



2025 Cookie Volunteer Manual





Embrace the Cookie Season!

Welcome to the 2025 Cookie Program!

Girl Scout Cookie Season is one of the most important, exciting, and stressful times of the Girl Scout year. We are here to say, embrace possibility! Within this guide, you will find all you need to increase the fun and reduce the stress!

Cookie Season is critical as it raises funds for troops to do amazing things and for council to continue to provide year-round programs and summer camp across our nine counties. It's a powerful fundraiser and we can't wait to see what goals you set and achieve!

Get ready for a great 2025, we've got this!

— The Product Program Team



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**This Girl Scout
Cookie™ season, we are
inspiring Girl Scouts®
to embrace the endless
possibilities to grow
their skills that selling
cookies offers!**



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Cookie Calendar



Activity	Date
Troop/Service Unit Gluten Free Orders Due	October 20
Initial Order Home Delivery Request Forms Due	October 28
Troop Initial Orders Open in Smart Cookies	November 6
Service Unit Cookie Manager Training	November 6-7
Troop Level Cookie Manager Training	November 9, 12, 13 and December 2
Initial Orders Close in Smart Cookies for Troops	December 3
Initial Orders Due/Finalized by SUCMS	December 8
GSEP Offices Closed	December 24 – January 1
Initial Order Pick Up and Deliveries	January 3-12
Girl and Family Level Cookie Training	January 9
Cookie Rallies (check the Program Guide for locations and details)	January 11
Cookie Program Starts!	January 16
Sweep #1 Snapshot	January 23
Sweep #1	January 30
Sweep #2 Snapshot	February 13
Sweep #2	February 20

Cookie Calendar



Activity	Date
National Cookie Weekend	February 21-23
Last Day of Cookie Program!	March 9
Start End of Season Guide Closeout	March 10
Troop Recognition Order Due	March 21
Last Day for SUCMs to Edit Recognition Orders	March 25
Sweep #3	April 17
Top Cookie Seller-Bration! Arnold's Family Fun Center in Oaks, PA	June 1

Troop Volunteer Responsibilities



To participate in the Girl Scout Cookie Program, a troop must have:

- **Two unrelated, registered, cleared, and appointed Troop Leaders in myGS.**
- A registered volunteer appointed in myGS as a Troop Cookie Manager.
- A bank account ready and confirmed with GSEP's finance team.

Additional Responsibilities:

- Attend troop cookie training hosted by the Product Program Team and your SUCM.
- Sign the Troop Cookie Manager Volunteer Agreement Form in gsLearn after attending training.
- Provide training and mentoring to troop girls and family members participating in the Cookie Program.
- Review troop profit and recognition options with Girl Scouts and families.
- Collect and maintain all G-1 Girl Permission Forms for all participating Girl Scouts.
- Ensure all cookie or money exchanged between caregivers and/or volunteers is documented and signed for.
- Review all Cookie Program dates and complete transfers and tasks before deadlines.

How to set your troop up for success before Cookie Season:

- Log into your myGS to check for the following:
 - Are all Girl Scouts listed on my roster and their membership active for the 2025 membership year?
 - Are all grades correct for my Girl Scouts?
 - Is my Girl Scout level correct for my troop?
 - Is my email address accurate? This is the email that will be used for Smart Cookies.



SUCM Volunteer Responsibilities



Responsibilities:

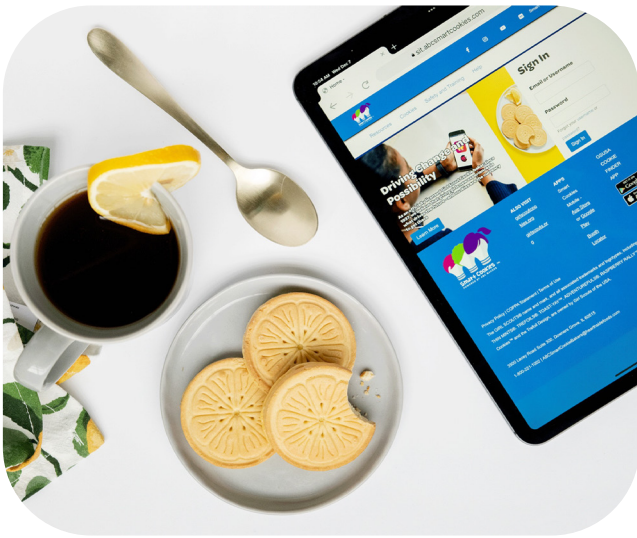
- Attend GSEP cookie training, relaying that information back to their troops. Develop and deliver service unit specific cookie training for all troops within their service unit.
- Complete the online SUCM Volunteer Agreement Form.
- Receive, manage, and distribute all cookie materials and paperwork, as well as recognition prizes.
- Offer support to troops with entering and editing initial orders, cookie transfers, planned orders, inventory, recognition orders, etc. throughout the duration of the cookie season.
- Act as liaison between troop level volunteers and Product Program Team to communicate resources to all troops within their service unit.
- Attend or review recordings of all meetings hosted by the Product Program Team.
- Collect and turn in Troop Balance Summary Reports by June 30, 2025, as directed by Product Program Team.

