

girl scouts   
of north east ohio

# Family Guide

# 2024

# Cookies 101™



5 Digit Troop # \_\_\_\_\_  
Troop Cookie Manager: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Phone #: \_\_\_\_\_  
Best Time to Call: \_\_\_\_\_  
Order Card Due: \_\_\_\_\_

# OWN YOUR magic



# 2023-2024 Girl Scout Cookies®

## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

## The World's Most Flavorful Lineup



### Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt  
Approximately 15 cookies per 6.3 oz. pkg.  
Ⓢ ⓓ



### Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
Approximately 12 cookies per 6.2 oz. pkg.  
Ⓢ ⓓ



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg.  
Ⓢ ⓓ



### Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling  
Approximately 20 cookies per 8 oz. pkg.  
Ⓢ ⓓ



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg.  
Ⓢ ⓓ



### Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating  
Approximately 15 cookies per 6.5 oz. pkg.  
Ⓢ ⓓ



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
Approximately 30 cookies per 9 oz. pkg.  
Ⓢ



### Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling  
Approximately 16 cookies per 8.5 oz. pkg.  
Ⓢ ⓓ



### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg.  
Ⓢ ⓓ



TROOP PROFIT BEGINS AT \$0.95 PER PACKAGE!  
ALL VARIETIES ARE \$6 EACH

# 2024 Cookie Program

## 5 ESSENTIAL BUSINESS SKILLS

With your support, Girl Scouts in the program build essential skills and learn to think like entrepreneurs.

### GOAL SETTING

Girl Scouts learn how to set goals and create a plan to reach them

### DECISION MAKING

Girl Scouts learn to make decisions on their own and as a team

### MONEY MANAGEMENT

Girl Scouts learn to create a budget and handle money

### PEOPLE SKILLS

Girl Scouts find their voice and build confidence through customer interactions

### BUSINESS ETHICS

Girl Scouts learn to act ethically, both in business and in life

The Girl Scout Cookie Program gets Girl Scouts, families, and volunteers in front of the public, where they can demonstrate the impeccable values and behavior that make Girl Scouts stand out. So make sure to review how the Girl Scout Law pertains to the Girl Scout Cookie Program.

I will do my best to be...

**Honest and fair,**

Observe the start of the Girl Scout Cookie Program on January 3.

**Friendly and helpful,**

Say “thank you” even if someone does not make a purchase.

**Considerate and caring,**

Promptly meet deadlines.

**Courageous and strong,**

Do the right thing even if others don’t.

**Responsible for what I say and do,**

Complete paperwork & payments accurately and on time.

**Respect myself and others,**

Strive to be my best at all times.

**Respect authority,**

Know and obey safety guidelines.

**Use resources wisely,**

Offer customers the opportunity to order over the phone or email.

**Make the world a better place,**

Greet customers with a smile and use manners.

**And be a sister to every Girl Scout.**

Help sister Girl Scouts.



# Your Invaluable Role

Girl Scouts and their troops succeed when families get involved. There are some specific responsibilities you'll need to assume to ensure their goals are achieved:

- Ensure your Girl Scout does not take orders prior to program start date on **January 3, 2024**. Collect payment upon delivery, not before. Be sure to turn over all funds to the Troop Cookie Manager.
- Remember that cookies cannot be returned to the troop or council once signed for.
- Accept financial responsibility for all cookies and money received.
- The cookie program helps teach honesty and fairness. Please understand that failure to account for money and cookies received will be considered misappropriation of funds.
- Help your Girl Scout set goals and coach them on how to sell.

A little guidance and encouragement can go a long way in making your Girl Scout's experience fun and rewarding:

- Review cookie program materials together.
- Review the exciting rewards that can be earned this cookie season and discuss what they might want to learn. Help set practical, measurable goals.
- Set up the Digital Cookie page.
- Visit [littlebrowniebakers.com](http://littlebrowniebakers.com) together to learn all about the cookies, watch inspiring videos and get selling tips from experienced Girl Scouts.
- Listen to your Girl Scout practice their sales pitch and help improve it.
- Listen to them describe what the troop plans to do with their proceeds.
- Be a role model for business ethics and safety rules.
- And always... make sure you are both having fun!

