

girl scouts   
of greater mississippi

# 2024 Parent/Girl Guide



OWN YOUR

magic

# Important Dates



<b>Program Begins</b>	<b>1-06-2024</b>
<b>Digital Store and Pre-Sales Begin</b>	<b>1-06-2024</b>
<b>Pre-Sale Totals Due to Troop</b>	<b>1-21-2024</b>
<b>Cupboard Opens</b>	<b>2-08-2024</b>
<b>Booth Sales Start</b>	<b>2-09-2024</b>
<b>Last Day for Cupboard Pickups</b>	<b>3-02-2024</b>
<b>Program Ends</b>	<b>3-03-2024</b>
<b>All Money Due to Troop</b>	<b>3-05-2024</b>
<b>Cookie Dough Available</b>	<b>4-01-2024</b>
<b>Estimated Rewards Delivery Starts</b>	<b>4-17-2024</b>



**OWN YOUR magic**



## Getting Started



Girls gain valuable lifetime experiences through the Girl Scout Cookie Program. Whether it is a reward earned or a trip taken, the Girl Scout Cookie Program is the gateway to allow girls to plan, budget and execute their adventures. Girls can participate digitally and in-person. In-person orders include the traditional paper order card and booth sales.

You will receive order cards and paperwork from your Troop Cookie Chair or Troop Leader.

1. It is your responsibility to tally up the total number of cookies needed for each variety and turn in to your Troop Leader
2. Girl Delivered orders taken on the website do not need to be added to the order card
3. By 3/5/2024 you are responsible for turning in money for all cookies picked up for your Girl Scout
4. Money collected online is automatically recorded as collected
5. Monitor your Girl Scouts digital store for pending orders to be approved
6. Assist your Girl Scout in monitoring her inventory to ensure she has enough cookies for orders
7. You must inform your troop leader if you need more cookies for additional orders
8. Sign up and show up to Troop Booths



# Resources for entrepreneurs



## Girl Scouts® Cookie Rookies video

This educational video introduces first-time entrepreneurs to the magic of running their very own cookie business — including how they can make their mark online!

## Girl Scouts® Cookie Captains video

Experienced entrepreneurs have so much knowledge to share. This video will help them add to their list of amazing marketing strategies, plus encourage them to lift up other entrepreneurs!

Go to Videos

Share tips that helped you grow your cookie business!

**Cookie Rookie**

**Cookie Captain**

New patch alert!  
Reward your rookies with this new patch!

Reward your captains with this new patch!

Little Brownie BAKERS

OUR COOKIES   OUR STORY   GIRL SCOUT COOKIE BUSINESS   COOKIE SEASON RESOURCES

### COOKIE ROOKIES & CAPTAINS

- Clip Art & Illustrations
- Photography
- Theme Graphics
- Rally Guide & Activities
- Virtual Backgrounds
- Digital Marketing
- Print Materials
- Cookie Rookies & Captains
- Girl Scout Stories
- Girl Scout Resources

Find these materials in the **Cookie Season Resources** section of [LittleBrownie.com](http://LittleBrownie.com)

# Cookie entrepreneurs



## Cookie business badges

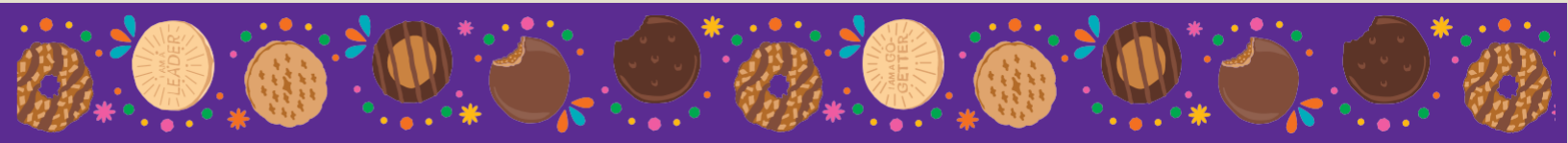
Entrepreneurs can earn these official Girl Scouts recognitions by completing requirements that help them develop new business skills.