SUCM-Specific Resources

- SUCM Check In Meetings.
- Frequent SUCM update emails from Product Program Team.
- Cloud drive access with GSEP resources and service unit reporting.
- The Product Program Team and other GSEP staff are also here to help!
 - Email memberservices@gsep.org with your questions. Be sure to put a specific subject line on your email and always include the word 'Cookies' so the email gets routed to the team quickly.



Smart Cookies



**Add noreply@abcsmartcookies.com
to your safe sender list!**

Smart Cookies is the website for council, service units, and troops to manage their Cookie Program. Within this system you will place cookie orders, credit packages to girls, manage finances, enter cookie booths, and more. You can access GSEP specific how to videos in gsLearn on how to navigate through the system or see general trainings on the ABC Baker YouTube channel (see pg 10 for the link).

You will receive important emails from the Product Program Team through the Smart Cookie email system. Those emails come from the email address **noreply@abcsmartcookies.com**. Add this email to your safe sender list in your email system.

While you as a volunteer will use Smart Cookies to manage inventory and sales, Girl Scouts and families will be managing their Cookie Program through a platform called Digital Cookie. Learn more on the next page.



Digital Cookie®

Girl Scouts will use the Digital Cookie application to sell cookies to customers online, track progress towards a goal, and manage sales. Selling Girl Scout Cookies online and reaching their goals is easier than ever!

Digital Cookie features make selling cookies a fun, universal experience for all entrepreneurs.

For Girl Scouts/Troops:

- Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- Troops can customize their sites with the same marketing tools available on Girl Scouts' sites with stories, sales pitches, a photo or a video.
- Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images.
- Girl Scouts can make sales on the go at cookie booths.

Features:

- The option to turn girl delivery off for customers based on family preferences and cookie availability.
- The ability to turn cookie varieties on or off to match available inventory.

Training:

- The Product Program Team will have training available for SUCMs, TCMs, and Girl Scouts/families.
- TCM training will be mandatory for all troops and will be conducted virtually.





Resources

	WHAT TO FIND	WHERE TO FIND IT
ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	www.facebook.com/abcbakers
GSEP Website	Find all electronic forms and resources at your fingertips	https://www.gsep.org/en/cookies/about-girl-scout-cookies/for-volunteers.html
gsLearn	Find how to videos and recordings of trainings	Log into your myGS to access your gsLearn
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	www.abcsmartcookies.com/resources
Cookie Theme Information	Gallery of images, clip art, certificates	https://www.flickr.com/photos/abcbakersvolunteergallery/albums
Rally Guide	Fun ideas for troop rallies	www.abcsmartcookies.com/resources
Standard Forms	Parent permission slip, count it up activity	www.abcsmartcookies.com/resources
Troop Goal Poster	Poster	www.flickr.com/photos/abcbakersvolunteergallery/albums www.abcsmartcookies.com/resources
Volunteer and Girl Videos	How-to videos on a variety of topics	www.youtube.com/user/ABCCouncils
GSEP Customer Care	Contact Product Program Team directly, add "Cookies" in the subject line	memberservices@gsep.org
Google Drive	Cookie resources such as social media graphics, manuals and how to tips	https://drive.google.com/drive/folders/1vCv9w9JUSxVH6wSO1MQVhBuKz2kdL6h8?usp=sharing

Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



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**

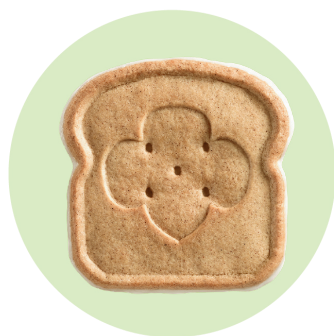
*Limited availability





Toast-Yay!® is retiring...but we are still saying “yay!”, because it means 2026 will bring a new Girl Scout Cookie!

Use the 2025 season as a last-call push promotion opportunity.








Good bye,
Sweet Friend!
We'll miss you, Toast-Yay®



Girl Scout Cookies® 2025 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M	M		Y	Y	Y	Y			Y
 Toast-Yay!®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M		Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 Caramel Chocolate Chip							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org
or www.abcbakers.com for more information.

Cookie Facts



\$6 per package of gluten free, \$5 all others

Prices may not be adjusted or additional fees added.



25%
Thin Mints



17%
Caramel DeLites



16%
Peanut Butter Patties

Proceeds stay local!

