

2023 Cookie Program At-a-Glance

2023 Girl Scout Cookie Lineup



Two Online Exclusive Cookies

Introducing Raspberry Rally! This thin, crispy cookie is a “sister” cookie to the beloved Thin Mint. Infused with raspberry flavor instead of mint and dipped in the same delicious chocolaty coating, this cookie is sure to please. Girl Scouts of Southwest Indiana (GSSI) will also have the Caramel Chocolate Chip Gluten Free cookie available online for the 2023 season. These two cookies will be ordered through the girls’ direct ship link only. The online-only option will allow girls new opportunities to enhance their entrepreneurial and e-commerce sales skills. These two cookies are not on the order form and will not be available from troops or cookie cupboards.



Girl Scout Cookie Program Participation Guide

There are many ways to participate in the Girl Scout Cookie Program. Discuss with your girl which option is best for her! It might be all or just a few ways listed below; we encourage you to choose the ones that fit her skill level, interest, and availability.

Order Card

December 5, 2022-March 5, 2023

The tradition of in-person order taking continues! The order card is a Girl Scout’s best tool for reaching her goal. Girls can use it to take initial orders from customers and re-orders from those who need more of their favorite treats!

Cookie Booths

February 6-March 5, 2023

Cookie booths are a troop activity that allows Girl Scouts to sell directly to the public with cookies in hand at a local business. Check with your Girl Scout’s troop to see how you can provide support.

Smart Cookies

December 5, 2022-March 5, 2023

Smart Cookies is a fun, educational tool that helps girls run their Girl Scout Cookie business online. Girl Scouts offer their customers the convenience of ordering and paying online while developing 21st-century marketing skills. Smart Cookies allows for online ordering by sending an email or sharing a link with friends and family. Once customers have the link, they may order online and select either girl delivery or direct shipping to their home.

About Smart Cookies & Online Orders

To get started in Smart Cookies, look for an email invitation from noreply@abcsmartcookies.com and complete your registration to create your girl’s account.
*Note: If you do not receive an email, please contact your troop cookie volunteer or the council office at cookies@girlscouts-gssi.org.

Important Information about Online Orders:

- GSSI will pay up to 50% of shipping costs for online, direct ship orders of 9+ packages.
- Online orders for girl delivery must be given to the troop’s cookie volunteer/troop leader when turning in your girl’s initial order.
- Girls receive the same credit for packages sold, whether in-person or online.
- Orders for girl delivery arrive with all pre-orders in February.
- Direct ship orders ship to the customer from the baker and ship when ordered. Actual shipping times may vary, but the customer does not have to wait until cookies arrive at the council in February to receive their order!
- Girls may earn special recognitions for online direct ship orders. See the [2023 Cookie Recognition Guide](#) for more information.

**Caramel Chocolate Chip cookies are certified by the Gluten-Free Certification Organization and are baked in an audited gluten, nut, and soy-free facility.*

Recognitions

Recognitions are items that girls can earn when they participate in the cookie program. Girls start earning recognitions at 18 packages sold. Recognitions accrue cumulatively, so with each level a girl reaches, the more awesome swag she can earn! If preferred, a girl can select Cookie Dough instead of recognition items. Cookie Dough is not cumulative; she will receive only the amount for the highest level she reaches. (See below for more on Cookie Dough.) Girl Scouts Junior, Cadette, Senior, and Ambassador troops may opt out of receiving individual recognitions to earn more troop per-package proceeds. Troops that opt out and girls who select Cookie Dough will receive earned patches and can receive their 2024 GSUSA membership if they reach the 500 level.

GSSI's top recognitions for the 2023 Cookie Program year: Girls can choose their top recognitions!

Options for each level:

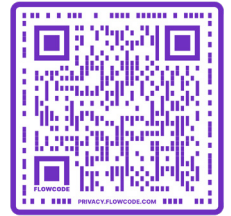
- 750-999: A headlamp OR a salt lamp
- 1,000-1,249: Dee Berkley gemstone bracelet with a charm OR a mystery bundle of LOL Surprise Dolls
- 1,250-1,499: A Hydration Backpack OR an art bundle
- 1,500-1,749: A 3-month subscription box (Choices: Universal Yums, Strong Selfie, or Kiwi Co) OR an Amazon Fire Tablet
- 1,750+: An inflatable paddleboard, a Nintendo Switch Lite, OR Apple AirPods

Note: Recognition colors, brands, and varieties are subject to change based on availability.

Cookie Dough

Cookie Dough is credit that girls may choose as a cookie program recognition. Registered Girl Scouts can use Cookie Dough to pay for approved council activities and supplies associated with Girl Scouting, including purchases in the GSSI council shop, troop and service unit activities and events, camps, or council-sponsored events. For full information on accruing and using Cookie Dough, see the [Cookie Dough page](#) under For Cookie Sellers on our website at girlscouts-gssi.org.

Scan to view



Recognitions

Safety Tips

- Girls should always sell with an adult. Cadettes and older may sell using the buddy system or with an adult.
- Never enter anyone's home or apartment when taking orders.
- Practice pedestrian safety.
- Return home frequently to drop off money when you are delivering cookies, so you aren't carrying large amounts of cash.
- Girls, volunteers, and parents/guardians must adhere to all [Cookie & Product Program Safety Activity Checkpoints](#).
- Only share first names; do not give out personal information like phone numbers or addresses.
- Girls using Smart Cookies and online marketing should review and apply [Digital Marketing Tips for Cookie Entrepreneurs and Their Families](#).

How to Support Your Girl Scout

- Sign the [Cookie Program Permission & Responsibility Agreement](#).
- Help her set practical and useful goals about what she wants to learn and earn.
- Sign her up for Smart Cookies and help her set a goal, create her cookie video, send emails, and share her Smart Cookies link with family and friends.
- Be a champion for your girl! Allow her to do the ask, but help her connect with friends and family.

Important Info to Remember

- Adhere to all cookie program dates.
- Provide your troop cookie volunteer with all pre-orders by January 11 to ensure your Girl Scout receives her orders and early recognition items. Don't forget to include girl delivery orders from Smart Cookies!
- Parents/Guardians are financially responsible for all products and money received.
- When picking up cookies, you must count your inventory to confirm you received all cookies ordered.
- Be sure to get a receipt for any transactions between you and the troop, whether you're turning in money or picking up cookies.
- Remember that once you sign for your cookies, you cannot return them to the troop or council.
- Collect payment when your Girl Scout delivers to the customer, not before. Checks should be made payable to Girl Scouts of Southwest Indiana or GSSI. Do not make them out to the troop.
- Turn in cookie money to the troop when stated. Any girls with outstanding funds as of March 11, 2023, will be reported to the Product Sales Department for collections. Girl recognitions and/or troop proceeds will be withheld until payment is received in full.
- Posting on Facebook Marketplace, Craigslist, eBay, or any other shopping or classified advertisement websites is strictly prohibited.
- IMPORTANT: Do not store cookies in a car, in direct sunlight, in a garage, on a cement floor, porch, patio, or in any warm place, or any location where animals, bugs, water, etc. can damage them. Remember, you are responsible for the cookies, even if they get wet, melt, or otherwise become unsalable.