

Family Guide

Girl Scout Cookie Program 2024

girl scouts
of wisconsin
badgerland

Welcome to the 2024 Cookie Season!

When your girl sells Girl Scout Cookies, she's doing way more than helping her customers stock up on delicious treats - she's earning new and amazing experiences for herself and her troop! Whether that's taking a trip to an unforgettable place, coding her own computer program or attending Girl Scout Camp...selling cookies can help get her there! There are lots of ways to participate in the Cookie Program...both in person and online.

Selling Girl Scout Cookies

Selling Girl Scout Cookies is as easy as 1, 2, 3! Set up your online account in Digital Cookie to manage your cookie sales like a pro! Track sales, set goals, send emails and share your sales link for online orders. (see page 9-11 to learn how)

Ways to Sell Cookies in 2024

Girl Scouts can participate in 'a-lotl' ways. Such as Direct Sales, Booth Sales, Online Girl Delivery, Shipped Only, Order-Taking, and a combination of all of the above! Remember, it's up to your family to decide the best way to participate based on your comfort level and method of selling. Girls within each troop do not have to sell the same way. If you are new to the cookie program, we suggest you do an order taking sale. More info about that on page 5.

5 Skills during the Girl Scout Cookie Program:

Did you know the Girl Scout Cookie Program is the LARGEST girl-led business in the world? Along with gaining memorable experiences, running her own cookie business will help her explore and understand skills she'll use for a lifetime.



Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Goal Setting Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



Money Management

Girls develop a budget, take cookie orders. and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as learning how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.

IT'S COOKIE TIME!

MARCH 2 - APRIL 7



The star of this year's Cookie Mascot is the Axolotl, inspiring girls to Own Your Magic in 'alot-l' ways as they pursue their goals.



INTRODUCING DIGITAL COOKIE

Your Girl Scout can take their cookie sale to the next level with this powerful and versatile online tool. With their own personalized cookie site, your Girl Scout can set goals, upload a pitch video, track sales progress, market their sale online to cookie customers, and more! Check **page 9-11** in this Family Guide for step-by-step instructions on how to get started.

We're here to support you.

Badgerland's Customer Care Team

info@gsbadgerland.org 800.236.2710

Badgerland's Website

www.gsbadgerland.org/cookies

Digital Cookie

digitalcookie.girlscouts.org

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Prepping For The Cookie Program

Families: Here's how you can support her sale:

- 1. Attend your troop's cookie meeting.
- 2. Attend a Badgerland-led Family Forum meeting.
- 3. Help her set goals and track progress.
- 4. Help her create a Digital Cookie account.
- 5. Volunteer to help set up a cookie booth, chaperone, or pick up cookies.

Attend Your Troop Cookie Family Meeting

In addition to the Badgerland-led family meetings listed to the right, we recommend attending a Cookie Meeting with your troop to discuss your plans for the Cookie Program. You'll decide what type(s) of selling method(s) your family is comfortable with, as well as set troop and individual sales goals, choose a Cookie Share partner, and learn about money collection processes and deadlines.

At this meeting you'll also turn in your parent permission form and submit her reward(s) choices. Troop leaders must submit their initial cookie order by February 2, so if you plan to have cookies on hand to sell direct to customers, let them know what you need.



Cookie Family Meetings:

Come to these super helpful zoom sessions & be assured all cookie training info is available in gsLearn.

FAMILY FORUM: THE PROGRAM

- Sunday, Jan.28 | 6-7:30 p.m. | Zoom
- Wednesday, Jan. 31 | 6-7:30 p.m. | Zoom

FAMILY FORUM: DIGITAL COOKIE

- Sunday, Feb. 25| 6-7:30 p.m.| Zoom
- Wednesday, Feb. 28 | 6-7:30 p.m.| Zoom



Scan this code with your phone's camera to be taken to view and sign up for Cookie Family Meetings. Or type this into your browser: bit.ly/CookieEvents2024

Not in a troop? You can still sell cookies!

If you don't yet have a troop, are part of a virtual troop, or are a Juliette, you can still build your cookie business. All this means is that your parent or adult would



act as the Troop Cookie Coordinator. Scan this QR code or visit our website to fill out the Juliette Participation form to let us know you're selling and we'll send you everything you need in the mail.



