

2022-23 Girl Scout Cookie Program<sup>®</sup>

# Caregiver Guide

Everything you need for a successful cookie season



GO  
BRIGHT  
Ahead

girl scouts   
of west central florida



# Welcome

## Dear Girl Scout Family,

This Girl Scout Cookie Season, we are celebrating the spirit and creativity of all Girl Scouts as they sell America's favorite treats and **Go Bright Ahead**.

Whether embarking on a brave new adventure or finding the courage to talk to her first customer, every girl finds her own type of spirit in the Girl Scout Cookie Program®. Girls have amazing experiences and build lifelong skills, friendships and confidence along the way.

The Girl Scout Cookie Program is a council-sponsored money-earning opportunity that enables troops to earn funds at the beginning of the Girl Scout year. It also allows family and friends the opportunity to support their daughter's Girl Scout troop and Girl Scouting in their community. 100% of the proceeds from the program stays locally within our council.

**The theme of this year's program is Go Bright Ahead!**

We can't wait to take this journey with you!

— Your Product Program team



## Girl Scout cookie program Participation Checklist

You and your Girl Scout can prepare for the best possible experience by gathering a few tools for a successful cookie program:

- Make sure you and your Girl Scout are registered for the 2022–2023 membership year.
- If you want to volunteer to help at the Troop's Cookie Booths, make sure you also have an eligible background screening.
- Make sure your email as the primary caregiver is up-to-date in your GS MyAccount.
- Attend the caregiver meeting provided by your troop to get all of the information you'll need for the cookie program.

## Caregiver Permission & Responsibility Form

- ▶ Caregivers must fill out a caregiver permission form for each girl participating in the program. Permission forms not only allow girls to participate, they also demonstrate the caregiver's willingness to be held accountable for program deadlines, orders taken, products delivered and monies received. The form is mandatory and a critical requirement for troop financial management of the program and debt collection if a caregiver fails to pay for products.
- ▶ Caregiver permission forms should be filled out before the submission of paper and online girl delivery orders. Program materials and products will not be released to parents/caregivers who have not completed and submitted the form.

## Six steps to success

Girls succeed when families get involved. You can support your girl by giving her love, guidance and inspiration.

### 1. Help your girl set goals and show how she can reach her goals.

Discuss your girl's goals with her and come up with a game plan for how she can achieve them.

### 2. Visit your family and friends, and support more ways to sell in person!

Nothing beats a face-to-face connection through Cookies on the Spot sales. Go door-to-door with cookies and visit family and friends. If they are not home, leave your business card or door hanger so they can shop online later.

Volunteer to assist at a cookie booth or help her troop in other ways.

Consider hosting house parties, Lemon-Ups™ stands and mobile booths.

### 3. Register and participate in Digital Cookie

Participating in Digital Cookie can be fun and exciting. Girls can set up their online storefront and start sending emails to family and friends in a matter of minutes.

On Jan. 4, 2023, girls can register on Digital Cookie and start sending emails.

### 4. Share on social media

Before participating in any money-earning Girl Scout activity, it is important that girls and adults review the following materials, and remember to print and sign the forms listed below.

- ◆ Internet Safety Pledge
- ◆ Product Sale Activity Checkpoints
- ◆ Girl Scout Online
- ◆ Safety Pledge
- ◆ Online Activity Checkpoints
- ◆ Practical Tips for Parents

**Remember, girls and parent(s) cannot post their digital cookie link on any site that requires a \$ such as in Facebook Marketplace, Ebay, Craigslist or other retail/resale sites.**

**Track your progress and celebrate success!**

Check your online page so you can track your progress to hitting your goal.

### 5. Celebrate success with your Girl Scout!

## Important Information to Remember

Adhere to all cookie program dates. (See back cover for important dates).

