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# **Important Dates**

**December 11, 15 and January 8:** Girl and Family Cookie Training (optional, choose one)

January 12: Digital Cookie Access Date

January 15: Cookie Program Begins

**February 20-22:** National Cookie Weekend

**March 8:** Last Day of Cookie Program

**June 7:** Top Cookie Seller-Bration! Dorney Park & Wildwater Kingdom, Allentown PA



# Welcome to the 2026 Cookie Program!

Happy Cookie Season, GSEP!

As the largest girl-led business in the world, the Girl Scout Cookie Program helps Girl Scouts learn five essential skills (goal setting, decision making, money management, people skills, and business ethics), and it's a **powerful fundraiser**, for troops and for the continued sustainability of Girl Scouting in Eastern PA.

Without the money raised by the sale of Thin Mints, Caramel deLites and new this year, Exploremores, and all your other favorites, there is no GSEP. We have been seeing some alarming trends that threaten the future of the Movement we love so much.

- **1. Membership declines.** With fewer new girls joining the Movement, fewer Girl Scouts are selling Cookies.
- **2. Cost of goods prices are skyrocketing as commodities costs continue to rise.** Between 2023-2028 the cost of goods for Girl Scout Cookies will increase more than 40%.
- **3. Participation dips.** Fewer current members are engaged in the Cookie Program (many opting not to participate), and those who are selling are selling fewer packages.

You can help by joining the fun, selling cookies in a way that makes sense for you and your family. You will see in this manual there are numerous ways to participate, and some great incentives as well!

Did you know your Membership Dues do not come to us here at GSEP? They are collected nationally by GSUSA. Therefore, it's the Cookie Program revenue that ensures we have volunteer training and assistance, an organizational infrastructure, member financial support, and accessible opportunities for girls. The proceeds also support our close to 1,500 acres of property, allowing for affordable summer camp options, inexpensive troop camping experiences and unique outdoor programming.

The sustainability of Girl Scouting in Eastern PA depends on the Cookie Program. By participating, you are contributing to our collective success and investing in the organization.

Yours in Girl Scouting,

Kim E. Fraites-Dow

Chief Executive Officer, Girl Scouts of Eastern Pennsylvania

This manual is designed to give an overview of the Cookie Program. For additional resources, how to videos, and tip sheets visit Cookie Central on gsep.org.

# Today, Cookies, Tomorrow the World!

Selling Girl Scout Cookies is one of the most iconic Girl Scout activities. But that's just one piece of the story. Participating in the Cookie Program gives Girl Scouts an entrepreneurial edge. Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare Girl Scouts for academic and career success.

### 5 Essential Skills

As participants in the Girl Scout Cookie Program—the largest girl-led entrepreneurial program in the world—Girl Scouts gain five skills as they build their business smarts, earn money for activities they choose, and prepare for amazing adventures that last a lifetime.

#### WHAT GIRL SCOUTS LEARN

### WHY IT'S IMPORTANT



#### **Goal Setting**

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

Goal setting is an essential skill that leads to success in school, on the job, and in life.



#### **Decision Making**

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

Girl Scouts practice making big and small decisions that can lead to success in all areas.



#### **Money Management**

Girl Scouts learn to create a budget and handle money.

Money management leads Girl Scouts to know how to confidently handle, manage, and leverage money to do great things.



#### People Skills

Girl Scouts find their voice and build confidence through customer interactions. People skills help Girl Scouts know how to work with others, which will help them do better in school and, later, at work.



#### **Business Ethics**

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

Business ethics leads Girl Scouts to show future employers they are hiring an ethical leader today, tomorrow and years to come.

Everything Girl Scouts do in Girl Scouting is intended to help them grow. All Girl Scout activities, including the Cookie Program are:

#### Girl-Led

Girl Scouts choose cookie badges, set goals and make decisions about troop funds.

