READY TO EXPLORE

Cookie Program Info for Parents

1

Cookie Mascot—Lop-Eared Bunny

- Lop-eared rabbits utilize their ears to control their body temperature.
- A group of lop-eared rabbits is called a fluffle or herd.
- Bunnies need a limitless supply of fresh grass hay.
- Rabbits are very agile and can jump as high as four feet while clearing nine feet horizontally.



2



Cookie Program Dates

- **Mon., Dec. 14**—Girls can begin taking orders & Digital Cookie Opens.
- **Fri., Jan. 8 @ 11:59 p.m.**—Any paper orders are due in Digital Cookie (or must be given to the TCM)
- **Fri., Jan. 29**—Council booths begin—troops may start independent booths as soon as you have cookies
- **Sat., Jan. 30- Sun., Jan 31—**Pick-up initial cookie order from troop
- **Throughout Feb.—**Make deposits to your TCM or co-leader AND pick up cookies as needed
- **Fri., Mar. 12**—Cookie program ends:
  - Digital Cookie closes for the season—ALL girl-delivered orders should be delivered by this date
- **Mon., Mar. 15**
  - Girls must give final reward choices to TCMs for entry into the volunteer site
  - 100% of the money is due to TCM (this is the FINAL due date; the troop may have an earlier due date)

3

Cookie Program Terms



Community Cookie Manager (CCM)—Handles the Community's cookie program.

Troop Cookie Manager (TCM)—Handles the troop's cookie program and works directly with CCM. Should be parents' **FIRST** point of contact for issues/questions.

Digital Cookie—Online system used to enter initial paper orders for girl delivery in January, track online sales, send customers emails, and so much more!

Gift of Caring (GOC)—Monetary donations donated as products to 4 GOC organizations—USO, Soldier's Angels, Meals on Wheels, San Antonio Food Bank.

Receipts—All TCMs are provided with receipt booklets. Receipt **MUST** be completed and signed by both parties each time cookies and/or money are exchanged.
DO NOT accept cookies OR make a deposit without a receipt!

Clean-up Week—From March 1-12, your troop should work together to clean out any remaining inventory by attending booths and making last calls to any customers. It should be the entire troop's goal to deplete all cookie inventory.

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What does your TCM need from you?

- Girl Permission Slip—*scan the QR code for the online permission slip*
- Current 2026-2027 Girl Membership
- Updated parent contact info for troop records

Reminder: Digital Cookie access will be tied to the parent's MyGS primary email address—check your MyGS for troop #, primary caregiver, and primary email address

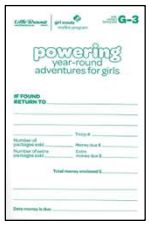
Scan the QR code or use this link to access the permission slip: https://gsswtx.wufoo.com/forms/2027-cookies-girl-permission-slip/

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Cookie Program Materials

- Order Card—for girls to take any in-person orders
- Money Envelope—collect cash from paper orders when delivering cookies and keep safe until turned into your TCM
- Family Guide—important info about the program for families, all program rewards, and steps to access Digital Cookie
- NEW Online Expansion Handout—important info about Girl Scout Sparkables and Patch Pals









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During the Cookie Program, Girls can…

- Go door-to-door
- Reach out to family & friends
- Set up and share their cookie link from Digital Cookie by text and e-mail
- Participate in cookie booths with her troop
- And anything she and her troop can think of!

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Initial Order

Girls can take pre-orders from Mon., Dec. 14-Fri., Jan. 8, for cookie delivery at the end of January!

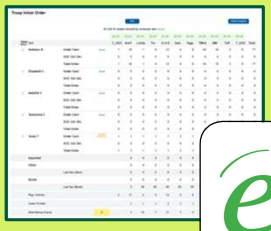
Who: Girls with a permission slip and current membership

What: Girls can use their order card or any other marketing materials she wants to collect interest and orders

How: Parents will enter paper orders in Digital Cookie by Fri., Jan. 8, OR provide order info to your TCM for entry in the volunteer site by Sun., Jan. 10. (NOT both—don't duplicate)



Girls take pre-orders using her paper order card of Digital Cookie



Entered orders from Digital Cookie then flow into eBudde and is approved by your TCM.



Those cookies are then picked up by the Troop in late January.

