



Cookie Family Guide

Hello Girl Scout Families!

Selling cookies is an important part of Girl Scouting, and is an experience that provides lasting skills and memories. When your Girl Scout has a voice and can help decide what to do with the money earned, they become courageous, confident, and empowered to make the world a better place.

Through innovation, safe selling techniques, and creative opportunities, your Girl Scout will have the self-confidence and know-how to pursue their dreams.



Have questions?

Contact your Troop Leader or Troop Cookie Manager. They are experts and will help you through the program.



Want more info?

Visit gscnc.org or contact a member of the Product Program team.



Meet The Cookies



Crisp, chocolaty cookies made with natural oil of peppermint.

Made with Vegan ingredients
Real Cocoa



Crisp cookies with caramel, coconut and dark chocolaty stripes.

Real Cocoa
Real Coconut



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

Real Cocoa
Real Peanut Butter



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

Real Cocoa



Iconic shortbread cookies inspired by the original Girl Scout recipe.



Oatmeal sandwich cookies with peanut butter filling.

Real Peanut Butter
Whole Grain Oats



Graham sandwich cookies with chocolaty and marshmallowy flavored filling.

Real Cocoa



Crispy lemon flavored cookies with inspiring messages to lift your spirits.



Rich, buttery cookies with sweet, crunchy toffee bits.

Safety Tips


Safety is of utmost importance for us at Girl Scouts Nation's Capital. These tips are specific to the Product Programs, but especially the Cookie Program.

- 1** Show you're a Girl Scout. Wear your Girl Scout membership pin, vest, sash, or other 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** Partner with adults. Adults must accompany Girl Scouts when they're taking orders, selling cookies, or delivering cookies—including cookie booths.
- 4** Plan ahead. Be prepared for emergencies, and always have a plan for safeguarding money.
- 5** Do not enter any homes or vehicles. Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles except at designated drive-thru cookie booths.
- 6** Protect privacy. Youth members' home and email addresses should never be given to customers. They may leave their first name and troop number with a customer if they would like to call GSCNC to check their order. Also protect customers' privacy by not sharing their information except when necessary.
- 7** 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 products and passengers from vehicles.
- 8** Be safe online. Youth members are encouraged to utilize Digital Cookie to sell online. They can share their link with friends and family or share their QR code on their door hangers. Sharing their link in public groups like Facebook Marketplace, Nextdoor, etc.. is strictly prohibited as it is difficult to control and can be unsafe for youth members to deliver to customers they do not know.




Phases of the Program


The Cookie Program can be broken down into three main phases: Initial Order, Delivery/Direct Sales, and Final Reporting.



Initial Order Period happens in December through the first week of January. This is the time when youth members can go around with the order cards—collecting orders from customers, but not collecting money. They can also start using their Digital Cookie link, calling friends and family, and more!



The Delivery phase starts in January and once troops receive their cookies, they will begin delivering their orders from the Initial Order phase. They will also begin preparing for booths and can start selling directly to customers. During Direct Sales, youth members can participate with in-person selling, including cookie booths, lemonade stand-style booths, door-to-door sales, etc. They can also use their Digital Cookie link for girl delivery sales or donation sales. Direct Ship will open later in the program. Troops can utilize their Troop Link as well.



The Final Reporting phase is where Troops and Service Units submit all their final documentation so youth members receive the rewards they have earned and all the cookie money gets turned in to Council.

Important Dates:

Sale Begins December 9, 2022

SU Cookie Deliveries January 17-31, 2023

Girl Delivery Re-opens January 23, 2023

Cookie Cupboards Open February 1-8, 2023

Booth Sales February 3-March 12, 2023

National GS Cookie Weekend: March 3-5, 2023

Direct Ship Opens February 27, 2023

Girl Delivery Closes March 5, 2023

Sale Ends March 12, 2023

Direct Ship Ends March 31, 2023

How to Sell

You should work as a family to figure out which ways you would like to sell!

Order Card:

Youth members can begin taking orders on December 9th, and can continue to take orders throughout the program. To help reach their goals and increase their potential earnings, encourage your Girl Scout to collect orders throughout the whole program.

Digital Cookie:

With your help, they can manage an online store front. This way, customers can have their cookies shipped, donated, or choose Girl Delivery. This is a safe and secure way for your child to reach customers near and far! All orders are paid online, so you don't need to track down payments.

Booths:

Your troop will set up outside of an approved local business with a cookie table set up to greet customers. Your Girl Scout can sign up to work a booth with friends in their troop and you can sign up as an adult volunteer to help out!

Walkabouts:

Members work as a team to walk door to door with cookies on hand. This way they can instantly sell to neighbors without them having to place an order and wait. Orders and payments happen at the same time!

It's important to allow your Girl Scouts to lead throughout the program! It's your job as a parent to assist them in their goal setting and delivering their orders safely.





Tips for In-Person Selling

Order Card

The paper order card is the classic method of taking orders that we all know and love. From December 9 through the first week of January, youth members can collect orders on their paper order card. After the initial order, they can use the Goal Getter card to take additional orders.

