

# 2024 Cookie Program Guide



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*Appendix*

- i Meet the Cookies
- ii Reward Card



# Calendar

## November

Nov 4: Service Unit Cookie Manager Training: GSLE DreamLab

## December

Dec. 9: Troop Cookie Manager Training Option 1

Dec. 9: Caregiver Training Option 1

Dec. 11: Troop Cookie Manager Training Option 2

Dec. 12: Caregiver Training Option 2

## January

Jan. 4: Cookie Training Basics Option 1

Jan. 9: Troop Cookie Manager Training Option 3

Jan. 11: Cookie Training Basics Option 2

Jan. 13: Smart Cookie U

Jan. 16: Caregiver Training Option 3

**Jan. 19: Start of Cookie Season!**

Jan. 20-23: Cookie Booth Lottery

Jan 26-30: First Come First Served Booth Signup

## February

Feb. 4: Troop Initial Orders Due

Feb. 7: Service Unit Initial Orders Due

Feb. 3-6: First Come First Served Booth Signup 2

Feb 10 - March 24: First Come First Served Booth Signup 3

Feb. 16-18: National Girl Scout Cookie Weekend

Feb. 24 and 25: MEGA DROP

Feb. 26 - Mar. 1: Cookie Drop to outlying areas

## March

March 1-3, March 8-10, March 15-17, March 22-24: Cookie Booth Sales

Mar 6: First ACH

Mar 24: Last Day to Sell Online and In-Person

Mar 26: Troop Lockout from ABC, Reward Selections Due, All Money is Due in Bank Accounts

## April

April 2: Service Unit Lockout from ABC

April 3: Final ACH

# Participation Information

## 2024 Cookie Season

### Why Participate?

Girls Learn the Five Selling Skills



### Troop & Girl Participation Eligibility

- Girls and adults must be registered for the 2024 Membership Year and have a signed 2024 Caregiver Permission Form, collected by Council and verified by Service Unit Cookie Manager.
- Troop must have two registered and approved Troop Leadership Team members, and at least five girls. Troop rewards cannot apply unless these ratios are filled.
- Troop must have an approved Troop Cookie Manager (TCM) and an agreement on file with GSLE. This position can be filled by any registered Troop Volunteer.
- **Troop Bank Accounts must be verified in the system before the set deadline on Feb. 20, 2024. We recommend that no bank movements/ changes occur through the Product Program seasons unless deemed necessary and Council Product Staff are notified immediately.**
- Troops must be in good standing, have a 2023 Finance Report on file & no outstanding delinquencies with Council.
- Girls may not participate in Product Programs if they have an outstanding amount of monies due to Council.

# Participation Information

## 2024 Cookie Season

### Support & Resources

Council Product Program Staff

- [productsales@gsle.org](mailto:productsales@gsle.org)
- Product Program Manager
  - Meredith Bennett
  - 504-733-8220 Ext. 4252
  - [mbennett@gsle.org](mailto:mbennett@gsle.org)
- Product Program Specialist
  - Jessica Brown
  - 225-364-3275
  - [jmbrown@gsle.org](mailto:jmbrown@gsle.org)
- Program and Property Director
  - Lauren Vance
  - 225-747-0403
  - [lvance@gsle.org](mailto:lvance@gsle.org)

### ABC Smart Cookie System Support

- Online Tech Support
  - [www.abcbakers.com](http://www.abcbakers.com)
  - 800-853-3730

[ABCSmartCookieTech@hearthsidefoods.com](mailto:ABCSmartCookieTech@hearthsidefoods.com)



### Ways to Participate:

Cookie  
Rallies  
p. 5

Initial Order  
Card  
p. 6-7

Cookie  
Delivery  
p. 8

Cookie  
Cupboards  
p. 9

Booths  
p. 10-11

# Pre-Sale Prep

## 2024 Cookie Season

All GSLE Service Units, Troop Cookie Managers, and Cookie Cupboards use the ABC Smart Cookie System, which will be referred to as Smart Cookies in this guide. Girls and caregivers will use Digital Cookie.

