

2024 Cookie Program Parent Training



Welcome!



Girl Scout
Cookie Family

Training Agenda



- Glossary
- Cookie Lineup & Dates
- Cookie Program Resources
- 5 Skills
- Cookie Program Dates
- Theme & Mascot
- Rewards
- Direct Ship Program
- Cookie Marketing & Business Ethics
- Lemonade Stands
- Digital Cookie

Glossary

- Cookie Dough: Program credits girls receive by selling 24 or more packages of cookies.
- Juliettes: Individually registered Girl Scouts who are not in a troop, but still participate in Girl Scout activities and leadership experiences.
- TPM: Troop Product Manager
- SUPC: Service Unit Product Manager
- **Smart Cookies: The online management system for the cookie program used by TPMs, Juliette Parent Guardians, and SUPCS.**
- Digital Cookie: Online platform for Girl Scouts to create their online storefront on. Troops can also use this to take digital transactions for cookies.
- PGA: Per-Girl-Average

For a full list of terms, please visit pages 30-31 of your Girl Scout 2024 Cookie Program Kit



February 1 – March 24

Meet the Lineup

All cookies are \$6/package

Your Girl Scout Cookie favorites are back!



Adventurefuls®



Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Toast-Yay!®



French Toast-inspired cookies dipped in delicious icing



Lemonades®



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®



Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®



Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability



Cookie Program Resources

- [The Bridge](https://gsgibridge.org/cookieprogram): gsgibridge.org/cookieprogram
 - [Digital Cookie Manual for Parents & Guardians](#)
 - [Social Media Toolkit](#)
- [Digital Cookie](https://digitalcookie.girlscouts.org): digitalcookie.girlscouts.org
- [Official Girl Scouts of Greater Iowa Facebook Leaders Group](#)
- Girl Scouts of Greater Iowa (GSGI) Staff
- Troop Product Manager (TPM)
- Service Unit Product Chair (SUPC)



How the Cookie Crumbles



The Girl Scout Cookie Program makes it possible for GSGI to support thousands of Girl Scouts and volunteers across the council with programs and resources to develop the next generation of leaders.

\$2.95

Delivering the Girl Scout Mission:

- ~ Girl Scout events and activities
- ~ GSGI camps
- ~ Volunteer resources and training
- ~ Financial assistance for membership, uniforms, and camp
- ~ Mission Outreach programs



\$1.65

Proceeds to troops and participants:

- ~ Troop proceeds
- ~ Individual rewards
- ~ Cookie Dough

\$1.40

Program expenses:

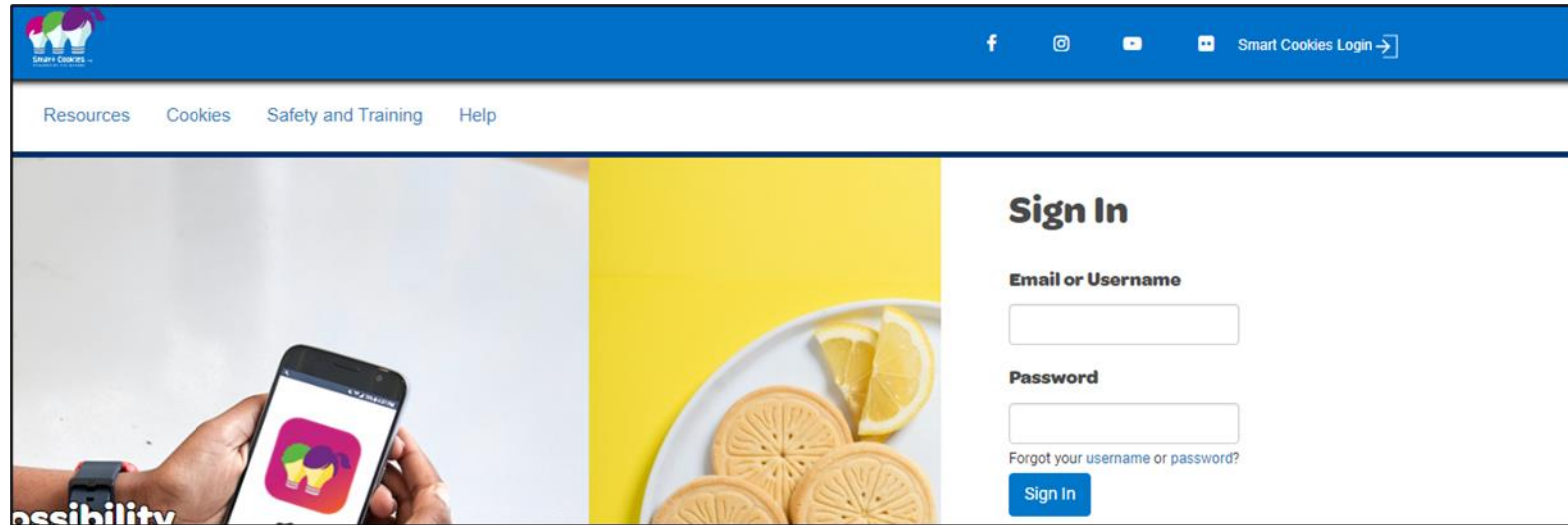
- ~ Cost of goods
- ~ Distribution
- ~ Warehouse space
- ~ Shipping and logistics
- ~ Printed materials

