

girl scouts
of west central florida

2023-2024
Girl Scouts of West Central Florida

Girl Scout Cookie Program[®] Caregiver Guide



OWN YOUR
magic

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Welcome



Dear Girl Scout Family,

This Girl Scout Cookie Season, we are celebrating the spirit and creativity of all Girl Scouts as they sell America's favorite treats and learn to **"Own Your Magic!"**

Whether embarking on a brave new adventure or finding the courage to talk to her first customer, every girl finds her own type of spirit in the Girl Scout Cookie Program. Girls have amazing experiences and build lifelong skills, friendships and confidence along the way.

The Girl Scout Cookie Program is a council-sponsored money-earning opportunity that enables troops to earn funds to support their Girl Scout experiences. It also allows family and friends the opportunity to support their Girl Scout's troop and Girl Scouting in their community.

100% of the proceeds from the program stays locally, within our council.



The theme of this year's program is **Own Your Magic!** We can't wait to take this magical journey with you!

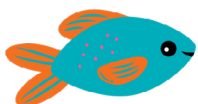
Yours in Girl Scouting,
GSWCF Product Program Department

Important 2024 Cookie Dates

- Jan. 3:** Cookie program begins; Girls/Caregivers can access the Digital Cookie system
- Feb. 1-5:** Cookies are delivered to troops
- Feb. 1:** Girls begin 'Cookies on the Spot,' 'Lemon-Ups' stands, and mobile booths
- Feb. 9:** Community 'Early Invite Cookie Booths' open
- Feb. 16:** Cookie booths open
- Feb. 16-18:** National Girl Scout Cookie Weekend



- Mar. 1:** Last day customers can choose the girl delivery option
- Mar. 10:** Cookie program ends (both paper and online sales); last day for Junior, Cadette, Senior and Ambassador troops to opt out of rewards
- Mar. 17:** Last day for troops to enter final rewards
- Mar. 18:** Troops submit outstanding caregiver information
- Apr.-May:** Rewards are shipped to the Service Unit Leader for distribution to the Troop Leader



If you have any questions about cookie dates, please ask your troop leader.

New this Year

Cookie Crossover Patch

Girls can earn the 'Fall & Cookies Crossover' patch by having participated in the 2023 Sweets & Treats product program (created avatar, sent 18+ emails, and sold five items) AND selling 325 packages of cookies during the 2024 Girl Scout Cookie program. Plus, she will earn her 2025 GSWCF membership.*

**Graduating Girl Scouts will earn a \$25 credit toward their Girl Scout Lifetime membership, which must be redeemed for the 2025 membership year.*

You & Me Booths

You & Me booths are held at an approved booth location where the Girl Scout, with the support of her caregiver, markets her cookies to customers. The adult caregiver agrees to follow specific guidelines to participate in a You & Me booth and must sign the You & Me Booth Sales Agreement to participate. You & Me booths are for Cadettes/Seniors/Ambassadors only and are coordinated with the troop leader and/or troop cookie manager. Juliette Girl Scouts may not participate in You & Me booths.

Change to Cookie Price

GSWCF leadership determined that to ensure continued investment in our member support and the Girl Scout experience, all cookie varieties will increase to \$6 per package starting with the 2024 Girl Scout Cookie season. A benefit of this change is that each troop's proceeds level will increase. The troop bonus will also increase for those troops that meet specific requirements. See the 'Troop Proceeds' section in this guide for additional information.

Council Dough/ Council Credit/Troop Camping Credit Explanations

Girl Scouts who participate in the GSWCF Girl Scout Cookie Program can earn a variety of GSWCF-specific, unique rewards. Review the overview of the 'GSWCF Girl Reward Credits' section in this guide to learn more about the different levels and opportunities.



Cruising with Mary Pat Super Seller Event

StarLite Cruises
A DIVERSE LINE OF PASSENGER VESSELS
We have a cruise for you

- ▶ 2,000+ packages
- ▶ May 4, 2023

Celebrate your super seller's success with an afternoon cruise on the Bay with GSWCF CEO Mary Pat King. Girls can invite a caregiver and a Girl Scout friend to enjoy lunch, dancing, Girl Scout activities, and lots of fun!



