



2024 Cookie Program Girl Guide



Girl Scouts of Eastern Pennsylvania
330 Manor Road
Migon, PA 19444

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Everything you
need to know
for a great
cookie season!



Own your magic this cookie season!

Welcome to the 2024 Cookie Program!

Girl Scout Cookie Season is a time for you to shine and show your magic! Each package of cookies represents the goal of a Girl Scout reaching new heights, such as earning a week at camp or a plane ticket to a faraway destination. Where do you want to go?

We are so happy that you are participating in the Cookie Program. We hope this guide will give you the information needed to make this Cookie Season magical!

Get ready for a great 2024! We've got this!

— The Product Program Team



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Cookie Calendar

Activity	Date
Cookie Program Starts!	January 18
National Cookie Weekend	February 16-18
Last Day of the Cookie Program	March 10
Top 1,000 Event	May 11
Top 100 Event	June 14-16



5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



Goal Setting

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



Decision Making

Girl Scouts learn to make decisions on their own and as a team.



Money Management

Girl Scouts learn to create a budget and handle money.



People Skills

Girl Scouts find their voice and build confidence through customer interactions.




Business Ethics

Girl Scouts learn to act ethically—both in business and life.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		

Your Girl Scout Cookie favorites are back!



Adventurefuls®



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



Toast-Yay!®



French Toast-inspired cookies dipped in delicious icing



Lemonades®



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®



Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®



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



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip



*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**










**Limited availability*



Girl Scout Cookies®

2024 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Toast-Yay!®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M	Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M	Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M	Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M	Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y	Y	Y	Y	Y			Y
 Caramel Chocolate Chip						Y	Y	Y	Y	Y	Y	Y



For complete nutrition facts and ingredients, visit girlscoutcookies.org or www.abcbakers.com for more information.



How to Connect with Customers

Order Card

Your troop will provide you with a paper Order Card that you can take orders from friends and neighbors. Once you take those orders, ask your Troop Cookie Manager for the cookies to deliver.

Digital Cookie

This is our online cookie management program that allows you to take orders, share your online ordering link, and track your rewards! You can even send a cheer to a fellow troop member on what a great job they are doing!

Using Digital Cookie will let your customer decide if they want you to deliver the cookies or if they want to have them shipped to them through the mail.

- **Girl Delivery**—Customers who order online with your order link can select this option for you to deliver cookies.
- **Direct Ship**—An order placed by a customer for Direct Ship means that the cookies will be shipped to them from the bakery.

Cookie Booths

Team up with your troop or your family to get out and sell cookies at local businesses!

Donations

Sometimes a customer doesn't want cookies but still wants to support your Cookie Program. Your troop can decide on an organization to donate cookies to.

Social Media

Facebook and Instagram is a great resource for sharing your Cookie Program. Only use your personal social media page if you are over 13 years old, or your caregivers' if you are younger.

It's Girl Scout Cookie™ Time



First Name
Troop #
Online
Guardian Phone or Email

I would like to support Girl Scouts by ordering:
When placing an order by email or phone, please provide your name, street address, city, phone number, email, and your cookie order so girls can capture your order. For in-person orders, girls will collect payment upon delivery of cookies.

All cookies are



Per package

Adventurefuls®



Toast-Yay!®



Lemonades®



Trefoils®



Thin Mints®



Peanut Butter Patties®



Caramel deLites®



Peanut Butter Sandwich



It's Girl Scout Cookie™ Time



First Name
Troop #
Online
Guardian Phone or Email

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When placing an order by email or phone, please provide your name, street address, city, phone number, email, and your cookie order so girls can capture your order. For in-person orders, girls will collect payment upon delivery of cookies.

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Per package

Adventurefuls®



Toast-Yay!®



Lemonades®



Trefoils®



Thin Mints®



Peanut Butter Patties®



Caramel deLites®



Peanut Butter Sandwich



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Insert QR Code or URL

Check When Paid	Amount Due	Total Packages
		Peanut Butter Sandwich
		Caramel deLites®
		Peanut Butter Patties®
		Thin Mints®
		Trefoils®
		Lemonades®
		Toast-Yay!®
		Adventurefuls®
		Donate Cookie Share Packages
		Number of packages ordered

For complete nutrition facts, ingredients, and more information, visit girlscoutcookies.org.

