



Family Guide

2023 GIRL SCOUT COOKIE PROGRAM



Cookie Program Dates

Wednesday, Dec. 14 - Sunday, Feb. 26

Unanswered cookie questions?

Ask your Troop Cookie Manager and/or email us at customer care@girlscouts-swtx.org.

Troop # _____ Community _____

Troop Cookie Manager (TCM) _____

TCM Phone _____ TCM Email _____

IMPORTANT DATES:

Initial cookie order due to TCM by _____

Pick up initial cookie order on _____

IMPORTANT: Money is due to the troop each week.

Final payment is due to the troop by _____.

Absolutely NO additional cookies will be issued if money is owed for previous orders.

GO BRIGHT
Aheado

Cookie Business & Financial Literacy Badges

When Girl Scouts participate in the cookie program, they're already completing several badge-earning steps. From goal setting to giving back to perfecting customer service, Girl Scouts start the badge process without even realizing it. And NEW for 2023, girls now have 13 updated financial literacy badges—one badge to earn each year of the cookie program!



Find all cookie badge requirements at girlscoutcookies.org.

Once requirements are met, badges are available for purchase in the Girl Scout shop!

Welcome, families!

The Girl Scout Cookie Program gives your Girl Scout the ability to power unique opportunities and adventures for herself and her troop while learning to think and act like an entrepreneur. And you're key to her success. Supporting your girl's cookie business has never been easier when you work together as a cookie entrepreneur family. You'll not only help your girl crush those cookie goals but also have high-quality time working together. There's no team sweeter than a cookie entrepreneur family during cookie season!

Ways to Participate

★ Order Cards

Using the order card, your Girl Scout can ask neighbors, your co-workers, or even staff members at your doctor's office for orders before they have cookies in hand. Once girls have cookies, order cards are handy to track customer sales and inventory available. Order taking can begin on Wednesday, Dec. 14. **Please note:** All orders made on the order card are paid for at the time of delivery, not at the time of the order, and cookies will be available to troop/girls at the end of January.



🌊 Cookie Booths

Cookie pop-up shops in areas with lots of foot traffic are a fun way for girls to connect with their community and practice their sales pitch with new customers. Booth locations must be approved by the council and facilitated within our jurisdiction. Participants must follow all council guidelines about setting up, running, and taking down a booth. Cookie booths are always girl-led but supported by your TCM and parent volunteers. **Adult-only booths are not allowed.**

Council-sponsored Cookie Booths

WHO: Troops/Girl Scouts with an adult volunteer
WHERE: Locations the council has scheduled booth dates and times
WHEN: Friday, Feb. 3-Sunday, Feb. 26
HOW: Council coordinates booth dates and times with local businesses, and TCMs can sign up for booths in eBudde

Independent Cookie Booths

WHO: Troops/Girl Scouts with an adult volunteer
WHERE: Locations that are not listed as council-sponsored in eBudde (ask your TCM)
WHEN: Wednesday, Jan. 25-Sunday, Feb. 26
HOW: Complete an independent booth request form with approval from the business. Give to your TCM at least five business days before your booth to input into eBudde for approval. Your TCM will let you know when your booth request has been approved

★ Digital Cookie

Girls can use Digital Cookie, an online platform to reach customers near and far. Girls can promote their site by emailing friends and family, creating videos to share on social media, and hosting a virtual cookie booth where they make their pitch online. There are endless ways for girls to get creative in spreading the word about their Digital Cookie site!

Digital Cookie opens: Wednesday, Dec. 14
Digital Cookie closes: Wednesday, March 1

- For younger girls, using Digital Cookie is a great way to begin learning about all the ways technology can be used to run a business and build relationships with customers.
- For girls aged 13 and over, Digital Cookie acts as a great backdrop to discuss safety online and allows them to stretch their independence while being their own cookie boss.

🌊 Gift of Caring Donation Program

Customers who don't want to purchase cookies or want other ways to support girls can donate a package of cookies to a local hero or cause. Customers can support the donation program through any of the above selling methods. GSSWT gives these donations to United Service Organizations (USO), San Antonio Food Bank, Fisher House, and Ronald McDonald House.

2023

Cookie Rewards Selection

Initial Order Rewards

225+ pkgs

Dolphin Tail Bracelet

375+ Troop PGA (Per Girl Average)
Long Sleeve Hooded T-Shirt

475+ Troop PGA (Per Girl Average)
Troop receives one Booth Kit
(1 kit per troop)—to be announced.

Digital Cookie Rewards

Digital Cookie is a fun and educational online tool that helps girls run and manage their cookie business. Girls using the online platform sell 123 percent more cookies than those just using the cookie order card or booths!



35+ emails
Digital Cookie patch
(style/color will vary)

110+ pkgs
Paddle Board
Desk Stand



210+ pkgs
Cookie Techie AND
Sparkly Dry Pouch

Gift of Caring Rewards (council only)

Gift of Caring rewards will be available for only council Gift of Caring donations. Troops are welcome to continue to donate to their chosen causes; however, rewards will not be earned for troop Gift of Caring.



30+ pkgs
Gift of Caring patch

65+ pkgs
Glow-in-the-dark Flying Disc



Complete with your Girl Scout!

Turn in to your TCM who will use it to order your Girl Scout's rewards.

My Girl Scout, _____, would like the following rewards based on the package level reached.

By checking this box and signing below, I acknowledge that I promise to turn in ALL MONEY to the TCM and I allowed my Girl Scout to set her goal and choose her reward items for levels that require a choice.