#### Learning by Doing

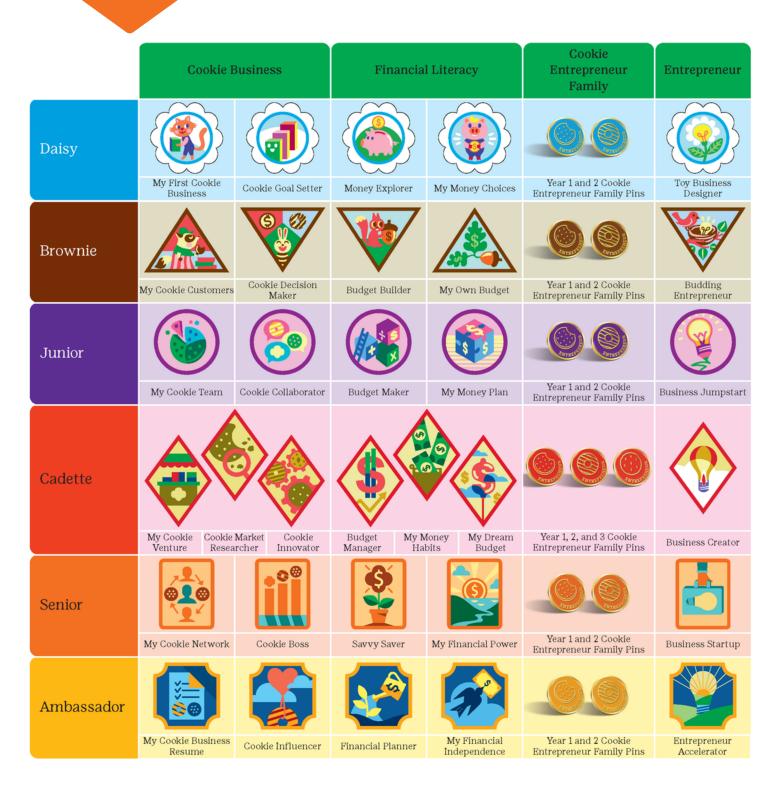
Girl Scouts plan a troop budget, build their own business and learn customer service.

#### Cooperative Learning

Girl Scouts create troop goals, work together at a booth, and celebrate their achievements.

# Badges & Pins Guide

The Girl Scout Cookie Program gives Girl Scouts a chance to learn important life skills while running their own entrepreneurial business. There are cookie, financial literacy, and entrepreneur badges for every year of Girl Scouting to help them learn these skills. Ask your Girl Scout's Troop Leader which badge they are working on this year.





# How the Cookie Crumbles



The Girl Scout Cookie Program is not just about the cookie; it's an amazing fundraiser for troops and Girl Scouting in Eastern PA because 100% of cookie proceeds stay local. This means after the costs of baking the cookies and program logistics (like transporting them), the cost of each package is reinvested in Girl Scouts of Eastern Pennsylvania!

**25**% ---

Baker costs & Cookie Program logistics

25% of all cookie revenue goes back to ABC Bakers, to cover the cost of goods. The cost of goods has increased 40% since 2022.







stays with GSEP, to fund:

- year-round programming at our service centers and camps, including highest awards, signature events, and partner programs
- maintaining 6 properties totaling close to 1,500 acres across the council footprint serving 10,000 girls and volunteers during the school year and close to 4,000 girls and seasonal staff at day and overnight summer camp
- staffing and resources to support troops and volunteers with the delivery of the Girl Scout Leadership Experience

**25%** ----- Troop and SU profit and Girl Scout recognitions and events

Encourage your Girl Scout to share this information with customers!



When customers buy Girl Scout cookies, they help power amazing experiences for Girl Scouts because 100% of cookie proceeds stay local!





# Unbox the Possibilities – Your Cookie Program, Your Way



Deciding how to sell cookies is one of the biggest and most exciting decisions Girl Scouts will make during the Cookie Program, and there are a lot of choices! Whether at a cookie booth with their troop or selling 100% online, Girl Scouts take the lead.

