

2024 Girl Scouts River Valleys Cookie Program Family Guide

Join in on the tradition, make memories, practice your skills, and be part of something great! With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!

GIRL SCOUT COOKIE VARIETIES

THE 2024 SALE RUNS
FEBRUARY 16-MARCH 24

All varieties of Girl Scout Cookies (including gluten-free) are \$6 a package. For allergen information, visit GirlScoutsRV.org/Cookies.

CHECK IT OUT!
Using your mobile device, scan the **QR code** below to access our one-stop hub for all things cookies:



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



French Toast-inspired cookies dipped in delicious icing



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



Crispy chocolate wafers dipped in a mint chocolaty coating



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



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



Crispy and crunchy oatmeal cookies with creamy peanut butter filling



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

Cookie Central



[GirlScoutsRV.org/
Cookies](https://GirlScoutsRV.org/Cookies)



PRO TIP

Communicate with your troop cookie manager often throughout the season. Keep them up-to-date with how many packages you have left and how many more you'll expect to need.

WELCOME TO THE 2024 COOKIE SEASON!

Ta da! Just like that, it's time for the magic of the Cookie Program to begin! There's nothing sweeter than seeing your Girl Scout unbox valuable life skills while helping their troop fund their adventures and experiences. This year, we own the magic (it's the cookie theme after-all) that happens when a Girl Scout participates in this flexible and fun tradition in their own unique way. Together, we're building the future cookie by cookie.

Girls can participate in a variety of ways. See our cookie participation chart for an abundance of options.

Selling Girl Scout Cookies online is as easy as A, B, C! Set up your online account in Digital Cookie to manage your cookie sale like a pro! Track sales, set goals, send emails, and share your sales link for online orders. (See page 5 to learn how!)

COOKIE SEASON HIGHLIGHTS:

- This year our mascot, Bubbles the Axolotl, is literally bursting with excitement to help Girl Scouts reach their cookie goals.
- Sales tools you need to reach your cookie goals: door hangers, business cards, and your own online cookie site. For customers that want to support you from across the miles, a shipping discount when they purchase 6 or more packages of cookies for shipping to their homes (for a limited time).
- Introducing Digital Cookie! Your Girl Scout can take their cookie sale to the next level with this powerful and versatile online tool. With their own personalized cookie site, your Girl Scout can set goals, upload a pitch video, track sales progress, market their sale online to cookie customers, and more! Check our Quick Start tips in this guide and the Digital Cookie Guide for Families on Cookie Central for step-by-step tip sheets and videos to navigate the system.

FAMILY CHECKLIST

- Go online to complete the Family Responsibility Form before you pick up any cookies. After receiving your initial cookie supply, you should plan to turn in 50% of money due before picking up more cookies from the troop.
- Keep receipts for any time you receive, exchange, or return cookies with the troop cookie manager.
- Check out all of our digital marketing guidelines. Girl Scouts must read and acknowledge the Internet Safety Pledge and review/apply the Supplemental Safety Tips for Online Marketing. You'll find these resources on Cookie Central and in Digital Cookie.
- Plan to return cookies by your troops return date, which is: _____

DID YOU KNOW?

All cookie proceeds stay local! In fact, 79% of the cost of each box is reinvested in local Girl Scouts!

IT'S MORE THAN SELLING COOKIES...

This program opens the doors for Girl Scouts to find out what they're capable of as they join in the largest girl-led entrepreneurial program in the world. Each season brings big dreams, business savvy, friendships, and fun. Check out our Cookie Program opportunities:



GET STARTED WITH A COOKIE RALLY

This is fantastic way to get connected with other Girl Scouts in the area, while learning some of the essential skills they'll need for cookie season. Check with your Troop Leader to learn about Cookie Rally options, including a council-wide virtual cookie rally in early February.

EARN A-LOT! AWESOME AXOLOTL REWARDS & COOKIE CREDITS

There's something for everybody, including patches, t-shirts, the always popular mascot plush animals, jewelry, Cookie Credits, one-of-a-kind experiences, and trendy things that Girl Scouts absolutely adore!



Challenge their online skills through our online-only rewards, or give back to the community by collecting money for cookie donations.

