

**girl scouts**   
of western washington

2024 Girl Scout Cookie Program

# Family Guide



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## Girl Scout Promise

*On my honor, I will try:*

- To serve God\* and my country,
- To help people at all times,
- And to live by the Girl Scout Law.

## Girl Scout Family Promise

*On my honor, I will try:*

- To support my Girl Scout and their troop,
- To help Girl Scouts lead at all times,
- And to always keep it fun!



## Girl Scout Law

*I will do my best to be*

- honest and fair,
- friendly and helpful,
- considerate and caring,
- courageous and strong, and
- responsible for what I say and do,

*And to*

- respect myself and others,
- respect authority,
- use resources wisely,
- make the world a better place, and
- be a sister\* to every Girl Scout.



# Welcome Girl Scout Families

Participating in the cookie program helps power Girl Scouts’ adventures through the year. It’s also a fun way to learn important skills for future careers and life. You are key to your Girl Scout’s success! With the support, assistance, and encouragement of family, there’s no stopping a Girl Scout!

## Ways To Support Your Girl Scout

**Encourage goal-setting.** Guide your Girl Scout to set practical goals about what they hope to learn and earn.

- Ask about the troop’s goal and help set a personal goal.
- Encourage your Girl Scout to share their goal with customers who want to support their success!

**Support participation.** Be by your Girl Scout’s side as they develop the confidence to ask people for their support.

- Work with your Girl Scout to earn their Cookie Entrepreneur Family Pin—[girlscouts.org/entrepreneurfamily](https://www.girlscouts.org/entrepreneurfamily).
- Help your Girl Scout practice a marketing pitch.
- Explore all the new skills Girl Scouts can learn through the Cookie Business badges at [girlscouts.org/cookiebadges](https://www.girlscouts.org/cookiebadges).
- Accompany your Girl Scout while they talk with customers and deliver cookies.
- Help network with family and friends but let your Girl Scout take the lead and do the actual “ask” so they can learn important business skills.



**Volunteer.** Help the troop by chaperoning at cookie booths, picking up cookies and/or sorting rewards.

- Troop product managers, the volunteers who manage the cookie program for a troop, put in countless hours during the cookie program. Ask your troop product manager what you can do to support them and all the work they do for the troop.
- Adults 18 years of age and older can sign up to volunteer in a variety of ways to provide invaluable support to the whole troop. Visit [girlscoutsworld.org/volunteer](https://www.girlscoutsworld.org/volunteer) to get started!

Through the cookie program, Girl Scouts learn...	This matters because...
<b>Goal setting</b> as they set a troop goal based on what they want to do with their troop proceeds. Then Girl Scouts set an individual goal with help from their families.	Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.
<b>Decision making</b> by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girl Scouts will make big and small decisions in their life; practice helps them make good ones.
<b>Money management</b> as they develop a budget, take cookie orders, handle customers’ money, and gain confidence handling and managing money.	Girl Scouts need to know how to confidently handle, manage, and leverage money to do great things.
<b>People skills</b> as they safely communicate with their customers and work as a team with other Girl Scouts.	Knowing how to work with others will help them do better in school and, later, at work.
<b>Business ethics</b> as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	Employers want to hire ethical employees and the world needs ethical leaders in every field, at every age.

# Ways to Participate

Ready to help your Girl Scout get the most out of cookie season? There are a variety of ways to participate and you don't have to do it all! No matter how they take part in the Girl Scout Cookie Program, Girl Scouts grow their skills and reach great goals. Talk with them about which options they're excited to explore this year!

## Call or Text Friends and Family

Is this your Girl Scout's first time running their own cookie business? Calling or texting friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.



## Door-to-Door Sales

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store) where they can practice their business skills with new customers.

Note: Cookie booths must be coordinated by troop product managers and may only take place at approved locations between 3/1-3/17

## Digital Cookie®

Is your Girl Scout ready to take their digital marketing skills to the next level? With GSUSA's Digital Cookie platform, Girl Scouts can set up an online storefront where customers can purchase cookies for in-person delivery, direct shipping and even donate to Operation Cookie.

## Connect With Your Community

The possibilities are endless! Girl Scouts team up with their caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

## Operation Cookie donations are a great way for customers, especially out-of-town family and friends, to support your Girl Scout's goals and our communities.

With Operation Cookie, Girl Scouts learn the importance of giving back to their community by supporting our military personnel and their families. Donated packages are provided to the USO for distribution to all branches of the military. If purchased through Digital Cookie, there are no min. package requirements and no S&H fees charged to customers for donated packages.