How much should I order?

Based on average sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints®	25%	Trefoils®	9%
Caramel DeLites®	17%	Peanut Butter Sandwich	8%
Peanut Butter Patties®	16%	Toast-Yay!®	6%
Adventurefuls®	7%	Caramel Chocolate Chip	2%
Lemonades®	10%		

How much can I pickup?

Compact Car	23 cases
Hatchback Car	30 cases
Standard Car	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup Truck	100 cases
Cargo Van	200 cases

The oven that bakes Trefoils® is as long as an American Football field.

A Cookie Season of Caramel deLites® needs as much coconut as 6 blue whales weigh.

Fun Facts!

ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.



Ordering Cookies

Initial Orders

Initial Orders are an opportunity for troops to obtain inventory of cookies before the official start of the Cookie Program. This is important because it helps streamline inventory management and sets your troop up for a successful Cookie Season. Initial orders are due in Smart Cookies by December 3, 2024 at 11:59 PM. As a reminder, times, dates, locations, and amounts cannot be changed after this deadline.

Troops that placed a gluten free cookie order will have those cases added to the Initial Order by GSEP staff after the deadline. If a troop did not place an Initial Order, one will be created by GSEP to allow the troop to obtain their gluten free cases. Gluten free cookies must be picked up during the Initial Order dates. Any gluten free cookies not picked up will be forfeited and removed from the troop's inventory.

Initial Orders will be available for pickup at a variety of locations **January 3-12, 2025**.

Cookie payments by troops don't start until January 30, after Cookie Season has started and your troop has had a chance to sell. Be sure to check page 25 for full details.

GSEP will not take back cookies after they have been signed for by the troop.

SUCM Notes

As SUCM, you have extra days in Smart Cookies to edit, review, and add Initial Orders for your troops. Encourage all your troops to place an Initial Order. Make sure that they all have a scheduled delivery appointment (for the correct day, time, and location) and that

no one has placed orders in packages, instead of cases. SUCM deadline for Initial Orders is December 8.

Home Delivery Request

Home Delivery is a specially arranged cookie delivery for troops that place large orders or live in hard-to-reach areas and must be for at least 600 cases. **There are a limited number of deliveries available, and they are not guaranteed.** Additional information, along with the request link, will be available on the GSEP.org website. Navigate to the Cookies+ tab and then For Volunteers, under the "Resource" tab.

Troops selected to receive a home delivery will be notified by November 5 via email. Those not selected will have time to place an initial order at a planned order location of their choice through Smart Cookies.

This service is available throughout Cookie Season for restock orders on a case-by-case basis. Fill out the webform referenced above to make a request. All restock orders must have a minimum of 400 cases.

Planned Order

Troops can place a weekly order for pickup at a location and time through Smart Cookies. Planned Order locations are available throughout our council Tuesday through Saturday. Orders must be placed by Sunday at 11:30 PM, the week before your pickup. The 2025 Planned/Unplanned Order Schedule will be available in the Google resource drive which can be found on the GSEP website under the "For Volunteers" page of the Cookies+ section. **GSEP will not take back cookies after they have been signed for by the troop.**

Planned Order Guidelines:

- All orders must be placed by 11:30 PM the Sunday before your desired pick-up date.
- To help reduce wait times, each Planned Order location will have an hourly limit of 400 cases. Smart Cookies will only show available timeslots (that have not reached the hourly limit) for you to select. If no time slots are available, please contact **memberservices@gsep.org** for assistance. Please arrive during your scheduled time to help avoid backups and lines.
- Please have your vehicle ready prior to arrival. For example, seats down, kids secured, clear trunk.
- Partial Order pickups are not accepted. For example: if your Planned Order is for a total of 50 cases, you must pick up all 50 cases or no cases at all. Orders that are not picked up will be deleted in Smart Cookies within two weeks.
- Do not place orders that you do not intend to pick up. The Product Program Team will be monitoring order locations for pick up accuracy.
- Be sure to count the cases before you leave the location! **Any discrepancies must be reported within 72 hours** by completing the Cookie Order Adjustment webform available under the For Volunteers section of the Cookies+ page of the GSEP website.

Unplanned Order

GSEP has specific days and times allotted for troops to pick up cookies without having to pre-order. You can see the schedule of locations and times on the 2025 Planned/Unplanned Order Schedule, located in the Google resource drive which can be found on the GSEP website under the “For Volunteers” page of the Cookies+ section. **GSEP will not take back cookies after they have been signed for by the troop.**

Here are some tips before you go:

- You will need a T8 Transfer form—fill out contact info ahead of time for faster service.
- Inventory at Unplanned Stations is not guaranteed. Inventory will be released weekly before the opening of the truck. Inventory can be found on the 2025 Planned/Unplanned Order Schedule located in the Google resource drive which can be found on the GSEP website under the “For Volunteers” page of the Cookies+ section.
- Troops may pick-up up to 50 cases. For larger orders, please place a Planned Order.





