



2025 Family Cookie Guide

Meet the Panda

Use these panda fun facts to impress your customers!

- Giant pandas spend nearly 12 hours a day eating.
- Ninety-nine percent of their diet consists of different types of bamboo.
- Their front paws have six digits!
 One is an extended wrist bone to help them climb and grab tasty bamboo.
- Giant pandas are one of the few bear species that do not hibernate.
- Their natural habitat is only in the mountain ranges of central China.
- Giant pandas are able to climb

 a tree upside down, like a
 handstand, to leave scent markings
 as a way of communicating with
 each other!

The theme for this year's Girl Scout Cookie Program is Embrace Possibilities!

The Girl Scout Cookie Program brings newfound confidence, business skills, and friendship. Every cookie package is a building block for whatever future a Girl Scout imagines. The possibilities are endless! When Girl Scouts set a goal for cookie season – whether it's to sell enough cookies to earn an adorable panda plush, learn a new skill, meet a new friend, go on trips or do activities with sister Girl Scouts, or make a difference in their community – nothing gets in their way. With your support, they'll be on their way to becoming true Girl Scout Cookie entrepreneurs.

Helpful sites to use before and during the cookie program:



Cookie Page On Website



Sign Up to Help at Cookie Deliveries



Parent Permission Form

Customer Care information

Digital Cookie site, order status, and customer support?
Visit https://digitalcookie.girlscouts.org/help.

Questions about Girl Scout access to Digital Cookie, cookie program guidelines and practices, or more information regarding the cookie program? Contact GSSJC Customer Care Department at 713-292-0300 or cookies@sjgs.org.

Resource Page on the Online Community



TCM Email Address: ______ Cookie pick-up date: _____

Troop #:

Money Due Dates:

Good information to gather before the cookie program:

Troop cookie manager (TCM):

TCM Phone Number:

Digital Cookie Login:

Digital Cookie Password:



Quick Cookie Facts:

- All cookies are priced at \$6 per package.
- Cookies come in 12 packages per case.
- A toast to Toast-Yay! 2025 will be the last year for this sweet treat!
- Caramel Chocolate Chip Gluten-Free Cookies are sold exclusively online.

 GIRL SCOUT COOKIES = PANDAMONIA!
- See the order card for nutritional information or visit abcbakers.com.





Girl Scout Cookie Program

The Girl Scout Cookie Program is the world's largest girl-led business and financial literacy program, empowering Girl Scouts as entrepreneurs since 1917. Through the program, girls fund community service projects, develop essential skills (goal setting, decision-making, money management, people skills, and business ethics), and build confidence. Proceeds support troop activities like camping and service projects and help make Girl Scout experiences accessible to all, from maintaining camp properties to assisting underserved communities.

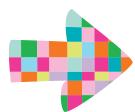
Participation

- All Girl Scouts with a 2025 membership may participate in the cookie program.
- Participation is voluntary and there is no set amount girls need to sell.
- Parents/caregivers are required to sign a Parent Permission Form when girls are participating.
- If a girl is a registered Girl Scout but not involved with a troop, she may participate as an individually registered girl (IRG). For more information on how to order and pick up cookies to participate, please email cookies@sjgs.org.
- Girl Scouts who have a parent with Girl Scout debt can participate in online and booth sales. Online sales include online girl-delivered sales and online direct-shipped sales. Booth sales should use troop on-hand inventory.

Important Dates

- **January 10** Troop orders are due. Be sure your troop cookie manager has your Starting Inventory Order (SIO) before this date.
- January 27 Be a Digital Cookie Rock Star webinar – parents/ girls may join us to learn about the online platform and managing orders. Register for the live webinar at www.gssjc.org/cookies.
- January 29 February 8 The cookies are here! Cookie SIO is available for pick up.
- February 1 Girls receive a registration link email for the Digital Cookie site.
- **February 8** It's cookie time! Girls can begin to take orders, promote their sale online, and go door to door.
- **February 14** Cookie booths open at 4 p.m.
- February 21-23 National Girl Scout Cookie Weekend & Walkabout Weekend
- March 23 It's a wrap! Last day of the 2025 Girl Scout Cookie Program





Getting Started

Before the Cookie Program

- Register as a Girl Scout for the 2025 membership year.
- Attend family meeting.
- Pick up materials from your troop cookie manager.
- Complete and sign a Parent Permission and Responsibility Form.
- Learn about the five skills, cookie-related badges, and the Entrepreneurship pin.
- Review the girl rewards brochure with your Girl Scout.

