



girl scouts   
of northern california

## 2025 Cookie Program

# Family Cookie Guide





# Families, Welcome to the Girl Scout Cookie Program!

As we embark on a new season of Girl Scouting, we want to emphasize the importance of embracing the "One Council, One Mission" principle. By working together, we ensure that every Girl Scout has the best possible experience, and our collective efforts become stronger.

We ask that you embody the values of the [Girl Scout Promise and Law](#), helping your Girl Scout live by these principles as well. Your support is essential to the success of your Girl Scout and their troop this season. With your involvement, we can achieve incredible things together!

Thank you for your commitment and partnership!  
Entrepreneurship Program Team



## Girl Scout Promise

On my honor, I will try:  
To serve God\* and my country,  
To help people at all times,  
And to live by the Girl Scout  
Law.

*\*Members may substitute for  
the word God in accordance  
with their own spiritual beliefs.*

## Girl Scout Law

I will do my best to be  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong,  
and responsible for what I say and do,  
and to respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place,  
and be a sister to every Girl Scout.

# Program Calendar

*Calendar is subject to change*

**January 6:** Girl Scout Digital Cookie welcome emails sent to begin storefront setup

**January 13:** Digital Cookie launches, and Girl Scout Cookie Program begins

**January 29 - February 5:** Troop Initial Orders delivered. Girl Scouts can begin in-person and public sales once they have their cookies (door-to-door, girl-delivered, and cookie stands)

**February 6 - March 16:** Booth sales

**February 21 - 23:** National Girl Scout Cookie Weekend

**March 12:** Girl Scouts' Birthday

**March 16:** Final day of Girl Scout Cookie Program

**Mid-May:** Cookie rewards arrive



## Ways to Support Your Cookie Entrepreneur

- Help your Girl Scout earn the [Cookie Entrepreneur Family Pin](#) to practice building their skills at home.
- Review the [Entrepreneurship Badges & Pins](#) for additional ways to support your entrepreneur.
- Help them set up their Digital Cookie site.
- Help them keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision-making, people skills, and safety as you support them.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help them make arrangements to connect with people in their network.
- Never do things for your Girl Scout that they can do for themselves, even if it's quicker and easier for you to do them. Check out the [Navigating Ways to Participate \(PDF\)](#) with your Girl Scout!
- Have fun together along the way and engage your whole family in supporting them!





# 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, 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

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. And 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 girls 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.

# Juliettes

Individually registered Girl Scouts, or Juliettes, participate in the cookie program like all GSNorCal Cookie Entrepreneurs with two key changes that keep the program flexible and fun!

## Caregiver as Troop Cookie Chair

Girl Scouts receive support in running their Cookie business from their caregiver, who serves as both the at-home support and the Troop Cookie Chair.

The caregiver will support their Girl Scout's cookie program by:

- Placing orders and managing inventory in Smart Cookies
- Approving orders in Digital Cookie
- Submitting rewards in Smart Cookies
- Managing all monies and deposits



## Cookie Proceeds and Rewards

Juliettes earn Individual Rewards and Girl Scout Badges as GSNorCal Cookie Entrepreneurs! Juliettes earn proceeds in the form of “council credit” at the same rate as a traditional troop. A Juliette will pay 100% of all cookie money to the council and receive their proceeds via a council credit virtual card **in May**. Juliette's will receive a bank deposit card to deposit their money. Juliettes cannot earn troop rewards.







## Your Support Team

It takes a village to support the world's largest entrepreneurial program for girls.

### Here's your team:

#### **Cookie Entrepreneurs**

Participants are supported by their caregivers in running their cookie business. Supporting resources include online tools and this Family Cookie Guide.

#### **Your Troop**

The Troop Cookie Chair supports Cookie Entrepreneurs through the Cookie Program. Supporting resources include the gsHelpCenter and your Service Unit!

#### **Your Service Unit**

The SU Cookie Team supports all cookie volunteers in their community, manage booths in Smart Cookie, assist in inventory management, and more!

#### **Online Tools**

Find helpful online resources from GSUSA, ABC Baker, and GSNorCal at Programs > Cookies+ on [www.gsnorcal.org](http://www.gsnorcal.org). Check out the [Google Drive folder for Cookie Families](#), for additional resources and support.

#### **Entrepreneurship Program Team**

The Entrepreneurship Program Team at Girl Scouts of Northern California provides support for the council's entire Girl Scout Cookie Program.

#### **Resources For Success**

- This Family Cookie Guide!
- [Resources in gsHelpCenter](#)
- [ABC Baker Clipart](#)
- [Digital Marketing Tips for Cookie Entrepreneurs and Families](#)
- [Safety Activity Checkpoints](#)

# For support throughout the program, please reach out to:

## Entrepreneurship Program Team

**Cookie Hotline:** 510-995-2900

**Hotline Hours:**

Jan 9 – 28: Mondays – Friday from 9am-9pm

Jan 29 – Mar 16: Mondays – Friday, Saturdays & Sundays from 9am-9pm

**Email:** [info@gsnorcal.org](mailto:info@gsnorcal.org)

- [Girl Scout Cookie Program FAQ](#)
- [Cookie Lingo](#)

## Digital Cookie Support

- [FAQ page](#)
- [Digital Cookie - Login](#)
- [Digital Cookie - Forgot Password](#)



## Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

### Five skills learned from the cookie program:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

### Money Manager

#### Learn money basics.

Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.

Learn how much Girl Scout Cookies cost in your area.

### Decision Maker

#### Make plans for the coming Girl Scout year and set a budget.

Talk about wants versus needs.

Talk about how the troop can earn money through cookie program participation.

Look into your troop's proceeds from previous years to help you budget.

