



# 2024 Cookie Family Guide

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2. Sign and return her permission slip before selling
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4. Help her create a Digital Cookie account

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Girl Rewards to troops - Early May



## NEW THIS YEAR

### Top Sellers Prize

The Top Seller from each age level - Daisy, Brownie, Junior, Cadette, Senior and Ambassador - along with their mom/caregiver - will be treated to a weekend trip to the Alabama Gulf Coast - from May 3-5, 2024. This reward will be in conjunction with Girl Scouts of Southern Alabama.

# 2024 Cookie Program Rewards



My Personal Goal: \_\_\_\_\_ NUMBER OF PACKAGES

### Crossover Rewards



Mini Karaoke Machine

Create avatar, send 20+ emails. Use the Share My Site in M2, sell \$325+ in FP & sell 325+ packages of cookies

### Booth Sales Rewards



Booth Sales Patch  
4+ Booths

### Final Rewards



If 1,300,000 packages of cookies are sold, every girl selling cookies will receive this t-shirt along with 2 leader t-shirt for each participating troop

### Cookies on the Go



Participate in neighborhood door to door sales February 5, 2024 - March 24, 2024

### Digital Cookie Rewards



Cookie Techie Patch  
50+ DC



Night Vision Goggles  
225+ DC

### Gift of Caring Rewards



Gift of Caring Patch  
40+ GOC



Pond Pocket Pillow  
125+ GOC

### Ambassador Reward



Lifetime Membership for top 5 12th graders with 650+ packages



Axolotl Action Patch  
48+ pkgs



DIY Playing Card Set  
96+ pkgs



Cotton Bandana  
144+ pkgs



Axolotl Socks  
192+ pkgs



Wallet Pouch AND Adjustable Lanyard  
250+ pkgs



Screen Cleaner Dangler AND Lottie the Mini Axolotl OR Glow Sketch Pillowcase  
325+ pkgs



Lucy the Axolotl OR \$10 Council Cash OR Emergency Flashlight Mult-Tool  
400+ pkgs



2024 Year Bar Patch AND Baseball Hat OR \$15 Council Cash OR Telescope  
500+ pkgs



Axolotl in my Pocket T-shirt OR 3 Part Journal Sketch Pad AND Scratch Poster AND Magical Marker  
700+ pkgs



Crossbody Bag AND Fashion Patches OR Plasma Ball  
900+ pkgs



Weekender Tote AND Makeup Pouch AND 3-in-1 game Set OR Storage Ottoman OR Mom and Me Camp Weekend  
1100+ pkgs



Puffy Camp Blanket AND Axolotl Pillow AND Collapsible Camp Cup OR \$125 Council Cash OR Personal Light-Up Mini Fridge  
1300+ pkgs



Gift Certificate to Build a Bear OR Custom Fans Shoes OR Backpack  
1500+ pkgs



Loungefly Week at Camp OR Gift Certificate to Loungefly OR \$200 Council Cash  
2000+ pkgs



Crocs OR Outdoor Movie Projector & Screen OR Gift Certificate to Alabama State Parks  
3000+ pkgs



Portable Printer for Phone OR Apple TV OR 3 Months Subscription to Crate Joy  
4000+ pkgs



Nintendo Switch OR Glamping Yurt OR Infatable Kayak with Paddles, Pump and PFD  
5000+ pkgs

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.

# Gift of Caring

## Hometown Heroes

Your favorite cookies to the local community

GSNCA hosts a **Care to Share** program in order to provide cookies to Hometown Heroes military, veterans, front-line workers, healthcare personnel and essential workers throughout our communities. Simply collect a \$5 donation and turn it in to your Troop Cookie Manager! At the end of the program, GSNCA will coordinate with SUs and troops in the delivery of cookie packages purchased with a Gift of Caring donation to the amazing Hometown Heroes all around our council. **Don't forget to update your email address in MyGS or by contacting Membership Support at 1-800-734-4541.**



**Goal Setting**  
Setting cookie goals and making a plan to reach them



**Decision-Making**  
Choosing how her troop will spend their cookie proceeds



**People Skills**  
Talking to new people and listening to customers while selling cookies



**Business Ethics**  
Girl Scouts need to be honest and responsible every step of the way



**Money-Management**  
Making a budget, taking orders and handling money from her business



**What does the Girl Scout cookie program do for my girl?**

When your girl sells Girl Scout Cookies – she is learning new and amazing experiences! When a girl participates in the largest girl-led entrepreneurial program in the world, she is developing skills that will last her a lifetime! Running her own cookie business will help her understand and explore five basic skills.

### What Can a Cookie Do?

After paying the baker for the cookies, 100% of the proceeds from the Cookie Program stay local!

**40%** Council sponsored programs, events, training, scholarships, camps and property maintenance, and girl and volunteer support



**1%** Debt collection and unpaid balances

**3%** Girl Rewards

**2%** Digital Cookie processing and handling fee

**20%** Troop/SU Proceeds

**36%** Cost of Cookies and collateral materials

# Digital Cookie:

## What is Digital Cookie?

Digital Cookie is a program developed by GSUSA in conjunction with Little Brownie Bakers which allows girls to accept payment via a debit/credit card for cookies.

Customers can pay for cookies online and have the option for the cookies to be shipped directly to them (shipping charges apply), delivered by the Girl Scout, or donated with no additional shipping fees. Use the app while selling door-to-door and at booths for a quick and easy process right on your phone!

## Getting Started:

Parents of registered Girl Scouts will receive an email to register for Digital Cookie.

Watch for your registration email from [email@email.girlscouts.org](mailto:email@email.girlscouts.org) with the subject "Register for the Digital Cookie Platform today"

Click the green button in the email to register.

### Need Help with Digital Cookie?

- Click on "For Girls"
- Informational Resources
- Digital Cookie



Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection - one unique pin for every year they participate!

*Bring the whole family together for tons of fun and learning with our Cookie Entrepreneur Family Pin collection!*

Learn more at [girlscouts.org/entrepreneurfamily](http://girlscouts.org/entrepreneurfamily)

# How To:

## Help Her Set Up Her Digital Cookie Store

1. Create a password.

2. Use your new password to login. Use the same email address where you received the registration invitation.

3. Guardians will be prompted to watch and review the "Safe Selling for Smart Cookies" safety video with their Girl Scout(s). You will not proceed any further until the video is viewed in its entirety.

4. Read and accept the Terms and Conditions Agreement. Note, if you are a volunteer, you will see an additional Terms and Conditions for Volunteers.

5. The "Girl Scout Safety Pledge" will appear. Be sure to read it to/with your Girl Scout(s). Then check the box for "accept". Click "continue". You will be taken to a screen to register the Digital Cookie profile.

*\*If the Girl Scout you are registering is 13 or older, you may enter her email address and she will complete her own registration process. You will receive an email alert prompting you to review the profile she has completed the setup process. Approve the profile to launch her online program!*

**COOKIE**   
**ENTREPRENEUR**  
 **Family**

**Cookie season is more fun with family.**





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