

## **2023 Girl Scout Cookie Season Key Facts & Talking Points**

### **2023 Girl Scouts of Northeast Texas (GSNETX) Selling Dates**

- **January 10** National Cookie Media Launch
- **January 13** Door-to-Door & Digital Cookie Sales Open
- **January 27–February 27** Council Organized Booth Sales
- **February 27–March 11** Digital Cookie Orders Direct Ship
- **March 3-5** National Girl Scout Cookie Weekend

### **General Talking Points**

#### **The Girl Scout Cookie Program powers possibilities for girls.**

As you enjoy your Girl Scout Cookies, know that every purchase makes it possible for girls in our community to participate in amazing experiences like camping, canoeing, exploring space, designing robots—and so much more!

- Girl Scout Cookie Program is the world's largest girl-led entrepreneurial program.
- Over half of female entrepreneurs and business owners are Girl Scout Alumnae.
- 100% of cookie proceeds support Girl Scouts throughout Northeast Texas. Girls can use their proceeds to fund troop activities, service projects, and other experiences that foster her confidence and skill development.

#### **2022 (Last year) Program Stats:**

- **9,325** Total girls participated
- **288** Packages sold per girl (on average)
- **2,691,808** Total packages sold
- **90,500** Total packages donated to Community Cookie

#### **Community Cookie**

Community members are encouraged to donate Girl Scout Cookies to the military, first responders, and essential personnel through our "Community Cookie" program. Cookies bought as donations are delivered to local hospitals, schools, fire and police departments, as well as to service men and women at home and abroad, local veterans' organizations, and wounded soldiers through United Service Organization (USO) Fort Hood and American Red Cross.

#### **Cookie Baking**

Little Brownie Bakers produces all the Girl Scout Cookies for the Northeast Texas Council.

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil

- Kosher and Halal Certification—demonstrating Girl Scouts’ commitment to serving the needs of a wider segment of cookie buyers!

### **How to get Girl Scout Cookies?**

Whether purchasing for yourself, shipping to a family member, or donating to support your community there are so many ways to share the joy of Girl Scout cookies this season!

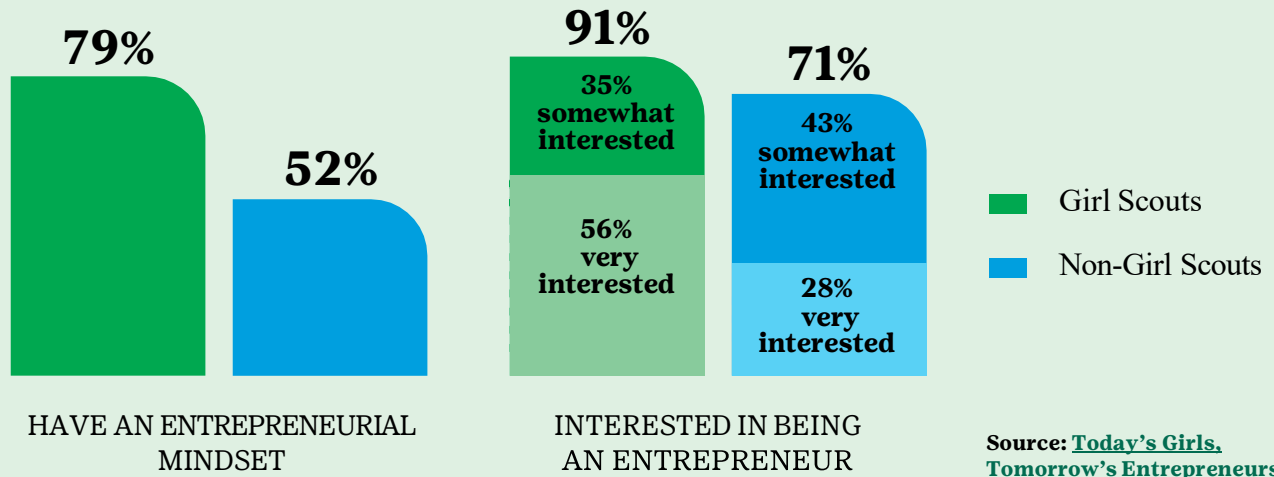
- If you know a Girl Scout, ask how they sell cookies via the Digital Cookie® online platform for direct shipment or local delivery.
- Visit [gsnetx.org/cookies](https://gsnetx.org/cookies) or text COOKIES to 59618\* to receive information about Girl Scout Cookies and other exciting Girl Scout news.
- Beginning February 17, enter your zip code into the Girl Scout Cookie Finder at [www.girlscoutcookies.org](https://www.girlscoutcookies.org) to find a booth near you or purchase cookies from a local Girl Scout troop for delivery or donation.

### **Potential Cookie Program Interview Questions**

- How does the Cookie Program teach entrepreneurship?
  - Participating in the Cookie Program encourages an interest in entrepreneurship, builds curiosity, confidence, and problem-solving skills—qualities that prepare girl for academic and career success!
  - The Cookie Program gives girls hands-on practice with a variety of leadership skills, like goal setting and decision making.
  - Girl Scouts run their own small business and decide how to use a portion of their proceeds for troop experiences and community projects! They learn about money management and ethical business practices, as they improve their interpersonal and sales skills.
- How do cookie sales support Girl Scouts in Northeast Texas?
  - When you purchase Girl Scout Cookies, you are supporting the future for girls across our local area! You help to ensure Girl Scouts can continue to provide safe, supportive, and consistent programming including social-emotional and STEM learning, mental health development, leadership skills and more!
- How is GSNETX empowering the next generation of female leaders?
  - The Girl Scout Leadership Institute sponsored by Amazon is an initiative of GSNETX to empower and equip high school girls to pursue higher education and expose them to a variety of career opportunities. The Institute gives girls in grades 9-12, the opportunity to visit local corporations and universities, explore different careers, and access female role models.
  - GSNETX is changing the workforce pipeline in STEM to meet the urgent need for female voices in the fastest growing sector of the U.S. economy. Our STEM Center of Excellence serves 4,000 girls each year, providing them with year-round opportunities in robotics, computer coding, botany, chemistry and more!

**More Fun Facts!**

**Girl Scouts have an entrepreneurial edge when it comes to mindset and interest!**



Girl Scout Cookie Program Objectives:	This matters because . . .
<b>Goal setting</b> as they set a troop goal based on what they want to do with their troop proceeds. Then Girl Scouts set an individual goal with help from their families.	Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.
<b>Decision making</b> by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girl Scouts will make big and small decisions in their life; practice helps them make good ones.
<b>Money management</b> as they develop a budget, take cookie orders, handling and managing money.	Girl Scouts need to know how to confidently handle, manage, and leverage money to do great things.
<b>People skills</b> as they safely talk to their customers in person and virtually to work as a team with others.	Knowing how to work with others will help them do better in school and, later, at work.
<b>Business ethics</b> as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

## Did you know? All proceeds from Girl Scout Cookies® stay local!

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting their success today and tomorrow.

Girl Scout Cookies' proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.



3 Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

### Girl Scouts helps girls thrive in 5 key ways:



Develop a strong sense of self.



Seek challenges and learn from setbacks.



Display positive values.



Form and maintain healthy and relationships.



Identify and solve problems in the communities.

### Social Media

- **Facebook** [Girl Scouts of Northeast Texas](#)
- **Twitter** [@GSNETX](#)
- **Instagram** [@GSNETX](#)
- **Youtube** [@GSNETX](#)
- **Linkedin** [Girl Scouts of Northeast Texas](#)
- **TikTok** [@GSNETX](#)

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