

2024

Cookie Program Family Guide

## What is Product Program?

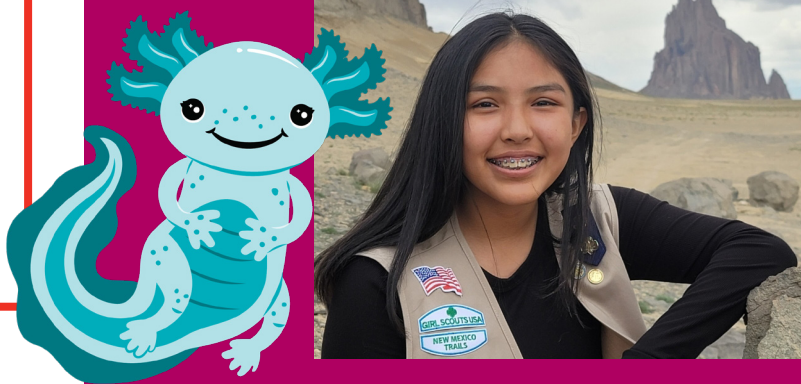
Twice a year, Girl Scouts participate in programs developed by Girl Scouts of the USA (GSUSA) to explore what it means to be an entrepreneur and learn financial literacy skills. Girl Scouts discover what it takes to run a small business using in-person and online platforms to sell to their friends, family, and community. The Fall Product Program and Girl Scout Cookie Program provide Girl Scouts the opportunity to learn by doing and build skills they can use for a lifetime. Just like all Girl Scout programming, Girl Scouts lead the way in the Girl Scout Cookie Program by setting goals and making decisions to guide their success. They learn to manage money and inventory responsibly. They safely market and communicate their business to their customers both in person and online. And they do all of this while making ethical judgements about what they do and how they do it. The Girl Scout Product Program is special because it helps Girl Scouts build confidence in themselves and gives them courage and character to make the world a better place.

### Why Participate in the Cookie Product Program?

- ⇒ 100% of the proceeds stay within our local council
- ⇒ Financial literacy opportunities for Girl Scouts
- ⇒ Awesome individual rewards so Girl Scouts can set their own goals
- ⇒ Help your troop finance their activities. Proceeds will help pay for badges and troop activities
- ⇒ Connect with the community to sell iconic Girl Scout cookies

### OWN YOUR MAGIC

With the 2024 Girl Scout Cookie Program, Girl Scouts will gain confidence to Own Your Magic and be their true selves. The 2024 cookie mascot is Jasmyne, the Axolotl. Named after our 2023 top cookie entrepreneur, Jasmyne, a Juliette Girl Scout from Shiprock. Axolotls were named after Xolotl, the Aztec god of fire and lightning so they are the right mascot for our Girl Scouts who are just as powerful!



### What's Being Sold

We are excited to announce that GSNMT is now an ABC Bakers council. We will have three new flavors for the 2024 Cookie Program: Toast-Yay!, Lemonades, and a gluten-free Caramel Chocolate Chip Cookie! Plus, all the classic Girl Scout cookies are returning. Some may have a new name but they are same iconic Girl Scout Cookie customers know! Check out the 2024 cookie line-up on the next page. The gluten-free Caramel Chocolate Chip cookie is \$6.00 per package and all other flavors are \$5.50 per package.



# 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 chocolate coating*



**Peanut Butter**

**Patties®**



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



**Caramel deLites®**

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



**Peanut Butter**

**Sandwich**

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



**Caramel**

**Chocolate Chlp**



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



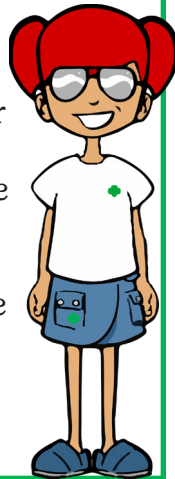
## How Does Your Family Get Started?