Become a philanthropist: Girl Scouts can choose to opt-out of receiving a reward to instead make a donation to our LemonAID philanthropy program to benefit the Friends of the Mississippi River, an organization dedicated to protecting, restoring, and enhancing this vital river.

RIVER VALLEYS PATCH PROGRAMS

Cookie Pro 2024: Girl Scouts or Troops can share their unique cookie story of skills that were learned, customer service, marketing, and pro tips that help them to close the sale. Weekly winners will receive the exclusive patch and the entries that are selected as Cookie Pro's of the Year will win a troop experience at their choice of an escape room or trampoline park!

Cookie Care Donation Program: Girl Scouts have a tradition of giving back to the community, and that tradition continues through the Cookie Care Program. These cookie donations are made to local non-profit organizations, school lunch programs, food pantries, and more!

LEARN ALONG WITH THEM

Your cookie business = a family affair. Girl Scouts can earn a unique Cookie Family Entrepreneur pin for each year of participation with your help. Check out the requirements online and get started this cookie season.





SHOW YOUR COOKIE PRIDE

Share your troop's favorite moments from the Cookie Sale by tagging @GirlScoutsRV in your posts and stories on Instagram, and by making use of the Girl Scout Cookie sticker gallery! We'll help amplify your troop's good work by sharing stories on our Instagram account.

COOKIE PARTICIPATION OPTIONS

Selling Girl Scout Cookies is one of the most iconic activities Girl Scouts engage in. You can choose to participate in one, two, or all three levels of participation: online, hybrid, and in-person. Use the ideas below to get started. You can check off all the options you want to try or brainstorm a few of your own!



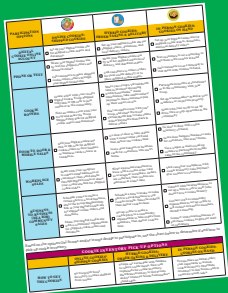
**ONLINE COOKIES:
SHIPPED COOKIES**



**HYBRID COOKIES:
ORDER-TAKING & DELIVERY**



**IN-PERSON COOKIES:
COOKIES ON HAND**



**VIEW THE PARTICIPATION
OPTIONS CHART ONLINE
BY SCANNING THE QR
CODE ON THE RIGHT**



KEY DATES & DEADLINES

BY JANUARY 19	Initial cookie order	FEBRUARY 16	Cookie & Booth Go Day
FEBRUARY 1	Digital Cookie registration emails are sent to families	MARCH 24	Cookie sale ends
FEBRUARY 8	Girl Scouts can begin cookie pre-sales & online orders	MARCH 25-APRIL 1	Turn in remaining cookie money to troop and select rewards



DIGITAL COOKIE

Quick Start Guide

Digital Cookie is an app and online site Girl Scouts use to manage their business—things like setting goals, tracking progress, reaching customers—they can even share and print their sales QR code. Plus, take credit card payments too (PS-cash and checks are also accepted. Checks can be made payable to Girl Scouts).

Check out these steps to get started!

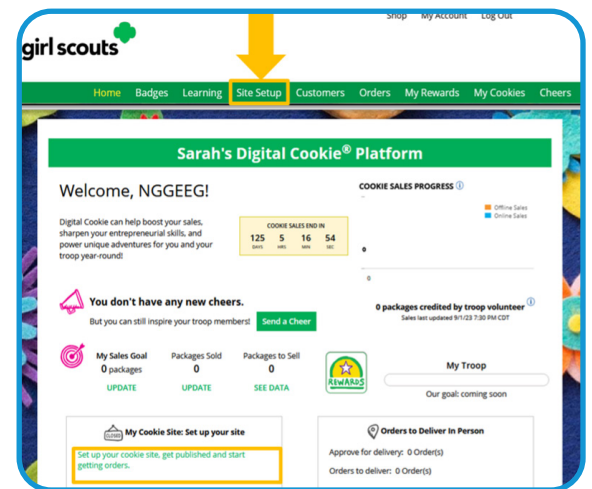
CREATE YOUR SITE & DOWNLOAD THE APP:

You'll receive an email on February 1 from Digital Cookie (digitalcookie.girlscouts.org). Click the link in the email to register your Girl Scout's account in the site. Add email@girlscouts.org to your safe sender's list so you don't miss the email. In the email is a pink "Register Now" button. Simply click on that button to be taken to the Digital Cookie platform. You'll create a password and use it to log in. You'll watch a safety video, then must accept the terms & conditions for the site. Once you've completed this initial set up, you can download the Digital Cookie app on your mobile device so your Girl Scout is ready to take credit card payments on the go.

