

girl scouts
of western ohio

2024 Cookie Family Guide



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the new baker
and new cookie
lineup!

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New Year, New Baker, New Cookies!

The Girl Scout Cookie Program brings newfound confidence, business skills, and friendship. Every cookie package is a building block for whatever future a Girl Scout imagines: going to camp, building robots, sleepovers at museums, or traveling out of state. Her future is looking sweet!

We are looking forward to sweet success with our new ABC Bakers partnership. This brings us a new, exciting cookie lineup for the 2024 Girl Scout Cookie Season!



This year, all cookies are \$6/package.

Important Dates

January 5

Cookie order taking begins. No orders should be taken before this date.

January 26

Your troop cookie manager must submit your Girl Scout's initial paper card orders. They may give you a date prior to this to turn in your orders.

January 27 - February 8

Keep up the cookie momentum! After turning in your initial orders, girls can continue to participate by collecting orders in person or online. The orders can be turned into your troop cookie manager after you receive your initial order cookies or as they connect with you.

February 9 - 15

Your troop cookie manager will connect with you regarding the details for picking up your initial cookie orders. You will be asked to sign receipts whenever cookies or money are exchanged with your troop leadership. Once you receive your cookies, plan to deliver them right away!

February 16 - March 17

Cookies are here! Girls can participate in troop cookie booths and drive-thrus, host their own cookie stands, continue sharing their digital link, or walk the neighborhood with cookies! Talk with your troop cookie manager about processing in-hand credit card payments through your Digital Cookie app.

March 17

The official last day to participate in the GSWO Girl Scout Cookie Program. Money will need to be turned in to your troop cookie manager by their specified due date.

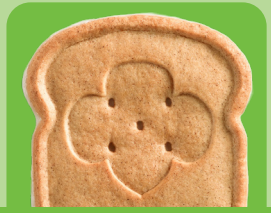
May-June

Rewards should begin arriving to your troop leadership by the end of May. Once your troop cookie manager has the rewards available, they will contact you to arrange pickup.



Adventurefuls®

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



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon-flavored icing



Trefoils®

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 fudge coating



Carmel deLites®

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



Peanut Butter Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel Chocolate Chip

Rich caramel, semisweet chocolate chips, and a hint of sea salt in a chewy cookie



Cookie Share

We send donated cookie purchases to local military organizations and food banks throughout western Ohio and southeastern Indiana.

Unbox Her Future

Girls can set up their cookie business digitally, in person, or a combination of both!

Support your Girl Scout as she learns new skills!



Goal Setting

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



Decision Making

Girl Scouts learn to make decisions on their own and as a team.



Money Management

Girl Scouts learn to create a budget and handle money.



People Skills

Girl Scouts find their voice and build confidence through customer interactions.



Business Ethics

Girl Scouts learn to act ethically – both in business and in life.

Support your Girl Scout's Participation

- Complete the online Caregiver Agreement Form at gsw.org/productagreement.
- If your Girl Scout lives in separate households, caregivers who wish to participate must complete their own individual forms.
- Help your Girl Scout set up her Digital Cookie online storefront (see page 4).
- Discuss her cookie goals and fill in her order card.
- Review this guide, including the steps to proper money handling on page 10.
- Volunteer to assist the cookie manager with cookie-related tasks (you will need to be an approved and registered troop assistant to help at cookie booths).



Support your Girl Scout as she supports the community!

Cookie Share Donations

Participate in Cookie Share, our council cookie donation program. Each year, customers can donate cookies through Cookie Share. Plus, girls who collect cookie donation purchases can earn even more rewards! Cookies through Cookie Share are donated to food banks and military organizations in western Ohio and southeast Indiana, including West Ohio, Freestore, Dayton Food Bank, and Northwestern Ohio food banks. Cookies are also donated to regional Meals on Wheels, veterans' associations, and military organizations that support bases through Wright-Patterson Air Force Base and the 180th Fighter Wing.

1

Connect with your cookie customers and share about the cookie donation option.

2

On your order card, mark the donation column for that customer, collect the funds, and turn it in to your cookie manager.

3

Through Digital Cookie, customers can choose the Cookie Share option when making a purchase. These cookies will not need to be picked up from your troop volunteer as council directly handles the delivery to our donation partners.

