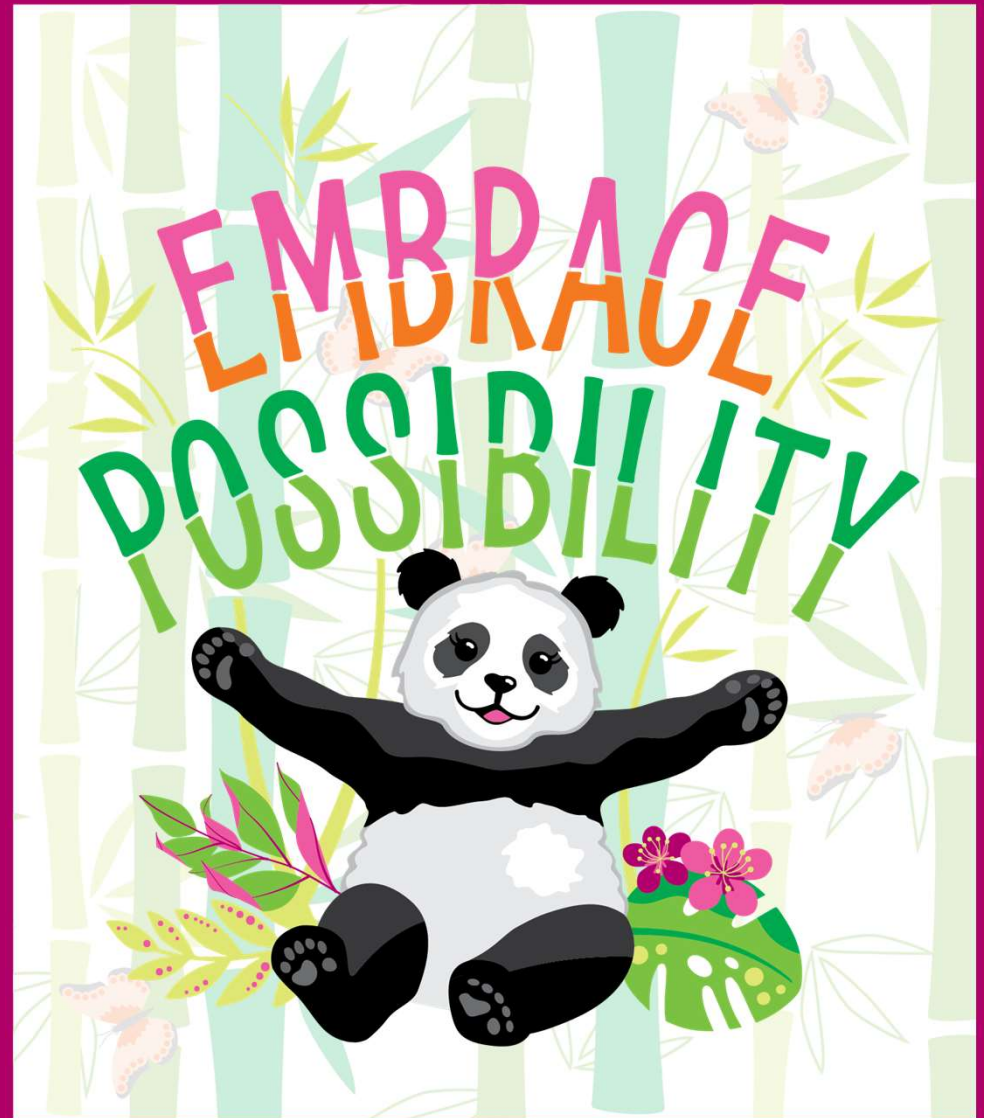


girl scouts 
of silver sage

Cookies 101

for Girl Scouts & Families



Agenda

- Welcome
- What Girls Learn
- What Girls Earn
- How the Season Unfolds
 - Taking Orders
 - Cookie Booths
- Cookie Finances
- Outcome Spotlight
- Resources
- Q&A

Meet Team Cookie – Today's Presenters



Kim Ross

Brownie, Junior, and Cadette Girl Scout
Cookie seller in the humid heat of South Florida
Mom was Cookie Volunteer
Owned by a giant black cat named Pikachu

Kim Hooson

Brownie, Junior, and Cadette Girl Scout
Cookie seller in the blustery cold Chicago weather
Parent of Girl Scout
Troop Leader
Has 3 kids, a bonus step-kid, and a Navy Veteran husband
Loves yarn, crafts, & coffee, but not always at the same time



Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

Remember that Girl Scout Volunteers are also Girl Scouts and model the Girl Scout Promise and Law in word and deed.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.



Group & Meeting Norms

Promise & Law

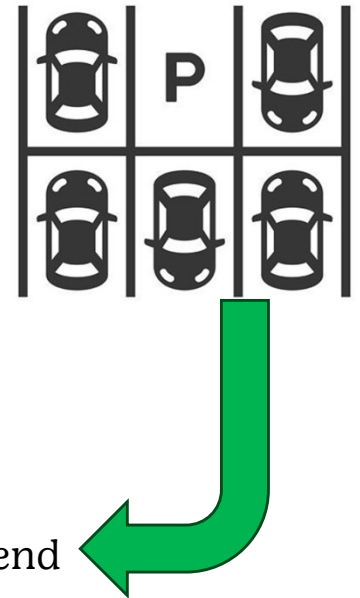
- Cookies is not a contest – we all win together

No Need to Memorize

- Printed Family Guide
- Lots of online resources
- Troop Cookie Manager
- ABC Bakers 24-hour support
- GSSSC Customer Care

We Ask That You:

- Lean Into the Excitement
- Reach Out with Questions
- Support Your Girl Scout
- Let Her DO Wherever Possible
- Follow Guidelines of Council & Troop
- Pay Special Attention When Counting
- Always Request a Receipt
- Write down & save questions for the end



Goals for Today

- Understand the **5 Skills** learned by participating in the Girl Scout Cookie Program and why they are so important.
- View Girl Scout Cookies “Outside the Box.”
- Identify Girl Scout licensed products and explore funding models.
- Learn what girls can earn through Cookie Program participation and the importance of Program Credits, including camp and travel opportunities.
- Review the Cookie Season timeline and understand options for participation.

This session covers the Who, What, Where, Why, Whether, and When of the 2025 Girl Scout Cookie Program. Specific due dates and Troop procedures will be discussed by Troop Volunteers at a Cookies and Camp meeting.





Learning Skills

Girls learn and practice 5 business skills that they can take into adulthood.