SET UP YOUR SITE & REVIEW THE DASHBOARD:

To help your Girl Scout set up their business for customers, click on Site Setup to get started. Once the site is approved and published, your Girl Scout's online cookie business is up and running! Once you've begun marketing to customers, you'll be able to track sales, view orders (including orders to approve for Girl Scout delivery) and view progress to your troop's sales goal.

- **Offline sales:** Cash or check purchases made by customers and recorded in Digital Cookie.
- **Online sales by Delivery:** Online purchases made by customers from your cookie site for donations, shipped cookies, deliver in person, or cookies in hand sales paid through your mobile app.



DID YOU KNOW?

Girl Scouts that use online sales tools like Digital Cookie in combination with traditional sales sell 190 more packages on average and reach their goals faster.



It's as easy as 1-2-3 to start selling after you've set up your site!

1 Decide on your cookie delivery type

Decide on your cookie delivery type: There are two ways customers can receive cookies when they order online: by shipping cookies directly to their home (with shipping fees) OR delivered by the Girl Scout and their caregiver (Girl Scout delivery). In Digital Cookie, you'll have the option to activate Girl Scout delivery when setting up the site. You can also inactivate this option at any time during the season.



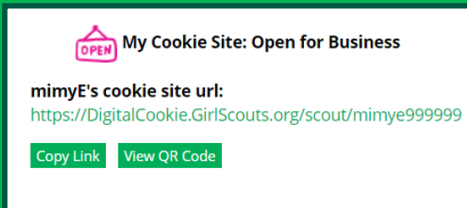
GIRL SCOUT COOKIE DELIVERY

- Activate or inactivate anytime
- Available through the cookie site link or email
- Cookies are delivered by the Girl Scout

SHIPPED COOKIE DELIVERY

- Available through the cookie site link or email
- Discounted shipping with purchase of 6+ packages
- Cookies are delivered from the baker

2 Share your cookie site and/or send marketing emails



Starting February 8, cookie site links can be shared by social media, text, or email. Marketing emails can be sent directly to family and friends. To access your cookie site link, go to your Digital Cookie account and find it on your homepage under My Cookie Site:

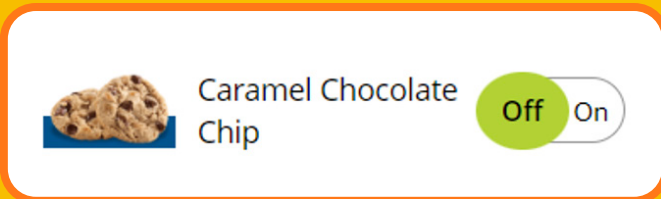
**Cookie site links may not be shared to Facebook Marketplace, eBay, Craigslist, or any garage sale site. Girl Scouts and families engaged in online cookie sales must always follow the Digital Sales & Social Media policy.*

3 Review and approve orders from Digital Cookie

When orders come in for Girl Scout delivery, you must approve the orders in Digital Cookie within five days. Go to the Orders tab to view all orders that need approval. You'll see a list of all orders, the customer's info, and the number of packages in the order. You'll receive a reminder email each day if you have orders that haven't been approved in the system.



HELPFUL TIPS:



If you are out of a cookie variety for Girl Scout delivery, you can turn off the variety in the Digital Cookie site. Go to the **My Cookies tab** and switch the cookie variety to "off" then click on update delivery settings. You can turn delivery back to "on" once you get additional inventory.

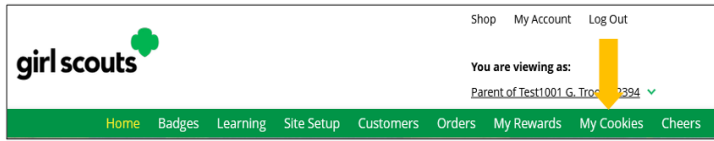


Digital Cookie features resources to help you if you get stuck, like tip sheets, videos, and a Help section built right into the site.

