

## 2024 Girl Scout Cookie Program

# COOKIE ROOKIE

### Talking Points for Service Unit Meetings



#### INTRODUCTION OF THEME

This year during our 2024 Girl Scout Cookie Program we will *Own Your Magic* with our Axolotl mascot!

#### OPENING GAME—Name the Girl Scout Cookie (5 minutes)

The object of this game is for the group, together, to name all 9 Girl Scout cookie varieties. It's not as easy as it sounds though! (*See game handout for rules & cookie pictures*)

#### WHAT IS THE GIRL SCOUT COOKIE PROGRAM?

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. Participating in the Girl Scout Cookie Program helps girls experience amazing adventures and build a lifetime of memories while learning five essential life skills: goal setting, decision making, money management, people skills, and business ethics.

#### HOW CAN GIRLS PARTICIPATE?

##### Order Taking

Girls can use Cookie order cards or door hangers to collect orders then deliver.

##### Direct

Troops order cookies in advance so girls can go door-to-door from January 28-March 10, 2024. Girls may also participate in booth sales and join troop walkabouts to mentor and encourage as they practice their five skills.

##### Digital

Girls invite friends & family via email, text and social media to order cookies online using the new Digital Cookie online platform. Customers pay online and product is sent directly to the customer. There's no money to collect or product to deliver!

Girl delivery option allows girls to invite local customers to order online to avoid shipping costs. Girls then deliver products directly to the customer!

#### WHY PARTICIPATE?

- There are endless opportunities for girls to learn and practice the five skills—goal setting, decision making, people skills, money management and business ethics—as they earn rewards (patches & prizes) and credit towards Cookie Business badges.
- Troops earn proceeds to fund the activities the girls have chosen while learning key skills. Beginning this year, troops receive 80¢ for every package sold based upon Council's overall sales results.
- All the money earned stays right here in Orange County helping our Service Unit and GSOC to support volunteer training, girl programs, and financial assistance.

#### New this Cookie Program !

Digital Cookie— is the online system girls with support from their parent/guardian will use to manage their Cookie business. Troop Cookie Coordinators will use this online platform to monitor troop's progress on the Troop Dashboard, access the Troop's virtual Booth link, send cheers to girls and more! Tip Sheets with step-by-step instructions and links to "how to" videos for Digital Cookie can be found on [www.gscookiesetc.org/cookies/documents](http://www.gscookiesetc.org/cookies/documents) in the *Digital Cookies Resource* section.

#### HOW DO WE GET STARTED?

1. Set Goals with Girls—both learning goals and sales goals. Girls will want to share how their troop will use the proceeds they hope to earn. Ensure goals are set in November, so your Troop is ready to place their cookie order in December.
2. Recruit a Troop Cookie Team. Avoid the temptation to do it all yourself! It is **highly recommended** to split cookie volunteer responsibilities into smaller pieces, be clear about expectations and help adults see the impact girls will have using cookie earnings!
3. Remind parents to watch for the January Cookie mailing. Girls must be registered members by Dec 1 to get their Cookie Guide for girls, order card and more, so check your Troop Roster to make sure everyone is signed up & ready to go!



## TALK TO YOUR TROOP

All Girl Scouts can participate if they have permission from a parent or guardian. From a Daisy in her first Cookie Program to an Ambassador in her last year, girls want to participate because it's fun! Schedule time for a Family Meeting to share the Family Guide and Girl Rewards flyer with your girls and families so they can learn about our Girl Scout Cookie program and how they can get involved. Check out all the amazing resources [GSCookiesEtc.org/cookies](https://GSCookiesEtc.org/cookies) today!

