

Family Cookie Program Guide



WELCOME!

We're excited to have your family join the Girl Scout Cookie Program which helps your Girl Scout build confidence, set goals, and develop valuable real-world skills.

Through the Cookie Program, Girl Scouts also have the opportunity to earn money for their troop and help decide how those funds are used to create meaningful activities, adventures, and experiences for their troop. Participation in the Cookie Program is an essential part of the Girl Scout experience and supports Girl Scouts of Eastern Pennsylvania's programs; Cookie Program revenue ensures we have volunteer training and assistance, an organizational infrastructure, member financial support, and accessible opportunities for girls.

This guide is your family's go-to resource throughout Cookie Season. Use the Cookie Program Timeline to see what's coming up, and reference the other sections to set goals, manage cookies and money, use Digital Cookie, and participate in cookie booths. Your Troop Cookie Manager (TCM) is also here to help along the way.

COOKIE PROGRAM TIMELINE

December - Setting up for Success

- ☐ Ensure your Girl Scout is properly registered for the current membership year.
- ☐ Log into your myGS account and confirm:
 - Your email address is listed correctly.
 - Your Girl Scout is registered in the correct troop.
 - Click "Edit Profile" next to your Girl Scout's name and note the primary caregiver.
 - » This is the person who will receive the Digital Cookie registration email.
 - » To make a change, email memberservices@gsep.org
- ☐ Attend Family Cookie Meeting hosted by your Troop Cookie Manager (TCM).
 - Receive and review printed cookie materials.
- ☐ Talk with your Girl Scout about how your family will participate and complete the "Set a Goal" activity on page 3.

January - Pre-Cookie Program

- ☐ Register your Digital Cookie account beginning January 18.
 - Follow the prompts to log in, set up, and publish your Girl Scout's site.
- ☐ (Optional) Attend Family Cookie Training hosted by GSEP's Product Program Team on January 7 or January 12.
- ☐ **Cookie Program begins on January 21!**

See
page 4 for
Digital Cookie
details.

January/February/March - Ongoing Tasks

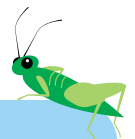
- ☐ Send marketing emails to your customer list in Digital Cookie and share your site link via text or social media.
- ☐ Approve orders in Digital Cookie as needed.
- ☐ Communicate inventory needs with your TCM.
 - Follow the ordering procedure shared during the Family Cookie Meeting.
- ☐ Pick up cookies from your TCM as needed.
- ☐ Regularly turn in cookie money to your TCM.

March - Wrapping up your Cookie Program

- ☐ Place a final cookie order with your TCM to fulfill any remaining orders.
 - Communicate any inventory concerns with your TCM by the date provided during Family Cookie Meeting.
- ☐ **Cookie Program ends on March 21!**
- ☐ Make any applicable recognition selections in Digital Cookie – don't forget apparel sizes! (See recognition insert for details.)

Post Season

- ☐ Final cookie payments are due to your TCM by April 1.
- ☐ If applicable, attend **Top Seller-Bratton on June 6, 2027** at Arnold's Family Fun Center.
- ☐ Receive physical recognitions from your TCM in June.



MY TROOP COOKIE MANAGER CONTACT INFORMATION

My TCM _____ Contact Info _____

My Orders are due to my TCM by _____

My TCM's schedule for cookie pick up _____

WAYS TO PARTICIPATE

5 SKILLS

The Girl Scout Cookie Program helps Girl Scouts develop real-world skills in five essential areas:

Goal Setting



Decision Making



Money Management



People Skills



Business Ethics



Girl Scouts must be present whenever Girl Scout Cookies are sold. Third-party sales are not permitted. This means cookies may not be sold on behalf of a Girl Scout when she is not present.