# Cookie Program Checklist

- Have fun with your Girl Scout!
- Contact your troop product manager (TRPM) first with all questions.  
Questions not answered? Ask [customercare@girlscoutsww.org](mailto:customercare@girlscoutsww.org) or (1) 800-541-9852.
- Near 1/15:** Look for the Digital Cookie registration email to help your Girl Scout set up an online storefront.
- Assist your Girl Scout with visiting [littlebrowniebakers.com](http://littlebrowniebakers.com) to explore all the great resources available, including more information about each cookie variety, cookie graphics, activities, social media images and so much more!
- Help your Girl Scout decide how they want to participate and set sales goals.
- By 1/19:** Submit signed *Girl Scout and Adult Responsibility Agreement*—with t-shirt size and reward choices—to TRPM.
- 1/19-3/11:** Monitor and approve Digital Cookie In-Person Delivery orders.
- Accompany, supervise and support your Girl Scout through specific phases of the Cookie Program:
  - **1/19-2/4: Promise order taking with paper order card:** Promise orders can be collected from friends, family, and neighbors with the paper order card. Girl Scouts may continue taking paper orders after 2/4 until they have cookies in hand to deliver. Do not collect money for promise orders taken on paper order card, except Operation Cookie/Troop Gift of Caring donations, until delivering cookies to customers.
  - **1/19-3/17: Digital Cookie sales:** From 1/19-3/11, online customers may choose In-Person Delivery to have your Girl Scout deliver cookies when they arrive in Western Washington. From 1/19-3/17, online customers can choose to have cookies shipped or donated. Payment is processed online for all orders placed through Digital Cookie. From 2/16-3/17, In-Hand payments can be processed through the Digital Cookie app, once cookies arrive to sellers.
  - **2/16-2/29: Door-to-door selling with cookies in hand—no stationary booth sales yet:** Girl Scouts deliver promise orders and collect money. They may also sell cookies door-to-door—being sure not to set up a booth, remain in one location more than 5 minutes, or visit any store property where booth sales will be held.
  - **3/1-3/17: Booth sales in front of community businesses:** Adhere to individually specific site rules as requested by community businesses who have given us the privilege of selling cookies at their location. Contact TRPM if you aren't able to attend an assigned booth or regarding any issues at sites.
- By 3/8:** TRPM *may* request a portion of pre-sale money before Girl Scouts can check out additional cookies.
- By 3/19:** Turn in 100% of cookie money collected and confirm Girl Scout reward choices with TRPM.

**Remember, only registered Girl Scout youth may sell cookies—family members, friends, and businesses should not be selling cookies.**



# Cookie Business

## Marketing Strategies

- Girl Scouts, with permission, can visit caregiver places of employment or send a letter with an order card to share why they are selling cookies.
- **Utilize door hanger order cards** to leave on neighbors' doors when they are not home. Remember, do not leave any marketing materials in or on mail boxes, windshields, or city property!
- Girl Scouts can work with their troop to **Bling Your Booth** to attract customers at booth sites.
- Visit the **Cookie Seller Toolkit** at [girlscoutsww.org/cookieresources](https://girlscoutsww.org/cookieresources) to access social media graphics, email templates, posters and more!
- Display **Operation Cookie** package wraps during booth sales and talk to every customer about the opportunity to donate.
- Use a sign at booths to advertise that credit cards are accepted.
- Help your Girl Scout create a short video to upload to their Digital Cookie site.
- Cadettes, Seniors, and Ambassadors who design a poster using the templates in the Cookie Seller Toolkit at [girlscoutsww.org/cookieresources](https://girlscoutsww.org/cookieresources) can request a laminated copy of their poster, along with a button to wear at booths.



## Selling Strategies

- **Customers buy cookies because they want to support Girl Scouting.**
  - Encourage your Girl Scout to share their goals with customers—posters and goal charts are great.
- **Create a social media campaign to share goals and market to potential customers.**
  - Visit [littlebrowniebakers.com/digitalmarketing](https://littlebrowniebakers.com/digitalmarketing) for social media posts and ideas.
- **Customers can only buy once a year and cookies freeze perfectly.**
  - Bring extra packages when delivering promise orders in case a customer would like to purchase more.
- **Girl Scout Cookie customers usually buy every year.**
  - Keep your order cards and reconnect with the same customers next year.
- **Customers buy more when you suggest they buy more.**
  - Bundle cookies, tie with ribbon, and attach a handmade card that says “Happy Birthday” or “Congratulations!” or “I love you!” or bundle sports team colors.
- **Customers sometimes buy fewer cookies due to dietary restrictions.**
  - Offer Operation Cookie (OpC) or Troop Gift of Caring (TGOC) options for customers to purchase cookies for donation.



## Social Media Use

Girl Scouts may use the internet to share their cookie program sales links, stories and learnings with the following guidelines:

- The Girl Scout Cookie Program is a youth-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their caregiver.
- If a Girl Scout is engaging in digital marketing and sales activity beyond friends and family, they should continue to adhere to all Safety Activity Checkpoints, available through GSUSA.
- Girl Scouts engaging in online sales and marketing must review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Their Families*, available through GSUSA.
- **Third party reseller sites may not be used for the cookie program. This includes Craigslist, Facebook Marketplace, and eBay.**

If you see online posts that violate these rules, please refrain from engaging with the poster.

