



girl scouts
of northern california

2025 Cookie Program

Service Unit Cookie Guide



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Welcome, Service Unit Volunteers!

Thank you for your commitment to supporting our troops during the Girl Scout Cookie Program. This guide will provide you with everything you need to know, including important troop information and details about your role in helping each troop succeed. As we embark on this journey, remember that you are not only helping to support troop cookie programs but also shaping future entrepreneurs and community leaders.

This season, our focus will be on making the cookie program as rewarding and equitable as possible for both Girl Scouts and volunteers, while ensuring smooth processes and clear communication.

The remainder of this guide is the Troop Cookie Guide, however, you will see bright green boxes that denote your call to action to support troops and Girl Scouts.

Please don't hesitate to reach out if you have any questions or need support. Together, we'll make this cookie season a sweet success!

Let's get ready to make an impact, one cookie package at a time!

Service Unit Bonus

- Track your progress on the service unit dashboard!
- Service units with 80%+ of Girl Scouts in their SU participating in the program will receive \$0.01 per package sold by their SU participants.
- Service units with 85%+ of Girl Scouts in their SU participating in the program will receive \$0.02 per package sold by their SU participants.
- Service unit bonus checks will be distributed in May 2024.

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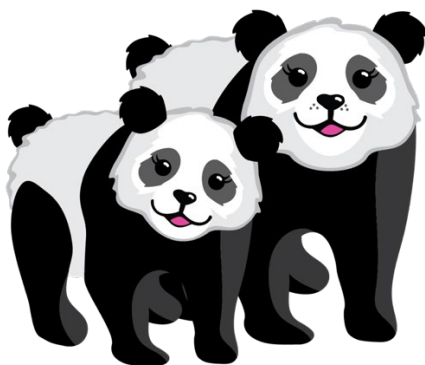
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Welcome to the Girl Scout Cookie Program!

Each year, the **Girl Scout Cookie Program** has an inspiring new theme and mascot, that entrepreneurs can seamlessly incorporate into their business marketing strategies. The theme is carried out in the Girl Scout Cookie Program materials as well as in the rewards the Girl Scouts can earn. The **2025 Girl Scout Cookie Season mascot is the Giant Panda** and our theme is: *Embrace Possibility*.

Let's meet the pandas!



Bao Bei is the smaller panda, and their name means *precious*.

Mei Lin is the bigger panda, and her name stands for *beautiful orchid*.

Fun Facts about the Giant Panda



Giant pandas spend 10-16 hours a day feeding, mainly on bamboo.

Their natural habitat is only in the mountain ranges of central China.

At 5 months old, giant panda cubs learn how to climb - sometimes by practicing climbing on their mum.

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A Message to Volunteers

Dear Volunteers,

As members of the Girl Scouts of Northern California (GSNorCal) community, we are all part of a larger, united movement dedicated to building girls of courage, confidence, and character, who make the world a better place. At GSNorCal, our mission is clear: we are one council with one mission—to provide every Girl Scout with the opportunity to learn, grow, and develop their leadership skills while running a successful business of their own. This mission is rooted in our commitment to creating equal and equitable opportunities for all Girl Scouts.

We are grateful for your dedication and support as volunteers. Your role in shaping the experiences of our Girl Scouts is invaluable, and we deeply appreciate the time, energy, and passion you invest in helping them thrive. Together, we strive to create an environment where every Girl Scout feels supported, empowered, and inspired.

As we move forward in this shared mission, we hold our volunteers to the same high standards that we encourage in our Girl Scouts. We ask you to embody the values of the [Girl Scout Promise and Law](#), fostering an inclusive, respectful, and positive space for all. Your actions set the tone for our Girl Scouts and play a crucial part in building the supportive sisterhood that is at the heart of our movement.

We understand that being the best we can be for our Girl Scouts is a journey, and we are committed to doing our best alongside you. Thank you for your unwavering commitment to our mission and for being an essential part of the GSNorCal family.

Together, we are making a difference, one Girl Scout at a time.

With gratitude and appreciation,
GSNorCal Entrepreneurship Program Team

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Guidelines for the Cookie Program

As volunteers and role models, it's critical to demonstrate the behaviors we expect from our Girl Scouts. **Leading by example helps create a positive environment that promotes learning, teamwork, and respect.** It also reinforces the values of the Girl Scouts, teaching important life skills such as responsibility, honesty, and community engagement. Modeling good behavior ensures that youth understand the importance of integrity in all aspects of the cookie program, from booth behavior to money management.

Below is a list of behaviors we ask you model to your Girl Scouts:

- **Begin the cookie program on or after January 13, 2025.** Troops must adhere to the designated start date for the cookie program.
- **Follow the Booth Essentials guidance to model good behavior at booths:** Ensure that all interactions at booths reflect the values of Girl Scouts, including respect and kindness.
- **Follow all Money Handling procedures:** Troops must follow proper procedures for handling and managing troop funds such as banking on time and frequently and writing receipts for all money collection.
- **Promote and follow the Digital Cookie Online Sales Rules:** No resale of cookies via digital platforms beyond approved methods, identified in the [Digital Marketing Tips for Families](#), [Digital Cookie Pledge](#), [Safety Activity Checkpoints for Cookie & Product Programs](#), and [Safety Activity Checkpoints for Computer and Internet Use](#).

Addressing Undesired Behavior

When addressing behavior issues, it is important to:

- **Assume Positive Intent:** Approach situations with the belief that everyone is trying their best.
- **Provide a Coaching/Learning Opportunity:** Use instances of misconduct as chances to educate Girl Scouts and caregivers.

If you need assistance, notify the Entrepreneurship Program Team.

Once the report is submitted, the team will follow up with the volunteer. **No further action** will be required from the person reporting the issue, and **no feedback** will be given. The matter will be handled at the discretion of the Entrepreneurship Program Team.

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Getting Started

A successful cookie program is entrepreneur-led. Work with your entrepreneurs to create a year-long troop activity plan, then set program goals to support your troop budget.

- ☐ Complete the gsLearn training track for in-depth cookie program training to gain access to Smart Cookies. Need help accessing gsLearn? Email onlinelearning@gsnorcal.org.
- ☐ Make sure you have your cookie materials, which arrive at the **beginning of December!** If you did not receive a package with the items below, please contact the Entrepreneurship Team at info@gsnorcal.org.
 - Order Cards
 - Reward Inserts
 - Receipt Books
 - *Empowered by Girl Scout Cookies* Flyer
 - Booth Inventory Sheet/“What If?” Scenarios
- ☐ Ensure each entrepreneur has these cookie materials:
 - ☐ Order Card
 - ☐ Reward Insert
- ☐ Connect with your Service Unit Cookie Program Advisor. If you need to be introduced to your Service Unit Cookie Program Advisor, please contact us at info@gsnorcal.org or 510-995-2900.
- ☐ Complete the following in Smart Cookies:
 - ☐ Complete troop initial order and select delivery slot.
 - ☐ Sign up for and manage cookie booths.
 - ☐ Allocate packages to entrepreneurs.
 - ☐ Order final rewards.
 - ☐ Manage troop cookie finances.
- ☐ Check out the [Navigating Ways to Participate \(PDF\)](#) and use it to work with your troop to determine how they will participate in the Girl Scout Cookie Program.
- ☐ Join us on **Wednesday nights** for LIVE just in time, in-depth training. You can find a complete list of trainings and their registration links in the [Training section](#) of this guide.

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Service Unit Support

Service Unit Checklist

- ☐ Complete all mandatory training for your Service Unit role.
- ☐ Introduce yourself to you Troop Cookie Chairs.
- ☐ Remind troops to complete mandatory training in gsLearn.
- ☐ Provide cookie information at a Service unit meeting, or training. (Resource alert: Service Unit Cookie Program Training Deck).
- ☐ Check troop initial orders:
 - Ensure each troop places an initial order (if they want to).
 - Check order size, especially with newer/younger troops to ensure they do not accidentally over order.
 - Ensure every troop with an initial order has a delivery slot chosen.
 - Be a resource throughout the program.
 - Have fun!

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Program Calendar

Calendar is subject to change



= Service Unit Deadlines

December 2024

17: Mandatory Troop Girl Scout Cookie Program training goes live on gsLearn

January 2025

6: First upload of trained Troop Cookie Chairs to Smart Cookies

8: Deadline to submit [Opt Out Form](#) for ilovecookies.org

11: Troop initial order and delivery time slot due by 11:59PM

12: Service Unit Initial Order Submission Due in Smart Cookie by 11:59PM

13: Girl Scout Cookie Program begins and Digital Cookie launches – Entrepreneurs can begin selling cookies online and by order card

19: Service Unit Booth Coordinator booth uploads due in Smart Cookie by 11:59PM

20: 1st round of booth selections, local SU only (max 3 booths)

21: 2nd round of booth selections; local SU only (6 additional booths per troop; total of 9 booths if you utilized your 3 booth signups in 1st round)

Returning troop deadline for bank account information in Smart Cookies

22: Deadline for returning campers to use reward discounts to sign up for camp.

23: 3rd round of booth selections, no limit on area/location (18 additional booths per troop; total of 27 booths if you utilized your booth signups in 1st and 2nd rounds)

29: Cookie Delivery begins

Deadline for new campers to use reward discounts to sign up for camp.

February 2025

1: Girl Scouts who registered for camp are notified about their camp spot

5: Cookie Delivery ends

4th round of booth selections, no limit on area/location (unlimited booths)

6: Cupboards open and first day of booth sales. Deadline to opt-out for an additional 15 cents per package (see Troop Proceeds module for details)

18: Deadline for new troops to submit their banking info, via [ACH Debit Form](#).

26: ACH* Credit form due by 9AM to notify council of any change to Feb 28 ACH

28: First ACH* withdrawal: 30% balance due to council MINUS all payments

March 2025

16: Girl Scout Cookie Program ends

19: Final rewards due by 11:59PM

23: Service Unit Rewards Coordinator needs to have checked all troop rewards submissions in Smart Cookie by 11:59PM

23: Parent Past Due Cookie Account form due by 11:59PM

26: ACH* Credit form due by 9AM to notify the council of any change to Final ACH

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28: Final ACH*: 100% due to Council (will include any reward charges or credits)

May 2025

Mid-May: Rewards Arrive to Service Unit

** The Automated Clearing House (ACH) is the system used for electronic funds transfer. With ACH, funds are electronically deposited in financial institutions.*

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Planning for Potential Extension of Cookie Program

For the 2025 Girl Scout Cookie Program, we have a pre-planned extension timeline so troops can prepare ahead of time.

