

# Cookie Business

## Daisies through Ambassadors

With more and more consumers shopping online, girls learn to think beyond the storefront and meet their cookie customers where they are through the Digital Cookie® platform. The 13 Cookie Business badges are packed with activities to support every Girl Scout as they work collaboratively, set goals for themselves, and finesse their digital marketing campaigns. Girl Scouts of all ages will be ready to take their cookie business to the next level.



## Ways to Support Your Cookie Entrepreneur

- Help her set up her Digital Cookie (Smart Cookie) site.
- Help her keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support her.
- Help her earn the Cookie Entrepreneur Family pin to practice building her skills at home.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help her make arrangements to connect with people in her network.
- Never do things for your girl that she can do for herself, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting her!

## Safety Information

Please keep the following safety tips in mind while selling Girl Scout cookies:

1. Girls must always sell with an adult. Cadettes, Seniors, and Ambassadors use the buddy system or sell with adults.
2. Never enter anyone's house or apartment when taking door-to-door orders.
3. Practice pedestrian safety.
4. Return home frequently when collecting money so you aren't carrying large amounts of money.
5. Only share first names, and do not give out personal information like phone numbers or addresses.
6. Know the name and phone number of an adult to contact in case of an emergency.
7. Sell only during daylight hours, unless accompanied by an adult.
8. Girls must have their guardian's permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie girls 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.

## Girl Rewards

All girl rewards can be found on the reward insert!

Our Cookie Dough (program/retail credits) come in two choices:

**In-House Cookie Dough**—for use at our physical store locations, GSNWGL camps, and programs. In-House Cookie Dough can also be used for Destinations and for Girl Scout Gold Award and Girl Scout Silver Award materials reimbursement.

**Online Shop Cookie Dough**—for use when ordering online retail purchases at [girlscoutshop.com/GSNWGL](https://girlscoutshop.com/GSNWGL).

2023 Cookie Program Cookie Dough expires December 15, 2023. Any Girl Scout may request an extension for their earned GSNWGL Product Program Credit (Cookie Dough) to save for a specific long-range goal or travel experience. Extensions may be granted to assist girls in paying for GSNWGL resident camps, registration fees for travel destinations, and for reimbursement of materials needed to complete the Girl Scout Gold Award or the Girl Scout Silver Award. Extend up to four years!

Camp certificates and Cookie Dough for camp—Some camp sessions fill up fast, so register early and before camp certificate and Cookie Dough arrives. After your Cookie Dough or camp certificate is received you may apply it to camp fees by calling 888.747.6945. If the amount of Cookie Dough used plus the amount of your deposit exceeds the total cost of your camp fees, you will receive a refund for the overage.

Older girls (Cadettes, Seniors, and Ambassadors) can choose to opt out of recognitions, receive any earned patches, and earn extra troop proceeds. **Cookie Dough and Membership is part of the rewards plan and will not be awarded to opt-out troops.** The troop reward will be available for opt-out troops and the 2300+ reward level is available for opt-out girls.

2300+ Council travel level—Reach this level and earn a Council regional trip, or \$1500 towards a Council domestic trip, a Council international trip, or a Girl Scout Destination. Examples of upcoming travel opportunities include a regional trip to Chicago in June 2024, an international trip to Paris and London in the summer of 2025, and a domestic trip to the National Convention in 2026 (location to be determined). Check out the Council Planned Travel section of our website ([www.gsnwgl.org/en/members/for-girl-scouts/travel.html](https://www.gsnwgl.org/en/members/for-girl-scouts/travel.html)) for the most up-to-date information. Travel opportunities will continue to rotate beyond 2026. Reach this level multiple years and save up multiple travel vouchers!

# 2023 Girl Scout Cookie Program Girl & Family Guide

## Go Bright Ahead

The Girl Scout Cookie Program® is the largest girl-led entrepreneurial program in the world and has been in place for over 100 years! That's a remarkable history, and it points to a bright future for your Girl Scout—one you both can look forward to.

