

Week of January 30th

Cookie Bites

Welcome to Cookie Bites! This is your weekly information, updates and reminders email during the 2024 cookie program. This is the fourth edition. You will get an email from the Product Program Team throughout the cookie program each Tuesday. This email is sent to Troop Cookie Chairs and Service Unit Cookie Chairs with cookie information only. You are encouraged to share the information with others in your troop as needed.

Upcoming Important Dates

Wednesday, January 31st 6:30 pm | Cookie Rookie Series – Smart Cookies. This virtual training will show troop volunteers how to use Smart Cookies plus some best practices on data entry for your troop. No need to register. See attachment for Zoom link and passcode

Wednesday, January 31st 8:00 pm | Final round of booth selections opens in eBudde. All locations will be included, and no rules or restrictions will be in place.

Saturday, February 3rd 10:00 am | Cookie Rookie Series – Smart Cookies. See attachment for Zoom link and passcode

Monday, February 5th – Initial Delivery for Gallup and Taos/Questa

Tuesday, February 6th – Initial Delivery for Santa Fe, Los Alamos, and Las Vegas

Wednesday, February 7th – Initial Delivery for Clovis, Tucumcari, and Farmington

Thursday, February 8th – Albuquerque at Buehler Moving of Albuquerque

Friday, February 9th – Albuquerque at Buehler Moving of Albuquerque

Specific initial order information for all Service Units will be emailed out no later than Friday, February 2nd at noon.

Important Updates

Initial Delivery Information

We received the schedule from Buehler on when deliveries will take place for the initial delivery. Please see the schedule above. As you prepare to receive cookies, please use the chart below to help your troop plan for their pick-ups.

| Vehicle Type | Recommended Number of Cases |
|------------------------------|-----------------------------|
| Compact Car | Up to 23 Cases |
| Hatchback or small wagon | 25-30 Cases |
| Mid-size sedan | 35 Cases |
| Minivan or SUV (seats in/up) | 60 Cases |
| Full size station wagon | 75 Cases |
| Standard pickup truck | 100 Cases |
| Full size van with seats | 150 Cases |
| Full size van without seats | 200 Cases |
| 14-foot U-Haul | 600 Cases |

Cupboard Schedule

Here is the schedule for cookie cupboards. Orders are due by midnight on the Monday before the cupboard. The first cupboards will be February 14th, 15th and 16th with orders due by midnight on Monday, February 12th. You can begin placing cupboard orders on Monday, February 5th.

- Wednesdays: Clovis and Tucumcari
- Thursdays: Farmington, Las Vegas, Taos and Albuquerque
- Fridays: Santa Fe, Los Alamos, Gallup and Albuquerque

Troop Cookie Volunteer Financial Responsibility Form

If you have approved Girl Scout volunteers who are going to be booth supervisors or picking-up cookies for the troop at cupboards or the initial order and they are not Troop Cookie Chairs, please make sure they are filling out the Troop Cookie Volunteer Financial Responsibility form. This form makes them responsible for any booths they are supervising if a Troop Cookie Chair is unavailable. It also makes them responsible for picking up cookies and ensuring they get back to the troop. On the form the volunteer agrees to forward the electronic copy of this form to their Troop Cookie Chair

so please ask your volunteers to send you a copy of their form to confirm they have completed it. If you have questions on how this form should be used, please reach out to your Service Unit Cookie Chair or the council office. Here is a link to the form:

<https://forms.gle/JYRXSxoGsm9fawhA9> .

Announcing the Cookie Boss Radio Challenge

Through a partnership with Cumulus Media Group, Girl Scouts of New Mexico Trails is thrilled to announce the first-ever Cookie Boss Radio Challenge! One team of Cadettes, Seniors, and/or Ambassadors will earn a 500-box cookie buy by following the steps in the Cookie Boss patch program and making a “pitch” to a panel of celebrity judges... all on the radio! Read more about the Cookie Boss Radio Challenge [here](#) and submit your audition video by 11:59 pm on 2/18.

Smart Cookies Reminders

Special Cookie Rookie Session

Wednesday, January 31st and Saturday February 3rd-Calling all Cookie Rookies and Cookie Veterans alike! Join Clarissa and Page as they demonstrate how to use Smart Cookies to distribute cookies to Girl Scouts, make troop to troop transfers, place planned orders, and distribute booth sales. They will also discuss “Cookie Share” and Digital Cookie transactions in Smart Cookies. No need to register. All volunteers are encouraged to attend.

Join Zoom Meeting

<https://us06web.zoom.us/j/81213601350?pwd=b3A3VziSLbYGSDxXbUypE8AZ3hbrVW.1> Meeting ID: 812 1360 1350 Passcode: Rookie2024

Digital Cookie Reminders

Digital Cookie Troop Links Update

We want Troop Cookie Chairs to be aware that if you are sharing your Troop’s Virtual Booth Link or Troop Link, they are open for Girl Delivery like a Girl Scout’s Digital

Cookie Link. Your troop has 2 links. One is for Girl Delivery, and the other is for direct ship orders. Please share your troop links like a Girl Scout's link.

