



# 2024 Cookie Family Guide





# Own your magic this cookie season!

Welcome to the 2024 Cookie Program!

Girl Scout Cookie Season is a time for the council, service units, troops, and families to come together to help our Girl Scouts raise funds to invest in what they want to do. Each package of cookies represents the goal of a Girl Scout reaching new heights, helping them earn a week at camp or a plane ticket to a faraway destination.

We are so happy that you and your Girl Scout are participating in the Cookie Program. We hope this guide will give you the information needed to make this Cookie Season magical!

Get ready for a great 2024! We've got this!

— The Product Program Team

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## Cookie Calendar

Activity	Date
Girl and Family Cookie Training	Dec-Jan
<b>Cookie Program Starts!</b>	<b>January 18</b>
National Cookie Weekend	February 16-18
<b>Last Day of the Cookie Program</b>	<b>March 10</b>
Top 1,000 Event	May 11
Top 100 Weekend	June 14-16
Top 5 Event	July





# Cookie Program Terms & Definitions



<b>Digital Cookie</b>	NEW for 2024—Cookie management system used by troops and girls to sell cookies to customers.
<b>GSEP</b>	Girl Scouts of Eastern Pennsylvania
<b>PGA</b>	Per Girl Average—total number of packages the troop has sold, divided by the number of girls selling. Calculates troop profit.
<b>Service Unit</b>	A collection of troops in a geographic boundary. Usually organized within a school district or zip code.
<b>Smart Cookies</b>	Cookie software management system used by Volunteers.
<b>SUCM</b>	Service Unit Cookie Manager—lead cookie volunteer who manage all of the troops in the service unit.
<b>TCM</b>	Troop Cookie Manager—lead cookie volunteer at the troop level.

## Where to go if you need help:

Your Troop Cookie Manager (TCM) is your first stop for all questions.

The Product Program Team and other GSEP staff are also here to help! Email [memberservices@gsep.org](mailto:memberservices@gsep.org) with your questions. Be sure to put a specific subject line on your email and always include the word 'Cookies' so the email gets routed to the team quickly. Please also include your Girl Scout's name and troop number.

Once you know who your TCM is, write their information below:

Troop Cookie Manager Name: \_\_\_\_\_

Troop Cookie Manager Email: \_\_\_\_\_ Troop Number: \_\_\_\_\_



# Resources



	WHAT TO FIND	WHERE TO FIND IT
<b>ABC Bakers Facebook</b>	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	<a href="http://www.facebook.com/abcbakers">www.facebook.com/abcbakers</a>
<b>GSEP Website</b>	Find all electronic forms and resources at your fingertips	<a href="http://www.gsep.org/forgirlscoutsandfamilies">www.gsep.org/forgirlscoutsandfamilies</a>
<b>Allergen Flyer</b>	Allergen Chart	<a href="http://www.gsep.org/forgirlscoutsandfamilies">www.gsep.org/forgirlscoutsandfamilies</a>
<b>Cookie Calculator</b>	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	<a href="http://www.gsep.org/forgirlscoutsandfamilies">www.gsep.org/forgirlscoutsandfamilies</a>
<b>Cookie Theme Information</b>	Gallery of images, clip art, certificates	<a href="https://www.flickr.com/photos/abcbakers/volunteergallery/albums">https://www.flickr.com/photos/abcbakers/volunteergallery/albums</a>
<b>Cookie Lineup Sheet</b>	Print ready cookie document	<a href="http://www.gsep.org/forgirlscoutsandfamilies">www.gsep.org/forgirlscoutsandfamilies</a>
<b>Standard Forms</b>	Goal sheet, count it up activity	<a href="http://www.gsep.org/forgirlscoutsandfamilies">www.gsep.org/forgirlscoutsandfamilies</a>
<b>Girl Videos</b>	How-to videos on a variety of topics	<a href="https://www.youtube.com/@ABCCouncils">https://www.youtube.com/@ABCCouncils</a>
<b>Digital Cookie Pledge</b>	Make safe choices when online	<a href="https://www.girlscouts.org/en/footer/help/digital-cookie-girl-scout-digital-cookie-pledge.html">https://www.girlscouts.org/en/footer/help/digital-cookie-girl-scout-digital-cookie-pledge.html</a>
<b>GSUSA Internet Safety Pledge</b>	Make safe choices when online	<a href="https://www.girlscouts.org/en/footer/help/internet-safety-pledge.html">https://www.girlscouts.org/en/footer/help/internet-safety-pledge.html</a>