Tips for a Successful Experience

Girl Scout Cookie Program Participation Checklist

You and your Girl Scout can prepare for the best possible experience by gathering a few tools for a successful cookie program:

- Ensure you and your Girl Scout are registered for the 2023–2024 membership year.
- If you want to volunteer to help at the Troop’s Cookie Booths, make sure you also have an eligible background screening.
- Review your email in MyGS and make sure it is set as the primary caregiver. This is needed to set up the Digital Cookie account AND all correspondence from the council about rewards is sent to this email address.
- Attend the caregiver meeting provided by your troop to get all of the information you’ll need for the cookie program.



Important Information to Remember

- Adhere to all cookie program dates.
- Check with your troop for the dates that the weekly orders are due.
- Provide your troop cookie manager with cookie orders. Don't forget to include her girl delivery orders!
- Verify the date that cookie funds are due to your troop.
- Accept financial responsibility for all products and money received.
- Count your inventory to confirm you received all cookies you ordered when picking up her cookies.
- Sign and get a copy of your receipt for the cookies you are picking up.
- Collect payment when your Girl Scout delivers the items to the customer, but not before.
- Turn in the troop cookie money when requested.
- Check your girl's Digital Cookie site weekly to view all "Girl Delivery" orders. **Confirm the girl delivery orders within five days.** If you don't have enough cookies to fulfill the orders, contact the troop cookie chair to get the cookies you need.
- The troop cookie chair is responsible to report all caregivers with outstanding funds to council after the program.
- Any caregivers with outstanding funds on March 18, 2024 will be reported to the Product Program Department for collections.

IMPORTANT: Cookies are not returnable to the troop or council. Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place as well as a location where animals, bugs or water can get to them. Remember, you are responsible for these cookies, even if they get wet, melt from heat, or otherwise become unsaleable.

Five Essential Skills

1 Goal Setting

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

Action steps: Encourage girls to set incremental, achievable goals. Help girls break down those goals by setting weekly challenges.

2 Decision Making

Girls learn how to make decisions on their own and as a team.

Action steps: Talk with girls about how they plan to spend the troop's cookie earnings.

3 Money Management

Girls learn to create a budget and handle money.

Action steps: Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

4 People Skills

Girls find their voice and build confidence through customer interactions.

Action steps: Ask girls about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5 Business Ethics

Girls learn to act ethically, both in business and life.

Action steps: Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a Girl Scouts Gift of Caring option.



Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.



From
our Girl
Scouts

“I have learned how to run a business and develop money management skills. Also, my troop and I get to go on fun adventures together with the money we earned from cookie sales.”

– Isabella C.,
Girl Scout Cadette
9 years in Girl Scouts

Meet the 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 **\$6.00**
 Approximately 15 cookies per 6.3 oz. pkg.
 U D



Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$6.00**
 Approximately 12 cookies per 6.2 oz. pkg.
 U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$6.00**
 Approximately 38 cookies per 9 oz. pkg.
 U D



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling **\$6.00**
 Approximately 20 cookies per 8 oz. pkg.
 U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$6.00**
 Approximately 15 cookies per 7.5 oz. pkg.
 U D



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating **\$6.00**
 Approximately 15 cookies per 6.5 oz. pkg.
 U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$6.00**
 Approximately 30 cookies per 9 oz. pkg.
 U



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallow flavored filling **\$6.00**
 Approximately 16 cookies per 8.5 oz. pkg.
 U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits **\$6.00**
 Approximately 14 cookies per 6.7 oz. pkg.
 U D



Getting Started

Safety Guidelines

Show You're a Girl Scout

- Girls should wear a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout T-shirt) to clearly identify themselves as Girl Scouts.

Use the Buddy System

- Girls should always use the buddy system. It's not just safe, it's fun.

Be Street Wise

- Girls should become familiar with the areas and neighborhoods where they will be selling Girl Scout products.

Partner with Adults

- Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone.

Plan Ahead

- Girls should be prepared for emergencies, and always have a plan for safeguarding their money.

Additional Possible Safety Protocols

Here are some additional safety measures to consider regarding the in-person delivery of Girl Scout Cookies:

- Encourage girls to participate in the online platform to take orders.
- Encourage girls to print door hangers to leave on customers' doors.
- Discuss the potential need for girls to schedule porch drop-offs of a customer's products for when the customer is home.
- Consider the need to collect payments from customers via credit card for paper card orders.
- Review the need to collect caregiver payments via credit card (Cheddar Up option).

Additional information will be communicated to troops, girls, and caregivers if the need arises.

Do Not Enter

- Girls should never enter the home or vehicle of a person when they are selling or making deliveries.

Protect Privacy

- Girls' names and home or email addresses should never be given out to customers. Customer information should not be shared unless necessary for the product sale.

