



2023–2024 Girl Scout Cookie Program®

# Cookie Boss Manual



**NEW!**

**Redesigned**  
**LittleBrownie.com**  
Check out cookie resources  
on the baker's new website



# OWN YOUR magic



Whether they're a social butterfly, creative thinker, or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

The information in this guide was crafted to help you empower each and every Girl Scout — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started. So, go ahead, own your magic!

## Here's to You, Cookie Boss Guardian!

Thank you for supporting your Cookie Boss this season! You're an invaluable part of the cookie program, and we're here to support you with resources, tools, tips, and more. Find everything you need for a magical season in this guide, developed in collaboration with Girl Scouts of the USA.





# 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 **\$ 6.00**  
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 **\$ 6.00**  
Approximately 12 cookies per 6.2 oz. pkg.



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$ 6.00**  
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 **\$ 6.00**  
Approximately 20 cookies per 8 oz. pkg.



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$ 6.00**  
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 **\$ 6.00**  
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 **\$ 6.00**  
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 **\$ 6.00**  
Approximately 16 cookies per 8.5 oz. pkg.



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

Rich, buttery cookies with sweet, crunchy toffee bits **\$ 6.00**  
Approximately 14 cookies per 6.7 oz. pkg.





**As a Cookie Boss Guardian, your time and talents are valuable to your Girl Scout.**

**We support you with lots of awesome online tools and resources. Find them at [LittleBrownie.com](http://LittleBrownie.com)**

**The main job of the parent/guardian is to:**

- Support your Girl Scout in creating her Cookie Business
- Honor and live by the Girl Scout Promise and Law
- Follow all policies and meet all deadlines Here's an overview of your roles and responsibilities:

*Before the sale*

- Read the **Cookie Boss Manual**.
- Sign and submit the permission slip for your **Cookie Boss**.
- Review rewards and cookie credit guidelines and decide with your Junior-Ambassador Girl Scout if she will opt out of rewards. If so, submit the Opt-Out Form.
- Submit 1<sup>st</sup> order to be picked up at the Holyoke or Worcester Cookie Cupboard.

*During the Sale*

- Submit weekly orders for pick up at the Holyoke or Worcester Cookie Cupboard by Sunday at 8pm.
- Submit payments for your **Cookie Boss** by due dates, or sooner, if your cookies are gone.
- Let your **Cookie Boss Leader** know when your **Cookie Boss** has sent out 15 emails through Digital Cookie.
- Let your **Cookie Boss Leader** know if your **Cookie Boss** participated in the Project Care and Share Virtual Program and what her numbers are.

**The Girl Scout Cookie Program® teaches 5 ESSENTIAL SKILLS that will last a lifetime and help girls develop an entrepreneurial mindset.**

**1: GOAL SETTING**

Girls learn how to set goals and create a plan to reach them.

**3: MONEY MANAGEMENT**

Girls learn to create a budget and handle money.

**2: DECISION MAKING**

Girls learn to make decisions on their own and as a team.

**4: PEOPLE SKILLS**

Girls find their voice and build confidence through customer interactions.

**5: BUSINESS ETHICS**

Girls learn to act ethically, both in business and life.

# Important Dates for 2023-2024 Season



**Before orders can be placed, you must turn in a permission slip!**

12/13/2023	Order Card Order Taking Begins Digital Order Card selling begins
1/12/2024	Cookie Booth Scheduler Opens- contact Jessica at <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
1/19/2024	Cookie Program Begins
1/21/2024	Week Two orders due by 8pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
1/28/2024	Week Three orders due by 8pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
2/4/2024	Week Four orders due by 8pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
2/9/2024	Opt Out Forms Due to Jessica at <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
2/11/2024	Week Five orders due by 8pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
2/8/2024	First Payment Due to Council
2/18/2024	Week Six orders due by 8pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
2/22/2024	Last day to make cupboard exchanges
2/25/2024	Week Seven orders due by 8 pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
2/29/2024	Second Payment Due to Council
3/4/2024	Week 8 orders due by 8pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
3/11/2024	Week 9 orders due by 8pm to <a href="mailto:jgonzalez@gscwm.org">jgonzalez@gscwm.org</a>
3/17/2024	Cookie Program Ends
3/17/2024	E-mail Cookie Boss Leader: # of emails sent via DOC # Project Care and Share sold
3/28/2024	Final Payment Due
Month of May	Cookie Incentives Arrive-you will receive an email to pick up at either the Holyoke or Worcester Leadership Center
End of May	Cookie Credit numbers will be emailed to all participants