- ✓ Check with your troop for the dates that the weekly orders are due.
- ✓ Verify the date that cookie funds are due to your troop.
- ✓ Accept financial responsibility for all products and money received.
- ✓ When picking up her cookies, you must count your inventory to confirm you received all cookies you ordered.
- ✓ Make sure you sign and get a copy of your receipt.
- ✓ Cookies are not returnable to troop or council.
- ✓ Collect payment when your Girl Scout delivers to the customer but not before.
- ✓ Turn in troop cookie money when stated.
- ✓ Check your girl's Digital Cookie site weekly to view all "Girl Delivery" orders. Confirm the girl delivery orders within 5 day. If you don't have enough cookies to fulfill your orders, contact your troop cookie chair to get the cookies you need.
- ✓ When picking up extra cookies, remember to sign and get a copy of the receipt.
- ✓ The troop cookie chair is responsible to report all parents with outstanding funds to council after the program.
- ✓ Any caregivers with outstanding funds on March 20, 2023 will be reported to the Product Program department for collections.
- ✓ Provide your troop cookie manager with cookie orders. Don't forget to include her girl delivery orders!

IMPORTANT: Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place as well as a location where animals, bugs or water can get to them. Remember, you are responsible for these cookies, even if they get wet, melt from heat or otherwise become unsaleable.

## Five Essential Skills

### 1 Goal Setting

Girls learn how to set goals and create a plan to reach them.

**Action steps:** Encourage girls to set incremental, achievable goals. Help girls break down those goals through setting weekly challenges.

### 2 Decision Making

Girls learn how to make decisions on their own and as a team.

**Action steps:** Talk with girls about how they plan to spend the troop's cookie earnings.

### 3 Money Management

Girls learn to create a budget and handle money.

**Action steps:** Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

### 4 People Skills

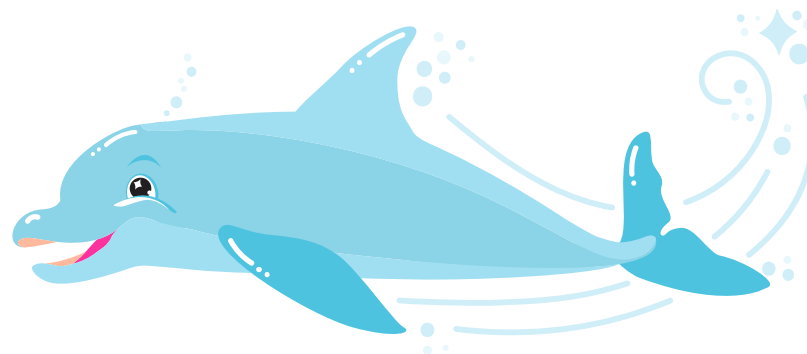
Girls find their voice and build confidence through customer interactions.

**Action steps:** Ask girls about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

### 5 Business Ethics

Girls learn to act ethically, both in business and life.

**Action steps:** Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a Girl Scouts® Gift of Caring option.



# What's New for 2022-2023?

## Council Dough/Council Credit Expiration Dates

Council Dough/Council Credit earned this cookie season has a two year expiration date. Council Dough/Council Credit will expire Sept. 30, 2025. Parents may request an extension through Customer Connections at [customerconnections@gswcf.org](mailto:customerconnections@gswcf.org).

## Program Credits

Program Credits are offered as part of the girl reward options. Program credits can be used for GSWCF program registration. A camp registration is not considered a program event. Program credits issued during the 2023 cookie season expire Sept. 30, 2024.

## How the Cookie Crumbles

Ever wonder what the cost of cookies covers? Here's a breakdown of how the funds are distributed per box.





# Meet the Girl Scout Cookies®



## Raspberry Rally™

Naturally flavored with other natural flavors

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

Approximately 30 cookies per 9 oz. pkg.

Ⓢ

- Made with Vegan Ingredients
- Direct ship, online only

**NEW!** (Available Feb. 27)



Customers look forward to our cookies every year

Girl Scout Cookies® are \$5 per package for core varieties. Specialty cookies are \$6 per package.



## 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

## Lemon-Ups®

Naturally flavored with other natural flavors

**Crispy lemon cookies baked with inspiring messages to lift your spirits.**

Approximately 12 cookies per 6.2 oz. pkg.

