

EMBRACE  
POSSIBILITY



# 2025 Girl Scout Cookie Family Guide



## My Important Cookie Reminders

Girl Scout Cookie Season begins:

**DECEMBER 30, 2024**

Enter Initial Order into Digital Cookie by: **January 26**

Delivery Day pickup on: \_\_\_\_\_

Dates that money is due to troop:

\_\_\_\_\_  
\_\_\_\_\_

[girlscoutsgwm.org](https://girlscoutsgwm.org)

## 2025 Girl Scout Cookie Calendar

### December 2024

December 30 Initial Orders begin and Digital Cookie opens

### January 2025

January 26 Parents' last day to enter Order Card orders in Digital Cookie.

### February 2025

February 1-10 Cookies are delivered to service units. Consult your troop for pickup date/time

February 8-13 Local booths can begin for troops who ordered extra inventory in Initial Order

February 14 Cookie Cupboards open  
All booth sales begin council wide

February 21-23 National Girl Scout Cookie Weekend

### March 2025

March 1-9 Notify your troop leader if you need more cookies.  
*Check what you need for girl-delivered orders.*

March 9 Last day for customers to select Girl Delivery option in Digital Cookie

March 14-16 Ensure girl-delivered orders have been distributed

March 16 Cookie sale ends –  
Digital Cookie closes

March 17 Cookie Cupboards close

### April 2025

Rewards arrive to service units. Consult your troop for pick up date/time

### May 2025

Program Credits emailed to primary guardian of eligible Girl Scouts.

**girlscouts**   
of the green and  
white mountains



## The Girl Scout Difference

Our Girl Scout Leadership Experience is a one-of-a-kind leadership development program with proven results. It's based on time-tested methods and research-backed programming that embolden Girl Scouts to take the lead - both in their own lives and in the world.

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. Through it, Girl Scouts learn five essential skills:



### Goal Setting

Being able to set and reach goals will help girls succeed in school, and in the future on the job and in life.



### Decision Making

Deciding how to market and sell through the Girl Scout Cookie Program will help empower girls and build confidence.



### Money Management

Girls develop a budget and handle customers' money. This will help them manage their own money when they grow older.



### People Skills

As girls talk and listen to their customers, they learn to perform better with group projects, teams and later at work.



### Business Ethics

Behaving honestly and responsibly through every step of the Cookie Program will help them grow into conscientious, positive future leaders.



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# How your Girl Scout will embrace possibilities



## When can my Girl Scout participate?

### December 30 - January 26 - Initial Order

Girl Scouts use order cards to take orders from customers that will be delivered at a later date. Money is not collected at this time. Families will help their Girl Scouts enter these orders into their Digital Cookie site by January 26. Girl Scouts may also share a personalized, secure web page for online orders in Digital Cookie.

### January 26 - February 9 - Goal Getters

Girl Scouts can continue to share their Digital Cookie site with customers. In person orders can still be taken on Goal Getter cards. Fulfill these orders from troop inventory. Check with the troop volunteers to confirm when the initial order cookies will arrive.

### February 9 - March 16 - Post Initial Delivery

Girl Scouts will have their Initial Orders to deliver, plus the opportunity to obtain more cookies to continue selling in person. Girl Scouts often will set up booth sales to reach more customers, either together with their troop or individually with a parent. The program concludes March 16.

## EMBRACE POSSIBILITY

## 2025 Cookie Rallies



### January 4 & 5

You'll be inspired to set big goals and build the skills you need to reach them. Participate at your choice of eight locations. To register, visit [www.girlscoutsgwm.org/cookierallies](http://www.girlscoutsgwm.org/cookierallies).

#### January 4

Burlington, VT	2-4 p.m.
Concord, NH	10 a.m.-12 p.m.
Hanover, NH	10 a.m.-12 p.m.
Keene, NH	1-3 p.m.
Rochester, NH	2-4 p.m.

