.

Cupboard hours will be posted weekly based on volunteer availability

Council Cookie Jars

These locations are secured and staff by GSCCC in store fronts, trailers and storage facilities around the council.

Cupboard hours will be posted.

Cupboard Inventory

Council Cupboards will be stocked beginning the week of January 31, 2024

Planned orders

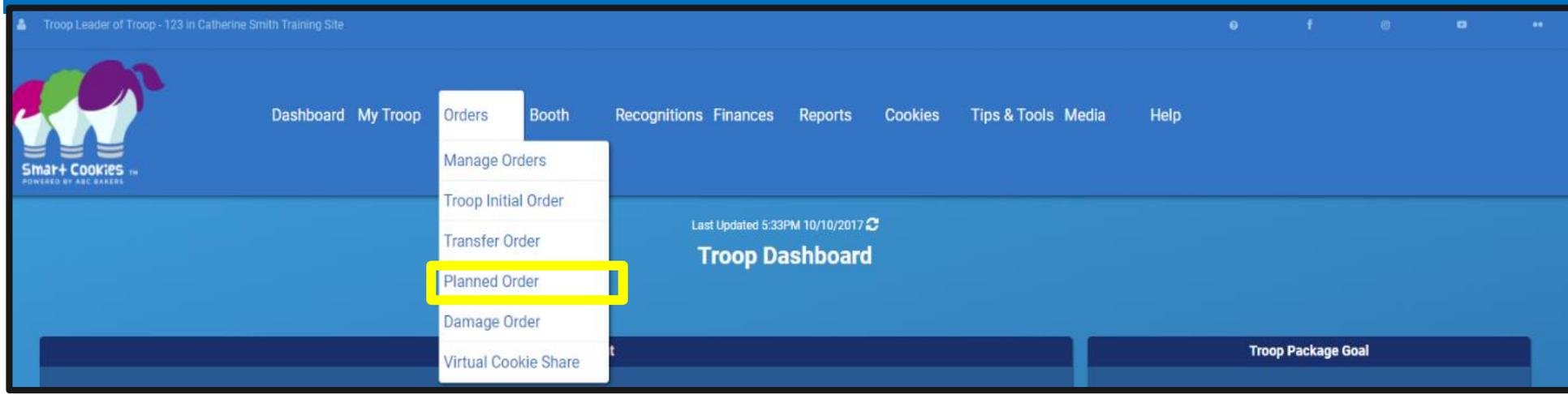
- A planned order must be placed in the SMART COOKIES system by **Sunday at 11:30 pm** each week
- Cupboard managers will select and post available cupboard times.
- Cupboards will fill all planned orders first
- First Come – First Served orders will be at the cupboard discretion – based on availability after planned orders are filled

Exchanges

Exchanges will be made for damaged packages for the same variety

Note: we will add an exchange week

ORDERS - PLANNED, TRANSFERS & EXCHANGES



Planned Orders

A planned order must be placed in the Smart Cookies system by Sunday at 11:30 pm each week when a Troop wants additional cases of cookies for pick up the following week. This allows the cupboards to be sufficiently stocked.

Cupboard managers will select and post available cupboard times.

Please remember this is a request for additional cookies. In some cases, the quantity or variety may not be available, however, you can reach out to Troops in your service area and do a Troop-to-Troop transfer if needed.

If you need an unplanned order, please contact your cupboard manager via email to see if there will be additional cookies available on a first-come-first served basis (FCFS) after planned orders have been filled. You can also contact the council office to see if any surrounding cupboards have any additional cookies available.

Please note:

- **Planned orders will always take priority over drop-ins, and unplanned orders.**
- **Planned orders not picked up on the requested date are subject to be removed from the planned order system.**
- **Contact your cupboard manager if there will be a delay in your requested pick-up day and time.**

Transfers

Transfers in Smart Cookies is the method which records the transfer of cookies from cupboards to troops and troop to girls. These transfers influence the total of each girl's sales and her rewards.

Transfers of cookies between troops is permitted. The transferring troop must be the ones to enter the transfer in Smart Cookies. A receipt must be completed and signed by both troops. Troops may not transfer cookies back to cupboards, as all cookies taken are the property and financial responsibility of the troop.

Exchanges

You may exchange un-opened, full cases beginning February 14 – 18. You must enter a planned order for the exchange and place what you are exchanging with-in the notes. After February 18, exchanges will be from March 1 - 10, no guarantees. Look to do troop to troop transfers.

GIRL SCOUT COOKIE BOOTHS



COOKIE BOOTHS – WHO DOES WHAT

COUNCIL	SERVICE UNIT	TROOPS	GIRLS
<p>Uploads booth location from 2024 into SMART COOKIES</p> <p>Confirms National Booth Locations</p> <p>Secures with Service Unit all booth locations with booth agreements</p> <p>Activates FCFS booth selections</p> <p>Approves all Troop secured booth requests.</p>	<p>With Council Secures all booth location within their Service unit with booth agreements</p> <p>Provides council with troop who received priority booth locations by January 2, 2024</p> <p>Confirms with council representative all troop secured booth requests</p>	<p>Enters FCFS booth selections and chooses up to 2 booths each dates (if wanted)</p> <p>Requests Troop secured booth in booth portion of SMART COOKIES</p> <p>Provides all necessary items, cookies, money, displays, etc.</p>	<p>Attend booth selection as scheduled</p> <p>Come dressed in appropriate Girl Scout attire</p> <p>Follow all rules that booth location has</p> <p>Has Fun!</p>

Booths will be secured with guidelines, by the Council or a SU Team Member. All booths must be in SMART COOKIES.