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Cookie Booths & More

Once cookies are available at the end of January, girls can participate in cookie booths, load up a wagon of cookies, or run her business online!

Who: All girls with a 2027 Cookie program permission slip can participate in booths & more

How: As cookies are needed, talk to your TCM and provide them a complete list of what is required. Your TCM can also sign your troop up for booths.

NOTE: You should only ever have an **unpaid balance of $500 per girl (i.e., 100 unsold packages) at any time**—your TCM may request a deposit as needed.



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What's new this year?

New online-exclusive cookies

Girl Scout Sparkables

- Our new allergy-friendly cookie baked in partnership with our baker besties at Partake
- Gluten-free, nut-free and vegan
- Crunchy oatmeal cookies loaded with rich chocolate chips and colorful sprinkles



Patch Pals

- The first Girl Scout Cookie for dogs created in partnership with BARK
- Made using blueberries and honey and are soft-baked for a chewy texture



What does online-exclusive mean?

- Customers can only buy these online through Digital Cookie
- Shipped only
- Limited quantities available for our council–once they are sold out, they are gone

Handling Inventory?

- Available for shipping only
- Troops and Parents/girls will not be handling physical inventory
- Customers order through Digital Cookie for shipping

Benefit to Girls

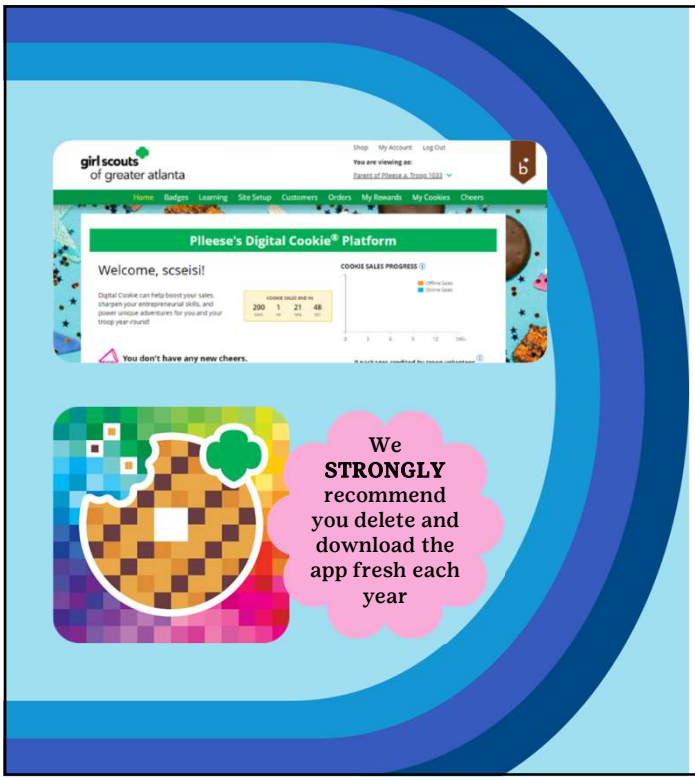
- Can reach more customers
- Grow their online business
- Learn digital marketing
- Work towards goals without needing to manage extra inventory

Available from the beginning

- Available for purchase through your Digital Cookie link on December 14
- Customers can also find troop Digital Cookie links on the GSUSA Cookie Finder beginning January 12



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Digital Cookie Website & App

Digital Cookie is an online site girls can use to market their cookie business and take orders for girl delivery, shipped, or donated to the USO!

Once your site has been launched, you can also access the Digital Cookie app available on Google Play or the Apple App Store.

Troop Digital Cookie: Your troop may also have a Digital Cookie site that accepts credit cards while at cookie booths. Girls should <u>NOT</u> use their personal sites at booths.

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Process for Digital Cookie Orders that are placed for girl-delivery!

Note: All shipped and donated orders are handled by GSUSA/council and take no extra work!

(Next slide)

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1 Review the Order

Are these cookies available?
Do you know the customers?
And are you willing to deliver to this customer's location?

2 <u>Approve</u> or <u>Deny</u> within 5 Days

- Approve if you know them and are willing to deliver
- Deny if you don't know them or they are too far

3 Request Cookies

- If order is approved **before initial order due date**, cookies will be received with your initial order, and you don't need to request them.
- **After initial order**, you must ask your TCM for cookies to fill these orders.