Earning Troop Funds

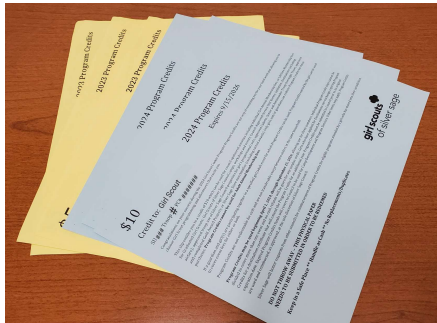
Troops earned an average of \$1,390 in the 2024 Cookie Program.



Service Unit Activities

Service Units earned an average of \$275 in 2024.

Girl Scouts sell cookies for...



Program Credits

Girls can earn up to \$870 in Program Credits to use towards their Girl Scouts Membership, Camp, Council Programs, items from the GSSSC Store, and more.



Rewards & Patches

Rewards such as bandanas, stuffies, cotton candy makers, Build-A-Bear, and more are available for girls to earn.



Funding Girl Scouts

All cookie proceeds stay local and help fund the activities, camps, and trainings that allow staff and volunteers to support the Girl Scout Experience.

Girl Entrepreneurship

The Five Skills that
girls develop through the
Girl Scout Cookie Program:

1. Goal Setting
2. Decision Making
3. Money Management
4. Business Ethics
5. People Skills



The Five Skills Matter

When your Girl Scouts learn these skills, they will be poised for success. When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, or hospital. These are the same things that investors value. That teammates value. That partners value. That voters value.

Someone who can set goals and meet deadlines.

Blowing a deadline can mean blowing a deal!

Someone who works well with others.

Who wants to deal with strife and complaining?

Someone who understands customers.

It doesn't matter whether the customers are hospital patients, TV viewers, or other companies—every business must know its customers and what they need/want.

Someone who can influence others.

This doesn't just mean selling a product. Employers want people who can sell ideas, pitch projects, and make deals.

Someone who is honest, trustworthy, and reliable.

This should go without saying, shouldn't it?



Cookie Program Outcomes



For millions of women, their start in business goes back to selling Girl Scout Cookies. Girl Scout alumnae in business fields say selling cookies helped them develop business-critical skills. Eight Fortune 500 CEOs are Girl Scout alumnae.

Google 'Famous Girl Scout Alumnae,' and you'll find names like Taylor Swift, Dakota Fanning, Lucille Ball, Carrie Fisher, Sally Ride, Grace Kelly – along with dozens of astronauts, government officials, university presidents, nonprofit leaders, entertainers and titans of business and industry.



Kim Ross on her way to her first Brownie meeting!



Fast forward to being named one of [Idaho Business Review's 2024 Women of the Year!](#)



Your Girl Scout Cookie favorites are back!



Adventurefuls®



Toast-Yay!®



Lemonades®



Trefoils®



Thin Mints®



Peanut Butter
Patties®



Caramel
deLites®



Peanut Butter
Sandwich



Caramel
Chocolate Chip

girl scouts



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2025 Cookie Lineup

\$6.00 each

Five vegan varieties (Green symbol)

Kosher

Zero Trans Fats

Halal Certified

Certified Sustainable Palm Oil*

No Partially-Hydrogenated Oils

No High Fructose Corn Syrup

Last opportunity for Toast-Yay!



GSUSA Licensed Products

GSUSA licenses some cookie names, some cookie shapes, etc.

GSUSA retains funds earned by licensed products, and that pays for national infrastructure.

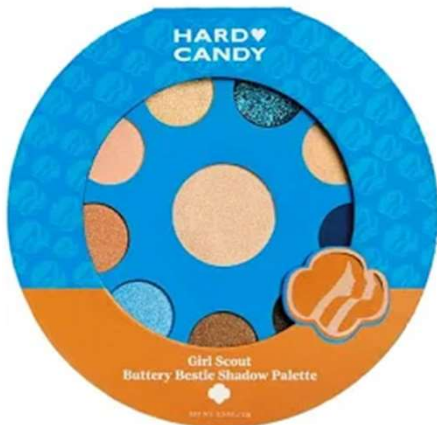
GSUSA won't license a cookie outside of the Cookie Program.

GSUSA does not allow licensees to launch new cookie-flavored snacks during Cookie Season.

Items include:

- Restaurant offerings like Dunkin' beverages, Dairy Queen Blizzards, IHOP pancakes.
- Grocery items like mini cupcakes, protein shakes, coffee creamer, chocolate mint pretzels.
- Consumer Goods like K-Swiss shoes, toy Cookie Booths.
- Health & Beauty Aids like body wash, makeup.

These products complement the Cookie Program by keeping Girl Scout Cookies and their flavors top-of-mind.



Competition

What items are competitors of Girl Scout Cookies?

Other Cookies

Other Packaged Snacks

Fresh Snacks

Any Other Food

Any Other Family Expense

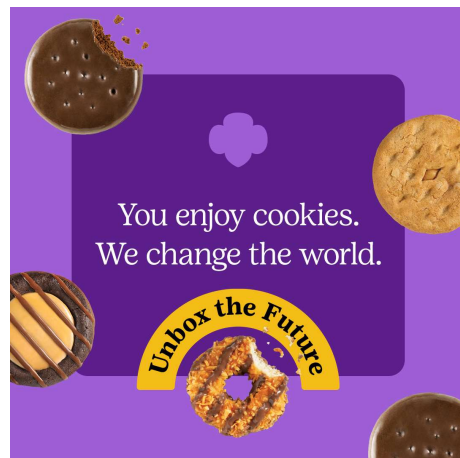
Grocery Pick Up & Delivery



Marketing & Positioning

All our Cookie-related communications efforts this year will include reasons beyond the cookies themselves for people to support your Girl Scout, emphasizing the skills, adventures, and impacts.

Community members support their favorite cookies—and the girls behind each box. All proceeds from cookie sales stay with local Troops to fuel inspiring experiences throughout the year including camp, amazing trips, service projects and much more.



