

Cookie Family Business Meeting

girl scouts
river valleys



WHAT WILL WE COVER...



- New Mascot & Theme
- Cookie Program Overview
- Ways to Sell
- Parent/Guardian Participation
- Troop/Individual Goals
- Communication + Cookie Schedule
- Finances
- Online Family Cookie Responsibility Form
- Online Cookie System: Digital Cookie
- Thank You! + Q&A

- New Cookie Mascot & Theme
 - Kit the Black Footed Ferret
 - Brave. Fierce. Fun!
- Brand New Cookie!
 - Exploremores





Cookie Program Overview

- Largest girl-led entrepreneurial program in the world
- Gives Girl Scouts the opportunity to power new, unique, and amazing experiences while also learning essential life skills
- Troop earn \$1 in proceeds per package sold
 - All proceeds from the Cookie Program stay local!

Cookie Information

- 9 cookie varieties
- All varieties are \$6 per package
- View nutritional & allergen information on [Cookie Central](#) and on the order card

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Your Girl Scout Cookie favorites are back!

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

Exploremores™ New!
Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème

Lemonades*
Savory slices of shortbread with a refreshingly tangy lemon flavored icing

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

Thin Mints*
Crispy chocolate wafers dipped in a mint chocolaty coating

Peanut Butter Patties*
Crispy cookies layered with peanut butter and covered with a chocolaty coating

Caramel deLites*
Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes

Peanut Butter Sandwich
Crisp and crunchy oatmeal cookies with creamy peanut butter filling

Chocolate Chip
Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie*
*Limited availability

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Cookie Central - Your destination for all things cookies!

Use your mobile device's camera to scan the QR code or visit [Cookie Central](#).

From there, you can:

- Access online resources
- View printable resources (thank you cards, order card, door hangers, etc.)
- View details on rewards, how to use Cookie Credits, & more!



Your Cookie Materials

- Cookie Program Family Guide
- Cookie Order Card
- Rewards Flier

All items, plus printable resources like business cards and door hangers, can be found on [Cookie Central!](#)



It's Girl Scout Cookie™ Time

All cookies are \$ _____ Per package

Adventurefuls®
Exploremores™
Lemonades®
Tweefalls®
Thin Mints®
Peanut Butter Patties®
Caramel deLites®
Peanut Butter Sandwich

First Name _____
Troop # _____
Online _____
Guardian Phone or Email _____

I would like to support Girl Scouts by ordering:
When placing an order by email or phone, please provide your name, street address, city, phone number, email, and your cookie order so girls can capture your order. For in-person orders, girls will collect payment upon delivery of cookies.

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Check When Paid	Amount Due	Total Packages	
Adventurefuls®			
Exploremores™			
Lemonades®			
Tweefalls®			
Thin Mints®			
Peanut Butter Patties®			
Caramel deLites®			
Peanut Butter Sandwich			
Doritos®			
Number of packages ordered			

For complete nutrition facts, ingredients, and more information, visit [girlscoutcookies.org](#)

Before interacting with customers, girls and adults should review the safety guidelines and

Ways to Sell Cookies

There are many ways for your Girl Scout to sell cookies, including:

- Door to Door Sales: Order Taking or Cookies in Hand
- Cookie Booths and Cookie Stands
- Digital Cookie Sales: Shipped or Girl Scout Delivered
- Text/Call Family and Friends
- Business to Business Sales (B2B)



Learn more: [Navigating Ways to Participate: Tips for Troop Leadership](#)

Parent/Guardian Support = Troop Success!

Simple ways that parents can support the troop:

1. Ask Girl Scout(s) about their goals, rewards, and how they want to sell

- Review the [Family Entrepreneur Pin](#) guidelines for goal setting tips



2. Volunteer to support cookie booths & review our [Cookie Booth Policy](#)

3. Get familiar with Digital Cookie resources to learn the system: [Digital Cookie Help Center for Girl Scouts and Families](#)

4. Turn in money to the Troop Cookie Manager weekly and keep all receipts





Troop & Individual Goals

Troop Brainstorming Session: Cookie Proceeds

- How should we use them?
- What will that cost?
- How many packages do we need to sell to reach our goal?

Individual Girl Scout Goals

- What skills do you want to develop?
- Is that goal achievable?
- How do you plan to reach your goal?
- Review last year's goals (if they sold)

Be sure to discuss your troop's cookie donation options!



Cookie Communication & Schedule

- Contact info and preferred method of contact
- Family Return Date
 - This is the final day for Girl Scouts to return cookies to the troop!
 - Write the date in your Family Guide
- Our Troop Cookie schedule
 - When orders are due
 - When we will visit the cupboard
 - When you can pick up the orders



Important Cookie Dates

Troop Direct Ship
Sales Link Goes
Live
January 6

Cookie & Booth
GO Day
February 20

Cookie Sale Ends
March 29

Girl Rewards
Arrive
Late May

Troop Initial Order
January 23

Presales & Online
Sales Begin
February 11

Troop Reward
Deadline
April 6



Finances

- All cookies are \$6 per package
 - Cash/checks (payable to Girl Scouts, Digital Cookie online/mobile payments)
- Turn in cookie money weekly
- Families are responsible for cookies not returned to the troop by the Family Return Date
- Troop is responsible for leftover inventory at end of sale*

*Reach out to your Troop Volunteers if you have too much extra cookie inventory!