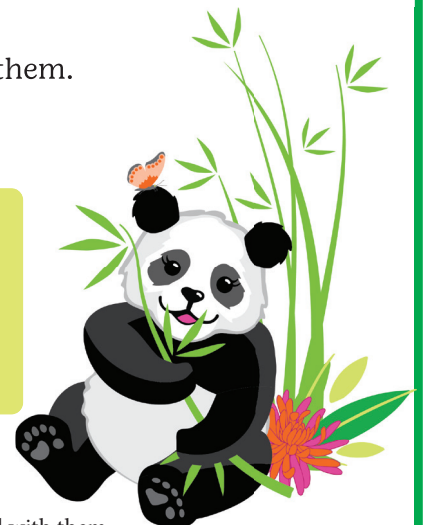
#### January 5

Barre, VT	1-3 p.m.
Nashua, NH	1-3 p.m.
St. Johnsbury, VT	1-3 p.m.

\$10 per girl



Adult supervision is required.  
Girls not attending with a troop must have parent/guardian attend with them.





# What your Girl Scout gains, now and for a lifetime



## Where does the money go?

**Did you know? All proceeds from Girl Scout Cookies® stay local!**

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting their success today and tomorrow.

Girl Scout Cookies' proceeds stay local to:

1



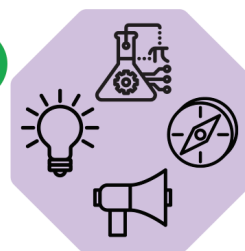
Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.

2



Fund Take Action projects for the community and amazing girl-led adventures for troops.

3



Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

**The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world!**

Troops earn proceeds and can earn higher proceeds based on the per girl average (PGA) of all troop members.

### **Troops earn:**

**1-285 PGA - \$0.85 per package**

**286-325 PGA - \$1.00 per package**

**326 PGA and above - \$1.10 per package**

All funds are retained in the troop's bank account and are used by the entire troop for activities.

**25%**

Cost of Cookies, Warehouse and Transportation expenses, Credit Card fees for troops processing on Digital Cookie, and Cookie Staff.



**75%**

Troop Proceeds, Girl Rewards, Program Credits, Girl Funds, Council Investments to GSGWM Programs, Training, and Properties.



## Did you know....

Participating in the cookie program helps power a Girl Scout's adventures throughout the year. All proceeds from Girl Scout Cookies stay local!





# How your Girl Scout can embrace entrepreneurship



## Options that lead to success

The cookie program gives your Girl Scout the ability to power unique opportunities and adventures for their troop while learning to think like an entrepreneur. Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare them for academic and career success. There are multiple ways for a Girl Scout to participate and gain business know-how. More ways for Girl Scouts to participate, more ways to sell, more ways to buy, and more ways to learn!



### Text or Call Friends and Family

If your Girl Scout has a busy schedule, this is a very flexible option.



### Digital Cookie

Girl Scouts share their personal web page for customers to purchase and ship to them directly, make donations, or schedule an in-person delivery.



### Door-to-Door Deliveries

Visit friends in your neighborhood. Leave door hangers and business cards for customers who aren't home.



### Cookie Stands

Like lemonade stands, Cookie Stands are set up by a Girl Scout and a caretaker in front of their residence or private property.



### Cookie Booths

Troops or groups team together to market their cookies outside a pre-approved location or even a drive-through location.



### Connections In Your Community

Girl Scouts prepare a business pitch and invite local businesses to purchase cookies. Think of local car dealerships, real estate office or other.

## Using Digital Cookie?

Digital Cookie allows Girl Scouts to share their online cookie shop via email, text, and on social media with caregiver approval. There are three types of orders in Digital Cookie:

**Online Shipped**- these are ordered by a customer and fulfilled by our baker. Customers pay a shipping fee and will receive their cookies within 5-7 days of purchase. Families do not need to obtain or deliver these cookies.

**Donated**- cookies purchased for donation will be donated by council to various hometown heroes across Vermont and New Hampshire. Families do not need to obtain or deliver these cookies.

**In-person Girl Delivery**- local friends, family purchase online, then ask for girls to deliver packages to them. These orders must be approved by a caregiver. Families will need to let their troop know about these orders and are responsible for delivering these cookies in a timely manner to customers.