- The post may be reported directly to GSUSA using the Contact Us link at [GirlScouts.org](https://GirlScouts.org).

# Frequently Asked Questions



**Q. Is Raspberry Rally returning for 2024?**

A. GSUSA, with the goal of simplifying the program experience and minimizing logistical challenges, coupled with the feedback received, will be pausing the production of Raspberry Rally and the variety will not be available this season.

**Q. How do cookie seller families receive updates and resources during the cookie program?**

A. Girl Scout families will receive a few emails from the product program team throughout the 2024 cookie program. These emails are sent through our cookie management system and will come from [eBudde<do\\_not\\_reply@littlebrowniebakers.com>](mailto:eBudde@littlebrowniebakers.com). Please add this email address to your safe sender list.

**Q. How can I help my Girl Scout if they are new to the cookie program?**

A. We love this question! Please visit [littlebrowniebakers.com/cookierookiecaptains](https://littlebrowniebakers.com/cookierookiecaptains) to watch a short video series to get started.

**Q. How are the cookie rewards selected each year?**

A. All of our rewards are programmatic and selected to motivate Girl Scouts to achieve goals for themselves and their troop. It is a year-round process with Little Brownie Bakers analyzing trends, surveying Girl Scouts, brainstorming reward items, and adjusting the reward structure to offer a high quality mix to appeal to all 10,000+ K-12 Girl Scouts who participate in the cookie program.

**Q. Why does the cookie program happen in the spring and not when the weather is nicer?**

A. The majority of our troops' meeting schedules align with the school year. In order for Girl Scouts to receive their rewards before summer break, the cookie program needs to wrap by late March.

**Q. Why are customers asking for cookie flavors that we don't offer?**

A. There are two bakeries licensed to bake Girl Scout Cookies: Little Brownie Bakers (LBB) and ABC Bakers. Our council contracts with LBB. Each bakery has slightly different names and interpretations for the cookies they produce.

**Q. Can my Girl Scout accept donations for their troop directly at booths?**

A. All donations to troops/Girl Scouts during the cookie program must be applied to Operation Cookie or Troop Gift of Caring donations to ensure IRS compliance with our mission driven, tax exempt non-profit status.

**Q. Our family has military base access, can I take my Girl Scout there to sell door-to-door?**

A. Military bases in Western Washington all have strict policies that prohibit door-to-door sales of any kind, including for fundraising programs such as the Girl Scout Cookie Program.

**Q. What are troop proceeds?**

A. For every package of cookies sold, troops earn funds to support their activities throughout the year. Girl Scouts should work with their troop to set goals and plan how they would like to use their troop proceeds as a group. Girl Scouts participating as an individual (IRM), and not with a troop, do not receive troop proceeds but do earn Cookie Dough Rewards (in banded amounts based on packages sold) to help support their Girl Scout experiences. A complete chart of IRM Cookie Dough Rewards banded amounts is available at [girlscoutsww.org/cookieresources](https://girlscoutsww.org/cookieresources).

**Q. What does "Manufactured in a shared facility with" on Girl Scout Cookie packaging labels mean?**

A. All packaged foods in the U.S. are required to identify any of the top 8 food allergens present as ingredients either in the ingredients list or through a "Contains" statement. A precautionary allergen disclosure ("Manufactured in a shared facility with" statement) was added to Girl Scout Cookie labels to declare the presence of allergens in the bakery where Girl Scout Cookies are made. Girl Scout Cookies from Little Brownie Bakers are baked on a production line that is thoroughly cleaned between production runs and tested to make sure the line is free of allergens. More information regarding Girl Scout Cookies produced by Little Brownie Bakers can be found by visiting [littlebrowniebakers.com](https://littlebrowniebakers.com).

# Digital Cookie Set-up

Through Digital Cookie, Girl Scouts create their own personalized storefront, send marketing emails to potential customers, and collect online cookie orders. Customers can order cookies for In-Person Delivery (Girl Scout delivers to customer), Direct Shipping (shipping and handling fees apply), and for donation to Operation Cookie. Remember, Digital Cookie runs on Central Standard Time.