### Goal Setter

#### Set sales goals as a troop and individually.

Talk with troop members about how you can work together to reach your troop's goal.

Discuss different ways to sell cookies and set a goal for which ones you'll try.

Brainstorm how you could use your cookie earnings to help others in your community.

### Consumer Expert

#### Think "cookie customers."

Talk with troop members about why people may or may not choose to buy Girl Scout Cookies, and brainstorm ways to engage them.

Come up with ideas for the perfect customer pitch.

Practice explaining how your cookie earnings will be spent.

Brainstorm ways to thank your customers.

### Cookie Techie

#### Use technology to grow the business.

Set a specific goal for your digital sales.

Make a video for your friends and family network promoting online cookie sales using your sales pitch, encourage the gifting of cookies to boost sales.

Use your support network of friends and family to safely promote your digital storefront.

### Networker

#### Build your social support system.

Connect with local business leaders for ideas about how to grow your Girl Scout Cookie business.

Talk to friends and family about how they can help you expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's cookie earnings, to inspire them to increase their purchase.

### Innovator

#### Take it beyond Girl Scout Cookies.

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, then narrow to the best!

Be prepared to go back to the drawing board—maybe more than once!

Get feedback from potential consumers and improve your idea based on what they say.

Research social entrepreneurs in your community and beyond.

### Entrepreneur

#### Take your business idea to the next level.

Create and document a mission statement and business plan for your product/service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing your business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!

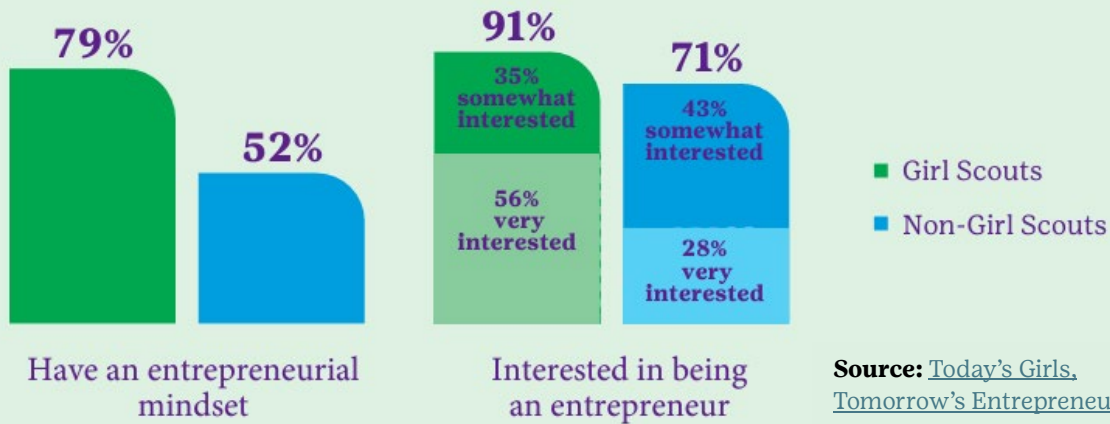
### How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.



# Why should my Girl Scout participate in the Cookie Program?

Girl Scouts have an entrepreneurial edge when it comes to mindset and interest!



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 them for academic and career success. As your Girl Scout runs their own cookie business, they'll gain five skills along the way that they'll use the rest of their lives. The Cookie Entrepreneur Family Pin activity sheet gives you tips to support your cookie entrepreneur as they sell at home.



## Here's what Girl Scouts learn and why it matters.

### Through the Girl Scout Cookie Program, Girl Scouts learn...

### This matters because...

**Goal setting** as they set a troop goal based on what they want to do with their troop proceeds. Then Girl Scouts set an individual goal with help from their families.

Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.

**Decision making** by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.

Girl Scouts will make big and small decisions in their life; practice helps them make good ones.

**Money management** as they develop a budget, take cookie orders, handling and managing money.

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

**People skills** as they safely talk to their customers in person and virtually to work as a team with others.

Knowing how to work with others will help them do better in school and, later, at work.

**Business ethics** as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.

Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

# Let's meet the 2025 Cookie Line Up!

All  
varieties  
\$7



## **Adventurefuls**

Your taste buds will instantly want more of this indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt!



## **Toast-Yay!**

Each delightful, toast-shaped cookie is full of French toast flavor and flair and stamped with the trusted Girl Scouts' signature trefoil on top.



## **Lemonades**

This original treat features the slightest hint of lemon, for a refreshing, completely unique flavor that stands out as a beloved Girl Scout staple!



## **Trefoils**

Traditional shortbread cookies.



## **Thin Mints**

There's a reason this continues to be the top-selling Girl Scout Cookie in America: This iconic Girl Scout treat is just as bright and refreshing as ever, and its all-vegan ingredient list means anyone can enjoy it.



## **Peanut Butter Patties**

Crispy cookies layered with peanut butter and covered with a fudge coating.



## **Caramel deLites**

Vanilla cookies topped with caramel, sprinkled with toasted coconut, and laced with chocolatey stripes.



## **Peanut Butter Sandwiches**

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 gluten-free cookie.





## Care to Share Donation Program

The Girl Scout Cookie Program helps Cookie Entrepreneurs give back to the community in so many ways, including the **Care to Share donation program**! Care to Share is GSNorCal's cookie service project, donating thousands of packages of cookies to the military community, food banks, and our hometown heroes every year.

- Promote Care to Share on Digital Cookie for cookie customers who want to support your Girl Scout but may not want to ship cookies.
- Promote Care to Share at Cookie Booths for cookie customers who may not want to purchase cookies for themselves.

## Training

There is no required training for caregivers and family, however there is a [Google Drive with Digital Cookie training videos](#) you may choose to watch.