### Getting Started

1. Troop leaders receive an email from Smart Cookie asking them to opt in or opt out of the Cookie Product Program.
2. Troop leaders log into Smart Cookie using your email address and then create a new password.
3. Council imports all your registered girls before the start of the season to Digital Cookie. If additional troop members need to be added throughout the season, it is a simple process. Just contact [productsales@glse.org](mailto:productsales@glse.org). Girls will receive an email from Digital Cookie to set up their site.

Every person listed in Digital Cookie must be a current 2024 Girl Scout member. This includes TCMs and other volunteers.

Council will use Smart Cookies to send out periodic email blasts to all troop leaders throughout the season so it is imperative that a current email is used and that it is not blocked by your server's junk mail settings.



### ABC Resources:

#### Troops:

- Prepayment by credit card for email orders
- Credit card refund/order cancellation capability for troops
- Girl delivery option with credit card payment for girl social media URL
- Direct Ship national link via zip code search with credit to Troops
- Troop virtual booth sale link
- Refunds for all booth transactions now permissible at all user levels (virtual and in person booth sales)
- Direct ship number to the Girls Manage orders report
- Virtual booth delivery and pick-up sales to the Smart Booth Divider reporting

#### Volunteers:

- Theme clip art, certificates, etc.
- Selling safely video and tips
- Cookie Information & Calculator
- Activity tips and how-to examples
- Standard Forms
- Rally Guide

#### Girls & Families:

- Booth Sale poster
- Girl Videos
- Activity tips & how-to examples
- Social Media kits
- System resources



# Pre-Sale Prep 2024 Cookie Season

## **Cookie Rallies**

A Cookie Rally is a great way for girls and their caregivers to get excited and educated about the program and requirements. Most Service Units will host a Cookie Rally locally. If your Service Unit is not hosting a rally, troops may host their own mini-rallies so girls can earn the Rally Patch.

## **Gift of Caring**

The Gift of Caring program is a nationwide community service project where Girl Scout troops can donate to the national donation program! The cookies can be added to the share donation category and the patches will calculate as the boxes accumulate. You can add this to Smart Cookies at the beginning of the sale, or donate any remaining cookies at the end of the sale. All online donations will go towards Gift of Caring.



Many Girl Scout troops participate in Cookie Share, a community service project in which girls encourage customers to buy cookies for donation to a non-profit organization selected by the troop. This year, over 6,048 boxes of cookies were donated to more than 200 local community organizations and non-profits such as the Ronald McDonald House in New Orleans, the boxes of cookies were donated to more than 200 local community organizations and non-profits such as the Ronald McDonald House in New Orleans, the Bishop Ott Women and Children's Shelter in Baton Rouge, MacDonnell Children's Services in Houma, local food banks, firefighters, police, and hospitals, as well as a significant number of cookies going to military men and women serving overseas, sending them through organizations like Operation We Care and Blue Star Mothers of LA, as well as to units where Girl Scouts had family members and friends.



# Initial Order: 1/19-2/4 2024 Cookie Season



## **Initial Order Information**

Order Card and Online: Girls can seek out potential customers through the Initial Order time-frame using their order cards or online sales.

All Initial Orders are rounded to the nearest full case quantities at the troop level. The extras appear on the troops Smart Cookies dashboard for girl distribution. No returns or exchanges can be made by troops, girls, or caregivers but damaged boxes can be replaced from any local cupboard. You must have the damaged box with you to exchange for a new box.

Pre-ordered Carmel Chocolate Chip cookies, our gluten-free cookie, are added by council to troop Initial Orders in Smart Cookies so that they arrive with the Initial Order delivery. Pre-ordering took place in the Fall, keep this in mind for future Cookie Seasons. Additional cases will be available at local Cookie Cupboards while supplies last.

Mega Drop will occur on Feb 24 and 25.