Family Meeting

Your troop cookie manager will host a family meeting to discuss the cookie program. During this meeting, the girls may decide what their goals are for the upcoming program, which reward plan they want, what they would like to do with the troop proceeds earned, and how they would like to participate. Here are some key tips and questions to address during this meeting:

- Encourage your Girl Scout to set an individual goal. The troop may set a troop goal and decide how they want to use the funds earned after the program. Use this as a motivator to keep your Girl Scout engaged during the program.
- Check if your Girl Scout is interested in participating in cookie booths, cookie stands (or lemonade stands), utilizing the order card, going on walkabouts with her troop, door-to-door sales, online selling, or all of the above. For some girls, less is more. Determine which ways she wants to reach her and her troop's goal without you or her growing overwhelmed. See what other parents have to say about how their girls are participating.
- Inform the troop cookie manager how much you want to order to begin the program. This initial order is known as your starting inventory order or SIO.
- Note upcoming deadlines, such as dates to submit money to the troop cookie manager, when to pick-up cookies, etc.
- Gather the contact information of the troop cookie manager. Determine their preferred method of communication and the best time to contact them. Please keep this in mind when reaching out.
- Ask if checks will be permitted for the troop. If so, who should the checks be written out to and will there be a maximum amount?
- · Ask questions about any portion of the Family Guide you need elaboration on.



How the Cookie Crumbles

Did you know all proceeds from Girl Scout Cookies stay local?! When a customer purchases Girl Scout Cookies from a young, budding entrepreneur, they support her success today and tomorrow. Local Girl Scout Cookie proceeds:

- Fund Take Action projects for the community and amazing girl-led adventures for troops.
- Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship.
- Fund camp properties, repairs, activities, and services.
- Support leadership training to better serve our communities and families.

Who Decides How to Use Troop Proceeds? The Girls Decide!

Girl Scouts in each troop decide how to use the proceeds earned from participating in the cookie program. Below is a sample of how a troop of 12 Girl Scouts might budget the \$2,668 they earned in troop proceeds during the cookie sale based on a per girl average of 247 packages of cookies sold:

•	Girl Scout Day at the Houston Texans (\$53 per girl)	\$636	
•	The Nutcracker Workshop & Show (\$33 per girl)	\$396	
•	Adventure Park Activity Session (\$35 per girl)	\$420	
•	Cake Decorating (\$27 per girl)	\$324	
•	Tree Planting at Camp Robinwood with Texas A&M Forestry (\$10 per girl)	\$120	
•	Photography in the Park (\$35 per girl)	\$420	
•	Girl Scout Climate Challenge at Rice University (\$8 per girl)	\$96	
•	Add to travel funds	\$256	



Cookie season is more fun with family.





Bring the whole family together for tons of fun and learning with our brand NEW Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!

Learn more at: girlscouts.org/entrepreneurfamily.

How Cookie Inventory Works

- Families receive cookies from the troop at the start of the program based on the Girl Scout's goals and what each family is initially willing to take financial responsibility for.
- Your troop cookie manager (TCM) will place a Starting Inventory Order (SIO) to provide these cookies to the girls on Feb. 8 based on the individual girl and troop's goals.
- Girl Scouts can use Digital Cookie to track sales and customer contact information. A registration link will be sent to girls/ caregivers on Feb. 1.
- Troops can order additional inventory throughout the program as needed. Check with your TCM to learn how you can get more cookies.
- If you are worried you have too many cookies, speak to your TCM.
 Don't wait until the end!
- Families do not pre-pay for cookies, but are financially responsible for all cookies they receive from the troop.
- Before receiving additional cookies to sell, families turn in funds collected to their TCM for the cookies they've already sold.

