

2025 Girl Scout Cookie Program

Girl Scout & Family Guide

Unbox the Future

The Girl Scout Cookie Program® is the largest girl-led entrepreneurial program in the world and has been in place for over 100 years! That's a remarkable history, and it points to a bright future for your Girl Scout—one you both can look forward to.

As someone who loves a Girl Scout, you've seen the possibilities the Girl Scout Cookie Program unboxes! With newfound skills, friendships, and confidence, every cookie package is a building block for whatever future a Girl Scout imagines. Not only that, your Girl Scout will get to enjoy camping trips, sleepovers at museums, and more! The future is looking sweet! Here's to cheering on our Girl Scouts as they unbox the future!



Get ready for a fun and exciting cookie season as we “Embrace Possibility” with the Girl Scout Cookie Program! This year, it's all about having a blast while building confidence, learning to work with a team, and making new friends. Your Girl Scout will be mastering important skills like setting goals, making decisions, managing money, and working with others, all while running her very own cookie business! Along the way, she'll discover her strengths, grow her people skills, and show off her creativity. It will be an unforgettable adventure filled with fun, teamwork, and endless possibilities!

This is the last year for the French toast-inspired Toast-Yay!™, but that means a new cookie will debut in 2026!

Ask yourself, does your Girl Scout get to...



Goal Setting

- ☐ Set individual goals?
- ☐ Set group goals?
- ☐ Share team and individual goals with customers?



Decision Making

- ☐ Decide how to use their group funds?
- ☐ Decide how to market their business?
- ☐ Market their business?



Money Management

- ☐ Manage their inventory and track their sales?
- ☐ Handle cash money?
- ☐ Process a credit card transaction?



People Skills

- ☐ Make the pitch or ask?
- ☐ Work as a team with their peers?
- ☐ Distribute cookies to the customer?



Business Ethics

- ☐ Learn about the product they are selling?
- ☐ Thank their customer?
- ☐ Deliver their product on time?

2025 Cookie Program Dates

January 22–February 5 |

Girl Scouts take door-to-door orders. Money is not collected at this time. Orders are due to the Troop Cookie Manager (TCM) by

January 22–March 30 |

Digital Cookie is open for orders.

February 6–March 30 |

Participants can keep selling using the Keep Goal-ing Card.

February 27–March 7 |

Girl Scouts pick up cookies from their TCM, then deliver cookies and collect money. All money from initial orders is due to the TCM by

March 7–30 | Direct Sale—Troops participate in cookie booth sales and walkabouts.

May | Girl Scouts receive rewards from their Troop Cookie Manager.

June 15 | Final day to report reward and Cookie Dough discrepancies to the GSNWGL Product Program Department.

June 30 | If membership recognition is earned, Girl Scout must be reregistered by this date.

My Troop Cookie Manager is

Digital Cookie®: Online Selling Platform for Girl Scouts

Digital Cookie helps Girl Scouts run and manage their Cookie business online. It's a fun, easy, and educational addition to their Girl Scout Cookie Program experience. Participants can take cookie orders, track purchases and deliveries, and make a direct digital connection with customers.

Packed with fun, easy-to-use tools, Digital Cookie delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn! And Girl Scouts can earn cool cookie business badges and pins along the way. Look for an email on January 20 from email@email.girlscouts.org to get started in Digital Cookie.

Once you've signed up, you can:

- Let customers easily order their favorite Girl Scout Cookies.
- Take orders on your website—or in person with the app.
- Get important safety advice and cool cookie-selling tips.
- Accept credit card payments—it's so easy!

You can also use the app to check your progress and share your site URL via email. Remember: only share with cookie customers you and your family know—safety first!

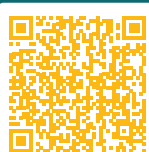
The Digital Cookie app makes it super simple for customers to order their favorites online and pay by credit card to get the cookies right from you or have them shipped—awesome!

Digital Cookie will be open from January 22–March 30. (Digital Cookie closes for in-person delivery pre-orders on March 23.)



Have questions? Check out the Girl Scout Cookie Help section on the GSUSA website.