Before interacting with customers, girls and adults should review the safety guidelines and safety activity checkpoints from your local council. Be sure to review your council's guidelines on delivery methods. Cut carefully along the lines. Ask an adult for help if needed.



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Insert QR Code or URL

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Safety

Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, it's more fun.
- **Plan.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy.** Your last name, home address, and email address should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

In-Person Sales

- **Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell during daylight hours,** unless accompanied by an adult.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree** to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Get your adult to read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



Hard Work has its Rewards

The more cookies your troop sells, the more money your troop gets!

You and your troop will make the decision if you want to choose recognitions such as prizes, credits, or more money instead.

Prizes

Earn t-shirts, themed bags, axolotl plushies, free membership, and more. See the recognition flyer on pages 13-14 for a list and pictures!

Cookie Dough

Prizes not your thing? Earn credits that can be redeemed for camp sessions, troop trips, merch at the GSEP shop, and so much more!

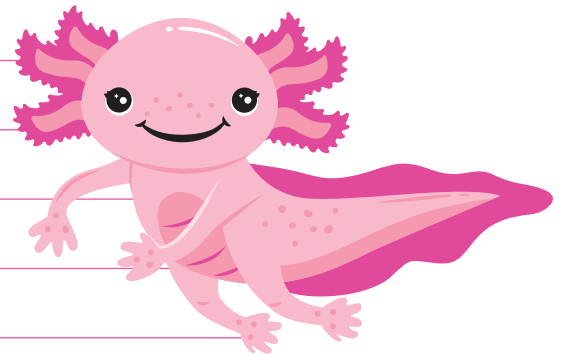
Higher Proceeds

By not choosing prizes or credits, your troop can opt to get even more money. The whole troop must agree, and you will still get all your patches!



Amazing Axolotl

How many words of two or more letters can you make from the phrase “amazing axolotl”?



Set Your Cookie Goals!

The Girl Scout Cookie Program Begins January 18, 2024

Achievement Bars

One patch for the highest level achieved: 100, 200, 300, 400, 500, 600, 700, 800, 900, 1,000, 2,000, 2,500, 3,000, 3,500, 4,000, up to 5,000 packages!

Cookie Dough Credits

Packages	Credits
200	25
250	50
300	75
400	125
500	200
750	300
1,000	400
1,250	500
1,500	600

My 2024 Cookie Goal

..... packages



25–59 Packages
Participation Patch



60–99 Packages
Axolotl Vinyl Sticker



100–149 Packages
Lanyard



150–199 Packages
Theme Patch &
Axolotl Water Game



200–249 Packages
Theme T-Shirt



250–299 Packages
Axolotl Small Plush
& Mood Straw



300–399 Packages
GSEP Free Membership
& Super Patch



OR



400–499 Packages
Axolotl Cross-Stitch Craft Set*
OR Mood Cup & Axolotl PBJ
**recommended for ages 8+*



500–599 Packages
Axolotl Plush Backpack Clip &
500 Club T-Shirt and Patch



OR



600–799 Packages
Belt Bag OR 10 Cookie Dough



YETI



800-999 Packages
Hoodie



1,000-1,499 Packages
Beanie Hat & Cookie Boss
Yeti Mug and Patch



1,500-1,999 Packages
Camp Light & Head Lamp
& Playing Cards



2,000-2,499 Packages
Beach Towel & Dry Backpack
& Axolotl Large Plush Pillow



OR
65
Cookie
Dough

2,500-2,999 Packages
Custom Vans Shoes OR
65 Cookie Dough



OR
85
Cookie
Dough

3,000-3,499 Packages
Cotopaxi Allpa Travel Pack
OR 85 Cookie Dough



OR
100
Cookie
Dough

3,500-3,999 Packages
Astronomy Package: Telescope,
4 tickets to Franklin Institute,
Zoom with Astronomy Expert
OR 100 Cookie Dough



OR
200
Cookie
Dough

4,000+ Packages
Schwinn Hybrid Bike OR
2 PA Renn Faire
Season Tickets OR
200 Cookie Dough

**Some prizes may differ from what is pictured*



Girls who collect 24+ packages of Virtual Cookie Share will earn this Cookie Share patch!



Girls that sell 36+ Direct Ship packages will earn this Online patch!