## Order Card

Your Girl Scout will receive 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 (TCM) 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 their residence on private property and market their cookies to customers in their neighborhood. They're a great way to ease Girl Scouts into connecting with their communities.

## Online with Digital Cookie

Once a Girl Scout has registered their Digital Cookie account (more about this on page 10), they can share ordering links, take orders, process digital payments, and monitor their recognitions earned. Girl Scouts can even send encouraging 'cheers' to their fellow troop members!

**NEW for 2026:** Girl Scouts who set up their Digital Cookie sales site and send 5 emails will earn a keychain and charm!

## Cookie Share

Giving back to the community is what Girl Scouts is all about and customers love to donate Girl Scout cookies! All donations received during Cookie Season must support the Cookie Program through the purchase of cookie packages.

**NEW for 2026:** Girl Scouts who have 10 packages of Cookie Share cookies earn a special charm.













The Girl Scout Cookie Program offers unique opportunities to engage in online marketing and sales, as Girl Scouts learn about ecommerce and how to think like entrepreneurs.

To ensure the safety of Girl Scouts and their caregivers and to maintain a fair cookie program, GSUSA has created the following guidelines when marketing cookies online:

Girl Scouts should partner with their troop and their families to learn how to safely run their online business; they should have a hands-on role!

Girl Scouts, and caregivers must review and adhere to the Girl Scout Internet Safety Pledge and Safety Activity Checkpoints for Computer and Internet Use. These documents are signed in Digital Cookie when setting up your Girl Scout's site.

- Posting sales links to online resale sites is prohibited (eBay, Facebook Marketplace, craigslist).
- Social media ads should not be purchased or donated to promote sales links.
- Parents/caregivers should do the posting for youth under the age of 13.
- Parents/caregivers must review and approve a Girl Scout's website before it goes live.
- Parents/caregivers must review and approve any pictures or videos before they are posted to their website. If the youth is under 13 years old, a parent or caregiver must personally post the pictures and videos to their website themselves—youth under 13 are not permitted to do this.
- When they are marketing online, Girl Scouts should only use their first names, their troop number, and their council's name.



Social media is a great way to market a Girl Scout's cookie business, but Girl Scout safety is the top priority!



# Cookie Booths

Cookie booths are a great way to interact with customers, develop teamwork, and have fun. Families or troops work together to market their cookies outside a pre-approved location (like a grocery store, mall, bank or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers.

**Troop Booth** 

At a troop cookie booth, Girl Scouts from the troop team up to sell cookies with support from their troop volunteers. Troop booths are organized by your Troop Cookie Manager according to your Service Unit's specific procedures.

**Family Booth** 

All Girl Scout families are able to host Family Booths. They are run by Girl Scouts who live in the same household, with the assistance of a caregiver. The caregiver is financially responsible for all cookies they sign out from the troop. Neither adult membership in Girl Scouts nor background checks are required. Girl Scouts/families can sign-up for a booth location through their Troop Cookie Manager. Family booths must be approved by the TCM and Service Unit Cookie Manager (SUCM).





Third party sales of cookies are not permitted. For example, a local store cannot set up a display and sell cookies without the Girl Scout present.









Digital Cookie is the platform where Girl Scouts can take orders and sell Girl Scout Cookies online. By using the Digital Cookie platform, Girl Scouts enhance their cookie business with online and mobile channels that make it easy for cookie fans near and far to contribute to their success.

- This secure online system allows Girl Scouts to design personalized online storefronts to share their Cookie Program goals and invite customers to support them.
- Caregivers of all registered Girl Scouts will receive an email on January 12 from noreply@girlscouts.org inviting them to register their Digital Cookie account.
- For Girl Scouts over age 13, caregivers have the option to enter their Girl Scout's email address which allows older Girl Scouts to manage most of the Digital Cookie site on their own.
- Digital Cookie has a mobile app Girl Scouts can use for in-person sales making cashless transactions a breeze! Customers can pay for cookies using a credit card, Venmo, or Pay-Pal.

