

# the 2024 COOKIE JAR

2024 Girl Scout Cookie Program  
Information for Girl Scout Families

girl scouts  
of texas oklahoma plains

## IMPORTANT DATES

- **January 12 - March 3:** Girl Scouts sell cookies to customers and earn recognitions.
- **January 13:** Get a jumpstart on the cookie program by picking up cookies at Cookies Now!, a drive through cookie pickup at:
  - Six Flags Over Texas, Arlington - Remote parking lot
  - Indiana Avenue Baptist Church, Lubbock
  - Mall of Abilene parking lot
  - Register for cookies in advance. Information coming in January.
- **February 16-18:** National Girl Scout Cookie Weekend
- **March 3:** Final payments are due to troop cookie chairs and last day to earn recognitions.
- **March 8-31:** Do you still have cookies? Continue to sell cookies. Recognitions will not be earned during this time.

## How the Cookie Crumbles

24% Troop/Girl  
Troop Proceeds  
Girl Recognitions  
Cookie Bucks



36% Cookie  
Program & Sale  
Expense

100% of proceeds  
remain in Girl  
Scouts of Texas  
Oklahoma Plains.

\*based on 2024 budget

40% Girl Scout Services  
Girl Scout Leadership Experience  
Member and Volunteer Support  
Customer Service and Support  
Camp Programming and Facilities

## Cookies for Heroes

Cookies For Heroes is a GSTOP service project providing a sweet gesture to frontline heroes in our communities and military personnel. Practice Social Entrepreneurship and get your community involved in donating Cookies for Heroes.



Visit [gs-strong.org/resources](https://gs-strong.org/resources) for resources that will help you make the pitch and close the deal!

## IMPORTANT INFO

Troop Cookie Chair

Your contact for questions and assistance

Email \_\_\_\_\_

Phone \_\_\_\_\_

Smart Cookies Log In

Password \_\_\_\_\_

## Theme

OWN YOUR  
magic

## COOKIE RESOURCES

Visit the Cookie Resources page at [gs-strong.org/resources](https://gs-strong.org/resources) or scan the QR code. You'll find everything here to help you Own Your Magic!



## 2024 Cookie Lineup

\$6/package



Thin Mints®



Adventurefuls™



Caramel deLites®



Trefoils®



Peanut Butter  
Sandwich



Toast-Yay!™



Peanut  
Butter Patties®



Lemonades®

\$7/package  
Gluten Free Cookie



Caramel  
Chocolate Chip

800.582.7272 | [gs-top.org](https://gs-top.org)  
[customer-care@gs-top.org](mailto:customer-care@gs-top.org)



In Partnership With:



# The Girl Scout Cookie Program

## *The Largest Girl-Led Entrepreneurial Program in the World*

The Girl Scout Cookie Program powers amazing experiences for a girl who participates. By building and running her own cookie business, she learns skills that support a lifetime of leadership.

### 5 Business Skills for Girl Scouts

**GOAL SETTING** Girls learn to set cookie program goals individually as well as with their troop and create a plan to reach them.

**DECISION MAKING** Girls help decide how the troop will spend its cookie proceeds.

**MONEY MANAGEMENT** Girls learn financial literacy skills by taking cookie orders, selling cookies, and handling customers' money.

**PEOPLE SKILLS** Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies.

**BUSINESS ETHICS** Girls are honest and responsible at every step of the cookie program.

### Cookie Entrepreneur Program

Earn your Cookie Entrepreneur Family Pin with our Cookie Entrepreneur Program that's just \$5. Visit a GSTOP retail shop to purchase a copy of the program requirements and the pin. For shop locations and contact information, visit [gs-strong.org/retail](https://gs-strong.org/retail).



### Cookie University

Calling all Daisy, Brownie, and Junior Girl Scouts! Get pumped up for this year's Girl Scout Cookie Program by learning skills and increasing your cookie knowledge!

Join us at an event near you this December!