You can also check out this video on [Family Support](#), and review the [Tips for Coaching Girl Scouts](#) document found in the Google Drive for Cookie Families.

If you are a registered volunteer with access to gsLearn, you can choose to complete optional training that will help you better understand how to support your Girl Scout throughout the Girl Scout Cookie Program.



In the content library of gsLearn you can search for **636 Girl Scout Cookie Program Overview Learning Path** which includes the courses:

- 636 Girl Scout Cookie Program Overview 2025
- 636 Girl Scout Cookie Program 2025 - Hot topics
- 636 About the Girl Scout Cookie Program for Troop Volunteers 2025

# Finance

**Caregivers play a vital role in managing cookie finances, and staying on top of deadlines is crucial.** All money collected from cookie sales must be turned in to the troop on time to avoid being escalated to the council as caregiver debt. Timely payments not only help the troop run smoothly, but also ensure that girls receive the rewards and experiences tied to their sales efforts. Keeping open communication with your Troop Cookie Chair about your financial responsibilities can prevent misunderstandings and maintain a positive experience for everyone involved.

To ensure accurate record-keeping, caregivers should always request and keep a receipt for every cookie or money transfer made with the Troop Cookie Chair. These receipts serve as essential proof of transactions, safeguarding both the caregiver and the troop from

potential discrepancies. Staying organized with receipts also makes it easier to track sales progress and fulfill financial obligations without stress. By prioritizing transparency and responsibility, caregivers set a strong example for their Girl Scouts, reinforcing important financial management skills.

MONEY AND/OR COOKIE RECEIPT (IMPORTANT: BE SURE TO WRITE TROOP NUMBER ON ALL RECEIPTS)			
I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie Program and I am financially responsible for the cookies received.			
TROOP # / NAME _____		S.U. _____	DATE _____
NO. OF CASES	NO. OF PKGS.	VARIETIES	MONEY
		ADVENTUREFULS™	\$ _____
		TOAST-YAY!™	
		LEMONADES®	
		TREFOILS®	
		THIN MINTS®	
		PEANUT BUTTER PATTIES®	
		CARAMEL deLITES®	
		PEANUT BUTTER SANDWICH	
		CARAMEL CHOCOLATE CHIP - GF	
		⬆ TOTAL	
RECEIVED BY _____		TROOP # _____	
RECEIVED FROM _____		TROOP # _____	
MD 6/24			

## Digital Cookie

Digital Cookie is a powerful tool that helps Girl Scouts develop critical 21st-century skills while expanding their cookie business. By using the online platform, **Girl Scouts learn how to manage a digital storefront, track orders, and communicate effectively with customers.** It allows them to reach a broader audience by sharing their personalized link via email or social media, enabling sales to friends and family who may not be local. This not only boosts their sales potential, but also enhances their confidence in leveraging technology for entrepreneurship.

Additionally, Digital Cookie teaches girls valuable lessons in goal-setting and customer engagement. The platform provides tools to help them set sales goals, monitor their progress, and even customize “thank you” messages for customers. It’s an excellent way to introduce girls to e-commerce concepts while maintaining the program’s focus on teamwork, responsibility, and leadership. With Digital Cookie, girls gain practical experience that prepares them for future opportunities, all while supporting their troop’s activities and earning rewards. Find Digital Cookie resources [here](#).

# Cookie Booth Essentials

## How to Maximize Your Booth Experience, Interact with Customers, and Stay Safe



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Use this flyer for helpful tips on how to talk to customers about the cookie program and how to navigate difficult situations that may come up.

## Booth Requirements

**Council booths** are secured by Council and are open to all Girl Scouts at all times. These include Walmart, Caltrain, and Bart stations.

**Service Unit (SU) booths** are secured by SU Booth Coordinators. The SU booths take place during the first two sign-ups then they become open to all Girl Scouts. SU Booth Coordinators often hold the relationship with the stores or event locations in their communities that allow booth partnerships.

**Troop booths** are secured at the troop level by the Troop Cookie Chair. These booths are only for the troop and may happen at a school, church, personal business, etc. This is usually formed by a personal connection to a troop member.

- Girl Scouts should not sell in or in front of establishments that they themselves cannot legally patronize.
- Girl Scouts must be present at cookie booths; see booth sign-up notes for maximum attendees.
- Have a minimum of two adults who both need to be **registered and have cleared background checks on file with council, if supervising Girl Scouts they are not related to**. Adults do not to be registered and background-checked if they are related to **all Girl Scouts at the booth**. If you are working with a Girl Scout you are not related to, you must be registered and have a cleared background check. One volunteer must be a female.
- Always have a first-aid kit and caregiver contact information at the booth.
- Only Girl Scout Cookies may be sold at booths.
- Girl Scouts may not engage in any direct solicitation for money; however, Girl Scouts may promote their cookie donation program at cookie booth locations.
  - If your troop cannot work a schedule booth, please update the booth status in Smart Cookie. This allows other troops to sign up and ensures that customers always have access to our Girl Scout cookies.

### Key Dates for Boothing

**Jan 20** | 1st round booth signup  
(3 booths total per troop)

**Jan 21** | 2nd round booth signup  
(6 additional booths per troop)

**Jan 23** | 3rd round booth signup  
(18 additional booths per troop)

**Feb 5** | Final round booth signups  
(unlimited)

## Preparing for Cookie Booths

- Determine if your Girl Scout is ready to booth. Consider things like the length of time for the booth shift, if they will be okay standing in the same area for the duration of the booth, and how they will react if rejected or ignored by customers.
- Encourage Girl Scouts to unleash their creativity to make signs and decorations to attract customers.
- Have Girl Scouts practice their sales pitch and replies to potential customer responses.
- Encourage Girl Scouts to unleash their creativity to make signs and decorations to attract customers.





