

of southeastern michigan

2023–2024 Girl Scout Cookie Program® Family Guide

When it comes to your girl's future, anything is possible! However, being told she can do or be anything she chooses will only take her so far—she'll also need strong leadership skills and hands-on life experience to take on the world with confidence.

At Girl Scouts, we've been teaching girls to lead for more than 100 years and have a deep understanding of the leadership abilities all girls need, and how to help girls develop them.

The Girl Scout Cookie Program is a prime example—our iconic, one-of-a-kind program leads to real outcomes because it gives girls hands-on experiences to develop an entrepreneurial spirit.

With an entrepreneurial spirit, your Girl Scout will have the skills and the experience to take calculated risks throughout her life and the ability to soar towards her goals. She'll have the confidence to redefine failure and will be encouraged to try, fail and try again.

She can't do it without you. By supporting your Girl Scout in this program, you'll give her the opportunity to learn new skills, adapt and grow her ideas and develop the confidence of a leader.

Important Info

Troop #:	
Order Card Turn-in Date:	
Cookie Pickup date:	
Money Due Date(s)	



Important Dates

December 16, 2023: Girls can begin taking early online orders through the Digital Cookie platform.

January 8, 2024: Cookie Program Officially begins! Girls can begin taking orders on their order card from family and friends.

January 28, 2024: The Girl Delivery option in Digital Cookie will pause. Girl Delivery will resume the morning of February 5, 2024.

January 28, 2024: Deadline for Parents to submit their paper initial order in Digital Cookie. This is an optional feature, please see page 6 for more information.

February 1, 2024: Initial Cookie Order due. Your troop cookie manager must submit your Girl Scout's initial order. He/she may give you a date prior to this to turn in your order form. Be sure to follow this deadline to ensure the arrival of your girl's Girl Scout cookies.

February 1-April 7, 2024: Goal getter cards are used to gather additional orders, which can be picked up at cookie cupboards by the troop cookie manager starting on February 15.

February 9, 10, 12, 13, 2024:

Troop Cookie pick for Initial Orders. Your troop cookie manager will pick up the troop's initial order and then should coordinate a pickup for your Girl Scout's initial order from them. Deliver cookie orders right after cookies are received.

February 15, 2024: Cookie Cupboards open.

February 16, 2024: Booth Sales begin!

February 26, 2024: \$2.50 of every initial order package will be due to council on this day. Your cookie manager will have you turn in the money to him/her earlier to meet the deadline.

April 2, 2024: The Girl Delivery option in Digital Cookie will turn off for the remainder of the season.

April 7, 2024: Booth Sales end.

April 8, 2024: Digital Cookie closes for the season.



Trainings Offered

Digital Cookie Overview for Caregivers

Saturday, December 16, 2023, 10 - 11 a.m. Wednesday, January 10, 2024, 6:30 - 7:30 p.m. Monday, January 22, 2024, 6:30 - 7:30 p.m. Monday, January 29, 2024, 6:30 - 7:30 p.m.

Cookie Program Checklist

- ☐ Fill in important information on the first page for your reference.
- $\ \square$ Review and sign the Parent Permission form that's on the back page of this family guide.
- ☐ Review rewards in this guide and on the cookie order card.
- ☐ Discuss your Girl Scout's 2024 Cookie Program Goals.
- □ Volunteer to assist the cookie manager with cookie-related tasks as needed.





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®

5_5

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



Lemon-Ups*
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

\$ 5 Crispy lemon flavored cookies with inspiring messages to lift your spirits Approximately 12 cookies per 6.2 oz. pkg. (U)D

Trefoils®

\$**5** Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. (U)D

Do-si-dos®



- **Samoas®**
- Real Cocoa
- Real Coconut

\$ 5 Crisp cookies with caramel, coconut and dark chocolaty stripes 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 Approximately 15 cookies per 6.5 oz. pkg.



Thin Mints®

• Made with Vegan Ingredients

s **5**

• Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg.



Girl Scout S'mores®

· Made with Natural Flavors · Real Cocoa



Toffee-tastic

No Artificial Flavors

\$ 6

\$_**5**_

Rich, buttery cookies with sweet, crunchy toffee bits





Rewards

Girl Rewards

Based upon their individual sales, girls who participate in the Cookie Program are eligible to earn rewards. Rewards are cumulative!







