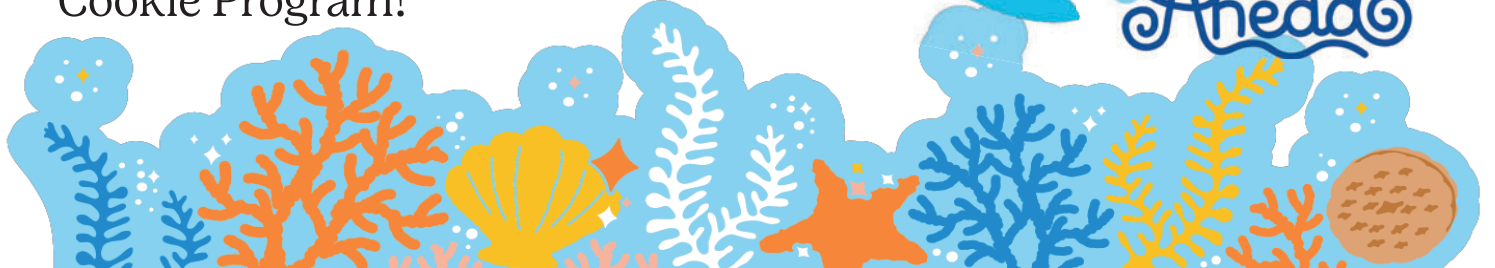


**WELCOME**

to the 2023 Girl Scout  
Cookie Program!



**girl scouts**   
of gulfcoast florida

**GO BRIGHT  
Ahead**

As cookie entrepreneurs, girls learn valuable life skills while earning money to fund troop adventures and activities like camping, community service projects, travel, and more! Use this guide for a quick bite of cookie season.



## GIRL SCOUT COOKIE PROGRAM KEY DATES

**January 02**  
Cookie program begins; Digital Cookie opens;  
eBudde system available to input orders

**January 10**  
Raspberry Rally available for online shipped only

**January 11**  
Digital Cookie girl-delivered pauses

**January 16**  
Digital Cookie girl-delivered resumes

**January 23-28**  
Council-wide cookie pick-up week;  
troop pick-up days may vary

**January 28—February 2**  
Cookies on the go: in-person sales begin

**February 3**  
Cookie Booths begin

**February 17—19**  
National Girl Scout Cookie Weekend

**March 05**  
Cookie program ends at midnight

**Summer 2023**  
Due to ongoing global supply chain interruptions,  
reward delivery timeframe cannot be guaranteed  
***Check with your troop leadership for troop-specific  
money and order deadlines as they may vary from  
what is listed here.***

## MONEY MATTERS

### Where Does The Money Go?

Every service provided by Girl Scouts of Gulfcoast Florida is subsidized for members, which is why every dollar of revenue is considered an important investment and funneled back to members. Not only is your troop earning proceeds per package, but it also benefits from all the services and opportunities the council provides to members as a result of the Girl Scout Cookie Program. Such benefits include camp facilities, financial aid, customer service, and affordable programming.

The Girl Scout Cookie Program is unique because it teaches girls essential life skills, provides a safe and fun outlet for practicing those skills, and benefits more than one troop—close to 400 troops! 100% of the cookie program proceeds raised in Girl Scouts of Gulfcoast Florida stays in Girl Scouts of Gulfcoast Florida. That means after paying for the product, 75% of every package purchased goes directly to the troops and council. Most fundraising programs can't claim that statistic!

### TROOP PROCEEDS

In addition to the individual rewards your Girl Scout earns while selling cookies, her troop earns rewards and proceeds based on the per-girl average (PGA) of the troop and total boxes sold. This is a minimum of \$0.75 per package sold.



### DID YOU KNOW?

It costs Girl Scouts of Gulfcoast Florida approximately \$662 per girl to provide the Girl Scout experience for one year.

