

Family Cookie Guide

2024

Greetings, Girl Scouts!

This year's cookie season theme is "Own Your Magic." Girl Scouts will discover how they can make magic through the Cookie Program. They'll be setting goals, devising marketing plans, and building their entrepreneurial skills. And they'll do it backed by a huge number of supporters... Their families, troop leaders and community are ready to make magic with them!

The Cookie Program starts with having a well-loved, great-tasting product to sell. And this year our product's price has increased. We previously announced that Girl Scouts of Kentuckiana has raised the price of all cookies by \$1.00 to reflect higher costs from the cookie bakery and other suppliers. Girl Scouts aren't immune to the changing economics that all households face to purchase goods and services, and the council has not shifted our cookie prices for more than five years. For 2024, troops will get a boost from increased proceeds per-package of cookies they sell, and reward levels have been adjusted to keep goals achievable for both individual sellers and troop-level success.

Our cookie customers know that each dollar they give is an investment in girls. In turn, a successful Cookie Program powers the fun for Girl Scouts all year long.

All this rewarding hard work matters. Adult volunteers and caregivers are empowering girls to make our communities and the world a better place.

Thanks for all you do,
Maggie Elder
CEO, Girl Scouts of Kentuckiana



girl scouts 
of kentuckiana

2023 Top 100 Cookie Entrepreneurs

Name	Packages Sold	Troop	Name	Packages Sold	Troop
Emma L.	6102	152	Abigail H.	2002	773
Addysin W.	3438	1610	Natalie L.	2002	773
Mackenzie K.	3300	1592	Loralai S.	2000	2990
Ruth Ann W.	3200	137	Lillian L.	2000	721
Annastyn H.	3000	1339	Aroara G.	2000	189
Aislin H.	3000	721	Jaycee S.	2000	152
Esperanza S.	3000	1368	Michaela M.	2000	495
Emma L.	3000	774	Evelyn S.	2000	1496
Faithianna S.	3000	2702	Maci P.	1788	688
Brelei N.	3000	137	Lynnox T.	1711	569
Molly H.	2853	521	Sophia E.	1677	4517
Kaitlin D.	2565	152	Brooklyn L.	1655	1103
Kayla W.	2563	688	Cameron H.	1605	547
Courtenay G.	2524	2313	Adrianna L.	1601	563
Claire S.	2516	2311	Aubree L.	1584	1103
Emmylou L.	2502	152	Jadyn L.	1580	688
Hailey P.	2501	137	Audrey M.	1560	513
Loralei M.	2500	213	Gracie E.	1554	1033
Jillian S.	2500	1243	Brynlee C.	1530	569
Riley S.	2500	1647	Arieona C.	1519	1870
Raegen H.	2500	1324	Liberty B.	1510	1647
Ansley W.	2357	135	Adalynn R.	1501	137
Kirby D.	2226	547	Lorelei C.	1501	137
Emmarie R.	2200	513	Jaydah E.	1500	1890
Mckenzie C.	2154	827	Abby R.	1500	1592
Wrenlee S.	2136	135	Madison M.	1500	685
Eloise W.	2133	1798	Juliette R.	1500	965
Madison B.	2128	40000	Paisley N.	1500	965
Sha'Leigh W.	2106	288	Ashley C.	1500	1003
Grace C.	2060	933	McKenna R.	1500	534
Aaliyah B.	2020	1007	Ella H.	1500	92
Korilyn B.	2014	189	Katelyn R.	1500	2087
Raelyn R.	2009	495	Alejandra G.	1500	137
Sofia B.	2003	55	Audrey H.	1500	495



