

# FAMILY COOKIE GUIDE

2024

GIRL SCOUTS SAN DIEGO

WAYS TO PARTICIPATE

OTM SENDOFF AND FAMILY FESTIVAL

COOKIE BOOTHS

2024 COOKIE REWARDS



OWN YOUR  
magic

girl scouts  
san diego

# OWN YOUR magic



Dear Girl Scouts and Families,

On behalf of the Girl Scouts San Diego board of directors and staff, we are excited to embark on another season of the Girl Scout Cookie Program. As many of you know, this is the largest girl-led entrepreneurial program in the world, and it is America's sweetest and most beloved tradition!

This year, we anticipate that approximately 9,800 Girl Scouts in San Diego and Imperial counties will participate. We also know that this program is fully made possible through the support of adult members and volunteers. Nearly 1,300 adults will step into the volunteer roles of regional manager, service unit cookie coordinator, and troop cookie manager, and countless others will jump in to support our Girl Scout entrepreneurs in other ways. Thank you!

Here are a few key points about the 2024 Girl Scout Cookie Program:

- By participating in the cookie program, Girl Scouts show leadership, grow in confidence, and learn five essential life skills—goal setting, decision making, money management, people skills, and business ethics.
- 100 percent of cookie program proceeds stay local to fund outdoor adventures, community service projects, badge and Journey workshops, and so much more.
- All cookie packages and varieties are \$6.
- Mark your calendars for these key dates:
  - Girl Scout Cookie Program Begins: Sunday, Jan. 28
  - Cookie Booths Begin: Friday, Feb. 9
  - National Girl Scout Cookie and Girl Scouts San Diego's Cookies on Tap Weekend: Friday-Sunday, Feb. 16-18
  - Girl Scout Cookie Program Ends: Sunday, March 10

As we look ahead to the 2024 Girl Scout Cookie Program, remember that this is a time to support your sister Girl Scouts while you dream big and embrace the magical feeling of reaching your own personal goals. When you join forces within your troop or collaborate with Girl Scouts across the region, the possibilities are endless.

Please use this Family Cookie Guide to aid in your planning, finalize your goals, and learn more about the program.

We look forward to seeing how you all 'Own Your Magic' and shine brightly this season!

A handwritten signature in green ink that reads "Carol M Dedrich".

Carol M Dedrich  
Chief Executive Officer

A handwritten signature in black ink that reads "Natasha O. Bowman".

Natasha O. Bowman  
Board Chair



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## Important Dates

### January

Service Unit cookie kickoffs  
Digital Cookie® construction days

**Jan. 28, 9 a.m.**

2024 cookie program begins!  
Direct ship begins

**Feb. 9**

Cookie booths begin

**Feb. 16-18**

National Girl Scout Cookie Weekend

**March 10**

Cookie program ends

**May**

Rewards arrive  
*Estimated arrival date,  
shipping may vary.*

**May 4**

Operation Thin Mint<sup>SM</sup>  
Sendoff and Family Festival







# Girl Scout Cookies

An incredible opportunity for girls to do extraordinary things

A girl finds sisterhood and connection during our Girl Scout Cookie Program. She may start insecure and quiet, but through the relationships she builds with other girls, her family, her troop, and her customers, she develops confidence. She sets goals and is inspired to own her magic as she reaches and exceeds them.

Participating in the program gives girls an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she'll gain five skills along the way that she'll use the rest of her life. All dollars earned stay local to help power new and unique experiences for girls: a trip they'll never forget, a service project that will change their communities forever, or building a lifetime of memories at camp.

## Girls Learn



### GOAL SETTING

To set goals and create a plan to reach them.



### DECISION MAKING

To make decisions on their own and as a team.



### MONEY MANAGEMENT

To create a budget and handle money.



### PEOPLE SKILLS

To be confident through customer interactions.



### BUSINESS ETHICS

To act ethically, both in business and life.

