

# Girl Scouts River Valleys Cookie Rookie Guide 2024

Welcome to your first cookie season and the largest girl-led entrepreneurial program in the world! This guide is designed to give you a quick overview of the annual Cookie Program.

## WHY DO WE SELL COOKIES?

The Girl Scout Cookie Program is important—it gives millions of girls across the country the opportunity to power new, unique, and amazing experiences, while also learning critical life skills. Your part of the team helping a generation of girl entrepreneurs get an important taste of what it takes to be successful—teamwork, planning, and a positive outlook (for starters).

We have flexible participation options so your Girl Scouts can choose the option that works best for their families. (See “How can my troop sell cookies?” in the Common Questions section.)

## LET’S MEET THE COOKIES

At \$6 a package, your girls will get to sell 9 delicious flavors of Girl Scout Cookies. For nutritional and allergen information, visit **Cookie Central**, using the QR code below:



### DID YOU KNOW?

All cookie proceeds stay local! After the costs for baking the cookies and program logistics (like transporting them), 79% of the cost of each box is reinvested in River Valleys’ Girl Scouts!

**Your Girl Scout Cookie favorites are back!**

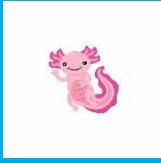
- Adventurefuls\*** (NEW) Indulgent braisic-inspired cookies with caramel flavored crisco and a hint of sea salt
- Toast-Yay!** (NEW) French Toast-inspired cookies dipped in delicious icing
- Lemonades\*** (NEW) Savory slices of shortbread with a refreshingly tangy lemon flavored icing
- Trefoils\*** (OLD) Braisic shortbread cookies inspired by the original Girl Scout recipe
- Thin Mints\*** (NEW) Crispy chocolate wafers dipped in a mint chocolate coating
- Peanut Butter Patties\*** (NEW) Crispy cookies layered with peanut butter and covered with a chocolate coating
- Caramel deLites\*** (NEW) Crispy cookies topped with caramel, toasted coconut, and chocolate stripes
- Peanut Butter Sandwich** (NEW) Crisp and crunchy oatmeal cookies with creamy peanut butter filling
- Caramel Chocolate Chip** (NEW) Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\*  
\*limited availability

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# MEET OUR 2024 MASCOT

Yes, the Girl Scout Cookie Program has a yearly mascot! Just like the mascots you see at sporting events; the cookie mascot creates fun and excitement for girls and volunteers. The yearly mascot plays an important role in our rewards line up and shows up throughout the sale.



## MEET BUBBLES, THE AXOLOTL

Axolotls like Bubbles live in the wild and are found in only one lake in the whole world...Lake Xochimilco, Mexico. These amazing creatures come in a wide range of colors, have a life span of 10+ years, and can completely regenerate lost limbs and organs-now that is magic!

# COMMON QUESTIONS, ANSWERED

## WHERE DO I BEGIN?

1. Make sure all your Girl Scouts are registered for the 2023-2024 Girl Scout year.
2. Set up your troop bank account.
3. Find someone to be your Troop Cookie Manager. They'll also need to be a registered volunteer and must complete cookie training as directed by your Service Unit Cookie Manager.
4. Meet with your Girl Scouts and get them excited about selling cookies! It's best to start by having them set cookie sales goals—one for themselves and one for their troop.
5. Receive your troop's cookie materials from the Service Unit Cookie Manager. Distribute sales materials to Girl Scouts ahead of Cookie Go Day.

## WHERE CAN I FIND RESOURCES TO HELP ME WITH THE SALE?

### COOKIE CENTRAL



Your online, one-stop hub for all things cookies! Use your mobile device's camera to scan the QR code here or visit [GirlScoutsRV.org](https://GirlScoutsRV.org) and click on the Caramel deLite cookie. From there, you can access online resources such as your Troop Cookie Manager Guidebook, The Cookie Press, online training, Smart Cookies Guide, printable resources, and more.




### THE COOKIE PRESS



A weekly e-newsletter for cookie volunteers that includes helpful tips and reminders throughout the program. You'll get an email each Thursday with a new edition. This is a must-read for new troop volunteers!