This covers the cost of cookies from the bakery, as well as all the infrastructure that makes the cookie program possible!

Troops can use their proceeds to fund all of their adventures—whether Girl Scouts want to hike, cook, zipline, paint, build robots, or swim—the cookie program makes those activities possible!

2024 Flickr Art Gallery

<https://www.flickr.com/photos/abcbakersvolunteergallery/albums>



All theme-related artwork is available on ABC's Flickr gallery with access through Smart Cookies (far right corner of every page) or by clicking the above link

The Purpose of the Girl Scout Cookie Program ... it's about more than just selling cookies. Help girls learn the five skills:



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.



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.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as 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.



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.



**Motto:
Own Your Magic**

**Mascot:
Lottie the Axolotl**

2024 Rewards and Proceeds



12+ Pkgs Theme Patch

36+ Pkgs **INSTANT REWARD** Avocado

65+ Pkgs UV Light Color Changing Putty **OR** \$1 Cookie Dough

105+ Pkgs **INSTANT REWARD** Papaya

130+ Pkgs Axolotl Necklace **OR** \$2 Cookie Dough

160+ Pkgs **INSTANT REWARD** Guava

175+ Pkgs Axolotl Charm **OR** \$3 Cookie Dough

210+ Pkgs **INSTANT REWARD** Dragon Fruit

255+ Pkgs Goal Getter Patch **AND** Own Your Magic T-Shirt **OR** Mood Mixer Camp Light **OR** \$5 Cookie Dough

275+ Pkgs **INSTANT REWARD** Prickly Pear

310+ Pkgs Axolotl Backpack Clip **OR** Creatto 3D Puzzle LED Light **OR** \$5 Cookie Dough

360+ Pkgs Small Axolotl Plush **OR** Gratitude Journal **OR** \$10 Cookie Dough

410+ Pkgs Embroidered Trefoil Bucket Hat **OR** Glow-in-the-Dark Science Lab **OR** \$10 Cookie Dough

510+ Pkgs Axolotl 12" Pillow Plush **OR** 40 oz Trefoil Stainless Steel Tumbler **OR** \$10 Cookie Dough

610+ Pkgs Own Your Magic Beach Towel **OR** Bracelet Kit **OR** \$10 Cookie Dough

700+ Pkgs Girl Scout Day at Adventureland/ 700 Club Celebration* **OR** Custom Igloo Cooler **Celebration includes 2 tickets, valid only on June 1, 2024*

760+ Pkgs Own Your Magic Hoodie **OR** Architectural Engineering Kit **OR** \$15 Cookie Dough

810+ Pkgs Bluetooth Speaker **OR** Neon Sign Design Kit **OR** \$20 Cookie Dough

1,000+ Pkgs Crocs + Charms* **OR** Telescope **OR** \$30 Cookie Dough **Charm Set of Choice*

1,500+ Pkgs Music Kit **OR** Outdoor Kit **OR** Iowa State Fair Package **OR** \$50 Cookie Dough

2,024+ Pkgs CEO Party

Opt-Out Levels

1,000+ Pkgs iPad **OR** Laptop **OR** Camp Session

1,500+ Pkgs Apple Watch + Screen Protector Bundle **OR** Nintendo Switch + Game **OR** GSGI Twin Cities Trip* **must be going into grade 4 at the time of the trip.*

2,024+ Pkgs GSGI Savannah 2025 Trip* **must be going into grade 6 or older at the time of the trip.*

3,750+ Pkgs Own Your Magic at Universal Studios

COOKIE DOUGH

Girl Scouts earn Program Credits called Cookie Dough to spend on camps, events, or items in the shop! Program Credits expire September 15, 2024.