Name	Packages Sold	Troop
Gabrielle B.	1500	495
Aniston C.	1500	933
Aria L.	1500	933
Nahla C.	1500	933
Grace F.	1500	1650
Ariel B.	1443	4057
Elise H.	1434	1453
Alayna M.	1381	655
Claire H.	1351	270
Lucy W.	1321	3886
Sophia R.	1315	2697
Krystala A.	1314	1746
Priyana S.	1306	1798
Kristin R.	1305	3818
Trinity D.	1300	773
Brooklyn C.	1300	4003
Kaydence O.	1285	1216
Kaylee H.	1277	655
Lexi M.	1276	569
Claudia J.	1276	313
Maryann C.	1261	709
Alyssa F.	1258	3552
Madison M.	1256	1514
Samantha M.	1256	1514
Olive M.	1240	3311
Mia R.	1240	2313
Hayleigh D.	1225	4190
Bailey W.	1224	152
Natalee W.	1219	1752
Shelby P.	1210	1837
Allyson W.	1201	1007
Sophia V.	1201	137

Build Skills

The Girl Scout Cookie Program gives your Girl Scout the ability to power unique opportunities and adventures for herself and her troop while learning to think like an entrepreneur.

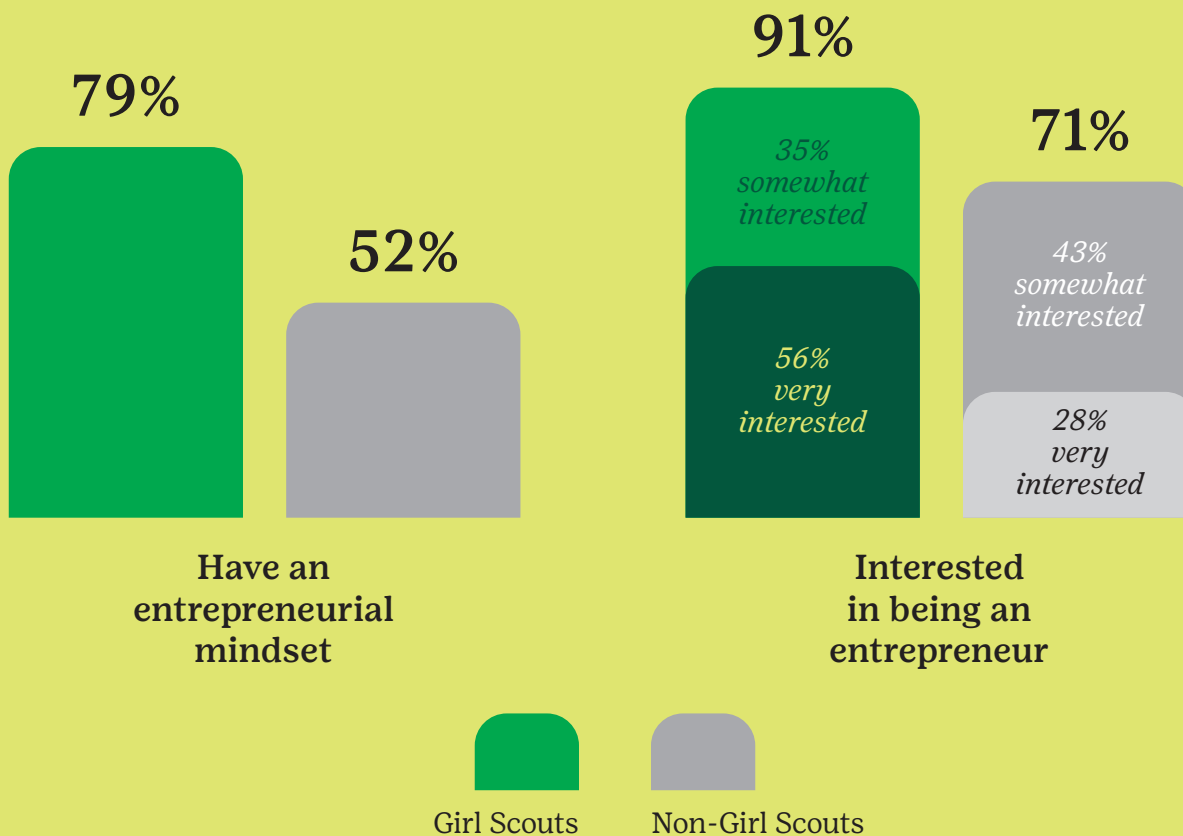
And you're key to her success.