## System Registration

- Families of all Girl Scout youth registered for the 2023-24 membership year will receive a Digital Cookie email invitation from [email@email.girlscouts.org](mailto:email@email.girlscouts.org) with the subject “Register for the Digital Cookie Platform Today” near 1/15.
  - Click the link within the email, create a password and complete registration.
  - Emails are sent to the email address on file for the Girl Scout’s primary caregiver.
  - If your Girl Scout became a member after 1/15, a registration email will be received within 24-48 hours after membership is processed.
  - The link in the email is unique to each Girl Scout/caregiver; please do not forward the email.
- **Didn’t receive a registration email?** The email may have landed in junk, spam, or promotions folders. Please visit [digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org).
  - Once on the webpage, click “Need help to log in” and click on “Request a Registration Email”.
- If an adult other than the Girl Scout’s primary caregiver, as listed in our membership database, would like access to Digital Cookie, the primary caregiver needs to provide a written request to grant the adult access by emailing [customercare@girlscoutswv.org](mailto:customercare@girlscoutswv.org).
  - A Girl Scout’s Digital Cookie account can only be associated with one adult login.
  - Login information would need to be shared if multiple adults would like account access.
- **Girl Scout over thirteen?** During registration the system will allow the Girl Scout’s email address to be entered so they can have a separate login to their account. This is optional, and if used, an adult will need to approve the Girl Scout’s site through their adult login prior to the site being published.
- Once registered, navigate using the tabs across the top of the page:
  - **Badges:** Use the system to track your Girl Scout’s progress towards earning the Cookie Entrepreneur Family Pin and Cookie Business badges appropriate for their level. Badges/pins are available for purchase through the Girl Scout store.
  - **Learning:** Girl Scouts can play fun games on this tab!
  - **Site Setup:** Girl Scouts set up their storefront here. Don’t forget to click [Approve and Publish](#)
  - **Customers:** Add customer emails manually or import and send marketing emails.
  - **Orders:** Manage the approval of In-Person Delivery orders and view details on all orders.
  - **My Cookies:** Manage In-Person Delivery settings for your Girl Scout’s site. We do not use the Initial Order or Inventory sections on this tab. Initial Orders should still be communicated directly to your TRPM and your TRPM is still the best resource regarding how many cookies your Girl Scout has sold and the balance due.
  - **Cheers:** New! Girl Scouts can send other troop members a ‘cheer’ to encourage their progress.

## Digital Cookie Tips

**Need Help?** Visit [digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org) and click on ‘Help’ at the bottom of the page for full FAQs.

- Download the Digital Cookie app for cookie management on the go! The app will be accessible after the site is set up for the season through the browser version of Digital Cookie. App access ends 3/19.
- Girl Scouts can resend customer order or shipping confirmation emails. Plus, tracking numbers for shipped orders are shown on Digital Cookie Order details.
- **Would your Girl Scout like to reach more cookie buyers in their community?** Opt-in to the Cookie Connector to make their Digital Cookie site available to community members who visit our website looking to purchase cookies. Visit [girlscoutswv.org/cookieconnector](https://girlscoutswv.org/cookieconnector) 1/28-2/14 to opt-in!
- Know of a business interested in promoting Digital Cookie sales? Contact your TRPM so they can coordinate with your service unit product manager for the best approach. **Businesses should not promote individual troop/Girl Scout Digital Cookie links but can share [girlscoutswv.org/cookieconnector](https://girlscoutswv.org/cookieconnector) so customers can connect with a Girl Scout in their area.**
- Use In-Hand Payment option in app, 2/16-3/17 once cookies have arrived, to process credit card payments. Connect with your TRPM for how the troop will be processing credit card payments at booths.








# Booth Sales

Booth sales, running 3/1-3/17, give Girl Scouts the opportunity to learn new skills, promote Girl Scouting, live the Girl Scout Promise and Law, and sell more cookies. Booths take place at approved businesses throughout Western Washington. Best practices and specific site rules for each individual location must be followed to protect this privilege and our reputation in the community.

- All booth sales are coordinated through the troop product manager and must be approved prior to taking place.
- A Girl Scout must be present at a booth at all times and only Girl Scout youth members may sell cookies.
- Booth sites may host one Girl Scout plus an adult or up to four Girl Scouts plus two adults.
- Troop product managers will provide supplies for booths.
- Review *Booth Best Practices* (next page) and *Booth Sales & Etiquette Guidelines* (back of *Girl Scout & Adult Responsibility Agreement*) prior to participating in booths.
- Certain inquiries and issues may arise during booth sales. Review the chart below for responses to potential community member inquiries. For all site issues—two troops at the site at the same time, adult/Girl Scout behavior issues, person other than Girl Scout selling cookies, selling for different price, etc.—please contact your TRPM immediately.

## Did you know?

If you know of a great booth location, tell your TRPM right away. Don't approach the business or property owner. SU volunteers work with local businesses to ensure we don't repeat requests.

