

2024 Girl Scout Cookie Family Guide



OWN YOUR
magic

POSEE TU
magic





NEW!

**Redesigned
LittleBrownie.com**

Check out cookie resources
on the baker's new website



Digital Cookie 2024

Initial order submission and cheers!

Important Cookie Dates

Digital Cookie Access

January 8

Program Begins

January 13

Girl Initial Order Due

January 28

National Girl Scout Cookie Weekend

February 16-18

Troop Cookie Pickup

February 24

Cookie Booths Start

February 25

Program Ends

March 31

Final Girl Payments Due to Troop

April 3

Top Seller Events & Super Seller Reward Selection

April-May

Rewards Distributed by SUCC

May/June

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Inspire Cookie Entrepreneurs



Everything Girl Scouts do is designed to help them grow into leaders of courage, confidence, and character. The five skills they learn through the Girl Scout Cookie Program are important ingredients in the Girl Scout Leadership Experience. Here are a few examples of how participating in the cookie program teaches Girl Scouts skills that will help them grow into leaders in their own life, leaders in business, and leaders in the world.



Why should my Girl Scout Participate in the Girl Scout Cookie Program?

Through the Girl Scout Cookie Program, Girl Scouts learn...	This matters because ...
<p>Goal setting as they set cookie business goals individually and with their team and then create a plan to reach those goals.</p>	<p>They develop a strong sense of self and cooperation and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.</p>
<p>Decision making by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.</p>	<p>They develop critical-thinking and problem-solving skills that will help them make big and small decisions in their life; practice helps them make good decisions.</p>
<p>Money management as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.</p>	<p>They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.</p>
<p>People skills as they learn how to talk to, listen to, and work with customers in person and virtually. Plus, they put teamwork into action as they reach their goals together.</p>	<p>These experiences help them develop healthy relationships and conflict-resolution skills for the future.</p>
<p>Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.</p>	<p>They practice putting the positive values they learn as Girl Scouts into action to become ethical leaders.</p>

Inspire Cookie Entrepreneurs



Cookie Business Badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at girlscouts.org!

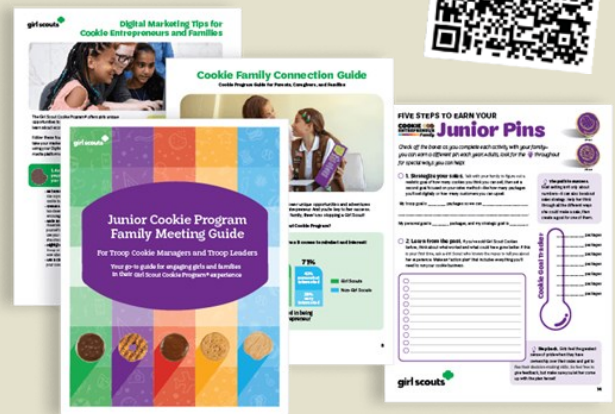


Getting Families Involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- Cookie Program Family Meeting Guides
- Cookie Entrepreneur Family Pins



Market Their Business Online



Your #1 Strategy

Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- **Digital Cookie®:** Personalize their site by uploading weekly videos. Offer cookies through direct shipping or in-person delivery.
- **Social Media:** Create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit [Digital Marketing Basics](#) on LittleBrownie.com.
- **Text or Call:** Reach out to customers who may not be online and follow up for reorders.



Find Digital Resources

Find inspiration on social! Follow and share posts to kick-start a digital campaign.

Plan your content with the Digital Marketing Basics

Download Posts!

Girl Scouts® **Little Brownie Bakers®**

The collage includes a calendar for January 2024 with a blue circle highlighting the 9th and 16th, a social media post with a 'Reminder Booths now open!' message, a 'Happy Women's Entrepreneurship Day!' post, a QR code, and social media icons for Facebook, Twitter, Instagram, and Pinterest.

