The Girl Scout Cookie Program

Family Guide

girl scouts of gateway council

PUBLIX SUPER MARKETS CHARITIES

Are You Ready?

Make sure you are ready for the 2022 – 2023 Cookie Season.

- Attend a meeting provided by your troop leader to get all the cookie program information.
- Make sure your Girl Scout is registered for the 2022 – 2023 membership year.
- Make sure your email as the primary caregiver is up to date in your MYGS Account and that you are opted in to receive emails.
- Have your Girl Scout sign the 2022 – 2023 Girl Participation form (found on our website) and turn it into your Troop Leader/Troop Product Manager.

Key Dates

Jan 3rd—Cookie Season begins for Gateway Council. Girl Delivery and Gift of Caring available on Digital Cookie.

- **Make sure to launch your Digital Cookie site!**
- **Last day for girls to transfer Troops. Girl Transfers are paused during cookie season.**

Jan 8th—Touchdown & Trefoils with the Jacksonville Jaguars.

Jan 13th—Girl Initial Cookie Order is due to your Troop Product Manager.

Feb 3rd-4th—Cookie Mega Drop for all communities. Contact your troop leader on when to pick up your cookies!

Feb 10th—Cookie Booth Sales Begin!

Feb 27th—Digital Cookie Shipped option becomes available. Get your Raspberry Rally's!

March 3rd-4th—National Cookie Weekend!

March 19th—In-Person & Digital Cookie Sales End.

March 20th—All girl payments for cookies are due to your Troop Leader/Troop Product Manager.

April 29th—Reward Event: Go-Getter Event at Dave and Busters in Panama City Beach*

May 6th—Reward Event: Go-Getter Event at Dave and Busters in Jacksonville.*

July 18th-20th—National Girl Scout Convention (Date of Phenom day ticket will be announced later)

*Reward events are only for those girls that earn that reward level. Earners will be contacted prior to scheduled events.

Cookie Entrepreneur Family Pins

Make it a family affair!! Learn how to think like entrepreneurs during the cookie season.

1. Set a goal
2. Decide how to reach that goal
3. Practice with money
4. Learn to talk to your customers
5. Most importantly, think like a Girl Scout!

Meet the Cookies

There are 12 packages in each case of cookies. Girl Scouts must abide by the set price for cookies & may not offer discounts, coupons, or special offers.

Adventurefuls

Do-si-dos

Lemon Ups

Raspberry

Samoas

Tagalongs

Thin Mints

Trefoils

Core Varieties—$5

S'mores

Toffeetastic

Specialty—$6

2023 Cookie Program

Quick Reference Guide

Important information & tips to remember throughout the season:

- Check with your troop leader for dates when weekly orders are due to order additional cookies needed.
- Accept financial responsibility for all products & monies received.
- COUNT, COUNT, COUNT when picking up your inventory. Be sure to sign & get a copy of your receipt.
- Cookies are not returnable to council.
- Collect payment when your Girl Scout delivers to customer, but not before.
- Help your Girl Scout practice what she should say to her customers. Customers will want to know what her goals are and why they are supporting her troop.
- Let your Girl Scout make the sale. She may look like she is struggling, but she will learn more by doing it herself!
- Check your girl's Digital Cookie Site weekly to view all "Girl Delivery" orders. You will have **5 days** to click the "approve" or "decline" order for any girl delivery orders in digital cookie. If you don't have enough cookies to fulfill your orders, you must contact your Troop Product Manager to get the cookies needed.

Reach her goals!

2023 Rewards

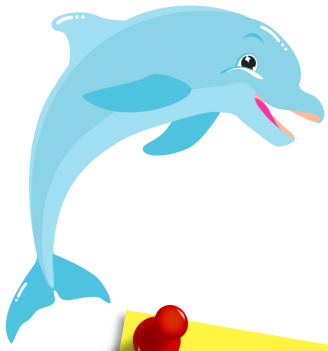
Girls who participate in the cookie program earn rewards based on both personal & troop successes! Girls should be encouraged to review the rewards before setting their goals or making decisions with their troop about reward opt out.*

*Reward Opt out is for Cadette, Seniors & Ambassador troops only. Juliettes are automatically opted into receiving rewards.

For Cookie Sellers

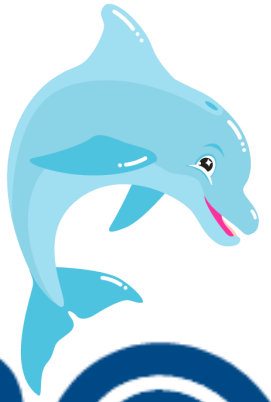
Online Resources:

- For Cookie Sellers
- Find Cookies
- Digital Cookies
- Little Brownie Bakers



PLEASE NOTE

Transferring girls from troop to troop **WILL NOT** be accepted between the dates of 01/04 - 03/20. Transferring girls into new troops during cookie season in eBudde can lead to financial discrepancies. Confirm & make any adjustments to your troop's roster before the start of the season by contacting customer care at: customercare@girlscouts-gateway.org



IMPORTANT REMINDER

Do not store cookies in a car, direct sunlight, garage, on a cement floor, porch, patio or in any warm area. Do not store in a location where animals, bugs or water can get to them. Remember, you are responsible for these cookies!