# 2024 Girl Scout Cookies®

## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

## The World's Most Flavorful Lineup



### Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt **\$6**  
 Approximately 15 cookies per 6.3 oz. pkg.  
 ⓈD



### Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$6**  
 Approximately 12 cookies per 6.2 oz. pkg.  
 ⓈD



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$6**  
 Approximately 38 cookies per 9 oz. pkg.  
 ⓈD



### Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling **\$6**  
 Approximately 20 cookies per 8 oz. pkg.  
 ⓈD



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$6**  
 Approximately 15 cookies per 7.5 oz. pkg.  
 ⓈD



### Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating **\$6**  
 Approximately 15 cookies per 6.5 oz. pkg.  
 ⓈD



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$6**  
 Approximately 30 cookies per 9 oz. pkg.  
 Ⓢ



### Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolate and marshmallowy flavored filling **\$6**  
 Approximately 16 cookies per 8.5 oz. pkg.  
 ⓈD



### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits **\$6**  
 Approximately 14 cookies per 6.7 oz. pkg.  
 ⓈD



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ACCEPTED

# Cookie Achievements



## Cookie season is more fun with family

Bring the family together for tons of fun and learning with our Girl Scout Cookie Program pin collection! Each Girl Scout level has a set of requirements to help families guide their Girl Scout as she runs her own cookie business. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

## Cookie Keepsake Coin

The top 100 Girl Scout San Diego cookie participants will receive an exclusive keepsake coin.



## VIP Visitor Patch

Girl Scouts San Diego board and staff members will present this exclusive patch (limit 1,000) to girls who conduct themselves professionally and wear their Girl Scout uniform while marketing cookies.



## Cookie Program Lifetime Achievement Award

Girls receive a certificate when they reach 1,000, 2,500, and 5,000 total recorded packages over the course of their cookie program careers at Girl Scouts San Diego. Show the certificate at our stores to purchase a Lifetime Achievement patch.



## CEO Letter of Recommendation

Girls in high school may request a personalized letter of recommendation from our CEO when they earn a participation patch every year they have been a member and complete an online form. These letters are a great way to build a resume when completing college or scholarship applications!

# Ways to Participate in the Program



Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!

## Digital Cookie®

Using Digital Cookie®, Girl Scouts can increase their digital marketing skills by personalizing their page (with parent help) and sending their link to customers to place orders. Emails can be sent directly through Digital Cookie®.

## Text or Call Friends and Family

Texting or calling friends and family is a great way to help feel comfortable connecting with cookie customers. It is also a very flexible option for those with a busy schedule.

## Door-to-Door Marketing

A great way to perfect her cookie pitch! Girl Scouts go door-to-door, with a trusted adult, in their neighborhood. Door hangers or business cards can be left for customers who aren't home.

## Cookie Booths

Girl Scouts market cookies outside pre-approved locations like grocery stores, malls, or banks, at set times. This method helps girls meet new customers, develop teamwork, and have fun. Note: cookie booths must be coordinated with TCMs and may only happen at council-approved locations. Check page 17 for cookie booth rules.

## Operation Thin Mint<sup>SM</sup> (OTM)

Marketing OTM cookies is a great way for Girl Scouts to reach their cookie goals and support active duty military and veterans.

## Program Checklist

### GIRL SCOUTS:

- Set your goal.
- Set up your Digital Cookie® site and invite customers to support you.
- Market cookies until Sunday, March 10.

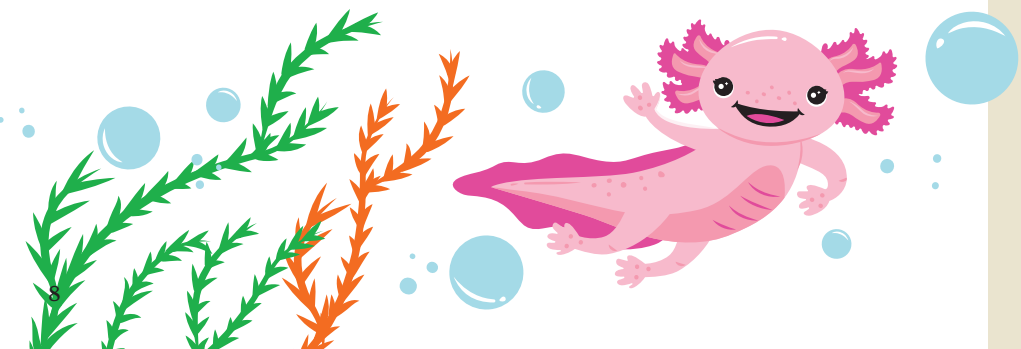
### CAREGIVERS:

- Review ways to participate, benefits, basic facts and standards, and safety guidelines.
- Visit our website, submit the participation agreement, send a copy to your troop cookie manager (TCM).
- Ask your girl's TCM for the information below to help you complete the form.
- Pick up cookies from your TCM.
- Ask your TCM for a receipt every time you turn in money or receive cookies.