		Girl Scout Experience	Family Experience	Skills Highlight
Order Taking	Use order cards and collect payments when cookies are delivered.	Hands-on practice with people and money management skills while interacting with customers they know and trust.	Help Girl Scout contact friends and family or go door-to-door, submit orders to TCM, deliver cookies and collect payments from customers, and submit money to the TCM.	
Cookie Booths	Set up shop at pre-approved locations around the community.	Work as a team to reach new customers while communicating their goals, interacting with customers, and safely handling money with adult support.	Help with decorations or practicing money math or chaperone booths one-on-one with your Girl Scout or as a volunteer helping to support the troop.	
Cookie Stands	Hold a cookie booth in your yard or driveway.	Set up and decorate a lemonade-style cookie stand at home.	Help Girl Scout set up and decorate booth, fill orders, and take payments, using existing inventory or new cookies received from troop.	
Walkabouts	Take cookies door-to-door.	Go door-to-door with help from their family to sell their cookie inventory, practice people and money management skills.	Help Girl Scout make a safety plan, fill orders, and take payments, using existing inventory or new cookies received from troop.	
Girl Delivery	Learn new skills through prepaid online orders in Digital Cookie.	Practice setting and sharing goals, learn how to create a video, practice digital safety and wellness, then deliver orders and thank customers.	Help track sales, request inventory from the troop, and deliver cookies to customers without handling money. All sales are prepaid through Digital Cookie.	
Shipped Orders	Reach more customers with orders shipped directly to customers through Digital Cookie, including exclusive direct ship products.	Share goals with friends and family near and far; promote their business online safely and fairly.	Support your budding entrepreneur without handling cookies or money.	
Cookie Share	Motivate customers to donate cookies to local organizations.	Practice discussing a philanthropic effort and the value of giving back to the community.	Track progress toward goals and help brainstorm creative ways to engage customers.	

COOKIE BOOTHS

Cookie booths provide one of the most direct and visible ways for the community to interact with Girl Scouts. Girl Scouts may participate in cookie booths with other girls from their troop or as individual families.

Cookie Booth Locations

Cookie booth locations are coordinated through GSEP and local volunteers. Individual families and troops should not contact businesses or other organizations directly to request or arrange a cookie booth. Your TCM will share available booth opportunities with your troop or family and explain how to sign up.

A Cookie stand does not require TCM approval and can only be held on the Girl Scout's private residential property.

Cookie Booth Supervision

Adult supervision is required at all cookie booths. The supervision requirements depend on whether Girl Scouts are accompanied by their own parent/caregiver or troop volunteers.

- If a Girl Scout is not accompanied by her own parent/caregiver, the booth must have two registered, background-checked, and cleared Girl Scout volunteers, following Girl Scout ratio requirements. At least one of the adults must be female.
- If all Girl Scouts are under the direct supervision of their own parent/caregiver, the supervising adults do not need to be registered or background-checked Girl Scout volunteers.
 - Girl Scouts must always remain with their parent/caregiver and may not be left in the care or supervision of another adult.

Remember: Girl Scouts must be present whenever Girl Scout cookies are sold. Third-party sales are not permitted.

HOW THE COOKIE CRUMBLES

100% of cookie proceeds stay local! After the cost of baking and distributing the cookies, every dollar is reinvested in Girl Scouts of Eastern Pennsylvania.

50%

stays with GSEP, to fund:

- year-round programming** at our service centers and camps, including highest awards, signature events, & 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%

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.

25%

Troop and SU profit and Girl Scout recognitions and events

HOW YOUR TROOP'S COOKIE PROGRAM WORKS

Your Troop Cookie Manager manages the troop's cookie inventory and provides cookies to you and your family. There are two main ways your troop may run its Cookie Program. Your TCM will explain which method your troop will use at the Family Cookie Meeting.

1 Sign Out Cookies First and Collect Payment Later

Your family receives cookies to sell and collects payment from customers as you make sales. Your family should not receive more than \$250 worth of cookies before making a payment to the TCM. Once you collect payment from customers, you'll give the money to your TCM and can pick up additional cookies.

