

OWN
YOUR **magic**

girl scouts
of gulfcoast florida



Welcome
to the 2024 Girl Scout
Cookie Program!

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!

Find all of the ins and outs of cookie season in this guide.



2024 Girl Scout Cookie Program Key Dates

January 03

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

January 11

Digital Cookie girl-delivered pauses

January 16

Digital Cookie girl-delivered resumes

January 20-28

Council-wide cookie pick-up week; troop pick-up days may vary

January 20-Feb 2

Goal Getter Phase

February 02

Cookie Booths begin

February 16–18

National Girl Scout Cookie Weekend

March 03

Cookie program ends at midnight

Summer 2024 Due to ongoing global supply chain interruptions, reward delivery timeframe cannot be guaranteed. Additionally, rewards are subject to change due to unforeseen circumstances, and similar items might be used as a substitute. Some items may vary in color.

Check with your troop leadership for troop-specific money and order deadlines as they may vary based on troop guidelines.

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.



Money Matters

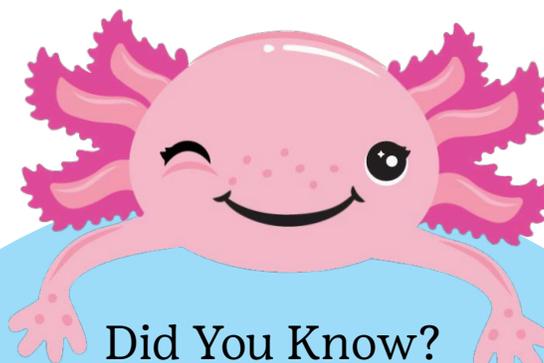
Where Does The Money Go?

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 with an option of additional bonuses.



Did You Know?

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

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



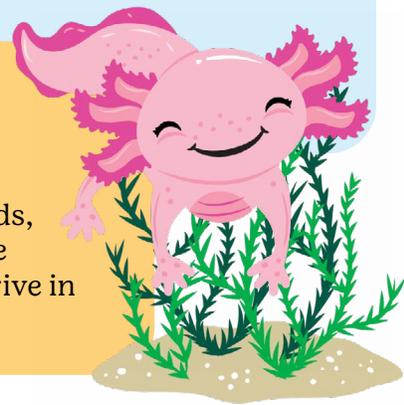
Girl Scout Cookies are \$5 per package for traditional varieties (Thin Mints, Samoas, Tagalongs, Trefoils, Do-si-dos, Lemon-Ups, and Adventurefuls). Specialty cookies are \$6 per package (Girl Scout S'mores and gluten-free Toffee-tastic). There are 12 packages in each case of cookies.

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

Goal Getter Phase

January 20 - February 02

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 January, you deliver the preorders and collect payment.



Donating Cookies Gift of Caring Program

GSGCF's Gift of Caring Program allows customers to purchase cookies that will be donated to support our local hometown heroes, 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!

Digital Cookie • January 03 - March 03

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

Get started at <https://digitalcookie.girlscouts.org/login>



Cookie Booth Sales

February 02 - March 03

Booth sales are a privilege and you represent the Girl Scout Movement while at a cookie booth. Please be respectful of everyone in the area and thank the location for allowing you to sell. Cookie booth conduct is expected to be followed by all girls and adults present.

Girls are NOT permitted to sell cookies after March 3, 2024. 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

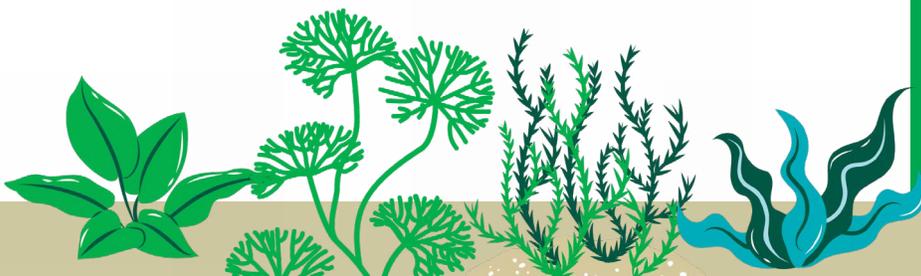
Walkabouts may be done in any neighborhood that permits girls to sell cookies. If troops would like to have a walkabout in a neighborhood with a “no soliciting” policy, permission should be granted by the property management before the walkabout. Walkabouts should not be done at events, festivals, parades, 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:

