

Cookie Program Caregiver Guide



The Girl Scout Cookie Program

Welcome! The Girl Scout Cookie Program gives your Girl Scout the ability to power unique opportunities and adventures for herself and her Troop while learning to think like an entrepreneur. You're the key to her success. With the support, assistance, and encouragement of her family, there's no stopping a Girl Scout!

Participating in the program gives girls an edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for success.



Cookie Program Girl Rewards

Below are a few of the awesome items your Girl Scout can earn, and remember, all rewards are cumulative! See the Order Card for the full list of rewards.

- 2025 Membership
- Build a Bear Experience
- Axolotl Plushes
- Instax Ultimate Bundle
- Fender Electric Guitar Set with Lessons



Council cannot guarantee meeting incentive delivery date for late reward submissions. Council reserves the right to make substitutions as deemed necessary.

Proceeds Stay Local

Cookie fans are eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local, powering amazing year-round experiences for local Girl Scouts and preparing them for a lifetime of success.



17%

toward Troop proceeds and girl rewards

23%

toward the Girl Scout Cookie Program and baker costs

60%

invested in girls through programs, properties, financial assistance, Council services, & more

January 30

Set up Digital Cookie Site



February 02

Cookie Program begins! Share your Digital Cookie link and sell with your Paper Order Card

February 17

Caregivers enter Paper Order Card totals in Digital Cookie then report orders and money collected to the Troop Leader for Initial Order

February 18

Continue selling online and with a Printable Paper Order Card gsmw.org/girlresources

March 11-20

Pick up cookies from Troop



March 22



Booth Sales Begin

April 14

Cookie Program Ends



April 15

Turn in remaining Cookie money to your Troop Leader



May to June

Receive Rewards from Troop





Get Started: Complete the Permission Form

If you have not already, please scan the QR code and fill out the Caregiver Permission Form prior to your Girl Scout participating in the 2024 Cookie Program. If you have any questions, please reach out to your Troop leader or Council at customercare@gsmw.org or 406-252-0488.



Cookie Program Technology: Digital Cookie

This year we are excited to move back to Digital Cookie! This Cookie Management System will help your Girl Scout meet and exceed their goals and really “Own Their Magic!”

Setup Your Digital Cookie Account:

1. Caregivers, on January 30th, look for an email from email@email.girlscouts.org to get your Girl Scout’s site set up in Digital Cookie.
2. Don’t forget to personalize your site with your goal and a profile photo/video! (optional)

Share Your Digital Cookie Link:

1. Share your goals with customers through your Digital Cookie site.
2. Add customer contacts in Digital Cookie.
3. Share the Digital Cookie Link with family and friends via text, social media, and more!
4. Please see our Social Media safety guidelines and rules at <https://www.gsmw.org/girlresources>.

Monitoring Your Digital Cookie Account:

- Watch your online sales increase as customers support your Girl Scout and her Troop!
- Caregivers don’t forget to approve Girl Delivery orders listed on Digital Cookie within 5 days! If you do not approve in the 5 days, the order will be cancelled or donated.



Promoting Through Social Media

Want to go viral and sell lots of cookies for your Troop? Get creative and post on the public setting of your social media, if you follow safety rules for content!

- DO NOT post girl details or personal contact information.
- Launch your social media posts beginning February 2nd, 2024!
- Please see our Social Media safety guidelines and rules at <https://www.gsmw.org/girlresources>.



Important Notes:

- Caregivers accept financial responsibility for all products and money collected and understand that the product ordered cannot be returned. The Troop is responsible for providing receipts for all transactions and you should retain copies.
- Understand all money earned is the property of GSMW and is not to be retained by any one individual. GSMW will take the necessary steps to recover outstanding balances.
- Customer orders over \$200 must be paid by cash or credit card.
- Camp Credit: Cookie balances must be paid by May 20th, 2024 to retain the Camp Credit. The credit must be used in 2024.
- Higher rewards are sent after the balance is paid in full. Balances must be paid by July 31st, 2024 to retain rewards.