# It's Almost Cookie Time!

## Make sure to take these steps to prepare for the Cookie Program!

### Log into your MYGS and check for the following:

- My child is registered for the current membership year
- My child is listed in the correct troop
- My email address is listed correctly (this email will be used for the cookie system)
- Our mailing address is up to date
- I am listed as the primary caregiver

### I completed the above, now what?

- Sign the Parent Permission form granting permission for your Girl Scout to participate
- Talk with your Girl Scout about their cookie goal and how they can achieve it
- Review recognition options and decide what is the right fit for your Girl Scout
- Talk with your Girl Scout about how to safely market their Cookie Program (Is social media appropriate? How do you plan to market? Etc.)

# Facts to Know

**Package Prices**  
 Gluten Free: \$6  
 All Others: \$5  
*\*Prices may not be adjusted or additional fees added*

**12**  
 Cookie Packages Per Case

**Most Popular Cookies**

**25%** Thin Mints  
**17%** Caramel deLites  
**16%** PB Patties

### How much should I order?

Based on average GSEP sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints®.....	25%
Caramel deLites®.....	17%
Peanut Butter Patties®.....	16%
Lemonades®.....	10%
Adventurefuls®.....	8%
Trefoils®.....	8%
Peanut Butter Sandwich.....	8%
Toast-Yay!®.....	5%
Caramel Chocolate Chip.....	2%

### How much can I pick up?

Compact Car.....	23 cases
Hatchback Car.....	30 cases
Standard Car.....	35 cases
SUV.....	60 cases
Station Wagon.....	75 cases
Minivan.....	75 cases
Pickup Truck.....	100 cases
Cargo Van.....	200 cases

### Fun Facts!

The oven that bakes Trefoils® is as long as an American Football field.

A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.

ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.



# Your Girl Scout Cookie favorites are back!



**Adventurefuls®**



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



**Toast-Yay!®**



French Toast-inspired cookies dipped in delicious icing



**Lemonades®**



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



**Trefoils®**

Iconic shortbread cookies inspired by the original Girl Scout recipe



**Thin Mints®**



Crispy chocolate wafers dipped in a mint chocolaty coating



**Peanut Butter Patties®**



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**



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
<b>Adventurefuls®</b>	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
<b>Toast-Yay!®</b>	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
<b>Lemonades®</b>	Y	Y	M	M	M	Y	Y		Y		Y	Y
<b>Trefoils®</b>	Y	Y	M	Y	M	Y	Y	Y	Y			Y
<b>Thin Mints®</b>	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
<b>Peanut Butter Patties®</b>	Y	Y	M	M	Y	Y	Y	Y	Y		Y	Y
<b>Caramel deLites®</b>	Y	Y	Y	Y	M	Y	Y		Y			Y
<b>Peanut Butter Sandwich</b>	Y	Y	M	Y	Y	Y	Y	Y	Y			Y
<b>Caramel Chocolate Chip</b>						Y	Y	Y	Y	Y	Y	Y



For complete nutrition facts and ingredients, visit [girlscoutcookies.org](https://www.girlscoutcookies.org) or [www.abcbakers.com](https://www.abcbakers.com) for more information.

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# Social Media

Social media is certainly a major part of everyday life and a great way to get the message out about the Cookie Program. Please follow these important Policies related to girl and troop posts.

