**Welcome to the 2024 Girl Scout Cookie Program**

**Troop #** \_\_\_\_\_\_\_\_\_ **Troop Product Manager** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Email/Phone** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We’re looking forward to participating in this year’s Girl Scout Cookie Program to fund our troop’s Girl Scout experiences! All proceeds stay local, supporting Girl Scouts of Greater Iowa.

This letter includes key information your Girl Scout needs to participate. **Please read this information closely to understand how the Cookie Program works, what deadlines are important, and how we can work together to make this the best Cookie Program ever for our troop!**

The cookie program starts on **February 1**. Girls Scouts and their families are “on their honor” to not begin selling before this date. Participants and their parents/guardians are always expected to conduct themselves respectfully and professionally and to abide by the Girl Scout Law while selling cookies.

**Help your Girl Scout be successful!** Parents/guardians are very important to the success of the cookie program. Here are some ways you can help your girl succeed:

* Help them set a personal goal, come up with a business plan and customer list, and practice their pitch.
* Take them to visit family and friends and sell door-to-door around the neighborhood. For their safety, please always remain with your Girl Scout when they are meeting with customers.
* Set up their online store in Digital Cookie so they can send emails to promote their cookie business and take online orders.
	+ Online customers have the option to pay online and have cookies shipped directly to them OR they can place an order and have her deliver it to their door – a great option for porch drop-off!
	+ Shipping cost: The standard cost is $14.99, but customers receive half-off on shipping for orders of 6-12 packages, making the shipping cost just $7.49! Remember – there is a minimum of 4 packages for shipping this year.
* Volunteer with our troop to help at a booth sale – Girl Scout safety guidelines call for at least two unrelated registered adult volunteers. Adult membership cost is covered by Girl Scouts of Greater Iowa this year!
* Beginning January 1, you can set up a lemonade stand, or an individual/family booth, at a business or organization. You must get permission in advance from the business, and a parent/guardian must be present at the lemonade stand. A lemonade stand cannot compete with a cookie booth, even if it belongs to a different troop. For example, if a mall is already hosting a cookie booth, an individual Girl Scout can’t set up a lemonade stand in the parking lot or another storefront.
* Share cookie information on social media: There is an album on Girl Scouts of Greater Iowa’s Facebook page – or you can share photos/videos of your Girl Scout talking about their goal. (Remember, before February 1, you may post that cookies are coming, but please do not take orders!)

*The registration link to set up her store will be emailed to you by* ***January 17*** *from the Digital Cookie system. Please add email@email.girlscouts.org to your safe sender list so that you receive the registration email and other important email updates throughout the program. The subject line will read, “It’s time to register your Girl Scout for Digital Cookie!”*

**How to get cookies from me:** You may choose to get cookies from our troop, so you have your own inventory to sell from. This enables your Girl Scout to sell cookies on the spot (which customers love)! If you don’t like the idea of having your own inventory of cookies to manage, your Girl Scout can simply take orders from customers, let me know the exact amount they need, and deliver the cookies a few weeks later.

I’m placing our first order for cookies that will be delivered in early February. Please let me know by \_\_\_\_\_\_\_\_\_ [DATE] what cookies you would like. The best way to send me your order is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [example: email, online form, text]. All varieties of cookies are $6, including the Caramel Chocolate Chips (gluten-free).

After the first order of cookies is handed out, I will place weekly orders for cookies. Please \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [example: email, troop form, text] by \_\_\_\_\_\_\_\_\_ [DATE] each week to let me know what you would like. Once you’ve ordered cookies from the troop, they cannot be returned.

**Money**

Girl Scouts can take payment for cookies with cash, checks (made payable to Girl Scouts or to Troop #\_\_\_\_\_\_\_\_\_) or via online transactions in Digital Cookie. I ask that you turn in money and checks to me each week. The final payment for all cookies is due on \_\_\_\_\_\_\_\_\_ [DATE].

**COOKIE SHARE:** If customers do not want to take cookies home, girls can accept donations for **Cookie Share**!For every **$6 donation,** one package of cookies will be donated. There are two ways that cookies are donated:

* **Virtual Cookie Share** – For all donations paid by credit card or cash donations designated by our troop, Girl Scouts of Greater Iowa (GSGI) will automatically distribute cookies at the end of the program to local organizations within our Girl Scout communities.
* **Troop Cookie Donations** – Our troop may also choose to allocate customers’ donations towards donating cookies from our troop inventory to an organization the girls choose. Each $6 donation will equal one package donated, and these will be credited to girls like any other sale.

**What girl sCOUTS earn:** On top of our troop proceeds, each participant will earn **rewards** at certain levels listed on the Reward Panel. Whatever level they reach, they’ll earn every reward up to that level. If there are two or more reward options listed at the same level, they’ll get to choose which reward they want. These rewards will be shipped directly to your family!

**Instant Rewards** Girl Scouts can earn up to five Tropical Treat plushies instantly as they reach certain sales levels. Girls will be able to earn the instant items at our meetings in February and March. They can earn a scrunchie wristlet after you sign their Product Program Permission Form and their first Tropical Treat after selling 36 packages!

**Cookie Dough** is what we call the program credits Girl Scouts earn through the cookie program. Cookie Dough is awarded at the end of the program on a digital account number, which is emailed to each family. Girl Scouts can spend their Cookie Dough on GSGI program registration fees, camps, GSGI shop items, including uniforms, and even next year’s Girl Scout membership. Girl Scouts begin earning Cookie Dough at 24 packages sold. They can also choose between rewards items or additional bonus Cookie Dough at each level.

**Troop and Girl Experiences** are another great goal we can aim for as a troop. They include admission to the 2024 Gimme S’more Mud Run if we reach a 235+ package per-girl-average in sales; a trampoline or water park in-person event or GSGI Build-a-Bear Experience if we reach 385+ package per-girl-average; and the 700 Club day at Adventureland for all Girl Scouts who reach 700+ packages in sales! New this year: If we reach a troop average of 500+ packages per Girl Scout, we earn a Camp Overnight at any GSGI camp property!

**Your Family To-Do List for the 2024 Cookie Program:**

✓ Fill out your Product Program Permission Form so your Girl Scout can participate in the cookie program.

✓ Be sure to turn in funds to cover the number of packages you received from the troop.

✓ Communicate regularly during the cookie program! Let me know if you need more cookies, if you have questions, or if you run into any problems. I’ll also need to gather information from you, like whether your Girl Scout would prefer rewards or Cookie Dough, and ensuring we have the right mailing address listed for your family.

And don’t forget to have fun! Thanks for being a part of our Girl Scout troop!

**Our Troop Goal is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**