### MATERIALS PROVIDED BY YOUR TCM:

- Money collection envelope
- Order card

Additional materials available at [sdgirlscouts.org/cookieentrepreneur](https://sdgirlscouts.org/cookieentrepreneur).

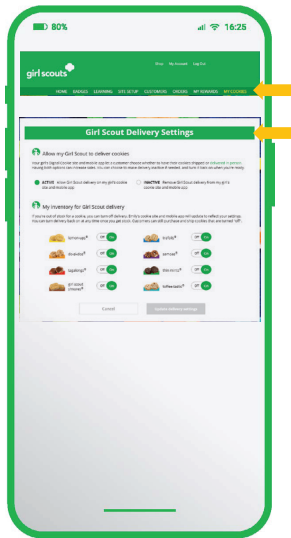




# Digital Cookie®

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

## Become a True Cookie Boss in Four Easy Steps!



The My Cookies Tab in Digital Cookie® allows you to track your inventory and make changes to your available varieties. The default setting is ON, so be sure the visit the Delivery Settings to make changes to available varieties. Remember to check in with your TCM about whether additional inventory is available. Visit [sdgirlscouts.org](http://sdgirlscouts.org) for full instructions and other useful Digital Cookie® Tip Sheets.

### Register for Digital Cookie®

Create your **Digital Cookie** Password for email address: parentsemal@domain.com

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

**Password**   
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

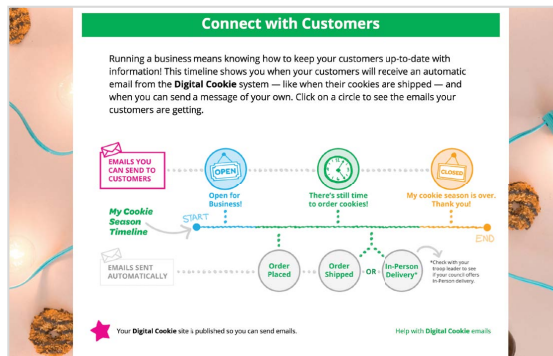
**Confirm password**

**SUBMIT**

1.

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

### Invite Customers



2.

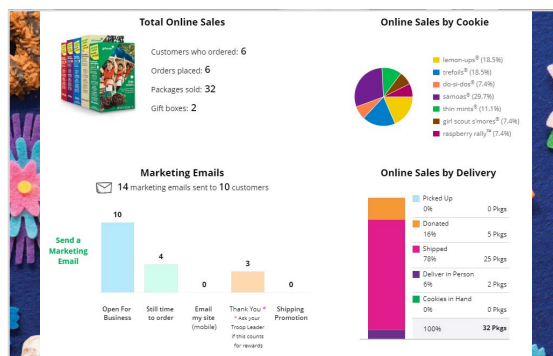
Take a few minutes to set your marketing goals, share your cookie story, and upload a fun picture or video. Then publish and go!

### Set Up Your Site

3.

Use the emails 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.

### Track Your Goal



4.

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



# Fun for the Whole Family!

## Tailor your cookie experience

We understand how busy you are. Determine the ideal participation level for your family by selecting from the many options for girls, and/or talk with the troop leader or cookie manager. Just want to participate online with Digital Cookie®? That's OK!

## Support your Girl Scout

Encourage goal setting. Guide your Girl Scout to set practical goals about what she hopes to learn and earn.

- Ask about her troop's goal, and help her set a personal goal.
- Encourage her to share her goal with customers. They want to help her succeed!

Support her participation. Be by her side as she develops the confidence to ask people for their support.

- Help her practice a marketing pitch.
- Accompany her while she talks with customers and delivers cookies.
- Help her network with family and friends, allowing her to make the actual "ask."

## Volunteer!

Support your Girl Scout's goals, along with her troop's, by chaperoning at cookie booths, picking up cookies, and sorting rewards.

