

2025 Girl Scout Cookie Program Family Guide





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Girl Scout Families:

- Support your Girl Scout and coach her to do things for herself, even if it's quicker and easier for you to do them.
- Help her with setting goals, and model business ethics, decision making, people skills, and safety as you support her.
- Ask your troop cookie manager how you can help the whole troop reach its goals. Your Girl Scout will learn to take action by watching you!
- Help her set up her Digital Cookie site, manage orders, and make deliveries!
- Help her keep money safe.
- Know the rules and safety guidelines.
- Encourage your Girl Scout to complete Entrepreneurship badges as she learns by doing during the Girl Scout Cookie Program.
- Have fun together along the way!

Girl Scout Cookie Program

Key Dates At-a-Glance

Jan. 5 | Parents/caregivers gain access to DOC

Jan. 9 | Digital Cookie/DOC opens

Jan. 14 | Troop Initial Order (IO) and Delivery Day site selection due

Feb. 1 | Main Cookie Delivery Day

Feb. 2 | Cookie Program Begins!

Feb. 2 | My Sales Booths and Council Booths Begin

Feb. 6 | Cookie Cupboards start to open

Mar. 9 | Digital Cookie/DOC girl delivery option closes

Mar. 16 | Cookie Program ends

Mar. 27 | Troop ACH Debit

Did You Know?

Participating in the program gives girls an entrepreneurial edge! Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare girls for academic and career success. As your Girl Scout runs her own cookie business, she'll gain five skills along the way that she'll use the rest of her life.

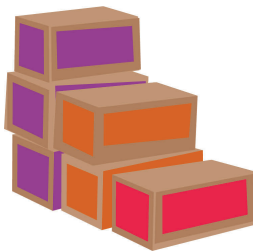
Here's what girls learn and why it matters:

Through the Girl Scout Cookie Program, girls learn . . .	This matters because . . .
Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then girls set an individual goal with help from their families.	Girls need to know how to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.	Girls will make big and small decisions in their life; practice helps them make good ones.
Money management as they develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.	Girls need to know how to confidently handle, manage, and leverage money to do great things.
People skills as they safely talk to their customers in person and virtually to work as a team with other girls.	Knowing how to work with others will help them do better in school and, later, at work.
Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

Did you know? All proceeds from Girl Scout Cookies® stay local!

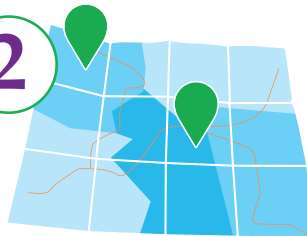
When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today and tomorrow. Girl Scout Cookies' proceeds stay local to:

1



Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.

2



Fund Take Action projects for the community and amazing girl-led adventures for troops.

3



STEM



outdoors



life skills



entrepreneurship

Help councils provide Girl Scouts programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

The Purpose

The Purpose of the Girl Scout Cookie Program

While girls are meeting customers, they are bound to get asked questions. It's important for adults to be aware of the questions that people may ask and to help the girls be prepared to answer the questions.

“Why do girls participate in the Girl Scout Cookie Program?”

Troop proceeds and individual girl rewards are important but are not the only reason. Girls develop the Five Skills and confidence as they participate in the Cookie Program:

- **Goal setting:** Girls learn how to set goals and create a plan to reach them!
- **Decision-making:** Girls learn to make decisions on their own and as a team!
- **Money management:** Girls learn to create a budget and handle money!
- **People skills:** Girls find their voice and build confidence through customer interactions.
- **Business ethics:** Girls learn to act ethically, both in business and life.

“How much money do the Girl Scouts get?”

This question is frequently asked by customers. The answer is not \$0.95 or \$1.00 per package. The answer is: Girl Scouts get all of it!

- 100% of the Cookie Program proceeds stay in Colorado to provide the Girl Scout Leadership Experience to girls in our communities.
- Cookie money provides financial assistance for membership when needed and opportunity grants for girls to attend GSCO events, camps, and council-wide girl programs, as well as funding for Girl Scout programming, properties, camps, and events.
- The only portion of the \$6 or \$7 cost per package that doesn't stay in Colorado, is what we pay to the bakery to make the cookies.

“What is your troop going to do with the Cookie Program proceeds?”

Girls should decide as a troop how they want to spend the proceeds they earn. Troop proceeds are deposited into the troop bank account and can be used to fund lots of activities girls want to do throughout the year, and proceeds can be used to purchase, badges, or uniforms, save for a troop trip or camp out - whatever girls choose!

“What have you learned in Girl Scouts” or “What do you like about Girl Scouts?”

Girls can tell customers about adventures they've had, friends they've met, skills they've learned, and the ways they've given back to their communities. Each girl's story is her own and each troop's story is its own.

**When Girl Scouts share their stories,
the community learns the *true impact* of Girl Scouts!**

Inspire Cookie Entrepreneurs



Skills they build

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

Goal Setting

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

How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins like weekly challenges.

Decision Making

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

How you can help: Talk about how they plan to spend the troop's cookie earnings.

Money Management

Girl Scouts learn to create a budget and handle money.

How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

People Skills

Girl Scouts find their voices and build confidence through customer interactions.

