



2022-2023 Family Guide to the Girl Scout Cookie Program

2023 Cookie Program Family Information

Program Highlights

The Cookie Program is a money earning opportunity for troops and girls. By selling Girl Scout cookies to family, friends and the community, troops earn proceeds and girls earn rewards and exclusive event opportunities.

In order to participate, girls need:

Active 22-23 Membership
& Cookie Permission Form

Through her participation in the largest girl lead entrepreneurship program in the world, she will hone in on some important life skills, or what we call in Girl Scouts, the 5 Skills.

People Skills
Money Management
Business Ethics
Decision Making
Goal Setting



It's also important to understand that the Cookie Program supports not only your Girl Scout's troop, but also her Service Unit and the Council.

Ready to dive in? Check out the dates, cookies, helpful info and guidelines in this document to get started.

Important Dates

October 2022

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

29 - My Sale Requests Begin
No Order Taking Allowed

January 2023

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

13 - In Person Cookie Program Begins
13 - My Sale Booths Begin
18 - Additional Pick Up Begins
27 - Council Organized Booths Begin

November 2022

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

30 - Troop Initial Orders Due
30 - Troop Initial Reward Due
No Order Taking Allowed

February 2023

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | | | | |

26 - Cookie Program Ends
26 - Cookie Distribution Ends
26 - Digital Cookie In Hand Ends

December 2022

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

14 - Digital Cookie Opens
14 - Online Order Taking Begins
14 - Customers Begin Placing Orders
For Shipping & January Girl Delivery

March 2023

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

5 - Digital Cookie Linked Orders Close

Important Guidelines & Policies

Make sure you read and understand these guidelines. There are a lot of things to know when your Girl Scout participates in the Cookie Program, but these policies are required for a number of reasons like IRS Guidelines, insurance purposes and our non-profit status. By participating in the Cookie Program, you will ensure that:

- #1 Your Girl Scout is a member for 22-23.
- #2 Your Girl Scout will only sell new, Little Brownie Baker cookies at the prices set by Girl Scouts of Northeast Texas within our council service area.
- #3 You will not allow a retailer or business to sell cookies on behalf of your girl. Cookies should always be sold by a Girl Scout.
- #4 You understand that the cookies you order from your troop are your personal financial responsibility. You will not pay your Girl Scout's cookie balance through Digital Cookie.
- #5 You cannot return cookies and you must pay your troop in full, on time.
- #6 Also, make sure you get receipts from your troop when money or cookies are exchanged.
- #7 You and your Girl Scout cannot take orders of any kind prior to December 14, 2022.
- #8 There are additional rules that must be followed to sell cookies at a booth sale or table outside a business. You may not directly approach any business to ask to set up a booth sale prior to October 29, 2022. You may only ask approved businesses that are not listed as council partners.
- #9 You and your Girl Scout cannot post about cookies for sale on buy/sale/trade sites or groups on social media or on the web including Facebook Marketplace.
- #10 Make sure your girl stays safe while selling. If she is a Daisy - Cadette, she should always sell with an adult present. Seniors and Ambassadors should only sell with friends, never by themselves when going door to door, but an adults are still required to be present at all booth sales.

Our Cookies & Variety Mix

Percents indicate our suggested variety mix for initial order.

- | | | |
|--|--|-----|
|  | Adventurefuls \$5 Brownie inspired cookie with caramel flavored creme and a hint of sea salt. | 9% |
|  | Do-si-dos \$5 Oatmeal sandwich cookies with peanut butter filling. | 8% |
|  | Lemon-ups \$5 Crispy lemon cookies baked with inspiring messages to lift your spirits. | 8% |
|  | Samoas \$5 Crisp cookies with caramel, coconut and dark chocolaty stripes. | 21% |
|  | Tagalongs \$5 Crispy cookies layered with peanut butter and covered in chocolaty coating. | 13% |
|  | Thin Mints \$5 Crisp, chocolaty cookies made with natural oil of peppermint. | 26% |
|  | Trefoils \$5 Traditional shortbread cookies. | 8% |
|  | Girl Scout S'mores \$6 Graham sandwich cookies with chocolate and marshmallowy filling. | 4% |
|  | Toffee-tastic \$6 Rich, buttery cookies with sweet, crunchy toffee bits. | 3% |



Let our Cookie Mix Calculator figure it out for you!