Ⓢ



## Trefoils®

**Iconic shortbread cookies inspired by the original Girl Scout recipe.**

Approximately 38 cookies per 9 oz. pkg.

Ⓢ



## Do-si-dos®

**Oatmeal sandwich cookies with peanut butter filling.**

Approximately 20 cookies per 8 oz. pkg.

Ⓢ

- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats



## Samoas®

**Crisp cookies with caramel, coconut and dark chocolaty stripes.**

Approximately 15 cookies per 7.5 oz. pkg.

Ⓢ

- Real Cocoa
- Real Coconut



## Adventurefuls™

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

Approximately 15 cookies per 6.3 oz. pkg.

Ⓢ

- Real Cocoa



## Tagalongs®

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

Approximately 15 cookies per 6.5 oz. pkg.

Ⓢ

- Real Cocoa
- Real Peanut Butter



## Thin Mints®

**Crisp, chocolaty cookies made with natural oil of peppermint.**

Approximately 30 cookies per 9 oz. pkg.

Ⓢ

- Made with Vegan Ingredients
- Real Cocoa



## Girl Scout S'mores®

**Graham sandwich cookies with chocolaty and marshmallowy flavored filling.**

Approximately 16 cookies per 8.5 oz. pkg.

Ⓢ

- Made with Natural Flavors
- Real Cocoa



## Toffee-tastic®

Gluten Free

**Rich, buttery cookies with sweet, crunchy toffee bits.**

Approximately 14 cookies per 6.7 oz. pkg.

Ⓢ

- No Artificial Flavors





# Getting Started

## Safety Guidelines

### Show You're a Girl Scout

- ▶ Girls should wear a Girl Scout membership pin, uniform or Girl Scout clothing (i.e. a Girl Scout T-Shirt) to clearly identify themselves as a Girl Scout.

### Use the Buddy System

- ▶ Always use the buddy system. It's not just safe, it's fun.

### Be Street Wise

- ▶ Become familiar with the areas and neighborhoods where you will be selling Girl Scout products.

### Partner with Adults

- ▶ Adults must accompany Girl Scout 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.

### Plan Ahead

- ▶ Be prepared for emergencies, and always have a plan for safeguarding money.

### Do Not Enter

- ▶ Never enter the home or vehicle of a person when you are selling or making deliveries.

### Protect Privacy

- ▶ Girls' names and home or email addresses should **never** be given out to customers. Do not share customer information unless necessary 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

- ▶ Girls must have their parent/guardian's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities.

## Things to Think About

As we navigate through a potential continuation of social distancing, here are some things to think about as they pertain to paper card order:

- ▶ Encourage girls to participate in the online platform to take orders
- ▶ Encourage girls to print door hangers to leave on customers' doors
- ▶ The potential need for girls to schedule porch drop offs of customers products when the customers are home
- ▶ Need to collect payments from customers via credit card for paper card orders (Clover option)
- ▶ Need to collect caregiver payments via credit card (Cheddar Up option)
- ▶ Follow GSWCF COVID-19 Safety Guidelines
- ▶ Additional information will be communicated to troops, girls and caregivers if the need arises.



# Troop Proceeds

## Troop Proceeds

Troop proceeds are based on a per-girl-average (PGA) basis with a chance for troops to earn greater proceeds with a higher PGA. Troops must have a minimum of two participating girls in the cookie program to receive troop proceeds. Troops with only one participating girl are not considered a troop and the girl will receive council credits only.

eBudde™ will automatically calculate troop proceeds, adjusting for PGA. Troops must enter total cases of cookies picked up into eBudde for troop proceeds to be determined correctly.

Girl Scout Junior, Cadette, Senior and Ambassador level troops can opt out of rewards to receive additional proceeds. **All girls in a J/C/S/A troop must agree as a whole troop to opt out of rewards.** Troops who opt out must make their selection in eBudde by March 1. Troops who opt out will not receive general rewards, they can still earn patches and rewards for starting inventory orders (SIO), Digital Cookie and Gift of Caring sales, as well as the Top-Seller reward. Multi-level troops with girls below Juniors do not qualify to opt out of rewards.