## Preparing for Cookie Booths

- Have Girl Scouts practice their sales pitch and replies to potential customer responses.
- Troop Cookie Chairs determine if you will use troop cookies or an individual Girl Scout's cookies at the booth. If using troop cookies, determine who will deliver them to the booth location and who will return any unsold cookies back to the troop cookie volunteer.
- Determine how much change to take to the booth and prepare money pouches.
- Check with the troop cookie volunteer to verify the troop's Digital Cookie troop link is set up to allow for electronic payment processing; verify your access and review instructions for use to ensure smooth payment from customers.

## Booth Etiquette

- While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!
- Booths should not block a store entrance or exit.
- Make sure there is enough room for both the cookie display table and the participating Girl Scouts. Ensure that pedestrians, bikes, and cars can safely pass by.
- Arrive early enough to set up, but do not encroach on the time of troops selling before you.
- Begin packing up before the end of your shift so troops following you can start on time.
- Be sure to clean up after your shift, taking empty cases with you.
- Set up—and remain—in the designated area.
- Always be courteous and polite; avoid yelling at customers.
- With adult supervision, Girl Scouts should do the selling.

## Cookie Booth Finances

- Reduce cash transactions by offering council-approved electronic payment options whenever possible.
- Follow council and troop rules for accepting large bills or checks. Council recommends accepting bills of \$20 or smaller. Accepting checks is at the discretion of the troop. Checks should be made out to the troop account using the troop number. For information about handling money, review the Finance section of the Troop Guide.
- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the money pouch as soon as possible.
- Keep the money pouch in a safe place or behind a barrier of cookie packages; consider using a money belt or apron in place of a money pouch.
- Use the Booth Inventory Sheet to reconcile sales at the end of the booth.
- Turn booth funds over to the troop cookie volunteer promptly and avoid keeping money at home or at school.

# "What If?" Scenarios

## What if someone asks you, "What's the difference between Girl Scouts and Scouting America?"

- Girl Scouts and Scouting America are two completely different organizations.
- Girl Scouts bring their dreams to life and work together to build a better world! And research shows there's no better place to discover their full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

*PRO TIP:* Stay positive. Don't put other organizations down. Just lift Girl Scouts up!

## What if someone asks about a cookie we don't sell anymore?

- Thank them for loving Girl Scout Cookies!
- Ask them what they loved about that cookie, was it chocolate? Was it fruit flavored? Based on their response, recommend a different cookie.
- Some cookies come and go based on their popularity/food trends and to make room for new and exciting flavors.

*PRO TIP:* If you have a Digital Cookie page, share it with customers. Explain that purchasing cookies either at a booth or online helps you reach your goals.

## What if someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and alert security (if applicable).
- Report any incidents to the Cookie Hotline.
- Complete an [Incident Report Form](#).

*PRO TIP:* Never attempt to physically recover stolen items or confront a suspect.

## What if you're approached by an angry customer or someone makes you uncomfortable?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.
- If it feels safe to do so, we want you to feel empowered to capture the person with your smartphone's video, photo, or audio recording to provide evidence to police.

*PRO TIP:* Never argue or negatively engage with a customer. Try to stay calm.

## What if a customer complains about where the cookie proceeds go?

- You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world!"

*PRO TIP:* Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

## What if you're asked to leave by store management or security?

- If a problem arises with property/store management or security guards, follow their instructions.
- Report the request to your troop cookie volunteer so they can work with the service unit or the council to resolve the matter.

*PRO TIP:* Bring a copy of the authorization if it's available from your council.

## What if someone asks why Girl Scouts use palm oil in their cookies?

- Palm oil is an ingredient found in most baked snacks sold in the U.S.
- Palm oil ensures shelf life and serves as an alternative to trans fats.
- We continue to explore alternatives, but there are no viable or readily available alternatives at this time.
- Girl Scouts of the USA is a member of RSPO (Roundtable on Sustainable Palm Oil) which supports efforts to promote the growth and use of sustainable palm oil products.

*PRO TIP:* If someone is asking questions that you can't answer, feel free to direct them to <http://www.girlscouts.org/cookie> for more info.

## What if another troop shows up at the same time?

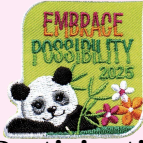
- Contact troop cookie volunteers to verify sign-ups in case someone has arrived at the wrong location.
- Work together to find a solution. Consider splitting the time or having one troop per door.
- Do not involve store management with troop conflicts.

*PRO TIP:* Girl Scouts and their adult volunteers should always behave in a manner appropriate to a public setting.

# 2025 Cookie Rewards

Rewards are cumulative.  
Choose one item at each level.

1+ packages



Panda Participation Patch

10+ Packages of  
Care to Share



Achievement Bar  
noncumulative,  
awarded at each  
100 packages

100

**Troop Proceeds  
= \$1 per package!**

## Council Credit

These come in the form of a  
virtual gift card and can be used  
for program, camp registrations  
fees, membership costs, or  
items in our retail shops.

## Support Sister Girl Scouts in SoCal

Girl Scouts can give back with their rewards!  
This year, donations support the Girl Scouts of  
Greater Los Angeles Council Assistance Fund,  
helping affected Girl Scouts and their families.  
Stand in solidarity with SoCal sisters and earn  
a special patch.

75+ packages



Panda Crossbody Bag

OR



\$5 Council Credit

OR



Donate \$5 to GSGLA

150+  
packages



Panda Neck Pillow

OR



\$10 Council Credit

OR



Donate \$10 to GSGLA

225+  
packages



Bao Bei the panda (plush)  
AND Panda Lipbalm

OR



\$15 Council Credit

OR



Donate \$15 to GSGLA

300+  
packages



Panda Sherpa Blanket

OR



\$20 Council Credit

OR



Donate \$20 to GSGLA

*Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items may vary in color.*

## Troop Reward | 500+ PGA

Troops (2+ selling Girl Scouts) with a 500+ selling per-girl-average can earn free membership  
for every selling Girl Scout and two adults, of their choice!