Cookie Support

Cookie Order Adjustments

Cookies **MUST** be counted while at a pickup location to avoid any missing or overages. If you happen to have a discrepancy, like missing cases or if you received too many cases in the inventory you received, **an order adjustment request MUST be submitted to the Product Program Team within 72 hours of your cookie pickup or delivery. After this time, your order adjustment may not be approved.**

Simply fill out the Cookie Order Adjustment webform found on the “For Volunteers” listing under the Cookies+ page through the GSEP website. You will need all the pertinent information about the pickup including troop number, date and location of pickup, order number (found in Smart Cookies), and the case count discrepancy. Please allow up to two weeks for the adjustment to be corrected in Smart Cookies as all adjustments are checked against the delivery agent’s numbers.



Damaged Cookie Packages

If you receive damaged packages inside a case of cookies, you can create a Damage Order in Smart Cookies and get credit for the damaged packages.

Before you place a damage order, please do the following:

Open the case and inspect the cookie packages. Often it may seem that the case is damaged, but not all packages are. You should only submit a damage order for the actual number of packages damaged.

Once you have inspected all packages and determined how many need to be damaged,

1. Log into ABC Smart Cookies
2. Under the **Orders** tab, select **Damage Order**
3. Enter the quantity of damaged packages
4. Click Save

What should I do with the damaged packages?

Please take and retain a photo of the damaged packages in case proof is requested by the baker at a later date. You do not need to send proof to GSEP unless requested.

If the package seal is not broken, the damaged inventory can be used as samples at Cookie Booths or can be disposed of appropriately.

Remember: *Damaged orders are placed in packages, not cases. Troops with high or unusual number of damaged packages may be audited by GSEP and further information or proof may be requested.*

There are many ways that troops and Girl Scouts can participate in the Cookie Program. Let's break it down!



GIRL PARTICIPATION

Only registered Girl Scouts may participate in the Cookie Program. The Product Program Team will run weekly uploads of Girl Scout names into the cookie database. Once a Girl Scout has been uploaded into the cookie system, the parent/guardian will receive an automated email (to the email address listed in their myGS) to register their Girl Scout to participate in the Cookie Program. Uploads are done by the Product Program Team starting in January and then weekly throughout Cookie Season as new Girl Scouts join troops. After the registration is complete, the Girl Scout can start their journey of cookie entrepreneurship!

Order Card

Each Girl Scout should be given a Cookie Order Card that they can use to take orders from friends, family, and neighbors. Girl Scouts can collect orders and, when ready, request cookies from the Troop Cookie Manager to fulfill the orders. Remember, when selling door-to-door, sales should only take place within the Girl Scout's residential neighborhood.

Cookie Stand

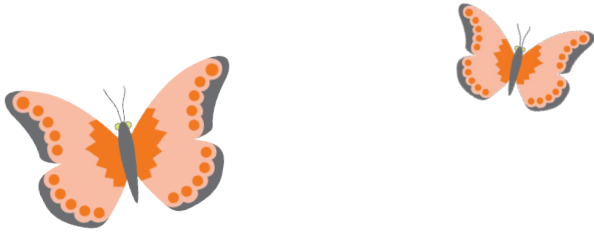
Girl Scouts can set up a lemonade style stand in front of a residence on private property. Your family can team up together and get as creative as you want to market to passersby.

Family Booth

Families can work with their troop and service unit to set up a cookie booth at a business to sell cookies. Family booths must be pre-approved by the troop and service unit, within the service unit boundaries, and use personal family/Girl Scout inventory. Adults present must be the parent or caregiver of the child they are with. **A cookie booth is defined as selling of cookies at a public or private business or organization and is not considered the family's residence.** Third-party sales are not permitted. For example, a local store cannot set up a display and sell cookies without the Girl Scout present.

Digital Cookie

Girl Scouts can participate in the Cookie Program right through Digital Cookie by downloading the app on a mobile phone or through the website. Once the Girl Scout is registered into Digital Cookie, they have access to share ordering links, take orders, take credit card payments, and monitor their recognitions earned. Girl Scouts can even send encouraging 'cheers' to their fellow troop members!



Girl Scouts can take two types of orders:

1. Girl Scout Delivery

This type of order is placed through the online ordering link via Digital Cookie and is fulfilled by the Girl Scout. When the customer places an order, an email is sent to the parent/caregiver to approve or decline. Once approved, the Girl Scout should fulfill the order from cookies on-hand. The order can be pre-paid with a credit card, eliminating the need for money exchange. These orders must be transferred to the girl using a Troop to Girl Transfer by the TCM for the Girl Scout to get credit for those packages.