We are currently receiving emails from the public looking to order cookies for Girl Delivery, so if your troop link is open for Girl Delivery and you are okay with us sharing your link, please email Katie (productprogram@nmgirlscouts.org) your troop number, troop link (sorry we don't have access to it at the council level) and contact person for the troop and we will include you in the email to the customer with the link. If you have any questions, please feel free to reach out to the Product Program Team.

Caregiver Reminders

Social Media Reminders and Cookie Marketing Kit

ABC Bakers offers marketing tools for volunteers, Girl Scouts and their families to use in their social media posts. Take a look at all of the great themed images on Flickr here: <https://www.flickr.com/photos/abcbakersvolunteergallery/albums>. We also want to take the time to ask you to please remind your families that when they sign up to use Digital Cookie they take the pledge to be safe and one of those agreements is that Girl Scouts "will not directly message with people online or on social media platforms that I do not know." Let us remind our families that the Girl should be a part of all social media post and follow these rules. Which is why post should not be made any type of group page where you do not know who other members are. The Family Guide (attached) outlines all of the rules that are in place for our Girl Scouts' safety. If you have more questions on this, please feel free to reach out to the Product Program Team.

Girl Scouts Updated to Smart Cookie

We have uploaded all girls who have submitted a product permission form as of Saturday, January 27th and they should get Digital Cookie registration emails on Monday, January 29th. If you are still missing girls or families say they didn't get an email, please do the following before reaching out or resubmitting forms (this will save time for everyone):

1. Check Digital Cookie - if girl is listed, please check caregivers email address and if that needs to be changed please email customercare@nmgirlscouts.org only (please do not include Katie or I - the customer care team will fix the issue). If everything is correct, please have families use the Need Help to Log In link to get into the system.
2. Check Smart Cookies - if girl is in Smart Cookies but not Digital, please email customercare@nmgirlscouts.org only. We will work to resync the systems.
3. Check Product Permission Form List - if the girl is listed on your Service Unit's list and marked green then email customercare@nmgirlscouts.org. We will look into why the girl was not uploaded. If you need access to your Service Unit's list please reach out to your Service Unit Chair or local membership staff member.
4. If the girl still not listed, talk with the family. Ask them the following questions: have they turned in a form and when did they turn in a form. If they have turned in a form, please ask them to forward the form to you, please check the form in full and make sure it is filled out completely. For example, make sure the Girl Scout's name is listed (this is the biggest error we see and we have leaders forwarding us these forms). If the form is incomplete or they can't find it, please have them resubmit the form. If the form is complete, please forward the forward to me cyatsattie@nmgirlscouts.org and we will look into it.

Please help us by following these steps. Thank you very much!

Resource Highlight

Virtual Office Hours

Virtual Office Hours are now available on Monday evenings from 6:30 pm to 8:30 pm and Wednesdays during the lunch hour from 11:30 am to 1 pm. Please use the Zoom meeting information below. All virtual office hours will use the same link and passcode.

Join Zoom Meeting

<https://us06web.zoom.us/j/84876605237?pwd=wMjCPU6HsF237bJ9O4dMs8WY1JfTBY.1>

Meeting ID: 848 7660 5237

Passcode: Cookie2024

Have questions? We are here to help! Contact us at customercare@nmgirlscouts.org or 505-343-1040.



2023 Cookie Training Q&A Session



If you have questions following the completion of the training or need additional assistance, you can attend a virtual Troop Cookie Q&A session with the GSNMT Product Program Manager on Zoom. Even if you do not have any questions, we recommend you attend a session so we check-in with your troop and get to know you, especially if you are a new volunteer. You can drop-in at any point during the session and you do not have to stay for the whole session. The session is optional but highly recommended. Session dates, times and zoom link can be found below.

| | | |
|---|---|--|
| Wednesday, December 20 th Noon to 1:30 pm | Thursday, December 21 st 6:00 pm to 7:30 pm | Thursday, January 4 th 11:30 am to 1:00 pm |
| Sunday, January 7 th 1:00 pm to 3:00 pm | Monday, January 8 th 11:30 am to 1:30 pm | Wednesday, January 10 th 11:30 am to 1:30 pm |
| Saturday, January 13 th 3:30 pm to 5:00 pm | Sunday, January 14 th 1:00 pm to 3:00 pm | Monday, January 15 th 11:30 pm to 1:00 pm |
| Tuesday, January 16 th 6:30 pm to 8:00 pm | Wednesday, January 17 th 5:00 pm to 6:00 pm | Saturday, January 20 th 2:30 pm to 4:00 pm |
| <p>Join Zoom Meeting</p> <p>https://us06web.zoom.us/j/82537176840?pwd=HdWSapOOTUjIZfk5BCYX1DqTcCIHeu.1</p> <p>Meeting ID: 825 3717 6840</p> <p>Passcode: CookieQ&A</p> | | |