Your Girl Scout will have the opportunity to take the lead in running her Girl Scout Cookie™ business and achieving her goals. She'll gain skills and confidence—and do all kinds of extraordinary things—and you'll be able to support her through every step. Girl Scouts have many ways to sell cookies—in-person, via the Digital Cookie platform, booth sales, walkabouts, and other creative ways Girl Scouts dream up. No matter which path you take—virtual, in-person, or both—*go bright ahead* and count on a successful 2023 Cookie Program!

## Ready, Set, Rally!



Raspberry Rally™ is the newest addition to the Girl Scout Cookie lineup. Say hello to a thin, crispy cookie infused with raspberry flavor and dipped in a delicious chocolate-y coating. Exclusively sold online for direct shipping to customers this Girl Scout Cookie season.

## 2023 Cookie Program Dates

**January 18–February 1** | Girls take door-to-door orders. Money is not collected at this time. Orders are due to the Troop Cookie Manager (TCM) by

**January 18–April 2** | Smart Cookies is open for orders.

**February 2–April 2** | Girls can keep selling using the Keep Goal-ing Card.

**February 23–March 2** | Girls pick up cookies from their TCM, then deliver cookies and collect money. All money from initial orders is due to the TCM by

**March 3–April 2** | Direct Sale—Troops participate in Cookie Booths and walkabouts.

**May** | Girls receive rewards from their Troop Cookie Manager.

**June 30** | Final day to report reward and Cookie Dough discrepancies or any other issues to the GSNWGL Product Program Department. If membership recognition is earned, girls must be reregistered by this date.

**My Troop Cookie Manager is**

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

## Helpful Hints

Cookies are \$5.00 per package. The price of cookies is set by our Council and cannot be sold for a different price. Gluten-Free Caramel Chocolate Chip cookies will sell for \$6.00.

Collect payment when the cookies are delivered. If a customer is only purchasing cookies to donate, collect the money when the order is taken. If customers are using the touchless transaction options online, they will also be able to pre-pay for cookies.

Checks should only be made out to Girl Scouts.

Turn in money weekly and by each deadline set by your Troop Cookie Manager.

If a customer no longer wants their cookies, use those cookies to fill your Keep Goal-ing orders, do a walkabout, or work with your Troop Cookie Manager to see if anyone in your troop needs extras.



## Gluten-Free Caramel Chocolate Chip Cookie

Gluten-Free Caramel Chocolate Chip do not appear on the order card. Check with your troop to see how many gluten-free cookies are available for you to sell during the direct sale portion of the cookie program. Your customers will also be able to purchase gluten-free cookies from you through your online Smart Cookies account. (Supplies both in person and online will be limited.)

Caramel Chocolate Chip cookies come in a 5-ounce resealable standing pouch and are offered at \$6 per package. A new recipe this year makes the Caramel Chocolate Chip cookies even more allergen free. Full ingredient information can be found at [abcbakers.com](http://abcbakers.com).

## Smart Cookies Website

Use the Smart Cookies site to set your cookie goal, manage your cookie sale, track your progress, view rewards, and send Smart Cookies Direct Ship and Girl Delivery e-cards to customers. You can also manage your sale on-the-go with Smart Cookies Mobile. Look for an email invitation from [noreply@abcsmartcookies.com](mailto:noreply@abcsmartcookies.com) and complete your registration to create your Smart Cookies account.

Customers can pre-pay online with a credit card for girl delivery! Each girl has a unique web link to her online store. Girls can send emails through Smart Cookies directing customers to their online store. They can also post their store link to social sites—following guidelines below.

- **For prepaid girl delivery options, parents will receive an email notification prompting approval for the orders. The order must be approved within 5 days or the order will be canceled.**
- The payment will automatically post to Smart Cookies and show up as a credit to your account.
- Online girl delivery orders do not automatically show up in your Smart Cookies account. Make sure to let your Troop Cookie Manager know that you have these orders. Your Troop Cookie Manager will then order these cookies and transfer them to your online account.

Use our door hangers or the leave behind cards found online for touchless transactions. Both have a space to include your online link or QR code with your store link.