Safety Resources

Girl Scouts and their caregivers must read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)

Market Their Business In-Person



Share the Magic, Face-to-Face

If your troop is planning in-person cookie events, there are lots of ways they can creatively rise to the occasion!

- **In the Neighborhood:** Girl Scouts can stay local and ask their neighbors to buy cookies using their cookie order card.
- **Cookie Stands:** Entrepreneurs can set up shop in front of their residence and market their cookies to customers who live nearby (approval required).
- **Cookie Booths:** Preapproved locations like grocery stores, banks, malls or even parking lots are great places to set up a booth and connect with cookie lovers*.

**All cookie booths are established by Council or the service unit cookie team. Contact your Service Unit Cookie Coordinator for details.*

Cookie Menu Lanyard

On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

They fit easily into plastic holders on lanyards so they're protected from all types of weather. Entrepreneurs can wear them at booths and encourage customers to scan their QR code to go to Digital Cookie®. It's especially handy if booth inventory in a certain variety is running low!

Girl Scouts can also pop them into their backpacks for customers to scan anytime.

Lanyard inserts can be personalized with marketing messages and cookie prices.



Found at
LittleBrownie.com





2024 Girl Scout Cookies

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt **\$5**
 Approximately 15 cookies per 6.3 oz. pkg.
 U D



Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$5**
 Approximately 12 cookies per 6.2 oz. pkg.
 U D



Trefoils® **\$5**

Iconic shortbread cookies inspired by the original Girl Scout recipe
 Approximately 38 cookies per 9 oz. pkg.
 U D



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling **\$5**
 Approximately 20 cookies per 8 oz. pkg.
 U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$5**
 Approximately 15 cookies per 7.5 oz. pkg.
 U D



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating **\$5**
 Approximately 15 cookies per 6.5 oz. pkg.
 U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$5**
 Approximately 30 cookies per 9 oz. pkg.
 U



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling **\$6**
 Approximately 16 cookies per 8.5 oz. pkg.
 U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits **\$6**
 Approximately 14 cookies per 6.7 oz. pkg.
 U D



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Proceeds and Bonuses



Financing Dreams

When customers buy delicious Girl Scout Cookies, they're helping power amazing experiences for Girl Scouts. Experiences that broaden their worlds, help them learn essential life skills, and prepare them to practice a lifetime of leadership. Cookie proceeds stay local, which means after the costs of the cookies and program logistics (like transporting them!), **100% of the proceeds for each package is reinvested in Girl Scouts of the Colonial Coast.**

Troop Proceeds

Earnings are based on **per girl selling average**. The higher the PGA selling, the more troops earn.

PGA Selling	With Rewards	Without Rewards
1-325	\$0.85	\$0.90
326-400	\$0.90	\$0.95
401+	\$0.95	\$1.00

Troop Bonus:

Troops who are paid in full with no uncollected adults will receive a bonus of \$0.01 per box.

The Breakdown

2024 cookie prices are \$5 for core varieties and \$6 for specialty varieties—see page 7.

How the Cookie Crumbles

- ◆ 45% Programs, events, training, facility and camp maintenance, financial assistance and more!
- ◆ 25% Cookie program costs.
- ◆ 20% Proceeds and bonuses at the troop and service unit level.
- ◆ 10% Rewards and top entrepreneur events.

Proceed and Reward Guidance

- Proceeds may only be allocated to Girl Scout troops/groups for Girl Scout program activities. Cash based accounts may not be kept for or distributed to individual girls.
- All rewards earned by Girl Scouts through product activities must support Girl Scout program experiences (such as camp, travel, and program events; but not scholarships or financial credits toward outside organizations).
- **Opting out of rewards is a girl/troop led decision and is only available for Girl Scout Cadettes, Seniors and Ambassadors.**
- Troops may not be split for the purpose of rewards.
- Girl Scouts in troops that opt-out of rewards are still eligible for initial order rewards, patches, and top cookie entrepreneur rewards/experiences.
- Council reserves the right to substitute a reward for equal or greater value.
- The rewards structure can be found on the back of the order card. Rewards are cumulative except for patches.
- All rewards and events are non-refundable, non-transferrable and girl-only.