Product Program Virtual Office Hours

Mondays 6:30 pm to 8:30 pm
Wednesdays 11:30 am to 1 pm
Beginning Monday, January 22nd

Join Zoom Meeting
<https://us06web.zoom.us/j/84876605237?pwd=wMjCPU6HsF237bJ9O4dMs8WY1JfTBY.1>

Meeting ID: 848 7660 5237
Passcode: Cookie2024



Cookie Rookie Sessions

Introduction to Cookies

- Monday, December 18th – 6:30 pm
- Wednesday, January 3rd – 6:30 pm
- Saturday, January 6th – 1:00 pm

Initial Order & Inventory Management

- Wednesday, January 10th – 6:30 pm
- Saturday, January 13th – 10 am

Digital Cookie

- Wednesday, January 17th – 6:30 pm
- Saturday, January 20th – 10 am

Booths

- Wednesday, January 24th – 6:30 pm
- Saturday, January 27th – 10 am

Smart Cookies

- Wednesday, January 31st – 6:30 pm
- Saturday, February 3rd – 10 am

Program Close Out

- Wednesday, February 28th – 6:30 pm
- Saturday, March 3rd – 10 am



Join Zoom Meeting

<https://us06web.zoom.us/j/81213601350?pwd=b3A3VziSLbYGSDxXbUypE8AZ3hbrVW.1>

Meeting ID: 812 1360 1350

Passcode: Rookie2024

Sessions will be available for review on gsLearn the following Monday



Cookie Boss Patch Program

Through the Cookie Boss Patch Program, Girl Scouts will build their skills in communication, organization, and responsibility as they learn about building cookie partnerships and closing a deal! Should they choose to put these skills to the test, they can also grow their sales by partnering with businesses to purchase a large-scale cookie donation.

While it is not required that Girl Scouts close the deal with a business to earn the patch, Girl Scouts must complete one proposal and complete the JotForm survey to receive their Cookie Boss Patch. Businesses who partner with girls, not only get to keep or donate delicious Girl Scout Cookies, but they receive special benefits. Girl Scouts who close the deal receive credit for the full number of boxes in Smart Cookies, helping them to reach higher levels of rewards. Also, Girl Scouts with corporate support totaling \$1,500 or more will receive a \$25 Girl Scouts of New Mexico Trails Gift Card for La Tienda.

The following pages will walk you through the four “Ps” for building strong Cookie Boss!

PROSPECT

**PROPOSAL
&
PITCH**

PROCURE

PARTNER

Once you have completed this packet, please complete the Cookie Boss Patch Form here: bit.ly/GSNMTCookieBoss2024. This must be completed by March 24, 2024 to qualify for the Cookie Boss patch.

Thank you to Girl Scouts of Southeastern Florida for sharing this patch program with the Girl Scouts of New Mexico Trails!

Step One: Prospect

The first step in building strong corporate connections is to identify prospects. A prospect is a business that is a potential supporter for your Cookie Sale. Below are a few prompting questions and ideas to help you brainstorm cookie support prospects.

- What businesses do you frequent?
- Have you seen businesses highlighted in the local news?
- Do you have a family and/or friends who work for a local business?
- What businesses have made donations to the community before and, therefore, may do so again?
- Are there businesses that could utilize cookies as client gifts, employee appreciation, etc.?



Brainstorm

Identify three prospects.

1. _____

2. _____

3. _____

After identifying your prospects, it is important to create a strategy for each of them. Use the questions below to help you think of the best way to approach each business—no two are alike! You may have to do some research.

- What are the business's values? How do they align with yours/Girl Scouts?
- What level of support do you think best suits them?
- What are some of the best ways they could utilize the cookies?
- Who might they want to donate cookies to?
- Have they previously had a connection to Girl Scouts?

Step One: Prospect (cont.)



Research

Summarize your strategy for each of your three prospects.

1. _____

2. _____

3. _____

Now that you've identified your prospects and strategy, it is time to reach out! If you already have a contact at the business, connect with them to set up a time to meet with the owner, manager, and/or who is responsible for purchasing decisions. If you do not already have a contact, try visiting the business, giving them a call, or writing a professional email to set up a meeting.

Then, head on to step two to prepare for your meeting!



Step Two: Proposal & Pitch

To prepare for your meeting with the business leader(s), you must create your proposal and pitch. Your proposal includes all the information your prospect may need to know. You should include information on the Cookie Boss program, what benefit levels are available (see page 8 for these details). You may also want to share about the Girl Scout Cookie Program, your Cookie Sale goals, and your Girl Scout experience. Your proposal may be a printed document, website, or presentation to share.



Proposal

Plan what to include in your proposal.

