

Welcome and Thank You

The Girl Scout Cookie Program offers a wide variety of options for Girl Scouts to learn skills for their future in a way no other experience can teach! Girl Scouts can use their imagination to customize their experience and plan their Girl Scout year! As a parent, you are facilitating these experiences in support of the largest Girl Scout-led entrepreneurial program in the WORLD!

All cookie varieties \$5/package

All nine cookie varieties are to be sold at \$5/package, including Gift of Caring donations and specialty cookies.

Traditional Cookies

- Adventurefuls •Lemon-Ups •Trefoils
- Do-si-dos •Samoas
- Tagalongs •Thin Mints



Specialty Cookies •Toffee-tastic (Gluten Free) •S'mores (natural flavors and organic ingredients)

2024 Important Dates

Wednesday, November 29, 2023	Resources available at www.girlscoutsni.org/cookieresources .
Wednesday, January 3	Digital Cookie login invites sent for all registered Girl Scouts.
Saturday, January 6	Virtual Cookie Kick-off premiers @ 10:30 a.m. on YouTube
Friday, January 5	Cookie Program begins!
Saturday, January 21	Deadline to enter Initial Order paper order card into Digital Cookie or submit paper order card to SU Cookie Coordinator.
Monday, January 29	Cookie Cupboard orders may be entered.
Wednesday, February 1— Tuesday, February 6	Delivery of cookies to troops (date varies by SU).
Thursday, February 23	Cookie Cupboards open.
Friday, February 9	Cookie Booth Sales begin.
Thursday February 8—Saturday, March 9	Cookie Craver forms accepted at Council Cupboards ONLY.
Wednesday, February 21	First payment due to GSNI Resource Center, 50% of Initial Order. If turning in to SU Cookie Coordinator, check on possible earlier due date.
Sunday, March 10	Cookie Booth Sales and Cookie Program ends.
Monday, March 11	Notify SU Cookie Coordinator of reward choices if applicable.
Wednesday, March 27	Final payment due to GSNI service center, balance of total amount due. If turning in to SU Cookie Coordinator, check on possible earlier due date.
Saturday, April 20	Build-A-Bear reward event @ South Elgin Resource Center
Saturday, May 18	High Adventure Seller-bration at MABC for CAD/SR/AMB
Saturday, June 1	Super Seller-bration at Camp McCormick for DA/BR/JR

GSNI Product Program Team

- Anna Jarrett, Director of Product Programs-Oswego, ajarrett@girlscoutsni.org
- Debbie Karner, Senior Product Program Manager-South Elgin, dkarner@girlscoutsni.org
- Michele Doonan, Product Program Manager-Rockford, mdoonan@girlscoutsni.org
- Becky Staat, Chief Revenue Officer, bstaat@girlscoutsni.org
- Department email, cookies4you@girlscoutsni.org and Cookie Hotline 847-214-9295
- GSNI Customer Care, customercare@girlscoutsni.org or 844-476-4463

Resources and Website Links

- Girl Scouts of Northern Illinois Cookie Resources, www.girlscoutsni.org/cookieresources
- Rallyhood—join Cookie Program, GSNI Rally, <https://rallyhood.com/157732>
- eBudde™, <https://cookieportal.littlebrownie.com>
- Digital Cookie (DC24), <https://digitalcookie.girlscouts.org/login>
- Little Brownie Bakers, <https://www.littlebrowniebakers.com>

The 5 Essential Skills—What Girl Scouts Learn!

When Girl Scouts participate in the Girl Scout Cookie Program, the largest Girl Scout-led entrepreneurial program in the world, they learn these 5 Essential Skills:

- 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 in life.



goal setting



decision-making







































money management



people skills



business ethics

	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
Senior	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power
Ambassador	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence

Cookie Business Badges

When Girl Scouts sell Girl Scout Cookies, they are practicing goal setting, decision making, money management, people skills, and business ethics—as they learn to think like an entrepreneur. Girl Scouts can earn badges each year they run their own Girl Scout Cookie business.

Entrepreneur Badges

Dreaming about creating a business that can make a difference? With the Entrepreneur badges, Girl Scouts will create and pitch a product or service that solves a real-life problem. Then they'll build a business plan and think about topics like production, cost, profit, marketing, and competition. (Funded by Susan Bulkeley Butler and designed in collaboration with VentureLab).

Financial Literacy Badges

Based on real-life situations, such as budgeting and philanthropy, these badges give young women a

deeper understanding of financial literacy, empowering them for future life success.

Cookie Entrepreneur Family pin

The Cookie Entrepreneur Family pin enables Girl Scouts and their families to learn to think like entrepreneurs as they participate in the Girl Scout Cookie Program. Each Girl Scout level and year has its own set of requirements to help families guide their Girl Scouts to run their own cookie business year after year. Girl Scouts can earn all 13 pins in the collection—one unique pin for every year they participate. For guidelines go to www.girlscoutcookie.org/entrepreneurfamily or www.girlscoutsni.org/cookieresources.