INQUIRIES	RESPONSE	ACTION	FOLLOW UP
<b>Boy Scouts/ Scouts BSA</b>	Boy Scouts of America (Scouts BSA) is a separate organization from Girl Scouts of the USA. The two organizations and their local affiliates are independent not for profit organizations and are governed separately.	   If Girl Scout safety is in question, please contact the store manager	Complete a <i>Cookie Action Report</i> at <a href="https://www.girlscouts.org/cookieresources">girlscouts.org/cookieresources</a>
<b>Religious Affiliation</b>	Girl Scouts of Western Washington is not affiliated with any denomination. Girl Scouts encourages youth who are interested in pursuing the relationship between their religion and spirituality and the Girl Scout Promise and Law through the My Promise, My Faith pin.		
<b>Cookie Boycott</b> Includes cookie ingredients, taste, box size, etc.	Girl Scouts of Western Washington encourages youth members to use their voice to advocate for change, and believes that each individual is entitled to their own opinion. We do hope, however, that the important work Girl Scouts are doing to sell Girl Scout Cookies is not overshadowed by this advocacy. The Girl Scout Cookie Program provides Girl Scouts valuable skills that stay with them their entire lives, such as goal setting, decision-making, money management, people skills, and business ethics.		
<b>Marijuana Dispensaries</b>	Certain locations are not suitable for booth sales. This includes, but is not limited to: bars, marijuana dispensaries, liquor stores, gun shows, and casinos. GSUSA is aware of strains of marijuana named after Girl Scout Cookie flavors, and is taking legal action where they are able.		
<b>Political Affiliation</b>	Girl Scouts of Western Washington is a nonprofit organization that by law cannot take positions about or support political candidates or parties. While we do not take political positions, Girl Scouts of Western Washington is deeply committed to diversity, equity and inclusion, racial justice, and belonging and encourages all Girl Scouts to use their voices to stand up for issues that resonate with their beliefs. Girl Scout members are as diverse and varied as our nation, and because every member has a home at Girl Scouts, every Girl Scout in our movement is allowed their own ideas, opinions, beliefs, political ideology, and choice about what activities they participate in. Visit <a href="https://www.girlscouts.org/badgeexplorer">girlscouts.org/badgeexplorer</a> to explore the public affair badges for each program level.		
<b>Sustainable Palm Oil</b>	Palm oil is the most widely used vegetable oil in the world, and is used in our cookies because of its unique ability to provide volume and texture, without adding trans fats. When farmed sustainably, palm oil is a more efficient and less land intensive crop than any other plant-based oil. GSUSA and Little Brownie Bakers are members of the Roundtable on Sustainable Palm Oil (RSPO). As a member of the RSPO, Little Brownie Bakers examines all aspects of their supply chain — from suppliers to processors to growers — to ensure that the palm oil used in their cookies is sourced from plantations that uphold their commitment to human and community rights and environmental stewardship.		



**Our stores have a variety of cookie materials—cookie carts, pins, magnets, banners, yard signs, and much more— to promote Girl Scout cookie sales.**

Tacoma: (253)475-2649 | Everett: (360)658-8083 | Bremerton: (360)698-5156



# Booth Best Practices

- ❑ **Bring the following items provided by your TRPM:**  
Cookies, cash bank for making change, booth kit, and additional display items.
- ❑ **Arrive at site early:**
  - Is there anything to know about the site that may have come up that day?
  - Be respectful of the other troop and let them finish their shift at the site.
  - Assess location for personal security and comfort.
- ❑ **Help Girl Scouts set up booth when your time slot begins.**
  - An adult must be present at the booth at all times.
  - Only cookies and promotional materials should be on display—*no donation jar or pamphlets for another organization.*
  - Double check location requirements on the *Booth Sale Signup* sheet provided by TRPM to meet business' expectations.
  - Keep the doorways clear for customers.
  - Model appropriate business owner behavior for all present.
    - *Examples of unacceptable behaviors: shopping, sitting in car, or smoking during booth sales.*
- ❑ **Remind Girl Scouts to be respectful and considerate of their potential customers.**
  - Girl Scouts should only ask customers leaving the business—not as they are entering the business. Ask everyone to buy cookies. Remember, people feel hurt when they feel excluded.
  - Remind Girl Scouts to thank every potential customer, even if they choose not to buy cookies.
  - Encourage Girl Scouts to answer customer questions to build confidence—try not to step in.
- ❑ **Be in charge of the money while Girl Scouts are in charge of the transactions.** Utilize the *Booth Worksheet* provided by TRPM to track sales.
  - Girl Scouts should communicate what is owed for the cookies and count back change.
  - Adults should keep money close, large amounts separate from small bills for change, and not sitting on the table.
  - Jars, boxes, or other items holding money should *not* be set on a table or in a cart but should be on one's person.
  - Refrain from accepting large bills and only accept checks as agreed upon by your troop.
  - Do not charge customers any credit card processing fee.
  - Count the money received in your car or back at home—not at the booth site!
- ❑ **Clean up site for the next troop to take over promptly at their start time.**
  - Dispose of any garbage and take empty cookie cases home to recycle.
- ❑ **Return leftover cookies, 100% of money collected (including donations), and other items in the list above to your troop product manager.**
  - Collect a receipt for money and cookies turned in to your TRPM.