### Troop Proceeds For J/C/S/A with Rewards Opt Out

Proceeds earned belong to the Girl Scout troop and do not become the property of individual members.

Troop PGA	Troop Proceeds	Troop Proceeds (if opting out)
Less than 200	\$0.82/box	\$0.87/box
200-274.99	\$0.84/box	\$0.89/box
275 or more	\$0.87/box	\$0.92/box

## Juliette Proceeds

### Council Credits

Juliettes earn council credits when they sell cookies

- ▶ Credits are distributed by the product program department to Juliettes and individual Girl Scouts. Parents will receive an email from GSWCF informing the total amount of council credit their girl earned. Email will be sent out after the program is concluded and all money is collected from parents.
- ▶ Council credits can be used to pay for membership, summer camp, programs, events, destinations and items in the Girl Scout Store.
- ▶ Any girl with an outstanding balance due will not receive council credits or rewards until full balance due is paid.

For general questions regarding council credits and the Cookie Program, please contact the product program department at [productsales@gswcf.org](mailto:productsales@gswcf.org).

For assistance using council credits, please contact the customer connections department at [customerconnections@gswcf.org](mailto:customerconnections@gswcf.org) or call **(813) 281-4475**.

### Processes & Procedures

- ▶ The Juliette's adult sponsor will attend training with other troop cookie chairs and be required to sign an agreement. The product program department then issues the Juliette's cookie manager a unique Juliette number for eBudde™ purposes.
- ▶ The Juliette's cookie manager manages her daughter(s) by entering orders into eBudde™; distributing the cookies; depositing all collected money into the Council's account using bank account information provided and orders the Juliette's rewards. Please note: **No proceeds are kept by the Juliette cookie manager or the girl(s).**
- ▶ Any girl with outstanding balance due will not receive council credits or rewards until full balance due is paid.

### Council Credits Distribution

Council credits can be used for anything GSWCF offers. Girls can use their council credit to pay for membership, events, camp, destinations or at the Girl Scout Store. Girls/caregivers will receive an email at the end of the cookie program with council credit information.

Council Credits are based on a range of girl sales:

Boxes Sold	Troop Proceeds
24-36 boxes	\$15
37-60 boxes	\$25
61-84 boxes	\$30
85-108 boxes	\$40
109-132 boxes	\$50
133-168 boxes	\$75
169-204 boxes	\$95

For every 24 boxes sold after 204, the council credits would be \$10 more starting at \$95.

For example, if a girl sells 50 boxes of cookies, she earns \$25 in council credits. If a girl sells 244 boxes of cookies, she earns \$105 in council credits.



# Selling Strategies

Inspire her to think like an entrepreneur!



## Girl Scouts have a number of options to reach customers during the Girl Scout Cookie Program®.

### Cookies on the Spot (In-Person Orders)

After girls receive their cookie inventory, they can visit family members, friends and neighbors and sell cookies right then and there. Want to get a jump on it? You can use your paper order card to take preorders. Once the cookies arrive in February, you deliver the preorders and collect payment.



### Girl Scout Cookie Booths

Troops obtain cookies from a cupboard (locations across the council supplied with cookie inventory) and sell them directly to customers, often at booths in high-traffic areas such as grocery stores, malls or sporting events. Booth sale times and locations are either organized by our council or approved by the Service Unit Cookie Manager.

### Digital Cookie® — Direct Ship

Girls create a customized webpage and send emails with a personalized message to family and friends asking them to buy Girl Scout Cookies®. Customers purchase cookies through the webpage and they are shipped directly to their home (shipping and handling charges apply).

Direct ship orders will be available for all cookie varieties beginning Feb. 27, 2023.

### Digital Cookie® — Girl Delivery

Girls who have customers that are local and wish to offer them the ease of shopping online without the adding costs of shipping, can recommend the “Girl Delivery” option.