How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

Learn more!



Cookie business badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at [girlscouts.org](https://www.girlscouts.org)!

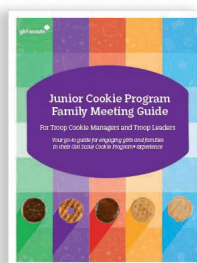


Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guides](#)
- [Cookie Entrepreneur Family Pins](#)



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Why Participate?

Why Participate in the Girl Scout Cookie Program?

The Girl Scout Cookie Program is the premier entrepreneurial program for girls in the world. What do we mean by entrepreneurial? The definition of an entrepreneur is someone who creates and manages a business. The Cookie Program offers girls the opportunity to do just that as well as learn about and market their product, engage customers, and set and accomplish goals.

Delivering on Our Promise

Girl Scout Cookies and the annual Cookie Program play a crucial role in Girl Scouts of Colorado's ability to:

- Deliver quality programming for girls;
- Train adult volunteers;
- Provide financial assistance for girls' fees for camps, other activities, and events.

Girl Scouts helps girls learn more about themselves and their abilities through skill-building activities and opportunities to try new things, connect with others to create change, and take action by developing projects that make their communities and the world a better place.

The Girl Scout Cookie Program is the core of the Entrepreneurial Pillar that is part of the Girl Scout Leadership Experience along with STEM, outdoor experiences, and life skills. As cookie entrepreneurs, Girl Scouts gain essential skills and work as a team to accomplish common goals and solve problems, while building the confidence they need to shine as girls, as young women, and as future leaders. They have lots of fun along the way too.

Participation in the cookie program is voluntary. Caregiver permission is required to participate is Parents/caregivers MUST complete a permission form and turn it into their TCM. The Cookie Program permission form is included in the family guide, along with the QR code to the digital version of the form.

Learning Life Skills

The Girl Scout Cookie Program helps girls learn and practice the life skills embodied in the Promise and Law. During cookie activities, girls are members of a team working toward a common goal, with each girl striving to do her best. So, when Girl Scouts go to friends, family, and door-to-door with this year's best-selling cookies, they're becoming the business leaders of tomorrow!

The Girl Scout Cookie Program helps ensure the future of Girl Scouting. All the proceeds from our Cookie Program remain in Colorado. The revenue is used to benefit girls, some is used to fund troop activities, and some of it indirectly by subsidizing the cost of providing Girl Scout programs to girls statewide.

Ways to Participate

Digital Cookie | Jan. 9-March 16 (*Girl delivery orders will end Sunday, March 9, 8 p.m.*)

Girl Scouts and their caregivers will gain access to Digital Cookie/DOC as early as Jan. 5, giving them time to personalize the Girl Scout's site ahead of Digital Cookie opening for orders.

On Jan. 9, Digital Cookie opens for cookies sales. Girl Scouts can send emails to invite customers to buy cookies and support their goals, with the option of choosing either in-person delivery (starting Feb. 2 or later), direct ship to their homes, or customers can buy cookies to donate to Gift of Caring.

Door-to-Door | Jan. 9-March 16

Girl Scouts can go door-to-door in their neighborhood and use the Digital Cookie app, to make girl delivery cookie sales, take payments through the app, and then return to customers starting Feb. 2 or after, with cookies in-hand to fulfill orders.

Girl Scouts can also promote orders for cookies with the paper order card, but should not take payment for cookies until they have cookies in-hand to give to customers to fulfill orders.

If a customer isn't home when a Girl Scout knocks, they can leave a door hanger or a Digital Cookie business card with the QR code/link to the Girl Scout's online store. Customers can then place a cookie order through Digital Cookie at their convenience!

Do respect no solicitation signs and don't leave anything in mailboxes!

Cookie Booths | Feb. 2-March 16

Girl Scouts can build on the momentum of their initial orders by getting creative with a booth event. They can set up shop as a family (My Sale booths) or as a troop in front of retail stores or other community spaces. Girls will enjoy working towards their goals together.

Booth Resources for Girl Scout families and TCMs - cookie boards, goal charts, and signage to share on the Little Brownie Baker website.

Cookie Captains, Girl Scout Cadettes, Seniors, and Ambassadors, are experienced, cookie business experts, and they're available to mentor younger Girl Scouts at a troop meeting and/or cookie booths! Contact your service unit cookie manager (SUCM) to connect with Cookie Captains in your area and request their support.