Cookie Program Participation Methods

- **Digital Cookie (DC24)**—Contact potential customers with a personalized cookie platform for online ordering. A Girl Scout's Digital Cookie link/URL can be used in combination with any of the selling methods below.
- **Door-to-Door**—Take cookie orders using the cookie order card or Digital Cookie.
- **By Phone**—Call or text customers personally.
- **Social Media**—Post messages on approved social media sites following policies on page 23.
- **Email**—Send emails to ask for support of a cookie purchase taken on the traditional order card and/or provide your Digital Cookie link/URL.
- **Cookie Craver**—After Initial Order, sell with order card and pick-up cookies from Council Cupboard. See page 19.
- **Walk-about**—After delivery, sell door-to-door with cookies in-hand.
- **Cookie Booth**—Sign-up or arrange for one or more cookie booth sites during approved dates.
- **Cookie Stand**—Hold a “lemonade stand” style booth at a Girl Scout's house.
- **Gift of Caring**—Promote purchase of cookies for donation for those who do not want cookies for themselves.
- **Parent Workplace**—Design posters and flyers to post with an order card or Digital Cookie link/URL or go to the workplace to take orders in-person. Always follow all workplace policies.
- **Businesses**—Contact business owners to make a cookie purchase or donation purchase. See Cookie Business Challenge on page 19.



How Does the Cookie Crumble?

For every package of cookies, approximately 28% covers the cost of operating the Cookie Program including baker fees, software support, transportation, storage, marketing, and personnel, while 22% is spent on troop proceeds, rewards, Cookie/S'more Dough, and service unit bonuses. The remaining 50% provides GSNI with 70% of its annual operating budget to invest into programs, camps, and support of troops and service units.

Adhere to GSNI Cookie Program

sales dates, pricing, council boundaries, and cookies.

Sale dates and pricing are specific for each Girl Scout council. It is important that troops, Girl Scouts, and families follow the sale dates and pricing for GSNI council. Girl Scouts may sell in-person and/or online using Digital Cookie throughout the entire program. Booth sales may only occur during the designated booth sale dates of February 9-March 10, 2024 (February 9-February 15, Troop Booths only—see page 12). Troops may hold booths both on the weekends and on weekdays. Troops may face consequences if sale dates and pricing are not followed—see page 23.



All GSNI troops must keep in-person sales within the boundaries of GSNI. No booth sites or door-to-door selling may occur outside of GSNI boundaries. To confirm if a retail location or city is within GSNI boundaries, please contact the GSNI Product Program Team. If you see a troop selling within GSNI boundaries which you suspect is not from Northern Illinois council, DO NOT confront the troop, be argumentative, or engage in a conflict. Please make specific note of the date, time, location, and troop number and report the information to your SU Cookie Coordinator or Product Program Team. GSNI will follow up with the appropriate council.

Finally, only cookies offered by GSNI's contracted baker, Little Brownie Bakers (listed on page 3) may be sold. No other cookies are to be sold by GSNI Girl Scouts or troops and ALL packages must be sold for \$5/package. This includes any cookies from the other baker with the same name (Adventurefuls, Trefoils, Thin Mints).

Digital Cookie (DC24)

The Digital Cookie is a program developed by GSUSA in conjunction with Little Brownie Bakers which allows Girl Scouts to create a customized website, send emails to customers, and take online orders for cookies. Customers order and pay for cookies online and then have the option for the cookies to be shipped directly to them (shipping charges apply), have the Girl Scout deliver the cookies or donate cookies with no additional handling fees.



Features for Digital Cookie

- **NEW** Girl Scouts/Parents enter Initial Order into Digital Cookie on My Cookies tab and transfers to eBudde™.
- OCR card scanning and QR code are available with Digital Cookie Mobile App!
- Gift boxes are available for shipped orders!
- Minimum order of 4 packages of cookies for shipped orders.
- No extra cost to customer for cookies ordered for Girl Delivery or Donation!
- Badges and Cookie Entrepreneur Family pin requirements viewable (level appropriate) for Girl Scouts to earn!

There is no requirement for Girl Scouts to participate in the Digital Cookie. However, Digital Cookie provides the opportunity for Girl Scouts to learn more about e-commerce and running a business in today's world. The decision to participate in Digital Cookie is a Girl Scout/family decision. It is not a decision that has to be made as a whole troop. However, the Troop Cookie Chair must follow the proper steps to give credit for any packages sold by any Girl Scout in the troop utilizing Digital Cookie.

For more instructions and details regarding Digital Cookie, see Digital Cookie Manual and Digital Cookie tip sheets at www.girlscoutsni.org/cookieresources and [Rallyhood](#).

Girl Scouts in Digital Cookie

Using the tabs in Digital Cookie, Girl Scouts with their parent, can manage their Cookie Business!

Home	Badges	Learning	Site Setup	Customers	Orders	My Rewards	My Cookies	Cheers
Home	Digital Cookie landing page with site information, progress, and announcements.							
Badges	Earn Digital Cookie badges and pins.							
Learning	Games, videos, and helpful resources to help Girl Scouts through the program.							
Site Setup	Set-up and publish a Girl Scouts Digital Cookie site.							
Customers	Manage customer list and send marketing emails.							
Orders	Manage all Digital Cookie orders.							
My Rewards	View reward options and progress towards rewards.							
My Cookies	Enter Initial Order and keep track of package inventory and financials.							
Cheers	Send encouraging cheers to other troop members.							

