



2024 Cookie Program Troop Training



Welcome to Girl Scouts of Northern Illinois' 2024 Cookie Program Troop Training. I am Anna Jarrett, Director of Product Programs, and I will be taking you through the training today.



Welcome and Thank you!

As a Troop Cookie Chair, you
are facilitating experiences in
support of the largest girl-led
entrepreneurial program in the
WORLD!



Welcome again and Thank you for volunteering a Troop Cookie Chair! As a Troop Cookie Chair, you are facilitating experiences in support of the largest girl-led entrepreneurial program in the WORLD! You get to see first hand how participants grow, learn, and come into their own. We give you the resources you need to guide Girl Scouts in discovering hidden talents, uncovering new strengths, and developing the entrepreneurial mindset that will serve them far beyond cookie season.



AGENDA



1. Purpose of this training
2. Theme and Mascot
3. What is the Cookie Program?
4. Cookie Line-up
5. How do troops and Girl Scouts participate?
6. Virtual Cookie Kick-off
7. Program Schedule
8. What are responsibilities and procedures of Troop Cookie Chair?
9. Each Girl Scout council's Cookie Program is different.
10. Cookie Booths
11. Cookie Cupboards
12. Troop Proceeds and Rewards
13. Girl Scout Rewards
14. Gift of Caring
15. More activities
16. Program Guidelines
17. Your GSNI Product Program Team
18. Final steps of training

Here are is our agenda for today. Take notes, but no need to write everything down. These training slides will be available to review on our website and Rallyhood. Also, all this information is covered in more detail in your Troop Cookie Manual.



Purpose of Training

Virtual MicroTrainings

All trainings will be held at 12-1 p.m. and 7-8 p.m.

Tuesday, January 16

- Initial Order submission
- Council Cookie Booth sign-up
- Other upcoming deadlines

Wednesday, February 6

- Troop Links
- Cookie Booths
- Cookie Cravers and Walk-about

Tuesday, February 27

- Girl Delivery orders after Initial Order
- Allocating Cookies
- End of season tasks

Resources

GSNI website

- www.girlscoutsni.org/cookieresources

Rallyhood – Cookie Program, GSNI

- <https://rallyhood.com/157732>

Little Brownie Bakers

- www.littlebrowniebakers.com

Manuals

- Troop Cookie Manual
- eBudde Troop Manual
- Digital Cookie Manual

Emails sent to volunteers and parents.

The purpose of today's training, is to familiarize you as the Troop Cookie Chair with the Cookie Program. Whether a seasoned volunteer or a rookie, we will provide an overview of the 2024 Cookie Program and explain where to find resources for more details to assist you throughout the program.

We know it is difficult to remember everything presented a month or two before needing to use, so GSNI will be providing three Virtual MicroTrainings throughout the program to review upcoming procedures and deadlines as well as available to answer any questions. On these three dates, we will offer the Virtual MicroTraining both at 12-1 p.m. and 7-8 p.m. We will also record the training, so it can be reviewed later if anyone is unable to attend. The links for these trainings, will be posted on our website and Rallyhood.

Speaking of postings, in addition to your Troop Cookie Manual, the eBudde Troop Manual and the Digital Cookie Manual, you can find a plethora of resources on the GSNI website at www.girlscoutsni.org/cookieresources and on Rallyhood. The link to join Rallyhood is listed above and on the GSNI website. Additionally, Little Brownie Bakers has updated their website to easily access all kinds of activities, graphics, photography, and more!

Lastly, GSNI will be sending regular "Cookie Chat" emails through eBudde to volunteers and parent with reminders and tips throughout the program.



Theme & Mascot


**OWN YOUR
magic**




The theme for the 2024 Cookie Program is Own Your Magic! And meet Lucy the Axolotl, our 2024 mascot!

A'lotl Axolotl FUN - more fun facts can be found in the Rally Guide!

LittleBrownie.com







Habitat

Axolotl's natural habitat is Lake Xochimilco (So-chee-mil-co) in Mexico City, Mexico. Axolotls swim with plants like water lilies and water lettuce, and enjoy companions like crayfish, fish and frogs.

Gills

A few feathery, external gills on each side of the head provide the axolotl with oxygen and its signature look. Adult axolotls have lungs but rely primarily on these gills to breathe.