Five Fab Booth Tips

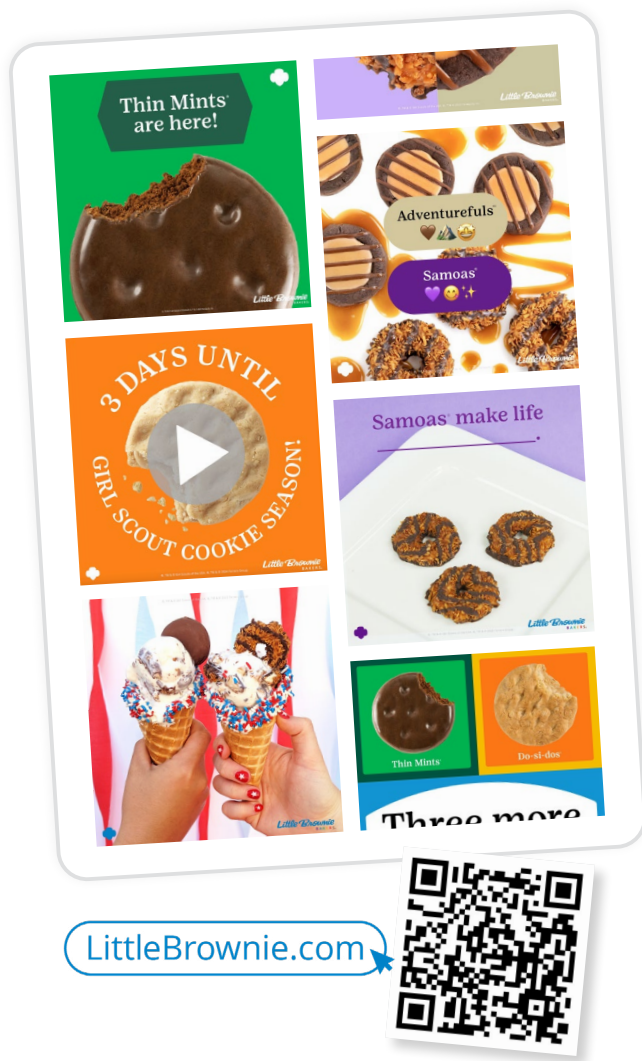
- 1) **Be prepared!** (Dress for weather, bring enough cookies and change, show up with time to set-up)
- 2) **Bling your Booth!** (Decorate booth and be sure to include your goal and Hometown Hero)
- 3) **Know your cookies!** (Be ready to talk about favorite flavors and cookie ingredients)
- 4) **Make the ask!** (Ask every customer and say thank you whether they buy cookies or not)
- 5) **Girl and adult safety is our priority.** (Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the TCM Guide, and Family Guide, as well GSUSA internet safety guidelines.)

Market their business



Attract customers with ready-made graphics

Tools for door-to-door sales



Troop volunteers and caregivers are encouraged to follow and share posts to help entrepreneurs kickstart their digital campaign.



Girl Scouts®



Little Brownie Bakers®

Safety resources

Girl Scouts and their caregivers will be prompted when launching their Digital Cookie site to read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)



Little Brownie
BAKERS®

Safety

Girl Scout Cookie Program Safety Tips

Before participating in the Girl Scout Cookie Program, it is imperative for adults and girls to become familiar with and follow the safety guidelines listed below. This not only ensures girls' safety, but also creates a fun and successful experience for all.

Show you're a Girl Scout. Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.

Buddy up. Always use the buddy system. It's not just safe, it's more fun.

Be streetwise. Become familiar with the areas and neighborhoods where you'll be selling cookies.

Partner with adults. Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.

Plan ahead. Be prepared for emergencies, and always have a plan for safeguarding money.

Do not enter any homes or vehicles. Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.

Sell in the daytime. Sell only during daylight hours, unless accompanied by an adult.

Protect privacy. Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.

Be safe on the road. Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.

Be aware of traffic. When unloading products and passengers from vehicles, watch out for traffic.

Be safe online. Girls must have their parent's or caregiver's permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Digital Cookie, girls must read and abide by the Girl Scout Digital Cookie Pledge, and caregivers must read and abide by the Digital Cookie Terms and Conditions for caregivers.

What if?

Theft, Robbery, Counterfeit Money, Burglary, or Fire

GSCO does not take financial responsibility for any of the circumstances of a theft, robbery, burglary, or fire, but we will evaluate each circumstance on a case-by-case basis to provide assistance to a troop.

- A few recommendations to assist a troop in recovering the loss:
- The police/fire department must be called, and a report taken within 48 hours of the incident.
- The number of packages and/or money lost must be specified on their report and/or insurance claim.
- A copy of the police/fire report must be submitted with a Money Problem Report by 8 p.m., March 21, 2025.
- In some cases, homeowner's or rental insurance will cover the cost.

Do you have other concerns about booths, safety, or media? For emergency situations

call 9-1-1 and notify council by calling the emergency hotline at 303-607-4818. For non emergency situations or to report an incident related to cookie sales, contact your volunteer support specialist, product program specialist, or contact GSCO customer care at 877-404-5708 inquiry@gscolorado.org

Customer Complaints

GSCO expects a certain number of product complaints every year that range from a customer not liking the taste of a cookie to finding an empty package in a case of cookies. Some customers call the Little Brownie Bakers Consumer Affairs number, which is listed on the cookie package. Many customers call a GSCO office or return the package directly to the girl or troop. Regardless of the nature of the complaint, if a customer informs a troop that there is something wrong with the cookies they received, please follow the steps below.

