



2024 COOKIE PROGRAM
 January 28- March 10
 (Girl Scouts may start taking orders
 beginning January 16)

Girls learn & practice 5 Skills

- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

My TROOP COOKIE CHAIR is _____

Phone _____ Email _____

This Quick Start Guide is a supplemental document to the *Cookie Family Guide* (which has complete information about the Cookie Program, mailed to your household in early January, and is available at www.girlscoutsla.org). Read your *Cookie Family Guide* when it arrives and keep it to refer to throughout the program.

- Follow all GSUSA and GSGLA guidelines and safety requirements. Review the *Cookie Family Guide*, consult with your Troop Cookie Chair, or see other publications for complete information.
- Follow all current health and safety guidelines shared by GSGLA and your Troop Cookie Chair (TCC). GSGLA will monitor guidelines throughout the program, and any changes and/or updates will be communicated to you via the Product Programs Team.
- Girls may send out their Digital Cookie link and start taking in-person orders via their traditional order card beginning January 16, 2024.

IMPORTANT DATES

Pick up cookies from Troop Cookie Chair..... January ____, 2024
 Turn in money to Troop Cookie Chair.....February ____, 2024
 Last day to turn in additional orders to troop....._____, 2024
 Last day to turn in all additional money due to troop.....March ____, 2024

Cookie Varieties	Cookie Information
Thin Mints (Vegan) - Chocolate mint Samoas - Coconut, caramel, dark chocolate Tagalongs - Chocolate, peanut butter Trefoils - Shortbread Do-Si-Dos - Peanut butter sandwich with oatmeal Lemon-Ups - Crispy lemon cookies with inspiring messages to lift your spirits up Adventurefuls - Brownie base with caramel crème and a hint of sea salt S'mores - Graham sandwich, chocolate, and marshmallow-y filling (natural flavors) Toffee-Tastic (Gluten free) - Buttery with toffee bits	<ul style="list-style-type: none"> • Cookies cost \$6.00 per package • No changing the price (i.e., allowing discounts) • Girl Scout Cookies are date stamped for freshness • No high fructose corn syrup; zero grams trans fat • See order card for nutritional information.

Cookies for the Community (C4C) is a council-wide community service project that gives Girl Scouts the opportunity to learn philanthropy and community service. C4C allows a package of cookies to be donated to community partners. When girls sell through C4C, the cookies are not physically picked up by the girl or troop. This is commonly described as a “virtual” donation for which a receipt can be provided. Your Troop Cookie Chair can provide more information.



WHAT GIRLS LEARN + WHY IT MATTERS

Participating in the cookie program is a great way for Girl Scouts to have fun while working towards a shared goal, build funds so that troops can be self-sustaining, and gain an entrepreneurial edge! Along the way, they'll gain five skills they'll use for the rest of their lives.

Goal Setting – Girl Scouts set personal and troop goals while working with their leaders and families to achieve them. Benefits: success in school, career, and life.

Decision Making – Girl Scouts decide how to participate and market their cookie program and, as a troop, they decide how to spend troop proceeds. Benefits: creative thinking, decision impact, problem solving, and confident leaders.

Money Management – Girl Scouts take orders, count money, and make change while working with the troop to manage the troop funds. Benefits: financial literacy, sustainability, financial responsibility, and inventory management.

People Skills - Girl Scouts interact with customers in several ways, practice their sales pitch, and work with their sister Girl Scouts to reach common goals. Benefits: Good listeners, finding their voice, relationship building, team player, and courage.

Business Ethics - Girl Scouts practice sound business ethics by being responsible for their cookie inventory, cookie payments to their troop, time management, following guidelines provided, and their commitment to their customers. Benefits: commitment, character, integrity, and fairness.

ROLES AND RESPONSIBILITIES

Everyone has an important role and responsibility to ensure a safe and successful cookie program.

Girl Scouts

- Adhere to the principles of the Girl Scout Promise and Law.
- Be easily identifiable as a Girl Scout by wearing appropriate Girl Scout attire.
- Encourage customers to support the Cookies for the Community (C4C) program. It's a WIN-WIN-WIN!



Parents/Caregivers

- Adhere to the principles of the Girl Scout Promise and Law.
- Guide your Girl Scout when making individual learning and sales goals. Include tactics for reaching customers. Work with your Girl Scout and her troop to determine the number of cookies to order.
- Participate with the Girl Scouts in booth sales.
- Offer assistance to the Troop Cookie Chair and Troop Leader.
- Follow all troop-defined guidelines and timeframes for turning in money and cookie package exchanges and returns. Sign a receipt for all transactions and retain the receipt for your records. Understand that parents/caregivers are financially responsible for any cookies received.
- Allow the Girl Scouts to sell -- this is their business to operate, not the adult's.
- Follow all guidelines set forth by the troop and GSGLA.