Safe Selling Guide



Girl Scouts

- **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

- **Partner with adults.** Adults must accompany Girl Scout during all sales activities.
- **Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- **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/Online

- **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.** Read and agree to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.

Social Media

- **Girl-Led.** Online marketing and sales efforts should always be led by a Girl Scout while also being supervised by an adult.
- **Resale Sites Prohibited.** Girl Scouts may not post to online resale sites (eBay, Facebook Marketplace, Facebook Swap, Virtual Yard Sales, Trash to Treasure, Amazon, etc.).
- **Private and Group Sites Allowed.** Girl Scouts may post to public sites or groups (neighborhoods, military commands, local moms, etc.) provided the site/page allow such posts.
- **Social Media Ads.** Ads may not be purchased or donated to promote sales.

GSUSA and GSCCC reserve 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.

Giving Back



Gift of Caring

For various reasons, some customers do not want to buy cookies for themselves. With a Gift of Caring purchase they have the chance to give to others while supporting Girl Scouting at the same time.

Participation Options

- Virtual Gift of Caring (VGOC) collect money only, and Council delivers cookies to the USO of Hampton Roads and Central Virginia. *All donation orders received via Digital Cookie are VGOC and cannot be changed.*
- Troop Gift of Caring (TGOC), Girl Scouts collect money, and the troop deliver cookies to the organization the troop chose to support.
- Girl Scouts get credit for every Gift of Caring box they sell toward rewards and earn special rewards for selling 36, 120, and 216 Gift of Caring boxes.

How to Promote the Program

- Ask every customer to donate a box.
- Create a donation box, jar or can to use at your booths.
- Create a goal poster to use at your cookie booth.
- Be sure to identify which organization will receive the donated cookies.

In 2023, our Girl Scouts donated more than 42,000 boxes to the USO through the virtual program and over 17,700 boxes to more than 100 organizations chosen by troops!



The Shoe That Grows

Over 1.5 billion people suffer from soil transmitted diseases worldwide. Without shoes, children are especially vulnerable to soil-transmitted diseases and parasites that can cause illness and even death. Children who get sick miss school, can't help their families, and suffer needlessly. And since children's feet grow so quickly, they often outgrow donated shoes within a year, leaving them once again exposed to illness and disease. **Girl Scouts and The Shoe That Grows can change that.**

Girl Scouts can choose to make the world a better place in lieu of a reward item meaning they can mix and match donating shoes and picking a reward at a different levels in the reward structure.



A shoe that expands 5 sizes



Digital Cookie

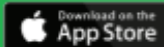


Digital Cookie®

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.



Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

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.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, This Means, Trefoil, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

Digital Cookie 2024– New Features

- **My Cookie– Initial Order Entry:** Parents will be able to submit Girl Scouts paper orders through Digital Cookie. This information will flow over to eBuddle only after the parent has hit the **Submit to Troop Volunteer** button. Parents will need to submit their order in Digital Cookie by **January 28, 2024**.
- **Cheers:** Girl Scouts can be even more excited about their Digital Cookie experience when they give a cheer to another Girl Scout in their troop or receive one from a troop member, troop volunteer, or even a customer.
- **Venmo, PayPal:** Customers will have the option to pay for orders using Venmo or PayPal when purchasing Girl Scout cookies online. **Not available on the mobile app.**

Digital Cookie Help

Visit for FAQ's, and to request additional support. Or scan the QR code for tip sheets and instructional videos.



Digital Cookie



My Cookies—Initial Order Entry

Girl Scouts and their caregiver may now enter their ORDER CARD initial order into Digital Cookie to be submitted to the Troop Cookie Coordinator! Once submitted, the order will flow into eBudde for your Troop Cookie Coordinator to review, and approve.











