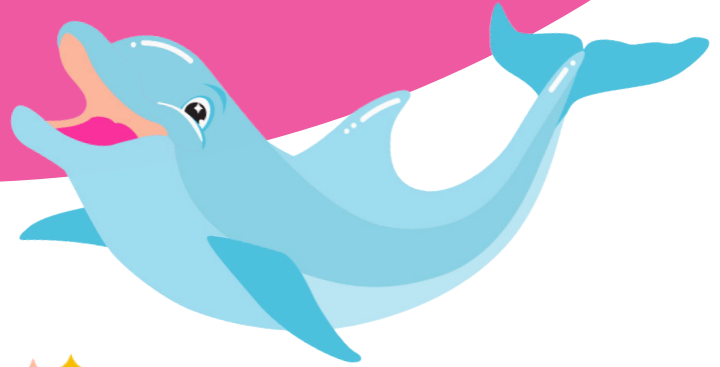




2023 Girl Scout Cookie Program Caregiver Guide



GO BRIGHT
Ahead

Welcome to the 2023 Girl Scout Cookie Program!

We're so glad to have you as part of this amazing entrepreneurial opportunity! Let the fun begin! Use this guide to help you navigate through the program!

Benefits of Participating

Our 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 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.

Cookies With A Mission: 5 Essential Skills

What are your hopes for your Girl Scout? Certainly, you want her to make good decisions. Know how to manage money and how to set and reach goals—like attend college. The Girl Scout Cookie Program helps her succeed today and prepares her for future success. There's a good reason it's a beloved family tradition. How can you help your girls use these skills every day?



Goal Setting: Your Girl Scout sets cookie sales goals individually and with her team, creates a plan to reach them and develops cooperation and team building skills long the way!



Decision Making: Your Girl Scout helps decide how her team will spend their cookie money, furthering her critical thinking and problem-solving skills that will help her in many aspects of her life.



Money Management: Your Girl Scout takes cookie orders, handles customers' money and gains valuable and practical life skills around financial literacy.



People Skills: Your Girl Scout learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills she can use throughout her life.



Business Ethics: Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics here reinforce the positive values she is developing as a Girl Scout.

Important Cookie Program Information

My Girl Scout's Troop Number: _____

Troop Leader's Name: _____

Troop Leader's Cell Phone: _____

Troop Cookie Manager's Name: _____

Troop Cookie Manager's Cell Phone: _____

Order Form Orders Due to Troop By: _____

First Payment Due to Troop By: _____



2023 Cookie Program Dates

- **Tuesday, January 31, 2023** – Cookie program kicks off, Digital Cookie opens for customers to purchase cookies online!
- **Tuesday, March 7, 2023** – Troop must turn in any order forms from caregivers in order to receive cookies during delivery week. Girls—reach your goal by using your Goal Getter form to continue to take customer orders!
- **Week of March 27, 2023** – Cookies arrive, reach out to your troop to see when and where to pick them up! Troops can start selling at booth sales as soon as they receive their cookie order!
- **Sunday, April 16, 2023** – Girl Delivery ends through Digital Cookie.
- **Sunday, April 23, 2023** – Cookie program and Digital Cookie (direct ship) conclude. Thank you for all your time and support!