Girl Scout Cookie™ Food Allergen Guide (2022–2023)

Little Brownie Bakers updated the precautionary allergen disclosure on its Girl Scout Cookie packaging labels. All packaged foods in the U.S., including Girl Scout Cookies®, are required to identify any of the top eight food allergens present as ingredients either in the ingredients list or through a “Contains” statement. A precautionary allergen disclosure (“Manufactured in a shared facility with” statement) was added to our labels to declare the presence of allergens in the bakery where Girl Scout Cookies are made. This update was made to continue to prioritize safety and to be transparent and sensitive to the needs of our customers. Little Brownie Bakers confirms that customers will be buying the same cookies they know and love — and purchase year after year — with no changes made to the manufacturing process.

| | | | PEANUT | TREE NUT | WHE AT | SO Y | MIL K | EG G | SESAME |
|------------|---|---|--------|----------|--------|------|-------|------|--------|
| \$5 | Adventurefuls™ ¥ Real Cocoa  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | | | ● | ● | ● | | |
| \$5 | Do-si-dos® ¥ Made with Natural Flavors ¥ Real Peanut Butter ¥ Whole Grain Oats  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | ● | ● | ● | ● | ● | | |
| \$6 | Girl Scout S'mores® ¥ Made with Natural Flavors ¥ Made with Real Cocoa  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | | | ● | ● | ● | | |
| \$5 | Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | | | ● | ● | ● | | |
| \$5 | Samoas® ¥ Real Cocoa ¥ Real Coconut  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | | ●* | ● | ● | ● | | |
| \$5 | Tagalongs® ¥ Real Cocoa ¥ Real Peanut Butter  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | ● | ● | ● | ● | ● | ● | |
| \$5 | Thin Mints® ¥ Made with Vegan Ingredients ¥ Real Cocoa  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | | ● | ● | ● | ● | ● | |
| \$6 | Toffee-tastic® GLUTEN FREE • No Artificial Flavors  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | | ● | ● | ● | ● | ● | |
| \$5 | Trefoils®  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | | ● | ● | ● | ● | ● | |
| \$5 | Raspberry Rally™ ¥ Made with Vegan Ingredients ¥ Real Cocoa  | CON TAINS: MANU FACTURED IN A SHARED FACILIT Y WITH: | ● | ● | ● | ● | ● | ● | |

*Made with Coconut.

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers.

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Ways to Participate in the Girl Scout Cookie Program



Digital Cookie

With the help of her parent/caregiver, a Girl Scout sets up Digital Cookie to sell online. Orders open December 14, in-person deliveries begin in January. No money-handling or guesswork required. For all the details on how to set up Digital Cookie and how it works check out gsnetx.org/cookies.

Link based orders 12/14/2022 - 3/5/2022.

Mobile in hand orders 1/13/2023 - 2/26/2022.



In Person

Starting January 13th, Girl Scouts can begin selling in person in their local community. Selling door to door, to family and friends, teammates, and beyond, asking her network of contacts is a great way to get started! Our Cookie Mix Calculator will help you know what Cookies to have on hand to meet the demand.



Booth Sales

Have you ever seen a Girl Scout selling cookies at your favorite neighborhood restaurant or grocery store? That's called a Cookie Booth Sale! Girls and their families can work with their Troop Cookie Manager to set up booth sales as a new way to reach more customers.

My Sale Booths begin 1/13/2023.

These are booth sales organized and set up by families and troops. Make sure to follow the My Sale Booth process found on our website at gsnetx.org/cookies.

Council Organized Booths begin 1/27/2023.

Council Booth Sale locations are secured by Girl Scouts of Northeast Texas and troops can sign up for slots in eBudde,



Let our Cookie Mix Calculator help you figure out how many of each flavor to get!



Inspire Girl Scouts to Think Like Cookie Entrepreneurs



Skills Development

The Girl Scout Cookie Program® helps girls develop real-world skills in five essential areas:

1 Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

How You Can Help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, such as weekly challenges.

2 Decision Making

Girl Scouts learn how to make decisions on their own and as a team.

How You Can Help: Talk about how they plan to spend the troop's cookie earnings.

3 Money Management

Girl Scouts learn to create a budget and handle money.

How You Can Help: Build on their interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

4 People Skills

Girl Scouts find their voices and build confidence through customer interactions.

How You Can Help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5 Business Ethics

Girl Scouts learn to act ethically, both in business and life.

How You Can Help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

Adventures Powered by Cookies

Through your Girl Scout's participation in the Cookie Program, they not only learn important life skills, but they also earn funds for their troop to do amazing things.

Learn more:

• www.gsnetx.org/cookies

Cookie Business Badges

NEW

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Check out the NEW Cookie Business and Financial Literacy badges!

Learn more:

- girlscouts.org/cookiebadges
- girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html

The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques.

Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their money as a team and overcome hurdles along the way.

Learning by Doing

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Learn more:

- girlscoutcookies.org/entrepreneurfamily

Getting Families Involved

The Girl Scout Cookie Program® is a team effort, and families play a major role. With the support, assistance and encouragement of their family, there's no stopping a Girl Scout!



To find inspiration for you and your Girl Scout, check out these helpful resources:

Cookie Entrepreneur Family Pins

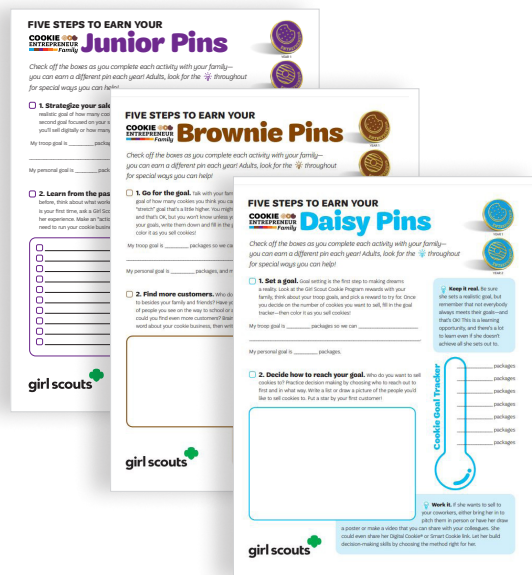
Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

Digital Marketing Tips

Help your Girl Scout level up their online presence by taking the lead to create a digital marketing plan.

Learn more:

- girlscouts.org/en/members/for-volunteers/cookie-resources-troop-leaders-volunteer.html



Safety First!



Show You're a Girl Scout

Wear a Girl Scout membership pin, uniform, or Girl Scout clothing to clearly identify yourself as a Girl Scout.

Buddy Up!

Always use the buddy system. It's not just safe, it's fun!

Be Street Smart

Become familiar with the areas and neighborhoods where you will be selling Girl Scout products.

Partner With Adults

Adults must accompany Girl Scout Daises, Brownies, and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during Cookie Booth sales.

Plan Ahead

Be prepared for emergencies and always have a plan for safeguarding cash. Avoid walking around or keeping large amounts of cash on hand. Consider having another adult pick-up cash during a booth sale.

Do Not Enter

Do not enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles.

Sell in the Daytime

Sell during daylight, adult supervision is a must for evening sales.

Protect Privacy

Girl's full names, home addresses, or email addresses should never be given out to customers. Protect customer privacy by not sharing their information.

Be Safe on the Road

Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Be Internet Wise

Girls must always have parent/caregiver permission to participate in all online activities and must read and agree to the GSUSA [Internet Safety Pledge](#) before conducting any online activities.



Other Rewards

Initial Order Rewards

These rewards can only be earned by ordering and picking up packages for a Girl Scout on her pre-season Initial Order.



Goal Getter Patch For the Girl:

100+ Packages ordered on the initial pre-season order via eBudde



Long Sleeve T-Shirt For the Girl:

325+ Packages ordered on the initial pre-season order via eBudde



Stadium Size Cup For the Troop:

275+ PGA on the initial pre-season order via eBudde
For each girl with 1 or more packages on the troop's Initial Order

Community Cookie

These rewards can only be earned by allocating packages to be distributed through GSNETX's Community Cookie Program.



Community Cookie Patch
30+ Packages donated through Community Cookie via eBudde



23-24 Monthly Wall Calendar + Raspberry Rally Charm
60+ Packages donated through Community Cookie via eBudde

Digital Cookie

These rewards can only be earned through a girl's participation in Digital Cookie. This includes sending emails through Digital Cookie to family and friends as well as selling cookies through Digital Cookie using her link that is shared with customers or by processing transactions in the Digital cookie app.



Site Setup & Send 18 Unique Sales Emails Through Digital Cookie

Cookie Techie Patch

(Thank You Emails do not count towards earning this patch)



150+ Packages
Mini Clip On Dolphin

Bar Patches

Package levels

| | | |
|-------------|--------------|--------------|
| 100+ | 600+ | 1200+ |
| 200+ | 700+ | 1600+ |
| 300+ | 800+ | 2023+ |
| 400+ | 900+ | 2800+ |
| 500+ | 1000+ | 4000+ |

Service Unit Top Seller

The top selling girl in each Service Unit, who is in a troop that receives rewards, will receive a Girl Scout Surprise Box full of fun items in addition to her other rewards and an exclusive medallion to celebrate her achievements.