Pkg. Sold	Amount	Pkg. Sold	Amount
24	\$5	550	\$145
50	\$15	600	\$157
100	\$27	650	\$170
150	\$42	700	\$182
200	\$57	750	\$195
250	\$70	800	\$207
300	\$82	850	\$220
350	\$95	900	\$232
400	\$107	950	\$245
450	\$120	1000	\$307
500	\$132	1000+ add \$15 in credits for every 50 pkgs sold	

Girl Scouts who choose non-cumulative rewards will start earning Cookie Dough at 1050 packages sold.

Pkg. Sold	Amount	Pkg. Sold	Amount
1050	\$25	1100	\$40

Add \$15 in credits for every 50 pkgs sold.



2024 Troop Rewards

TROOP EXPERIENCES

Gimme S'more Mud Run



Troop Average
235+ pkgs/girl

September 28, 2024

Trampoline, Waterpark, or GSGI Build-a-Bear Experience



Troop Average
385+ pkgs/girl

Trampoline or Waterpark:
July 13, 2024

Camp Overnight (and kit!) at any of GSGI's camp properties



Troop Average
500+ pkgs/girl

2024 or 2025 date of choice

TROOP PROCEEDS

Troops earn proceeds starting at \$0.85 per package of Girl Scout Cookies sold, with options to increase based on reaching certain per-girl-average (PGA) levels and/or increasing sales from last year. Troop proceeds stay in the troop bank account. See the Online Cookie Systems Manual for Volunteers for more information.

Cadette, Senior, Ambassador, and Multi-Level troops may opt-out of all rewards as a group to receive \$0.12 more per package. Girl Scouts in troops who opt-out for higher proceeds will still receive base Cookie Dough for their individual packages sold, patches, Instant Reward items, Adventureland 700 Club, CEO Party, Hobby Kit, and troop experiences earned.

Start at
\$0.85/pkg

Troop sells 1% more than last year
\$0.86/pkg

Troop sells 2% more than last year
\$0.87/pkg

Troop sells 3% more than last year
\$0.88/pkg

Troop PGA = 185
\$0.90/pkg

Troop sells 1% more than last year
\$0.91/pkg

Troop sells 2% more than last year
\$0.92/pkg

Troop sells 3% more than last year
\$0.93/pkg

Troop PGA = 250
\$0.92/pkg

Troop sells 1% more than last year
\$0.93/pkg

Troop sells 2% more than last year
\$0.94/pkg

Troop sells 3% more than last year
\$0.95/pkg



The Tropical Treats: 2024 Instant Reward Lineup



Instant Rewards are awarded when a girl sells enough packages to reach a level. The council recommendation is to define “selling” as when a family orders or takes those cookies from the troop. Juliettes will receive their items as they earn them, shipped directly from Girl Scouts of Greater Iowa.



2024 Changes to Direct Ship Program

- Standard shipping flat rate remains at \$14.99 for every 12 packages
- Subsidy minimum package requirements decreased from 9 packages to 6.
- Subsidy shipping rate will be \$7.49 starting at a 6-package minimum (50% of the standard shipping flat rate of \$14.99) and a 12-package maximum.
- GSGI subsidizes the shipping cost for 6-12 packages
- **New this year!** There is a 4-package minimum for shipping this year.
- Virtual Cookie Share do not have a shipping cost and do not count toward this minimum.



Cookie Marketing & Business Ethics



Creating Early Cookie Buzz

The official start date of the cookie program is February 1. This means NO “pre-orders” should be taken before this date. Individuals may post to their personal pages prior to February 1 letting friends and family know that “cookies are coming,” provided no orders are taken before the program starts.

If you see a post on social media where a family in Girl Scouts of Greater Iowa is gathering orders for Girl Scout Cookies before the official February 1 start date, we have posted a sample message on The Bridge that you can send them explaining the official February 1 start date. GSGI has no authority to investigate, reprimand, or conduct outreach regarding any questions, issues or concerns on matters outside the 70 counties covered by our council.

Advertising

Occasionally parents or families will ask about using targeted advertisements—including paid ads—through newspapers or other publications/ media or mass distribution of flyers, to promote their Girl Scout’s cookie sale. GSGI does NOT allow mass distribution or advertisements to be placed promoting one girl’s sale, as the use of paid advertisements to direct customers to one girl is an unfair advantage in the marketplace. Similarly, GSGI prohibits the purchasing of mailing or emailing lists to use for marketing purposes.