<https://digitalcookie.girlscouts.org/help/parent-girl>



Helpful resources like business card, door hangers, and a cookie boss profile leave-behind flyer can be found on our website.

gsnugl.org/en/members/for-girl-scouts/for-cookie-sellers/council-cookie-resources.html

Options for Participating in the Cookie Program

Choose what works for you!

The Cookie Program is a fully customizable experience where you and your Girl Scout can choose what works for your family! You may wish to start small and explore more options as your Girl Scout grows.

Text or Call Friends and Family

Is this your Girl Scout's first time running their cookie business? Texting or calling friends and family is a great way to help your Girl Scout feel comfortable connecting with cookie customers. For those with a busy schedule, this is also a flexible option.

Digital Cookie®

With the Digital Cookie platform, Girl Scouts can receive online orders from customers. Customers can choose to make a donation, have cookies directly shipped to them from the baker, or select in-person delivery. Because Digital Cookie can accept orders at any time, Girl Scouts can reach their sales goals no matter their schedule!

Door-to-Door Order-Taking

Going door-to-door (with adult supervision) is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your neighborhood. Use door hangers and business cards for customers who aren't home.

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location.

Note: Cookie booths must be coordinated by troop cookie managers.

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups.

Walkabouts

During a walkabout, Girl Scouts sell cookies door to door, but instead of taking orders and delivering later, participants have the cookies with them for customers to purchase directly. This is so convenient for Girl Scouts and their customers! Ask your Troop Cookie Manager for more information.

Make Sure Your #CookieBoss Is Ready to Sell

All participants must be registered Girl Scouts and return a signed permission form to their leader or Troop Cookie Manager to participate. Once all that's squared away, set your goal and start taking orders (with an adult, of course)!



Girl Scouts Using Online Marketing

Girl Scouts may use the internet to share their Cookie Program sales links, stories, and learning with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program. Online marketing and sales efforts should always be led by a Girl Scout while supervised by their parents or caregivers.
- Girl Scouts, volunteers, and parents/caregivers must adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use, and Cookie and Product Sales Checkpoints.
- Sales links should never be posted to online resale sites (e.g., Craigslist, eBay, Facebook Marketplace, Facebook Swap).
- Social media ads should not be purchased or donated to promote sales links.
- GSUSA reserves the right to remove or disable the link for any reason, including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.

Parents, Girl Scouts, and volunteers should contact and collaborate with their council and GSUSA in advance on any news media opportunities tied to Girl Scouts' online marketing and sales efforts.

Initial Order Taking

January 22–February 5, Girl Scouts make calls, go door-to-door, and contact those they know to take orders for Girl Scout Cookies. Girl Scouts take orders via their order card or online via Digital Cookie. Families can enter the initial orders in Digital Cookie. Troop Cookie Managers then confirm the orders in Smart Cookies. Troop Cookie Managers can also enter initial orders on behalf of their Girl Scouts. Once the Girl Scout Cookies arrive, the troop sorts them by individual Girl Scout. Each Girl Scout then delivers the cookies and collects payment.

Keep Goal-ing

After the initial order cards are turned in, Girl Scouts can continue to take orders via their Keep Goal-ing order card (or online via Digital Cookie) from February 6–March 30. This is a great way for a participant or troop to reach their goals!

Keep Goal-ing orders are reported to your Troop Cookie Manager so they can pick up cookies from the cookie cupboard or use some of the troop extras. Girl Scouts will continue to earn rewards and troops will continue to earn proceeds during this time. Get a Keep Goal-ing order card when you turn in your initial order card to your Troop Cookie Manager or find one on our website at gsnwg.org.

Once cookies arrive families may wish to work with your Troop Cookie Manager to get cookies for a walkabout. Girl Scouts can then go door-to-door with cookies to sell directly to their customers.



Cookie Share Donations

Cookie Share is our Council's cookie service project. Cookie Share allows customers to purchase cookies to be donated to those serving in the military and to local shelters, frontline workers, and food banks. During the 2024 Cookie Program, almost 26,000 packages of Cookie Share cookies were donated!