Sold more than 400 packages? Congrats! You've earned Adventure Points!  
Choose rewards from this page PLUS your Adventure Points on the next page.





# Adventure Points

In addition to the rewards on the previous page, Girl Scouts who sell 400+ packages earn Adventure Points.

Girl Scouts earn the number of Adventure Points (AP) at their final earning level, but after 3AP they can mix and match from multiple AP levels when selecting their reward. *For example, if a Girl Scout earns 10 Adventure Points, they could utilize all 10AP and choose Great Wolf Lodge OR they could mix and match the points and choose Nike Panda Dunks (3AP) and a Canon EOS Rebel T7 with Virtual Photography Class (7AP).* Girl Scouts who chose to mix and match AP points are limited to one choice per level.

Girl Scouts who earn Adventure Points will be contacted by GSNorCal via email in early April to choose how they want spend their Adventure Points.

## 1 ADVENTURE POINT: 400+ PKGS

Pick a Program\* **OR**  
Girl Scout Day at the SF Zoo (May 10, 2025) **OR**  
\$40 Council Credit **OR**  
Donate \$40 to GSGLA

## 5 ADVENTURE POINTS: 1000+ PKGS

Your choice of inflatable kayak or paddle board with paddle and life vest **OR**  
Disneyland\* **OR**  
20% GSNorCal Camp Discount (2025 only) **OR**  
\$300 Council Credit **OR**  
Donate \$300 to GSGLA

## 2 ADVENTURE POINTS: 600+ PKGS

600+ Cookie Club Hoodie **AND** panda waffle maker **OR**  
600+ Cookie Club Hoodie **AND** \$50 Council Credit **OR**  
2026 Membership **OR**  
Embrace Possibilities Crocs **OR**  
\$85 Council Credit **OR**  
Donate \$85 to GSGLA



## 7 ADVENTURE POINTS: 1500+ PKGS

Canon EOS Rebel T7 Starter Kit & Virtual Photography Lesson\* **OR**  
Creality - K1C Speedy 3D Printer and filament and virtual class **OR**  
**Virtual Class:** with Girl Scout, Madison Love  
DBJ | May 4, 2025 at 1pm  
CSA | May 18, 2025 at 1pm

Disneyland\* **OR**  
35% GSNorCal Camp Discount (2025 only) **OR**  
\$650 Council Credit **OR**  
Donate \$650 to GSGLA

## 10 ADVENTURE POINTS: 2000+ PKGS

Great Wolf Lodge (June 26-28, 2025)\* **OR**  
Disneyland\* **OR**  
50% GSNorCal Camp Discount (2025 only) **OR**  
\$1000 Council Credit **OR**  
Donate \$1000 to GSGLA

\*Details provided in the Family Guide

Girl Scouts who sell to 1000+ packages will receive a 1000+ Seller Acrylic.

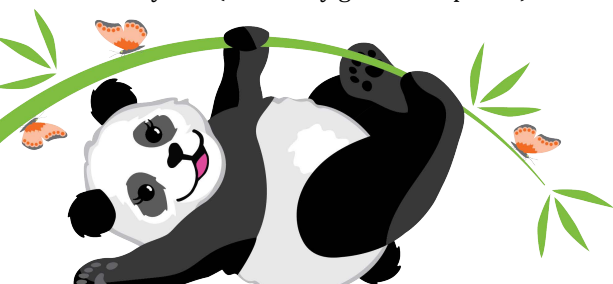
Girl Scouts who sell to 2000+ packages are invited to attend the Girl Scout Day at the SF Zoo with a special lunch with our CEO! This event is on May 10, 2025.

As GSNorCal strives to make cookie program rewards more equitable for Girl Scouts at all levels, those who sell over 2,000 packages will continue earning troop proceeds while unlocking exciting travel opportunities to broaden their horizons.



## 13 ADVENTURE POINTS: 2500+ PKGS

Tahoe adventure weekend (June 23-26, 2025)\* **OR**  
Disneyland (see family guide for options)



## 16 ADVENTURE POINTS: 3000+ PKGS

Disneyland (all inclusive - see family guide) **OR**  
Savannah Bound 2025 (Independence Building Trip)

- Cadette, Senior, Ambassador Girl Scouts chaperoned by GSNorCal staff and volunteers
- Dates: June 8 to 14, 2025
- Join us for a 7-day, 6-night trip to Savannah, GA, the birthplace of Girl Scouts and founder Juliette Gordon Low! Explore historic sites, enjoy southern food, and relax with ocean activities at Tybee Island.

# Troop Proceeds and Rewards

All troops who participate in the Girl Scout Cookie Program will earn a minimum of \$1 dollar per package sold.

There are two reward options for a troop to choose between when they are planning their cookie program participation: **Individual Rewards** and **Extra Troop Proceeds**.

**Individual Rewards** incentivize Girl Scouts based on the number of cookie packages they sell. As a Girl Scouts reaches higher sales milestones, they unlock rewards, like patches, apparel, and program experiences. This encourages goal-setting and entrepreneurship.

**Extra Troop Proceeds:** Troops can opt for extra troop proceeds instead of the individual rewards structure, provided there is 100% agreement among members. By choosing this option, the troop earns an additional \$0.15 per package sold, along with patches, the 1000+ acrylic (if applicable), and the 500+ per-girl-average (PGA) troop reward (if applicable)

Regardless of what a troop chooses above they also have the opportunity to earn the 500+ PGA troop rewards.