# Digital Cookie basics



Easy as 1, 2, 3

## Step 1: Log in to Digital Cookie

Help your Girl Scout customize their Digital Cookie webpage. This is a great way to reach family and friends near and far. Not only will this be a way to boost their sale, it is also your go-to spot to submit the Initial Order and track progress toward rewards as the sale progresses.



girl scouts

Shop My Account Log Out

You are viewing as:  
Parent of Grecc I. Troop 4118











Home Badges Learning Site Setup Customers Orders My Rewards **My Cookies** Cheers

< Back to Dashboard My Cookies help

### Emma's Cookies

**Enter Your Offline Initial Order:**

Using your paper order card, enter the number of cookie packages you are requesting from the troop. Do not enter the packages from your approved [Digital Cookie in-person delivery orders](#). Those packages are automatically included in your Initial Order.

 Adventurefuls® - 0 +	 Lemon-Ups® - 0 +
 Trefoils® - 0 +	 Do-si-dos® - 0 +
 Samoas® - 12 +	 Tagalongs® - 8 +
 Thin Mints® - 5 +	 Girl Scout S'mores® - 0 +
 Toffee-tastic® - 0 +	 Donate Cookies - 0 +

Total packages entered (updates after saving): 25  
Digital Cookie in-person delivery packages: 10  
Total packages in your Initial Order: 35

You can update and save your Initial Order as often as you wish prior to 1/26/2025  
You will need to submit the order to your troop volunteer on or before 1/26/2025

Cancel Save Updates

**Submit to Troop Volunteer**

Initial Order not yet sent to your troop volunteer.  
Please finalize and send this information before the Initial Order Date.

Girl delivery orders already included.

Click "Submit to Troop Volunteer" before due date.

Due date Initial Order needs to be submitted by. Confirm this with your troop.

## Step 2: Enter and submit the Initial Order

You will help your Girl Scout enter orders taken on her paper order card during the Initial Order into Digital Cookie. Click the My Cookies tab. Enter the packages you will need for the orders taken. Do not include any orders placed online for in-person delivery. Those will already be added for you.

Once you are satisfied with the amount of cookies you are ordering, click the "Submit to Troop Volunteer" button to be included in the troop's order to the baker. If you need to make a change after you submit but before the due date, contact your troop leader.

After the due date, you cannot make edits on this section. There will be a button at the top of you "My Cookies" tab to view what you submitted.

< Back to Dashboard My Cookies help

### Emma's Cookies

Go to Delivery Settings View entered Initial Inventory

# Learning business management



## Step 3: Viewing in-person delivered orders marked for Initial Order

If you approved a digital order near the end of the Initial Order period and want to be sure it was included in the cookies you will be receiving in your initial order pickup, you can navigate to the "Orders" tab and check the Initial Order column for orders that need to be delivered.

A green checkmark means it was included in the Initial Order cookies.

No checkmark means it was not included in your Initial Order and you will need to get the cookies from your troop cookie volunteer to fill that customer's order. This will be from the troop's extra inventory which may need to come from a cupboard.

The screenshot shows the Girl Scouts business management interface. At the top, there's a navigation bar with links: Shop, My Account, Log Out. Below this, it says "You are viewing as: Parent of Grecc I. Troop 4118". The main navigation bar has links: Home, Badges, Learning, Site Setup, Customers, **Orders** (highlighted with an orange box), My Rewards, My Cookies, Cheers. Below the navigation bar, there's a section titled "1 Orders to deliver" with a green checkmark icon. It says "Click on a name to mark when the cookies were delivered." Below this, there are filters: "Select all", "Order Delivered", "Export Orders", and a dropdown menu "Show 5 Items". Below the filters is a table with columns: Order #, Cookie pkgs, Deliver to, Delivery Address, Order Date, and **Initial Order** (highlighted with an orange box). The table has one row with the following data: Order # 05344423, Cookie pkgs 5, Deliver to Mindy Guevara, Delivery Address 1231 Upas St, San Diego, CA, Order Date 1/26/2025, and Initial Order (empty cell with a green checkmark icon).

