

Family Guide

2024 GIRL SCOUT COOKIE PROGRAM



Program Dates

Thursday, Dec. 14 - Sunday, Feb. 25

Unanswered cookie questions?

Ask your Troop Cookie Manager and/or email us at customercare@girlscouts-swtx.org.

Troop # _____ Community _____

Troop Cookie Manager (TCM) _____

TCM Phone _____ TCM Email _____

IMPORTANT DATES:

Initial cookie order due to TCM by _____

Pick up initial cookie order on _____

IMPORTANT: Money is due to the troop each week.

Final payment is due to the troop by _____.

Absolutely NO additional cookies will be issued if money is owed for previous orders. If more than \$500 is owed, additional cookies may not be provided.

OWN YOUR
magic

Cookie Business & Financial Literacy Badges

When Girl Scouts participate in the cookie program, they're already completing several badge-earning steps. From goal setting to giving back to perfecting customer service, Girl Scouts start the badge process without even realizing it. Girls can earn 13 business AND financial literacy badges—2 badges to earn each year of the cookie program!



Find all cookie badge requirements at [girlscoutcookies.org](https://www.girlscoutcookies.org).

Once requirements are met, badges are available for purchase in the Girl Scout Shop!

Welcome to the 2024 Girl Scout Cookie Program!

The Girl Scout Cookie Program gives your Girl Scout the ability to power unique opportunities and empower herself while learning to think and act like an entrepreneur. Your Girl Scout can lead her own cookie sale by creating a marketing plan, reaching out to customers, and so much more!



Ways to Participate



Order Cards

Using the order card, your Girl Scout can ask neighbors, your co-workers, or even your doctor's office for their orders before they have cookies in hand. Order taking can begin on Thursday, Dec. 14. Cookies will be available to troops/girls at the end of January, and customers will pay at the time of delivery!



Cookie Booths

Cookie pop-up shops in areas with lots of foot traffic are a fun way for girls to connect with their community and practice their sales pitch with new customers. Booth locations must be approved by council and participants must follow all council guidelines. Cookie booths are always girl-led but supported by your TCM and parent volunteers. **Adult-only booths are absolutely not allowed.**

Council-Sponsored Cookie Booths

WHO: Troops/Girl Scouts with an adult volunteer
WHERE: Locations the council has scheduled booth dates and times
WHEN: Friday, Feb. 2-Sunday, Feb. 25
HOW: Council coordinates booth dates and times with local businesses, and TCMs can sign up for booths in eBudde.

Independent Cookie Booths

WHO: Troops/Girl Scouts with an adult volunteer
WHERE: Locations that are not listed as council-sponsored in eBudde (ask your TCM)
WHEN: Wednesday, Jan. 24-Sunday, Feb. 25
HOW: Complete an independent booth request form with approval from the business. Give to your TCM at least five business days before your booth to input into eBudde for approval. Your TCM will let you know when your booth request has been approved.



Digital Cookie

Girls can promote their cookie sale online site by emailing friends and family, creating videos to share on social media, and hosting a virtual cookie booth where they make their pitch online. There are endless ways for girls to reach their customers!

Digital Cookie opens: Thursday, Dec. 14

Digital Cookie closes: Sunday, Feb. 25

- For younger girls, using Digital Cookie is a great way to begin learning about all the ways technology can be used to run a business and build relationships with customers.
- For girls aged 13 and older, Digital Cookie acts as a great backdrop to discuss safety online and allows them to stretch their independence while being their own cookie boss.



Gift of Caring Donation Program

Customers who don't want to purchase cookies or want other ways to support girls can donate a package of cookies to a local hero or cause. Customers can support the donation program through any of the above selling methods. GSSWT gives these donations to USO, San Antonio Food Bank, Fisher House, and Ronald McDonald House.