4 Deliver to Customers

Girl Scout and adult should deliver cookies to customers within two weeks of receiving the order AND then mark as delivered in Digital Cookie.

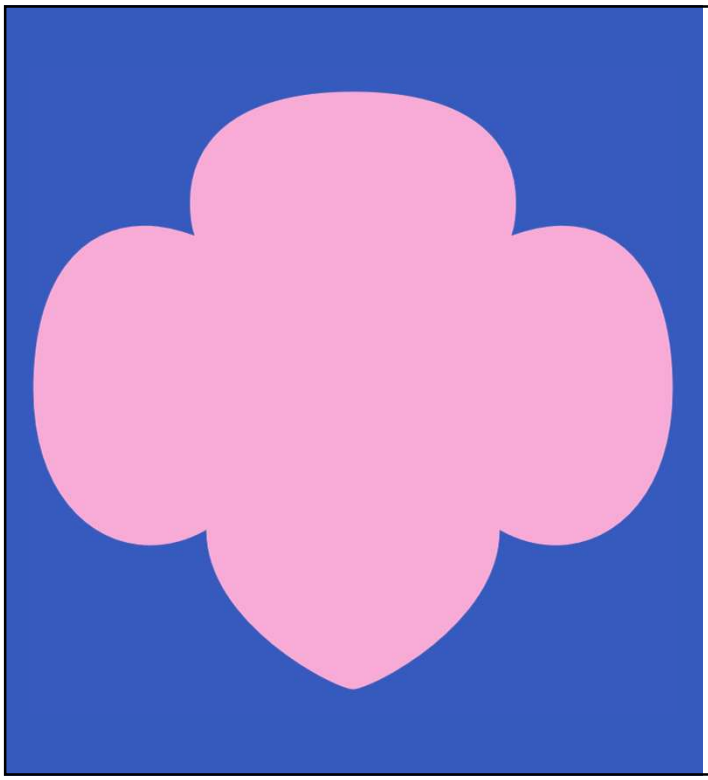
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Picking-up Cookies

- Your TCM will receive all initial cookie orders from Jan. 27-30.
- You can expect to pick up your initial order on: _____
- Your TCM and Pick-up Users can get cookies from pick-up sites beginning Tues., Feb. 2
- When picking up any cookies, you will count and sign using a Product/Money Receipt
- **My Troop Cookie Pick-up Process:** _____ _____
- Troops are not required to take back cookies from parents, but if you have any cookies that are available for booths or other girls, notify the TCM by this date: _____



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Program Money

- When does a customer pay?
  - Paper order cards—Customer pays cash or credit/debit card via Digital Cookie at the time of delivery
  - Online orders—Customers pay with a credit card for online orders in Digital Cookie at time of order
- 100% of money is due to troop account BY Fri., Mar. 12—parents should make final deposits on: _____
- Money can be given to the TCM, Co-Leaders, or Money Managers, and a receipt must be completed
- All parents will have an amount due in cash to the troop—unless all orders were placed on Digital Cookie
- Cookie money should **NEVER** be put into your personal account

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$500 Unpaid Limit

To help avoid high unpaid balances, parents should only ever have a $500 unpaid balance per girl at any time.