## Responsibilities to the Troop

### Girl Scout Responsibility

- Follow the Promise & Law
- Be willing to take risks
- Be confident and supportive towards troop peers
- Attend and participate in meetings and events
- Listen to others in the troop and show respect for other opinions
- Be prepared and conduct themselves in a safe manner
- Respect troop leaders and other volunteers

### Family Responsibility

- Support your Girl Scout through all facets of the Girl Scout experience
- Honor all deadlines
- Volunteer with your troop – your troop leader cannot do it alone
- Stay connected and ask questions
- Turn in cookie money often
- Understand that once you take possession of cookies, they are your financial responsibility

### Cookie Manager Responsibility

- Follow the Promise & Law
- Let the Girl Scouts lead – ensure troop members take an active role in decisions
- Create an inclusive environment where troop members and families feel welcome and connected
- Provide a safe program
- Listen to and respect every participant; serve as a role model
- Ask for help when needed

**IT TAKES A TROOP - Check in with your Cookie Manager frequently during the sale to see if they need help; the Cookie Program is a whole troop effort!**

# Cookie Terms

- Booth Sale – A publicly held sale of cookies prescheduled by council with businesses
- My Sale Booth – A publicly held sale of cookies at local businesses requested by troops and approved by council
  - Please do not approach a store regarding a cookie booth without the approval of your troop's Cookie Manager. You need to make sure that you are following council policies and guidelines, and some locations are not eligible or are already booked.
- Cookie Donations – There are two ways for a troop to accept cookie donations from customers to support a Gift of Caring Program:
  1. The Council-sponsored Operation: Sweet Appreciation is a virtual cookie order that ships directly from the baker to an organization that supports the military and local first responders and non-profits.
    - Donations made through Digital Cookie will automatically go to Operation: Sweet Appreciation.
  2. A Troop sponsored Gift of Caring Program collects cookies and the troop delivers them to a local cause such as a food bank, women's shelter or other deserving organization.

\*Please Note: Gift of Caring rewards are only earned by participation in the council-sponsored Operation: Sweet Appreciation. If your troop opts to do a local Gift of Caring, there are patches available for purchase in the retail shops.
- Goal Getter Order Card – The goal getter order card is intended for use after the Initial Order has been turned in. This will let cookie sellers continue to take new orders while they wait for their initial order.
- Digital Cookie – Virtual storefront set up by Girl Scouts to take orders from customers (See pages 7 & 8).
- Initial Order – The order taken on the paper order card that is then delivered to the troop in March. These orders must be entered into Digital Cookie or are due to the Troop Cookie Manager by **February 4**.
- Little Brownie Bakers (LBB) – Our council's cookie baker.
- Pathway Passes – A reward earned during a product program. Pathway Passes are program credits that can be used as payment to register for GSNEO programs such as camp.
- Troop Goal – Troops should set goals for their cookie proceeds. They should also set goals for how many packages they hope to sell.

**BY SELLING 27 PACKAGES OF COOKIES, EACH GIRL SCOUT WILL EARN ENOUGH TROOP PROFIT TO PAY THEIR \$25.00 MEMBERSHIP DUES FOR THE NEXT YEAR.**

Profits are held in the troop bank account so the money can easily be applied toward membership dues. The troop should discuss this option when they meet to set troop goals!