Order #	Cookie pkgs	Deliver to	Delivery Address	Order Date	Initial Order
05344423	5	Mindy Guevara	1231 Upas St, San Diego, CA	1/26/2025	

## Digital Cookie has a mobile app!

Once their site is created, Girl Scouts can take their business anywhere with the Digital Cookie Mobile App. Accept credit card payments, email site to customers, and more! Download for free from your favorite app store.

Customers have options for payment including credit card, Paypal, or Venmo. For credit card payments, select Scan Card, use the phone camera to capture the data. (image does not save to phone), add required info, then click Place Order.

The screenshot shows the Digital Cookie Mobile App interface. It has a login screen with fields for email and password, and a "Log In" button. Below the login screen, there's a QR code. To the right of the QR code, there's text: "Learn how to use the Digital Cookie Mobile App here." Below the QR code, there's text: "When at a booth sale, use the Troop Link to accept credit cards." A red arrow points from the QR code to the "Troop Link" button on the login screen.

The screenshot shows the Digital Cookie Mobile App interface. It has a payment screen with a "Scan Your Card" button. Below the button, there's a "REVIEW ORDER" section with a list of items and their prices. At the bottom, there's a "PLACE ORDER" button.



# Inspire cookie entrepreneurs



## Initial Order Rewards

for packages sold  
December 30 - January 26

**85+ Packages**  
Decal Set



**175+ Packages**  
Cooling Bandana



**250+ Packages**  
Do-Si-Do Duffle Bag



## Troop PGA Rewards

December 30 - January 26

**185+ Packages Troop PGA**  
for participants selling in the Initial Order



Panda Action  
Patch



Two troop  
volunteers earn a  
patch, too.

## Final Rewards

for packages sold  
December 30 - March 16

**75+ Packages**  
Theme Patch



**160+ Packages**  
Panda Water Bottle



**2026  
Girl Scout  
Membership**

**225+ Packages**  
2026 Girl Scout  
Membership



**350+ Packages**  
Do-Si-Do Panda T-shirt  
**AND**  
\$50 Program Credits



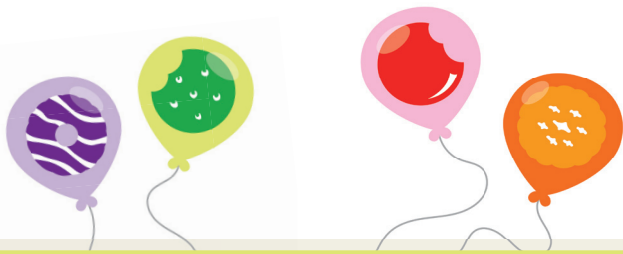
**285+ Packages**  
Plush Panda  
**AND**  
\$40 Program Credits



**500+ Packages**  
Bento Box with Utility Set  
**AND**  
\$60 Program Credits



**850+ Packages**  
One Week GSGWM Day Camp  
**OR**  
\$75 Program Credits



## Super Seller Rewards

for packages sold  
December 30 - March 16

**1000+ Packages**  
Choose one item



150 Program Credits



One Week GSGWM  
Overnight Camp



Apple Watch



Karaoke Machine

**2025+ Packages**  
Choose one additional item



iPad



Beats Studio Pro  
Headphones



Dyson Supersonic  
Hair Dryer



Coleman Tent

## Top Seller Reward

for packages sold December 30 - March 16



**5000+ Packages**  
Travel Experience

*Up to \$4,000 allocated to a travel program. The Top Seller Reward is not cumulative. Choose Super Seller or Top Seller.*

## Success Adds up!



As Girl Scouts sell more packages,  
their troop earns more proceeds  
and they also earn more rewards.

### Maggie's Story

Girl Scout Maggie really wants to attend Camp Seawood Day Camp next summer!

- During the Initial Order, Maggie sells **177 packages**.
- Post Initial sales, Maggie has a lot of success at cookie booths, selling an additional **675 packages**.
- Maggie's total packages sold for the season is **852 packages!**

Maggie did it! She is excited and proud that she earned a week at day camp!

Follow the butterfly's path at the left to see all the rewards she earned including next year's 2026 Girl Membership and a total of \$150 in Program Credits.

Way to go, Maggie!



