



# Tailor Your Cookie Experience

We understand how busy your family is. Determine your ideal participation level by selecting from the many ways Girl Scouts can participate in the Cookie Program. Let your Girl Scout take the lead in selling cookies and reaching goals. Your encouragement, coaching, and guidance will be key ingredients to a successful Cookie Program experience.

## Door to Door



Accompanied by a caregiver, ask your neighbors to order cookies from your paper order card! Explain you'll be back to deliver them and take payment in March. Leave door hangers with a link to your online storefront if no one's home.

## Workplace Sales



Team up with your caregiver to take orders at their workplace, places of worship, community groups, and elsewhere. Use your paper order card along with a personal statement, share links to your online storefront, or schedule a time to visit with cookies in-hand.

## Digital Order Card



Set up your online storefront in Digital Cookie® and then share your digital order card through emails, social media, texts, and QR codes you add to door hangers or business cards. Remember to market to local customers first, and then contact long-distance customers once direct shipping becomes available on February 27.

## Booth Sales



Coordinate with your troop to sell cookies directly to customers outside a preapproved business like a grocery store, mall, bank, or even a drive-through booth in a parking lot. You can accept cash or check on the spot, and if you have a mobile device, you can accept credit card payments through the Digital Cookie app.

## Walkabout & "Lemonade Stands"



Set up shop in front of your family's private residence to sell cookies you have on hand or load them into a wagon or vehicle and travel through your neighborhood. You can accept cash or check on the spot, and if you have a mobile device, you can accept credit card payments through the Digital Cookie app.

**The five skills Girl Scouts learn through the Cookie Program are an important ingredient in the Girl Scout Leadership Experience.** Everything Girl Scouts do is designed to help them grow into leaders with courage, confidence, and character. Visit [www.gshnj.org](http://www.gshnj.org) > Cookies > For Cookie Sellers for inspiration and resources to support your Girl Scout in developing her Five Skills and reaching her goals.



## Goal Setting

They set goals and create a plan to reach them.



## Decision Making

They make decisions on their own and as a team.



## Money Management

They create a budget and handle money.



## People Skills

They develop confidence through customer interactions.



## Business Ethics

Through honesty and responsibility they learn to act ethically both in business and in life.

# Important Dates

- December 21 Girl Scouts with 2023 memberships are added to Digital Cookie
- January 3 Initial Order period begins
- January 29 Initial Order period ends  
Paper orders due to troop  
Digital Cookie girl delivery orders approved after 11:59 p.m. on Jan. 30 will be part of Goal Getters and are filled with troop extras or picked up in cupboards
- February 5 Goal Getter period begins
- Feb. 18-26 Troop leader picks up initial order at Mega Drop  

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Paper Order money due to troop (Check with troop for date)
- February 17 Cookie Booths begin
- February 27 Direct shipping and Raspberry Rally available in Digital Cookie
- April 16 Cookie program ends
- End of May Recognitions delivered to Service Unit



# Activities, Badges, and More

Visit [www.gshnj.org](http://www.gshnj.org) > Cookies > For Cookie Sellers to explore activity guides, games, helpful tips, printables, and more. Girl Scouts can build their entrepreneurial skills through a variety of badges for all levels: use the Award and Badge Explorer for a complete list.



Make Girl Scout Cookie season a family affair. Earning Cookie Entrepreneur Family pins makes spending time with family even sweeter, and lets your Girl Scout know you'll support her in achieving her goals.



**GO BRIGHT Ahead**  
2023 Cookie Program  
**Family Guide**

girl scouts heart of new jersey

[www.gshnj.org](http://www.gshnj.org) • 908-518-4400  
productprograms@gshnj.org

- A 2023 Girl Scout membership is required to participate in the Cookie program. Girl Scouts registered by 12/21/22 will have access to their Digital Cookie site at the start of the program. Uploads will occur weekly on Wednesdays from January–March for those who register after 12/21/22.
- Parents/Guardians are financially responsible for all products on their Girl Scouts’ order card. Payments are due to the troop according to the deadlines.
- Girl Scouts 13 and older can use social media such as Facebook and Twitter to let friends and family know they are participating in the cookie program. Girl Scouts should abide by the terms of service for those sites (including parental permission and age requirements).
- Annual permission slips must be signed by the parent/guardian. This form can be found on the “Cookies” page of our website.
- All cookie orders are final; we cannot accept returns.