Every troop and girl has their own unique QR Code and Social Link.

QR codes are an increasingly important part of today's business operations, providing active ways for customers to remain safe while engaging with your Cookie Product Program. Using the camera feature on a smart device to scan the QR code, the consumer will link directly to your website to purchase cookies.

The girl Social Link can be shared via social media, email, or text message and includes Girl Delivery, Venmo, PayPal, and credit card payment! When the consumer opens the link, they will see the choice to place a direct ship order, or a girl delivered order. Social media is a great tool to help move cookies, but no public sites can be utilized. They must stay within friends and family with girl participation. Please note: Once a dollar amount is listed to Facebook, it will automatically refer the post to the Facebook Marketplace - this is not encouraged.

## **Selling Tips for Girls**

Girls can promote their sales in two ways: in person and online.

In person, girls can talk with family, friends and neighbors to collect and record sales on their Traditional Order Card. Online, there are even more options for selling.



# Initial Order: 1/19-2/4 2024 Cookie Season

## Traditional Order Card

Girls talk to or email friends, family, and neighbors and use their entrepreneurial skills to sell during the Cookie Season.

The can be in person, or use the tools mentioned on pg. 6. Your Girl Scout records the customers' order on the Order Card. Customer does not pay until delivery.

Girls deliver the cookies & collect money at that time.

## Girl Delivery

Online orders can request girl delivery. Caregivers have to approve the order in the Digital Cookie system. Girls have the responsibility to record it on her order card and/or report the inventory needed to her troop leader.

Girls will deliver the cookies & collect money at that time, just like the traditional order card!

If the customer chooses to use the credit card, Venmo, or PayPal payment feature they can prepay online. Girls deliver the cookies and no payment is needed.

If they do not choose to prepay online, girls may collect the payment upon delivery.

## Direct Ship

Customers prepay and have cookies shipped directly to their door. Girl's Digital Cookie Dashboard will be updated automatically.

Cookies are delivered directly to the customer. No girl contact required.

## Online

Online order customers can request girl delivery or direct shipping to their door. Use the tools mentioned on pg. 6 to promote the link to people you know.



# Cookie Delivery 2024 Cookie Season

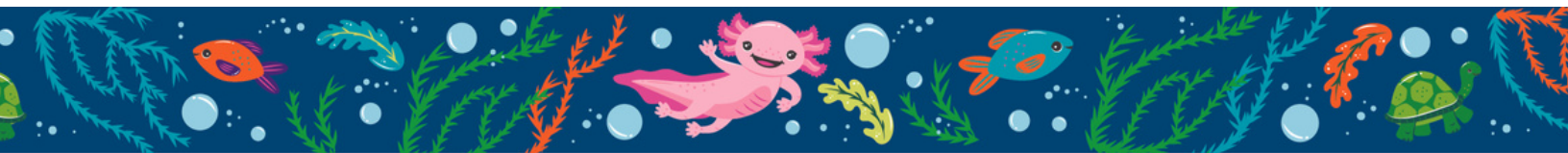


## **TCM responsibilities at the cookie delivery site:**

- Sign up for a pick-up time in the Smart Cookies platform and arrive on time. Too soon or too late causes problems!
  - Have a vehicle large enough to transport your full troop order or have others meet you there.
- Sign and keep a copy of a receipt once you and your SUCM verify the cookies you are receiving.
  - Check for damaged cookies and contact council staff ASAP for replacement.

## **TCM responsibilities distributing cookies to caregivers:**

- Separate cookies in a dry, temperate, clean area by girl orders before the families arrive. Ensure each order is sorted correctly before any cookies leave the premises.
  - Contact your troop families with the location, date, and time they can collect their cookies.
- Fill out a cookie receipt for each caregiver who receives cookies. **ANY TIME COOKIES OR MONEY EXCHANGES HANDS, A RECEIPT IS NEEDED.**



# Cookie Cupboards 2024 Cookie Season

## General Information:

All Cookie Cupboards will have the nine varieties of cookies (you can Meet the Cookies in Appendix ii) while supplies last. Gluten-Free Caramel Chocolate Chips will be available in very limited supply, customers can order online if interested.

