

# 2023-24 Cookie Program Family Guide

girl scouts  
of eastern  
massachusetts



## Why Girl Scouts Sell Cookies

Girl Scout Cookie entrepreneurs learn five valuable skills that set them up for success in life: goal setting, decision making, money management, people skills, and business ethics. Plus, troops earn money to fund activities and adventures like troop travel, camping, community service projects, and more.

## Troop Proceeds

A typical Girl Scout in our council sells an average of 151 packages of cookies and generates between \$135.90 and \$143.45 in troop proceeds for their troop! It all starts with the Girl Scout and their family committing themselves to helping the troop achieve their goals.

## Where the Cookie Dough Goes

100% of proceeds from the GSEMA Cookie Program stays local to help support Girl Scouting in our council.

### Important Dates

Nov 20	Digital Cookie® registration email sends to all 2023-24 Girl Scouts, and they can begin selling online
Dec 5	Cookie Program starts and cookie cupboards open
Feb 16-18	National Girl Scout Cookie Weekend
Mar 8	Cookie Program ends
Apr 22	Recognitions are delivered to Service Unit Cookie Mentors

**Digital Cookie®** is the new online platform to promote and manage a Girl Scout's cookie business. With support from their caregivers, Girl Scouts take cookie orders, track purchases and deliveries, and forge a more direct digital connection with their customers.



**22.5%**

**TROOP PROCEEDS & RECOGNITIONS**  
GSEMA invests in rewarding incentives to recognize and support a Girl Scout's entrepreneurial experience. Plus, each troop earns \$1.10 per cookie package sold.

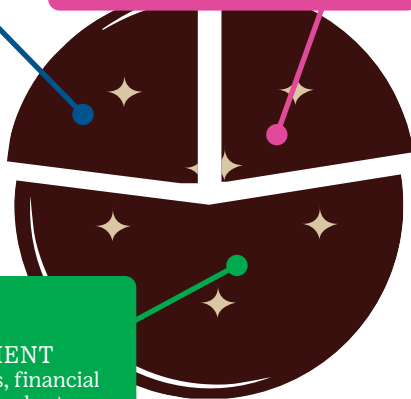
**In one \$6 cookie package...**

**23% ABC BAKERS COST**

GSEMA pays ABC Bakers for Girl Scout Cookies.

**54.5%**

**COUNCIL INVESTMENT**  
This includes programs, financial assistance, training for volunteers, property management, and member support.



### Support Your Girl Scout Entrepreneur:

- Ensure your Girl Scout is a registered member for the 2023-24 troop year.
- Review cookie materials together.
- Assist in developing their sales pitch.
- Work with your Girl Scout to make goals and set up their Digital Cookie® website to reach a wide network of family and friends.

### Support Your Girl Scout Troop:

- Participate in the troop family cookie meeting; help Girl Scouts decide on activities they'd like to do during the troop year, and create a budget to fund those dreams.
- Support troop cookie-selling activities and plans as needed (e.g. volunteer to pick up cookies at a cookie cupboard, provide transportation and support to a cookie booth).



[gsema.org/forsellers](https://gsema.org/forsellers)

2023-24  
Mascot: Axolotl