### IN-PERSON, ONLINE, AND SOCIAL MEDIA MARKETING

- Girls/Troops may not pay for any ad placement, online or in-person, to market their cookie program. This includes boosted social media posts or paying influencers to market their cookie program.
- In the event of national or local media opportunities, contact GSGCF staff before speaking to the media.
- Cookie program advertising in online marketplaces is NOT permitted. This includes Facebook Marketplace, eBay, Craigslist, and Amazon.
- Cookie program advertising within online communities, such as Facebook Groups and Nextdoor, is permitted when the community permits them to do so.
- Digital Cookie links and Girl Scout's personal information should not be shared on public-facing online sites.
- Individual Digital Cookie links may NOT be shared with any news outlet.

Should any online marketing activities be deemed in violation of our guidelines, GSGCF and GSUSA reserve the right to intervene and request removal or remove the post. Girls who do not follow these rules may have their Digital Cookie page deactivated, and may be suspended from further participation in the cookie program.



## SELLING COOKIES

- Order Card
- Digital Cookie
- Goal-Getter
- Traditional Cookie Booths
- Drive-thru Cookie Booths
- Pop-up Cookie Booths
- Virtual Cookie Booths
- Lemon-Up Stands
- Walkabouts
- Cookie House Party

Girl Scout Cookies are \$5 per package for traditional varieties (Thin Mints, Samoas, Tagalongs, Trefoils, Do-si-dos, Lemon-Ups, Adventurefuls, and Raspberry Rallys). Specialty cookies are \$6 per package (Girl Scout S'mores and gluten-free Toffee-tastic). There are 12 packages in each case of cookies.

Girl Scouts must abide by the set price for cookies and may not offer discounts, coupons, or special offers.

## DIGITAL COOKIE

**January 02 - March 05**

Digital Cookie allows girls to sell cookies online or take credit cards in person. Get started at

<https://digitalcookie.girlscouts.org/login>



## COOKIES ON THE GO

**January 28 - February 2**

After girls receive their cookie inventory, they can visit family members, friends, and neighbors to sell cookies right away! Want to get a jump on it? You can use your paper order card or Digital Cookie to take preorders. Once the cookies arrive in February, you deliver the preorders and collect payment.

## Donate Girl Scout Cookies!



## DONATING COOKIES

### Mints for the Military Program

Mints for the Military allows customers to purchase cookies that will be donated to support our local active military personnel, and veterans, locally and overseas. At the end of the program, GSGCF will pair with troops to deliver cookies to local military organizations, and partner with Soldier's Angels, who will ensure that cookies are delivered to the military!

# COOKIE BOOTH SALES

February 3 - March 5

**Booth sales are a privilege and you represent the Girl Scout Movement while at them. Please be respectful of everyone in the area and thank the location for allowing you to sell. Girls are NOT permitted to sell cookies after March 5, 2023.**

Cookie booths come in many different forms, so here is a quick rundown.

## Traditional Cookie Booths – Approval Required

This is the traditional table in front of a store. These booths are secured through Service Unit volunteers and are offered to troops for sign-up through a cookie booth lottery. Traditional cookie booths are limited to a maximum of two girls and two adults. Troops are not allowed to set up their own traditional cookie booth locations. Please connect with your troop leader if you have a location that may allow booths!

## Drive-thru Booths – Approval Required

Drive-thru booths are held in places that allow customers to purchase cookies without leaving their vehicles.

## Lemon-Up Stands

These are “Mom and Me” cookie booths. These are manned by a parent/caregiver and their Girl Scout(s). These are typically hosted in locations such as a yard/garage sale. These booths do not need prior approval. Booths held at public business locations are not considered Lemon-Up Stands.

## Virtual Cookie Booths

Virtual cookie booths are cookie booths that are hosted digitally. These can take a few different forms including; Zoom, Discord, Facebook pages, groups, events, and live sessions. They can be hosted on private pages or sponsored by a business.