## Getting families involved

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

Inspire families to get involved by reviewing these resources:





# Market their business online



## Your #1 strategy

Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- Digital Cookie®: Personalize their site by uploading weekly videos. Offer cookies through direct shipping or in-person delivery.
- Social Media: Create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit [Digital Marketing Basics](#) on LittleBrownie.com.
- Text or Call: Reach out to customers who may not be online and follow up for reorders.

## Find ready-made graphics, announcements and other digital resources:

Find inspiration on social media! Follow and share posts to kick-start a digital campaign.

The collage features a calendar for January 2024 with a blue circle highlighting the 9th and 16th, and a blue circle containing the text "Plan your content with the Digital Marketing Basics". Below the calendar are several social media-style graphics: a "Reminder Booths now open! Yay!" post with a cookie, a "Happy Women's Entrepreneurship Day!" post with a woman, and a "Samoas" cookie graphic. A large QR code is also present, with a blue circle containing the text "Download posts" and an arrow pointing to it. At the bottom are social media icons for Facebook, Twitter, Instagram, and Pinterest, with "Girl Scouts®" and "Little Brownie Bakers®" labels below them.

## Safety resources

Girl Scouts and their caregivers must read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)



# Social Media Guidelines



## Social Media Usage

- The Girl Scout Product Program is a girl-led entrepreneurship program. Online marketing and sales efforts should always be led by the Girl Scout (while being supervised by her parents or caretakers).
- Girl's Digital Cookie links cannot be posted on any social media "for sale" or "marketplace" pages. Girls and caregivers can share the digital cookie link only on their personal pages.
- Girls can market their cookie business using ready-made graphics and announcements on closed social media neighborhood pages to bring awareness to the program, but CANNOT DIRECT CUSTOMERS TO THEIR PERSONAL DIGITAL COOKIE PAGE.
- Digital Cookie Sales links should not be shared with any news outlets (this includes online and traditional news media, such as radio, television or magazine.)
- For safety purposes and other reasons, online marketing activities, especially those conducted through social media platforms, should always be done through accounts monitored by the parent or caregiver.

## Managing Marketing

If you or your Girl Scout creates a post on an unapproved site, you will be asked to remove the post. If the parent does not remove the post, and it falls outside of the social media guidelines, your Girl Scouts Digital store may be suspended until the post has been removed. For repeat or non-responsive offenders, the girl's site will be suspended and remain inactive for the rest of the cookie program.

*We expect Girl Scouts and parents to adhere to the Girl Scout Law and be honest and fair in their responsibility with social media.*



## Safety First!

In today's world a girl's most common means of communication is social media. This can be a powerful tool in the success of a girl's product program, if used correctly.

If used improperly, it can put the girl at risk. Safety and an understanding of usage are key when allowing girls to promote their cookie or fall product program on social media.



# Entrepreneurship Skills



## Skills they build

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

**1 Goal Setting**  
Girl Scouts learn how to set goals and create a plan to reach them.  
*How you can help:* Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.

**2 Decision Making**  
Girl Scouts learn to make decisions on their own and as a team.  
*How you can help:* Talk about how they plan to spend the troop's cookie earnings.

**3 Money Management**  
Girl Scouts learn to create a budget and handle money.  
*How you can help:* Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.



**4 People Skills**  
Girl Scouts find their voices and build confidence through customer interactions.  
*How you can help:* Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

**5 Business Ethics**  
Girl Scouts learn to act ethically, both in business and life.  
*How you can help:* Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



## Good for Girl Scouts, good for the planet!

Packages of Samoas® now have reduced plastic packaging, and cases of Thin Mints® use 26% recycled content (and 18% less packaging material).



**Did you know?**  
100% of our rewards packaging is recyclable or reusable!





# Market their business in person



## Share the magic, face-to-face

If your troop is planning in-person cookie events, there are lots of ways they can creatively rise to the occasion!

- **In the Neighborhood:** Girl Scouts can stay local and ask their neighbors to buy cookies using their cookie order card.
- **Cookie Stands:** Entrepreneurs can set up shop in front of a residence or private property and market their cookies to customers who live nearby.
- **Cookie Booths:** Preapproved locations like grocery stores, banks, malls or even parking lots are great places to set up a booth and connect with cookie lovers\*.