Be Safe on the Road

- Girls should always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. They should be aware of traffic when product or passengers are being unloaded.

Be Net Wise

- Girls must have their caregiver's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities.



Selling Strategies



Girl Scouts have a number of options to reach customers during the Girl Scout Cookie Program.

Cookies on the Spot (In-Person Orders)

After girls receive their cookie inventory, they can visit family members, friends, and neighbors and sell cookies right then and there. If they want to get a jump on it, they can use their paper order cards to take preorders. Once the cookies arrive in February, they'll deliver the preorders and collect payment.

Girl Scout Cookie Booths

Troops obtain cookies from a cupboard (locations across the council supplied with cookie inventory) and sell them directly to customers, often at booths in high-traffic areas such as grocery stores, malls, or sporting events. Booth sale times and locations are either organized by the council or approved by the Service Unit Cookie Manager.

Digital Cookie – Direct Ship

Girls create a customized webpage and send emails with a personalized message to family and friends asking them to buy Girl Scout Cookies. Customers purchase cookies through the webpage and they are shipped directly to their homes (shipping and handling charges apply). Orders appear automatically in eBudde (online baker platform) and girls can track their progress and send follow-up messages.

Digital Cookie – Girl Delivery

Girls who have customers who are local and wish to offer them the ease of shopping online without the additional cost of shipping, can recommend the 'Girl Delivery'* option.

Girl Delivery orders after the initial order period can be fulfilled through the troop's extras or cupboard transactions. These girl delivery cookies can then be picked up along with any additional goal-getter sales you may have. It is important to notify your troop cookie manager when you have Girl Delivery sales so they can check to see if they have adequate inventory or schedule a cupboard to pick-up.

**Caregivers will have five days to approve each girl delivery order in the Digital Cookie system.*

What you need to know to be a super seller!

- The top reason why customers don't buy Girl Scout Cookies is because no one asked them. Don't be afraid to ask!
- Customers buy Girl Scout Cookies for two key reasons—they love the taste AND they want to support the girls. Always share your goals and plans.
- Some customers may opt out or buy fewer cookies because of diet concerns, so be sure to promote the council's Gift of Caring program or your Hometown Hero if your troop selects one.
- Most customers prefer to buy directly from a Girl Scout—whether they are approached in-person or sent an invite to a personal online page.
- Customers buy more boxes when the cookies are bundled. Some successful sellers will bundle with decorative bows and different gift cards/messages (e.g., birthday, anniversary, or "just because").
- Girl Scout Cookie customers are loyal and they tend to buy every year. Girls should keep a list of customers each year so they can return to them.
- When customers are asked to buy multiple times, they often buy multiple boxes.

Customers want to get the best value for their money so girls can offer them the recipe cards available at LittleBrownieBakers.com.

Online Instructions for Digital Cookies

1. Watch for your registration email from “Girl Scout Cookies” (email@email.girlscouts.org) with the subject “It’s time to register your Girl Scout for Digital Cookie!” Search your promotions/ Clutter/Spam folder for this email, too.
2. Click the pink “Register Now” button in the email. It will take you to the Digital Cookie registration site.
3. Create your password once you are in the Digital Cookie platform.
4. Use your new password to log in. Remember to use the same email address at which you received your registration email.
5. When you first log in, you will have the “Safe Selling for Smart Cookies” safety video to watch and review with your Girl Scout. You cannot proceed any further until you have viewed the video.
6. Read and Accept the Terms and Conditions agreement. If you are a volunteer you will first see an additional Terms and Conditions for volunteers.
7. Read and accept the Girl Scout Safety Pledge with your Girl Scout. Be sure to read it to/with your Girl Scout(s). Check the accept box and click continue.
8. Activate your Girl Scout for the Digital Cookie program and update her preferred name, if necessary. If the Girl Scout you are registering is 13 or older, you have the option to enter her email address and she will complete her own registration process. Girls younger than 13 will login in partnership with her caregiver and do not need a separate email.
9. After activating all your girls (if you have multiple girls) you will click “Access Site” to be taken to the first girl’s home page.
10. Once you have registered, watch your inbox for a registration confirmation email.
Save this email where you can find it during cookie season.



Go to gswcf.org/cookies for more information



Girl Scout Cookie Booths: What to Expect

All Girl Scouts must follow the rules and guidelines listed on the Caregiver Permission and Responsibility Agreements and Girl Scout Cookie Family Guide. The regulations are designed to ensure Girl Scout safety, excellent customer service, and promote a successful, fair, fun, and safe cookie season.

