



We are excited to share upcoming news about the upcoming 2024 Cookie Season! We continue to showcase our product program theme, Own Your Magic, for an adventure with our Axolotl mascot, Lottie.

We will also be featuring the GSUSA theme for the 2024 Cookie Season: Unbox the Future; we know cookie season is not just about the items in the box but, of more importance, how it powers girl initiative. Take a closer look at a box of Girl Scout cookies; you'll see it's more than a box with delicious treats inside; it's a building block for possibilities. Possibilities like taking a single box of cookies and seeing how a Girl Scout can use it to power her big adventures and community projects with her Girl Scout Troop!

In our weekly emails from January 2nd - March 4th, we will share inspiring girls from our very own council with you, plus feature our exciting contests, rewards, helpful guides, and goal tracking! Tune in to find out the latest cookie news and celebrate our Girl Scouts of California's Central Coast!

## Troop Renewal



Make sure your troop has all the necessary requirements to get started. Your troop should have the following in MyGS: (2) registered and background-cleared adults, (1) designated troop cookie manager, and all girls re-registered for the 2024 Girl Scout year. Check out our website for upcoming training sessions for troop volunteers. For more information, reach out to [info@girlscoutscoc.org](mailto:info@girlscoutscoc.org) or call us at 800-822-2427

## Cookie Program Participation: Paths to Success

Talk with you Troop Cookie Coordinator to get started today or reach out to [info@girlscoutscoc.org](mailto:info@girlscoutscoc.org).

[Troop Cookie Coordinator Form](#)  
[Service Unit Cookie Coordinator Form](#)

## Earn Exciting Items- Register to Rally!



Are you excited for cookie season? Then join your fellow Girl Scouts at your local Cookie Rallies to learn all about Girl Scout Cookies! Cookie Rallies are a fun, interactive way for Girl Scouts to learn the five essential skills: Goal Setting, Decision Making, Money Management, People Skills, and Business ethics.

- Registration includes:
- Entry to Cookie Rally Session
  - 5 Skills Booths
  - Fun Booths
  - Earn Your Cookie Rally Patch
  - Exclusive Cookie Rally Passport
  - Entry to win an Axolotl Costume!\*
  - Plus, Enjoy Other Exciting Cookie Inspired Giveaways
  - \$15 registered Girl Scouts
  - \$25 Non-GSCCC registered Girl Scouts

\*(Youth Sized)  
Invite your friends!!  
Secure your spot now and save!

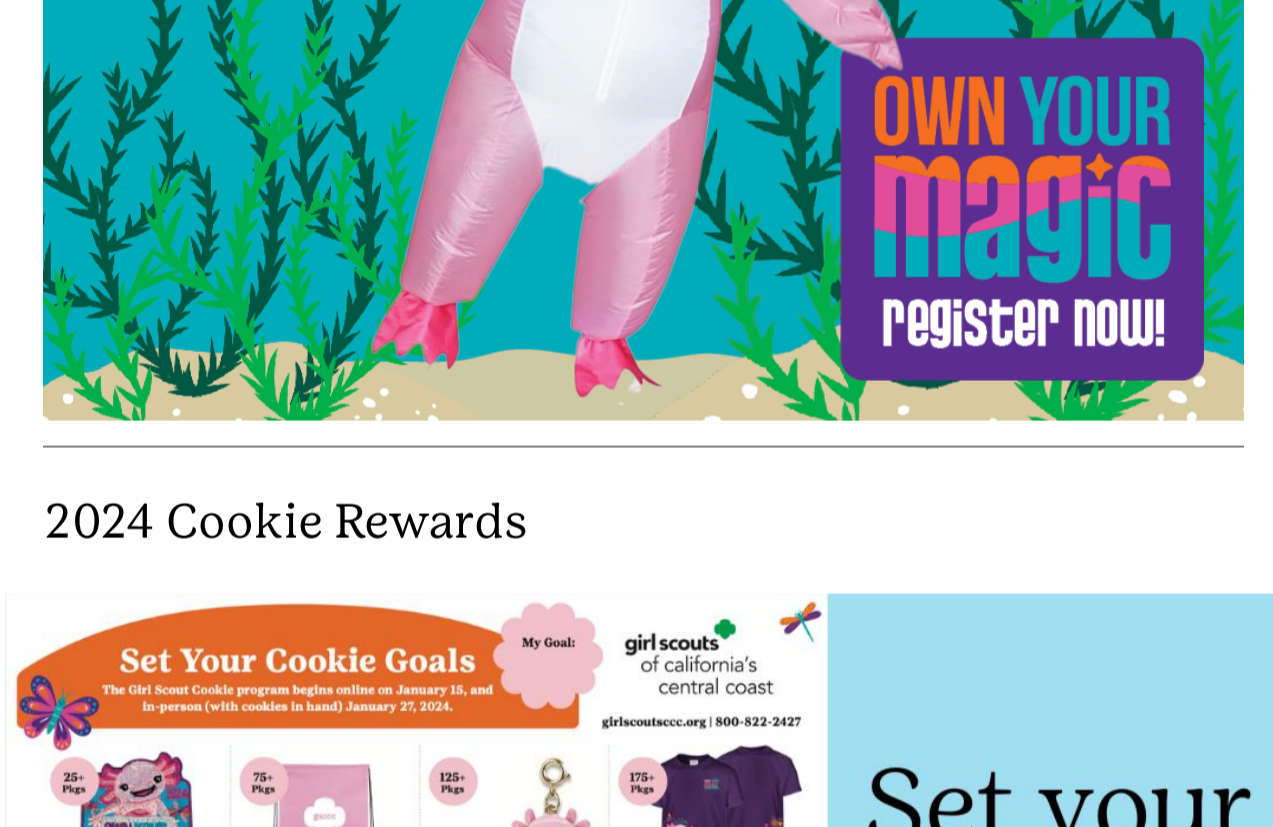
[REGISTER NOW](#)