National Partners

Walmart/Sam's Club – secured only by council

Joann

GNC

Petsence

Places to contact – previous national locations but with no current national affiliations

Dunkin Donuts

Tractor Supply Company



FIRST COME FIRST SERVED BOOTHS

First Come First Served (FCFS) Booth selection is our process to allow troops to select booths within their Service Units.

The process is within SMART COOKIES.

- Dates are currently: January 4, 5, 6 before initial orders are due - starting a 7 pm.
- Troop may select two available booths per round.
- FCFS Booth opportunities will then continue after from January 10 – February 4 within Service Unit boundaries.
- Beginning February 5 any open booths will be released and available for all troops.

How do this?

From your dashboard – booths – schedule booth

Available booth locations and times will appear on a calendar

Select and Save.

If your SU is doing internal booth selections, these need to be completed before the first round of FCFS booth selections, or **you need** to notify your troops that their area will not go live for selection until after your chosen date.

FIRST COME FIRST SERVED BOOTHS



Dashboard My Troop Orders **Booth** Rewards Finances Reports Cookies Safety and Training Resources Help

When the FCFS Booth selection opens – you will go to your dashboard and choose “Booth” – Schedule Booths. From their the below will appear, with the ability to choose available booths. On the bottom, will keep track of your booths. To view them once selected – Booth – My reservations.

Schedule Booths
Booth Locations

SERVICE UNIT 990 Council TROOP 77635

Troop: 77635 Name: Michele Lofte Phone: (unavailable) Email: mlofte@girlscoutscoc.org

Search [] DATE TIME ZIPCODE TYPE PREMIUM

Lottery FCFS Premium Lottery FCFS

[Empty content area]

Lottery Wins	0	First Come First Served	0	Troop Secured	0	Council Reservations	0
Premium	0	Premium	0	Approved	0	Premium	0
Non-premium	0	Non-premium	0	Pending	0	Non-premium	0
				Denied	0		

View All View All View All View All

TROOP SECURED BOOTH



Dashboard My Troop Orders **Booth** Rewards Finances Reports Cookies Safety and Training Resources Help

The process to secure a “troop secured in person booth” and “troop secured virtual pick-up booth are the same”

From your Troop Dashboard – select booth, then Troop Secured.

If you check this “is this a Virtual Pick-up Booth” the location will not appear on the cookie locator, this will be exclusive to your customers that purchase from the link.

You can however, coordinate this location for any girl delivery – curb side pickups.

If you don't click the link – then this requests is for a physical troop booth and will appear on the cookie locator – these are all approved by council.

The screenshot displays the 'Booth Information' form with the following fields:

- Address: [Empty]
- Store Name:
- Location Information (Optional):
- Is this a Virtual Pick up Booth?
- Booth Location Address:
- Suite/Apt. #:
- City:
- State:
- Zip Code:

The 'Add Appointment Time' modal shows a calendar for January 2021 with the 16th selected. The start time is set to 02:00 PM and the end time is 03:30 PM. A 'Save' button is at the bottom.

The 'Appointment Times' section shows a map of Castroville with a blue location pin on Merritt Street. Highway markers for 183 and 156 are visible.

COOKIE GO DAY IS JANUARY 27!

**ABSOLUTELY NO
IN PERSON SELLING
PRIOR TO JANUARY 27, 2024**



HOW GIRL PARTICIPATE – IN PERSON

Door-to-Door (aka Walkabouts)

Only in residential areas and community parks, local ordinances permitting

- No stationary booths – must always be walking
- Only during daylight hours
- Girls may do walkabouts in any neighborhood within GSCCC boundaries
- Adults must always accompany girls
- Use door hangers and business cards! (Found at www.girlscoutsccl.org)

“Lemonade” Stands

- Only in residential areas
- Only where the girl or a close relative (parent, grandparent, aunt/uncle) lives
- Stationary location in front of residence – not on sidewalk, street corner, parking lot, etc.
- Adult must always be present

Workplace sales

With management permission, girls may walk around a workplace and sell to employees (not business patrons.)

- Displays must include a message from the Girl Scout. Keep her involved.
- Cookies cannot be visible in any way or sold to customers of the business.

Telephone Sales

- Girls should review their last year’s order cards and contact reliable customers





Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,® they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

This and other resources are on our website.

www.girlscoutsccl.org

Cookies+ - Cookie Central



ONLINE - HOW TO



Pre-GO Day - Advertising – NOW!

- Girls may advertise they will be participating in the 2024 Girl Scout Cookie Program beginning January 27 – **YES!**



Pre- GO Day - Selling – January 17 - 26

- Girls may actively sell via their Digital Cookie accounts by sending emails and using their unique URL's for direct ship, girl delivery (pre-paid) and care to share (online paid) only. There should be no pre-order, order card taking at this time.



Internet – where to – where not

- You may advertise that your Girl Scout is participating in the Girl Scout Cookie Program on social media accounts but cannot complete the transaction through the internet (except through Digital Cookie)
- Facebook, Instagram, Snapchat, Twitter **YES! (to people they know)**
- Digital Cookies, **YES!**
 - Allows girl to email potential customers through a secure website and take their orders for shipment
- Craigslist, Next Door, eBay, Mommy Blogs, Amazon, **NO!**



GSCCC will not monitoring “social media” posts – see next page

GSUSA ONLINE GUIDEANCE

Online Marketing

Girls may use the internet to share their cookie program sales links, stories, and learnings with the following guidelines.