2023 Girl Scout Cookies

<p>Trefoils®</p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. Ⓢ Ⓧ</p> 	<p>Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats</p> <p>Oatmeal sandwich cookies with peanut butter filling Approximately 20 cookies per 8 oz. pkg. Ⓢ Ⓧ</p> 	<p>Samoas® • Real Cocoa • Real Coconut</p> <p>Crisp cookies with caramel, coconut and dark chocolaty stripes Approximately 15 cookies per 7.5 oz. pkg. Ⓢ Ⓧ</p> 	<p>Tagalongs® • Real Cocoa • Real Peanut Butter</p> <p>Crispy cookies layered with peanut butter and covered with a chocolaty coating Approximately 15 cookies per 6.5 oz. pkg. Ⓢ Ⓧ</p> 
<p>Thin Mints® • Made with Vegan Ingredients • Real Cocoa</p> <p>Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. Ⓢ</p> 	<p>Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa</p> <p>Graham sandwich cookies with chocolaty and marshmallowy flavored filling Approximately 16 cookies per 8.5 oz. pkg. Ⓢ Ⓧ</p> 	<p>Toffee-tastic® • No Artificial Flavors GLUTEN-FREE</p> <p>Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. Ⓢ Ⓧ</p>  <p>CERTIFIED GLUTEN-FREE NSF</p>	<p>Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p>Crispy lemon flavored cookies with inspiring messages to lift your spirits Approximately 12 cookies per 6.2 oz. pkg. Ⓢ Ⓧ</p> 
<p>Adventurefuls™ • Real Cocoa</p> <p>Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt Approximately 15 cookies per 6.3 oz. pkg. Ⓢ Ⓧ</p> 		<p>Raspberry Rally™ • Made with Vegan Ingredients NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p>Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating Approximately 30 cookies per 9 oz. pkg. Ⓢ Ⓧ</p> <p>Available While Supplies Last NEW!</p>  <p>EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY</p>	



Give a “Berry” Warm Welcome to our Newest Cookie!

Introducing the brand-new addition to the cookie line up: Raspberry Rallies™. This thin, crispy cookie infused with raspberry flavor and dipped in chocolaty coating is sure to become a new favorite—some may even say it’s the sister cookie to the beloved Thin Mints®!

Raspberry Rally is exclusively sold online for shipment only.

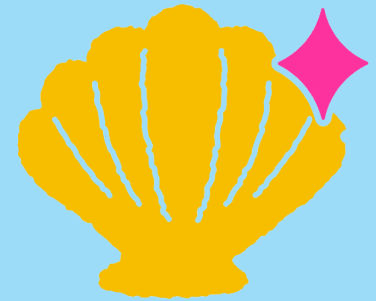
How the Cookie Crumbles

The cookie program is not a prepaid sale. Girl Scout Cookies are paid for at the time of delivery to the customer (excluding Digital Cookie orders which are paid for online at the time of ordering). The price of a package cannot be altered in any way for any reason. As stated on each package of Girl Scout Cookies, “Baked by authority of Girl Scouts of the USA. This product is distributed and marketed exclusively through Girl Scout members. Any resale or redistribution is unauthorized.”

100% of the proceeds from the cookie program, after payment to Little Brownie Bakers, stays local within GSNYPENN to help support Girl Scouting in the 26 counties served by our council! Research from Little Brownie Bakers shows that customers purchase cookies to support Girl Scouting. They want to invest in helping girls achieve their goals and develop those essential leadership skills we all know are so important.

Financial Responsibility

Money from customers is collected when cookies are delivered, except for Digital Cookie orders, which are paid for online at the time of the order. Be sure to get a receipt every time you pick up cookies from your troop or make a payment. Keep all receipts for your records. Do not keep large amounts of cash lying around. Even if you do not have a scheduled troop meeting, set up a time to turn money into your troop often.



GSNYPENN Check Policy

- All checks accepted must be made payable to her Girl Scout Troop #XXXXXX
- All checks must have the following:
 - Customer’s name & address printed on check
 - Customer’s phone number (including area code) printed or written on check
 - Customer’s driver’s license number printed or written on check
- NO STARTER CHECKS ACCEPTED!

When In Doubt About Something Cookie-Related, Ask For Help!

- Don’t hold onto unsold cookies. Communicate with your troop as soon as possible so no one is stuck with them.
- Customers want the tastiest and freshest cookies! Keep cookies out of the car when not selling and away from heat sources like the sun, cigarette smoke, toxic fumes, pets, hungry siblings, etc.



Ways to Participate

1. Expand Your Audience with Digital Cookie!

Digital Cookie is an excellent way for girls to take their cookie program to the next level! Digital Cookie allows girls to email friends and family and ask them to purchase Girl Scout Cookies online. Customers will have the convenience of paying for cookies online and cookies will ship directly to the customer within days! Digital Cookie is a great experience for girls! They can customize their own Digital Order Card with additional photos, videos and goals. They can create and send marketing emails to customers and track their sales with a real-time dashboard and have the opportunity to analyze their sales! Don't forget, Raspberry Rallies are exclusively available through Digital Cookie for direct ship!