- Council Cupboard hours vary by location, with cupboard openings Wednesday-Saturday from 10:00 AM - 6:00 PM.
- Please be considerate of the volunteers overseeing Cookie Cupboards!
- Troops must take cookies in full cases (12 boxes/case), no mixed cases.
- Payment for cookies from Cookie Cupboards will be collected during the final ACH.
- There are no cookie returns.
- Damaged/defective cookies can be replaced by notifying Council and from the Council sponsored cupboards. You must have the damaged box with you to exchange for a new box.
- Caregivers/girls are not allowed to collect cookies from a Cookie Cupboard unless the troop leader gives written permission prior to the pick-up date. This can be done by email directly to the Product Program staff or Cupboard Managers.



# Proceeds & Rewards 2024 Cookie Season

## 2024 Proceeds:

Based on PGA (Per Girl Average)

Proceeds for Troops at all levels who select Incentives:

- 1 - 99 packages PGA = \$0.50 per package
- 100 - 199 packages PGA = \$0.55 per package
- 200+ packages PGA = \$0.60 per package

\*\*Multi-Level Troops that include Daisies and Brownies must choose the incentive award option listed above.

Proceeds for Junior troops and above who do not select Incentives have increased this year:

- 1 to 99 packages PGA = \$0.65 per package
- 100 - 199 packages PGA = \$0.70 per package
- 200+ packages PGA = \$0.75 per package



## Cookie Dough

GSLE Cookie Dough is a Council issued gift card that can be used in the Council shop towards programming fees or camps. GSLE Cookie Dough cannot be used online or towards Early Bird Membership. Cookie Dough expires on September 15, 2024.



Service Units that grow their initial order 5% or more earn bonus proceeds per case of cookies. Note: If a Service Unit grows their entire sale they will be paid on the entire sale. If a Service Unit grows only their initial order they will only be paid on their initial order.

SU initial order increased by 5% - 9.99% receive \$0.06 per case

SU initial order increased by 10% + receive \$0.12 per case

## Requirements:

1. SUA or SUCM must attend cookie training
2. SU must grow their initial order by at least 5% over the previous year's initial order
3. SU must host a Cookie Rally with 30% of SU's membership attending
4. ALL final paperwork must be turned in on time with NO collection issues

# Finishing the Program 2024 Cookie Season

## Don't Forget....

- Keep track of the girls' cookies in Digital Cookie for all orders. This is important to do, especially for girls who received extra cookie orders after their Initial Orders and/or participated in a cookie booth sale.
- TCMs will need to allocate boxes of cookies obtained from cookie cupboards to their troop's girls in Smart Cookie to qualify for added rewards. This can be done any time after they are collected by caregivers but must be done by March 25 to make sure girls receive all the rewards they have earned. You may do so manually or by using the cookie allocator.
- If the troop does not finalize the sale by distributing all the cookies that are remaining, the missing rewards will not be replaced for the girls once the system has closed.
- Council may, at our discretion, allocate any of these unallocated boxes at the end of the program to ensure girls earn rewards.
- Rewards will be shipped to SUCMs early May. Please make sure to collect them from your SUCM and pass them out to the girls as soon as you receive them. Please do not hold them until Fall or the beginning of the next season.

**Do not hold on to money until you have it all, rather, turn cookie money to your Troop Cookie Manager as soon as you receive it. Set-up time(s) designated for this purpose to meet with your Troop Cookie Manager and do not send money with your girl when you are not present. Ensure that a receipt is provided for every financial and cookie transaction.**



# Appendix



- i. Meet the Cookies
- ii. Rewards
- iii. Proceeds

# Your Girl Scout Cookie favorites are back!



**Adventurefuls®**



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



**Toast-Yay!®**



*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**



*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**



*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter Patties®**



*Crispy cookies layered with peanut butter and covered with a chocolaty coating*



**Caramel deLites®**

*Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes*



**Peanut Butter Sandwich**

*Crisp and crunchy oatmeal cookies with creamy peanut butter filling*



**Caramel Chocolate Chip**



*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\**  
\*Limited availability





# Set Your Cookie Goals

The Girl Scout Cookie Program begins January 19, 2024.  
On your honor, you may not take in person delivery orders before this date.