## WHAT ARE THE SELLING OPTIONS FOR GIRL SCOUTS?

Girl Scouts can opt in to any or all the options listed on this chart to customize their cookie experience. This program is flexible and customizable to fit the needs of every Girl Scout. There are three levels of participation: online, hybrid, and in-person. Cookie volunteers can use the ideas below as a guide to get started. Encourage Girl Scouts to check off all the options they want to try this season or have them brainstorm a few of their own!

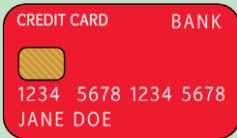
PARTICIPATION OPTIONS			
	ONLINE COOKIES: SHIPPED COOKIES	HYBRID COOKIES: ORDER-TAKING & DELIVERY	IN-PERSON COOKIES: COOKIES ON HAND
<b>DIGITAL COOKIE ONLINE ACCOUNT</b>	<input type="checkbox"/> Set up your Digital Cookie site for shipped cookie orders and donations.	<input type="checkbox"/> Set up your Digital Cookie site for shipped orders, donations, and local delivery orders.	<input type="checkbox"/> Set up your Digital Cookie site for shipped cookie orders, donations, and local delivery orders.
<b>PHONE OR TEXT</b>	<input type="checkbox"/> Share your Digital Cookie site by text for shipped orders and donation orders. <input type="checkbox"/> Call customers to place shipped cookie orders through your Digital Cookie site.	<input type="checkbox"/> Share your Digital Cookie site by text for shipped orders local delivery, and donation orders. <input type="checkbox"/> Call customers to collect orders for local cookie delivery or to place shipped cookie orders.	<input type="checkbox"/> Text customers to set a time/day to visit them with cookies in hand <input type="checkbox"/> Call customers to set a time/day to visit them with cookies in hand.
<b>COOKIE BOOTHS</b>	<input type="checkbox"/> Create a flier with your troop's Digital Cookie Troop Shipped Only link or QR code to post online or in the community. <input type="checkbox"/> Host an online event with your troop and share the Troop Shipped Only link for shipped cookie orders and donations.	<input type="checkbox"/> Share your troop's Virtual Booth Link to promote upcoming booth/Lemonades™ stand information, take online orders/payments, then customers pick up their orders on site. <input type="checkbox"/> Host an online event with your troop, and share the troop Virtual Booth link to take online orders/payments then pack & deliver orders	<input type="checkbox"/> Participate in booths at storefronts or in the community with your troop. <input type="checkbox"/> Set up a Lemonades™ Stand at your residence or on private property. <input type="checkbox"/> Team with your troop to set up drive-thru or pop-up booths in the community
<b>DOOR-TO-DOOR &amp; MOBILE SALES</b>	<input type="checkbox"/> Add your Digital Cookie site link or QR code for shipped cookie orders to door hangers or business cards to leave at residences.	<input type="checkbox"/> Go door to door to take orders with a cookie order card and then deliver the cookies later. <input type="checkbox"/> Leave door hangers or business cards for customers who aren't home.	<input type="checkbox"/> Go door to door with cookie inventory on hand. <input type="checkbox"/> Leave door hangers/business cards for customers who aren't home. <input type="checkbox"/> Use a wagon or sled to load up cookies to participate in mobile sales in the community.
<b>WORKPLACE SALES</b>	<input type="checkbox"/> Team with your caregiver to collect email addresses of customers, then send emails through Digital Cookie or share your cookie site link for shipped cookie orders.	<input type="checkbox"/> Write a personal statement to leave with a cookie order card at a caregiver workplace. Orders are collected, then cookies are delivered at a later date.	<input type="checkbox"/> Visit caregiver workplaces with cookie inventory, take payment, give cookies to customers
<b>BUSINESS-TO-BUSINESS (AKA B2B) COMMUNITY SALES</b>	<input type="checkbox"/> Schedule a time to make a virtual pitch to a local business, share the Troop Shipped Only link or your Digital Cookie site for shipped cookie orders and donations. <input type="checkbox"/> Share your Digital Cookie site with a community organization for shipped cookie orders and donations.	<input type="checkbox"/> Schedule a time to make a cookie pitch to a local business to sell cookies in bulk. Take the order(s) then deliver cookies later. <input type="checkbox"/> Set up a time to make a cookie pitch to a community organization to take orders from members, then deliver cookies later.	<input type="checkbox"/> Connect with local businesses to set up a time to sell to staff (who doesn't love a cookie break?). <input type="checkbox"/> Connect with a community organization to set up a time to sell cookies on hand to members during a meeting. <input type="checkbox"/> Connect with local businesses to purchase cookies as gifts for staff or customers