Business Promotion of Booth Sales

Local businesses can be great partners during the cookie program, especially with hosting booth sales! However, there are specific trademark regulations around the name, brand, and logo of the Girl Scouts and Girl Scout Cookies. This means businesses may not promote a Girl Scout Cookie booth to drive revenue for their own business. Businesses cannot give away something free if a customer buys Girl Scout Cookies or use cookies as a giveaway if someone buys their product or service without written permission from Girl Scouts of Greater Iowa. If a business would like to discuss an official event partnership or sponsorship, please direct them to contact us at info@gsiowa.org.

Lemonade Stands

- Hosted by individual Girl Scouts
- Cookies sold are from this Girl's inventory
- Accompanied by a parent/guardian or a registered GSGI volunteer
- Are not entered into Smart Cookie and will not be a "booth" in Digital Cookie
- Not on the Cookie Finder site
- Cannot be held at the same location at the same time as a cookie booth





Digital Cookie
Demonstration

Digital Cookie App

Girl Scouts and volunteers can use the Digital Cookie Mobile App to process and review orders placed through the Girl Scout's individual site as well as the troop site.

Users will start by downloading the Digital Cookie Mobile App from the iTunes or Google Play Store. The app is free and can be found by searching for Digital Cookie Mobile app. Users should download a latest version of the app every year.

The same email and password used to access Digital Cookie is the same to log into the mobile app. **NOTE: Parents/Guardians will need to set up and approve the Girl Scout's Digital Cookie site before the app will work.**

Once a user is logged into the app, they see the different accounts available. The user will select which account they want to use. The Girl Scout view is used to take sales on behalf of a specific Girl Scout. The Troop view is used to take sales on behalf of the troop and not an individual, for example at a troop booth.

A screenshot of the Digital Cookie login interface. At the top right is the "girl scouts" logo. Below it is a "Log In" heading. There are two input fields: one for an email address (placeholder: "youremail@domain.com") and one for a password (placeholder: "password" with an eye icon). A "Keep me logged in for 12 hrs" checkbox is checked. Below the fields are links for "Forgot my password" and "Set up your account". A large green "Log In" button is at the bottom. At the very bottom, there are links for "Terms and Conditions" and "Help".

girl scouts

Log In

youremail@domain.com

password

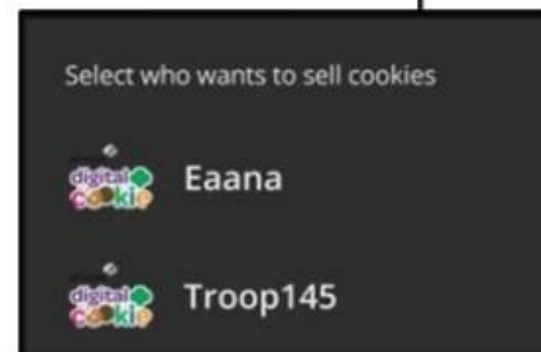
Keep me logged in for 12 hrs

[Forgot my password](#) [Set up your account](#)

Log In

[Terms and Conditions](#) [Help](#)

Girl Scouts of the United States of America.
(XXX) Organization. All rights reserved.



LOGGED IN AS GIRL SCOUT

From the home page, the user can select **New Cookie Order**, **Visit My Site**, **Email My Site**, or **All Orders**.