My Cookies Tab: Tracking Your Inventory

Digital Cookie can help make sure that you have enough cookies for your orders, track your progress on delivering/selling offline orders and/or make sure your record of cookies received from the troop matches what has been given to your Girl Scout.

To learn more, go to your **My Cookies tab**:



The top part of the dashboard shows the total number of packages that have been transferred to your Girl Scout from the troop. It can include booth sales and troop sales. It is not the same number of cookies you are financially responsible for.



The inventory section gives you a quick view of how many cookies you should still have undelivered and how many you may need to fill your Girl Scout delivery orders. The first thing to note is **My Offline Sales**. Offline sales need to be updated by you or your Girl Scout when cookie sales are made in-person with cash or check payment. Click on the down arrow to enter this information and click on **Save Updates** to save changes.



Remember, it may take your troop volunteer time to enter transactions, so please be patient if you have received cookies from the troop that need to be entered.

Scroll down to the **Financials** section to help you view the amount due for cookies and how the troop is calculating the amount. **Online Paid** totals reflect online payments for Girl Scout delivery orders, donation, or Cookies in Hand orders. **Offline Paid** totals are the payments received by cash or check that you have given the troop volunteer and they have credited to your Girl Scout. **Total Balance Due** totals the difference from the amount owed for your inventory and the amount paid to the troop.

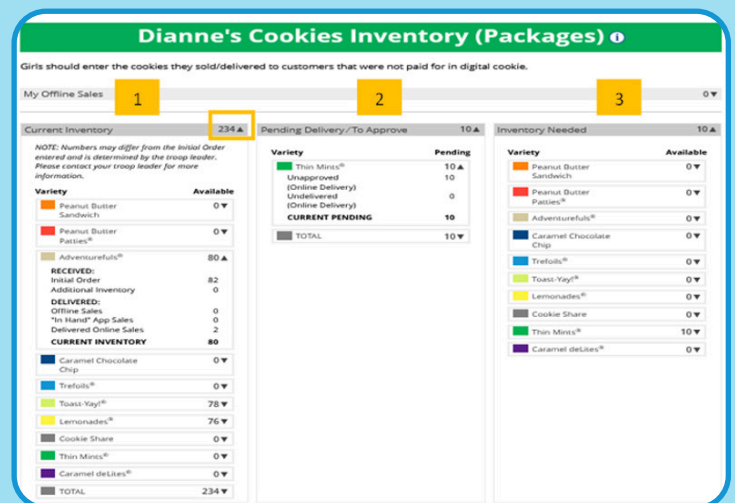


Get to know your inventory totals: There are three sections that calculate your inventory. Click on the arrow next to the total # of packages to show you information by variety.

1: Current inventory: The Received number comes from the total packages transferred to you by the troop. The Delivered number will reflect your offline sales & any sales made using the mobile app using the *Give Cookies to Customer Now* feature, and any Girl Scout delivery orders that have been delivered & marked delivered in the Orders tab.

2. Pending Delivery/To Approve: This section shows you how many cookies you need to fill Girl Scout delivery orders you have approved and those you have yet to approve.

3. Inventory Needed: This section will show you any packages of cookies needed to fill your orders. The totals indicated here will be accurate if you track your offline sales in Digital Cookie.



COOKIE POWER

A box of Thin Mints is a special treat for a friend or family member, but it is so much more for a Girl Scout. Cookie proceeds can power Girl Scouts to...



Purchase program supplies for a great Girl Scout year



Take advantage of amazing camp or travel opportunities



Participate in the Girl Scout Leadership Experience— Girl Scout programming, curriculum & events



Fund troop activities—planned BY Girl Scouts FOR Girl Scouts

Daisy								
Brownie								
Junior								
Cadette								
Senior								
Ambassador								

Earn badges in STEM, outdoors, life skills, entrepreneurship, and so much more



Receive or support financial assistance for Girl Scouts & troops with financial barriers



Earn a Gold, Silver, or Bronze award for Girl Scouts who display leadership while engaging in projects that benefit their communities

Our Troop #: _____

Troop Cookie Contact(s):

Email: _____

Phone: _____

Scan here to complete your online Family Cookie Responsibility Form.