**Troop Rewards** are incentives given to an entire Girl Scout troop based on their collective cookie sales. These rewards typically include troop funds, special experiences, or group activities, and are earned when the troop reaches specific sales milestones. The rewards aim to encourage teamwork, collaboration, and shared goal-setting within the troop.

## NEW THIS YEAR! Adventure Points

Girl Scouts who sell 400+ packages during cookie season will earn **Adventure Points (AP)**, which can be redeemed for exciting rewards. The number of points earned depends on the final number of packages sold. Girl Scouts who reach higher levels, like 3AP, can “mix and match” from different levels to choose rewards that fit their interests.

Girl Scouts who sell over 2,000 packages will continue earning troop proceeds while unlocking exciting travel opportunities to broaden their horizons. We will go over Adventure Points in more detail in the *Troop Proceeds and Entrepreneurs Rewards Module*. For now, know that we have built in some exciting new ways Girl Scouts can experience even more opportunities to explore and travel!

# Reward Distribution

Rewards arrive in **mid-May** so keep in touch with your Troop Cookie Chair to learn how and when you will receive your reward items!

## 1-300+ pkg levels

Physical items earned at these levels come from ABC Bakers. They arrive in **mid-May**.

## Adventure Point Levels

Physical items earned at these levels are procured by council. See Adventure Point information above for more details about how Girl Scouts will be able to utilize these points.

## Council Credit

A form of non-cash currency earned by individual Girl Scouts based on their cookie sales. These credits can be used for various activities or items within the council, such as camp fees, event registrations, membership dues, travel costs, or in the council store for uniforms and supplies. Council credits are an alternative to physical rewards and offer flexibility for scouts to choose how they want to benefit from their cookie-selling efforts. Girl Scouts who earn council credit will receive it via email to their caregiver email on file.



## Support Sister Girl Scouts in SoCal

At GSNorCal, we are committed to making a difference—not just globally, but also within our Girl Scout community. This year, in response to the devastating January 2025 wildfires that have impacted many Southern California residents, including Girl Scout families, we have shifted our philanthropic reward option to provide direct support to those in need.

Girl Scouts can choose to donate part of their reward proceeds to the **Girl Scouts of Greater Los Angeles Council Assistance Fund**, ensuring that affected Girl Scouts and their families receive the help they need. By selecting this option, Girl Scouts can stand in solidarity with their sisters in SoCal and earn a special patch to showcase their support!





## GSNorCal Camp Discount

Girl Scouts have opportunity to utilize AP points to earn discounts to GSNorCal camps, this includes Volunteer-Run Day Camps! These discounts are only good for **2025** council camp programs.

3 AP | 10% GSNorCal Camp Discount

5 AP | 20% GSNorCal Camp Discount

7 AP | 35% GSNorCal Camp Discount

10 AP | 50% GSNorCal Camp Discount

## Crossover Patch

Girl Scouts who met the criteria in the Fall Product and Cookie programs will receive this patch **8-10 weeks after April 1**. These patches are made through our Fall Product Program vendor, M2. [Click here](#) to check the status login to your Girl Scout's Fall Product Program page and click *Personalize Patch* to check the status.

### Criteria:

1. **Fall Product Program:** Create your avatar & sent 18+ emails
2. **2025 Cookie Program:** Sell 255+ packages of Girl Scout cookies



## Rewards Programs

### Pick a program (1 AP)

Select one option from a variety of fun and engaging programs to enjoy with fellow Girl Scouts in GSNorCal! Choices to be announced in **early February** in the troop newsletter.

### Girl Scout Day at the SF Zoo (1 AP)

Join fellow Girl Scouts on **May 10, 2025** at the San Francisco Zoo for Girl Scout Day at the Zoo! Explore the animal exhibits, face painting and a DJ dance party! Girl Scouts who sell 2000+ packages will also be invited to attend a special luncheon with our CEO!

## LEGO Program (3 AP)

Join GSNorCal and Lego Staff for a hands-on build at the Lego store! After the program, go shopping in the store to select your Lego set reward! Dates and locations will be announced in **early February** via the troop newsletter.

## Canon EOS Rebel T7 with virtual photography class (7 AP)

Have you ever wanted to take a photography class? Now is your chance! Join other photography lovers in this virtual hands-on course to learn photography techniques. By earning this reward, you have the chance to learn skills, apply them, and participate in a showcase to display your work to other Girl Scouts!



Sessions will be held:

### **Saturday, July 12, 2025**

**Seniors/Ambassadors** 9:00am – 11:00am

**Cadettes** 11:30am – 1:30pm

Showcase for **Daisies/Brownies**, July 19, 2025 10:00am – 11:00 am

### **Saturday, July 19, 2025**

**Daisies/Brownies** 9:00am - 10:00am (stay until 10:30am for C/S/A showcase)

**Cadettes/Seniors/Ambassadors** Showcase 10:00am – 11:00am

**Juniors** (Log in at 10:30am for showcase) Class from 11:00am – 12:30pm

**Daisies/Brownies/Juniors** Return to showcase on July 26, 2025 9:00am – 10:00am

### **Saturday, July 26, 2025**

**Daisies/Brownies/Juniors** Showcase 9:00am – 10:00am

**Cadettes/Seniors/Ambassadors** Log in at 9:00am for showcase

## Creality - K1C Speedy 3D Printer with filament and virtual class (7 AP)

Join your fellow Girl Scout, Madison Love, in a virtual course where she will provide an overview of the 3D printer you earned, demonstrate how to create the preselected craft alongside 3D printer earners, leading you through the creation of your very own work of art!



