



# Guide to Participating in the 2024 Cookie Program

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# 2024 Cookie Program Family Information

## Program Highlights

The Cookie Program is a money earning opportunity for troops and girls. By selling Girl Scout cookies to family, friends and the community, troops earn proceeds and girls earn rewards and exclusive event opportunities.

### In order to participate, girls need:

Active 2023-2024 Membership & Cookie Parent Permission Form

Through her participation in the largest girl lead entrepreneurship program in the world, she will practice important life skills, or what we call in Girl Scouts, The 5 Skills.

## The 5 Skills



Goal Setting



Decision Making



Money Management



People Skills



Business Ethics

It's also important to understand that the Cookie Program supports not only your Girl Scout's troop, but also her Service Unit and the Council.

## Ready to dive in?

Check out the dates, cookies, helpful info and guidelines in this document to get started.

## Important Dates

### December 2023

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

18 - Digital Cookie Opens  
 18 - Online Order Taking Begins  
 18 - Customers Begin Placing Orders For Shipping, Donated Orders, & Cookies to be delivered by local Girl Scouts in January

### January 2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

12 - In Person Cookie Program Begins  
 12 - My Sale Booths Begin  
 17 - Additional Pick Up Begins  
 26 - Council Organized Booths Begin  
 31 - Digital Cookie Shipped Orders End

### February 2024

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27				

25 - Cookie Program Ends  
 25 - Digital Cookie Donated & Girl Delivered Orders End

# Important Guidelines & Policies



Read these guidelines. Be sure you understand. These policies are required for a number of reasons including IRS Guidelines, insurance purposes, and GSNETX's non-profit status.

By participating in the Cookie Program, you will ensure that:

- 1 Your Girl Scout is a member for 2023-2024.
- 2 Your Girl Scout will only sell new, Little Brownie Baker cookies at the prices set by Girl Scouts of Northeast Texas within our council service area.
- 3 You will not allow a retailer or business to sell cookies on behalf of your girl. Cookies should always be sold by a Girl Scout.
- 4 You understand that the cookies you order from your troop are your personal financial responsibility. You will not pay your Girl Scout's cookie balance through Digital Cookie.
- 5 You cannot return cookies and you must pay your troop in full, on time.
- 6 Make sure you get receipts from your troop when money or cookies are exchanged.
- 7 You and your Girl Scout cannot take orders of any kind prior to December 18, 2023.



There are additional rules that must be followed to sell cookies at a booth sale or table outside a business.

- 8 You may not directly approach any business to ask to set up a booth sale prior to November 4, 2023. You may only ask approved businesses that are not listed as council partners.
- 9 You and your Girl Scout cannot post about cookies for sale on buy/sale/trade sites or groups on social media or on the web including Facebook Marketplace.
- 10 Stay safe while selling! Daisies-Cadettes should always sell with an adult present. When going door to door, Seniors and Ambassadors should only sell with friends, never by themselves. Adults are required at all booth sales regardless of a girl's age.



# Cookies & Variety Mix

Percents indicate our suggested variety mix for initial order.



**Adventurefuls - 9%**  
Brownie inspired cookie with caramel flavored creme and a hint of sea salt.



**Do-si-dos - 8%**  
Oatmeal sandwich cookies with peanut butter filling.



**Lemon-ups - 8%**  
Crispy lemon cookies baked with inspiring messages to lift your spirits.



**Samoas - 21%**  
Crisp cookies with caramel, coconut and dark chocolate stripes.



**Tagalongs - 13%**  
Crispy cookies layered with peanut butter and covered in chocolate coating.



**Thin Mints - 26%**  
Crisp, chocolate cookies made with natural oil of peppermint.



**Trefoils - 8%**  
Traditional shortbread cookies.



**Girl Scout S'mores - 4%**  
Graham sandwich cookies with chocolate and marshmallowy filling.



**Toffee-tastic - 3%**  
Rich, buttery cookies with sweet, crunchy toffee bits.



Let our Cookie Mix Calculator figure it out for you!