2. Direct Ship

This type of order is also placed through Digital Cookie but is fulfilled by the bakery. The order is placed using a credit card, including any shipping costs, then shipped right to the customer. This is perfect for out-of-town family and friends that want to support your troop! There is also the option to place an online donation. These orders are automatically credited to the girl and no transfer is needed by the TCM.



Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

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

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

Password

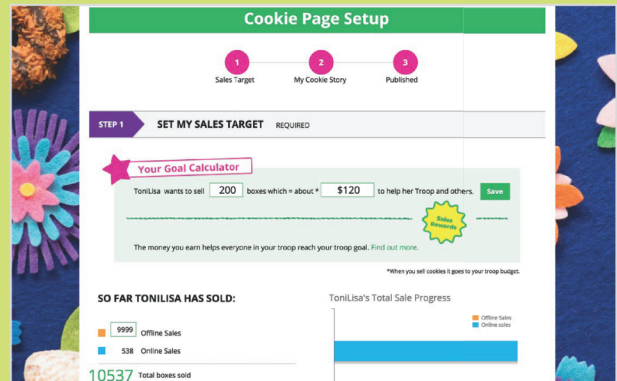
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

Confirm password

SUBMIT

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

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!

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.

4. Track Your Progress



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

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.



GET IT ON
Google Play

Download on the
App Store



TROOP PARTICIPATION



Cookie Booths

Booths are a great way to get your troop working as a team to boost goals and raise funds. Service units will secure booth locations at public or private businesses/organizations for troops to utilize.

Each booth must have *two registered, cleared, unrelated adults one of which must be female.*

Troops can collect payment at Cookie Booths in a variety of ways including cash and electronic payments. While troops can use their own credit card service, it is easy and convenient to use Digital Cookie at a Cookie Booth to take credit card payments. **GSEP is paying the transaction fees for all Digital Cookie credit card transactions!**

Council Booth

Secured by the Product Program Team and available through Smart Cookies to any troop within council or designated areas.

Troop Booth

Organized in accordance with your service unit rules and approved by your SUCM. Booths must be within the service unit boundaries and should never be outside GSEP's nine county footprint. If you would

like to hold a booth outside service unit boundaries, your SUCM must request permission from the neighboring SUCM. All booth communications must go through the service unit booth liaison and troops may not set up their own booths. These booths use troop inventory.

Virtual Booth

A troop can create a Virtual Booth through Digital Cookie where the troop can share one link to collect orders. These orders are reported through Digital Cookie for cookie fulfillment. These pre-paid orders can be delivered by troop members, or you are able to set up a pickup location for customers to pick up orders at a specified date and location.

Troop Direct Ship Link

Troops can also share a social link to collect Direct Ship orders from customers. Visit your Troop Information tab in Smart Cookies to find your link and start sharing. Orders placed through this link must be distributed to girls, as you would like a Cookie Booth, to give your troop girls credit for the packages.

Counterfeit Money Tips

Information on what to do if you or your troop encounter counterfeit money, and what to look for when receiving cash.

Identifying Counterfeit Money

Hold the bill up to the light and look for:

Watermark: In the unprinted space to the right of the portrait, the watermark can be seen from both sides of the bill since it is not actually printed on the bill but is imbedded in the paper.

Security Thread: This is a thin, embedded strip running from top to bottom on the face of the bill. On the \$10 and \$50 bills, the security strip is located to the right of the portrait. On \$5, \$20, and \$100 bills, it is located to the left of the portrait.

Color-Shifting Ink: Tilt the bill back and forth and observe the numeral in the lower right-hand corner. On the \$10, \$20, \$50, and \$100 bills (produced in 2004 and later), the color shifts from copper to green. Bills produced between the 1996 and 2003, will shift from green to black. Please note: The \$5 bill does not have color-shifting ink, regardless of the year produced.

Counterfeit Pens Are Unreliable. These pens, used to detect counterfeit bills, are no longer reliable indicators of whether a bill is counterfeit. An alternate option is to use an ultraviolet light, but these also come with limitations. (Difficult to use outside!)

If You Are Given Counterfeit Money

If you suspect counterfeit money, do not put yourself or girls in danger. Do not attempt to return the bill(s) back to the customer. Instead, follow these steps:

Request a letter from your bank stating you received counterfeit money.

Send an email to memberservices@gsep.org with the letter from the bank attached. Also include when and where you believe the counterfeit bill was passed to the affected troop.

GSEP will review each case and work with the troop on next steps.

For images and more information on how to spot counterfeit money see:
[SecretService.gov/data/KnowYourMoney](https://www.secretservice.gov/data/KnowYourMoney) (PDF)



Social Media

Social media is certainly a major part of everyday life and a great way to get the message out about the Cookie Program. Please follow these important policies related to girl and troop posts.

