



# 2024 Girl Scout Cookie Program Caregiver Guide



**girl scouts**   
of nypenn pathways



# Welcome to the 2024 Girl Scout Cookie Program!

We're so glad to have you as part of this amazing entrepreneurial opportunity! Let the fun begin! Use this guide to help you navigate through the program!

## Benefits of Participating

Our cookie program is much more than a fundraiser. It's a fun way for girls of all ages to earn money that fuels their dreams and a powerful, hands-on leadership and entrepreneurial program. The countless exciting possibilities—from new business opportunities to a healthier planet to a more beautiful world—begin with the skills girls learn and the action they take today. Girls will learn firsthand the ins and outs of running their own cookie business, even “branding” their enterprise for maximum impact.

## Cookies With A Mission: 5 Essential Skills

What are your hopes for your Girl Scout? Certainly, you want her to make good decisions. Know how to manage money and how to set and reach goals—like attend college. The Girl Scout Cookie Program helps her succeed today and prepares her for future success. There's a good reason it's a beloved family tradition. How can you help your girls use these skills every day?



**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 long the way!



**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.



**Money Management:** Your Girl Scout takes cookie orders, handles customers' money and gains valuable and practical life skills around financial literacy.



**People Skills:** Your Girl Scout learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills she can use throughout her life.



**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.

## Important Cookie Program Information

My Girl Scout's Troop Number: \_\_\_\_\_

Troop Leader's Name: \_\_\_\_\_

Troop Leader's Cell Phone: \_\_\_\_\_

Troop Cookie Manager's Name: \_\_\_\_\_

Troop Cookie Manager's Cell Phone: \_\_\_\_\_

Order Form Orders Due to Troop By: \_\_\_\_\_

First Payment Due to Troop By: \_\_\_\_\_



## 2024 Cookie Program Dates

- **Tuesday, January 9, 2024** – Cookie program kicks off, Digital Cookie opens for customers to purchase cookies online!
- **Tuesday, February 6, 2024** – Troop must turn in any order forms from caregivers in order to receive cookies during delivery week. Girls—reach your goal by using your Goal Getter form to continue to take customer orders!
- **Week of February 26, 2024** – Cookies arrive, reach out to your troop to see when and where to pick them up! Troops can start selling at booth sales as soon as they receive their cookie order!
- **Sunday, March 24, 2024** – Girl Delivery ends through Digital Cookie.
- **Sunday, March 31, 2024** – Cookie program and Digital Cookie (direct ship) conclude. Thank you for all your time and support!



## 2024 Girl Scout Cookies

After careful consideration, review and planning, our council has decided that the 2024 Girl Scout Cookie season is the optimal time to increase the price of cookies by \$1 to now \$6 per package for both core and specialty varieties. This price increase is based on high production costs from the baker, troop needs and increased expenses to provide an outstanding Girl Scout Leadership Experience. It will allow us to maintain and expand high-quality programming and services for our girl and adult members.

Looking at national cookie trends and consulting with industry experts, it was the recommendation to increase by \$1 per package to stay in alignment with Girl Scout Cookie pricing across the country and avoid multiple price increases in the future. With this price increase, Girl Scouts and their troops will also earn more to power their Girl Scout experience. The PGA goal will be lower, troops will be able to earn up to \$1.05 per package before opt-out, additional reward levels have been added for individual sellers and Service Units will receive a per-package bonus. We expect our council's Girl Scout Cookie Program to continue to be successful in 2024 and beyond. Thank you for your continued support and participation!