Girl Scouts participating in the Cookie Program must be a registered Girl Scout for the 2023-2024 membership year and have [2023-2024 Product Permission Form](#) completed prior to the start of the program. If your Girl Scout participated in the Fall Product, they already have a Product Permission form on file and do not need to resubmit it. Participating families must also be free and clear of debt to Girl Scouts of New Mexico Trails (GSNMT).

All Girl Scouts who meet those two requirements by Monday, January 15 will be allowed to access their Digital Cookie site when it becomes available on Friday, January 19.

If your family misses out on the January 19 deadline, your Girl Scout still can participate in the Cookie Program. Once your Girl Scout is registered for the 2023-2024 membership year and the 2023-2024 product permission form are complete, families will gain access to the Digital Cookie system within 48 business hours.

Girl Scouts of New Mexico Trails is a direct sale council. This means Girl Scouts cannot take any pre-orders prior to the start of the cookie program on Friday, January 26. Girl Scouts may lose sales if they take pre-orders or may not earn certain rewards. Girl Scouts should be honest and fair and begin the cookie program on Friday, January 26.



## Ways Adults Can Support Troop Volunteers

The Girl Scout Cookie Program is a team effort. Your Girl Scout is being supported by troop volunteers to have a successful cookie program but you can help as well. Your troop can always use more adult hands to help at cookie booths, picking up and sorting cookies and lots more. Please reach out to your troop volunteers and find out how you can help.

## Hometown Heroes Program

The Hometown Heroes Program is a great way for customers to give back to the community and support their favorite Girl Scout to reach their goals! Girl Scouts collect cookie donations (in \$5.50 increments) for their local Hometown Hero organization! One donation is credited to the Girl Scouts' sales as one package sold. Girl Scouts earn the Cookie Share patch by receiving 18 or more donations.

Before the cookie program begins, each troop will select a local Hometown Hero organization to collect cookie donations for. Ask your troop volunteer for more information on your troop's Hometown Hero.



## Ways to Support Your Girl Scout

- Help your Girl Scout set up their Digital Cookie website – don't worry we will provide you information on how to do this.
- Spread the Word: Girl Scouts can print door hangers with their personal website information to distribute to potential customers. Each Girl Scout's website grants customers access to their account to order their favorite Girl Scout Cookies so both the Girl Scout and the troop receive credit for the sale.
- Girl Scouts can make a sign for their caregivers' workplace and include a business card.
- Give your Girl Scout a chance to practice their personalized sales pitch and record it as a video! Add the video to her website. Girl Scouts who upload photos and/or videos sell more to help them reach their goals
- Help your Girl Scout create a script to engage customers when they make phone calls to friends and family. You can even practice taking orders.

# Ways to Participate in the Girl Scout Cookie Program

Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, she'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year!



## Phone or Text Friends and Family

Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—hello, school, sports, and extracurriculars!—this option has maximum flexibility.



## Digital Cookie

Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. And she can reach her sales goals no matter what her schedule is like.



## Door-to-door

They're the perfect way to hone her sales pitch! With door-to-door sales, 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 Stands

Would your Girl Scout feel more comfortable on her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where she'll market her cookies to customers in her neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!



## Cookie Booths

This option has maximum customer interaction, teamwork, and all the fun! Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)



## Connecting with Her Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. They could prepare a corporate pitch to sell cookies in bulk to car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!

Participating in the cookie program powers Girl Scouts' adventures throughout the year as they learn key business skills to excel in future careers and in life. By participating in different sales methods, girls gain more skills, including: goal setting, decision making, money management, people skills, and business ethics.

**Don't forget:** adult supervision is required at all times.

## Safety First!

Safety is the first priority of the Cookie Program and Girl Scouts of New Mexico Trails. Daisies, Brownies and Juniors must be accompanied by an adult. Cadettes, Seniors and Ambassadors must be supervised by an adult. Girl Scouts must wear a membership pin, uniform, or Girl Scout branded clothing (e.g., Girl Scout T-shirt) to clearly identify themselves as Girl Scouts. Do not carry large amounts of money and ensure provisions have been made for safeguarding the money in advance of the program.

