

OWN YOUR
magic



Your role in the Girl Scout Cookie Program is to help guide your Girl Scout into the next generation of entrepreneurs, problem solvers, and leaders. You'll see your Girl Scout's confidence boost, their skills grow, and their personality shine throughout this program. It could not happen without you.

Welcome to the world's largest entrepreneurial and financial literacy program for girls.

Help your Girl Scout earn all 4 Initial Rewards by February 23!
Initial rewards are cumulative!

Sell **180 packages:**

Earn one 2024 Themed Hoodie (with GSWNY logo on the sleeve!) and a Goal Getter Patch!

Sell **190 packages:**

Earn one 2024 Themed Lanyard!

Sell **200 packages:**

Earn one 2024 Themed Beanie!



How much is a package of cookies?

All cookie varieties (including Gluten Free Caramel Chocolate Chip) are: \$6 per package



GSWNY Subsidized Shipping Rate:

Customers who order 4 or more packages online for direct ship will receive a GSWNY promotional shipping rate! The customer will see a message at the point of sale indicating the lower shipping rate.

**2024 Cookie Program Timeline:
February 2–April 28**

- Initial Order Taking: February 2-23
- Initial Cookie Delivery: March 20 - 23
- Keep Goaling Orders: February 24 – April 28
- Direct Sales: March 23 – April 28

# of packages	Regular Shipping Rate	GSWNY Subsidized Shipping Rate
4-8	\$12.99	\$7.99
9-12	\$14.99	\$7.99
13-20	\$27.98	\$16.98
21-24	\$29.98	\$18.98

When do Girl Scouts collect payment?

If your customer didn't pre-pay online with a credit card, payment is collected when cookies are delivered. Do not leave cookies with a customer without receiving payment. If taking a check, have it made out to the troop.



All cookie proceeds stay local

Troops earn proceeds based on every package sold to fuel their adventures, fund causes they care about, and keep costs low to operate the troop. Proceeds also help cover the cost of the Girl Scout Cookie Program, as well as fund our GSWNY programs, and maintain council properties.



Cookie Share

Your package donation will benefit our local military and community organizations. Customers can donate to Cookie Share on the order form and online. \$6 per package is paid at the time of order. *(Cookie 2024 Share patch available at GSWNY shops for \$1.50 each.)*



Keep Goaling!

Girl Scouts can continue to sell after the initial order period ends on 2/23! How? Girl Scouts can continue to collect orders until 4/28 online via Digital Cookie as well as use the order card below for additional sales! These sales will count towards earning troop funds AND main rewards for your Girl Scout! *(See recognition flyer for reward details.)* Just let your troop leader know you have additional orders and arrange for pickup!

Adventurefuls®

Approx. Cl. 15
Net Wt. 6.5 oz. (184g)
2 cookies (25g) per serving
130 calories per serving



Toast-Yay!®

Approx. Cl. 16
Net Wt. 8.5 oz. (241g)
2 cookies (30g) per serving
140 calories per serving



Lemonades®

Approx. Cl. 16
Net Wt. 8.5 oz. (241g)
2 cookies (30g) per serving
150 calories per serving



FAN FAVORITE

Trefoils®

Approx. Cl. 40
Net Wt. 9 oz. (255g)
4 cookies (26g) per serving
120 calories per serving



Thin Mints®

Approx. Cl. 32
Net Wt. 9 oz. (255g)
4 cookies (32g) per serving
160 calories per serving



BEST SELLER!

Peanut Butter Patties®

Approx. Cl. 15
Net Wt. 6.5 oz. (184g)
2 cookies (25g) per serving
130 calories per serving



Caramel deLites®

Approx. Cl. 15
Net Wt. 7 oz. (198g)
2 cookies (28g) per serving
140 calories per serving



BEST SELLER!

Peanut Butter Sandwich

Approx. Cl. 20
Net Wt. 8 oz. (227g)
3 cookies (34g) per serving
170 calories per serving



		Donated Cookie Packages										Total Packages	Amount Due	Check when Paid
		Adventurefuls®	Toast-Yay!®	Lemonades®	Trefoils®	Thin Mints®	Peanut Butter Patties®	Caramel deLites®	Peanut Butter Sandwich			Amount Due	Check when Paid	
First Name	_____													
Adult Contact's Name/Phone	_____													
Price Per Package	_____													
Troop #	_____													
#	Last Name (Print)	Address	Phone/Email	Number of Packages										
1													1	
2													2	
3													3	
4													4	
5													5	
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21													21	
22													22	
23													23	
Total		Total in red square must equal both across and down.											Amount Due	

\$6.00 per package

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Ways to participate in the program:

Order Taking:

Girl Scouts learn the people skills necessary to run a successful consumer business when they knock on doors, visit workplaces, and ask friends and family members to purchase Girl Scout cookies directly using their physical Cookie Order Card.

Booth Sales/Direct Sales:

As one of the most visible parts of the Girl Scout Cookie Program, participants will learn what's required to manage physical inventory in real time, handle the ups and downs of cookie buyer traffic, and have fun with friends at a Girl Scout Cookie Booth. Cookie Booths are located in public spaces, scheduled in advance by the troop.



Digital Cookie:

Girl Scouts create their customized website and send emails to people they know, asking them to buy cookies. Customers place online orders and have the option for the cookies to be shipped directly to their homes. Orders automatically get credited to the troop and towards the girl's reward totals.