## Did you know?

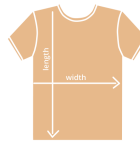
Girl Scouts who attend cookie rallies have higher sales and confidence in their selling abilities?

For info on rallies in your area, contact your TRPM.

# Girl Scout Reward Choices

If TRPM does not receive reward choices by 3/19, Girl Scout will receive default reward item(s) for pkgs sold up to 450+ pkgs and 100% CD for 500+ and up pkgs sold. T-shirt size will default to Adult Large.

- Girl Scouts who sell 450+ packages may choose to keep 75-450 package reward items OR may exchange all of those items for \$40 Cookie Dough rewards. All Girl Scouts keep the theme patch for 30+ packages sold.



Sizes	YS	YM	YL	AS	AM	AL	AXL	A2XL	A3XL
Body Width	17"	18"	19"	18"	20"	22"	24"	26"	28"
Body Length	22"	23.5"	25"	28"	29"	30"	31"	32"	33"

- **Crossover Avatar Patch** will be mailed directly to Girl Scouts who complete the requirements.
- **Girl Scout Day at T-Mobile Park—TBD:** All Girl Scouts who sell 300+ pkgs will receive a free voucher to attend the 2024 Girl Scout Day at the Mariners game, date TBD. Transportation not included, non-transferrable.

**500+ and above rewards are non-cumulative and Girl Scout chooses either the reward item or Cookie Dough rewards.**

- **GSWW Cookie Crewneck:** Girl Scout receives crewneck sweatshirt featuring Girl Scout Cookies.
- **Custom Vans Shoes:** Girl Scout designs their own customized pair of Vans Classic Slip-on shoes using a budget of \$90. Includes shipping costs. Upgraded fabric and material options not included but may be purchased when redeeming reward.
- **Lego Build Experience—5/12, 5/19, 6/2:** Girl Scout takes part in an exclusive Girl Scout team build event and receives a Lego kit(s) of their choice at a \$140 value at Bellevue Square, Alderwood, or Southcenter store on 5/12, 5/19, or 6/2 from 9-11 AM (8-10 AM at Alderwood). Dates subject to change. Transportation not included, non-transferrable.
- **Record Player:** Girl Scout receives a Victrola-Eastwood Signature Hybrid Record Player. The player features built-in, custom tuned stereo speakers, as well as the option to connect via Bluetooth to external speakers. Additional accessories and vinyl's not included.
- **Sewing Machine Bundle:** Girl Scout receives a sewing machine along with scissors and a fabric bundle to explore the art and science of creating unique sewing projects. The computerized sewing machine will have multiple stitches and stitch functions. Model TBD based on available supply.
- **Top Cookie Seller Package:** All Girl Scouts selling 1000+ packages receive the Top Cookie Seller Hoodie, Top Cookie Seller Patch, Girl Scout Trefoil necklace, and 2024 Digital Yearbook spotlight on GSWW website, and 50% off one session of 2024 or 2025 GSWW camp.
- **Rockstar Kit:** Girl Scout receives Yamaha FS830 Small Body Acoustic Guitar, in choice of Natural, Dusk Sun Red, or Tobacco Sunburst, along with Road Runner Boulevard II gig bag, clip-on tuner, capo and quick release black strap. Additional accessories not included.
- **Personal Style Experience:** Girl Scout works with an expert in the fields of beauty, fashion and/or styling to explore their personal expression of individuality while managing a budget of \$550 to define their style through fashion and self-care at Sephora, Nordstrom, ModCloth, or Stitch Fix. Transportation not included, non-transferrable.
- **PlayStation 5 OR Xbox Series X:** Girl Scout receives the selected console with two controllers, headset, and controller charging station. Additional accessories, games, and/or subscriptions not included.
- **2000+ Club:** Girl Scout receives a unique gift package curated specially for our 2000+ cookie sellers.
- **Customized KitchenAid Stand Mixer:** Girl Scout designs their very own KitchenAid Artisan Series 5 Quart Tilt-Head Stand Mixer plus accessories using a budget of \$800. Customization includes color selection and laser engraving. Includes shipping costs.
- **Electric Skateboard:** Girl Scout receives a Meepo electric skateboard and helmet, using a budget of \$1100, to take their adventures outside. Exact model will be determined based on earner age and specifications. Earners have the option to select two lower-end Meepo models to share in their adventures.

**Girl Scouts who choose rewards at 500+ levels will be contacted in late April with full details.**



# Cookie Dough Rewards

If your Girl Scout sells 500+ packages, they will be eligible for Cookie Dough (CD) Rewards on a Key2Prepaid MasterCard. Cookie Dough is earned in \$50 increments per 100 packages sold (beginning at 500+ pkgs sold) and can be exchanged if your Girl Scout prefers the reward items or experiences at the 500+ reward levels. Cookie Dough cards will be mailed to earners in May directly from KeyBank with detailed instructions for use—Girl Scout must activate card upon its arrival and process a transaction at least once every two years to remain active. Girl Scouts keep their cards, as accounts are loaded each time additional Cookie Dough funds are earned.