Girl Delivery orders after the initial order period can be fulfilled through the troop’s extras or cupboard transactions. These girl delivery cookies can then be picked up along with any additional goal-getter sales you might have. It is important to notify your troop Cookie Manager when you have Girl Delivery sales so they can check to see if they have adequate inventory or schedule a cupboard to pick up.

## Online Instructions for Digital Cookies

1. Watch for your registration email from “Girl Scout Cookies” (email@email.girlscouts.org) with the subject “Register for the Digital Cookie Platform.”
2. Click the green button in the email. For best results, use the most recent version of your web browser.
3. After clicking the green button, create a password.
4. Use your new password to log in. Remember to use the same email address where you received your registration email. This is the email GSWCF has on file for you.
5. When you first log in, you will have the “Safe Selling for Smart Cookies” safety video to watch and review with your Girl Scout.
6. Read and Accept the Terms and Conditions agreement. If you are a volunteer you will first see an additional Terms and Conditions for volunteers.
7. Read and review the Girl Scout Safety Pledge with your Girl Scout.
8. Activate your Girl Scout for the Digital Cookie program and update their preferred name, if necessary. If the Girl Scout you are registering is 13 or older, you have the option to enter her email address and she will complete her own registration process. Girls younger than 13 will login in partnership with her caregiver and do not need a separate email.
9. After activating all your girls (if you have multiple girls) you will click “Access Site” to be taken to the first girl’s home page.
10. Once you have registered, watch your inbox for a registration confirmation email. Save this email where you can find it during cookie season.

Go to [gswcf.org/cookies](https://gswcf.org/cookies) for more information.

## Girl Scout Cookie Booths- What to Expect

- A minimum of two registered and background-screened adults and at least one registered girl must be present at booths. Siblings or tag-a-longs may not attend.
- Arrive and leave on time. Pack up 5 minutes before the end of the shift to allow arriving booth participants time to set up.

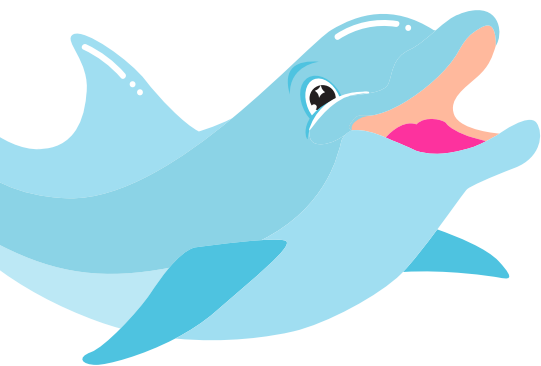
- Booths should be set up a minimum of 15 feet from doors or remain in the location designated by the store.
- Booths at Publix locations must conclude by 7 p.m.
- Store managers may cancel booths for any reason.
- If a store manager asks booth attendees to leave the store location, do so immediately. Politely thank the store manager and notify the Service Unit Cookie Manager or Product Program department.
- Do not ask the store location to make announcements regarding booth sales.
- Girls should allow entering/exiting customers to approach them. Never approach customers as they enter/exit the store.
- Girls are in charge of selling. Adults are there to provide guidance and handle money for younger Girl Scouts.
- Donation jars are not allowed anywhere on or near your booth.
- Bling Your Booth with posters and other items to attract customers; no graffiti.
- Do not allow girls to write on store property.
- Girls must remain close to their booths at all times; no running around or approaching people inside the store location.
- Girl Scouts are polite and should never yell to customers to attract sales, block access to store entrance or employ aggressive sales techniques.
- Eating and smoking are not permitted at booth locations.
- Keep cell phone use to a minimum and focus on customer engagement.
- Remove all trash (including empty cookie boxes) yourself. Store trash receptacles are not for public trash or recycling.
- Before leaving the location, one girl and one adult should thank management at the store location.

## Consequences

If girls and/or troops (including troop parents) are not participating within the established rules and guidelines, they may be penalized in the following ways:

- **First offense:** Verbal counseling regarding any offense outlined in the guidelines.
- **Second offense:** Removal from troop’s next scheduled Council Level booth location.
- **Third offense:** Girl/troop will not be allowed to hold any further cookie booths for the season.