Parent/Guardian Signature _____ Date _____

Parent/Guardian Email _____

Girl T-shirt Size: YS YM YL YXL AS AM AL AXL A2X A3X

- 15+ pkgs Go Bright Ahead Theme Patch
- 30+ pkgs Dolphin Tail Pen
- 60+ pkgs Scrunchie w/ Secret Pocket Set
- 90+ pkgs Adorable Mini Plush Dolphin
- 150+ pkgs Write-your-own-dreams Journal w/ stickers
- 210+ pkgs Dolphin Tail Mood Rings
- 300+ pkgs Themed Water Bottle & Decals
- 365+ pkgs Headlamp Headband OR \$5 Cookie Credits*
- 450+ pkgs Super Patch AND Snuggly Dolphin Plush OR \$5 Cookie Credits*
- 550+ pkgs Go Bright Ahead T-Shirt* OR \$10 Cookie Credits
- 675+ pkgs Cushiony Travel Pillow w/ Mask* OR \$10 Cookie Credits
- 750+ pkgs Paddleboard Beach Towel* OR \$15 Cookie Credits
- 850+ pkgs Beach Bash Bag—Sunglasses, Bandana Scarf & Beach Bag OR \$15 Cookie Credits
- 1,000+ pkgs Cozy Hooded Blanket* OR \$20 Cookie Credits

Girls reaching 1,200+ levels will receive ONLY reward items—NOT Cookie Credits—at 15-1,000+ levels, as she will automatically receive Cookie Credits corresponding with the highest level achieved for 1,200+.

- 1,200+ pkgs One-week FREE GSSWT Camp OR Cool Mini Fridge* AND \$120 Cookie Credits
- 1,500+ pkgs 2023 American Girl-of-the-Year Doll OR Snazzy Polaroid Kit* AND \$150 Cookie Credits
- 2,023+ pkgs 2023 Year Bar Patch AND Girl Scout Day at Six Flags Fiesta Texas with GSSWT CEO—(girl-only event; three dates TBA for May/June) AND Summer Goodie Bag AND \$220 Cookie Credits
- 3,000+ pkgs Paint-your-pet Party*—(girl-only event; two dates TBA for May/June) OR Customize-your-own Converse—High or Low-Tops AND \$300 Cookie Credits

- 4,000+ pkgs Girl Scout Day at Schlitterbahn Water Park and Resort*—(one girl & one adult; two dates TBA for May/June) OR Outdoor Adventurer Gear—Tent & Camping Chair AND \$300 Cookie Credits
- 5,000+ pkgs SeaWorld Dolphin Beach Experience—(girl-only event; one date TBA for May/June) AND \$300 Cookie Credits
- 6,000+ pkgs Paddle Board Yoga Day Trip—(girl-only event; one date TBA for May/June) AND Paddle Board w/ Goodie Bag AND \$300 Cookie Credits

Superstar reward opt-out option for Cadettes, Seniors, and Ambassadors

C/S/A girls must reach 1,200+ AND complete the Superstar form to opt-out of ALL rewards to INSTEAD receive:

- ONE reward item from 30-1,000 levels; girl will still receive all patches earned AND one of the following:
 - Customize-your-own Converse
 - Cool Mini Fridge & Moon Lamp
 - Snazzy Polaroid Kit
 - Grow-your-own Inside Garden with Seed Pods
 - Outdoor Adventurer Tent & Inflatable Hammock
 - Techy-lovers Bluetooth Keyboard & Speaker
 - Decorate-your-own Camping Trunk Kit



Cookie Credits can be used for GSSWT or troop travel!

For every 500 packages sold exceeding 6,000 packages, girls earn additional \$50 in Cookie Credits.



*Default item; See girl order card reward panel for further details about rewards. Rewards may vary in size and style/color.

Parent Tips



- Respect all troop instructions and due dates!
- Turn in money regularly.
- You are responsible for paying **\$5 per package** of cookies you sign for; cookies cannot be returned.
- Ask how you can help her troop!
- Follow all social media guidelines.
- No adult-only booths—the Girl Scout Cookie Program is a girl program and running the program herself (with the help of an adult) is how she learns lifelong skills.

Why should my Girl Scout participate in the Girl Scout Cookie Program?

More than half (57%) of Girl Scout alums in business say that the Girl Scout Cookie Program was beneficial in the development of their skills today.

More than half (53%) of female entrepreneurs and business owners are Girl Scout alums.



Nine in 10 Girl Scouts say the cookie program has built their entrepreneurship skills and interest in pursuing entrepreneurship as a career path.

Participating in the program gives girls an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she'll gain five skills along the way that she'll use the rest of her life.

Through the Girl Scout Cookie Program, girls learn:



Goal Setting

Girls set individual goals with help from their families! Girls work together to set troop goals based on what they want to do with troop proceeds.

"I know I can do it now and in the future!"



Decision Making

Girls help decide where and when to sell cookies, how to market their cookie business, and what to do with troop proceeds.

"I can make smart decisions."



Money Management

Girls develop a budget, take cookie orders, handle customer money, and learn practical life skills about financial literacy.

"I know how to handle and manage money."



People Skills

Girls learn to safely talk to their customers in person and virtually. These experiences help them develop healthy relationship and conflict resolution skills.

"I have confidence to talk to others."



Business Ethics

Girls run their own small business using the Girl Scout Law as a guide, being honest and responsible every step of the way.

"I am honest, trustworthy, and reliable."

Did you know? All proceeds from Girl Scout Cookies® stay local!

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today and tomorrow. Girl Scout Cookies' proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.



3 Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

Ways to Support Your Entrepreneur

- Help her earn the Cookie Entrepreneur Family pin to practice building her skills at home.
- Help her set up her Digital Cookie site.
- Help her keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support her.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help her make arrangements to connect with people in her network.
- Never do things for your girl that she can do for herself, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting her!