Rewards are cumulative for Girl Scouts, adding another reward when they reach the next level. Girl Scouts begin by earning rewards during the Initial Order for sales between December 30 and January 26, then continue to earn more rewards throughout the rest of the program.

### Did you know....

More than half (57%) of Girl Scout alumnae in business say that the Girl Scout Cookie Program was beneficial in the development of their skills today.

- Girl Scouts of the U.S.A.





# Your Girl Scout's in-person business



Girl Scouts look forward to meeting their customers in person, either by sharing their order card or setting up a booth sale. Girl Scouts practice their people and money management skills as they build confidence.



## Ready to try a booth?

Troops will reserve a booth location for either the troop or individual troop members. Locations will be ones arranged by council or approved by the service unit. Girl Scouts may use the Digital Cookie Mobile App to accept credit card payments. Any cash from the booth sale should be deposited into the troop bank account promptly after the sale.

## What is a cookie cupboard?

As the sale progresses, the troop will need more inventory to fill those additional sales.

There are a number of locations throughout our council where troops may pick up more cookies, called "cupboards." To request more cookies, a troop will submit a transaction (an order and appointment to pick up cookies) in our cookie management system, eBudde. Although a troop leader needs to submit a transaction for the additional inventory, anyone from the troop may help pick up - particularly a caretaker of a Girl Scout striving for individual goals. Troops do not pay for cookies at a cupboard. Council conducts automatic sweeps from troop bank accounts for only what the troop owes for their cookies. Proceeds remain in the account.

## How to participate in person

### Where do I get cookies for my Girl Scout to sell?

Troops will receive their Initial Order cookies from the service unit in early February. Contact your troop leader for date and time for pick up. Deliver those pre-ordered cookies as soon as possible and turn in any money you receive to the troop leader.

### Post Initial Order

After the Initial Order, each troop will obtain more cookies from a local cupboard. As your Girl Scout sells more cookies, notify your troop leader that you need more cookies. Use the Digital Cookie Mobile App for payments by credit card and turn all money received to the troop promptly.

### Can my Girl Scout sell beyond what their troop's plans are?

Absolutely! Whether taking additional orders on a paper order card or setting up a cookie stand with your Girl Scout, you will still obtain cookies through the troop, and your Girl Scout's sales will apply toward their rewards, including program credits.





# Add to your Girl Scout's experience



## Cookie season is for the whole family

Each year that your Girl Scout participates in the program, you can choose to use the Entrepreneur Family Pins as a guide. They do not need to be accomplished in succession, but they are age-specific for your Girl Scout:

Follow the QR Code to learn more!



## Cookie business badges

Entrepreneurs can earn these official Girl Scout recognitions by completing requirements that help them develop new business skills. Learn more at [girlscouts.org](http://girlscouts.org)!

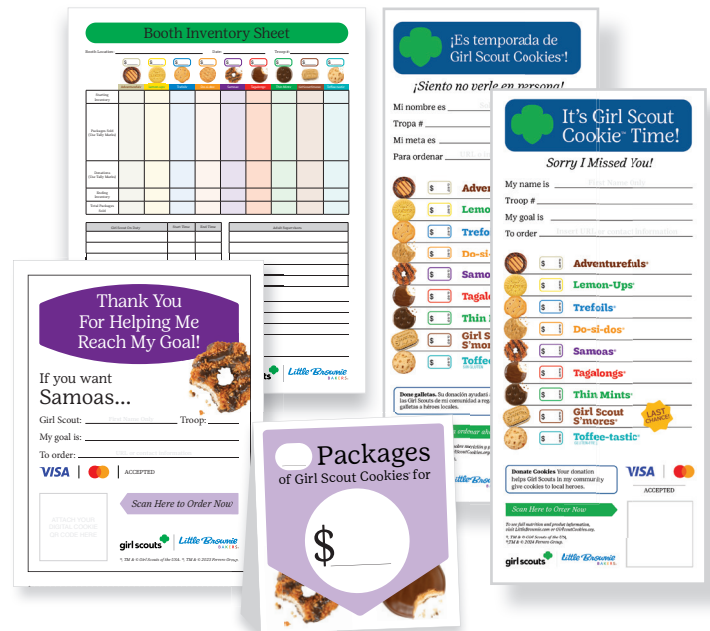


## Bling your booth.

Add pictures or posters to your booth showing what you plan to do with proceeds. Include a sign or bin for cookie donations. Print out recipe cards using Girl Scout Cookies. Offer to your customers! Use your Digital Cookie Mobile App to accept credit cards. Put a little sign on your booth to let customers know.