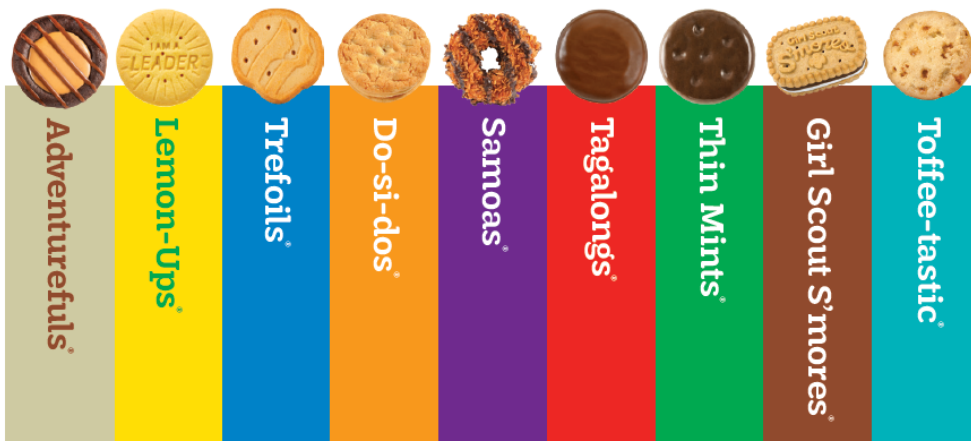


# 2023–2024 Girl Scout Cookies® Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check [littlebrowniebakers.com](http://littlebrowniebakers.com) or [girlscoutcookies.org](http://girlscoutcookies.org).

## 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



	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Girl Scout S'mores®	Toffee-tastic®
Ingredients	NO ARTIFICIAL FLAVORS	●							●
	MADE WITH NATURAL FLAVORS	●		●				●	
	REAL COCOA	●				●	●	●	
	MADE WITH VEGAN INGREDIENTS						●		
	GLUTEN-FREE								●
	KOSHER CERTIFIED	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	Ⓢ	ⓈD

	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Girl Scout S'mores®	Toffee-tastic®
Food Allergens	PEANUT	M	M	M	C	M	C	M	M
	TREE NUT	M	M	M	M	C*	M	M	M
	WHEAT	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C
	EGG	M	M	M	M	M	M	M	M
	SESAME								M

C (Contains) M (Manufactured in a shared facility with) \* (Made with coconut)



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# Selling Cookies in the Girl Scout Cookie Program



## Digital Sales

With the help of a parent or caregiver, a Girl Scout can set up a Digital Cookie site to sell online. Orders open December 18, in-person deliveries begin in January. No money-handling or guesswork required. For all the details on how to set up Digital Cookie and how it works check out [gsnetx.org/digitalcookie](https://gsnetx.org/digitalcookie).

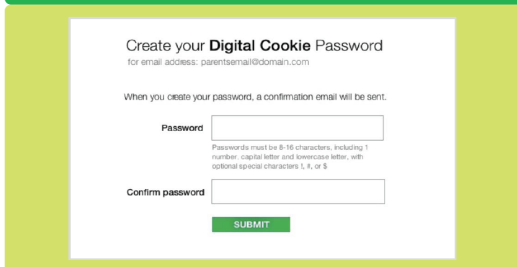
### Digital Cookie® key dates

Shipped Orders..... 12/18 - 1/31  
 Girl-delivered Orders..... 12/18-2/25  
 Donated Orders..... 12/18 - 2/25  
 Mobile in Hand ..... 1/12 - 2/25  
 (Credit Cards on the Go & at Booth Sales)



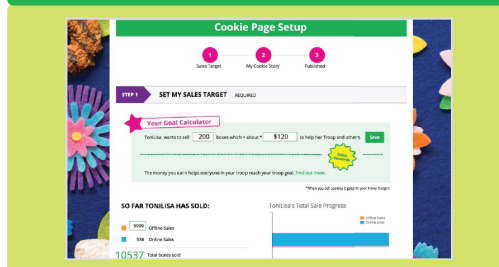
## Here's how to get started:

### 1. Register for Digital Cookie®



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

### 2. Set Up Your Site



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.