- A minimum of two registered and background-screened adults and at least one registered girl must be present at booths, with the exception of You & Me booths. Siblings or tag-a-longs may not attend.
- Sell cookies for the correct price. GSWCF sells all cookies for \$6 per package.
- Arrive and leave on time. Please pack-up five minutes before the end of the shift in order to allow arriving booth participants time to set up. Remember to be a sister to every Girl Scout.
- Booths should be setup a minimum of 15 feet from doors or remain in the location designated by the store.
- Booths at Publix locations must conclude by 7 p.m.
- Store locations cannot grant permission to stay later than the allotted time as GSWCF has agreements with corporations for specific times/dates.
- Store managers may cancel booths for any reason. If a store manager asks booth attendees to leave the store location, do so immediately. Politely thank the store manager and notify the Service Unit Cookie Manger or Product Program Department.
- Do not ask the store location to make announcements regarding booth sales.
- Girls should allow entering/exiting customers to approach them. Never approach customers as they enter/exit the store.
- Girls are in charge of selling the cookies. Adults are there to provide guidance and handle money for younger Girl Scouts.
- Donation jars are not allowed anywhere on or near the booth.
- Bling Your Booth with posters and other items to attract customers; no graffiti.
- Do not allow girls to write on store property (walls, garbage cans, etc.).
- Girls must remain close to their booths at all times; no running around or approaching people inside the store location.
- Girl Scouts are polite and should never yell to customers to attract sales, block access to store entrance, or employ aggressive sales techniques.
- Eating and smoking are not permitted at booth locations.
- Keep cell phone usage to a minimum and focus on customer engagement.
- Remove all trash, (including empty cookie boxes) yourself. Store trash receptacles are not for public trash or recycling.
- Before leaving the location, one girl and one adult should thank management at the store.

Consequences

If Girl Scouts and/or troops (including troop parents) are not participating within the established rules and guidelines, they may be penalized in one or more of the following ways:

- Verbal counseling regarding any booth-etiquette offense.
- Removal from troop's next scheduled council-level booth location.
- Girl Scout/troop will not be allowed to hold any further cookie booths at council-level booth locations for the season.
- Girl Scout/troop will not be allowed to hold any further cookie booths for the season.



Our Responsibility

Remember, we are all responsible for the reputation of GSWCF and the value of the Girl Scout momentum. Demonstrate character and help protect the council's reputation and relationships with the businesses that support GSWCF with cookie booth opportunities.

Troop Proceeds

Troop proceeds are based on a per-girl-average (PGA) with a chance for troops to earn greater proceeds with a higher PGA. Troops must have a minimum of three participating girls in the cookie program to receive troop proceeds. Troops with fewer than three girls are not considered a troop and the girl will receive council credits only.

The eBudde system will automatically calculate troop proceeds, adjusting for PGA. Troops must enter all cookies that are picked-up and give girls credit in eBudde in order for troop proceeds to be determined correctly.

Girl Scout Junior, Cadette, Senior, and Ambassador (J/C/S/A) level troops can opt out of rewards to receive additional proceeds. All girls in a J/C/S/A troop must agree as a whole troop to opt-out of rewards. While troops who opt out will not receive general rewards, they can still earn patches the troop reward, Gift of Caring rewards, and the Super-Seller event. Multi-level troops with girls below Juniors do not qualify to opt-out of rewards.

Troop PGA	Troop Proceeds	Additional Earnings	Troop Bonus
Less than 250	\$0.88/box	Troops (J/C/S/A) that choose to opt out of rewards earn an additional \$.05 per box.	Troops that meet specific bonus requirements can earn \$.03 additional per box.
250-324.99	\$0.90/box		
325 or more	\$0.92/box		