# SMART COOKIES, EXPLAINED



Smart Cookies is an online platform hosted by our cookie baker, ABC Bakers. You'll use Smart Cookies to manage your cookie inventory, select cookie booths (if you're participating), transfer cookies to other troops if they need them, run Smart Cookies reports, and order rewards. Smart Cookies Guides are posted on Cookie Central.

# FINANCIAL RESPONSIBILITIES



Girl Scouts/families will collect money from customers and then provide payment to the troop. After being provided with their initial inventory, families must have 50% or more of the total money due turned in before receiving more cookies. You'll ensure that money is deposited into the troop bank account. We recommend weekly deposits. The person making deposits does not need to be a signer on the account but may be asked to show identification when making deposits (including cash). Twice during the Cookie Program, Girl Scouts River Valleys will withdraw the proceeds due to the council via an Automated Clearing House (ACH) withdrawal.

# DIGITAL COOKIE, EXPLAINED



**Digital  
Cookie**

FOR GIRL SCOUTS  
AND FAMILIES

Digital Cookie is the new system that is used by Girl Scouts to engage in online cookie sales. Troops may access Digital Cookie to share troop online sales links, monitor online sales, send cheers to troop members, and more. Both Girl Scouts and troops will use the Digital Cookie Mobile App to accept credit card payments for booth sales and in-person sales. Learn more about the system on Cookie Central and in The Cookie Press.



# WE'RE HERE TO HELP

**GIVE US A  
CALL**

800-845-0787

**SEND US AN EMAIL**

[girlscouts@girlscoutsrv.org](mailto:girlscouts@girlscoutsrv.org)

**VISIT US ONLINE**

[GirlScoutsRV.org](http://GirlScoutsRV.org)

**LOG IN TO  
SMART COOKIES**

[abcsmartcookies.com](http://abcsmartcookies.com)

## GLOSSARY

**ABC Bakers:** Our council's official baker of Girl Scout Cookies. [ABCBakers.com](http://ABCBakers.com).

**Automated Clearing House (ACH):** An Automated Clearing House (ACH) is when a third party (in this case, Girl Scouts River Valleys) needs to either perform a withdrawal from or credit a troop's bank account electronically.

**Business-to-business (B2B):** A great way to sell is to contact local businesses and let them know that they can purchase cookies to give to their customers or employees. This can be an individual or troop activity.

**Booth Go Day:** This is the first day that Girl Scouts can sell at Cookie Booths. This year, Cookie Booths start on Cookie Go Day, Friday, February 16.

**Cookie Booths:** These are girl-operated direct sale opportunities where the general public can purchase Girl Scout Cookies from girls. For more information visit [Volunteers.GirlScoutsRV.org/cookie-booth-sales](http://Volunteers.GirlScoutsRV.org/cookie-booth-sales)

**Family Cookie Business Meeting:** This is a meeting that the troop leader and troop cookie manager schedule with the girls' parents/guardians before cookie season begins. You'll introduce the cookies, discuss troop and girl goals, share sales options, ask families to get involved, and more.

**Cookie Calculator ([cookiecalculator.org](http://cookiecalculator.org)):** You'll find Girl Scouts River Valleys' recommendation for your initial order based on Girl Scout grade level and number of participating girls.

**Cookie Credits:** These electronic credits can be used to cover other costs like camp registration, events, items in the Girl Scout Shop, the yearly membership fee, and more! They can be earned at multiple cookie sales levels.

