



2024 Girl Scout Cookie Varieties

All varieties of Girl Scout
Cookies are \$6 per package.

2024 Program dates:
January 12—March 11.

Why do Girl Scouts Sell Cookies?

- Learn essential life skills
- Fund girl-led community projects
- Prepare for a lifetime of leadership
- Fund activities year-round
- Travel opportunities for groups or individuals

GIRLS CAN EARN AWESOME REWARDS AND EXPERIENCES!

There's something for everybody, including patches, t-shirts, the popular mascot plush animals, and lots of fun things that girls really love!

You can challenge her online skills through our online-only rewards, or teach her the value of giving back to her community by collecting money for the Cookie Care to Share donation program.



it's
Cookie Time



Welcome to the 2023 Cookie Season!

We hope that you and your Girl Scout are excited about the upcoming Cookie Program. Not only will she help her troop fund their Girl Scout experiences, but she will learn vital financial literacy and marketing skills. With safety as our top priority, we have several flexible participation options so that your Girl Scout can choose the option that works best for your family. As always, we thank you from the bottom of our hearts for your support!

Selling Girl Scout Cookies online is a breeze!

Set up your online account in Digital Cookie to manage your cookies like a pro! Track sales, set goals, send e-cards, and share your sales link for online orders.



Check out these resources to get started with Digital Cookie!

- [Digital Cookie Training Guides](#)
- [4 Easy Steps to Digital Cookie Success](#)

Family Checklist

- ◇ Go online and fill out the [Girl Product Permission Form](#).
- ◇ Keep receipts for every time you receive or exchange cookies with the troop cookie manager and when money is exchanged.
- ◇ Check out the Digital Marketing Guidelines on our website.
- ◇ Communication with your troop Cookie Manager for cookie pick up expectations and when money is due.
- ◇ Discuss with your troop leaders how you can best support your girl, and offer to help at events like cookie booths whenever possible.

My Troop Number:

My Troop Cookie Manager & Contact Info:

The Girl Scout Cookie Program is more than selling cookies...



Goal Setting

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.



Decision Making

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.



Money Management

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.



People Skills

Girls learn how to talk (and listen!) to their customers, as well as how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.



Business Ethics

Girls act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

Safety Measures

Safety is our number one priority. During the cookie program, safety measures must be increased. Click or scan the QR code to find the most recent guidance from GSUSA about how to keep all girls safe this cookie season. Before participating in any money-earning activity, it's super important for Girl Scouts and adults to review the following materials:

- [Digital Marketing Tips for Cookie Entrepreneurs and Families \(PDF\)](#)
- [Safety Tips for Product Sales \(PDF\)](#)



Scan or click the QR code to view GSUSA's Safety Resources.



Health and Safety Guidelines

Girls and volunteers are **not** required to participate in any activity. It is the sole discretion of each individual family and their comfort level with the planned activity whether to participate or not.

Troops need to follow state and local health guidelines anytime they are gathering.

Digital Cookie®

Exciting news, your online Girl Scout Cookie® sales platform is getting a revamp! We're moving your online cookie sales to a platform called **Digital Cookie®**. Going forward, you will be using the new Digital Cookie application to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies® online and reaching your goals just got easier!

Please note: Troop leaders and volunteers will still utilize Smart Cookies™ for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

Digital Cookie® features make selling cookies a fun, universal experience for all entrepreneurs.

For Girl Scouts/Troops:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go at cookie booths



For Parents:

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

For Consumers:

- Customers can order and pay for cookies online and pick them up at a booth.
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.

Axolotl Fun Facts



OWN
YOUR magic

Axolotls are critically endangered amphibians.

In the wild, they are found in only one lake in the whole world! Lake Xochimilco, Mexico.



Axolotls are 1,000 times more resistant to cancer than mammals.



Axolotls are neotenic, which means they never outgrow the larval stage.

Wide range of color + camouflage abilities!



