

Cookie Program 2025

Family Guide

EMBRACE
POSSIBILITY



Cookie Boss 2024 Entrepreneurs:
Taeloni L. of Troop 850
Isabelle S. of Troop 620
Rosalie C. of Troop 37

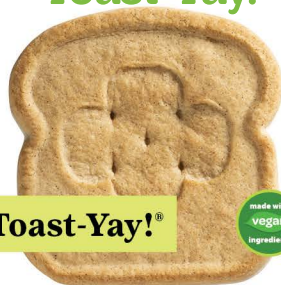
Your Girl Scout Cookie favorites are back!



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

**Farewell,
Toast-Yay!®**



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability



What Girls Learn & Earn

The Girl Scout Cookie Program is a hands-on leadership and financial literacy program unlike any other in the world. The knowledge and skills learned will serve participants for a lifetime. Girls gain essential skills, not from a book, but from real-life experiences building a strong foundation for success. It's no wonder that 50% of successful women business owners were Girl Scouts in their youth!

1. Goal Setting

Sets cookie sales goals individually and, with her team, creates a plan to reach them. She develops cooperation and team building skills all along the way. Parents and Troop leaders should make sure goals are reasonable and attainable.

2. Decision Making

Helps decide how her team spends their cookie money, furthering critical thinking and problem-solving skills.

3. Money Management

Takes cookie orders, handles customers' money, and gains valuable and practical life skills around financial literacy.

4. People Skills

Learns how to talk, listen and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills that she can use throughout her life.

5. Business Ethics

Is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.



Cookie Rewards
Details



Earn Rewards and Program Credits

Girls can earn colorful patches, small panda-themed goodies, large rewards [like a cotton candy machine, a telescope, or a 3-D printer], and valuable Program Credits by participating in the Girl Scout Cookie Program. Program Credits are Girl Scouts of Silver Sage's primary way to recognize the hard work that Girl Scouts and their families put into the Cookie Program, and the credits can be redeemed for adventures like summer camp or store merchandise. Please see the Rewards Card for more details on Program Credits and the other exciting rewards offered this year!

Funding Council Programs:

How the Cookie Crumbles

Girl Scouts of Silver Sage Council can offer volunteer training, events like STEM Day and Wellness Day, and much more thanks in part to the Cookie Program. When girls and Troops participate in the Cookie Program, all girls benefit! Girl Scout Cookies are sold for \$6.00 per package. The proceeds stay local and break down by percentage (rounded to the nearest 0.5%) as follows:



Selling Do's & Dont's

At Girl Scouts of Silver Sage, there is nothing we take more seriously than the safety and well-being of our girls, volunteers, families, and staff members. An essential part of your action plan for a successful Girl Scout Cookie Season is reviewing safety guidelines with your girl's Troop Cookie Manager and/or Troop Leader.

Girls Should:

- Sign the Girl Scout Internet Safety Pledge & Digital Cookie Pledge
- Show you're a Girl Scout! Wear your vest, sash, membership tab, or any Girl Scout clothing items
- ALWAYS use your online sales link for customer orders
- Have parents/guardians approve ALL girl delivered online orders
- Have parents/guardians supervise communications and product delivery logistics for online sales
- Always have an adult present when selling

Girls Should Not:

- Share personal information (last name, address, phone number, email address, etc.)
- Enter someone's home or vehicle. Avoid selling to people in vehicles except for at drive-thru booths
- Direct Message with people you don't know online or through social media
- Deliver cookies alone! A parent/guardian must accompany Daisies, Brownies & Juniors, and must supervise Cadettes, Seniors & Ambassadors when selling in person. Girls should never sell or deliver alone



Girls/Families May Not:

- Post their Digital Cookie link or otherwise sell cookies on resale sites such as Craigslist, eBay, Facebook Marketplace, etc.
- Post where any specific girl is participating in a Cookie Booth
- Post content including their last name or direct contact details (i.e. phone number, address, school, location, and/or email)

Girls/Families May:

- Share their Digital Cookie link with friends and family
- Post their Digital Cookie link on her own page on a public social media site such as Facebook, X, Instagram, etc.
- Post their Digital Cookie link in a local neighborhood on a public social media site such as Nextdoor or a local Facebook group (e.g. Trail Head Estates is OK; Idaho News is not)
- Post where their Troop (not just themselves) has a Cookie Booth where multiple girls and adults will be present



Ways to Participate

The Girl Scout Cookie Program is both optional and flexible. Troops and families get to choose their own adventure as to how they participate.