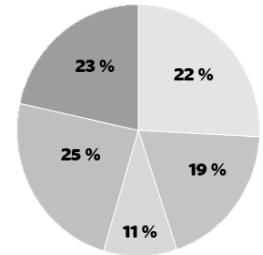
**Please note:** Order Card taking: this is for friends, family, co-workers, neighbors, etc. When bringing the order card into the workplace, we understand that your Girl Scout might not be able to accompany the card. If this is the case please be sure to include a handwritten letter that can go along with the card asking the customer if they would like to purchase cookies. This is a huge part of learning the five skills and makes it very clear that the **GIRL SCOUT** is selling the cookies and not the parent/guardian.

# Girl Scout Cookie Proceeds



## How the cookie crumbles

Cost of Cookies.....	22%
Volunteer & Membership Support, Customer Service .....	11%
Girl Leadership & Membership.....	23%
Troop & SU Proceeds, Girl Rewards... ..	19%
Outdoor Program, Camp & Property .....	25%



## Cookie Credits

As part of the **Cookie Boss** program, you are eligible to earn Cookie Credits if you sell 130 boxes or more. Cookie Credits are not earned if you sell below 130 boxes. Girls earn Cookie Credits for the highest level of cookies they sell. Cookie Credit numbers will be emailed to you in mid-May.



You may redeem Cookie Credits for:

- GSCWM overnight and day camps, major trips and projects
- Camping and program events sponsored by GSCWM or Service Units
- GSCWM Girl Scout
- Go Travel opportunities
- Girl Scout sponsored Destinations
- Girl Scout uniforms, handbooks, or anything sold at GSCWM stores
- GSUSA Membership dues
- Can be redeemed to fund any Girl Scout activity

**Cookie Boss Participants who are Junior, Cadette, Senior, or Ambassadors can choose to “opt-out” of earning the rewards and receive a higher amount of cookie credits. Please see the chart here for exact amounts.**

Cookie Credits cannot be redeemed for cash. Cookie Credits from the 2024 Cookie Program must be used by May 31, 2025. Cookie Credits can be used for GSUSA catalog orders placed directly with GSUSA.

Sell this amount of cookies:	Girls earn reward items and earn cookie credits in this amount:	Girls do not earn reward items and earn cookie credits in this amount:
20	0	0
50	0	0
85	0	0
<b>COOKIE CREDITS START AT 130 BOXES SOLD</b>		
<b>130</b>	<b>60</b>	<b>70</b>
<b>150</b>	<b>75</b>	<b>90</b>
<b>250</b>	<b>125</b>	<b>150</b>
<b>300</b>	<b>150</b>	<b>180</b>
<b>400</b>	<b>200</b>	<b>240</b>
<b>500</b>	<b>250</b>	<b>300</b>
<b>750</b>	<b>360</b>	<b>435</b>
<b>1000</b>	<b>470</b>	<b>570</b>

# How to Place a Cookie Boss Order



## Ordering

1. All girls need to submit their permission slip and initial order to [jgonzalez@gscwm.org](mailto:jgonzalez@gscwm.org) by Sunday, January 14, 2024 at 8 PM in order to pick up cookies on the first week Cookie Cupboards open starting January 17-19.
2. Each following week, **Cookie Boss** participants will place a “pending” order with Jessica by emailing [jgonzalez@gscwm.org](mailto:jgonzalez@gscwm.org) by Sunday evening at 8 PM in order to get more cookies from the cupboards later that same week.
3. The last day to place a cookie order is Sunday, March 10, 2024.

## Delivery

Cookies are delivered to the Worcester and Holyoke Cookie Cupboards the week of January 17-19. **Cookie Boss** participants will arrange for their pick-up Wednesday, Thursday, or Friday. They can begin selling with the cookies in hand on January 19.

