

girl scouts
heart of the south

Little Brownie
BAKERS.

GO
BRIGHT
Ahead

GIRL SCOUTS
HEART OF THE SOUTH
2023
COOKIE PROGRAM
FAMILY GUIDE



GIRL SCOUT COOKIE PROGRAM 2023 FAMILY GUIDE

Our Girl Scout Cookie Program is much more than a fundraiser. It's a fun way for girls of all ages to earn money that fuels their dreams and it's a powerful, hands-on leadership and entrepreneurial program.

The countless, exciting possibilities – from new business opportunities, to a healthier planet, to a more beautiful world – begin with the skills girls learn and the action they take today. Girls will learn firsthand the ins and outs of running their own cookie business, even “branding” their enterprise for maximum impact.

Everything girls do in Girl Scouting is designed to help them become leaders in their daily lives and prepare for their bright futures!

THE GIRL SCOUT COOKIE PROGRAM HELPS GIRLS DEVELOP 5 KEY SKILLS:

GOAL SETTING
as she sets cookie goals and makes a plan to reach them

DECISION MAKING
as she decides how her troop will spend the cookie money

MONEY MANAGEMENT
as she takes orders and handles customers' money

PEOPLE SKILLS
as she learns to talk and listen to all kinds of people while selling cookies

BUSINESS ETHICS
as she is honest and responsible every step of the way

THE NUMBER ONE REASON PEOPLE BUY GIRL SCOUT COOKIES IS TO SUPPORT GIRL SCOUTING!

All of the proceeds – every penny – from the Girl Scout Cookie Program are used to benefit girls within our local council. This revenue is used to fund major council initiatives like supporting and building membership, creating and sustaining innovative girl programming, maintaining and improving camp properties, providing volunteer training and offering a platform that allows troops' funding for trips, activities and community service projects.

By purchasing Girl Scout Cookies, you directly support the Girl Scout Leadership Experience for girls in your community!

HOW THE COOKIE CRUMBLES



GIRL SCOUT COOKIES \$5

- Cost of Cookies: \$1.13
- Girl Program: \$1.07
- Membership Support: \$1.03
- Girl, Troop, Service Unit Rewards: \$.91
- General Management: \$.53
- Property Management: \$.32
- Bad Debt: \$.01

2022 GSHS TOP COOKIE SELLERS

| TOTAL | NAME | TROOP # |
|--------|-------------------|---------|
| 13,238 | Emily Duncan | 13922 |
| 8,108 | Jasmine Tolbert | 10339C7 |
| 7,103 | Madison Baker | 13922 |
| 5,390 | Makayla Tolbert | 10339J5 |
| 5,215 | Micahya Brown | 10121 |
| 4,566 | Madelynn Wen | 10339C6 |
| 4,000 | Janie Dong | 10339C7 |
| 3,946 | Genesis Bonner | 13137 |
| 3,709 | Anna-Lucia Harris | 13922 |
| 3,418 | Lilly Pierce | 40135 |

TROOP COOKIE MANAGER CONTACT INFORMATION: _____

TROOP #: _____ **SERVICE UNIT:** _____ **DIGITAL COOKIE PASSWORD:** _____

2023 COOKIE LINE-UP



Adventurefuls

Lemon-Ups

Trefoils

Do-Si-Dos

Samoas

Tagalongs

Thin Mints

Girl Scout S'mores

Toffee-tastics

CORE COOKIES (\$5)

SPECIALTY COOKIES (\$6)

COOKIE SELLING TIPS

DIGITAL COOKIES

Girls can supercharge their cookie goals by safely tapping the marketing power of the internet. Customers use an online order form to submit their orders and pay for them online. Girls should be prepared to maximize their orders through online connections they have with friends and family.

Customers can choose between having the girl deliver, with caregiver permission, or having them shipped. Shipping and handling charges will apply.

TELEPHONE & TEXT

Review order cards from previous years and use them to contact these customers again.

Once cookies have been delivered, girls may want to call customers, thank them for their orders and ask if they need additional cookies.

Try a Text-a-thon! Older girls may want to text their friends and family to let them know “It’s Cookie Time,” and to share their Digital Cookie link, or take orders on their order card.

DOOR-TO-DOOR & COOKIE WALKABOUT



Remember safety first! Encourage girls to canvas their communities, leaving no doorbell untouched! Girls should take orders, door-to-door, at the beginning of the Cookie Program with their order cards. Download a doorknob order card online at www.girlscoutshs.org/cookiesellers.

After cookies arrive, sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout! This is a great time to deliver to customers and offer additional cookies.

SOCIAL MEDIA

Girls can share their links with family and friends, and on neighborhood sites. Remember, cookies cannot be listed on resale or commerce sites.

IN THE WORKPLACE

Girls can contact local business owners or managers to request permission to sell cookies at a workplace. Girls can either make a quick “sales pitch” at a staff meeting, sell “office door-to-door” (or cubicle-to-cubicle), depending on the wishes of the business, or the business may allow girls to leave an order card in a visible spot. Girls can leave a note outlining their goals and plans for the cookie proceeds. Try this virtually, too, with a video conference sales pitch!

COOKIE BOOTHS

The Cookie Program is all about the girls and girls are what people want to see! Troops can schedule booths through the eBudde Booth Scheduler for a time, date and location convenient for the troop.

Troops can also schedule their own Cookie Booths that are not in the eBudde Booth Scheduler. Talk with your troop leader about your interest in hosting a Cookie Booth.

Be sure to dress in Girl Scout uniform as often as possible when participating in the Cookie Program. You might be the only Girl Scout someone sees and we know that everyone needs to be able to get their cookies each year!

THINK OUTSIDE THE BOX

Troops can host a Drive-Thru Cookie Booth at a prime parking lot location, or utilize your own driveway to set up a lemonade stand style Cookie Booth in girls’ neighborhoods. Or take your booth on the road and bring the cookies to the customers in high traffic locations.

INTRODUCING THE NEW Raspberry Rally™!