- The Girl Scout Cookie Program is a program, led by Girl Scouts; online marketing and sales efforts should always be led by the Girl Scout while also being supervised by parents/guardians.
- Before conducting any online marketing, girls and parents/guardians must review the [Digital Marketing Tips for Cookie Entrepreneurs and Families and](#) read and adhere to the Digital Cookie terms and conditions, the [Internet Safety Pledge](#), [Safety Activity Checkpoints for Computer and Internet Use](#) and the [Supplemental Safety Tips for Online Marketing](#).
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, etc) Be aware that posts on sites containing the use of a dollar sign (\$) may automatically post to the selling side of the site. To prevent this, the posting party, that's the Girl Scout/Adult must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should remove their last names when using social media sites to protect their identity.
 - Why? If choosing to share the link publicly, parents/guardians and girls should be aware that the link can then be forwarded, allowing customers the girl does not know to place orders for girl-delivery.
- GSUSA reserves the right to remove or disable the link for any reason, including the violation of guidance, inventory fulfillment issues, safety issues, or if the sales and marketing activity goes viral and otherwise creates unanticipated disruption.

What does this all mean? Girl Scouts may advertise their Cookie Program anywhere that is not in direct conflict of the above guidance. We, the council will not get involved unless it is a direct violation.



Recognitions and Troop Proceeds



HOW CAN TROOP'S USE THEIR PROCEEDS?

- Annual Membership Dues
- Program Activities
- Girl Scout Events
- Uniforms
- Troop meeting Supplies
- “Take Action” Projects
- Girl Scout Travel



Troops earn \$1.05 and \$1.10 per box (plus bonuses if earned)

Any additional money earning activities must be approved by council.
See Money Earning Guidelines on our website – www.girlscoutsccc.org

Rewards vs Proceeds

Girls earned rewards....

Can be....

- **Apparel and toys**
- **Patches**
- **Electronics**
- **GSCCC Program Credits**
- **GSUSA online coupons**
- **Organized events**
- **Organized programs**

Cannot be...

Cash

Gift Cards

Used for family members, unless they are a necessary chaperone

How much does my troop earn in troop proceeds?

Troop with rewards - \$1.05 per box

Troop without rewards \$1.10 per box

We earned bonus, why do my proceeds not change?

We credit your troops SMART COOKIES account, basically we make a payment to your account using council funds. This reduces your financial liability to council; it will not change your troop proceed amount earned..

FROM GSUSA....

Troop proceeds can be used for the purposes of Girl Scouting in many ways that tie back to the Girl Scout program which includes implementing the three program processes: girl-led, learning by doing, and cooperative learning and which result in the achievement of the 5 Girl Scout Outcomes. Examples could include; outdoor adventures, community service and take action projects, highest awards (where applicable), Girl Scout troop meeting supplies, troop trips, and other girl-led Girl Scout troop activities. The possibilities are limitless!

However, using troop proceeds to purchase memberships in or uniforms for another organization is not using such funds for the purposes of Girl Scouting. We encourage all councils to remind their volunteers of this policy in order to protect the all-girl environment and to avoid diversion of Girl Scout assets.

Cannot be used for:

- Funding cost of family members who are not required chaperones
- To reimburse girls for experiences and travel

Set Your Cookie Goals

The Girl Scout Cookie program begins online on January 15, and in-person (with cookies in hand) January 27, 2024.

My Goal:

girlscouts
of california's
central coast

girlscoutscoc.org | 800-822-2427



25+ Pkgs



Theme Patch

75+ Pkgs



GS Drawstring Bag

125+ Pkgs



Axolotl Charm It and Bracelet

175+ Pkgs



T Shirt

225+ Pkgs



Small Plush

300+ Pkgs



Tumbler

375+ Pkgs



Large Plush

500+ Pkgs



Hoodie **OR** 2025 GS Membership

750+ Pkgs



*Beach Towel **AND** Dry Bag Backpack **AND** Boxanne Speaker
2 siblings sales must total 1,000 packages



1,000+ Pkgs



*GS MLB Day—2 Tickets (Girl/Adult) **OR** \$75 GSCCC **OR** GSUSA credits
2 siblings sales must total 1,500 packages—2 girls/1 adult ticket will be issued.

1,250+ Pkgs



*Fit Bit Smart Watch **OR** CA Park Pass **OR** \$100 GSCCC **OR** GSUSA credits
2 siblings sales must total 2,000 packages. Item ships direct to GS.

1,500+ Pkgs



*Outdoor Inflatable Screen Bundle **OR** \$150 GSCCC **OR** GSUSA credits
2 siblings sales must total 2,500 packages. Only 1 bundle for siblings. Item ships direct to GS.

2,024+ Pkgs



Disney Magic 2024, Date TBD (Girl/Adult) **OR** \$200 GSCCC **OR** GSUSA credits
(2) 1-Day Park Hoppers & Disney Special Event. Girl/Adult only. Not offered as a sibling reward.