# Money Management

## PAYMENT OPTIONS

- Money is collected at the time the cookies are delivered to the customer.
- Do not accept personal checks. Individuals accepting personal checks as payment will be responsible for any fees or bank charges associated with the check.
- The best way for caregivers to make electronic payments to a troop is with a customer bank to bank transfer. Caregivers would just set up the troop as a vendor in the “Pay Bills” portion of their personal bank account and pay the troop as they would pay all other vendors (i.e. bill payments). In this way, troops will not incur any processing fees.
- GSNEO offers the Paya Credit Card program so that troops can accept credit card payments from customers at cookie booths during the program. This is not an option for the caregivers to pay the troop. However caregivers can be added as sub-users on the troop Paya account so they can accept credit card payments as they deliver cookies to their girl’s customers. Let your troop know if you are interested.
- Cheddar Up is a digital payment and tracking tool that will help your troop easily collect money online for Girl Scout activities or events. Through our partnership with Cheddar Up the troop bank account will be linked with the troop Cheddar Up account so caregivers can submit payments to the troop for expenses - including cookie payments! Ask your troop if they are using this option.



**All Cookie Varieties are \$6.00 each.  
Troop profit begins at \$0.95 per package!**

### Receipts:

- All money is to be turned in directly to the Troop Cookie Manager; make sure that they count it with you. Do not allow money to be put in a mailbox, slipped under a door, or given to a child.
- All receipts should have two adult signatures. These signatures should include the individuals who are giving and receiving the product or monies.
- Keep your copies of any receipts until your Girl Scout receives rewards in case of any disputes. If there is a dispute on payment with no receipt, GSNEO will not consider the payment made.

MONEY AND/OR PRODUCT RECEIPT				CUPBOARD#	RECEIPT NO.
TROOP NO.		REPORT CODE	DATE	RECEIVED/DEDUCTED	FROM
NO. OF CASES	NO. OF PKGS.	VARIETIES	AMOUNT DUE		
		ADVENTUREFULS™			
		LEMON-UPS®			
		TREFOILS®			
		DO-SI-DOS®			
		SAMOAS®	AMOUNT PAID		
		TAGALONGS®			
		THIN MINTS®			
		GIRL SCOUT S'MORES®			
		TOFFEE-TASTIC®			
		← TOTAL	AMOUNT STILL DUE		

RECEIVED BY (SIGNATURE) \_\_\_\_\_ GIRL'S NAME \_\_\_\_\_  
 RECEIVED FROM (SIGNATURE) \_\_\_\_\_  
 (IMPORTANT: BE SURE TO SHOW TROOP NUMBER ON ALL RECEIPTS)

**All troops are given a receipt book with their program materials; ask your Troop Cookie Manager for a receipt anytime you have a transaction!**

# How Girl Scouts Sell Cookies

**Selling practices vary from council to council. In our areas, Girl Scouts sell cookies through these channels:**

## **Order Taking**

By asking neighbors, friends, and family members to place orders for cookies. They write their orders on the paper order card, which is entered into the Digital Cookie website or turned in to the Troop Cookie Manager. Payment is collected from the customer when cookies are delivered a few weeks later.

## **Booth Sales/ Direct Sales**

Troops order cookies and sell them directly to customers, often at booths in high-traffic areas such as grocery stores, malls, or sporting events. Booth sale locations and times are organized by our council and troops can only sell at these approved locations.

## **Digital Cookie**

Girl Scouts create customized websites and send emails to people they know, asking them to buy cookies. Customers place online orders and have the option for the cookies to be shipped directly to their homes. Orders automatically get credited to the troop and towards the seller's reward totals.

## **TOP-SELLING TIPS FROM REAL GIRL SCOUTS:**

### **Door-To-Door Sales**

Encourage cookie sellers to canvass their communities with buddies and adult partners, leaving no doorbell unring!

- Orders can be taken door-to-door at the beginning of the cookie sale with the paper order cards.
- Door-to-door sales can be done with cookies in hand. After cookies are delivered, the troop can load up a wagon with extra cookies, make signs, and you are ready for a neighborhood walkabout. Think of it like a mobile booth!
- Please remember to adhere to safe social distancing sale techniques. Check out [gsneo.org](http://gsneo.org) for the most up to date info from Council.

### **Social Networking**

Online social networking sites are a great place for teens (13 and older with parental permission) to ask for cookie orders. Be sure to follow the GSUSA safety guidelines for online marketing and see page 8 for further guidelines.

