



**OWN  
YOUR magic**

2024

# Girl Scout Cookie Family Guide



**NEW  
FEATURES  
IN DIGITAL  
COOKIE!**



## My Important Cookie Reminders

Girl Scout Cookie Season begins:

**JANUARY 1, 2024**

Enter Initial Order in Digital Cookie by: **January 21**

Delivery Day pickup on: \_\_\_\_\_

Dates that money is due to troop:

\_\_\_\_\_  
\_\_\_\_\_

**2024**

## Girl Scout Cookie Calendar

### January 2024

- January 1 Initial Orders begin and Digital Cookie Opens
- January 21 Initial Order concludes – Submit paper Order Card orders in Digital Cookie.

### February 2024

- February 1-9 Cookie delivery to communities
- February 9-11 Local booths can begin for troops who ordered extra inventory in Initial Order
- February 15 Cookie Cupboards open
- February 16 All booth sales begin council wide
- February 16-18 National Girl Scout Cookie Weekend

### March 2024

- March 9 Notify your troop leader if you need more cookies for last orders. Check what you need for girl-delivered orders.
- March 10 Last day for customers to select Girl Delivery option in Digital Cookie
- March 15-17 Ensure girl-delivered orders have been distributed
- March 17 Cookie sale ends – Digital Cookie closes
- March 18 Cookie Cupboards close

### May 2024

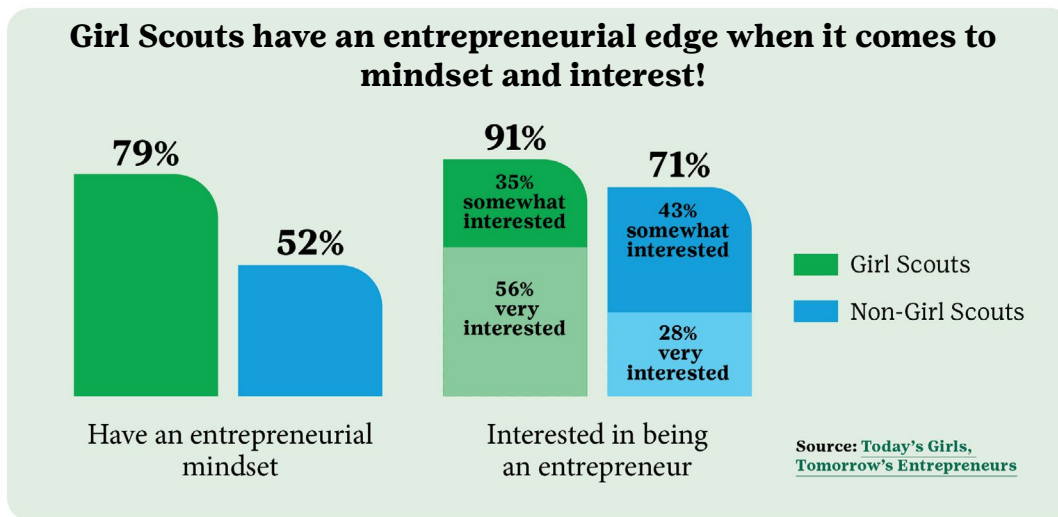
- May Program Credits emailed to primary guardian of eligible Girl Scouts.

**girl scouts**   
of the green and  
white mountains

# Welcome families!



The cookie program gives your Girl Scout the ability to power unique opportunities and adventures for their troop while learning to think like an entrepreneur. And you're key to their success. With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!



Participating in the program gives Girl Scouts an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare them for academic and career success. As your Girl Scout runs their own cookie business, they'll gain skills along the way that they'll use the rest of their lives.

## Did you know? All proceeds from Girl Scout Cookies stay local

Troops discuss their plan for the year together and set goals. Through the Girl Scout Cookie program, the troop earns proceeds to fund these activities. Proceeds are based on per girl average (PGA) by the number of girls participating and number of packages sold.



Troop PGA	Proceeds earned
1-285 packages	\$0.85 per package
286-325 packages	\$1.00 per package
326 and above	\$1.10 per package

Cadettes, Seniors, and Ambassadors decide as a troop whether to opt for additional proceeds in lieu of girl rewards. Troops will earn an additional 15 cents per package if they waive all rewards which also includes Program Credits. Visit [girlscoutsgwm.org](http://girlscoutsgwm.org) for details.

Rewards for Girl Scouts bring even more excitement to the Cookie Program. Refer to your Girl Scout's order card and help them set goals. As they earn rewards, their confidence will soar as they accomplish higher goals!



Program Credits are individual rewards that may be used toward GSGWM programs, camps, girl membership and on Girl Scout merchandise. Program Credit amounts are combined with specific reward levels.

# Getting started



## Step 1 - Set up Digital Cookie

Girl Scouts can expand their customer base by promoting their cookie business online.

- **Receive an email:** Primary guardians receive a welcome email to get their Girl Scout started.
- **Personalize and launch:** Click the link in the email to access account. Girl Scouts personalize and publish their site with parent/guardian approval.
- **No email? No problem:** If you didn't receive the email, go to [digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org) and click "Need help to log in". Contact [customer-care@girlscoutsgwm.org](mailto:customer-care@girlscoutsgwm.org) if you have questions.