Marketing & Positioning

Unbox the girl
powered future.

girl scouts 
of silver sage



Marketing & Positioning

Brownie and business titan!

girl scouts 
of silver sage



All Cookie Earnings Stay Local

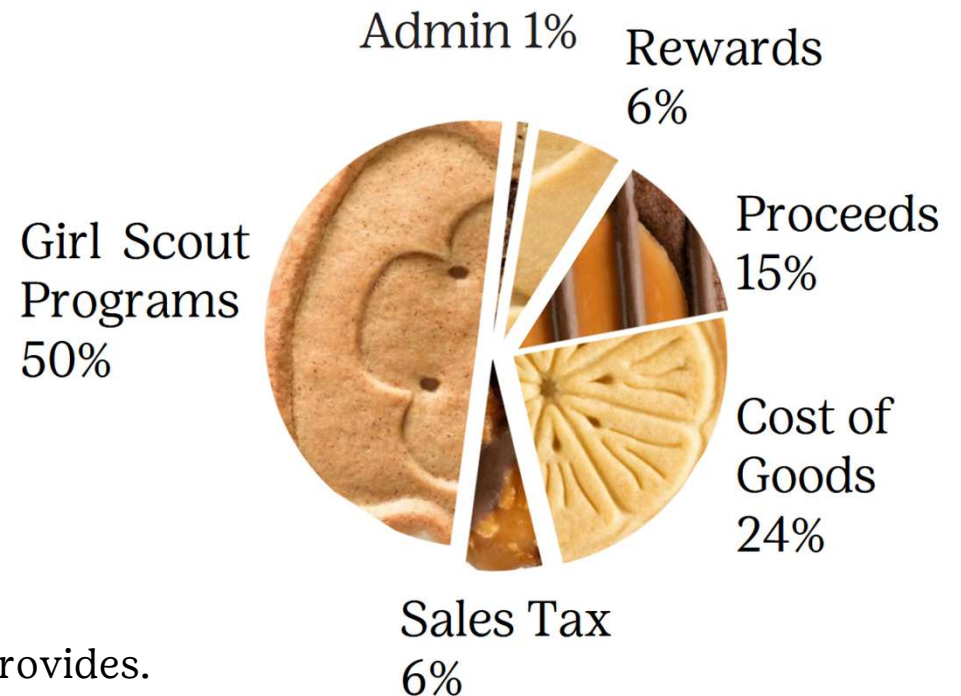
Proceeds:

Fund Troop Activities
(Focus of next slide.)

Fund Service Unit Activities
World Thinking Day & Juliette Gordon Low's
Birthday, Volunteer Awards, Parade Participation

Girl Scout Programs:

Supports everything else Girl Scouts of Silver Sage provides.



Program Credits

GSSSC's Program Credits are the most valuable and flexible reward girls can earn!

Program Credits are paper certificates that girls earn in addition to the patches and stuffy rewards.

- Girls start earning them at 100+ packages sold.
- Girls can earn up to \$870 in Program Credits.
- 2025 Program Credits will expire on 9/15/2027.

Girls that register for a camp session early will be able to auto apply Program Credits towards her camp balance.

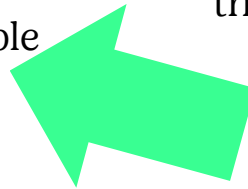
Program Credits & 2025 Bonus Council Adventure Credits will be printed for mailing to SUCMs the first week of May.

- Many girls use these credits to pay for camp, Disney, bridging uniforms, and more.

Membership Auto-Renewal:

- Auto renewal takes the place of Program Credits earned at the required level*.
- Girls who qualify are automatically opted-in, unless she tells the Troop Cookie Manager that she isn't returning next year.

* Council Service Fee for Membership Year 2025 and beyond is still being evaluated. All members will be notified once the decision is made.



Fun Stuff
Coming
Now:
Time for
Girl Scouts
to Join Us



Embrace Possibility!

There are so many ways your Troop can use proceeds from the Cookie Program! Girls should vote on how they want their funds spent.

- Troop Travel
- Troop Camping
 - You can use a GSSSC Property for your trip!
- Field Trips or One-of-a-Kind Experiences
- Girl Scout Ceremonies and Traditions
- Service Projects or Higher Award Projects
- Girl Scout National Convention (Summer 2026 in Washington DC)
- Supplement camp or other costs for girls
 - Maybe there are one or two sessions they all want to attend together
- Supplement Council-sponsored travel





My Goal:

Set Your Cookie Goals

The Girl Scout Cookie Program begins January 10, 2025.
You may not take orders or sell cookies before this date.



www.girlscouts-ssc.org
208-377-2011

<p>25+ Pkgs</p>  <p>NEW</p> <p>Embrace Possibility Patch</p>	<p>125+ Pkgs</p>  <p>GSSSC Mood Cup</p>	<p>225+ Pkgs</p>  <p>Clip Lantern Flashlight</p>	<p>325+ Pkgs</p>  <p>Bandana</p>
<p>375+ Pkgs</p>  <p>NEW</p> <p>Crossover Patch <small>*For girls who also earned the 2024 Personalized Fall Product Patch</small></p>	<p>425+ Pkgs</p>  <p>Clear Crossbody Bag</p>	<p>Annual Girl Scouts membership will be automatically renewed for Girl Scouts who reach the qualifying level, and the value will be deducted from the Program Credits earned. Please let your Troop Cookie Manager know if you won't be returning to Girl Scouts next year. See the reverse side for how many Program Credits you can earn!</p>	
<p>2025 Bonus Council Adventure Credits can be spent on Silver Sage summer camp sessions, Destinations, and other council run activities. They must be redeemed by September 15, 2025.</p>			
<p>1500+ Pkgs</p>  <p>Digital Camera OR American Girl 2025 Girl of the Year Doll OR Ultimate Wahooz & Roaring Springs Tickets (2) OR \$150 in 2025 Bonus Council Adventure Credits</p>	<p>625+ Pkgs</p>  <p>Panda Plush</p>	<p>1000+ Pkgs</p>  <p>Cotton Candy Maker OR Evening Explorer Camping Kit OR Exclusive Rainbow Panda Build-a-Bear & Experience OR \$100 in 2025 Bonus Council Adventure Credits</p>	
<p>2000+ Pkgs</p>  <p>Design Your Own Nikes OR Hoverboard OR Archery Kit OR \$200 in 2025 Bonus Council Adventure Credits</p>	<p>3000+ Pkgs</p>  <p>iPad OR Drone OR Tent & Gear Set OR \$300 in 2025 Bonus Council Adventure Credits</p>		
<p>2500+ Pkgs</p>  <p>3D Printer & Filament OR Cricut Bundle OR Telescope OR \$250 in 2025 Bonus Council Adventure Credits</p>			
<p>Top 3 Entrepreneurs</p>  <p>COOKIE BOSS Executive Lunch & Experience</p>	<p>Virtual Cookie Share</p> <p>15+ Pkgs</p>  <p>Operation Cookie Patch</p>	<p>Digital Cookie</p> <p>25+ Pkgs*</p>  <p>Cookie Techie Patch <small>*Shipped Only through Digital Cookie</small></p>	<p>Girl Initial Order</p> <p>350+ Pkgs*</p>  <p>GSSSC Panda Belt Bag <small>*Sold & Recorded by January 27</small></p>
<p>Bar Patches</p> <p>100+ Pkgs</p>  <p>Awarded at the highest level earned starting at 100+ in increments of 100 (up to 5000+)</p>			

Program Credits are distributed at the highest level earned only. Other rewards are cumulative. Reward designs & colors may vary based on availability.
The GIRL SCOUTS® name and mark, and all other associated trademarks and logos, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an official GSUSA licensee.