Colorful Camouflage

Axolotls can be found in over 18 colors – including most Girl Scout Cookie® package colors! They are often pink as pets, but can be grey, green, black and brown in the wild so they blend into their environment.

BAKING WITH HEART FOR 50 YEARS

CONFIDENTIAL & PROPRIETARY

Little Brownie
BAKERS

The axolotl is not just a Minecraft character, it's a type of salamander. People with Axolotl pets, often have pink ones like Lucy, but they actually come in many different colors.



What is the Cookie Program?

The Cookie Program is not only a fund raiser, but most importantly
a **PROGRAM** where
Girl Scouts develop a lifetime of skills!



goal setting



decision-making



money management



people skills



business ethics

Girl Scouts learn these Five Essential Skills through
participation in the Cookie Program. They also **EARN**
REWARDS for their successes, they are **NOT GIVEN** prizes.

Enough talk about our cute friend Lucy, back to business, a Girl Scout's Cookie Business that is! Always remember, the Girl Scout Cookie Program is just that—a Program! Not just a fund raiser! Yes, funds are raised to support troops, service units and council, but it is so much more!

Through participation, Girl Scouts learn these 5 important skills that will last a lifetime! And let's not forget **REWARDS**! As a program Girl Scouts **EARN REWARDS** for their successes, they are **NOT GIVEN** prizes!



	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur
Daisy						
Brownie						
Junior						
Cadette						
Senior						
Ambassador						

Cookie Business Badges

Financial Literacy Badges

Entrepreneur Badges

Cookie Entrepreneur Family Pin

Girl Scouts can also earn Cookie Business, Financial Literacy, and Entrepreneur Badges available at every level of Girl Scouting. A new Cookie Entrepreneur Family pin can be earned every year! For more information on these badges and pins, go to GSUSA's website at www.girlscouts.org and search Cookie Badges and Pins.



Cookie Line-up



All nine cookie varieties are to be sold at \$5/package, including the specialty cookies Toffee-tastics (gluten free) and S'mores.

Little Brownie Bakers is celebrating
50 years of baking Girl Scout Cookies!



All nine cookie varieties are to be sold at \$5/package, including the specialty cookies which are the gluten-free Toffee-tastics and S'mores. All varieties of cookies will be on the Girl Scout's paper order card and available to purchase on Digital Cookie for girl delivery and shipped orders.



How does a Girl Scout participate?

All participants must be a registered Girl Scout member for the 2023/2024 membership year (MY24).

The Girl Scout's parent(s) must complete the [Product Program Permission Financial Responsibility Form](#).



All Girl Scouts participating in the Cookie Program must be a registered Girl Scout member of Girl Scouts of the USA with the Northern Illinois council for the 2023/2024 membership year. Registered Girl Scouts will be loaded into the cookie management system, eBudde, and into Digital Cookie.

Parents of Girl Scouts must complete the Product Program Permission Financial Responsibility Form. This form should be kept by the Troop Cookie Chair until the end of the program and until all payments are received. This form is very important for GSNI to assist with any parent delinquencies.



Cookie Program Participation Methods



- Digital Cookie
- Door-to-Door
- By Phone
- Social Media
- Email
- Cookie Craver
- Walk-about
- Cookie Booth
- Cookie Stand
- Gift of Caring
- Parent Workplace
- Businesses
- Virtual Cookie Booth

There are many different methods for Girl Scouts to participate in the Cookie Program. Girl Scouts with their families and the support of their troop can choose how they want to participate.



Digital Cookie

The Digital Cookie allows Girl Scouts to create a customized website, send emails to customers, and take online orders for cookies.

Use of Digital Cookie and the Digital Cookie Mobile App gives Girl Scouts the ability to use Digital Cookie with almost every participation method.

Parents of Girl Scouts and volunteers will receive an **Invite email from Digital Cookie on Wednesday, January 3,** to login and get started!



The Digital Cookie 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.

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 provide the cookies and give credit for any packages sold by a Girl Scout in the troop utilizing Digital Cookie.

Both parents of Girl Scouts and volunteers will receive an Invite email from Digital Cookie on Wednesday, January 4, to login and get started!



Virtual Cookie Kick-off

The Virtual Cookie Kick-off (VCKO) is made by Girl Scouts for Girl Scouts!