- 1) Record the customer's name, contact information, and nature of the problem.
- 2) Ask the customer to save the package of cookies if possible and let them know a Customer Service Representative from Little Brownie Bakers will contact them.
- 3) Call or email a Product Program team member immediately to relay the information.
- 4) Replace the cookies for the customer - any variety- or offer a refund.
- 5) Bring the returned product to a cookie cupboard and exchange for a replacement or to an SUCM for credit in eBudde.
- 6) Please fill out the Cookie Action Report:
https://girlscoutsofcolorado.formstack.com/forms/cookie_action_report

TCM Tip: How to handle difficult questions or situations—If any of the girls and/or adults in your troop have an uncomfortable experience or are asked difficult questions while participating in the Cookie Program, please contact your service unit cookie manager and product program specialist at Girl Scouts of Colorado. **We are here to support you!**

Policies and Procedures

Cookie Program Policies and Procedures

With thousands of Colorado Girl Scouts participating in the Cookie Program, it is essential to have guidelines to ensure every Girl Scout has a chance to be successful. GSCO appreciates everyone abiding by our policies and procedures, incorporating the Girl Scout Promise and Law into the Cookie Program, and sharing them with the families in each troop.

Troops

- What is a troop? A troop consists of two unrelated, registered, and background checked adults as well as a minimum of three registered girls.
 - Troops must meet the minimum definition of a troop to earn troop proceeds.
- If a Girl Scout leaves a troop, proceeds earned during the Fall Product and Girl Scout Cookie Program, or any other troop money-earning endeavor, DO NOT follow the girl. Troop funds are not the property of any individual girl. Troops earn proceeds. Girl Scouts earn rewards and Cookie Credits.

Online Cookie Sales

- All online cookie sales must go through Digital Cookie/DOC site. A Girl Scout's online storefront URLs may be posted on public and private social media sites (including NextDoor), per GSUSA, except:
 - Digital Cookie/DOC links should not be posted on resale sites - for example, eBay, Facebook Marketplace, Facebook Swap, etc., as they are high buy and trade retail environments that pose a safety risk to girls.
- Girls and their caregivers should continue to follow safety guidance outlined in:
 - Heath guidelines page on the GSCO website for COVID-19 guidelines and updates
 - Girl Scout Internet Safety Pledge
 - Digital Cookie Pledge
 - Supplemental Safety Tips for Online Marketing
 - Girl Scouts' Safety Activity Checkpoints.
- Full name, personal emails or street addresses of girls should never be used. Instead, use an adult's account, or a group account that is managed by an adult.

Paid Media

Volunteers, parents/caregivers, and Girl Scouts may NOT secure paid media to enhance a troop or individual positioning in the media.

Cookie Booths

Girl Scouts of Colorado allows troop leaders and families to determine the best location for My Sales booths. All My Sales sites are subject to approval, and they will not be denied only on the fact they may be located near an adult-oriented business.

Policies and Procedures

- All booths must meet safety and security guidelines and not conflict with another booth location.
 - Additionally, DO NOT keep the cash box for cookie sales on the booth table.
 - Any form of a troop donation jar is not allowed at cookie booths.
- Girl Scouts of Colorado reminds all participants that when you are selling Girl Scout Cookies you are representing Girl Scouts. Council reserves the right to remove any booth, for any reason, at any time.

In-Person Order Taking

Girls should NOT leave any items in people's mailboxes. Leave a business card or door hanger at the door instead if that is permitted in area. Be respectful of no soliciting signs.

Girl Scouts should be a sister to all other Girl Scouts they encounter when selling cookies!

Per established policies by GSUSA, girls cannot sell cookies to a business that plans to resell the product.

Girl Delivery

- Communicate with customer and coordinate time and location of cookie delivery. Also communicate any delays or changes and schedule a new time/date if necessary.
- Remind customers to bring the cookies inside as soon as possible.
- Find a special way to say thank you! Girls can leave a personalized note with the cookie delivery or send a thank you text or email after delivery.
- Adults should accompany Daisies, Brownies, and Juniors on all cookie deliveries and/or at any scheduled customer product pickups. It's recommended that Cadettes, Seniors, and Ambassadors make deliveries with a friend or an adult.

Additional Money Earning

- No additional money-earning activities may take place from Feb. 2 (Cookie Program start date) to March 16, 2025 (end of Cookie Program.)
- Girl Scout/troop participation in the Fall Product and Girl Scout Cookie Programs is optional. However, GSCO/GSUSA does ask that troops, groups, and Juliettes not detract during Girl Scout product programs with additional money earning of their own.

No Returns

- **Girl Scouts of Colorado does not allow cookies to be returned.** Cookies distributed through the initial order (I.O.) or cupboard belong to and are the financial responsibility of the troop.
 - When cookies are distributed to the Girl Scout, allocated in eBudde, and with signed receipt, they become the financial responsibility of the Girl Scouts' caregiver(s).
 - ***Get signed Cookie Program permission form.***



2024–2025 Girl Scout Cookies®

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls®

• Real Cocoa

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

Approximately 15 cookies per 6.3 oz. pkg.

UD



\$ 6

Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

Approximately 12 cookies per 6.2 oz. pkg.

UD



\$ 6

Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

UD



\$ 6

Do-si-dos®

• Made with Natural Flavors
• Real Peanut Butter
• Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling

Approximately 20 cookies per 8 oz. pkg.

UD



\$ 6

Samoas®

• Real Cocoa
• Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

UD



\$ 6

Tagalongs®

• Real Cocoa
• Real Peanut Butter

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

Approximately 15 cookies per 6.5 oz. pkg.