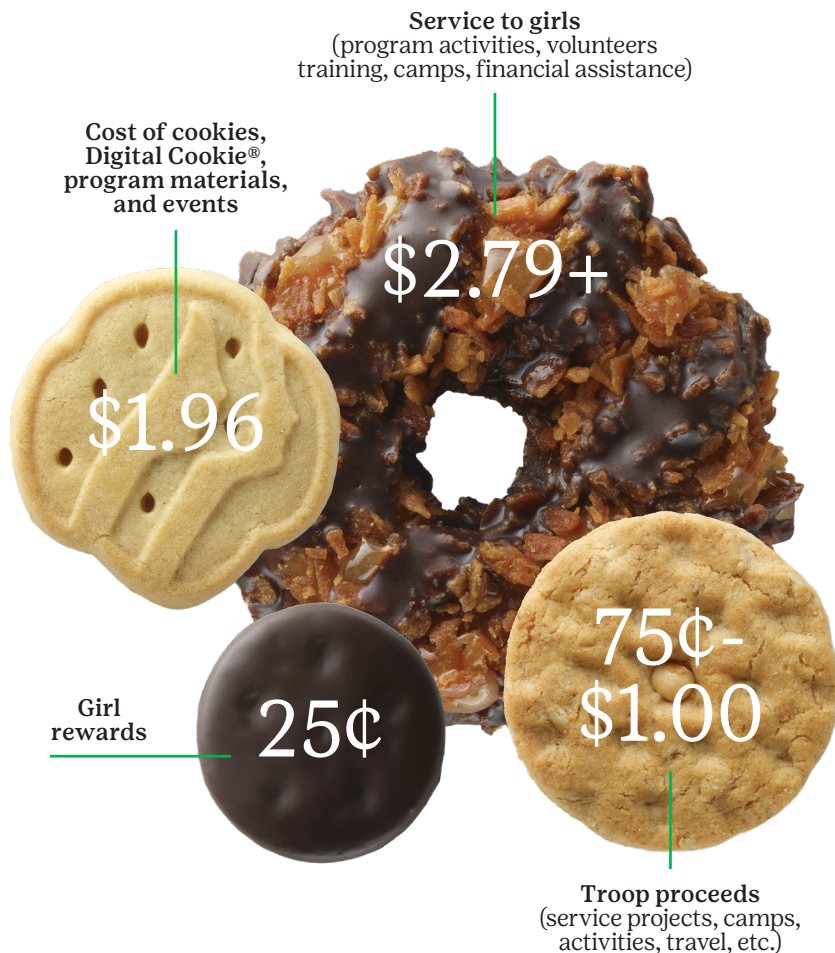
Adults 18 years of age and older can volunteer in a variety of roles to support their girls and experience Girl Scouts through their eyes. Whether helping out at meetings, joining girls on field trips, guiding girls' Individually Registered Member (IRM) journeys, or even becoming a troop leader, volunteers inspire today's girls to become tomorrow's leaders. Visit [sdgirlscouts.org/volunteer](https://sdgirlscouts.org/volunteer) to learn more.

## Follow @sdgirlscouts and share your story!

Showcase cookie entrepreneurs' leadership savvy and plans for cookie-funded Girl Scout adventures and community service projects! Tag us in social media @sdgirlscouts and **submit your stories of how Girl Scout Cookie Program proceeds have funded adventures for your troop to [media@sdgirlscouts.org](mailto:media@sdgirlscouts.org)**.



# How the Cookies Crumble



**100% of cookie proceeds stay in San Diego and Imperial counties to benefit local Girl Scouts!**

The Girl Scout Cookie Program provides the financial assistance that keeps Girl Scouting available and affordable to all girls. It is also the largest source of funding for volunteer training, our facilities, and core leadership experiences. Girls who participate in the cookie program enrich experiences for their Girl Scout sisters of today and tomorrow. They earn rewards for themselves and money for troop adventures, activities, and community service projects, and for councilwide Girl Scout programs.

Note: Girl Scouts San Diego does not receive any portion of girl and adult members' \$25 annual membership dues, which are retained by Girl Scouts of the USA (GSUSA).

## The Magic of Girl Scouting

Girl Scout Cookie Program proceeds help make the magic of Girl Scouting possible in San Diego and Imperial counties. The \$2.79+ from each package of Girl Scout Cookies supports our year-round leadership development programs and the maintenance of our beautiful properties, including our day camps at Balboa Campus and Escondido Program Center and sleepaway camps at Whispering Oaks and Winacka. It also fuels many memorable outdoor adventures at Girl Scout Summer Camp.

Save the date

2024 summer camp registration will open in Feb. 2024! More details at [sdgirlscouts.org/camp](https://sdgirlscouts.org/camp).

**Cookies = Camp!**

See the reward page for more details.