Girl Scout cookie sale should only take place during daylight hours and in neighborhoods that you are familiar with. For more information on safety guidelines, please check out the [Cookie Family Connection Guide](#).

## Online Guidance

The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their parents or caregivers.

1. Girl Scouts can advertise their online cookie sales on social media sites to friends and family (such as Facebook and Instagram).
2. Girl Scouts may also advertise their cookie sales on social media using public post share by extended family and friends. Posts on behalf of a Girl Scout should be girl-led and encourages the Girl Scout being the one to complete the sale.
3. Friends and family of a Girl Scout participating in the cookie program must not market or share their contact information, sales links, or sales information on online sites they do not own or with any news outlets.
4. Due to GSUSA safety guidelines, Girl Scout Cookie sales cannot be posted to social media “for sale” sites open to the public (i.e. Craigslist, Amazon, eBay, swap/garage sale/Nextdoor/marketplace-type sites).
5. Social media ads cannot be purchased or donated to promote sales.
6. Should any online marketing activities be identified as a violation of guidance, GSUSA or the council reserves the right to intervene and request removal of the post.

## Rewards

Girl Scouts can see what rewards are available in our [Cookie Rewards Guide](#). This will help them set their individual goal. The Digital Cookie system automatically calculates what each Girl Scout has earned based on their sales. Girl Scouts may have the opportunity to select prizes or need to provide t-shirt size. Families need to check with their troop volunteers for the deadline to make selections. If selections are not made, GSNMT will determine the reward for the Girl Scout. Rewards will be available to the troop volunteer in May.



# Digital Cookie System for Families

The Digital Cookie System (DOC) is the online platform used by GSNMT to facilitate the Cookie Program. Families can use the system during the program to help their Girl Scout:

- Set up an online storefront for customers to make online orders. They can sell to friends and family near and far!
- Customers can pay using a credit card for any in-person sales even if they don't promote their website.
- Make rewards selections to ensure they get their personal choices.
- Girl Scouts can earn instant rewards when using the Digital Cookie system. Yes, Girl Scouts don't have to wait until May for some of their rewards. Digital Cookie rewards will be determined each week and troop volunteers will pick-up these rewards for their troop at weekly cookie pick-ups.

## Family Access to Digital Cookie

Starting January 19, Girl Scouts who have a 2023-2024 Girl Scout membership and completed their [2023-2024 Product Permission Form](#) will be able to access Digital Cookie. Families will receive an invitation email from "Girl Scout Cookies". Emails are sent to the primary caregiver listed for the Girl Scout. Only one adult email can be used to access Digital Cookie during the program. Families can follow the link in their email to set up their online account and their online storefront

If families do not get an email on January 19, they still access the website from our [GSNMT Cookie Central website](#). There will be directions on how to request a Digital Cookie registration email on our website.

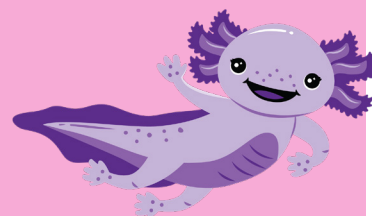
## Girl Delivery in Digital Cookie

Girl delivery is a great feature for customers who would like to use a credit/debit card for payment and live close enough for the Girl Scout to deliver in person. We encourage families to use their best judgement when making in person deliveries. Every family should follow all safety recommendations and only deliver during daylight hours and to people they know. If a family does not wish to provide girl delivery to customers, please adjust your Girl Scout's website options in the My Cookies tab of the system. Caregivers are required to approve Girl Delivery orders within 5 days or they will be canceled. Once an order is approved, Girl Scouts should connect with the customer to let them know when they can expect delivery. The council office gets several calls during the cookie program from customers who do not hear from Girl Scouts so please contact customers with delivery information. All orders should be delivered with in a timely manner.

If an order is approved, but the Girl Scout is unable to deliver, they must inform the customer and ask their troop volunteer to provide a refund to the customer. Volunteers have access to view customer orders and provide refunds.