# Digital Cookie (DC) Order Types

Customers can purchase cookies online by selecting the following options:

#### **SHIPPED**

- Cookies are shipped directly from the cookie bakery to the customer. *Requires a minimum order of 4 packages*. There isn't anything you need to do (except remind your Girl Scout to send a thankyou email)!
- Shipping fees apply to the customer.
- GSEP will even cover \$5 of the shipping cost when a customer purchases 10+ packages of cookies!

### IN-PERSON GIRL DELIVERY

- Orders must be approved or declined by the parent/caregiver within 5 days in Digital Cookie.
- Once approved, the customer's credit card is charged for the cookies.
- The Girl Scout will work with the TCM to obtain cookies for order fulfillment and then deliver cookies to the customer.

#### IN-HAND DELIVERY

- Used for in-person sales like door-to-door selling or at a cookie booth.
- The Girl Scout has cookies in her personal inventory and processes the customer's payment on their Digital Cookie page as an 'In-Hand' order.

#### **DONATION**

- Cookies are donated by GSEP to one of our Cookie Share partners. There isn't anything you need to do (except remind your Girl Scout to send a thank you email)!
- Shipping charges do not apply for donation only orders.

Parents can turn off the Girl Delivery option in Digital Cookie completely or can turn on/off certain flavors the girl has in the 'inventory' tab.







# Your Girl Scout Cookie Favorites are Back!



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



Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



Crispy chocolate wafers dipped in a mint chocolaty coating



Crispy cookies layered with peanut butter and covered with a chocolaty coating



Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\* \*Limited availability

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# Girl Scout Cookies® 2026 Food Allergens Guide

	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)				CONTAINS			CERTIFICATIONS				
		Soy	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	ONLY Colors from Natural Sources	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
Adventurefuls*	Y	Y	M	M		Y	Y	Y	Y			Y
New! Exploremores™	Y	Y	Y	Y		Y	Y		Y			Y
Lemonades®	Y	Y	M	M		Y	Y		Y		Y	Y
Trefoils*	Y	Y	Y	M		Y		Y	Y			Y
Thin Mints®	Y	Y	M	M		Y	Y	Y	Y		Y	Y
Peanut Butter Patties*	Y	Y	M	Y	M	Y		Y	Y		Y	Y
Caramel deLites*	Y	Y	Y	M		Y			Y			Y
Peanut Butter Sandwich	Y	Y	Y	Y		Y		Y	Y			Y
Caramel Chocolate Chip						Y		Y	Y	Y	Y	Y

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

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Every girl makes her own valuable contribution to her troop's goals. As a caregiver, you will partner with your troop volunteers to ensure your Girl Scout's cookie season success, however that may look for her. There is no pressure on your Girl Scout to sell more packages than she is comfortable with; your TCM is ready to support your family reach your specific goals.

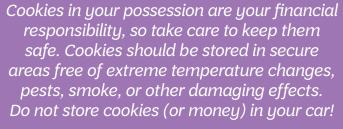
As your Girl Scout receives Girl Delivery orders through Digital Cookie, or takes orders using the Order Card, it is your responsibility to track

those inventory needs and communicate them with your Troop Cookie Manager.

Your Troop Cookie Manager will create a plan and schedule for how and when they want families to pick up cookies.

Families should only take the number of cookies they can sell and must turn in money to reduce their balance before they can pick up any additional cookies. Girl Scouts can always come back for more!





# Troop Proceeds and Girl Scout Recognitions

The Girl Scout Cookie Program is an amazing way for troops to earn money to fund the things they want to do. We listened to feedback from our Girl Scouts, families, and volunteers to design a brand-new recognition program that puts Girl Scouts in charge of their reward options!

