Welcome!

Cookie Business Family Meeting 2024







What we will cover...

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



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
 - All proceeds from the Cookie Program stay local
 - Keeps costs low for programs like camp and council events
 - Enables GSRV to support families through financial assistance
 - The troop will receive proceeds per package sold
- Go to <u>Cookie Central</u>, to learn more about the Cookie Program and for more family resources from Girl Scouts
 River Valleys

COOKIE CENTRAL

Cookie Central is your online, one-stop hub for all things cookies! Use your mobile device's camera to scan the QR code here or visit <u>CookieCentral</u>. From there, you can:

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





Your Cookie Materials

- Family Guide
- Rewards Flier
- Cookie Order Card
- Door hangers
- Business cards
- Money envelope

All items can also be found on **Cookie Central!**



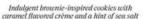


Your Girl Scout Cookie Favorites Are Back!

- Nine cookie varieties
- All varieties are \$6 per package
- View nutritional & allergen information on Cookie Central
- Information also available on your order card

Your Girl Scout Cookie favorites are back!







French Toast-inspired cookies dipped in delicious icing



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



Crispy chocolate wafers dipped in a mint chocolaty coating



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



Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



amed, Crisp and crunchy outmeat cookies tripes with creamy peanut butter filling



Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie* "Limited accellability







Parent/Guardian Participation

- Family involvement is key to troop success
- Opportunities to help support the troop
- Talk to your Girl Scouts about their goals
 - Discuss the rewards they would like to earn & how they'd like to participate
 - Review the <u>Family Entrepreneur pin</u> guidelines, which features goal setting information







Ways to Sell

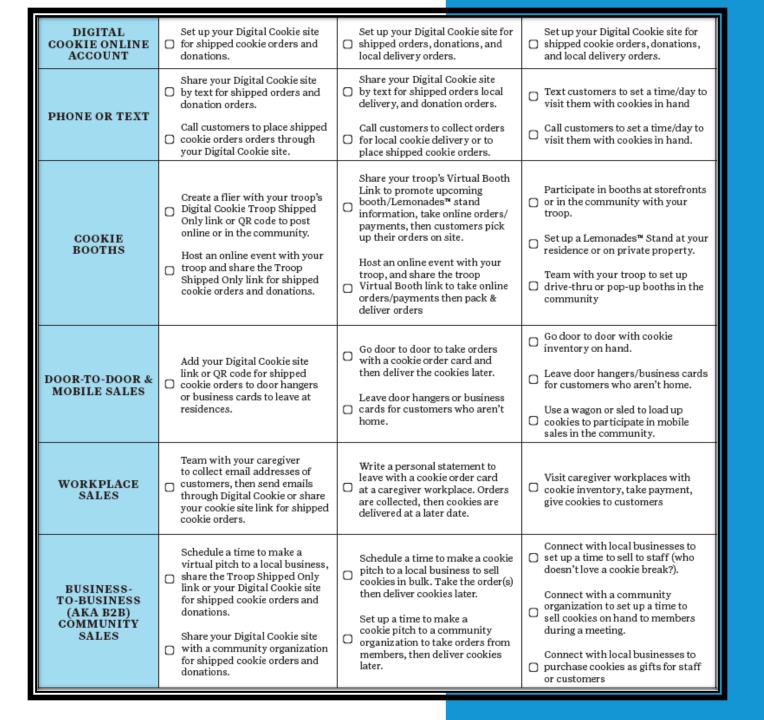
Three Cookie Participation Options



Ways to Sell

View the options in the Family Guide







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

Cookie Communication & Schedule

- My contact info
- My preferred contact method
 - Family Return Date
 - My cookie schedule

Key Dates

Troop Initial Order Fri. Jan. 19

Pre-sales & Online sales Thurs. Feb 8

Cookie Go Day Fri. Feb. 16

Booth Go Day Fri. Feb. 16

Cookie Sale Ends Sun. Mar. 24

Troop Reward Deadline Tues. Apr. 2

Girl Rewards arrive in early June









Finances + Family Responsibility

- All cookies are \$6 per package
- Turn in cookie money weekly
 - Must turn in 50% or more of total money due to troop before receiving more cookies.
 - How payment will be collected.
 - Credit card payments can be taken through <u>Digital Cookie</u>, at no charge for the troop! Credit card sales are credited to your Girl Scout in the system.
- You are responsible for cookies not returned to the troop by the Family Return Date
- Troop is responsible for leftover inventory at end of sale
 - Let me know if you need help moving cookies!



Online Family Responsibility Form

- Required for participation in the program
- Must be received before cookies are given to families
- Can be found on <u>Cookie Central</u>
- Enter my email address & troop number
- You & I will both receive email confirmation

Digital Cookie is the new online platform that Girl Scouts and caregivers use for digital cookie sales.

- All Girl Scouts and their families will get access to Digital Cookie on February 1st
- Girl Scouts can use their Digital Cookie
 account to set up their online account sales
 link which they can share by email, text, social
 media, or even their parent/guardian
 workspaces:
 - Shipped cookie orders
 - Girl Scout Cookie delivery orders

Digital Cookie





Digital Cookie has great new features!

- Customize your site & explore the learning activities
- Ability for customers to purchase and pay online for local delivery
 - You can turn on/off local delivery at any time
- Approve orders for local delivery in the site
 - You'll receive an email reminder to login and approve orders if you have outstanding orders to approve
 - Note: Online orders for local delivery must be approved within 5 days or the order is cancelled.
- Ability to turn on/off cookie varieties for local delivery
- A robust Help section built right into the site with tip sheets & videos to assist if you need them

Digital Cookie





Digital Cookie Resources

- Family Guide
- Digital Cookie Guide for Families on Cookie Central
- Help section in the site with tip sheets & videos
- Watch for information on joining a Digital Cookie Rally in Rallyhood for families to connect on questions
- Digital Cookie office hours provided by Girl Scouts River Valleys staff

Digital Cookie







Thank You!



Questions?