## What to do with returns/exchanges

While we are certain that your Cookie Boss will sell all of her initial order, we recognize that you may feel unsure about placing a large initial order without any confirmed orders. Full, unopened cases of cookies can be returned to either the Holyoke or the Worcester Cookie Cupboard through February 22. If, after this time, you have a concern speak with your **Cookie Boss Leader**, who will help work out a plan. Exchanges for different flavors are not guaranteed after February 22. **Continuing this year:** *GSCWM will only accept up to 5 cases of S'mores and 5 cases of Toffee Tastics per Girl Scout for return/exchange.*

## Money handling

Your **Cookie Boss Leader** will email you ONE week before each payment is due with the number of boxes of cookies you have taken to date, the total amount due at that time, and the total balance at that time.

## Making Payments for Cookies Sold

Payments should be mailed or delivered to a GSCWM Leadership Center in the form of cash, money order, or bank check. Personal checks are not accepted. NEVER MAIL CASH.

GSCWM does not accept checks as payment for cookies. If you choose to accept checks from customers, the checks should be made out to the parent/guardian, not to GSCWM.

- February 8     **FIRST COOKIE PAYMENT** of \$2.00/box for cookies you have received up to one week before this date
- February 29     **SECOND COOKIE PAYMENT** of \$1.50/box for cookies you have received up to one week before this date
- March 28        **FINAL COOKIE PAYMENT** of remaining balance due for all cookies received

GSCWM  
Cookie Boss  
301 Kelly Way  
Holyoke, MA 01040

GSCWM  
Cookie Boss  
115 Century Drive  
Worcester, MA 01606



# How the Cookie Cupboards Operate



Once again all of our cupboards will be by appointment only. We had such a huge success with this appointment system; this also offers the opportunity to have more appointments available for **Cookie Boss** girls to pick up. Right now we are still confirming that the local cupboards will be returning and adding on to this year. We usually have several cupboards placed around our council. Remember most of these cupboards, with the exception of our Leadership Center cupboards, are run by volunteers from your areas. However, if our volunteers are not comfortable with running their cupboards then we will have less locations. Please keep that in mind when placing an order for pickup at the cupboards.

All orders **must** be submitted to Jessica at [jgonzalez@gscwm.org](mailto:jgonzalez@gscwm.org) by 8 PM on Sunday evening to be eligible for cookie pickup Wednesday, Thursday, or Friday of that same week. We do live in New England so please keep in mind that our deliveries could be delayed due to weather. However, we work very hard with our delivery agents to make sure that our cupboards are supplied with the cookies that they need in the time that they need them. As we get closer to the end of the cookie program, we are transferring cookies from cupboard to cupboard, which could affect quantity and variety of cookies available. We will require you to sign up for a pickup time and day. Your order needs to be picked up during that time. You will need to show up at your scheduled appointment time. No earlier and no later. If you need to make a change to that appointment then please contact Jessica at [jgonzalez@gscwm.org](mailto:jgonzalez@gscwm.org).

## Council Cupboards

### Holyoke Cookie Cupboard

301 Kelly Way  
Holyoke, MA 01040  
Entrance in the rear of the building

#### Hours:

Wednesday 3:00 PM-6:00 PM

Thursday: 11:00 AM-8:00 PM

Friday: 9:00 AM- 6:00 PM

### Worcester Cookie Cupboard

115 Century Drive  
Worcester, MA 010606  
Entrance in the rear of the building

#### Hours:

Wednesday 3:00 PM-6:00 PM

Thursday: 11:00 AM-8:00 PM

Friday: 9:00 AM- 6:00 PM





# Booth Selling Tips



## Offer a Project Care and Share option

During booth sales, ask customers to donate cookies to a worthy program. Promote the option with posters and a special chart for donated cookies (tally donated boxes on the chart).

## Give away bite-sized samples

Let customers have a taste so they can try something different—they may even find a new favorite. Keep the variety's nutrition label in full view in case a customer has food sensitivities.

## Share goals with customers

They love to hear how girls are making a difference, so encourage your girl to make posters, banners or t-shirts to get the word out.