Digital Cookie



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.



Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®



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



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



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, This Means, ThisIs, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.



Customer Purchases

When customers use your Girl Scout's Digital Cookie link to make their cookie purchase, they will choose whether to pay for shipping, donate, or have your Girl Scout deliver. For Girl Delivery orders, you, as the caregiver, must decide to approve or deny no matter their order. All purchases made through Digital Cookie are paid online, so you will not need to collect later! Let your troop cookie manager know if you need additional cookies to fulfill girl delivery orders later in the season!

As the caregiver, you can turn off the girl delivery option for customers, allowing them to order shipped or donated cookies only without you needing to deliver. Only one Digital Cookie account per girl is permitted. If separate households, caregivers will need to share the one login.

Girls can input their initial order in Digital Cookie making it easy to submit their order to their leader.

Visit gsw.org/cookiesresources for all our Digital Cookie tip sheets to help you make the most of this valuable tool.

Online Sales Guidelines

Product Program participation should always be led by a Girl Scout under your supervision. While posting in community groups or neighborhood group pages on social media IS now permitted, you should never share your Girl Scout's last name or personal information. Always use caution when sharing links on public pages. Through Digital Cookie, you can deny any girl delivery orders you do not feel comfortable personally delivering.





Ways to Participate in the Girl Scout Cookie Program!

Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, She'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year!

Phone or Text Friends and Family

Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—hello, school, sports, and extracurriculars!—this option has maximum flexibility.

Digital Cookie

Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® Platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule and in-person delivery. And she can reach her sales goals no matter what her schedule is like.

digitalcookie.girlscouts.org

Door-to-door

This is the perfect way to hone her sales pitch! With door-to-door participation, Girl Scouts can stay local and sell in their neighborhoods—and even use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new people and neighbors (with the necessary adult supervision of course).

Cookie Stands

Would your Girl Scout feel more comfortable on her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property or a troop-secured location where you and your Girl Scout (girl and caregiver) can market her cookies to customers in the area. Cookie stands are a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

This option has maximum customer interaction, teamwork, and all the fun! Troops can work together to market their cookies outside a pre-approved location (like a local business, bank, mall, or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at approved and appropriate locations; and must be legally open to, accessible, and safe for all girls and potential customers.

Connecting with Her Community

The possibilities are endless! Girls can team up with their caregivers to sell cookies to employees and coworkers, at places of worship, and at community groups. They could prepare a corporate pitch to sell cookies in bulk to business like car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!



Participating in the cookie program powers Girl Scouts' adventures throughout the year as they learn key business skills to excel in future careers and in life. By participating in different sales methods, girls gain more skills, including: goal setting, decision making, money management, people skills, and business ethics. Don't forget: adult supervision is required at all times.

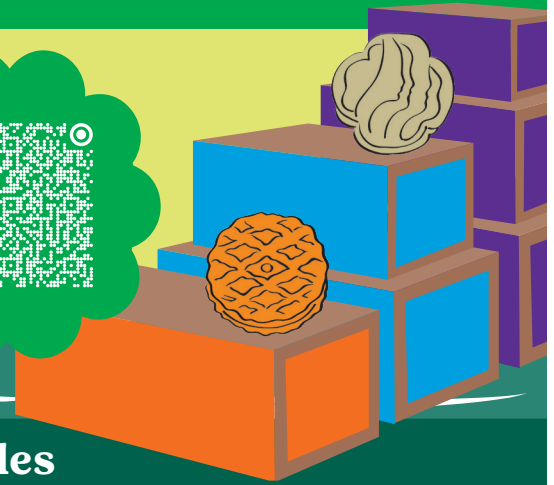
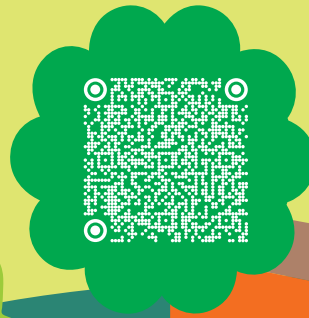
Money Matters

Where does the Cookie Money Go?