Girls may only advertise their individual cookie program and cookie social link on personal social media pages. Community, marketplace, business, and neighborhood type sites are not permitted to promote individual girl sales. Sites with the direct purpose of selling items (such as marketplace, craigslist, and yard sale type sites) are not permitted.

Troops can also use social media to promote your troop Cookie Program!

Troops may advertise their Virtual Troop Booth links and activities on personal, business, community, or neighborhood (example, NextDoor) social media sites. Sites with the direct purpose of selling items (such as, marketplace, craigslist, yard sale type sites) are not permitted.

## Digital Cookie®

Exciting news—your online Girl Scout Cookie sales platform is getting a revamp! We're moving your online cookie sales to a platform called **Digital Cookie**. Going forward, you will be using the new Digital Cookie application (app) to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies online and reaching your goals just got easier!

**Please note:** Troop leaders and volunteers will still utilize Smart Cookies for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

**Digital Cookie features make selling cookies a fun, universal experience for all entrepreneurs.**

### For Girl Scouts/Troops:

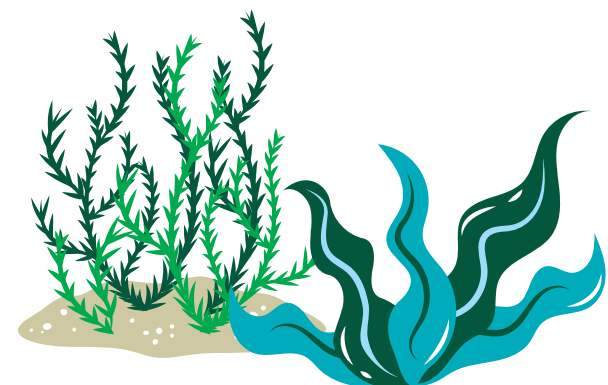
- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video
- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program
- Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images
- Girl Scouts can make sales on the go at cookie booths

### For Parents

- The option to turn girl delivery off for customers based on family preferences and cookie availability
- The ability to turn cookie varieties on or off to match available inventory

### For Consumers

- Customers can order and pay for cookies online and pick them up at a booth
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand





# A-lot-1 Things to Know

There are many ways that troops and Girl Scouts can participate in the Cookie Program. Let's break it down!



## GIRL PARTICIPATION

Once a girl has been uploaded into Digital Cookie, the parent/guardian will receive an automated email (the email listed in their MYGS) to register their Girl Scout to participate in the Cookie Program. Uploads are the transfer of girls from MYGS into the Smart Cookies system. This is done by the Product Program team starting in December and then weekly throughout Cookie Season as new girls join troops. After the registration is complete, the Girl Scout can start their journey of cookie entrepreneurship!

### Order Card

Each Girl Scout should be given a Cookie Order Card from their TCM that they can use to take orders from friends, family, and neighbors. Girls can collect orders and, when ready, request cookies from the Troop's Cookie Manager to fulfill her orders. Just remember, no order taking until January 18!

### Digital Cookie

Girl Scouts can participate in the Cookie Program right through Digital Cookie by downloading the app on a mobile phone or through the website. Once the Girl Scout is registered into Digital Cookie, they have access to share ordering links, take orders, take credit card payments, and monitor their recognitions earned. Girl Scouts can even send encouraging 'cheers' to their fellow troop members!



## Girl Scouts can take two types of orders:

### 1. Girl Scout Delivery

This type of order is placed through the online ordering link via Digital Cookie and is fulfilled by the Girl Scout. When the customer places an order, an email is sent to the parent/caregiver to approve or decline. Once approved, the Girl Scout should fulfill the order from cookies on hand using the troop inventory. The order can be pre-paid with a credit card, eliminating the need for money exchange.

### 2. Direct Ship

This type of order is also placed through Digital Cookie but is fulfilled by the bakery. The order is placed using a credit card, including any shipping costs, then shipped right to the customer. This is perfect for out-of-town family and friends that want to support your troop! There is also the option to place an online donation.