Axolotls can completely regenerate lost limbs + organs. Wow!

Life span: 10 years+



“Axolotl” means “water dog” in native Aztec language.



Set Your Cookie Goals

The Girl Scout Cookie Program begins January 12, 2024.
You may not take orders or sell cookies before this date.
Rewards are cumulative excepted where noted.

My Goal:

girl scouts
of northern indiana-
michiana

www.gsnim.org | 800-283-4812



20+ Pkgs



Theme Patch

75+ Pkgs



Theme Pin

75+ Pkgs



Booster Keychain

100+ Pkgs



Mood Cup **AND**
Mood Straw

150+ Pkgs



Axolotl
Charm

225+ Pkgs



Mini Backpack Keyring

300+ Pkgs



Axolotl Plush
Backpack Clip

350+ Pkgs



Flair Bottle **AND**
Axolotl Sticker

400+ Pkgs



Small Plush

500+ Pkgs



Theme
T-Shirt

600+ Pkgs



Beach Towel

700+ Pkgs



Large Plush

800+ Pkgs



Beanie **AND** Socks

900+ Pkgs



Dry Bag Backpack **AND** Coin Purse

1,000+ Pkgs



Theme
Hoodie

1,500+ Pkgs



Boxanne Wireless Speaker

2,024+ Pkgs



2024 Party with Build a
Bear at Camp Logan
June 22, 2024

2,500+ Pkgs



Water Park Day
August 10, 2024

3,000+ Pkgs

Zoo Overnight
AND Mood Mixer
Camp Light
May 18-19, 2024



Additional Rewards:

Online Goal*



Cookie Techie Patch

*Set up your online goal in Digital Cookie

50+ Pkgs*



Digital Cookie Patch

*Direct Ship

25+ Pkgs*



Cookie Share Patch

*Cookie Share donations

4,000+ Pkgs



Dinner with the CEO **AND** Adopt an Axolotl
April 13, 2024

Council Cash Level

300-399 - \$10	700-799 - \$50	1500-1999 - \$120
400-499 - \$20	800-899 - \$60	2000-2999 - \$140
500-599 - \$30	900-999 - \$70	3000-3999 - \$160
600-699 - \$40	1000-1499 - \$100	4000+ - \$180

Council Cash may be used for GSNM-M store purchases, event fees, and GSUSA membership. Council Cash is not cumulative. Expires Sep. 15, 2024.
BONUS: Use Council Cash towards 2024 Summer Camp registration and its value doubles!

Girl Scouts of Northern Indiana-Michiana reserves the right to substitute items of similar value as needed. Items may be similar to those pictured but not exactly the same. No returns or exchanges.

Rewards

Every Girl Scout has the opportunity to win Barb the Giant Axolotl!

Axolotl BINGO!



- ◆ Complete each activity in a single line (up/down, across, or diagonal) for one entry.
 - ◆ Complete entire card for TWELVE entries!!
 - ◆ Winner will be selected randomly at the end of the program.
- ◆ Submit your BINGO card to frontdesk@gsnim.org NO later than March 15, 2024.
 - ◆ Limit one card per Girl Scout.

M	A	G	I	C
Take a Credit Card Payment at a booth	Help set up or tear down a cookie booth	Greet every customer who passes by your cookie booth	Help deliver cookies to a caregiver's workplace	Thank your customers after each cookie sale
Sell every cookie variety at a cookie booth	Write quick thank-you notes for customers	Draft an email for your caregiver to send out	Sell one Care to Share donation	Sell 20 packages of Girl Scout Cookies
Earn a Cookie Business Badge	Tell a friend about Girl Scouts	FREE	Work a cookie booth with your troop or caregiver	Tell 5 of your customers about the Care to Share program
Create Digital Cookie Storefront	Place door hangers on 12 doors	Make and upload your cookie commercial to Digital Cookie	Create a flyer to share with a caregiver's coworkers	Make a return visit to your customers
Send 15 emails to contacts*	Make a sales goal and enter it into Digital Cookie	Approach a business for a bulk order <small>Ex: car dealer or realtor</small>	Text 10 friends or family members your sales link*	Practice making change with a caregiver

Click for the official [Axolotl BINGO card](#).