2,500 Pkgs



*Lake Lopez Adventure—June 21, 23, 2024 **OR** \$200 GSCCC **OR** GSUSA credits
2 siblings sales must total 4,048 packages, only one campsite will be issued.

4,000 Pkgs



San Diego Bound with the CEO, Summer 2024, Dates TBD
Girl/Adult only. Not offered as a sibling reward.

*Sibling rewards—all siblings must sell to qualify.

Troop Reward

450+ PGA



GS MLB Day **OR** Ravine tickets **OR** \$25 GSCCC credit
Troops with a Troop PGA of 450 packages sold per registered girl



Individual Girl Rewards

Troop who opt-into Rewards

- Girl rewards are cumulative
- If there is a choice at a level, someone needs to make a choice, anyone, if not, we will, and it will not be a wearable item.
- Troops need to create and complete, by the end of the sale, a main recognition reward order.

Troops who opt-out of Rewards

- If the Troop has opted out of rewards, and the girls want the 2024 Theme patch, at least 25 packages needs to be allocated to trigger the patch to be ordered.
- Troops need to create and complete, by the end of the sale, a main recognition reward order (remember girls still earn patches and 750+ level rewards, even when you opt-out.

Troop Rewards – Initial and End of Sale

All troops must create an initial order and troop reward plan. Troops who reach the levels noted will receive those rewards.

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2024 Cookie Program - Sibling Rewards



The GSCCC sibling reward is for those families that have one or more Girl Scouts **selling** cookies. The reward earned will be determined by the total number of cookies sold between **all** siblings who have sold cookies during the 2024 Cookie program.

- Sibling rewards are not cumulative.
- Each sibling will only receive one additional reward.
- To qualify, all sibling must have sales allocated to them (at least one package)
- The sibling form must be completed, this is the only way we know.

Here is how it works.

50 – 500 rewards: For siblings, two, three, four, etc. that sell collectively 50 – 500 packages of cookies, that means, we add up all sales for all siblings, no matter how many there are, and if their total lands between 50 – 500 packages, each selling sibling will receive that **one** additional reward.

Super Selling Siblings

750+ - Please review the requirements noted under the rewards on the reward insert page. These rewards are not determined the same as the 25 – 500 level rewards.

Several of these rewards are not eligible as a sibling reward.

Please note, we are the only council in the country who does this reward. This is done behind the scenes and the information cannot be found in SMART COOKIES. Any information about this reward will come directly from council.

Tip: Have parents, troop leaders, you, someone, anyone, go onto the Cookie+ resource page and complete the Sibling Reward form.

This link is the only way to track siblings. It does not matter if one or more person completes this form.

We honor this reward if one of the siblings is in a opt out Troop, however the needed number of cookies sold process still applies for sibling rewards.

Please complete the form no later than March 10, 2024.

Note: to receive sibling rewards, the Sibling Form must be completed.

Money Matters



MONEY MATTERS – FAQ's

Q: What if my troop does not have funds for the ACH?

A: You must contact us at info@girlscoutscoc.org - 3 business days before the ACH date.

Q: Can we use Venmo or Zelle, Cheddar Up, etc?

A: Yes, but it the troops responsibility to keep track.

Q: What do you recommend for collecting funds from girls/caregivers?

A: Create a weekly “drop off day” Money Mondays...this could also be a day for transfers from girl Venmo, etc to the troop. **Again, this is the troops responsibility to keep track.**

Q: What do you recommend to keep track of girl payments?

A: In SMART COOKIES, use the finance tab and post any funds girls give to you.

Q: Is there a report to keep track of what girls owe to the troop

A: Yes, use the girl balance summary report. This info is also on your dashboard – scroll down to Girl Financial Responsibilities.

The screenshot displays the Smart Cookies web application interface. The top navigation bar includes links for Dashboard, My Troop, Orders, Booth, Rewards, Finances, Reports, Cookies, Safety and Training, Resources, and Help. The 'Finances' menu is expanded to show 'Financial Transactions'. Below the navigation, there are tabs for 'Troop Transactions' and 'Girl Transactions'. A table titled 'Manage Financial Transactions' is visible, with columns for Transaction #, District, and Service Unit. A search bar is present above the table. On the right side, a modal window titled 'Add Girl Transaction' is open, containing the following fields:

- Girl*: Daisy Scout (dropdown menu)
- Type*: Payment (dropdown menu)
- Payment Method*: Cash (dropdown menu)
- Transaction Date*: 12/23/2021 (calendar icon)
- Amount*: (empty input field)
- Reference: (empty input field)
- Notes: (empty text area)

Remembers all sales paid online are automatic to both the troop and girls.

HOW THE MONEY WORKS

In Person Cookies

What Girls Do:

Girls have cookies in hand and are selling to customers (door to door, workplace, etc.)

What You Do in SMART COOKIES:

These cookies need to be allocated to the girls (troop to girl transfer in SMART COOKIES)

How the money works:

If cash or check you need to post to the girl, using the finances tab then - girl transactions.

If using the Digital Cookie credit card app or their QR code, which is also connected to the APP. The system credits both the girl and the troop for the sale.

Girl Delivery Pre- Paid Cookies

What Girls Do:

Girls have cookies in hand and are delivering cookies that they have sold in advance using their social media app or sending emails.

What You Do in SMART COOKIES:

These cookies need to be allocated to the girls (troop to girl transfer in SMART COOKIES)

How the money works:

The payment for these cookies is added at the time of the sale to both the troop and girl's account.