# Rewards

Rewards are based on an individual girl's sales. Rewards and patches are cumulative. GSWCF reserves the right to substitute rewards based on availability. For a full list of rewards, please view the girl order card or visit [gswcf.org/cookies](http://gswcf.org/cookies).

## Council Dough

New this year, expiration dates are now added to Council Dough/Council Credit and Program Credits. The expiration time frame for Council Dough/Council Credit is two years. Council Dough/Council Credit issued during the 2023 Cookie Season will expire Sept. 30, 2025.

Parents/Caregivers may request an extension through the Customer Connections Team. When asking for an extension include the intended use and why it is being carried over past the expiration date.

Requests for extensions must be made before the Council Dough/Council Credit expires.

## Patch Rockers – earn all 4

Packages Sold	Girl Reward
12+ packages	Gift of Caring Patch AND Go Bright Ahead Charm
30+ packages	Rechargeable Headlamp AND Dolphin Multi-tool OR \$5 Council Dough
60+ packages	\$15 Council Dough
75+ packages	Long Sleeve Tee



## Gift of Caring Rewards

Packages Sold	Girl Reward
12+ packages	Gift of Caring Patch AND Go Bright Ahead Charm
30+ packages	Rechargeable Headlamp AND Dolphin Multi-tool OR \$5 Council Dough
60+ packages	\$15 Council Dough
75+ packages	Long Sleeve Tee

## Council Gift of Caring and Hometown Heroes

**The Council Gift of Caring (GOC)** program is a Girl Scout community service project that provides donated Girl Scout Cookies® to active overseas military men and women through Support the Troops, Inc. GSWCF also disperses some of the donated cookies to Feeding Tampa Bay.

**The Hometown Heroes (HTH)** program is a community service opportunity where troops/girls choose a local organization to receive donated cookies. Recipients can be “heroes” in the community such as non-profit organizations, shelters, firefighters, police departments, blood banks or food banks. Girls should contact the selected organization for their approval prior to collecting cookie donations.

**How the program works:** For various reasons, some customers may not want to buy cookies for themselves. Through the Gift of Caring and Hometown Heroes programs, they have a chance to give to others while supporting Girl Scouting at the same time.

While taking regular orders, girls communicate to customers that they can purchase cookies to donate to troops (through Gift of Caring) or to the chosen Hometown Hero. Using the Gift of Caring/Hometown Heroes poster, girls explain that this is a Girl Scout community service program, which will send Girl Scout Cookies® not only to active overseas military personnel and veterans organizations, but also to local non-profits.

- Each cookie box donation for the Gift of Caring/Hometown Heroes program is at the \$5 level.
- Gift of Caring cookies can be purchased **in-person or online**. Girls should email relatives and friends (especially those who live outside of their area) and ask them to donate for your council Gift of Caring program.

- Hometown Heroes cookies can be purchased **in-person only** at cookie booths or during Cookies on the Spot.
- Since there are no products to deliver to customers who support council Gift of Caring, girls should collect money from customers at the time of the order and turn it in to the troop cookie manager.

## S'mores Club

The S'mores Club is exclusively for GSWCF girl members and adult product program volunteers who excel in both the 2022 Fall Product Program and 2023 Girl Scout Cookie Program.

Girls and volunteers who earn a place in the S'mores Club during the 2022-2023 membership year receive a special S'mores Club patch and an exclusive sterling silver bracelet with uniquely designed charms.

Girls who became members of the 2023 S'mores Club and meet the requirement for both the 2022 Fall Product Program and 2023 Girl Scout Cookie Program will receive the current year's mascot charms to add to their bracelets and the exclusive S'mores Club patch.



