

girl scouts  
dakota horizons

2024

Girl Scout Cookie Program

# Family Manual



February 12 - March 25



# OWN YOUR magic



Whether they're a social butterfly, creative thinker or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started. So go ahead, own your magic!

Inspire Girl Scouts to Fund their Adventures



## Benefits

### Rewards

Girl Scouts earn mascot themed rewards during the cookie program. Rewards are cumulative based on packages sold. Scan the QR code to see the line-up.



### Dakota Dough

Dakota Dough is a Girl Scouts Dakota Horizons (GSDH) issued reward that can be spent on most Girl Scout related activities. This may include program and event fees, retail store purchases and girl membership registration fees. For complete guidelines on Dakota Dough, visit [gsdakotahorizons.org/DakotaDough](http://gsdakotahorizons.org/DakotaDough).

### Troop Proceeds

Troops earn \$0.65 for every package of cookies sold. Troop proceeds belong to the Girl Scout troop and not the individual members of a troop. On average, girls earn \$200 for their troop.

*Note: Individually Registered Girls (IRG) or girls not in a traditional troop, earn additional Dakota Dough in place of Troop Proceeds.*

### Service Unit Proceeds

Proceeds are given to service units for their support, time and energy with the Product Programs. Proceeds are based on participation and are to be used to enhance and support the Girl Scout Leadership Experience and deliver successful programs to all girls within the service unit.



## Cookie Business Badges

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.



## Entrepreneur Family Pins

It's never been easier to support your Girl Scout as she develops business skills, makes amazing memories, and earns a different pin every cookie season. The simple, age-specific guidelines meet her where she is developmentally, making success a snap.

Girls can earn a new pin each year to keep your family engaged in her business.



## Skills Development

The Girl Scout Cookie Program® helps girls develop real-world skills in five essential areas:

### Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

*How you can help:* Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.

### Decision Making

Girl Scouts learn to make decisions on their own and as a team.

*How you can help:* Talk about how they plan to spend the troop's cookie earnings.

### Money Management

Girl Scouts learn to create a budget and handle money

*How you can help:* Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.



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### People Skills

Girl Scouts find their voices and build confidence through customer interactions.

*How you can help:* Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

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### Business Ethics

Girl Scouts learn to act ethically, both in business and life.

*How you can help:* Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

# About the Program

## Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/guardian must read, agree to and abide by the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge* and the *Supplemental Safety Tips for Online Marketing* before engaging in online marketing and sales efforts through the Cookie Program.



## Important Dates

### January \_\_\_\_\_

Girl Scout Initial Order due to Troop Co-Leader

### January 25

Digital Cookie Email Invitation

### February 12

Cookie Program Begins

### February 16-18

National Girl Scout Cookie Weekend

### March 25

Cookie Program Ends

### March \_\_\_\_\_

Final Money Turn-in

## Basic Cookie Standards

### Start Date: Monday, February 12, 2024

- Girls are on their honor not to begin selling or delivering in-person before the official start date: February 12, 2024.
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Craigslist, etc.).
- All girls must be registered Girl Scouts for the 2023-24 membership year.
- The price of cookies is non-negotiable with no discounts.
- Cookies may not be purchased for resale.

## Parent Responsibilities

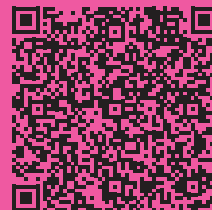
- Families are responsible for the cookies that are ordered, signed for and received.
- All funds collected must be turned in to the troop often.
- Sign a receipt for each exchange of money AND product.
- Follow through on girl delivery purchases accepted through order cards and Digital Cookie.
- Assume financial responsibility for all cookies taken from the troop.
- Families should keep current records of how many cookies they have received/sold and money due.

### Remember to:

- Determine how many cookies you are willing to accept.
- Sell at a level that is comfortable for you, regardless of the council recommendation or troop goal.

Need help or inspiration?

Scan the QR code to access cookie resources from guides to marketing materials.



## Ways to Participate

Participating in the Cookie Program is easy. Girls and troops have several ways to creatively reach their goals. Here are just a few ideas to get started:

### In-Person

Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course.)

### Cookie Booths

Troops or groups of Girl Scouts work together to market their cookies outside a pre-approved location (like a grocery store, bank, mall or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers. *Parents should talk with their troop cookie coordinator if you would like to participate in a cookie booth.*

### Digital Cookie

Girl Scouts can ship cookies straight to customers, accept orders for donations or have local customers schedule an in-person delivery.

- **Digital Cookie Website**

Use the website to set up Girl Scout's online storefront and send marketing emails.

- **Digital Cookie App**

Use the app to accept credit card payment for in-person purchases.



[digitalcookie.girlscouts.org](http://digitalcookie.girlscouts.org)

Here are four easy steps to jump into the fun, and slay those cookie goals like a true cookie boss.

### 1 Register

Watch for your registration email on January 25 to sign up. If you can't find it, visit the Digital Cookie site and select "Need help to log in" to resend the registration email.

### 2 Set Up Your Site

In just a few minutes, you can set up your goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done.

### 3 Invite Customers

Manage your cookie customer list and easily send ready-to-use emails inviting people to support your sale. You can also promote your personalized cookie site link on Facebook with friends and family.

### 4 Track Your Goal

See how close you are to reaching your goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety.