### **Sunday, May 4, 2025**

**Daisies/Brownies/Juniors** Log in at 1:00pm

### **Sunday, May 18, 2025**

**Cadettes/Seniors/Ambassadors** Log in at 1:00pm

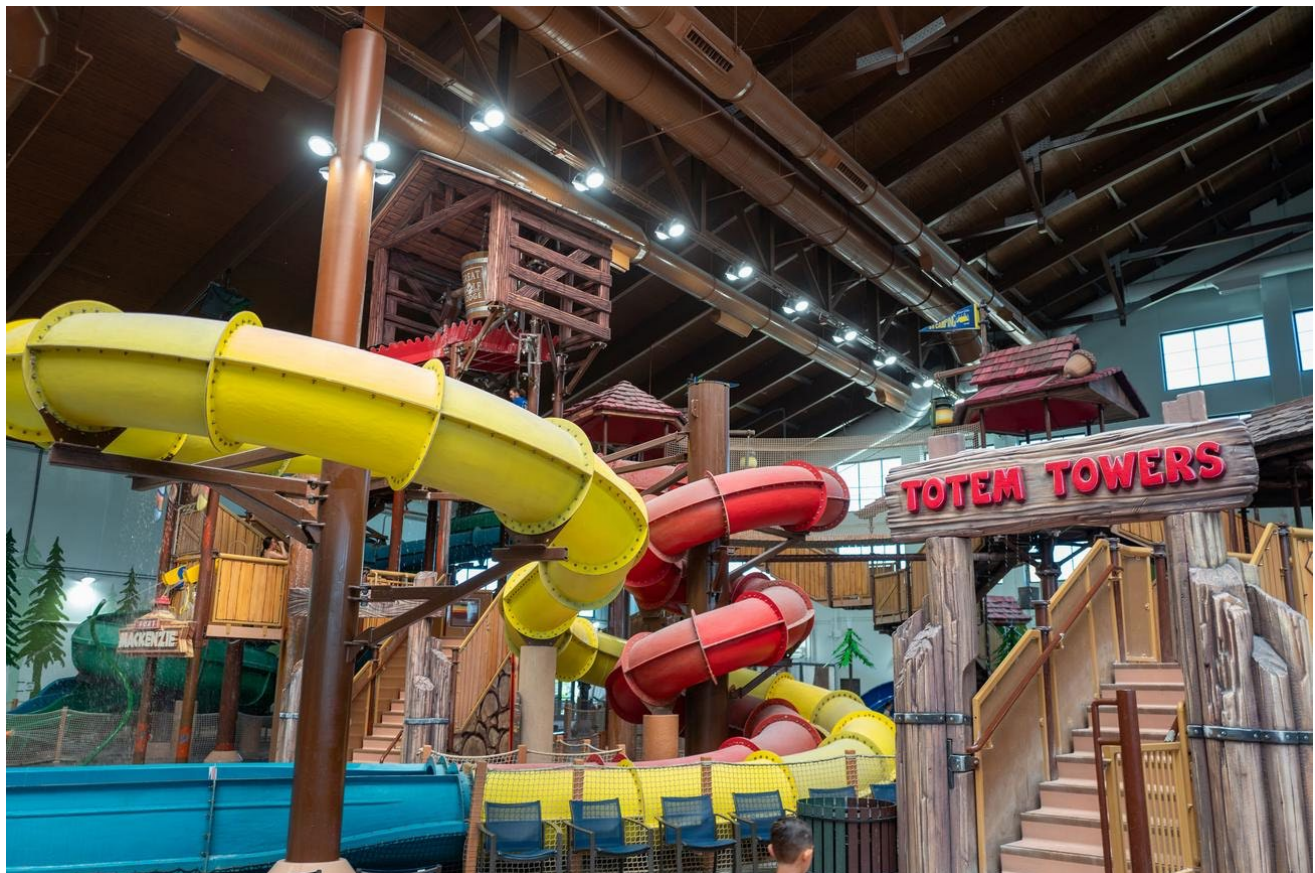
# Travel Opportunities

## Great Wolf Lodge

Get ready for an unforgettable adventure at Great Wolf Lodge from **June 26-28, 2025!** This getaway is designed for Girl Scouts of all ages, each accompanied by their chaperone. Over three days and two nights, dive into non-stop fun with unlimited access to the indoor water park, where you can splash and slide to your heart's content. Test your skills with a game of MagiQuest, enjoy a thrilling round of bowling, and challenge yourself on the ropes course, all included in the package.

You'll also receive a 12 oz candy cup, a \$5 game card for the arcade, and a scoop of ice cream to sweeten the experience. With all meals covered, you and your Girl Scout can focus entirely on making memories together. Whether you're conquering the high ropes or relaxing by the pool, this Great Wolf Lodge trip promises a fun-filled escape for Girl Scouts and their chaperones, creating bonds and unforgettable experiences every step of the way.

Bowling, ropes course, MagiQuest, 12 oz candy cup, \$5 game card, and scoop of ice cream are for the Girl Scout only. Adult chaperones may purchase an additional pass through Great Wolf Lodge.





## Tahoe Adventure

Join us **June 23-26, 2025**, for an exhilarating high-adventure all-inclusive getaway in beautiful Lake Tahoe! This 4-day, 3-night trip is open to Junior, Cadette, Senior, and Ambassador Girl Scouts, each accompanied by their chaperone. Together, you'll experience outdoor thrills and create unforgettable memories. Saddle up for a horseback riding adventure through Tahoe's scenic trails and test your courage as you and your chaperone navigate the rapids on an exciting white water rafting expedition.



To kick off our action-packed adventure, unwind with fellow Girl Scouts on a scenic dinner cruise, enjoying breathtaking views of the lake as the sunsets. You'll also spend time on the water with kayaking or paddleboarding, gliding across the crystal-clear lake and soaking up the stunning alpine landscape. This trip is perfect for those seeking adventure, fun, and quality time with their Girl Scout and chaperone in the great outdoors!