# Cookie Program Rewards



## Product Programs Patch



**2023-24 Product Programs Patch**  
(if eligibility met) 250+ pkgs

All rewards are cumulative. Council reserves the right to make substitutions to the item's color, material, or size, or to substitute an item of equal or greater value due to changes or challenges in product availability. Dates for related events are listed with each reward.



**Participation Patch**  
Annual eligibility requirement for  
CEO letter of recommendation  
18+ pkgs



Four different axolotls

**Bandana**  
60+ pkgs



Different faces

**Axolotl Socks**  
110+ pkgs



**Axolotl  
Bangle Bracelet**  
340+ pkgs



**Crossbody Bag with Stick-on  
Patches AND Wallet Pouch**  
425+ pkgs

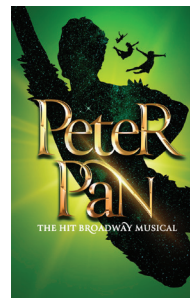


**Weekender Tote AND  
Camp Blanket**  
525+ pkgs

Waterproof  
pocket inside



**Girl Scout Summer Camp**  
Reserve your spot with a \$25 deposit  
when camp registration opens;  
refundable once 1,000 package  
goal is confirmed at the end of  
the cookie program!  
OR  
**GPS Drone with 4K Camera**  
1,000+ pkgs



**Broadway San Diego - Peter Pan**  
**San Diego Civic Theater**  
(August 3, 2024)  
OR  
**Rollerblade Skate Package**  
(Rollerblades, helmet, pads)  
OR  
**\$100 Cookie Bucks**  
1,500+ pkgs



**Girl Scouts San Diego  
Executive Experience**  
(June 9, 2024)  
2,024+ pkgs

## Digital Cookie® Patch



**Digital Cookie® Patch**  
18+ unique Digital Cookie® emails

## Operation Thin Mint<sup>SM</sup> (OTM)



**OTM Patch**  
18+ OTM pkgs



**OTM Sendoff and Family Festival**  
Admission for you and one guest to the OTM Sendoff and Family Festival aboard the USS Midway (May 4, 2024)  
100+ OTM pkgs



**"Own Your Magic" Journal**  
165+ pkgs



**Axolotl Projector Lamp**  
210+ pkgs



**Axolotl Plush**  
265+ pkgs



### Club 650 Private Event at Dave & Busters

plus Club 650 cap, patch  
(June 1, 2024)  
OR

### Build-a-Bear Workshop

Girl Scout Bear, accessories, record-your-voice  
sound chip plus Club 650 patch (multiple dates)  
OR

**\$50 Cookie Bucks**  
650+ pkgs



### Night at the Theater

Overnight private event  
at UltraStar Cinemas  
(April 27-28, 2024)  
OR

**\$50 Cookie Bucks**  
825+ pkgs



**Wireless Projector Bundle**  
with outdoor inflatable screen  
3,000+ pkgs



### VIP Disneyland Tour

(April 13, 2024)

Includes tickets, transportation, and  
private VIP guided tour with expedited  
attraction access.

**This is a staff-chaperoned event  
for the Top 5 GSSD Cookie  
Entrepreneurs.**

# From Girl Scout Troops to Military Troops



Through our council-wide service project, Operation Thin Mint<sup>SM</sup> (OTM), customers send a taste of home to U.S. service men and women around the world.

Since 2002, generous San Diego and Imperial Valley residents have contributed more than 4 million packages of cookies and countless handwritten notes to grateful troops and veterans in the U.S. Army, Navy, Air Force, Marines, Coast Guard, and National Guard. Donations are tax-deductible.

## How Operation Thin Mint<sup>SM</sup> works

### Girls...

- Invite all potential cookie customers to donate to OTM.
- Collect any in person any donations and record contributions in transaction log or the “Cookie Packages Donated” column of the order card.
- Invite customers to donate online via Digital Cookie<sup>®</sup>.
- Send an electronic receipt by entering customers’ email addresses and donation amounts at [sdgirlscouts.org/2024otmreceipt](https://sdgirlscouts.org/2024otmreceipt). Use the QR code for quick access!

### Troop cookie managers...

- Collect OTM money and record donations.

### Girl Scouts San Diego...

- Purchases OTM cookies and ships them directly to military installations and veterans.
- All monetary donations during the cookie program (not exchanged for cookies) must be designated for OTM.



