

2025 Cookie Program Family Guide



Welcome to our 2025 Cookie Program! Whether they're a social butterfly, creative thinker or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!



Our Girl Scout Cookie Program is much more than a fundraiser. It's a fun way for girls of all ages to earn money that fuels their dreams and it's a powerful, hands-on leadership and entrepreneurial program. The countless exciting possibilities - from new business opportunities to a healthier planet to a more beautiful world - begin with the skills girls learn and the action they take today. Girls will learn firsthand the ins and outs of running their own cookie business, even "branding" their enterprise for maximum impact.

Everything girls do in Girl Scouting is designed to help them become leaders in their daily lives and prepare for their bright futures! The Girl Scout Cookie Program helps girls develop 5 key skills:

2024-25 Cookie Dates

December 2-9
USVI Order Taking

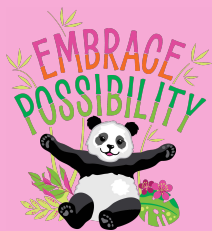
January 29
Parents/Girl access Digital
Cookie

February 7
All cookie sales START

February 21-23
National Cookie Weekend

March 23
All cookie sales END

May
Rewards are shipped to your
community



GOAL SETTING

as she sets cookie sales goals and makes a plan to reach them



DECISION-MAKING

as she decides how her troop will spend the cookie money



MONEY MANAGEMENT

as she takes orders and handles customers' money



PEOPLE SKILLS

as she learns to talk and listen to all kinds of people while selling cookies



BUSINESS ETHICS

as she is honest and responsible every step of the way

How the Cookie Crumbles

The number one reason people buy Girl Scout Cookies is to support Girl Scouting!

All of the proceeds, every penny, from the Girl Scout Cookie Program are used to benefit Girls within our local council. This revenue is used to fund major council initiatives like supporting and building membership, creating and sustaining innovative girl programming, maintaining and improving camp properties, and offering a platform that allows troop funding for trips, activities and community service projects.

By purchasing Girl Scout cookies, you directly support the Girl Scout Leadership Experience for girls in your community!



Top 5 Ways Your Family Can Support Your Girl Scout

1. Encourage goal setting.

Goal setting is an important life skill. She'll go far if she knows how to set a high goal and reach it.

- Ask about her troop's goal and help her set a personal goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed.

2. Support her sales.

She needs you to be on her side as she develops the confidence to ask people for orders.

- Ask her questions and help her practice her sales message.
- Help your Girl Scout network with family and friends, but let her do the "ask" so she can learn important business skills.

3. Volunteer. Her troop needs your help chaperoning booth sales, picking up cookies and more.

4. Practice safety.

Help your girl understand the Girl Scout safety rules found at www.girlscouts.org/cookies.

Be a role model for business ethics and safety rules.

5. Participate in the Girl Scout Digital Cookie Program.

Girls can build a personalized website and/or use a mobile cookie sale app to process orders. Through the girl's personal site, consumers will be able to pay for cookies via credit card and have cookies shipped, delivered by a girl (pending parent approval) or donated. More information can be found on our website at www.usagso.org in the Cookie Resources for Cookie Sellers section.

Girl Scout Safety Rules

1. Show You're a Girl Scout

Wear your uniform or Girl Scout clothing.

2. Buddy Up

Never sell alone.

3. Be Streetwise

Be familiar with the area you are selling in.

4. Partner with Adults

Daisies, Brownies and Juniors must be accompanied by an adult; Cadettes, Seniors and Ambassadors must be supervised by an adult; adults must be present at all cookie booths.

5. Plan Ahead

Never walk around with large sums of money.

6. Do Not Enter

Never enter anyone's house or vehicle.

7. Sell in the Daytime

8. Protect Privacy

Never give out a girl's full name, address, phone, or email. Use a group contact name, number, and address.

9. Be Safe on the Road

Follow safe pedestrian practices.

10. Be Net Wise

Take the GSUSA Internet Safety Pledge.



Things to Remember

- Must be a registered Girl Scout in select USAGSO communities (see the cookie website for more details) in order to sell cookies.
- Each Girl Scout must submit a signed Cookie Program Girl Permission form.
- Help your Girl Scout make thank you notes for customers.
- There are 9 varieties of cookies: Thin Mints, Samoas, Tag-a-longs, Do-Si-Dos, Trefoils, Adventurefuls, Lemon Ups, Toffee-tastics and S'mores. All varieties are \$6 a package.
- Selling cookies on the economy is forbidden outside of U.S. territories.
- Do not upload potential customers into digital cookie due to international privacy laws.
- Check our Cookie *Do's and Don't's* to learn more about USAGSO Cookie Program restrictions.

Visit our website, www.usagso.org for valuable information to help your Girl Scout get the most from the program.



Meet the 2024-2025 Girl Scout Cookies

All of our cookies have:

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup!

Adventurefuls® • Real Cocoa Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt Approximately 15 cookies per 6.3 oz. pkg. @D \$6 	Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS Crispy lemon flavored cookies with inspiring messages to lift your spirits Approximately 12 cookies per 6.2 oz. pkg. @D \$6 	Trefoils® Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. @D \$6 	Thin Mints® • Made with Vegan Ingredients • Real Cocoa Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. @D \$6 
Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats Oatmeal sandwich cookies with peanut butter filling Approximately 20 cookies per 8 oz. pkg. @D \$6 	Samoas® • Real Cocoa • Real Coconut Crisp cookies with caramel, coconut and dark chocolaty stripes Approximately 15 cookies per 7.5 oz. pkg. @D \$6 	Tagalongs® • Real Cocoa • Real Peanut Butter Crispy cookies layered with peanut butter and covered with a chocolaty coating Approximately 15 cookies per 6.5 oz. pkg. @D \$6 	Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa Graham sandwich cookies with chocolaty and marshmallowy flavored filling Approximately 16 cookies per 8.5 oz. pkg. @D \$6 Final Season! Last Chance! 
			Toffee-tastic® • No Artificial Flavors GLUTEN-FREE Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. @D \$6 

Gift of Caring

Cookies purchased for donation through Digital Cookie will be shipped at the end of the cookie season directly from the baker to the Soldiers' Angels. Visit www.SoldiersAngels.org to find out more about the Soldiers' Angels organization.