How do Girl Scouts get started?

Girl Scouts 12 years and younger

- Welcome registration email will be sent from the Girl Scout Cookie Program (email@girlscouts.org) with the subject "Register for the Digital Cookie Platform Today" on Wednesday, January 3.
- Click on the green button in the email.
- Click on the link to access the Digital Cookie site and be prompted to create a password.
- Use new password to login. Use the same email address where the registration email was received.
- Parents watch and review the "Safe Selling for Smart Cookies" video with their Girl Scout.

- Read and accept the Terms and Conditions agreement.
- Parents read and review the “Girl Scout Safety Pledge” with their Girl Scout. Accept and continue.
- Register Girl Scout(s) for the Digital Cookie program. Click on the REGISTER button next to Girl Scout’s name 12 years of age or younger. Enter their preferred first name, if different from the name presented. A “Girl Email” is not entered for Girl Scouts 12 years and under as the parent is the “owner” of the site.
- Once registered, watch for a registration confirmation email.
- For multiple Girl Scouts in a family, do this for each Girl Scout (see instructions below for Girl Scouts 13 years and older).
- Click on Access Site and to be taken to the first Girl Scout’s home page.

Girl Scouts 13 years and older

- If parents want their Girl Scout(s), 13 years and older, to have their own login/password, they have the option to register them with their own email. Click on the REGISTER button next to the Girl Scout’s name 13 years and older. Enter their preferred first name, if different from the name presented. Enter an email address for that Girl Scout.
- Girl Scouts will need to check their email inbox for an email from Girl Scout Cookie Program (email@email.girlscouts.org).
- When received, simply click on the green button to be sent to the Digital Cookie website to set-up a password.
- The Girl Scout will need to complete the same steps of setting up a password as the parent completed.
- Next, the Girl Scout will be taken to the “Safe Selling for Smart Cookies” video to view and then to the “Girl Scout Safety Pledge” to read, accept, and continue.

Once these steps are complete, the Girl Scout will be taken to the home page of the site.



Types of Cookie Booths

Cookie Booths are a fast and easy way for Girl Scouts to sell cookies to customers. Participation in Cookie Booths is strongly encouraged, but optional for troops and Girl Scouts. Individual Girl Scouts striving for high goals, may participate in a Cookie Booth individually with a parent.

Traditional Cookie Booth

A booth set-up in front of a retail location. These may be arranged by the troop (Troop Booth) or council (Council Booth). See pages 11 for details on process for approval and reserving.

Cookie Stand

Similar to a lemonade stand, Girl Scouts set-up a booth in front of their residence or another residential property. Adult supervision and permission of property owner required. A Cookie Stand booth must be entered into eBudde™ as a Troop Booth for approval, use the title Cookie Stand as the location name.

Drive-thru Cookie Booth

Unlike a traditional Cookie Booth, a drive-thru booth is not held at the door of a retail location but instead in a parking lot. Troops use a tent, signage, and traffic cones to safely direct cars to drive-up to their booth so customers can purchase cookies from the convenience of their vehicle. Parking lots at churches, schools, retail strip malls, etc. are potential locations for Drive-thru Booths. Always receive permission from the property owner or manager. A Drive-thru Booth must be entered into eBudde™ as a Troop Booth for approval.

If interested in setting up a Cookie Booth with your Juliette Girl Scout, see Troop Cookie Manual for more details and work with the SU Cookie Coordinator for reserving and requesting approval for booths.

Digital Cookie Registration

Register your Girl Scout to participate in Digital Cookie. She'll get access to the Digital Cookie Platform where each Girl Scout can set up her cookie site and goals, manage orders and learn marketing business skills.

Girls 13 and older can add their own email address. This allows them to manage details for their cookie site.

Digital Cookie Status	Girl Scout	Date of Birth	GSUSA ID	Troop	Preferred First Name*	Girl Email Address	Action
Register	Darcy Li	07/01/2013	9999998994	12361	---	---	---

ACCESS SITE



Cookie Cupboards

Additional cookies may be ordered after Initial Order for cookie booths, walk-about selling, Digital Cookie Girl Delivery orders, received after Initial Order, etc. A full list of Cookie Cupboard locations, guidelines and procedures can be found on Rallyhood and eBudde™ Help Center.



Cupboard orders can be placed starting Monday, January 29. Cupboards open Thursday, February 8. GSNI recommends placing orders by Monday of each week for cookies needed for the upcoming weekend. Orders are filled at each cupboard in sequence received. Early placement of cupboard orders helps to ensure cookie inventory is available where needed. Work with the SU Cookie Coordinator for assistance placing cupboard orders.

Resource Center Council Cookie Cupboards

Open February 8-March 9 and Tuesday, March 12. Place orders starting Monday, January 29.