Available **ONLINE ONLY**
FOR DIRECT SHIP through
Digital Cookie, while supplies last.



Thin, crispy cookies infused with raspberry
flavor, dipped in chocolaty coating

RASPBERRY RALLY FAQs



WHAT IS SPECIAL ABOUT THE FLAVOR?

Customers wanted a raspberry flavor, so this cookie is baked with a pink, raspberry-flavored center and dipped in a chocolaty coating. It's sweet, indulgent, and made with vegan ingredients!

WHY ARE THEY ONLY AVAILABLE ONLINE?

It helps Girl Scouts learn about online shopping trends and build digital skills. It also lets us offer more flavors without replacing customer favorites at booths.

HOW DO CUSTOMERS BUY THEM FROM A GIRL ONLINE?

Customers can scan a girl's QR code, receive an email or go to a girl's online cookie page.

Three Cheers for Raspberry Rally™!

HERE'S HOW YOU CAN PUMP UP THE EXCITEMENT FOR THE NEW GIRL SCOUT COOKIE AT BOOTHS AND ONLINE!



BOOTH POSTER

Create your own Raspberry Rally sign and place it at booths, events or your caregivers' workplaces.



PENNANT BANNER

Create a banner for your booth out of construction paper, string and flag templates.



RASPBERRY RALLY POM-POMS

Fashion yourself with DIY pom-poms to bring cheer to your booth. Pair with "Exclusively sold online!" signage so customers know how to buy.



SOCIAL MEDIA RESOURCES

Post on social media to let family and friends know you're selling Raspberry Rally cookies online.* Find ready-made posts at LittleBrownie.com.



QR CODES

Create a QR code that directs customers to buy on your Digital Cookie page. Place it on your order card or booth flyers and signs.



BOX SIGNS

Display a sample Raspberry Rally package at your booth and attach a sign to it to give customers flavor info and instructions on how to buy.



TABLE TENTS

If you don't have sample packages, you can feature the same info with a table tent sign.



STICKER PAGES

Let customers know the cookies will sell quickly with stickers that say, "Available while supplies last!"



Scan this QR Code or visit the link below to find all kinds of helpful resources to enhance your cookie sale this year including fun ways to spread the word about the new Raspberry Rally™!

bit.ly/gshs_CookieSaleResources



2022-2023 Girl Scout Cookies®

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™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
Approximately 15 cookies per 6.3 oz. pkg.
Ⓢ Ⓟ



\$5

Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
Approximately 12 cookies per 6.2 oz. pkg.
Ⓢ Ⓟ



\$5

Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.
Ⓢ Ⓟ



\$5

Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling
Approximately 20 cookies per 8 oz. pkg.
Ⓢ Ⓟ



\$5

Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.
Ⓢ Ⓟ



\$5

Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
Approximately 15 cookies per 6.5 oz. pkg.
Ⓢ Ⓟ



\$5

Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.
Ⓢ



\$5

Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling
Approximately 16 cookies per 8.5 oz. pkg.
Ⓢ Ⓟ



\$6

Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.
Ⓢ Ⓟ



\$6

Raspberry Rally™ • Made with Vegan Ingredients NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating
Approximately 30 cookies per 9 oz. pkg. Ⓢ Ⓟ

Available While Supplies Last



NEW!

\$5

EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



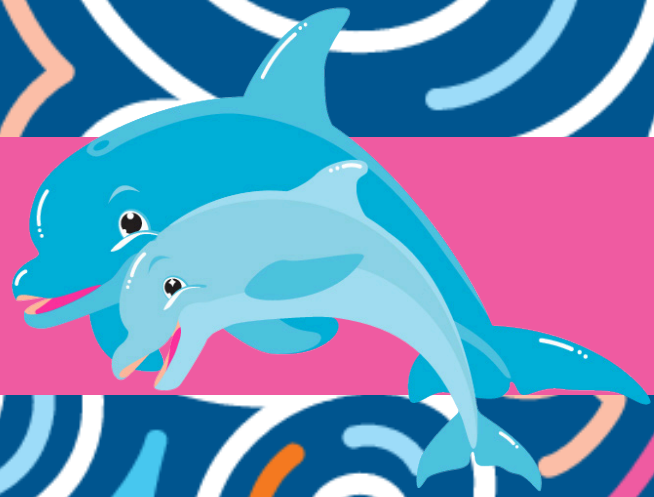
RSPO-1106186

Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers or visit girlscoutcookies.org.

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies® is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, LEMON-UPS®, ADVENTUREFULS®, RASPBERRY RALLY®, Girl Scout Cookie Program®, Digital Cookie® and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers LLC is an official GSUSA Licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrero Group. ©2022 Ferrero Group. All Rights Reserved_052022

WAYS TO SUPPORT YOUR GIRL



1

EARN THE GIRL SCOUT COOKIE ENTREPRENEUR FAMILY PIN.

It's never been easier to support your girl as she develops business skills, makes amazing memories, and earns a different pin for her uniform every cookie season. The simple, age-specific guidelines have been tailored for her developing skill set, making success a snap. For more information, go to www.girlscouts.org/entrepreneurfamily.

2

SUPPORT HER GOALS.

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales pitch.
- Help her take orders or arrange booths at work, places of worship, or other locations frequented by people who love Girl Scout Cookies.
- Go with her to sell and deliver cookies.
- Help your Girl Scout network with family and friends, but let her do the “ask” so she can learn important business skills. Share email addresses of family and friends for online orders.

3

VOLUNTEER.

Her troop needs your help chaperoning booths, picking up cookies and more.

4

PRACTICE SAFETY.

Help your girl understand the Girl Scout safety rules found on page 19 of this guide. Be a role model for business ethics and safety rules.

5

PARTICIPATE IN THE GIRL SCOUT DIGITAL COOKIE PROGRAM.

Girls can build a personalized website and send marketing emails to direct customers back to her site and/or use the Digital Cookie app to process orders. Through the girl's personal site, consumers will be able to pay for cookies via credit card and have cookies shipped, delivered by a girl (pending caregiver approval) or donated. More information can be found on our website at www.girlscoutshs.org/digitalcookie.