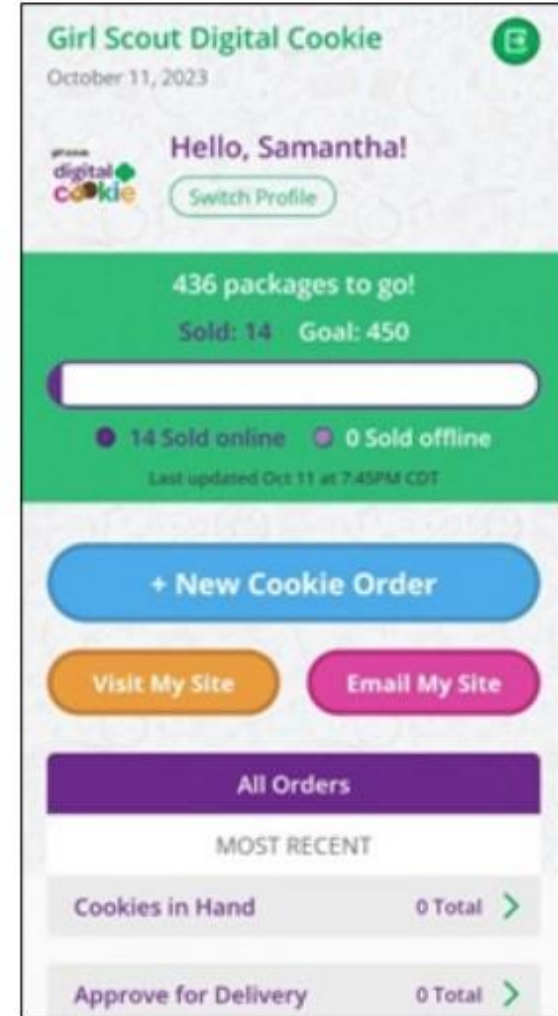
VISIT MY SITE

Visit My Site is used to see the Girl Scout's QR code. Girl Scouts can then show the customer their phone for the customer to scan the QR code which will take them directly to the Girl Scout's site to make a purchase.

EMAIL MY SITE

Email My Site is used to send their cookie link to a potential customer who doesn't want to continue the transaction at the immediate time. The Girl Scout will ask for the customer's contact information, enter it in the app, and send the email. The customer will receive an email to purchase cookies.

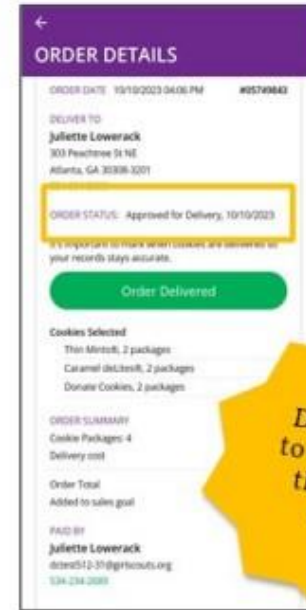
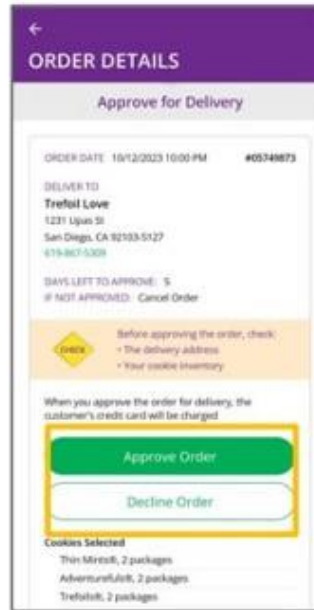
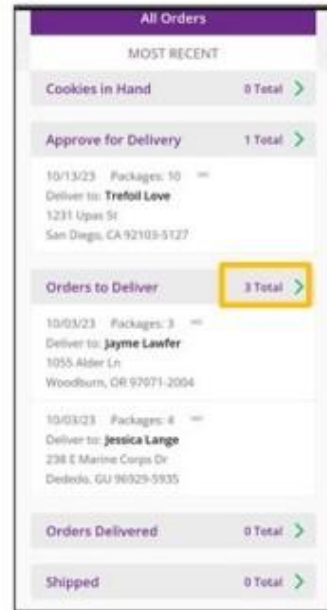
The customer's information will populate into the Girl Scout's Customer tab in Digital Cookie under the Mobile App section. The Girl Scout will need to add the customer to their list prior to sending additional emails or to keep the customer for future seasons.



ALL ORDERS

All Orders is used to view all the orders visible by delivery method.

1. Click the green arrow to view all orders under that specific delivery method.
2. See order details. Click the green arrow next to the order, the details will appear. Users can then review the order, see the status and depending on the type of order and status the user can approve/decline the order or mark it as delivered.



NEW COOKIE ORDER

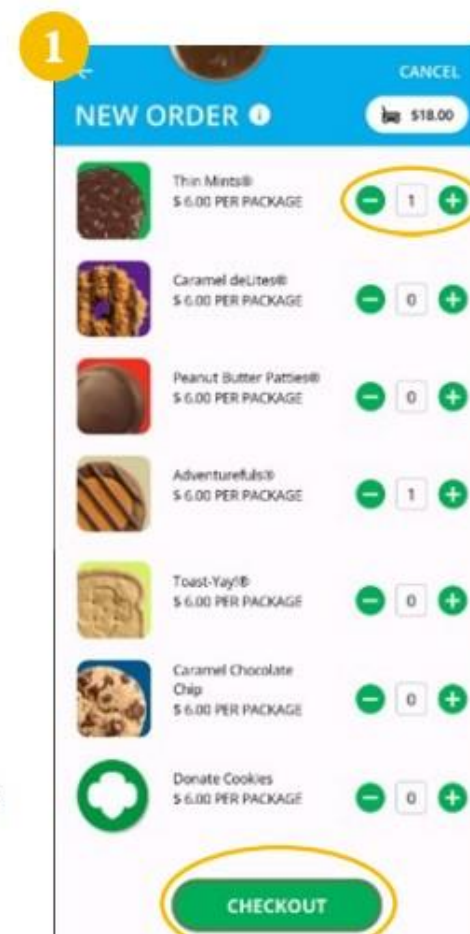
New Cookie Order is used to take cookie orders directly through the app.