Troop Proceeds

Troops earn 85 cents for each package of cookies sold.

Troops can earn more than 85 cents per package by having higher sales volume. Troop sales volume is measured by per girl average (PGA). The troop PGA is calculated by taking the number of packages sold by the troop and dividing by the number of girls selling cookies in the troop. Bonus levels are:

PGA of 1-349: troop earns 85 cents per box.

PGA of 350-599: troop earns 90 cents per box.

PGA of 600-999: troop earns 95 cents per box.

PGA of 1000+: \$1.05 per box

Money is collected when cookies are delivered, or in some cases, requested up front by the Troop Leader. Digital Cookie Orders are already paid by credit card at the time of check out. No money should be collected for Digital Cookie.





Digital Cookie is an online sales platform for girls. After setting up their Digital Cookie site, girls will be able to sell cookies online to friends and family who don't live locally, or those that prefer to purchase online. All orders on Digital Cookie require payment by card at time of check out, regardless of what type of order is made. Leaders and caregivers do not have to collect any money for Digital Cookie orders!

Customers can purchase cookies on Digital Cookie three ways: girl-delivery, direct ship, and donation.

Girl-Delivered Orders

When customers choose 'Girl-Delivered' on the Digital Cookie platform, parents MUST approve the order in Digital Cookie for it to be a successful order. **Parent/Guardians have five days to approve the order, or it will be canceled.**

Parents/guardians MUST notify the troop leader of any Girl Delivery orders that populate. The Troop leader will then pick up the order at a Cookie Cupboard. You and your Girl Scout are responsible for coordinating and communicating a delivery with the customer.

Direct Shipping Orders

When customers choose direct shipping in Digital Cookie, direct shipped cookies are sent directly to the customer for a shipping fee. Shipping fees are based average FedEx/UPS/USPS shipping fees to send food products. These fees are set by GSUSA and FedEx.

Donation Orders

When customers choose to donate cookies in Digital Cookie to GSSEM's Gift of Caring, otherwise known as "Troops to Troops," the online order and payment will automatically appear under the girl's name in eBudde under the GOC column of the Girl Order tab. These orders will count toward the girl's council Gift of Caring packages.

For more information on participating in Digital Cookie, please view the Digital Cookie handouts and tip sheets at www.gssem.org/cookies and/or attend the Cookie Café Digital Cookie Webinar. Dates and times are on the cookie café schedule included in the cookie kit!





Reward Choices

Review the reward choices on your Girl Scout's order card. Your Girl Scout will only get these reward choices if the appropriate level is reached, but collecting this information in advance will be helpful for the troop leader when it comes time to submit the rewards.

750+ Boxes

Select one: Ice cream Maker **OR** Cookie Celebration (refer to the order card for dates)

1250+ Boxes

Select one: Fuji Film Instant Camera **OR** Cedar Point **OR** Michigan Adventures (refer to the order card for dates)

2024+ Boxes

LEGO Kit OR Portable Bluetooth Seaker

3,000+ Boxes

Apple AirPods **OR** Mini Projector w/ Screen **OR** Chicago Adventure (refer to the order card for dates)

Initial Order Reward: Own Your Magic T-Shirt (225+ Initial Order PGA)

T-shirt size (circle one): YS YM YL AM AL AXL A2XL A3XL



Sizes	YS	YM			AM		AXL	A2XL	A3XL	A4XL	A5XL
Body Width	17"	18"	19"	18"	20"	22"	24"	26"	28"	30"	32"
Body Length	22"	23.5"	25"	28"	29"	30"	31"	32"	33"	34"	35"





Girl Scouts of Southeastern Michigan

Product Sales Program Parent Permission and **Agreement to Assume Debt**

The purpose of this form is to grant permission for your daughter to participate in Girl Scout in the 2023 Fall Product Program and 2023-24 Cookie Program, and to assume responsibility for debt from those programs. This form should be submitted to the troop leader.

