

2023-2024 Girl Scout Cookie Program®

# Sponsored Programs Cookie Guide



## Aloha Parents and Caregivers,

Thank you for joining us this Cookie Season and for supporting your Girl Scout in the largest girl-led entrepreneurial program in the world. Know that your Troop Advisor and Council Cookie Team are here to support you and your Girl Scout along the way. We appreciate you and we are excited to see your Girl Scout crush their cookie selling goals!

Mahalo, Girl Scouts of Hawai`i Council Cookie Team





## **Important Information:**

Troop	Number:
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Troop Leader Name: \_\_\_\_\_

Troop Leader Phone Number: \_\_\_\_\_

Troop Leader Email: \_\_\_\_\_

Initial Order Due Date: \_\_\_\_\_

Money Due Date: \_\_\_\_\_

Digital Cookie Login: \_\_\_\_\_

Digital Cookie Password: \_\_\_\_\_

GSH Cookie Team: cookies@gshawaii.org





## **Important Dates**

### **December 13: Digital Cookie opens!**

More info on page 9

#### January 8-23: Cookie Pre-sales

Girl Scouts can start taking cookie orders on their paper order card or through Digital Cookie starting January 8th. Cookie sellers who reach the Girl Scout Initial Order reward level earn that reward item!

### January 6: Cookie University

Girl Scouts of all ages are encouraged to attend Cookie University! See page 7 for more information.

#### January 23: Cookie Pre-sales end

You must submit your Girl Scout's initial order to their Troop Leader to ensure cookies will be available for pickup on Delivery Day.

### January 25 - February 22: Goal-getter sales

Encourage your Girl Scout to continue selling after pre-sales to help reach their goals!

### **3rd Week of February**

Your Troop Leader will coordinate pick up of cookies from Council on Cookie Delivery Day and contact you when your Girl Scout's initial order is ready for pick up.

### February 23-25: Girl Scouts of Hawai'i Cookie Weekend

Girl Scouts who sell 100+ packages this weekend earn a special patch!

### February 23-March 31: Cookies In-Hand

Troops and Girl Scouts can begin in-person booth sales. This year, we have lots of options for Girl Scouts to choose from, keeping safety a top priority. Girl Scouts can also do walk-a-bouts or 'lemonade stands' on their own property with cookies in-hand to sell directly to customers. See page 8 for ways to sell.

### March 24: Last day to accept Girl-delivery orders on Digital Cookie

The "Girl Delivery" option in Digital Cookie will no longer be available for customers.

### March 31: Last day of cookie sales!

Last day of Cookie Booths and official end of the cookie program. Money must be turned in to your Troop Leader by this date. They may ask you to turn in your money prior to this date. Abide by the deadline provided.

### May 4: Cookie CEO Event

Girl Scouts who sell 850 packages or more are invited to the Cookie CEO event. (Time and location TBD.



## **Steps to Participate**

### 1. Sign the Annual Permission and ASLP Participation Form

• These are required forms to complete before your Girl Scout can participate in the Cookie Program.

### 2. Set up Digital Cookie

- You will receive the Digital Cookie Registration email on December 13, 2023
- Set up Digital Cookie using the registration link. Email customercare@gshawaii.org if you have issues

#### 3. Take Initial Orders

- Take initial orders on the paper order card AND Digital Cookie
- Submit your initial order to your Troop Leader by January 23

#### 4. Pickup Cookies

- Pick up initial order cookies on the third week of February or as announced by your Troop Leader
- Girl Scouts may also pick up a limited number of extra cookies to have on hand

#### 5. Be a Cookie Entreprenuer

- Attend a booth sale with your Troop
- Continue selling to friends and family in-person
- Use the Digital Cookie In-Hand option instead of handling cash

### 6. Finish Strong

- Wrap up your cookie sale on or before March 31
- Parents/caregivers are responsible for all cookie money owed

## 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









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## 2024 Cookie Program Rewards

The main benefit of the cookie program is the skills learned, but we all know that Girl Scouts are super excited to have their hard work recognized and receive their rewards. Girl Scouts get rewarded through fun things like patches, outdoor gear, and the highly sought-after mascot plush.



# Council Cookie Campaigns



## Girl Scouts of Hawai'i Cookie Weekend

## February 23-25, 2024

Girl Scouts who sell 100 or more packages during Girl Scouts of Hawai'i Cookie Weekend will earn a 2024 Girl Scouts of Hawai'i Cookie Weekend patch! Sales can be from a combination of individual sales, booth sales, and Digital Cookie, but must be sold during Girl Scouts of Hawai'i Cookie Weekend. Troop Cookie Managers will select this patch quantity in eBudde during final reward submission.