By participating in the Cookie Program, girls can earn fun rewards and patches!

NEW

New for 2025:

- The level to earn the theme patch has been decreased to 25 packages!
- The bar patch can now be earned starting at 100+ packages sold rather than 200+!
- The Crossover Patch: If girls earned their personalized patch during the 2024 Fall Product Program and they sell 375+ packages, they are eligible for this patch.

Click the image to see the details page!

Girl Scouts of Silver Sage Cookie Program Rewards 2025

We have lots of information & details to share with you about our 2025 Cookie Rewards offerings! If you have additional questions, please reach out to [Customer Care](#).

***Note:** Rewards are cumulative. Designs, colors, and included items may vary based on availability.

To earn each reward a Girl Scout needs to sell the indicated number of packages of cookies in the 2025 Girl Scout Cookie Program. For most rewards, cookies sold through any method or platform count; it will be indicated in the reward description if packages need to be sold through a certain method or time period.

Patches



— Embrace Possibility Theme Patch: 25+ Packages

This custom patch is a GSSSC exclusive. Girls are encouraged to embrace the possibilities that make up their own unique Girl Scout Adventure!

— Operation Cookie Patch: 15+ Virtual Cookie Share Packages

Operation Cookie is our council's Cookie Donation Program (previously called Cookie Share or Cookies from the Heart). When a cookie customer purchases a package of cookies for a donation, girls collect payment and it is entered as a "Virtual" Cookie Share package. The physical cookie packages are handled by the

council and delivered to organizations that support veterans and military members throughout our area. Please see the Troop Manual or Family Guide for more information.



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.



— Cookie Techie Patch: 25+ Direct Shipped Packages

Girl Scouts will use Digital Cookie as the platform for their webstore. Once she sets up her store, she can send out emails for customers to make purchases. She can earn the Cookie



A bit more about rewards

The 2025 Cookie Program Rewards Card has a companion Google Doc explaining the rewards in more detail. You can find it on Cookie Central.

The Build-a-Bear is exciting and new! BAB is featuring an **exclusive Rainbow Panda** that is only available to Girl Scouts as a reward in the Cookie Program.

Girls who select the Build-a-Bear reward will be invited to attend a heart ceremony and stuffing event. There will be two dates there are two weekends, one in Boise at the BAB store in Boise Towne Square Mall and one in Pocatello at our office in the Pine Ridge Mall.

Use Your Program Credits For Summer Camp

CAMP ECHO (BOISE)

CAMP ALICE PITTENGER (MCCALL)

CAMP TAM (SWAN VALLEY)

REGISTRATION OPENS FEBRUARY 3RD, 2025

SPEND YOUR SUMMER SWIMMING AND CANOEING AT
CAMP ALICE PITTENGER OR HIKING AND HORSEBACK
RIDING AT CAMP TAM. MAKE NEW FRIENDS AND
EXPLORE THE OUTDOORS AT CAMP ECHO.
WE CAN'T WAIT TO SEE YOU THIS SUMMER!



girl scouts
of silver sage



Visit our website for camp
session information



Support your girl's next adventures with cookie program proceeds!



Day and residential camps

- Camp Echo
- Camp Alice Pittenger
- Camp TAM



Outdoor Programs



Girl Scout Leadership Experience Programs

- Badge and patch workshops
- Journey In A Day
- Highest Awards



Destinations

Cadette – Ambassador

Learn more
about
Destinations
Here



Disney World 2025 Entrepreneurship Incentive Trip

Tentative Date: Around June 21, 2025

Price per girl: \$2,000

Go as an individual for Girl Scouts who have:
Completed 5th Grade AND
Sold 750 packages of cookies in 2025

Go as a Troop:
Council Staff does all the reserving, scheduling,
etc. Troops break off after arriving at the resort.
Everything is on Disney campus, so Disney Gift
Cards go far!

*Note: The National Convention takes
place every three years. In 2026,
National Convention is being held in
Washington D.C. The incentive trip may
be there instead of Disney.

Join us on
Zoom 12/16
to learn more!
Click to register for
the Zoom





What is included:

- Countdown to Disney meetings
- Round-trip airfare from Boise
- Hotel for 4 nights
- All meals throughout the trip
- Transportation to/from Orlando airport
- Transportation to Disney parks
- Walt Disney World tickets

Interested in the Disney Trip as a Troop?

Does your Troop want to travel together but you don't know where to start?

- Cost: \$2000 per a traveler
 - 4 girls per room *extra cost if less
 - 2 Adults per room *extra cost if less
 - Girls and adults will not share rooms
- Every girl going must sell 750+ packages
- A minimum of 3 girls from the troop must participate
- Troops must cover the girl to adult ratio
 - The number of troop chaperones cannot exceed the number of girls from the troop going.
- All chaperones must be registered, and background checked.
- The trip will be fully scheduled and set up, but troops will break off as their own group.

Let us do the hard work so you can enjoy the trip as a Troop!



Day and residential camps

- Camp Echo
- Camp Alice Pittenger
- Camp TAM



Outdoor Programs



Travel & Destinations

Attend “Cookies & Camp” meeting with your troop!