## Step 2 - Share your Digital Cookie link throughout the sale.

Customers can order cookies online to be shipped to their home or delivered by their favorite Girl Scout. Parents will always approve or decline any girl delivery sale as appropriate for their Girl Scout before the sale is complete.

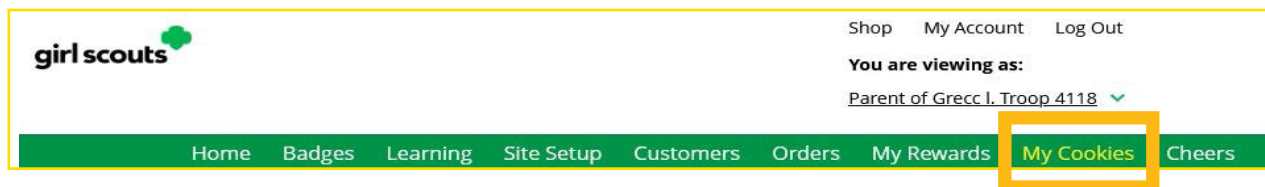
Share your link on social. Always share the link to your Digital Cookie page when posting on social media outlets.

Online donations can also be made to support our gift of caring program which donates packages of cookies to military, hometown heroes, and local food pantries.

## Step 3 - Use Digital Cookie to submit in-person orders taken **January 1-21**.

**NEW!**

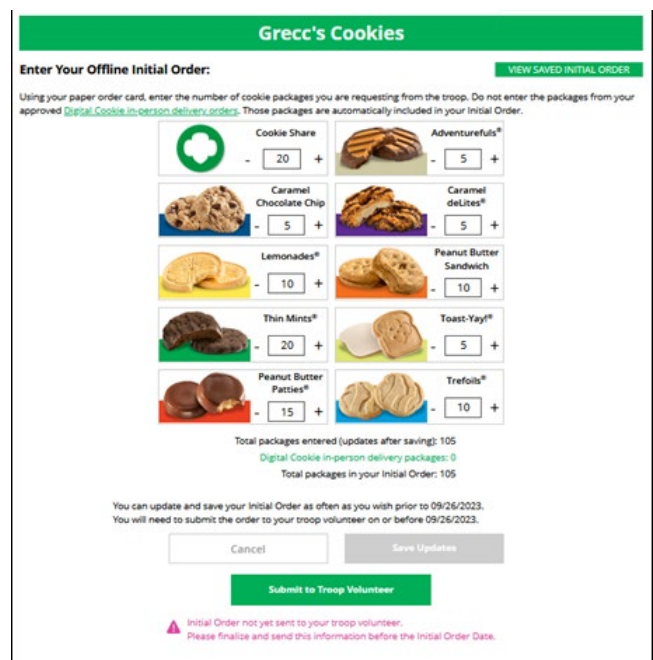
Parents/guardians will help their Girl Scout enter orders from their order card into Digital Cookie by January 21. From the dashboard, select the "My Cookies" tab,



Your screen will display a place to enter your Girl Scout's Initial Order. Enter the cookies your Girl Scout needs to fill the orders from their paper order card (and any extras you want and will be responsible for).

Once you are satisfied with the amount of cookies you are ordering, **click the "Submit to Troop Volunteer"** button to send the offline order to your troop volunteer. Those cookies, along with any cookies ordered online for girl delivery by customers **prior to January 21** will be ordered by your troop for your Girl Scout. Consult your troop for your pick-up time on Delivery Day. (between February 1-9)

**After January 21, notify your troop for all sales you approve, in-person or girl delivered.** These will be filled from troop inventory and may need to come from a cookie cupboard. Your troop will advise you of cookie availability.



# Ways to support your cookie entrepreneur



Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills. These are awarded to Girl Scouts by their troop when completed.



## More program benefits

It's never been easier to support your Girl Scout as she develops business skills, makes amazing memories, and earns a different pin every cookie season. The simple, age-specific guidelines meet her where she is developmentally, making success a snap.

- Cookie Program Family Meeting Guides
- Cookie Entrepreneur Family Pins



Cookie Entrepreneur Family Pins and Family Meeting Guides are available for families to purchase at our Mountain Top Shops, located in Bedford, NH, Thetford, VT, and So. Burlington, VT.

**girl scouts**  
of the green and  
white mountains

For additional resources and information, visit

[girlscoutsgwm.org](http://girlscoutsgwm.org)

## Continue the sale January 21 through March 17

After the Initial Order is placed, your Girl Scout can continue to sell cookies.

- **Consult with your Troop Cookie Manager if you need cookies to fill additional online or in-person orders.**
- Once Delivery Day arrives, troops may have some excess inventory. If not, local cookie cupboards will open February 15/16.
- An order needs to be entered by the troop to pick up cookies at the cupboard.
- You will sign for and are financially responsible for any cookies received on behalf of your Girl Scout.
- Help your Girl Scout deliver these orders as soon as possible.
- Turn any money collected in to the troop promptly. If paid online, it's already posted to the troop.
- Use the Digital Cookie Mobile App to accept credit card payments.

## Maximize the Girl Scout Cookie program

- Help them set up their Digital Cookie site.
- Know the rules and safety guidelines.
- Help them keep money safe.
- Model business ethics, decision making, people skills, and safety as you support them.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help them make arrangements to connect with people in their network.
- Never do things for your Girl Scout that they can do for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting your Girl Scout!