Top Cookie Seller Status

Girl Scouts selling 600+ boxes will be recognized at VIP Camp Adventure Day on Saturday, May 18 at their choice of Camp Brandenburg or Camp Ehawee. Click the QR code to for more details about this event.



Ways to Sell Cookies

A classic Girl Scout Cookie season! Girls ask family, friends, neighbors and coworkers to purchase cookies to support her Girl Scout adventures. Payment for cookies is always collected at the time of the sale. There are two ways to sell in person: Order Taking and Direct Sales.

Is This Your Girl Scout's First Cookie Sale?

ALL our new Girl Scouts should do an Order Taking Sale.

HERE'S WHY: Taking orders and delivering later means there's no guesswork in figuring out how many boxes your Girl Scout will need at the beginning of the sale. It also means you don't have to worry about selling out of all your cookies. You simply place an order for cookies needed to fill orders with your Troop Cookie Coordinator on March 20th.

First-Year Girl Scouts can also do online sales and a few Cookie Booths...whatever they're comfortable with.

Order-Taking Sale

Girls use an order card to record orders and collect money during the first 3 weeks of the sale. About halfway through the sale she'll place an order for exactly how many boxes she needs, and pick them up from her Troop Cookie Coordinator, and have about two weeks to prep the orders and deliver them to your customers.

Managing Her Order-Taking Sale

- Get her order card and money envelope from her Troop Cookie Coordinator before the sale begins on March 2.
- Through out the first 3 weeks of the cookie program, girls take cookie orders using their order card and collect payment for the cookies.
- Submit her order card and money collected to her Troop Cookie Coordinator by March 20 so they order your cookies.
- Cookies will be available to pick up the weekend of March 30-31. All cookies should be delivered by April 16.

Direct Sale (Door-to-Door)

If your family feels comfortable doing a direct sale in the neighborhood or happens to be visiting family, they can sell cookies from their inventory. Girls have cookies on-hand and give them to the customer at the time of the sale. Don't forget to collect payment! (TIP: Girls can use the Digital Cookies app to enter the customer's order and accept a credit card payment.)

Managing Her Direct Sale

- Determine how many boxes she plans to sell and are comfortable having on hand at the beginning of the sale. Let her Troop Cookie Coordinator leader know by Jan. 31 at the latest.
- Pick up cookies from your Troop Cookie Coordinator the week leading up to the sale.
- Throughout the Cookie Program (March 2-April 7) take cookie orders, collect payments and hand over the Cookies at the time of the transaction.
- If you need more cookies, just let your Troop Cookie Coordinator know. They can help you get more throughout the sale. It can take up to 7 days for your troop to get more cookies, so please be patient.
- Turn in money weekly and any time you pick up cookies.
- If you have too many cookies, let your troop know by March 20, so they can be used to fill other girl orders. Any cookies in your possession after this date may become your responsibility to sell. Communicate with your troop if you have too many cookies so they don't order in more.
- After the cookie sale ends on April 7, girls can continue to sell out their inventory to 0.

Selling Cookies Online

Digital Cookie: digitalcookie.girlscouts.org

Digital Cookie is where Girl Scouts run their online cookie business. With parent permission, they can:

- Take cookie orders on-the-go
- Create a shareable social media 'shop now' link
- · Send eCard invitations to family and friends inviting them to shop their online store
- Upload a video introduction and thank-you
- Track customer orders for girl delivery (optional)
- · Track sales goals
- · View rewards and achievements
- Interact with her troop

Ways Customers Get Their Online Cookie Orders

- 1. **Girl-Delivery** (optional): Local customers can request that the Girl Scout deliver their cookies to save on shipping costs. The girl/family is notified of the new sale via email and has up to 5 days to approve the Girl Delivery order (parents can reject orders that might not be suitable for delivery).
- **2. Shipped Only:** The customer pays shipping fees and has them mailed directly from the ABC Bakers fulfillment center. The cookies will arrive in the mail within 7-14 business days.

Ways to Take Cookie Payments From Customers

CASH

CHECK - Checks must be written out to the troop or Girl Scouts of WI - Badgerland (not to the parent or girl)

CREDIT CARD - They can be taken through the Digital Cookie for either in person or online orders.