CAREGIVER RESOURCES



GIRL SCOUTS HEART OF THE SOUTH

For procedures, forms, materials, and other helpful information, go to www.girlscoutshs.org.



LITTLE BROWNIE BAKERS

The official website of our Girl Scout cookie baker - find girl activities and more here!



DIGITAL COOKIE

Girl Scouts can set up their own personalized page, take payments, and ship cookies directly to their customers.



COOKIE RESOURCES

A Google Drive with additional resources for the 2023 Cookie Program are found here.

CAREGIVER TIP:

If any of the girls and adults in your troop have an uncomfortable experience or are asked difficult questions while participating in the Cookie Program, please reach out to your Troop Cookie Manager.

COOKIE BADGES & ENTREPRENEUR PINS

COOKIE ENTREPRENEUR Family

COOKIE SEASON IS MORE FUN WITH FAMILY.

Bring the whole family together for tons of fun and learning with our Girl Scout Cookie Program pin and badge collections!

The new Cookie Business badges are the best way for girls to develop business skills and learn to think like entrepreneurs as they run their own business. Earning a Cookie Business badge gives girls a chance to reach new heights and unleash their potential as they work together with their troop to achieve team goals.

Each Girl Scout grade level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the Cookie Entrepreneur collection – one unique pin for every year they participate!

LEARN MORE ABOUT THE COOKIE ENTREPRENEUR PINS!



| | Cookie Business | Financial Literacy | Cookie Entrepreneur Family | Entrepreneur |
|------------|-----------------|--------------------|----------------------------|--------------|
| Daisy | | | | |
| Brownie | | | | |
| Junior | | | | |
| Cadette | | | | |
| Senior | | | | |
| Ambassador | | | | |

COOKIES

COOKIE & BOOTH PARTICIPATION OPTIONS

BOOTH ETIQUETTE INFORMATION



| PARTICIPATION TYPE | ONLINE COOKIES | HYBRID COOKIES: ORDER TAKING AND DELIVERY | IN-PERSON COOKIES: COOKIES IN HAND |
|--|--|---|--|
| DIGITAL COOKIE ONLINE ACCOUNT | Girls set up their Digital Cookie online account for direct ship orders and donations (deactivate girl delivery). | Girls set up their Digital Cookie online account for direct ship orders, donations and girl delivery orders. | Girls set up their Digital Cookie online account for contactless payment to be accepted for in-person purchases. |
| DIGITAL COOKIE PROGRAM LINKS | Girls share their unique cookie link via email and social media. | Girls share their unique cookie link via email, social media, local neighborhood sites, and at caregiver workplaces. | X |
| COOKIE BOOTHS | Virtual Booths - No delivery: Girls can conduct virtual booths using Digital Cookie online link for direct shipped and donated orders. | Virtual Booths - With delivery: Girls share upcoming booth/lemonade stand information, take online orders/payments, deliver via curbside pick-up or porch drop-off. | Troops can sign up or secure booths (small indoor, outdoor, drive-thru, curbside), take contactless payments (when possible), give cookies to customers or load cookies in vehicles. |
| DOOR-TO-DOOR | Girls can add their Direct Ship cookie link or QR code to door hangers or business cards to leave at residences for contactless door-to-door. | Girls take orders with their order card while going door-to-door in their neighborhood and then deliver the cookies later. | Girls can go door-to-door with cookie inventory, take contactless payments (when possible), give cookies to customers. |
| IN THE WORKPLACE | Girls can team with their caregiver to collect email addresses of the interested customers then send emails or share cookie links from Digital Cookies for Direct Ship orders. | Girls write a personal statement that the caregiver can leave with the order card. Orders are collected, then cookies are delivered later. | Girls can visit the caregiver workplaces with cookie inventory, take contactless payments (when possible) give cookies to customers. |
| MOBILE COOKIES | X | Girls can participate in walkabouts with a wagon, take contactless payments (when possible), give cookies to customers. | Girls can participate in walkabouts with inventory, take contactless payments (when possible), give cookies to customers. |
| GSUSA COOKIE FINDER/ DIRECT SHIP TROOP ORDERS | ✓ | ✓ | X |
| VIRTUAL COOKIE BOOTH | ✓ | ✓ | X |
| OUTDOOR BOOTHS | X | ✓ | ✓ |
| DRIVE-THRU BOOTHS | X | ✓ | ✓ |
| MOBILE BOOTHS | X | ✓ | ✓ |



2023 COOKIE PROGRAM CAREGIVER PERMISSION & RESPONSIBILITY FORM

My Girl Scout, _____, a registered member of Troop # _____ has my permission to participate in the 2023 Cookie Program. I understand that she must be a currently registered Girl Scout for the 2022/2023 membership year. I will see that she has adult guidance at all times, and I will adhere to the published starting dates for order taking. I understand that all items ordered must be picked up and paid for, including any additional product obtained after the initial order is picked up. I understand that unsold or undelivered products cannot be returned. I agree to accept full responsibility for all items and collection of money. I will assist her in making full payment to the Troop Cookie Manager by the deadlines set. I authorize the use of the phone numbers and other contact information I provide, including my mobile number and any future number assigned to me, for calls, texts, emails, to include automated dialers, to contact me regarding my account. I understand that outstanding accounts will result in legal action and/or be turned over to a collection agency and I will be responsible for all legal/collection fees incurred. In addition, I will be ineligible to be appointed as a volunteer and my Girl Scout cannot participate in future product programs, nor will she be approved for any financial assistance, until the debt is paid. I will follow the GSHS Product Program Policies & Standards, as outlined.

