

2023–2024 Girl Scout Cookie Program®

Family Cookie Manual



2023-2024 Calendar

Checklist of Important Dates

Activity	Date
Initial Order Taking Begins	December 18, 2023
Initial Order Due to Troop Cookie Coordinator	_____
Cookie Pick-Up	_____
Booth Sales Begin	February 4, 2024
Walk-About Weekend	February 16-18, 2024
Small Business Day	February 17, 2024
Cookie Sale Ends	March 4, 2024
Final Money Due to Troop Cookie Coordinator	_____
Highest Awards Ceremony Honoring Stellar Sellers	To Be Announced



To find online form links and more resources, scan the QR code or visit gsmidtn.org/cookies!



Cookie Team Contacts

Troop Cookie Coordinator: _____

Troop Cookie Coordinator Email: _____

Phone Number: _____ Best Time to Call: _____

Troop Booth Coordinator: _____

Troop Booth Coordinator Email: _____

Phone Number: _____ Best Time to Call: _____

Magic is in the air!

Whether they're a social butterfly, creative thinker, or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

With your help, there's no limit to what Girl Scouts can achieve. We hope you're excited to get started!



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Council Contacts

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2023–2024 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

The World's Most Flavorful Lineup



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.
\$4
U D



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.
\$4
U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.
\$4
U D



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.
\$4
U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.
\$4
U D



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.
\$4
U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.
\$4
U



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.
\$5.50
U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.
\$5.50
U D



Permission Form



Parents, guardians, and caregivers:

To complete the **Parent/Guardian Permission Form**, scan the QR code.



You will then be able to receive your Girl Scout's order card and money envelope.

Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

1 Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

How you can help:
Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like

2 Decision Making

Girl Scouts learn to make decisions on their own and as a team.

How you can help:
Talk about how they plan to spend the troop's cookie earnings.

3 Money Management

Girl Scouts learn to create a budget and handle money.

How you can help:
Build on their interest in managing all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

4 People Skills

Girl Scouts find their voices and build confidence through customer interactions.

How you can help:
Ask them about new marketing ideas they want to try. Practice their sales pitch together.

5 Business Ethics

Girl Scouts learn to act ethically, both in business and life.

How you can help:
Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option for customers, like HUGS.



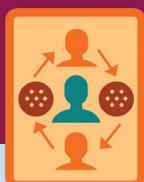
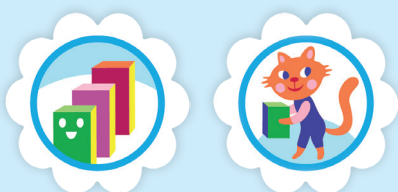
Inspire Your Entrepreneur



Cookie business badges

Entrepreneurs can earn these official Girl Scout® recognitions by completing requirements that help them develop new business skills.

Learn more at girlscouts.org!

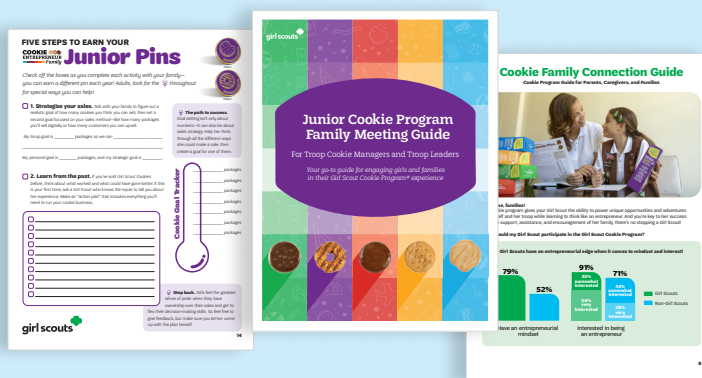


Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources, at girlscouts.org:

- Cookie Program Family Meeting Guides
- Cookie Entrepreneur Family Pins





Show you're a Girl Scout

Wear a Girl Scout membership pin, uniform, or piece of clothing (e.g., a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.

Use the buddy system.

Always use the buddy system. It's not just safe, it's more fun.

Be streetwise.

Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.

Partner with adults.