Register online at [gs-top.org/events](https://gs-top.org/events)

### Participate in several ways!

**In-Person Booths**—Sell in person at troop secured, guardian & me, and GSTOP sponsored booths. See our safety guidelines and requirements for all GSTOP sponsored booth locations.

**Direct Ship**—Run your cookie business online with Digital Cookies Direct Ship—an online ordering system that allows you to take cookie orders from customers and have cookies shipped directly to the address specified by the customer.

**Troop Cookie Link**—A single national link that can be shared by troops and Girl Scouts to help customers find cookies nearby to purchase, donate, or have them shipped. Troops can utilize this link through March 3, 2024, through [girlscoutcookies.org](https://girlscoutcookies.org)

**Digital Cookie**—NEW online customer platform. Girl Scouts will utilize the Digital Cookie® platform using links from her personal store and her troops' link during the 2024 Cookie Program. More details coming soon.

### Safety Rules

Please review safety information with your Girl Scout and visit [gs-strong.org/cookiesafety](https://gs-strong.org/cookiesafety)

Important highlights include:

- Girl Scouts showing indications of cough, fever, or any other illnesses should stay home and pass their booth to another Girl Scout and guardian.
- Adults must always accompany Daisies, Brownies, and Juniors on all cookie activities. Cadettes, Seniors, and Ambassadors must always be supervised by adults when engaged in any cookie activity.
- At drive-through booths, an adult must approach the vehicle with the Girl Scout.
- Money should be turned in to adults as soon as possible. Girl Scouts should never keep large sums of money on hand.
- Guidelines for online marketing should be followed, and family adults should monitor Girl Scout's use of the internet.

### OWNERSHIP OF COOKIE PROCEEDS

Troop proceeds from cookie sales belong to the entire troop. Individually, Girl Scouts earn recognitions and Cookie Credits. Visit [gs-strong.org/volunteer-essentials](https://gs-strong.org/volunteer-essentials) and click on Troop Finances for more information.



# All About Cookie Credits

*Cookie Credits may only be used by a girl member.*

## Membership Renewal - 2025 membership renewal - 100 packages

### GSTOP Summer Camp

- Day Camps: 120 Cookie Packages/Day
- Overnight Camps: 190 Cookies Packages/Day



### Using Cookie Credits in GSTOP Shops

Cookie Credits may be honored for assigned dollar amount minus Cookie Credits used for GSTOP sponsored activities. A conversion chart is available online at [gs-strong.org/resources](https://gs-strong.org/resources).

Cookie Credits expire on September 30, 2024.

### Travel

**NEW COOKIE CREDITS POLICY FOR ALL TRIPS.** GSTOP Cookie Credits may be used to cover 50% of the cost of new registrations for all trips with the balance of the trip paid by the Girl Scout family.\*

#### GSTOP Sponsored Trips

- NASA Houston - June 1-2, 2024
- U.S. National Parks: Grand Canyon, Bryce, and Zion - July 2024
- Girl Scout National Convention in Washington D.C. - Summer 2026

#### EF Tours Partner Trips

- A Wildlife Adventure: Belize - June 2024  
\*Girl Scouts registered for this trip prior to October 30, 2023, will be grandfathered in with their cookie bucks agreement.
- World Association of Girl Guides and Girl Scouts (WAGGGS) Center Pax Lodge and Our Chalet: England, France, and Switzerland - Summer 2027

#### GSUSA Destinations

The ultimate adventure program for Girl Scouts ages 11 and older.

With different trips to apply for every year, there's something amazing for everyone to experience.



Scan the QR Code to visit our website travel page with all the details.

# Individual Recognition Program

*Recognitions are earned; they are not won.*  
 Recognitions are cumulative, meaning a Girl Scout receives all the items up to her sales level.