2 Collect Orders and Payment First and Deliver Cookies Later

Your family first takes orders and collects payment from customers. Payments may be collected in cash or electronically through Digital Cookie. Once you have collected your orders, you will pick up the cookies needed to fill them. When you receive your cookies, give all cash payments collected from customers to your TCM. Your TCM will verify electronic payments made in Digital Cookie.

For either method: You should not take more cookies than you plan to sell. You can always talk with your TCM about your Girl Scout's sales goal to make sure you can pick up the cookies you need throughout the program.

Each time you pick up cookies from your TCM, you'll be asked to sign a receipt documenting the cookies and any money exchanged.

Before receiving additional cookies, you should submit payment for any cookies you have previously received.

If payment has not been received, your TCM may not be able to provide additional cookies.

SET A GOAL

Help your Girl Scout set a cookie goal that is meaningful to her. Maybe she wants to challenge herself, help her troop do something fun, or earn a recognition she's excited about.

Ask her:

- What does she want to accomplish?
- Which recognition(s) would she like to earn?
- How many packages does she need to sell to reach her goal?
- What can she do each week to get closer to her goal?
- How will she celebrate her progress?

How you can help: Use this chart and let your Girl Scout take the lead in setting her goal and deciding how she wants to reach it. Encourage her along the way and celebrate her progress—not just the final result.



My Cookie Goal:

.....

A recognition I'd like to earn:

.....

I'll reach my goal by:

.....

HANDLING MONEY

Managing money is an important part of the Girl Scout Cookie Program. Girl Scouts should practice being responsible with the money they collect from customers and turn it in to their TCM promptly.

Collecting and Turning in Customer Payments

- Collect payment from customers following your troop's cookie program method: either at the time of order or when cookies are delivered.
- Keep cookie money separate from your family's personal funds.
- Turn in customer payments to your TCM regularly and promptly, following the schedule and process provided by your TCM.
- Keep track of the payments you have collected and turned in. Your TCM will provide a receipt when money is exchanged.

Using Digital Cookie for Payments

Use Digital Cookie to process the customer's payment electronically. See the Digital Cookie section for details.

Understanding Troop Funds

Money earned through the Girl Scout Cookie Program belongs to the troop, not to individual Girl Scouts, regardless of individual Cookie Program sales totals. Troop funds are managed by the troop and are used to support Girl Scout activities and experiences, as determined by the troop.

Cash Donations

Girl Scouts' Blue Book policy does not allow Girl Scouts to directly solicit cash. During Cookie Season, any cash donations received must support the Cookie Program through the purchase of cookie packages.

ADDITIONAL RESOURCES

There's plenty more information ready for you on our website Cookie Central. Your Troop Cookie Manager is here to guide your family through the program. Don't hesitate to reach out to them with any questions!



DIGITAL COOKIE

Your Girl Scout can use Digital Cookie to power her cookie business. She can create her own personalized site and share her link with customers by email, text, or social media. Customers can place orders through the Girl Scout's Digital Cookie site, and Girl Scouts can track their purchases and sales. Girl Scouts and their caregivers can also use Digital Cookie to manage sales, inventory, and finances—all in one place. As you make sales, use Digital Cookie to track your progress toward your cookie goal.

Scan for more Digital Cookie information and Tip Sheets that are listed below



Getting Started in Digital Cookie

On Monday, January 18, Girl Scout caregivers will receive registration emails from "Girl Scout Cookies" (email@email.girlscouts.org) with the subject "Register for the Digital Cookie Platform Today."

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.

► **Learn More: Site Registration Tip Sheet and 13+ Registration Tip Sheet**

- 1 **Links will be activated when the Cookie Program begins on January 21.**
- 2 **Use the Customers tab to enter customer names and email addresses and learn about marketing emails.**
- 3 **Download the Digital Cookie app.**

- The app will not work until the first day of Cookie Program, January 21, but you can download it now so you're ready to go on opening day!
- **Turn on app notifications to receive real-time updates when an order is received.**

Using Digital Cookie

Girl Scouts can use Digital Cookie to promote their cookie business, take orders, collect payments, and manage their inventory and finances.