If you are a Girl Scout Daisy, Brownie, or Junior, you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior, or Ambassador, you must buddy-up when selling door-to-door. Adults must be present at all time during cookie booth sales.

Plan ahead.

Be prepared for emergencies. Always have a plan for safeguarding money.

Do not enter.

Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles (except at designated drive-thru cookie booths) or going into alleys.

Sell in the daytime.

Sell only during daylight hours, unless accompanied by an adult.

Protect privacy.

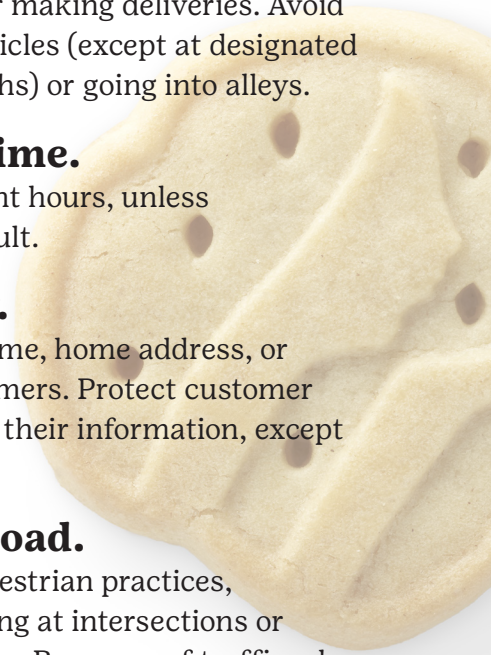
Never give your full name, home address, or email address to customers. Protect customer privacy by not sharing their information, except as necessary.

Be safe on the road.

Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.

Be web-wise.

In order to participate in any online activities, you must have your parent's guardian's permission, and you must read and agree to the GSUSA Internet Safety Pledge. (gsmidtn.org/cookies)



Running Your Cookie Business



2024



Be sure to share your photos!

We are always inspired by your Cookie Booths, and we love to post your pictures on our social media and website!

Email your photos to
CommunicationsDept@gsmidtn.org

Ideas for In-Person Participation

Door-to-Door

Girl Scouts can sell in their neighborhoods. Use door hangers and business cards for customers who aren't home.

Note: We do not recommend taking money upfront during individual sales; however, if you do, be sure to leave a business card with information for the customer.

Cookie Stands

Would your Girl Scouts feel more comfortable on their own turf? Cookie stands are like lemonade stands, set up in front of a residence on private property.

Cookie Booths

The most popular option, troops work together to sell cookies outside a pre-approved location (like a grocery store, mall, etc.), where they can practice their business skills with new customers.

Cookie booths must be coordinated by troop cookie managers, may only happen at council-approved locations, and must be legally open to, accessible, and safe for all girls and potential customers.



We have lots of printable resources, like door hangers, goal charts, inventory sheets, and more at gsmidtn.org/cookies

Ways to Participate Digitally



Texting or Phoning Friends & Family

This is a great way to help girls feel comfortable connecting with cookie customers. Experienced entrepreneurs with busy schedules can also benefit from this option.

Social Channels

Social media offers teen girls the opportunity to reach their goals while building digital marketing skills. Find ready-made cookie graphics, announcements, and other promotional tools at LittleBrownie.com.



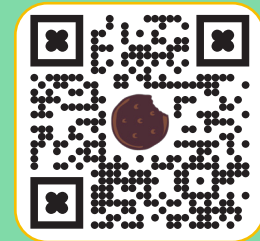
FOLLOW GSMIDTN

facebook.com/gsmidtn
instagram.com/gsmidtn
twitter.com/gsmidtn



Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/guardian must read, agree to, and abide by the **Girl Scout Internet Safety Pledge**, the **Digital Cookie Pledge**, and the **Supplemental Safety Tips for Online Marketing** before engaging in online sales efforts. You'll find these documents in GSUSA's Safety Activity Checkpoints.



Cookie Booth Etiquette & Guidelines



At my cookie booth, I will...