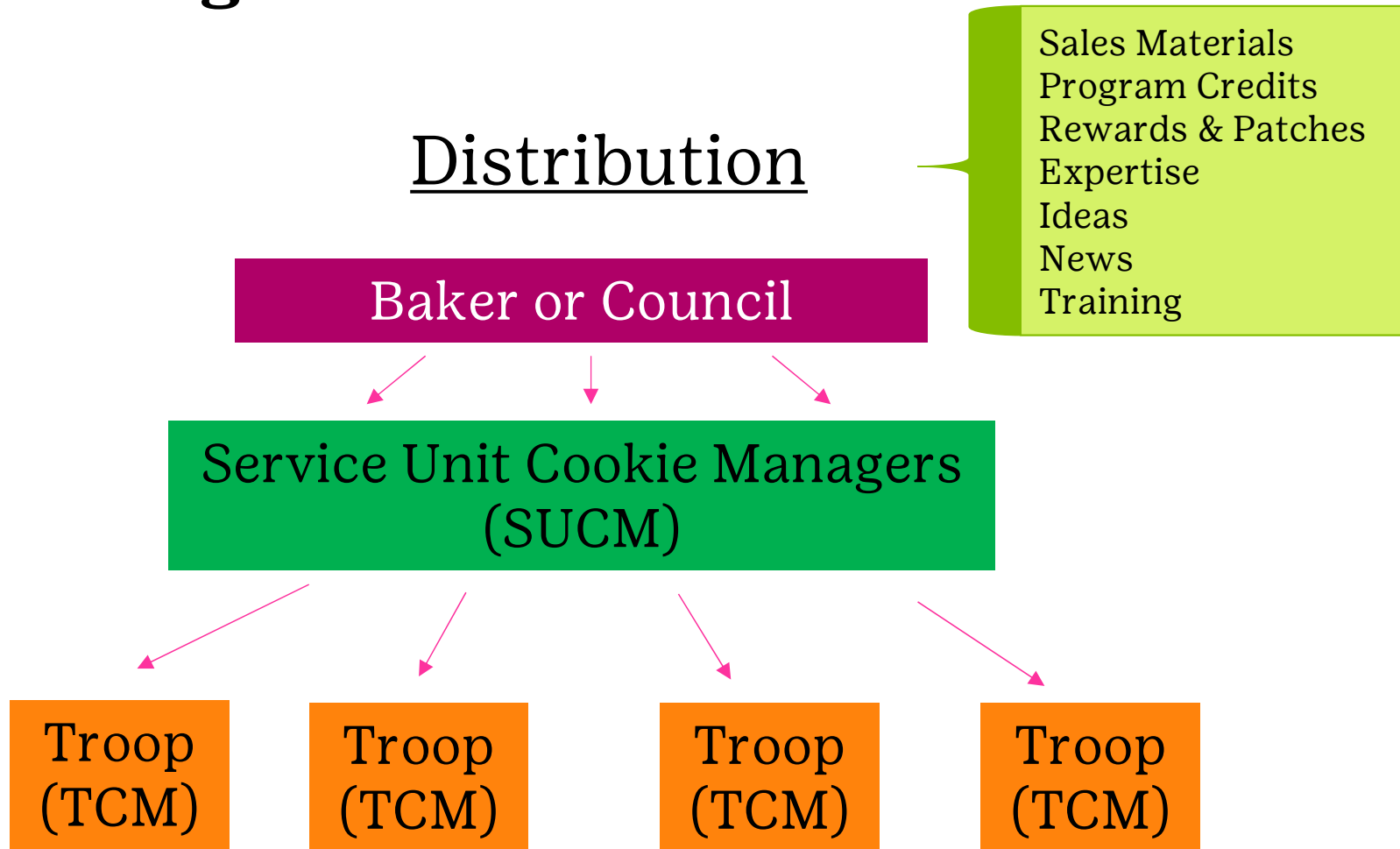
- Learn deadlines
- Receive contact information for Troop Cookie Manager
- Review safety measures
- What does the Troop want to do this year?
- Set goals
- Discuss adventures
- Make sure caregivers know their girl's goal & agree
- Do girls want to attend camp or Disney together?
- Carpool to camp location?
- Girls who sign up early for camp will be able to auto-apply Program Credits towards camp balance.

Thank you,
Girl Scouts!

We're excited
for your
successes
in 2025.



Where do I get ... ?



Consider Joining Your Troop's Cookie Team



Enamored with Excel?

Try helping with banking!

Like Scheduling Events?

Help with coordinating booths.

Extra savvy with technology?

Set up the Digital Cookie site for your Troop.

Enjoy Project Management?

Be a Troop Cookie Manager or Service Unit Cookie Manager!

Your Girl Scout's Cookie Adventure

Phone or Text Friends and Family

Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—hello, school, sports, and extracurriculars!—this option has maximum flexibility.

Digital Cookie

Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® Platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule and in-person delivery. And she can reach her sales goals no matter what her schedule is like.

digitalcookie.girlscouts.org

Door-to-door

This is the perfect way to hone her sales pitch! With door-to-door participation, Girl Scouts can stay local and sell in their neighborhoods—and even use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new people and neighbors (with the necessary adult supervision of course).



Your Girl Scout's Cookie Adventure

Cookie Stands

Would your Girl Scout feel more comfortable on her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property or a troop-secured location where you and your Girl Scout (girl and caregiver) can market her cookies to customers in the area. Cookie stands are a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

This option has maximum customer interaction, teamwork, and all the fun! Troops can work together to market their cookies outside a pre-approved location (like a local business, bank, mall, or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at approved and appropriate locations; and must be legally open to, accessible, and safe for all girls and potential customers.

Connecting with Her Community

The possibilities are endless! Girls can team up with their caregivers to sell cookies to employees and coworkers, at places of worship, and at community groups. They could prepare a corporate pitch to sell cookies in bulk to business like car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!





ABC Smart Cookies

- Volunteer-facing
- Logistics System
- Troop Inventory Management
- Troop Finance & Girl Payment Tracking
- Order Cookies: Initial & Cupboard (Planned)
- Place Reward Orders



Digital Cookie

- Girl-facing
- Email friends & family
- Point of Sale (POS) System
- Connects to Girl's Website
- Girl Inventory Management
- Place Girl Initial Order
- View Rewards

Click here for an
interactive online
Digital Cookie
Guide with step-
by-step
walkthroughs for
Troops & Parents

Digital Cookie

2025 Updates & Improved Features

**THE DIGITAL COOKIE MOBILE APP
MUST BE DOWNLOADED AND
REINSTALLED EACH YEAR.**

- GSSSC will absorb costs of credit card fees incurred through Digital Cookie this season.

NEW

Digital Cookie will now accept PayPal and Venmo during in-person transactions.

NEW

For a “hand to customer now” transaction the customer’s information is now optional.

NEW

The teams for Smart Cookies and Digital Cookie spent much of the summer working on the synchronization of the two systems.

- This should lead to better synchronization for 2025.
- Their focus was on the Girl and the Customer Experience based on feedback from parents & customers.



Program Timeline

Next, we'll review the ways girls can sell Girl Scout Cookies, presented in calendar order.

