

2025 Cookie Captain Training

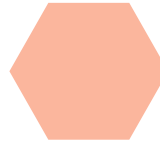
Agenda



New
Mascot
and
theme!



Cookie Captain Guidelines
and Benefits



Your Team and Resources



Five Skills In Action



What's new in 2025?



Next Steps and Follow-up

Cookie Captain Guidelines, Benefits, and Resources



You're an experienced cookie CEO.

You're the *perfect mentor* for Cookie Rookies and the best person to help out and learn more at volunteer trainings, cookie rallies, delivery sites, cookie cupboards, and service unit meetings!

- As a Cookie Captain, you have the cookie entrepreneur experience, skills, and know-how to help Cookie Rookies gain confidence, reach their goals, and have fun throughout the cookie program!
- You have great ideas to share with troops and key volunteers in your area too!

Thank you for volunteering!

Safety

Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the GSCO Family Guide (pg.9) and the GSUSA internet safety guidelines.

Cookie Captain Responsibilities

- Be prepared!
- Follow the Girl Scout Promise and Law.
- Have an enthusiastic and positive attitude!
- Complete your Cookie Captain training, read through the resources, and connect with Girl Scout volunteers.
- Mentor a group of Daisies or Brownies during their first cookie season.

- Offer assistance to your service unit cookie manager, other area volunteers, and troop volunteers.
- Keep track of all your volunteer hours on the log sheet, have adults sign off on the hours you have volunteered, and submit hours to GSCO by deadline: Friday, May 23.

How can Cookie Captains earn 20+ service hours?

Present at volunteer training.

Plan and lead activities at cookie rallies.

Assist volunteers on cookie delivery sites and/or drop sites.

Assist at area cookie cupboards.

Lead cookie program activities for girls at troop meetings.

Mentor Daisies and Brownies at booths.

Show Daisies and Brownies how to customize their Digital Cookie site and share tips.

Share your story on GSCO social media.

Help to distribute girl rewards at service unit meetings at the end of the cookie program.



You can create *your own ways* to earn Cookie Captain hours too!





There's a Service to Girl Scouting Bar for every program level.

You can earn it once you complete 20 or more hours as a Cookie Captain volunteer.

BONUS: If your school requires students to complete a certain number of volunteer hours in their community, you can apply your Cookie Captain hours to meet your school requirement!



Service to Girl Scouting Bars



Cadettes



Seniors



Ambassadors

Cookie Captain Benefits

New Cookie Captains who participate in the 2025 Cookie Program and submit their hour log by Friday, May 23, will receive a Cookie Captain patch!



Additional Cookie Captain Benefits

- Practice your leadership skills by being a mentor and helping younger Girl Scouts develop their entrepreneurship skills!
 - Learn about some of the behind-the-Cookie-Program operations as you work with service unit volunteers, delivery site and cookie cupboard managers, troop volunteers and GSCO staff.
- Have fun at a celebration event at the end of the season!

Your Team and Resources



Your Cookie Captain Team

Service unit
Cookie Manager

Parents and
caregivers

Troop cookie
managers

Troop leaders

Delivery site
managers

Cupboard
managers

GIRL SCOUTS!

Product program
specialists/GSCO
staff

Share your ideas and plans with people on your team.

Ask for help when you need it.

Be open to learning and trying new things.

Want to make what you're doing even more fun?

Team up with your Girl Scout friends as well!



Best resource available?

YOU!

DRAW ON YOUR OWN EXPERIENCE!

+

You can ask for ideas/advice from your troop leader, other volunteers, and your friends too.

Ask your service unit cookie manager for the:

- ✓ Cookie Captain job description
- ✓ Cookie Captain hours log sheet
- ✓ 2025 Rally Guide

Resources are linked to the the GSCO
Cookie Resources page too!



Little Brownie Baker Resources

You'll find lots of helpful tools you can use
while working with Cookie Rookies!



Cookie Rookie video

Share it with the Girl Scouts you're mentoring.



Cookie Rally guide

Use the rally activities while working with Girl Scouts at a troop meeting, to help teach them about the 5 Skills.



Ready-to-post social marketing resources



Go to the LBB website!

Five Skills in Action



Cookie Captain Tips

Once you have coordinated dates and times to coach and support your Cookie Rookies, create your MENTORSHIP plan!

- Think about what games and activities YOU did when you were Cookie Rookie.
- Write down your ideas.
- Review the rally guide too.
- Think about how you will work with the Daisies and Brownies while you do the activities.
- Time out the games/activities you plan to do.

Remember to keep it simple and fun!

You can ask a friend to help you too!