South Elgin Resource Center

353 Randall Road, South Elgin
(next to Jewel at Stearns and Randall Roads)
Thursday 11 a.m.-7 p.m.
Friday 9 a.m.-5 p.m.
Saturday 9 a.m.-12 noon
Sunday-Wednesday CLOSED

Rockford Resource Center

1886 Daimler Road, Rockford
Thursday 11 a.m.-7 p.m.
Friday 9 a.m.-5 p.m.
Saturday 9 a.m.-12 noon
Sunday-Wednesday CLOSED

Oswego Resource Center

3425 Orchard Road, Oswego
Thursday 11 a.m.-7 p.m.
Friday 9 a.m.-5 p.m.
Saturday 9 a.m.-12 noon
Sunday-Wednesday CLOSED

Freeport Resource Center

Meadows Shopping Center
1834 S. West Ave., Suite 21, Freeport
(regular store hours)
Monday, Tuesday, Friday
9 a.m.-12:30 p.m. & 1-5 p.m.
Wednesday 1-5 p.m.
Thursday 11 a.m.-3 p.m. & 3:30-7 p.m.
Saturday 9 a.m.-12 noon
Sunday CLOSED

Lake Zurich Resource Center

499 Ela Road, Lake Zurich
Open for Cookie Craver ONLY
(regular store hours)
Monday, Tuesday, Friday
9 a.m.-12:30 p.m. & 1-5 p.m.
Wednesday 1-5 p.m.
Thursday 11 a.m.-3 p.m. & 3:30-7 p.m.
Saturday 9 a.m.-12 noon
Sunday CLOSED

To contact a Resource Center council cupboard, call the Cookie Hotline at 847-214-9295 during cupboard hours or Customer Care 844-476-4463 during Resource Center hours.

Additional volunteer-staffed Cookie Cupboards are available throughout the council. See your SU Cookie Coordinator, Rallyhood, eBudde™ Reports tab or eBudde™ Help Center tab for complete list of all cupboard locations and hours.



Cookie Program Activities

Activities are available to both troops and individual Girl Scouts.

Gift of Caring Opportunity

GSNI encourages troops to deliver GOC cookies. For troops that deliver GOC Cookies and complete the GOC Delivery form, participants will receive the Heart charm!

- Contact one or more local organizations such as first responders (fire department, police department, etc.), military organizations (VFW, American Legion, etc.), service organizations (Lion's Club, Kiwanis Club, etc.), food pantry, essential businesses (teachers, hospitals, doctor offices, post offices, bus drivers, etc.) or another local organization to donate cookies.



- At the end of the Cookie Program, arrange a date for Girl Scouts in the troop to deliver donated cookie packages.
- Donate cookie packages set aside by the troop or pick-up cookie packages from council to donate.
 - To pick-up from GSNI, contact a Product Program Team for an appointment at your preferred council cupboard. Cookies must be picked up weekdays, during Resource Center hours Tuesday-Friday, March 19-March 22.
- Take photos of Girl Scouts delivering cookies.
- Submit the GOC Delivery form available at www.girlscoutsni.org/cookieresources and Rallyhood and send photo to cookies4you@girlscoutsni.org. **Form must be submitted by Monday, April 17, for Girl Scouts to receive charms.** If a troop delivers GOC cookies to multiple organizations, a form may be submitted per organization, but Girl Scouts will only receive one charm.
- Charms will be mailed to the troop contact person entered on form in June.

Cookie Business Challenge

Girl Scouts can be a Cookie Entrepreneur by participating in the Cookie Business Challenge!



What is the Challenge? Girl Scouts are encouraged to ask businesses to purchase or make a Gift of Caring donation of a case (12 packages) or more of cookies. When the cookies are delivered by the Girl Scout, pictures are encouraged to be taken and shared.

What does a Girl Scout earn? If a Girl Scout sells a case or more to three or more businesses, the Cookie Captain patch will be earned. This patch is not calculated through eBudde™ and will be sent separately.

What does the Business receive? Any business that purchases a case or more of cookies from a GSNI Girl Scout will receive a window cling thanking them for supporting Girl Scouts of Northern Illinois and the Girl Scout Cookie Program. For any business that purchases 5 or more cases, GSNI will give additional promotion of the business by recognizing on GSNI social media, GSNI website, and displayed at GSNI seller-bration events.

How to receive patch and recognize business(es)? For Girl Scouts to receive their patch and to ensure businesses are recognized appropriately, the Girl Scout/parent must **complete the Cookie Business Challenge form by Monday, March 18**. Form link at www.girlscoutsni.org/cookieresources and Rallyhood. The Girl Scouts name, parent contact information, troop number AND the Business name, address, contact person must be entered on the form. Patches and window clings will be mailed by May.

Cookie Craver



Parents or Troop Cookie Chairs/Leaders may bring in a Cookie Craver submission form to a GSNI Council Cupboard ONLY, Thursday, February 8-Saturday, March 2, to receive cookies for additional customer orders. Payment is required at the time of submission/cookie pick-up. See guidelines below and find forms at www.girlscoutsni.org/cookieresources and Rallyhood.