2024 Cookie Rewards Selection

Initial Order Rewards

- 225+ pkgs
Adjustable Lanyard
- 350+ Troop Per Girl Average (PGA)
Own Your Magic Baseball Cap
(1 per girl selling and 1 per TCM,
max 3 for TCMs)
- 500+ Troop PGA
GSSWT 100th Anniversary T-Shirt
(1 per girl selling and 1 per TCM,
max 3 for TCMs)
AND \$10 additional proceeds for
each girl listed in eBudde with
sales/pkgs assigned to her

Digital Cookie Rewards

Digital Cookie is a fun and educational online tool that helps girls run and manage their cookie business. Girls using the online platform sell 123 percent more cookies than those just using the cookie order card or booths!



- 35+ emails
Digital Cookie patch
(style/color will vary)

Operation Gift of Caring Rewards (Council Only)

Girls can encourage customers to give the gift of Girl Scout Cookies to be donated to charitable organizations in their local community!



- 30+ pkgs
Gift of Caring
patch



- 65+ pkgs
Spinning
Axolotl
Necklace

500+ pkgs by entire Troop
100th Anniversary Troop Party
(details TBA; dates will be in May
2024)

Complete with your Girl Scout!

Turn in to your TCM who will use it to order your Girl Scout's rewards.

My Girl Scout, _____, would like the following rewards based on the package level she reaches.

By checking this box and signing below, I acknowledge that I promise to turn in ALL MONEY to the TCM and I allowed my Girl Scout to set her goal and choose her reward items. I also understand that some levels offer a choice of reward items.

Parent/Guardian Signature _____ Date _____

Parent/Guardian Email _____

Girl T-shirt Size: YS YM YL AS AM AL AXL A2X A3X

- 20+ pkgs Own Your Magic Patch
- 60+ pkgs "Retro Cotton" Bandana
- 90+ pkgs DIY Playing Card Set
- 150+ pkgs Adorbs Axolotl Socks (size: Youth Teen)
- 250+ pkgs Lottie the Mini Axolotl
- 300+ pkgs 3-Part Journal Sketch Pad & Magical Marker
- 365+ pkgs Comfy Axolotl Pillow* OR \$5 Cookie Credits
- 450+ pkgs Super Patch
AND Lucy the Axolotl Plush* OR \$5 Cookie Credits
- 550+ pkgs "Axolotl in My Pocket" T-Shirt OR \$10 Cookie Credits*
- 675+ pkgs Smiley Face Axolotl Pouch* OR \$10 Cookie Credits
- 750+ pkgs Pond Pocket Pillow (w/ 4 Mini Plushies)* OR \$15 Cookie Credits
- 850+ pkgs Interchangeable-Straps Crossbody Bag & Peel & Stick Fashion Patches OR \$15 Cookie Credits*
- 1,000+ pkgs Ready-to-go Set (Weekender Tote & Wallet Pouch)* OR \$20 Cookie Credits
- 4,000+ pkgs Get Creative with KiwiCo 6-month Subscription, choice of:
 - Tinker Crate
 - Yummy Crate
 - Doodle Crate*
 AND \$300 Cookie Credits
- 5,000+ pkgs Nintendo Switch Lite (style/color may vary)
AND \$300 Cookie Credits
- 6,000+ pkgs Own Your Magic Event—Choose a location for a family-fun event and receive a yearlong membership:
 - San Antonio Botanical Garden
 - The Doseum
 - San Antonio Museum of Art
 AND \$300 Cookie Credits

Superstar Option for Cadette, Seniors, and Ambassadors

C/S/A girls must reach 1,300+ AND complete the Superstar form to receive:

- ONE reward item from 30-1,000 levels (selected on form)
 - All patches earned
- AND ONE of the following:
- Customize-Your-Own Vans
 - Popcorn Maker & Fixin's (style/color may vary)
 - Fitbit (style/color may vary)
 - Day Adventure Kit (Daypack, Lantern, First Aid Kit; style/color may vary)
 - DIY Air-Dry Clay Pottery Kit (style/color may vary)
 - Fabulous Felt-Letter Board & Bullet Journal Kit (style/color may vary)
 - Artist in You Set w/ Case (style/color may vary)

Girls who reach at/over the 1,300-pkg level will only receive higher-level Cookie Credits from the final level she reaches. Girls should not select Cookie Credits as a reward in the lower levels.