At the 500+ reward level and above, if a Girl Scout sells a higher number of packages than their chosen reward requires, they will receive the remaining balance in Cookie Dough.

- For example, 900 pkgs sold= \$250 CD, Girl Scout chooses Custom Vans Shoes for value of \$100 CD and still receives \$150 Cookie Dough.

Cookie Dough is a Key2Prepaid MasterCard reward card with funds to support Girl Scout experiences for current youth members:

- Girl Scout camp registration
- Approved Girl Scout travel expenses
- Programs and events registration
- Highest Award project expenses
- Membership fees



Use Cookie Dough for merchandise at our Girl Scout stores or on [girlscoutshop.com](https://www.girlscoutshop.com).

Cookie Dough funds are valid for current youth members. Funds that remain on cards following a two year lapse of youth membership with Girl Scouts of Western Washington will be pulled back by GSWW for use in supporting Girl Scout programming. Cookie Dough funds are non-transferrable.

## BEST BUY

Our partnership with Best Buy gives Girl Scouts the opportunity to use Cookie Dough Rewards to shop from a curated selection\* of electronics to take their Girl Scouting experiences to the next level. Available items can support virtual troop meetings, fall product and cookie sales, online events and activities, as well as Highest Award projects.



## Guitar Center

Our partnership with Guitar Center gives Girl Scouts the opportunity to use Cookie Dough Rewards to shop from a curated selection\* of music items to enhance their musical adventures. Art and music badges can be earned while exploring the wonderful world of music.



Keep an eye out in the GSWW email newsletters this spring and on our Cookie Dough webpage for full details, including the list of available items. **Cookie Dough can be used to place orders for both opportunities at [girlscoutsww.org/cookie dough rewards](https://www.girlscoutsww.org/cookie dough rewards) May 6 - June 3, 2024.**

\*Images may not represent items available in Spring 2024

# Diversity, Equity, Inclusion, Racial Justice, and Belonging (DEIRJB)

## Girl Scouts of Western Washington Vision

*Girl Scouts of Western Washington is consistently and unapologetically committed to providing girls and gender-expansive youth a place to belong and the opportunity to create change to make the world a better place.*

**We invest in our community through Girl Scouts.** Our community represents every race, ethnicity, income level, sexual orientation, ability, and religion; reflects a spectrum of gender identity; and connects across geographic locations. By focusing our attention on community members who are furthest from racial, economic, and social justice, Girl Scouts can be an instrument of change, promoting equitable outcomes for all. We wholly commit to taking action to grow as an anti-racist and anti-oppressive organization so that, through Girl Scouts, our members are affirmed as they strive to make our community and world better.

We begin by acknowledging the region we inhabit today as the traditional home of the Coast Salish people. We express gratitude to the original caretakers of this land who are still here and working to steward the land, plants, animals, and other resources that are not only vital to Coast Salish wellbeing, but to the wellbeing of our entire region.

We recognize the catastrophic impacts of colonialism and racism of broken treaties and genocide that continue today. In our commitment to equity, Girl Scouts of Western Washington is working to address and eliminate racism and racial inequality in all its forms including educating and supporting future leaders who will work to help make this region more equitable and sustainable.

Please visit [girlscoutsww.org/dei](https://girlscoutsww.org/dei) for complete details of our priorities and commitments.

### **We invite you to join us in our DEIRJB commitments. What can you do?**

- Build your own and others' cultural competence.
- Provide your Girl Scout with opportunities to learn about people from other backgrounds.
- Learn what equity is and look for opportunities to support marginalized communities.
- Ensure that your Girl Scout is learning about diversity, equity, inclusion, and accessibility.
- Support GSWW in enacting these priorities!

## Resources for Girl Scouts and Families

- Learn how local Girl Scouts can be a force for justice by visiting [girlscoutsww.org/dei](https://girlscoutsww.org/dei)
- Check out the *Talking About Race with Youth* resources at [girlscoutsww.org/talkaboutrace](https://girlscoutsww.org/talkaboutrace) for videos, articles, toys and reading lists for engaging with your Girl Scout.
- Remind your troop to share the *People Skills/Customer Approach* role playing exercises with Girl Scouts at a troop meeting or share with families as a resource to do independently.



# Share the Power of Girl Scouting

Your Girl Scout gains business savvy, learns to plan for their future, and builds confidence through the cookie program, badgework, camp, troop activities, and more. Help every Girl Scout access the life-long benefits of Girl Scouting with a donation today. Below are some ways you can increase your impact and create more accessible opportunities at Girl Scouts.

