

# 2024 Cookie Program

## Highlights

- **New:** “Own Your Magic” shared theme & Axolotl Mascot
- Updated GSOC resources and helpful hints at [www.GSCookiesEtc.org/Cookies](http://www.GSCookiesEtc.org/Cookies). This is your “one stop shop” for all things Cookie Program
- [www.ABCBakers.com](http://www.ABCBakers.com)— For recipes, cookie nutritional info, FAQ’s and Contact Us.
- Smart Cookies Direct Ship and Smart Cookies Mobile Marketing for girls
- **New:** Introducing Digital Cookie—a powerful and versatile online tool for your Cookie Business

## Program Resources

- Cookie Entrepreneur Family Pins, Financial Literacy, Entrepreneur & Cookie Business Badges for every grade level  
[www.girlscouts.org/cookiebadges](http://www.girlscouts.org/cookiebadges)
- From marketing tools and selling tips to info on pins, badges, and more check out [www.girlscouts.org/cookiresources](http://www.girlscouts.org/cookiresources) for helpful resources to boost your cookie business

## 2024 Cookie Program Dates

Oct 18	Gluten Free Cookie Order Due
Nov 14	Service Unit Cookie Manager– Online training begins on gsLearn
Nov 21	Troop Cookie Coordinator online trainings begin
Dec 12	Troop Initial Order Due
Jan TBD	Cookie Kickoff Event
Jan 14	Pre-Orders Begin with order cards and door to door order taking
Jan 28	In-Hand Sales Begin
Feb 1	Cookie Cupboards open
Feb 9	Booth Sales Begin
Mar 10	Cookie Program Ends!

