Guide to Participating in the 2024 Cookie Program

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2024 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 2023-2024 Membership & Cookie Parent Permission Form

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

**The 5 Skills**

- **Goal Setting**
- **Decision Making**
- **Money Management**
- **People Skills**
- **Business Ethics**

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**

**December 2023**

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<td>30</td>
<td>31</td>
<td>18 - Digital Cookie Opens</td>
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<td>18 - Online Order Taking Begins</td>
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<td>18 - Customers Begin Placing Orders For Shipping, Donated Orders, &amp; Cookies to be delivered by local Girl Scouts in January</td>
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**January 2024**

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<td>12 - In Person Cookie Program Begins</td>
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<td>12 - My Sale Booths Begin</td>
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<td>17 - Additional Pick Up Begins</td>
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<td>26 - Council Organized Booths Begin</td>
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<td>31 - Digital Cookie Shipped Orders End</td>
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**February 2024**

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<td>25 - Cookie Program Ends</td>
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<tr>
<td>25 - Digital Cookie Donated &amp; Girl Delivered Orders End</td>
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Important Guidelines & Policies

Read these guidelines. Be sure you understand. These policies are required for a number of reasons including IRS Guidelines, insurance purposes, and GSNETX’s non-profit status.

By participating in the Cookie Program, you will ensure that:

1. Your Girl Scout is a member for 2023-2024.
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. 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 18, 2023.

There are additional rules that must be followed to sell cookies at a booth sale or table outside a business.

8. You may not directly approach any business to ask to set up a booth sale prior to November 4, 2023. 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. Stay safe while selling! Daisies-Cadettes should always sell with an adult present. When going door to door, Seniors and Ambassadors should only sell with friends, never by themselves. Adults are required at all booth sales regardless of a girl’s age.

Cookies & Variety Mix

Percents indicate our suggested variety mix for initial order.

- **Adventurefuls - 9%**
  - Brownie inspired cookie with caramel flavored creme and a hint of sea salt.
  - $5

- **Do-si-dos - 8%**
  - Oatmeal sandwich cookies with peanut butter filling.
  - $5

- **Lemon-ups - 8%**
  - Crispy lemon cookies baked with inspiring messages to lift your spirits.
  - $5

- **Samoas - 21%**
  - Crisp cookies with caramel, coconut and dark chocolaty stripes.
  - $5

- **Tagalongs - 13%**
  - Crispy cookies layered with peanut butter and covered in chocolaty coating.
  - $5

- **Thin Mints - 26%**
  - Crisp, chocolaty cookies made with natural oil of peppermint.
  - $5

- **Trefoils - 8%**
  - Traditional shortbread cookies.
  - $5

- **Girl Scout S’mores - 4%**
  - Graham sandwich cookies with chocolate and marshmallowy filling.
  - $6

- **Toffee-tastic - 3%**
  - Rich, buttery cookies with sweet, crunchy toffee bits.
  - $6

Let our Cookie Mix Calculator figure it out for you!
# 2023–2024 Girl Scout Cookies®
## Ingredients and Food Allergen Guide

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 littlebrowniebakers.com or girlscoutcookies.org.

### All our cookies have...
- NO High Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

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<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Adventurés®</th>
<th>Lemon-Ups®</th>
<th>Trefoils®</th>
<th>Do-si-dos®</th>
<th>Samoas®</th>
<th>Tagalongs®</th>
<th>Thin Mints®</th>
<th>Girl Scout S'mores®</th>
<th>Toffee-tastic®</th>
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<td>NO ARTIFICIAL FLAVORS</td>
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<td>MADE WITH NATURAL FLAVORS</td>
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### Food Allergens

The following food allergens are intentionally included in the cookies as indicated:

- **PEANUT**: M
- **TREE NUT**: M
- **WHEAT**: C
- **SOY**: C
- **MILK**: M
- **EGG**: M
- **SESAME**: M

(Contains) M (Manufactured in a shared facility with) (Made with coconut)
Digital Sales
With the help of a parent or caregiver, a Girl Scout can set up a Digital Cookie site to sell online. Orders open December 18, 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/digitalcookie.

**Digital Cookie® key dates**
- Shipped Orders: 12/18 - 1/31
- Girl-delivered Orders: 12/18-2/25
- Donated Orders: 12/18 - 2/25
- Mobile in Hand: 1/12 - 2/25
(Credit Cards on the Go & at Booth Sales)

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**Here's how to get started:**

1. **Register for Digital Cookie®**
   Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

2. **Set Up Your Site**
   Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. **Invite Customers**
   Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. **Track Your Progress**
   Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

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**Use the Digital Cookie® app to sell cookies wherever you go!**

The app makes it easy for you to take payment from customers purchasing cookies.
Selling Cookies in the Girl Scout Cookie Program

In Person and Door to Door
Starting January 12, Girl Scouts can begin selling in person in their local community.

Selling door to door, to family and friends, teammates, and 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! Girl Scouts 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 1/12/2024.
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 1/26/2024.
Council Booth Sale locations are secured by Girl Scouts of Northeast Texas and troops can sign up for slots in eBudde, our Cookie Program software.