Five Skills



Tips for mentoring Daisies and Brownies and teaching them the Five Skills

(And everything else they need to know to have a successful first cookie season!)

- **Talk for 5-10 minutes at a time.**
- *Planning Five Skill activities and games* engages girls and helps them learn. Having a little bit of down time in between too is also good.
- **Establish a way to get their attention if they get too loud or distracted.**
 - Use a simple phrase like, “If you can hear the sound of my voice, touch your nose.” Repeat with ear, lips, or chin until you have everyone’s attention.
- **Ask for help from troop volunteers or other adults.**

Goal Setting



Girl Scouts set individual and troop goals then create a plan to reach them, developing cooperation and team-building skills.



Decision Making

Girl Scouts decide where and when to sell cookies, how to market their business, and what to do with their earnings.



Money Management

Girl Scouts learn to create a budget and handle money



People Skills

Girl Scouts learn how to talk to, listen to, and work with all kinds of people while selling cookies.



Business Ethics

Girl Scouts are honest and responsible at every step of the cookie sale.

Get to know your Cookie Rookies

Introduce yourself.

Talk about your own cookie program experiences.



Explain what the Girl Scout Cookie Program is all about.



Plan Five Skill-building games and activities that show how the Cookie Program works.

Ask if they have any questions.



Review the GSCO cookie varieties

Be prepared to describe ingredients in each variety and share information to answer customer questions.

- For example, Thin Mints are vegan, Toffee-tastics are gluten free.

Have pictures of the cookies and boxes to reference while you are teaching.

Cookie Knowledge

People skills



Encourage girls to talk about the following :

What do you want to do with troop money earned?

- Have a party?
- Do a special activity or go on afield trip?
- Save for a troop overnight trip?
- Vote on a charity/non-profit to donate some troop proceeds to? Or do a community service project?

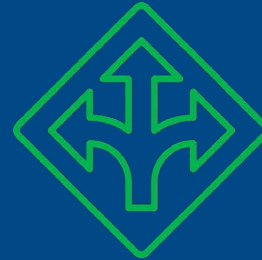
What rewards do you want to earn?

- Look at the order card and help the Girl Scouts set goals.

How will you reach your goals?

- Door-to-door?
- Booth sales?
- Virtual booth?
- Digital Cookie?

Goal-Setting and Decision Making





Money Management

Play games to help girls identify money and count back change.

Talk about cookie prices for each variety and bundling cookies at booths.



People Skills

Encourage girls to practice making their pitch and share tips about overcoming being nervous.

Practice how to answer customer questions.

Talk about what to say when a customer says “no.”

Role play: Door-to-door sales; booth sales; and best practices for Digital Cookie delivery orders.



What TO DO at a cookie booth

- Dress for the weather.
- Locate a safe restroom to use.
- Wear your Girl Scout uniform.
- Be polite and thank people, whether they make a purchase or not.
- Keep money out of sight.
- Clean up after your booth, take cookie cases and trash with you.
- Finish on time so the next troop can start on time.
- Send a thank you note to the store manager.

Booth Tips to Share

- **Bling Your Booth!** Get creative and go all out with a theme
- **Offer a Gift of Caring / Hometown Hero option**
- **Share goals with customers - Posters!**
- **Make special cookie bundles – Wrap ‘em up in a ribbon!**
- **Give away recipes**

Little Brownie Bakers has cookie recipes on their website that you can print, plus LOTS of booth signage too!

Booth Pro Tips for Cookie Rookies to learn:

- ✓ Create a catchy jingle.
- ✓ **Make the ask.**
- ✓ Know your cookies and your goals and be prepared to answer questions.

Talk with your Cookie Rookies about what to do at a booth and make it a fun role-play game!

What NOT TO DO at a cookie booth

- Block entrances or doorways.
- Leave money on table or have a money box on table.
- Take friends or siblings to help at the booth.
- Eat or chew gum while speaking to customers.
- Run around and goof off.
- Have any food items other than cookies on your table.

Show them in the role play what not-so-great customer service looks like. Make it funny!

Marketing Makes the Sale

More about “Bling Your Booth”

Use available supplies and help Girl Scouts create booth posters, banners, and decorations!

See the LBB website and Rally Guide for lots of ideas and activity templates.

Get cookie costumes from regional Girl Scout offices or the Girl Scout shop.

Girl Scouts can earn the special booth charm when they work at a cookie booth and the sales are distributed by using the eBudde booth recorder.

Virtual Cookie Booths are also an option!