Phase 1: Preparation for Cookie Program

now to Jan 9

- Families attend Cookies & Camp Meetings held by TCMs.
 - Girls set goals and communicate goals to family & Troop.
 - Girls receive printed materials
- Girls should start reaching out now to family & friends to collect e-mail addresses. The holidays are great for this! (Emails have to be sent through Digital Cookie to count for patches.)
- Girls have fun & practice skills with Troop and at their SU-Hosted Cookie Rally.
- Families/caregivers receive e-mail on January 2 to access Digital Cookie
- Girls set up Digital Cookie site with video/photo, text story, and their 'pitch' so it's ready to go on January 10.



Phase 2: Taking Orders

Jan 10 – Jan 27

- Girls take orders on their glossy Order Card and collect money up-front.
 - Digital Cookie open for shipped orders & girl delivery.
 - Social Media links limited to personal pages & neighborhood (group or page, meaning “Maplewood Hills” and not Idaho Falls or Treasure Valley).
 - No Buy-Sell-Trade, eBay, Amazon, Marketplace, or classified ads.
 - Girls bring money to Troop Meetings to give to TCM, or designated member of the Troop Cookie Team. A receipt is issued for every transfer of money.
 - After girls bring in payments to a Troop Meeting, it should also be recorded in the Finance Tab in Smart Cookies for tracking.
- Girls give in-color Order Card(s) (or a clear photo) to TCM BEFORE Jan 27.**

Q: Can I take my girl's order card to work?

A: Yes, adults can take order forms to work. Make sure your Girl Scout participates in whatever ways they can. If they can't come to the office to ask, maybe they can make a poster with her pitch and goal, create thank-you notes, or deliver the cookies. Girls learn by doing.

Order Form & Gluten-Free Info

The Gluten-Free variety, Caramel Chocolate Chip (CCC), does not appear on the girls' Order Cards.

- We get only one shipment of CCC.
- Order had to be placed in October.
- We ordered more than in 2023.
- There is a possibility that we won't have enough to cover the entire sale, but should have enough to fill Girl Initial Orders

SO:

- Girls should only take orders for CCC from people who specifically ask for a Gluten-Free cookie.
- Girls should not take orders for CCC after they submit their Initial Order.
- Girl Orders will be prioritized when cookies arrive.
- Booth extras may fall short of what troops request.



Phase 3: Selling Before Cookies Arrive

Jan 28 – Feb 14

- Girls continue taking orders collecting money up-front. (If they choose to use their in-color Order Card, make sure to mark the last Initial Order so you know where to start entering the next orders.)
- Girls should not take additional orders for Caramel Chocolate Chip.
- Digital Cookies remains open for shipped orders & girl delivery.
 - All flavors will remain available for shipped orders through the entire sale
 - Social Media links still limited to personal page & neighborhood (group or page, meaning “Maplewood Hills” and not Idaho Falls or Treasure Valley.)
 - No Buy-Sell-Trade, eBay, Amazon, Marketplace, classified ads
- Girls bring money to Troop Meeting to give to TCM or designated member of the Troop Cookie Team.



Phase 4: Cookies Are Here!

Feb 14 – 20

Cookie Pickups & Delivery

- Work with Troop Cookie Manager to schedule.
- Bring a large enough vehicle and person-power to load it.
- ALWAYS: Separate by variety, count, re-count, sign receipt and then load into vehicle.
- Store cookies in a dry place that isn't too hot.
- Girl should deliver cookies that were ordered ASAP.



Phase 4: Cookies Are Here!

Feb 14* – Mar 16

* or whenever girls have cookies in-hand

Walk-A-Bouts

A walk-a-bout is when a girl takes a wagon, cart, or buggy full of cookies around door-to-door.

Walk-a-bouts can be done by individual girls, sibling sets, or as a troop.

Girls can take payments in cash, check, or by credit card through Digital Cookie using an “Give to customer now” order (*see pg. 43 in the Digital Cookie Guide for more information on taking orders/payments through the mobile app*).

For safety, Daisies, Brownies, and Juniors should always be accompanied by an adult at every step. Cadettes, Seniors, and Ambassadors should be supervised by an adult (i.e. the adult can stay on the sidewalk as the Girl Scout is at the door taking an order).

Digital Cookie remains open for shipped orders & girl delivery via the girl's webstore.



Phase 4: Cookies Are Here!

Feb 21 – Mar 16

Cookie Booths

- **Council Secured:** Locations contacted by council, these are typically your big chain stores such as Walmart, Albertsons, Fred Meyer, Grocery Outlet, Ridleys, and more.
- **Troop Secured:** Any location submitted to Smart Cookies for a booth location for troop use.
 - Council must approve so please put them in more than 24 hours before you'd like to hold the booth.
 - When entering, please enter all dates & times for the location and indicate if these are available for other troops to choose if your troop is unable to.
- **People Required to Operate a Booth:**
 - A Troop Booth = **MUST HAVE** at least 2 approved and non-related volunteers & at least 2 girls
 - Recommended not to have more than 4 girls
 - A Mom and Me Booth = One Girl Scout, or Girl Scout siblings, and their caregiver or caregiver-approved adult.

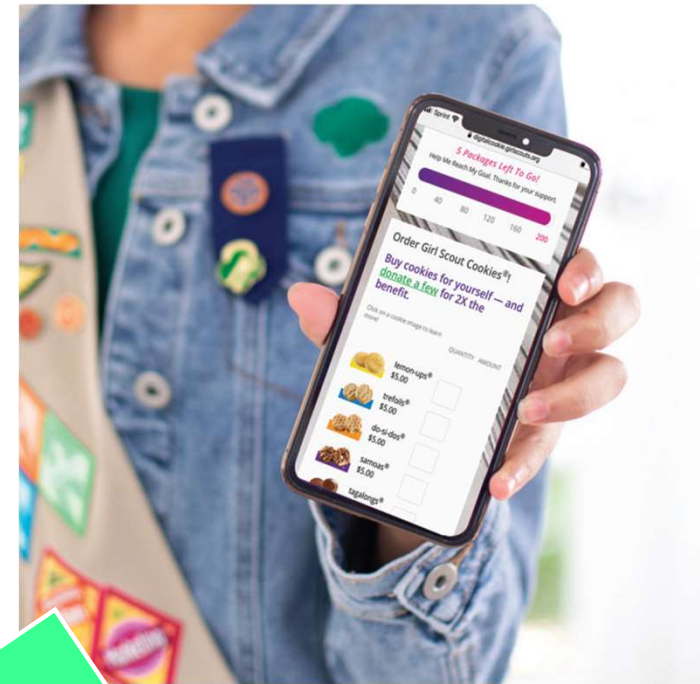


Phase 4: Cookies Are Here!