### 4. Track Your Progress



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

Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



# Selling Cookies in the Girl Scout Cookie Program



## In Person and Door to Door

Starting January 12, Girl Scouts can begin selling in person in their local community.

Selling door to door, to family and friends, teammates, and asking her network of contacts is a great way to get started!



◀ Our Cookie Mix Calculator will help you know what Cookies to have on hand to meet the demand.



## Booth Sales

Have you ever seen a Girl Scout selling cookies at your favorite neighborhood restaurant or grocery store? That's called a Cookie Booth Sale! Girl Scouts and their families can work with their Troop Cookie Manager to set up booth sales as a new way to reach more customers.

### **My Sale Booths begin 1/12/2024.**

These are booth sales organized and set up by families and troops. Make sure to follow the My Sale Booth process found on our website at [gsnetx.org/cookies](https://gsnetx.org/cookies).

### **Council Organized Booths begin 1/26/2024.**

Council Booth Sale locations are secured by Girl Scouts of Northeast Texas and troops can sign up for slots in eBudde, our Cookie Program software.

All Girl Scouts, parents/caregivers and troop volunteers are required to follow Booth Etiquette and Guidelines. For more information, check out [gsnetx.org/cookies](https://gsnetx.org/cookies).

# Deep dive on the 5 skills

The Cookie Program's 5 Skills	What Girl Scouts Learn	Why It Matters
 <b>Goal Setting</b>	<p>Girl Scouts begin their cookie season by discussing their goals. Troops set goals together and work as a team throughout the sale to reach their goals.</p>	<p>They develop a strong sense of self and cooperations and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.</p>
 <b>Decision Making</b>	<p>Cookie sales fund the troop's goals, but deciding what to use cookie proceeds for challenges Girl Scouts to have important discussions and find consensus among their troop.</p>	<p>They develop critical-thinking and problem-solving skills that will help them make big and small decisions in their life; practice helps them make good decisions.</p>
 <b>Money Management</b>	<p>Girl Scouts learn key concepts in money management through the Cookie Program. From creating budgets, to taking orders and making change at booth sales, Girl Scouts build a solid foundation in money management – and earn money to support their troop and fund their Girl Scout adventures.</p>	<p>They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.</p>
 <b>People Skills</b>	<p>Girl Scouts know their customers, and build their people skills by talking about their product and learning how to deal with customers with the support of their families, caregivers and of course their Girl Scout troop!</p>	<p>These experiences help them develop healthy relationships and conflict-resolution skills for the future.</p>
 <b>Business Ethics</b>	<p>Girl Scouts build an understanding of what's right and wrong in the business of selling cookies – whether they are completing individual sales with family and friends or selling cookies as a troop at a booth sale.</p>	<p>They practice putting the positive values they learn as Girl Scouts into action to become ethical leaders.</p>



## 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.

Check out the Cookie Business and Financial Literacy badges!

Learn more:

- [girlscouts.org/cookiebadges](http://girlscouts.org/cookiebadges)
- [girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html](http://girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html)

## The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

### Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques.

### Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their money as a team and overcome hurdles along the way.

### Learning by Doing

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Learn more:

- [girlscoutcookies.org/entrepreneurfamily](http://girlscoutcookies.org/entrepreneurfamily)



## Getting Families Involved

The Girl Scout Cookie Program® is a team effort, and families play a major role. With the support, assistance and encouragement of their family, there's no stopping a Girl Scout!



