

It's Girl Scout Cookie Time!



Dear Girl Scout Family,

Girl Scout Cookie season is when every Girl Scout gets to showcase their entrepreneurial skills by demonstrating goal setting, decision making, money management, people skills and business ethics. With these skills, Girl Scouts will be able to accomplish personal goals as well as their troop's goals.

This Cookie Family Guide will provide the resources to navigate Cookie season with ease. We are here to help you reach every goal and to educate you about everything the cookie program offers. Girl Scouts of Eastern Missouri wants to give you a big warm "Thank You" for your work ethic and team effort this Cookie season. We can't wait to see what you will accomplish!

Have a Magical Season,

Michelle Johnson
Director of Product Programs



Cookie Proceeds Stay Local to Support Eastern Missouri Girl Scouts!

How a Package of Cookies Supports Girl Scouts in Eastern Missouri

22% pays for troop proceeds and rewards

25% covers the cost of operating the Cookie Program including paying the baker's costs



53% supports service projects, provides Girl Scout programs in life skills, outdoors and entrepreneurship; provides camps and leadership programs

Your Girl Scout is part of the largest girl-led entrepreneurial program in the world. Never underestimate the power of the GIRL!



Digital Cookie

Your Girl Scout's Digital Cookie website is an additional tool to help them reach their cookie goals. They can create and upload a personal marketing video and send their personal website link to potential customers. Promoting their site's link via email or text will increase their chances of receiving orders. Customers who shop for cookies through Digital Cookie can choose to have the Girl Scout deliver their cookies, have their order directly shipped to their home, or to donate cookies. Setting up a personal Digital Cookie website also allows Girl Scouts to accept credit card payments when delivering cookies on the order card as well.

Refer to the Guide to Cookie Order-Taking for more information.

Getting Started with Digital Cookie

#1 Register: Your parent/adult should receive an email on Jan. 2, inviting you to create your Digital Cookie account. Make sure they check their spam, junk, or promotional folders.

#2 Set Up Your Site: With your parent/adult, fill out the blank fields, upload your cookie story video or photo; then review, save, and publish!

#3 Invite Customers: Girl Scouts and their parent/adult can manage a customer list and send ready-to-use emails inviting others to support their goal. They can also work with their parent/adult to promote their personalized link on social media. Girl Scouts who added supporters to their customer list in Digital Cookie in 2023 will have those contact rolled over to 2024!

Important Digital Cookie Reminders

- Cookies ordered for Girl Scout-delivery through Digital Cookie during the initial order period will be included automatically in your troop's initial order pickup in February. After that time, cookies for Girl Scout-delivery must come from the troop's extras. Ask your troop cookie volunteer for more information.
- All Girl Scout-delivery orders must be approved by the parent/adult within five business days of the order in Digital Cookie.
- Links can be shared on social media, but may not be posted in buy, sell, trade, exchange type groups. Always make sure to follow the GSUSA Digital Marketing Guidelines when selling online.
- Parent/adult with Digital Cookie access may opt to turn off the Girl Scout-delivery option after Jan. 28. Find this feature in the My Cookies tab.
- There is a mobile app for Digital Cookie. It is a sales-only app and may be used when sales begin on Jan. 6. Girl Scout must have a published site to access the app. Digital Cookie setup cannot be done through the app.

Cookie Seller Resources

Social media graphics and sample wording are available at vr.girlscoutsem.org/forcookiesellers to help you promote your site.



Digital Dash Contest

Girl Scouts who set up and publish their Digital Cookie sites between Jan. 2-8 are entered to win daily prizes. Setting up early = more chances to win!

Looking for Digital Cookie tips and step-by-step videos? Scan this QR code!



Cookie Program Guidelines

- Girl Scout Cookies may only sell for \$6/package. Selling cookies for any other price is strictly prohibited.
- Individual Girl Scouts, with their adult, may hold a neighborhood cookie booth (similar to a lemonade stand)
- Girl Scouts of Eastern Missouri includes St. Louis City and the 28 surrounding counties in Eastern Missouri. In person sales and cookie booths may only take place within the council's service area. For a map of specific counties, please visit girlscoutsem.org.
- Cookies must be sold prior to the "Best By" date on the package.
- Girl Scout Cookie sales must always involve the Girl Scout. Passive sales, such as businesses selling cookies on behalf of a Girl Scout, are not permitted.



Reaching Your Goals With an Action Plan

Your action plan should give you step by step instructions on how to master your goal.

Example:

SMART Goal: Sell 50 packages of cookies online the first week of the Cookie Program.

Example Action Plan:

1. Register for Digital Cookie and set up my site on January 2.
2. Make 15 phone calls
3. Let 20-25 customers know my goals either through text, email, my website, and by putting my number one goal on door hangers or business cards.
4. Create and place door hangers with Digital Cookie link QR code on my neighbors' doors
5. Ask parents/adults to let me make a sales video for their social media pages
6. Ask my customers if they would purchase at least 2-4 packages of cookies so that I can meet my goals this cookie season.
7. Thank customers for their support

**Parents/caregivers: always guide and assist your Girl Scouts in these steps to ensure their safety.*

Parents/caregivers: This is a great way to help your Girl Scout prepare this season!

To accomplish anything in life, it's important to set a goal and come up with a plan to reach those goals. Use the SMART acronym when setting your goals:

- S SMART:** What do you want to accomplish? This could be a number of packages that you want to sell, a skill that you want to learn or a reward that you want to earn.
- M MEASURABLE:** How will you know when you have achieved your goals?
- A ATTAINABLE:** Make sure you can reach your goal within a certain time frame.
- R RELEVANT:** Think about why you are setting this goal and how it will motivate you.
- T TIME BOUND:** Set a realistic plan to reach your goal by certain dates.

