

# 2024 GIRL SCOUT COOKIE SALE PROGRAM PERMISSION FORM AND FAMILY GUIDE








Dear Girl Scout Family:

## Welcome to the 2024 Girl Scout Cookie Sale Program. This year's theme is **Own Your Magic!**

The Girl Scout Cookie Sale Program has been a tradition for over 100 years! Through the dedication and service of everyone involved, the Girl Scout Cookie Sale Program spreads the word about Girl Scouting in a positive way.

You know that Girl Scouting provides your Girl Scout with precious lifelong experiences and values that are important to your family. Although troops have the opportunity **to earn up to \$1.06** for each box sold, the Girl Scout Cookie Sale Program is a key part of her experience and much more than a way to raise money!

The Girl Scout Cookie Sale Program is a hands-on leadership and entrepreneurial program. Girls learn, not from a book, but from real-life experiences. The Girl Scout Cookie Sale Program is the largest girl-led business in the country that helps girls develop five key business and leadership skills that last a lifetime:

-  **Goal Setting** as she sets cookie sales goals and makes plans to reach them.
-  **Decision-Making** as she decides how her troop will spend the cookie money.
-  **Money Management** as she takes orders and handles customers' money.
-  **People Skills** as she learns to talk and listen to all kinds of people while selling cookies.
-  **Business Ethics** as she is honest and responsible every step of the way.

This guide, along with helpful information from your Troop Leader and Troop Cookie Sale Manager, will provide you and your Girl Scout with tools for a successful sale [Check out the section on things you can do to help ensure your Girl Scout and her troop have a fun and safe sale.] You can also find more information at [www.gssef.org](http://www.gssef.org).



Lisa Y. Johnson  
Chief Executive Officer



## Important Dates for Families

### December 1

Girls may begin marketing the Cookie Sale Program and can launch their Digital Cookie Site for direct or girl delivered cookies and donations.

### January 9

Initial troop order is due. Your Troop Cookie Sale Manager will submit this order.

### January 28

Troops have received initial cookie inventory by this date.

### February 1

Cookie Booth Sales begin. Your Girl Scout may sell cookies at booths beginning today.

**February 29** Cookie Booth Sales end. Digital Cookie® closes.

## Sell cookies ONLINE and your Girl Scout's Troop will receive credit for the purchases!

Now anyone in the USA can support your favorite Girl Scout by purchasing cookies online through the Digital Cookie® Program! (*fee applies for direct shipped orders*).

**How?** Share your Girl Scout's Digital Cookie® site link with friends and family anywhere in the USA. Local Digital Cookie® orders are available for girl delivery too.

*Own Your Magic* with your Digital Cookie® Sale and earn these rewards! Girls participating in Digital Cookie® will receive:

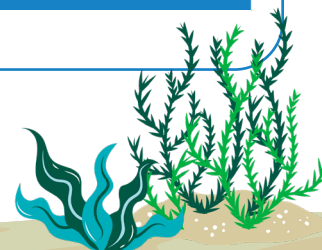
**24+ Emails** – Cookie Tech Patch

**250+ Digital Boxes** – Screen Cleaner Dangler

**400+ Digital Boxes** – Cookie Techie Charm and Necklace

**800+ Digital Boxes** – Crossbody Bag and Fashion Patches

**1250+ Digital Boxes** – Chillbo Schwaggins Inflatable Couch  
*OR* The Shoe that Grows Donation



## How can you help your Girl Scout and her troop have a great Cookie Sale Program?

- Support her sales. She needs you to be on her side as she develops the confidence to ask people for orders. Ask her questions and help her practice her sales message. Help her take orders and go with her to sell and deliver cookies.
- Encourage goal setting. Goal setting is an important life skill. Ask her about troop's goals and help her set her personal goals around what she wants to learn and earn. Help her complete the order card section that explains her troop's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed!
- Help her identify and approach family members, friends, and others with the opportunity to purchase Girl Scout cookies and support a great program.
- Volunteer when her troop needs help supporting booth sales, picking up cookies for the troop, etc.
- Help her handle her cookie money responsibly and meet all deadlines. It is important to her whole troop that each girl turns in all money on time.
- Let your Troop Cookie Sale Manager know if you have any unsold cookies prior to February 13<sup>th</sup>. They can help you so it's important to keep communicating!

Your Troop Cookie Sale Manager should be able to answer any questions you have.