**To qualify for the S'mores Club, girls must sell:**

- 70 items during the 2022 Fall Product Program
- and**
- 400 packages during the 2023 Girl Scout Cookie Program

**To qualify for the S'mores Club, Product Program Volunteers\* must:**

- Have a minimum of two girls in their troop who participate in both the 2022 Fall Product Program and the 2023 Girl Scout Cookie Program
- Have total sales of at least \$2,000 in the 2022 Fall Product Program
- Have a PGA of 350 packages during the 2023 Girl Scout Cookie Program (based on girls participating)

\*Only the troop fall product manager (TFPM) and the troop cookie manager (TCM) are eligible for rewards. If the TFPM and TCM are the same person, only one reward will be given.

## Gimme Samoa

Gimme Samoa is a sales incentive to help girls/troops increase their cookie sales by encouraging customers to purchase four or more boxes of cookies. For every four boxes of cookies a customer purchases they are eligible to enter a drawing to win a year's worth of cookies (365 boxes).

One random winner will be selected on March 31, 2023. Customers must enter by 11:59 p.m. on March 30, 2023 and reside in one of GSWCF's eight counties (Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas, Polk or Sumter).

Visit [gswcf.org/cookies](http://gswcf.org/cookies) for additional information.

## Pins and Badges

When a Girl Scout places a pin or a badge on her vest or sash, it symbolizes an important achievement. Cookie Entrepreneur Family pins recognize the five skills girls learn as they begin to think like entrepreneurs through the Girl Scout Cookie Program. Cookie Business badges demonstrate that a girl has developed specific skills related to running her own business. When a Girl Scout wears these emblems, she lets the world know she's a real-life Cookie Boss!

Earning the year-by-year Cookie Entrepreneur Family Pin is the best way to make the Girl Scouts Cookie Program a family affair! Cookie Business badges give Girl Scouts the chance to hone their skills and gain an understanding of the world of business.

For more information and to download all level criteria, go to [gswcf.org/cookies](http://gswcf.org/cookies) and look for Awards, Badges, and Patch Programs under the “For Cookie Sellers” page.





## 2023 Patches

### Cookie Crossover Patch

Did your troop participate in the 2022 Fall Product Program? Girls who sent at least 18 emails in the Fall Product Program can earn this personalized Crossover Patch by also selling 300 or more packages of cookies during the 2023 Girl Scout Cookie Program.



### Cookie Rookie Patch

The Cookie Rookie patch is for first time cookie sellers **ONLY**. Parents, troop cookie chairs, troop leaders or Cookie Captains help new cookie sellers learn all about the cookie program while having fun. All Cookie Rookies who complete the program will earn this patch. For full details go to [gswcf.org/cookie rookie](https://gswcf.org/cookie rookie).



### Cookie Booth Patch

Booth sales are a great way to increase your team's success. Contact your troop cookie manager to sign up for booths. Girls who sell **36 packages** or more from a booth or booths will receive the booth sales patch.

### Cookie Captain Patch

This program is designed specifically for Girl Scout Juniors, Cadettes, Seniors and Ambassadors who want to use their years of cookie program experience to help younger girls succeed. Girl Scout Daisies and Brownies look up to older girls, so there's no one better to teach them the cookie program!



Participating in this program is easy! Become a Cookie Captain by participating in any of the activities below. You can do any activity more than once, but you must work with different troops. For example, if you help out Daisy Troop 12345 at a cookie booth as well as Brownie Troop 67890, this counts as completion of two requirements. However, if you help Daisy Troop 12345 at a cookie booth twice, it would only count as completion of one requirement.



## Activities Required for Cookie Captain:

**Complete 1 activity:** You'll receive the Cookie Captain patch.

**Complete 2 activities:** You'll receive the Cookie Captain patch and \$10 Council Dough.

**Complete 3 activities:** You'll receive the Cookie Captain patch and \$25 Council Dough (awards are not cumulative).

**A Cookie Rally.** When your service unit holds its cookie rally, pitch in and take ownership of a cookie rally station. Plan an activity (it can be a game or a craft) that will help girls learn more about the cookie program, prepare the supplies needed, decorate your activity site, and then help girls at the rally with your game or project.

**Find a troop that has a lot of first time cookie sellers.** Ask your troop cookie chair about the Cookie Rookie patch requirements and help Girl Scout Daisies and Brownies become Cookie Rookies. Show them the Cookie Rookie video and complete at least two activities.