**Cookie Cupboard:** A warehouse that stores Girl Scout Cookies where troops can get more cookies throughout the sale.

**Cookie Go Day:** First day of the cookie sale! This year, the sale starts on Friday, February 16, 2024.

**Door-to-door sales:** This is when Girl Scouts load up a sled, wagon, or whatever they can find to tow packages of cookies around their neighborhood selling door to door. They can also use their order card to record sales, turn the orders in to the troop, then deliver and collect payment later. This is traditionally the most popular way of selling during the cookie season.

**Digital Cookie (Digitalcookie.girlscouts.org):** The online system used by Girl Scouts for online cookie sales. Girls can personalize their Digital Cookie site to reach customers in several ways: send emails, share their site on social media or by text, or create a QR code for use on marketing materials with options of getting in-person cookie delivery or direct shipment of cookies to their homes. Girl Scouts use the Digital Cookie Mobile App to take credit card payments at booths or for in-person sales.

**Girl Scout rewards:** These are rewards that Girl Scouts earn through selling Girl Scout Cookies based on the total number of packages sold (starting at 30 packages). They can earn mascot-themed patches, apparel, plushes, and more! At certain levels, there is a choice between an item and Cookie Credits. Cookie Credits will be the default choice if no selection is made. Visit Cookie Central for more information.

**Initial order:** A troop's starting cookie inventory that they will pick up just before the cookie sale.

**Mobile sales:** Mobile sales involve selling Girl Scout Cookies in a public space while moving about (i.e., selling from a cart, wagon, or sled). These happen any time during the Cookie Program and do not need Girl Scouts River Valleys' approval.

**Pre-orders:** This is an optional activity that girls can participate in where they take orders for cookies starting on February 8, record the sales on their order cards, then turn in their totals to the troop. Once they receive the cookies from the troop, they can deliver and take payment starting on Cookie Go Day.

**Service unit cookie manager (SUCM):** SUCMs oversee all troop cookie managers in their service unit. A SUCM's responsibilities include attending pre-season training, preparing TCMs for the sale through training, assisting with cookie questions, and more.

**Smart Cookies (abcsmartcookies.com):** This online software is where you'll track all aspects of your troop's cookie inventory, including transferring cookies to Girl Scouts, recording payments, ordering rewards, transferring cookies to other troops, and more.

**Social media sales:** Girl Scouts and Girl Scout family members can advertise their online cookie sales on social media sites (ex: your personal Facebook page or Instagram) but not on garage sale-type sites or resale sites (i.e., Craigslist, Amazon, e-Bay, etc).

**Troop cookie manager (TCM):** A registered adult volunteer who takes on the role of managing the Cookie Program for their troop. This includes helping girls with goal setting and managing both inventory and girl rewards. All TCMs receive cookie materials and training from service unit cookie managers.

**Workplace sales:** Parents/guardians can bring in girl order cards to their workplace if they are accompanied by a personal (usually written) statement from the Girl Scout selling. If allowed, girls can also visit workplaces with cookies in hand. This is a great way for the girl to share their goals with coworkers and spread the Girl Scout mission.

# 2024 GIRL SCOUT COOKIE SEASON

# KEY DATES\*

*\*The dates listed below are subject to change. See Cookie Central for the most up-to-date dates and information.*

Cookie booth lottery open for selections	January 7
Cookie booth lottery runs in Smart Cookies	January 14
Cookie booth first-come, first-served sign-up begins in Smart Cookies	January 17
Troop initial order entry due in Smart Cookies	January 19
Service unit initial order entry due in Smart Cookies	January 20
Preorders and online sales begin	February 8
Initial order delivery dates	February 8-15
<b>Cookie &amp; Booth Go Day</b>	<b>February 16</b>
Cookie Cupboards open	February 16-March 24
First ACH withdrawal from troop bank account	March 15
Cookie sale ends	March 24
Troop reward order entry due in Smart Cookies. Finance/Inventory Issue forms due (if applicable) Include Money deposited to troop bank account.	April 2
Service Unit reward order entry due in Smart Cookies	April 3
Second ACH debit	April 26
<b>Girl rewards shipped to service units</b>	<b>Week of May 27</b>