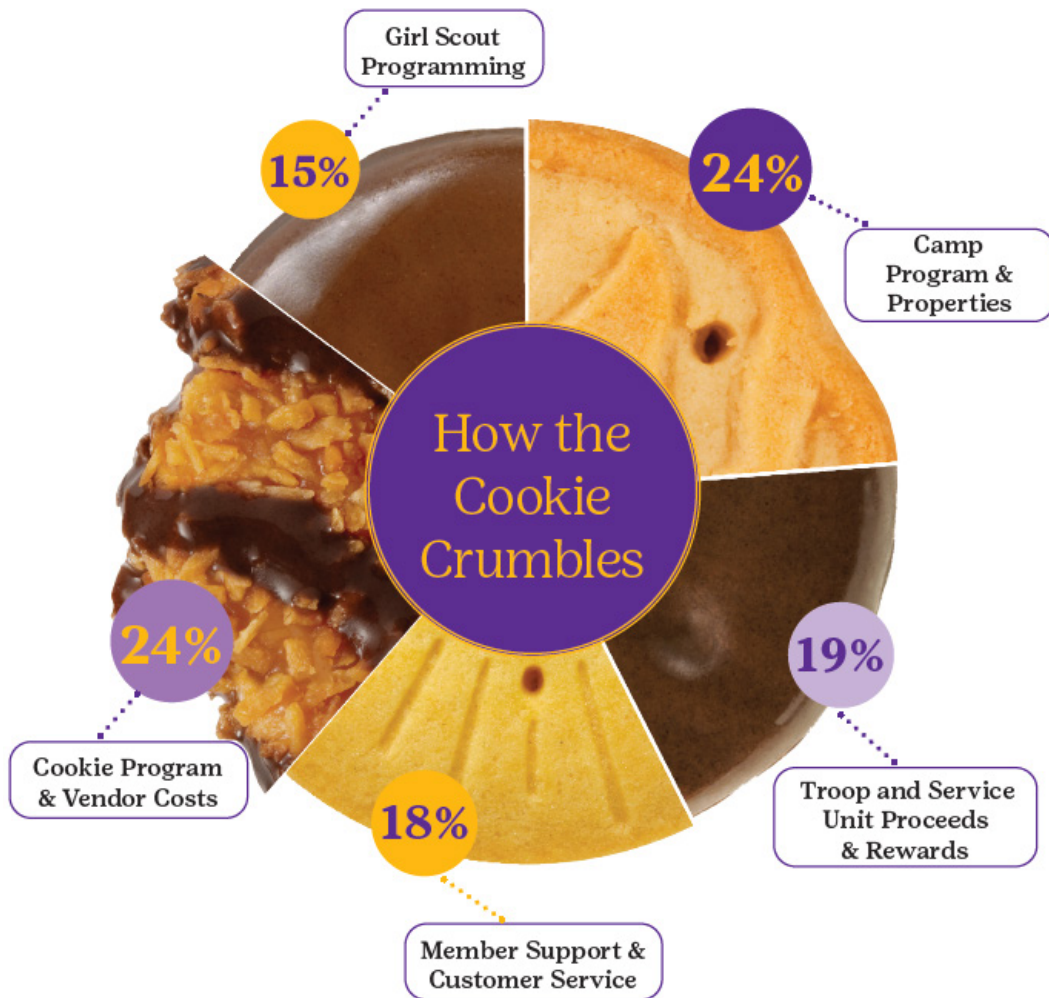
How the Cookie Crumbles

In this guide, we've covered troop and service unit proceeds, but what about the rest of the cost of the cookies? Here is a breakdown of how the funds are distributed per box.

All (100%) Girl Scout Cookie proceeds stay within the council, Girl Scouts of West Central Florida (GSWCF).

Cookie proceeds fund:

- **GSWCF's Investment in Girls** (programs, four camps, volunteer trainings, and member services)
- **Direct Girl Proceeds & Rewards** (including troop and service unit proceeds)
- **Cost of Cookie Program & Vendor Costs** (packaging, transportation, warehouse, training)



From our Girl Scouts

I enjoy the experience of selling Girl Scout Cookies and I love the things I get to do with my troop from the proceeds. I tell everyone that Girl Scouts is amazing and the best decision my mom and I made for me in kindergarten. I have made lifelong friends and experienced things I never would have tried without Girl Scouts.”

– Jaidyn F.
Girl Scout Senior
11 years in Girl Scouts

Juliette (Individually Registered Girls) Proceeds

Council Credits

Juliettes earn council credits when they sell cookies!

- Credits are distributed by the Product Program Department to Juliettes, which are also referred to as Individually Registered Girls. Caregivers will receive an email from GSWCF informing them of the total amount of council credit their Girl Scout earned. The email will be sent out after the program concludes and all money is collected from caregivers.
- Council credits can be used for membership, summer camp, programs, events, GSUSA Destination expenses, and items in the Girl Scout Store.
- Any girl with an outstanding balance due will not receive council credits or rewards until the full balance due is paid.
- For general questions regarding council credits, please email info@gswcf.org.
- For assistance using council credits, please contact the Customer Care Team at info@gswcf.org or 813-281-4475.