My Girl Scout has my permission to engage in online Cookie Program activities under the supervision of myself and/or the Girl Scout adult in charge: Yes No

Please mark any areas below in which you are willing to assist your group with the Cookie Program this year:

2023 Cookie Program

- Cookie Volunteer in Charge
- Cookie Volunteer Assistant
- Cookie Technology Assistant
- Cookie Warehouse Pickup
- Cookie Sale Signage with girls
- Other: _____
- Cookie Delivery Assistant
- Chaperone for Cookie Booth
- Chaperone for Neighborhood Sales
- Cookie Storage
- Host cookie girl presentation/sale at work
- Cookie Rewards

Caregiver Information (please print):

Caregiver's Name _____ Home Phone (_____) _____

Address _____ Cell Phone (_____) _____

City _____ State _____ Zip _____ Work Phone (_____) _____

Email Address _____

Place of Employment _____

***REQUIRED INFORMATION: For your Girl Scout to participate in the GSHS Product Programs, we must have your full SS# OR we must have the last four digits of your SS# AND full date of birth.**

Social Security # _____

Last Four Digits of Social Security # _____

Date of Birth (M/D/Y) _____

| | |
|---|-------|
| <i>For Troop Product Program Manager's Use</i> | |
| Verified girl is registered for 2022/2023 membership year: <input type="radio"/> Yes <input type="radio"/> No | |
| Total \$ Amount Sold | _____ |
| Total \$ Amount Paid | _____ |
| Balance Due | _____ |
| Date | _____ |

Signature of Caregiver _____ Date _____

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2023 GIRL SCOUT COOKIE GIRL INITIAL ORDER SUMMARY

GIRL'S NAME: _____ **Troop #** _____
Please print. Only one girl per form.

COOKIE ORDER LIST TOTAL # OF BOXES BY VARIETY

Order Card Totals



- \$5.00 _____ TROOP-TO-TROOPS (virtual)
- \$5.00 _____ ADVENTUREFULS
- \$5.00 _____ LEMON-UPS
- \$5.00 _____ TREFOILS
- \$5.00 _____ DO-SI-DOS
- \$5.00 _____ SAMOAS
- \$5.00 _____ TAGALONGS
- \$5.00 _____ THIN MINTS
- \$6.00 _____ S'MORES
- \$6.00 _____ TOFFEE-TASTICS
- \$5.00 _____ GIFT OF CARING
- Total _____ **TOTAL # OF BOXES**

DIGITAL COOKIE - GIRL DELIVERY:
DO NOT add Girl Delivery orders from your Digital Cookie Orders to the order summary. Those orders are automatically added to your totals to arrive with the troop delivery. **DO NOT** add online donated boxes to this order summary.

RETURN INITIAL ORDER SUMMARY TO TROOP COOKIE MANAGER:
 Place the total number of each item from your Girl Scout's order card in the appropriate space provided. Please count carefully. You are financially responsible for all items ordered.

TROOP TO TROOPS:
 You will not pick up your Troop-to-Troops cookies at delivery. These are considered "virtual" cookies. You are still responsible for payment of any Troop to Troops and/or Gift of Caring cookies ordered.

MARK REWARD CHOICES BELOW:
 Circle girl's reward choices at all levels. All cookies sold (initial order cookies, additional cookies, Digital Cookie orders and booth cookies) count towards her rewards tallied at the end of the program.

Initial Order Amount Due:

OF \$5 BOXES _____ X \$5.00 = _____

OF \$6 BOXES _____ X \$6.00 = _____

TOTAL AMOUNT SOLD \$ _____

REWARD CHOICES Choose girl's reward choices at ALL levels. Rewards are based on total boxes sold at the END of the program.

228+ Initial Order Boxes (circle one) Long Sleeve T-Shirt: YS YM YL AS AM AL AXL A2XL A3XL

456+ Initial Order Boxes (circle one) Sweatshirt/Hoodie: YS YM YL AS AM AL AXL A2XL A3XL

300+ Boxes (circle one) Short Sleeve T-Shirt: YS YM YL AS AM AL AXL A2XL A3XL

420+ Boxes (check one box): Dolphin Plush \$5 Passport Bucks

500+ Boxes (check one box): Water Bottle \$10 Passport Bucks

650+ Boxes (check one box): Dolphin Tail Pen & Journal \$15 Passport Bucks

850+ Boxes C.E.L.E.B. Camp Adventureful at Camp Tik-a-Witha (check grade box): Grades K-1, June 10, 2023 - *Adult to attend with girl*
 Grades 2-6, June 11-13, 2023 Grades 7-12, June 15-17, 2023

1000+ Boxes (check one box): Hooded Blanket Travel Hula Hoop \$25 Passport Bucks

1500+ Boxes (check one box): Sony Bluetooth Speaker Beats Studio Buds Apple TV \$150 Passport Bucks
 American Girl Doll - Corinne American Girl Doll - Truly Me

2023+ Boxes (check one box): American Girl Doll - Create Your Own Laptop (Chromebook or Windows)
 Karaoke Machine Beats Studio Wireless Headphones \$250 Passport Bucks

3000+ Boxes (check one box): Microsoft Surface Tablet Cricut - Explore Outdoor Projector Kit w/ Screen
 Apple Watch \$350 Passport Bucks

I accept responsibility for pick-up, delivery and full payment of all cookies ordered above, plus any additional boxes ordered and/or picked up. I understand that when our order is filled by the Troop Cookie Manager, it will be pulled using the numbers listed above that I have provided plus any Digital Cookie girl delivered orders placed on my Girl Scout's online site prior to the initial order deadline. I understand that unsold or undelivered product CANNOT be returned. I understand that outstanding accounts can result in legal action and/or be turned over to a collection agency and I will be responsible for all legal/collection fees incurred.

Caregiver Signature: _____ **Date:** _____

PRODUCT PROGRAM POLICIES & STANDARDS Family Guide

All policies are uniformly enforced and applicable to all troops/adults/girls and MUST be followed.