Packages Sold	Recognition
25 - sold online	Cookie Techie Patch
40 - sold online	Goal Getter Patch
75	Theme Patch
150	Axolotl Charm
250	Water Bottle
350	Small Plush
450	GSTOP Movie Day Event
600	T-shirt
800	Build-a-Bear Event <b>OR</b> GSTOP Painting Event
1,000	PBJ (assorted colors)
1,300	Large Plush
1,650	DIVA Event <b>OR</b> Custom Shoes
2,100	Beach Towel <b>AND</b> Mood Mixer Camp Light <b>OR</b> Hoodie
2,500	Chromebook or similar <b>OR</b> Cricut Joy package <b>OR</b> overnight at Great Wolf Lodge

Cadette, Senior, and Ambassador Girl Scout may earn an additional 5 cents per package toward their troop proceeds in lieu of recognitions under 1,650 packages. All Girl Scout receive patches.



## DIVA CLUB

Girl Scouts who sell 1,650 packages during the 2024 cookie program have the option of attending the annual DIVA trip **OR** designing a pair of custom Converse or Vans.

### DIVA TRIP

Science Museum  
 Oklahoma  
 Oklahoma City, OK  
 April 27-28

*Transportation from area offices will be provided.*



Girl Scouts from across GSTOP will enjoy:

- Camping in the museum
- Access to all museum exhibits
- Engaging hands-on activities
- A make-and-take experience

Activities and science demonstrations will span various categories, including aerospace, nature, physics, chemistry, zoology, electricity, and more.

Girl Scouts will also be treated to a Science LIVE show and immersive Planetarium show.

### DIVA SHOE

Girl Scouts will select between a pair of Converse or Vans to design their own unique shoes.

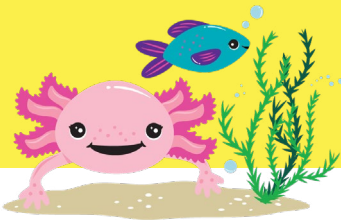


### DIVA PATCH

All Girl Scouts who earn DIVA will receive the 2024 DIVA patch.







# MY GOALS

## 2024 Girl Scout Cookie Program

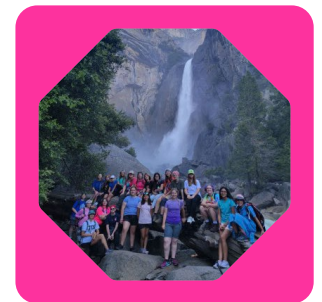
girl scouts  
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When you sell Girl Scout Cookies, you're doing more than helping your customers stock up on delicious treats (and having lots of fun). You have a goal in mind to power life-changing programs, experiences, and learning for yourself and your troop all year long. What are your Cookie Goals this year - camp, travel, a special recognition? No matter what your goals are, we know that you'll face them with resiliency and creativity—it's the Girl Scout way.

Please visit [gs-strong.org/resources](https://gs-strong.org/resources) for a complete listing of 2024 Cookie Recognitions and travel trips.

### My Camp Goal

Which camp would you like to go to? How many Cookie Packages does it cost to go to 1 day of that particular camp? How many weeks do you want to spend at camp? As a reminder, Day Camp is 5 days and Overnight Camp is up to 6 days per week.



Cookie packages/Day

Number of days at camp

X

Number of Cookie Packages I need to sell to go to camp.

=



### My Recognitions Goal

Take a look at the Cookie Jar and circle the recognition(s) you would like to earn. Remember, recognitions are cumulative, meaning a Girl Scout receives all the items up to her sales level. How many cookie packages is the top recognition that you want to earn?



Cookie Packages



See reverse for more goal-setting info!

# MY GOAL TRACKER

2024 Girl Scout Cookie Program



Color in your goal tracker as you meet and surpass your goals!

Please visit [gs-strong.org/resources](https://gs-strong.org/resources) for a complete listing of 2024 Cookie Recognitions and travel trips.

## My Camp Goal



Cookie Packages

## My Recognitions Goal



Cookie Packages

**Overnight Camps**  
190 Cookie Packages/Day

**Day Camps**  
120 Cookie Packages/Day