Donate by visiting [girlscoutsww.org/donate](https://girlscoutsww.org/donate)

## Volunteer Time Matching

There are endless volunteer opportunities with Girl Scouts throughout the year. If your employer matches your volunteer hours with a financial gift, your hard work reaches far beyond your troop. Ask your employer about time matching and report your volunteer hours today! Help spread the word - visit [girlscoutsww.org/employermatching](https://girlscoutsww.org/employermatching) for details.

## Program Support

Your donation will make life-changing experiences possible by covering the cost of Girl Scout activities, events, camps, training, supplies, and so much more. By contributing financially, donors help ensure that Girl Scout programs remain accessible to as many families as possible. These donations not only help cover program expenses but also allow Girl Scouts to develop new initiatives, expand existing programs, train adult volunteers, and maintain Girl Scout properties.

## Financial Assistance

We want youth with a desire to experience Girl Scouts to not miss opportunities due to challenges with affording the subsidized cost of programming. When you donate to financial assistance, we will ensure that no Girl Scout is turned away due to economic hardship. Financial assistance grants cover the costs of membership, troop dues, uniforms, supplies, events, and camping experiences.

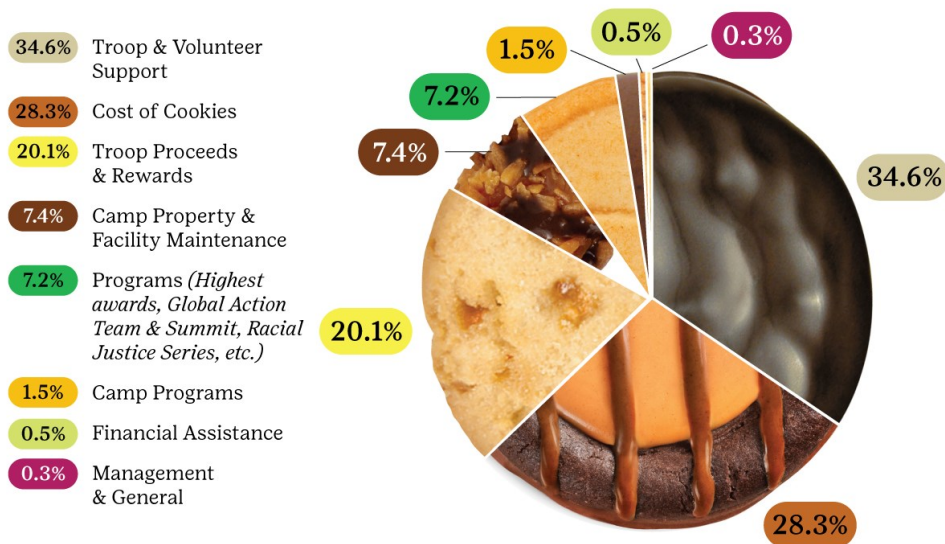
## Earn Your Happy Camper Patch

If your Girl Scout troop votes to use some of their cookie money to support projects and improvements at any of our camp properties, troop members can earn their Happy Camper Patch. Troops that donate ([girlscoutsww.org/supportcamp](https://girlscoutsww.org/supportcamp)) \$150+ will receive patches for all participants, have their troop listed on all donor recognition for the year, and be invited to a day out at camp. Healthy camps nurture happy campers!



We would love to see pictures of your Girl Scout participating in the Girl Scout Cookie Program and hear about their exciting experiences! Tag @GirlScoutsWW on social media or email your pictures and stories to [story@girlscoutsww.org](mailto:story@girlscoutsww.org).

# How The Cookie Crumbles



### Adventurefuls™

Indulgent, brownie-inspired cookies with caramel flavored crème and a hint of sea salt.



### Lemon-Ups™

Crispy lemon cookies baked with inspiring messages to lift your spirits.



### Trefoils®

Traditional shortbread cookies in the shape of our iconic trefoil.



### Operation Cookie (OpC)

Council sponsored Gift of Caring program that donates packages of cookies to the USO for distribution to all branches of the military.



### Do-Si-Dos®

Crunchy oatmeal sandwich cookies with creamy peanut butter filling.



### Samoas®

Crisp cookies coated in caramel, sprinkled with toasted coconut, and striped with dark chocolaty coating.



### Tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating.



### Troop Gift of Caring (TGOC)

Troop sponsored service project where the troop chooses to donate cookies to a local non-profit agency.



### Thin Mints®

Crisp wafers covered in chocolaty coating made with natural oil of peppermint.



### Girl Scout S'mores™

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling.



### Toffee-tastic™ gluten free

Rich, buttery cookies with sweet crunchy toffee bits.

**Girl Scout Cookies and donations are \$6 per package in Western Washington.**

All cookies baked by Little Brownie Bakers (LBB) feature the toll-free number for the bakery right on the box. LBB welcomes feedback on their products.

Please call 1-800-962-1718 with any cookie questions.