Following these tips will help Girl Scouts reach their goals:

- Keep holiday season plans in mind when thinking about who to ask and when.
- Keep an extra order card handy in case you run out of space! (If you need more order cards, reach out to Product Program Staff)
- Use door hangers when you're out in the neighborhood to let your community know you're selling.
- Schedule a time where youth members can sell to your coworkers, at a house of worship, or at an extracurricular gathering.
- Start early!
- Practice your sales pitch and include things like where your cookie funds are going and what your goals are.
- Check your order card from last year and check with prior customers to see if they'd like to order again!
- Make Thank You notes for your customers! This builds a sense of loyalty and appreciation. We have downloadable templates available upon request.
- Do a walkabout later in the season with your cookie inventory - you can sell right then and there! Keep door hangers on you for when people aren't home.

Booth Sales

Set Goals

If you haven't already done so, talk with your troop to set a cookie sales goal for this year. Once you have a goal, share it with the world! Displaying it at booths gives potential customers an idea of what you're aiming for.

Impact of Cookies

These little boxes of cookies can make a big impact in your community. Share with your customers what you plan to do with the money. Don't forget to tell customers about the Gift of Caring program too. Make a Gift of Caring drop box and each time you get a donation add another box of cookies to the bin. Fill the box!

Stock Up!

Stock up on cookies! Remember Thin Mints and Samoas are the two best sellers – make sure you bring extra boxes of those. You don't want to run out of cookies!

Have Fun

Above all else, have fun and enjoy your time selling cookies! Yes, you're running a business but you're doing it with your friends. Draw in curious customers by singing Girl Scout songs or decorating your booth to show off your personality.

Girl Delivered

Throughout the program, customers can purchase cookies online and have them delivered to their door by a local Girl Scout. You still get the person-to-person interaction without having to exchange money with customers. Setting up your Digital Cookie storefront is easy and you can **include your QR code on your door hangers** so when you're going door-to-door, your neighbors can still support your goals even if they aren't home.

Check out the Product Program Linktree for more resources!



Supporting Your Girl Scout

You can support your Cookie Entrepreneur by:

- Helping them earn their Cookie Entrepreneur Family pin to practice building their skills at home.
- Helping them set up their Digital Cookie site.
- Helping them keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support them.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help them make arrangements to connect with people in their network.
- Never do things for your child that they can do for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting them!

Youth Member Responsibility:

- Follow the Girl Scout Promise & Law
- Be confident and supportive towards their troop peers
- Attend and participate in meetings and events
- Listen to others in the troop and show respect for other opinions
- Be prepared and conduct themselves in a safe manner
- Respect troop leaders and other volunteers

Troop Volunteer Responsibility:

- Follow the Girl Scout Promise & Law
- Let youth lead—ensure they take an active role in decisions
- Create an inclusive environment where youth and families feel welcome and connected
- Provide a safe program
- Listen to and respect every participant; serve as a role model
- Utilize volunteer resources such as the Volunteer Essentials
- Ask for help when needed

Caregiver Responsibility:

- Follow the Girl Scout Promise & Law
- Support your Girl Scout through all facets of their Girl Scout experience
- Honor all deadlines and turn in permission forms
- Allow them to take the lead
- Volunteer with your troop—your Troop Leader cannot do it alone
- Stay connected and ask questions
- Turn in cookie money often
- Understand that once you take possession of cookies, they are your financial responsibility

Resources

Whenever you have questions about the program, your Troop Leader or Troop Cookie Manager will be your first stop. They are the experts and can guide you through the program. The Product Program Staff at GSCNC is here to support our volunteers.

Council Product Program Team:

Anna Bradford | Product Program Manager | abradford@gscnc.org

Contact Anna for Program related questions or assistance, Bakery or Vendor support or other matters related to the Cookie Program

Judy Johnson | Senior Product Program Specialist | jjohnson@gscnc.org

Contact Judy for Digital Cookie, eBudde assistance, adding troops/youth members into eBudde, Cupboard, or delivery information, ACH and Troop deposits.

Cheryl Roberson | Product Program Coordinator | croberson@gscnc.org

Contact Cheryl for rewards shortages, certificates of insurance, cookie costume check out and ordering extra cookie forms.

Kat Michalak | Product Program Specialist | kmichalak@gscnc.org

Contact Kat for booth site questions and information, video training information, and cookie promotions.

Use this QR code to access the Product Program LinkTree. You'll find all of our important resources and forms!



Glossary

ACH	(Automated Clearing House) How Council receives their portion of cookie money from Troop bank accounts.
Booth Sales	Business owners and store managers give permission in advance for Girl Scouts to sell cookies in front of their stores during the months of February and March.
Case	Each case of cookies contains 12 individual packages of the same variety of cookie.
Cookie Rewards	Rewards that youth members earn for selling cookies. Information about the rewards available can be found on their order card, our website, or our Linktree.
DOC	Digital Order Card. This is on Digital Cookie, where customers can order cookies from a personalized storefront and personalized link.
eBudde	Internet-based product sales software used to manage the cookie program.
Gift of Caring (GOC)	This is a great way for troops and their customers to help others in their community. While selling cookies, members ask customers to purchase cookies to donate to a charity that the troop has selected.
Initial Order (IO)	Consists of everything ordered during the Initial Order phase,
Little Brownie Bakers	Nation's Capital Council's cookie bakery partner located in Louisville, KY. Only two bakeries produce all Girl Scout Cookies in the USA; the other baker is ABC Bakers.