Online girl delivery orders are **AUTOMATICALLY** included in the initial order. Do **NOT** add them here.

[< Back to Dashboard](#) [My Cookies help](#) ▼

Emma's Cookies

Enter Your Offline Initial Order:

Using your paper order card, enter the number of cookie packages you are requesting from the troop. Do not enter the packages from your approved [Digital Cookie in-person delivery orders](#). Those packages are automatically included in your Initial Order.

 Adventurefuls® - <input type="text" value="0"/> +	 Lemon-Ups® - <input type="text" value="0"/> +
 Trefoils® - <input type="text" value="0"/> +	 Do-si-dos® - <input type="text" value="0"/> +
 Samoas® - <input type="text" value="0"/> +	 Tagalongs® - <input type="text" value="0"/> +
 Thin Mints® - <input type="text" value="0"/> +	 Girl Scout S'mores® - <input type="text" value="0"/> +
 Toffee-tastic® - <input type="text" value="0"/> +	 Donate Cookies - <input type="text" value="0"/> +

Total packages entered (updates after saving): 0
Digital Cookie in-person delivery packages: 0
Total packages in your Initial Order: 0

You can update and save your Initial Order as often as you wish prior to 10/02/2023.
You will need to submit the order to your troop volunteer on or before 10/02/2023.

Cancel Save Updates

Submit to Troop Volunteer

⚠ Initial Order not yet sent to your troop volunteer.
Please finalize and send this information before the Initial Order Date.

Top Cookie Entrepreneur Rewards



1000+ Boxes

Super Seller

Girl Scouts earn points based on the number of boxes sold. Points are redeemed for **AMAZING** rewards of their choice!

Super Seller Reward Guide available on gsccl.org.



2000+ Boxes

Week of Girl Scout Camp* or Lifetime Membership

Girl Scouts in K-11 who sell 2,000+ boxes earn one week at a 2024 GSCCC summer camp. Graduating high school seniors will receive a lifetime membership.

- Does **NOT** include the camp deposit.
- Girl Scouts **MUST** pay the deposit to reserve their spot—do **NOT** wait until the cookie program ends.
- Camp registration opens February 2024!

Top 10 Cookie Entrepreneurs

Kitty Hawk Kites Day Trip

Our Top 10 Cookie Entrepreneurs will spend the day with our CEO, Tracy Keller and friends learning about the wonders of kites and follow in the footsteps of Francis Rogollo.



Entrepreneur Category Rewards

Top 10 Digital Cookie

Top Service Unit

Top Girl Scout Level

Top Cookie entrepreneurs at each of these levels will get to celebrate their success with a puffy camp blanket.



- All experiences are **GIRL ONLY** and will be chaperoned by council staff to meet Safety Activity Checkpoint standards for the youngest participating Girl Scout.
- All rewards are non-refundable and non-transferable.
- Substitute rewards are not offered for experiences when a Girl Scout cannot attend.

Cookie Booths



Cookie Booths are where troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers.

Cookie booths must be established by Council or a Service Unit Cookie/Booth Coordinator. Booths may only happen at council-approved locations and must be legally open to, accessible, and safe for all Girl Scouts and potential customers. Troops, caregivers and girls may **NOT** have a pop-up booths or trunk sale.

Booth Selections

- Every service unit has their own process for initial booth selections. Please reach out to your Service Unit Cookie Coordinator for more information.
- Do **NOT** sign up for booths in eBudde prior to an announcement from Council that booths are open to all.
- When booths do open to all you may sign up for any booth regardless of its location.

Cookie Booth Adult/Girl Scout Ratios

1. **ALL** adults **MUST** have a current background check and a current or Lifetime Girl Scout membership **PRIOR** to participating at their first booth.
2. Girl Scout Daisy, Brownie, and Junior booths must have at least **TWO** girls and **TWO** unrelated adults.
3. Girl Scout Cadette, Senior and Ambassador booths must have at least **ONE** girl and **ONE** adult; the adult must be related to the girl. If an adult needs to step away from the booth, the booth must be shut down. Girl Scouts **MAY NOT** be left alone at the booth. If two girls are participating see rule 1.

