

2024 Girl Scout Cookie Program • Jan. 5-March 17

Family Guide



Axolotl Adventure

Take your Girl Scout on an adventure to win one of five **Family Movie Night Party Packs!**
Clue #1: How many lily pads can you find in this guide?

Submit your answer and find the other clues at <https://bit.ly/24axolotladventure> by **Sun., Jan. 21** to be entered to win!



Mark Your Calendar!



Wed., Jan. 3

- Girl Scouts start setting up Digital Cookie sites.
- Digital Cookie Family Training

<https://bit.ly/24cookies-Jan3>

Fri., Jan. 5

2024 Girl Scout Cookie Program begins!

Deadline to enter Initial Order card totals in Digital Cookie.

Thurs., Feb. 8-Sun., March 17

Girl Scouts deliver cookies, collect payments & participate in cookie booths.

Pick up Initial Order cookies and rewards from TCPC.

Deadline(s) to submit additional orders to my TCPC.

Sun., March 17

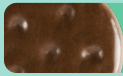
- 2024 Girl Scout Cookie Program ends.
- Final deadline to turn in all collected money to TCPC.

April

- Pick up final rewards from TCPC.
- Celebrate your Girl Scout and her troop's successes!

Meet the Cookies!

All cookies are \$5 per package.



Thin Mints



Trefoils



Samoas



Tagalongs



Do-Si-Dos



Adventurefuls



Lemon-Ups



Girl Scout S'mores



Toffee-tastic



PNC
FOUNDATION

A special thank you to the PNC Foundation for being our partner for the 2024 Girl Scout Cookie Program!



What Cookie Funds Support

All funds generated by the Girl Scout Cookie Program remain in the Girl Scouts of Ohio's Heartland council to help:

- Keep event and camp fees at a reasonable rate for all members.
- Improve and maintain camp and other activity sites.
- Train and support adult volunteers.
- Provide financial assistance to make Girl Scouting available for all Girl Scouts.

Troops can use funds for troop badge activities, troop events, Take Action projects, Girl Scout travel, and more.

Program Phases

• **Initial Order Phase – Fri., Jan 5–Sun., Jan. 21**

Earn exclusive rewards for taking pre-orders for cookies to deliver in February.

• **Booth Phase – Fri., Feb. 9–Sun., March 17**

Bring cookies into the community through cookie booths, walkabouts, and additional orders.

Ways to Participate

- **Order Taking:** Girl Scouts record orders on order cards and collect payment when cookies are delivered.
- **Digital Cookie:** They reach more customers and learn new skills through prepaid online orders.
- **Cookie Booths:** Troops set up shop at pre-approved locations around the community.
- **Operation Salute:** Customers donate cookies to military personnel, veterans, and their families.
- **Walkabouts:** Girl Scouts take cookies door-to-door in their neighborhoods.
- **Cookie badges:** They can earn Cookie Business and Financial Literacy badges and Cookie Entrepreneur Family pins for every year they participate.
- **Program activities:** They practice their skills and earn patches through rallies, events, and the Cookie Rookie program!

Cookie Lingo

- **Troop cookie program coordinator (TCPC):** volunteer who manages your troop's cookie program.
- **eBudde:** online system your TCPC uses to track Girl Scout cookie orders, payments, and rewards earned.
- **Rewards:** incentives girls earn throughout the program to help them practice goal setting.
- **Digital Cookie:** online platform Girl Scouts use to expand their cookie business.



Activities and Contests

Girl Scouts think like entrepreneurs as they run their own cookie businesses while practicing goal setting, decision making, money management, people skills, and business ethics. Talk to your troop's volunteers about enhancing your Girl Scout's experience with these activities, which can each be done individually or as a troop.



Cookie Rally Kits

\$5 per Girl Scout
Available while supplies last in GSOH shops starting Dec. 4.



Each kit has supplies for one Girl Scout: a cookie rally patch, materials, and instructions for six activities.

5-Skills-A-Thon

\$8 per Girl Scout
Sat. Jan. 13, in Franklin County
Register on gsEvents by Jan. 8

Daisies and Brownies will polish their People Skills, Money Management savvy, and Goal Setting prowess while earning special experience patches! All Girl Scouts will earn an experience bar patch for each of the 5 Skills they'll practice.