Direct Ship Cookies

What Girls Do:

Girls send out their links to their customers, customers order and pay online.

What You Do in SMART COOKIES:

You do nothing here. The cookies and payment are both added to the troop and girls.

How the money works:

Both the troop and Girl Scout are credited for the payment.

:

Care to Share Cookies

What Girls Do:

Girls offer the opportunity for a customer to "donate" a box of cookies to our Care to Share program. The customer gives the girl/troop funds but receives no cookies.

What You Do in SMART COOKIES:

These cookies need to be allocated to the girls via virtual cookies share. The only exception is direct ship, these are added automatically to the girl.

How the money works:

If paid via direct ship or girl delivery-prepaid, these funds are added to both the girls and the troop. If paid from cash or check, these funds will need to be added to the girl's account.

Any box of cookies you give a girl – you need money, somehow, to your troop.

CARE TO SHARE 2024

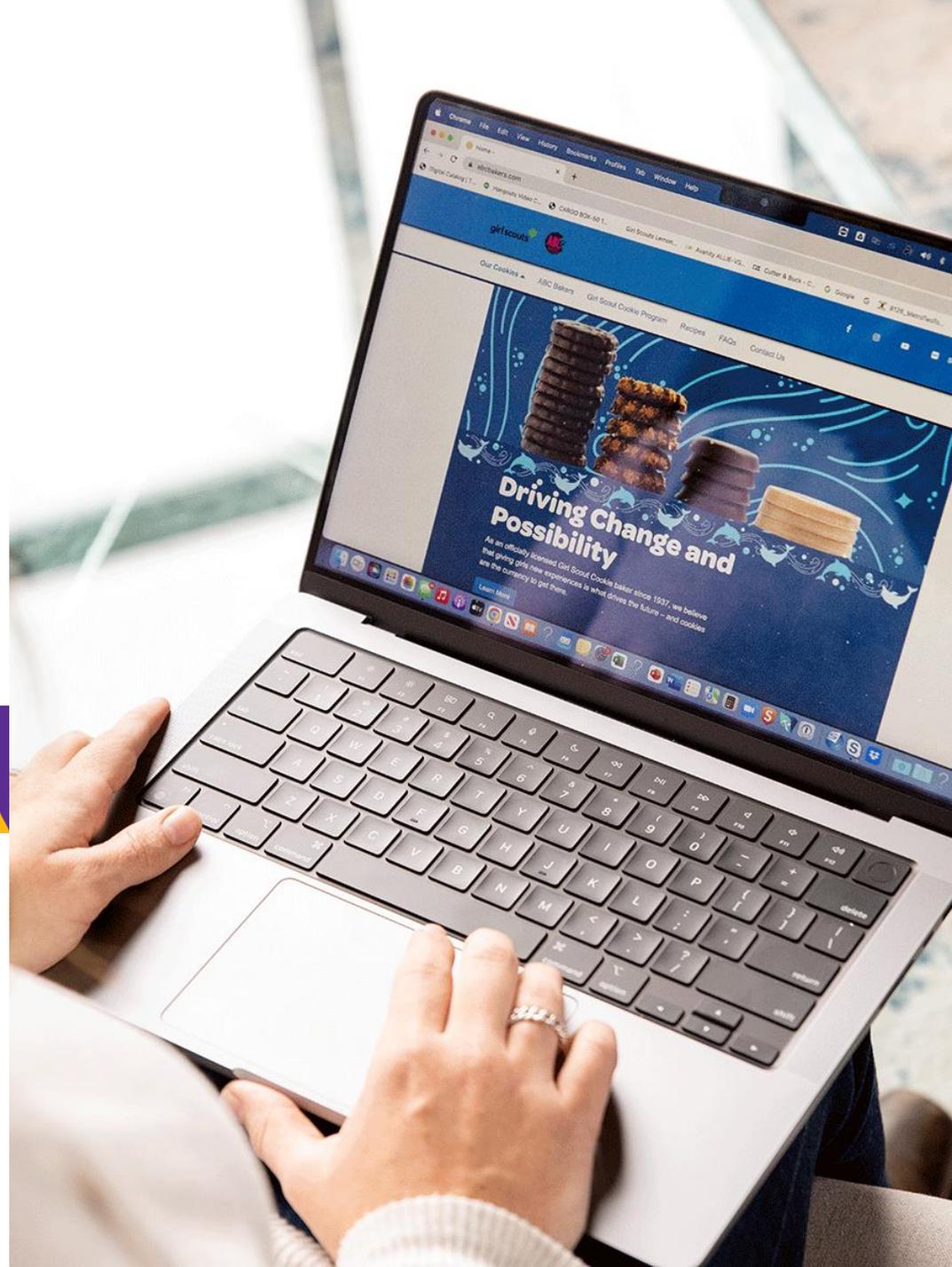


Send your favorite
FALL and COOKIE PRODUCTS
to our first responders
and to troops
overseas



- Gives customers an option to support Girl Scouts without taking possession of cookies
- Helps girls think creatively in order to give back to their communities
- Helps girls reach goals
- Councils handle the distribution
- Available through online sales

Smart Cookies and DC24 Cloud



Volunteer Training in Smart Cookies Help Tab

[Safety and Training](#) ▶ [Smart Cookies Training](#)

Smart Cookies Training

Learn how to use Smart Cookies to build your cookie business, track goals, and connect with customers.