### Meet the Cookies

Discover new Girl Scout Cookie varieties and learn more about your favorites by scanning the QR code below!

Cookies are \$5/box, except Toffee-tastic and S’mores, which are \$6/box.



### Digital Cookie (Digital Order Card)

Girl Scouts can have their friends and family from near and far order online and have them shipped directly to them. Or, local friends and family can also get their cookies delivered by your Girl Scout by selecting “Girl Delivery,” for the entire program. *Note:* Raspberry Rally is only available online via direct shipping, while supplies last. Customers can also donate cookies to our Gift of Caring partner, Operation Jersey Cares.

Upon your approval, all ‘Girl Delivered’ orders will auto populate into your Girl Scout’s initial order total via eBudde for your Troop Leader to order. You will not need to add this onto your order card. Parents will receive an email in early December welcoming them to the Digital Cookie site. Parents will follow the guidelines and set up their Girl Scout’s online storefront. From there, they can (with a parent/guardian’s help!) can create a custom website featuring their goals, updates on their achievements, and even a picture or video of themselves.

### Why Participate Online?

In the age of ecommerce, Girl Scouts have an alternate way of gaining Financial Literacy skills. Online participation is a great avenue to allow girls to work on their business skills. When participating online, your troop can earn proceeds for fun activities throughout the year! Your customer does not need to give you cash or a check. Its all handled online at the time of purchase. YOU will not need to give cash or check to your Troop, everything is done online.

Lock-out considerations: All pending orders must be approved and processed by 11:59 p.m. on January 29 for initial order and March 26 for goal getters. Digital orders placed during the initial order period are included in mega drop deliveries. All other Digital Cookie orders must be picked up at a cookie cupboard or filled through troop extras.

### New Cookie!

**Ready, Set, Rally! Raspberry Rally™ is the newest addition to the Girl Scout Cookie lineup.** Say hello to a thin, crispy cookie infused with raspberry flavor and dipped in a delicious chocolaty coating. This limited supply cookie is exclusively sold online through Digital Cookie for direct shipping only.



### Exciting Recognitions

- 130+ initial order packages earns a mini clip-on dolphin.
- 160+ initial order packages earns an adjustable dolphin tail bracelet/anklet.
- Girl Scouts can continue to opt out of recognitions to donate instead! Check out how to donate to The Shoe that Grows.
- Fall Product/Cookie Crossover recognitions: Girl Scouts and volunteers have the opportunity to earn more with a crossover patch.
- See order card for experience rewards, featuring general admission to Camden Aquarium and a dolphin watch cruise!



### Turn off Girl Delivery

Parents can turn off Girl Delivery after the initial order period at the girl-level. You can also turn off items based on troop/girl stock availability.

### Program Participation Strategy

Encourage cookie sellers to implement a phased sales approach. For example:

- **Before** February 27, girls may wish to contact their local friends, family, and customers for girl-delivered orders.
- **After** February 27, girls may wish to target market non-local customers requiring direct shipped cookies.

### Gift of Caring

Do you know someone who would like to support Girl Scouting, but isn’t able to indulge in our cookies? They can purchase GSHNJ’s “Gift of Caring cookies! Girl Scouts simply indicate in the appropriate column on the order card the number of boxes ordered towards Gift of Caring. GSHNJ partners with Operation Jersey Cares to distribute our collected Gifts of Caring. All donations of cookies will go to U.S. military troops and veterans.

Sell 25+ boxes of Gift of Caring cookies and earn the patch pictured above! Sell 50+ boxes and earn a paddleboard stand.



### Join Us on Rallyhood!

Want all the latest news from GSHNJ in the palm of your hand? Scan the QR code to download the Rallyhood app now—look for this



Be the first to know about updates and opportunities in GSHNJ’s Girl Scout Cookie Program by joining the “**Council-Wide Hub, GSHNJ**” ([rallyhood.com/108124](http://rallyhood.com/108124)) and “**Girl Scout Cookie Program, GSHNJ**” ([rallyhood.com/108134](http://rallyhood.com/108134)) rallies!