## Tips on Using Digital Cookie

- Upon signing in, families need to watch an introduction video, enter their goals, and let customers know what they learn from the cookie program.
- Once the account is set up, families can set up emails to be sent to customers for the first day of the program on January 26.
- Take time to familiarize yourself with the Dashboard area which allows families to access all available activities and resources.
- If your family would like more assistance in using Digital Cookie, videos will be available to view on the [Cookie Central website](#). The videos will walk families step by step on using the system.



## Money Transactions

Money is collected when the Girl Scout delivers the cookies. Make sure to collect payment before providing cookies to the customer. Only accept checks from people you trust and will be able to contact if there is an issue. Council will not reimburse troops for NSF checks or bank fees for any returned checks. Your family's balance must be paid in full by the troop deadline in order to be eligible for rewards. Failure to pay in full could result in being sent to an outside collection agency and Girl Scouts forfeiting their rewards. Make sure to get a receipt of all money turned into the troop signed by you and the troop volunteer to confirm the amount paid. Check with your troop volunteer if they will be posting offline sales, if they are, you will be able to use Digital Cookie to know the amount your family owes to the troop.



## Questions?

Your Troop Cookie Chair has been thoroughly trained and is excited to help you. They should be your first point of contact for specific council related details, questions and issues.

Troop Cookie Chair: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Best Way to Contact: \_\_\_\_\_

Best Time to Contact: \_\_\_\_\_

For questions regarding Digital Cookie or customer orders, contact your Troop Cookie Chair first and they will let you know if you need to contact the council office.

If you do have questions to the council office, you can call 505-343-1040 or email [customercare@nmgirlscouts.org](mailto:customercare@nmgirlscouts.org).

## Picking Up Cookies

Cookies will be delivered to your local area the week of February 5. Once your troop volunteer has picked up the troop order, they will contact families with a date and time for picking up product. Due to our large council area, product will be delivered any day between Monday and Friday of that week, so please be patient with volunteers and picking up product. It is best to tell customers that product will be available starting February 10.

Here are a few reminders when picking up your order:

- Be on time
- Count your entire order
- Get a signed receipt for the product you are picking up.

All cookies must be signed for and accepted by the caregiver who completed the product permission form as they are financially responsible for all products received. Cookies cannot be returned to the council. However, damaged cookies can be exchanged at your local cookie cupboard by your troop volunteer for the same item. All cookies should be stored in a cool, dry, pet-free and smoke free environment at all times.

Each troop will have their own directions on how to place orders for cookies and when cookies can be picked-up. Please follow the directions set out by your troop and be patient with them. They are volunteering their time to help your Girl Scout have a successful cookie program.

## Troop Reminders and Deadlines

Troop Initial Cookie Pickup: \_\_\_\_\_

Troop Deadline for Rewards Selection: \_\_\_\_\_

Troop Deadline to Turn in Money: \_\_\_\_\_

Digital Cookie Information

Login: \_\_\_\_\_

Password: \_\_\_\_\_



# 2024 COOKIE PROGRAM CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
January 14	15 <b>PRODUCT PERMISSION FORMS DUE</b>	16	17	18	19 <b>FAMILY DOC ACCESS OPENS</b>	20
21	22	23	24	25	26 <b>DOC OPENS FOR SALES</b>	27
28	29	30	31	February 1	2	3
<b>GIRL EXPERIENCE DATES RELEASED</b> <b>COOKIE PROGRAM</b>						
4	5	6	7	8	9	10
<b>INITIAL COOKIE DELIVERIES</b>						
11	12	13	14	15	16 <b>BOOTH SALES BEGIN</b>	17
<b>COOKIE PROGRAM</b>						
18	19	20	21	22	23	24
<b>COOKIE PROGRAM</b>						
25	26	27	28	29	March 1	2
<b>COOKIE PROGRAM</b>						
3	4	5	6	7	8	9
<b>COOKIE PROGRAM</b>						
10	11	12	13	14	15	16
<b>COOKIE PROGRAM</b>						
17						<b>MAY: REWARDS DELIVERED</b>
<b>SALE ENDS</b>						