HOW TO: Volunteer Registration

[Download PowerPoint](#)



HOW TO: Managing Troop Girls

[Download PowerPoint](#)

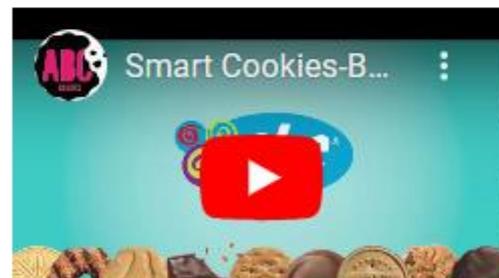


HOW TO: Initial Order Entry by Girl

[Download PowerPoint](#)



Initial order by va...



Smart Cookies-B...



Troop Secured B...

Step 1-Register

Sender: "Girl Scout Cookies"
email@email.girlscouts.org

Subject: It's time to register your Girl Scout for Digital Cookie!



Register for Digital Cookie®

Dear Emily,

Another awesome Girl Scout Cookie season is on the horizon!

It's time for you to help Ayla have the best cookie season yet by adding the Digital Cookie® platform to her selling tools.

Register to use Digital Cookie today and help your Girl Scout create her very own cookie selling website. Registration is required for participation.

The Digital Cookie platform was created to help your Girl Scout increase her sales and reach her goals. Adding this digital sales tool will help your Girl Scout reach customers near and far—making it easier to sell more cookies.

Are you ready to help her meet her goals and take her cookie business to the next level this season? Get started today.

REGISTER NOW

Need help registering? [Access our help portal.](#)

Thank you,

Girl Scout Cookie Program
Girl Scouts Heart of Pennsylvania

December 20, 2023 -Registration email (ongoing)
January 15, 2024-Parent Registration email

Create Password/Login with password

Create Your Digital Cookie Password

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, include 1 number, capital letter and lowercase letter, with optional special characters !, #, \$.

Confirm Password

Submit

Log in to Digital Cookie

Email

Password

Log in

[Forgot password](#) [Need help to log in](#)

← **Click: "Register Now"**

Register for Digital Cookie®

Dear Michele,

Thank you for everything you do to support the Girl Scout Cookie Program and the success of Girl Scout entrepreneurs.

Ready to help make a huge impact on your troop's cookie sales this year? We thought so! Sign up for Digital Cookie® today!

Supporting your troop's online sales is easier than ever. With the Digital Cookie platform, you can view troop participation, follow sales progress, and access tips and FAQs. Plus, you'll help your troop learn essential life skills and reach their goals as they participate in the largest girl-led entrepreneurial program in the world!

Whether you are new to Digital Cookie or returning, you will need to register each season.

When you set up your troop's cookie site, your troop cookie link will be available when the National Cookie Finder is active.

Your Digital Cookie dashboard includes data on the progress of your Girl Scout's cookie sales and full metrics for your troop's cookie link sales.

If you're also a parent/caregiver, you won't see your parent/caregiver role listed until access to the Digital Cookie platform has opened.

Need help registering? [Access our help portal](#)

Register for Digital Cookie today and get started.

REGISTER NOW

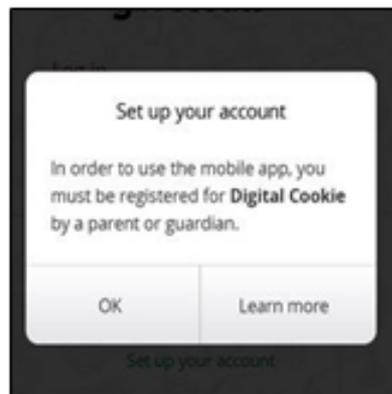
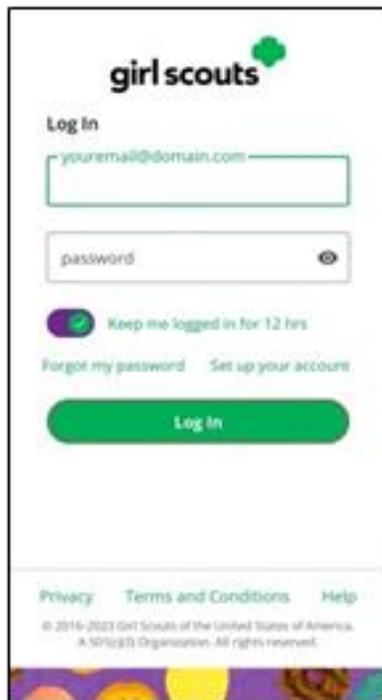
Digital Cookie – Mobile App



Girl Scouts and troops volunteer can use the Digital Cookie Mobile App to process and review orders placed through the Girl Scout's individual site as well as the troop site.

User will start by downloading the Digital Cookie Mobile App from the iTunes or Google Play store. The app is free and can be found by searching for "Digital Cookie Mobile App." User should download a new version of the app every year.

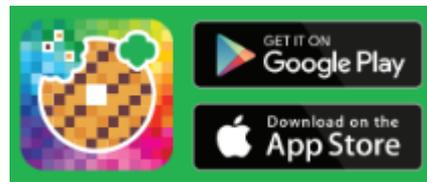
The same email and password used to access Digital Cookie is the same to log into the mobile app. Note: The app will only work if the Girl Scout/Troop's Digital Cookie website is set-up and approved, and the council mobile app access date has started.