The top 3 Cookie Entrepreneurs for each Girl Scout level (Daisy, Brownie, Junior, Cadette, Senior, Ambassador) will be recognized at the GSEP Annual Meeting in May. The Top Entrepreneur for each level will receive a free week at camp during the summer of 2024.

Top Seller Events



- **Sibling Benefit for Cookie Boss!**
Households with multiple participating Girl Scouts who reach the following levels will receive the Cookie Boss Level and gifts.
- **Households with 2 participating siblings:**
Reach 1,500+ total packages sold, and each sibling will receive the Cookie Boss Class of 2024 patch and Cookie Boss branded item.
- **Households with 3+ participating siblings:**
Reach 1,700+ total packages sold, and each sibling will receive the Cookie Boss Class of 2024 patch and Cookie Boss branded item.

Top 1,000 Event

On May 11, 2024, GSEP will be hosting a special event at Adventure Aquarium for you and a chaperone! This will be a celebration with private access, food, and fun!

Top 100 Event

On June 14-16, 2024, GSEP will be hosting our amazing Top 100 Girl Scouts at one of our camps! Save the weekend for an experience at camp like never before!

Top 5 Cookie Entrepreneurs

The overall top 5 highest sellers will get a special experience with the Product Program Team, to be announced before the Cookie Season Starts!

500 Club

Every Girl Scout who sells 500 or more packages, regardless of the recognition plan they choose, will earn a special 500 Club shirt and patch. Girl Scouts must sell 500 packages to become part of the 500 Club. Troops will receive a \$25 bonus for each Girl Scout that reaches this level.

Cookie Boss Class of 2024

Every Girl Scout who sells 1,000 or more packages, regardless of the recognition plan they choose, will earn a Cookie Boss Patch and Cookie Boss branded item. Troops will receive \$50 for each Girl Scout that reaches this level. See below for a special Sibling Benefit that is available for this level to include the whole family with your Cookie Program.

Fall Product Program

Did you participate in the Fall Product Program? You might be eligible for the Fall/Cookie Crossover Personalized Patch! If you met the requirements for the Fall Product Program, all you need to do is sell 275 packages of cookies to earn the Crossover Personalized Patch.

If you haven't participated in the Fall Product Program, don't worry, you'll get a chance again next year. Each year GSEP offers ways for you to work with your troop to earn money and you can get some cool rewards, too!



How to get the Girl Scout Cookie Crossover Personalized Patch:

1. Create your avatar in the M2 system
2. Send 18+ emails during the Fall Product Program
3. Sell 275+ packages of cookies during the 2024 Girl Scout Cookie Program

Axolotl Fun & Facts



Why is the axolotl the most curious creature?

They ax-o-lot-l questions.

Axolotls have a wide range of color and camouflage abilities!

Axolotls can completely regenerate lost limbs and organs. Wow!

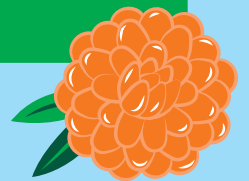
In the wild, axolotls are found in only one lake in the whole world! Lake Xochimilco, Mexico.

“Axolotl” means “water dog” in native Aztec language.

What do axolotls say when they are surprised?

Oh my gill-ness!

Axolotls are critically endangered amphibians.



Cookie Program Merchandise

All new merch to support your cookie sales—now available at GSEP Shops!

A.



B.



C.



A. 6' Green Cookie Tablecloth.....\$30

Also available with the GSEP logo for recruitment.

B. 6' Tan Cookie Tablecloth.....\$22

C. Card Table Tan Tablecloth.....\$20

D. Game Day Sign.....\$7.50

E. Cookie Cart.....\$40

F. Yard Sign.....\$14

We've left space for you to add your QR code!

G. Car Magnet.....\$7

H. Button.....\$1.50

I. Large Cookie Tote.....\$17

Introducing the 2024 Cookie Patches!

Pre-order to reserve yours today!

All patches are \$1.75 each.

J. Cookie Booth

K. Cookie Rally

L. Gluten Free

M. My First Cookie Sale

N. Walk About

D.



E.



F.



G.



H.



I.



J.



K.



L.



M.



N.



Look for a lotta axolotl gifts from GSEP Shops this Cookie Season!

