



Cookie Program



2024 Individually Registered Member Family Guide



girl scouts 
of the commonwealth
of virginia

Girl Scout Cookie Program • The Largest Entrepreneurial Program for Girls in the World

Welcome to the largest girl-led business in the world!

Supporting your favorite Girl Scout through the Girl Scout Cookie Program will help her learn five essential skills she will use throughout her life:

1) Goal Setting

2) Decision Making

3) Money Management

4) People Skills

5) Business Ethics



The theme for the 2024 Girl Scout Cookie Program is Own Your Magic and the mascot is the Axolotl.

Important information:

Parents: Contact the Help Desk to reach the Individually Registered Member Cookie Coordinator for any questions.

IRM Cookie Coordinator

Phone

804-746-0590 extension 316

Email

gshelper@comgirlscouts.org

Cookie news

The price of cookies is \$5.00 per package. Caramel Chocolate Chip cookies, which are gluten- and nut-free, are \$6.00 per package. Full details are on our website: www.comgirlscouts.org.



Your guidance and support of the cookie program is instrumental to your Girl Scout's success. Thank you for your support. We are confident you will find the experience to be both enjoyable and rewarding. **This year the council's goal is 250 packages per girl.**

What's in a box of cookies?

The cookie program supports the Girl Scout Leadership Experience in our communities providing fun and adventurous programming for our girls. Generally, 25% of proceeds go to the cost of cookies. The remaining 75% supports our girl and adult members either directly or indirectly. **Direct support** includes recognitions and troop proceeds. **Indirect support** includes council-sponsored programming, financial assistance, recruitment support and training of adult volunteers and maintenance of our properties for programming impact. That's what a box of cookies does!

Safety first!

- We encourage all girls be accompanied by someone age 18 or older when selling or delivering product outside of their home.
- Remind your Girl Scout to wear her Girl Scout uniform, pin or something to identify her as a Girl Scout.
- Girl Scouts should not enter another person's home. All order taking and cookie deliveries should be made at the door.

Important Reminder:

- Girls should not give their own phone number, address or last name to customers.
- Always sell during daylight and with another person.
- Girls should not carry large sums of money.

How you can help your Girl Scout?

- Sign and return the Parent/Guardian Agreement Form to your troop leader before taking orders (available at www.comgirlscouts.org).
- Practice the Girl Scout Law. Make sure your Girl Scout is honest and fair and waits until Jan. 1 to begin taking orders.
- Set goals with your Girl Scout and encourage her as she tracks her progress.
- Support her progress in the cookie program. Take her to your workplace, assist with phone orders and help deliver cookies.

Goal setting

It is proven that girls will achieve a higher level of success when they set a goal and can tell their customers what they are hoping to use their proceeds for. Goal setting is an important life skill.

Here's how you can help your Girl Scout:

- Discuss which types of recognitions she would like to earn (recognitions listed on the card).
- Help her to set order goals and personal goals such as improving speaking skills or learning money management.

How girls participate

Help your girl reach her goals by combining order taking and cookie booths.

In-person and online order taking begins Jan. 1

To get started, girls decide on a goal and use order cards to begin taking cookie orders door-to-door. The total initial cookie order will be shared with the IRM cookie coordinator. Encourage your Girl Scout to add to the final cookie number as customers will ask to buy more cookies! Remember cookies cannot be returned.

Cookie booth

Your Girl Scout can strengthen her people skills and decision making by running a cookie booth at an area business. Individual girls may not hold booth sales until the first weekend in March. A parent or guardian must be present. Talk to your IRM cookie coordinator about cookie booth procedures.

Using online cookie technology

Help your Girl Scout hone her technology skills for the future by using **Digital Cookie**, our new online cookie platform to reach out to family and friends. How? You will receive an email to set up your girl's account at the beginning of the cookie program. Girls will set goals, send emails to customers, track their progress and more. There is also a page available for parents!

It is proven that customers will purchase more when the cookies are **in-hand**. Make sure to have additional packages of cookies available as you deliver pre-ordered cookies and visit family and friends.