### Donations

All monetary donations collected are used to support your troop's Cookie Program. Make sure to turn any cash donations into your Troop Cookie Manager.

## Cookie Stand

Girl Scouts can set up a lemonade style stand in front of a residence on private property. Families can team up together and get as creative as they want to market to passersby.

## Family Booth

Families can work with their troop and service unit to set a cookie booth at a business to sell cookies. Family booths must be pre-approved by the troop and service unit and only one family is permitted to attend. **A cookie booth is defined as selling of cookies at a public or private business or organization and is not considered the family's residence.**

The Girl Scout Cookie Program is intended to teach girls the 5 Essential Skills and how to run a successful business. We understand that families and friends want to help their Girl Scout be successful however, the following rules must be followed:

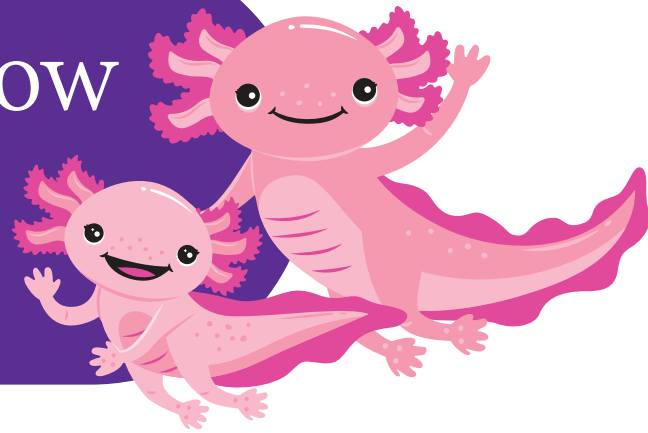
- Only registered Girl Scouts can participate
- Third-party sales are not permitted (for example, a local store cannot set up a display and sell cookies without the Girl Scout present)
- Door-to-door sales should only take place within the girls' residential neighborhood
- Girls and Troops should only sell within their Service Unit, unless approved by the Service Unit Cookie Manager of the neighboring service unit





# A-lot-1 Things to Know

There are many ways that troops and Girl Scouts can participate in the Cookie Program. Let's break it down!



## TROOP PARTICIPATION

### Cookie Booths

Booths are a great way to get your troop working as a team to boost goals and raise funds. Service units will secure booth locations at public or private businesses/organizations for troops to utilize.

Each booth must have at least two GSEP registered, unrelated, and cleared volunteers supervising the Girl Scouts. Booths must also be within service unit boundaries and never outside the GSEP nine county footprint.

Girl Scouts can collect payment at Cookie Booths in a variety of ways including cash and electronic payments. While troops can use their own credit card service, it is easy and convenient to use Digital Cookie at a Cookie Booth to take credit card payments. GSEP is paying the transaction fees for all Digital Cookie credit card transactions!

### Virtual Booth

A troop can create a Virtual Booth through Digital Cookie where the troop can share one link to collect orders. These orders are reported through Digital Cookie for cookie fulfillment. These pre-paid orders can be delivered by troop members, or you are able to set up a pickup location for customers to pick up orders at a specified date and location.

### Troop Direct Ship Link

Troops can also share a social link to collect Direct Ship orders from customers. Your TCM has access to this link and can be shared by anyone in the troop.



# 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. And 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 girls 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.



# Shipping and Promotions

## 2024 Digital Cookie Shipping Fees

Digital Cookie’s minimum order for shipping is 4 packages. The base shipping price is 4-8 packages at \$12.99 and 9-12 packages at \$14.99. Below is a list of shipping costs for cookie orders at the different levels. Shipping promotions will be announced at a later date.