## **Own Your Magic Path**

Take the Cookie Program Challenge! There are lots of ways to have a successful cookie business. The Cookie Program Challenge encourages Girl Scouts to go the extra mile and own their magic this cookie season. There are five milestones a Girl Scout can complete in order to receive their extra incentives.

- Complete two out of five and receive the Stand Charm.
- Complete five out five and receive the Stand Charm AND Axolotl Samoas Charm! Girl Scouts who complete the challenge in its entirety will be entered into a raffle for the chance to win an Adventure Pack.



## **Booth VIP Sticker**

Girl Scouts across Hawai'i work so hard at their booths and deserve the recognition for developing their customer service and people skills. This year, we're introducing the new VIP Booth Stickers. What are they? Anytime a Council staff member or special Council partner comes across a cookie booth, they will have special stickers to hand out to each of the Girl Scouts at that booth. If they ran out because they came across lots of booths that day, reach out to the Council Cookie team and they can get you the stickers you need!



## **Cookie Boss Program**

Girl Scouts will build their cookie businesses through the Cookie Boss Patch Program. This program is an awesome way for cookie bosses to learn how to communicate, organize and potentially execute a thought-out business partnership. Girl Scouts not only have the opportunity to learn about business development, but they can also translate their plan into a large-scale cookie donation. Girl Scouts who complete the program and submit their completed packets will earn a Cookie Boss patch!



## **Gift of Caring Weekend**

## March 22-24, 2024

Council will match the physical quantity of packages that Troops sell in Gift of Caring packages during this weekend to donate to their chosen organization or group at the end of the cookie season. The quantity Council matches will not be added into eBudde. Troops can pick up their Gift of Caring packages at the end of the season!



## **Cookie Captain Program**

Cadette, Senior and Ambassadors are invited to be a Cookie Captain to mentor younger Girl Scouts in the art of selling cookies and work with new troop leaders to show them the ropes! Scan the QR code to review the Cookie Captain Job Description.



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## **Cookie University**

We will be hosting Cookie University on Oahu, Hawaii Island, Kauai and Maui in person. Girl Scouts at all levels are invited to join us on January 6, 2024 on their island to celebrate and learn about all things COOKIES!

What's great about the annual Girl Scout Cookie Program is that as a family you can customize your Girl Scout's experience. You can participate with the troop in all the ways below or pick what is right for you and your Girl Scout.

## **Order Taking**

### WHO? Girl Scouts and their parents/caregivers WHEN? January 8 - March 31, 2024

WHERE? Your Girl Scout's neighborhood, through friends and family, Digital Cookie... anywhere! Door-todoor sales in shopping centers and retail locations is not permitted. Some residential areas, particularly those on military bases, prohibit door-to-door sales, so be sure to check with your HOA ahead of time.

HOW? Beginning January 8, 2024, Girl Scouts can start selling cookies by taking their paper or digital order card around the neighborhood–all with adult supervision and approval. Girl Scouts should not collect money for any order prior to delivery unless they order through Digital Cookie (see page 9 for details on Digital Cookie). See below for tips on how to take orders inperson:

- Girl Scouts can use customizable door hangers (go the extra step and add a QR code!)
- Girl Scouts can make a flyer for an adult's workplace or even place a lawn sign (and use the same QR code too) on your private property.
- When Girl Scouts have their cookies in-hand, they can walk around their neighborhood with their cookies in a blinged-out wagon, stroller, suitcase or anything with wheels (but without a motor).

## **Booths**

WHO? Girl Scouts and their Troop Leader or Safetywise adult Girl Scout Volunteers

WHEN? February 23 - March 31, 2024

**WHERE?** Council partners, typically large chain retailers, like Foodland, City Mill, Walmart, KTA, various drive-thru booth locations and more.

HOW? Your Troop Leader will coordinate a booth time and send out more information

Q: What's the number one reason why customers don't buy girl scout cookies?

A: They were never asked!

## **Online Through Digital Cookie**

WHO? Girl Scout with support from their parent/ caregiver and/or troop

WHEN? January 8 - March 31, 2024

WHERE? Through your Girl Scout's personal or Troop Digital Cookie page

HOW? Digital Cookie is an online platform that Girl Scouts can use to expand their cookie business! Every registered Girl Scout can set up their own Digital Cookie page and participate online! Here are some helpful tips about Digital Cookie:

- Customers can purchase cookies to be shipped to their home or delivered by the Girl Scout.
- All Digital Cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless!
- Girl Scouts can customize their own Digital Cookie page with a video, photo and even emails that go out to individual customers.
- Consider utilizing Digital Cookie throughout the cookie season to avoid the hassle of handling cash and submitting it to your Troop Leader.
- All Digital Cookie sales that are 'Girl Delivery' must be approved by the parent or caregiver within 5 days of receiving the order.