Processes & Procedures

- The Juliette's adult sponsor will attend training with other troop cookie chairs and is required to sign an agreement. The Product Program Department issues the Juliette's cookie manager a unique Juliette number for eBudde purposes.
- The Juliette's cookie manager manages the Girl Scout by entering orders into eBudde, distributing the cookies, depositing all collected money into the council's account using the bank account information provided, and orders the Juliette's rewards. Please note: No proceeds are kept by the Juliette cookie manager or the girl(s).
- Any Juliette with an outstanding balance due will not receive council credits or rewards until the full balance due is paid.

Council Credits Distribution

Council credits are based on a range of cookie sales. Girl Scouts earn the highest level of council credit achieved (see chart) for the highest number of packages sold. Council credit is not cumulative.

Council Credit Chart

Boxes	Council Credit
12-35 boxes	\$14
36-71 boxes	\$20
72-107 boxes	\$41
108-143 boxes	\$62
144-179 boxes	\$82
180-215 boxes	\$103
216-251 boxes	\$123
252-287 boxes	\$144
288-323 boxes	\$164
324-359 boxes	\$185

Boxes	Council Credit
360-395 boxes	\$205
396-431 boxes	\$226
432-467 boxes	\$246
468-503 boxes	\$267
504-539 boxes	\$287
540-575 boxes	\$308
576-611 boxes	\$328
612-647 boxes	\$349
648-683 boxes	\$369



Boxes	Council Credit
684-719 boxes	\$390
720-755 boxes	\$410
756-791 boxes	\$431
792-827 boxes	\$451
828-863 boxes	\$472
864-899 boxes	\$492
900-935 boxes	\$513
936-971 boxes	\$534
972-3,500 boxes	\$554



GSWCF Girl Reward Credits

Girl Scouts who participate in the GSWCF Girl Scout Cookie Program can earn a variety of GSWCF-specific, unique rewards. Below is an explanation of the options.

Visit gswcf.org/cookies for the full list of rewards that girls can earn and the breakdown of Council Dough, program credits, program events, Camp Bucks and troop camping credits. Please also review the order card to learn more about the different levels and opportunities.



Reward	Description
 <p>Council Dough* / Council Credit*</p>	<p>GSWCF Council Dough and GSWCF Council Credit can be used to:</p> <ul style="list-style-type: none"> • Register for GSWCF programs and events at gswcf.org/events • Participate in GSWCF summer camp or service unit encampments • Pay for GSWCF service unit events (let the event organizer know your Girl Scout wants to use her Council Dough) • Purchase Girl Scout merchandise at GSWCF's store or trading posts (not online at this time) • Renew your Girl Scout's membership • Assist with your Girl Scout's GSUSA Destination expenses or travel conducted with EF Tours or Explorica (submit a request to info@gswcf.org for details) <p>Council Dough expires two years after being awarded (i.e., Council Dough awarded April 2024 will expire Sept. 30, 2026).</p>
 <p>GSWCF Program Credits*</p>	<p>GSWCF program credits are used to register for GSWCF programs and events at gswcf.org/events.</p> <p>Program credits cannot be used for GSWCF summer camp.</p> <p>Program credits expire one year after being awarded (i.e., program credits awarded April 2024 will expire Sept. 30, 2025).</p>

Reward	Description
 <p data-bbox="207 552 446 625">GSWCF Camp Bucks*</p>	<p data-bbox="548 275 1377 338">GSWCF Camp Bucks are used to register for GSWCF summer camp and up to one Camp Care Kit.</p> <p data-bbox="548 363 1458 457">GSWCF Camp Bucks expire the summer season that they are earned (i.e., Camp Bucks awarded for the 2024 cookie season must be used during summer 2024).</p> <p data-bbox="548 483 1458 640">Caregivers need to register for the GSWCF camp session that their Girl Scout intends to attend and pay the deposit to hold her spot. The deposit will be refunded if Camp Bucks covers Summer Camp in full. Camp Bucks can be combined with Council Dough/Council Credit to pay for Summer camp.</p>
 <p data-bbox="191 1108 462 1182">Troop Camping Credit*</p>	<p data-bbox="548 730 1430 951">Troop camping credit is an opportunity for a Girl Scout to earn credits to help her troop plan a troop camping experience at one of GSWCF's camp properties or the Leadership Center. The troop camp credits can be used by the troop for a camping experience that can be reserved in the Camp Reservation System (<i>lodging, facility, and equipment rental; challenge course; or equestrian programming</i>).</p> <p data-bbox="548 976 1430 1134">The caregiver and troop leader will receive email notification with the total amount that the girls earned for their troop. Troop camping credits are uploaded into the Camp Reservation System to be used as a troop at one of the GSWCF camps. Troop leaders must be properly trained per the Safety Activity Check Points.</p> <p data-bbox="548 1159 1003 1190"><i>Juliettes may not earn this reward.</i></p> <p data-bbox="548 1215 1377 1278">It is helpful for the Girl Scouts/caregivers to inform the troop leader(s) prior to selecting this reward.</p> <p data-bbox="548 1304 1377 1398">Troop camping credits expire one year after being awarded (i.e., Troop Camping Credit awarded in April 2024 will expire Sept. 30, 2025).</p>