DIGITAL COOKIE

- Online Sales: Customer can also use girl's unique Digital Cookie store link to place and pay for their order with a credit card and select whether they want girl delivery, or pay to have the cookies shipped directly to them.
- For in-person sales: girls can take payments using their Digital Cookie app. The customer simply selects Girl Delivery and she hands over the cookies. Simple as that. Badgerland covers all credit card fees for transactions through Digital Cookie.
- For booth sales, the booth must be listed in the Smart Cookies Booth Scheduler in order to take payment using Digital Cookie.

Cookie Returns

There are many factors involved in the sale (such as inclement weather or illness) that can influence how many cookies Girl Scouts can sell. That's why, near the end of March, we offer troops the option to return 1/2 case (6 boxes) of cookies for each girl registered to the troop. Parents may return unopened, clean cases of cookies to their troop before March 20, but if you know you'll have too many cookies left over let your Troop Cookie Coordinator know ahead of time so they can shuffle them around to other families or to connect with other Troops in the area who may still need some. Any cookies remaining at the end of the sale must be sold to make sure that the Troops proceeds are able to be used to benefit the troop activities.

Booth Sales

A Cookie Booth sale is a great way for your troop to work together to achieve troop and individual sales goals. Girls get to practice their communication and financial literacy skills while having a blast with their troop. There are two types of booth sales: council-secured booths and troop-secured booths.



Managing Your Booth Sales

At the family meeting in January, your troop will talk about how families want to handle booth sales this year. They will be looking to parents/adults to help! There needs to be at least 2 girls and 2 adults at each booth.

2024 Cookie Calendar

DATE	WHAT TO DO	
JANUARY		
Jan. 28 or 31	Attend a Cookies Family Forum: The Program Event	
FEBRUARY		
Feb. 25 or 28	Attend the Family Forum: Digital Cookie Event	
MARCH		
March 2	Cookie Program Begins! Girls start taking orders and marketing their sale.	
March 20	Let your troop leader know if you need more cookies or have extras to return.	
APRIL		
April 7	Cookie sale ends.	
MAY		
May 18	Top Cookie Seller VIP Camp Adventure Day for girls who sold at least 600 boxes of cookies.	
End of May - Early June	Look for girl rewards to be available from your troop cookie coordinator.	
JUNE		
Mid-June	Adventure Point rewards will be mailed directly to girls. (except 1 AP - which come with the regular girl rewards)	

Cookie Program Safety Tips

- 1. Adults must accompany Girl Scouts when they're taking orders, selling cookies, or delivering cookies - including cookie booths.
- 2. Girls should not give their phone number, address or last name to customers.
- 3. Girls should not carry large sums of cash. All money needs to be turned in promptly and frequently by a responsible adult.
- 4. Show You're A Girl Scout. Wear your Girl Scout sash/vest or other Girl Scout clothing to identify yourself as a Girl Scout when selling cookies.



Social Media Policy

Families (and Girl Scouts over age 13 with parent permission) can advertise their sale on their personal social media sites. We suggest you only advertise your Girl Scout sale where people know your Girl Scout.

Cookie Share

Participating in Cookie Share is a great



Girls who participate in Cookie Share earn this patch!

\$1.45

way for girls to experience the power of giving back to their community while boosting their sales. Plus, it gives cookie customers who cannot or choose not to eat Cookies the chance to still support Girl Scouts.

Before the cookie sale begins, the troop agrees on a local nonprofit organization they want to receive the cookies. A customer purchases these cookies, but instead of receiving them, the girl/troop sets them aside and donates them to their organization after the sale. Customers can donate to a girl's Cookie Share while ordering online through the girls online Girl Delivery link. Any online shipped only Cookie Shares will benefit the girls sales, but will come from the Council's inventory. Cookie Share cookies are included in the girl's total and will count toward her rewards.

The Power of A Cookie

Cookie Program Proceeds & Rewards \$1.32



Camp Properties \$1.27

100% of the Cookie Program proceeds benefit Girl Scouts in Badgerland. Profits from the Cookie Program stay here and are the largest source of income for girl programs, volunteer trainings and more. They provide financial assistance to keep Girl Scouting available and affordable for everyone.