Packages	Shipping Cost
4-8	\$12.99
9-12	\$14.99
13-20	\$27.98
21-24	\$29.98
25-32	\$42.97
33-36	\$44.97
37-44	\$57.96
45-48	\$59.96
49-52	\$72.95

The above pricing is calculated as follows:  
 • 13 packages of cookies: tier B (12 packages) + tier A (1 more package) = \$27.98  
 • 25 packages of cookies: tier B x 2 (24 packages) + tier A (1 more package) = \$42.97

*There is a \$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands*

# Troop Proceeds

Through participating in the Girl Scout Cookie Program, troops earn monetary profit based on the Per Girl Average (PGA). The troop’s PGA is calculated by taking the number of packages the troop sells divided by the number of girls selling (at least one package transferred to them). A registered girl who is not participating in the Cookie Program will not affect the troop’s PGA.

In addition, girls can earn recognition prizes in appreciation for participating in the Girl Scout Cookie Program. Troops and girls can decide which plan they would like to work towards. Below is an explanation of the difference between the Proceed Plans and recognition options.

Troops have two options for the money earned during the Cookie Program. Regardless of plan, every girl will receive any patches, achievement bars, as well as special celebrations based on their overall sales. **The Proceed Plan must be discussed and agreed upon by the Girl Scouts and families in the troop, as it will affect girls’ individual recognitions.**

Troops will earn an additional bonus for all girls who reach 500 Club (500 packages sold) and Cookie Boss (1,000 packages sold) levels. Troop bonuses are not cumulative.

**500 Club Bonus Per Girl: \$25**  
**Cookie Boss Bonus Per Girl: \$50**



Based on the Troop’s Per Girl Average, the troop will earn the following profit per package:

PGA	Proceed per box
1-129	\$0.70
130-159	\$0.75
160-199	\$0.85
200-299	\$0.90
300-499	\$0.95
500+	\$1.00

### Option 1—Traditional Proceeds with Recognitions

The troops that select this plan will earn monetary profit while also opting for girls to earn physical prizes or credits toward programming and travel.

### Option 2—Higher Proceed Plan without Recognitions

The troop must reach a Per Girl Average (PGA) of 300 packages or more to be eligible. Please note, the PGA will not be rounded up. Once eligible, the troop will earn **\$0.25 per package in addition to the traditional proceeds**. If this option is chosen, it applies to the entire troop and the girls participating in this troop **will not** receive any cumulative prizes, including free membership. Girls will receive patches, achievement bars, and special event celebrations for top sellers.



# Girl Recognitions

Girls in troops who select **Option 1—Traditional Proceeds with Recognitions** will have the option of the following two recognition plans. Check with your TCM that they cookie system accurately reflects the plan your Girl Scout chooses.

## Cumulative Prize Plan

This plan is open to all age levels and features themed items and includes free membership for the next Membership Year. These items are cumulative and are earned based on the number of packages sold by each individual girl.

**\*Note:** If the size for a clothing item is not selected when orders are due, the size ordered will default to **Adult Medium**.

## Cookie Dough

This plan is offered to all age levels and is **not cumulative**. Girls must sell a minimum of 200 packages to qualify for this option. Cookie Dough cannot be combined, transferred, or redeemed for cash.

Cookie Dough can be redeemed by selecting Program Credits in MyGS for programming, in person at a GSEP shop, or by filling out the webform on the gsep.org website for other expenses. Emails with the total amount of Cookie Dough earned will be sent to the parent/guardian email on file at the close of the Cookie Season. See the Recognition Flyer on page 19 for the redemption calculations.

Cookie Dough earned during the 2024 Cookie Program must be redeemed by September 30, 2025, but can be used for future trips. Girls who opt for Cookie Dough will receive all patches, achievement bar, and special event celebrations for top sellers, but will not receive any other cumulative prizes, including free membership.

## Cookie Dough can be redeemed for:

GSUSA Destinations Trips

GSEP Summer Camp and Programs

Troop Trips

GSEP Shop Purchases

Silver/Gold Award Expenses

Membership (including Lifetime Membership)

School Expenses

...and more!