To find inspiration for you and your Girl Scout, check out these helpful resources:

### Cookie Entrepreneur Family Pins

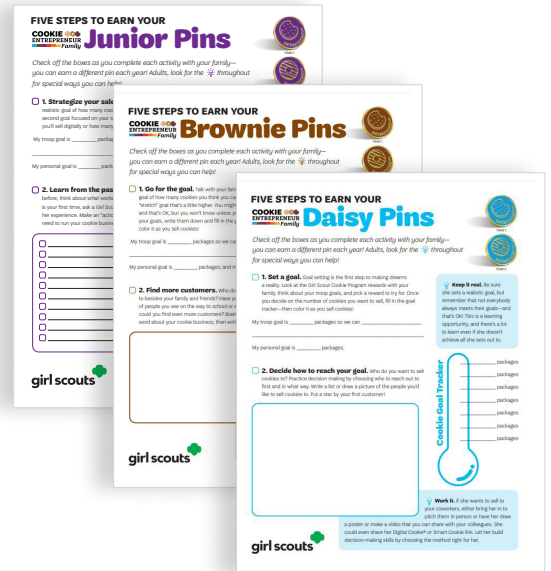
Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

### Digital Marketing Tips

Help your Girl Scout level up their online presence by taking the lead to create a digital marketing plan.

Learn more:

- [girlscouts.org/en/members/for-volunteers/cookie-resources-troop-leaders-volunteer.html](http://girlscouts.org/en/members/for-volunteers/cookie-resources-troop-leaders-volunteer.html)







# Stay safe while selling Girl Scout Cookies.

**Show You're a Girl Scout** Wear a Girl Scout membership pin, uniform, or Girl Scout clothing to clearly identify yourself as a Girl Scout.

**Buddy Up** Always use the buddy system. It's not just safe, it's fun!

**Be Street Smart** Become familiar with the areas and neighborhoods where you will be selling Girl Scout products.

**Partner With Adults** Adults must accompany Girl Scout Daises, 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 times during Cookie Booth sales.

**Plan Ahead** Be prepared for emergencies and always have a plan for safeguarding cash. Avoid walking around or keeping large amounts of cash on hand. Consider having another adult pick-up cash during a booth sale.

**Do Not Enter** Do not enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles.

**Sell in the Daytime** Sell during daylight, adult supervision is a must for evening sales.

**Protect Privacy** Girl's full names, home addresses, or email addresses should never be given out to customers. Protect customer privacy by not sharing their information.

**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 products and passengers from vehicles.

**Be Internet Wise** Girls must always have parent/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, to participate in Digital Cookie®, Girl Scouts must read and abide by the **Girl Scout Digital Cookie Pledge**, and parents/guardians must read and abide by the **Digital Cookie Terms and Conditions for Parents/Guardians**. Use the QR codes to view.



◀ GSUSA Internet Safety Pledge



◀ Girl Scout Digital Cookie Pledge



◀ Digital Cookie Terms and Conditions

# 2024 Cookie Program Rewards



**36+ Packages**  
Theme Patch



**100+ Packages**  
Card Set + Removable Stickers OR \$10 in GS Bucks



**200+ Packages**  
Wristlet OR Drawing Set OR \$10 in GS Bucks



**300+ Packages**  
Plush OR \$10 in GS Bucks



**400+ Packages**  
Shirt OR Collapsible Water Bottle OR \$10 in GS Bucks



**500+ Packages**  
Shoe Charms OR Axolotl Micropuzzle OR \$10 in GS Bucks  
Puzzle is a challenge geared towards older girls.

## Cookie Club Level 600+ Packages



**600+ Packages**  
One Cookie Club Event (Girl + Chaperone) OR Membership Bundle OR \$25 in GS Bucks



**600+ Packages**  
Cadettes/Seniors/Ambassadors  
Opt out of 100-500 reward levels & select Membership Bundle + One Cookie Club Event OR Any 1600+ Level Reward Item



**800+ Packages**  
Weekender Tote OR Power Bank OR \$10 in GS Bucks



**1,000+ Packages**  
Exclusive Cookie Scented Play Dough Stackers OR Retro Lunchbox OR \$10 in GS Bucks



**Site Setup & Send 18 Unique Sales Emails Through Digital Cookie**  
Cookie Techie Patch (Thank You Emails do not count towards earning this patch)



**150+ Packages**  
Mini Clip On Axolotl

## Super Seller Levels

Girls in troops that receive rewards, who reach 1200+ packages sold will also receive the 2024 Super Seller patch & t-shirt with their rewards.