Patches & Charms



There are many opportunities for your Girl Scout to display her achievements with themed patches and charms. For more information, scan the QR code or visit <https://shorturl.at/cvWZ9>.

Cookie Pitch Challenge



Girl Scouts can stretch their techie skills and creativity by creating videos for their Digital Cookie site. Girls will be entered in a weekly drawing for a \$25 program card. Learn more at <https://bit.ly/cookie-pitch-challenge>.

Entrepreneurship Badges & Pins

Available in GSOH shops.

Girl Scouts can earn badges and pins each year they run their Girl Scout Cookie businesses and explore their own business ideas.



	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

Help me Own My Magic

Instant Rewards

Your Girl Scout will receive these rewards from her TCPC as soon as she reaches these levels!



25+ Packages
Charm Patch



75+ Packages
Axolotl Bandana



125+ Packages
Samoas Scrunchie Set



400+ Packages
Crossbody bag & fashion patches OR
\$10 Reward Card OR
The Shoe That Grows – 1 shoe



500+ Packages
Weekender tote & axolotl pillow OR
Girl Scout Uniform OR
The Shoe That Grows – 1 pair



650+ Packages
Puffy camp blanket & axolotl eye mask OR
\$20 Reward Card OR
The Shoe That Grows – 1 pair

Discover What They Can Get, Do, or Give!

Beginning at the 200+ level, Girl Scouts can choose to receive a physical reward item, donate to The Shoe That Grows, or receive a GSOH reward card. Girl Scouts also earn rewards and charms for special achievements throughout the cookie program.

Explore all rewards and choices at gsoh.org/cookie-resources.

Stellar Seller

Girl Scouts who reach the 1,200+ package level get to attend the **exclusive** Stellar Seller Celebration at Magic Mountain in Columbus with a caregiver on **Sat., May 11**.

Double Stellar Seller

Girl Scouts who achieve the \$1,200 level during the 2023 Fall Product Program AND reach 1,200+ packages during the 2024 cookie program will also get an **exclusive** Double Stellar Seller custom DIY experience for them and a caregiver on **Sat., June 8**.

Caregivers of Girl Scouts earning these events will be contacted directly. Patches will be distributed to girls at each event.

And Meet My Goals!

Final Rewards

Your Girl Scout will receive a reward of her choice for each level she reaches by the end of the cookie program. Your TCPC will distribute rewards in April-May.



200+ Packages
Axolotl Socks OR
\$5 Reward Card



245+ Packages
Axolotl Plush OR
\$5 Reward Card OR
The Shoe That Grows –
1/2 shoe



300+ Packages
Color Changing Water Bottle OR
\$5 Reward Card OR
The Shoe That Grows – 1 shoe



900+ Packages
Hammock Tent & LED Lights OR
Skullcandy Bluetooth
Headphones OR
\$20 Reward Card OR
The Shoe That Grows – 1 pair



1,200+ Packages
Stellar Seller Celebration at
Magic Mountain on
May 11, 2023



1,600+ Packages
Choice of American Girl
Historical Character Doll OR
2024 Doll of the Year OR
Custom Converse OR
\$120 Cookie Reward Card OR
The Shoe That Grows –
4 pairs



2,024+ Packages
One session of 2024 or 2025 GSOH
Resident Camp OR
Cheetah Experience at the
Columbus Zoo & Aquarium OR
The Shoe That Grows – 20 pairs



Due to availability, a comparable item may be substituted for any reward item.

Digital Cookie

Every registered Girl Scout can set up a Digital Cookie account and expand her cookie business online!

Getting Started

My Digital Cookie Information

Go to digitalcookie.girlscouts.org

Username: _____

Password: _____

Need help? Contact us at customer-care@gsoh.org

Registration

Before Wed., Jan. 3, make sure your My GS preferences allow you to receive Girl Scout emails.

1. Log in at mygs.girlscouts.org.
2. Click **My Profile** and scroll to the bottom.
3. Select **Email Opt-In** and click **Save**.

On **Wed., Jan. 3**, watch for your registration email from “Girl Scout Cookies” (email@email.girlscouts.org) with the subject “Register for the Digital Cookie Platform Today.”