## **Donation Program**

**WHO?** Girl Scout with support from their parent/ caregiver and/or troop

WHEN? January 8 - March 31, 2024

**WHERE?** Paper order cards, Digital Cookie, and/or booth sales

**HOW?** Giving back to the community is what Girl Scouts is all about—it's basically the law (wink). That's why we have a great way our customers can give directly to their local communities. Not only do Girl Scouts get the satisfaction of giving back through the power of Girl Scout Cookies, they can also earn a special Gift of Caring patch.

#### **Council Gift of Caring**

Cookies donated directly to local military organizations, non-profits and local heroes. Girl Scouts simply collect money from customers and Girl Scouts of Hawaii facilitates getting the cookies to our partner organizations.



Watch your Girl Scout build their online marketing skills as they set up their very own Digital Cookie page. They can send out a personal Digital Cookie link to family and friends via email to increase sales through online orders. Digital Cookie will allow customers to shop from your Girl Scout's page and ship directly to them.

Digital Cookie is an online platform that Girl Scouts can use to expand their cookie business! Every registered Girl Scout can set up their Digital Cookie account, with parent/caregiver supervision, starting mid-December.

Customers will have three options at the time of purchase:

- 1. Order cookies and pay to ship them directly to their home. These cookies are shipped by Girl Scouts and do not come from the Girl Scout's personal inventory.
- 2. Order cookies for Girl Delivery, to be fulfilled by Girl Scouts in February 2024 after the troop picks up its initial order cookies at Delivery Day. These cookies come from the Girl Scout's personal inventory.
- 3. **Choose to donate cookies online to Gift of Caring.** All Gift of Caring donations collected through Digital Cookie will be fulfilled by GSH Council.

## **Important Reminders**

- Cookies for Girl Delivery orders should come from your Girl Scout's personal inventory. If you need additional cookies to fulfill orders, contact your Troop Leader. No money needs to be collected since online orders are paid for with a credit card.
- All Girl-Delivery orders must be approved by the parent/caregiver within 5 days of the order in Digital Cookie. Customers should be contacted regarding delivery arrangements. These orders should be delivered as soon as possible. Once cookies are delivered the parent/ caregiver should mark the order complete in Digital Cookie.
- Parents/caregivers must be willing to help their Girl Scout deliver the cookies before approving the order. GSH cannot delete or change an order once the parent/ caregiver has approved it.
- Parents/caregivers reserve the right to decline Girl Delivery orders or opt out of Girl Delivery entirely.
- Rewards are at risk for members refusing to honor rules and Digital Cookie access may be terminated.
- Links can be shared on social media but may not be posted in buy, sell, trade, exchange, garage sell, etc. type groups, like eBay.

All Digital Cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless! Download the Digital Cookie Mobile App to use the 'Cookies In Hand' feature to take contactless credit card payments when doing door-to-door and/or at booths.

To help spread the word, Girl Scouts can now post their Digital Cookie links on social media, with parent supervision. Approved sites are Facebook, Instagram and Twitter. Posting to marketplace sites like Amazon, eBay and Facebook marketplace is still not allowed. See page 16 for details on Girl Scouts of Hawaii's Social Media Policy.

Create your	Digital Cookie Password
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When you create you	ur password, a confirmation email will be sent.
Password	
	Plasmocrita instit be IH (in Annacters, including ) number, capital latter and lowercasia latter, with optional special characters L. A. or 1
Confirm password	

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact yout council.



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers

Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media <section-header>

Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

## For Caregivers

## Tips and Tricks

Please read through the following tips to help your Girl Scout's cookie selling experience be one that is seamless, fun, and safe!

- Work with your Girl Scout's Troop Leader to ensure you have the materials and resources to set your Girl Scout up for success.
- Reach out to your Girl Scout's Troop Leader or Council lead if you ever have any questions. Your Council Cookie team is also there to support you along the way.
- Consider prioritizing setting up a Digital Cookie page with your Girl Scout to eliminate the hassle of handling cash.
- If your Girl Scout sells cookies through booths, walkabouts, etc, make sure to set a time each week to hand the money to your Girl Scout's Troop Leader
- Avoid taking out too many packages or cases of cookies. This is especially important when considering where, when, and how often your Girl Scout will sell cookies. You can always come back to the Cookie Buffer for more cookies!
- If you accidentally take out too many cookies, we will accept returns if the cookie packaging is in sellable condition.
- Designate a family treasurer to ensure all money and cookie inventory is accounted for.

## Safety

Follow these tips to stay safe and have fun while helping your Girl Scout crush their cookie goal and master the 5 Skills of the Cookie Program.

**Show You Are a Girl Scout:** Girl Scouts should wear a uniform (vest, tunic, sash), or GS shirt, to identify themselves as a Girl Scout, especially at booths.

**Be Streetwise:** Become familiar with the areas and neighborhoods where your Girl Scout will be selling cookies.

**Be Safe:** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading cookies from vehicles or during drive thru booths.