- All volunteers and girls must be registered members of GSHS and GSUSA to participate in any council product program.
- All Girl Scout eligible grade levels are encouraged to participate in council sponsored product programs.
- Training is required for all Service Unit Product Program Coordinators, Troop Product Program Managers and/or Troop Leaders. Training is also required for at least one caregiver of each girl selling and for the Girl Scout herself.
- Product Program Managers and/or Leaders are responsible for payment of products ordered and/or received by members of their troop (unsold product included). **NO PRODUCT MAY BE RETURNED TO THE COUNCIL.**
- A signed Caregiver Permission Form must be on file with the council for any girl participating in product programs. This form outlines the caregiver's financial responsibility to the council. Troops must collect this form before giving order cards and/or other program materials.
- Any girl, caregiver or volunteer who has an outstanding balance from a prior program will not be allowed to participate in any future product programs until the balance including any processing/collection fees are paid. The Service Unit Product Program Manager will be issued a list of ineligible persons prior to the start of a program, and it will be strictly enforced. If a person questions their placement on the list, they must take the matter up with council personnel.
- Any girl, caregiver or volunteer who has habitually mishandled money/product or has a history (more than one incident) of non-recovered returned checks to the council for any transaction will not be allowed to participate in product programs. The Service Unit Product Program Manager will be issued a list of ineligible persons prior to the start of the programs. These persons may be returned to eligibility only by recommendation of the Service Unit Manager and approval by the Chief Executive Officer.
- Any girl, caregiver or volunteer who is habitually (more than one incident) late (more than thirty days) with product program payments, will be required to either provide payment up front for product or will only be allowed to participate in programs which do not require handling of money (booth sales, online magazine sales, etc.).
- Any person withholding money for any reason from Girl Scouts Heart of the South, in connection with any product program, is subject to litigation for recovery of all money due and payable, as well as all costs incurred in the collection process.
- In order to receive product program material and/or products, council must have a social security number or the last four digits of the social security number and full date of birth for the person signing the Caregiver Permission Form and/or Product Program Manager Agreement. Troops and/or Caregivers will be asked to pay up front for product if this information is not provided.
- Any report of a girl, caregiver and/or volunteer selling product for more than the official selling price could result in the girl losing all rewards, their inability to sell in future sales and/or dismissal of volunteer role. Each report will be dealt with individually. The person observing an incident should send a detailed report (who, when, where, how much they are selling for, etc.) to the council in writing with information and means to verify details.
- Any report of a girl taking orders prior to the council designated start date could result in the girl losing all rewards. Each report of girls selling early will be dealt with individually. The person observing an incident of early order-taking should send a detailed report (who, when, where, etc.) to the council in writing with information and means to verify details.
- Troops and girls may only sell products provided by licensed vendors currently under contract with Girl Scouts Heart of the South during the Fall Product and Cookie Programs.
- A booth sale is a troop activity and requires a signed caregiver permission slip, attendance by a minimum of one girl and a registered adult as designated by the Troop Leader and cannot take place prior to council booth start dates. Girls make all sales, except in cases where volunteers help younger girls handle money.
- Door to door sales and booth sales must be conducted within the 59 counties represented by Girl Scouts Heart of the South. Only sales to friends and family outside of the GSHS jurisdiction are allowed.
- Online sales (where payment is accepted online) is only permitted through GSUSA approved sites (M2 Online Program, Digital Cookies). Online sales through sites such as eBay, Craig's List, etc. are prohibited.
- For safety purposes and other reasons, girl online sales links may only be shared via social media with friends and family. Girl contact information, online sales links, or sales information may not be shared or marketed on resale sites, such as FB Marketplace, nor with any news outlets.
- Should any online marketing activities be identified as in violation of guidance, GSUSA or the council reserves the right to intervene and request removal or remove the post.



DIGITAL COOKIE

Digital Cookie is a GSUSA approved web platform that girls can use to expand their cookie business! Every registered girl can set up their Digital Cookie account and participate online!

Customers can purchase cookies online through Digital Cookie to be shipped to their home, delivered by the girl with caregiver approval, or donated to our Troop-to-Troops Program.

All Digital Cookie orders are paid for by credit/debit card by the customer, so there are no funds to collect making participation super easy!

IMPORTANT REMINDERS ABOUT DIGITAL COOKIE:

- All “Girl Delivery” orders must be approved by the caregiver in Digital Cookie within five (5) days. If an order is not approved within that time frame, the order will convert to the customer’s choice of either cancel or donate.
- “Girl Delivery” cookies purchased during the Initial Order phase are automatically added into eBudde and will arrive with the troop initial order.
- If “Girl Delivery” orders are placed after the Initial Order, you will need to contact your Troop Cookie Manager to pick up additional cookies if needed.

READY TO GET STARTED?

Digital Cookie emails will arrive in caregiver inboxes on Sunday, December 11 from email@email.girlscouts.org inviting you to register your girl for Digital Cookie and set up her personalized site.

Girls must be registered for the current membership year with accurate email address on file in order to receive the Digital Cookie registration email.

DON'T SEE THE EMAIL?

Check your junk/spam/promotions inbox. If you have not received the email then go to digitalcookie.girlscouts.org and click the “Forgot password/Need a registration” email link. Use the email address that you registered your girl with to request a new password.

SET UP, PUBLISH & EARN!

Girls that set up and publish their Digital Cookie site by December 28 will earn the Cookie Techie Patch!



4 EASY STEPS TO GET MOVIN' WITH THE DIGITAL COOKIE PLATFORM!

This cookie season, superpower your goals by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your efforts can help you reach more cookie fans than you ever imagined. That’s right! With the Digital Cookie® platform you can market everyone’s favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

1 - REGISTER

Sign up to use the Digital Cookie® platform, and look for your Digital Cookie® registration email. If you can’t find it, contact your council for details.

2 - SET UP YOUR SITE

In just a few minutes, you can set up your goals, share your cookie story, and upload a fun picture or video. Then you’re ready to save, review, publish, and...done!

3 - INVITE CUSTOMERS

Manage your cookie customer list and easily send ready-to-use emails inviting people to support your goal. You can also promote your personalized cookie site link on Facebook with friends and family.