Talk with your Cookie Rookies about how to do a virtual cookie booth (with help from a parent/caregiver)

- ✓ Set-up on social media
- ✓ Talk about cookie varieties
- ✓ Answer questions
- ✓ Make the ask
- ✓ Share Digital Cookie link with customers
- ✓ Say thank you
- ✓ Manage orders (girl delivery)

Find the virtual booth mini-guide on to the GSCO Cookie Resources page.



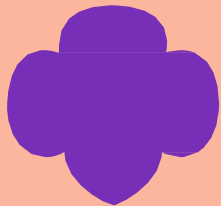
It's important for Girl Scout Daisies and Brownies to know how to connect with customers through their Digital Cookie site.

You can help them by:

- Showing them your own site and talk about and show them how you set it up.
- Coaching them through deciding on their goals
- Helping them to make a video they can add to their site.
- Sharing some of your Digital Cookie customer service tips.

What else would you do to help younger Girl Scouts rock their online cookie business?





Recite the Girl Scout Promise
and Law together!

The Girl Scout Promise and
Law is at the heart of cookie
program business ethics.

Girl Scouts are encouraged to
be responsible and honest at
every step of their cookie-
selling journey.



Safety

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.



Comes

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.



First!

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 and must never sell alone. Adults must be present during booth sales.



Safety

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

Do not enter any homes or vehicles when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.



Comes

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.



First

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.

What's new in
2025?



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
\$ 6
Approximately 15 cookies per 6.3 oz. pkg.
Ⓢ



Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
\$ 6
Approximately 12 cookies per 6.2 oz. pkg.
Ⓢ



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
\$ 6
Approximately 38 cookies per 9 oz. pkg.
Ⓢ



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling
\$ 6
Approximately 20 cookies per 8 oz. pkg.
Ⓢ



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
\$ 6
Approximately 15 cookies per 7.5 oz. pkg.
Ⓢ



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
\$ 6
Approximately 15 cookies per 6.5 oz. pkg.
Ⓢ



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
\$ 6
Approximately 30 cookies per 9 oz. pkg.
Ⓢ



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling
\$ 7
Approximately 16 cookies per 8.5 oz. pkg.
Ⓢ



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
\$ 7
Approximately 14 cookies per 6.7 oz. pkg.
Ⓢ



- Due to the increased cost of ingredients such as cocoa and sugar, Girl Scouts of Colorado must raise the price per package of Girl Scout Cookies.
- The cost of cocoa and sugar has increased more than 200% in the last year, and that has caused an increase in the amount Girl Scouts of Colorado pays for each package.
- 100% of cookie proceeds stays right here in Colorado to fund an amazing Girl Scout experience for girls across our state.

Girl Scouts of Colorado 2025 Girl Scout Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Initial Order Rewards

GSCO Tablecloth
First year troop with an IO of 125+ pkgs per registered girl



Cookie Rookie Patch
First year troop with an IO of 125+ pkgs per registered girl (ships with final rewards)



Do-Si-Dos T-shirt
(two adults)
Troops with an IO of 350+ pkgs per registered girl (ships with final rewards)



Do-Si-Dos Panda Charm
(one per girl)
Troops with an IO of 350+ pkgs per registered girl (ships with final rewards)

Troop Super Seller Rewards



Troops with a selling girl average of **475+ pkgs** will receive a Super Seller Patch for each selling girl and \$25 per selling girl and two adults in additional proceeds to fund troop activities.

Troops with a selling girl average of **675+ pkgs** will receive an additional \$25 in proceeds per selling girl and two adults to fund troop activities

Booth Sales



Stand Charm
Sell cookies at booth. TCM must allocate cookies sold via eBuddle booth recorder

Hometown Hero



Butterfly Charm
20+ HTH pkgs with Data Input

Digital Cookie



Phone Charm
Send 18+ emails

Gift of Caring



Gift of Caring Charm
30+ GOC pkgs

Earn Them All!



Earn the Charm Patch and all 6 charms

Charm Patch - 50+ pkgs
Theme Charm - 85+ pkgs
Phone Charm - 18+ DOC emails
Panda Charm - 350+ pkgs Initial Order
Butterfly Charm - 20+ HTH pkgs
Cookie Bundle Charm - 30+ GOC pkgs
Stand Charm - Booth sales

Stellar Sellers

Top Cookie CEO Event
OR **200 Cookie Credits**
2500+ pkgs

350 Cookie Credits
3000+ pkgs

450 Cookie Credits
4000+ pkgs

50 Cookie Credits for every 500 packages beyond 5000
5500+ pkgs

Bar Patches

100+

Bar Patches
100+ pkgs

Awarded at highest level earned, starting at 100+ in increments of 100 up to 1000+ pkgs, then in increments of 500, up to 8500+ pkgs.