Girl Scout Name:	Troop Number:				
Family Information:					
Parent/Guardian:					
Address:					
City:	Zip:				
Home phone:	Cell phone:				
Email address:					
Obligation for Debt: I understand that I am responsible for full and time member of my household. (Initial)					
I understand that GSSEM may pursue collections (Initial)	against me if funds are not turned into the troop.				
Product Program Participation and Procedure I grant permission for my daughter to participate Program. (Initial)					
I understand that as part of this program, I am releader. (Initial)	sponsible to meet all deadlines set by the troop				
I understand that as part of this program, I will be responsible for timely pick-up and delivery to customers for all orders secured by my daughter or any member of my household. (Initial)					
Parent/Guardian Printed Name:					
Parent/Guardian Signature:					
Date:					

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Thank you for taking on this responsibility, without you, there would be no product programs!

Girl Scout and Caregiver Dashboard

Your Digital Cookie Dashboard has information that helps you support your Girl Scouts in her Digital Cookie sales.

There may be up to nine tabs on your dashboard.



Home

Badges

Learning

Site Setup

Customers

Orders

My Rewards

My Cookies

Cheers

Home

The dashboard has seven sections.

- 1. Cookie Sales Progress and Cheers
- 2. My Cookie Site
- 3. Orders to Deliver In Person
- 4. Learning
- 5. From your Council
- 6. Online Sales and Marketing

1. Cookie Sales Progress and Cheers



Track your cookie sales and how your troop is doing towards their goal. You can update your goal and enter offline sales all from your dashboard.

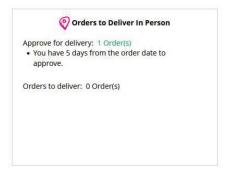
You will also be notified from your dashboard if you have a new Cheer or easily send a Cheer to another Girl Scout in your troop right from your dashboard.

2. My Cookie Site



Once your site is set up, you can copy your site's URL or download a QR code to share with customers. If you have not set up your site, you can use the link to help you. You can also view the Site Setup Tip Sheet for support.

3. Orders to Deliver In Person



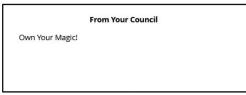
In this section you can see if you have orders to be approved or delivered.

4. Learning



This section will let you know when you have completed a cookie pin or badge. Once you have completed the steps on the Badges page, the pin or badge you have completed will be colored in, as show on the right.

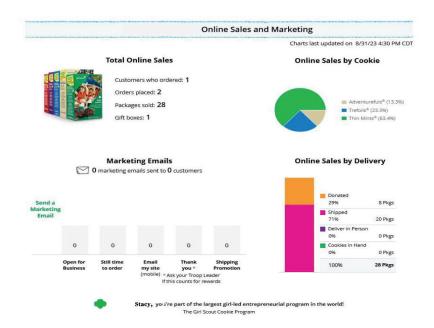
5. From Your Council



Your council may choose to write a note of encouragement that you will be able to read here.

6. Online Sales and Marketing

Monitor your cookie business by viewing your total sales as well as a breakdown of sales by cookies and delivery options. You can also see how many marketing emails you have sent to customers.



Badges

This page displays the Cookie Entrepreneur Family Pins, and the Cookie Business badges appropriate to your Girl Scout's level. For more information see the "Cookie Entrepreneur Pins/Badges" tip sheet.

Learning

This page has games, videos, and other cookie program exercises tailored to the Girl Scout's age level.

Site Setup

Use this page to set up your cookie site. For support on how to set it up, view the "Site Setup" tip sheet.

Customers

Connect with customers on this page by adding new friends and family, send emails, and monitor their orders.

Orders

View all orders placed on your cookies site. For details on the delivered orders section, view the "Order Received In-person Delivery" tip sheet.

My Rewards

If your council has this functionality, Girl Scouts will be able to see the rewards they can earn and make selections once they get to that level. For details on how to make the selections, view the My Rewards tip sheet.

My Cookies

This page has three different sections depending on your council's type of sale and selections.

- **Initial Order:** place your cookie order directly in Digital Cookie to send automatically to the baker's system that your troop cookie volunteer uses to manage the sale.
- **Cookie Inventory:** monitor your cookie inventory throughout the sale, to keep track when you need to order additional cookies for orders from your troop cookie volunteer.
- **Financials:** monitor the financial piece of the cookie business to see if any money is due to the troop cookie volunteer.
- **Delivery Settinges:** this section you can turn off/on cookie varieties as well as the in-person delivery option for customers.

For more details, view the relevant My Cookies tip sheets.