## **Cumulative Recognitions**

These items are available to girls in the Traditional and Higher Proceed Plan based on the total number of packages sold.













**24 Packages**Participation
Patch

240 Packages Goal Getter Patch

**324 Packages** Theme T-Shirt

500 Packages 500 Club Patch

**744 Packages**BFF Pillow Set and
PVC BFF Patches

1000 Packages Cookie Boss Patch and Branded Bag

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

# Option 1—Traditional Proceed Plan

Troops that select this plan will earn \$0.90 (or \$0.95 for PGA 250+) per package. In addition to the cumulative recognitions above, each Girl Scout will earn ONE additional recognition based on their final package count. **See page 15 for details.** 

**New for 2026:** At 168 packages and above, Girl Scouts receive their choice of an Amazon Voucher OR GSEP Program Credits, allowing Girl Scouts to choose their own cookie reward!

#### AMAZON VOUCHER

Girl Scouts can use the Amazon Voucher to select their very own recognition from a pre-selected storefront created just for them!

Vouchers will be emailed to the parent/caregiver and can be redeemed through September 30, 2026.

### **GSEP PROGRAM CREDITS**

GSEP Program Credits can be used for any GSEP program or event, GSEP Summer Camps, membership, GSUSA Destinations, and Highest Awards expenses.

Program Credits earned during the 2026 Cookie Program can be redeemed through September 30, 2027.

## Option 2—Higher Proceed Plan

If a troop achieves a PGA of 300 or more, they can opt out of the non-cumulative recognition and earn \$1.20 (or \$1.25 for PGA 500+) per package. Please note, the PGA will not be rounded up. Girl Scouts on the Higher Proceed Plan will still receive the cumulative recognitions listed above.

The amount of profit earned by the troop, and which recognitions Girl Scouts can earn, is based on the troop's Per Girl Average (PGA) and the proceed plan chosen by the troop.

The Proceed Plan must be discussed and agreed upon by the Girl Scouts and families in the troop, as it affects Girl Scouts' individual recognitions.



# **Troop Proceeds and** Girl Scout Recognitions

# **Traditional Proceed Plan Recognitions**

One recognition for the highest level achieved.

4001-5000

5000 +

Vouchers powered by amazon

or GSEP Program Credits





72-119 Packages BFF Charm



120-167 Packages BFF Charm & Window Art Kit

	or coll fregram ereans								
	Packages Sold	Voucher Amount							
	168-227	\$10	Sell just 2						
	228-299	\$15	more case: to earn						
	300-407	\$25	the theme t-shirt!						
	408-527	\$45							
	528-623	\$100	_						
	624-719	\$125							
	720-815	\$150							
	816-911	\$175	Sell just 2						
	912-1031		nore cases earn the BF						
	1032-1500	\$250	pillow set!						
	1501–2000	\$300							
	2001-2500	\$350							
	2501-3000	\$400	-						
	3001–3500	\$450							
	3501–4000	\$500	-						
Ī									

# **Digital Cookie** Recognitions

Score some swag by using Digital Cookie to reach your goals!





Set up Digital Cookie + send 5 emails Key Chain + Phone Charm



**Direct Ship** 10 Packages Mushroom Charm



10 Cookie Share Heart Cookie Charm

Reach for your goals! The decision is in your hands.

## **Achievement Bars**

\$550

\$600

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+

# Top Seller Recognitions

## 500 Club

Every Girl Scout who sells 500 or more packages will earn a special 500 Club Patch. Individual Girl Scouts must sell 500 packages to become part of the 500 Club.



# Cookie Boss Class of 2026

Every Girl Scout who sells 1,000 or more packages will earn a Cookie Boss Patch and Cookie Boss branded



lightweight backpack, perfect for all your Girl Scout adventures! With a special sibling benefit, the entire household can participate.