## Girls earn OTM rewards

OTM package credits are cumulative and also count toward regular girl rewards and troop proceeds! Girls in troops that opt out of rewards are eligible to earn the patch.



**OTM Patch**  
18+ OTM  
package credits

## Notes to show we care

Ask girls and customers to write encouraging messages for cookie recipients. To send one note with each package, we'll need about 100 per Girl Scout troop. Download and print blank OTM cards from [sdgirlscouts.org/otm](https://sdgirlscouts.org/otm).



## OTM Sendoff and Family Festival

**Saturday, May 4 | USS Midway Museum**

Invite your cookie customers to join Girl Scouts and their families as we celebrate our local service project OTM's anniversary at the USS Midway! This exciting event will feature music, family-friendly activities, and opportunities for photos and to thank service members. Admission is free for Girl Scouts who sell 100+ OTM packages and a guest.



# Up Your Cookie Game, Get to the Next Level



## Know the cookie varieties

Use this knowledge to convince customers to order more. “Did you know Thin Mints® are made with vegan ingredients? We have two cookie varieties with peanut butter: Tagalongs® have chocolate, and Do-Si-Dos® don’t, and Adventurefuls™ are great for fans of salted caramel!”

## Say thank you

Pre-write thank you cards with your unique Digital Cookie® link. Customers can use the link to reorder later in the season.

## Set a goal

Set small, achievable goals throughout the season to reach your big goal. “Today, I will send three Digital Cookie® emails and go door-to-door for one hour.”

## Wear a Girl Scout vest or sash

Show your Girl Scout spirit by wearing cookie swag.

## Promote Operation Thin Mint<sup>SM</sup>

Encourage donations toward OTM to continue the tradition of supporting active military and veterans with America’s Favorite Cookies. Offer to send customers a digital donation receipt for tax purposes. Keep notecards available and ask them if they’d like to send a message to the troops with their donation. They can return cards right then, or mail their notecard directly to Girl Scouts San Diego (address printed on the notecards).



# Important Information



# OWN YOUR magic



Troop cookie manager (TCM) contact info:

---

Date/time/location to submit additional orders to TCM:

---

Date the money is due:

---

Will the troop accept checks?:

---

What day is my restock order due to the TCM?:

---

Will the troop accept cookies to be returned to the TCM?  
If so, by what date and how many packages?:

---

## Online Resources

Cookie Finder and local customer resources:  
**[sdgirlscouts.org/cookie](https://sdgirlscouts.org/cookie)**

Cookie program materials:  
**[sdgirlscouts.org/cookieprogram](https://sdgirlscouts.org/cookieprogram)**

Digital Cookie® details:  
**[digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org)**

GSUSA general cookie information and program resources:  
**[girlscoutcookies.org](https://girlscoutcookies.org)**

Little Brownie Bakers activities, marketing ideas, cookie facts, program resources, volunteer blog, clip art, and social media graphics/messages:  
**[littlebrowniebakers.com](https://littlebrowniebakers.com)**

Para documentos en español, visite  
**[sdgirlscouts.org/cookieprogram](https://sdgirlscouts.org/cookieprogram)**



# With Special Thanks

Thank you Ronson Shamoun,  
of RJS Law, for generously  
donating cookie billboards  
during the 2024  
Girl Scout cookie season!





# Cookie Booth Rules

## Cookie Booths Begin Friday, Feb. 9

Girl Scouts market cookies outside pre-approved locations like grocery stores, malls, or banks, at set times. This method helps girls meet new customers, develop teamwork, and have fun. Note: cookie booths must be coordinated with TCMs and may only happen at council-approved locations.

## Booth Locations and Participation

- Girl Scouts San Diego does not authorize marketing cookies in front of or inside places of business that the girls themselves cannot legally patronize.
- Marketing cookies is not allowed on private commercial properties and sites used by the general public (farmers markets, shopping centers, university campuses, etc.) unless they have been authorized as booth sites. Ask the troop cookie manager for additional booth guidelines.
- Know someone who owns a business? Have them submit a cookie booth interest form at [sdgirlscouts.org/cookiebooth](https://sdgirlscouts.org/cookiebooth).
- All girls in a troop must have equal opportunities to participate in booths.
- At approved booth sites on military bases, an adult with a military ID must be present at all times.
- Cookie booths that are reserved by your TCM show up in the Girl Scout Cookie Finder for customers looking for a booth near them! If you are unable to attend a booth, please contact your TCM as soon as possible so it can be released and removed from the Cookie Finder.