Cheers

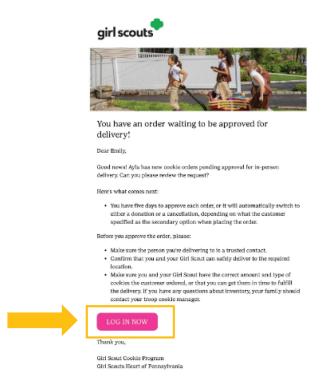
Send words of encouragement to other Girl Scouts in your troop and view any Cheers you may have received from customers, your troop volunteer, or other Girl Scouts from your troop.

Order Received (In-Person Delivery)

Congratulations! Your Girl Scout received an order and the customer requested she deliver the cookies in person. Below we will walk you through the steps that need to be taken prior to delivering the cookies.

Step 1: If you receive an In-Person Delivery order that you need to approve and you have not approved the order by midnight, you will receive an email from email@email.girlscouts.org with the subject "Action required: you have an inperson delivery request!" letting you know your Girl Scout has received an order for delivery. Hooray!

Step 2: Click the button "Log In Now" in the email. That will take you to Digital Cookie where you can log in or go to <u>digitalcookie.girlscouts.org</u> and log in.





Step 3: Click on the "Orders" tab and see what orders are pending your approval.



Step 4: You will see a list of all orders needing approval, including the customer order number, number of packages in each order, the customer's address, when the customer placed the order, and the number of days you have to approve it until it reverts to the customer's second choice option.



TIPS!

- The customer's second choice could be "Cancel" or "Donate." Don't risk a lost sale and a disappointed customer—approve or decline orders within five days.
- Be sure to approve the order before delivering it to make sure the customer's payment is accepted.

Customers receive

an email to expect

their cookies within two weeks

of when you have

them.

Step 5: When determining whether to approve or decline the order, consider:

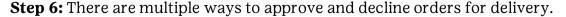
- Is the customer a known and trusted individual?
- Are you willing and able to get the cookies to the customer's location before the end of the sale.

AND

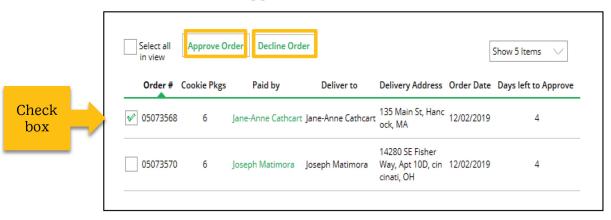
Do you have or will you have the inventory available?

If so, "Approve Order."

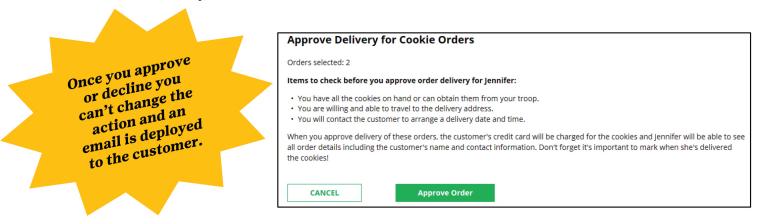
If you are unable or unwilling to fulfill the customer's order, click "Decline Order" and the order will default to whatever second option the customer has selected: "Cancel" or "Donate".



1. Check the boxes in front of the orders you want to approve or decline and then click "Approve Order" or "Decline Order"

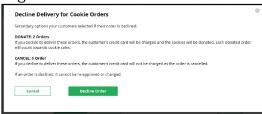


You will get a pop-up message confirming you want to approve all of the orders you selected and can deliver them to the customer:



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Or that you want to decline all of the orders you selected and understand if the orders are being cancelled or donated:

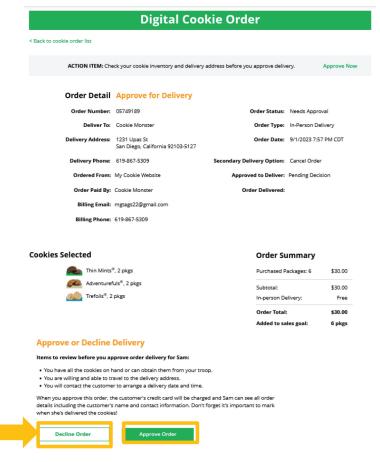


2. Click the "Select All" box, which will select all of the orders on that page that need approval, then click "Approve Order" or "Decline Order".