UD



\$ 6

Thin Mints®

• Made with Vegan Ingredients
• Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.

UD



\$ 6

Girl Scout S'mores®

• Made with Natural Flavors
• Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

Approximately 16 cookies per 8.5 oz. pkg.

UD



\$ 7

LAST CHANCE!

Toffee-tastic®

• No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

UD



\$ 7



Little Brownie
BAKERS®

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ACCEPTED

Girl Rewards

Graduating High School Senior reward:

Sell 500+ packages of cookies, earn a lifetime Girl Scout Membership!



Troops will earn \$.95 per package sold.

Troops with a per selling girl average of 400+ packages will earn \$ 1.00 per package sold.

All rewards are cumulative

* The highest percentage camp discounts earned during the Fall Product and Girl Scout Cookie Programs, will be applied to cost of camps with GSCO-run camp registration through Camp-InTouch, no volunteer run camps.

Level/Pkgs	Items
24+ pkgs	"2025" Year Bar
50+ pkgs	Charm Patch
85+ pkgs	Embrace Possibility Charm
100+ pkgs	Bar Patch
125+ pkgs	Decal Sticker set of 10
175+ pkgs	Cooling Headband
250+ pkgs	Happy Bamboo Plush or 15 Cookie Credits
300+ pkgs	Panda Plush OR 20 Cookie Credits
375+ pkgs	T-Shirt (Do-Si-Dos Panda) OR 25 Cookie Credits
450+ pkgs	Charm Collector Journal with Pop-in Charms or 30 Cookie Credits
525+ pkgs	Bento Box, Utensil Set, and Panda Sandwich Shaper or 35 Cookie Credits
625+ pkgs	Build-A-Bear Experience OR ULTA Beauty Experience OR 40 Cookie Credits
750+ pkgs	Hanging Panda Spa Hand Towel, Panda Paw Wash Mitt and Panda Hair Drying Towel Hat or Shoe That Grows donation OR 45 Cookie Credits
1000+ pkgs	Panda Neck Pillow AND Panda Action Patch OR 50 Cookie Credits
1250+ pkgs	1250+ Top Achiever Experience of Choice OR 75 Cookie Credits and Medallion and 10% Camp Discount
1250+ pkgs	10% Camp Discount
1500+ pkgs	Bamboo Crossbody Bag and Water Bottle and 15% Camp Discount*
2000+ pkgs	Do-si-dos Duffle Bag and Travel Case with Panda Toothbrush and 20% Camp Discount*
2500+ pkgs	Top Cookie CEO Event OR 200 Cookie Credits
3000+ pkgs	350 Cookie Credits
4000+ pkgs	450 Cookie Credits
5000 + pkgs	50 Cookie Credits for every 500 packages sold beyond 5000
Digital Cookie Send 18+ emails	Cookie Phone Charm
20 HTH pkgs with Data Input	Butterfly Charm
30 GOC pkgs	Gift of Caring Charm

GSCO reserves the right to substitute items for a different item of equal value with or without notice.

Cookie Credits

Cookie Credits

Cookie Credits are rewards earned as part of the Girl Scout Cookie Program and Fall Product Program. They are issued on a card, similar to a gift card, and are mailed directly to the girl or held at council for camp, if that option is requested during the reward selection process of the program.

Girls can use the Cookie Credit reimbursement form to get reimbursed for their Girl Scout membership fee. Complete the form on the GSCO website. See information below.

- Any GSCO camp that uses registration in CampInTouch (overnight, day, and troop camps)
- EF Tours
- GSUSA Destinations travel
- GSCO service unit trip, event, or activity with a per girl fee
- GSCO sponsored program events
- GSCO shop purchases
- GSUSA youth membership dues and lifetime membership
- Girl Scout related field trips or activities
- Completed Girl Scout Bronze Award projects
- Approved and completed Girl Scout Silver Award and Gold Award projects

Cookie Credit reimbursement form:

Troops and girls can be reimbursed for these activities using the Cookie Credit Reimbursement Form: www.girlscoutsofcolorado.org/cookie-credit-reimbursement

- Requests for reimbursements for a girl membership fee, GSCO event fee, travel, Highest Award project expense, or GSCO day camp or summer camp should be submitted within 90 days and/or within the same membership year.

Also note:

- Cookie Credits may not be used to pay for or renew adult memberships, pay fees to outside vendors, or purchase items not in the GSCO Retail Shop.
- They also cannot be used to pay for fees or travel expenses for children without a GSCO membership or for adults with or without memberships.
- Cookie Credits do not have a cash value.
- 2024-2025 Cookie Credits expire 5 years from date of issue. Cookie Credits issued prior for the 2023 -2024 product programs, or earlier, expire 10 years from date of issue.

For questions about what Cookie Credits can be used for or the Cookie Credit Reimbursement Form, please contact: financial.followup@gscolorado.org

Troop Proceeds and Additional Rewards

Troop Proceeds

Troops can earn \$0.95 per package for every package sold by the troop. In addition, troops have the opportunity to earn an additional \$0.05 per package, raising proceeds to \$1.00 per package, if the troop per girl selling average is 400+ packages.