Digital Cookie — Online & App — January 10 to March 16

Girl Scouts will be invited to join the Digital Cookie platform through an email sent to their primary guardian on January 2. Once a girl is logged in, she will be able to customize her own Online Storefront. Girl Scouts can begin selling on January 10.

Initial Order — In Person with Order Card — January 10 to January 25

Girl Scouts take orders with their color Order Cards and use them to sell to friends, family, and anybody who likes to pre-order their favorite Girl Scout Cookies. When girls sell using their Order Cards, they record the customers' contact information (name, address, and phone number) the quantities and varieties of cookies they would like to purchase and collect money up front. NEVER DELIVER ITEMS WITHOUT RECEIVING PAYMENT! When girls turn in their Order Card for the TCM to submit to the cookie baker, this is a portion of Initial Order.

Goal Getter Period — In Person with Order Card — January 26 Until Cookies Are Available (by Feb 17)

Once Girl Scouts turn in their Order Card to their Troop for the Initial Order, they can continue selling using a copy of the Order Card to help them reach their goals! If a Girl Scout runs out of room on her Order Card, she can ask her TCM for another Order Card or use a black-and-white Goal Getter Order Card.



Walk-A-Bout — Selling Cookies on Hand — From When Cookies Are Available to March 16

Cookies will be delivered to SUCMs starting on February 14. Once Girl Scout Cookies arrive, girls should make every effort to deliver all Initial Order packages to customers first. Then they can continue selling by canvassing their neighborhoods door-to-door with extra packages.



Tip: Girls can use wagons, cookie carts, or other devices on wheels to take cookies door-to-door.

Booth Sales — February 21 to March 16

Troop Booths give girls the opportunity to work together and sell as a team. Troop Booths have at least 2 registered Girl Scouts supervised by at least 2 registered & background-checked Volunteers. No tagalongs are allowed.

Mom and Me Booths are operated by one Girl Scout and one trusted adult. If the Girl Scout has one or more siblings that are also registered Girl Scouts and participating in the Cookie Program, they can be present. No tagalongs are allowed.

Check with your Troop Cookie Manager if you would like to participate in a Cookie Booth. They can let you know what Booth spots are available or give you important guidelines on asking a business for a Booth. If you are granted permission by a business, the Booth Spot needs to be entered into the cookie system by your TCM so you to take Credit Card Payments through Digital Cookie and the spot appears to potential customers in the Cookie Finder.



Cookie Selling Tips & Tools

Money Matters

- Girls should collect money up-front when taking orders with their Order Card - indicate that payment has been received by marking the "CHECK WHEN PAID" box on the far right of their order line
 - Next to the box write a \$ for cash, C for check, DC for Digital Cookie, to help keep them straight
- Girls should confirm that payment and change given is correct. Place cash and checks collected in the Money Envelope. Store this in a safe place before giving it to your Troop Cookie Team
- Before turning the money in, count the total to make sure all money matches the recorded amounts. Both families and TCMs should keep a record of money turned in

Get a receipt for every transaction - any time cookies or money changes hands

Digital Cookie

Digital Cookie is the Cookie sales platform. Girls will need to use a web browser to set up their sites, and thereafter they can use that and the Digital Cookie app. Girls can send customer emails, accept online orders for girl delivery or direct ship, accept credit card payments for in-person or booth orders, and manage on-hand inventory. Girls age 13+ can have their own login and customize and manage many portions of their Digital Cookie page themselves.



Digital Cookie
Website

Donations: Operation Cookie

Customers can purchase Cookies to be donated, whether they purchase online or in-person. The cookies go to organizations throughout our Council area that support U.S. Military Veterans and Active Duty Troops. A custom Operation Cookie patch can be earned by selling 15+ donation packages.

Donations: Cash or Checks

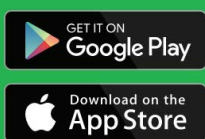
With a price point of \$6.00 per package, some customers purchase, for example, 3 packages with a \$20 bill and tell the Troop to "keep the change". That "change" or any other money given cannot be a direct donation to the Troop because we are not allowed to solicit cash donations during the Cookie Program. The funds must be used to purchase Cookies to be donated, so make sure to let your Troop Cookie Team know when turning in money.