While providing a proposal is key, you will also need to prepare for what to say during your meeting—this is your pitch! You should cover information similar to what is described above for your proposal, and provide them with the proposal before, during, or after your pitch as support. During your pitch, you should make the ask—let them know how they can help you towards your goal and what it would require of them.

Step Two: Proposal & Pitch (cont.)

Below are tips for perfecting your pitch.

- Practice, practice, practice! If possible, practice with an audience who can help provide you feedback.
- Avoid filler words like “um,” “like,” and “so.” Writing out and practicing your pitch can help you grow confident in your words and avoid fillers, but if you feel the urge to say them, try to take a brief pause instead.
- If you make a mistake, that is okay! Just pause, take a deep breath, and keep going.
- Dress for success (your Girl Scout uniform would be a great touch!) and stand/sit up straight so you look and feel confident.
- Make eye contact with your audience. If that seems a little scary, an easy trick is to look at someone’s forehead so that you are still acknowledging them but do not make yourself uncomfortable.



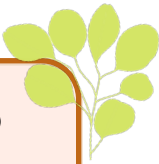
Pitch

Write out what you will say in your pitch.

After giving your pitch, it is time to close the deal. Head on to step three to learn more.

Step Three: Procure

To procure means to obtain, and in this case, you are procuring a sale. After providing a proposal to your prospect and giving your pitch, try to get that yes! Before that point, it is likely the business leader(s) will ask some questions. Answer them as honestly as you can, should you know the answer. If you do not, simply let them know and offer to get back to them at a later time with the answer.



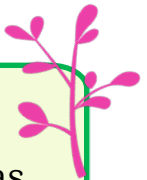
If you haven't yet gotten a yes, try one of the four closing strategies below to finish your sale. *Circle the one(s) you feel will work best for you.*

- **Summary Close** — This closing technique is great when trying to help your prospect visualize the offer and its benefits. You will want to reiterate the key points from your pitch and/or answers you provided to their questions, stressing the value and benefits of the deal, before asking if they are ready to commit.
- **Soft Close** — If using this technique, you do not want to put a lot of pressure on your prospect. Allow them time to make their decisions and offer them your adult's contact information so they can reach out if they have additional questions and/or are ready to commit. Be sure to make the prospect aware of the deadline for commitment.
- **Question Close** — This technique invites you to ask a probing question of your own to the prospect. This questions should help them understand the value of what you are offering and drive them to commit. For example, you could end with, "Would you agree that donating to our Hometown Heroes program aligns with your business's mission to give back?"
- **Now or Never Close** — When using this technique, you are trying to create a sense of urgency to drive the prospect to commit then and there. If you have cookies with you, you could offer to deliver them the same day. If you do not, you could offer to do it by the end of the week.

Through this process, you must also be prepared for a business to say no to a purchase. Should this happen, do not be discouraged! Thank them for their time and consideration and provide them with your adult's contact information so they may reach out if they are interested at a later time.

Step Four: Partner

While the goal of the Cookie Boss program is based on financial support, it is important to remember that you are forming partnerships with these businesses. In the same way you want to receive credit for the sale to earn cool rewards, you want to be sure the business is getting all the benefits promised to them.



- Work with your troop cookie volunteers to determine when cookies can be delivered. They will need to make sure it is entered in Smart Cookies as a corporate cookie sale. Note: If they choose to donate to your Hometown Hero organization, your troop cookie volunteers will get those cookies at the end of the sale.
- Complete, print, and deliver the Commemorative Cookie Boss Certificate on page 10. You could also get a low-cost frame to present it to them in!
- Take photos with your corporate sponsor. Share these photos with the business and include when submitting the Cookie Boss Patch Form at bit.ly/GSNMTCookieBoss2024. The business will want to share photos on social media and may encourage other business's to reach out to get involved.

You can also do something special to show appreciation to the business for their support. This will help you maintain a long-lasting partnership and make it more likely that they'll support you again next year—maybe at a higher level! We have provided some ideas below.

- Write a thank you note and deliver or mail it to the business
- Create a thank you video that you can email the business
- Buy the person(s) you met with a box of cookies for them to keep personally, which you can wrap or create a tag for
- Create some cookie-themed SWAPS for the business employees and deliver or mail them with an explanation of the significance of SWAPS

You did it! You are now a Cookie Boss pro! It's time to bring your Cookie Sale to the next level as you practice and perfect these steps.

Supporter Levels and Business Benefits



\$275 Bronze Corporate Investor - 50 boxes

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report

\$550 Silver Corporate Supporter - 100 boxes

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report
- Listing on the Corporate Giving Page on www.NMGirlScouts.org

\$1,100 Gold Corporate Supporter - 200 boxes

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report
- Listing on the Corporate Giving Page on www.NMGirlScouts.org
- Listing on Girl Scouts of New Mexico Trails Cookie Program website

\$1,650 Platinum Corporate Supporter - 300 boxes

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report
- Listing on the Corporate Giving Page on www.NMGirlScouts.org
- Company logo placed on Girl Scouts of New Mexico Trails Cookie Program website
- Company logo included in Girl Scouts of New Mexico Trails GS Gazette email to more than 2,000+ recipients

If the business wishes to purchase the Caramel Chocolate Chip gluten-free cookie please adjust the prices above to account for the additional 50 cents per box.