My Goal:

girl scouts  
louisiana east



www.gsle.org | 504-733-8220

25+ Pkgs



Participation Patch

60+ Pkgs



Mood Cup **OR** Lanyard

100+ Pkgs



Adventurefuls Keychain  
**OR** Theme Cookie Keyring

150+ Pkgs



\$5 GSLE Cookie Dough  
**OR** Theme Sunglasses

200+ Pkgs



Flair Bottle with Mood  
Straw **OR** Theme Socks

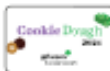
275+ Pkgs



Own Your Magic T-Shirt **OR** Axolotl Plush Ball Jelly  
*Will receive one, colors vary.*



350+ Pkgs



\$10 GSLE Cookie Dough  
**OR** Small Axolotl Plush



425+ Pkgs



Axolotl Plush Pillow **OR** Axolotl Beanie



500+ Pkgs



Paint Party at Camp Marydale  
on Saturday, June 1 with  
Paint Set **OR** Beach Towel

600+ Pkgs



Bowling at Premier Lanes in Gonzales on Friday,  
April 19th **OR** Own Your Magic Belt Bag



750+ Pkgs



Own Your Magic Hoodie **OR** 1 Ticket to the GSLE Pelicans  
Event on Friday, April 5 at the Smoothie King Center



900+ Pkgs



CEO Archery Event at Camp  
Covington on Saturday, May  
18 with Archery Kit **OR**  
\$40 GSLE Cookie Dough

1,250+ Pkgs



Science of Baking Class at the GSLE DreamLab on Saturday, June 8 with Mixer  
**OR** Dry Bag Backpack, Mood Mixer Camp Light, and Playing Cards



2,000+ Pkgs



Glass Blowing Class in  
Slidell **OR** \$100 GSLE  
Cookie Dough  
*Date chosen by awardee.*

3,000+ Pkgs



1 Week of GSLE Camp (\$445 value) **OR** Polaroid  
Camera with Scrapbooking Class at the DreamLab



4,000+ Pkgs



3D Pen, Cricut, and Marketing Class at the DreamLab  
**OR** Kendra Scott Entrepreneurial Experience with Necklace



## Daisy Super Seller

135+ Pkgs\*



Super Patch

\*Sold by Daisy Girl Scouts

## Super Troop

230+ PGA\*



Super Troop Girls  
\$5 Cookie Dough and Goal  
Getter Patch



Super Troop Adults  
Anytime Zip Bag

\*One Troop Adult will receive this  
reward in each Super Troop

## Own Your Magic Reward

200+ Pkgs\*



Axolotl Backpack Clip

\*Girls with an Initial Order of 200+

## 2023 Top Seller

3,813 Pkgs!



Victoria Hanke  
Troop 40876





1



2



3



4



**2024 Cookie Season Patches**

1. Participation Patch: 25+ Packages
2. Cookie Rally Patch: Attend Cookie Rally
3. Cookie Share Patch: 5+ Packages Donated
4. Achievement Bar: 50 to 4000 Packages

*\*\*Achievement Bars are NOT cumulative. Girls will only receive the highest patch earned.*

**EVERY Troop that sold 20+ items in the 2023 Fall Product Program will earn an additional 2 cents per box of cookies sold this year!**



Working towards  
a brighter world,  
one cookie at a time




**2024 Proceeds:**  
Based on PGA (Per Girl Average)


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\*Scan here for more information about GSLE's Cookie Program and Rewards!