Council Top 50 Sellers

The top 50 girls in troops that receive rewards, will be invited to an exclusive overnight opportunity hosted by Girl Scouts of Northeast Texas. This girls only event will be packed full of fun traditions and experiences along with a celebratory dinner, dance party and more. Accommodations, meals and fun are all part of this experience.

Transportation to and from, is not included.

Camp Bette Perot | March 31st - April 2nd.

Did you sell cookies in the 2022 Cookie Program?

If you participated in the 2022 Cookie Program (December 2020 - March 2021), you'll earn the next birthday patch in our Girl Scout Exclusives series. Watch for a patch in the mail in the month of your birthday along with a birthday card celebrating YOU!



Girl Scout Bucks

When you select Girl Scout Bucks as a reward through your participation in the Girl Scouts of Northeast Texas Product Sales Programs (Fall Product Program or Cookie Program), you can use them within our council for cool stuff and experiences! Check out this list of ways to power your Girl Scout adventure through Girl Scout Bucks.

In our shops:

Uniforms
Badges & Patches
Girl Scout T-Shirts
Blankets
Camping Gear
& More!

GSNETX Programs:

Journey In A Day
Badge Workshops
Grand Prix
Day & Twilight Camp
& More!

GSNETX Camp Experiences:

Troop Camp
Family Camp
Resident Camp
SCOE Day Camp
Bus Transportation
& More!

GSNETX Camp Amenities:

Archery
Horseback Riding
Ropes Course
Slingshots
Kayaking
& More!

GSUSA Hosted Programs:

Destinations

**Reward
Experiences**

Reward Experiences

Girl Scouts who participate in the Cookie Program also have the option of selecting a reward experience in lieu of an item at many levels. Many of our families look forward to these events year after year. Here's a quick preview with dates of our 2023 Cookie Program Reward events.

Top 50 Council Sellers

Weekend Campout (Girl Scout Only) | March 31st – April 2nd

*Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors**

600+ Packages Sold Event Options:

Early Bird Bundle Event - Mall Madness (Girl Scout + Chaperone) | June 24th – June 25th

Cookie Club Event (Girl Scout + Chaperone) – Garland | June 3rd

Cookie Club Event (Girl Scout + Chaperone) – Canton | June 3rd

Cookie Club Event (Girl Scout + Chaperone) – Greenville | June 10th

Cookie Club Event (Girl Scout + Chaperone) – The Colony | June 10th

1200+ Packages Sold Event Options:

Great Wolf Lodge (Girl Scout + Chaperone) | May 6th – 7th

GSNETX Resident Camp (Girl Scout Only) | Summer 2023

Grades & PGL eligibility to be announced in Fall 2022

1600+ Packages Sold Event Option:

Taste of Texas | Waco (Girl Scout Only) | April 22nd

*Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors**

2023+ Packages Sold Event Option:

Great Wolf Lodge Add a Night (Girl Scout + Chaperone) | May 5th – May 6th

Only available for those Girl Scouts who also select Great Wolf Lodge at 1200+

GSNETX Resident Camp (Girl Scout Only) | Summer 2023

Grades & PGL eligibility to be announced in Fall 2022

2800+ Packages Sold Event Options:

Texas Road Trip (Girl Scout Only) | June 5th – 8th

*Cadettes, Seniors, & Ambassadors Only**

GSNETX Resident Camp (Girl Scout Only) | Summer 2023

Grades & PGL eligibility to be announced in Fall 2022

4000+ Packages Sold Event Options:

Taste of Florida (Girl Scout Only) | June 26th – June 30th

*Brownies, Juniors, Cadettes, Seniors & Ambassadors Only**

GSNETX Resident Camp (Girl Scout Only) | Summer 2023

Grades & PGL eligibility to be announced in Fall 2022

*Program Grade Level (PGL) at the time of the Girl Scout's participation in the 2023 Cookie Program.

**Girl Scouts must be in a troop that opts to receive rewards and pay their cookie balance in full, on time.





Encourage girls to tell every customer about our Community Cookie donation program. Community Cookie donations are delivered to those who serve our community such as U.S. military personnel, veterans, EMTs, firefighters, police officers, first responders, healthcare workers, teachers, and other essential workers.

Community Cookie donations are great for those customers who do not want to purchase cookies for themselves or pay shipping fees.

Tips:

- Encourage girls to ask **EVERY** customer if they would like to donate cookies to our local heroes.
- For every \$5 donation, 1 package of cookies will go to our local heroes.
- Girls earn rewards for selling Community Cookie cookies.