Cookie Boss Supporter Details Form



Company Name _____

Company Contact Name _____

Contact Email _____ Contact Phone Number _____

Company Address _____

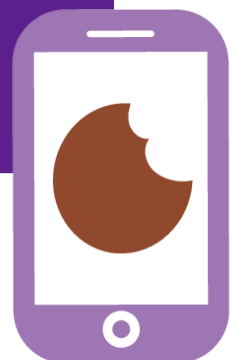
City _____ State _____ Zip _____

Company Website _____

| Support Level (choose one) | |
|---|---|
| <input type="checkbox"/> \$275 Bronze Level (50 boxes) | <input type="checkbox"/> \$1,100 Gold Level (200 boxes) |
| <input type="checkbox"/> \$550 Silver Level (100 boxes) | <input type="checkbox"/> \$1,650 Platinum Level (300 boxes) |



Reminder: Girl Scouts will need to submit this information onto JotForm via the QR code.



girlscouts
of new mexico trails



2024 COOKIE BOSS PARTNER

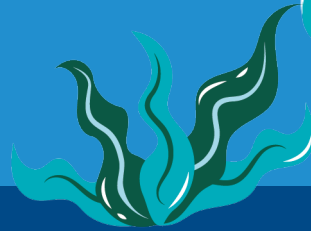
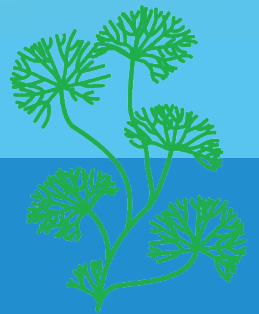
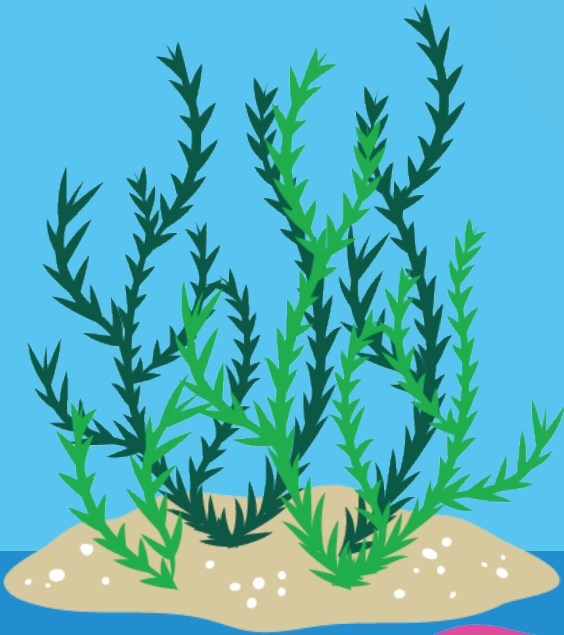
This certificate is presented in recognition and appreciation of your support of my cookie business and goals. Thank you for being a part of the Girl Scout Cookie Program, the largest girl-led entrepreneurial program in the world!

Rebecca Latham

Rebecca Latham, CEO



Girl Scout



2024

Cookie Program Family Guide

What is Product Program?

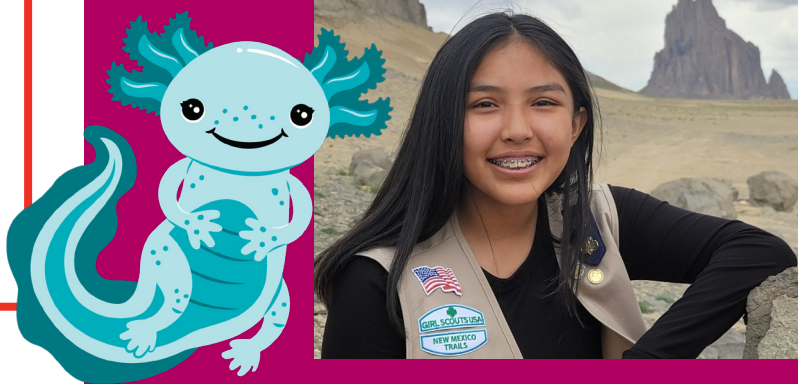
Twice a year, Girl Scouts participate in programs developed by Girl Scouts of the USA (GSUSA) to explore what it means to be an entrepreneur and learn financial literacy skills. Girl Scouts discover what it takes to run a small business using in-person and online platforms to sell to their friends, family, and community. The Fall Product Program and Girl Scout Cookie Program provide Girl Scouts the opportunity to learn by doing and build skills they can use for a lifetime. Just like all Girl Scout programming, Girl Scouts lead the way in the Girl Scout Cookie Program by setting goals and making decisions to guide their success. They learn to manage money and inventory responsibly. They safely market and communicate their business to their customers both in person and online. And they do all of this while making ethical judgements about what they do and how they do it. The Girl Scout Product Program is special because it helps Girl Scouts build confidence in themselves and gives them courage and character to make the world a better place.