4 - TRACK YOUR GOALS

See how close you are to reaching your goal by tracking the number of boxes sold and orders placed, as well as purchases by delivery type and cookie variety. You can even include offline boxes to see your total progress—yum!



SELL ON THE GO WITH THE DIGITAL COOKIE MOBILE APP!

DOWNLOAD IS FREE.

This app enables girls in the Girl Scout Cookie Program to bring their cookie business online as they take customer orders and grow their digital marketing skills. The mobile app is free to use and is designed for Little Brownie Baker Councils participating in Digital Cookie.





DIGITAL COOKIE DAYS

DAY 1
SAT
12/17

DAY 2
SAT
1/7

DAY 3
SAT
1/28

Send 20+ emails on our Digital Cookie Days through Digital Cookies to be entered to win a Beach Bag! Ten girls will be drawn each Digital Cookie Day!

Sell 20+ boxes on our Digital Cookie Days through Digital Cookies to be entered to win \$50 Passport Bucks. One girl will be drawn each Digital Cookie Day!



COOKIE DONATIONS

For various reasons, some customers do not want to buy cookies for themselves. Through Troop-to-Troops and our Gift of Caring, they have the chance to give to others while supporting Girl Scouts at the same time.



The Troop-to-Troops (T2T) program provides a perfect opportunity to send cookies to our military men and women who are protecting our freedom.

When girls take orders in-person, they simply ask customers if they would like to donate boxes of cookies to be sent to our military. If the customer wishes to do so, they indicate this in the white column on the girl order form. Customers can also donate cookies on Digital Cookie. Customers do not specify flavors.



The Gift of Caring program allows Girl Scout troops to decide on a charitable organization or service group they would like to support with cookie donations as a way to say thank you. These organizations range from shelters and food banks, to local firefighters or police departments.

Through Gift of Caring, customers may purchase Girl Scout Cookies and donate them to the selected recipient while supporting Girl Scouts!

2023 COOKIE CHARMS



Charm Patch
36+ Boxes
Fill your charm patch with adorable charms!



Go Bright Ahead Charm
96+ Boxes



Oyster Charm
500+ Boxes



Raspberry Rally Charm
192+ Boxes



Booth Charm
492+ Troop Final PGA



Dolphin Charm
360+ Boxes



Email Charm
20+ DOC Emails

CUSTOM CROSSOVER PATCH



Girls who have created their avatar, sent 18+ emails, used the "Share My Site" function in M2OS during the 2022 Fall Product Program and then sell 350+ boxes of cookies during the 2023 Girl Scout Cookie Program receive a custom Crossover Patch.

C.E.L.E.B. CAMP ADVENTUREFUL



At C.E.L.E.B. CAMP ADVENTUREFUL we will have complete control of the entire camp!!!

Climbing the rock wall, splashing in the pool, boating in the lake, and of course you must have S'MORES!! This experience is INVITE only at Camp Tik-a-Witha and will certainly be something you don't want to miss!! Girls in K-1 must be accompanied by an adult.

- Grades K-1: June 10
- Grades 2-6: June 11-13
- Grades 7-12: June 15-17

Additional details will be sent to girls that qualify.

C.E.L.E.B. Camp Adventureful Invitation & Patch
850+ boxes

REWARDS

DIGITAL COOKIE™ REWARDS



Email Charm
20+ DOC Emails



Goal Getter Patch
200+ DOC Boxes



Cookie Techie Patch
Activate DOC Early
(publish by Dec. 28)

MY PERSONAL GOAL: _____ BOXES

Extra Proceeds Option or Opt Out: Cadette, Senior & Ambassador Troops choosing to opt out of rewards qualify for all charms and patches offered and rewards beginning at 850 boxes and above. Opt Out troops only qualify for patches or charms offered at Troop PGA reward levels.

GIRL INITIAL ORDER REWARDS



Sun, Surf & Stripes Long Sleeve Shirt
228+ boxes initial order

It's A Good Day Sweatshirt
456+ boxes initial order



Apparel and ink colors subject to change due to availability at time of order.



Free 2023-2024 Membership Renewal
600+ boxes initial order

ALL REWARDS ARE CUMULATIVE.



Charm Patch
36+ boxes



Bandana Scarf & Go Bright Ahead Charm
96+ boxes



Scrunchie Set
144+ boxes



Dolphin Tail Bracelet & Raspberry Rally Charm
192+ boxes



Glow in the Dark Decals, Dolphin Carabiner, & 2023 Patch
240+ boxes



Go Bright Ahead T-shirt
300+ boxes



Dolphin Charm & Theme Patch
360+ boxes



Dolphin Plush OR \$5 Passport Bucks
420+ boxes

252+ BOX TROOP INITIAL ORDER PGA REWARDS



Action Patch



Sunglasses



Oyster Charm & Water Bottle OR \$10 Passport Bucks
500+ boxes



Dolphin Tail Pen & Journal OR \$15 Passport Bucks
650+ boxes



C.E.L.E.B. Camp Adventurous AND Patch
850+ boxes



Hooded Blanket OR Travel Hula Hoop OR \$25 Passport Bucks
1,000+ boxes

Passport Bucks may be used to pay council-sponsored program activities and/or travel fees, and to purchase items in the council shop. Passport Bucks may also be used to pay resident camp registration fees and resident camp trading post for the summer session of 2023 within the resident camps provided by Girl Scouts Heart of the South. Passport Bucks may not be cashed for "real money"; have no value outside of Girl Scouts Heart of the South; and expire on 9/8/23.