**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.  
Ⓢ Ⓧ

**Trefoils®**

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg.  
Ⓢ Ⓧ

**Do-si-dos®** • Made with Natural Flavors  
• Real Peanut Butter  
• Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling  
Approximately 20 cookies per 8 oz. pkg.  
Ⓢ Ⓧ

**Samoas®** • Real Cocoa  
• Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg.  
Ⓢ Ⓧ

**Adventurefuls™** • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt  
Approximately 15 cookies per 6.3 oz. pkg.  
Ⓢ Ⓧ

**Thin Mints®** • Made with Vegan Ingredients  
• 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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling  
Approximately 16 cookies per 8.5 oz. pkg.  
Ⓢ Ⓧ

**Toffee-tastic®** • No Artificial Flavors  
GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg.  
Ⓢ Ⓧ

CERTIFIED GLUTEN-FREE NSF

**Lemon-Ups®**  
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
Approximately 12 cookies per 6.2 oz. pkg.  
Ⓢ Ⓧ

## How the Cookie Crumbles



The cookie program is not a prepaid sale. Girl Scout Cookies are paid for at the time of delivery to the customer (excluding Digital Cookie orders which are paid for online at the time of ordering). The price of a package cannot be altered in any way for any reason. As stated on each package of Girl Scout Cookies, “Baked by authority of Girl Scouts of the USA. This product is distributed and marketed exclusively through Girl Scout members. Any resale or redistribution is unauthorized.”



100% of the proceeds from the cookie program, after payment to Little Brownie Bakers, stays local within GSNYPENN to help support Girl Scouting in the 26 counties served by our council! Research from Little Brownie Bakers shows that customers purchase cookies to support Girl Scouting. They want to invest in helping girls achieve their goals and develop those essential leadership skills we all know are so important.



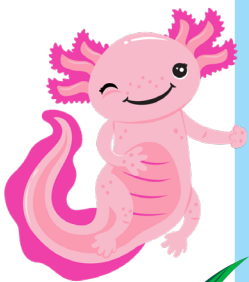
### Financial Responsibility

Money from customers is collected when cookies are delivered, except for Digital Cookie orders, which are paid for online at the time of the order. Be sure to get a receipt every time you pick up cookies from your troop or make a payment. Keep all receipts for your records. Do not keep large amounts of cash lying around. Even if you do not have a scheduled troop meeting, set up a time to turn money into your troop often.



### GSNYPENN Check Policy

- All checks accepted must be made payable to her Girl Scout Troop #XXXXXX
- All checks must have the following:
- Customer’s name & address printed on check
- Customer’s phone number (including area code) printed or written on check
- Customer’s driver’s license number printed or written on check
- NO STARTER CHECKS ACCEPTED!



### When In Doubt About Something Cookie-Related, Ask For Help!

- Don’t hold onto unsold cookies. Communicate with your troop as soon as possible so no one is stuck with them.
- Customers want the tastiest and freshest cookies! Keep cookies out of the car when not selling and away from heat sources like the sun, cigarette smoke, toxic fumes, pets, hungry siblings, etc.





# Ways to Participate

## 1. Expand Your Audience with Digital Cookie!

Digital Cookie is an excellent way for girls to take their cookie program to the next level! Digital Cookie allows girls to email friends and family and ask them to purchase Girl Scout Cookies online. Customers will have the convenience of paying for cookies online and cookies will ship directly to the customer within days! Digital Cookie is a great experience for girls! They can customize their own Digital Order Card with additional photos, videos and goals. They can create and send marketing emails to customers and track their sales with a real-time dashboard and have the opportunity to analyze their sales!

## 2. Paper Order Card & Goal Getter Form

Girls can use their paper order cards to visit friends and family and local neighborhoods (with adult supervision) and take pre-orders for their cookies. Girls should not collect money until cookies are delivered. Girls will then give their order cards to their troop leader by the designated deadline.

## 3. Booth Sales

Booth sales are a great way for girls to reach a new customer audience! It's also a great way for caregivers to help support booth sales and attend as a chaperone. At least one adult at the cookie booth should be registered and have a background check. Check with your troop leader for cookie booth rules.



## Her Cookie Business = A Family Affair

Meet the Cookie Entrepreneur Family Pin! The year-by-year pin collection is the latest addition to the Girl Scout Cookie Program—and was inspired by and designed for families just like yours! It's never been easier to support your girl as she develops business skills, makes amazing memories and earns a different pin for her uniform every cookie season. The simple, age-specific guidelines have been tailored for her developing skill set, making success a snap. Visit [girlscouts.org/en/cookies/just-for-cookie-sellers/cookie-entrepreneur-family-pin.html](https://girlscouts.org/en/cookies/just-for-cookie-sellers/cookie-entrepreneur-family-pin.html).