Online Family Responsibility Form



- Required for participation in the program & must be complete before cookies are given to families
- Find this on [Cookie Central](#)
- Enter the Troop Leader's email address & troop number
- Parent/caregiver & Troop Leader will both receive an email confirmation



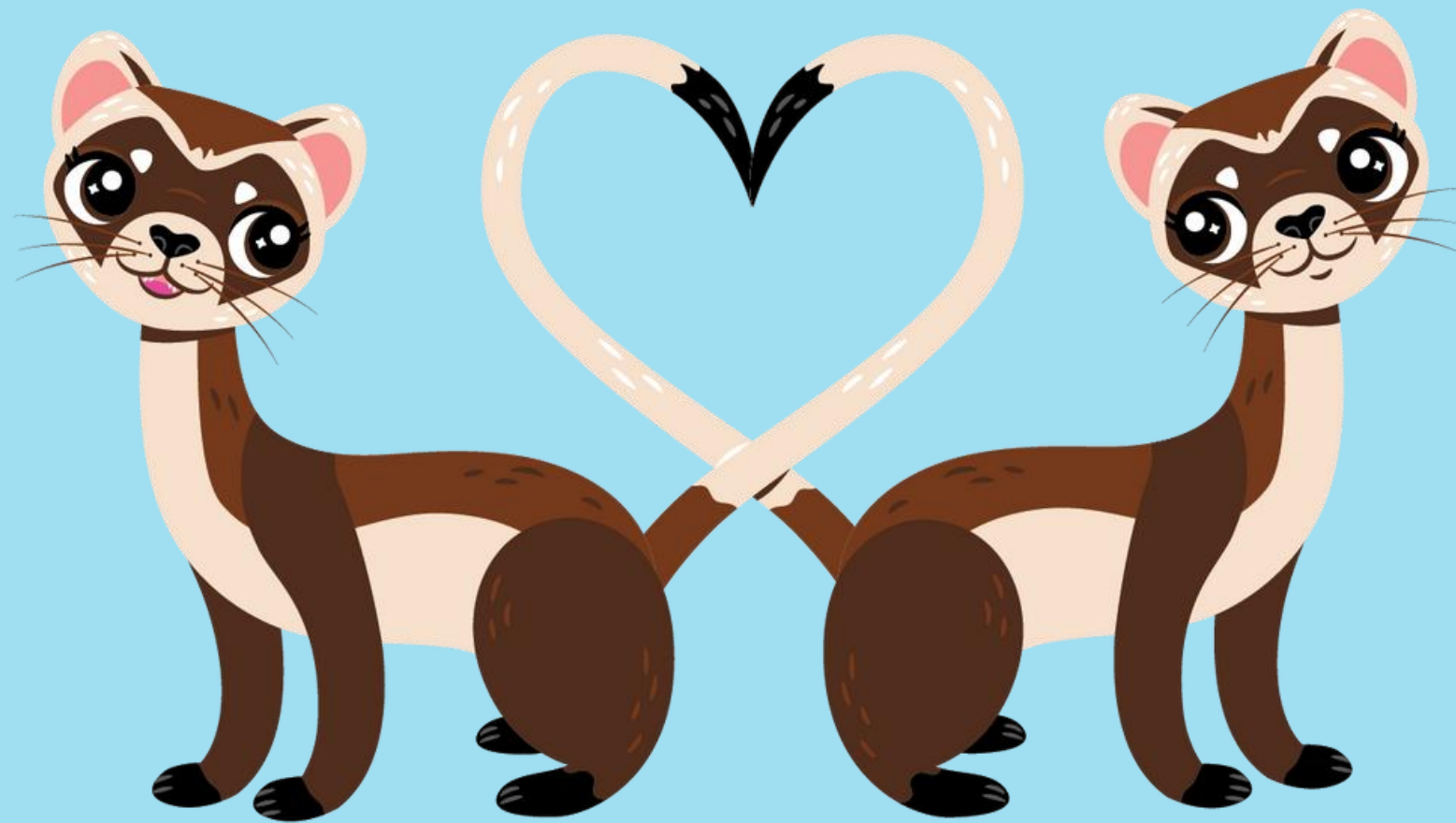
Digital Cookie

Online platform for Girl Scouts and caregivers to manage online cookie sales.

- Access to Digital Cookie starts on Feb. 11
 - Set up your online sales link (for shipped orders & in-person delivery)
 - Share your link by:
 - Email
 - Text
 - Social media
 - Parent/guardian workplace
 - Download the Digital Cookie Mobile App to accept credit card/Venmo/PayPal payments for in-person sales



Digital Cookie Resources



- [The Family Cookie Guide](#) (print material)
- [Digital Cookie Help Center for Girl Scouts and Families](#) on [Cookie Central](#)
- Help section within the Digital Cookie site includes tip sheets & videos

Need Help? Email girlscouts@girlscoutsv.org or
call 800-845-0787 for assistance!

Thank You!
Questions?