## Cookie Program Safety Tips

1. Show you're a Girl Scout. *Wear your uniform.*
2. Buddy up. *Use the buddy system - it's safe and fun.*
3. Be streetwise. *Sell where you are familiar with your surroundings.*
4. Partner with adults. *Always sell with an adult.*
5. Plan ahead. *Be prepared for emergencies and keep money safe.*
6. Do not enter any homes or vehicles. *It's best for your safety to wait outside.*
7. Sell in the daytime. *Sell during daylight, unless accompanied by an adult.*
8. Protect privacy. *Never give out your name, address, or email.*
9. Be safe on the road. *Follow safe pedestrian practices.*
10. Be safe online. *Agree to the GSUSA Internet Safety Pledge.*

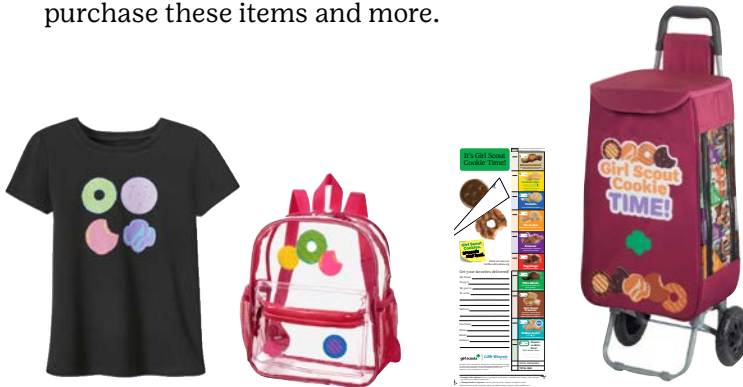
# Cookie Marketing

## Promotional Merchandise

Girl Scout Cookie gear is available to help promote your business whether walking in your neighborhood or at a cookie booth.

- |                |                 |
|----------------|-----------------|
| Cookie Apparel | Door Hangers    |
| Yard Signs     | Thank You Cards |
| Banners        | Money Pouch     |
| Cookie Cart    | Tablecloth      |
| Fun Patches    | Car Magnets     |
| Button         | And more...     |

Visit [gsdakotahorizons.org/shop](https://gsdakotahorizons.org/shop) to learn how to purchase these items and more.



## Booth Kit

Your Girl Scout Troop has decided to have a cookie booth to expand their Cookie Program experience and work toward their goals, now what?

This Cookie Booth Kit will provide you information and ideas to ensure you and your girls have a great experience whether in-person or online! *Work with your troop cookie coordinator to participate in booths.*

### What it includes:

- Promotions
- Etiquette
- Booth Inventory
- Supplies List
- Recording your Sales
- Graphics and Signs

Download the  
Booth Kit



## 5 for 5 Promotion

The 5 for 5 Promotion was designed to not only give customers a fun chance to win more cookies, but also help girls and troops increase their cookie sales.

### For Customers

When customers buy 5 boxes of cookies, they can enter into an online drawing to win 5 cases (60 boxes)!

### For Troops

Troops that sell to the 5 winners will also receive 5 cases of cookies to donate to a place of their choice. Winning troops will also receive a \$25 GSDH retail gift certificate.



Marketing materials are available in the Booth Kit.

## Bling Your Booth

Are the Girl Scouts in your troop the most creative cookie entrepreneurs around? Let your creative and innovative side soar during the Bling Your Booth Contest!

Nothing will generate more excitement and attract more customers to your booth like the pizzazz of a blinged out cookie booth! Contest is open to troops and Individually Registered Girls.

### How to Enter

1. Rename your photo to include your troop number.
2. Upload photo to contest site linked at [gsdakotahorizons.org/CookieResources](https://gsdakotahorizons.org/CookieResources)
3. 3 troops will be randomly selected to win a pizza party for their troop (value \$100).



## Social Media Toolkit

The Social Media Toolkit gives girls (and parents) tools to highlight their businesses in creative ways and help them meet their goals. You'll have everything you need to have an amazing cookie season!

Explore the toolkit online and click on the graphics to download the images. Get ready to have a ton of fun promoting Girl Scout Cookies this season!

### Action steps to help you get started — and get sharing:

Create a social calendar that covers different phases of the cookie season, from rallies to booth events.

- Invite girls to join you in brainstorming ideas for social posts that get the attention of cookie fans.
- Take the opportunity to celebrate your troop's achievements on social media.

Download the Social Media Toolkit



## More Magic

Did you know Little Brownie Bakers® started making Girl Scout Cookies® in 1973? They've been baking with heart for 50 years now! Join us in celebrating their milestone by checking out their new website.

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



Explore the site and share the link with your troop!

# HEROES on the horizon

Heroes on the Horizon is our council cookie donation program that encourages girls to ask customers/businesses to donate \$5 for cookies to be donated to military organizations, first responders and other non-profit organizations throughout the council.

“In 2023, GSDH Girl Scouts collected over 14,314 packages of cookies for donation! GSDH partnered with VA Hospitals, military branches, Feeding America/ Backpack Program and other local heroes.”

Council facilitates all deliveries of cookies donated through this program. Troops will not receive the cookies for donation, they just collect the funds.

All Heroes on the Horizon donations count toward girl reward totals and troop proceeds.





# 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® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt **\$ 5**  
 Approximately 15 cookies per 6.3 oz. pkg.  
 Ⓢ Ⓧ



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

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$ 5**  
 Approximately 12 cookies per 6.2 oz. pkg.  
 Ⓢ Ⓧ



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$ 5**  
 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 **\$ 5**  
 Approximately 20 cookies per 8 oz. pkg.  
 Ⓢ Ⓧ



### Samoas® • Real Cocoa • Real Coconut

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



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$ 5**  
 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 **\$ 6**  
 Approximately 16 cookies per 8.5 oz. pkg.  
 Ⓢ Ⓧ



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

Rich, buttery cookies with sweet, crunchy toffee bits **\$ 6**  
 Approximately 14 cookies per 6.7 oz. pkg.  
 Ⓢ Ⓧ