Please note, we are not planning to extend the cookie program; this information is precautionary in the event we would need to extend the program for unexpected weather, booth sales slump, etc.

Some booths may extend during this time and others may not, based on national and local agreements. If an extension is announced, booth information will be announced.

The council will announce any potential extension to the program no later than **Monday, March 3, 2025**, via the regularly scheduled cookie newsletters.

If an extension is announced, we will follow this extension schedule. Dates are subject to change.

March 2025

3: Council will announce an extension, if applicable

30: Girl Scout Cookie Program ends

April 2025

2: Final rewards due by 11:59PM

6: Parent Past Due Cookie Account form due by 11:59PM

9: ACH* Credit form due by 9AM to notify council of any change to Final ACH

11: Final ACH*: 100% due to Council (will include any reward charges or credits)

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Entrepreneurship Progression

As entrepreneurs progress through their Girl Scout years, they should have increased responsibility for managing their cookie program. Of course, they will need guidance in goal setting and planning, but as plans become more sophisticated, their participation in product programs can take on a different and expanded character.

Each year Girl Scouts participate in the cookie program, they build on skills learned in the previous years. The training received before the program is an important way for participants to review the things they know and to practice new skills.

The Girl Scout Cookie Program provides opportunities for participants to learn a variety of business skills such as:

- Learn the importance of goal setting and develop plans to achieve a goal.
- Understand how their efforts contribute to the overall good of their council and Girl Scouting.
- Put the ethical standards of the Girl Scout Promise and Law into practice.
- Learn about entrepreneurship, basics of business, and financial planning.
- Develop elevated levels of self-esteem, self-reliance, and personal achievement.
- Heighten career awareness.
- Develop interpersonal and teamwork skills.



girl scouts

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.

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Girl Scout Daisies and Brownies

Members at these grade levels love selling Girl Scout Cookies and have a lot to gain from the experience. A troop volunteer's role is to emphasize the following skills: Building self-confidence, learning to work with others, math, goal setting, communications. The focus should not be on the quantity of cookies sold, but rather the programmatic experience. Before setting out to sell cookies, troop volunteers need to help troop members set realistic goals for the troop, ensure they know the safety rules, and role play some situations the Girl Scouts may encounter. Most Girl Scouts will benefit from individual support and encouragement during the cookie program. Leaders and troop cookie volunteers can help encourage participants by contacting their families during the program to see if they have any questions or are encountering any difficulties that may need adult help.

Before starting their program, a Girl Scout Daisy and Brownie should be able to:

- Tell troop volunteers and parents/caregivers the safety checkpoints for safe selling.
- Introduce themselves by first name as a Girl Scout and state that they are selling cookies.
- Know the names of the cookie varieties or be able to show the cookie descriptions on the order form.
- Be able to tell customers the following:
 - the price of a package of cookies,
 - the total cost of the customer's order,
- Be able to explain how the troop/group will use their cookie proceeds.
- Thank the customer for supporting Girl Scouts.
- With assistance, total each order and/or the order card.

Girl Scout Juniors

Junior Girl Scouts need to play an active role in planning and conducting their Girl Scout Cookie business. Product programs should enhance a member's experience in Girl Scouts. The programs are a part of the Girl Scout Leadership Experience and should be designed to increase decision making, planning and goal setting skills. The Girl Scout Cookie Program should not dominate the activities of the troop, even during Girl Scout Cookie season. Decisions about earning and spending money reflect the needs and interests of all members. When planning activities with the troop, remind them to consider everyone's opinion and develop a plan agreeable to everyone.

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A Girl Scout Junior should be able to:

- Point out a new cookie variety and remind customers of their favorites.
- If asked, explain why they like Girl Scouting and discuss troop/group activities.
- With an adult, make plans for selling in their neighborhood or local business community.
- With input from troop volunteers and parents/caregivers, think of new methods or locations for order taking or selling and then conduct the plan.
- Manage their customer list.
- Have a variety of selling methods.
- Total their own order card.

Girl Scout Cadettes, Seniors, and Ambassadors

Cadette, Senior, and Ambassador Girl Scouts can take on a considerable amount of responsibility and can begin to provide training and service to younger Girl Scouts. They are also ready to put more creativity into designing their troop and personal sales and marketing strategies.

A Cadette Girl Scout can:

- Assist the adult cookie volunteer.
- Provide training for their troop members.
- Assist in managing the troop's funds.
- With other troop members, set goals for troop cookie proceeds and create an innovative sales strategy for achieving those goals.

A Senior or Ambassador Girl Scout can:

- Serve as the troop cookie volunteer with adult oversight.
- Serve as the troop's booth sale coordinator.
- Make a brief presentation to a service club or business group about the Girl Scout Cookie Program and Girl Scouts.
- Assist Girl Scout Brownie and Junior troops with door to door and booth sales.



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.

Navigating Ways to Participate: Tips for Troop Leadership

Girl Scouts can use many different cookie sales methods to help them learn, grow, and reach their goals. Leaders and families should not feel pressured to use all these methods each year. Instead, consider your time and resources as you lead the Girl Scouts to pick the right experience for your troop. Check off each one that feels right. Focus on these methods during your family meeting at the beginning of the cookie season.



Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
<p>Text or Call Friends and Family</p> <p>Girl Scouts get hands-on experience building people skills while interacting with customers they know and trust.</p>	<p>This option is perfect for older Girl Scouts who have big goals. They practice their people skills as they build relationships in their community to boost their business.</p>	<p>Families can help Girl Scouts make connections in their community. Bigger sales may require more room to store cookies and more support managing inventory and money along the way.</p>	<p>The troop cookie manager picks up cookies to distribute to the troop and deposits money into the troop bank account throughout the season.</p>	<p>Encourage families to use Digital Cookie to collect payments. This minimizes the amount of cash families, and the troop, must manage.</p>
<p>Connect with Community</p>	<p>Girl Scouts explore online sales using their own Digital Cookie site. They can use the site to set and share their goals, learn how to create a marketing video, and promote their business.</p>	<p>Families can support their budding entrepreneurs without handling cookies or money.</p>	<p>The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBuddie or Smart Cookies.</p>	<p>High-selling troops may make several trips to pick up additional inventory. It is okay to set your own deadlines and procedures for families to follow as they request and pick up inventory.</p>
<p>Shipped</p>	<p>Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.</p>	<p>The family helps the Girl Scout track sales, request inventory from the troop leader, and deliver cookies to customers all without handling money. All sales are paid for via credit card on the Digital Cookie site.</p>	<p>This method requires the least action for troop leadership.</p>	<p>Encourage Girl Scouts to use Digital Cookie to email their cookie link, send reminders, and thank their customers.</p>
<p>Girl Scout Delivered</p>	<p>Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.</p>	<p>The family helps the Girl Scout track sales, request inventory from the troop leader, and deliver cookies to customers all without handling money. All sales are paid for via credit card on the Digital Cookie site.</p>	<p>The troop cookie manager picks up cookies to fill online orders without having to collect and deposit money.</p>	<p>Troop cookie managers can get specific with troop deadlines. Example: Please have orders to me by Tuesday at noon each week. Pick up orders on Saturdays from 11am-1pm.</p>

Digital Cookie

Sales Method

Girl Scout Experience

Family Experience

Troop Leadership Experience

Tips

Door-to-Door

Order Taking

Girl Scouts go door-to-door with help from their family to collect orders and, later, deliver cookies. As they do, they practice their people and money management skills.

Cookies in Hand

Girl Scouts preorder a supply of cookies. They go door-to-door with help from their family to sell their inventory to customers. As they do, they practice their people and money management skills.

Cookie Stands

Girl Scouts report one of their favorite things about running their cookie business is spending time with family. Running a lemonade-style cookie stand near home as a family project is a great way to grow memories along with skills!

Cookie Booths

Girl Scouts work as a team to reach new customers in a retail setting as they practice communicating their goals, interacting with customers, and safely handling money with adult support.

The family helps the Girl Scout collect orders from neighbors and later deliver the cookies and collect money.

Girl Scouts sell inventory door-to-door with family help. Advantages: With cookies in hand, Girl Scouts must only visit a residence once. Disadvantages: The Girl Scout and her family assume financial responsibility for the inventory.

The family helps Girl Scouts set up a cookie stand at their residence or a private property in their community. The family assumes inventory responsibility before the cookies are sold.

This is an easy way for busy families to let their Girl Scouts engage in the Cookie Program. Family members can become approved adult chaperones to support.

The troop cookie manager picks up cookies based on the troop pre-order and distributes them to the troop.

The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBuddie or Smart Cookies.

Same as above.

The troop cookie manager signs up for cookie booths, schedules Girl Scouts and approved adults to work the booths, and provides them with inventory. They collect money earned and deposit it into the troop bank account. They also keep records of hours and packages sold so individual Girl Scouts can receive credit for their booth sales.

Encourage families to use Digital Cookie to collect payment. This minimizes the amount of cash families, and the troop, must manage.

Encourage inexperienced families to take less inventory. This minimizes the risk of taking too many cookies. They can always come back for more and turn in money as they go.

Same as above.

This is a great way to get families to start volunteering with the troop. It shouldn't be the troop leader or troop cookie manager's job to work all the booths.

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Support

For support throughout the program, please reach out to:

Entrepreneurship Program Team

Cookie Hotline: 510-995-2900

Hotline Hours:

Jan 6 – Feb 5: Mondays – Friday from 9am-9pm

Feb 6 – Mar 16: Mondays – Friday, Saturdays & Sundays from 9am-9pm

Email: info@gsnorcal.org

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

Digital Cookie Support

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

ABC Bakers

Contact ABC Bakers' Support Line: 855-444-6682

Support Line Hours: Seven days a week, 6am-9pm

Email: ABCSmartCookieTechSupport@hearthsidefoods.com

- [ABC FAQ](#)

Training Support

Email onlinelearning@gsnorcal.org with subject line: "Cookie Program Training."

gsHelpCenter

[2025 Girl Scout Cookie Program Resources](#)

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All About Cookies

The Girl Scout Cookie program is the world's largest entrepreneurial teaching program for girls. Started by our founder, Juliette Gordon Low, it is a program rooted in empowerment, teaching Girl Scouts skills such as **financial literacy, goal setting, decision making, money management, people skills, and business ethics**. The cookie program fuels the Girl Scout Leadership Experience, as it is a major source of funding for both troops and Councils across the country.