Girl Scouts may only advertise their individual Cookie Program and cookie social link on personal social media pages. Community, marketplace, business, and neighborhood type sites are not permitted to promote individual girl sales. Sites with the direct purpose of selling items (such as marketplace, craigslist, and yard sale type sites) are not permitted.

Troops may advertise their cookie booth and virtual troop booth links and activities on personal, business, community, or neighborhood (i.e., NextDoor) social media sites. Sites with the direct purpose of selling items (such as, marketplace, craigslist, yard sale type sites) are not permitted.

Shipping and Promotions

2025 Digital Cookie Shipping Fees

GSUSA and ABC Baker work together to set shipping rates for online cookie sales.

There's a 4 package minimum order for shipping. Donated cookies do not have a shipping cost and do not count towards the 4 package minimum.

4-8 packages \$12.99 A	9-12 packages \$14.99 B
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For orders of 13 package(s) or more, shipping is calculated as follows:

- * 13 package(s) of cookies: tier B (12 packages) + tier A (1 more package) = 13 package(s) of cookies shipping cost
- * 25 package(s) of cookies: tier B x 2 (24 packages) + tier A (1 more package) = 25 package(s) of cookies shipping cost

GSEP is pleased to offer a shipping promotion of \$5 off the total shipping cost with an order minimum of 10 packages purchased.



Paying for Cookies: Sweeps

Sweeps

Cookies are paid for via sweeps, electronic ACH financial transactions from the troop bank account. Sweeps will happen three times during the Cookie Season and are based on the number of cookies transferred to your troop inventory before the sweep takes place. Troops and service units must have an ACH form, found on GSEP.org to participate in the Cookie Program.

Each sweep will take place on a Thursday, according to the schedule below. The sweep will include inventory transferred to your troop as of the Thursday before the sweep date. The sweep will not include any packages that were ordered through Direct Ship, only on-hand inventory will be included. Any credit card payments made to the troop through Smart Cookies and the troop profit will be deducted from the balance owed for each sweep.

All sweeps will be logged on your Troop Balance Summary Report approximately two weeks after the actual bank transaction occurs.

Troops and service units are responsible for making sure any money collected throughout the program is deposited into the appropriate bank account ahead of sweeps. An email will be sent approximately one week ahead of a sweep with the amount to be swept and instructions on how to request an extension.

In preparation for all upcoming financial sweeps, and to ensure that all bank account information is correct, GSEP will do a test sweep of \$0.01 for troops that place an Initial Order.

This test sweep is scheduled for January 9, 2025. This sweep will ensure the accuracy of banking information and will be reflected on your Troop Balance Summary as a payment at the end of the Cookie Program.

2025 ACH Sweep Dates

Sweep #1

15% of troop inventory

Inventory Cut-Off:
January 23

Sweep:
January 30

Sweep #2

35% of troop inventory

Inventory Cut-Off:
February 13

Sweep:
February 20

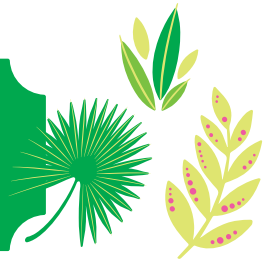
Sweep #3

100% of troop inventory

Sweep:
April 17



Cookie Donations



The Cookie Program offers donation options for Girl Scouts to have the opportunity to learn philanthropy and community service. Troops are encouraged to advertise donations at Cookie Booths and girls should mention it when selling door-to-door or taking orders from friends and family. Customers who do not want to buy cookies for themselves may want to purchase donation packages or make a monetary donation to give cookies to others while supporting Girl Scouts at the same time.

All donations during Cookie Season must go to support the Cookie Program through the purchase of cookie packages.

The TCM must look at the **All Order Data Report in Digital Cookie**, which can be accessed from the Digital Cookie Troop Dashboard, to identify any donations listed as “Donation” or “In Person + Donation.”

Use the chart on the next page to help you identify your donation types.

If the troop receives more monetary or Girl Delivery donations than they have left in physical inventory, the TCM should create a **Virtual Cookie Share** order in Smart Cookies. These are virtual packages and will be managed by GSEP for delivery to local organizations. **This will transfer the responsibility of the donation from the troop to GSEP, but the Girl Scouts will still get credit for the purchase.**

To place a Virtual Cookie Share order:

1. Log into Smart Cookies and hover over the Orders tab. Select Virtual Cookie Share.
2. You will see a list of your troop members to attribute the donations to. Give girls credit for the full amount of packages donated.
3. Once all packages have been attributed to the members, click save.
4. Packages included in Virtual Cookie Share orders count towards the total packages sold by the Girl Scout.