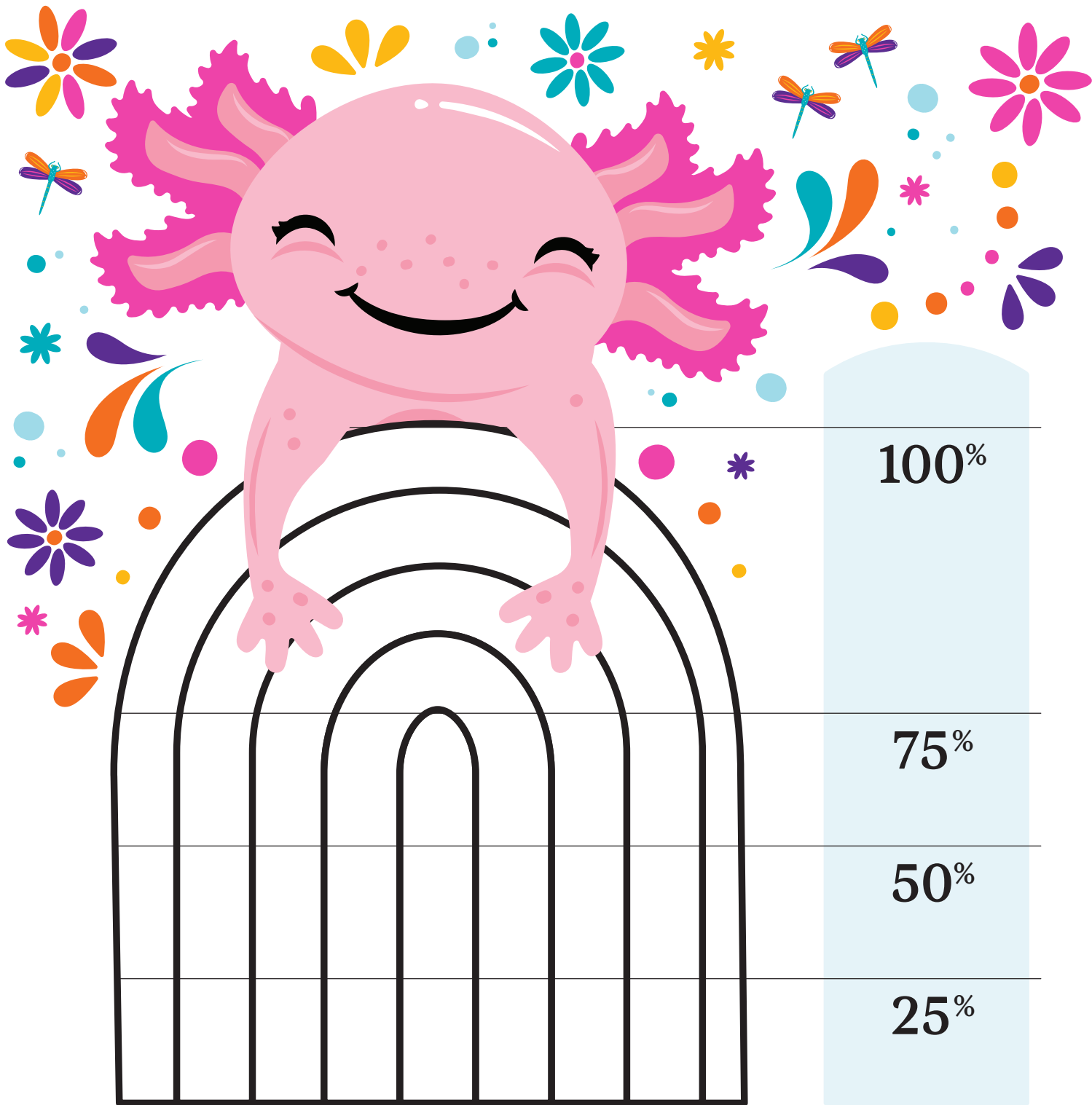


To order, email shop@gsep.org or ask an associate. Shop our stores in January for the latest in merchandise to show your love of Girl Scout Cookies!

Email: shop@gsep.org | Phone: 215-564-2030
Online: gsep.org/shop

**Design of the items shown are subject to change*





OWN YOUR magic

Troop# _____

Girl Scout Cookie Goal _____

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