The cookie program accounts for over 60% of Council operating revenues. The net revenues from this program are shared with troops in the form of troop proceeds and service units in the form of bonus amounts. Girl Scouts earn individual programmatic rewards, and the council uses funds to support financial assistance, volunteer training, membership support, beautiful camps, office and program facilities, and outdoor and leadership experiences.

With the costs of cookies, distribution, credit card fees and the like increasing significantly, the new price of \$7 a box enables us to maintain the revenues we rely on to support the Girl Scout Leadership Experience, increase troop proceeds, and enhance Girl Scout rewards and experiences.

To find out more about the impact Girl Scouts has in our communities, see our most recent [Impact Report](#), and keep an eye out for next year's report coming in **spring 2024**.

In **2025**, planned revenue sharing and investment is depicted below.



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Our goal is to empower Girl Scouts through these programs, helping them build character, skills, and confidence while having fun! Share the [*Empowered by Girl Scout Cookies Flyer*](#) Girl Scouts and families to support them in connecting with cookie customers. It's a good idea to display it at booths to spark conversations about how their purchase is fueling these exciting opportunities.

Plus, this year brings some exciting new cookie options! With our **new baker, ABC Bakers**, we're thrilled to offer Adventurefuls, Thin Mints, Trefoils, and for a limited time, Toast-Yay! and gluten-free Caramel Chocolate Chip.

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.

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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.

Troop Proceeds

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

Troops who earned the Early Bird renewal incentive gained an additional \$0.10 cents that will be credited at the end of the cookie program.

Troops who decide to opt out of individual rewards can earn an additional \$0.15 cents. The deadline to opt-out is **February 6** and can be done on your **Troop Information tab** in Smart Cookies.

Girl Scout Juliettes will receive proceeds via council credit that they can redeem in a variety of ways.

Troop Proceeds	Early Bird Special	Opt-Out	Total Potential Troop Proceed
\$1 per package	+ 10¢	+ 15¢	\$1.25

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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.



Smart Cookies Volunteer Training

Creating a Planned Order in Smart Cookies

- Video: [Virtual Cookie Share Orders - Direct Sale](#)
- [Smart Cookies Troop User Guide](#)
- Slide Decks Available in [Google Drive](#).

Service Unit Cookie Rallies

Make sure to touch base with your Service Unit Cookie Program Advisor to learn about any cookie rallies happening in your area.

Within your rally materials you received some lanyards and Toast Yay! cookies. These should go out to troops, free of charge, and free of attending their rally: **1 lanyard, 1 plastic pouch, and 1 menu card per registered Girl Scout within your service unit. One package of Toast Yays! should be gifted per troop within your service unit.**

Palm Oil

We know you're often at the forefront of your communities when it comes to questions about Girl Scouts, so we're making sure you have the most accurate and updated information about the recent news story about the palm oil industry and Girl Scout Cookies. We're aware of the potential

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concerns you, your Girl Scouts, their families, and your cookie customers have about palm oil in our cookies, and we take the matter seriously.

Check out the Resources in this section to view some talking points and resources you can use with families, older girls, and customers if questions arise.

Youth Engagement

Encourage Girl Scouts to build a relationship with their customers and get to know the cookies we now offer because of our wonderful **new baker, ABC Bakers**. Girl Scouts can create a creative game where they read the cookie descriptions to customers and customers have to guess which variety of Girl Scout cookies they are describing!

Remind Girl Scouts that this will be **the last year we offer Toast-Yays!** At the next troop meeting, entrepreneurs can make a sign sharing this information and encourage customers to stock up because they will soon be gone forever! They can also let customers know that by saying goodbye to this Girl Scout favorite, we will be able to offer a new cookie next year!

Resources

[How to access gsLearn](#)

[Empowered by Girl Scout Cookies Flyer](#)

[Girl Scout Cookies and Palm Oil Product FAQ](#)

[Navigating Questions About Palm Oil in Girl Scout Cookies](#)

[Sustainable Palm Oil Toolkit for Volunteers](#)

[Sustainable Palm Oil Toolkit for Kids](#)

Key Takeaways

- All cookie varieties now \$7 a package.

Service Unit Support

- **Service Unit Cookie Program Advisor**
 - Available to support with cookie and ABC Baker related questions/issues.



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Training

Adequate training is essential to a successful cookie season.

Much like last year, all Troop Cookie Chairs must be rostered as Troop Cookie Chairs in their myGS profile, in order for Troop Cookie Chair training to appear on your dashboard in gsLearn.

Key Dates

December 17: Cookie Program Troop Cookie Chair training launches in gsLearn

January 6: First live webinar!

Register for our live webinars on the next page.

New and Experienced Troop Cookie Chair 2025 Training

If you are properly rostered, both the **New and Experienced Troop Cookie Chair 2025 training will appear on your gsLearn dashboard.** You are required to complete only the Learning Path that aligns with your level of experience; you do not need to complete both the new and experienced training.

636 New Troop Cookie Chair 2025 Learning Path

- 636 Welcome to the Girl Scout Cookie Program 2025
- 636 Girl Scout Cookie Program 2025
- 636 Managing the Girl Scout Cookie Program 2025
- 636 Girl Scout Cookie Program 2025 - Hot Topics (Optional)
 - Hot Topics | ilovecookies.org
 - Hot Topics | Palm Oil
- 636 Smart Cookies Volunteer Training 2025 (Optional)
- 636 Digital Cookie Volunteer Training 2025 (Optional)

636 Experienced Troop Cookie Chair 2025 Learning Path

- 636 Welcome Back to the Girl Scout Cookie Program 2025
- 636 Girl Scout Cookie Program 2025
- 636 Optional Experienced Refresher 2025 Course (Optional)
- 636 Girl Scout Cookie Program 2025 - Hot Topics (Optional)
 - Hot Topics | ilovecookies.org
 - Hot Topics | Palm Oil
- 636 Smart Cookies Volunteer Training 2025 (Optional)
- 636 Digital Cookie Volunteer Training 2025 (Optional)

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Once you have completed your Troop Cookie Chair online training in gsLearn and are listed as the Troop Cookie Chair, you will receive access to Smart Cookies. An access link will be sent to you, which will expire in 45 days. *Our first upload of eligible users will **begin on January 6**, with subsequent uploads every Tuesday and Thursday through the end of the program.*

Please note, training must be completed before 12pm noon on Tuesday or Thursday, to be included in the Tuesday/Thursday upload.

Additional optional training is available in gsLearn to support your role. We recommend exploring **636 Digital Cookie Volunteer Training 2025** and **636 Smart Cookies Volunteer Training 2025** to familiarize yourself with our new inventory tracking system, Smart Cookies.

We also host weekly, live webinar training **starting the week of January 6, 2025** — please make sure to sign up! Registration links can be found on the next page and within your Troop Cookie Chair Training module “Theme and Key Dates”.

Troop Cookie Chair Live Webinar Training

Schedule and Registration Links

January 2025

Jan 6: [Juliette Caregiver Troop Training](#)

Jan 8: [Placing Your Initial Order](#)

Jan 13: [Digital Cookie](#)

Jan 15: [Booths Sign-Ups & Booth Essentials](#)

Jan 22: [Inventory Management Training](#)

Jan 29: [Financial Process](#)

February 2025

Feb 5: [Digital Cookie and Smart Cookies Inventory Management](#)

Feb 12: [Cookie Cupboards & Allocating Cookies in Smart Cookies](#)

Feb 19: [Managing Inventory \(Repeated Session\)](#)

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Feb 26: [Open Q&A](#)

March 2025

Mar 5: [Submitting Final Rewards & Reward Delivery Information](#)

Mar 12: [Wrapping Up & Submitting Parent Past Due Accounts Form](#)

Recordings for these live webinars will be available to view in the *Troop Cookie Chair Recorded Webinars 2025* training module within your **Troop Cookie Chair Learning Path** in gsLearn.

Google Drive for Troop Cookie Chairs

We've created a **Google Drive** to support you! The [2025 Troop Cookie Chair Google Drive Folder](#) is designed as a helpful hub for sharing resources like PowerPoint slide decks, email templates, and tools for tracking attendance, finances, and inventory. We hope these resources make it easier for volunteers to keep families informed and organized throughout the program.

In the folder titled [Volunteer Uploaded Resources](#), you can share any helpful resources with the council. At the end of the program, we will review all shared resources and consider incorporating them into future council-wide materials, ensuring they benefit the broader Girl Scout community.

Courses for Troop Volunteers

For troop volunteers who do not hold the role of Troop Cookie Chair, but would still like to learn about the cookie program, **search these courses in the content library in gsLearn to learn more:**

Girl Scout Cookie Program Overview 2025 Learning Path

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

Girl Scout Cookie Program Digital Support Tools 2025 Learning Path

- 636 Smart Cookies Volunteer Training 2025
- 636 Digital Cookie Volunteer Training 2025

Make sure to check out the *What's New in 2025 Module* to learn more about:

- Our new partner, ABC Bakers
- Our new Inventory Management System, Smart Cookies

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- Cookie price increase and how to support Girl Scouts in sharing this with customers.
- One Council, One Mission Principal
- Go Day Clarity
- New reward option, Adventure Points (AP)!
- Opt-out for all rewards option.
- New Google Drive for Troop Cookie Chairs

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 patches 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 council credit virtual **in May**. Juliette's will receive a bank deposit card to deposit their money. Juliettes cannot earn troop rewards.

Youth Engagement

To help drum up excitement and girl scout engagement, search for the optional module in [gsLearn](#), *Helping Girl Scouts Develop an Entrepreneurial Mindset* to support your youth in developing an entrepreneurial mindset. You can find it in the *Managing the Girl Scout Cookie Program 2025* course in the New TCC learning path or in the *Optional Experienced Refresher Course* in the Experienced TCC learning path.

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gsHelpCenter

[gsHelpCenter: Where to find gsLearn](#)

[gsHelpCenter: Complete learning path catalogue](#)

[gsHelpCenter: 2025 Girl Scout Cookie Resources](#)

ABC Bakers

[Smart Cookies Login](#)

[Troop User Guide](#)

“Quick Bites”

Short and snappy helpers to complete various tasks in Smart Cookies:

[Smart Cookies Registration](#)

[Smart Cookies Tabs and Functions for Troops](#)

[Recognitions](#)

[Troop Initial Orders – Direct Sale](#)

[Transfers](#)

[Planned Orders](#)

[Scheduling Booths – FCFS](#)

[Smart Booth Divider - Single Booth](#)

[Troop Direct Ship Orders](#)

[Troop Orders in Digital Cookie](#)

[Cookie Share Sales - Girl Delivery](#)

[Financial Transactions](#)

[Reconciling Digital Cookie and Smart Cookies Reporting Troop](#)

[Season Close Out - Troop Checklist](#)

ABC Bakers also has **supporting videos** to help you navigate Smart Cookies better. Accompanying slide decks can be found on the [Google Drive](#).

