

Week of December 18, 2023

Cookie Program News

Hello troop cookie manager,

This is your official introduction to our weekly communications called “Cookie News” emails that you will be receiving right here through Smart Cookies, through the duration of the Cookie Program. Once the program begins, we will send an email every Monday to your inbox, packed with reminders, pertinent information, links, and useful tips for you and your troop. Be sure NOT to unsubscribe from these Smart Cookies emails as you will miss urgent communications and timely information about the annual cookie program.

The 2024 Girl Scout Cookie Program is full of so much adventure! From a brand-new (to us) cookie lineup to new great opportunities for girls, we cannot wait to watch girls succeed as they grow their budding cookie businesses into something amazing!

Upcoming Important Dates

December 25 - January 1 | All Regional Office Closed for Holiday Break

January 5 | 2024 Cookie Program Begins!

January 9 @ 7 pm | Cookie Rookie Webinar. [Register](#) Now!

Important Updates

As we get ready to kick-off the new season, now is a great time to connect with your girls to make sure they have all the cookie materials and resources they need for January 5.

Host a caregiver meeting to distribute materials and share more about your troop's participation in the program with your caregivers. Check out the Caregiver Meeting Guides found on our [Cookie Resources](#) site for tips on hosting a great meeting!

Smart Cookies Reminders

December is really the time to prepare, so now that you have access, play around with [Smart Cookies](#) and check to make sure all the girls in your troop are showing up properly. If you're missing anyone, give Customer Care a call at 888.350.5090 and they'll help get that taken care of right away!

Digital Cookie Reminders

Digital Cookie underwent a lot of enhancements over the summer, and we couldn't be more excited! All troop cookie managers should have received access to Digital Cookie, be sure to login and check things out. Keep in mind, caregivers and girls will be able to access Digital Cookie to set up their accounts on January 5.

Caregiver Reminders

Now is also the perfect time to collect those [Caregiver Agreement](#) forms from the caregivers in your troop. Those can easily be completed online during your caregiver meeting. Be sure your caregivers know your email address so they can enter it in the form – once they complete then you'll receive a copy of the confirmation right to your email!

Resource Highlight

Have you visited our [Cookie Resources](#) site yet? It's all new and even easier to navigate with resources specific to troop cookie managers, caregivers and families, marketing resources and even troop activities. Check it out at www.gsw.org/cookieresources.

Have questions? The Customer Care Team is here to help! Contact us at customer care@gsw.org or 888.350.5090.