Customers can also pay online, and cookies will be sent directly from the bakery. The new Raspberry Rally cookie is only available online for direct shipping from the bakery.

## Girl Scouts Using Online Marketing

Girls may use the Internet to share their Cookie Program sales links, stories, and learning with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program. Online marketing and sales efforts should always be led by a girl while being supervised by her parents or caretakers.
- Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girls, volunteers, and parents must adhere to all Safety Activity Checkpoints for Cookie and Product Sales; Safety Activity Checkpoints for Computer and Internet Use; the Internet Safety Pledge found in the Safety Activity Checkpoints; and the Supplemental Safety Tips for Online Marketing.
- Girls' sales links should never be posted to online resale sites (Craigslist, eBay, Facebook Marketplace, etc.).
- Girls must adhere to all terms and conditions on Digital Cookie and Smart Cookie platforms.
- 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.
- Parents, girls, and volunteers should contact and collaborate with their council and GSUSA in advance on any news media opportunities tied to girls' online marketing and sales efforts.



## Make Sure Your #CookieBoss Is Ready to Sell

All girls must be registered Girl Scouts and return a signed permission form to their leader or Troop Cookie Manager to participate. Once all that's squared away—set your goal and start taking orders (with an adult of course)!



## Initial Order Taking

January 18–February 1, Girl Scouts make calls, go door-to-door, and contact those they know to take orders for Girl Scout Cookies. (Girls can use business cards or door hangers with their online store link.) Troop leaders then tally the amount of Girl Scout Cookies each Girl Scout sold in the Smart Cookies online system. Once the Girl Scout Cookies come in at a cookie delivery, the troop sorts them by individual Girl Scout. Each Girl Scout then delivers her Girl Scout Cookies and collects payment.

## Keep Goal-ing

After the initial order cards are turned in, girls can Keep Goal-ing and continue to take orders from February 2–April 2. This is a great way for a girl or troop to reach their goals!

Turn in your Keep Goal-ing orders to your Troop Cookie Manager, so they can pick up cookies from the cupboard, or use some of the troop extras. Girls will continue to earn rewards and troops will continue to earn proceeds during this time. Get a Keep Goal-ing order card when you turn in your initial order card to your Troop Cookie Manager or find it on our website at [gsnwgl.org](http://gsnwgl.org).



## Walkabouts

During a walkabout, Girl Scouts sell cookies door to door, but instead of taking orders and delivering later, girls have the cookies with them and can instantly deliver. This is so convenient for Girl Scouts and their customers!

Sometimes, troops meet and walkabout together as a group, on a weekend or early evening. Other times, girls and their parent can “check out” cookie boxes for an individual walkabout, using cookies from their troop's back-up supply. Ask your Troop Cookie Manager for more information.

## Cookie Share Donations

Cookie Share is our Council's cookie service project. Cookie Share allows customers to purchase cookies to be donated to women and men serving in the military and to local shelters, frontline workers, and food banks. During the 2022 Cookie Program, over 25,000 boxes of Cookie Share cookies were donated!

Follow these easy steps:

- Ask every customer to buy Cookie Share for donation.
- Record donations in the order card's “Cookie Share” column.
- Collect \$5.00 for each box of Cookie Share cookies.
- Turn in Cookie Share money and orders to your Troop Cookie Manager.
- Sell 10+ boxes of Cookie Share donations to earn the Cookie Share patch. 50+ earns a large plush or wet/dry bag. (Online Cookie Share donations count too. Online customers can choose to donate cookies. There will be no shipping fee—we take care of delivering the cookies. There is a \$1.25 processing fee per order.)

Girls will earn rewards and troop proceeds on all Cookie Share cookies sold.

## Cookie Entrepreneurship Family Pin

Teamwork makes the dream work! And there's no team sweeter than a cookie entrepreneur family during cookie season! It's never been easier to support your girl as she develops business skills, makes amazing memories, and earns a different pin for her uniform every cookie season.



[girlscouts.org/en/members/for-parents-and-families/cookie-entrepreneur-family-pin.html](http://girlscouts.org/en/members/for-parents-and-families/cookie-entrepreneur-family-pin.html)