**Did you know that you can do one or multiple Virtual Cookie Share transactions to make sure all donations are accounted for?*



Here's how to figure out your donation type:

You can identify the donation type for donations purchased through Digital Cookie by looking at the All Order Data report from your Troop dashboard in Digital Cookie.

Donation Type	Who Fulfills	Transfer Needed?	Transfer Method
Shipped + Donation	GSEP Cookie Share	No	
Booth DC Credit Card	GSEP Cookie Share	Yes	Smart Booth Divider
Virtual Cookie Share	GSEP Cookie Share	Yes	Virtual Cookie Share
Donation	Troop Inventory	Yes	Troop to Girl Transfer
In Person + Donation (Girl Delivery)	Troop Inventory	Yes	Troop to Girl Transfer
Cash	Troop Inventory	Yes	Troop to Girl Transfer

Troop Proceeds

Through participating in the Girl Scout Cookie Program, troops earn monetary profit of 18% of their total cookie sales. There is also opportunity to earn an additional 1%, of their total sales, if the troop opts out of recognitions.

In addition, girls can earn recognition prizes in appreciation for participating in the Girl Scout Cookie Program. Troops and girls can decide which plan they would like to work towards. Below is an explanation of the difference between the Proceed Plans and recognition options.



Troops have two options for the money earned during the Cookie Program. Regardless of plan, every girl will receive all patches, achievement bars, as well as special celebrations based on their individual overall sales. The Proceed Plan must be discussed and agreed upon by the Girl Scouts and families in the troop, as it will affect girls' individual recognitions.

Option 1—Traditional Proceeds with Recognitions

The troops that select this plan will earn 18% of their total cookie sales as profit. Each Girl Scout will have the option to choose between cumulative physical prizes or Cookie Dough credits toward programming and travel.

Option 2—Higher Proceed Plan without Recognitions

If a troop achieves a Per Girl Average (PGA) of 300 or more, they can opt out of cumulative prizes and Cookie Dough to earn 19% of their total cookie sales as profit. If this option is chosen, it applies to the entire troop and the girls participating in this troop will not receive any cumulative prizes, including free membership. Girls will receive patches, achievement bars, and special event celebrations for top sellers.

The troop's PGA is calculated by taking the number of packages the troop sells divided by the number of girls selling (at least one package transferred to them). A registered Girl Scout who has not had any cookies transferred to them will not affect the troop's PGA even if they show on the troop roster. **Please note, the PGA will not be rounded up.**

Girl Scout Recognitions

Girl Scouts in troops who select **Option 1—Traditional Proceeds with Recognitions** will have the option of the following two recognition plans. Please note, the cookie system will default to the Cumulative Prize Plan, unless otherwise selected.

Cumulative Prize Plan

This plan is open to all age levels and features themed items and includes free membership for the next Membership Year. These items are cumulative and are earned based on the number of packages sold by each individual Girl Scout.

****Note:** If the size for a clothing item is not selected when orders are due, the size ordered will default to **Adult Medium**.*

Cookie Dough

This plan is offered to all age levels and is **not cumulative**. Girl Scouts must sell a minimum of 325 packages to qualify for this option. Cookie Dough cannot be combined, transferred, or redeemed for cash.

Cookie Dough can be redeemed by selecting Program Credits in myGS for programming, in person at GSEP shops, or by filling out the webform on the GSEP website for other expenses. Emails with the total amount of Cookie Dough earned will be sent to the parent/guardian email on file at the close of the Cookie Season. See the Recognition flyer on page 31 for the redemption calculations.

Cookie Dough earned during the 2025 Cookie Program must be redeemed by September 30, 2026, but can be used for future trips. Girl Scouts who opt for Cookie Dough will receive all patches, achievement bars, and special event celebrations for top sellers, but will not receive any other cumulative prizes, including free membership.

Here are some examples of what Cookie Dough can be redeemed for:

GSUSA Destinations

GSEP Summer Camp
and Programs

Troop Trips

GSEP Shop Purchases

Silver/Gold Award Expenses

Membership (including
Lifetime Membership)

School Expenses

...and more, just ask!



Camp Cookie Champ

The Girl Scout Cookie Program doesn't just help your troop earn money, it also allows GSEP to maintain and make improvements to our amazing camp properties!

By selling cookies and going to a GSEP summer camp in 2025, you become a Camp Cookie Champ and earn an exclusive patch! Plus, by selling cookies in 2025, you get first dibs on 2026 camp registration!



Set Your Cookie Goals!

The Girl Scout Cookie Program Begins January 16, 2025

Achievement Bars

One patch for the highest level achieved:
100, 200, 300, 400, 500,
600, 700, 800, 900,
1,000, 1,500, 2,000,
2,500, 3,000, 3,500,
4,000, 4,500, 5,000, up
to 6,000 packages!