Troop Super Seller Reward

Troops with a selling girl average of 475+ packages will receive a Super Seller Patch for each selling girl, plus \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults. Troops with a selling girl average of 675+ packages will receive \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults.

Product Program Troop Reward

Troops that participate in the 2024 Fall Product Program and meet all the criteria below, will earn one early cookie booth pick for the 2025 Girl Scout Cookie Program!

Criteria:

TFPM takes training, sends the Parent/Adult Email Campaign (log-in email) through M2 to all caregivers, communicates reminders and deadlines with caregivers and girls, and fulfills all other TFPM responsibilities AND troop sells 40 or more items during the Fall Product Program.

Troop - S'mores Club Reward

Troops that meet all the criteria below will earn an additional two cents (\$.02) in troop proceeds for each package of cookies sold during the 2025 Cookie Program:

Troop sells \$1000+ in combined sales during the 2024 Fall Product Program and troop has 500+ packages per selling girl average during the 2025 Cookie Program.

Girl Scout - S'mores Club Rewards

Girl Scouts who meet all the following criteria will earn the S'mores Club patch and a hoodie:

- Create your avatar in M2
- Sell 30+ items during the 2024 Fall Product Program
- Participate in the 2025 Cookie Program and sell 500+ packages of cookies.

Girl Scout Ambassador Reward

Girl Scout Ambassadors who sell 500+ packages of cookies this cookie season, and are graduating from high school in 2025, can earn a Girl Scout lifetime membership!

Top Achiever Experience

Each girl who sells 1,250 packages is a Top Achiever and will receive two tickets (one adult and one youth) to one of the following locations: Renaissance Festival, Water World, Elitch Gardens, Cheyenne Mountain Zoo, or Glenwood Caverns.

Top 2,500+ Cookie CEO Event

Each girl who sells 2,500 packages is a Cookie CEO and will be invited to a celebration event with one adult guest in the summer of 2025.

Philanthropic Opportunities

Philanthropic Opportunities

Service is at the core of the Girl Scout experience. There are several ways that Girl Scouts can serve their community through the Cookie Program, including Hometown Heroes, Gift of Caring, and Shoe that Grows.

Hometown Heroes

The Hometown Heroes (HTH) Program was created for girls to learn philanthropy and community service through the Girl Scout Cookie Program. Customers who do not want to buy cookies for themselves can purchase HTH packages to give to others while supporting Girl Scouts at the same time.

HTH donations may be tax deductible. Customers should consult their tax advisor.

Troops should not take possession of HTH cookies until the end of the program. These cookies should not be part of their cookie inventory during the program.

Follow these easy steps to participate in the Hometown Hero program:

- Girls/troops choose a group/organization to receive donated cookies. Recipients can be heroes in the community such as nonprofit organizations, shelters, firefighters, local military groups, blood banks, or food banks. Contact the selected organizations to get their approval prior to collecting cookie donations.
- Tell customers they can buy cookies to be donated to this group/organization.
- Enter all HTH cookie orders in the HTH column in eBudde under each girl who sold them and record the money collected for these packages in the same line.
- At the end of the program, use unsold packages of cookies in your troop inventory to fill the HTH order. Additional HTH cookies may be picked up from a local cupboard to complete the order.
- All arrangements for selection, delivery, and shipment of HTH cookies are the troop's responsibility.
- Last day to deliver HTH cookies is June 30.

Gift of Caring

Through Gift of Caring (GOC), customers can purchase virtual packages of cookies which GSCO will deliver to the military, both local and overseas, and nonprofit organizations on behalf of Girl Scouts. Girls collect the money, but do not physically take possession of the cookies.

- Tell customers they can buy cookies from your troop to be donated to the military.
- Enter all GOC cookie orders in the GOC column of eBudde under each girl who sold them and record the money collected for these packages in the same line.
- No need to order from a cupboard to account for these virtual packages. eBudde allows this to be automatically calculated.
- Please check the rewards page in this guide to see the rewards available to each girl who sells GOC cookies.

Philanthropic Opportunities



Shoe That Grows

Girl Scouts can choose to donate shoes through Because International, to fund the cost of needed children's shoes, in place of a reward item based on the structure of our rewards. GSCO will submit a single donation, on behalf of all girls who choose this reward. In 2024, Girl Scouts donated 126 pairs of shoes!

- Once Because International receives the donation, they will work with their staff to identify a school or orphanage in Kenya where children would benefit from receiving the shoes and the shoes will be delivered.
- After the shoes are delivered, they'll be able to share details with GSCO, which we will in turn share with girls and caregivers - including any photos, testimonials, or messages of thanks from the children who received the shoes.

A 2024 donation thank you letter from Because International

Dear Girl Scouts of Colorado,

I'm thrilled to share the wonderful news that thanks to the overwhelming generosity of your Girl Scouts, 959 pairs of The Shoe That Grows were distributed to kids in Kenya last month. *Girl Scouts from Colorado donated 126 of those pairs of shoes!*

Part of the distribution happened in a small Maasai community where many of the kids, who were dressed up to compete in a music competition, were wearing borrowed or worn-out clothing. The Shoe That Grows provided each of them with the dignity of having their own pair of quality, durable shoes that will last years as they grow.