If you need additional cookies, visit a cupboard location. Your Girl Scout will earn credit towards recognitions on all cookies sold through the designated deadline. This includes the initial order, online orders and additional packages sold.

Goal Setting

Girls set cookie sales goals and create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job and in life.

Online options for customers

• Order online and pay at the time of delivery

If the customer chooses to purchase cookies online for girl delivery and not pay for the cookies at the time of ordering, this is considered a "promise order." Payment will be collected when the cookies are delivered.

• Order and pay online for girl delivery

This option allows customers to order through a digital invitation or link and prepay with a credit card. Girls will deliver the cookies. This option allows for easy, contactless, front-door delivery.

• Order online to be direct shipped (50% off shipping for some orders)

This option allows for cookies to be purchased online and shipped directly to the address of choice. GSCV is subsidizing \$7.00 of the shipping cost for orders (almost half the cost) in increments of 9-12 packages.

Cookie Share

With our council-wide Cookie Share, Girl Scouts can make a difference in our community by thanking our local service men and women through our partnership with the Central Virginia USO.

- Customers write the number of packages they would like to donate in the Cookie Share column on the order card and pay for the cookies at that time.
- Customers do not choose the variety of cookies to be donated.
- GSCV delivers the cookies to the USO.
- Girls receive credit toward recognitions on all Cookie Share sales.
- Girls who sell 12 or more packages to donate qualify for a special patch!

What individual girls earn

Individually registered members will earn all recognitions listed on the order card including Pathway Passes. Pathway Passes are credits that can be used toward council-sponsored camp/event registration, membership dues or council shop purchases. Please refer to the recognition insert to see the options this year.

Do individually registered girls earn proceeds?

Individual girls cannot earn cash for selling, but they earn additional Pathway Passes that can be used in the same way described as above. They are earned at these selling levels:

60-79 boxes \$30	305-399 boxes \$140
80-104 boxes \$40	400-499 boxes \$175
105-129 boxes \$50	500-599 boxes \$200
130-154 boxes \$60	600-699 boxes \$225
155-179 boxes \$70	700-799 boxes \$250
180-204 boxes \$80	800-899 boxes \$275
205-254 boxes \$100	900-999 boxes \$300
255-304 boxes \$120	1,000+ boxes \$400





Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



1. Register for Digital Cookie®

Create your **Digital Cookie** Password
for email address: parents@email@domain.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

Confirm password

SUBMIT

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site

Cookie Page Setup

1 Sales Target 2 My Cookie Story 3 Published

STEP 1 SET MY SALES TARGET REQUIRED

Your Goal Calculator

ToniLisa wants to sell boxes which = about to help her Troop and others. **Save**

The money you earn helps everyone in your troop reach your troop goal. Find out more.

*When you sell cookies it goes to your troop budget.

SO FAR TONILISA HAS SOLD:

ToniLisa's Total Sale Progress

10537 Total boxes sold

Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. Track Your Progress

Total Online Sales

Customers who ordered: 6
Orders placed: 6
Packages sold: 32
Gift boxes: 2

Online Sales by Cookie

- lemonage® (18.5%)
- trefoils® (18.5%)
- thin mints® (17.4%)
- lemonade® (20.7%)
- thin mints® (11.1%)
- girl scout s'mores® (7.4%)
- raspberry rally® (7.4%)

Marketing Emails

14 marketing emails sent to 10 customers

Send a Marketing Email

Open for Business: 10
Still time to order: 4
Email my site (invite): 0
Thank You "I received my order from you for rewards": 3
Shipping Promotion: 0

Online Sales by Delivery

- Picked Up: 0%
- Donated: 16%
- Shipped: 78%
- Deliver in Person: 6%
- Cookies in Hand: 0%
- 100%: 32 Pigs

Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.



4900 Augusta Ave., Suite 200, Richmond, VA 23230
www.comgirlscouts.org • gshelper@comgirlscouts.org
804-746-0590 • 800-4SCOUT4 toll-free

Facebook @comgirlscouts • Instagram @girlscoutsofva
New: Text NEXT to 59618 to join!