### **Telephone Sales**

It's fast and easy to sell Girl Scout Cookies by phone

- Review order cards from previous years and contact these customers again.
- Once cookies have been delivered, cookie sellers may want to call customers, thank them for their orders and ask if they need additional cookies.
- Try a text-a-thon. Girl Scouts may want to text their friends and family to let them know it's cookie time and to ask for orders or share Digital Cookie links.

### **Workplace Sales**

- Girl Scouts can either make a quick "sales pitch" at a staff meeting or make sales calls around the office, depending on the wishes of the business.
- Once personal sales are completed, the business may allow an order card to be left for additional orders. An adult at work may oversee the card, but it is the Girl Scout's responsibility to fill all orders, write thank you notes and assist with delivery.
  - If a caregiver takes the order card to work, the Girl Scout should still be involved in the sale; they should make a small display about goals and even include a picture!

# Digital Cookie

Digital Cookie is the perfect way to solicit customers both near and far. With Digital Cookie, Girl Scouts can create a customized website and send emails to people they know to ask them to buy cookies.

- All ages may participate
- Troops receive the same proceeds for the packages sold via Digital Cookie and the sales count towards all rewards
- Progress towards their goals can be tracked, customer information can be recorded and tasks associated with badges can be marked as completed.
- Caregiver approval for storefront content must be completed before posting to customers

Customers place online orders and have the option for the cookies to be shipped directly to their homes, delivered by their Girl Scout, or donated.

## LOGGING INTO DIGITAL COOKIE

Look for your Girl Scout's registration email beginning on **December 15**

### What do I do if I did not receive a launch email?

If you did not receive your Girl Scout's email beginning **December 15**, please first check your spam or junk folders (Those with Gmail accounts should check their Promotions Folder for the launch email). The email will be sent to the same email you provided in her registration.

If you do not have it, please go to [digitalcookie.girlscouts.org/login](https://digitalcookie.girlscouts.org/login) and select the link for [Need help to log in](#). This will allow you to request the registration email to be resent.

## SHARING DIGITAL COOKIE LINKS

### Can a Girl Scout/caregiver post a Digital Cookie Link on a social media platform?

A Girl Scout/caregiver may advertise sales and post a Digital Cookie link on social media sites where only friends and family—and not the general public—can see the social media page.

Please remind your Girl Scout that even when posting on private pages to not include personal information beyond their first name, troop number, and sales goals.

They may not post a Digital Cookie link on websites such as Facebook Marketplace or public groups, Twitter, eBay, Craigslist, or any other website where her posts can be viewed by the general public.

Remember that if you post about selling on Facebook, if you add a \$, it may be transferred to the Facebook Marketplace as a sellable item. So if you include price information with the Digital Cookie link on a private page it may inadvertently be posted publicly.

Advertising and selling Girl Scout cookies on “buy, sell, trade” sites like the Facebook Marketplace or other public websites is not recommended. For those of you who choose to use this method, please be safe.

When meeting someone for the first time, please remember to:

- Insist on a public meeting place during business hours
- Do not meet in a secluded place or invite strangers into your home
- Tell a friend or family member where you're going, and take your cell phone if you have one
- Do not accept checks and do carry cash to make change
- Consider having a friend accompany you
- Trust your instincts



## NEW THIS YEAR - PLACE YOUR GIRL SCOUT'S PAPER ORDER CARD INTO DIGITAL COOKIE!

You can enter your Girl Scout's paper order totals and they will transfer directly into the troop order. This is only for paper orders; any online Digital Cookie orders are included automatically in the troop order.

Tip sheets, step-by-step instructions, and helpful videos will be available on the Council website at [gsneo.org/forcookiesellers](https://gsneo.org/forcookiesellers)



### GIRL DELIVERY

If “Girl Delivery” is selected by the customer at checkout, the caregiver will receive an email notification to approve the order. If the order is approved, it is already submitted to the troop. It should NOT be included in your paper order card or you will duplicate the order. The cookies for Girl Delivered orders will be included in the initial order you pick up from the troop in March. You will be able to reference the order list in Digital Cookie to deliver them to the correct customers.