[Scheduling First come First Serve Booth in Smart Cookies \(Video\)](#)

[Volunteer Registration \(Video\)](#)

[Creating Recognition Orders \(Video\)](#)

[Virtual Cookie Share Orders -Direct Orders \(Video\)](#)

[Smart Booth Divider \(Video\)](#)

[Managing Orders \(Video\)](#)

[Creating Planned Order in Smart Cookies \(Video\)](#)

[Creating Troop to Girl Transfer Order \(Video\)](#)

[Troop Initial Order with Gluten Free-Direct Sale \(Video\)](#)

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Digital Cookie Login

Use the Digital Cookie Tip Sheets to help you master the Digital Cookie portal!

[Volunteer Login Tip Sheet](#)

[Forgot Password/Password Reset Tip Sheet](#)

[Unlocked Account Tip Sheet](#)

[No Registration Email Received Tip Sheet](#)

[Troop Dashboard Video](#)

[Troop Dashboard Tip Sheet](#)

[Troop Site Links Video](#)

[Troop Site Links Tip Sheet](#)

[Troop Booth Pickup Orders Video](#)

[Troop Booth Pickup Orders Tip Sheet](#)

[Cheers Tip Sheet](#)

[Troop Mobile App Video](#)

[Troop Mobile App Tip Sheet](#)

[Refunding Orders Video](#)

[Refunding Orders Tip Sheet](#)

Key Takeaways

- Make sure you are rostered as the Troop Cookie Chair (Manager) in myGS to gain access to the appropriate Troop Cookie Chair training.
- Email info@gsnorcal.org with Subject Line: "Cookie Program Training" if you have additional cookie training questions.



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Hosting Entrepreneur and Family Cookie Meetings

Key Dates

Troop and Family Meetings should take place at least **one to two weeks before** the Girl Scout Cookie Program begins.

An **Entrepreneur and Family Cookie Meeting** is a gathering organized by the Troop Cookie Chair at the beginning of the Girl Scout Cookie Program to inform and engage caregivers and Girl Scouts about the upcoming cookie season.

During this meeting, key details about the cookie-selling process are discussed, deadlines, safety guidelines, inventory management, and financial responsibilities. It's also an opportunity to share tips for supporting their Girl Scouts, explain the rewards structure, and ensure that parents understand their role in helping their entrepreneurs succeed. The meeting helps build a strong partnership between the troop leadership and parents, ensuring a smooth and successful cookie season for all.

Make sure to review the information and checklists found in the GSUSA Family Guides ([DBJ](#), [CSA](#)) to help you plan your family meeting. As you begin planning your Family Meeting, check out the [Family Support During the Girl Scout Cookie Program Video](#).

Entrepreneurship Planning Sessions

The Girl Scout Planning Session is an important component of the Family Cookie Meeting where the Girl Scouts themselves take an active role in planning for the cookie season. While the caregivers are learning about their responsibilities, the youth work together to set their own goals, discuss strategies for selling cookies, and brainstorm how they want to use the proceeds from their sales, such as funding a trip, a service project, or new activities. This session empowers the Girl Scouts by giving them a voice in the decision-making process and teaches them valuable leadership, teamwork, and financial literacy skills.



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To ensure the session is successful and runs smoothly, you will need to enlist the help of a registered adult volunteer to help facilitate the activities. This volunteer guides the girls in their discussions, keeps the session on track, and ensures a positive and productive environment. Having a registered adult volunteer lead the session also ensures that safety and Girl Scout protocols are followed throughout the planning process.

Make sure to review the resources available in the [Marketing section](#) of this guide for more support and ideas on how to work with Girl Scouts during the Entrepreneurship Planning Session. Check out this [Entrepreneur Planning Session](#) video for an idea of what will happen during this session and share this with your troop and caregivers.

Enlisting Caregiver Support

Enlisting caregiver support for the Girl Scout Cookie Program is essential to lighten the workload and build a strong sense of community within the troop. Use the sign-up sheets and email templates in the Google Drive folder to help you organize and grow your caregiver support team.

Please remember that caregivers who will supervise Girl Scouts to meet the required Adult-to-Girl Ratios must be registered members and have a **completed background check (LIVE Scan)** on file with the council.

Resources

GSNorCal provides various resources to support you in organizing a successful Entrepreneur and Family Cookie Meeting. Below is a summary of the available tools:

Email Templates

- Invitation template to invite families to the Family Cookie Meeting.
- Follow-up email template to maintain communication after the meeting.

Sign-in and ups!

- Meeting Sign-in list
- Cookie Volunteer Sign-up list

Customizable Slide Decks

- Slides for use during Family Cookie and Entrepreneurship Planning Sessions.

Accessing Resources

- All resources are housed in the [Google Drive](#).



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- For support, contact the Entrepreneurship Program Team at info@gsnorcal.org.

Additional Tips

- Check out the [GSUSA's Digital Marketing Tips for Cookie Entrepreneurs and Families](#). (Note: This is a sample, the updated version from GSUSA is still pending).

[Digital Marketing Tip for Cookie Entrepreneurs and Families](#)
[Family Support During the Girl Scout Cookie Program Video](#)
[Entrepreneur Planning Session](#)
[Google Drive](#)

Key Takeaways

- Email templates , customizable slide decks, sign-up sheets, and more are available for Troop and Family Meetings in the [Google Drive](#).



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Initial Order

The initial order is a vital component of the Girl Scout Cookie Program from a troop's perspective. It sets the foundation for the entire cookie season, requiring careful planning, budgeting, and coordination. By understanding the purpose, timing, and strategic importance of this first order, troops can maximize their sales potential and set themselves up for a successful season. This process involves **two key steps**: placing the initial order and picking it up at the designated Initial Order delivery.

Key Dates

January 8: Live Webinar Training: Initial Order ([Register here](#))

January 11: Initial orders due in Smart Cookies by 11:59pm PST

January 29 - February 5: Initial order delivery

Initial Order Placement

Kickstart the Cookie Season: The Initial Order is placed before the official start of the cookie program (**January 13, 2025**) through Smart Cookies. This ensures that troops have enough cookies on hand to meet early customer demand from **January 13 to February 6**, including booth sales.

Pro Tip: As a council, we recommend ordering enough cookies to cover your anticipated first two weeks of booth sales.

Demonstrate Preparedness: Having cookies ready at the beginning of the season shows customers that the troop is organized and ready to fulfill orders promptly, which can boost early sales and excitement.

Secure Popular Varieties: By ordering early, troops can ensure they have enough stock of popular cookie varieties that are often in high demand.

How to Determine Your Initial Order: Review past sales data, set goals, account for upcoming events, and consider ordering a variety that includes traditionally popular cookies.

Pro Tip: The council has developed the Initial Order Calculator to help you determine the ideal quantity and variety mix for your initial order. You can find it in the **Inventory Management Toolkit** in the [Google Drive](#).




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Gluten-Free Cookie Order

As part of our annual planning, GSNorCal ordered gluten-free cookies for the 2025 cookie season by October 25. This year, we ordered 9,072 cases based on the strong demand we saw last season. For context, councils in our region generally order about 3% of their cookie variety mix as gluten-free, but we've increased our mix to 3.5% to better meet your needs.

Order Breakdown:

- **1,200 cases** are reserved to stock our cookie cupboards.
- **7,872 cases** are allocated for troop initial orders.

We base our order estimates on past data, but if our troop orders end up higher than expected, we may need to adjust. If troop orders exceed 7,872 cases, we'll first reduce the cupboard stock to prioritize troop orders. If troop orders exceed our total of 9,072 cases, we will adjust troop orders starting with the largest and moving to the smallest.

Thank you for your understanding and flexibility as we work to support your troop's cookie season success.

*** Please note that ABC Bakers exclude gluten-free cookies from the order card as councils must pre-order them in October, limiting supply. Some councils sell them only at booths or direct sales. Troops with enough stock can manually add them for personal orders.**

Initial Order Deliveries

To reduce competition and promote sisterhood, we are discontinuing the term "go day." The cookie program will officially begin on **January 13, 2025**, with the launch of Digital Cookie.

Girl Scouts can start delivering and selling cookies in-person once they receive their initial orders.

In the spirit of **One Council, One Mission**, we are committed to ensuring a fair and coordinated launch across all service units. We will be working closely with delivery agents and service units to schedule cookie deliveries as close to the same day as possible for neighboring areas. This unified




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approach helps ensure that all troops and Girl Scouts can begin selling around the same time, fostering fairness and teamwork throughout our council.

Delivery and Distribution

Depending on your location in the council you may be picking up your initial order from a Mega Drop site or from your service unit pick up location:

Mega Drop

Girl Scout Cookie Mega Drops refers to a large-scale distribution event organized by GSNorCal, where cookies are delivered in bulk to serve multiple troops across different service units. This event involves coordinating logistics on a larger scale to ensure that cookies are efficiently distributed to a broader group, often spanning various regions or districts, rather than being limited to a single troop or service unit.

Service Unit Pick Up

A Girl Scout Cookie Service Unit Delivery is a cookie distribution event that serves troops within a specific service unit. The time and date for the delivery are determined by the service unit, taking into consideration the availability of space and volunteers to assist with the logistics. This type of delivery is localized, focused on ensuring that all troops within the designated service unit receive their cookie orders efficiently.

Preparation Before Delivery

Troops should organize volunteers (e.g., troop leaders, parents) to help with the delivery process. This may entail helping pick up cookies at delivery, helping unload at the Troop Cookie Chair's home, or both. More hands make the unloading and sorting process quicker and more efficient. Notify volunteers where to meet you to support with the cookie delivery process.

Preparing your vehicle for Initial Order pick-up

Your car should be empty with seats folded down, if possible, and leave spare passengers at home. The number of Girl Scout Cookie cases that can fit in your car depends on the make, model, and available cargo space of the vehicle. Here's a general idea of how many cases might fit in with different types of vehicles:




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- **Sedan (small to mid-sized):** Typically, 20–35 cases can fit if you utilize both the trunk and back seat area.
- **SUV:** 40–75 cases can fit, depending on whether the back seats are folded down.
- **Minivan:** 75–100+ cases if you fold down or remove seats.
- **Pickup truck:** 100+ cases in the bed of the truck.