SMART Goal Example

Goal: I want to be the top cookie seller in my troop.

SMART Goal: I will sell 500 packages of cookies in my neighborhood in January, market Digital Cookie in January and February, and at cookie booths in February and March to become the top cookie seller in my troop.

What's a Sales Pitch?

Once you've set your cookie goals and created your action plan, it's important to be prepared by practicing what you'll say to customers. Sharing your goals with them is crucial! Once you have your pitch, you can also use it for your Digital Cookie video.

Here's the best way to make a sale:

1. Tell customers who you are
2. Tell them about Girl Scout Cookies and how much they cost
3. Tell them about your goals and how your troop plans to use their cookie money
4. Tell them how they can donate cookies
5. End your sales pitch by asking them to support your troop with a cookie purchase

Example:

Hi! My name is Juliette and I'm a Girl Scout Junior. It's Girl Scout Cookie time, and I am selling nine kinds of cookies, including my favorite, Tagalongs. My goal is to sell 500 packages of cookies this year so my troop can go camping and we can plant a community garden for our Bronze Award project. Will you please purchase four packages of cookies to support my troop? If you do not want to eat cookies, you can still support us by purchasing donation cookies and we will gift the cookies to military men and women, veterans and those in need.

Important Dates

January 2	Girl Scouts can set up their Digital Cookie site
January 6	GO Day—Girl Scouts can begin taking in-person and Digital Cookie orders
January 28	Initial order card deadline—please note that your troop has the right to set an earlier deadline to ensure time to meet all council deadlines
February 9	Troop cookie pickups begin; Girl Scouts can begin delivering cookies as soon as they get their cookies from the troop
February 16	Cookie Booths begin
February 16-18	National Girl Scout Cookie Weekend
March 8	Girl-delivery option in Digital Cookie ends
March 10	Girl Scout Cookie Program ends



Trefoil Rewards

Earn your way to summer adventures with the Girl Scout Cookie Program!



When a Girl Scout earns Trefoil Rewards through meeting cookie goals, they can use it in one of several ways:

- Choose an eligible program during summer 2024 and Trefoil Rewards covers the entire fee (be sure to register when programs open though!)
- Apply it as a discount for a summer 2024 program with a higher fee
- Choose to carry the full 2024 Trefoil Rewards over to 2025
- Use it for 2025 Girl Scout membership + Girl Scout Shop gift certificate

Scan the QR code to learn more about Trefoil Rewards and how they work!



Parent/Caregiver Guide to Cookie Order-Taking

Girl Scouts have so many options for participating in the Girl Scout Cookie Program. See below for how each order method works and how to get cookies for each.

Fold Out Cookie Order Card:

- ▶ Girl Scout takes in-person cookie orders Jan. 6-28 (make sure to ask your troop if their deadline is before Jan. 28)
- ▶ Order card turned in to troop cookie manager OR submitted in Digital Cookie My Cookies tab to troop by Jan. 28
- ▶ Cookies arrive Feb 9-18; troop picks up
- ▶ Pick up cookies from troop
- ▶ Deliver cookies to customer and collect payment; turn in payments to troop
- ▶ Happy Customers!



Goal Getter Cookie Order Sheet:

- ▶ Girl Scout takes additional in-person cookie orders Jan. 29-March 10 to reach higher goals
- ▶ Request these additional cookie needs to troop cookie manager before end of season
- ▶ Pick up cookies from troop
- ▶ Deliver cookies to customer and collect payment; turn in payments to troop
- ▶ Happy Customers!

Digital Cookie Girl-Delivery Orders Jan. 6-28:

- ▶ Girl Scout markets Digital Cookie site to customers Jan. 6-28
- ▶ Customer places order and pays for it
- ▶ Parent/caregiver reviews and approves (within five days) orders
- ▶ Cookies arrive Feb. 9-18 with Cookie order card orders; troop picks up
- ▶ Pick up cookies from troop
- ▶ Deliver cookies to customer
- ▶ Happy Customers!



Digital Cookie Girl-Delivery Orders Jan. 29-March 8

- ▶ Girl Scout markets Digital Cookie site to customers Jan. 29-March 8
- ▶ Customer places order and pays for it
- ▶ Parent/caregiver reviews and approves (within five days) orders
- ▶ Request these additional cookie needs to troop cookie manager before end of season
- ▶ Pick up cookies from troop
- ▶ Deliver cookies to customer
- ▶ Happy Customers!

Digital Cookie Direct Shipped Orders

- ▶ Girl Scout markets Digital Cookie site to customers Jan. 6-March 10
- ▶ Customer places order and pays shipping fee
- ▶ Cookies shipped to customer address from baker fulfillment center
- ▶ Happy Customers!

Digital Cookie Donation Orders

- ▶ Girl Scout markets Digital Cookie site to customers Jan. 6-March 10
- ▶ Customer places order and pays for it
- ▶ Girl Scout receives package credit; no cookies received by customer
- ▶ Girl Scouts of Eastern Missouri delivers cookie donations at end of season to community partners



girl scouts
of eastern missouri

OWN
YOUR MAGIC

2024 Girl Scout Cookie Program®

Family Guide



Questions? Contact your Cookie Support Team:
My Troop Cookie Manager:

My Troop #

NAME

PHONE

EMAIL

IMPORTANT DATES:

Need more help? Contact the Answer Center at 314.400.4600 or answercenter@girlscoutsem.org.