To request a balance for any of these credits, caregivers may contact the Customer Care Team at info@gswcf.org or 813-281-4475.

*GSWCF rewards are designed for the Girl Scouts who earned them and are not transferable. Reward experiences cannot be transferred to another Girl Scout or troop. No alternative reward credits are given after selections are submitted to GSWCF.

Caregivers are updated about the above reward earnings via email at the conclusion of the season through the primary caregiver's email. Confirm emails in MYGS profile. Contact Customer Care at info@gswcf.org or 813-281-4475 if changes are needed with the primary caregiver's contact information.



Rewards



Rewards are based on an individual girl's sales. All rewards and patches are cumulative. GSWCF reserves the right to substitute rewards based on availability.

Correspondence about any reward experiences or GSWCF reward credits are emailed to the Girl Scout's caregiver. Emails are sent to the caregiver's email on record with GSWCF, as listed in MYGS.

For a full list of rewards, see the girl order card at gswcf.org/cookies.

Charm Patch & Charms

Packages Sold or Requirement	1+ package	25+ emails	36+ packages during booth sales	50+ packages	100+ packages	150+ packages	400+ packages
Girl Reward	 Own Your Magic Theme Patch	 Frog Charm	 Booth Sales Patch	 Charm Patch	 Stand Charm	 Axolotl Action Patch	 Axolotl Samoas® Charm

Gift of Caring Rewards

Packages	15+ packages	50+ packages
Girl Reward	 Gift of Caring Patch	 Cookie Heart Charm AND \$15 Council Dough



From our Girl Scouts

“I like selling cookies because it’s a chance to work together with my friends, and then we can take fun trips and do new things together. Council Dough is also nice because I can use it in the camp store to pick out fun things for me and my friends when we’re at camp.”

– Avery A.
 Girl Scout Junior
 6 years in Girl Scouts

Council Gift of Caring and Hometown Heroes

The Council Gift of Caring (GOC) program is a Girl Scout community service project that provides donated Girl Scout Cookies to active overseas military men and women through Support the Troops, Inc. GSWCF also disperses some of the donated cookies to Feeding Tampa Bay.

The Hometown Heroes (HTH) program is a community service opportunity in which troops/girls choose a local organization to receive donated cookies. Recipients can be “heroes” in the community such as non-profit organizations, shelters, firefighters, police departments, blood banks, or food banks. Girls should contact the selected organization for its approval prior to collecting cookie donations.

How the program works:

For various reasons, some customers may not want to buy cookies for themselves. Through the Gift of Caring and Hometown Heroes programs, they have a chance to give to others while supporting Girl Scouting at the same time.

While taking regular orders, girls communicate to customers that they can purchase cookies to donate to troops (through Gift of Caring) or to the chosen Hometown Hero. Using the Gift of Caring/Hometown Heroes poster, girls explain that this is a Girl Scout community service program, which will send Girl Scout Cookies not only to active overseas military personnel and veterans organizations, but also to local non-profits.

- Gift of Caring cookies can be purchased in-person or online. Girls should email relatives and friends (especially those who live outside of their area) and ask them to donate for your council Gift of Caring program.
- Hometown Heroes cookies can be purchased in person only at cookie booths or during Cookies on the Spot.
- Since there are no products to deliver to customers who support the council Gift of Caring program, girls should collect money from customers at the time of the order and turn it in to the troop cookie manager.



Gimme Samoa

Gimme Samoa is a sales incentive to help Girl Scouts/troops increase their cookie sales by encouraging customers to purchase five or more boxes of cookies. For every five boxes of cookies a customer purchases, they are eligible to enter a drawing to win a year’s worth of cookies (365 boxes).