## Make cookie bundles

Attach a ribbon and a handmade card for maximum impact.

## Give away recipes

Encourage customers to try something new by offering a recipe card with every purchase of multiple boxes.



Project Care & Share (PCS) is GSCWM's virtual program. We provide this program so girls can sell cookies as a service project without having to handle or store actual boxes of cookies. Customers that purchase a PCS product can rest assured that the product is delivered and distributed locally to our military families in central and western Massachusetts via our PCS partners Barnes Air National Guard and the USO. Last year, we were able to donate 20,000 packages of cookies. The PCS program offers the customer a chance to help support their local Girl Scout while also supporting our military families. GSCWM takes on the responsibility of getting the cookies to the destination. When participating in the program the cookies are added to your total due. You do not need to put packages of cookies aside or worry about getting any additional. Just collect the money for a box of cookies and enter the transaction in the PCS column for the girl who sold the package. This will add to your total due and you will be able to balance your monies.



# Cookie Booth Etiquette & Tips

## (Please review with Girl Scouts and adults participating in booth sales)

In the interest of providing a quality program, ensuring safety and providing the assurance of future booth sales for our Girl Scouts, the following procedures, etiquette and tips have been developed.

### Basics:

- ✿ Be sure to have all adults supervising a booth sale read, understand, and agree to abide by all procedures and etiquette as stated here.
- ✿ Booth Sales are conducted by Troops, Girls with a higher goal for a Family booth, or Individual girls participating in our Cookie Boss program with their families.
- ✿ Prior to booth sales, have the Girl Scouts and parent/guardians review and sign the Booth Sale Etiquette Contract available in the Troop Manual.
- ✿ When conducting a council booth sale, print a copy of the Current Signups confirmation and take it with you as the permit to your location, date, and time. If two troops should show up at a Cookie Booth at the same time, please work it out as we are sisters to every Girl Scout. The contact person for that location is on your print out. **DO NOT INVOLVE STORE MANAGEMENT.**
- ✿ Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for the actions of themselves and the actions of their girls. Keep in mind that girls who are not willing to follow procedures and etiquette should not be permitted to participate in cookie booths.

### Security:

- ✿ Never leave girls alone and unsupervised at a booth sale. There **ALWAYS** needs to be an adult present and engaged.
- ✿ Keep a careful eye on the money box. Whereas girls should be encouraged to accept payment and make change, an adult should be carefully monitoring all financial transactions.
- ✿ If approached by individuals challenging the Cookie Program or Girl Scouting in general, Adults are asked not to engage in debate. Refer the individual to Dana Carnegie at 413-584-2602 ext 7122 to discuss the matter further.
- ✿ In the case of an incident where you or your Girl Scouts feel threatened, call 911 immediately and then the council emergency number 413-584-2602

### Standards:

- ✿ There must be two adults present at all booth sales. There should be a minimum of two girls and a maximum of five girls present at a troop booth sale at any given time (maximum may vary per location. Refer to the Current Sign Up notes for your booth location). For larger troops, schedule girls to participate for shorter shifts so that every girl has the opportunity to participate. Troop member's friends, acquaintances, siblings (including infants) and pets are not permitted or appropriate at cookie booths.
- ✿ At a Booth Sale, girls should be identifiable as Girl Scouts by wearing a membership pin, uniform, sash or vest, or other Girl Scout clothing. Keep in mind that appearance makes a lasting impression and when participating in Girl Scout activities, we represent Girl Scouts. Girls and adults should dress as if they are "going to work". This is your business, represent it well.
- ✿ Remember to abide by any specific requirements identified on your Current Sign-ups print out specific to the booth sales location. Be sure all adults understand that we have assured the location managers of all stores we coordinate with that these guidelines will be followed. Reports of a troop's failure to comply with these guidelines may jeopardize future opportunities. Location managers have the right to ask anyone participating in booth sales to leave. Troops are to leave without comment if asked to do so.
- ✿ If you are the first troop to arrive at a booth site and are unsure of where to set up, ask the store manager or service desk personnel if there is a specific location for set up. **Do not ask for special set up locations.** All booth sales are to be set up **OUTSIDE** unless the store manager tells you that you may set up inside. Make sure girls and adults in charge dress for the weather.