On Delivery Day:

- **Arrive on Time:** It's crucial for troops to arrive at the delivery location on time, as delivery schedules are often tightly packed. Being punctual ensures the process runs smoothly for everyone involved.
- **Verification:** Troops must verify the quantities and varieties against their delivery ticket. This involves counting cases and ensuring everything matches the order before signing the ticket.

Pro Tip: Only sign once you are confident the number is correct, and you have the right amount of cookie cases.



Smart Cookies Volunteer Training

Placing your Initial Order and Scheduling Your Initial Delivery Pick-up

- Video: [Troop Initial Order with Gluten Free - Direct Sale](#)
- [Smart Cookies Troop User Guide](#)
- [Quick Bites: Troop Initial Orders - Direct Sale](#)
- Slide Decks Available in [Google Drive](#).

Council Guidance

- **Boosts Early Sales:** Having cookies on hand from the start means Girl Scouts can begin selling immediately, capturing early buyers and potentially increasing total sales.
- **Builds Momentum:** A strong start to the cookie season can build excitement and momentum, motivating scouts to reach their sales goals.
- **Enhances Customer Satisfaction:** Customers appreciate when their orders are filled quickly, which is more likely when troops have cookies readily available from their initial order.

A vertical navigation menu on the left side of the page, set against a dark green background. It features a series of light green rounded rectangular buttons, each containing a menu item. The items are: Introduction, All About Cookies, Training, Hosting Family Cookie Meetings, Initial Order (which is highlighted with a white background and a list of sub-items), Finance, Digital Cookie, Booths, Cupboards, Inventory Management, Rewards, Marketing, Cookie Program Wrap Up, and Retail Shop. Decorative images of various cookies are placed around the menu: a chocolate chip cookie at the top left, a chocolate cookie at the top right, a chocolate chip cookie on the left side next to the Initial Order button, a chocolate cookie on the right side next to the Rewards button, and a chocolate chip cookie at the bottom left.

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Youth Engagement

Girls should be engaged in every stage of decision making for Initial Orders. They learn financial literacy, goal setting, strategic planning, data analysis, critical thinking, leadership, and organization, both individually and as a team.

All Girl Scouts can participate in:

- **Setting Cookie Goals Together:**
 - Encourage the girls to discuss and set personal and troop-wide goals for cookie sales. These goals could include earning specific rewards, funding activities, or saving for a big project or trip.
 - Have the troop brainstorm how many boxes they'll need to sell to meet those goals and discuss realistic targets based on past years' performance.
- **Understanding Inventory Needs:**
 - Involve everyone in reviewing how many cookies the troop sold in previous years, discussing trends, and identifying which cookie flavors were most popular.
 - Teach them how to estimate the number of cookie cases they'll need to order initially to meet their sales goals and ensure they don't run out of popular flavors too early.
- **Decision-Making on Varieties:**
 - Let everyone participate in choosing the number of cases for each cookie variety. Encourage them to use sales data from previous years or local customer preferences to make informed decisions.
 - Have a group discussion where everyone can voice their opinions on which flavors they think will sell best and why.
- **Ownership of the Order:**
 - Involve the Girl Scouts in filling out the initial order form on Smart Cookies. They can take turns inputting information or work together to double-check quantities.
 - Assign roles within the troop, such as a "Cookie Captain" or "Order Manager," where girls take the lead in different aspects of the cookie program.
- **Communication Skills:**
 - Practice how the entrepreneurs will talk to potential customers about their sales goals, cookie varieties, and how the proceeds will help fund troop activities. This helps them build confidence in communicating about the troop's mission and financial goals.
- **Celebrating Ownership:**
 - Once the order is placed, celebrate the Girl Scouts' involvement by recognizing their contributions and letting them know their input



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directly impacted the troop's success. Consider hosting a small celebration or planning a fun activity as a reward for their participation.

Girl Scout participation in these decisions can be progressive and tailored to the abilities of your troop. Check out the [Entrepreneurship Progression Chart](#) for ideas on how to differentiate for your troop.

We suggest younger Girl Scouts not attend cookie deliveries for safety reasons; older Girl Scouts are encouraged to assist at certain delivery sites. This involvement allows them to experience the logistics of their cookie business firsthand.

Resources

Initial Order Calculator | Inventory Management Toolkit in the [Google Drive](#).

ABC Bakers

[Troop Initial Order with Gluten Free - Direct Sale](#)

[Smart Cookies Troop User Guide](#)

[Quick Bites: Troop Initial Orders- Direct Sale](#)

Slide decks available in [Google Drive](#).

Key Takeaways

- Count and re-count the cookies received on delivery day make sure the numbers are correct.
- Be on time to receive cookies.
- Count after going home and report any discrepancies to SU immediately.
- Use the Initial Order Calculator to help you determine the ideal quantity and variety mix for your initial order.

Service Unit Support

- **Service Unit Initial Order Coordinator**
 - Secure delivery locations and times within council delivery dates and communicate to council.
 - Encourage troops to use the initial order calculator in the Inventory Management Tool.
 - Support troops with inventory questions/concerns.
- **Service Unit Cookie Program Advisor**
 - Encourage troops to use the initial order calculator in the Inventory Management Tool.
 - Support troops with inventory questions / concerns.

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Finance

Cookie finances refer to managing the funds generated through the Girl Scout Cookie Program.

This includes tracking sales revenue, expenses, and profits from cookie sales. Funds raised support troop activities, community service projects, Girl Scout events,

and leadership development programs. Effective management of cookie finances involves budgeting, maintaining accurate records, and ensuring transparency in spending. This process teaches Girl Scouts valuable financial literacy skills, such as goal setting, money handling, and the importance of financial responsibility.

Money Management

All cookie payments made to GSNorCal are collected via scheduled automatic withdrawals (ACH, or Automated Clearing House) from the troop bank account. Payments are submitted to your bank on the dates listed below but may take a few business days to appear as withdrawn from your account.

Feb 26 | ACH Credit Form Due by 9AM

Feb 28 | First ACH 30% of amount due to council minus all payments

Mar 23 | Deadline to complete [Past Due Cookie Account Form](#)

Mar 26 | ACH Credit Form Due by 9am

Mar 28 | Final ACH 100% of amount due to council (includes any reward charges)

ACH Credit Form:

This [ACH Credit Form](#) must be submitted for troops to edit their product program ACH withdrawal, receive reimbursements for counterfeit bills or bank fees (cash processing/multiple transactions), or report stolen money/product.

Key Dates

January 29: Live Webinar Training Financial Process ([Register here](#))

Feb 26: ACH Credit Form Due by 9AM

Feb 28: First ACH 30% of amount due to council

March 23: Past Due Cookie Account Form due

March 26: ACH Credit Form Due by 9am

March 28: Final ACH – 100% due to Council



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ACH Debit Form:

This [ACH Debit Form](#) provides permanent authorization for GSNorCal to initiate product ACH transfers from your troop bank account.

Returning troops:

Be sure to double-check the bank account listed on your troop settings tab in Smart Cookies by **January 10, 2025**. If a returning troop does not have a bank account on file with council **by January 10, 2025**, all users in the troop will be marked inactive until banking information is provided. If the troop has already placed their initial order, it will be removed. If this happens to your troop, please contact us at 510-995-2900 for assistance.

New troops:

Please be sure to submit your troop bank account information on the ACH Debit Form no later than **February 18, 2025**. Failure to provide banking information by this date may result in all users in the troop being marked inactive within the Smart Cookies system until banking information is received by the council.

New troops who need to create a troop bank account can reach out to info@gsnorcal.org for support.

For additional information on Troop Banking, [check out this gsHelpCenter article](#).

Nonsufficient funds or account not found:

All users in the troop in Smart Cookies will be marked inactive until the issues are resolved and account settled.

Parent/Guardian debt:

- If payment is not made by the parent/guardian who has taken responsibility (signed receipts) for cookies, please complete and submit a [Past Due Cookie Account form](#) **no later than March 23, 2025 at 11:59PM**. Once you have submitted this form, please have the parent/guardian contact council to make a payment.
- All receipts must be uploaded.

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Troop debt: Troop Cookie Chairs who fail to pay their cookie bill risk losing their volunteer status and may face legal recourse.

Money Handling

Checks

Your troop should determine if they are comfortable accepting checks, because checks will need to be deposited into the troop account. Troops are responsible for the handling of their funds and charges incurred in their accounts, such as returned checks.

If your troop chooses to accept checks, they should be payable to **Girl Scout Troop #####** (Make sure entrepreneurs and families know your troop number).

- Checks must be preprinted with the customer's name, address, and phone number.
- ID the customer to ensure their name and address matches the one on the check.
- Do not accept foreign, post-dated, or starter checks.
- Keep check totals small to reduce financial risk to the troop

Cash

- Troops are discouraged from taking any bills larger than \$20 to avoid large counterfeit bills.
- Using a counterfeit money marker to check currency can create a safety issue. Please avoid using them to ensure you and your Girl Scouts' stay safe.
- If the bank catches a counterfeit bill they will provide you with a form. Please submit that form on the [ACH Credit Form](#) so that the council can remedy the situation.

Accepting Credit Cards with the Digital Cookie App

- Troops and entrepreneurs who have signed up for Digital Cookie have the option of taking credit card payments with the Digital Cookie mobile app, without paying transaction fees, GSNorCal covers these fees for troops.
- The Digital Cookie app is the perfect companion to your entrepreneur's Digital Cookie website!
- More details about Digital Cookie payments for both the troop and individual levels can be found in *636 Girl Scout Cookie Program Digital Support Tools learning path* in [gsLearn](#).



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Money Safety reminders:

- Never share customer data, if you have it.
- Counterfeit detector pens can create a dangerous situation and are discouraged.
- Bank often, do not hold on to excessive amounts of cash or checks.

Youth Engagement

At each level Girl Scouts can participate in financial management. Check out these general examples of how you can involve your Girl Scouts in managing money and financial management during the cookie season and beyond.