# Have A “Magical” Cookie Program With Earned Rewards!

Girls can earn amazing rewards as shown on her order form. Rewards earned are based on a girl’s personal sales. Some rewards are earned as a troop when they work together to reach a common goal!

## Girl Scouts of NYPENN Pathways 2023-2024 Rewards

- OWN YOUR MAGIC Charm Patch** 36+ packages
- OWN YOUR MAGIC Charm** 60+ packages
- OWN YOUR MAGIC Lanyard** 72+ packages
- Cookie Boxes Charm** 96+ packages
- Axolotl Socks** 120+ packages
- Axolotl Pillow & Blanket** 336+ packages
- Lucy the Axolotl Plush & Goal Getter Patch** 228+ packages
- OWN YOUR MAGIC Collapsible Cup** 156+ packages
- Axolotl Samoas Charm AND Central Rock Gym Gift Card OR \$25 GSNYPENN Experience Credit** 456+ packages
- Frog Charm AND Cookie Camp at Camp Hoover Saturday-Sunday, May 31-June 2, 2024 OR \$25 GSNYPENN Experience Credit** 600+ packages
- MOST Milton J. Rubenstein Museum of Science & Technology (The MOST) Family of 4, 1-Year Membership OR \$50 GSNYPENN Experience Credit** 720+ packages
- \$50 GSNYPENN Experience Credit** 860+ packages

### Stellar Sellers

- \$300 GSNYPENN Experience Credit AND Own Your Magic Weekender Tote** 1,000+ packages
- 2024 Kalahari Resorts & Conventions 1 Night At Kalahari Thursday, July 11, 2024 & 2024 Patch** 2,024+ packages
- \$100 Kalahari Experience Credit** 2,500+ packages
- Trip to Savannah, GA July 15-22, 2024 OR \$350 GSNYPENN Experience Credit OR Apple iPad** 3,000+ packages

All rewards are cumulative. Due to product availability, GSNYPENN reserves the right to change out a reward/experience at any time. Substitution requests are not permitted for any of the earned rewards or if you are not able to attend a scheduled experience. Experience Credits may be used at any event/program listed through guidelines, any GSNYPENN camp sessions and/or travel trip through GSNYPENN. Experience Credits earned for the 2023-24 Membership Year expire on 11/1/24.

### Initial Order Rewards

**For You**  
Girls who sell 228+ packages during the Initial Order period will earn an Own Your Magic Crossbody Bag!

**For Your Troop**  
Troops who have a 228+ Initial Order Selling PGA will earn two Own Your Magic Crossbody Bags for troop volunteers!

### Digital Cookie Rewards

Girls who sell 120+ packages through Digital Cookie will earn an Own Your Magic Wallet Pouch!

**Techie Charm**  
18+ emails sent through Digital Cookie

### Cookie Booth Charm

Girls who sell 24+ packages at cookie booths will earn a Cookie Booth Charm!

### Sweet Support Gift of Caring (GOC)

Girls who sell 36+ packages for GOC will earn an Own Your Magic DIY Playing Card Set!

**Cookie Heart Charm**  
24+ packages for GOC

### Final Troop Reward Bonus

Troops that have a 276+ Final Selling PGA will earn an Own Your Magic T-Shirt for each selling girl, plus a t-shirt for two volunteers!

