

EMBRACE  
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POSSIBILITY



# 2025 Cookie Family Guide

girlscouts  
of eastern  
pennsylvania





# 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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# Cookie Calendar

Activity	Date
Girl and Family Cookie Training	January 9
<b>Cookie Program Starts!</b>	<b>January 16</b>
National Cookie Weekend	February 21-23
<b>Last Day of the Cookie Program</b>	<b>March 9</b>
Top Cookie Seller-Bration! Arnold's Family Fun Center in Oaks, PA	June 1

# Cookie Program Terms & Definitions

Digital Cookie	Cookie management system used by troops and Girl Scouts to sell cookies to customers.
GSEP	Girl Scouts of Eastern Pennsylvania
PGA	Per Girl Average – total number of packages the troop has sold, divided by the number of girls selling.
Region	GSEP is divided into three regions based on county that make up our Girl Scout Community.
Service Unit	A collection of troops in a geographic boundary. Usually organized within a school district or zip code.
Smart Cookies	Cookie software management system used by volunteers.
SUCM	Service Unit Cookie Manager – lead cookie volunteer who manages all of the troops in the service unit.
TCM	Troop Cookie Manager – lead cookie volunteer at the troop level.

## Where to go if you need help:

Your Troop Cookie Manager (TCM) is your first stop for all questions.

The Product Program Team and other GSEP staff are also here to help!

Email [memberservices@gsep.org](mailto: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. Please also include your Girl Scout's name and troop number.

Once you know who your TCM is, write their information below:

Troop Cookie Manager Name: \_\_\_\_\_

Troop Cookie Manager Email: \_\_\_\_\_ Troop Number: \_\_\_\_\_

# Resources

ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	<a href="http://www.facebook.com/abcbakers">www.facebook.com/abcbakers</a>
Lemonades Facebook	Product sales and marketing tool	<a href="http://www.facebook.com/LemonadesCookie">www.facebook.com/LemonadesCookie</a>
Lemonades Instagram	Product sales and marketing tool	@Lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Cookie theme information	Gallery of images, clip art, certificates	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a>
Cookie varieties	Product descriptions and recipes	<a href="http://www.abcbakers.com">www.abcbakers.com</a> <a href="http://www.abcsmartcookies.com">www.abcsmartcookies.com</a>
Rally Guide	Fun ideas for troop rallies	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Standard forms	Parent permission slip, count it up activity	<a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Troop goal poster	Poster	<a href="http://www.flickr.com/photos/abcbakersvolunteergallery/albums">www.flickr.com/photos/abcbakersvolunteergallery/albums</a> <a href="http://www.abcsmartcookies.com/resources">www.abcsmartcookies.com/resources</a>
Volunteer and girl videos	How-to videos on a variety of topics	<a href="http://www.youtube.com/user/ABCCouncils">www.youtube.com/user/ABCCouncils</a>
Google Drive	Cookie resources such as social media graphics, manuals and how to tips	<a href="https://drive.google.com/drive/folders/1vCv9w9JUSxVH6wSO1MQVhBuKz2kdL6h8?usp=sharing">https://drive.google.com/drive/folders/1vCv9w9JUSxVH6wSO1MQVhBuKz2kdL6h8?usp=sharing</a>



## It's Cookie Time...Almost!

**Make sure to take these steps to prepare for the Cookie Program!**

**Log into your myGS and check for the following:**

- My child is registered for the current membership year
- My child is listed in the correct troop
- My email address is listed correctly (this email will be used for the cookie system)
- Our mailing address is up to date
- I am listed as the primary caregiver

**I completed the above, now what?**

- Talk with your Girl Scout about their cookie goal and how they can achieve it
- Review recognition options and decide what is the right fit for your Girl Scout
- Talk with your Girl Scout about how to safely market their Cookie Program (Is social media appropriate? How do you plan to market? Etc.)

# Cookie Facts



Prices may not be adjusted or additional fees added.

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

Proceeds stay local!