## Walkabouts

Walkabouts may be done in any neighborhood that permits girls to sell cookies. If troops would like to have a walkabout in a neighborhood with a “no soliciting” policy, permission should be granted by the property management before the walkabout. Walkabouts should not be done at events, festivals, parades, or other public events without first getting permission from the SU cookie coordinator.

# COOKIE BOOTH CODE OF CONDUCT

Be sure to review the following code of conduct with girls and adults who are participating in cookie booths:

- Girl Scouts must be in uniform or wearing identifiable Girl Scout apparel while participating at cookie booths.
- Any chaperones must be wearing appropriate attire and fully clothed.
- Tag-a-longs (non-Girl Scouts, including infants) are NOT allowed to attend cookie booths.
- Girl Scouts participating in a cookie booth should not be eating. Necessary drinks are okay, but be sure to store them away from cookie packages to avoid contamination.
- Technology use at cookie booths should be limited to calculators and card processing. Girls should not make phone calls or play games for the duration of the cookie booth.
- **Girls must be directly involved in the sale. Chaperones cannot sell cookies on a girl’s behalf. If girls need to take a break for any reason, the booth should also go on break!**



## RETURNS/LEFTOVERS

Girl Scout Cookies may not be returned to Girl Scouts of Gulfcoast Florida. Individual troops may choose to assist girls with any leftover inventory. Talk to your troop cookie manager to know what your troop's policy is.



## REWARDS

Girls who participate in the cookie program earn rewards based on both personal and troop successes! Girls should be encouraged to review the rewards before setting their goals or making decisions about reward opt-out.



Girls who reach 300+ packages sold will earn their membership for the following Girl Scout year. Girl Scouts who are bridging to adult will earn their 2023-2024 adult membership.

## CUSTOMER COMPLAINTS

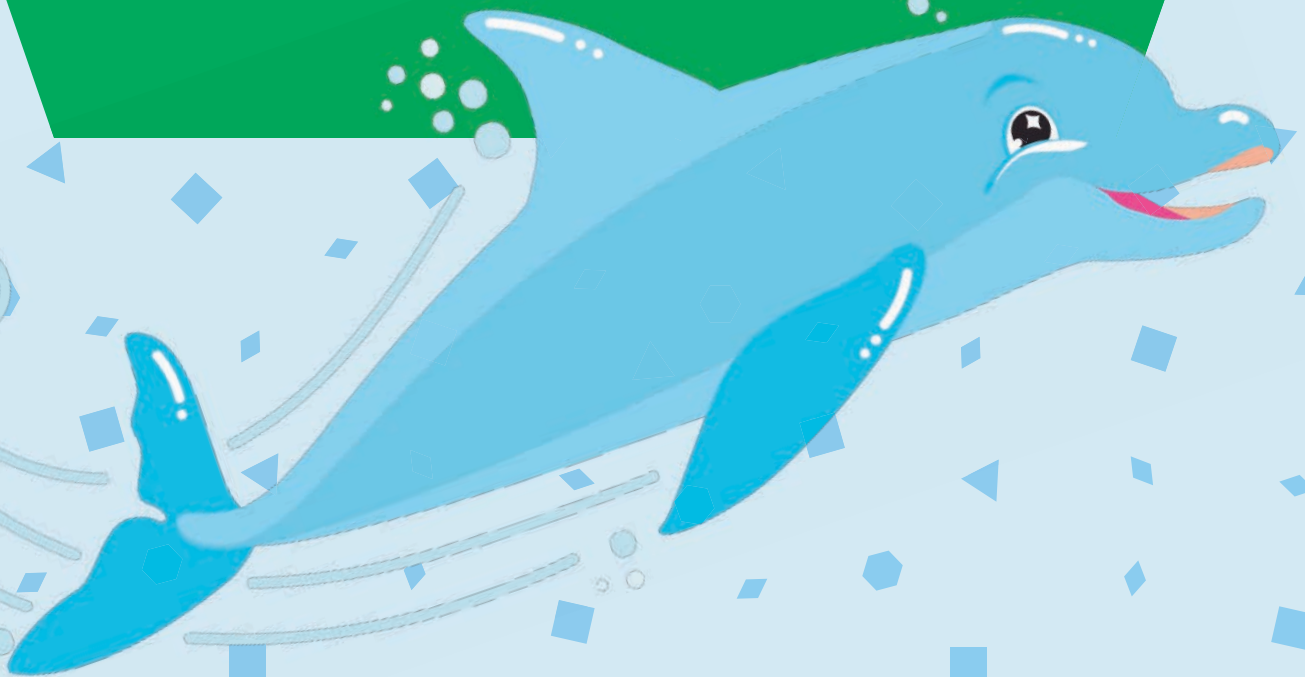
**Girl Scout Cookies are not returnable from customers. Do not accept back opened boxes of cookies or offer an exchange for them.**