With the support, assistance, and encouragement of her family, there's no stopping a Girl Scout!

Why should my Girl Scout participate in the Girl Scout Cookie Program?



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



Participating in the program gives girls an entrepreneurial edge!

Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she'll gain five skills along the way that she'll use the rest of her life.



Through the Girl Scout Cookie Program, girls learn:

Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then girls set an individual goal with help from their families.

Decision-making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.

Money management as they develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.

People skills as they safely talk to their customers in person and virtually to work as a team with other girls.

Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.

This matters because:

Girls need to know how to set and reach goals to succeed in school, on the job, and in life.

Girls will make big and small decisions in their life; practice helps them make good ones.

Girls need to know how to confidently handle, manage, and leverage money to do great things.

Knowing how to work with others will help them do better in school and later at work.

Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

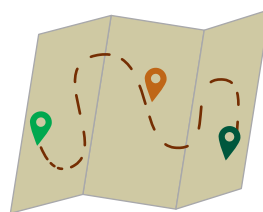
Did you know?



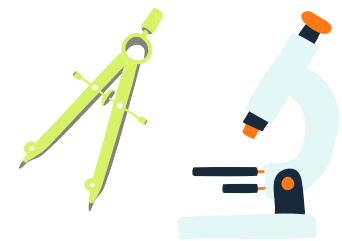
Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.

All proceeds from Girl Scout Cookies® stay local!

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today and tomorrow. Girl Scout Cookies' proceeds stay local to:



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



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

Ways to Sell

There are many ways to sell Girl Scout Cookies, and each one helps girls gain different skills along the way. Let girls take the lead in picking how they want to run their businesses.

In person

Order cards. These are used before girls have cookies in hand to help them know how many cookies they need to order. Once girls do have cookies in hand, order cards are also handy when girls run out of a type of cookie. They can use the cards to track customers and place a reorder.

Direct sales. This happens after girls have cookies in hand; no need to keep customers waiting! Girls can go door-to-door, pull a wagon through their neighborhood, and more (all with the help from a parent or guardian).

Cookie booths. Cookie pop-up sales in areas with lots of foot traffic are a fun way for girls to connect with their community and practice their sales pitch with new customers. Booth locations must be approved by councils and facilitated within council jurisdiction. And participants must follow all council guidelines about setting up, running, and taking down a booth. Girls can also host virtual cookie booths to promote their sites where they make their pitches via video and direct customers to their Digital Cookie® site (see below). A virtual booth guide and additional resources are available at girlscoutcookies.org/troopleaders.

Digital sales

Use your council-approved online digital platform (Digital Cookie) to reach customers near and far. Girls can promote their site by emailing friends and family, creating videos to share on social media, and hosting a virtual cookie booth where they make their pitch online. There are endless ways for girls to get creative in spreading the word about their Digital Cookie site.

Donation program

Customers who don't want to purchase cookies or want other ways to support girls can donate a package of cookies to Operation: Cookie. Customers can donate cookies that will be shipped directly to military troops and organizations as well as first responders.



Safety Tips for the Girl Scout Cookie Program

Show you're a Girl Scout.

Wear Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.

Buddy up.

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

Be streetwise.

Become familiar with the areas and neighborhoods where you'll be selling cookies.

Partner with adults.

Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. 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 money.

Do not enter any homes or vehicles.

Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles (except at designated drive-thru cookie booths).

Sell in the daytime.

Sell only during daylight hours, unless accompanied by an adult.

Product privacy.

Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.

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 safe online.

Girls must have their parents'/guardians' 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, girls must read and abide by the Digital Cookie Pledge.

