

FAMILY GUIDE

to the COOKIE PROGRAM

2024



KEY DATES

January 20

Digital Cookie Order Taking Begins

January 27 - February 2

Troops Distribute Cookies to Girls

February 16

Cookie Booth Sales Begin

March 24

Cookie Sale Ends



CORE COOKIES: \$5

SPECIALTY COOKIES: \$6

Important Info

For more information visit gseok.org/cookiesellers

Troop # _____

Money Due Date(s) _____

Cookie Manager _____

Digital Cookie Login _____

Phone # _____

Digital Cookie Password _____

Email _____

customer@care@gseok.org • 918-749-2551 or 1-800-707-9914

GIRL SCOUT COOKIE BUSINESS

IS A FAMILY AFFAIR

The Cookie Entrepreneur Family Pin is a great way to support your Girl Scout in this program.



Scan here to get started!



GIRL SCOUTS BUILD SKILLS AND CONFIDENCE DURING COOKIE SEASON



Goal Setting

Being able to set and reach goals will help girls succeed in school, on the job and in life.



Decision Making

Girls decide where and when to sell cookies, how to market their business, and what to do with their earnings.



Money Management

Girls develop a budget and handle customers' money. Learning this skill will help them manage their own money when they grow older.



People Skills

As girls talk and listen to their customers they learn to perform better with group projects, teams and later at work.



Business Ethics

Girls act honestly and responsibly during every step of the Cookie Program so that they can grow into ethical, positive leaders in the future.

SAFETY TIPS



- Show you're a Girl Scout by wearing your uniform or pin.
- Girls should never sell alone - Adults must accompany girls in grades K-5 and supervise girls in grades 6-12.
- Sell in the daytime.
- Never enter the home or vehicle of a person when you are selling or making deliveries.
- Always safeguard money - Turn money into troop at least once a week.
- Protect her privacy - Never give out a girl's last name, address, phone number or email.
- Take the GSUSA Internet Safety Pledge before conducting any online activities.
- Be Streetwise- Be aware of traffic and become familiar with the neighborhood.

THE GIRL SCOUT EXPERIENCE POWERED BY COOKIES



Purchase program supplies for a great Girl Scout year



Attend resident or day camp



Participate in Girl Scout programming, curriculum and events



Fund Troop activities - planned BY girls FOR girls



Earn badges in STEM, outdoors, life skills, entrepreneurship, and so much more



Take advantage of amazing travel opportunities

WAYS TO PARTICIPATE

Digital Cookie (January 20-March 24)

Use this online selling platform to send emails to invite friends and family to buy cookies. Customers have the option for in-person delivery, direct shipment to their home and to donate cookies. Watch for your logon email Jan. 12!

Door to Door (January 20-March 24)

Door to door sales are the foundation of the Cookie Program's success and many of your neighbors are eagerly waiting for a Girl Scout to come knocking on their door. Having cookies in hand makes this easy, but order cards work too. Many top sellers use this method to reach their goal.

Phone or Texting (January 20-March 24)

Start by calling family and friends to make your sales pitch. This is also a great option for experienced entrepreneurs with a busy schedule.

Cookie Stands (January 20-March 24)

You might feel more comfortable starting with a table set up in front of your home and marketing to people in your neighborhood. (Remember, booth sales in public spaces begin on Feb. 16. Selling in your yard does not require council approval.)

Workplace and Community (January 20-March 24)

We know that parent/caregiver workplaces are great for helping you reach your goals. If you are not able to go in person, do what you can to market and connect to your customers by making signs, filling the orders and writing thank you notes.

Booth Sales (February 16 - March 24)

Your troop can work together by selling in front of local stores. Check with your leader to find out when and where your troop will be selling.

Do's

Don'ts

Begin selling on or after Jan. 20

Take any orders or requests for cookies before Jan. 20

Girl Scouts sell cookies with support from adults

Adults sell cookies without Girl Scout involvement

Use Digital Cookie link to sell online

Accept orders or payments online in any other way

Be aware that a Digital Cookie link shared on a public-facing site could appear anywhere

Promote or sell cookies on any resale site such as Facebook Marketplace, eBay, etc.