[Playlist link](#)

[Involving girls in Troop Finances](#)

[Responsibilities for Managing Money at the Daisy Level](#)

[Responsibilities for Managing Money at the Brownie Level](#)

[Responsibilities for Managing Money at the Junior Level](#)

[Responsibilities for Managing Money at the Older Girl Level](#)

Key Takeaways

- Bank all money, often.
- Turn in any parent past due accounts **by March 23.**

Service Unit Support

- **Service Unit Cookie Program Advisor**
 - Available to support with finance related questions/issues.
 - Refer troops to council as needed.



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Digital Cookie

Digital Cookie is GSUSA's online selling platform.

Troops and entrepreneurs will use it to take online orders and payments from customers. On Digital Cookie, Entrepreneurs also learn 21st century e-commerce skills. Entrepreneurs can also create and personalize their own Digital Cookie Shop, take orders, track shipments, earn badges & monitor their sales, as well as expand their own cookie business experience.

Key Dates

January 6: Welcome emails sent

January 13: Digital Cookie opens for business, Cookie Program begins, and Live Webinar Training for Digital Cookie Overview ([Register here](#))

February 5: Live Webinar Training of Digital Cookie and Smart Cookies inventory management. ([Register here](#))

March 16: End of Cookie Program

Types of orders

Direct Ship: Customers place an order online, and the cookies are shipped directly to their home. This option allows for broader reach and convenience. There is a shipping fee for this option.

Girl Delivery: Customers order cookies online and choose to have them delivered by the Girl Scout directly. This option combines the convenience of online ordering with personal delivery. There is no shipping fee for this option. These orders must be approved by the caregiver, or it will default to a secondary option selected by the customer.

Donate: Customers can choose to donate rather than purchase cookies for themselves. The cookies are typically donated to local organizations or charities through our local GSNorCal philanthropic effort called Care to Share.

In-hand: Girl Scouts can take credit cards through their Digital Cookie app. This option is used at booths and used to indicate an immediate transaction of funds for cookies.



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Types of Links

Girl Scout links: Girl Scout links are links that allow customers to purchase cookies from one specific Girl Scout. The cookies purchased will only give credit to that Girl Scout to assist with her program reward goals.

Troop links: Troop links are often used at booths and divided amongst the girl scouts who worked at the booth to give each Girl Scout credit for their work. These orders must be credited to Girl Scouts in the Smart Cookies systems by removing them from the Troop link. The Troop link also accepts online orders via the GSUSA Cookie Finder or shared by troop caregivers.

Refunds

- Troops can refund orders via the Digital Cookie platform under the Orders tab.
- The GSNorCal cookie hotline can assist with refunds as well.
- Girl Scouts are not credited for refunded orders.

Digital Cookie Safety

- Review the [Cookie and Product Programs Safety Activity Checkpoints](#)
- Do not share Girl Scout first and last names.
- Do not share personal home addresses.
- Links are not to be shared on any resale sites including but not limited to Facebook marketplace, eBay, Amazon, etc.

Digital Cookie Reminders

- Only one email can be associated with each Girl Scout in the Digital Cookie System. This email is associated with the caregiver account in the GSNorCal membership database.
- If there is a family sharing custody of a Girl Scout, the best practice is to create one email both parties can use to support their Girl Scout's cookie business.
- Girl Scouts can post on Facebook to let customers know the program has begun. If caregivers post their links to their personal pages, they should be aware that it may result in sales from customers they are not familiar with and encourage them to do shipped not girl delivered.
- If a customer does not receive their shipped order, ask them to complete the [GSUSA Digital Cookie Support Form](#).



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Youth Engagement

- **Once January 6, 2025 emails are sent**, profiles can be created in Digital Cookie.
- Girl Scouts 13 years and older can have their email entered into the system; allowing them to manage their own Digital Cookie experience under adult supervision.
- Girl Scouts younger than 13 years old must have a caregiver email in the system for program management. Under adult supervision, Girl Scouts can.

All Girl Scouts can:

- Review goals based on troop and individual rewards
- Post a video about their program goals
- Familiarize themselves with payment methods
- Process credit card, PayPal, and Venmo

Resources

[Digital Cookie | Volunteer Login](#)

[Digital Cookie | No Registration Email Received](#)

[Digital Cookie | Forgot Password/Password Reset](#)

[Digital Cookie | Unlock Account](#)

[Digital Cookie | Refunding Orders](#)

[Digital Cookie | Troop Dashboard](#)

[Digital Cookie | My Account Tab](#)

[Digital Cookie | Troop Cheers](#)

[Digital Cookie | Customizable Family Training Deck](#)

[Digital Cookie | Troop Volunteer Training Deck](#)



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Key Takeaways

- Follow internet safety guidelines.
- Do not pursue sales at homes with no solicitation signs.
- Remember to remind caregivers to approve orders for girl delivery within the five-day window.

Service Unit Support

- **Service Unit Cookie Program Advisor**
 - Available to support with Digital Cookie related questions/issues.
 - Refer troops to council as needed.

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Key Dates

January 15: Live Webinar Training for Booths sign ups and Booth essentials. ([Register here](#))

January 20: First round booth sign-up (max 3 booths per troop)

January 21: Second round booth sign-up (max 6 total booths per troop)

January 23: Third round booth sign-up (max 18 total booths per troop)

February 18: Final round booth signups (unlimited) & deadline for new troop to have banking in

February 6 - March 16: Booth Sales

Girl Scouts booths are vibrant, welcoming setups, where Girl Scouts sell cookies and care to share the community. Typically, they are stationed in high-traffic areas such as grocery stores, malls, or community events. Booths are often decorated with colorful signs, banners, and displays showcasing the various cookie options and their prices. The setup reflects the spirit of teamwork and entrepreneurship, with Girl Scouts practicing their entrepreneurship skills.

Some service units may choose to run a booth lottery before the council booth sign ups begin. Be sure to stay connected with your Service Unit Booth Coordinator to ensure you are not missing out on additional opportunities.

As a united council dedicated to empowering Girl Scouts, we strive to create fair and equitable opportunities for all troops participating in the cookie program. Your input has been invaluable, and we've listened closely to ensure our processes meet your needs.

Booth Scheduling Process Update

Our booth scheduling system was initially designed to expand access and prevent overscheduling by any troop. Based on your feedback, we've made adjustments to better align with troop needs and preferences.

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Booth Signup Schedule

Round 1 Jan 20	Round 2 Jan 21	Round 3 Jan 23	Round 4 Feb 5
Opens 1/20, 8pm Closes 1/21, 7pm	Opens 1/21, 8pm Closes 1/22, 7pm	Opens 1/23, 8pm Closes 2/5, 7pm	Opens 2/5, 8pm Closes 3/16, 7pm
3 booths total per troop	9 booths total per troop (6 additional)	27 booths total per troop (18 additional)	Unlimited booths
Local booths only	Local booths only	No limit on area/ location	No limit on area/ location

This updated structure ensures equitable access while maximizing participation opportunities for all troops.

New Insights into Baker Software:

We've learned that the baker software calculates booth slots differently across rounds. Instead of adding new slots on top of previous rounds, each round represents its own individual total. This is why it's important to carefully manage booth sign-ups and adjustments in each round.

- **Missed Rounds:** If you skip a round, any missed slots cannot be carried over into future rounds. Be sure to sign up during each round to maximize your booth slot potential!
- **Dropping Booths:** If you drop a booth, it can only be replaced within the same round.
 - For example, if you secure 3 booths in round 1, then drop them in round 2, you still only have 6 total booth signups in round 2, not 9.

Making the Most of Booth Sign-Ups

To ensure fair access and maximize opportunities, we encourage troops to utilize all available slots in each round. Thank you for your dedication and collaboration. Together, we're making this cookie season a success for everyone!



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Smart Cookies Volunteer Training

Signing up for First Come First Serve Booths (FCFSB)

- [Quick Bites: Troop Initial Orders - Direct Sale](#)
- Video: [Scheduling a First Come First Serve Booth in Smart Cookies](#)
- [Smart Cookies Troop User Guide](#)
- [Quick Bite - Scheduling Booths - FCFS](#)
- Slide decks available in [Google Drive](#).

*For Troop Secured Booths - Contact your Service Unit Booth Coordinators. Contact info@gsnorcal.org if you need help determining who that person is.

Booth Essentials

How to maximize your booth experience, interact with customers, and stay safe.

Read the [Cookie Booth Essentials Document](#).

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.



Booth Inventory Sheet

Be sure to plan for the weather in your area and include umbrellas, spare scarves, gloves, and handwarmers as necessary. Booths should not block a store entrance or exit.

- Table
- Chairs
- Tablecloth, displays, and signage
- Pop-ups, if allowed
- Change—be sure to take cookie price into consideration when determining how much change to bring
- Money pouch
- Technology for processing electronic payments (cell phone, chargers)
- Cookies
- Bags/boxes for large customer orders
- First-aid kit
- Required approval paperwork or documentation (i.e., approval forms, sign-up confirmation, permission forms)

Booth Location: _____ Date & Time: _____ Troop #: _____

Cookie	Adventurefuls	Toast-Yay!	Lemonades	Trefoils	Thin Mints	Peanut Butter Patties	Caramel deLites	Peanut Butter Sandwich	Caramel Chocolate Chip	Total (All Varieties)
Price	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	
Starting Inventory										
Ending Inventory										
Total Packages Sold										

Care to Share Cookie Package Count (Tallies)	Total Tallies (#)

Ending Cash (Including Cash Donations)	\$
Starting Cash (Collected from Troop Cookie Chair)	— \$
Total Cash Collected (Ending minus Starting)	= \$

Total Credit Card Amount	\$
---------------------------------	----

Total Amount Collected (Total Cash Collected plus Credit Card Amount)	\$
Total Sold x \$7	— \$
Total Over / Short (Goal is \$0) (Total Amount Collected minus Total Sold)	= \$

Signatures (Print & Sign):

Caregiver (Pick Up)

Troop Cookie Chair (Pick Up)

Girl Scouts

Adult Supervisors

Notes:

Caregiver (Return)

Troop Cookie Chair (Return)

"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.



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Booth Reminders

- Girl Scouts should be accompanied by an adult at all times, including bathroom breaks.
- It is best practice to always have two adults at the booth. In cases where this is not possible, prepare to possibly shut the booth down early for restroom breaks.
- Be mindful of weather, dress appropriately, and bring water.
- Always have a first-aid kit and caregiver contact information available at the booth.
- It is best practice not to accept checks, any bounce fees will be charged to the troop.
- Fill out the [ACH Credit Form](#) if you receive a counterfeit bill. It is best practice not to use a counterfeit pen at the booth.
- Homeless neighbors exist in our society. Remember, that while we are hosting cookie cookies for one month, the homeless neighbor may use that location year around to secure resources like food. Work with homeless neighbors, when possible, to share space. If a homeless neighbor is causing concern, contact the store manager. If the homeless neighbor is erratic or violent, dial 911. When safety is no longer a concern, please contact the Cookie Hotline with the situation and booth location information.