2025 Bar Patch
24+ pkgs



Charm Patch
50+ pkgs



Embrace Possibility Charm
85+ pkgs



Decal Stickers Set
125+ pkgs



Cooling Headband
175+ pkgs



OR
15
Cookie Credits
Happy Bamboo Plush Phone Holder
OR
15 Cookie Credits
250+ pkgs



OR
20
Cookie Credits

"Mei Lan" the Panda
OR 20 Cookie Credits
300+ pkgs



OR
25
Cookie Credits

Do-Si-Dos Panda T-Shirt
OR 25 Cookie Credits
375+ pkgs



OR
30
Cookie Credits

Journal with Pop-in Charms
OR 30 Cookie Credits
450+ pkgs



OR
35
Cookie Credits

Bento Box, Utensil Set AND Panda Sandwich Shaper
OR 35 Cookie Credits
525+ pkgs



OR

40
Cookie Credits



ULTA Beauty Experience OR Build-A-Bear Experience
OR 40 Cookie Credits
625+ pkgs



OR
45
Cookie Credits

Panda Spa Hand Towel, Paw Wash Mitt AND Hair Drying Towel Hat OR Shoe That Grows Donation
OR 45 Cookie Credits
750+ pkgs



OR
50
Cookie Credits

Panda Neck Pillow AND Action Patch
OR 50 Cookie Credits
1000+ pkgs



OR
75
Cookie Credits

10% Camp Discount* AND Medallion AND choice of Top Achiever Experience
OR 75 Cookie Credits
1250+ pkgs



15% Camp Discount* AND Water Bottle AND Bamboo Crossbody Bag
1500+ pkgs



20% Camp Discount* AND Do-Si-Dos Duffle Bag AND Travel Toothbrush Set
2000+ pkgs

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability. All troops will earn \$0.95 per package sold. Troops with a selling girl average of 400+ pkgs will earn \$1.00 per package sold. *Camp discounts only apply to camps with GSOC-run registration through CampInTouch, not volunteer run camps. The highest percentage of camp discount earned during the 2025 Girl Scout Cookie Program will be applied to the cost of GSOC-run camp registration.

You can see all the rewards on the order card too!





Every 2025
Graduating
Girl Scout Ambassador
(senior in high school), who sells
500 or more packages of cookies,
will earn the reward of a
Girl Scout LIFETIME
membership!

Remember:

You play a special part in the Girl Scout Cookie Program!

You're a role model for leadership. By teaching other Girl Scouts about the cookie program, you're helping them reach their dreams!

Be respectful

Be reliable

Be friendly

Be helpful

Be yourself

**Be a
Girl Scout!**

Next Steps and Follow-up



Next Steps:



Contact the service unit cookie manager (SUCM) in your area.



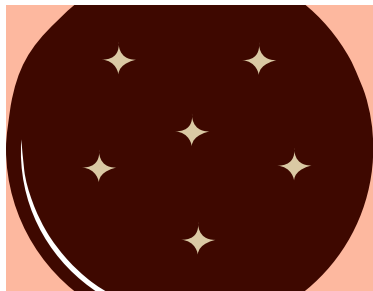
Not sure who that is? Ask your troop leader for their name and contact information.



Your SUCM or another key service unit volunteer can help you connect with:

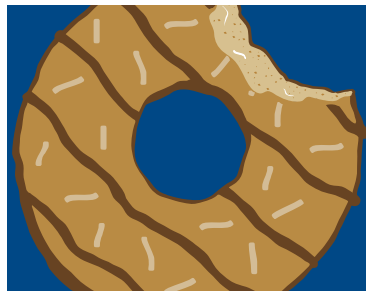
- delivery site managers
- cupboard managers
- Daisy and/or Brownie troops to mentor!

Cookie Captain hours log:



Print a copy of the Cookie Captain Hours log

Add 2 hours to your log for reading through the training, looking at resources and creating your plan to work with Daisy/Brownie Girl Scouts.



Add another 1-2 hours on your Cookie Captain log for:

Planning other ways that you can volunteer to support the Cookie Program and talking with key volunteers, an SUCM or Cupboard Manager.



Add the time spent and what you did to your hour log

Keep track of everything you do!



Have a parent, caregiver, or volunteer add their initials to your hour log

For every action you take to support the Cookie Program, have the adult you worked with sign-off on your hour log.

Snap a picture of your Cookie Captain hour log and upload it on the hour log form before the deadline: **Friday, May 23, 2025**



Thank You!