Accept financial responsibility for cookies received

Expect to return cookies to troop or council

Keep copies of receipts for all cookies received and payments made to troop

Expect everything to turn out fine (input errors may happen)

Participate in approved booth sales beginning Feb. 16

Set up booth sales without council approval before Feb. 16

Girl Scouts of Eastern Oklahoma 2024 Cookie Program Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Charm Patch - Earn all 5 Charms!



Charm Patch
Permission Slip



Cookie Hearts Charm
12+ VGOC pkgs



Stand Charm
75+ Booth sale pkgs



Axolotl Samoas Charm
260+ Initial PGA



Cookie Boxes Charm
360+ Final PGA



Own Your Magic Charm
375+ pkgs

Troop Initial PGA Rewards



Axolotl Samoas Charm AND Bandana
Troops averaging 260+ pkgs per Girl Scout (for each Girl Scout selling plus 2 volunteers)

Crossover Patch



2023 Fall/2024 Cookie Patch

- Meet the 2023 Fall Product criteria
- Send 18+ emails via Digital Cookie
- Sell 350+ pkgs of cookies

Patch Rockers



Cookie Techie
5+ Digital Cookie pkgs



Booth Sales
5+ Booth pkgs

All rewards are cumulative. Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability. Event dates subject to change based upon venue availability. Cookie Program Credit (CPC) is the default option if a reward is not selected.

Troop Final PGA Rewards



Cookie Boxes Charm AND Axolotl in my Pocket Tee
Troops averaging 360+ pkgs per Girl Scout (for each Girl Scout selling plus 2 volunteers)




Own Your Magic Theme Patch
35+ pkgs



Magical Marker
AND \$10 CPC
65+ pkgs



Lanyard
AND \$10 CPC
100+ pkgs



DIY Playing Cards
AND \$15 CPC
150+ pkgs



Axolotl Socks
AND \$15 CPC
200+ pkgs



Lottie the Mini Axolotl
AND \$15 CPC
250+ pkgs



3-Part Journal Sketch Pad
AND \$15 CPC
300+ pkgs



Lucy the Axolotl AND Own Your Magic Charm
AND \$20 CPC
375+ pkgs



Collapsible Camp Cup AND Wallet Pouch
AND \$20 CPC
450+ pkgs



Vegan Leather Crossbody Bag AND Fashion Patches
AND \$20 CPC
525+ pkgs



Weekender Tote AND Axolotl Make-up Pouch
OR \$30 CPC
650+ pkgs



SUPER SELLER CLUB
Camp Tallchief | June 8, 2024
AND Action Patch
AND \$50 CPC
800+ pkgs



Puffy Camp Blanket AND Axolotl Pillow AND Spinning Axolotl Necklace
OR \$50 CPC
1000+ pkgs



Build-A-Bear Event in Tulsa (May 18, 2024 or by mail)
OR \$60 CPC
1250+ pkgs



\$70 CPC
1500+ pkgs



Instant Camera with Film OR \$100 CPC
1750+ pkgs



Great Wolf Lodge Event in Texas (April 26-28, 2024)
2000+ pkgs



50% Camp Discount for one session at Camp Tallchief
2500+ pkgs



10% Number of pkgs | 20% Number of pkgs | 30% Number of pkgs | 40% Number of pkgs | 50% Number of pkgs | 60% Number of pkgs | 70% Number of pkgs | 80% Number of pkgs | 90% Number of pkgs | 100% My Personal Goal

Celebrate each step of the way! Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie® package goal in the space that says 100%, and be sure to include your smaller goals along the way. (Ask a caregiver to help if you need it.) Celebrate by coloring the banners as you make your magic.

COOKIE PROGRAM CREDIT

Cookie Program Credit (CPC) is a fee reduction system that reserves a credit in each girl's name based on her range of packages sold as listed on the order card. It is based on total packages sold by March 24, 2024 and is available for use between May 1 of the year earned and until the expiration of the girl's membership in Girl Scouts of Eastern Oklahoma. CPC is used to discount the cost of activities such as day camp and resident camp and supplies available in the Girl Scout Store that will enrich the Girl Scout experience. CPC is nontransferable and is not paid in cash. CPC will not be accepted after the expiration of membership on September 30, 2024 for girls who do not reregister. CPC will be reinstated for girls who reregister during the grace period, ending August 31 of the following year. After that time the credit will be permanently forfeited.