## Marketing tools for cookie entrepreneurs



Find resources for Girl Scouts to grow their business at [girlscoutsgwm.org](http://girlscoutsgwm.org).

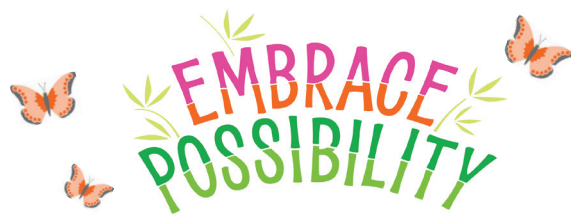
## Build a marketing campaign

Businesses grow when they utilize multiple channels to reach their customers. Help your entrepreneur choose ways to send their cookie message to more people. Share recipe cards using Girl Scout Cookie ingredients. Caregivers may share posts on social media if using a link to their Girl Scout's Digital Cookie page\*. Visit [girlscoutsgwm.org](http://girlscoutsgwm.org) for more ideas to help them maximize their sale.



\*Girl Scouts should not post to marketplace sites or other retail, auction, or resale sites. Public forums are fine if the site hosts community news.

# Resources



Resources for cookie entrepreneurs can be found at [girlscoutsgwm.org](https://girlscoutsgwm.org) on our For Cookie Sellers page!

About Girl Scout Cookies®

Tips for Digital Cookie

Cookie Business Badges

Cookie Entrepreneur Family Pin

Tips for New Cookie Sellers



One of the most essential steps you can take to have a great season is to review all safety guidelines with your Girl Scout and their troop members.

- Practical Tips for Parents
- Safety Tips for Product Sales
- GSGWM's Volunteer Essentials and Safety Activity Checkpoints

For more information, visit: [girlscoutsgwm.org](https://girlscoutsgwm.org).



## Girl Scouts care about the environment

Packages of Samoas now have reduced plastic packaging, and cases of Thin Mints use 26% recycled content (and 18% less packaging material). Plus, 100% of Little Brownie rewards packaging is recyclable or reusable!

New Samoas® packaging reduces 65,000 pounds of plastic.



## Quick Girl Scout Glossary

**Digital Cookie** - Online platform for Girl Scouts to take orders, accept credit card payments and manage their cookie sale.

**eBudde** - System for leaders and council to manage the cookie program. Troops submit orders and rewards through eBudde.

**Gift of Caring** - Customers may purchase cookies to be given either by the troop to local hometown heroes or by council to organizations such as military, hospitals, Red Cross or food banks.

**Girl Delivery** - Customers can pay for cookies online but request Girl Scout to deliver. Parents must approve all girl-delivery orders and obtain the inventory from the troop.

**Program Credits** - Part of the rewards Girl Scouts can earn which may be used toward program fees and in council stores.

## How you can maximize their outcomes

**The Girl Scout Cookie Program is the basis for many skills that will benefit your Girl Scout later in life. Here's how you can guide them to further the benefits they will receive:**

**As Girl Scouts set goals individually and with their troop,**

*You can help by:* Encouraging them to set incremental, achievable goals. Work with them to break down their goals into small frequent wins like weekly challenges.

**As Girl Scouts learn to make decisions on their and choices own and as a team,**

*You can help by:* Talking about their plans for their year and what will it take for them achieve it.

**As Girl Scouts learn to create a budget and handle money,**

*You can help by:* Building on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

**As Girl Scouts find their voices and build confidence through customer interactions,**

*You can help by:* Asking them about new marketing ideas they want to try. Help them tailor and practice their cookie pitch to achieve their goals.

**As Girl Scouts learn to act ethically, both now and in their actions in the future,**

*You can help by:* Talking to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.