 Funds collected from selling cookies should be turned into the TCM weekly, if possible. Utilize receipts for both cookie pick-up and cookie payments. Keep a copy of the receipt for your records.

Developing a Troop Inventory

Girl and troop goal setting is key to determining what inventory is needed to start the Cookie Program. It's fun to brainstorm and set goals together! Here's how to do it:

- Girl Scouts work together to select activities and determine the budget needed.
- Determine your goal and how you want to participate in the cookie program. (i.e., traditional booths, door-to-door, share your link, etc).
- Submit your Starting Inventory Order (SIO) for your Girl Scout to the troop cookie manager.
- Unsure what to order? Check out the Parent Starting Inventory Order Worksheet (found on www.gssjc.org/cookies) to determine the best order for your Girl Scout.

During and After the Cookie Program

During the Cookie Program:

- On Feb. 8 start selling door-to-door, post on social media, take orders using the order card, and begin walkabouts with cookies in hand.
- ☐ Communicate with your troop cookie manager if you need more cookies for any girl-delivered orders taken after the starting inventory is sold. Make sure you know the last day you can order more cookies from your TCM.
- ☐ Enter offline sales into Digital Cookie under the My Cookies tab.
- ☐ Collect payments from customers. Money is only collected when cookies are delivered.
- ☐ Turn money in weekly to the troop cookie manager or troop leader. Get a receipt each time money is turned in.
- ☐ Sign a receipt for any additional cookies picked up from the troop cookie manager. Keep a copy of the receipt and record how many packages of cookies are received throughout the program.
- ☐ Volunteer to work a cookie booth. (Two adults are required and at least one adult should complete Child Abuse and Neglect Prevention Training and be background checked.)
- ☐ Help your Girl Scout reach her goals by supporting her during cookie delivery and booth sales.
- ☐ Let the troop cookie manager know whether your Girl Scout is choosing the Rewards Package or Cookie Dough (excludes troops choosing the Older Girl Option).

After the Cookie Program:

- Download the contacts from Digital Cookie and save for next year.
- ☐ Pick up girl rewards from the troop cookie manager.
- ☐ Celebrate with your Girl Scout and the troop!

A Sweet Send Off for Toast-Yay[®]!



Cookie
College &
University
It's time to get excited about

cookies! Girls will use their entrepreneurial skills to set themselves up for success during the upcoming cookie season. Attend one of these in person events where girls will get to put their

cookie selling skills to the test while completing all the steps to earn the newly released Cookie Business Badges.

Sign up in GSEvents.

Cookie College – Daisies and Brownies

January 25, 9:30 - 11:30 a.m. and 12:30 - 2:30 p.m. Cost: \$15

Cookie University - Juniors and Cadettes

January 18, 9:30 a.m. - noon

Cost: \$16



National Girl Scout Cookie Weekend/Walkabout

GSSJC will join councils across the country Feb. 21-23 to participate in National Girl Scout Cookie Weekend 2025, celebrating all the fun, learning, and excitement Girl Scouts have experienced selling cookies for over 100 years!

Join us in supporting our local cookie bosses and create moments of joy this winter with Girl Scout Cookies! Give cookies to a friend, enjoy them yourself, or donate them to a local cause – every

bite counts!

Take your wagon and walk about your neighborhood. Did you know that door-to-door sales remains one of the most effective ways to sell cookies? In a recent national study, 78% of those customers who were not approached during a cookie sale stated they would have purchased two to four boxes if asked.

Tips & Tools for Selling Girl Scout Cookies

- 1. Ask friends and family to buy or donate Girl Scout Cookies.
- 2. Review last year's order cards and contact your reliable customers.
- 3. Do residential door-to-door sales, set up a lemonade stand at your home or at the home of a close relative, host a booth with your troop or sell online through Digital Cookies.
- 4. Prior to the end of the sale, contact your customers again to see if they want to place another order.
- 5. Need more cookies? Contact your troop cookie manager.