## Savannah Independence Building Trip

Cadette, Senior, and Ambassador Girl Scouts are invited to join GSNorCal staff and volunteers for an unforgettable adventure from **June 8-14, 2025**! This 7-day, 6-night trip will take you to the charming city of Savannah, Georgia, where you'll walk in the footsteps of Girl Scout founder Juliette Gordon Low. Experience the rich history and culture of this iconic city with visits to historic sites, delicious southern cuisine, and scenic ocean views.

During the trip, you'll also have a chance to relax and enjoy beach activities at Tybee Island. This immersive journey combines Girl Scout heritage, exploration, and fun, making it a perfect opportunity for girls to bond, learn, and create lasting memories. Whether you're discovering new places or connecting with Girl Scouts from across GSNorCal, this Savannah trip is an experience you won't want to miss!



## GSNorCal Disneyland Reward Trip

The Disneyland reward offers multiple Adventure Point levels, providing flexible options for travel and experience while allowing Girl Scouts across the council to enjoy the trip together.

### Key Details:

- **Travel Dates:** July 8-11, 2025
- **Park Dates:** July 9 (Disneyland) & July 10 (California Adventure)
- **Chaperone Requirement:** Every Girl Scout must bring an adult (18+).



*Participants earning less than the 16 AP all-inclusive trip can use Council Credit to reimburse travel expenses (e.g., transportation, hotel, food). Submit receipts via the Council Credit Redemption form. Processing time: 6-8 weeks.*

### AP Level Rewards:

- **3 AP:** one, 1-day Disneyland ticket (July 9)
- **5 AP:** one, 2-day park hopper ticket
- **7 AP:** one, 2-day park hopper, Lightning Lane & PhotoPass, \$150 meal card, 2 trip shirts, 1 pair of Girl Scout Villain Mickey ears
- **10 AP:** Same as 7 AP, plus 1 additional park hopper ticket
- **13 AP:** Same as 10 AP, plus flights\*, \$300 meal card, 4 trip shirts (2 for Girl Scout, 2 for chaperone), 2 pairs of ears, and roundtrip bus to/from LAX. Optional: Disney keyholders can exchange tickets for 3 nights at Candy Cane Inn for \$200
- **16 AP:** All-inclusive trip for Girl Scout + chaperone: same as 13 AP, plus 3-night stay at Candy Cane Inn, flights\*



*\*Flights are from San Francisco (SFO) or Sacramento (SMF) to Los Angeles (LAX). Additional travelers can join the bus for \$50 (due by April 15, 2025).*

### All Girl Scouts Earn:

- GSNorCal Disneyland Welcome Bash (Pizza Party)
- Lanyard with name tag and emergency info

### Additional Information:

- **Staff Liaison:** Each Girl Scout and chaperone will be assigned a staff liaison and themed Disney Villain group. Optional meetups in the parks.
- **Hotel:** Candy Cane Inn rooms (two queen beds) sleep four. Additional guests can book within the GSNorCal block at a discounted rate.
- **Band App:** Required for trip communication and updates.

### Optional Purchases:

- Extra Park tickets
- Additional themed Mickey ears (\$40)
- Extra trip shirts (\$25 each)

# Marketing

## Marketing Timeline

To support you and your entrepreneurs, make sure to review the [Cookie Marketing Timeline](#) for ideas on how to be even more visible in your community.

## Yard Signs & Door hangers

To support you in reaching even more customers we have provided a [printable yard sign](#) and [door hangers](#) that will include a spot for your Digital Cookie QR code. Girl Scouts can leave door hangers if they go door-to-door and customers are not home. By leaving a door hanger, customers can reach Girl Scouts shop even if they missed their visit.



## Business Cards

Support your Girl Scout by helping them print [business cards](#) so that they can share their digital shop's QR code and drive customers to their online store to place their orders!

## Council Social Media

Follow us on social media @gsnorcal, tag us in your posts, and use hashtags #GSNorCal #GirlScoutsofNorthernCalifornia for a chance to be shared on our [Instagram](#), [Facebook](#), and [LinkedIn](#)!

## Additional Resources

[Cookie Program Family Meeting Guide \(DBJ\)](#)

[Cookie Program Family Meeting Guide \(CSA\)](#)

[ABC Rally Guide](#) (end of document contains marketing materials for entrepreneurs)

# www.ilovecookies.org

www.ilovecookies.org is Girl Scouts of Northern California's resource to help entrepreneurs boost their sales and stay relevant in their communities. On this website, customers can locate where Girl Scouts host cookie booths and purchase cookies through a Digital Cookie storefront for shipped, donated, or Girl Scout-delivered cookies.

To learn more about ilovecookies.org, check out this [gsHelpCenter article](#).

If your Girl Scouts would like to participate in Digital Cookie but do not want to be listed on ilovecookies.org, they can opt-out by completing the [GSNorCal ilovecookies Opt-Out Form](#) by **January 8, 2025**.



# Get Ready for Cookie Season

## with Girl Scout Shop Must-Haves!

Visit [www.gsnorcal.org/shop](http://www.gsnorcal.org/shop) today to gear up for a successful cookie season.

Shop while supplies last!



**Cookie Pennant Banner**

**6.99**



**Cookie Rectangular Banner**

**11.99**



**GS Cookie Tablecloth (72" x 108")**

**29.99**



**GS Cookie Tablecloth (60" x 60")**

**24.99**



**Cookie Assorted /  
4 Handheld Signs**

**2.49**



**Cookie Yard Sign + Stake**

**14.99**



**2025 Cookie Tote Bag**

**4.95**