Lucy + Lottie the axolotls are wishing you a gill-y successful Girl Scout Cookie® season!

2024+ Party!

Enjoy a fun day at Camp Logan doing a variety of activities to celebrate your cookie achievement! Each Girl Scout who earns this reward will be invited to attend with her adult chaperone. She will receive a Girl Scout Build-a-Bear, a Girl Scout clothing item, and either a Girl Scout vest or accessory item. The day will also include a hot dog cook-out to enjoy.

Camp Ella J. Logan
203 Ems D14 Lane
Syracuse, IN 46567

June 22, 2024
Start Time: 12:00 pm (ET)



RSVP invitations will be emailed at the conclusion of the cookie program.

3000+ Zoo Overnight!

Enjoy a fun overnight experience at Binder Park Zoo! Each Girl Scout who earns this reward will be invited to attend with her adult chaperone. Included is dinner, animal expert lesson, activities/games, night hike, sleeping at the zoo, breakfast, guided tour, give-away items, free admission to the zoo the next day, and a zoo gear bag. Transportation to the zoo is not included.

Binder Park Zoo
7400 Division Drive
Battle Creek, MI 49014

May 18-19, 2024
Time: 6pm on Saturday to
11am on Sunday (ET)

*Extend your zoo visit until closing on Sunday with your zoo pass.

RSVP invitations will be emailed at the conclusion of the cookie program.



Reward Experiences

2500+ Water Park Day!

Enjoy a fun day at Deep River Water Park for fun, sun, water, and excitement! Each Girl Scout who earns this reward will be invited to attend with her adult chaperone. Included is a day pass to the water park and box lunch with drink. Transportation to the water park is not included.

Deep River Water Park
9001 East Lincoln Hwy.
Crown Point, IN 46307



August 10, 2024
Time: 11:00 am - 6:00 pm (ET)

RSVP invitations will be emailed at the conclusion of the cookie program.

4000+ CEO Dinner!

Each Girl Scout who earns this reward will be invited to attend a dinner with our CEO, Sharon Pohly with guests. Transportation to the restaurant is not included. In addition, an axolotl from Cheyenne Mountain Zoo will be adopted in the Girl Scout's name. She will receive an adoption kit with the details of the adopted animal.

April 13, 2024
Time: tbd
Place: tbd

RSVP invitations will be emailed at the conclusion of the cookie program.



Key Dates 2023-2024

DECEMBER

Dec. 22-Jan. 1: All GSNI-M offices closed for holiday break

JANUARY

Jan. 7: Registration emails sent to all girls for Digital Cookie

Jan. 8: Cookie Cupboards start opening for troop pickup

Jan. 12: Cookie Program Begins! Order taking and online orders can start.

FEBRUARY

Feb. 16-18: National Girl Scout Cookie Weekend

Feb. 22: World Thinking Day

MARCH

Mar. 10-16: National Girl Scout Week

Mar. 11: Cookie Program ends (girls should no longer take orders)

Mar. 12: Girl Scout Birthday

Mar. 14: Reward Selections due

Mar. 15: All monies due to Troop

APRIL

Apr. 13: 4000+ CEO Dinner

Apr. 24: Rewards delivery begins to service unit sites for distribution to troops

MAY

May. 18-19: 3000+ Zoo Overnight event at Binder Park Zoo, Battle Creek, MI

JUNE

Jun. 22: 2024+ Party @ Camp Logan, Syracuse, IN

AUGUST

Aug. 10: 2500+ Water Park Day @ Deep River Water Park, Crown Point, IN.

SEPTEMBER

Sep. 15: All Council Cash (formerly Cookie Dough and Nutty Bucks) expire.