The rest of the shoes were distributed to a small, rural village near Vihiga, Kenya. In this area, children often suffer from jiggers—a sand flea that can cause long-term health problems if not treated properly. Most of the children in this community walk several miles to and from school each day. Because International partnered with a local nonprofit to distribute The Shoe That Grows, providing them with a safer and healthier way to walk to school. I am deeply touched by the selflessness of your girls in making these distributions possible. Each of them chose to give shoes to another child, who will now be positively impacted for years to come. Thank you from the bottom of our hearts!

With gratitude,
Kelly Crane
Customer Success Manager

Cookie Booths

Cookie Booths

A Cookie Booth is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies.

What is a Council Booth?

GSCO staff coordinates with certain corporations to establish the dates and times they will allow booths at their locations during the Girl Scout Cookie Program.

Council booth locations include but are not limited to: City Market, King Soopers, Safeway, Albertsons, Walmart, Red Robin, Alta, ARC Thrift Stores, and Sam's Club locations in the state of Colorado. *These locations are NOT to be contacted by any troop, girl or adult, at any time, for any reason.*

Booth selections begin Jan. 23. Some council booths will start as early as Feb. 2. All other council booths will begin starting on Feb. 8.

What is a My Sales Booth?

My Sales booths run from Feb. 2 to March 16. GSCO encourages Girl Scouts to use their creative, entrepreneurial spirit by holding "My Sales" at unique community locations.

How to reserve a My Sales Booth:

- Must receive approval from location/manager
- Caregiver must contact TCM for assistance
- TCM can request a girl/family site in eBudde
- SUCM or PPS approves the site within 48 hours of request.

TCMs: ask SUCMs to honor requests to add/approve My Sales booths to eBudde after the booth has happened. Doing so means that the TCM can use the booth recorder to distribute cookie sales to girls.

Releasing Council Booths

- TCMs/troops should release a booth right away if they know they are not going to be able to work one of their selected booths. The TCM can release the booth from the eBudde dashboard calendar. My Sales booths can be released by contacting your SUCM.
- Once a Council booth is released, it updates Cookie Finder AND any troop on the waitlist is notified when the booth is available for selection on a first-come basis.
 - Releasing booths to update Cookie Finder is KEY, as it also helps customers looking for cookies! They are disappointed when they go to a booth location and no Girl

Digital Cookie In Four Easy Steps



4 Easy Steps to Get Movin' with the Digital Cookie™ Platform!

This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie™ platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

Here are 4 easy steps to jump into the fun, and slay those cookie goals like a true cookie boss!

1 Register

To sign up to use the Digital Cookie™ platform, just keep an eye out for a registration email coming to you a few weeks before cookie season starts.

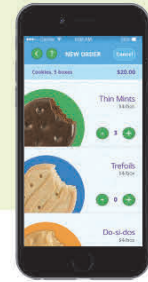
2 Set Up Your Site

In just a few minutes, you can set up your goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!



Sell on the go with the Digital Cookie Mobile App!

Download is FREE.

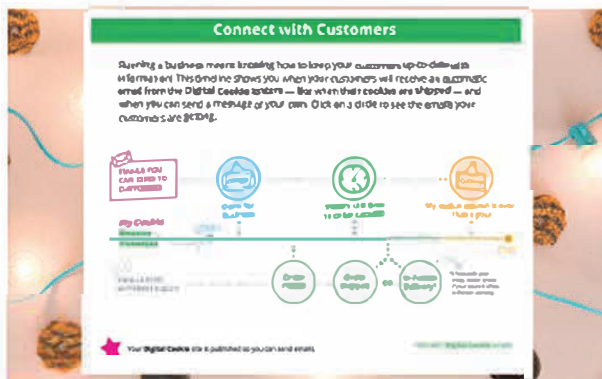


The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie and the Trefoil design and mark are owned by Girl Scouts of the USA. All rights reserved.

3

Invite Customers

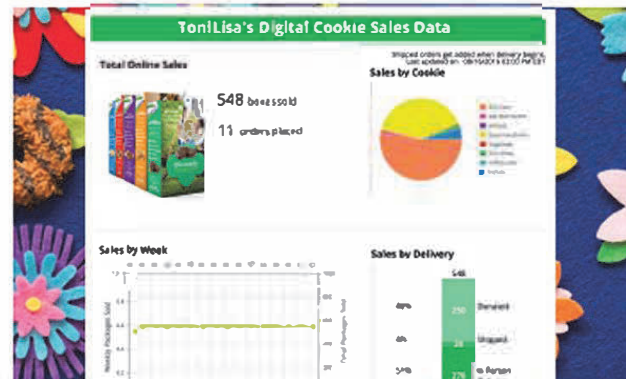
Manage your cookie customer list and easily send ready-to-use emails inviting people to support your goals. You can also promote your personalized cookie site link on Facebook with friends and family.



4

Track Your Goal

See how close you are to reaching your goal by tracking the number of packages sold and orders placed, as well as sales by delivery type and cookie variety. You can even include offline sales to see your total progress-yum!





