



Girl Scouts of Louisiana – Pines to the Gulf 2024 Troop Cookie Program



Week 1 (December 31st – January 6)

It's HERE! The time is here! Our COOKIE Program starts this week, and it is time to start taking orders! Both the **Digital Cookie** phase and the **Initial Order** phase begin this week.

- **January 5 – Digital Cookie Sales begin.** The Digital Cookie® platform helps girls' superpower their cookie sales as they go beyond the booth with mobile and online channels. The platform is a fun, educational tool that helps girls run and manage their Girl Scout Cookie business online.
- Send reminders and links to parents about setting up their daughter's account.
 - [Girl Site Setup - Under 13](#) [Girl Site Setup - 13 and older](#)
 - If a parent says they didn't receive the email, send them this. [No Registration Email](#)
 - **Online SAFETY FIRST!** Girls and their supervising parent/guardian must read, agree to, and abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge and the GSUSA Supplemental Safety Tips for Online Marketing before engaging in online marketing and sales efforts through the cookie program. [Safety Tips for Digital Sales](#)
 - Share with girls/parents. [Digital Marketing Tips for Cookie Entrepreneurs and Families](#)
 - Girls and troops can take their Girl Scout Cookie Business to new heights by using [Ready to Share Media Post](#). These resources help you find the right words and pictures to raise awareness about the GS Cookie Program. It's social planning made simple. Of course, you can edit it to say what meets your needs.
 - Customers can choose to have their orders shipped, donated, or choose Girl Delivery. Parents must approve all Girl Delivery orders within 5 days or they will default to cancel. See tip sheet [How to approve Girl Delivery](#). The Troop Dashboard will help you monitor this for your troop. [Troop Dashboard](#)
- **January 5 – Initial Orders begin.** Today is also the day that girls can begin taking face-to-face orders from their family and friends using the paper order card.
 - Encourage the girls to get creative by setting up DIY order stations at parent/family workplaces. [Workplace and Network Tip Sheet](#) has ideas from a previous year.
 - Girls can leave business cards or door hangers at places they visited where no one was there. Just remember to use troop #, 1st name only and link/QR Code. [Door Hangers](#)
- **January 6 & 13 – Council Lead Cookie Rallies** - Just a reminder if you registered for one of our rallies that they are coming up. Shreveport – January 6, Lafayette – January 13. Service Units/Troops unable to attend can also plan a rally or do activities on their own. Check with your Service Unit to see if one is being planned. [2024 Rally Guide](#)
- **January 8, 6pm – After Office Hours – A Walk through eBudde.** [Meeting Invite Link](#)
Meeting ID: 992 2828 8370 Passcode: 098773