*\*Cookie booths must be coordinated by Troop Cookie Managers, may only happen at council-approved locations and must be legally open to, accessible, and safe for all girls and potential customers. For more details, talk to your council and visit [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders).*

## Cookie menu lanyard

On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

They fit easily into plastic holders on lanyards so they're protected from all types of weather.

Entrepreneurs can wear them at booths and encourage customers to scan their QR code to go to Digital Cookie®. It's especially handy if booth inventory in a certain variety is running low!

Girl Scouts can also pop them into their backpacks for customers to scan anytime.



Only need one printed insert per Girl Scout!

Found at [LittleBrownie.com](https://LittleBrownie.com)



# Booth Sale Guidelines



## Booth Guidelines

Girls have the opportunity to market their business to a wider customer base through Booth Sales. Each girl in the troop should expect to work booth times during the 4 weekends of booth sales.

The dates and times slots will be made available for selection by your Troop Leader. Take careful consideration when signing up for booths to ensure your Girl Scout will be able to fulfill her commitment.

Parents and Girl Scouts can set up an individual booth at any business after it has been approved by the Service Unit. If you plan on setting up a booth you must give the business information to your Troop Leader before making contact so they can inform the Service Unit of your intent. This should be done at least a week before the planned booth sale.

A parent should never contact a business to solicit a booth day or time unless previously approved by the Service Unit.

Contacting a business is a marketing and business plan and should be treated professionally. We cannot have multiple contacts by multiple people made to the same business location.

If and when a parent does request a booth spot from a business they should follow the same guidelines as a troop when submitting the request. Ask for the entire length of the booth season. If you only plan on setting up one day, you will make the other days and time available to your troop and service unit.



# Booth Sale Guidelines



## Booth Guidelines

Booth selections and the importing of information into eBudde require a multi step process. There may be occurrences when a troop booth time isn't recorded properly. Your troop leader should verify the accuracy of all booth days and times prior to arrival. It is also a best practice to recheck the spots prior to the weekend of booth sales to ensure accuracy.

**IN THE EVENT OF A DISPUTE OVER TIME OR LOCATION, THE TROOP WHO HAS THEIR NUMBER LISTED IN EBUDDE WILL BE THE TROOP AWARDED THE SPOT.**



If you arrive at a booth location and there is another troop who thinks they have the same spot at the same time, NEVER contact the store manager or employees. They do not have a record of which troop is supposed to be there when. They only know that the Girl Scouts are setting up that day.

You must contact your Troop Leader and wait for clarification on the determination of who has the spot.

If you are informed that you must vacate the booth, all care and consideration should be taken to ensure a peaceful and kind exchange.

**DISPLAYING BEHAVIOR THAT IS NOT ACCEPTABLE FOR A GIRL SCOUT WILL NOT BE TOLERATED AND FUTURE BOOTH SPOTS MAY BE CANCELLED BY THE COUNCIL DUE TO CONDUCT UNBECOMING OF A GIRL SCOUT**

# Booth Sale Etiquette



## At the booth

- Girls should be out front and visible to the customers walking by
- Girls should be clearly identifiable as Girl Scouts. Either in uniform or with a troop shirt
- Parents working the booth must also be representative of the Girl Scouts
- Remember to keep all drinks and snacks out of sight from customers
- Girls cannot be left alone at a booth
- Girls who need a bathroom break must be escorted by an approved volunteer
- When a troop comes to takeover, be polite and welcoming. We are all in this together.
- Troops may set up their table 10 minutes before the start of their booth time, but cannot accept sales until their booth time starts.

## Additional Guidelines

An individual Girl Scout can work a booth with just her and her parent/guardian. In this situation it is not considered a “Troop Booth”. Girls are responsible for providing their own cookies, money and supplies for the booth. Parents must still coordinate individual booth days and times through their Troop Leader. To ensure no double bookings they cannot set up a booth without the approval of their Troop Leader. Additionally, Troop Leaders must seek approval from the Service Unit Cookie Chair.