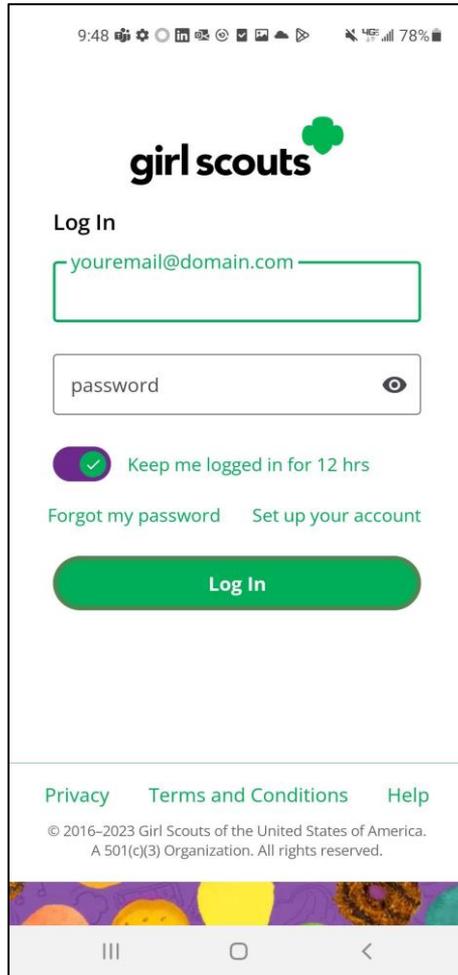
Once a user is logged into the app they see the different accounts available. The user will select which account they want to use. The Girl Scout View is used to take sales on behalf of specific Girl Scouts. The Troop view is used to take sales on behalf of the troop and not an individual, for example at a troop booth.



Mobile App-Logging In



Download the mobile app from the app store

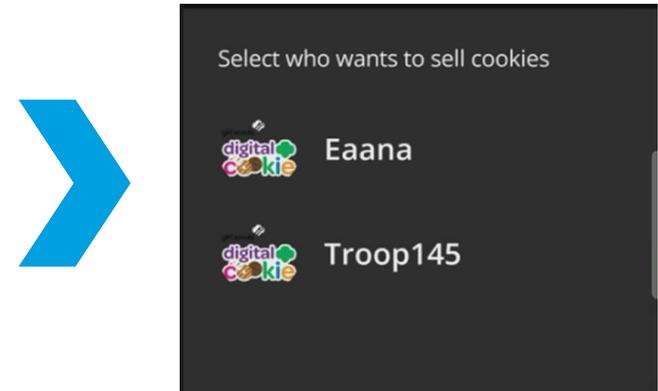


Log in to the app using the same email and password created in Digital Cookie.

Confidential & Proprietary



Girl Scout and troop sites must be set up in Digital Cookie using a browser first, before accessing the mobile app.



Select from the Girl OR the Troop persona. Troop login means the sales go to the whole troop-like at a booth.

DC24 Cloud – AKA Digital Cookie



Become a true cookie boss in four easy steps!

Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

Use the **Digital Cookie®** app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



1. Register for Digital Cookie®

Create your **Digital Cookie Password**

for email address: parent@email@domain.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, @, or #

Confirm password

SUBMIT

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers



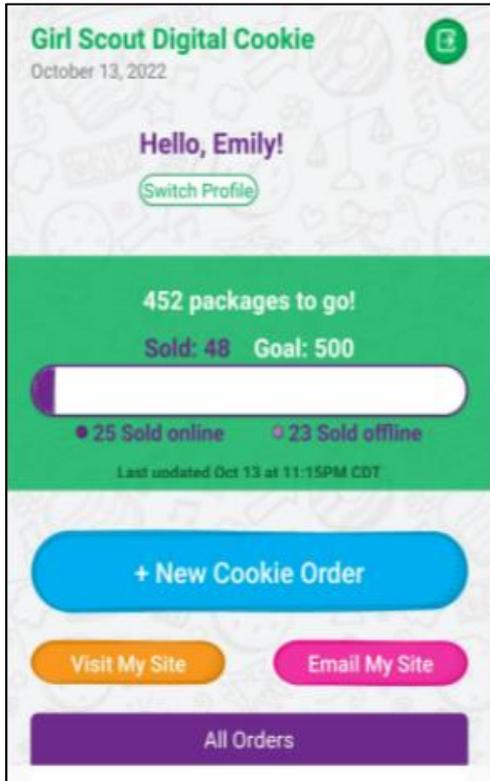
Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. Track Your Progress