- ❁ Arrive no more than 10 minutes before your scheduled time. The troop scheduled before you is scheduled until the end of their time slot and you may not sell cookies before the beginning of your time slot. Manage the transition with the previous troop without argument, please. However, if the troop following you has not shown up, you can continue to sell until they arrive. At the end of your shift, quietly pack up all items, clean up and remove all trash, and completely leave the area. All empty cases must be taken with you and not disposed of in the store's trash container. Think Recycle! If you are the last slot on the schedule, leave on time.
- ❁ Locate and show the girls where the restrooms are located. Some locations do not have or do not allow public use of the rest room. Do not ask for exceptions. Girls should always use the buddy system when taking a bathroom break, getting cookies from the car, etc. There should **ALWAYS** be girls at the booth site.
- ❁ If girls or adults need a food or drink break, they should eat and drink discreetly away from the booth sale. Food, drink or other items should not be on the booth sales display. There will be no smoking by girls or adults anywhere near a cookie booth.

Remember, we are all responsible for the reputation that Girl Scouts hold in the Girl Scout Council of Central and Western Massachusetts. Protect that reputation and our relationship with the businesses that support us with booth opportunities.

Questions? Contact your Service Unit Cookie Booth Coordinator, Service Unit Cookie Manager or Your Product Program Manager, Brandi at 413-224-4036 ([prodprograms@gscwm.org](mailto:prodprograms@gscwm.org))

Thank you and Happy Selling!



# Cookie Booth Etiquette Contract

On my honor, I, \_\_\_\_\_, will follow the rules listed below while working at my troop's cookie booth.

I will:

- Be polite and friendly
- Remember that my behavior reflects on all Girl Scouts
- Obey the booth sales starting date
- Arrive and leave on time
- Wear my uniform, vest, or sash to identify me as a Girl Scout
- Not block the entrances to stores
- Keep table and area neat
- Say **THANK YOU** to all approached
- Remove empty boxes and recycle if possible



I will **NOT**:

- Get in the way of customers
- Ask a customer twice to buy cookies
- Go into the store to sell cookies while working at the cookie booth
- Talk loudly, run around or play while selling at a cookie booth
- Eat, drink or chew gum while at the cookie booth

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

Parent Signature \_\_\_\_\_ Date: \_\_\_\_\_

*Any girl participating in the Cookie Booth Sale must follow procedures of Volunteer Essentials and have a signed Permission slip available from your Troop Leader.*

## **Please Remember:**

Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, live the Girl Scout Promise and Law, and to sell more cookies. With this opportunity comes the responsibility to follow safety, public relations and business guidelines.

Please keep in mind that selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses. This privilege, if abused (even unintentionally) could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. Please be considerate of the business's customers and property. If complaints arise you may be asked to leave.

# LBB makes magic



Share the link to the new LittleBrownie.com

Did you know Little Brownie Bakers® started making Girl Scout Cookies® in 1973? They've been baking with heart for 50 years now! Join us in celebrating their milestone by checking out their new website.

One-stop shop for volunteers and entrepreneurs

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



# Inspire cookie entrepreneurs



## Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

- 1 Goal Setting**  
Girl Scouts learn how to set goals and create a plan to reach them.  
*How you can help:* Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.
- 2 Decision Making**  
Girl Scouts learn to make decisions on their own and as a team.  
*How you can help:* Talk about how they plan to spend the troop's cookie earnings.
- 3 Money Management**  
Girl Scouts learn to create a budget and handle money.  
*How you can help:* Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.
- 4 People Skills**  
Girl Scouts find their voices and build confidence through customer interactions.  
*How you can help:* Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5 Business Ethics**  
Girl Scouts learn to act ethically, both in business and life.  
*How you can help:* Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



## Good for Girl Scouts, good for the planet!

Packages of Samoas® now have reduced plastic packaging, and cases of Thin Mints® use 26% recycled content (and 18% less packaging material).



Did you know?  
100% of our rewards packaging is recyclable or reusable!