### WHAT ARE THE COOKIE PROGRAM DATES?

**Nov 21:** Troop Cookie Coordinator Online Training begins

**Dec 12:** Troop Initial Order due in SmartCookies software

**Week of Jan 2:** Girl Cookie Packets arrive

**Jan 7:** Cookie Kickoff Event

**Jan 14:** [Cookie Pre-Orders and Online Program Begins](#)

**Jan 26-28:** Cookie Delivery to Troops

**Jan 28:** [Girl Delivery and In-Hand Sales begin](#)

**Feb 9:** Cookie Booth Sales begin

**Mar 10:** Cookie Program ends

### COOKIE KICKOFF = GIRL SUCCESS & FUN!

**Celebrate!** Join hundreds of fellow Girl Scouts at a cookie rally to kick-off a great cookie season!

- **Learn** about the Girl Scout Cookie Program, including giving back with Cookie Share, how cookie money is spent, and rewards girls and troops can earn.
- **Master** goal setting, decision making, money management, people skills, and business ethics.
- **See and hear** ideas for cookie booths, selling door-to-door, using online tools, and developing customer relationships.
- **Take home a package of cookies to taste test, make crafts, and more!**

Visit [girlscoutsoc.org/events](https://girlscoutsoc.org/events) for more details and other upcoming events.

### CLOSING GAME—Who knows us best (5 minutes)

Trivia contest to see who knows the Girl Scout cookies. You can create a kahoot game, poll, or simply have people shout out their answers. *See game handout for details.*



### THANKS FOR COMING!

These games are fun for girls too. You will find further information and instructions on [GSCookiesEtc.org/cookies](https://GSCookiesEtc.org/cookies)

**Do you have any questions for us?**

If we don't know the answers, you can email [CustomerCare@GirlScoutsOC.org](mailto:CustomerCare@GirlScoutsOC.org) and Council staff will get back to you right away.

Be sure to take online Cookie Program training!

Our Service Unit will offer support for troops who need help determining their Initial Order of cookies! Reach out to our SU Cookie Manager for assistance.

Remember, don't try to do everything all by yourself. Ask parents to join the Cookie Team!



# NAME THE GIRL SCOUT COOKIES

NAME THE GIRL SCOUT COOKIES (5 minutes)

The object of this game is for the group, together, to name all 9 Girl Scout cookie varieties!

Rules of the Game:

- ◆ Anyone can start
- ◆ Cookies must be shouted out spontaneously by a group member saying the number first so you don't duplicate a cookie
- ◆ If two or more people say a cookie at the same time, the group must begin again
- ◆ If a cookie type is repeated, the group must begin again

Once you've mastered the game, try it with your eyes closed!

1. Thin Mint



2. Caramel deLites



3. Peanut Butter Patties



4. Trefoils



5. Peanut Butter Sandwich



6. Toast-yay!



7. Lemonades



8. Adventurefuls



9. Gluten Free Caramel  
Chocolate Chip



## WHO KNOWS US BEST???

Describe the cookie using the points below and see who can name which Girl Scout Cookie you are describing.

### Trefoil

- This cookie has been around the longest.
- This cookie comes in a blue box.
- This cookie has a buttery taste and represents Girl Scouts with a Trefoil.

### Thin Mints

- This is the top selling cookie in America.
- This cookie comes in a green box.
- This cookie has a burst of peppermint.

### Caramel Delights

- This is the second best selling Girl Scout cookie.
- This cookies comes in a purple box.

### Lemonades

- This cookie has a refreshing citrus flavored icing.
- This cookie comes in yellow packaging.
- This cookie is imprinted with the citrus that is contained in its flavor.

### Peanut Butter Patties

- This is the third best selling Girl Scout cookie.
- This cookie comes in a red box.
- This cookie is made with peanut butter.

### Peanut Butter Sandwiches

- This cookie has oatmeal in it.
- This cookie comes in an orange box.
- This cookie is made with peanut butter.

### Adventurefuls

- This cookie made its debut in 2022.
- This cookie comes in a brown package.
- This cookie has a hint of sea salt.

### Toast Yay

- This cookie comes in a green package.
- This cookie is inspired by French toast.

### Caramel Chocolate Chip

- This is the only gluten free cookie.
- This cookie comes in a bag.
- This cookie has caramel and chocolate chips.