Girl Rewards

Girl Scouts earn rewards based on all cookies she sells, including Cookie Share cookies, digital cookie sales and booth sales. Before the sale begins, girls choose one item at each earning level that she would like as her reward.

Earned Patches

Girls earn axolotlthemed patches depending on their participation in the



Cookie Program. Girls earn patches when they:

- Participate in a Cookie Booth
- Choose Philanthropy as a reward item
- · Participate in Cookie Share

Girl Scouts will receive the reward flyer from their Troop Cookie Coordinator. Scan the QR code to find out what the girls will be earning during the cookie season!



Troop Rewards

Troops with at least 2 girls selling with a 360+ per-girl-selling average earn an outing! (Troop with 1 girl selling or Juliette must sell at least 408 boxes to qualify.) Your adventure outings include: Marcus Theater (you choose the location, date and movie), Day Trip to Kalahari Resort Waterpark & Tomfoolerys Park (June 2 or 9), or Girl Scout Day at the Brewers (June 15). The troop will choose 1 of the above items to celebrate their success together.

Troop Proceeds

All troops earn at least 74 cents per box on cookie sales. The higher the troop's per-girlselling average, the more the troop earns. Troop proceeds belong to the troop and not the individual members. Note: The breakdown is different for Juliettes. Badgerland will connect with those families separately.



DIGITAL COOKIE

QUICK START GUIDE

Girl Scouts can use Digital Cookie to set a cookie goal, manage the cookie sale, track sales progress, send marketing emails to potential customers, and share their unique cookie sales site on social media, by text, or even print a QR code for use on sales materials. Plus, take credit card payments too (PS-cash and checks are also accepted. Checks MUST be made payable to your Troop or Badgerland Council, NOT to the guardian or girl.) Check out these steps to get started!

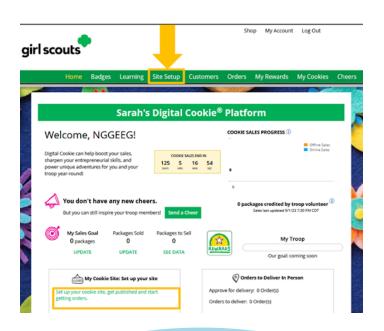
CREATE YOUR SITE & DOWNLOAD THE APP:

You'll receive an email mid-February from Digital Cookie (digitalcookie.girlscouts.org). Add **email@email.girlscouts.org** to your safe sender's list so you don't miss the email. In the email is a pink "Register Now" button. Simply click on that button to be taken to the Digital Cookie platform. You'll create a password and use it to log in. You'll watch a safety video, then accept the terms & conditions for the site. Once you've completed this initial set up, you can download the Digital Cookie app on your mobile device so your Girl Scout is ready to take credit card payments on the go.

SET UP YOUR SITE & REVIEW THE DASHBOARD:

To help your Girl Scout set up her business for customers, click on Site Setup to get started. Once the site is approved and published, your Girl Scout's online cookie business will be ready for the sale to start on March 2! Once the sale has begun and you have begun marketing to customers, you'll be able to track sales, view orders (including orders to approve for Girl Scout delivery) and view the progress to your troop's sales goal.

- Offline sales: Cash or check purchases made by customers and recorded in Digital Cookie.
- Online sales by Delivery: Online purchases made by customers from your cookie site for donations, shipped cookies, deliver in person, or cookies in hand sales paid through your mobile app.



Did You Know?

Girl Scouts that use online sales tools like Digital Cookie in combination with traditional sales sell 190 more packages on average and reach their goals faster.

1. Decide on your cookie delivery type:

There are two ways customers can receive cookies when they order online: by shipping cookies directly to their home (with shipping fees) OR delivered by the Girl Scout and their caregiver (Girl Scout delivery). In Digital Cookie, you'll have the option to activate Girl Scout delivery when setting up the site. You can also inactivate this option at any time during the season.

