



# Cookie Family Guide



2022 Girl Scout Cookie Program  
January 2 - March 20

## Welcome to the 2022 Girl Scout Cookie Program!

We are excited to have you and your Girl Scout participate in this year's cookie program. Inside every package of Girl Scout Cookies, you'll find scrumptious treats and lots more!

There's a reason the Girl Scout Cookie Program is a celebrated tradition—it's an amazing way for girls to build lifelong skills! Throughout the cookie program, girls learn to set goals, create a plan, interact with customers, and advocate for themselves. While they continue to build these skills and their confidence, they learn to "Climb with Courage" and make a difference in their world!

The largest girl-led entrepreneurial program in the world also offers an incredible opportunity for you as a Girl Scout parent/caregiver. You see firsthand how girls grow, learn, and come into their own. We provide resources to guide your Girl Scout to discover her talents, uncover new strengths, and develop the entrepreneurial mindset that will serve her far beyond the cookie program.

Your guidance and support are an integral part of your Girl Scout's success and we are confident you will find the experience to be both enjoyable and rewarding. Please remember we are here to support you! Best wishes to you and your girl and have fun!

— The GSOH Product Program Team

## Meet the Cookies! All packages are \$5 each.

NEW



### Adventurefuls

Brownie-inspired cookies with caramel flavored crème filling and a hint of sea salt.



### Trefoils

Delicate-tasting shortbread that is delightfully simple and satisfying.



### Thin Mints

Crisp wafers covered in chocolaty coating. Made with natural oil of peppermint.



### Tagalongs

Crispy cookies layered with peanut butter and covered with a chocolaty coating.



### Girl Scout S'mores

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling.



### Samoas

Crisp cookies with caramel, coconut, and dark chocolaty stripes.



### Do-si-dos

Crunchy oatmeal sandwich cookie with creamy peanut butter filling.



### Lemon-Ups

Crispy lemon cookies baked with motivational messages.



### Toffee-tastic

Rich, buttery cookies packed with golden toffee bits bursting with flavor. Gluten free.

## The Five Skills

Girls earn and learn when they participate in the largest girl-led business in the world.

They earn patches and girl rewards while learning five skills that will last a lifetime!



goal setting



decision-making



money management



people skills



business ethics

## Cookie Lingo

These are terms you may hear throughout the cookie program:

- **Troop cookie program coordinator (TCPC):** volunteer who manages your troop's cookie program.
- **eBudde:** online system your TCPC uses to track girl cookie orders, payments, and rewards earned.
- **Rewards:** incentives girls earn throughout the program to help them practice goal setting.
- **Digital Cookie:** online platform girls use to expand their cookie business.
- **Operation Salute:** option for customers to donate cookies to active or veteran members of the military and their families.
- **Initial Order:** packages ordered on girl's order cards and Digital Cookie from January 2–23; girls earn exclusive rewards during this time that they receive with the cookies in mid-February.
- **Goal Getter:** orders placed from Jan. 24–Feb. 10; girls earn exclusive rewards during this time that they receive after the cookie program ends.
- **Cookie Booth:** girls set up fun and eye-catching tables in the community to reach new customers and meet their goals.
- **Mobile booths or walkabouts:** girls take their cookies on the go, charting a course through their neighborhood and fulfilling cookie orders.

## What do cookie funds support?

All funds generated by the Girl Scout Cookie Program remain in our council to benefit girls. Troops can use funds for troop badge activities, troop events, Take Action projects, Girl Scout travel and more.

Proceeds from the cookie program help Girl Scouts of Ohio's Heartland:

- Keep event and camp fees at a reasonable rate for all members.
- Improve and maintain camp and other activity sites.
- Train and support adult volunteers.
- Provide the financial assistance needed to make Girl Scouting available for all girls.

## Resources

### Digital Cookie for Families and Caregivers Webinars

Sat., Jan. 1, or Tues., Jan. 4, 2022, 8:00–9:00 p.m.

Learn how to start in Digital Cookie, manage orders, reach more customers, and help girls learn new skills!

Register here:

<http://bit.ly/22cookies-Jan1>

<http://bit.ly/22cookies-Jan4>

## Tutorials

Keep an eye on the GSOH YouTube channel for tutorials that will guide you in helping your Girl Scout use their Digital Cookie page. [bit.ly/GSOHPP\\_YouTube](http://bit.ly/GSOHPP_YouTube)

## Ways to Participate

- Beginning Sun Jan 2, start taking orders by contacting friends and family.
- Use Digital Cookie for shipped, donated, and girl delivered orders.
- Promote Operation Salute.
- Set up cookie booths.
- Plan walkabouts in your neighborhood.
- Hold “lemonade stand” style cookie booths in the yard or driveway.
- Leave flyers or posters at family members' workplaces or places of worship.
- Hold virtual cookie booths.
- Promote 5 for 5 contest for customers.