## What's needed

**Troop Booths must have:**

**Two approved adults**

**Minimum of 2 girls**

**Table**

**Cookies**

**Change for Cash Transactions**

**Girls in Uniforms or clearly identifiable as Girl Scouts**

**Positive Attitude**

**Troops may also have:**

**Chairs**

**Water**

**Table Decorations**

**Cookies for Heros poster**

**Signs for attention**





# Cookie Pickups



## Initial Order Cookies

All cookie orders taken and turned in to your Troop Leader by 1/21/2024 are part of the initial order and will be included in the Service Unit delivery. Check with your Troop Leader for the day and time of pick up.

### Tips for a smooth pick up:

- Know exactly how many cookies you ordered of each variety.
- Arrive at your scheduled pick up time—on time. **Ensure your car is cleaned out and ready to load.**
- Make sure you have enough vehicles and help to load your entire order at one time.
- Check in and receive your pick up ticket.
- Count your cookies before loading and verify with pick up ticket. Then count again!
- Sign for your initial order and take your receipt.

### Know your Responsibility

- Count and verify cookies, by variety, **BEFORE YOU LOAD AND SIGN THE RECEIPT!**
- You are responsible for counting your cookies and informing your Troop Leader of any shortages before loading any cookies.
- You are responsible for any shortages once you leave the delivery site. If you arrive at home and start sorting your cookies into orders and realize you do not have enough cookies, you will need to pick up and sign for additional cookies from your troop leader.
- You should never pick up additional cookies without a signed receipt.

### How many cases can my car carry?

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases



# Cookie Cupboards



## Girl Scout Cookie pick-ups

Girl Scouts may need additional cookies for additional orders. These cookies are picked up from your Troop Leader. You should monitor your Girl Scouts online “girl delivered” orders. These are cookies that you need to deliver or drop off in person. If you do not have cookies in your inventory, inform your troop leader and make arrangements to pick up additional cookies. Your troop leader may need to place a cupboard order to pick up more cookies. Cupboards are not open every day, so ensure you communicate effectively about your cookie needs for additional orders.

## Cupboard Locations

Standard Cupboard hours are Thursday and Friday  
9am-6pm and Saturday 8am-11am.

Jackson Office

Meridian Office

Hattiesburg Office

Gulfport Office

Natchez\*

Cookie varieties and hours may change throughout the program based on availability. Cookies are often moved from one cupboard to another on Wednesday to fill orders.

\*This location is operated by volunteers: dates and times will vary.

## Cupboard Procedures

Cupboards often experience heavy traffic flow. If you are asked to pick up your troop’s cupboard order, arrive at the designated time and with a vehicle that can pick up the entire order in one trip.

If you cannot arrive at the time selected, contact the cupboard location as soon as possible.

Staffing needs and schedules are based off of the pick up times and quantities. Arriving outside your window may cause longer wait times and create unnecessary chaos.

Parents cannot place individual cupboard orders. Troop Leaders and Troop Cookie chairs must place the cupboard order in eBudde.



# Girl Rewards



## Troop Girl PGA Reward



- Girls in a troop who participate in the initial order taking can earn the Girl Troop PGA reward . When the total troops initial order reaches and average of 325+ boxes sold each girl who participated will receive the reward.
- It is possible for a girl that has not sold 325 boxes to receive this reward. This earned reward is dependent upon the total troop average, not a girl's individual

## Cookie Dough

Cookie Dough is virtual money that is earned at key levels during the Cookie Program.

Girls can spend cookie dough in the council shops, at the trading post, and she can use it to register for summer camp or council events.

Unused cookie dough will expire on September 30, 2024.

## Girl Rewards

Girl rewards are earned based on boxes sold during the cookie program.

Some reward levels require a choice. Have your Girl Scout decide ahead of time what reward they choose when they reach that level and then submit it to your Troop Leader.

If the leader does not receive a choice and doesn't make a selection the council must select a reward prior to submitting the rewards order. No reward exchanges can be made if the selection is not the choice of the girl.



Girls who sell 1000 boxes will have the option to select summer camp as a reward.

This summer camp reward will cover any summer camp session that is held during the week.

\*This reward cannot be applied to Troop Camp.



The Gift of Caring charm is earned when a Girl Scout has 12 boxes of donated cookies listed in the "Hero" column in ebudde.

All donations made during the cookies program are part of the Cookies for Heros program.