5forFive! Program

The 5forFive! Program is designed to give girls a way to increase sales by incentivizing customers who are purchasing 3 or 4 packages to go for 5. When a customer purchases 5 packages of Girl Scout Cookies, they receive an entry slip. Five winners of 5 cases of Cookies each will be drawn, one in each Girl Scouts of Silver Sage region, plus one GRAND PRIZE winner will receive an electronic device and 5 cases of Cookies. Customers can receive one entry slip for every multiple of five packages purchased. See your Troop Cookie Team for more entry slips.

**Use the
Digital Cookie®
app to sell cookies
wherever you go!**

The app makes it easy
for you to take payment
from customers
purchasing cookies.



1. Register for Digital Cookie®

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

3. Invite Customers

Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

2. Set Up Your Site

Take a few minutes to set your sales goals, share your cookie story, and upload a fun picture or video. Then publish and go!

4. Track Your Progress

Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

Glossary

ABC Bakers — One of two bakeries licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. They have been baking Girl Scout Cookies since 1937.

Cookie Booth — Any Sale where you are set up at a single public location, and customers come to you. Work with your Troop Cookie Manager to schedule.

Cookie Finder — This database of booth sale sites is a terrific way to connect customers to cookies. You'll find it at girlscouts.org and www.girlscouts-ssc.org. Potential customers can type in their zip code, and it displays all current and future active booth site locations within that zip code.

Digital Cookie — An online and app platform that gives Girl Scouts an Online Store. Girls can send emails, set their goals, track their progress, and take payments through Digital Cookie.

Initial Order (IO) — Cookie orders submitted to GSSSC (Girl Scouts of Silver Sage Council) for Service Unit delivery. These are the very first cookies that are delivered to customers by girls.

Initial Reward — An item earned by a girl that is only offered for specific goals met as part of the Initial Order in January.

Internet Safety Pledge — An agreement made by girls and supported by parents stating that they will use online resources in a safe manner. Form must be completed and submitted before using Digital Cookie or other online sales platforms.

Mom & Me Booth — Cookie Booths operated by one Girl Scout and one trusted adult. If the Girl Scout has one or more siblings that are also registered Girl Scouts and participating in the Cookie Program, they can be present. No tagalongs are allowed.

Program Credits — Council-issued credits that can be spent at the rate of one credit per dollar with Girl Scouts of Silver Sage to purchase Silver Sage Summer Camp sessions at CAP, TAM, and Echo; merchandise at the Silver Sage Store (except earned awards); Annual Girl Membership Renewal; Silver Sage Programs; Destinations; etc. These credits are physical sheets of paper that need to be submitted by mail or in person to redeem. **DO NOT THROW THEM AWAY!**

Reward — Items and/or Program Credits earned by a girl for meeting a specific sales goal.

Service Unit (SU) — A community of volunteers and girls in a specific geographic area. The Service Unit is an essential support system that organizes training, mentorship, and membership support for volunteers, girls, and families.

Troop Cookie Manager (TCM) — A volunteer who manages the Girl Scout Cookie Program for their troop. This includes ordering cookies & rewards, distributing cookies to families, collecting money, scheduling booth locations, etc.

Troop Proceeds — The amount of money the troop earns for cookies sold by girls in that troop.

2025 Cookie Program

Quick Facts:

Cookies sell for \$6.00 per package

Collect money up-front when selling

Use Digital Cookie to sell online and with the app!

Set up Digital Cookie Site & Send Emails — starting January 10

Online Sales — January 10 - March 16

Order Card Sales — January 10 - January 25

Turn in Orders to Troop — by January 26

Goal Getter Sales — January 26 - February 20

Cookies Arrive for Pickup — around February 17

Booth Sales — February 21 - March 16

All Money Due to Troop — by March 24

Cookie Program Contacts:

Your Troop Cookie Manager: _____

Phone: _____

Email: _____

Digital Cookie Support

Click yellow “Help” link at the bottom right of the Digital Cookie home page

Silver Sage Council Customer Care

Phone: (208) 377 - 2011

Email: customercare@girlscouts-ssc.org

girl scouts
of silver sage