Feb 21 – Mar 16

Tips for Cookie Booths

- Girl Scouts approach every customer on their way out of the store. The #1 reason people don't purchase Cookies is because nobody asked them. You never know who might visit! Travis Kelce likes Peanut Butter Patties.
- Girls should avoid eating, chewing gum, and playing.
- Print business cards from Digital Cookie or create flyer with QR code so customers can order more from your Girl Scout later.
- Keep the booth neat and visually appealing.
- Make signs to catch attention.
- Talk about or display Girl or Troop goal.
- Count cookies and money when you arrive and when you leave.



Continued partnership with these businesses is CRITICAL

Phase 5: Sale Concludes

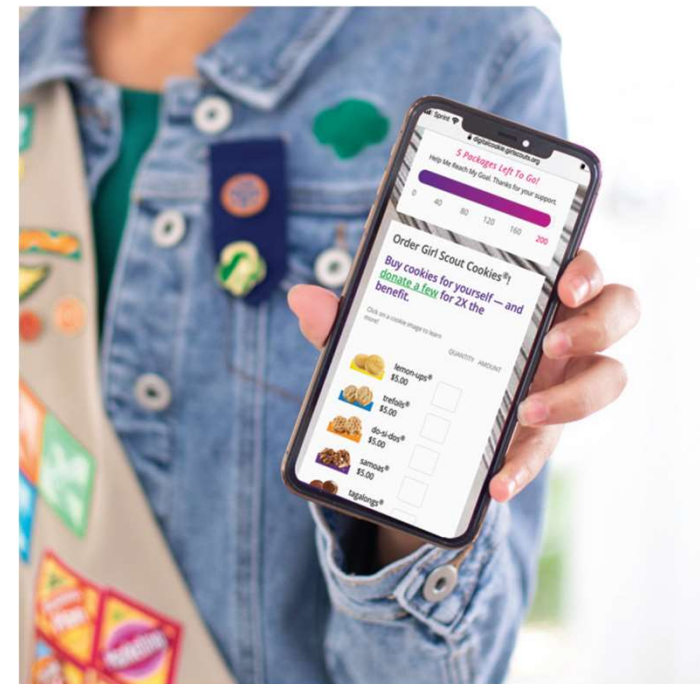
Mar 16

- Council-secured booths end on March 16.
- Girls can keep selling in-person to reach their goals!
 - How many has she sold so far?
 - How far away from the goal is she?
 - Are you and she committed to get there?
 - *If so, tell your Troop Cookie Manager as soon as possible. S/he can order more cookies for your girl to sell through the Cookie Program. (Cupboard order must be placed and picked up by Mar 25).*
- Turn in any final monies due.



Cookie Finance

- Girls collect money up-front when selling in-person.
- Get a receipt every time a girl turns in money or picks up cookies.
 - The new receipt books have a “contract” written on them that transfers financial responsibility to the appropriate party.
- Do you need change for taking orders?
 - Stock up on \$5 and \$1 bills.
- Payments for cookies can be made at the Silver Sage Store for your convenience. Be certain to give your Girl’s name and Troop number.
- Counting and agreeing on amounts/quantities is extremely important. Time used for counting is a wise investment.
 - Example: If you are at the top Troop tier of proceeds, your Girl Scout would need to sell 7 packages to recoup money for one lost package.
- Every penny belongs to the Girl Scouts in our council. Theft will not be tolerated. Authorities will be contacted.
- **Speak up! Don’t let any problem fester.** Let your Troop Cookie Manager or Customer Care know right away. We can only help with issues we know about, and there are more options if we know sooner than later.



Phase 6: Reward Distribution

Program Credits in May

- Distributed ASAP to SU then Troop

Other Rewards in June

- Some from ABC Bakers to SU then Troop
- Others from Council to SU then Troop
- Very few large items may go directly to Girl Scout.


NEW

Girl Scouts Earn Program Credits

We recognize the hard work that Girl Scouts and their families put into the Cookie Program by issuing Program Credits to girls who sell at least 100 packages of cookies this season. Girls can fund their adventures with Program Credits! In addition to the skills Girl Scouts learn and the rewards they achieve, participation in the Girl Scout Cookie Program also supports her Troop, Service Unit, and Council in providing Girl Scout experiences throughout our area. All Cookie Program proceeds stay local.

and She Chooses How to Spend Them!

You can combine Program Credits earned over 3 Cookie Seasons to get where you want to go!



Packages	Program Credits
100 - 149	\$15
150 - 199	\$30
200 - 249	\$45
250 - 299	\$60
300 - 349	\$75
350 - 399	\$90
400 - 499	\$120
500 - 599	\$150
600 - 699	\$180
700 - 799	\$210
800 - 899	\$240
900 - 999	\$270
1000 - 1249	\$300
1250 - 1499	\$420
1500 - 1749	\$500
1750 - 1999	\$570
2000 - 2499	\$720
2500+	\$870

More Options:

- Lifetime Membership Fee (for graduating high school seniors)
- Approved Service Unit Events
- Gold Award Projects
- Troop Use of Camp Properties
- *Girl Scout Swag
- *STEM Kits, Stuffers & More
- Girl Scout Destinations
- Council Sponsored Trips
- Approved C/S/A Troop Travel
- Council Sponsored Events & Workshops
- ...and so much more!

* Girl Scout Swag merchandise, including earned awards.

Program Credits earned for rewards listed on this page are estimates only. Terms and conditions apply. Program Credits earned in 2024 will expire on 12/31/25, and can be combined with other years' unexpired Program Credits. Program Credits are physical papers that are given just like cash, and they must be submitted in person or by mail to be redeemed.

Don't Spend Program Credits Alone!

Cookie Donations: Operation Cookie



Virtual Cookie Share = Council Program

- Donated to Military Organizations that help active duty, retired, and veteran military members.
- Council handles logistics and delivers from cupboards

When customers say, “Keep the change.”

- This may happen more often than usual because \$20 is not divisible by \$6. The extra \$2.00, for example, must be used to purchase cookies (either Virtual or Tracked).
- **Donations must be converted to cookies purchased for a donation program.**
- We can’t solicit donations of money at Booths. We are there to sell cookies only. Any collection box/jar should be clearly labeled as “Donating Cookie Packages” and where the donations will go (Military Organizations for current and past military members).

Tips to Promote Donation Purchases

- Create a display to inform customers who benefits from their donations.
- A drop box, physical or symbolic, so customers can see their donations stack up.
- A tally poster to track number of packages. Ivy H. last year had a “which branch is best?” poster for customers to put a sticker on when they donate a package.



Donations to the Boise VA Hospital Food Bank



Troop 674 had a connection and sent donation cookies to active-duty sailors.