- Girl Scouts collect additional cookie orders from customers. Payment is collected at the time of the customer's order. Online orders cannot be submitted as part of this activity.
- Complete the Cookie Craver submission form and bring with full payment to a Council Cupboard.
- **Cookie Craver Submission Forms can ONLY be processed at a Council Cupboard located at resource centers during regular cupboard hours** (see page 15).
- If inventory is not available at the cupboard to complete order, payment due will be adjusted to match cookies issued.
- Payment will be processed at the Resource Center store and a receipt issued.
- The Cupboard Manager will pull the cookie packages needed, count out with the Girl Scout/adult and issue a receipt for the cookies received. **NOTE:** S'mores and Toffee-tastics may not be available at the cupboards and should not be sold through this activity.
- Girl Scouts with a Cookie Craver submission form of 18+ packages will receive the Goal Getter Patch.
- The Cupboard Manager enters eBudde™ transactions to give credit to the Girl Scout towards rewards and the troop credit towards proceeds. Cookie Craver orders **CANNOT** be entered into eBudde™ in advance like a typical cupboard order or the troop will be double charged.

The Girl Scout will deliver the cookies to her customers in a timely manner.



Girl Scout Rewards

All Girl Scouts will receive rewards based on the number of cookie packages sold as entered and assigned in eBudde™. Girl Scout troops at levels Cadette—Ambassador have the option to opt-out of rewards and the troop will receive an additional 10¢/package in troop proceeds. See page 15 for more details.

Final Rewards

- **Cookie Dough**—This is a council e-code that Girl Scouts can use towards membership fees, at GSNI council stores, GSNI's Build-A-Bear store, GSNI summer camps, most council-sponsored events and programs, many SU events and programs, etc. Cookie Dough is **NON-CUMULATIVE**, meaning only the highest amount is received. Cookie Dough will be emailed directly to parents (or the email associated with the Girl Scout's membership) of participants who earn it following the program. Cookie Dough is not redeemable for cash and expires April 1, 2025. Cookie Dough expiration dates can be extended **ONLY** if saving for GSUSA approved Destination Trip or Life-time membership. Contact a Product Program Team member to extend **PRIOR** to the expiration date.
- **Bar level patches**—These patches are not shown on the order card, but will be awarded at the 100+, 200+, etc. package levels through 1000+. Only the highest-level patch will be awarded.
- All rewards are cumulative (except Cookie Dough) through the 850-1,049 pkg level. Starting at the 1,050-1,399 package level and above, rewards are **NON-CUMULATIVE**, meaning only the highest reward level reached is received.



Girl Scouts of Northern Illinois 2024 Cookie Program Rewards

My Personal Goal: _____

Multiple daughters selling? Contact us at atcookies4you@girlscoutsnl.org for criteria to earn a special Sister Patch and reward opportunities at 500 and 3500 package levels. Rewards are cumulative (except Cookie Dough) through the 850-1049 package level.

Patch Rockers - Earn them all!

Super Patch
500+ packages (received at Seller-bration)

Cookie Teechie Patch
72+ packages sold through Digital Cookie

Goal Getter Patch
15+ packages sold through Cookie Craver

Booth Sale Patch
1 booth and ordered by troop

Gift of Caring Patch
15+ packages in eBudde GOC column

Troop Experience

375+ packages Troop final per Girl Scout average

Membership renewal for 2024/2025 Girl Scout membership year for all Girl Scouts in the troop that participated in the 2024 Cookie Program.

OR

Troops make a Girl Scout-led decision and arrange an experience of their choice to be taken by August 1, 2025. GSNI will reimburse the troop up to \$25/Girl Scout for the Girl Scouts in the troop that participated in the 2024 Cookie Program and up to 3 trained Troop Volunteers (fees for additional trained Troop Volunteers will be reimbursed if required for ratios).

24-59 packages
Own Your Magic Theme Patch

60-99 packages
Charm Patch AND Own Your Magic Charm

100-159 packages
DIY Playing Cards AND Stand Charm

160-214 packages
Action Patch AND Magical Marker

215-299 packages
Lucy the Axolotl AND 2024 Year Bar patch

300-399 packages
Axolotl Socks AND \$15 Cookie Dough

400-499 packages
Lottie the Mini Axolotl AND Axolotl Samoas charm AND \$20 Cookie Dough

500-649 packages
Seller-bration at Camp McCormick (June 1, 2024) OR CAD/SR/AMB High Adventure Seller-bration at Mary Ann Beebe Center (May 18, 2024) AND Collapsible Camp Cup AND \$25 Cookie Dough

650-849 packages
CHOICE: Crossbody Bag AND Baseball Cap OR The Shoe That Grows - donate a pair of shoes to a child in Kenya (Girl Scout receives a patch) AND \$30 Cookie Dough

850-1049 packages
CHOICE: Weekender Tote, Puffy Camp Blanket AND Axolotl Pillow OR Build-A-Bear event at South Elgin Resource Center (April 20, 2024) AND \$35 Cookie Dough

Rewards at 1050-3500+ levels

are not cumulative

1050-1399 packages
CHOICE: Friendship Tree House LEGO set OR Karaoke Machine AND \$40 Cookie Dough

1400-1799 packages
CHOICE: Customizable Nike Air Force 1 shoes OR Wireless Mini/Pocket Projector with Foldable Screen AND \$50 Cookie Dough

1800-2599 packages
CHOICE: Microsoft Xbox Series S OR Chie & Unique, 1-year subscription box AND \$60 Cookie Dough

2600-3499 packages
CHOICE: Surface Pro Tablet with Type Cover OR Build-A-Bear party for up to 12 people at South Elgin Resource Center AND \$75 Cookie Dough

3500+ packages
CHOICE: 4-night Trip to Walt Disney World OR Universal Resort for Girl Scout and one chaperone (includes hotel, airfare, and park passes) AND \$100 Cookie Dough

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.