Pro Tip: If your troop is no longer able to attend your scheduled booth, please update the booth status in Smart Cookies. This allows other troops to sign up and ensures that customers always have access to our Girl Scout cookies.

Read all the notes in Smart Cookies for the booth. Be sure to follow all guidelines put in place by the Council, local store management and or the Service Unit. If you have questions, reach out to your Service Unit Booth Coordinator.

Youth Engagement

The cookie program is the largest girl-led entrepreneurship program in the world. Be sure to get Girl Scouts involved at the booth. Review the Entrepreneurship Progression chart to help generate additional ideas.

Daisy and Brownies: Can share their goals with customers, share their “why” for participating, talk about the cookie varieties, run credit cards, and learn to make change.

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Cupboards

Cupboards are temporary distribution centers where troops can replenish their cookie stock as needed. They are typically operated by volunteers and are strategically located to be accessible to multiple troops.

Key Dates

February 6: Cupboard open & Council Booths start

February 12: Live Webinar for Cookie cupboards and allocating cookies in Smart Cookies.

([Register here](#))

Placing orders: Troops can place orders with a cupboard in advance, through Smart Cookies. This ensures that the desired varieties and quantities are available for pick-up.

To ensure the council has inventory in the appropriate cupboards to meet troop needs, you will need to place planned cupboard orders 2 days prior to your pickup day, by noon. Use the chart below to understand the deadline for placing your order.

Day of the week you want to pickup	Day of the week to order
Monday	Saturday @ 12pm
Tuesday	Sunday @ 12pm
Wednesday	Monday @ 12pm
Thursday	Tuesday @ 12pm
Friday	Wednesday 12pm
Saturday	Thursday @ 12pm
Sunday	Friday @ 12pm

If you need cookies within 48 hours, please reach out to the cupboard directly to see if they can fill the order. If they can, they will enter the order into Smart Cookies for you. After cupboards transfer cookies in Smart Cookies under Cupboard to Troop transaction, only then can troops see those cookies in Smart Cookies.

Check out the [Visiting Your Local Cupboard Video](#) for these reminders!



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Many of our cupboards are on a standard restock schedule. This schedule will be provided to you prior to the cupboards opening.

Convenient access: Cupboards are usually located within the community, making it easier and quicker for troops to get more cookies when needed.



Smart Cookies Volunteer Training

Creating a Planned Order in Smart Cookies

- Video: [Creating a Planned Order in Smart Cookies](#)
- [Smart Cookies Troop User Guide](#)
- [Quick Bite - Planned Orders](#)
- Slide decks available in [Google Drive](#).

Cupboard Reminders

- **Clear Communication:** If there are any issues with an order—such as missing varieties or incorrect quantities—troops should communicate with the cupboard clerk promptly, to resolve the problem.
- **Respecting Deadlines:** Troops should be aware of the cupboard operating hours and any deadlines for placing orders.

Cupboard Return Policy

The current Cupboard Return Policy is a **new pilot in 2025** and is intended to reduce financial burden on troops during cookie program. There may be changes to this process in coming years.

Per GSUSA food safety protocol for Girl Scout Cookies, cookie cupboards may accept returns of UNOPENED cases of cookies only – **NO EXCEPTIONS! –within 48 hours of the booth sale.**

Note: A week referenced in the bullets below means **Monday to Sunday**.

- Returns must be free of smells, stains, damages, and subject to visual inspection.
- If your booth is scheduled on Saturday, the latest you can return unopened cases of cookies is Monday. (This is contingent on your local cupboard hours. For example, you hosted a booth on Saturday, but your cupboard isn't open till Tuesday, then you can return your cookies on Tuesday when your cupboard is open.)



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- This would be a good time to also put in any planned orders of different varieties you may need for later in the week or upcoming booth sales.
- This only applies to cookies checked out from a cupboard, NOT booth cookies ordered from the initial order. **Initial Order cookies cannot be returned at all.**
- **Each troop may return at maximum once per week, with no more than 20% of their previous week's total checked out cases (unopened cases of same variety).**
- To ensure accurate processing, troops must provide proof of the previous week's receipts when submitting a return to the cupboard.
- When placing your planned order, do not include your return in any way in Smart Cookie. All returns will just be brought into the cupboard, and you will receive a cupboard transaction form from the cupboard clerk
- **Make sure to sign and keep a copy of the Cupboard Transaction Form. Your Cupboard Clerk will provide this at the end of your visit.**

Youth Engagement

Involving Girl Scouts in ordering and picking up cookies from a cupboard encourages them to take an active role by reviewing inventory needs, helping place the order through the Smart Cookies system, and participating in the pickup process. This allows them to practice essential skills such as organization, decision-making, and teamwork. Girls can also help coordinate pickup logistics, ensuring the right amount of cookies is collected and ready for distribution. By empowering them in these tasks, you support their growth in entrepreneurship and leadership.

Key Takeaways

- Orders should be placed 48 hours in advance to ensure council has time to move inventory throughout the council to meet the needs of all troops.

Service Unit Support

- **Service Unit Cookie Program Advisor**
 - Available to support with inventory or cupboard related questions/issues.

A vertical sidebar on the left side of the page, dark green in color, contains a list of menu items in light green rounded rectangular buttons. From top to bottom, the buttons are: 'Introduction', 'All About Cookies', 'Training', 'Hosting Family Cookie Meetings', 'Initial Order', 'Finance', 'Digital Cookie', 'Booths', 'Cupboards', 'Inventory Management' (which is expanded to show a sub-menu), 'Rewards', 'Marketing', 'Cookie Program Wrap Up', and 'Retail Shop'. The 'Inventory Management' sub-menu is located within a white rounded rectangle and lists: 'Introduction', 'Inventory 101', 'Receipts', 'Inventory Over/Short', and 'Youth Engagement'. The top of the sidebar features a decorative image of a chocolate cookie, and the bottom features a decorative image of a chocolate chip cookie.

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Inventory Management

Inventory management for Girl Scout cookies involves tracking and organizing the stock of cookies throughout the cookie season. Effective inventory management helps to prevent end of season overstock while ensuring youth in the troop meet their goals.

Key Dates

January 22: Live Webinar training for Inventory Management

February 19: Live Webinar training for Managing Inventory, Repeated Session. ([Register Here](#))

It is important that you keep a tight count on your cookie inventory. By taking the following steps, you can mitigate inventory imbalances:

- Take inventory of your stock before and after each time that you handle anything in the inventory.
- Compare this inventory total to Smart Cookies. If it does not match
- Document inventory in a safe space where you will not lose it. Keep a log so that you know every date you took it and if it matched Smart Cookies
- Count, count, and recount!
- Receipt EVERYTHING - if it moves in or out of the troop inventory, write a receipt.
 - Need an extra receipt book? Contact your Service Unit Cookie Program Advisor or GSNorCal for additional receipts.

Pro Tip: Check out our Inventory Management Tool on the [Google Drive](#).

Inventory 101

Every time that you handle your troop inventory, take the following steps to mitigate inventory issues:

1. Store all troop inventory in one location.
2. Before adding/removing anything from your stock, take inventory and utilize the Booth Inventory Sheet to compare it to your troop inventory on the Booth Inventory Sheet on the “Total on Hand” section of the Troop dashboard in Smart Cookies.
 - If your inventory does not match see the "Inventory Short/Over" section below.

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3. For all inventory movements, write a receipt. (this includes when you are taking out inventory for your own Girl Scout). See the "Receipts" section below for instructions on utilizing your receipt book.

Pro Tip: Utilize the Booth Inventory Sheet as receipting booth inventory movement to save your receipt book for individual exchanges.

4. After completing all transactions, enter those transactions into Smart Cookies using the steps below under "Allocating Cookies"
5. Utilize the Booth Inventory Sheet to compare it to your troop inventory on the Cookies on the "Total on Hand" section of the Troop dashboard in Smart Cookies.

Pro Tip: Buy a coupon organizer and label each section with the names of the Girl Scouts in your troop. Save each receipt, by Girl Scout, in date order, in case you need to reference these in the future.

Receipts

One of the most important and simple things you and your entrepreneurs can do to ensure safekeeping of funds and maintaining accurate records of inventory and finances, is to receipt all transactions; between the troop and parents/guardians, the transfer of cookies troop to troop, or the transfer of troop money between troop leadership. This practice ensures a paper trail in case anything goes missing or is questioned, it can be easily traced back to the party responsible to resolve the issue.

When writing a receipt for the transfer of money, include the amount of cash and checks received and the total. If this is for Girl Scout Cookies be sure to list the amount and varieties of each cookie. Both parties should sign and date the receipt. Then make sure to give each party a copy. Be sure to give the bottom yellow copy to the second party in the transaction (for example the parent/caregiver). Review the [Cookie Receipt Management Grid](#) to understand when and with whom to use the various receipts!

Inventory Over/Short

If your physical inventory does not match your Smart Cookies Inventory, then your stock is over/short. If your troop inventory in Smart Cookies is higher than your actual physical inventory count, you are short cookies. If your troop inventory in Smart Cookies is lower than your actual physical inventory count, you are over cookies. Below find questions to ask yourself to help mitigate inventory over/short issues:

- Do all your cupboard transactions match the receipts you received?



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- Are all troop receipts entered into Smart Cookies?
- Are all booth sales entered into Smart Cookies?

If you cannot locate the issue, contact your Service Unit Cookie Program Advisor or the Entrepreneurship Program Team for assistance.



Smart Cookies Volunteer Training

Allocating Cookies to Girl Scouts

- Video: [Creating a Troop to Girl Transfer Order](#)
- [Smart Cookies Troop User Guide](#)
- [Quick Bite - Transfer](#)
- Slide Decks Available in [Google Drive](#).

Allocating Booth Cookies

- Video: [Smart Booth Divider](#)
- [Smart Cookies Troop User Guide](#)
- [Quick Bite - Smart Booth Divider - Single Booth](#)
- Slide Decks Available in [Google Drive](#).

Managing Orders in Smart Cookies

- Video: [Managing Orders](#)
- [Smart Cookies Troop User Guide](#)
- Slide Decks Available in [Google Drive](#).