Cookie Booth Policies and Etiquette

- Arrive, leave on time and come prepared.
- Remember The Girl Scout Promise and Law. Be kind and considerate, friendly and helpful, respectful and a sister to every Girl Scout.
- Playing games, running, “barking” or any similar forms of behavior or badgering of customers is not appropriate.
- Sell only Little Brownie Bakers cookies at your booth.
- Keep your money protected, and don’t forget a counterfeit testing pen.
- Siblings, friends and pets are not to participate nor be present at booth sales.
- Leave the area clean. Take all empty cases home with you.
- Wear your Girl Scout uniform or Girl Scout attire.



Cookie Swag

Visit the Council retail shop located at 912 Cedar Road, Chesapeake VA 23322.

For hours, specials and product spotlights visit gsc.org/en/shop.html



Money Matters



Money Matters

- Payment is collected when delivering cookies.
- Turn in payments collected weekly to the troop.
- Troops may not distribute additional cookies if girls have an excessive balance due.
- **ALWAYS** request a receipt for cookies received and for payments made to your troop.
- Troops may **NOT** keep donations as income—all donations must be used to purchase Gift of Caring cookies.
- Do **NOT** pay your troop for cookies ordered on Digital Cookie—payment is automatic.
- Troops are required to complete an *Uncollected Form* for any caregiver who is not paid in full.
- **Final payments are due to the troop no later than April 3, 2024.**

Accepting Checks & Credit Cards

- Checks are to be made payable to GSCCC or Girl Scout Council of Colonial Coast.
- Do not accept starter checks—all checks must have an address and phone number listed.
- Verify the written amount of the check matches the dollar box.
- Returned checks will be handled by Profituity, and will be assessed a return fee. Profituity can be reached at 888-436-5101.
- It is a troop decision to accept credit card payments.
- We recommend using Digital Cookie to process credit card transactions (\$0 fees to the troop).
- All credit card readers or apps (Venmo, PayPal, CashApp) must deposit funds **DIRECTLY** to the troop account.
- All fees associated with accepting credit card payments are the responsibility of the troop.
- Upcharges, service fees and tax cannot be charged to the customer.
- Troops can choose to have multiple swiping devices.
- Adults **ONLY** may process credit/debit card transactions.



Cookie Inventory

- Adults are financially responsible for cookies received.
- Cookies may not be returned to the troop or Council.
- Girl Scouts are **NOT** required to bring their own cookies to booth sales.
- Order cookies from your Troop Cookie Coordinator throughout the program.
- Council volunteers host more than 15 cookie cupboards from Williamsburg down to the Outer Banks and everywhere in between! They are **OPEN** for business the entire cookie program—troops can visit as often as needed.
- If you receive damaged cookie boxes return them immediately to your troop.
- If your customer has product quality concerns ask them to contact Little Brownie Bakers directly at 800-962-1718. Little Brownie will send a replacement and/or refund.



Resources at a Glance



GSUSA Volunteer Cookie Resources:

- Booth Essentials
- Family Meeting Guides
- Door Hangers
- Stickers
- Pin and Badge Information
- Girl Scout Cookie Giphy Channel

Little Brownie Resources:

- Digital Marketing Basics
- FAQs and Nutrition Information
- Girl Scouts® Cookie Captains and Cookie Rookies
- Social Media Tools and Graphics
- Own Your Magic Resources
- Resources for Girl Scouts to Grow Their Cookie Businesses
- Cookie History

Contact Information

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GSCCC Resources

- [Cookie Finder](#)
- [Cookie Seller Resources](#)
- [Customer Care/Support](#)
- [Meet the Cookies](#)

Need Inspiration?

Find us on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.

Follow us on social for shareable cookie content!

