

2024 Cookie Program Preview



Ready to make this cookie season the best one yet?

Participation in the iconic Girl Scout Cookie Program prepares Girl Scouts to take on the world. Girl Scouts are part of the largest girl-led business in the world, giving them the chance to flex their skills in goal setting, money management, people skills, decision-making, and business ethics. With each cookie sold, girls are learning, growing, and thriving through all of life's adventures. Plus, Girl Scout Cookie proceeds stay local in your community and power amazing year-round experiences that broaden their worlds and spark their sense of wonder. That's one powerful cookie!

Introducing Digital Cookie: New Online Platform for Girl Scout Families

Digital Cookie will replace Smart Cookies for all Girl Scouts participating in the Cookie Program across the nation. Digital Cookie is a unified online selling platform that allows Girl Scouts to sell cookies through their personalized storefront or a mobile app. It will have the same functions you loved from Smart Cookies, but even better! Troop Cookie Managers will still use Smart Cookies to manage and order troop cookies.

2024 Cookie Program Timeline

- **December:** Administratively prepare for Cookie Program participation.
- **December 9:** First-time Troop Cookie Managers must attend cookie-ology 101 in-person training day.
- **December 15:** Girl Scouts start order-taking online and in-person.
- **January 5-12:** Troop Booth Lottery is open to make selections.
- **January 13:** Troop Booth Lottery runs, random selections made, notification emailed.
- **January 14:** Troop Initial Order Due.
- **January 31:** Cookie Delivery begins.
- **February 9:** Booth/Pop-Up stands begin.
- **March 17:** Cookie Program ends.



OWN
YOUR magic

Go Digital

With the introduction of Digital Cookie, we are encouraging all Girl Scouts to go digital. Take all orders and payments online and only use the order card to show customers cookie varieties! By going fully digital, there's:

- No more tallying up order cards manually
- No more collecting cash and checks
- No more adding order card orders together with online orders
- No more telling the Troop Cookie Manager what the orders are – they can see all the orders already!

Going fully digital will save Girl Scout families and the Troop Cookie Manager time – and customers will love the ease of paying online. Plus, customers will have a receipt for what they purchased. Taking orders through Digital Cookie is the same as using your order card, but it does all the work for you. And, the council pays all credit card fees, so it's a win-win for everyone!

Meet the Axolotl!

The mascot for the 2024 Cookie Program is the axolotl. If you never heard of this creature, it's a type of salamander from Mexico that breathes underwater using fancy, feathery gills and breathes on land with lungs! Girl Scouts will be excited to earn the plush axolotl.



Entrepreneurship Badges & Pins

When Girl Scouts participate in the Cookie Program, they develop and build on the five skills that are essential to leadership, success, and life. Along the way, they can earn badges and pins while they run their own Girl Scout Cookie business. Girl Scouts can also explore their own business idea by earning an Entrepreneur badge. Badges and pins will build their skills and show the world what they are capable of accomplishing. For more information, speak with your troop leadership or visit our “For Girl Scouts” section on the website.



Cookie Pricing

For the 2024 Cookie Program, all varieties of cookies for Girl Scouts of Kansas Heartland will remain at \$5 per package.

Raspberry Rally Update

Last season, our newest cookie, Raspberry Rally, was offered as part of a pilot online-only sale through GSUSA. This new strategy allowed girls to enhance their digital sales efforts, helping them develop their omnichannel business skills. The launch of Raspberry Rally exceeded all expectations with high customer demand. GSUSA and GSKH know this heightened visibility came with its own challenges, and we are grateful for the feedback you shared. We understand the process was frustrating, and we want you to know we hear you and we value your input.

In 2024, GSUSA will be taking a pause in the production of Raspberry Rally, and these cookies will not be available for purchase as we refocus on our established flavors. GSUSA will provide tools to help Girl Scouts explain this to customers.