# Inspire cookie entrepreneurs



Continued

## Cookie business badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at [girlscouts.org](https://www.girlscouts.org)!

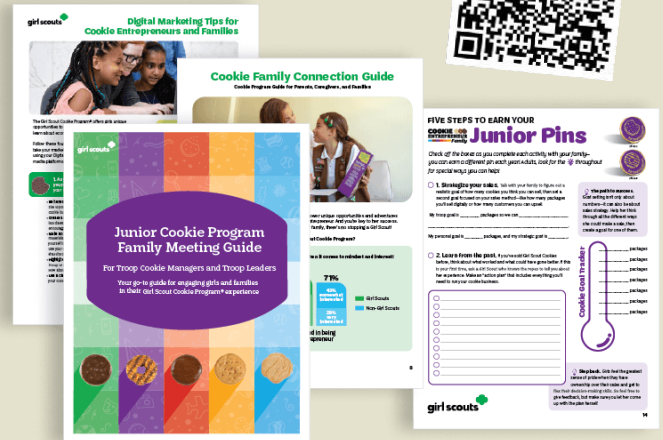


## Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guides](#)
- [Cookie Entrepreneur Family Pins](#)



# Market their business online



## Your #1 strategy

Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- **Digital Cookie:** Personalize their site by uploading weekly videos. Offer cookies through direct shipping or in-person delivery.
- **Social Media:** Create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit [Digital Marketing Basics](#) on LittleBrownie.com.
- **Text or Call:** Reach out to customers who may not be online and follow up for reorders.



## Find ready-made graphics, announcements and other digital resources:

Find inspiration on social! Follow and share posts to kick-start a digital campaign.

Plan your content with the Digital Marketing Basics

Download posts

Girl Scouts® Little Brownie Bakers®

Reminder Booths now open! Yay!

3 days until Samoas®

Happy Women's Entrepreneurship Day!

January 2024

Kick off the official start of the Girl Scout Cookie Season!

Facebook, Twitter, Instagram, Pinterest, Facebook

## Safety resources

Girl Scouts and their caregivers must read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)





# Market their business in person



## Share the magic, face-to-face

If your troop is planning in-person cookie events, there are lots of ways they can creatively rise to the occasion!

- **In the Neighborhood:** Girl Scouts can stay local and ask their neighbors to buy cookies using their cookie order card.
- **Cookie Stands:** Entrepreneurs can set up shop in front of a residence or private property and market their cookies to customers who live nearby.
- **Cookie Booths:** Preapproved locations like grocery stores, banks, malls or even parking lots are great places to set up a booth and connect with cookie lovers.

\*Cookie booths must be coordinated by Troop Cookie Managers, may only happen at council-approved locations and must be legally open to, accessible, and safe for all girls and potential customers. For more details, talk to your council and visit [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders).

## Cookie menu lanyard

On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

They fit easily into plastic holders on lanyards so they're protected from all types of weather. Entrepreneurs can wear them at booths and encourage customers to scan their QR code to go to Digital Cookie®. It's especially handy if booth inventory in a certain variety is running low!

Girl Scouts can also pop them into their backpacks for customers to scan anytime.

Lanyard inserts can be personalized with marketing messages and cookie prices.



Only need one printed insert per Girl Scout!

Found at [LittleBrownie.com](https://LittleBrownie.com)



# Cookie Boss Action Plan



The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support entrepreneurs as they own their magic!

Primary

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# Resources at a glance



All resources can be found at [girlscouts.org/cookieresources](https://girlscouts.org/cookieresources)

About Girl Scout Cookies®

Troop Leader Resources

Cookie Business Badges

Cookie Entrepreneur Family Pin

Digital Cookie®

## Girl Scouts' safety guidelines

One of the most essential steps you can take to have a magical season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

For more information visit: [girlscouts.org/cookieresources](https://girlscouts.org/cookieresources)



Found at [LittleBrownie.com](https://LittleBrownie.com)

Digital Marketing Basics

FAQs and Nutrition Information

Girl Scouts® Cookie Captains and Cookie Rookies

Social Media Tools and Graphics

Own Your Magic Resources

Resources for Girl Scouts to Grow Their Cookie Businesses

Cookie History

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