1 Share Your Girl Scout's Digital Cookie Site

Girl Scouts invite customers to shop by sending marketing emails or sharing their Digital Cookie site link by text or social media. Customers can visit her site, place an order, and pay online.

► **Learn More: Marketing to Customers Tip Sheet**

Customers can choose how they receive their cookies:

- **In-Person Delivery:** The customer pays online, and you deliver the cookies to them later.
 - Families must approve or decline In-Person Delivery orders within five days.
 - Use the orders tab to approve or decline orders. **Orders that are not approved within five days will be automatically canceled or donated based on what the customer selected.**
 - Track the inventory needed for these orders and communicate with your TCM to obtain cookies.
 - Once the cookies are available, the Girl Scout delivers the order to the customer.

► **Learn More: In-Person Delivery (Approving Orders) Tip Sheet**

- **Shipped Orders:** The cookies are shipped directly from the bakery to the customer, so there is nothing the Girl Scout or family needs to do to fulfill the order.
 - A minimum of 4 packages is required for shipping, and shipping fees apply.
 - GSEP covers \$5 of the shipping cost when a customer purchases at least \$60 of product.
 - **NEW for 2027!** Customers placing shipped orders have two new products to choose from while supplies last:
 - » **Girl Scout Sparkables** - an allergy-friendly, crunchy, oatmeal chocolate chip cookie with colorful sprinkles, baked by Partake.
 - » **Patch Pals** - Created and baked by Bark, a soft-baked, blueberry muffin-flavored Girl Scout cookie made for dogs!

► **Learn More: Orders Tip Sheet**

2 Collect Digital Payments for Cookies You Have on Hand

Girl Scouts can use the Digital Cookie app to collect electronic payments during in-person sales. When you have cookies on hand and a customer wants to purchase them, give the customer their cookies and use the Digital Cookie app to enter the sale and collect payment. This is called a Cookies-In-Hand order.

► **Learn More: Mobile App Caregiver/Girl Scout View Tip Sheet**

3 Collect Digital Payments at a Cookie Booth

Girl Scouts can use the Digital Cookie app to collect electronic payments when selling cookies at a cookie booth. This allows customers to pay digitally while the Girl Scout completes the sale and provides the cookies.

Tip: Be sure you process payments under the correct troop and booth location!

► **Learn More: Mobile App Booths Tip Sheet**

4 Manage Your Inventory and Track Your Balance

Use the "My Cookies" tab in Digital Cookie to help your Girl Scout manage her cookie inventory and track her balance with the troop. You can see how many cookies you have on hand, how many you need to fill customer orders, and the overall amounts you have paid and still owe.

Note: Your inventory and balance information is only accurate if you record every sale* in Digital Cookie and your TCM enters all the cookies you have picked up from the troop. The amount shown as due may differ slightly from your actual balance. Your TCM will communicate your final balance due at the end of the Cookie Program, once all orders, including donations, have been accounted for and all payments have been recorded.

► **Learn More: Inventory Tip Sheet and Financials Tip Sheet**

*You can log cash transactions in Digital Cookie to keep your inventory and balance due up to date.

Using Digital Cookie to Collect Payments

Digital Cookie should be used to collect electronic payments directly from customers.

Families should not collect cash from customers and then use Digital Cookie to pay the troop with a credit card. **Digital Cookie is designed to process customer payments—not to pay off a family's cookie balance.**

Using Digital Cookie correctly helps keep each Girl Scout's cookie inventory, sales, and balance accurate. Using it to make payments to the troop can cause Digital Cookie to display incorrect inventory or balances, making it harder for families to manage their Cookie Program.

Note: Girl Scouts may not post their sales links on resale sites like eBay, Facebook Marketplace, or Craigslist.