384+ BOX TROOP INITIAL ORDER PGA REWARDS

Super Patch



Dry Pouch
Filled with ocean-inspired glitter

1,500+ BOX REWARD LEVEL (select one)

American Girl Doll Corinne or Truly Me

(Choose 1 from over 40 Truly Me dolls)

OR Apple TV
OR Sony Bluetooth Speaker
OR Beats Studio Buds
OR \$150 Passport Bucks



2,023+ BOX REWARD LEVEL (select one)

American Girl Doll – Create Your Own OR Laptop (Chromebook or Windows) OR Beats Studio Wireless Headphones OR Karaoke Machine OR \$250 Passport Bucks



3,000+ BOX REWARD LEVEL (select one)

Microsoft Surface Tablet OR Apple Watch OR Outdoor Projector Kit with Screen OR Cricut Explore OR \$350 Passport Bucks



BOOTH REWARD



Booth Sales Patch
60+ booth boxes

492+ BOX TROOP FINAL PGA REWARDS



Booth Charm



Travel Pillow

GIFT OF CARING REWARD



Gift of Caring (GOC) Patch
6+ GOC boxes

TROOP-TO-TROOPS REWARDS



T2T Patch
12+ T2T boxes



Dolphin Mood Ring Set
36+ T2T boxes

QUESTIONS



CAN WE SELL COOKIES ON THE INTERNET? *Yes and No.*

Through Digital Cookies, Girl Scouts are able to sell cookies online in addition to neighborhood and booths! With caregiver approval, girls will have fun using technology to exceed their goals, and gain relevant entrepreneurial skills that they can use beyond the cookie business.

Girl Scout cookies **MAY NOT** be sold on buy/sell/trade websites such as eBay and Craigslist.

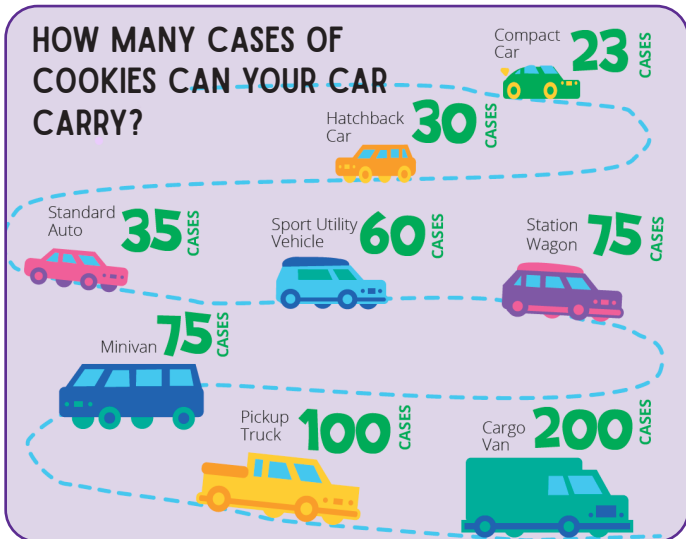
Digital Cookie links may be shared via social media, including public facing community sites, **NOT** resale sites or groups like Facebook Marketplace.

DID THE PRICE OF COOKIES GO UP THIS YEAR? *No.*

Girl Scout Cookies are \$5 per box. The S'mores and the gluten free Toffee-tastics specialty cookies are \$6 per box.

CAN WE ACCEPT CHECKS FROM CUSTOMERS? *Maybe.*

Cash or digital payment is the preferred method of payment. However, it is at the troop leader/ service unit cookie coordinator's discretion whether the troop will accept personal checks or not. The council does not accept personal checks for cookie payments.



CAN WE GET MORE COOKIES AFTER THE INITIAL ORDER CARD IS TURNED IN? *Yes.*

Girls continue taking orders after their initial order card has been submitted to their Troop Cookie Manager. If you need additional cookies, ask your Troop Cookie Manager. They may have extra cookies or will be able to pick up more from a cookie cupboard throughout the program.

WHAT HAPPENS IF THE FAMILY CANNOT SELL THE COOKIES THAT WERE ORDERED?

Each family is obligated to pay for all the cookies ordered by their Girl Scout(s) at the time designated by the Troop Cookie Manager. If for some reason you are not able to sell the cookies as planned, you should immediately contact the Troop Cookie Manager to see if other girls in the troop need extra cookies that might be replaced with yours. If this is not an option, you must pay for the cookies you've received by the deadline to avoid legal action.

WHAT ARE PASSPORT BUCKS?

Passport Bucks are council rewards that can pay for council-sponsored program activity fees, Girl Scout destination trips, GSUSA membership dues, and Girl Scout uniforms and gear.

Passport Bucks can pay for 2023 resident camp registration fees and resident camp trading post purchases at Girl Scouts Heart of the South summer resident camps. All Passport Bucks expire September 8, 2023.



QUESTIONS, CONT.

WHERE CAN GIRLS SELL COOKIES?

Girls can sell cookies online through Digital Cookies to friends and family near or far (shipping and handling fees to be paid by the customer). If girls are selling cookies door-to-door or via booths, they must occur within our 59-county jurisdiction. There are no restrictions on where girls can sell door-to-door within our council (girls or troops do not have exclusive rights to any town, area, neighborhood or street).

CAN CUSTOMERS OR GIRLS RETURN COOKIES?

If a customer believes that a box of cookies is in any way unsatisfactory, please have them call Little Brownie Bakers at 800-962-1718 or the box can be returned to the troop and GSHS will offer a replacement or a refund. Ask your Troop Cookie Manager what to do with the customer returns. However, if a caregiver signs for cookies they cannot return them and they are responsible for paying for them. Damaged items can be swapped at any GSHS Cookie Cupboard.

WHY DO GIRL SCOUTS IN OTHER AREAS SELL DIFFERENT COOKIES?

There are two bakers associated with Girl Scout cookies in the United States, Little Brownie Bakers and ABC Bakers. Each council chooses which baker they prefer. Both bakers are required to make Thin Mints, Samoas/Caramel Delights, Do-Si-Dos/Peanut Butter Sandwich, Tagalongs/Peanut Butter Patties, Trefoils/Shortbreads, and the new Adventurefuls, but are allowed to make additional varieties. GSHS has a longstanding partnership with Little Brownie Bakers.

HOW MANY COOKIES DID GIRL SCOUTS HEART OF THE SOUTH SELL LAST YEAR?