Digital Cookie Reward

Earned by Girl Scouts with 72+ packages sold through Digital Cookie through the Girl Scouts site.



NEW Build-A-Bear Workshop Rewards



At 850-1,049 package reward level, Girl Scouts have a choice to attend a Build-A-Bear event on Saturday, April 20, at South Elgin Resource Center. Girl Scouts will make a special furry friend with a Girl Scout vest. Additional activities and refreshments will be part of the event.

At 2,400-3,499 package reward level, Girl Scouts have a choice to receive their own Build-A-Bear party for up to 12 guests at South Elgin Resource Center. Party must be held by August 1, 2025.

Fall & Cookie Crossover Patch

All Girl Scouts that participated in the GSNI 2023 Fall Product Program, utilized the “Share My Site” feature, and sent 18+ emails to customer through the M2OS system, QUALIFIED to earn the Fall & Cookie Crossover Patch featuring her avatar created during the 2023 Fall Product Program.

To earn the patch, qualified Girl Scouts must send 18+ unique emails to customers through Digital Cookie DC24 and sell 225+ packages of cookies during the 2024 Cookie Program.

At the conclusion of the Cookie Program, Girl Scouts who met the patch requirements for both product programs will receive an email to confirm name and mailing address. The patch will be sent directly to the Girl Scout.



Social and General Media Posting Policies

Posting to any allowed social or general media may ONLY be done during GSNI Cookie Program dates.

Posts ALLOWED

- Information regarding in-person, online and booth sales may be posted January 5-March 10, 2024.
- Posting to personal social media sites is permitted. Be cognizant of settings (private vs. public).
- Posting to LOCAL public social media sites (approved membership or public) with Girl Scout or Troop Digital Cookie link for online direct ship orders and public pick-up of Girl Delivery orders. We remind parents and troop volunteers to be safety conscious and cautious providing a Digital Cookie link to unknown customers. ALWAYS meet in a public location for distribution of Girl Delivery orders from unknown customers.
- Posting to LOCAL public social media sites (approved membership or public) for the promotion of cookie booths, cookie stands, or to take traditional orders. ALWAYS meet in a public location for distribution of orders from unknown customers.
- Creation of a special social media site with a Girl Scout or Troop Digital Cookie link is allowed. It should include the sales goal of the Girl Scout or troop and how the troop plans to use troop proceeds.

Posts NOT ALLOWED

- Posting to national sites such as, but not limited to, eBay, Craigslist, Amazon, Facebook Marketplace, YouTube Shopify, etc. is NOT permitted.
- NO paid advertising of any kind on social media or general media is allowed.

GSNI reminds everyone that the Girl Scout Cookie Program is a Girl Scout-led program and Girl Scouts should be involved as much as safely possible in social media and online sales. Parents should use caution when posting to ANY social media site. The safety of Girl Scouts and their families is first and foremost. Parents should use their best judgement when approving in-person delivery orders, to customers they don't know. A Girl Scout should always be accompanied by an adult when delivering cookies. Abuse or misuse of a Girl Scout's Digital Cookie site may result in council inactivating the site.



Juliette Girl Scouts Participation Procedures

All Girl Scouts are encouraged to participate in the Cookie Program. The Service Unit (SU) Cookie Coordinator will act as the “Troop Cookie Chair” for all Juliette Girl Scouts participating in the Cookie Program within the service unit. Girl Scout/parent will communicate directly with the SU Cookie Coordinator for initial order, payment, delivery, rewards, cupboard orders, booth requests, etc. All Juliettes in the service unit will be listed with a special pseudo troop. This troop number will be used for participation in Digital Cookie and cookie cupboard orders. If your Girl Scout is Cadette level or above (6th-12th grade) and wishes to opt-out of rewards, please communicate this to your SU Cookie Coordinator at the very beginning of the program and prior to any Digital Cookie orders so participants can be assigned to pseudo troops appropriately.



All Girl Scouts participating in the 2024 Cookie Program must be registered Girl Scout members for the 2023-2024 membership year. Juliette Girl Scouts will receive their program supplies and information from the SU Cookie Coordinator and parents must complete a Product Program Permission/Financial Responsibility Form. This form will be held by the SU Cookie Coordinator through the entire program until all payments are received.