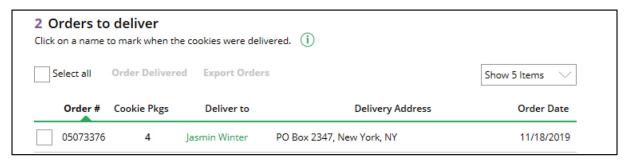


You will also get a pop-up message confirming your batch approval or declining of the orders selected, as above in option 1.

3. Click on the individual customer to bring up that person's order details and click "Approve Order" or "Decline Order" at the bottom.



Step 7: If you have approved the order, it will move down to the section "Orders to Deliver", below the "Approve" section.

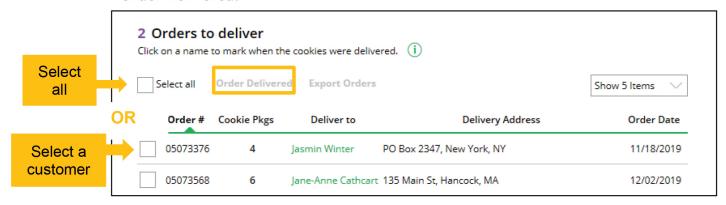


When you approve the order, the customer will be charged.

Make sure the Girl Scout follows through and delivers those cookies.

Step 8: Once you have delivered the cookies, log back into Digital Cookie and mark those orders delivered. There are two ways to indicate you have delivered your order:

- 1. Check the "Select All" box to select all of the orders on the page; they will all be marked "Order Delivered".
- 2. Check the box in front of any orders you have delivered, and then click "Order Delivered."

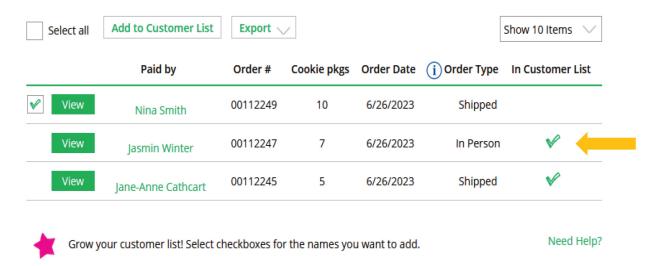


When they are marked as delivered, they will move down into the third section on the page as a completed order.

Step 9: If the customer is not in her Digital Cookie contact list, your Girl Scout can check the box in front of the customer's name and click "Add to Customers tab." Then, the customer will be in her records for sending thank-you emails this year and marketing emails next year for repeat business.

Digital Cookie Online Orders

3 Completed Digital Cookie Online Orders



The troop volunteer will see the financial transaction as a credit to your Girl Scout in the baker software after you have approved delivering the order.

While in the site checking on orders, girls can add customers, send follow-up emails, complete badge work, or explore the great tools on the website. Along the way, your Girl Scout will pick up some good cookie program tips!

Order Received (Shipped/Donated)

Congratulations! Your Girl Scout received an order that is being shipped directly to the customer and/or donated. There isn't anything you need to do (except remind your Girl Scout to send a Thank-You email), but here are things you will want to know.

Step 1: Once you are in the Digital Cookie site, click the "Orders" tab to see what orders you received.

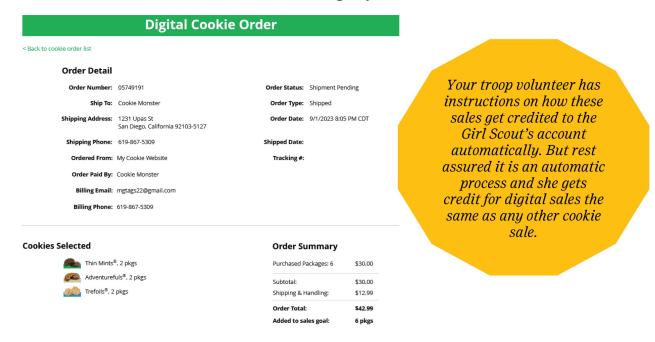


Step 2: On the cookie orders page, you can see all of the orders that have been received. Girl Scouts can see who purchased the cookies, how many, when, and if they had them shipped or donated.

Digital Cookie Online Orders 3 Completed Digital Cookie Online Orders Add to Customer List Export Select all Show 10 Items Paid by Order# Cookie pkgs Order Date (i) Order Type 00112249 10 6/26/2023 Shipped Nina Smith 7 00112247 6/26/2023 In Person Jasmin Winter 00112245 6/26/2023 Shipped Jane-Anne Cathcart Need Help? Grow your customer list! Select checkboxes for the names you want to add.