# Council Contacts



Jennifer Rothert—Product Program  
601-726-3324 jrothert@gsgms.org

Kyna McCalpin—Membership Registrations  
601-326-4475 kmccalpin@gsgms.org

Angie Miller—Finance and Parent Debt  
601-326-5640 amiller@gsgms.org

Customer Care  
601-326-4475 customercare@gsgms.org

## OWN YOUR magic

### Top Cookie Achievers 2023

Troop	Girl	# of boxes
4818	Destinee Nielsen	4436
3315	Abigail Dejesus	3000
583	Maloree Jones	2804
5025	Kaitlyn Graves	2656
5575	Lauren Faith Banks	2570
5256	Abygail Thomas	2378
6531	Grace James	2836
5379	Dylan Pierre	2109
5841	Kelsey Robinson	2049
4377	Gemma Beard	2043
4866	Tatum Rhodes	2023
5022	Tailyn Hough	2023
5575	Pearl Clark	2023

## Frequently Asked Questions

### How do we sign up for booths?

Your troop leader has a list of all available days and times for your troop. You can sign up with your leader.

### Can customers pay with a check?

Taking a check is at the discretion of the person who is accepting it and maintains all responsibility for the check's validity. As a parent if you accept a check, you must deposit it into your personal account and turn in the money to your troop for the cookies.

### How do we pay for the cookies we pick up?

If you are collecting cash for in person orders, best practice is to get a money order or cashier's check from your bank and turn it in to the troop leader. You can also take all of your money to your bank and exchange it for larger bills to make it easier for your troop leader to count. Digital orders are all paid for online.







# 2024 Cookie Program Parent /Guardian Responsibility Form

The adult responsible for the payment of the cookies should complete this form. Please read this form carefully before signing.

I understand and agree to:

### Participation Guidelines

My daughter has my permission to participate in the Girl Scout 2024 Cookie Program. \_\_\_\_\_

My daughter cannot participate in the Girl Scout 2024 Cookie Program unless all the blanks on this form are completed. \_\_\_\_\_

My daughter cannot participate in the Girl Scout 2024 Cookie Program if she is not registered Girl Scout for the 2023-2024 membership year. \_\_\_\_\_

### Payment Agreement

I understand that once Cookies are received in my daughter’s name, as her parent/caregiver I am responsible for collecting all monies owed and I am responsible for all monies received in payment of Cookies. \_\_\_\_\_

I understand that all **unsold Little Brownie Cookies CANNOT be returned**, and that I am responsible for payment of any unsold cookies received by or checked out in my Girl Scouts name. \_\_\_\_\_

I understand that I will turn in cash, cashier’s check or money order to my troop leader for all Cookies received in my daughter’s name. \_\_\_\_\_

**I understand that if I do not turn in all money for cookies received on my Girl Scouts behalf by March 05, 2024; I will be reported to the Council for non-payment. This may result in serious collection actions, rewards and cookie dough being withheld until payment is complete and only receiving rewards equal to the level of money turned in.**

Girls Name \_\_\_\_\_ Troop Number \_\_\_\_\_

Girl’s T-Shirt Size :

<input type="checkbox"/> Youth Small	<input type="checkbox"/> Youth Medium	<input type="checkbox"/> Youth Large/Adult Small	<input type="checkbox"/> Adult Medium
<input type="checkbox"/> Adult Large	<input type="checkbox"/> Adult X-Large	<input type="checkbox"/> Adult 2XL	<input type="checkbox"/> Adult 3XL

Responsible Adult \_\_\_\_\_ SSN# XXX-XX-\_\_\_\_(last 4 digits)

Email Address \_\_\_\_\_ Birthdate \_\_/\_\_/\_\_\_\_(mo/date/year)

Driver’s License # \_\_\_\_\_ State of Issue \_\_\_\_\_ Exp Date \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Cell Phone# \_\_\_\_\_

Employer \_\_\_\_\_ Work# \_\_\_\_\_

Additional Guardian \_\_\_\_\_ Driver’s License # \_\_\_\_\_

Employer \_\_\_\_\_ Work# \_\_\_\_\_

**Fill this page out  
and turn in to your  
Troop Leader.  
Initial all lines.**