How to Handle Cookie Money - Tips for Parents

- Ask your TCM/troop leader for the troop policy on accepting checks.
- Always count money in front of the customer, especially when giving back change.
- Be cautious about accepting large denominations of bills. These are the most counterfeited.
- Turn in money to your troop cookie manager (TCM) weekly.
- Always get a receipt from your TCM when money is turned in and cookies are received.
- Do not deposit cash into your personal account and write a check to the troop.



Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and

sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. (These printable resources are available online at www.gssjc.org/cookies.) They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).



Traditional Booths

Cookie booths are a fantastic and fun way to reach a larger customer base, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location where they can practice their business skills with new customers. GSSJC provides a list of locations that are approved for troop cookie managers to reserve on the cookie site. Troop cookie managers select their preferred date and time for the booth reservation. Booths are held at 2-hour time slots. Parents can volunteer to help at booths if there are no more than two adults and four girls hosting. Check in with the manager on duty to be advised where to set the table outside their establishment. Be safe and have fun!

Parent & Me Booths

"Parent and Me" booths are traditional booths listed in Smart Cookies under Booth Reservations. If the troop is unable to staff a booth reservation, the troop cookie manager can offer an individual Girl Scout (Junior level and up) and her parent to set up the booth. This is appropriate only for low to medium traffic booth locations. Parent & Me booths may also be held at troop secured locations, such as small, family-owned businesses.



Would your Girl Scout feel more comfortable on their own turf? Cookie stands, like lemonade stands, are for Girl Scouts within the same family living in the same household. These booths are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!





Girl Scout Cookie Share

The Cookies4Heroes program collects donated funds, or cookie shares, to distribute Girl Scout cookies to our local heroes such as firefighters, first responders, law enforcement and those serving in the military. Customers may make a financial contribution to the Cookies4Heroes program in person or online.

In-person donation: A customer may tell the girl to keep the change or offer to donate \$6 in cash toward a donation. Cash donations should be collected, counted, and documented on a receipt with "Cookie Share" written on it. The cash donation and receipt need to be submitted to the troop cookie manager. Have the troop cookie manager sign the receipt and keep a copy for your records.

Online donation: When a customer donates through a girl's cookie link, the donation will be placed under Cookie Share and will not interfere with the girl's on-hand inventory.

Girls with a total of 12 or more cookie shares will qualify for the cookie share patch. Girls with 30 or more cookie shares will receive the Cookies4Heroes patch, a pair of themed socks, and qualify her entire troop to help distribute cookies to local heroes in her community after the cookie program ends.







Troop 110162 delivered cookies to Cy-Fair Fire Station #11.



Allison from Troop 109138 delivered 16 cases of cookies to Cypress Creek Fire Department.



Daisy/Brownie Troop 153061 delivered Cookies4Heroes donations to Fire Station 5 in Missouri City. It was fun the girls to revisit the station they excitedly toured last year.



Troop 117097 delivered cookies to Timber Forest and Oak Timbers emergency services.



Troop 109067 delivered cookies to Pct 4 Station 5.



Troops 114079 and 114193 delivered cookies to the Tomball VFW, post 2427.



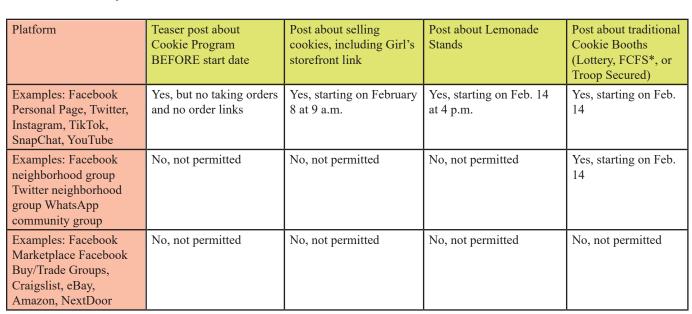


Troop 139126 delivered cookies to the staff at the League City Animal Care.

