

# 2024 COOKIE PROGRAM FAVORITES

## PERSONALIZE YOUR ONLINE STORE WITH DIGITAL COOKIE

This new platform allows Girl Scouts to sell cookies through their personalized storefront online or via a mobile app, helping them reach their customers and superpower their program with smoother online order-taking and credit card payments! For more Digital Cookie details, flip this page over!



## IN-PERSON DELIVERY

All In-Person Delivery requests will now be approved right in the Digital Cookie platform.

You still have five days to approve or deny requests. If you don't get to an order in time, your order will either be automatically canceled or donated—your customer makes that choice at the time they order!

## COOKIE LINEUP AND PRICING

Our core cookie flavors are here this year! Adventurefuls®, Caramel deLites®, Lemonades®, Peanut Butter Patties®, Peanut Butter Sandwich, Toast-Yay!™, Trefoils®, Thin Mints®, and gluten-free Caramel Chocolate Chip. **COOKIES ARE \$6 PER PACKAGE THIS YEAR.**



## TRAINING

We offer in-person and online training. Keep an eye on The Bridge to access online training or to register for in-person training in Des Moines, Mason City, or Sioux City.

[gsgibridge.com](http://gsgibridge.com)



## SHIPPING UPDATES

There is a four package minimum\* order for shipping this year. If a customer orders 6-12 packages, Girl Scouts of Greater Iowa (GSGI) will cover half of the shipping cost—customers only pay \$7.49!

*\*Donated cookies do not have a shipping cost and do not count towards the four package minimum.*

## INSTANT REWARDS

Girl Scouts can earn all five Tropical Treats and a trefoil wristlet keychain this year through our Instant Rewards program! Back this year: parents/guardians help their Girl Scout earn the wristlet keychain just by signing the Product Program Permission Form!



## COOKIE TECHIE PATCH

Girl Scouts can earn their Cookie Techie patch by simply setting up and publishing their Digital Cookie site. You can find more information on this in the Digital Cookie Manual for Parents/Guardians on The Bridge.



## NEW REWARD LEVEL!

Girl Scouts who sell 3,750+ packages will get to Own Their Magic at Universal Studios! This will be a trip for two (Girl Scout + chaperone) during the summer of 2024.



## NEW PGA REWARDS

A GSGI Build-A-Bear Experience is debuting at the new 385+ Per-Girl-Average (PGA) level. Girl Scouts will be able to customize a new stuffed friend as a troop in lieu of the returning waterpark or trampoline park troop reward.

Troops and Juliettes averaging 500+ PGA will earn an overnight at any of our four camp properties and a camping kit with all the essentials for a Girl Scout overnight!



For the most up-to-date Girl Scout Cookie Program info be sure to visit [The Bridge \(gsgibridge.com\)](http://The Bridge (gsgibridge.com)) and read your weekly Shout Out! email newsletter. Need to sign up for the Shout Out! newsletter? Scan this QR code or visit [girlscoutsiowa.org/shoutout](http://girlscoutsiowa.org/shoutout)





# Become a true cookie boss in four easy steps!

# Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

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.

## 1. Register for Digital Cookie®

Create your **Digital Cookie Password** for email address: parents@mail@tdomain.com

When you create your password, a confirmation email will be sent.

**Password**

Passwords must be 8-16 characters, including 1 number, 1 capital letter and 1 lower letter, with optional special characters !, @, or #

**Confirm password**

**SUBMIT**

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

### Cookie Page Setup

STEP 1: SET MY SALES TARGET REQUIRED

Scale type: 1 My cookie store 2 Individual 3

**Your Goal Calculator**

Total sales to sell:  boxes which is about  in sales per store and order.

The money you earn helps everyone in your troop reach your troop goal. Find out more.

**SO FAR TONILISA HAS SOLD:**

- 5999 Other Sales
- 528 Online Sales
- 10537 Total Sales total

Tonilisa's Total Sale Progress

When you set cookies sales per your troop goal.

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

### Total Online Sales

Customers who ordered: 6  
Orders placed: 6  
Packages sold: 32  
Gift boxes: 2

### Online Sales by Cookie

- Homemade® (\$13.99)
- Cookie Kit (\$13.99)
- Cookie Kit (7.99)
- Cookie Kit (24.99)
- Cookie Kit (24.99)
- Cookie Kit (24.99)
- Cookie Kit (24.99)
- Cookie Kit (24.99)

### Marketing Emails

14 marketing emails sent to 10 customers

Send a Marketing Email	Open for my site (total)	Clicked on my site (total)	Ordered my site (total)
10	4	0	3

### Online Sales by Delivery

Method	Sales
Package	5 Bags
Drop-off	78%
Online or Pickup	2.5%
Online or Pickup	6%
Cookie Kit	0 Bags
Drop-off	2%
Online or Pickup	22 Bags

Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

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