Communities selling cookies in-person have the option to donate cookies to a local organization. Check with your volunteer leadership team to learn more.



Girl Rewards

The Girl Rewards program provides Girl Scouts with the opportunity to set their own sales goal and earn individual rewards. All types of sales, whether in-person or through the digital cookie platform, count towards a girl's sales total and determines the girl rewards she will earn. Girl Rewards are not available to troops that have opted out of rewards for additional proceeds. Please check with your troop leader to find out if your troop has opted out of Girl rewards.

Check out [the rewards](#) a Girl Scout can earn this cookie season!

When will my Girl Scout receive her girl rewards? Girl rewards will be mailed to each community's volunteer leadership team in May. Contact your local volunteers for updates and to help distribute rewards once they arrive.

USA Girl Scouts Overseas
2025 Girl Scout Rewards

EMBRACE POSSIBILITY

My Personal Goal: _____

Girl Rewards for all levels (2024-2025) are available in troops that have opted out of the rewards program. Please check with your troop leader to find out if you are eligible to earn Girl Rewards. All rewards are cumulative except for Girl Experiences. Girl Scouts reserves the right to make substitutions in the items, colors, material, or size or to substitute an item of equal or greater value due to changes or challenges in product availability.

USA Girl Scouts Overseas Program 2025 Girl Scout Rewards (2024-2025) Value: \$100 (US\$100) (For 2024-2025, only one reward per troop)	Tagalongs® 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)	Thin Mints® 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)	Cooking Utensils 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)	Panda Backpack 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)
Star Seller (Non-cumulative exclusive program; experience with all necessary supplies included. If you reach any of these levels, USA Girl Scouts will contact you after the end of cookie sales to select your option choice.)	Girl Experiences 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)	Star Seller 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)	Star Seller 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)	Star Seller 2025 Girl Scout Rewards (2024-2025) Value: \$10 (US\$10)

Color as you go!

100% 100% 100% 100% 100%

Become A True Cookie Boss in 4 Easy Steps

Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

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®

Create your **Digital Cookie** Password
for email address: parent@email@domain.com

When you create your password, a confirmation email will be sent.

Password

Confirm password

SUBMIT

Look for the Digital Cookie® registration email by **January 29** in your inbox to register. If you can't find it, contact your council at overseascustomer@girlscouts.org.

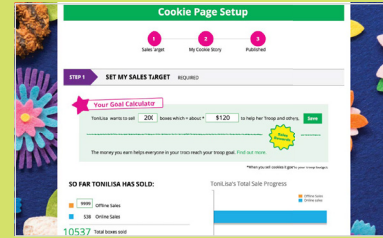
3. Invite Customers



Share your site with others! Due to international privacy laws, USAGSO members are not permitted to upload customer emails directly into digital cookie.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

2. Set Up Your Site



Take a few minutes to set your sales goal, 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.

Caregiver Checklist

- Received training & materials from the Cookie Manager, Troop Cookie Coordinator and/or Troop Leader.
- Volunteer to help the troop with cookies.
- Become a registered member and complete a background check if volunteering at a cookie booth.
- Help my Girl Scout set a personal selling goal.
- Support my Girl Scout in her cookie business and be a role model for her.
- Adhere to the dates, deadlines, and procedures set by the Cookie Manager, Troop Cookie Coordinator and/or Troop Leader.

Frequently Asked Questions

Who can participate in the USAGSO Cookie Program?

USAGSO operates a limited cookie program due to the restrictions around the importation and sale of American food products outside of the United States. Girl Scouts on U.S. military installations in Asia, Europe, Guantanamo Bay, and Kwajalein, Girl Scouts in U.S. territories, and Girl Scouts in select U.S. embassies may be eligible to participate in in-person cookie sales. Girl Scouts eligible for in-person sales, Girl Scouts in the EU, and Girl Scouts affiliated with a U.S. embassy or consulate WITH a US address on their Girl Scout account are eligible to participate in digital cookie sales.

What if customers have questions about their cookie order?

For questions and concerns about cookies sold in-person, contact your local volunteers. For questions about digital cookie orders, visit the [digital cookie order page](#) or [digital cookie support page](#).

Why do Girl Scouts in other areas sell different cookies?

There are two bakers associated with Girl Scout cookies, Little Brownie Bakers and ABC Bakers. Each council chooses which baker they prefer. Both bakers are required to make Thin Mints, Do-Si-Dos/Peanut Butter Patties and Trefoils, but are allowed to make additional varieties. USAGSO partners with Little Brownie Bakers to bring Girl Scout Cookies overseas.

Cookie Program Etiquette

I will:

- Be polite and friendly.
- Remember my behavior reflects all Girl Scouts.
- Obey the cookie sale start dates and times.
- Wear my uniform or Girl Scout t-shirt and pins to identify myself.
- Keep table and area neat.
- Say THANK YOU to all customers.
- Remove empty boxes and take any trash away.

I will NOT:

- Upload potential customer emails into digital cookie.
- Get in the way of customers.
- Sell cookies outside of approved locations.
- Block entrance to store.
- Talk loudly, run around, or play while selling at a booth.

Please keep in mind that selling cookies overseas is a privilege.

This privilege, if abused, could cause all Girl Scouts to lose the opportunity to sell cookies overseas.