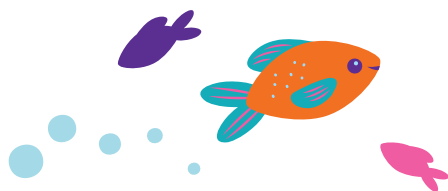
## Important Dates

**Jan. 28**  
Program begins  
**Feb. 9**  
Booths begin  
**Feb. 16-18**  
National Girl Scout  
Cookie Weekend  
**March 10**  
Program ends



## Safety Tips

- For safety, two adults (one of whom is a registered and cleared volunteer) must be present at each cookie booth at all times. (Girls in grades 6-12 may attend a cookie booth with just one parent or legal guardian provided they are registered and cleared).
- Have a first aid kit available.
- Don't block store entrance or exit.
- Do not store cash or cash box on the table.



# Things to Know About the Cookie Program



Ask TCM for a receipt every time you turn in money or receive cookies.

## Be informed, be prepared:

- Review ways to participate, benefits, basic facts and standards, and safety guidelines.
- Visit our website, submit the participation agreement, send a copy to your troop cookie manager. Ask your girl's troop cookie manager (TCM) for the information below to help you complete the form.

## You have the right to:

- Determine how many cookies you will accept responsibility for. While cookies may not be returned to Girl Scouts San Diego, your troop might accept returns if they can be used at cookie booths or for another girl's inventory. Ask your TCM for details.
- Participate at a level that is comfortable for you and your Girl Scout, regardless of the council recommendation or troop goal.

Follow through on girl delivery purchases accepted through Digital Cookie® and coordinate with TCM if additional inventory is needed.

*Troop proceeds belong to the troop, not individual girls, and while there is no pre-payment for cookies, troops may require payments owed before giving additional cookies.*

## You are responsible for:

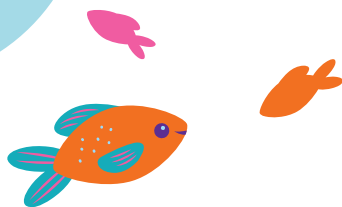
- Every cookie package picked up and signed for (by completing a receipt with your TCM).
- All customer payments collected, until turned in to your TCM and receipt for money turned in has been received.
- Signing and retaining a receipt for each exchange of money/product between you and your TCM.
- Be sure to communicate delivery plans with Digital Cookie® customers.

## You should:

- Safeguard all money collected immediately and do not send money to school with girls.
- Not accept payment from a customer using personal credit card readers or any third-party apps like Venmo, Paypal, or Zelle.
- Not deposit any funds into personal bank accounts (this includes using personal credit card readers); cookie funds deposited in personal accounts can be viewed as taxable income by the IRS.

Avoid using 3rd-party apps that deposit into personal accounts. Ask TCM if you have any questions.

Each troop will have its own policy for distribution of cookies and collection of funds. Please connect with your TCM to confirm your troop's process.





## Throughout the season

Please model good behavior, assume good intent, and follow the Girl Scout Law: be honest and fair, friendly and helpful, considerate and caring, respectful of others, and a sister to every Girl Scout.

## Participation

All girls must be registered Girl Scouts for the 2023-2024 membership year, with a 2024 Product Programs Participation Agreement submitted online.

## Safety first!

Girls should:

- Have adult supervision at booths (at least one registered and background-checked volunteer), standabouts, and when going door-to-door.
- End the above activities by 8 p.m.
- Never enter a customer's house.
- Protect their privacy by providing an adult's contact information.
- Respect authority and abide by all requests from residents, security, or law enforcement personnel (including instructions to stop marketing cookies and/or heed "no soliciting" signs).
- If you or anyone in your household is experiencing symptoms of illness, please refrain from participating in any in-person cookie marketing

## Approved Southern California Council Boundaries

While girls may offer cookies to friends and family that reside within our neighboring councils' boundaries, they may not market publicly outside San Diego and Imperial counties. Please help us maintain our partnerships with our neighboring councils. Girls and families may not go door-to-door, hold a standabout, or a booth in Riverside, Los Angeles or Orange counties, as well as the state of Arizona.

