



2024-2025 Family Guide to the Girl Scout Cookie Program



Welcome to the World's Largest Girl-Led Business

Welcome to the Girl Scout Cookie Program! The largest Girl-Led entrepreneurial program in the world. Our Girl Scout Cookie Program is way more than a fundraiser. The Cookie Program is a fun way for girls of all ages to power their dreams and gain hands-on leadership and entrepreneurial experience. Girls will learn first-hand the ins and outs of running her own cookie business.

Your Girl Scout will learn to set goals, create a plan, interact with customers, manage money, and so much more! These hands-on, real-world skills set Girl Scouts up to be the prepared entrepreneurs, problem-solvers, and leaders our world needs now and in the future.

Participating in the cookie program also helps power your Girl Scout's adventures throughout the year. 100% of the proceeds from the cookie program stay local. We encourage

all Girl Scouts to participate in the Cookie Program; it is a vital part of our program and provides essential funds to support our Movement and Troop activities. When Troops earn proceeds, they can support and fund Troop experiences, activities, and community service projects, as well as Council initiatives such as building membership, innovative girl programming and more!

With the assistance and encouragement of her family, there's no stopping a Girl Scout!

Thank you for supporting your Girl Scout and taking on this adventure together! As part of her team, you and your family will see your Girl Scout's confidence boost, skills grow, and personality shine. Throughout this guide, you'll find tools and support to help you and your Girl Scout have an enjoyable and rewarding cookie program experience.

Skills they build

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



01

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.



02

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.



03

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.



04

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.



05

Business Ethics

Girl Scouts learn to act ethically, both in business and life. How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

2025 Cookie Program Quick Reference Guide



Core cookies are \$6 per box:

- Adventurefuls
- Thin Mints
- Samoas
- Trefoils
- Tagalongs
- Lemon-Ups
- Do-si-dos

Specialty cookies are \$7 per box:

- Girl Scout S'mores
- Toffee-Tastic

**Please note it is a serious violation of business ethics to sell cookies at a different price than Tropical Florida's official pricing, yet staff receive complaints about this every year. The goal of the Cookie Program is to teach the 5 Skills, so it's critical that adults model correct behavior. Pricing complaints may result in forfeiture of Troop Proceeds and/or Girl Rewards.

Helpful Resources

[Girl Scouts of Tropical Florida](#) – All the information you need for the Girl Scouts of Tropical Florida Cookie Program.

[Find Cookies](#) – Share this link with your friend and family so they can easily locate Cookie Booths.

[Digital Cookie](#) – Create your online cookie business and track your goals.

[Little Brownie Baker](#) – Find fun games and resources for girls and volunteers.

[Supplemental Safety Tips for Online Marketing & Digital Marketing Tips for Cookie Entrepreneurs and Families](#) – PDF attachment

[Cookie Family Connection Guide](#) – PDF attachment

My Girl Scout's Cookie Program Information

My Girl Scout is a member of Troop # _____

My Girl Scout's Troop Leader's Name _____

My Girl Scout's Troop Leader's Phone Number _____

My Girl Scout May Begin Taking Pre-Orders November 20, 2024

My Girl Scout's Initial Order is Due to the Troop by _____

My Girl Scout's Digital Cookie *Tentatively* Opens December 2, 2024

The Direct and Cookie Booth Sale Dates are January 18 – February 23, 2025

My Girl Scout's Cookie Money is Due to the Troop by _____

Key Dates

November 20 to December 8 – Cookie Pre-orders

December 2 – Digital Cookie opens

January 18 – Direct and Cookie Booth Sales begin

February 23 – All payments for Cookies due to Troop Cookie Manager (Troop Cookie Manager can have an earlier date)

February 23 – Direct, Digital and Cookie Booth Sales end

May or June – Girls receive rewards



Meet the Cookies



Thin Mints \$6 -
Crisp, chocolaty cookies made with natural oil of peppermint



Samoas \$6 -
Crisp cookies with caramel, coconut and dark chocolaty stripes



Tagalongs \$6 -
Crispy cookies layered with peanut butter and covered with a chocolaty coating



Trefoils \$6 -
Iconic shortbread cookies inspired by the original Girl Scout Cookie™ recipe



Adventurefuls \$6 -
Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Do-si-dos \$6 -
Oatmeal sandwich cookies with peanut butter filling



Girl Scout S'mores \$7 -
Graham sandwich cookies with chocolaty and marshmallowy flavored filling



Lemon-Ups \$6 -
Crispy lemon cookies baked with inspiring messages to lift your spirits



Toffee-Tastic \$7
Rich, buttery cookies with sweet, crunchy toffee bits












2024–2025 Girl Scout Cookies® Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, visit littlebrowniebakers.com or girlscoutcookies.org.