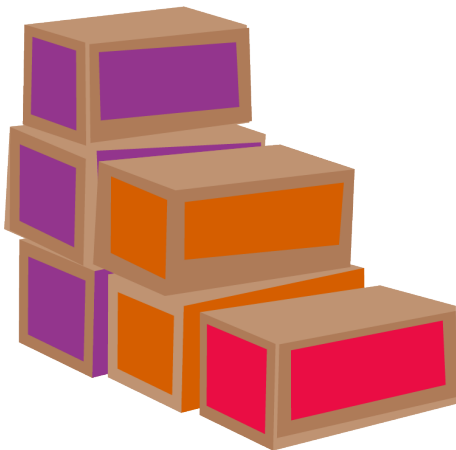


# OWN YOUR magic

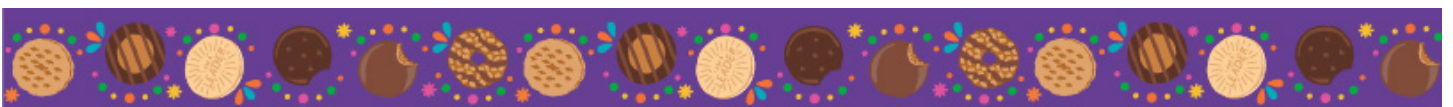


# Teach Girls Safety Guidelines for Selling Girl Scout Cookies

The following safety tips are adapted from Girl Scout publications Volunteer Essentials, Risk Management at Girl Scout Councils and Safety Activity Checkpoints. For more detailed information on these and other safety practices and procedures, please refer to the aforementioned publications. These safety tips should be shared and discussed with all girls prior to any product sales. They should also be reviewed periodically with the girls, as necessary.



- 1. Show You're a Girl Scout:** Wear a Girl Scout membership pin, uniform or Girl Scout clothing (e.g., a Girl Scout t-shirt) to identify yourself as a Girl Scout.
- 2. Use the Buddy System:** Always use the buddy system. It is not just safe; it is fun.
- 3. Be Streetwise:** Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you are unsure about an area or neighborhood.
- 4. Collaborate with Adult:** Adults must accompany Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all time during booth sales.
- 5. Plan Ahead:** Be prepared for emergencies, and always have a plan for safeguarding money.
- 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 (except at designated drive-thru cookie booths) or going into alleys.
- 7. Sell in the Daytime:** Sell only during daylight hours, unless accompanied by an adult.
- 8. Protect Privacy:** Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the product sale.
- 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:** Girls must have caregiver permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie girls must read and abide by the Girl Scout Digital Cookie Pledge and caregivers must read and abide by the Digital Cookie Terms and Conditions for caregivers.







## Where Can I Find More Helpful Information?

### GSNYPENN: [gsnypenn.org/cookies](https://gsnypenn.org/cookies)

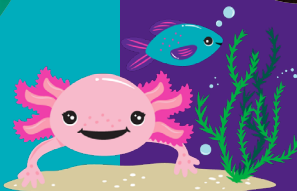
Customers visit this site to locate booth sales in their communities to help support girls. When troop booth sites are entered into eBudde, they're uploaded here! Caregivers and volunteers alike can also find a ton of helpful program information!

### Digital Cookie: [digitalcookie.girlscouts.org/login](https://digitalcookie.girlscouts.org/login)

Digital Cookie is an excellent way for girls to take their cookie program to the next level! Digital Cookie allows girls to email friends and family and ask them to purchase Girl Scout Cookies online. Customers will have the convenience of paying for cookies online and cookies will ship directly to the customer within days!

### Little Brownie Bakers: [littlebrowniebakers.com](https://littlebrowniebakers.com)

The Little Brownie Bakers website has videos and learning opportunities, along with sales tips for a GREAT cookie season and easy recipes using our delicious cookies! Plus, download delightful graphics and suggested captions to help your Girl Scout market her cookies on social media. Perfect for volunteers, families and troops.



## Questions?

Contact GSNYPENN Customer Care by email at [info@gsnypenn.org](mailto:info@gsnypenn.org), by phone at **1.800.943.4414** or visit us online at [gsnypenn.org](https://gsnypenn.org) and use the **Let's Chat** to interact during regular business hours.

GSNYPENN reserves the right to change out a reward at any time due to product availability. All rewards are cumulative. Substitution requests are not permitted for any of the earned rewards or if you are unable to attend an experience.