A special thank you to the PNC Foundation for being our partner for the 2022 Girl Scout Cookie Program!



## Following Social Media Safety Guidance

Girls may use the internet to share their cookie program sales links, stories, and learnings with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or guardians.
- Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girls, volunteers, and parents must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, the Supplemental Safety Tips for Online Marketing, and Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, etc.).
- Be aware posts on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring you must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should consider removing their last name when using social media sites to protect their identity.

## Promoting the Cookie Program

Check out the Cookie Promotional Kit for graphics and resources to promote your girl's program! For more information visit, [gsoh.org/cookies](http://gsoh.org/cookies).



### Contests

#### Climb Into Cookies Kick Off Contest

Sun., Jan 2–Tues., Jan 4

Girls are entered in drawings to win awesome rewards for setting up their Digital Cookie site and sending 10+ emails.

Follow GSOH Product Program on Facebook to join the fun! [www.facebook.com/GSOHProductProgram](http://www.facebook.com/GSOHProductProgram)

#### Digital Cookie Video Contest

Videos are a great way to promote your young entrepreneurs' online businesses! The Digital Cookie Video Contest gives Girl Scouts the opportunity to stretch their techie skills, creativity, and people skills by creating a promotional video for their Digital Cookie site. See [gsoh.org/cookie-resources](http://gsoh.org/cookie-resources) for more information.



### Council Cookie Events

Girl Scouts will complete activities to earn one of the NEW Cookie Business badges for their grade level.

- **NEW! Cookie Business Basics:** Daisies, Brownies, and Juniors will practice and polish the business basics as they build their very own cookie business and customer base. Girls will build their cookie teams, create and practice their pitches, and learn creative ways to connect with customers.
- **NEW! Cookie Business Beyond:** Cadettes, Seniors, and Ambassadors will join GSOH staff and guests to take their cookie program to the next level. They will explore influencing, networking, and researching for their cookie businesses while developing business skills to use during the cookie program and beyond.

Sat., Jan. 15

Hilliard, Ohio

Register in gsEvents by Wed., Jan. 5.

For more information about these events and other exciting details, visit [gsoh.org/cookies](http://gsoh.org/cookies).

# Watch me “Climb with Courage” to meet my goals!

## Instant Rewards

Your Girl Scout will receive these rewards from her troop volunteer as soon as she reaches these levels! For more information, visit [gsoh.org/cookie-resources](https://gsoh.org/cookie-resources)



**30+ Packages**  
Instant Reward  
“Climb with Courage”  
Theme patch



**60+ Packages**  
Instant Reward  
Cookie decals



**90+ Packages**  
Instant Reward  
Koala bag tag



**125+ Packages**  
Instant Reward  
Mini adventure journal



**250+ Packages**  
Motivational water bottle OR  
\$5 Reward card OR  
The Shoe that Grows - 1/2 shoe



**300+ Packages**  
Koala slipper socks OR  
\$5 Reward card OR  
The Shoe That Grows - 1/2 shoe



**400+ Packages**  
Eco koala hip pouch OR  
\$10 Reward card OR  
The Shoe That Grows - one shoe



**800+ Packages**  
Camp duffel and koala journal OR  
\$20 Reward card OR  
The Shoe That Grows - one pair



**1,000+ Packages**  
Stellar Seller event May 21, 2022  
at Camp Ken-Jockety



**1,200+ Packages**  
2022 American Girl Doll of the Year OR  
Apple AirPods OR  
Kelty 2-person tent OR  
\$100 Reward card OR  
The Shoe That Grows - four pairs

## Patches

During the cookie program, there are many opportunities for your Girl Scout to show off the skills she is learning and receive cool themed patches to remember them by. For more information about earning them, scan the QR code to the right or visit [gsoh.org/cookie-patch-programs](https://gsoh.org/cookie-patch-programs).



# Goal Tracker

Help the koala reach the top of the tree! For every reward level you reach, check off the matching cookie package total on the right side of the page.