### 1200+ Packages

Select ONE



5 night GSNETX Resident Camp Session

OR Program Credits

Great Wolf Lodge Overnight (Girl Scout + Chaperone) May 4-5, 2024



\$100 GS Bucks

### 1600+ Packages

Select ONE



Lululemon Belt Bag + Stanley Tumbler



Karaoke Machine



Instax Camera



Woobles Bundle (Valued at \$90 or less)



Ice Cream Maker



Kendra Scott Color Bar Experience  
Select dates in April 2024 and select locations



Reusable Water Balloons (Set of 24)



Osmo Genius Starter Kit (Tablet Not Included)



Medieval Times Experience May 19, 2024 (Girl + Chaperone)

### 2024+ Packages

Select ONE



5 night GSNETX Resident Camp Session



OR Program Credits

Girls Scouts who select Great Wolf Lodge @ 1200+, can add Friday, May 3rd for a full weekend stay  
This is not an alternative date, but rather converting the experience to a 2 night stay.



\$100 GS Bucks

### 2800+ Packages

Select ONE



5 night GSNETX Resident Camp Session

OR Program Credits



Camp Cookie @ Camp Whispering Cedars (Girl Scout Only) (Must be in 6th grade or above in the 2024 Cookie Program) June 2-7, 2024



\$100 GS Bucks

### 4000+ Packages

Select ONE

#### Disneyland

Taste of California July 8-12, 2024 (Girl Scout Only)

(Must be in 2nd grade or above in the 2024 Cookie Program)



Drone



Fitbit Smartwatch



Samsung Tablet



Apple AirPods



TI-84 Plus Graphing Calculator



TV



Tent



Biolite Camp Stove



Inflatable Kayak



Sewing Machine



Compound Bow & 6 Arrows

Select TWO items from the 1600 Level



## Initial Order Rewards

These rewards can only be earned by ordering and picking up packages for a Girl Scout on her pre-season Initial Order.



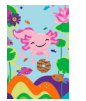
**Goal Getter Patch For the Girl:**

100+ Packages ordered on the initial pre-season order via eBuddy



**Long Sleeve Hoodie For the Girl:**

400+ Packages ordered on the initial pre-season order via eBuddy.  
Final Girl Selling total must remain above 400+ packages or result in the loss of other reward items & a reduction in proceeds for the cost of the hoodie.



**Stadium Size Cup For the Troop:**

300+PGA on the initial pre-season order via eBuddy  
For each girl with 1 or more packages on the troop's Initial Order



**Community Cookie Patch**

35+ Packages donated through Community Cookie via eBuddy



**Lanyard & Mini First Aid Kit**

65+ Packages donated through Community Cookie via eBuddy

## Community Cookie

These rewards can only be earned by allocating packages to be distributed through GSNETX's Community Cookie Program.

† All items and event dates are subject to change. The Council reserves the right to replace any item of equal or higher value.  
‡ If selection is not made, default selections will be made by GSNETX and the Girl Scout forfeits her opportunity to select her desired reward.  
§ All packages must be picked up from TCM, reflected in the online cookie software system and paid for in full, to qualify.  
¶ Camp spaces and program access opportunities are reserved on a first come, first served basis. GSNETX does not guarantee space at any specific camp, session or program event.  
• Cadette, Senior, and Ambassador Troops can earn extra proceeds in lieu of reward items, clubs, events and trips if the Girl Scouts have unanimously voted to do so and the troop reaches a final PGA of 250+ packages.  
• To receive the Initial Order 100+ patch, the Girl Scout must have at least 100 packages allocated to her in eBuddy at the time of the Initial Order. Similarly, to receive the 400+ hoodie, the Girl Scout must have at least 400+ packages allocated to her in eBuddy at the time of the Initial Order.  
• Initial Order troop reward of 300 PGA is calculated automatically in eBuddy to include Girl Scouts who have at least one package allocated at the time of the troop's Initial Order, and who meet the PGA requirement.  
NOTE: Girl Scouts are at risk to forfeit their rewards, including items, Girl Scout Bucks, events and trips should they fail to pay on time, in full and/or if the Girl Scout and her family do not adhere to all policies and guidelines published by GSNETX and contained in the parent permission form, which is executed by her parent/guardian in order to participate in the Cookie Program.