2. Paper Order Card & Goal Getter Form

Girls can use their paper order cards to visit friends and family and local neighborhoods (with adult supervision) and take pre-orders for their cookies. Girls should not collect money until cookies are delivered. Girls will then give their order cards to their troop leader by the designated deadline.

3. Booth Sales

Booth sales are a great way for girls to reach a new customer audience! It's also a great way for caregivers to help support booth sales and attend as a chaperone. At least one adult at the cookie booth should be registered and have a background check. Check with your troop leader for cookie booth rules.



Her Cookie Business = A Family Affair

Meet the Cookie Entrepreneur Family Pin! The year-by-year pin collection is the latest addition to the Girl Scout Cookie Program—and was inspired by and designed for families just like yours! 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. Visit girlscouts.org/en/cookies/just-for-cookie-sellers/cookie-entrepreneur-family-pin.html.



Have An “Adventureful” Cookie Program With Earned Rewards!

Girls can earn amazing rewards as shown on her order form. Rewards earned are based on a girl’s personal sales. Some rewards are earned as a troop when they work together to reach a common goal!

Girl Scouts of NYPENN Pathways 2022-23 Rewards

Stellar Sellers



1000+

Choice of:
\$300 GSNYPENN Camp Discount **OR**
\$300 GSNYPENN Experience Credit **OR**
12 months GirlCrater Subscription
1000+ pkgs



2,500+

1 Night at Kalahari - July 20, 2023
& 2023 Patch
2023+ pkgs
\$100 Kalahari Experience Credit
2500+ pkgs

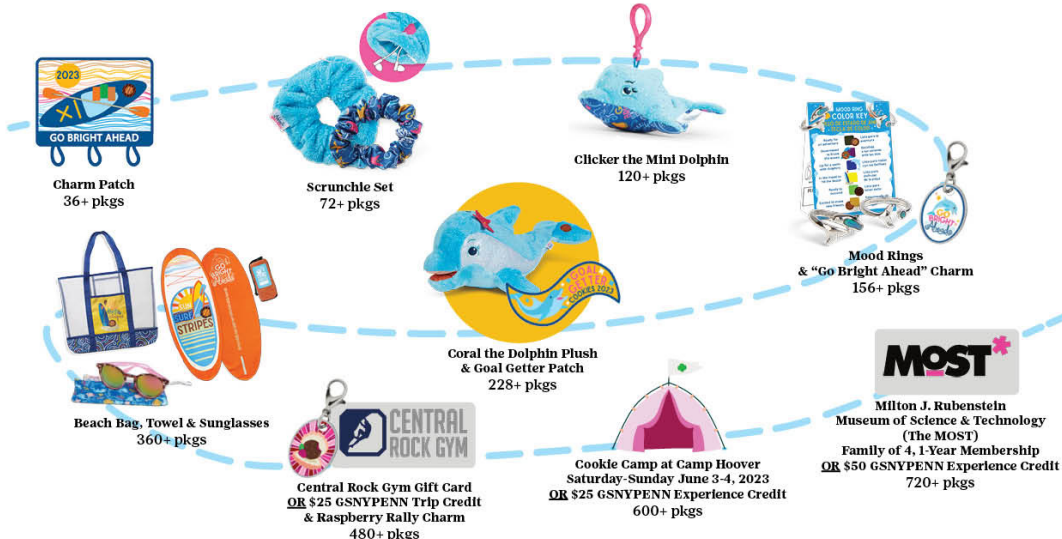
Trip & Super Patch
3000+ pkgs



Daisies/Brownies
June 10-11, 2023
Niagara Aquarium
& Maid of the Mist
Experience



Juniors & Up
May 19-21, 2023
Boston Whale Watching
& Aquarium Experience



GSNYPENN reserves the right to change out a reward at any time due to product availability. All rewards are cumulative. Substitution requests are not permitted for any of the earned rewards or if you are unable to attend an experience.