These orders will need to be delivered to the customer. Remember the cookies are already paid for! Once the cookies have been delivered, be sure to update the order status in Digital Cookie. If the order is not approved for “Girl Delivery,” the order will be processed based on the customer’s second delivery choice (cancel or ship).

The “Girl Delivery” option will be available from **January 3 - February 4, 2024** and will be turned on again **March 8**. Caregivers cannot turn Girl Delivery off during January - February, but will be able to in March.

**When the Girl Delivery option is turned back on in March, it is very important that your troop has a conversation about inventory and accepting additional orders.**

If you accept additional orders, you **MUST** tell the Troop Cookie Manager of the varieties needed so that they can pull from troop inventory or order additional packages - they do not get notification of new orders placed.

If the troop is opting out of additional orders or if you decide to turn off girl delivery, go to the bottom of your inventory tab and find the Delivery Settings section. Select INACTIVE and then Update delivery settings.

Note that customers will see a fulfillment date of March 16; which is automated to be two weeks after Cookie Delivery begins – this is shown to them to give the Girl Scout time to get the orders and distribute to their customers.

# Individual Rewards

**Guardians ticket info and all other rewards info over the 800+ level will be directly communicated from GSNEO to the earner's caregiver via email.**

Cookie sellers can earn a wide variety of rewards for their achievements in the Girl Scout Cookie Program®:

- Official Girl Scout Cookie Business and Financial Literacy badges and the Cookie Entrepreneur Family Pins
- Symbols of accomplishment in the form of patches and other reward items promoted on the order card.
- Pathway Passes are rewards earned through participation in GSNEO's Council- sponsored product sales programs. They are program credits to be used for program and camp registration; they are not able to be used for Membership Registration nor in the Council shops.
  - All programs on the GSNEO website are Pathway Pass eligible if they contain a discount code option during registration. Pathway Passes must be applied to the program at time of registration. For more information visit [gsneo.org](http://gsneo.org).
  - Codes for earned passes are delivered electronically. Detailed information about retrieving Pathway Pass codes is available at [gsneo.org](http://gsneo.org); select the Customer Care tab, under Rewards & Scoutship.
  - Pathway Passes earned during the 2024 Cookie Program will be uploaded **April 10** and will expire on **March 15, 2025**.

## PHILANTHROPIC REWARD OPTION - THE SHOE THAT GROWS

165 + packages	1 / 2 shoe
200 + packages	1 / 2 shoe
275 + packages	1 shoe
350 + packages	1 shoe
450 + packages	1 pair
600 + packages	1 pair
800 + packages	2 pair
1500 + packages	3 pair
2024 + packages	10 pair
3000 + packages	20 pair



If someone chooses to donate at a reward level, they will still receive the Pathway Passes for that level. If they donate at any level, they will receive a Cookie Heart Charm!

Do your Girl Scouts want to make a difference for kids like them? Here is their opportunity with The Shoe That Grows!

Any troop member can choose to donate shoes in place of a reward item. This philanthropic reward is part of the cumulative reward structure - meaning the Girl Scout can decide at each level, beginning at 165+, whether they would like the offered reward or to do a donation!

## Cookie season is more fun with family.



Bring the whole family together for tons of fun and learning with our brand NEW Girl Scout Cookie Program pin collection!



Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

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

### GSNEO Reward Policy

- GSNEO will consider any cookies not paid for by the deadline as unsold, therefore the rewards are not earned. Those that are delinquent in their cookie payments will not receive their rewards until the amount due is paid in full. Pathway Pass expirations and dated ticketed event awards will not be reissued or extended.
- Service Units will be provided a list of those unpaid accounts and will be asked to separate their rewards. If payment is made in full within 30 days, the Service Unit will distribute the rewards. If the balance remains unpaid after 30 days; the rewards will be returned to GSNEO. Rewards will be held until payment is received. Delinquent accounts longer than 1 year forfeit their rewards.