25%  
Thin Mints



17%  
Caramel DeLites



16%  
Peanut Butter Patties

## 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.

# Your Girl Scout Cookie favorites are back!



**Adventurefuls®**

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



**Toast-Yay!®**

made with  
vegan  
ingredients

*French Toast-inspired cookies dipped in delicious icing*



**Lemonades®**

made with  
vegan  
ingredients

*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



**Trefoils®**

*Iconic shortbread cookies inspired by the original Girl Scout recipe*



**Thin Mints®**

made with  
vegan  
ingredients

*Crispy chocolate wafers dipped in a mint chocolaty coating*



**Peanut Butter**

**Patties®**

made with  
vegan  
ingredients

*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**

made with  
vegan  
ingredients

*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<sup>®</sup> 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
 <b>Adventurefuls<sup>®</sup></b>	Y	Y	M	M	M		Y	Y	Y	Y			Y
 <b>Toast-Yay!<sup>®</sup></b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Lemonades<sup>®</sup></b>	Y	Y	M	M	M		Y	Y		Y		Y	Y
 <b>Trefoils<sup>®</sup></b>	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 <b>Thin Mints<sup>®</sup></b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Peanut Butter Patties<sup>®</sup></b>	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 <b>Caramel deLites<sup>®</sup></b>	Y	Y	Y	Y	M		Y	Y		Y			Y
 <b>Peanut Butter Sandwich</b>	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 <b>Caramel Chocolate Chip</b>							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit [girlscoutcookies.org](http://girlscoutcookies.org) or [www.abcbakers.com](http://www.abcbakers.com) for more information.

# Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,<sup>®</sup> they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



## Text or Call Friends and Family

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

## Digital Cookie<sup>®</sup>

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

## Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

## Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

## 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 (like a grocery store, mall, bank, or even a drive-through 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 council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

## 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. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

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

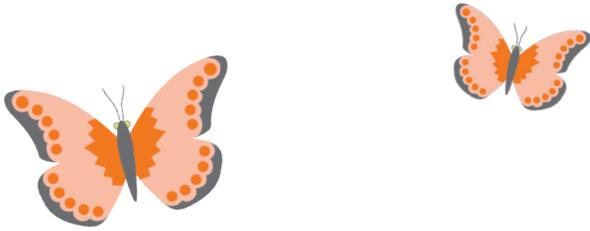
Girl Scouts can set up a lemonade style stand in front of a residence on private property. Your family can team up together and get as creative as you want to market to passersby.

### 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

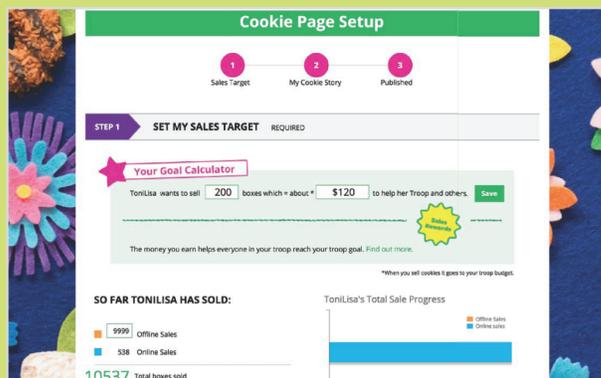
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

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



# Digital Cookie®

Girl Scouts will use the Digital Cookie application (app) 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!

**Please note:** Troop leaders and volunteers will still utilize Smart Cookies for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

**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 site with the same marketing tools available on a Girl Scout's site 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 Leadership 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.

## For Parents

- 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.

## For Consumers

- Customers can order and pay for cookies online and pick them up at a booth.
- All consumers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.



# 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](mailto: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 <b>\$12.99</b> <b>A</b>	9-12 packages <b>\$14.99</b> <b>B</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.*



# Troop Proceeds

By 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 any patches, achievement bars, as well as special celebrations based on their 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



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



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



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



3,500–3,999 Packages  
Wireless Mini Projector with  
Foldable Screen  
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.

# Where Do the Cookies Come From?

## Council

GSEP works with our contracted baker, ABC Baker, to order cookies. ABC bakes and delivers our cookies to two warehouses within our council that we use to then distribute to troops.

## Troops

Troops have several options to order cookies, before and during the Cookie Season. Each year in November, troops can pre-order cookies that are available for pickup in early January. This guarantees troops have inventory on hand at the start of the Cookie Program.