Follow these easy steps:

- Ask every customer if they would like to purchase a Cookie Share donation.
- Record donations in the order card's "Cookie Share" column.
- Collect \$6.00 for each box of Cookie Share cookies.
- Turn in Cookie Share money and orders to your Troop Cookie Manager.
- Sell 6+ packages of Cookie Share donations to earn the Cookie Share patch. Online customers can choose to donate cookies. There will be no shipping fee—we take care of delivering the cookies. (There is a \$1.25 processing fee per order.)



Gluten-Free Caramel Chocolate Chip Cookie

Gluten-Free Caramel Chocolate Chip does not appear on the order card. Check with your troop to see how many gluten-free cookies are available for you to sell. Your customers will also be able to purchase gluten-free cookies from you through your online Digital Cookie account. (Both in-person and online supplies will be limited.)

Caramel Chocolate Chip cookies come in a 5-ounce resealable standing pouch and are offered at \$6 per package. Complete ingredient information can be found at abcbakers.com.

Helpful Hints

- Show you're a Girl Scout by wearing a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout t-shirt) to clearly identify yourself as a Girl Scout.
- Cookies are \$6.00 per package including the Gluten-Free Caramel Chocolate Chip. The price of cookies is set by our council, and it is important to note that cookies cannot be sold at a different price.
- Collect payment when cookies are delivered. If a customer is only purchasing cookies to donate, collect the money when the order is taken. If customers use the online payment option, they can pre-pay for cookies.
- Checks should only be made out to **Girl Scouts**.
- Turn in money weekly and by each deadline set by your troop cookie manager.
- If a customer no longer wants their cookies, use those cookies to fill your Keep Goaling orders or do a Walkabout or work with your Troop Cookie Manager to see if anyone in your troop needs extras.

Ways to Support Your Cookie Entrepreneur

- Help your Girl Scout set up their Digital Cookie site.
- Help your Cookie Entrepreneur keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support your Girl Scout.
- Practice building skills at home and earn the Cookie Entrepreneur Family pin.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help your Girl Scout make arrangements to connect with people in their network.
- Never do things for your Cookie Entrepreneur that they can do for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting your Girl Scout!

Safety Information

Please keep the following safety tips in mind while selling Girl Scout cookies:

1. Daisies, Brownies, and Juniors must always sell with an adult. Cadettes, Seniors, and Ambassadors use the buddy system or sell with adults.
2. Never enter anyone's house or apartment when taking or delivering orders.
3. Practice pedestrian safety.
4. Return home frequently when collecting money so you aren't carrying large amounts of money.
5. Only share first names; do not give out personal information like phone numbers or addresses.
6. Know the name and phone number of an adult to contact in case of an emergency.

Girl Scout Rewards

Girl Scouts can make their reward choices in Digital Cookie!

Our cookie dough (program/retail credits) comes in two choices:

- **In-House Cookie Dough** | For use at our camp store and GSNWGL camps and programs. In-house cookie dough can also be used for Girl Scout Destinations and for reimbursement of materials needed to complete the Girl Scout Gold or Silver Award.
- **Online Cookie Dough** | For use when making purchases at girlscoutshop.com.

2025 Cookie Program Cookie Dough expires December 19, 2025. Girl Scouts may request an extension for their earned GSNWGL Product Program Credit (Cookie Dough) to save for a specific long-term goal or travel experience. Extensions may be granted to assist in paying for GSNWGL camps, registration fees for travel destinations, or reimbursement of materials needed to complete the Girl Scout Gold or Silver Award. Extend up to four years!

Camp Certificates and Cookie Dough for Camp | Some camp sessions fill up fast, so register early and before camp certificates and Cookie Dough arrive. After your Cookie Dough or camp certificate is received, you may apply it to camp fees by calling 888.747.6945. If the amount of Cookie Dough used plus your deposit exceeds the total cost of your camp fees, you will receive a refund for the overage.

Older Girl Scouts (Cadettes, Seniors, and Ambassadors) can choose to opt out of recognitions and instead earn extra troop proceeds. They will still receive any patches earned. However, Cookie Dough and Membership is part of the rewards plan and will not be awarded to opt-out troops. The troop reward will be available for opt-out troops and the 2300+ reward level is available for opt-out participants.

2300+ Council Travel Level | Reach this level and earn \$1500 towards GSNWGL travel or Girl Scout Destinations. Reach this level multiple years and save up multiple travel vouchers!