Introducing Our Newest Cookie!

Raspberry Rally™

Thin, crispy cookies infused with raspberry flavor, dipped in chocolatey coating

What's so special about Raspberry Rally *(aside from its delicious taste)?*

For the first time ever, Girl Scouts is offering a new cookie that will be **exclusively** online!

Why are we selling the new cookie online?

There are many benefits and learning opportunities when selling an

Simplicity

- Eliminates complexity
- Distribution to customers is effortless
- Payment is simpler

Learning for Girl Scouts

- Allows them to participate in online shopping trends
- Enables them to build relevant, omni-channel selling skills
- Allows them to build their online business

Building Consumer Excitement and Growth

- An easy way to offer a new item that keeps customer engagement high without complicating or discontinuing existing flavors
- The opportunity to try new ideas without taking on too much risk

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girl scouts | Little Brownie BAKERS®

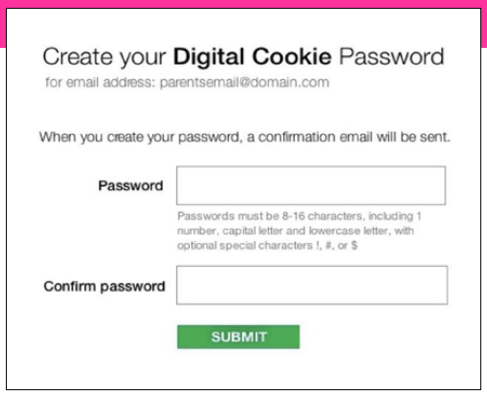
EXCLUSIVELY SOLD ONLINE
For Direct Shipping Only,
Available February 27th

Sell Cookies Online in four easy steps!

Digital Cookie®

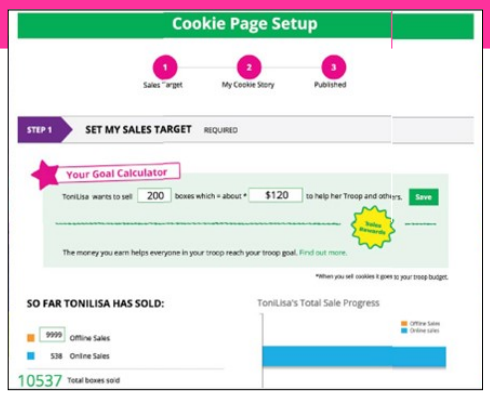
This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

1. Register for Digital Cookie®



Look for the Digital Cookie registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site

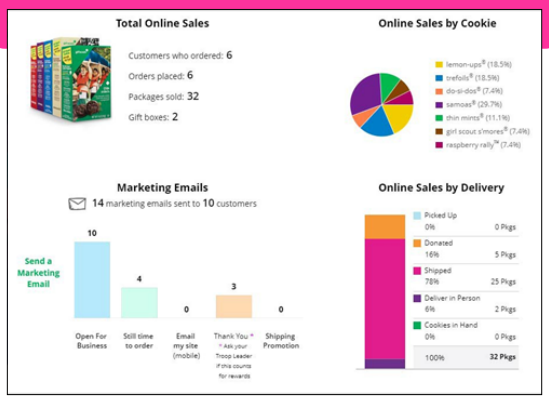


Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers

Use the emails in Digital Cookie to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. Track Your Goal



Use your Digital Cookie platform to track sales and inventory and check progress towards your goal.