1. Click the **Register Now** button, create a password, and log in using the email address where you received your registration email.
2. Follow the prompts to register your Girl Scout(s).
3. Watch your inbox for a registration confirmation email!

If you don't receive a Digital Cookie registration email, search your Spam folders, then visit https://gsoh.formstack.com/forms/digital_cookie if you still need assistance.

Site Set Up

1. Log in to digitalcookie.girlscouts.org and click **Set up your cookie site** or the **Site Setup** link in the menu bar.
2. Help your Girl Scout enter her sales goal and cookie story and decide if she wants to upload a photo or video of her own or use one from the Digital Cookie gallery.

Don't want to post a picture of your Girl Scout? Try:

- ▶ Her Fall Product Program Me2 avatar.
- ▶ A photo of the back of her vest/sash.
- ▶ A self-portrait of her as a Girl Scout.
- ▶ A photo of a project she did with her troop.

3. Click **See your site and publish** to review the site, then click **Edit** to make changes or **Approve and publish**.

Your Girl Scout's cookie business now has its own website! Links will be activated when the cookie program begins **Fri., Jan. 5**.

Digital Cookie Family Training



Learn how to get started, manage girls' orders, reach more customers, and help girls learn new skills!

Wed., Jan. 3, 8:00–9:00 p.m.

<https://bit.ly/24cookies-Jan3>

Connecting with Customers

Use the **Customers** tab to enter customer names and email addresses, learn about marketing emails and reach out to customers directly.

Girls will also find a direct link to their cookie sites on the home page they can share through texting and social media!



Remember that online activities should always be led by a girl while being supervised by a trusted adult. Digital Cookie links should never be posted to resale sites such as Facebook Marketplace, selling groups or eBay.

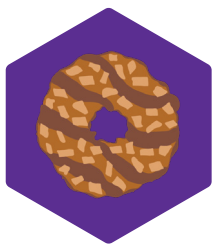
Check out the Cookie Promotional Kit at gsoh.org/cookie-resources for more tips, guidance, and resources such as:

- Social media safety guidelines.
- Graphics and templates.
- Door hangers, recipe cards, and more.



Digital Cookie

Ways to Participate in Digital Cookie



***NEW* Paper Order Card Entry Fri., Jan 5-Sun., Jan. 21**

Girl Scouts can now use Digital Cookie to enter the totals from their paper order cards instead of giving their order cards to their TCPCs to enter. TCPCs will review and submit the troop's

orders and pick up cookies in mid-February.

1. Login to Digital Cookie and select the **My Cookies** tab.
2. Enter the total number of packages of each variety of cookies that your Girl Scout needs to fulfill her paper order card orders. Do **NOT** include any in-person delivery orders received online prior to the initial order, those are already ordered for you.
3. Click **Submit to Troop Volunteer** to send the offline order to your troop volunteer to be included in the baker's order entry system. Those cookies, along with any cookies ordered online for girl delivery by customers prior to the initial order date will be ordered by your troop for your Girl Scout.
4. If you need to make a change after you have submitted your order, please contact your troop cookie program coordinator to see if changes can be made.

Shipped and Operation Salute Orders

When customers select to have their orders shipped directly to them or donated through Operation Salute, no action is needed by the caregiver or TCPC. Your Girl Scout automatically gets credit for the sale, and all cookies count toward her reward totals!



This process applies to orders placed after **Mon., Jan 22 OR after your TCPC submits the troop's initial order, whichever comes first. TCPCs can submit the troop's initial order early if needed and will notify the troop when doing so. Contact your TCPC for clarification on whether an order placed during this time is included in your Girl Scout's initial order.*



Girl Delivered Fri., Jan. 5–Fri., Mar. 1

Customers can prepay for cookies for your Girl Scout to deliver after cookies arrive in mid-February.

1. Click on the **Orders** tab in Digital Cookie.
2. You will see a list of orders needing approval and their details, including the customer's address and the number of days remaining for you to approve it. **Orders that are not approved within five days will be canceled or donated.**

- ▶ Before approving an order, consider:
 - Do you know and trust the customer?
 - Are you willing and able to get the cookies to the customer's location?
 - Do you have or will you be able to get the cookies needed to fill the order?
- ▶ If you are unable or unwilling to fulfill the customer's order, click Decline Order, and the order will default to whatever the second option the customer has selected: Cancel or Donate.