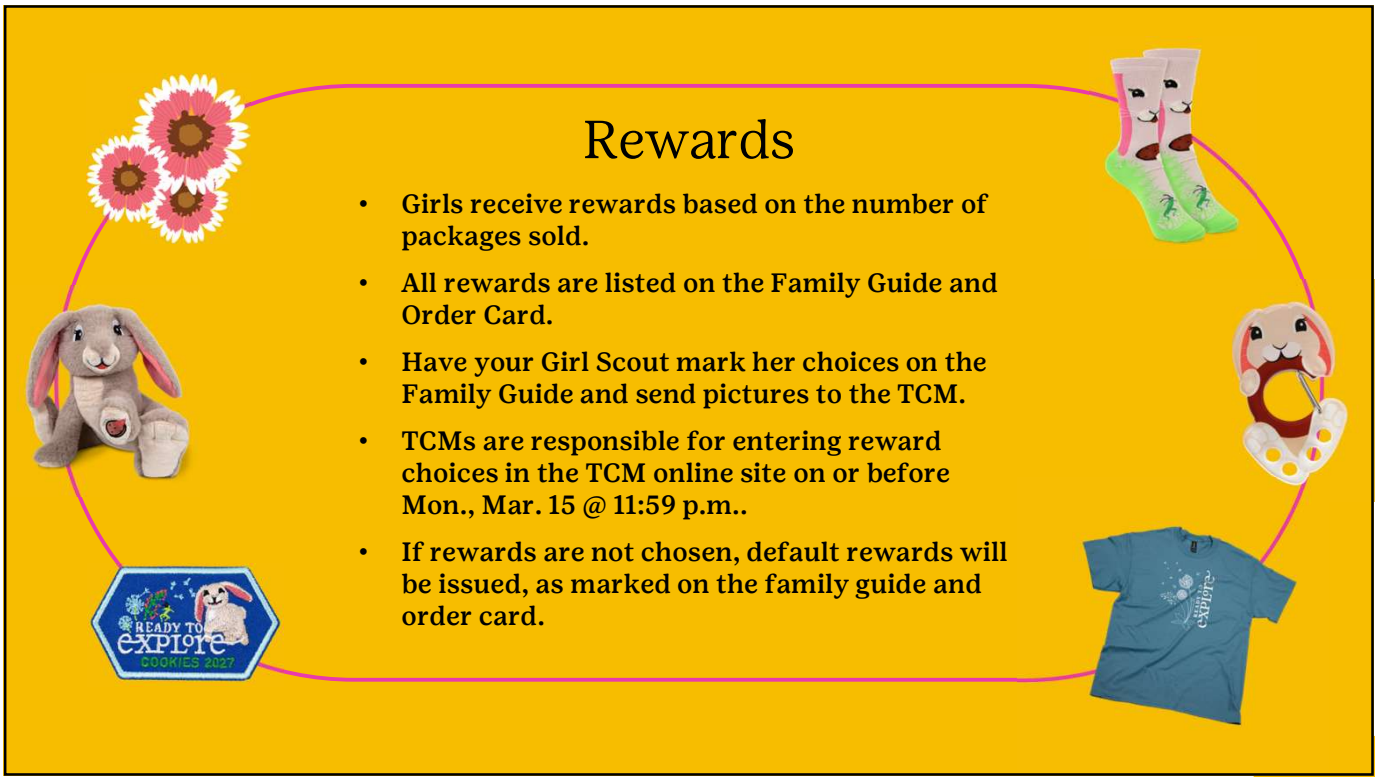
- It is ok if your initial order includes unpaid cookies; just make a deposit before picking up more cookies.
- Digital Cookie orders do not count as they are paid for online.
- TCM will ask for a deposit before giving more cookies.

Some examples of what this may look like:

#1: A girl got her initial order of 350 packages, and of those, 100 packages were paper orders (i.e., not paid for yet). The girl is now asking for another 250 packages for other paper orders. This is NOT fine, and the TCM should ask for payment before providing any new cookies.

#2: A girl got 100 packages from her troop, which are not paid for yet. As she started making deliveries and collecting money for those initial cookies, she sold another 100 packages on Digital Cookie. This is fine, and the TCM should provide those additional cookies and ask for a deposit for those initial cookies.

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Rewards
Girls receive rewards based on the number of packages sold.
All rewards are listed on the Family Guide and Order Card.
Have your Girl Scout mark her choices on the Family Guide and send pictures to the TCM.
TCMs are responsible for entering reward choices in the TCM online site on or before Mon., Mar. 15 @ 11:59 p.m..
If rewards are not chosen, default rewards will be issued, as marked on the family guide and order card.
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Social Media
Girls can post to their parents' social media, letting friends and family know about their Girl Scout Cookie Business.
Council states that you CAN NOT post Girl Digital Cookie links on social media, as they may be shared with people you do not know and wouldn't want to deliver to.
Only share storefront links via private messages with friends and family you know AND are willing to deliver to locally.
Council's full social media guidelines are available on the cookie program webpage.

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Scan the QR code or use this link to access the Product Program Linktree: https://linktr.ee/gsswtcookieprogram

Have questions or issues during the program?

Contact the Troop Cookie Manager or Product Program at customercare@girlscouts-swtx.org!

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Got questions about shipped Digital Cookie orders?

Scan QR code or use this link to access Digital Cookie help: https://www.girlscouts.org/en/cookies/how-to-buy-cookies/digital-cookie-faqs.html

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