After the start of the program, troops can enter weekly orders called “Planned Orders” at locations around our council. GSEP also offers “Unplanned Stations” where troops can pick-up cookies weekly on a first come first serve basis. These stations are typically used for cookie booths or last-minute customer orders.

## Families

As your Girl Scout receives Girl Delivery orders from friends and family members, it is your responsibility to track that inventory and communicate needs with your TCM in a timely manner.

While some families are comfortable taking an inventory of cookies up front to sell over the duration of the Cookie Program, others prefer to take orders first and get cookies as needed.

Communicate with your TCM to see which way fits best for your troop and family. Remember, anytime you pick up cookies from your troop, you are signing that you are financially responsible for those cookies.





# How Does My Girl Scout Get Credit for Sales?



## Cookie Transfer

A cookie transfer is the movement of inventory in the Digital Cookie system and credits Girl Scouts for their sales. Some customer purchases are automatically credited to the Girl Scout's account and others need to be manually credited by your TCM.

Any purchases that come through Direct Ship are sent directly to the customer by the baker's shipping agent and are automatically credited to your Girl Scout.

Cookies that you pick up from your troop will need to be manually transferred by your TCM. After this transfer your Girl Scout will be able to see their inventory in Digital Cookie.

If you have any discrepancies between what your Girl Scout sold and what you see in Digital Cookie, be sure to reach out to your TCM. These transfers shift the financial responsibility from the troop to the family.



## Where Does the Money Go?



All the money raised through the Girl Scout Cookie Program stays right here in Eastern Pennsylvania, and most importantly, with your troop.

The Cookie Program is the biggest fundraiser for GSEP and troops, making this an important part of the Girl Scout experience. Funds are used to supplement the cost of summer camp, enhance troop community engagement, help Girl Scouts travel the world, and support the maintenance of 1500 acres of land across six properties.

As your Girl Scout is collecting orders it's important to practice good money management. When possible, use the Digital Cookie credit card feature to eliminate the need for cash and money goes directly to credit the troop's account. When working with cash, it is important to turn that over quickly to your TCM so deposits can be made frequently.

Your troop makes three payments throughout the cookie program to GSEP based on cookies ordered. Money management is everyone's responsibility!

# 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.

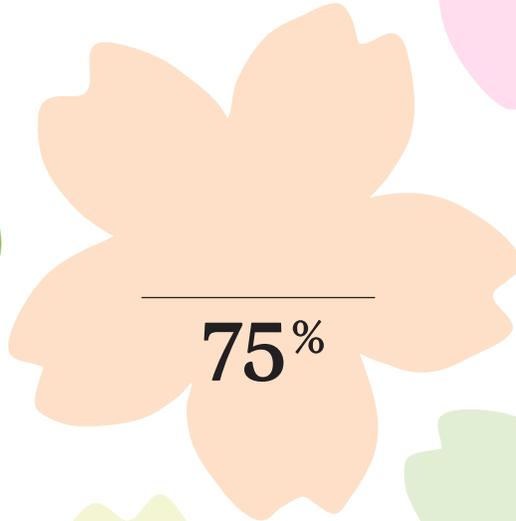
## Digital Sales

- **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.

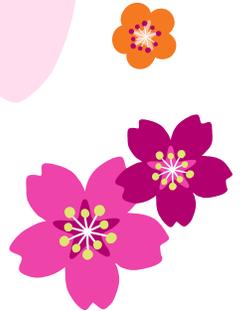




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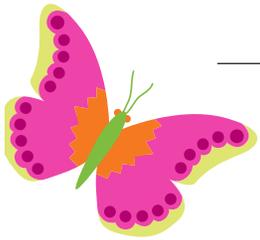
75%



50%



25%



Troop#

Girl Scout  
Cookie Goal



# 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		



## Meet the Panda

Use these panda fun facts to kick off your cookie rally with some fun. Will you turn them into jeopardy? How about a box of cookies as a prize for whoever gets the most correct!

Giant Pandas spend nearly 12 hours a day eating.

99% of their diets consist of different types of bamboo.

Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.

Giant Pandas are one of the few bear species that do not hibernate.

Natural habitat is only in the mountain ranges of central China.

Giant Pandas are able to climb a tree backwards, like a handstand, to leave scent markings as a way of communicating with each other!



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

**girl scouts**   
of eastern  
pennsylvania