# Top Seller Events



## 500 Club

Every Girl Scout who sells 500 or more packages, regardless of the recognition plan they choose, will earn a special 500 Club shirt and patch. Individual Girl Scouts must sell 500 packages to become part of the 500 Club (there are no sibling benefits for this level). Troops will receive a \$25 bonus for each Girl Scout that reaches this level.

## Cookie Boss Class of 2024

Every Girl Scout who sells 1,000 or more packages, regardless of the recognition plan they choose, will earn a Cookie Boss Patch and Cookie Boss branded item. Troops will receive \$50 for each Girl Scout that reaches this level (noncumulative with 500 club bonus, troop receives one bonus or the other). Special sibling benefits are available for this level to include the whole family with your Cookie Program.

## • Sibling Benefit for Cookie Boss!

Households with multiple participating Girl Scouts who reach the following levels will receive the Cookie Boss Level and gifts.

## • Households with 2 participating siblings

Reach 1,500+ total packages sold, and each will receive the Cookie Boss Class of 2024 patch and Cookie Boss branded item.

## • Households with 3 or more participating siblings

Reach 1,700+ total packages sold, and each will receive the Cookie Boss Class of 2024 patch and Cookie Boss branded item.

## Top 1,000 Event

On May 11, 2024, GSEP will be hosting an after-hours private event at Adventure Aquarium for top entrepreneurs and a chaperone! This will be a celebration with special access to exhibits, educational experiences, food, and fun! Parking is included.

## Top 100 Event

On June 14-16, 2024, GSEP will be hosting our amazing Top 100 Girl Scouts at Camp Mosey Wood! Save the weekend for an experience at camp like never before! This will be exclusive for the Girl Scout only with a day option for our Daisy and Brownie friends.

## Top 5 Cookie Entrepreneurs

The overall top 5 highest sellers from the council will get a special experience with the Product Program Team, to be announced before the Cookie Season starts!



# Set Your Cookie Goals!

The Girl Scout Cookie Program Begins January 18, 2024

## Achievement Bars

One patch for the highest level achieved: 100, 200, 300, 400, 500, 600, 700, 800, 900, 1,000, 2,000, 2,500, 3,000, 3,500, 4,000, up to 5,000 packages!

## Cookie Dough Credits

Packages	Credits
200	25
250	50
300	75
400	125
500	200
750	300
1,000	400
1,250	500
1,500	600

## My 2024 Cookie Goal

..... packages



300-399 Packages  
GSEP Free Membership & Super Patch



25-59 Packages  
Participation Patch



150-199 Packages  
Theme Patch & Axolotl Water Game



OR



400-499 Packages  
Axolotl Cross-Stitch Craft Set\*  
OR Mood Cup & Axolotl PBJ  
*\*recommended for ages 8+*



60-99 Packages  
Axolotl Vinyl Sticker



200-249 Packages  
Theme T-Shirt



500-599 Packages  
Axolotl Plush Backpack Clip & 500 Club T-Shirt and Patch



100-149 Packages  
Lanyard



250-299 Packages  
Axolotl Small Plush & Mood Straw



OR



600-799 Packages  
Belt Bag OR 10 Cookie Dough



800-999 Packages  
Hoodie



OR



2,500-2,999 Packages  
Custom Vans Shoes OR  
65 Cookie Dough

## YETI



1,000-1,499 Packages  
Beanie Hat & Cookie Boss  
Yeti Mug and Patch



1,500-1,999 Packages  
Camp Light & Head Lamp  
& Playing Cards



OR



3,000-3,499 Packages  
Cotopaxi Allpa Travel Pack  
OR 85 Cookie Dough



OR



3,500-3,999 Packages  
Astronomy Package: Telescope,  
4 tickets to Franklin Institute,  
Zoom with Astronomy Expert  
OR 100 Cookie Dough



2,000-2,499 Packages  
Beach Towel & Dry Backpack  
& Axolotl Large Plush Pillow



OR



4,000+ Packages  
Schwinn Hybrid Bike OR  
2 PA Renn Faire  
Season Tickets OR  
200 Cookie Dough

*\*Some prizes may differ from what is pictured*



Girls who collect 24+ packages of Virtual Cookie Share will earn this Cookie Share patch!