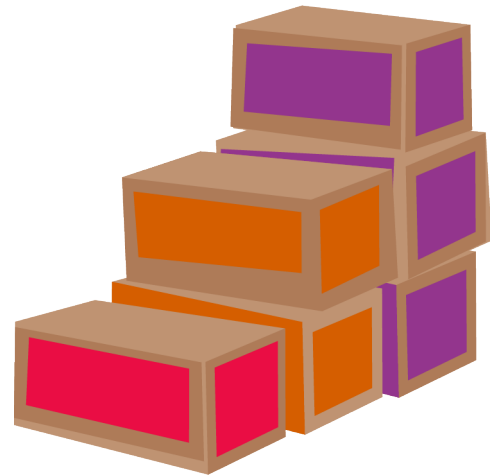
For more safety tips visit gskentuckiana.org/cookies to find the *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Practical Tips for Parents*.



Ways to Support Your Cookie Entrepreneur

Set your Girl Scout up for success by assisting her in the following ways.

- Help her set up her Digital Cookie site.
- Help her keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support her.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help her make arrangements to connect with people in her network.
- Never do things for your girl that she can do for herself, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting her!



Cookie Time is Family Time

Share the adventure of cookie season. Here are some tips for getting the whole family involved:

- Have a Girl Scout cookie craft night and work on some fun girl activities. A younger brother or sister may also want to get in on the fun.
- Siblings and friends might form a brigade to bring in the cookies from the car.
- Post her goal tracker in a central place in your home so everyone can see how many cases she has sold. Praise her often!
- Grandparents and extended family may spread the word that it's Cookie Season to their friends, expanding her immediate circle of contacts.
- She might set up a cookie booth in the front yard and invite family to help.
- Plan to celebrate when she reaches her goals. It's an important last step in learning the rewards of goal- setting.
- When she brings home the patches that she earned while selling cookies, help her iron them on her uniform following iron-on instructions
- The Cookie Entrepreneur Family Pins (seen below) encourage families to support girls as they learn to think like entrepreneurs through the Girl Scout Cookie Program. Each Girl Scout grade level has its own set of requirements. Instructions on earning the pins can be found at gskentuckiana.org/cookieresources.



Meet our Mascot!

There's a whole *Lot!* to love about the Axolotl, our pal for 2024. The axolotl (it sounds like "axil-lah-tull") is a special type of salamander in the freshwater wetlands of Central Mexico. The shape of the mouth makes it seem to be smiling! It breathes through gills that look a bit like raised feathers around its head.

Axolotls "own their magic" with some special skills: they can heal by growing replacement body parts! Scientists study these "magical" abilities for lessons that could someday improve human health. Sadly the axolotl is severely endangered due to pollution and habitat loss.

My Girl Scout's Cookie Program Information

My girl is a registered Girl Scout and a member of Troop: _____

Troop Leader's name: _____

Troop Leader's phone number: _____

My girl's initial cookie order is due to troop on: _____

Money is due to troop: _____

Program Dates

January 15–March 31, 2024

gskentuckiana.org/cookiesources

If you have questions throughout the Cookie Program, please contact:

Volunteer Care

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Take a look at some of the great rewards your girl can earn!



Frog Charm

25+ packages (Initial)



Action Patch

75+ packages (Initial)



Axolotl Socks

100+ packages (Initial)



2024 Year Bar Patch

12+ packages



Charm Patch *AND*
Axolotl Samoas Charm

50+ packages



DIY Playing Card Set

100+ packages



Charm *AND* Axolotl Plush

300+ packages



Crossbody Bag *AND*
Fashion Patches

400+ packages



Mini Axolotl Plush *AND*
Weekender Tote

500+ packages

10%

Number of pkgs

20%

Number of pkgs

30%

My Personal Goal

40%

Number of pkgs

50%

Number of pkgs

60%

My Personal Goal

70%

Number of pkgs

80%

Number of pkgs

90%

My Personal Goal

100%

My Personal Goal



Check for
the full list
of rewards

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.