It's important to share with your cookie customers where the proceeds go from the Girl Scouts of Western Ohio Cookie Program. You can confidently tell them that all proceeds stay 100% local, right here with girls in western Ohio and southeastern Indiana! What makes this program unique is that girls learn valuable life skills and are provided with a safe and fun outlet to practice those skills. Over 1,700 troops participated in the program last year, earning more than \$2.6 million in troop proceeds. The remaining funds directly benefit our programs, camps, and support of our troops, keeping Girl Scouts affordable for all girls within our council. With every package sold, you're supporting your girl's goals, unboxing the future, and fueling adventures for every Girl Scout in our council.



For more information on How the Cookie Crumbles, visit: gsw.org/supportgirlssuccess or scan the QR code below.



How the Cookie Crumbles

In 2023, Girl Scouts of Western Ohio troops earned nearly \$2,607,660 in troop proceeds alone! Those funds fueled their adventures, bought supplies, and supported important service projects in our local communities. Yes, more than \$2.6 million is in the hands of girls and troops to make the world a better place!



30%

Member & Customer Support



27%

Cookie Program & Vendor Costs



19%

Troop Proceeds & Rewards



13%

Camp Programming & Properties



11%

Girl Scout Programming



🍀 **100% Local Proceeds!**

For more information on how the cookie crumbles, visit gsw.org/supportgirlssuccess!

Reward Highlights

Girls who participate in the cookie program earn rewards that accumulate based on the number of packages they sell, up to 800 packages sold. At the 180-package level and above, girls may opt out of the reward and instead choose Digital Dough to use in our GSWO shops, program events, or camps. At the 1,000+ package levels, girls will choose their desired reward from the options listed. For example, a girl that sells 3,000 packages will earn all cumulative rewards in the lineup and then can choose any one reward listed from the non-cumulative section starting at the 1,000+ levels. These higher-level rewards are non-cumulative, so girls who sell at the 1,000-3,000+ levels may select any one reward from a previous level and make up the difference with additional Digital Dough.



girlscouts
of western ohio

2024 Cookie Program Rewards!

Personal Goal: _____ Packages!

Cumulative Rewards
* styles may vary

30+ Theme Patch	60+ Key Ring & 50+ Achievement Bar	90+ Mood Cup & Mood Straw	120+ Lanyard & Silicone Bracelet	150+ Coin Purse & Axolotl Charm	180+ Mood Mixer Camp Light OR \$5 Digital Dough
210+ 2024 Patch & Axolotl Plush OR \$6 Digital Dough	250+ Flair Bottle & Axolotl Vinyl Sticker OR \$7 Digital Dough	300+ Axolotl Plush Ball Jellies & Axolotl Playing Cards OR \$8 Digital Dough	400+ Belt Bag OR \$10 Digital Dough	500+ Axolotl Plush Pillow OR \$20 Digital Dough	600+ Beanie Hat & Axolotl Socks & Lemonade Sunglasses OR \$30 Digital Dough
700+ Pink Water Proof Dry Bag Backpack & Beach Towel OR \$40 Digital Dough	800+ Camp Cookie OR Free Uniform OR Build a Bear Event	OWN YOUR magic			

Learn more about all the rewards at gswo.org/rewardlookbook

2024 Rewards Look Book

Find the Rewards Look Book online!

2024 Cookie Program Rewards Look Book

gswo.org/rewardslookbook

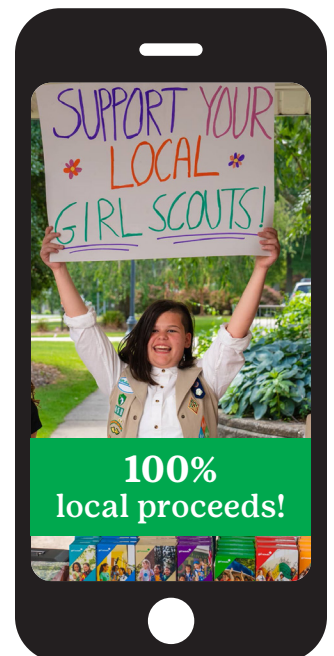
For full images and more details about all the 2024 cookie rewards, check out our 2024 Rewards Look Book. Find the Look Book online at gswo.org/rewardslookbook.

