



# Cookie Program

## Week of March 2

### Weekly Bites

- Cookie Deliveries
- Cookie Ownership & Responsibility
- Initial Order Rewards
- Booths
- Social Media Posting - Update
- Challenges

### Cookie Deliveries

Service Units will receive cookie deliveries **between March 9-17** and will contact troops to schedule pickups. Delivery dates vary, so please be patient.

Make sure you have space to store your troop's cookies until caregivers pick them up. Cookies must be kept in a temperature-controlled area, protected from weather, liquids, and pests. If stored in a garage, do not place boxes directly on the ground.



### Ownership & Responsibility

At pickup, caregivers will receive and sign for the full amount of cookies ordered during the Initial Order for their Girl Scout(s). Once signed for, the caregiver is financially responsible for those cookies and must submit payment to the troop by April 14.

Troop Leaders must keep copies of all caregiver orders and receipts until the Cookie Program financials are fully resolved.

**Remember:** Cookies are the financial responsibility of the last person who signed for them.

### **PRODUCT = MONEY**

Any time cookies or money change hands, a signed receipt is required. Both parties should keep a copy.



## Initial Order Rewards

Thank you for submitting Initial Orders on time and helping your girls reach their goals while being Brave. Fierce. FUN!

Our [Top 25 Girl Scouts](#) in each state have been announced, along with the winners of the “Share the Love” (Cookie Share) and “No Lafufus Here” [Challenges](#). Be sure to check and see if you’re a winner!

Troop Initial Order PGA BFF Trucker Hats will be shipped to your Service Unit along with:

- Cookie Kickoff Handwarmers
- Replacement charging cords
- Fall sale stickers

Depending on production timing, hats may arrive separately (hopefully before booths begin).

## Booths

[Book your booths](#) early and plan your sales. New booth opportunities are added daily. Booths can be reserved now **through April 12**.

Booths reserved in Smart Cookies appear online for customers. If you cannot attend a scheduled booth, **cancel your reservation** so customers are not directed to a location where no booth is set up.

Troops may also secure their own booths using the [Troop Secured Booth](#) feature in Smart Cookies:

1. Take the [Booth Request Form](#) to the business for approval.
2. Upload the approved form into Smart Cookies.
3. Keep the agreement on file until the end of the season.





## Social Media Use & Guidelines

**NEW!** We've reviewed your feedback and looked at how other councils manage social media posting for cookies. We have updated our guidelines so they are designed to help your Girl Scouts make the most of every sales opportunity while staying safe and compliant. Our guidelines are now the same as GSUSA'S recommended guidelines.

- Community Sites: Are allowed! Next Door, city happenings, neighborhood groups/apps. Feel free to let your neighbors and community know that you have a Girl Scout with cookies trying to reach their goals, and they would love to come visit and take orders!
- Resale/retail sites: not allowed. Facebook marketplace, eBay, yard/garage sale sites and other buy/sell/trade sites. This means ANY site that sells/resells products.
- Other social media: Tik Tok, Facebook reels, Instagram allowed! Have your Girl Scouts get excited and utilize the tools at their expense by posting a fun video about their goals, or what they want to do with their cookie proceeds!

If you have any additional questions or concerns, please contact us via email at [customercare@gsmw.org](mailto:customercare@gsmw.org).

## Challenges

### Troop:

- **(NEW!) Ferret 500 Frenzy**: Troops achieving a 500+ PGA can choose between a GSMW Reward Card or an Amazon gift card, valued at 10 cents per package sold. For instance, selling 2,000 packages earns you a \$200 gift or reward card!
- **Sell More, Explore More**: The troop that has the highest Exploremore PGA will win a \$250 Amazon gift card for their troop exploration and adventures!

### Girl:

- **(NEW!) Leap Into Spring - Digital Cookie Challenge**: From February 26 to March 19, girls are encouraged to boost their Digital Cookie sales while developing skills from the Girl Scout Cookie Program. [Completing 4 out of 5 activities](#) in each skill category earns rewards, and mastering all 5 categories of skill grants access to a virtual experience with Zoo Montana. Top three sellers can win Amazon gift cards: \$500 for 1st, \$300 for 2nd, \$200 for 3rd.
- **B2B Bingo**: Through April 12, Girl Scouts that collect sales from businesses can fill out our bingo card. Turn in the card for one or five entries to win 1 of 12 Build-a-Bear gift cards. There will be one winner for every region of Council, 12 in total. Get your [Bingo card](#) here!

## Helpful Links

- [NEW Social Media Guidelines](#)
- [Booth Request Form](#)
- [Cookie Program Challenges](#)