**165+ Packages**  
Koala bracelet



**200+ Packages**  
Plush Koala OR  
\$5 Reward card OR  
The Shoe that Grows - 1/2 shoe

**2,022 Packages!**

**1,600 Packages**

**1,200 Packages**

**1,000 Packages**

**800 Packages**

**650 Packages**

**500 Packages**

**400 Packages**

**300 Packages**

**250 Packages**

**200 Packages**

**165 Packages**

**125 Packages**

**90 Packages**

**60 Packages**

**30 Packages**



**500+ Packages**  
Camp cushion OR  
Girl Scout uniform OR  
The Shoe That Grows - one pair



**650+ Packages**  
Beach towel OR  
\$20 Reward card OR  
The Shoe That Grows - one pair



**1,600+ Packages**  
Custom Nalgene & Osprey Backpack OR  
2 tickets to Zoombezi Bay OR  
Fitbit Tracker OR  
\$100 Reward card OR  
The Shoe That Grows - four pairs



**2,022+ Packages**  
One session of GSOH resident camp OR  
Animal Programs Tour at Columbus Zoo  
on June 4, 2022 OR  
The Shoe That Grows - 20 pairs

*Due to availability a comparable item may be substituted for any reward item.*

*Reward cards can be used for GSOH programs, camp, and Girl Scout Shop purchases, or toward Girl Scout Destinations and approved travel.*

# Digital Cookie

Every registered Girl Scout can set up a Digital Cookie account and expand her cookie business online! Customers can purchase cookies to be shipped to their homes, donated to Operation Salute, or delivered by your Girl Scout. All Digital Cookie orders are paid with a credit card, so there are no funds to collect.

## Getting Started

### Registration

1. On Saturday, January 1, watch for your registration email from “Girl Scout Cookies” (email@email.girlscouts.org) with the subject “Register for the Digital Cookie Platform Today.”

*\*Note: If you do not receive an email, make sure to search your Promotions/Clutter/Spam folders, then visit [https://gsoh.formstack.com/forms/digital\\_cookie](https://gsoh.formstack.com/forms/digital_cookie) if you still need assistance.*

2. Click the **Register Now** button, create a password, and log in using the email address where you received your registration email.

3. Watch the “Safe Selling for Smart Cookies” video with your Girl Scout, read and accept the Terms and Conditions, read the “Girl Scout Safety Pledge,” then check the box for **Accept** and click **Continue**.

*\*Note: If your Girl Scout is 13 or older, enter her email address and she will complete her own registration process.*

4. You will see a screen to register your Girl Scout(s) for the Digital Cookie program.
5. Watch your inbox for a registration confirmation email!

### Site Set Up

1. Log in to [digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org) and click **Set up your cookie site** or the **Site Setup** link in the menu bar.
2. Help your Girl Scout enter her sales goal and cookie story.
3. Decide with your Girl Scout if she wants to upload a photo or video of her own or use one from the Digital Cookie gallery.

Don't want to post a picture of your Girl Scout? Try:

- Her Fall Product Program Me2 avatar.
- A photo of the back of her vest/sash.
- A self-portrait of her as a Girl Scout.
- A photo of a craft or project she did with her troop.

4. Click **See your site and publish** to review the site, then click **Edit** to make changes or **Approve and publish**.

Your Girl Scout's cookie business now has its own website! Links will be activated when the cookie program begins Sunday, January 2.

## Connecting with Customers

Use the **Customers** tab to enter customer names and email addresses, learn about different kinds of marketing emails and when to send them, and reach out to customers directly.

Girls will also find a direct link to their cookie sites on the home page to share through texting and social media!

## Digital Cookie Registration

Register your Girl Scout to participate in Digital Cookie. She'll get access to the Digital Cookie Platform where each Girl Scout can set up her cookie site and goals, manage orders and learn marketing business skills.

Girls 13 and older can add their own email address. This allows them to manage details for their cookie site.