## Attend a GSCCC Council Led Rally and Enter to Win

When you register for one of our upcoming GSCCC Council Cookie Rallies, you are automatically entered for a chance to win 1 of 4 Axolotl Costumes\*! These costumes are a great tool to draw attention to your Cookie Booth this season!

- Registrants Who Attend Can Expect:
- Earn Your Cookie Rally Patch
  - Receive an Exclusive Cookie Rally Passport
  - Earn One Entry to Win an Axolotl Costume
  - Plus, Enjoy Other Exciting Cookie Inspired Giveaways

\*(Youth Sized)



## 2024 Cookie Rewards

# Set your cookie goals and earn exciting rewards

We are thrilled to share our rewards chart for this year's 2024 Cookie Season.

[VIEW REWARDS FLIER](#)

## Cookie Training Sessions



# Troop Cookie Training

Register for one of our free Cookie Smart Cookie Training Sessions.

[REGISTER FOR TROOP TRAINING](#)

## Important Dates:

(FCFS= First Come First Serve)

(ACH= Automated Clearing House)

December/January Troop Cookie Coordinators - Hold a Cookie Program training/meeting for girls and their families. Check roster in MyGS for all girls and ensure their information is correct. 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 the Bank Information is correct.

Confirm 2 leaders are entered in the system.

If any information is incorrect or missing contact: Customer Care at 800-822-2427 or email: [info@girlscoutscoc.org](mailto:info@girlscoutscoc.org)

January 7 (Sunday) Troop Initial Order due in SMART COOKIES - once submitted information cannot be changed.

January 6, 13, 20 Cookie Rallies - all age levels - times and locations - check our event calendar for dates and registration.

January 4 - 24 FCFS - Booth Selection in SMART COOKIES, each round will begin at 7:00 pm

January 25 - 27 Cookie Delivery to Troops - contact your Service Unit Cookie Coordinator for dates, times, and locations in your area.

January 27 (Saturday) Cookie Program Begins!

February 1 Cookie Cupboards open - check our cupboard calendar for locations, dates and times.

February 2 (Friday) Booth Opportunities begins (all types, virtual, in-person, drive-thru)

February 6 (Tuesday) ACH Draft #1 - 20% of all cookies on troops initial order placed by January 8.

February 16 - 18 National Cookie Weekend - GSUSA Virtual Booths open - send pictures to [media@gsusa.org](mailto:media@gsusa.org)

February 28 (Wednesday) ACH Draft #2 - 30% of all cookies picked up by or transferred to Troops as of Sunday, February 19

March 10 (Sunday) End of Cookie Program (March 10 - 16 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 Service Unit representative for distribution

[COOKIE CENTRAL](#)



Have a question? Don't be shy!  
[Contact us](#) for more information.

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