1. Click the **New Cookie Order** button to be taken to the order screen to enter which cookies the customer wants to order by using the + **and** - buttons.

Once the correct number of cookies have been selected the Girl Scout will click the **CHECKOUT** button.

2. Select how the customer would like to receive their cookies. Options may vary based on what the council is making available. After marking the selection, click continue.

If deliver in-person later is selected, the Girl Scout will need to ask the customer what they would like to do if their order can't be approved by the parent/guardian within five days, the same as all delivery customers are asked at checkout. Once the selection is made, she can continue with the checkout process.



3. Review order and enter customer and payment details. Girl Scouts can review the order with the customer and gather the customer's information including payment details.

If the order is shipped or delivered, the Girl Scout will then complete the customer information for where the cookies will be shipped/delivered to.

For In-Person orders (give cookies to customer now), an address is not required, only the customer's name, email address, and billing ZIP code.

After completing the required info, click **review** or **place order** depending on the order type.

Once the order is placed, the Girl Scout will receive an order confirmation screen and a reminder to thank the customer for the order!

2

CHECKOUT \$15.00

ASK YOUR CUSTOMER:
How would you like to get your cookies?

Give cookies to customer now FREE

Deliver in person later FREE

Subject to parent/guardian approval
Delivery will occur within a few weeks.

Ship cookies to customer \$12.99

Minimum order is 4 packages
Estimated arrival is 2-15 business days.

CONTINUE

CHECKOUT \$15.00

First

Last

Phone

Are you sending the Cookies in "care of" another person or to a company?

Address 1

Address 2 (Optional)

City

State ZIP

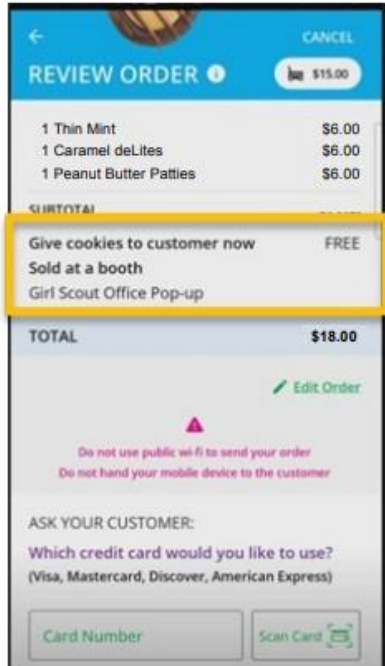
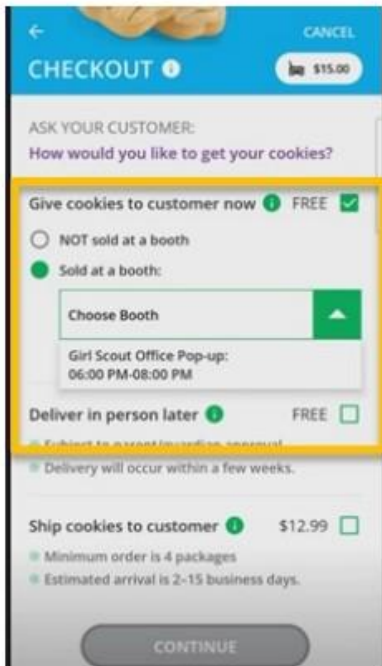
REVIEW ORDER

LOGGED IN AS TROOP

When users are logged in as the troop, they will see the same dashboard as if they were a Girl Scout and have the same choices New Cookie Order, Visit My Site, Email My Site, or All Orders. Many of the steps taken as a Girl Scout are the same as a troop. This section will focus on the different functionality.

NEW COOKIE ORDER

When processing a new order, during the checkout steps, if the selection Give cookies to customer now is selected the user will see additional options. If your booth has been approved by GSGI and is findable in Cookie Finder, once a user has selected Sold at a booth they will be able to select that specific booth. When reviewing the order users can see which booth was selected.



OWN YOUR
magic



For All You Do!