Prior to Start of Program

- Discuss with your Girl Scout the benefits of participation in the Cookie Program including the 5 Skills, financial literacy, individual rewards, and S’more Dough.
- Set a package goal with your Girl Scout. This may be based on a reward or an amount of S’more Dough to earn.
- Discuss types of cookies being sold, including specialty cookies and Gift of Caring/donation purchases.
- Participate in additional activities related to the Cookie Program emphasizing the 5 skills including attending the Virtual Cookie Kick-Off, earning the Cookie Entrepreneur Family pin, earning badges, etc.
- Customize the Digital Cookie site with your Girl Scout.

Initial Order

- Initial Order phase runs January 5-21. Girl Scouts may utilize Digital Cookie and Digital Cookie Mobile App or in-person participation methods to ask customers for support (see Cookie Program Participation Methods on page 3).
- Gift of Caring/Donation cookies ordered off the order card should be listed in the white column at the beginning of the cookie list. Customers should NOT select the flavor of cookie to be donated.
- Money for paper order card orders should NOT be collected at the time of the customer placing the order. This money should be collected when the cookies are delivered. This does not include Digital Cookie orders placed online where customers pay by credit card at the time of the online order.
- By January 21, Girl Scouts/parents enter any paper order card orders into Digital Cookie on the My Cookies ta, or submit paper order card orders to your SU Cookie Coordinator. The coordinator will enter/review these orders into the order processing system called eBudde™.

Delivery and Payment

- Delivery of Initial Orders will be between February 1-6. The exact date and time will be provided to you by your SU Cookie Coordinator.
- Juliette Girl Scouts are NOT required to take any additional cookies beyond her exact order. Please know the total of cookies to be received and count through the order with the SU Cookie Coordinator to verify it is correct before signing the receipt and leaving the pick-up site.
- Cookies ordered for donation will not be delivered to the Girl Scout.

- Cookies should be delivered to customers as soon as possible and money collected for any paper order card orders.
 - Confirm with your SU Cookie Coordinator if payment of cookies will be deposited into the service unit account or should be brought to a council resource center. If deposited into the service unit account, confirm how checks should be made payable. If bringing to a resource center, customer checks should be made payable to GSNI.
- Minimum 50% of payment for Initial Orders (not including online orders) is due by Wednesday, February 27, to a GSNI resource center and a copy of the receipt must be provided to the SU Cookie Coordinator. If turning in to your SU Cookie Coordinator to be deposited into the SU account, there may be an earlier due date. If uncertain of the amount due, ask your SU Cookie Coordinator.
- Final payment for the remaining balance of Initial Order and any additional orders (not including online DOC orders) is due by Wednesday, March 27, to a GSNI resource center and a copy of the receipt must be provided to the SU Cookie Coordinator. If turning in to your SU Cookie Coordinator to be deposited into the SU account, there may be an earlier due date. If uncertain of the amount due, ask your SU Cookie Coordinator. If your Girl Scout is not participating in any post Initial Order sales, final payment should be turned in as soon as possible once collected.

Post Initial Orders

- Juliette Girl Scouts may continue to sell following Initial Order using all sales methods and Booth Sales (see page 5 and below for more information).
- If additional cookies are needed for additional sales received through in-person orders, Digital Cookie girl delivery orders, or to do a cookie booth, the Girl Scout/parent must coordinate placing a cookie cupboard order with the SU Cookie Coordinator.
- The SU Cookie Coordinator will place the order at the cookie cupboard requested and email the parent a copy of the order. The parent will visit the cookie cupboard during at the appointment time to pick-up the cookies. The copy of the order will be required to pick-up the order. Cookies received from a cupboard may not be returned and are the financial responsibility of the Juliette Girl Scout/family.
- Juliette Girl Scouts may participate in Cookie Craver activity. Cookie Craver is a great way to sell cookies following Initial Order without having to place an advanced order at a cookie cupboard. Girl Scouts can also earn an additional patch through participation. For more information and forms for the Cookie Craver, contact your SU Cookie Coordinator or go to www.girlscoutsni.org/cookieresources or [Rallyhood](#).

Cookie Booths

Cookie Booths are a fast and easy way for Girl Scouts to sell cookies to customers.

Traditional Cookie Booths

Traditional Cookie Booths are set up in front of a retail location. Using the Cookie Finder App on their smart phones, customers can search for cookie booths in the area. Businesses with a no solicitation policy include but are not limited to Aldi, Costco, The Fresh Market, Home Depot, Meijer, Butera, Woodman's, and Target.

- Juliette Girl Scouts may participate in Booth Sales. Juliettes are encouraged to participate with another Juliette from the service unit, but may host a booth alone with a parent supervising.
- Cookie Booths can be held February 9-March 10.
- All booth sites are reserved through eBudde™, so the Girl Scout/parent will need to coordinate these reservations with the SU Cookie Coordinator.
- There two types of traditional booth sites—Council Booth sites and Troop Booth sites.
 - Council booth sites are defined as a retail location with multiple opportunities which are secured and entered into eBudde™ by council. *Council Booths will be scheduled for February 16-March 10 ONLY.* First round sign-up starts Wednesday, January 24. Your SU Cookie Coordinator can help the Girl Scout/parent sign-up for these sites.
 - Troop Booth sites are sites that are arranged by the troop or in this case the Juliette/parent. Once reserved, the Girl Scout/parent must communicate these sites to your SU Cookie Coordinator to be entered into eBudde™ and approved by council.