All Girl Scouts, parents/caregivers and troop volunteers are required to follow Booth Etiquette and Guidelines. For more information, check out gsnetx.org/cookies.
# Deep dive on the 5 skills

<table>
<thead>
<tr>
<th>The Cookie Program's 5 Skills</th>
<th>What Girl Scouts Learn</th>
<th>Why It Matters</th>
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<tbody>
<tr>
<td><strong>Goal Setting</strong></td>
<td>Girl Scouts begin their cookie season by discussing their goals. Troops set goals together and work as a team throughout the sale to reach their goals.</td>
<td>They develop a strong sense of self and cooperations and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.</td>
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<tr>
<td><strong>Decision Making</strong></td>
<td>Cookie sales fund the troop's goals, but deciding what to use cookie proceeds for challenges Girl Scouts to have important discussions and find consensus among their troop.</td>
<td>They develop critical-thinking and problem-solving skills that will help them make big and small decisions in their life; practice helps them make good decisions.</td>
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<tr>
<td><strong>Money Management</strong></td>
<td>Girl Scouts learn key concepts in money management through the Cookie Program. From creating budgets, to taking orders and making change at booth sales, Girl Scouts build a solid foundation in money management – and earn money to support their troop and fund their Girl Scout adventures.</td>
<td>They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.</td>
</tr>
<tr>
<td><strong>People Skills</strong></td>
<td>Girl Scouts know their customers, and build their people skills by talking about their product and learning how to deal with customers with the support of their families, caregivers and of course their Girl Scout troop!</td>
<td>These experiences help them develop healthy relationships and conflict-resolution skills for the future.</td>
</tr>
<tr>
<td><strong>Business Ethics</strong></td>
<td>Girl Scouts build an understanding of what's right and wrong in the business of selling cookies – whether they are completing individual sales with family and friends or selling cookies as a troop at a booth sale.</td>
<td>They practice putting the positive values they learn as Girl Scouts into action to become ethical leaders.</td>
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</table>
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:
- [girlscoutcookies.org/entrepreneurfamily](https://girlscoutcookies.org/entrepreneurfamily)

**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.

**Cookie Business Badges**
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.

Learn more:
- [girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges)

Check out the Cookie Business and Financial Literacy badges!
Stay safe while selling Girl Scout Cookies.

**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 Daisies, 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. Additionally, to participate in Digital Cookie®, Girl Scouts must read and abide by the Girl Scout Digital Cookie Pledge, and parents/guardians must read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians. Use the QR codes to view.
Celebrate each step of the way! Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie™ package goal in the space that says 100%, and be sure to include your smaller goals along the way. (Ask a grown-up to help if you need it.) Celebrate by coloring the banners as you make your magic.

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<thead>
<tr>
<th>Package Level</th>
<th>Description</th>
<th>Included Items</th>
<th>Cost</th>
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<tbody>
<tr>
<td>600 Packages</td>
<td>Cookie Club Event (Girl + Chaparone) OR Membership Bundle</td>
<td>1 or 2 in GS Bucks</td>
<td>$150</td>
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<tr>
<td>600 Packages</td>
<td>Cadettes/Seniors/Ambassadors</td>
<td>Opt out of 100-500 reward levels &amp; select Membership Bundle + One Cookie Club Event OR Any 100% Level Reward Item</td>
<td>$250</td>
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<tr>
<td>500 Packages</td>
<td>Exclusive Cookie-Scented Play Dough Stacker OR Bento Lunchbox</td>
<td>$100</td>
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<tr>
<td>1,000 Packages</td>
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<td>$500</td>
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<tr>
<td>150 Packages</td>
<td>Mini Clip On Anello!</td>
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<tr>
<td>2800+ Packages</td>
<td>Camp Cookie @ Camp Whispering Pines (Girl Scout Only) (Must be in 4th grade or above in the 2024 Cookie Program)</td>
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<td>$1000</td>
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<td>2400+ Packages</td>
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<td>2000+ Packages</td>
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<td>10 Packages</td>
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Cookie Club Events: Birthday Bash (10%); Star Party (20%); District Event (30%); Cookie Swap (40%); Cookie Swap South (50%); Cookie Swap North (60%); Cookie Swap East (70%); Cookie Swap West (80%); Cookie Swap All (90%); My Personal Goal (100%)

Digital Cookie: The first 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 by processing transactions in the Digital cookie app.

Site Setup & Send 10 Unique Sales Emails Through Digital Cookie Cookie Techie Patch (Thank You Emails do not count towards earning this patch)

Super Seller Levels: Girls in troops that receive rewards, who reach 1200+ packages sold will also receive the 2024 Super Seller patch & t-shirt with their rewards.