One random winner will be selected on April 1, 2024. Customers must enter by 11:59 p.m. on March 31, 2024 and reside in one of GSWCF’s eight counties (Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas, Polk, or Sumter).

Visit gswcf.org/samoa for additional information.



Pins & Badges

When a Girl Scout places a pin or a badge on her vest or sash, it symbolizes an important achievement. Cookie Entrepreneur Family pins recognize the five skills girls learn as they begin to think like entrepreneurs through the Girl Scout Cookie Program. Cookie Business badges demonstrate that a girl has developed specific skills related to running her own business. When a Girl Scout wears these emblems, she lets the world know she's a real-life Cookie Boss!

Earning the year-by-year Cookie Entrepreneur Family Pin is the best way to make the Girl Scouts Cookie Program a family affair! Cookie Business badges give Girl Scouts the chance to hone their skills and gain an understanding of the world of business. Go to gswcf.org/cookies for more information.



2024 Patches



Cookie Crossover Patch

Did your Girl Scout participate in the 2023 fall Sweets & Treats product program? Girls who sent at least 18 emails and sold five items in Sweets & Treats can earn a personalized Crossover Patch by also selling 325 or more packages of cookies during the 2024 Girl Scout Cookie Program. New this year, they can also earn their 2025 Girl Scout membership as part of earning the Cookie Crossover Patch.*

**Graduating Girl Scouts will earn a \$25 credit toward their Girl Scout Lifetime membership, which must be redeemed for the 2025 membership year.*

Cookie Booth Patch

Booth sales are a great way to increase your team's success. Contact your troop cookie manager to sign up for booths. Girls who sell **36 packages** or more from a booth or booths will receive the booth sales patch.



Cookie Rookie Patch

The Cookie Rookie patch is for first time cookie sellers ONLY. Caregivers, troop cookie chairpersons, troop leaders, or cookie captains help new cookie sellers learn all about the cookie program while having fun. All Cookie Rookies who complete the program will earn this patch. For full details go to gswcf.org/cookies.



Cookie Captain Patch

This program is designed specifically for Girl Scout Juniors, Cadettes, Seniors, and Ambassadors who want to use their years of cookie program experience to help younger girls succeed. Girl Scout Daisies and Brownies look up to older girls, so there's no one better to teach them the cookie program!



Participating in this program is easy! Girls can become a Cookie Captain by participating in any of the activities below. Any activity can be done more than once, but girls must work with different troops. For example, if a girl helped out Daisy Troop 12345 at a cookie booth as well as Brownie Troop 67890, this counts as the completion of two requirements. However, if girls help Daisy Troop 12345 at a cookie booth twice, it would only count as the completion of one requirement.

Activities Required for a Cookie Captain:

- ✓ **Assist at a Cookie Rally.** When a service unit holds its cookie rally, pitch in and take ownership of a Cookie Rally station. Plan an activity (it can be a game or a craft) that will help girls learn more about the cookie program, prepare the supplies needed, decorate the activity site, and then help girls at the rally with the game or project.
- ✓ **Find a troop that has a lot of first time cookie sellers.** Ask your troop cookie chair about the Cookie Rookie patch requirements and help Girl Scout Daisies and Brownies become Cookie Rookies. Show them the Cookie Rookie video and complete at least two activities.
- ✓ **Be their Cookie Captain when booth sales start.** Cookie Captains can join the troop at their cookie booth to provide selling tips, product information, help make changes, and be an example of how Girl Scouts should treat their customers and their cookie booth location.
 - ▶ **Complete one activity:** Receive the Cookie Captain patch
 - ▶ **Complete two activities:** Receive the Cookie Captain patch and \$10 Council Dough
 - ▶ **Complete three activities:** Receive the Cookie Captain patch and \$25 Council Dough (awards are not cumulative)



Go to gswcf.org/cookies for more details and to apply.




Have an exciting cookie season!

There's a reason the Girl Scout Cookie Program is a celebrated tradition. It's an amazing opportunity to Own Your Magic and for Girl Scouts to build lifelong skills!

The largest girl-led entrepreneurial program in the world also offers an incredible opportunity for you as a volunteer. You get to see firsthand how girls grow, learn, and come into their own. We give you the resources you need to guide girls in discovering hidden talents, uncovering new strengths and developing the entrepreneurial mindset that will serve them far beyond cookie season.

Thanks for all you do for our Girl Scouts!

info@gswcf.org | 800-881-GIRL



Every Girl Scout
has it in her to do
great things. With your
support, she'll succeed!