Contacts to Make	Maximize Opportunities
___ Cookie Booths	<u>Overcome Objections</u>
___ Send Digital Cookie E-mails	• Donate through Operation Cookie
___ Businesses – sell to the business	• Purchase as a gift
___ Businesses – sell to employees	<u>Upsell</u>
___ Social Media (personal or neighborhood)	• 5forFive! Drawing
___ Your Family’s Workplaces	• “Have you tried (cookie variety)?” or "Last Chance for Toast-Yay!"
___ House of Worship	• Cookies freeze well
___ School Staff	• Bring extras to deliveries, in case they want more
___ Repeat Customers	<u>Advertise</u>
___ Sports Teams & Events	• Use a re-order note on boxes sold
___ Clubs or Civic Organizations	• Leave door hanger or sticky note if nobody answers door
___ “Mom & Me” Booths	• Decorate your booth! Participate in our Booth of the Week Contest.
___ “Lemonade Stand” at home	• Ask every single person on their way out of the store
___ “Walk-A-Bout” with cookies on-hand	• Make sure everyone knows you’re a Girl Scout (uniform, shirt, pins)



Why should my Girl Scout participate?

Learning & practicing skills that last a lifetime

Working together with her troop

Having fun!

Sense of accomplishment

Funding their Girl Scout adventures

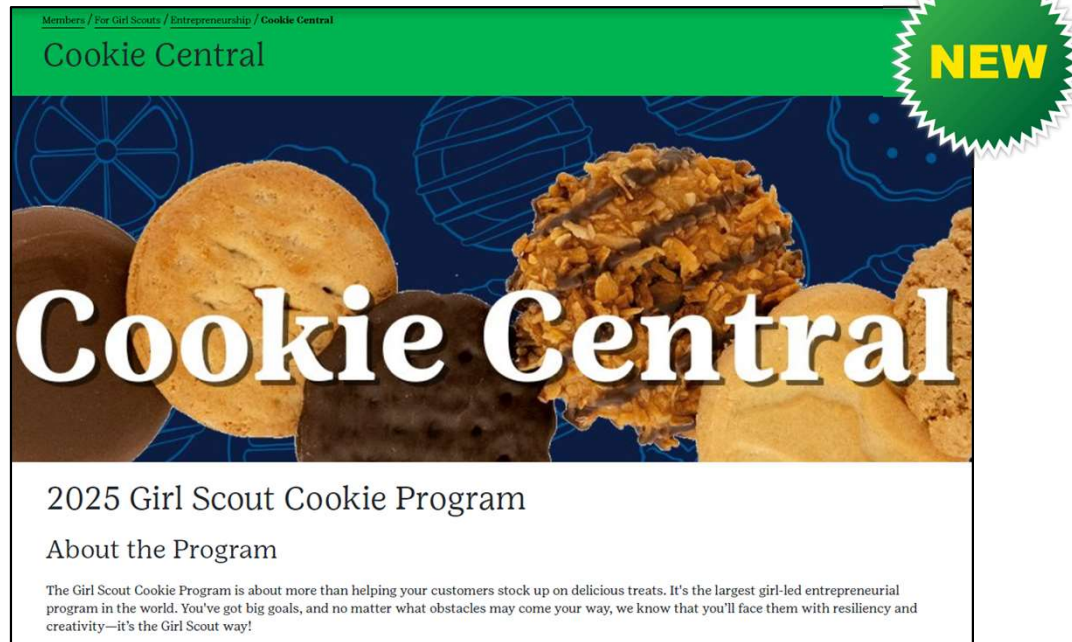
Ultimately: The Outcomes

Try it!

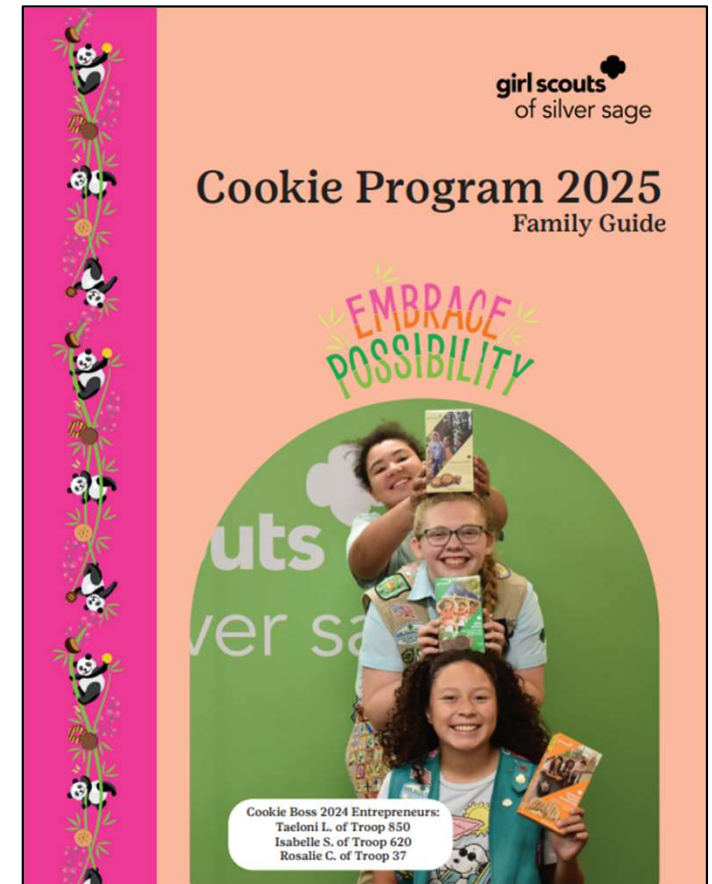


Resources

Our website has an updated cookie section called “[Cookie Central.](#)” You can find information, tools, guides, materials, and more.



Seek inspiration **but not answers** on sites like Pinterest or by searching on Google. Cookie Program Operations vary by council.



Support

Have a question? Have a suggestion? Need a resource? Just ask!

Your Troop Cookie Manager

Record their information on your Family Guide and/or load it into your phone.

Silver Sage Customer Care:

208-377-2011 or customer care@girlscouts-ssc.org

This is where your questions get answered the fastest and where to reach our Entrepreneurship Team.

Digital Cookie Support:

See the Help section on the Digital Cookie App or website.



Susan Kurdy
Customer Care
Specialist



Timely updates, instructional screenshots, and more will be posted on our 2025 Cookie Updates and FAQs page.



girl scouts 
of silver sage

Thank You!