If a customer has a complaint about the cookies they've purchased (they are stale, crushed, or melted, or the customer is generally not pleased), direct them to contact Little Brownie Bakers at 1-800-962-1718. This information can also be found on the side of every package of cookies.



# TIPS

- Payment should only be collected at the time of delivery, except for Digital Cookie cookies.
- Never give out cookies without collecting payment.
- Turn in money as often as you can to your troop cookie manager.
- Always get a receipt from the troop when turning in money or picking up products.
- Help your Girl Scout practice what she should say. Customers will want to know what her goals are and why they are supporting her troop.
- Let your Girl Scout make the sale. She may look like she is struggling but she will learn more by doing it herself!
- Make sure to take the customer's order before following up with, "Would you also like to donate a package to the Hometown Heroes program?" Customers love to support a good cause, and many are happy to add another package to their order!
- Make it a family affair by working on the Cookie Entrepreneur Family Pin!



## KEEPING FOCUSED ON WHAT'S IMPORTANT

The Girl Scout Cookie Program gets Girl Scouts, families, and volunteers in front of the public, where they can demonstrate the impeccable values and behavior that make Girl Scouts stand out. Make sure to review and agree to these guidelines for how girls and adults should present themselves while selling cookies:

### FOR GIRLS

On my honor, I will follow these rules while participating in the cookie program:

- I will wear a Girl Scout uniform or Girl Scout clothing to clearly identify myself as a Girl Scout.
- I will dress appropriately for the weather.
- I will always be polite.
- I will stand quietly (unless I am speaking with a customer).
- I will tell customers about my goals.
- I will always say, "Thank you!"

### FOR ADULTS

On my honor, I will follow these rules while participating in the cookie program:

- I will dress in a manner appropriate for a Girl Scout function.
- I will speak positive, encouraging words to girls.
- I will stand quietly and let the girls talk to the customers.
- I will help ensure the safety of the girls and the money collected.
- I will always say, "Thank you!"



# MEET THE GIRL SCOUT COOKIES!

## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

## Adventurefuls™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt  
Approximately 15 cookies per 6.3 oz. pkg.  
Ⓢ Ⓣ



## Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
Approximately 12 cookies per 6.2 oz. pkg.  
Ⓢ Ⓣ



## Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg.  
Ⓢ Ⓣ



## Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling  
Approximately 20 cookies per 8 oz. pkg.  
Ⓢ Ⓣ



## Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg.  
Ⓢ Ⓣ



## Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating  
Approximately 15 cookies per 6.5 oz. pkg.  
Ⓢ Ⓣ



## Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
Approximately 30 cookies per 9 oz. pkg.  
Ⓢ



## Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling  
Approximately 16 cookies per 8.5 oz. pkg.  
Ⓢ Ⓣ



## Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg.  
Ⓢ Ⓣ



## Raspberry Rally™ • Made with Vegan Ingredients NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating  
Approximately 30 cookies per 9 oz. pkg. Ⓢ



EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



RSPO-1106186

Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers or visit [girlscoutcookies.org](http://girlscoutcookies.org).

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies® is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.

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girl scouts  Little Brownie BAKERS®

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