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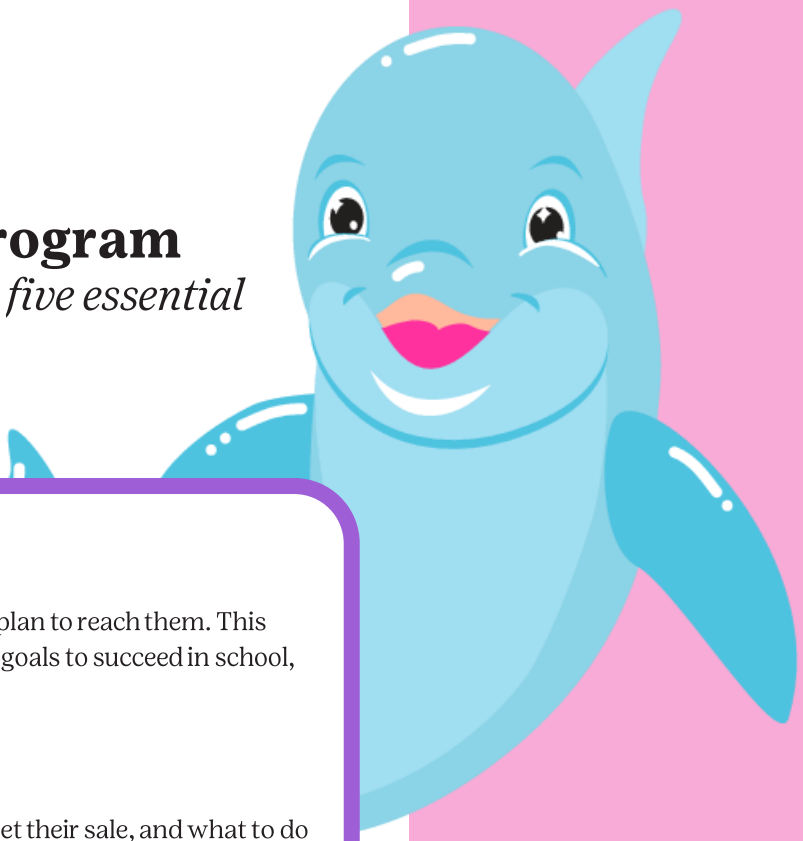
THE 5 SKILLS
of the Girl Scout Cookie Program

The Girl Scout Cookie Program teaches five essential skills that will last a lifetime.



1 GOAL SETTING
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.

2 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.

3 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.

4 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.

5 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.

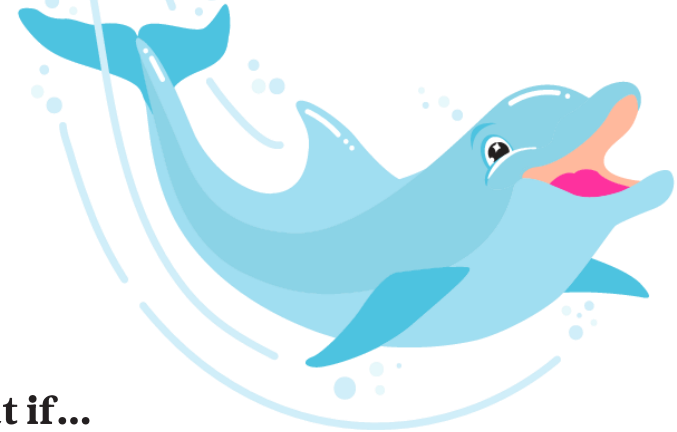
REMINDER
Girls & guardians cannot post on Marketplace, Nextdoor, garage sale, community pages, eBay, Craigslist, or any other retail/resale site.

Selling Strategies

Six Steps to Success:

1. Help your Girl Scout set goals & show how to reach those goals.
2. Visit your family & friends to sell door-to-door.
3. Register & participate in Digital Cookie.
4. Share on social media.
5. Track your progress & celebrate each success!
6. Celebrate your Girl Scout's success & goals at the end of the season!

Stay Safe and be Prepared



What if...

... a customer complains about where the cookie proceeds go?

- You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects and service work. The more cookies you buy, the more you help the troop and the girls' success as they grow into strong leaders."

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

What if...

...someone asks "Why does Girl Scouts use palm oil in their cookies?"

- Palm oil is an ingredient found in the majority of baked snacks sold in the USA.
- Per GSUSA's licensed bakers, it continues to be necessary to use palm oil in our cookies to ensure their shelf life, to bring you the highest quality products.
- Girl Scouts is exploring alternatives however, at this time, there are no viable or readily available alternatives.

PRO TIP: Don't engage with someone using hostile language. Try to keep your cool and stay neutral.

What if...

... someone asks "What's the difference between Girl Scouts and Boy Scouts?"

- Girl Scouts and Boy Scouts are two completely different organizations.
- The Girl Scout Leadership Experience is designed with, by and for girls. And research shows there's no better place for her to discover her full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

PRO TIP: Stay positive. Don't put other organizations down. Just lift Girl Scouts up!

What if...

... someone makes you feel uncomfortable?

- Depending on the circumstances, we want you to feel empowered to capture these individuals with your smartphone's video, photo, or audio recording capabilities to provide evidence to police or security.
- Please try to remain calm and respectful at all times, even when it might be difficult to do so.

PRO TIP: Don't engage with someone using hostile language. Try to keep your cool and stay neutral.

What if...

... someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911 and alert security or management at your booth location.
- Contact Gateway Council immediately to report any incidents.
- We encourage use of Digital Cookie to take credit card payments to avoid having too much cash on hand.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect.

What if...

... you're approached by an irate customer?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security or management at your booth location.

PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.