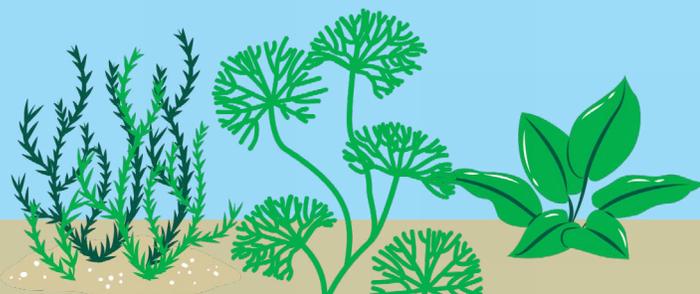
- Girl Scouts must be in Girl Scout uniform or wearing identifiable Girl Scout apparel while participating at cookie booths.
- Chaperones must be wearing appropriate attire and fully clothed.
- Tag-a-longs (non-Girl Scouts, including infants) are NOT allowed to attend cookie booths.
- Girl Scouts participating 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!



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 to help set goals or make decisions about reward opt-out. Troops who opt-out of rewards must agree unanimously with this decision.

Girls who reach 325+ packages sold will earn their membership for the following Girl Scout year. Girl Scouts who are bridging to adult will earn their 2024-2025 adult membership.



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.



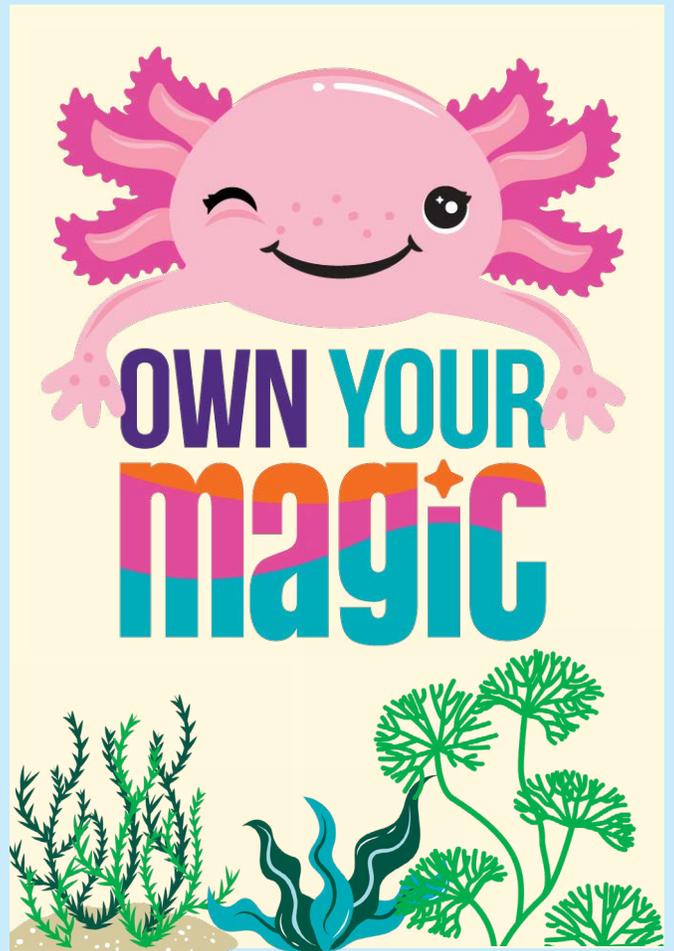
Customer Complaints

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 Gift of Caring 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!"





2023-2024 Girl Scout Cookies®

The World's Most Flavorful Lineup

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 **\$5**
 Approximately 15 cookies per 6.3 oz. pkg.
 U D



Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$5**
 Approximately 12 cookies per 6.2 oz. pkg.
 U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$5**
 Approximately 38 cookies per 9 oz. pkg.
 U D



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

Oatmeal sandwich cookies with peanut butter filling **\$5**
 Approximately 20 cookies per 8 oz. pkg.
 U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$5**
 Approximately 15 cookies per 7.5 oz. pkg.
 U D



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating **\$5**
 Approximately 15 cookies per 6.5 oz. pkg.
 U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$5**
 Approximately 30 cookies per 9 oz. pkg.
 U



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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling **\$5**
 Approximately 16 cookies per 8.5 oz. pkg.
 U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits **\$6**
 Approximately 14 cookies per 6.7 oz. pkg.
 U D