**Saturday, January 6
10:30 a.m.**

on YouTube [@GSNorthernIL](https://www.youtube.com/@GSNorthernIL)

Not able to join?
The VCKO will be available to view any time after the premier!



Before viewing, Girl Scouts should download their Magic Card from www.girlscoutsni.org/cookieresources or [Rallyhood](https://www.rallyhood.com).

Patches are available to purchase for \$3 each.

The Virtual Cookie Kick-off aka VCKO is made by Girl Scouts, for Girl Scouts to kick-off the 2024 season! There is no pre-registration for the event which will premier on Saturday, January 6, on GSNI's YouTube channel @GSNorthernIL. Before viewing, Girl Scouts should download their Magic Card from www.girlscoutsni.org/cookieresources or Rallyhood to complete as they view the event! Completed Magic Cards may be brought to a GSNI Resource Center for a special gift (while supplies last). If a Girl Scout is unable to view on January 6, the VCKO will be available to view any time after the premier.

The 2024 Cookie Rally patch is available to purchase for \$3 each. The cost includes shipping and the patches will be mailed following the event. To order patches, go to the links on the cookie resources page of the website or Rallyhood.



Important Program Dates

Friday, January 5	Cookie Program begins!
Sunday, January 21	Initial Order taking ends
Monday, January 22	Deadline for troops to submit Initial Orders
February 1-6	Service Unit Cookie Deliveries (varies by SU)
Wednesday, February 21	First Bank Sweep; 50% Initial Order due to council
February 9-March 10	Cookie Booths (Troop booths only February 9-15)
Sunday, March 10	Cookie Program ends
Wednesday, March 13	Deadline for troops to submit Final Rewards
Wednesday, March 27	Final Bank Sweep of all money due to council



The complete Cookie Program schedule can be found in your Troop Cookie Manual. Here is a list of important dates. The Cookie Program begins on Friday, January 5, and continues through Sunday, March 10. Initial Orders ends on January 21, and volunteers must submit the troop's Initial Order by 11:59 p.m. on Monday, January 22. Cookie deliveries by service unit will be February 1-6. Your Service Unit Cookie Coordinator will provide details on location, date and times. The first bank sweep of 50% of initial order will be completed by council on Wednesday, February 21. Cookie Booths will run for 5 weekends for 2024 from February 9-March 10, however the first week will only be for Troop Booths which are booths reserved by troops. Troop Cookie Chair must submit final rewards by Wednesday, March 13. And last, final bank sweep of all remaining money due to council will be Wednesday, March 27.



What are my responsibilities as Troop Cookie Chair?

The Troop Cookie Chair encourages and supports participation of the Girl Scouts and their families in the troop.

The Troop Cookie Chair must be a registered Girl Scout adult member for the 2023/2024 membership year (MY24) with the role of Troop Cookie Chair or Troop Leader. A background check must also be completed.

The Troop Cookie Chair must complete this training and agree to the responsibilities of the role at the end of the training.

Once this training is completed, the Troop Cookie Chair may receive the troop's materials from their Service Unit Cookie Coordinator.



Most importantly, the Troop Cookie Chair encourages and supports participation in the Cookie Program of the Girl Scouts and their families in the troop. Using the resources provided, this is done with organization, communication and inventory and financial management. The Volunteer Position Description of the Troop Cookie Chair is listed in the Troop Cookie Manual.

A Troop Cookie Chair must be a registered Girl Scout adult member for the 2023/2024 membership year (MY24) with the role of Troop Cookie Chair or Troop Leader. A background check must also be completed due to the responsibility of cookie inventory and money.

The Troop Cookie Chair must complete this training and agree to the responsibilities of the role at the end of the training. Once this training is completed, the Troop Cookie Chair may receive the troop's program materials from their Service Unit Cookie Coordinator. Although it is only required for one volunteer per troop to complete the training, it is recommended that all troop volunteers that will be logged into eBudde and involved in the program implementation for the troop take this training in gsLearn.



eBudde™

eBudde is the program management system volunteers use to implement the Cookie Program.

Troop Cookie Chairs will receive a Welcome email on Tuesday, January 2, to login to the program.
This login link expires in 48 hours.