- 1,300+ pkgs One week FREE GSSWT Camp AND Puffy Camp Blanket OR Pocket Sticker Printer* (color may vary) AND \$130 Cookie Credits
- 1,600+ pkgs 2024 American Girl-of-the-Year Doll* OR Frozen the Musical at the Majestic Theatre (tickets for 1 girl & 1 adult; choice of: 7:30 p.m. Wednesday, May 22, or 6:30 p.m. Sunday, June 2—RSVP to be sent in April) AND \$160 Cookie Credits
- 2,024+ pkgs 2024 Year Bar Patch AND 100th Anniversary Event with GSSWT CEO (girl-only event; three dates TBA for May/June) AND 100th Anniversary Goodie Bag AND \$220 Cookie Credits
- 3,000+ pkgs DIY Air-Dry Clay Pottery Kit* OR Own Your Tech Event (girl-only event; May 2024) AND \$300 Cookie Credits

Cookie Credits can be used for GSSWT and camp!



For every 500 packages sold exceeding 6,000, girls earn additional \$50 in Cookie Credits.



*Default item; See girl order card reward panel for further details about rewards. Rewards may vary in size and style/color.

Parent Tips

- Respect all troop instructions and due dates!
- Turn in money regularly.
- You are responsible for paying **\$5 per package** of cookies you sign for; **cookies cannot be returned.**
- Do not share your Digital Cookie link with anyone you don't know personally.
- All Digital Cookie orders placed for girl-delivered must be reviewed and, if approved, delivered in a timely manner.
- **No adult-only booths**—this is a girl-led program, and running it herself (with the help of an adult) is how your Girl Scout learns lifelong skills.



Did you know? All proceeds from Girl Scout Cookies® stay local!

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today and tomorrow. Girl Scout Cookies' proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.

Why should my Girl Scout participate?

More than half (57%) of Girl Scout alums in business say that the Girl Scout Cookie Program was beneficial in the development of their skills today.

More than half (53%) of female entrepreneurs and business owners are Girl Scout alums.



Nine in 10 Girl Scouts say the cookie program has built their entrepreneurship skills and interest in pursuing entrepreneurship as a career path.








3 Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership



Participating in the program gives girls an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she'll gain five skills along the way that she'll use the rest of her life.

Through the Girl Scout Cookie Program, girls learn:

 <p>Goal Setting</p> <p>Girls set individual goals with help from their families! Girls work together to set troop goals based on what they want to do with troop proceeds.</p> <p><i>"I know I can do it now and in the future!"</i></p>	 <p>Decision Making</p> <p>Girls help decide where and when to sell cookies, how to market their cookie business, and what to do with troop proceeds.</p> <p><i>"I can make smart decisions."</i></p>	 <p>Money Management</p> <p>Girls develop a budget, take cookie orders, handle customer money, and learn practical life skills about financial literacy.</p> <p><i>"I know how to handle and manage money."</i></p>	 <p>People Skills</p> <p>Girls learn to safely talk to their customers in person and virtually. These experiences help them develop healthy relationship and conflict resolution skills.</p> <p><i>"I have confidence to talk to others."</i></p>	 <p>Business Ethics</p> <p>Girls run their own small business using the Girl Scout Law as a guide, being honest and responsible every step of the way.</p> <p><i>"I am honest, trustworthy, and reliable."</i></p>
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Ways to Support Your Entrepreneur

- Help her earn the Cookie Entrepreneur Family pin or Cookie Business Badges to practice building her skills at home.
- Help her set up her Digital 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.
- 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!