Name: \_\_\_\_\_

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

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

## Troop Proceeds - Lots of options!

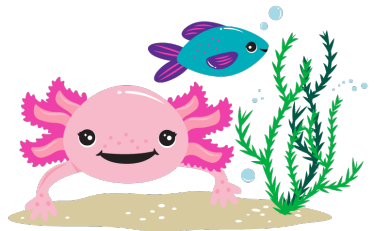
### Earn up to \$1.06 per box!

- All troops will receive a base price of 75 cents per box sold.
- Troops who met participation requirements for the 2023 Fall Product Sale will receive base proceeds up to 80 cents per box sold.
- Troops participating in Early Bird renewal may be eligible for an additional 5 cents or 15 cents per box sold.
- Junior, Cadette, Senior, and Ambassador troops who opt-out of rewards will receive an additional 2 cents per box sold. The girls will still be eligible to earn patches, Extreme Team, and Top Seller Rewards.
- A troop can earn an additional 3, 6 or 9 cents PER BOX if your Service Unit grows its sales by 3, 6 or 9%.

## Are you a Service Unit TOP SELLER?

The TOP SELLER in each Service Unit will receive the 2024 year bar, 2024 Cookie Captain patch, the Top Seller charm, and a camping hammock to help her *Own Her Magic* and relax after all her hard work!

OWN YOUR  
magic



## COOKIES FOR THE MILITARY

Support for our Cookies for the Military program has been outstanding, but our troops still need our support! This year our goal is **75,000 boxes** and we need your help to reach it. And we'll recognize your hard work with some **AMAZING** rewards this year!

- ★ **24+ CFM Boxes** – NEW 2024 Cookies for the Military Custom Patch
- ★ **48+ CFM Boxes** – Cookie Heart Charm
- ★ **120+ CFM Boxes** – DIY Playing Card Set
- ★ **216+ CFM Boxes** – Collapsible Camp Cup, exclusive access to a Forgotten Soldiers Outreach recognition event, Thank You certificate and Patch



# Girl Scouts of Southeast Florida 2024 Girl Rewards



My Personal Goal: \_\_\_\_\_

## Cookies for the Military Rewards



**NEW 2024 Cookies for the Military Custom Patch**  
24+ CFM Boxes



**Cookie Heart Charm**  
48+ CFM Boxes



**DIY Playing Card Set**  
120+ CFM Boxes



**Collapsible Camp Cup + special "Forgotten Soldiers Outreach" recognition event, Thank You certificate & Patch**  
216+ CFM Boxes

## Digital Cookie Rewards



**Cookie Techie Patch**  
24+ Emails Sent



**Screen Cleaner Dangler**  
250+ Digital Boxes



**Techie Charm & Necklace**  
400+ Digital Boxes



**Crossbody Bag & Fashion Patches**  
800+ Digital Boxes



**Chillho Shwaggins Inflatable Couch OR The Shoe that Grows Donation**  
1250+ Digital Boxes

## Initial Order Reward

Troops with an initial order greater than their 2023 Initial Order will receive a \$25 council gift card!



Newly registered troops or troops that did not participate in the 2023 Cookie Sale Program will also be eligible for this reward by placing an initial order of at least 350 boxes per registered Girl Scout. The 2022 per girl average was 369 boxes.

## Top Seller Rewards



Sell 2024+ boxes and receive an exclusive invitation to the CEO Extreme Team special event hosted by our CEO Lisa Johnson.

TOP 3 Overall Council Sellers will also receive an Amazon gift card in the amount of: \$500, \$250, or \$100 respectively.



**Each Service Unit Top Seller will earn:**  
2024 Year Bar • 2024 Cookie Captain Patch  
Top Seller Charm • Camping Hammock

