



# 2023 COOKIE PROGRAM

January 29- March 12  
(Girls may start taking orders beginning January 17)

## Girls learn & practice 5 Skills

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

My TROOP COOKIE CHAIR is \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

During the COVID-19 pandemic, Girl Scouts of Greater Los Angeles (GSGLA) modified the Girl Scout Cookie Program to create the strongest and safest experience possible for all. We devised new and innovative ways to meet our Girl Scouts exactly where they were as they navigated evolving health and safety guidelines. We were, as always, committed to providing our Girl Scouts the opportunity to participate in this key component of the Girl Scout Leadership Experience (GSLE), which teaches critical financial literacy, collaboration, entrepreneurial and life skills, and is backed by evidence-based research.

As we resume our beloved cookie program post-pandemic, we remain steadfast in prioritizing the health and safety of Girl Scouts, families, volunteers, and staff above all else. Girl Scouts may continue to use the traditional channels (in-person and booth sales) that they know and love to market and sell cookies. They are also encouraged to utilize contactless sales, pick-up, and payment options as part of their business model.

GSGLA continues to move in concert with federal, state, and local health and safety guidance as we plan and implement the cookie program – and all our other programming – for 2023. We have planned for the best and are prepared to pivot as needed, keeping participants well informed along the way.

We can't wait to see all you accomplish this year, Girl Scouts!

**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](http://www.girlscoutsla.org)). Read your *Cookie Family Guide* when it arrives and keep it to refer to throughout the program.

- COVID-19 was a very challenging time in the lives of our girls, families, volunteers, and staff. Girls, families, and troops who participated in the cookie program persevered in ways they felt most comfortable. Together we can find creative ways to reach customers.
- Follow all GSUSA and GSGLA rules, safety requirements, and guidelines. 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 17, 2023.**

### IMPORTANT DATES

|  |                |      |
|--|----------------|------|
| Pick up cookies from Troop Cookie Chair.....               | January ____,  | 2023 |
| Turn in money to Troop Cookie Chair.....                   | February ____, | 2023 |
| Last day to turn in additional orders to troop.....        | _____,         | 2023 |
| Last day to turn in all additional money due to troop..... | March _____,   | 2023 |

| Cookie Varieties  | Cookie Information   |
|---|--|
| <p><b>Thin Mints</b> (Vegan) - Chocolate mint<br/> <b>Samoas</b> – Coconut, caramel, dark chocolate<br/> <b>Tagalongs</b> – Chocolate, peanut butter<br/> <b>Trefoils</b> - Shortbread<br/> <b>Do-Si-Dos</b> – Peanut butter sandwich with oatmeal<br/> <b>Lemon-Ups</b> – Crispy lemon cookies with inspiring messages to lift your spirits up<br/> <b>Adventurefuls</b> – Brownie base with caramel crème and a hint of sea salt<br/> <b>S'mores</b> – Graham sandwich, chocolate, and marshmallow-y filling (natural flavors)<br/> <b>Toffee-Tastic</b> (Gluten free) – Buttery with toffee bits<br/> <b>Raspberry Rally</b> – Chocolate raspberry (available online only)</p> | <ul style="list-style-type: none"> <li>● 12 packages per case</li> <li>● Cookies cost \$6.00 per package</li> <li>● No changing the price (i.e., allowing discounts)</li> <li>● Girl Scout Cookies are date stamped for freshness</li> <li>● No high fructose corn syrup; zero grams trans fat</li> <li>● See order card for nutritional information.</li> </ul> |

**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.

## WAYS TO SELL

- Girls must be accompanied by an adult at all times.
- Check with your TCC for clarification and procedures for selling.

### Online Sales

- Girls 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.
- Girls may **not** post on marketplace resale sites such as Amazon, eBay, or Facebook Marketplace.
- Parents will receive an email from Digital Cookie to log in. Make sure your Girl Scout is registered for the 2022-23 Girl Scout year!
- Send 18+ valid emails to family, friends, and former 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.

### Residential Cookie Stands

- A simple lemonade-type stand to sell on a residential property where the girl 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, colleges, etc.). Booths **must** be scheduled by the Troop Cookie Chair.
- Boothing runs from February 10 to March 12, 2023.
- Girls may do virtual booths on their social media page. This is a great way to pitch to the employees of a business, such as their parent or guardian’s workplace.
- There may be opportunities for girls to participate in drive-through or curbside type booths.

### Delivering Cookies

Girls 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.

# ROLES AND RESPONSIBILITIES

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

## Girls

- 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

- Guide your daughter when making individual learning and sales goals. Include tactics for reaching customers. Work with your daughter and her troop to determine the number of cookies to order.
- Participate with the girls in booth sales as applicable and assist 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 are financially responsible for any cookies received.
- Allow the girls to sell -- this is their business to operate, not the adult's.
- Follow all rules and health and safety guidelines set forth by the troop and GSGLA.

# RULES AND CONSEQUENCES

The rules and guidelines are put in place for girl safety and to ensure a successful, fair, fun, and safe cookie season. There will be **consequences** for those that do not follow the rules. Rules are outlined in the *Cookie Family Guide*, parent training, the *Parent Conduct Agreement*, and booth location rules.

## Consequences

If girls and/or troops are not selling in accordance with the established rules and regulations, girls and/or troops can be penalized by having one or more of the following consequences enforced:

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

## Examples

Most common examples of rules or regulations not complied with are as follows. NOTE: This is NOT an exhaustive list, only a few examples.

- **Taking ANY orders before Sunday, Jan. 17, 2023**
- **Delivering cookies before Sunday, Jan. 29, 2023**
- Selling cookies for the incorrect price
- Selling cookies outside of authorized areas
- Girls selling or delivering cookies alone
- Parent selling cookies without a girl present
- Inappropriate girl or adult behavior
- Failure to pay for cookies and submit money as stated by GSGLA and/or your troop cookie chair
- Not following GSGLA, CDC, state, and local health and safety guidelines
- Conducting a booth without submitting and receiving a special request approval
- Failing to respect booth location guidelines
- Boothing with the incorrect girl/adult ratio

# It's Easy To Get Started!

# 1

Go to [www.gsdigitalcookie.com/gsgla](http://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™

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.