Why Participate in the Cookie Product Program?

- ⇒ 100% of the proceeds stay within our local council
- ⇒ Financial literacy opportunities for Girl Scouts
- ⇒ Awesome individual rewards so Girl Scouts can set their own goals
- ⇒ Help your troop finance their activities. Proceeds will help pay for badges and troop activities
- ⇒ Connect with the community to sell iconic Girl Scout cookies

OWN YOUR MAGIC

With the 2024 Girl Scout Cookie Program, Girl Scouts will gain confidence to Own Your Magic and be their true selves. The 2024 cookie mascot is Jasmyne, the Axolotl. Named after our 2023 top cookie entrepreneur, Jasmyne, a Juliette Girl Scout from Shiprock. Axolotls were named after Xolotl, the Aztec god of fire and lightning so they are the right mascot for our Girl Scouts who are just as powerful!



What's Being Sold

We are excited to announce that GSNMT is now an ABC Bakers council. We will have three new flavors for the 2024 Cookie Program: Toast-Yay!, Lemonades, and a gluten-free Caramel Chocolate Chip Cookie! Plus, all the classic Girl Scout cookies are returning. Some may have a new name but they are same iconic Girl Scout Cookie customers know! Check out the 2024 cookie line-up on the next page. The gluten-free Caramel Chocolate Chip cookie is \$6.00 per package and all other flavors are \$5.50 per package.



Your Girl Scout Cookie favorites are back!



Adventurefuls®



Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Toast-Yay!®



French Toast-inspired cookies dipped in delicious icing



Lemonades®



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®



Crispy chocolate wafers dipped in a mint chocolatey coating



Peanut Butter

Patties®



Crispy cookies layered with peanut butter and covered with a chocolatey coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolate stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chlp



*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**
*Limited availability



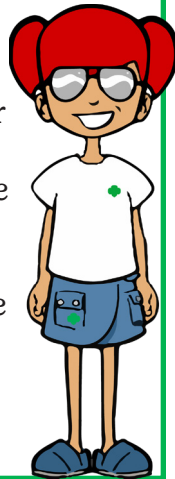
How Does Your Family Get Started?

Girl Scouts participating in the Cookie Program must be a registered Girl Scout for the 2023-2024 membership year and have [2023-2024 Product Permission Form](#) completed prior to the start of the program. If your Girl Scout participated in the Fall Product, they already have a Product Permission form on file and do not need to resubmit it. Participating families must also be free and clear of debt to Girl Scouts of New Mexico Trails (GSNMT).

All Girl Scouts who meet those two requirements by Monday, January 15 will be allowed to access their Digital Cookie site when it becomes available on Friday, January 19.

If your family misses out on the January 19 deadline, your Girl Scout still can participate in the Cookie Program. Once your Girl Scout is registered for the 2023-2024 membership year and the 2023-2024 product permission form are complete, families will gain access to the Digital Cookie system within 48 business hours.

Girl Scouts of New Mexico Trails is a direct sale council. This means Girl Scouts cannot take any pre-orders prior to the start of the cookie program on Friday, January 26. Girl Scouts may lose sales if they take pre-orders or may not earn certain rewards. Girl Scouts should be honest and fair and begin the cookie program on Friday, January 26.



Ways Adults Can Support Troop Volunteers

The Girl Scout Cookie Program is a team effort. Your Girl Scout is being supported by troop volunteers to have a successful cookie program but you can help as well. Your troop can always use more adult hands to help at cookie booths, picking up and sorting cookies and lots more. Please reach out to your troop volunteers and find out how you can help.

Hometown Heroes Program

The Hometown Heroes Program is a great way for customers to give back to the community and support their favorite Girl Scout to reach their goals! Girl Scouts collect cookie donations (in \$5.50 increments) for their local Hometown Hero organization! One donation is credited to the Girl Scouts' sales as one package sold. Girl Scouts earn the Cookie Share patch by receiving 18 or more donations.

Before the cookie program begins, each troop will select a local Hometown Hero organization to collect cookie donations for. Ask your troop volunteer for more information on your troop's Hometown Hero.