Girls that sell 36+ Direct Ship packages will earn this Online patch!

The top 3 Cookie Entrepreneurs for each Girl Scout level (Daisy, Brownie, Junior, Cadette, Senior, Ambassador) will be recognized at the GSEP Annual Meeting in May. The Top Entrepreneur for each level will receive a free week at camp during the summer of 2024.



# Where Do the Cookies Come From?

## Council

GSEP works with our contracted baker, ABC Baker, to order cookies. ABC bakes and delivers our cookies to two warehouses within our council that we use to then distribute to troops.

## Troops

Troops have several options to order cookies, before and during the Cookie Season. Each year in November, troops can pre-order cookies that are available for pickup in early January. This guarantees troops have inventory on hand at the start of the Cookie Program. After the start of the program, troops can enter weekly orders called “Planned Orders” at locations around our council.

GSEP also offers “Unplanned Stations” where troops can pickup cookies weekly at a first come first serve basis. These stations are typically used for cookie booths or last-minute customer orders.

## Families

As your Girl Scout receives Girl Delivery orders from friends and family members, it is your responsibility to track that inventory and communicate needs with your TCM in a timely manner.

While some families are comfortable taking an inventory of cookies up front to sell over the duration of the Cookie Program, others prefer to take orders up front and get cookies as needed.

Communicate with your TCM to see which way fits best for your troop and family. Remember, anytime you pick up cookies from your troop, you are signing that you are financially responsible for those cookies.



# How Does My Girl Scout Get Credit for Sales?

## Cookie Transfer

A cookie transfer is the movement of inventory in the Digital Cookie system and credits Girl Scouts for their sales. Some customer purchases are automatically credited to the Girl Scout’s account and others need to be manually credited by your TCM. Transfers also calculate the troop’s Per Girl Average (PGA) that will determine the troop’s proceeds.

Any purchases that come through Direct Ship are sent directly to the customer and are automatically credited to your Girl Scout.

Cookies that you pick up from your troop will need to be manually transferred by your TCM. After this transfer your Girl Scout will be able to see their inventory in Digital Cookie.

If you have and discrepancies between what your Girl Scout sold and what you see in Digital Cookie, be sure to reach out to your TCM. These transfers shift the financial responsibility from the troop to the family.

# Where Does the Money Go?



All the money raised through the Girl Scout Cookie Program stays right here in Eastern Pennsylvania, and most importantly, with your troop.

The Cookie Program is the biggest fundraiser for GSEP and troops, making this an important part of the Girl Scout experience. Funds are used to supplement the cost of summer camp, enhance troop community engagement, help Girl Scouts travel the world, and support the maintenance of 1500 acres of land across six properties.

As your Girl Scout is collecting orders it’s important to practice good money

management. When possible, use the Digital Cookie credit card feature to eliminate the need for cash and money goes directly to credit the troop’s account. When working with cash, it is important to turn that over quickly to your TCM so deposits can be made frequently.

Your troop makes three payments throughout the cookie program to GSEP based on cookies ordered. Money management is everyone’s responsibility!

# Safety

## Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, its more fun.
- **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

## In-Person Sales

- **Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.**
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

## Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree** to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



# Include the 5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



## Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



## Decision Making

Girl Scouts learn to make decisions on their own and as a team.



## Money Management

Girl Scouts learn to create a budget and handle money.



## People Skills

Girl Scouts find their voice and build confidence through customer interactions.



## Business Ethics

Girl Scouts learn to act ethically—both in business and life.



# 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

**OWN YOUR magic**

100%

75%

50%

25%

Troop# \_\_\_\_\_

Girl Scout Cookie Goal \_\_\_\_\_

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*Have a magical Cookie Season!*

girl scouts   
of eastern  
pennsylvania

