

2023-2024 Girl Scout Cookie Program

FAMILY GUIDE



Girl Scout Cookies build leaders

WHAT GIRLS LEARN ~ WHY IT MATTERS ~ HOW YOU CAN HELP

The Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience. All girls are invited to participate in the GSCWM Cookie Program. As the adult to the participating Girl Scout, you play a key role in determining the value of the learning experience. Working in partnership with you, she will become knowledgeable about the cookies, have a safe and fun experience, and learn how to set and strive for her goals. Thank you for supporting your girl's effort in the Girl Scout Cookie Program. Have a great time together!

Through Girl Scouting, girls become leaders in their daily lives and prepare for their bright futures too! The Girl Scout Cookie Program provides an important ingredient for leadership by helping girls develop five key skills:

1. Goal Setting

Your Girl Scout sets cookie sales goals individually and with her team, creates a plan to reach them, and develops *Cooperation and Team Building skills* all along the way!

2. Decision-Making

Your Girl Scout helps decide how her team will spend their cookie money, furthering her *Critical Thinking and Problem Solving skills* that will help her in many aspects of her life.

3. Money Management

Your Girl Scout takes cookie orders, handles customers' money and gains valuable and *Practical Life skills* around financial literacy.

4. People Skills

Your Girl Scout learns how to talk to, listen to, and work with all kinds of people. These experiences help her develop *Healthy Relationship and Conflict Resolution skills* she can use throughout her life.

5. Business Ethics

Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics here reinforce the Positive Values she is developing as a Girl Scout.

Why do these skills matter?

Because when your Girl Scout has learned these skills, she'll be poised for success in her career.

Think about it:

When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, hospital, publishing house, car dealership, accounting firm - or even the local pet store!

DATES TO REMEMBER:

November – Troops hold family meetings
December 6 – Troops place an initial order
December 13 – “Order Card and DOC” selling begins
January 19 – “Cookies in Hand” selling begins
March 17 – Cookie Program Ends



Top 5 Ways your family can support your Girl Scout

1. Sign your Girl Scout up for Digital Cookie (DOC)

Digital Cookie (also known as Digital Order Card or DOC) provides an additional way for Girl Scouts to participate in the Girl Scout Cookie Program while practicing safe social distancing and contactless delivery. Digital Cookie is an internet-based program offered in conjunction with Girl Scouts of the USA. The goal of Digital Cookie is to offer an e-commerce option for girls to sell Girl Scout Cookies.

Through Digital Cookie:

- Girls can sell cookies online
- Customers can pay with a credit card
- Customers can have cookies shipped directly to them
- Customers can pay with a credit card and local friends can request girl delivery

2. Encourage goal-setting

Goal-setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her group's goals and help her set personal goals.
- Help her complete the order card section that explains her group's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.
- Guide her to set practical and useful goals about what she wants to learn and earn.

3. Support her sales

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales message.
- Help her take orders or arrange booth site sales at work, places of worship or other locations frequented by people who love Girl Scout Cookies.
- Go with her to sell and deliver cookies.
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills. Share email addresses of family and friends for online orders.

4. Volunteer

Her group needs help chaperoning booth sales, picking up cookies and more.

5. Practice safety

Help your girl understand the Girl Scout safety rules, found at www.girlscouts.org/cookies. Be a role model for business ethics and safety rules.

<p>2023-2024 Selling Price \$6.00/core cookies \$6.00/specialty</p>

Girl Rewards and Troop Proceeds

Girls have the chance to earn fun rewards and help their troop earn funds for their planned activities for the year. Please see the Cookie Order form for pictures of this year's exciting rewards. Along with reward items girls can earn "Cookie Credits". Cookie Credits can be spent at the Girl Scout store, towards the cost of Girl Scout camp or programs, to pay for membership registration or to purchase books and uniforms for herself.

Junior, Cadette, Senior and Ambassador Troops can "opt out" of receiving the girl rewards and instead, earn higher troop proceeds. **IF** your child's troop chooses this option the troop will receive higher troop proceeds, instead of girl rewards. Parents are asked to sign the troop "opt out" form acknowledging the troops decision. Please see your daughter's troop leader to sign this form.