Once logged in, volunteers can also use the eBudde app to manage the Cookie Program on the go!



eBudde is the program management system volunteers use to implement the Cookie Program. Troop Cookie Chairs will receive a Welcome email on Tuesday, January 2, to login to the program. This login link expires in 48 hours after receiving the email, so be sure to login right away and review that all Girl Scouts in your troop are listed.

Once logged in, volunteers can also use the eBudde app to manage the Cookie Program on the go!



Each Girl Scout Council is Different

Each Girl Scout council
operates their Cookie Program differently.

**It is important Girl Scouts understand the program dates,
pricing, policies, and cookies
for Girl Scouts of Northern Illinois.**

All in-person participation, including door-to door sales and
Cookie Booths, must be done within the boundaries of
Girl Scouts of Northern Illinois.



As you read social media or hear about the Cookie Program operations across the country, keep in mind each council operates their Cookie Program differently to benefit each unique council. It is important Girl Scouts and families in your troop understand the program dates, pricing, policies and cookies for Girl Scouts of Northern Illinois. Also, reminder that all in-person participation, including door-to-door sales and Cookie Booths must be done within the boundaries of Girl Scouts of Northern Illinois.



Stages of Cookie Program

1. Pre-program Preparations
2. Initial Order
3. Delivery
4. Distribution of Initial Orders and payment collection
5. Cookie Booths and other opportunities
6. Cookie package allocation and final rewards submission
7. Finalize program and



**Celebrate success of Girl Scout
Entrepreneurs!**



There are 7 primary stages of the Cookie Program.

1. Pre-program preparations where the Troop Cookie Chair is taking the training, preparing materials and meeting with Girl Scouts and parents to explain the opportunities of the Cookie Program.
2. Initial Order is when Girl Scouts are taking cookie orders on the paper order card or through Digital Cookie.
3. Delivery of cookies ordered during Initial Orders.
4. Distribution of cookie orders to customers by Girl Scouts and collection of payments (for non-Digital Cookie orders).
5. Cookie Booths and other opportunities after Initial Order.
6. Cookie package allocation and final rewards submission to give credit for all cookies sold by Girl Scouts towards their final rewards.
7. Finalize the program by collecting any remaining payments, share financial records with Troop Leader or Troop Administrator and most important CELEBRATE the success of the troop and Girl Scouts entrepreneurs!



Types of Cookie Booths



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

1. Traditional Cookie Booth
2. Cookie Stand
3. Drive-thru Cookie Booth
4. Digital Cookie Troop Link
5. Virtual Cookie Booth

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 Booths are set-up in front of a retail location. Similar to a lemonade stand, a Cookie Stand is set-up in front of a Girl Scout's house. A Drive-thru Cookie Booth is set-up in a parking lot, with cones and signage safely directing customers to pull-up to the booth to make a purchase from the convenience of their vehicle.

All troops will have the ability to set-up their Digital Cookie Troop Link. Customers can search on Cookie Finder by zip code to find cookie booths near them or to place a shipped or donation order using a Digital Cookie Troop Link.

A Virtual Cookie Booth is organized by the troop for selling cookies online utilizing social media. This is a great inventory risk-free option, since all cookies are ordered in advance!



Council Booths vs. Troop Booths

**NEW—Cookie Booths available for 5 weeks!
Friday, February 9-Sunday, March 10**

Only Troop Booths can be held Friday, February 9-Thursday, February 15.

Two ways for Troops to reserve a Cookie Booth.

Council Booths—booth sites secured by council. Troops may sign up for these in two rounds.

Troop Booths—booth sites secured by the troop and entered into eBudde for approval by council.



New this year, GSNI is offering 5 weeks of Cookie Booths starting Friday, February 9 through the end of the program. However, the first week will be only for Troop Booths.

There are two ways for a troop to reserve a Cookie Booth. A Council Booth is a booth site secured by council. These are usually major retail locations like Walmart, Sam's Club, Walgreens as well as other high traffic locations such as local food chains. Troop DO NOT reach out to these locations directly to reserve a booth. A Troop Booth is a booth site secured by the troop. Examples of these are local independent retailers, restaurants, banks, churches, community events, etc.