Ways to Support Your Girl Scout

- Help your Girl Scout set up their Digital Cookie website – don't worry we will provide you information on how to do this.
- Spread the Word: Girl Scouts can print door hangers with their personal website information to distribute to potential customers. Each Girl Scout's website grants customers access to their account to order their favorite Girl Scout Cookies so both the Girl Scout and the troop receive credit for the sale.
- Girl Scouts can make a sign for their caregivers' workplace and include a business card.
- Give your Girl Scout a chance to practice their personalized sales pitch and record it as a video! Add the video to her website. Girl Scouts who upload photos and/or videos sell more to help them reach their goals
- Help your Girl Scout create a script to engage customers when they make phone calls to friends and family. You can even practice taking orders.

Ways to Participate in the Girl Scout Cookie Program

Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, she'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year!



Phone or Text Friends and Family

Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—hello, school, sports, and extracurriculars!—this option has maximum flexibility.

Digital Cookie

Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. And she can reach her sales goals no matter what her schedule is like.

Door-to-door

They're the perfect way to hone her sales pitch! With door-to-door sales, Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course)

Cookie Stands

Would your Girl Scout feel more comfortable on her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where she'll market her cookies to customers in her neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

This option has maximum customer interaction, teamwork, and all the fun! Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connecting with Her Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. They could prepare a corporate pitch to sell cookies in bulk to car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!

Participating in the cookie program powers Girl Scouts' adventures throughout the year as they learn key business skills to excel in future careers and in life. By participating in different sales methods, girls gain more skills, including: goal setting, decision making, money management, people skills, and business ethics.

Don't forget: adult supervision is required at all times.

Safety First!

Safety is the first priority of the Cookie Program and Girl Scouts of New Mexico Trails. Daisies, Brownies and Juniors must be accompanied by an adult. Cadettes, Seniors and Ambassadors must be supervised by an adult. Girl Scouts must wear a membership pin, uniform, or Girl Scout branded clothing (e.g., Girl Scout T-shirt) to clearly identify themselves as Girl Scouts. Do not carry large amounts of money and ensure provisions have been made for safeguarding the money in advance of the program.

Girl Scout cookie sale should only take place during daylight hours and in neighborhoods that you are familiar with. For more information on safety guidelines, please check out the [Cookie Family Connection Guide](#).

Online Guidance

The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their parents or caregivers.

1. Girl Scouts can advertise their online cookie sales on social media sites to friends and family (such as Facebook and Instagram).
2. Girl Scouts may also advertise their cookie sales on social media using public post share by extended family and friends. Posts on behalf of a Girl Scout should be girl-led and encourages the Girl Scout being the one to complete the sale.
3. Friends and family of a Girl Scout participating in the cookie program must not market or share their contact information, sales links, or sales information on online sites they do not own or with any news outlets.
4. Due to GSUSA safety guidelines, Girl Scout Cookie sales cannot be posted to social media “for sale” sites open to the public (i.e. Craigslist, Amazon, eBay, swap/garage sale/Nextdoor/marketplace-type sites).
5. Social media ads cannot be purchased or donated to promote sales.
6. Should any online marketing activities be identified as a violation of guidance, GSUSA or the council reserves the right to intervene and request removal of the post.

Rewards

Girl Scouts can see what rewards are available in our [Cookie Rewards Guide](#). This will help them set their individual goal. The Digital Cookie system automatically calculates what each Girl Scout has earned based on their sales. Girl Scouts may have the opportunity to select prizes or need to provide t-shirt size. Families need to check with their troop volunteers for the deadline to make selections. If selections are not made, GSNMT will determine the reward for the Girl Scout. Rewards will be available to the troop volunteer in May.



Digital Cookie System for Families

The Digital Cookie System (DOC) is the online platform used by GSNMT to facilitate the Cookie Program. Families can use the system during the program to help their Girl Scout:

- Set up an online storefront for customers to make online orders. They can sell to friends and family near and far!
- Customers can pay using a credit card for any in-person sales even if they don't promote their website.
- Make rewards selections to ensure they get their personal choices.
- Girl Scouts can earn instant rewards when using the Digital Cookie system. Yes, Girl Scouts don't have to wait until May for some of their rewards. Digital Cookie rewards will be determined each week and troop volunteers will pick-up these rewards for their troop at weekly cookie pick-ups.

Family Access to Digital Cookie

Starting January 19, Girl Scouts who have a 2023-2024 Girl Scout membership and completed their [2023-2024 Product Permission Form](#) will be able to access Digital Cookie. Families will receive an invitation email from "Girl Scout Cookies". Emails are sent to the primary caregiver listed for the Girl Scout. Only one adult email can be used to access Digital Cookie during the program. Families can follow the link in their email to set up their online account and their online storefront

If families do not get an email on January 19, they still access the website from our [GSNMT Cookie Central website](#). There will be directions on how to request a Digital Cookie registration email on our website.