Social Media Guidelines

- Girls using online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families. Available on www.gssjc.org/cookies.
- Purchased social media ads should not be used to promote sales links.
- Always use your unique Girl Scout online sales link or troop link when promoting your cookie business on social media.
- To protect a girl's identity don't share personal information like last name, address, school, etc. on public social media accounts.
- Remember, if the sales link is posted on a public facing site, the link
 is now searchable by anyone and could potentially appear anywhere
 on the internet. Parents: make sure you review any online orders
 before accepting or declining a social media order.
- She should NEVER respond to a direct message on social media platforms from unknown accounts.
- GSUSA and GSSJC reserves the right to remove or disable the link for any reason, including violations of guidance, inventory/fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- Only share traditional cookie booth locations online while following social media guidelines.

^{*}FCFS = First come, first serve cookie booths



Digital Cookie

During the 2024 Cookie Program, GSUSA introduced Digital Cookie®, a new cookie platform for girls and parents to utilize. GSUSA heard your feedback, and has worked hard to make the platform even better for 2025! Digital Cookie is a unified online selling platform that allows Girl Scouts to sell cookies through their personalized storefront or by using a mobile app. Girls and parents/caregivers will have fun navigating this user-friendly, colorful new site to help the Girl Scout boost their sales, sharpen their entrepreneurial skills, and power unique adventures with her troop year-round! Watch gssjc.org for Digital Cookie tutorials, videos, and tip sheets to prepare for your Girl Scout's best cookie season yet!

Our Tiny Tutorials may cover the following topics:

- Initial Login
- Site Setup
- Girl Scout & Caregiver Dashboard
- Girl Scout & Caregiver Dashboard Plus
- Marketing to Customers
- My Cookies: Inventory Category
- My Cookies: Inventory Varieties
- My Cookies: Delivery Settings
- My Cookies: Financials
- · Approving Orders
- My Rewards

Cookie Conduct

Girls and adults must adhere to the information in the Cookie Family Guide and all GSSJC and GSUSA guidelines when selling Girl Scout Cookies. These guidelines are in place so that girls can run a successful, fair, safe and fun cookie business. Talk with your troop cookie manager if you need clarification.

For Girls:

- I will adhere to the principles of the Girl Scout Promise and Law and follow all GSSJC guidelines.
- I will follow the guidelines to make sure the Cookie Program is safe, fun and successful.
- I will not sell cookies prior to Feb. 8.
- I agree to only use my order card beginning February 8 to help organize workplace orders, school orders or my place of worship orders.
- I will wear appropriate Girl Scout attire and dress neatly when selling.
- I will treat others, their property and their equipment with
- I will remove all trash, including empty cookie cases from all booth sites.
- I will listen carefully to all instructions and appropriately respond to all directions given by my leader, troop cookie manager or other adult in charge.
- I will not run or demonstrate physical activity that could place me in harm. I will not participate in any roughhousing, running, loud voices or inappropriate language.
- I will never give out my last name, address or phone number to customers. Instead, I will refer the customer to the adult volunteer.
- I will be a sister to every Girl Scout.

For Parents and Caregivers:

- I will adhere to the principles of the Girl Scout Promise and Law and follow GSSJC and GSUSA guidelines.
- I will follow the guidelines to make sure the Cookie Program is safe, fun and successful.
- Out of fairness to all, I will make sure my Girl Scout does not sell cookies prior to the start date on February 8, 2025.
- I recognize that those helping my daughter are Girl Scout volunteers and will be respectful and kind when interacting with them.
- I understand I am financially responsible for all product ordered and/or received and all cookies must be paid for by the deadline set by the troop cookie manager.
- I will show my appreciation to our booth partners and will treat their property and staff with respect. I will remove empty cases and trash from a cookie booth site and dispose of them at home.
- I will help my daughter learn the five skills by assisting her with the sale, always recognizing that this is a girl's business to operate.
- I will not set up a cookie booth that is not approved by council.
- I will be respectful of troops before and after my troop's cookie booth by not setting up early or staying later than my assigned time.
- I will make sure my Girl Scout has a great time selling Girl Scout Cookies. And will celebrate her success!