## Local restrictions

Cookie marketing is not permitted in the following areas:

- City of Coronado (except for residential areas and approved booth locations)
- Farmers markets that are not designated as booth sites
- Military bases, including Camp Pendleton (regardless of caregiver access)

Please help us avoid complaints from business owners and community leaders by marketing only in approved locations.

These guidelines are subject to change; girls should ask their TCMs to relay any new restrictions that might arise during the season.



# Entrepreneurship Badges & Pins

For more on badges and pins girls can earn, visit [girlscouts.org/cookiebadges](http://girlscouts.org/cookiebadges).

You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur	
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer	
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur	
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart	
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup	
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator	



# Money Madness Patch Program

Presented by Mission Fed

Take a “cents-ible” and entertaining approach to financial literacy with these patch programs designed to help young Girl Scouts learn about currency, earning, saving, and spending. Find separate Money Madness guidelines for Daisies, Brownies, and Juniors at [sdgirlscouts.org/patchprograms](https://sdgirlscouts.org/patchprograms). Patches available in Girl Scout shops.

Available in local Girl Scout stores



# December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7 Start of Hanukkah	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25 Christmas	26 Start of Kwanzaa	27	28	29	30

During December I will \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

and ask for email addresses from family so I am prepared to launch my Digital Cookie® page next month.

# January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 New Year's Day	2	3	4	5	6 National Shortbread Day
7	8	9	10	11 National Milk Day	12	13
14	15 Martin Luther King Jr. Day	16	17	18	19	20
21	22	23	24 National Peanut Butter Day	25	26	27
28 	29	30	31			

- January: Service Unit cookie kickoffs  
Jan. 28: Cookie program begins at 9 a.m.

During January I will \_\_\_\_\_  
 \_\_\_\_\_

I need \_\_\_\_\_  
 from my family to help me this month.

# February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9 First Day of Cookie Booths	10
11 Super Bowl Sunday	12	13 Mardi Gras	14 Valentine's Day	15	16	17
18	19 Presidents Day National Chocolate Mint Day	20	21	22	23	24
25	26	27	28	29		

- Feb. 9: Cookie booths begin
- Feb. 16-18: National Girl Scout Cookie Weekend

During February I will \_\_\_\_\_  
 \_\_\_\_\_  
 I need \_\_\_\_\_  
 from my family to help me this month.

# March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10 Daylight Saving Time	11	12 National Girl Scout Day	13	14	15	16
17 St. Patrick's Day	18	19 National Chocolate Caramel Day	20	21	22	23
24 31	25	26	27	28	29	30

- March 10: Cookie program ends
- May 4: OTM Sendoff

During March I will \_\_\_\_\_  
 \_\_\_\_\_  
 I need \_\_\_\_\_  
 from my family to help me this month.



Girl Scouts San Diego  
1231 Upas St., San Diego CA 92103-5199

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# The One Stop for All Your Cookie Marketing Needs!

When you shop at your local Girl Scout store, 100% of the proceeds stay local to help support and serve San Diego Girl Scouts.

Check out our new merchandise! Pick up a new cookie-themed tee or sweatshirt, tablecloth, a GSSD cookie booth fun patch, and much more!

## Cookie Patches

Celebrate your Girl Scout's personal achievements with our 2024 themed fun patches!



\$1.50

## Cookie Mobile Kit

Kit includes full color artwork to decorate mobile wagons and a variety of helpful sales tools designed specifically for our cookie entrepreneurs.



\$5.95

## Cookie Delivery Kit

Kit contains everything you need to make your customers feel appreciated! It includes delivery bags, thank you notes, thank you stickers, cookie menu lanyard, and door hangers.



\$25

## Tablecloths

Perfect for lemonade stands/ standabouts at home and booth sales at approved business locations.



## Cookie Carts!

This rolling cookie mobile is ready to hit the neighborhood with you! Eye catching cookie artwork, clear sides with zippers, and handy pockets enhance this lightweight walkabout tool!



\$45

## Door Hangers

Neighbors not home? No need to worry! Add your personal QR code to these handy ordering cards and link your customers directly to your personal Digital Cookie® site.



\$7.95

## Booth Resource Kit

Kit includes useful marketing tools for troops to use at cookie booths



\$5.95

## Yard Signs and Banners

Many styles to choose from.



\$14.95

Visit [sdgirlscouts.org/store](https://sdgirlscouts.org/store) for store hours and locations.

24 Products are available while supplies last; designs are subject to change.