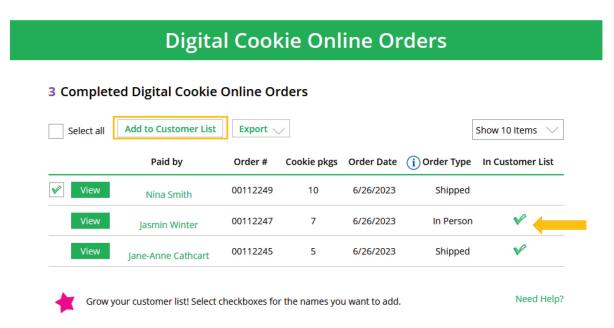
While you're in the site checking on sales, it's a great time for your Girl Scout to add customers, send follow-up emails, complete badge work, or explore the great tools on the website. Your Girl Scout will probably pick up some good cookie program tips along the way!

Step 3: Clicking on the customer's name for any of the orders will bring up details about what that customer ordered, including any donated boxes.



Don't forget to have your Girl Scout send thank-you messages to make sure the customer becomes a repeat customer!

Step 4: If the customer is not in her Digital Cookie contact list, your Girl Scout can check the box in front of the customer's name and click "Add to Customer List." Then, the customer will be in her records for sending thank-you emails this year and marketing emails next year for repeat business.



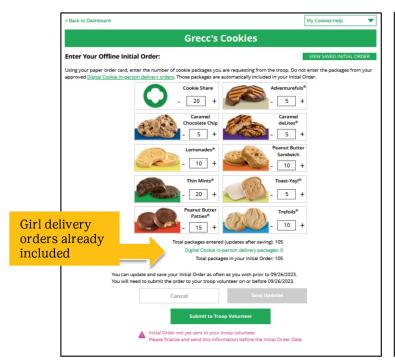
My Cookies: Initial Order

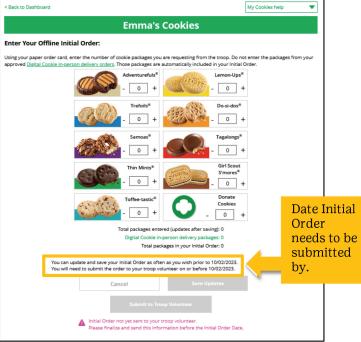
A tab labeled "My Cookies" exists on your Digital Cookie Dashboard.



On that tab, your council may be offering the ability for you to enter your Girl Scout's **Initial Cookie Order** if you are accessing the tab prior to the initial order deadline.

Step 1: When you select the "My Cookies" tab, your screen will display a place to enter your Girl Scout's Initial Order. Simply enter the cookies your Girl Scout needs to fill the orders from her paper order card (and any extras you may want). Do NOT include any in-person delivery orders received online prior to the initial order, those are already ordered for you.





Once you are satisfied with the amount of cookies you are ordering, click the "Submit to Troop Volunteer" button to send the offline order to your troop volunteer to be included in the baker's order entry system. Those cookies, along with any cookies ordered online for girl delivery by customers prior to the initial order date will be ordered by your troop for your Girl Scout.

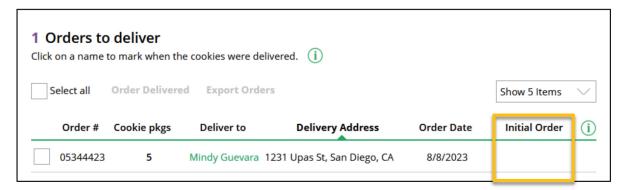
If you find you need to make a change after you have submitted your order, please contact your troop cookie volunteer to see if changes can be made. You will need to submit your order prior to the due date noted above the "Save Updates" button.



After the due date, you can't make edits to the numbers on this section, and it will only appear at the top of your "My Cookies" dashboard to view.



If you approved a digital order near the end of the initial order period and want to be sure it was included in the cookies you will be receiving on your initial order pickup, you can navigate to the "Orders" tab and check the Initial Order column for orders that need to be delivered.



No checkmark means it was not included in your initial order and you will need to be sure to get the cookies to fill that customer's order.