25-74 Packages
Participation Patch



75-124 Packages
Panda Sticker Sheet



125-199 Packages
Panda Shoelaces
**shoes not included*

Cookie Dough Credits

Packages	Credits
325	75
425	125
550	200
750	275
1,000	350
1,350	425
1,750	525
2,250	600
2,750	700



200-264 Packages
Panda Bandana



265-324 Packages
Small Panda Plush AND
Goal Getter Patch



325-399 Packages
Theme T-shirt

My 2025 Cookie Goal

.....
packages



gsep

400-499 Packages
GSEP Free Membership



500-599 Packages
500 Club T-shirt
AND 500 Patch



600-799 Packages
Panda Neck Pillow



800-999 Packages
Hoodie



1000–1499 Packages
Cookie Boss branded Sweatshirt
Blanket AND Cookie Boss Patch



1,500–1,999 Packages
Bento Box AND
Large Panda Plush AND
Super Patch



2,000–2,499 Packages
Hammock



OR **75**
Cookie
Dough

2,500–2,999 Packages
Gumball Machine
OR 75 Cookie Dough



OR **75**
Cookie
Dough

3,000–3,499 Packages
Bluetooth Stereo Turntable/Record
Player **OR** 75 Cookie Dough



OR **75**
Cookie
Dough

3,500–3,999 Packages
Wireless Mini Projector with
Foldable Screen
OR 75 Cookie Dough



OR **75**
Cookie
Dough

4,000+ Packages
HD Video Drone with
Remote Controller
OR 75 Cookie Dough

New this Year!
Volunteer Patch

Troop PGA of 265
troop will get
2 Volunteer Patches



**Some prizes may differ from what is pictured*



Earn a Girl Scout
Cookie Crossover
Personalized Patch
with your avatar!
Here's how:

- Create your avatar in the M2 system
- Send 18+ emails during the Fall Product Program
- Sell 300+ packages of cookies during the 2025 Girl Scout Cookie Program

**Top Cookie
Seller-Bration!**

*top 300 sellers in each
council region*

June 1, 2025
Arnold's Family Fun Center
Oaks, PA

Top 3

The overall top seller
from each council region
will receive a special
prize and be recognized
at various council events.

Top Seller Recognitions

500 Club

Every Girl Scout who sells 500 or more packages, regardless of the recognition plan they or their troop choose, will earn a special 500 Club T-shirt and Patch. Individual Girl Scouts must sell 500 packages to become part of the 500 Club.

Cookie Boss Class of 2025

Every Girl Scout who sells 1,000 or more packages, regardless of the recognition plan they or their troop choose, will earn a Cookie Boss Patch and Cookie Boss branded sweatshirt blanket, perfect for taking to camp! See below for a special sibling benefit that is available for this level to include the whole family with your Cookie Program.

Sibling Benefit for Cookie Boss:

- **Households with 2 participating siblings**
Reach 1,500+ total packages sold, and each sibling will receive the Cookie Boss Class of 2025 patch and Cookie Boss branded sweatshirt blanket.
- **Households with 3 or more participating siblings**
Reach 1,700+ total packages sold, and each sibling will receive the Cookie Boss Class of 2025 patch and Cookie Boss branded sweatshirt blanket.

Top Seller Special Events and Recognition by Region

GSEP is divided into three regions based on counties that make up our Girl Scout community. Top event celebrations will now be based on regional participation to help bring equity into our cookie celebrating.



Region 1 includes the county of Philadelphia.

Region 2 includes the counties of Berks, Chester, and Delaware.

Region 3 includes the counties of Carbon, Northampton, Bucks, Lehigh, and Montgomery.

Top Cookie Seller-Bration!

On June 1, 2025, GSEP will be hosting a private event at Arnold's Family Fun Center in Oaks, PA for the top 300 sellers in each GSEP region. This will be a celebration with buffet food, drinks, and access to all activities. Each Girl Scout may bring one chaperone. Extra tickets will not be available for purchase; this event is for the Girl Scout and one chaperone.

Top 3 Cookie Entrepreneurs

The overall top seller from each council region will receive a special prize and be recognized at various council events.

Safety

Girl Scout Safety Practices

- **Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up.** Always use the buddy system. It's not just safe, its more fun.
- **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

In-Person Sales

- **Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.**
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree** to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



Include the 5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



Decision Making

Girl Scouts learn to make decisions on their own and as a team.



Money Management

Girl Scouts learn to create a budget and handle money.



People Skills

Girl Scouts find their voice and build confidence through customer interactions.




























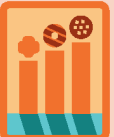













Business Ethics

Girl Scouts learn to act ethically—both in business and life.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer		
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur		
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart		
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup		
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator		



*Embrace the cookie
panda-monium
possibilities and have
a great sale!*

girl scouts 
of eastern
pennsylvania