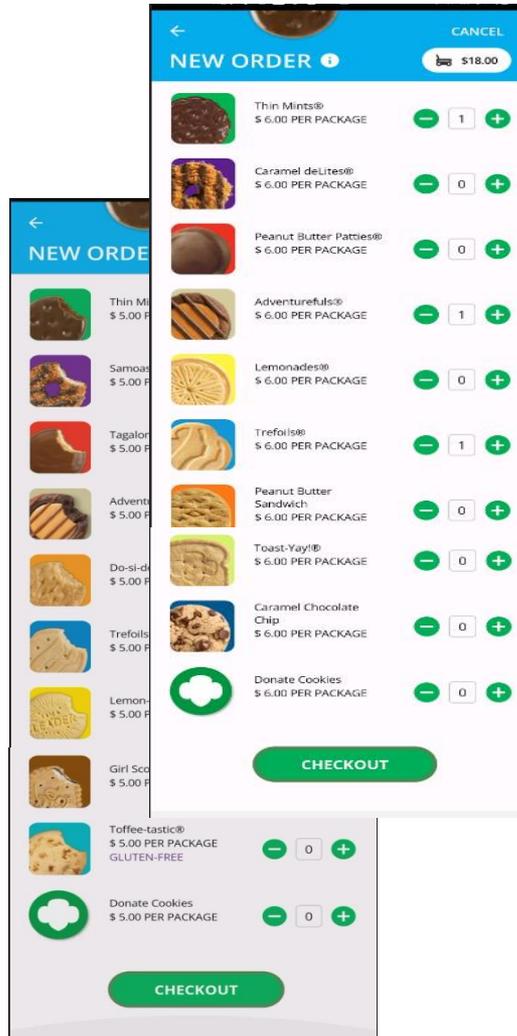


Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

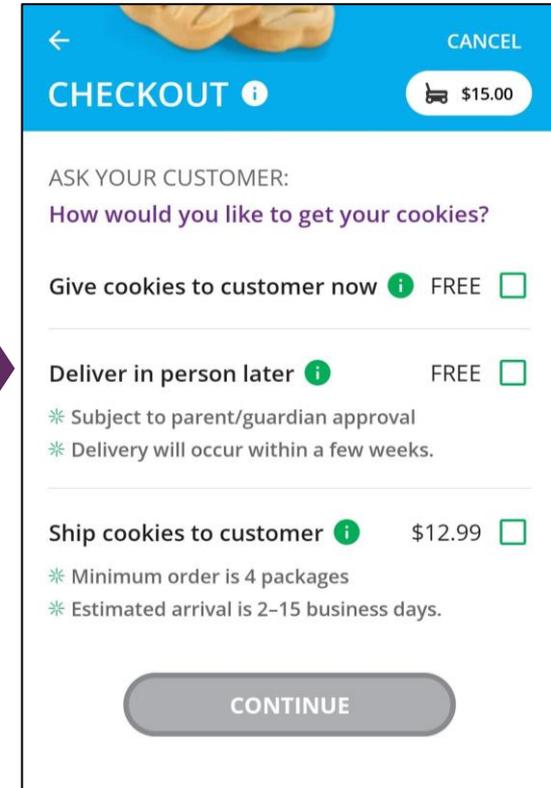
Mobile App-Making a Sale



Taking an order and viewing your orders are the main functions.



Enters the customer's order, click Checkout to continue.



Girl can select to "Give cookies to customer now" for face-to-face transactions.

Digital Cookie Help Center

Select which role and category you need support on.

The screenshot shows the main page of the Digital Cookie Help Center. At the top, there is a green header with the word "Help" in white. Below the header, there are three navigation options: "Parents and Girl Scouts", "Volunteers", and "Your Customers", each with a corresponding icon. The main content area is a grid of nine categories, each with a title and a list of sub-topics. At the bottom, there is a link to "contact customer support" and a "Live Chat" button.

Parents and Girl Scouts	Volunteers	Your Customers
Account setup <ul style="list-style-type: none">registrationsettingspassword see FAQs	Cookie site setup <ul style="list-style-type: none">set goalsyour girl's storyapprovals see FAQs	Customer records <ul style="list-style-type: none">importadd/deletesend emails see FAQs
Cookie orders <ul style="list-style-type: none">detailsapproveorder types see FAQs	Mobile app <ul style="list-style-type: none">ordersapprovalscredit cards see FAQs	My rewards <ul style="list-style-type: none">view rewardsselect rewards see all FAQs
Badges and learning <ul style="list-style-type: none">how to earngames and videos see FAQs	Quick tip instructions <ul style="list-style-type: none">various topicsstep-by-step pdfs see list	Quick tip videos <ul style="list-style-type: none">various topicsshort videos see list

Need more help? [contact customer support](#)

[Live Chat](#)

The screenshot shows the "Account setup" page for "Parents and Girl Scouts". At the top, there are three navigation options: "Parents and Girl Scouts", "Volunteers", and "Your Customers". Below the navigation, there are three main categories: "Account setup", "Cookie site setup", and "Customer records". The "Account setup" category is selected, and its sub-topics are listed: "Getting Started", "Registration", "Settings", and "Account Locked". Each sub-topic has a green checkmark next to it, indicating that it has been viewed or completed.

Parents and Girl Scouts	Volunteers	Your Customers
Account setup <ul style="list-style-type: none">registrationsettingspassword see FAQs	Cookie site setup <ul style="list-style-type: none">set goalsyour girl's storyapprovals see FAQs	Customer records <ul style="list-style-type: none">importadd/deletesend emails see FAQs

PARENTS AND GIRL SCOUTS
Account setup

Getting Started	▲
If you need help with Account Setup. Read our Guide to Digital Cookie in Easy Steps .	
For Shipping-only councils, watch this video tutorial .	
For councils participating in In-Person Delivery and Shipping, watch this video tutorial .	
Registration	✓
Settings	✓
Account Locked	✓

Inside, each category will have detailed instructions, links to tip sheets, or even video tutorials to help you.

We will be offering weekly Cookie Chats to assist with both SMART COOKIES and Digital Cookie questions. We will also be hosting some short "just in time" zoom trainings/meetings.



Thank You
Volunteers