Celebrating Sweet Success:

Girls who sell **800+ packages** will have the opportunity to choose between two exclusive event rewards! Camp Cookie is a fun day at one of our Girl Scout camps, where girls will participate in classic camp activities, crafts, and more! New this year is the Build-A-Bear Extravaganza Party! Girls will learn what it's like to be a Build-A-Bear—Bear Builder and will even get to make their own Girl Scout Bear! If your Girl Scouts hits this level and selects either event, the primary caregiver will receive an email with more information and instructions. Both Camp Cookie and the Build-A-Bear Party will be offered on specific dates and locations that will be shared in the caregiver email. All events scheduled during the camp day are subject to change. Check out the 2024 Rewards Look Book on our Cookie Resources site for more details regarding these opportunities.

Digital Dough:

Digital Dough is a council digital gift card that can pay for shop items, service unit day camps, council camps, GSWO programs, or even next year's registration. A number and redemption instructions will be emailed to the primary caregiver of each Girl Scout choosing this option. Digital Dough expires on March 15, 2025.

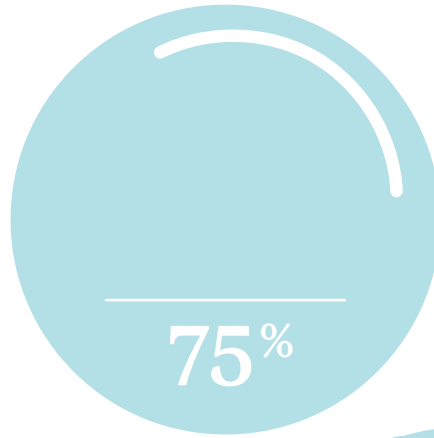


OWN YOUR magic



Troop#










Girl Scout
Cookie Goal



Girl Scout Cookies®

2024 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Toast-Yay!®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M	Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M	Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M	Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y	Y	Y	Y	Y			Y
 Caramel Chocolate Chip						Y	Y	Y	Y	Y	Y	Y



For complete nutrition facts and ingredients, visit girlscoutcookies.org or www.abcbakers.com for more information.

Permission Terms

As the caregiver granting your Girl Scout permission to participation in the GSWO Cookie Program, you agree to the following terms and conditions upon completing the agreement form at gswoweb.org/productagreement (this must be done before your Girl Scout's Participation). I agree to the following:



- I will ensure that my Girl Scout always has adult guidance during the cookie program.
- My Girl Scout will not collect cookie orders until January 5, 2024.
- I will not collect payment from a customer until cookies are delivered (unless sold through Digital Cookie).
- I will sign cookie receipts whenever cookies or money are exchanged with troop leadership.
- I will submit all funds received for cookie payments of my Girl Scout's cookie sales to the troop leadership by their required deadlines.
- All cookies obtained for my Girl Scout's sales will be picked up and paid for no later than March 18, 2024.
- I understand that it is my responsibility to deliver all cookie orders, including orders for girl delivery from Digital Cookie, within two weeks of receiving the product.
- I understand that I cannot return cookies once they are ordered by my troop.
- I agree to accept full financial responsibility for all the cookies I sign for. If I need assistance, I will contact my troop leadership right away.
- I understand that should any of my cookies or cookie money get lost, stolen, or damaged, I am still fully responsible for the product or funds.
- I understand that if I do not pay the full amount of money due for cookies, I will be subject to further action, which may include legal prosecution and any fees included.

Money and Receipting Process

All money collected should be collected from customers upon delivery of their product, except for Digital Cookie orders, which are already paid for online at the time of the order.

- Customers should make checks payable to "GSWO Troop XXXX" (insert your troop number).
- Talk with your troop cookie manager about using Digital Cookie for in-hand credit card processing.
- Do not write one personal check when turning in your funds to your troop cookie manager.
- Do not keep large amounts of cash lying around. Make frequent visits to your troop cookie manager to give them money to deposit in the troop bank account.
- Protect yourself! Every time that you pick up cookies from your troop cookie manager and/or turn in funds, sign a receipt! Do not take cookies or give money without a signed receipt.
- Cookies cannot be returned or exchanged. Caregivers are fully financially responsible for all cookies signed for – including any lost or stolen product, funds, or cookies that are damaged while in your possession.
- Any in-person donations to your troop should be accounted for and turned into your troop leadership with your cookie payments.