Workplace Sales:

- Girl Scouts can either make a quick “sales pitch” at a staff meeting or make sales calls around the office, depending on the wishes of the business.
- Ask if you can schedule a booth sale at lunchtime or at the end of the day.
- Make an ask video for your parent/guardian to share with co-workers.
- Once sales are completed, the business may allow Girl Scouts to leave an order card. An adult at work may oversee the card, but it is the Girl Scout's responsibility to fill all orders, write thank you notes and assist with delivery.



Girl Scouts may use Social Media as online marketing tools to let family, friends, and former customers know about the program. Girl Scouts under 13 cannot independently set up online marketing sites however they can use their parent or guardian's online sites with their approval and supervision.

- Girls under age 13 cannot set up their own sites. They must use a parent/guardian site with approval and supervision.
- Read the Girl Scout Activity Checkpoints and sign the Internet Safety Pledge.
- DO NOT sell cookies on eBay, Craigslist, or Facebook Marketplace or other online public sales sites.
- Be aware: posts on Facebook using a dollar sign (\$) may automatically move the post to Facebook Marketplace. Prevent this by disabling the automated function or remove the Marketplace feature once it has been posted.
- DO NOT purchase or use donated social media ads for your sales links. Please do not violate this guidance: GSUSA or GSWNY reserves the right to intervene and ask for removal of the post. Compliance is not negotiable.
- Girls should NEVER use their last name on social media or share their personal address for Cookie Booths. Protect your identity and protect yourself.
Yes – Between cross street A and B
No – At 1234 Girl Scout Way, City, NY
- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.



Online Safety

Girl Scouts must have parents/guardians permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in the online program, Girl Scouts must read and abide by the Girl Scout Digital Cookie Pledge, and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians. These resources are here <https://www.girlscouts.org/en/footer/help/digital-cookie-parent-terms-conditions.html>

New in 2024

Selling with Digital Cookie

New sales platform for Girl Scouts!

Digital Cookie helps Girl Scouts run and manage their Girl Scout Cookie business online. It's a fun, easy, and an educational addition to the Girl Scout Cookie Program experience. Your personalized cookie site allows you to set goals, upload a pitch video, track your progress, and more—all while earning cool cookie business badges and pins along the way.

- Digital Cookie delivers more ways to participate, more ways to sell, and more ways to learn!
- Girl Scouts of all ages may participate.
- Troops receive the same proceeds for packages sold via Digital Cookie and they count towards rewards.
- Girl Scouts can track their progress towards their goals, record customer info and complete tasks associated with badges.
- Girl Scouts can create and include personalized videos on their site.
- Girl Scouts must receive caregiver approval for storefront content before posting to customers.
- Customers place online orders and have the option for the cookies to be shipped directly to their homes, delivered by their Girl Scout, or donated.



Top-selling Tips from Real Girl Scouts

Door-To-Door Sales

- Encourage Girl Scouts to canvass their communities with buddies and adult partners, leaving no doorbell unring!
- Girl Scouts can take orders door-to-door at the beginning of the cookie sale with their order cards.
- Girl Scouts can sell door-to-door with cookies in hand. After cookies are delivered, the troop can load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout. Think of it like a mobile booth!
- Girl Scouts can review order cards from previous years and contact these customers again.
- Once cookies have been delivered, Girl Scouts may want to call customers, thank them for their orders and ask if they need additional cookies.
- Try a text-a-thon. Girl Scouts may want to text their friends and family to let them know it's cookie time and to ask for orders.



Quick and Easy Steps to get started in Digital Cookie!

Step 1

Look for your registration email from email@girlscouts.org with the subject "It's time to register your Girl Scout with Digital Cookie" beginning on February 2, 2024.

Step 2

In the email is a pink button to take you to the Digital Cookie registration site. Simply click that button!

Step 3

Once you click the link you'll be on the Digital Cookie platform. You'll need to create a password.

Step 4

Use your new password to log in. Remember to use the same email address where you received your registration email.

Step 5

When you first log in, you will have the "Safe Selling for Smart Cookies" safety video pop-up to watch and review with your Girl Scout(s). You can't proceed any further until the full video has been viewed.

Step 6

Read and accept the Terms and Conditions agreement.



Step 7

Next, the "Girl Scout Safety Pledge" will appear. Be sure to read it to/with your Girl Scout(s). Then check the box for "accept" and click "continue."

Step 8

Once you have registered, watch your inbox for a registration confirmation email and save this email where you can find it during cookie season!

How to support your Girl Scout

Girl Scouts succeed when families get involved. You can support your Girl Scout by giving guidance and inspiration.

- Participate in a family cookie information meeting.
- Sign and forward all parent permission forms timely.
- Provide transportation for order taking and delivery.
- Help network with family and friends—let your Girl Scout do the "ask" as to learn important business skills.
- Volunteer to help the troop cookie coordinator when needed

Your cookie business = a family affair.

It's never been easier to support your Girl Scout as she develops business skills, makes amazing memories, and earns a different pin every cookie season. The simple, age-specific guidelines meet her where she is developmentally, making success a snap. Pins are available for purchase at any of our GSWNY Council Shops.



Watch for additional cookie resources delivered to your email.

www.gswny.org