- Identify myself as a Girl Scout by wearing my uniform, vest or sash, and/or my pins
- Arrive and leave on time; set up where directed
- Be polite and friendly at all times
- Say THANK YOU to everyone I approach
- Keep table and area neat
- Remove empty packages, posters, or similar items; recycle if possible
- **Remember that my behavior reflects on ALL Girl Scouts**



At my cookie booth, I will NOT...

- Sell Girl Scout Cookies at booth sales before February 4, 2024
- Block the store entrances or exits
- Get in the way of customers
- Talk loudly, run around, or play
- Chew gum, eat, or drink
- Ask a customer multiple times to buy cookies
- Go into the store while working the cookie booth, unless to use the bathroom or invited in by the store manager during inclement weather

Please Remember

- Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, to live the Girl Scout Promise and Law, and to sell additional cookies. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.
- Please keep in mind selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses and merchants. If this privilege is abused, even unintentionally, all Girl Scouts could lose the opportunity for additional booth sales at these locations.
- Please be considerate of the business customers and property. If complaints arise, you may be asked to leave the booth sale site.
- Tagalongs, friends, or siblings not registered with the participating troop are NOT allowed.
- Cookie Booth sales are non-smoking!
- Any girl and adult participating at a Cookie Booth Sale must follow procedures per Safety Activity Checkpoints. Each girl **MUST** have a signed parent/guardian permission slip for booth sales.

Additional Booth Locations:

If a troop wants to host a booth location that is not listed on EBudde or is outside of your service unit area, email a request with the following information to ProductPrograms@gsmidtn.org:

- Date & Times
- Location
- Troop Leader Name & Phone



Rewards



These are just a few rewards your Girl Scout can earn this season! See the full reward order card for the entire list and requirements.



And don't forget: we have several council-exclusive rewards, like a discount on GSMIDTN Summer Camp, an Apple watch, and more!



Cookie Gear



The Cabin

4522 Granny White Pike, Nashville, TN 37204

Phone: (615) 460-0222

Email: NashvilleShop@gsmidtn.org

Hours:

Monday-Friday

8:30 a.m. - 4:15 p.m.

First & Third Saturday of Each Month

10 a.m. - 2 p.m.



Come to our Nashville shop for a plethora of Cookie Season supplies! Items change from year to year but typically include tablecloths, banners, cookie carts, and more!

You'll definitely find a wide variety of fun patches, which you can reward your troop with throughout the season! Fun patches are \$1.50 each.

Don't hesitate— Cookie Season items always go quickly!



Here's a sample
sales pitch to
get started!



Taste the Adventure

It's Girl Scout Cookie Time!

My first name is _____. Please help me reach my goal of selling
_____ packages so my troop can _____.

You can order by visiting my cookie site at
_____.

or you can also order by phone or email by reaching out to my adult
helper _____ at _____.

Girl Scout Cookie™ proceeds stay local and every purchase means
business smarts, adventure, and success for girls in your community.

Find a full page of these thank you notes at
gsmidtn.org/cookies.

Thank you

for your support!



Thank you

for your support!














2023–2024 Girl Scout Cookies® Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check littlebrowniebakers.com or girlscoutcookies.org.

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®	 Lemon-Ups®	 Trefoils®	 Do-si-dos®	 Samoas®	 Tagalongs®	 Thin Mints®	 Girl Scout S'mores®	 Toffee-tastic®
Ingredients	NO ARTIFICIAL FLAVORS	●							●
	MADE WITH NATURAL FLAVORS	●		●				●	
	REAL COCOA	●			●	●	●	●	
	MADE WITH VEGAN INGREDIENTS						●		
	GLUTEN-FREE								●
	KOSHER CERTIFIED	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ

Food Allergens	PEANUT	M	M	M	C	M	C	M	M	M
	TREE NUT	M	M	M	M	C*	M	M	M	M
	WHEAT	C	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C	C
	EGG	M	M	M	M	M	M	M	M	M
	SESAME								M	

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)

Family Action Plan

The first step to a successful Girl Scout Cookie Season is to plan for it!



Contacts

Booth Locations

Key Actions


We hope to see
you at these
upcoming
programs!



January 27, 2024
Camp Sycamore Hills

April 13, 2024



girl scouts 
of middle tennessee