PER GIRL AVERAGE BY PROGRAM LEVEL:

| | |
|--------------|-----------------|
| DAISY: 220 | CADETTE: 498 |
| BROWNIE: 266 | SENIOR: 394 |
| JUNIOR: 283 | AMBASSADOR: 475 |

TROOPS SELLING:

467

COUNCIL PER GIRL AVERAGE:

325

PACKAGES SOLD THROUGH DIGITAL COOKIE:

211,626

GIRLS SELLING:

2,896

AVERAGE TROOP PROFIT:

\$1,558

BOXES DONATED:

12,989

BOXES SOLD:

940,319

HOW CAN TROOPS USE PROCEEDS?

There are endless possibilities for troops to use their Cookie Program proceeds. Some examples of how troops can spend their money include:

- Camping
- Girl Memberships
- Badges
- Uniforms
- Zoo Overnight
- Meeting Supplies
- Troop Shirts
- Uniforms
- Travel
- Workshops
- and so much more!



NEED HELP? HAVE ANOTHER QUESTION?

Need help setting up Digital Cookie? Unsure how to get more cookies? Ask your Troop Cookie Manager first as they can probably help, but if you need additional assistance give us a call at 800-624-4185, email us at info@girlscoutshs.org or chat with us online at www.girlscoutshs.org.



HAVE A GREAT COOKIE PROGRAM!



The Girl Scout Cookie Program is such an important (and fun!) part of the overall Girl Scout experience teaching girls five essential skills: goal-setting, money management, people skills, decision making and business ethics.

Every registered Girl Scout is encouraged to participate in the Cookie Program, even if they are not affiliated with a troop or their troop does not want to do so.

We've outlined six easy steps for a successful Cookie Program. If you need any help, call us at 800-624-4185, email us at info@girlscoutshs.org, or chat with us online at www.girlscoutshs.org.

1 REVIEW AND COMPLETE REQUIRED PAPERWORK.

- The Caregiver Permission and Responsibility Form is attached in the 2023 Family Guide for submission. If you completed this for the Fall Product Program you do not need to resubmit.

2 SET UP YOUR GIRL'S DIGITAL COOKIE SITE.

- Digital Cookie emails will arrive in caregiver inboxes on Sunday, December 11 from email@email.girlscouts.org inviting you to register your girl for Digital Cookie and set up her personalized site.
- If you have not received the email then go to digitalcookie.girlscouts.org and Click the "Forgot password/ Need a registration" email link. Use the email address that you registered your girl with to request a new password.
- The Digital Cookie Program begins on December 14.

3 HELP YOUR GIRL SET HER COOKIE GOAL.

- Discuss with your girl what she wants to work towards. Is it raising money for a community service project, a certain reward level, or something else? Girls will have more fun, and learn more through the Cookie Program when they set goals.

4 EARN THE COOKIE ENTREPRENEUR FAMILY PIN.

- Help your girl gain real-world skills through the Cookie Entrepreneur Family Pin by connecting activities to the Girl Scout Cookie Program. Download requirements at www.girlscouts.org/entrepreneurfamily.

5 CRUSH THOSE COOKIE GOALS.

- Girls can start taking in-person cookie orders on Monday, December 26. Use the provided Cookie Order Card to keep track of your orders.
- Coordinate with your troop on hosting Cookie Booths from February 10-March 12.
- Additional in-person orders can be taken and cookies provided from your Troop Cookie Manager.
- Share your Digital Cookie link with family and friends through email and social media.

6 CELEBRATE!

- Celebrate a great cookie season, your hard work and the new skills your girl learned!
- Cookie Booths and Digital Cookies end on March 12.

SAFETY

BE SURE GIRLS UNDERSTAND AND FOLLOW THESE SAFETY RULES:

- **Show you're a Girl Scout**—Wear your Girl Scout uniform, membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up**—Always use the buddy system. It's not just safe, it's more fun.
- **Partner with adults**—If you are a Girl Scout Daisy, Brownie or Junior you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior or Ambassador, you must "buddy up" when selling door-to-door. Adults must be present at all times during booth sales.
- **Be streetwise**—Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies®.
- **Plan ahead**—Always have a plan for safeguarding money. Avoid walking around with large amounts of money or keeping it at home or school. Give payments to supervising adults who should deposit them as directed by your cookie manager as soon as possible.
- **Do not enter**—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- **Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
- **Protect privacy**—Girls' names, addresses and email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale.
- **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 product and passengers from vehicles.
- **Be net wise**—Take the Girl Scout Internet Safety Pledge before going online and follow the specific guidelines related to marketing online: <https://www.girlscouts.org/en/help/help/internet-safety-pledge.html>.

Check online at www.girlscoutshs.org for even more safety resources, including the Safety Activity Checkpoints and Volunteer Essentials for Product Program Safety.

Source: Girl Scouts of the USA

DECEMBER

Sunday, December 11 - Digital Cookie – Caregiver Access Open
Wednesday, December 14 - Digital Cookies - Girl Orders Start
Saturday, December 17 - Digital Cookie Day #1
Monday, December 26 - Girl In-Person Orders Start
Wednesday, December 28 - Digital Cookie Early Setup Deadline

JANUARY

Saturday, January 7 - Digital Cookie Day #2
Friday, January 13* - Girl Submits Initial Orders to Troop
Saturday, January 28 - Digital Cookie Day #3
Monday-Thursday, January 30-February 9 - Troop Cookie Delivery

FEBRUARY

Friday, February 10 - Booth Sales Begin
Friday, February 17* - Girls Submit 1/2 Payment to Troops
Friday-Sunday, February 17-19 - National Girl Scout Cookie Weekend

MARCH

Tuesday, March 7 - Digital Cookie “Girl Delivery” Option Ends
Sunday, March 12 - Booth Sales End
Sunday, March 12 - Last Day for Digital Cookie Orders
Monday, March 13 - Girls Submit Cookie Balance to Troop

SEPTEMBER

Friday, September 8 - Passport Bucks Expire

**Individual troops may provide alternate dates*