2024 Cookie Program Rewards

200 Packages: Theme Patch

100 Packages: Card Set + Removable Stickers OR $15 in GS Bucks

300 Packages: Plush OR $10 in GS Bucks

400 Packages: Shirt OR Collapsible Water Bottle OR $10 in GS Bucks

Cookie Club Level 600+ Packages

Membership Bundle: Girl Scout + Camp Session OR Program Credits OR Great Wolf Lodge Overnight (Girl Scout + Chaparone) May 6-9, 2024

Cookie Club Events: Birthday Bash (10%); Star Party (20%); District Event (30%); Cookie Swap (40%); Cookie Swap South (50%); Cookie Swap North (60%); Cookie Swap East (70%); Cookie Swap West (80%); Cookie Swap All (90%); My Personal Goal (100%)

4000+ Packages: Select One

Disneyland:
- Taste of California (July 8-12, 2024) (Girl Scout Only)
- (Must be in 2nd grade or above in the 2024 Cookie Program)

2800+ Packages: Select One

2024+ Packages: Select One

2000+ Packages: Select One

1600+ Packages: Select One

1200+ Packages: Select One

And more!

Service Unit Top Seller Surprise Box.

Council Top 50 Seller Campout at Camp Bette P erot April 19-21, 2024.

Annual Birthday Patch for prior year sellers.

Check out the full line up and more details at gsnetwork.org/cookies.

Bar Patches

Package Levels:
- 100+ 800+
- 200+ 900+
- 300+ 1000+
- 400+ 1200+
- 500+ 1600+
- 600+ 2024+
- 700+ 2800+
- 4000+

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 ebbie

Long Sleeve Hoodie For the Girl: 400 Packages on the initial pre-season order via ebbie

Stadium Size Cup For the Troop: 300+ Pkg on the initial pre-season order via ebbie

Community Cookie Patch:
- 35 Packages donated through Community Cookie via ebbie

Lanyard & Mini First Aid Kit:
- 65 Packages donated through Community Cookie via ebbie

10% Number of pkg.
20% Number of pkg.
30% Number of pkg.
40% Number of pkg.
50% Number of pkg.
60% Number of pkg.
70% Number of pkg.
80% Number of pkg.
90% Number of pkg.
100% My Personal Goal

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

My Personal Goal
- 100% Number of pkg.
- 90% Number of pkg.
- 80% Number of pkg.
- 70% Number of pkg.
- 60% Number of pkg.
- 50% Number of pkg.
- 40% Number of pkg.
- 30% Number of pkg.
- 20% Number of pkg.
- 10% Number of pkg.
2024 Cookie Program 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 2024 Cookie Program Reward events.

**Top 50 Council Sellers**
Weekend Campout (Girl Scout Only) | April 19-21
  *Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors*

**600+ Packages Sold Event Options:**
- Early Bird Bundle Event - Mall Madness (Girl Scout + Chaperone) | Date released Spring 2024
- Cookie Club Event (Girl Scout + Chaperone) – Garland | June 1
- Cookie Club Event (Girl Scout + Chaperone) – Canton | June 1
- Cookie Club Event (Girl Scout + Chaperone) – Greenville | June 8
- Cookie Club Event (Girl Scout + Chaperone) – The Colony | June 8

**1200+ Packages Sold Event Options:**
- Great Wolf Lodge (Girl Scout + Chaperone) | May 4-5
- GSNETX Resident Camp (Girl Scout Only) | Summer 2024
  *Grades & PGL eligibility to be announced in Winter 2024*

**1600+ Packages Sold Event Option:**
- Kendra Scott Color Bar Experience (Only Girl Scout participated in experience, parent/caregiver is responsible for transportation | Dates to be released in January 2024
  *Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors*
- Medieval Times Experience (Girl Scout + Chaperone) | May 19
  *Daisies, Brownies, Juniors, Cadettes, Seniors & Ambassadors*

**2023+ Packages Sold Event Option:**
- Great Wolf Lodge Add a Night (Girl Scout + Chaperone) | May 3-4
  *Only available for those Girl Scouts who also select Great Wolf Lodge at 1200+
- GSNETX Resident Camp (Girl Scout Only) | Summer 2024
  *Grades & PGL eligibility to be announced in Winter 2024*

**2800+ Packages Sold Event Options:**
- Camp Cookie (Girl Scout Only) | June 2-7
  *Cadettes, Seniors, & Ambassadors Only*
- GSNETX Resident Camp (Girl Scout Only) | Summer 2024
  *Grades & PGL eligibility to be announced in Winter 2024*

**4000+ Packages Sold Event Options:**
- Taste of California (Girl Scout Only) | July 8-12
  *Brownies, Juniors, Cadettes, Seniors & Ambassadors Only*
- GSNETX Resident Camp (Girl Scout Only) | Summer 2024
  *Grades & PGL eligibility to be announced in Winter 2024*

*Program Grade Level (PGL) at the time of the Girl Scout's participation in the 2024 Cookie Program.
**Girl Scouts must be in a troop that opts to receive rewards and pay their cookie balance in full, on time.
Community Cookie Donation Program

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. Cookies donated through Community Cookie come from the council’s end of season warehouse inventory and does not come from the Troop or Girl Scout’s on hand inventory. Girl Scouts receive credit for each package donated towards Community Cookie that goes towards earning rewards and troops still earn proceeds as well.

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.