Cookie Program Permission Form

Welcome to the Girl Scouts of Colorado 2025 Cookie Program! The Girl Scout Cookie Program® is important to girls, their groups, and to Girl Scout councils. The cookie program provides troop proceeds to support activities such as Girl Scout events, trips, camping, and service projects. For councils, the sale provides funds to recruit and train adult volunteers, organize Girl Scout groups, provide council-wide programs such as science and career workshops, and provide financial assistance so all girls have access to the opportunities Girl Scouting offers. Through the Girl Scout Cookie Program girls develop the 5 Skills and more: goal setting, decision- making, money management, people skills, and business ethics.

If you would prefer to complete a digital permission form, scan the QR code. On the digital form, you can opt to have a copy sent to the troop cookie manager. A copy of the form will also be to you.



Troop Cookie Manager name: _____ Phone: _____

Email: _____

Caregiver Permission and Financial Responsibility Form for the Cookie Program

My Girl Scout _____, a member of troop _____ has my permission to participate in the 2025 Cookie Program. I agree to accept financial responsibility for all cookies and money she receives.

I will see that my Girl Scout has adult guidance at all times. I will also review the safety guidelines, including online safety, with my Girl Scout, and all other information included in the GSCO Cookie Family Guide found on the Cookie Resources page of the GSCO website.

My Girl Scout has my permission to engage in online cookie program activities under the supervision of myself and/or the Girl Scout volunteer (TCM). Yes ___ No ___

I, _____ (name of caregiver - please print clearly), agree to communicate with the troop cookie manager about excess cookie inventory in my possession ahead of the excess cookie return deadline, and I agree to return all excess cookie inventory by the (date) _____ deadline.

Signature of Caregiver _____ Phone _____ Date _____

Address _____ City _____ State _____ Zip Code _____

Please circle ways in which you can assist the troop during the Cookie Program:

Cookie Delivery Day pick-up

Digital Cookie Tech Assistant/Site set-up

Chaperone/Coach for Door-to-Door

Chaperone/Coach at Cookie Booth

Create booth signage with girls

Cookie Cupboard order pick-up

Glossary

ACH - Automated Clearing House (ACH) is the banking system GSCO uses for electronic fund transfers during the cookie season. Must be a checking account.	Booth Recorder App - The Booth Recorder App can be used at a booth, so adults can keep track of sales and girl participation via a smart phone. It allows for immediate recording of the number of packages sold and will divide them evenly between the girls participating.
Case - There are 12 packages of cookies in one case.	Cookie Booth - A stationary sale of Girl Scout Cookies at a public location.
Cookie Credits - A girl reward choice that can be used to pay for GSCO camp, GSCO program events, and other activities, or purchases at the GSCO Shop.	Cookie Cupboard - Local sites where additional inventory is stored and where troops can pick up additional cookies.
Cookie Cupboard Manager (CCM) - Person responsible for managing a Cookie Cupboard.	Cookie Delivery Day - The day troops will pick up their Initial Order (IO) from a designated location.
Cupboard Receipt - This is a two-part carbon copy receipt that must be signed any time a troop picks up cookies from a cupboard. Keep a copy for troop records. Troops are responsible for ALL cookies taken from a cupboard.	Delivery Agents - These are the transport companies that handle product delivery for Girl Scouts of Colorado.
Digital Order Card (DOC) - Where girls can create a custom website and send out a link to their site via email to customers. Customers can order cookies by the variety to be shipped to them or choose to donate cookies through the Gift of Caring program.	Direct Sale - GSCO uses the direct sale model, meaning girls have cookies in hand when the program starts rather than taking pre-orders. Troops are able to restock their cookie supply throughout the program by acquiring cookies at a cupboard.
eBudde - Bakery website used by TCMs to order cookies, select booth sites, track girl/troop sales, record troop finances, and calculate, order, and submit rewards.	Gift of Caring Cookies (GOC) - Customers can purchase virtual packages of cookies that GSCO will deliver to the military on behalf of our troops. The girls collect the money, but do not physically take possession of the cookies.
Hometown Heroes (HTH) - GSCO term for the charitable donation program that allows troops to donate cookies to a local non-profit organization.	Initial Order (IO) - This is the initial troop inventory order.
Juliette - A girl who is a member of GSCO, participates in Girl Scouts, but is not part of a troop.	Little Brownie Bakers (LBB) - Little Brownie Bakers is our bakery partner for the cookie program. They supply our council with cookies for girls and volunteers.
Package - A single container (box) of Girl Scout Cookies.	Per Girl Average (PGA) - Average number of packages sold by each girl based on the number of girls <i>selling</i> in that troop.
Rewards - Merchandise or Cookie Credits given to acknowledge a girl's efforts in the cookie program. Rewards are based on the number of packages sold.	Service Unit Cookie Manager (SUCM) - Volunteer mentor for troops and Juliettes in an assigned service unit.
Troop Cookie Manager (TCM) - Volunteer manager responsible for monitoring the cookie program for a single troop.	Troop-to-Troop Transfers (T2T) - Transfer of cookies between troops

The Girl Scout Promise

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

The Girl Scout Law

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