**Be their Cookie Captain when booth sales start.** Cookie Captains can join the troop at their cookie booth to provide selling tips, product information, help make changes, and be an example of how Girl Scouts should treat their customers and their cookie booth location.

Go to [gswcf.org/cookie captain](https://gswcf.org/cookie captain) for more details and application.

# Calendar: Important Dates

## 2023

### January

**Jan. 4:** Cookie program begins

(girls begin accepting orders via their Digital Cookie website for girl delivery only)

**Jan. 16:** Troop Starting Inventory Order (SIO) due

### February

**Feb. 4:** Girls begin Cookies on the Spot, Lemon-Ups stands and mobile booths

**Feb. 9:** Cupboards open (hours of operation vary by location)

**Feb. 17:** Cookie booths begin!

Bling Your Booth contest begins

**Feb. 27:** Direct ship begins through Digital Cookie

### March

**Mar. 1:** Last day customers can choose girl delivery

**Mar. 1:** Bling Your Booth contest ends

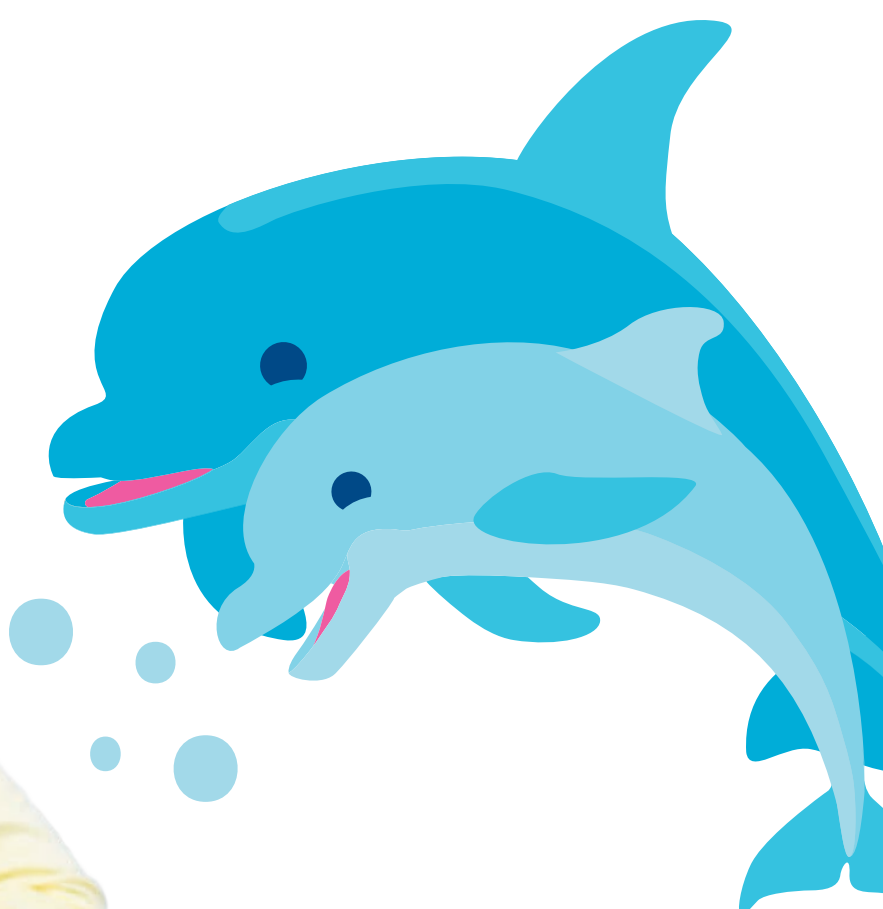
**Mar. 3-5:** National Girl Scout Cookie Weekend

**Mar. 12:** Cookie program ends (paper and online sales)

**Mar. 20:** Outstanding caregiver/parent information due

### April/May

Rewards sent to Service Unit for distribution to troops







We hope you have an exciting season and we are always here for you if you have any questions.

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