#### 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 2026 Patch and Cookie Boss branded lightweight backpack.

# Households with 3 or more participating siblings:

 Reach 1,700+ total packages sold, and each sibling will receive the Cookie Boss Class of 2026 Patch and Cookie Boss branded lightweight backpack.



## Top Seller Per Age Level

The top selling Girl Scout in each age level will receive one free week of 2026 GSEP Summer Camp.

## Regional Recognition

GSEP is divided into three regions based on counties that make up our Girl Scout community. Top celebrations are based on regional participation to help bring equity into our recognitions.

- **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 3 Cookie Entrepreneurs

The overall top seller from each council region will receive special recognition and will be celebrated at various GSEP events.

# Top Cookie Seller-Bration! JUNE 7, 2026

DORNEY PARK AND WILDWATER KINGDOM

- Top 300 sellers in each GSEP region.
- Admission to the amusement and water park will be complimentary for the Girl Scout and one chaperone.
- The Girl Scout will receive a Drink Wristband.
- Tickets will be available for additional family, friends, and troop members to purchase at a discounted rate.





## Girl Scout Money Earning Policy

Girl Scouts' Blue Book policy forbids the direct solicitation of cash. All cash donations received during Cookie Season must support the Cookie Program through the purchase of cookie packages. Any cash received by a Girl Scout or troop must be reinvested into the troop's cookie program.

Remember that troop profit earned through the Cookie Program belong to the troop. Funds are administered through the troop and do not belong to individual Girl Scouts.

Help protect your troop from financial loss by learning how to spot fake bills. Read the Counterfeit Money Tip Sheet online in Cookie Central which highlights the security features of each denomination.

It is ok to refuse larger bills!

## **Collecting Money for Cookies**

Properly handling cookie money is critical for a successful Cookie Program. Please follow these simple, but effective steps:

- Turn money into your Troop Cookie Manager regularly. The TCM should provide families with a signed receipt when collecting money.
- Use Digital Cookie as much as possible to eliminate the need for cash.
- Troop Cookie Managers are ultimately in control of the distribution of cookies to girls and parents/caregivers. Cookies that are already taken should be paid for before any additional cookies are given. If cookies are requested and money for previous cookies has not been turned in, the TCM has the right to deny additional cookies.



# **Shipping and Promotions**

GSUSA and ABC Baker work together to set shipping rates for online cookie sales. GSEP is pleased to offer a shipping promotion of \$5 off the total shipping cost with an order minimum of 10 packages purchased.

4-8 Packages \$11.99 9-12 Packages \$13.99



# Safety Tips for The Girl Scout Cookie Program®

## **Girl Scouts**

- **1. 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.
- **2. Buddy up.** Always use the buddy system. It's not just safe, its more fun.
- **3. Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **4. 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

- 1. Girl Scouts should never sell or deliver cookies alone. Daisies, Brownies, and Juniors must be accompanied by an adult. Cadettes, Seniors, and Ambassadors need adult oversight for sales and must have approval for deliveries, always bringing a buddy along.
- 2. Sell in the daytime. Girls should only sell after dark when under direct supervision of an adult.
- **3. Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **4. Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **5. 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/Online

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





Use these black footed ferret fun facts to kick off your cookie rally. Will you turn them into a game? How about a package of cookies as a prize for whoever gets the most correct!

They were thought to be extinct until 1981 when a few were found in Wyoming.
Today over 400 live in the wild thanks to captive breeding and reintroduction and cloning.

Average life span in the wild is 1-3 years, and 4-6 in captivity.

The black footed ferret is the only ferret species native to North America.

They are nocturnal, most active at night, and fossorial, living underground.

Black-footed ferrets are dependent on prairie dog colony health, as they are their primary source of food!

Natural habitat is the grassland ecosytem in the North American plains.

BRAVE. Troop# FIERCE. Girl Scout Cookie Goal **75**% 100% **25**%

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