10% Number of pks | 20% Number of pks | 30% Number of pks | 40% Number of pks | 50% Number of pks | 60% Number of pks | 70% Number of pks | 80% Number of pks | 90% Number of pks | 100% My Personal Goal

**Celebrate each step of the way!** Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie™ package goal in the space that says 100%, and be sure to include your smaller goals along the way. (Ask a grown-up to help if you need it.) Celebrate by coloring the banners as you make your magic.

# 2024 Cookie Program Reward Experiences

Girl Scouts who participate in the Cookie Program also have the option of selecting a reward experience in lieu of an item at many levels. Many of our families look forward to these events year after year. Here's a quick preview with dates of our 2024 Cookie Program Reward events.

## **Top 50 Council Sellers**

Weekend Campout (Girl Scout Only) | April 19-21

*Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors\**

## **600+ Packages Sold Event Options:**

Early Bird Bundle Event - Mall Madness (Girl Scout + Chaperone) | Date released Spring 2024

Cookie Club Event (Girl Scout + Chaperone) – Garland | June 1

Cookie Club Event (Girl Scout + Chaperone) – Canton | June 1

Cookie Club Event (Girl Scout + Chaperone) – Greenville | June 8

Cookie Club Event (Girl Scout + Chaperone) – The Colony | June 8

## **1200+ Packages Sold Event Options:**

Great Wolf Lodge (Girl Scout + Chaperone) | May 4-5

GSNETX Resident Camp (Girl Scout Only) | Summer 2024

*Grades & PGL eligibility to be announced in Winter 2024*

## **1600+ Packages Sold Event Option:**

Kendra Scott Color Bar Experience (Only Girl Scout participateds in experience, parent/caregiver is responsible for transportation | Dates to be released in January 2024

*Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors\**

Medieval Times Experience (Girl Scout + Chaperone) | May 19

*Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors\**

## **2023+ Packages Sold Event Option:**

Great Wolf Lodge Add a Night (Girl Scout + Chaperone) | May 3-4

*Only available for those Girl Scouts who also select Great Wolf Lodge at 1200+*

GSNETX Resident Camp (Girl Scout Only) | Summer 2024

*Grades & PGL eligibility to be announced in Winter 2024*

## **2800+ Packages Sold Event Options:**

Camp Cookie (Girl Scout Only) | June 2-7

*Cadettes, Seniors, & Ambassadors Only\**

GSNETX Resident Camp (Girl Scout Only) | Summer 2024

*Grades & PGL eligibility to be announced in Winter 2024*

## **4000+ Packages Sold Event Options:**

Taste of California (Girl Scout Only) | July 8-12

*Brownies, Juniors, Cadettes, Seniors & Ambassadors Only\**

GSNETX Resident Camp (Girl Scout Only) | Summer 2024

*Grades & PGL eligibility to be announced in Winter 2024*



\*Program Grade Level (PGL) at the time of the Girl Scout's participation in the 2024 Cookie Program.

\*\*Girl Scouts must be in a troop that opts to receive rewards and pay their cookie balance in full, on time.



# Community Cookie Donation Program

Encourage girls to tell every customer about our Community Cookie donation program. Community Cookie donations are delivered to those who serve our community such as U.S. military personnel, veterans, EMTs, firefighters, police officers, first responders, healthcare workers, teachers, and other essential workers.

Community Cookie donations are great for those customers who do not want to purchase cookies for themselves or pay shipping fees. Cookies donated through Community Cookie come from the council's end of season warehouse inventory and does not come from the Troop or Girl Scout's on hand inventory. Girl Scouts receive credit for each package donated towards Community Cookie that goes towards earning rewards and troops still earn proceeds as well.

## Tips:

- Encourage girls to ask **EVERY** customer if they would like to donate cookies to our local heroes.
- For every \$5 donation, 1 package of cookies will go to our local heroes.
- Girls earn rewards for selling Community Cookie cookies.