Youth Engagement

Girl Scouts can engage in this process by:

- Helping to count cookies
- Updating records
- Making decisions about restocking
- Building their skills in organization, problem-solving, and financial literacy

Service Unit Support

- **Service Unit Cookie Program Advisor**
 - Available to support with inventory related questions/issues.



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Rewards

Rewards refer to physical items that Girl Scouts can earn based on the number of packages of cookies they sell during the Girl Scout Cookie Program. These rewards are designed to motivate and recognize Girl Scouts for their efforts in sales, goal setting, and entrepreneurship.

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 Girl Scouts reach 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, 1000+ acrylic (if applicable), and the 500+ per-girl-average (PGA) troop reward (if applicable).

Regardless of what a troop chooses above they also can 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.

Key Dates

March 5: Live Webinar Training for submitting final rewards and reward delivery information.

([Register here](#))

March 19: Reward Submission due by 11:59PM

Mid-May: Rewards Ship

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NEW THIS YEAR! Adventure Points (AP)

Adventure Points (AP) are points Girl Scouts earn that can be redeemed for exciting rewards. The number of points earned depends on the final number of packages sold. Girl Scouts who sell 400+ packages during cookie season will earn AP, for those 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.

AP Points	Packages
1 AP	400+
2 AP	600+
3 AP	800+
5 AP	1000+
13 AP	2500+
16 AP	3000+

Submitting Rewards in Smart Cookies

Reward options should be collected from the girl scout and caregiver to ensure the corrected selections are made. Reward submission is due in Smart Cookies by **March 19 at 11:59PM**. If a reward is not chosen the council will default choices from 75+ to 300+ to the physical reward item. See details for 450+ to 3000+ in the "Adventure Points" section above. Rewards may be difficult to procure and cannot be guaranteed after the reward submission date. *All reward choices are final.*

Smart Cookies Volunteer Training

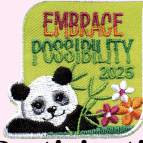
Creating Recognition Orders

- Video: [Creating Recognition Orders](#)
- [Smart Cookies Troop User Guide](#)
- [Quick Bite - Recognitions](#)

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.

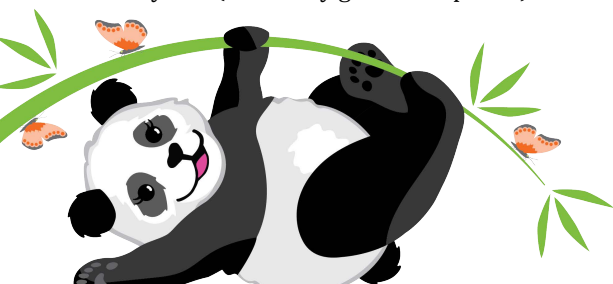
Girl Scouts who sell to 2000+ packages are invited to attend the Girl Scout Day at the SF Zoo with a special lunch with our CEO! This event is on May 10, 2025.

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.



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Reward Distribution

Rewards arrive in mid-May and should be promptly distributed to ensure that Girl Scouts are rewarded in a timely manner for their efforts during the Girl Scout Cookie Program!

1-300+ package levels: Physical items earned at these levels come from ABC Bakers. They arrived in mid-May.

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

Camp Discounts: Plan ahead! Girl Scouts interested in taking advantage of reward camp discounts should register by **January 22** (for returning campers) and **January 29** (for new campers).

Camp discounts will be applied at the end of the cookie program. Campers will be notified about their camp spot **by February 1**.

Council Credit is 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. Check out more information about council credit on our [Council Credit Conversion gsHelpCenter article](#).

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. 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.



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Youth Engagement

A troop can engage a Girl Scout in goal setting using the rewards structure by helping her understand how the number of cookie packages sold directly relates to specific rewards. Here's how:

1. **Review the Rewards Chart:** Show her the different tiers of rewards and explain what she can earn at each level.
2. **Personal Goal Setting:** Encourage her to choose a reward that excites her and set a personal sales goal to achieve it.
3. **Break Down the Goal:** Help her break the larger goal into smaller, manageable milestones, like daily or weekly sales targets.
4. **Track Progress:** Use tools like charts or apps to track how many boxes she's sold, celebrating each milestone along the way.
5. **Motivation and Reflection:** Regularly check in, adjust goals if needed, and celebrate progress to keep her motivated and engaged throughout the season.

This process teaches goal setting, perseverance, and time management, while also making it fun and rewarding.

Resources

[Council Credit Conversion Form](#)

[2025 Cookie Program Order Card](#)

[Cookie Rewards Card](#)

Key Takeaways

Submit reward selections by the deadline.

Service Unit Support

- **Service Unit Cookie Program Advisor**
 - Available to support with reward related questions/issues.
- **Service Unit Rewards Coordinator**
 - Support with reward related questions/issues.
 - Ensure that all troops have submitted their reward order by the council deadline.
 - Receive, sort, and distribute rewards in a timely manner.
 - Report a reward issue to council in a timely manner.



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Marketing

Marketing refers to the strategies and activities used by Girl Scouts to promote their business and sell their cookies to a wide audience. It involves a mix of communication, branding, and sales tactics that allow Girl Scouts to engage potential customers, explain the value of their product, and encourage purchases that support their goals.

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](#).

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.

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](#)!

Marketing Safety Considerations

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**.

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We know you're often at the forefront of your communities when it comes to questions about Girl Scouts, so we're making sure you have the most accurate and updated information about the recent news story about the palm oil industry and Girl Scout Cookies. We're aware of the potential concerns you, your Girl Scouts, their families, and your cookie customers have about palm oil in our cookies, and we take the matter seriously. **Check out the links below for talking points and resources** you can use with families, older girls, and customers if questions arise.

Youth Engagement

Review the [Cookie Marketing Timeline](#), during the Girl Scout breakout session of the family meeting you host for your troop. Help entrepreneurs at every level to start to develop their marketing plan! Using the marketing timeline helps them identify days they can focus their time and energy around to get the greatest return on their cookie business.

Daisies through Ambassadors can also create their own posters and yard signs that reflect their personality or match their marketing plan.

Girl Scouts can also get inspired by their sister Girl Scouts by watching them make their video to share on their Digital Cookie site. Check out the [Girl Scout Digital Cookie Videos Playlist](#) in YouTube for a how to video and several example from Girl Scouts like yours.

Resources

[gsHelpCenter: ilovecookies.org](https://ilovecookies.org)

[GSNorCal ilovecookies Opt-Out Form](#)

[Marketing Timeline](#)

[Printable Yard Sign](#)

[Girl Scout Cookies and Palm Oil Product FAQ](#)

[Navigating Questions About Palm Oil in Girl Scout Cookies](#)

[Sustainable Palm Oil Toolkit for Volunteers](#)

[Sustainable Palm Oil Toolkit for Kids](#)

[Girl Scout Digital Cookie Videos Playlist](#)



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[Cookie Entrepreneur Business Cards](#)

[Navigating Ways to Participate](#)

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

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

[Door hangers](#) (GSUSA)

[Door hangers](#) (ABC Bakers)

[ABC Rally Guide](#)

[Care to Share Table Tents](#)

Key Takeaways

Girl Scouts must **opt out** of ilovecookies.org if they don't want to be listed.

Service Unit Support

- **Service Unit Cookie Program Advisor**
 - Available to support with reward related questions/issues.

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Cookie Program Wrap Up

As we wrap up the Girl Scout Cookie Program, remember to finalize all inventory counts, ensure payments are submitted on time, and report any unsold cookies for return or donation. Don't forget to celebrate the troop's success and thank your

volunteers and supporters! Your attention to detail has made this program a success, and the funds raised will empower our Girl Scouts' future activities. Great job, and we look forward to seeing you next year!

Here's a checklist of tasks to complete before the end of the Girl Scout Cookie Program:

Key Dates

March 12: Live Webinar Training for wrapping up and submitting parent past due accounts. ([Register here](#))

March 19: Final Rewards due by 11:59PM

March 23: Parent Past Due Forms due by 11:59PM

Mid-May: Rewards Arrive

End-of-Program Checklist

ABC Smart Cookies Resource: [Season Close Out - Troop Checklist](#)

Inventory Management:

- ☐ Complete a final count of all cookie inventory.
- ☐ Allocate cookies to Girl Scouts based on their sales and orders.
- ☐ Make any final cookie returns, per cupboard return policy.

Financials:

- ☐ Collect any outstanding payments from families.
 - Caregivers who do not pay by the troop deadline, be sure to fill out a [Past Due Cookie Account Form](#) no later than **March 23, 2025 at 11:59PM**. Once you have submitted this form, please have the parent/guardian contact council to make payment.
 - Deposit all payments promptly into the troop account in time for the final ACH date of **March 28, 2025**.

Rewards:

- ☐ Verify your final rewards are correctly ordered.
- ☐ Submit reward orders by **March 19, 2025, at 11:59 PM**

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Wrap-Up Reporting:

- ☐ Download final reports to keep for future planning and Troop Final Report.

Thank Yous:

- ☐ Acknowledge your Girl Scouts, caregiver, and supporters.
 - The council will provide a token of appreciation for the main troop cookie chair, which will be shipped with troop rewards.
- ☐ Plan a fun celebration for the Girl Scouts to recognize their hard work.
- ☐ Send a [Thank You Card](#) or an eCard.
- ☐ For more ideas check out the [Volunteer Appreciation gsHelpCenter article](#)

Leftover Inventory:

- ☐ Sell any leftover inventory **by the end of May 2025** to meet IRS guidelines for nonprofit organizations.
- ☐ After that, donate unsold cookies to local organizations.

Feedback:

- ☐ Gather feedback from girls, parents, and volunteers for next year's planning.
- ☐ Note what went well and what could be improved for future cookie seasons.
- ☐ Complete your cookie season volunteer survey.
- ☐ Encourage families to complete their cookie season survey.

By completing these tasks, you'll ensure a smooth and successful conclusion to the cookie sale!

Resources

[Smart Cookies | Reporting Access](#)

[Smart Cookies Troop User Guide](#)

Slide Decks Available in [Google Drive](#).

[Quick Bite - Reconciling Digital Cookie and Smart Cookies Reporting Troop](#)

[Quick Bite - Season Close - Troop Checklist](#)



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Service Unit Support

- Check out the [Quickbites | Season Close Out – Service Unit Checklist](#) to help you wrap-up the program.

Get Ready for Cookie Season

with Girl Scout Shop Must-Haves!

Visit 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