2025 Girl Recognitions Rewards are cumulative. Experiences are cumulative. Girls earn the recognitions plus the experiences base on their sales level.





Mood Cup and Stickers 55-99 packages sold



Clip Light and Lanyard 100-149 packages sold



Journal and Pen 150-199 packages sold



Panda Lip Balm and Charm 200-249 packages sold



Large Panda Plush 500-749 packages sold



Panda Blanket and Ice Skating 750-999 packages sold



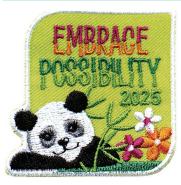
CEO Celebration, \$175 Camp Cookie Dough Credit, and Build a Bear Event 1000-1249 packages sold



Converse Custom Shoes and Shoelaces 1250-1499 packages sold

Girls unable to attend the girl experiences will receive Cookie Dough as a replacement see page 16 for information.

2025 Patches



Participation Patch 15-54 packages sold



Booth Patch Participate in two booths and use booth divider



Cookie Crossover Patch

Need to have created a Fall Product avatar, send 18+ emails by Nov. 9, 2024 and now sell 250+ pkgs of cookies during the 2025 Cookie Program





Panda Lip Balm and Charm 250-299 packages sold



Clear Crossbody Bag 300-349 packages sold



Small Plush 350 - 399 packages sold



Panda Beanie 400-499 packages sold



Hurricane Harbor (June 7) and **Sports Bottle** 1500-2024 packages sold



Overnight at Museum of Natural Science (June 20), Hammock and 2025 patch 2025-2999 packages sold



Overnight at Houston Interactive Aquarium & Animal Preserve On May 16 and Panda Speaker 2025-2999 packages sold



\$500 credit toward a week of overnight camp 4000-9999 packages sold



Walkabout Patch Sell door-to-door with your troop during National Girl Scout Cookie Weekend (February 21-23).



Cookie Share Patch 12 pkgs of cookies donated through Cookie Share



Panda Socks Have 30 + cookies donated through Cookie Share



Cookie Techie patch 12 pkgs of cookies sold via online direct-shipped. Can be 12 pkgs from one order or throughout several orders combined.

Achievement Bars

As a girl reaches a sales level, she will be rewarded with an achievement bar for the highest level - not cumulative.

2025 Cookie Recognitions

Cookie Dough Option

This option is available to all levels if they opt out of cookie recognitions. This can be a troop or girl decision.

Cookie Dough is a recognition card sent directly to the Girl Scout in June. Cookie Dough can be used for Girl Scout Membership and/or to register for Girl Scout activities, overnight or day camp or to purchase items in the Council's Girl Scout shop.

Things to know about Cookie Dough:

- 1. Cookie Dough is based on the total number of packages sold. Cookie Dough begins at 15 packages of cookie sold and is not cumulative.
- 2. Cookie Dough expires after three years. The Cookie Dough girls earn today will expire August 31, 2028.

Older Girl Option

Older Girl Option is available for troops whose girls are Cadettes - Ambassadors only. Girls will receive the patches, achievement bars, and girls experiences with accompanying recognition items when the girls reach the level. Troops will earn higher proceeds of \$1.00 per package in exchange for girl rewards.

Packages	Cookie Dough
Sold	<u>Earned</u>
15-54	\$5
55-99	\$10
100-149	\$20
150-199	\$30
200-249	\$35
250-299	\$40
300-349	\$50
350-399	\$55
400-499	\$70
500-749	\$90
750-999	\$150
1000-1249	\$250
1250-1499	\$300
1500-2024	\$350
2025-2999	\$400
3000-3999	\$450
4000-9999	\$500