Initial Order Rewards

For You
Girls who sell 228+ packages during the Initial Order period will earn a Go Bright Ahead T-shirt

For Your Troop
Troops that have a 228+ Initial Order Selling PGA will earn two Go Bright Ahead T-shirts for troop volunteers



Digital Cookie Rewards

“Go Bright Ahead” Journal
120+ pkgs sold through Digital Cookie



Charms



Email Charm
18+ emails sent



Cookie Stand Charm
3+ booth sales



Go Bright Ahead Charm
156+ pkgs sold



Raspberry Rally Charm
600+ pkgs sold

Sweet Support Gift of Caring (GOC)



Oyster Charm
24+ GOC pkgs



Water Bottle
48+ GOC pkgs

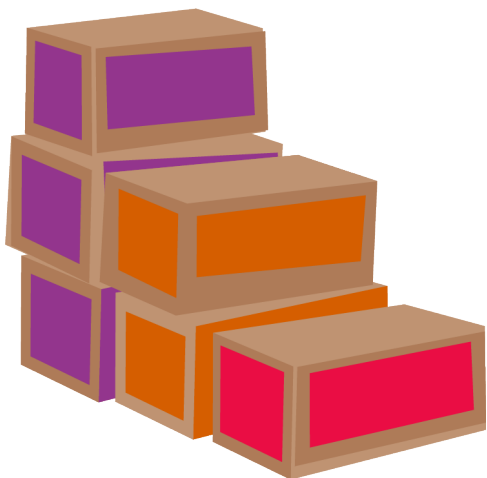
Final Troop Reward Bonus

Troops that have a 288+ Final Selling PGA will earn a Fleece Blanket with Hood for each selling girl, plus a blanket for two volunteers!



Teach Girls Safety Guidelines for Selling Girl Scout Cookies

The following safety tips are adapted from Girl Scout publications Volunteer Essentials, Risk Management at Girl Scout Councils and Safety Activity Checkpoints. For more detailed information on these and other safety practices and procedures, please refer to the aforementioned publications. These safety tips should be shared and discussed with all girls prior to any product sales. They should also be reviewed periodically with the girls, as necessary.



- 1. Show You're a Girl Scout:** Wear a Girl Scout membership pin, uniform or Girl Scout clothing (e.g., a Girl Scout t-shirt) to identify yourself as a Girl Scout.
- 2. Use the Buddy System:** Always use the buddy system. It is not just safe; it is fun.
- 3. Be Streetwise:** Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you are unsure about an area or neighborhood.
- 4. Collaborate with Adult:** Adults must accompany Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all time during booth sales.
- 5. Plan Ahead:** Be prepared for emergencies, and always have a plan for safeguarding money.
- 6. 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 (except at designated drive-thru cookie booths) or going into alleys.
- 7. Sell in the Daytime:** Sell only during daylight hours, unless accompanied by an adult.
- 8. Protect Privacy:** Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the product sale.
- 9. 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.
- 10. Be Net Wise:** Girls must have caregiver permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie girls must read and abide by the Girl Scout Digital Cookie Pledge and caregivers must read and abide by the Digital Cookie Terms and Conditions for caregivers.





Where Can I Find More Helpful Information?

GSNYPENN: gsnypenn.org/cookies

Customers visit this site to locate booth sales in their communities to help support girls. When troop booth sites are entered into eBudde, they're uploaded here! Caregivers and volunteers alike can also find a ton of helpful program information!

Digital Cookie: digitalcookie.girlscouts.org/login

Digital Cookie is an excellent way for girls to take their cookie program to the next level! Digital Cookie allows girls to email friends and family and ask them to purchase Girl Scout Cookies online. Customers will have the convenience of paying for cookies online and cookies will ship directly to the customer within days!

Little Brownie Bakers: littlebrowniebakers.com

The Little Brownie Bakers website has videos and learning opportunities, along with sales tips for a GREAT cookie season and easy recipes using our delicious cookies! Plus, download delightful graphics and suggested captions to help your Girl Scout market her cookies on social media. Perfect for volunteers, families and troops.



Questions?

Contact GSNYPENN Customer Care by email at info@gsnypenn.org, by phone at **1.800.943.4414** or visit us online at gsnypenn.org and use the **Let's Chat** to interact during regular business hours.

GSNYPENN reserves the right to change out a reward at any time due to product availability. All rewards are cumulative. Substitution requests are not permitted for any of the earned rewards or if you are unable to attend an experience.