# Reward Selection Options

There are multiple reward options this year starting at the 165+ package level. Please be sure to sit down with your Girl Scout and discuss what rewards they would like to earn at each level. Remember to make selections at all levels; you never know when more cookies are sold between those allocated from booth sales or through Digital Cookie!

Turn this into your cookie manager now or along with all money due no later than **March 25**.

T-shirt size (circle one):

Youth Small   Youth Medium   Youth Large   Adult Small   Adult Medium   Adult Large   Adult Extra-Large   Adult 2X-Large   Adult 3X-Large

A size chart for t-shirts is available on [gsneo.org](https://gsneo.org) under For Cookie Sellers.

Choose one option at each level:

- 165+ pkgs    3-Part Journal Sketch Pad and Magical Marker .....    OR 1/2 Shoe Donation
- 200+ pkgs    Lucy the Axlotl Plush & Own Your Magic Charm .....    OR 1/2 Shoe Donation
- 275+ pkgs    Crossbody Bag & Fashion Patches .....    OR 1 Shoe Donation
- 350+ pkgs    Own Your Magic Theme T-Shirt .....    OR 1 Shoe Donation
- 450+ pkgs    Weekender Tote & Guardians Ticket (Select 2024 Games) .....    OR 1 Pair Shoe Donation
- 600+ pkgs    Collapsible Storage Ottoman .....    OR 1 Pair Shoe Donation
- 800+ pkgs    Build-A-Bear Experience (5/5/24) OR    Puffy Camp Blanket & Pond Pillow    OR 2 Pair Shoe Donation
- 1500+ pkgs    Scene75 (June 2024) OR    IBbeautiful Subscription .....    OR 3 Pair Shoe Donation
- 2023+ pkgs    Smart Watch OR    Stand-Up Paddle Board OR    Cricut .....    OR 10 Pair Shoe Donation
- 3000+ pkgs    Apple iPad OR    Oculus .....    OR 20 Pair Shoe Donation

I am a Cadette, Senior, or Ambassador and my troop has decided to opt out of rewards for extra profit

By signing below I agree that the above selections are what I want to receive for reaching my goals

Girl Scout Signature: \_\_\_\_\_

Caregiver Signature: \_\_\_\_\_

# Cookie Calendar & Resources

## Important Dates

Dec 15	Digital Cookie site set up
Jan 3	Cookie Program begins!
Feb 4	Initial order card due to Troop Cookie Manager
Mar 8	Cookie booths begin
Mar 24	Cookie Program ends - last day for cookie booths
Mar 25	All money and reward options due to Troop Cookie Manager
Apr 10	Pathway Passes Available
June	Final rewards are available for troop pickup

## RESOURCES FOR COOKIE SELLERS

### GSNEO Council Website - [www.gsneo.org/forcookiesellers](http://www.gsneo.org/forcookiesellers)

Visit our site to find training resources & tutorials, forms, and other helpful program information

### Little Brownie Bakers - [www.littlebrowniebakers.com](http://www.littlebrowniebakers.com)

The website of GSNEO's official Girl Scout Cookie Baker. Find cookie facts & activities, marketing ideas, program resources and clip art to help prepare for the cookie sale.

### Digital Cookie - [digitalcookie.girlscouts.org](http://digitalcookie.girlscouts.org)

Girl Scouts can set up their own personalized sales pages, enter initial paper orders, take credit card payments and ship cookies directly to their customers.

### Girl Scouts of the USA - [www.girlscouts.org/en/members/for-girl-scouts/for-cookie-sellers](http://www.girlscouts.org/en/members/for-girl-scouts/for-cookie-sellers)

Visit here to locate info on the national Cookie Program, more resources and tips. and discover cookie entrepreneurship badges and pins.



**Meet the Mascot**  
Lucy the Axolotl!

**OWN** **magic**  
**YOUR**