



girl scouts  
of southeastern  
michigan

November 2023

Dear Troop Leader:

Welcome to the 2024 Girl Scout Cookie Program! Enclosed in this kit is everything you and your troop need to get started.

**Step 1:** Make sure all your girls are registered. Girls must have a 2024 membership to participate in the Cookie Program.

**Step 2:** Appoint a Troop Product Program Manager. This adult will coordinate the sale with you. They must be a registered adult and have a current background check with GSSEM.

**Step 3:** Complete and submit the two financial forms that are required to participate in the Cookie Program. The **ACH Debit Authorization Form:** [www.gssem.org/banking](http://www.gssem.org/banking) and the **Agreement to Assume Debt Form:** [www.gssem.org/responsibility](http://www.gssem.org/responsibility). The ACH Form requires an attachment of a void troop check, or a letter from the bank with the troop's account and routing number. If you completed the ACH Debit Authorization form for the 2023 Fall Program, you do not need to submit it again.

**Step 4:** Complete the Cookie Rookie training and review the Cookie Program Troop Handbook and all other enclosed materials. You can complete a recorded Cookie Rookie, training at any time. This training will be available starting December 5, 2023 at [www.gssem.org/cookieprogram](http://www.gssem.org/cookieprogram) or on gsLearn. Additionally, there are virtual Cookie Rookie trainings:

- Monday, December 11, 2023, 6:30 – 7:30 p.m.
- Tuesday, December 12, 2023, 12 – 1 p.m.
- Wednesday, December 13, 2023, 6:30 – 7:30 p.m.
- Monday, December 18, 2023, 6:30 – 7:30 p.m.
- Thursday, December 21, 2023, 6:30 – 7:30 p.m.
- Saturday, January 6, 2024, 10 – 11 a.m.
- Monday, January 8, 2024, 6:30 – 7:30 p.m.
- Tuesday, January 9, 2024, 6:30 – 7:30 p.m.
- Tuesday, January 16, 2024, 12 – 1 p.m.

To RSVP to one of the live trainings, please email [productsales@gssem.org](mailto:productsales@gssem.org).

**Step 5:** Discuss the cookie program with your girls and their parents/caregivers. Inform them of important deadlines, and pass out the Cookie Order Cards, the Family Guide, and all other girl materials. This is also a good time to discuss cookie booths, and cookie program expectations for your troop. Please ask each parent to complete the Product Program Parent Permission Form (located on the back of the Family Guide). You will keep the forms for your records.

**Step 6:** Join the GSSEM Product Program Facebook group for support, guidance, and updates during the program. Log in and search GSSEM Product Program Support.



**Girl Scouts of  
Southeastern Michigan**

Clinton Twp.  
Service Center  
42800 Garfield  
Clinton Twp., MI 48038

Detroit Service Center  
1333 Brewery Park Blvd.  
Suite 500  
Detroit, MI 48207

Flint Service Center  
Plaza One Building  
111 E. Court St., Suite D  
Flint, MI 48502

Port Huron Service Center  
Birchwood Mall  
4350 24th Ave, Space 518  
Fort Gratiot, MI 48059

Southgate Service Center  
1 Heritage Place, Suite 130,  
Southgate, MI 48195

White Lake Service Center  
8545 Highland Rd.  
White Lake, MI 48386

800 482 6734  
[www.gssem.org](http://www.gssem.org)

**Step 7:** Begin selling! The Cookie Program kicks off on January 8, 2024. On this day, girls can begin taking order card orders from family and friends. For those that want to get a head start with online sales, Digital Cookie will open for orders on December 16, 2023.

Forms have been included based on the number of girls provided when you requested your packet. If you are in need of additional forms, you may pick them up at any GSSEM service center during office hours, or you can download printable versions by going to [www.gssem.org/csr](http://www.gssem.org/csr). For Shop hours and locations, please visit [www.gssem.org/locations](http://www.gssem.org/locations).

Please contact your Product Program Department for all your cookie inquiries, at [productsales@gssem.org](mailto:productsales@gssem.org).

Yours in Girl Scouting,

Angela Chavez  
Director of Product Program  
Girl Scout of Southeastern Michigan