All cookie booths must be reserved or approved in eBudde. For Council Booths there are two sign up rounds. The first round is Wednesday, January 24-Sunday, January 28, Troops may only sign-up for three booths at different types of retailers. The second round starts on Monday, January 28. Troop Booths must be entered into eBudde for approval by council starting Tuesday, January 2. A Troop Booth request may be denied if the same time/date reserved by another troop, complete address not provided, already a Council Booth, safety concern, monopolizing a site, or an inappropriate location. More details on these procedures can be found in the Troop Cookie Manual

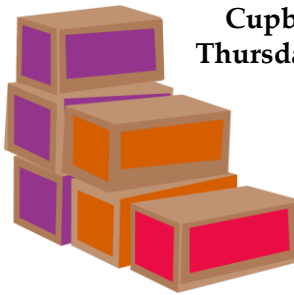
Reminder, if a troop needs to cancel a booth of any type, please also cancel in eBudde so other troops can reserve the site and customers are not going to an empty site when looking for cookie booths in Cookie Finder.



Cookie Cupboards

Troops may order additional cookies after Initial Order from a Cookie Cupboard.

Cupboard orders may be placed starting Monday, January 29.



**Cupboards open
Thursday, February 8**

Resource Center Council Cupboards

South Elgin, Rockford and Oswego

Thursday 11 a.m.-7 p.m.

Friday 9 a.m.-5 p.m.

Saturday 9 a.m.-12 noon

Lake Zurich (Cookie Craver ONLY) &

Freeport

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

Troops may order additional cookies after Initial Order for cookie booths, walk-about selling, Digital Cookie Girl Delivery orders received after Initial Order, etc. Cookie Cupboards are held by both Council Resource Centers and Volunteer-staffed. A full list of Cookie Cupboard locations, guidelines and procedures can be found on Rallyhood and eBudde™ Help Center.

Cupboard orders can be placed in eBudde 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.



Troop Proceeds

Troops earn proceeds based on the number of packages sold by Girl Scouts in the troop.

Two Tiers for Troop Proceeds—This two-tiered process allows a troop to increase their proceeds as their sales increase.

	<u>Troop PGA[^]</u>	<u>Regular Proceeds</u>	<u>CAD/SR/AMB Opt-out Option</u>
Tier 1	1-184 packages	85¢/package	95¢/package
Tier 2	185+ packages	90¢ /package	\$1.00/package

[^]PGA—Per Girl Scout Average of Girls Scouts selling



Troops earn proceeds based on the number of packages sold by Girl Scouts in the troop. Two tiers of proceeds allows a troop to increase proceeds as sales increase.

Cadette, Senior, and Ambassador troops may choose to Opt-out of rewards and earn a higher proceeds amount. Multi-level troops with any Daisy, Brownie, Junior Girl Scout members, may NOT choose this option. Girl Scouts in troops who choose this option do not receive any rewards including cookie dough and troop rewards, they will only receive patches and charms. This should be a Girl Scout-led troop decision and must be selected in eBudde™ BEFORE submitting the troop's Initial Order.



Troop Rewards



Troop Initial Order Reward

NEW — Troops with a submitted Initial Order PGA (per Girl Scout average of Girl Scouts selling) of 175+ packages will receive one car magnet.

Troop Membership or Experience Reward

Troops reaching a final PGA (per Girl Scout average of Girl Scouts selling) of 375+ packages will have a choice of reward.



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.
GSNI will reimburse the troop for up to \$25/Girl Scout .



Troops with a submitted Initial Order PGA, which is per Girl Scout average of Girl Scouts selling, of 175+ packages will receive one car magnet pictured at left (8" diameter).

Troops reaching a final PGA of 375+ packages will have the choice of a reward.
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 for 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).

[illegible]

New rewards for GSNI's Build-A-Bear Workshop are available at two levels!



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Gift of Caring and GOC Opportunity

Girl Scouts may collect donations or “sell” packages of cookies to be donated to military troops through local military organizations, local first responders, essential workers, and other local organizations.

Girl Scouts earn the Gift of Caring patch for selling 18+ donation packages.



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!

Girl Scouts may collect donations or “sell” packages of cookies to be donated to military troops through local military organizations, local first responders, essential workers, and other local organizations. Girl Scouts will earn the Gift of Caring patch for 18+ packages donated and listed in the GOC column in eBudde™. Money collected from a customer not interested in purchasing a package of cookies for themselves **MUST** go towards GOC packages and not be “pocketed” by the troop.