Digital Cookie Status	Girl Scout	Date of Birth	GSUSA ID	Troop	Preferred First Name*	Girl Email Address	Action
Register	Darcy Li	07/01/2013	9999998994	12361	---	---	---

The dashboard shows a navigation bar with links: HOME, BADGES, LEARNING, SITE SETUP, INVENTORY, CUSTOMERS, ORDERS. A dropdown menu is open for 'Select a Girl Scout' showing 'Georgia DAWSON'. The main content area is titled 'Georgia's Digital Cookie Platform' and includes a welcome message, 'Welcome, Heavenly!'. It features a progress bar for 'My Progress' (0 sold online, 0 sold offline) and a 'My Troop' section with a goal of 'coming soon'. There are three main action cards: 'My Sales Goal' (0 packages), 'Packages Sold' (0), and 'Packages to Sell' (0), each with an 'UPDATE' button. A 'REWARDS' icon is also present. Below these are two larger cards: 'My Cookie Site: Set up your site' and 'Orders to Deliver in Person'. The 'My Cookie Site' card has a 'Set up your cookie site, get published and start getting orders.' button. The 'Orders to Deliver in Person' card shows 'Approve for delivery: 0 Order(s)' and 'Orders to deliver: 0 Order(s)'. At the bottom, there are sections for 'Learning' (with icons for Cookie Pin & Badges, Cookie Planning, and Cookie Sales) and 'Test'.

This notification card shows 'My Cookie Site: Open for Business' with a 'complete' icon. It displays 'Emily's cookie site url: <https://DigitalCookie.GirlScouts.org/scout/emily379909>' and 'Site setup approved: 10/16/2020 09:41 PM CDT'.

This notification card shows 'Orders to Deliver in Person' with a location pin icon. It displays 'Approve for delivery: 0 Order(s)' and 'Orders to deliver: 0 Order(s)'.

**Did You Know?**  
Girls who upload a photo or video sell more than double the packages on average than girls who do not.

## Approving Girl Delivered Orders

Customers can select Girl Delivery for their orders placed between **January 2–March 4**. They prepay for cookies through Digital Cookie that will be delivered by the Girl Scout.

*\*Note: When customers select to have their orders shipped directly to them or donated through Operation Salute, no action is needed by the caregiver or TCPC. Your Girl Scout automatically gets credit for the sale!*

1. Log in to Digital Cookie through your registration confirmation email or at [digitalcookie.girlscouts.org](http://digitalcookie.girlscouts.org) and click on the **Orders** tab.
2. You will see a list of all orders needing approval and their details, including the customer's address and the number of days remaining for you to approve it.
  - If a new in-person delivery order isn't approved by midnight on the day it is received, you will receive an email letting you know your Girl Scout has received an order for delivery. Approve or decline orders within five days to avoid losing a sale and disappointing a customer.
  - Before approving an order, consider:
    - Is the customer a known and trusted individual?
    - Are you willing and able to get the cookies to the customer's location?
    - Do you have or will you have the inventory available? (if not, ask your TCPC about inventory before approving the order)
  - If you are unable or unwilling to fulfill the customer's order, click **Decline Order** and the order will default to whatever second option the customer has selected: **Cancel** or **Donate**.
3. If you have approved the order, it will move down to the section Deliver: **Orders to Deliver**, below the **Approve** section.
4. When you approve the order, the customer will be charged, and your troop cookie program coordinator will see the financial transaction as a credit to your Girl Scout in eBudde.
  - You will still need to get the cookies to fill the order from your TCPC.
  - Deliver the cookies to the customer in a timely manner.

Select all in view

Order #	Cookie Pkgs	Paid by	Deliver to	Delivery Address	Order Date	Days left to Approve
<input checked="" type="checkbox"/> 05073568	6	Jane-Anne Cathcart	Jane-Anne Cathcart	135 Main St, Hancock, MA	12/02/2019	4
<input type="checkbox"/> 05073570	6	Joseph Matimora	Joseph Matimora	14280 SE Fisher Way, Apt 10D, Cincinnati, OH	12/02/2019	4

## Filling Girl Delivered Orders

Girl Delivered orders are handled differently depending on when the order is placed.

### Orders Placed January 2–23 (Initial Order Phase)

- All Digital Cookie orders placed during the Initial Order Phase automatically flow over into eBudde. Meaning your Girl Scout automatically gets credit for the order and the cookies are included in the troop's initial cookie pickup.
  - **Do not** add Digital Cookie orders to your Girl Scout's paper order card. The cookies have already been included in her totals.
  - Caregivers must approve orders placed on January 23 by January 25 at noon for them to be included in the pickup.
- TCPC's pick up cookies Feb. 10 & 12 (Columbus area) and Feb. 14–18 (surrounding areas) and distribute to girls immediately.
- Orders should be delivered to customers within a week of receiving. Keep in mind that some customers may have waited a month or more for their cookies!