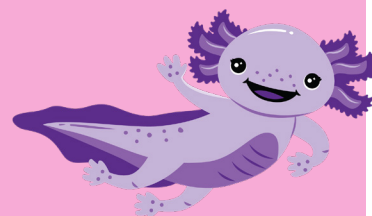
Girl Delivery in Digital Cookie

Girl delivery is a great feature for customers who would like to use a credit/debit card for payment and live close enough for the Girl Scout to deliver in person. We encourage families to use their best judgement when making in person deliveries. Every family should follow all safety recommendations and only deliver during daylight hours and to people they know. If a family does not wish to provide girl delivery to customers, please adjust your Girl Scout's website options in the My Cookies tab of the system. Caregivers are required to approve Girl Delivery orders within 5 days or they will be canceled. Once an order is approved, Girl Scouts should connect with the customer to let them know when they can expect delivery. The council office gets several calls during the cookie program from customers who do not hear from Girl Scouts so please contact customers with delivery information. All orders should be delivered with in a timely manner.

If an order is approved, but the Girl Scout is unable to deliver, they must inform the customer and ask their troop volunteer to provide a refund to the customer. Volunteers have access to view customer orders and provide refunds.

Tips on Using Digital Cookie

- Upon signing in, families need to watch an introduction video, enter their goals, and let customers know what they learn from the cookie program.
- Once the account is set up, families can set up emails to be sent to customers for the first day of the program on January 26.
- Take time to familiarize yourself with the Dashboard area which allows families to access all available activities and resources.
- If your family would like more assistance in using Digital Cookie, videos will be available to view on the [Cookie Central website](#). The videos will walk families step by step on using the system.



Money Transactions

Money is collected when the Girl Scout delivers the cookies. Make sure to collect payment before providing cookies to the customer. Only accept checks from people you trust and will be able to contact if there is an issue. Council will not reimburse troops for NSF checks or bank fees for any returned checks. Your family's balance must be paid in full by the troop deadline in order to be eligible for rewards. Failure to pay in full could result in being sent to an outside collection agency and Girl Scouts forfeiting their rewards. Make sure to get a receipt of all money turned into the troop signed by you and the troop volunteer to confirm the amount paid. Check with your troop volunteer if they will be posting offline sales, if they are, you will be able to use Digital Cookie to know the amount your family owes to the troop.



Questions?

Your Troop Cookie Chair has been thoroughly trained and is excited to help you. They should be your first point of contact for specific council related details, questions and issues.

Troop Cookie Chair: _____

Email: _____

Phone: _____

Best Way to Contact: _____

Best Time to Contact: _____

For questions regarding Digital Cookie or customer orders, contact your Troop Cookie Chair first and they will let you know if you need to contact the council office.

If you do have questions to the council office, you can call 505-343-1040 or email customercare@nmgirlscouts.org.

Picking Up Cookies

Cookies will be delivered to your local area the week of February 5. Once your troop volunteer has picked up the troop order, they will contact families with a date and time for picking up product. Due to our large council area, product will be delivered any day between Monday and Friday of that week, so please be patient with volunteers and picking up product. It is best to tell customers that product will be available starting February 10.

Here are a few reminders when picking up your order:

- Be on time
- Count your entire order
- Get a signed receipt for the product you are picking up.

All cookies must be signed for and accepted by the caregiver who completed the product permission form as they are financially responsible for all products received. Cookies cannot be returned to the council. However, damaged cookies can be exchanged at your local cookie cupboard by your troop volunteer for the same item. All cookies should be stored in a cool, dry, pet-free and smoke free environment at all times.

Each troop will have their own directions on how to place orders for cookies and when cookies can be picked-up. Please follow the directions set out by your troop and be patient with them. They are volunteering their time to help your Girl Scout have a successful cookie program.

Troop Reminders and Deadlines

Troop Initial Cookie Pickup: _____

Troop Deadline for Rewards Selection: _____

Troop Deadline to Turn in Money: _____

Digital Cookie Information

Login: _____

Password: _____

2024 COOKIE PROGRAM CALENDAR

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---------|-----------|------------|--------------------------------------|-------------------------------|
| January 14 | 15 PRODUCT PERMISSION FORMS DUE | 16 | 17 | 18 | 19 FAMILY DOC ACCESS OPENS | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 DOC OPENS FOR SALES | 27 |
| 28 | 29 | 30 | 31 | February 1 | 2 | 3 |
| GIRL EXPERIENCE DATES RELEASED COOKIE PROGRAM | | | | | | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| INITIAL COOKIE DELIVERIES | | | | | | |
| 11 | 12 | 13 | 14 | 15 | 16 BOOTH SALES BEGIN | 17 |
| COOKIE PROGRAM | | | | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| COOKIE PROGRAM | | | | | | |
| 25 | 26 | 27 | 28 | 29 | March 1 | 2 |
| COOKIE PROGRAM | | | | | | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| COOKIE PROGRAM | | | | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| COOKIE PROGRAM | | | | | | |
| 17 | | | | | | MAY: REWARDS DELIVERED |
| SALE ENDS | | | | | | |