Virtual Cookie Booths

Virtual Cookie Booths are organized by a Girl Scout/parent or group for selling cookies online utilizing social media. They are a great inventory risk-free option.

- Girl Scouts use their Digital Cookie link with parents on social media promoting pre-booth online orders with a date and time of a public location for customers to pick up their girl delivery orders.
- Virtual Booths are not entered into eBudde™, unless also selling cookies to walk-up customers at the pick-up location.



Cookie Stand

Similar to a lemonade stand, Girl Scouts set-up a booth in front of their residence or another property. Adult supervision and permission of property owner required. A Cookie Stand booth must be entered into eBudde™ as a Troop Booth for approval, use the title Cookie Stand as the business or location name.

Drive-thru Cookie Booth

Unlike a traditional Cookie Booth, a drive-thru booth is not held at the door of a retail location but instead in a parking lot. Use a tent, signage, and traffic cones to safely direct cars to drive-up to the booth so customers can purchase cookies from the convenience of their vehicle. Parking lots at churches, schools, retail strip malls, etc. are potential locations for Drive-thru Cookie Booths. Always receive permission from the property owner or manager. A Drive-thru Cookie Booth must be entered into eBudde™ as Troop Booth for approval.

Final Rewards

- Final rewards will be distributed to the Juliette in April following the end of the Cookie Program. If choices are needed as part of your Girl Scout's reward selection, this must be communicated to your SU Cookie Coordinator no later than Monday, March 11.
- Cookie Dough and S'more Dough earned will be in the form of an e-code and sent to the parent's email associated with the Girl Scout's membership. Rewards at the 1050 package level and above will be distributed at a Seller-bration event or individually. Juliette Girl Scouts do not earn troop rewards.



S'more Dough

- Each participating Juliette Girl Scout will earn S'more Dough in place of troop proceeds. Actual cash proceeds based on a dollar per dollar calculation may only be allocated to Girl Scout Troops and not an individual.
 - Girl Scouts may apply S'more Dough (and Cookie Dough) to fees for resident camps, day/twilight camps, most council and service unit events, destinations, and Girl Scouts of the USA membership fee. The dough may also be spent in any GSNI Council Store or GSNI's Build-A-Bear store.
 - S'more Dough will have an April 1, 2025, expiration date. The expiration date may be extended for Girl Scouts saving for a destination trip or a Lifetime Membership to Girl Scouts of the USA.
 - To receive an extension, Girl Scouts must submit their S'more Dough to a member of the Product Program Department prior to the original expiration date.
 - Girl Scouts of Northern Illinois will not replace or extend expired e-codes.
 - S'more Dough is not transferable.
 - GSUSA has provided Councils with strict guidance and clarification due to recent steps taken by the Department of the Treasury. Issued on June 27, 2011, "IRS Directive 6-27 Subject Booster Club Dues and Non-Exempt Activity." Per the IRS, "a section 501 (c) (3) organization must not be organized or operated for the benefit of private interests." On August 26, 2013, the Tax Court revoked the 501 (C) (3) statute of Capital Gymnastics Booster Club, Inc. noting in part that crediting fundraising to off-set fees was an impermissible private benefit.
 - If appropriate practices are not followed, actions could be considered a "private benefit" to the participant (impacting the tax situation of individuals) by the IRS and could also result in the organization (Girl Scouts of Northern Illinois) paying "unrelated business income tax" or losing its *tax-exempt* status altogether.

S'more Dough Ranges

<u>Total Packages</u>	<u>Daisy-Ambassador (w/ Rewards)</u> OR	<u>Opt-out (No Rewards)</u>
24-59 packages	\$25 S'more Dough	\$35 S'more Dough
60-99 packages	\$50 S'more Dough	\$60 S'more Dough
100-159 packages	\$80 S'more Dough	\$90 S'more Dough
160-214 packages	\$110 S'more Dough	\$130 S'more Dough
215-299 packages	\$145 S'more Dough	\$165 S'more Dough
300-399 packages	\$173 S'more Dough	\$188 S'more Dough
400-499 packages	\$225 S'more Dough	\$240 S'more Dough
500-649 packages	\$285 S'more Dough	\$308 S'more Dough
650-849 packages	\$360 S'more Dough	\$383 S'more Dough
850-1,049 packages	\$450 S'more Dough	\$473 S'more Dough
1,050-1,399 packages	\$584 S'more Dough	\$570 S'more Dough
1,400-1,799 packages	\$638 S'more Dough	\$660 S'more Dough
1,800-2,599 packages	\$735 S'more Dough	\$758 S'more Dough
2,600-3,499 packages	\$825 S'more Dough	\$848 S'more Dough
3,500+ packages	\$923 S'more Dough	\$945 S'more Dough

*Opt-out option is available to Girl Scout levels Cadette through Ambassador (6th-12th grade) only. Choosing this option, Girl Scouts may earn higher amounts of S'more Dough and receive patches and charms only in lieu of earning all the rewards on the order card.