## New Charms Collect them all!



**Cookie Heart Charm**  
24+ CFM Boxes



**SU Top Seller Charm**



**Booth Sales Charm**  
Booth first & last weekend



**Cookie Techie Charm**  
400+ Digital Boxes



**Corporate Cookie Connections Charm**



**Own Your Magic Charm**  
375+ Boxes



**Charm Patch**  
375+ Boxes  
Charms earned separately



**100+ Bar Patch for highest level achieved**



**Own Your Magic Themed Patch**  
35+ Boxes



**Bandana**  
75+ Boxes



**Lanyard**  
125+ Boxes



**Axolotl Socks**  
180+ Boxes



**Mini Axolotl Plush**  
240+ Boxes



**Wallet Pouch**  
300+ Boxes



**Axolotl Pillow, Charm Patch & Charm**  
375+ Boxes



**Samazing Apron**  
450+ Boxes



**Axolotl Plush & Goal Getter Patch**  
550+ Boxes



**T-Shirt**  
675+ Boxes



**Makeup Pouch**  
800+ Boxes



**Weekender Tote & Action Patch**  
925+ Boxes

## Extreme Team Rewards

### 1024+ Boxes: Choice of one



\$200 GSSEF 2024 Summer Camp Credit



Apple AirPods 3rd Gen



Mini Wireless Projector w/Foldable Screen



Breakfast Master Bundle (DASH Egg Cooker, Deluxe Juicer & Waffle Maker)

### 1524+ Boxes: Choice of one



\$200 GSSEF Summer Camp Credit & Bundle



Adult & Chaperone Rapid Waterpark Passes



Nintendo Switch Lite



Best Friends Bundle (LuvLink Friendship Lamps & bracelets)

### 2024+ Boxes: Choice of one



\$200 GSSEF Summer Camp Credit & ROC Inflatable Paddle Board



\$500 Disney, Universal, or Busch Gardens Gift Card (choose one)



Dyson Supersonic Hair Dryer (colors may vary)



Cricut Maker 3

All rewards are based on individual girl sales. All rewards are cumulative, except for Extreme Team Rewards. If a troop (Junior and older) opts-out of rewards in favor of additional proceeds, girls will still earn patches and remain eligible for Extreme Team and Top Seller Rewards. See the Extreme Team Rewards flyers for more information on selections and substitutions. In all instances, GSSEF reserves the right to substitute rewards.

## 2024 Cookie Varieties



**LEMON-UPS**



**DO-SI-DOS™**



**TAGALONGS**



**SAMOAS™**



**TREFOILS™**



**THIN MINTS**



**ADVENTUREFULS**



**GIRL SCOUT S'MORES**



**TOFFEE-TASTIC GLUTEN-FREE**





# 2024 GIRL SCOUT COOKIE SALE PROGRAM PARENT PERMISSION FORM

**Please read this form and fill out the permission form online. No product and/or sale materials will be distributed until this form has been returned.**

The purpose of the Girl Scout Cookie Sale Program is to teach girls to work as a team, set goals and strive to achieve them, handle and account for money, and develop sales and marketing skills. The money earned supports troop activities and other program services and opportunities throughout Girl Scouts of Southeast Florida.

Girls can participate in the 2024 Girl Scout Cookie Sale Program by selling 9 delicious varieties of the famous Girl Scout Cookies.

Please review the information below before signing and returning this form:

- ◆ I understand that while my daughter may take pre-orders for cookies prior to the start of the sale, she may not collect payment until cookies are in hand.
- ◆ I understand that I must ensure adult supervision during my Girl Scout's participation in the Girl Scout Cookie Sale Program.
- ◆ I agree to follow all safety procedures as explained by my Girl Scout's Troop Leader, Troop Cookie Sale Manager, or other Girl Scout representatives.
- ◆ I understand that items for sale during the Cookie Sale Program may not be advertised or sold through unauthorized online auction or online sale websites including but not limited to eBay, Craigslist, or Facebook Marketplace pages.
- ◆ I have reviewed and agree to follow the money handling instructions as outlined on this form, by my Troop Leader, and according to Council Guidelines.
- ◆ I understand rewards are based on an individual girl's sale.

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## **My Girl Scout has my permission to participate in the Girl Scouts of Southeast Florida 2024 Girl Scout Cookie Sale Program.**

I agree to the above and to accept responsibility for all cookies and money my Girl Scout receives, and to assist her in making prompt deliveries and collecting payment for all cookies entrusted to her. I agree that all monies collected by my Girl Scout for the cookies are the exclusive property of Girl Scouts of Southeast Florida, Inc. I agree that funds collected for cookies will be kept separate and shall not be comingled with my personal funds. I agree to pay to Girl Scouts of Southeast Florida, Inc. all funds representing the cookies received by my Girl Scout. If I should fail to pay for all cookies my Girl Scout has received, I understand that Girl Scouts of Southeast Florida, Inc. reserves the right to initiate collection procedures by its designated agent on delinquent funds, once payment is past its due dates, plus fees, interest and costs, in the state and federal court corresponding to the address listed.



Please scan the QR code to fill out the online permission form.

Parents/Guardians are required to complete this step to participate in the Cookie Sale Program.