3. When you approve an order, the customer will be charged, and your TCPC will see the payment credited to your Girl Scout in eBudde.
4. You will need to get the necessary cookies to fill the order from your TCPC and deliver them to the customer.

For orders approved by Mon., Jan. 22:

- Do not add Digital Cookie orders to your Girl Scout's paper order card. The cookies have already been included in the Initial Order totals.
- Your Girl Scout will receive the cookies with the rest of her initial order in mid-February.
- Arrange delivery to the customer by the end of February.

For orders approved after Mon., Jan 22*:

- Caregivers are responsible for tallying and sharing all orders with the TCPC. If not completed, your Girl Scout will not get credit or receive cookies to deliver.
- Track these orders in a list or spreadsheet, so you know which orders you have received cookies for and which you still need to pick up from the TCPC.
- Your TCPC will let you know how and when to communicate additional girl-delivered orders.
- Arrange delivery with the customer to deliver their order within one week of the order being approved.

5. Once you have delivered an order, log back into Digital Cookie and mark it as delivered.

Caregiver Essentials

Supporting Your Girl Scout

Get Started

- Attend the troop cookie Family Meeting.
- Sign and return the permission slip before taking orders.
- Help her set goals.
<https://bit.ly/Cookie-GoalSettingVideo>
- Help her personalize her Digital Cookie site.
- Make sure no orders are taken before Fri., Jan. 5.

During the Program

- Help her find creative ways to reach customers and track her progress.
- Meet troop deadlines.
- Assist with phone calls, emails, and walkabouts.
- Volunteer at cookie booths.
- Deliver cookies in a timely manner.

Celebrate Her Success

- Turn in all collected payments on time.
- Help your Girl Scout thank her customers through notes or on social media.
- Talk with your Girl Scout about what they learned.
- Pick up their rewards as soon as they're available.
- Attend troop or council celebrations.

Taking Payments for Cookies

All varieties of cookies are \$5 per package and can be paid for with cash, credit card, or check.

- Customers pay online when placing Digital Cookie orders. There is no money to collect at the time of delivery.
- All other orders are paid for when the cookies are delivered. Do not accept prepayment for cookies when taking orders.
- Beginning Fri., Feb. 9, the Digital Cookie app can be used to take payments for paper order card orders or new in-person orders.

Girl Scouts of Ohio's Heartland **does not** recommend accepting checks from customers. Checks may be accepted under these conditions:

- **DO NOT** accept checks at cookie booths.
- Only accept checks for in-person sales from customers you know and trust. All checks must be made payable to the troop and labeled with:
 - ▶ Girl Scout's name and troop number
 - ▶ Customer's address, phone number, and driver's license number.
 - ▶ Questions? Contact finance@gsoh.org.

Working with Your TCPC

Your TCPC is a volunteer who needs your help to deliver a fun and successful cookie program to the troop. Keep the following in mind:

- Note how and when your TCPC is available and reach out accordingly with:
 - ▶ Questions or if you're concerned about an upcoming deadline.
 - ▶ Digital Cookie orders and other additional orders you need cookies to fulfill.
 - ▶ Updates on money owed and your Girl Scout's progress toward her goals.
- You are personally financially responsible for all cookies ordered and received by your Girl Scout and all money collected from customers.
 - ▶ Caregivers and the TCPC should sign a receipt for all money turned in, and cookies picked up.
 - ▶ Caregivers should turn in all payments to the TCPC by the given deadlines.
 - ▶ Any lost or stolen money is the responsibility of the caregiver who signed the Girl Scout Permission Slip. Any money owed to the troop at the end of the cookie program may be subject to collections and/or require limitations for the Girl Scout's participation in future cookie programs.

Troop Contact Information

Troop Cookie Program Coordinator Name:

Phone: _____ Email: _____



Questions? Contact Us!

Facebook: @GSOHProductProgram

Website: www.gsoh.org

Email: customer care@gsoh.org