### Orders Placed January 24–March 5 (Goal Getter and Booth phases)

- Orders placed beginning January 24 do not automatically flow over into eBudde. They must be tallied up and shared with the TCPC for your Girl Scout to get credit and receive the cookies to deliver.
  - Track these orders in a list or spreadsheet so you know which orders you have received cookies for and which you still need to pick up from the TCPC.
- Your TCPC will let you know how and when to communicate additional girl delivered orders:
  - How to submit additional orders to TCPC:

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→ Deadline(s) to submit additional orders to TCPC:

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- TCPCs will pick up the cookies you need from cookie cupboards beginning in mid-February.
  - Caregivers and TCPCs must both sign a receipt every time cookies are picked up from the troop.
  - Girls should deliver orders promptly after receiving cookies.
  - All cookie orders must be delivered to customers by the end of the cookie program on March 20.

Once you have delivered the cookies, log back into Digital Cookie and mark those orders delivered.

*\*Note: All Digital Cookie orders are prepaid when the customer places the order. There is no money to collect at the time of delivery.*



# Supporting Your Girl Scout

Caregivers are key to every Girl Scout's success. With the support, assistance, and encouragement of her family, there's no stopping a Girl Scout!

## Get Started:

- ☐ Attend the troop cookie Family Meeting.
- ☐ Sign and return the permission slip before taking orders.
- ☐ Help her set goals.  
<http://bit.ly/22Cookie-GoalSettingVideo>
- ☐ Help her personalize her Digital Cookie site and send emails to customers.
- ☐ Make sure she waits until Sun., Jan. 2 to take orders.

## During the Program:

- ☐ Help her find creative ways to reach customers and encourage her as she tracks her progress.
- ☐ Meet troop deadlines and communicate with TCPC regularly.
- ☐ Assist with phone calls, emails, and walkabouts.
- ☐ Volunteer at cookie booths.
- ☐ Help deliver cookies in a timely manner.

## Celebrate Her Success:

- ☐ Turn in all collected payments from customers to your TCPC on time.
- ☐ Help her send thank you notes to her customers or post a thank you message on social media.
- ☐ Talk with her about what she's learned and how she overcame challenges.

- ☐ Attend troop or council reward events.
- ☐ Pick up her rewards as soon as they're available.

## Working with Your TCPC

Keep the following in mind while working with your TCPC throughout the program:

- Your troop cookie program coordinator (TCPC) is a volunteer who needs your help to make the cookie program successful for your girl and the rest of the troop.
- Communication is key! Note how and when your TCPC is available and reach out with:
  - Questions and if you're concerned about an upcoming deadline.
  - Digital Cookie orders and other additional orders you need cookies to fulfill.
  - To touch base on money owed and your Girl Scout's progress toward her goals.
- Each caregiver is personally financially responsible for all cookies ordered and received by their Girl Scout and all money collected from customers.
  - Caregivers and the TCPC should sign a receipt for all money turned in and cookies picked up.
  - All checks should be made payable to the troop (write in the customer's drivers license number on the check).
  - Caregivers should turn in all payments to the TCPC by the given deadlines.
  - Any lost or stolen money is the responsibility of the caregiver who signed the girl's permission slip.

## Mark Your Calendar

*Sat., Jan. 1 or Tues., Jan. 4*

Digital Cookie for Families and Caregivers webinar

*Sat., Jan. 1*

Digital Cookie opens for girl registration and set up

*Sun, Jan. 2–Tues., Jan. 4*

Climb into the 2022 Cookie Program Kick Off Weekend

*Sun., Jan. 2*

2022 Girl Scout Cookie Program begins

*Initial Order Cards due to TCPC (fill in with date TCPC provides)*

*Thurs., Feb 10–Sun., Mar. 20*

Girls deliver cookies, collect money, participate in cookie booths and walkabouts, and more

*Pick up Initial Order cookies and rewards from TCPC (fill in with date TCPC provides)*

*Fri., Feb. 11–Sun., Mar. 20*

Cookie booths

*Sun., Mar. 20*

2022 Girl Scout Cookie Program ends

Final deadline to turn in collected money to TCPC

*April 2022*

Pick up final girl rewards from TCPC



## Contact Us

*Council Headquarters*  
1700 Watermark Drive  
Columbus, Ohio 43215  
gsoh.org

Email [customer@gssoh.org](mailto:customer@gssoh.org)  
Social Media: @GirlScoutsOH

Follow the Product Program  
Department on Facebook:  
[@GSOHProductProgram](https://www.facebook.com/GSOHProductProgram)

## Troop Contact Information

Troop Cookie Program Coordinator (TCPC) Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_