When troops earn proceeds:

1. Proceeds are allocated to Girl Scout troops and benefit **ALL** girl members of that troop.
2. Proceeds fund troop objectives where girls have made a democratic decision regarding the use of the funds.



3. Proceeds are not earmarked for specific girls. Troops cannot have "paper accounts" for girls.
4. Proceeds received by a troop are non-transferable – Girls who leave the troop or leave Girl Scouting are not entitled to proceeds earned while in the group when they leave.
5. Cookie Credits cannot be "cashed out".

How Can Parents/Guardians Help Girls?

- Complete and return this permission form. All girls must be currently registered Girl Scouts.
- Ensure that you and your girl understand what her troop is planning to do with the proceeds they earn.
- Assist your girl by identifying potential customers and determine the best way to approach them.
- Help your girl learn everything she needs to know about the cookies she is selling. Review important details found on the order card.
- Emphasize safety at all times–Don’t sell after dark, don’t enter a customer’s home, don’t carry large amounts of money, and don’t give out any information other than the girl’s first name.

Important Details:

- **Girls can start selling using their order cards and online platforms as early as December 13, 2023.**
- COOKIES NOW! Troops will receive their cookies the week of January 13-18, to fill their order card orders and to get ready for new orders.
- Girls start selling with Cookies in Hand or Online beginning on January 19 and can continue selling through March 17.
- Money is collected when the cookies are sold. Parents need to turn in money to the troop leader on a weekly basis and should not keep large amounts of money in their possession. ALL payments are due to the troop no later than March 17. Check with your child’s troop leader to see if money is due sooner to her troop.
- Please ensure your child’s money is handled carefully and deadlines are met.
- *“The Cookies Are Here!” – Every troop is encouraged to be part of this exciting kickoff by holding a cookie booth, drive thru booth or virtual booth sale during the weekend of January 19-21.*

Permission to Participate in the 2023-2024 Cookie Program Activity

_____ (please print girls name)
 a member of Troop # _____ has my permission to participate in the 2023-2024 Cookie Program. I have read and understand the information in the Family Guide and agree to accept financial responsibility for all cookies and monies she receives. I understand the safety guidelines and will see that my girl scout has appropriate adult guidance and support at all times. I also agree to follow all Cookie Program Activity procedures and deadlines. I understand that the troop proceeds belong to the troop and benefit all girl members of the troop and that proceeds do not belong to my girl scout.

Signature of Girl Scout’s Adult

Girl Scout’s Adult Name- Please Print

Mailing Address

City/Town

Zip Code

Home Phone

Work Phone

Cell Phone

Email Address

Safety Comes First in Girl Scouting

BE SURE GIRLS UNDERSTAND AND FOLLOW THESE SAFETY RULES:

1. **SHOW YOU'RE A GIRL SCOUT**—Wear the Girl Scout Uniform or membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
2. **BUDDY UP**—Always use the buddy system. It's not just safe, it's more fun.
3. **BE STREETWISE**—Become familiar with the areas and neighbourhoods where you will be selling Girl Scout Cookies.
4. **PARTNER WITH ADULTS**—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls' grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
5. **PLAN AHEAD**—Always have a plan for safeguarding money—avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to troop leader or troop cookie manager, who should deposit it as soon as possible.
6. **DO NOT ENTER**—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
7. **SELL IN THE DAYTIME**—Sell only during daylight hours, unless accompanied by an adult.
8. **PROTECT PRIVACY**—Girls' names, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.
9. **BE SAFE ON THE ROAD**—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
10. **BE NET WISE**—Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online.
<https://www.girlscouts.org/en/help/help/internet-safety-pledge.html>
11. **PRACTICE SAFE DRIVE THRU BOOTH SALES**—When setting up drive thru booth sales, ensure that:
 - You have adequate space at the booth for table, products and girls and to allow for safe passage by pedestrians, bikes and cars.
 - Girls are a safe distance from cars. If possible, set up a safety barrier between cars driving area and the booth—perhaps a few volunteers could use cones and signage
 - While girls can receive cash from buyers and make change, they should hand the money to the adult for safekeeping. It is important that cash is kept safe and out of sight. This can be accomplished by:
 - Keeping the cash box against a wall or behind a barrier of cookie boxes
 - Having an adult volunteer keep the money by, for example, securing it in a front-facing pouch tied around his/her waist