GIRL SCOUT COOKIE DELIVERY

- 1. Activate or inactivate anytime
- 2. Available through the cookie site link or email
- 3. Cookies are delivered by the Girl Scout

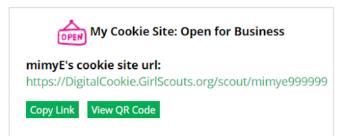
SHIPPED COOKIE DELIVERY:

- 1. Available through the cookie site link or email
- 2. \$5.00 shipping discount with the purchase of 4+ boxes.
- 3. Cookies are delivered from the baker

2. Share your cookie site and/or send marketing emails:

Share your cookie site and/or send marketing emails: Cookie site links can be shared by social media, text, or email. Marketing emails can be sent directly to family and friends. To access your cookie site link, go to your Digital Cookie account and find it on your homepage under My Cookie Site: Open for Business

*Families (and Girl Scouts over age 13 with parent permission) can advertise their sale on their personal social media sites. We suggest you only advertise your Girl Scout sale where people know your Girl Scout.



3. Review and approve orders from Digital Cookie:

When orders come in for Girl Scout delivery, you'll receive an email alerting you of a new order. **Within 5 days of receiving the email, you must approve the order in Digital Cookie.** Go to the Orders tab to view all orders that need approval. You'll see a list of all orders, the customer's info, and the number of packages in the order. You'll receive a reminder email each day if you have orders that haven't been approved in the system.

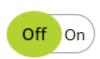
HELPFUL TIPS:



Digital Cookie features resources to help you if you get stuck, like tip sheets, videos, and a Help section built right into the site.



Caramel Chocolate Chip



If you are out of a cookie variety for Girl Scout delivery, you can turn off the variety in the Digital Cookie site. Go to the My Cookies tab and switch the cookie variety to "off" then click on update delivery settings. You can turn delivery back to "on" once you get additional inventory.

My Cookies Tab: Tracking Your Inventory



1. Digital Cookie can help make sure that you have enough cookies for your orders, track your progress on delivering/selling offline orders and/or make sure your record of cookies received from the troop matches what has been given to your Girl Scout. To learn more, go to your My Cookies tab:

2. The top part of the dashboard shows the total number of packages that have been transferred to your Girl Scout from the troop. It can include booth sales and troop sales. It is not the same number of cookies you are financially responsible for.

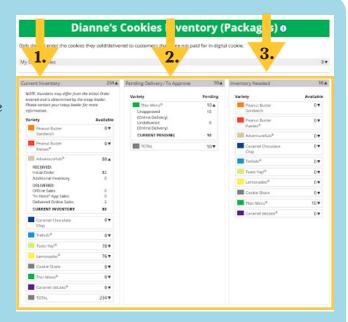




3. The inventory section gives you a quick view of how many cookies you should still have undelivered and how many you may need to fill your Girl Scout delivery orders. The first thing to note is **My Offline Sales**. Offline sales need to be updated by you or your Girl Scout when cookie sales are made in-person with cash or check payment. Click on the down arrow to enter this information and click on **Save Updates** to save changes.

There are three sections that calculate your inventory. Click on the arrow next to the total # of packages to show you information by variety. Follow the arrow numbers to the right below.

- **1. Current inventory:** The Received number comes from the total packages transferred to you by the troop. The Delivered number will reflect your offline sales & any sales made using the mobile app using the Give Cookies to Customer Now feature, and any Girl Scout delivery orders that have been delivered & marked delivered in the Orders tab.
- **2. Pending Delivery/To Approve:** This section shows you how many cookies you need to fill Girl Scout delivery orders you have approved and those you have yet to approve.
- **3. Inventory Needed:** This section will show you any packages of cookies needed to fill your orders.



Remember, it may take your troop volunteer time to enter transactions, so please be patient if you have received cookies from the troop that need to be entered.

Scroll down to the **Financials** section to help you view the amount due for cookies and how the troop is calculating the amount. **Online Paid** totals reflect online payments for Girl Scout delivery orders, donation, or Cookies in Hand orders. **Offline Paid** totals are the payments received by cash or check that you have given the troop volunteer and they have credited to your Girl Scout. **Total Balance Due** totals the difference from the amount owed for your inventory and the amount paid to the troop.



4801 S Biltmore Lane Madison, WI 53718 Nonprofit
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800.236.2710 gsbadgerland.org info@gsbadgerland.org

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