Partner with Adults: Adults must accompany all Girl Scouts when selling door-to-door and must never sell alone.

**Plan Ahead:** Always have a plan for safeguarding money and avoid walking around with large amounts of money or keeping it at home or school. Turn in money to your Troop Leader frequently and on time.

**Do Not Enter:** Girl Scouts should never enter the home or vehicle of a person when selling cookies or making a delivery. Girl Scouts should also avoid selling to people in vehicles (unless it is a drive thru cookie booth) or going into alleys.

Sell in the Daytime: Girl Scouts should only sell during daylight hours, unless accompanied by an adult.

**Protect Privacy:** Girl Scouts' full names, addresses, schools, and email addresses should never be given to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments.

**Be Internet Savvy:** Take the GSUSA Internet Safety Pledge at girlscouts.org before going online and follow the specific guidelines related to marketing online.

# Why Participate?

The Girl Scout Cookie Program is a hallmark of Girl Scouts. People know us for our cookies, but not many know that it has been the largest girl-led entrepreneurial program in the world since 1917! Participating in the program gives girls an entrepreneurial edge. Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. Check out some reasons why you should encourage your girl to participate in the program.

## 5 Essential Skills

It is more than just cookies! The Girl Scout Cookie Program helps girls learn 5 skills as they run their own cookie business that are essential to leadership, success, and life. Girls gain these skills by working with others, setting goals, and interacting directly with their Cookie customers.

#### What Girl Scouts Learn Why it's Important Goal setting is an essential skill Girl Scouts need **Goal Setting** to learn when setting and reaching goals that Girl Scouts set individual and troop cookie goals and make lead to success in school, on the job, and in life. a plan to reach them. Decision-making allows Girl Scouts to make big **Decision Making** Girl Scouts decide where and when to sell cookies, how to and small decisions in their life that can lead to success in all areas. Practice helps them make market their cookie business, and what Service Project will make a difference in their community. good ones. Money Management Money management leads girls to know how to Girl Scouts develop a budget, take cookie orders, handle confidently handle, manage, and leverage customers' money, and gain confidence handling and money to do great things. managing money. People skills help girls know how to work with People Skills others, which will help them do better in school Girl Scouts safely talk to customers in person and and, later, at work. virtually, and collaborate as a team with others.

Business ethics leads girls to show future employers they are hiring an ethical employee, whom they will become an ethical leader today, tomorrow and years to come.

#### Take Action Projects In addition to all of the fun rewards your Girl Scout can earn through the cookie program, proceeds earned from cookies will go back to her school. Take Action Projects are similar to a community service project. Girl Scouts use money earned through selling cookies to create a project that benefits their school or clubhouse. Girl Scouts work with site directors to identify a need or issue at their site and choose a project to solve it. Here are some examples of Take Action Projects that were done in the 2022 Cookie Season!



**Business Ethics** 

the way.

Girl Scouts run their business using the Girl Scout Law as

a guide, and being honest and responsible every step of

Troop 4244 created a reading/buddy bench in the library



Troops 4141 and 4142 put together school supplies and backpacks for other students in their school



Troops 4030, 4031, 4032, and 4033 repainted their school's hopscotch

## Social Media Policy

Girl Scouts may use the internet and social media to market their cookie sales on-line with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program. Online marketing and sales efforts should always be led by a girl while also being supervised by her parents/caregivers. Although parents/caregivers should do the posting for Girl Scouts under age 13, all cookie sellers should have a hands-on role in marketing their cookie business.
- Girl Scouts, their parents/caregivers, and volunteers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales. In addition, it is encouraged to review the Supplemental Safety Tips for Online Marketing. All documents are available for download on the Cookie Seller Resources page at www. gshawaii.org/cookies.
- A Girl Scout's individual Digital Cookie link or a Troop link should never be posted to on-line resale sites (Craigslist, eBay, Facebook Marketplace, Facebook Swap, Offer Up, Nextdoor Marketplace, Amazon etc.), but CAN be on shared on personal sites (even public ones!) and neighborhood or community boards where you are personally connected as long as it's not an online selling or marketplace.
- Be aware that posts containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring you must disable the automated function.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- To protect your personal identity, NEVER direct message with people you do not know on-line or on social media platforms, instead share the troop digital cookie link.
- Never share your personal information (e.g., last name, age, phone number, email, or street address).
- Social media ads should never be purchased or donated to promote sales links
- Always use your Girl Scout on-line sales link for customer orders.
- Parents/caregivers must approve all girl delivered on-line orders and supervise all communications and product delivery logistics with any customers Girl Scouts don't personally know. As a reminder, Girl Scouts should never deliver cookies alone.



<u>www.gshawaii.org/cookies</u> cookies@gshawaii.org 808.675.5536