WAYS TO SELL

- Girl Scouts must be accompanied by an adult at all times.
- Check with your TCC and the Cookie Family Guide for clarification and procedures for selling.

Online Sales

- Girl Scouts may use email, Digital Cookie, and approved public social media accounts to market and take orders for cookies. Girls may not place paid ads on social media.
- Girl Scouts may **not** post on marketplace resale sites such as Amazon, eBay, or Facebook Marketplace.
- Parents/caregivers will receive an email from Digital Cookie to log in. Make sure your Girl Scout is registered for the 2023-24 Girl Scout year!
- Send 18+ valid emails to family, friends, and previous customers through Digital Cookie (GSGLA's digital platform). They will be able to shop online for girl delivered, shipped, and Cookies for the Community donations. Share your link on social media to reach even more people and ask family and friends to share it also! Remember to check Digital Cookie every day for new orders.

Residential Door-to-Door Sales (“Walkabouts”)

- Sell door-to-door with cookies in hand during daylight hours, in residential areas only. Girl Scouts may leave their cookie business card or door hanger if a potential customer is not at home or ready to order. These may be printed from Digital Cookie and will include a link to the Girl Scout's online storefront.

Residential Cookie Stands

- A simple lemonade-type stand to sell on a residential property where the Girl Scout or someone she knows resides.

Booth Sales

- A booth is typically a table set up in front of non-residential establishments (such as stores, banks, malls, etc.).
- Booths **must** be scheduled by the Troop Cookie Chair.
- Boothing runs from February 9 to March 10, 2024.

Workplace Sales

- Girl Scouts may pitch to the employees of a business, such as their parent or guardian's workplace. Sales to a business's customers are not allowed, unless it is an approved booth.

Delivering Cookies

Girl Scouts should contact customers ahead of time to coordinate a porch drop off. When she arrives at the customer's home, she should call or text to let the customer know she's there. She should wait on the sidewalk while the customer picks up the cookies and leaves payment, if necessary.

Collecting Payment

Girl Scouts are encouraged to use the Take a Payment feature inside of Digital Cookie to accept payment from customers via credit card. It's easy to use and removes the need to collect cash. The payment goes directly to the troop and the Girl Scout gets credit for the money received.





GET STARTED WITH DIGITAL COOKIE!

1

Go to www.gsdigitalcookie.com/gsgla (or click on the link from the council website) Follow the prompts to participate in the Digital Cookie program. Please have your troop number before starting.
My troop number is _____



2

Create Your *Personalized Storefront*TM

You will be creating an avatar who looks just like you. You can also record a personalized message for your avatar to deliver to family and friends. As you take various steps to create your personalized storefront for cookies, you will earn virtual rewards. The M2 website is mobile optimized, which means you can set up your avatar and storefront from your tablet or smartphone.



3

Send Emails

When you send emails to family and friends, they will see your goal and your avatar will deliver your special message. By clicking a link, they will be able to shop online while supporting you and Girl Scouts! Don't forget to share on social media with the help of a parent/guardian.



GUIDELINES

While there are many ways for Girl Scouts to sell cookies, there are also many guidelines to these selling opportunities. The guidelines are put in place for girl safety and to ensure a successful, fair, fun, and safe cookie season for all Girl Scouts in Greater Los Angeles. There will be **consequences** for those that do not follow the guidelines. Guidelines are outlined in the *Cookie Family Guide*, parent training, the *Parent/Guardian Permission and Responsibility Agreement*, and booth location guidelines.

Consequences

If Girl Scouts and/or troops are not selling in accordance with the established guidelines, Girl Scouts, and/or troops can be applied with one or more of the following consequences:

- Removal of the highest reward level earned
- Reduction in troop proceeds or opt out proceeds
- No future selling

Examples

Most common examples of guidelines not complied with are as follows. NOTE: This is NOT an exhaustive list, only some examples.

- Taking ANY orders before Tuesday, Jan. 16, 2024
- Delivering cookies before Sunday, Jan. 28, 2024
- Selling cookies for the incorrect price
- Selling cookies outside of authorized areas
- Girl Scouts selling or delivering cookies alone
- Adults selling cookies without a Girl Scout present
- Inappropriate Girl Scout or adult behavior
- Failure to pay for cookies and submit money as stated by GSGLA and/or your troop cookie chair
- Conducting a booth without submitting and receiving a special request approval from your troop cookie chair
- Failing to respect booth location guidelines
- Bothing with the incorrect girl/adult ratio