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! To receive the charms, troops must submit the GOC delivery form by Monday, April 17.



Cookie Craver & Cookie Business Challenge



Cookie Craver submission forms may be brought to a GSNI Council Cupboard, Thursday, February 8-Saturday, March 2, to receive cookies for additional customer orders.

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

Girl Scouts ask businesses to purchase or make a Gift of Caring donation of a case (12 packages) or more of cookies.



Cookie Cravers are another way for Girl Scouts to get cookies for additional orders after Initial Order and earn a patch! 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, during cupboard hours. If submission form is for 18+ packages, the Girl Scout receives the Goal Getter patch! Payment is required at the time of cookie pick-up. Digital Cookie orders cannot be fulfilled through Cookie Cravers.

Girl Scouts can be a Cookie Entrepreneur by participating in the Cookie Business Challenge! To participate, Girl Scouts ask businesses to purchase a case, which is 12 packages, or more of cookies or donation cookies. If a Girl Scout sells a case or more to each of three or more businesses, she earns the Cookie Captain patch. Businesses will also be recognized with a letter and a window cling, sent by council, thanking them for supporting Girl Scouts of Northern Illinois and the Cookie Program. To receive the patch and recognize the business, the Cookie Business Challenge form must be completed by Monday, March 18.



Other Program Guidelines

Social and General Media Policies—Most postings to local social media are allowed. However, posting to national sites, such as eBay, Craigslist, Facebook Marketplace, etc. is not permitted. No paid advertising of any kind is permitted.

Troop Size Requirement—To receive troop proceeds, Daisy/Brownie/Junior troops must have at least 5 Girl Scouts registered to the troop and Cadette/Senior/Ambassador troops must have at least 3 Girl Scouts registered to the troop.

Requirement for Additional Money Earning Activities—Troops must participate in both the Fall Product and Cookie Programs at minimum levels to apply to conduct additional money earning activities.

Troop Penalties—Troops are subject to a possible loss of troop proceeds if things like program dates, package price, selling outside or council boundaries, etc. are not followed.

All programs have requirements, expectations, guidelines and rules. These outlined here, Social and General Media Policies, Troop Size Requirement, Requirement for Additional Money Earning Activities, and Troop Penalties are all very important for fairness, equity, not-for profit status, and the integrity of GSNI's product programs. Please review the details of these policies and guidelines in the Troop Cookie Manual.



GSNI Product Program Team & Vendor Contacts

GSNI Product Program Team

cookies4you@girlscoutsni.org

Cookie Hotline 847-214-9295

(during regular business hours)

Anna Jarrett, Director of Product Programs

home base Oswego

ajarrett@girlscoutsni.org

Debbie Karner, Senior Product Program Manager

home base South Elgin

dkarner@girlscoutsni.org

Michele Doonan, Product Program Manager

home base Rockford

mdoonan@girlscoutsni.org

Becky Staat, Chief Revenue Officer

bstaat@girlscoutsni.org

GSNI Customer Care

(for membership, finance-related or general questions)

customercare@girlscoutsni.org

844-476-4463

(during regular business hours)

Little Brownie Baker Customer Service

(for cookie quality concerns)

800-962-1718

Digital Cookie

Technical Support & Customer Order Support

<https://digitalcookie.girlscouts.org/help/customer>

Your GSNI Product Program is ready to assist you through the Cookie Program. If you are not sure who to contact, email our team email at cookies4you@girlscoutsni.org. GSNI's Customer Care can also help direct your questions.

For cookie quality concerns or questions specific to the cookies themselves, contact Little Brownie Bakers.

For Technical Support and Customer Order Support, reach out to Digital Cookie through their portal which can be found by clicking on Contact Us or Help at the bottom of every page of the Digital Cookie website. These links are even available to click on without logging into the site.



Thank you for taking this training and your troop's participation in the Cookie Program! Next you will take a simple quiz and agree to the responsibilities of the Troop Cookie Chair role to complete the training. Once completed, you will receive a completion email. You can show this email to your Service Unit Cookie Coordinator to receive your troop's program materials which includes a printed Troop Cookie Manual, 2 receipt books, and order cards and money envelopes for each Girl Scout.

We thank you again for volunteering as the Troop Cookie Chair to support and guide your troop and Girl Scouts through the Cookie Program!