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

										
		Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Girl Scout S'mores®	Toffee-tastic®
Ingredients	NO ARTIFICIAL FLAVORS		●							●
	MADE WITH NATURAL FLAVORS		●		●				●	
	REAL COCOA	●				●	●	●	●	
	MADE WITH VEGAN INGREDIENTS							●		
	GLUTEN-FREE									●
	KOSHER CERTIFIED	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	Ⓢ	ⓈD	ⓈD

Food Allergens	PEANUT	M	M	M	C	M	C	M	M	M
	TREE NUT	M	M	M	M	C*	M	M	M	M
	WHEAT	C	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C	C
	EGG	M	M	M	M	M	M	M	M	M
	SESAME								M	

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)



Ways to Participate in the Cookie Program



Order Card

These are physical Order Cards used before girls have cookies in hand, to help them know how many cookies they need to order. Girls can use their Order Card to visit friends, family, and local neighbors (with adult supervision) to take pre-orders for their cookies. Girls should always strive to keep customers happy and remember that all orders must be fulfilled as promised. Girls will then turn in their Order Card to their Troop Leader by the due date set by the leader.

Tips:

- Girl may begin taking pre-orders on November 20.
- With permission, post information at the parent/guardian workplace about your Girl Scouts' cookie business, to include information about why she is selling, what her goals are, and how the Troop will spend their proceeds.
- Continue to use the Order Card to track customers and place reorders, even after submitting the Initial Order.

Digital Cookie

Digital Cookie is the online e-commerce platform that helps girls superpower their cookie sales with mobile and online sales. Girls can promote their Digital Cookie site by emailing friends and family, creating videos to share on social media, and dropping off door hangers to neighbors with their unique Digital Cookie QR code or URL.

Parents who have opted-in to receive emails will receive their Digital Cookie welcome email in early December. If a parent/guardian does not receive a Digital Cookie welcome email by December 2, please contact Customer Care at customercare@girlscoutsfll.org.

Utilizing Digital Cookie helps you manage your sale easily and safely, by allowing contactless delivery and the option for customers to pay with a credit card. Customers can purchase cookies through Digital Cookie various ways:

- Shipped: Customers order and pay for cookies online and receive their cookies within 7 to 10 days directly to their door. There is a shipping fee for this purchase option.

- Donations: Cookies are donated to our Hometown Heroes donation program and delivered at the end of the season to local heroes by Troops and Council.
- Girl Delivery (also known as In-Person Delivery): With parent approval, customers pay online and opt for girls and their parents/caregivers to deliver their cookies. Families arrange for safe cookie delivery. Parents can opt-out of this feature.

When a parent/guardian is determining whether to approve or decline a Girl Delivery order, consider the following:

- Is the customer a known and trusted individual?
- Are you willing and able to get the cookies to the customer's location?

AND

- Do you have, or will you have, the inventory available?

Tips:

- The Girl Scout Cookie Program is a girl-led program and *online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caregivers.*
- Review the Supplemental Safety Tips for Online Marketing & Digital Marketing Tips for Cookie Entrepreneurs and Families.

How To Register for the Digital Cookie Platform!

Click [here](#) for registration instructions for Girl Scouts under 13

Click [here](#) for registration instructions for Girl Scouts 13 and Older



Be a Digital Cookie Superstar

Make an impression

Use eye-catching photos in your marketing material. Consider using photos of different cookies you're selling, or something tied to your personal and/or Troop goal. If your Troop plans to use cookie proceeds for a trip or to go camping, tell your customers about it so they can see how the Cookie Program powers incredible girl adventures.

Create a Sense of Urgency

Girl Scout Cookie season only comes around once a year! Use words that will encourage your potential customers to buy right away.

Highlight Special Features

Share the top-selling cookie flavors with your potential customers and promote the newest cookie. Do your customers know that there is a gluten-free cookie, or a cookie made with vegan ingredients?

Cookie Booths

Cookie Booths are a fun Troop activity for girls, and much anticipated by the public. Cookie Booths in areas with lots of foot traffic are a fun way for girls to connect with their community and practice their sales pitch with new customers.

Please keep in mind that selling cookies at a booth is a privilege granted to us by local businesses. This privilege, if abused, could cause all Troops to lose the opportunity for future sales.

Cookie Booth Etiquette

Girls sell, adults supervise! Girl-led is the secret of Girl Scouting. Review the following Cookie Booth etiquette rules with your Girl Scout:

I will:

- Be polite and friendly
- Remember my behavior reflects Girl Scouts
- Obey the Cookie Booth sale start dates
- Wear Girl Scout attire to identify myself
- Say thank you to every customer
- Take all trash home with me

I will not:

- Block entrances to store
- Get in the way of customers
- Give out my full name, address, or phone number
- Run around or play while selling at a booth

BE CREATIVE

Lemonade Stands – set up a table in their front yard or somewhere safe in the neighborhood.

Walkabouts – load up a wagon or cart with cookies and walk from door to door in your neighborhood.

Phone and Text – contact family, friends and previous customers. Share your Girl Scouts Digital Cookie site or take the order over the phone,

Social Media – share your Girl Scout Digital Cookie site to spread the sale far away.

Event Booth – these are cookie booths at events in town. Parents talk with the Troop Cookie Manager to make sure it's a approved location.

Note: Always get the proper permissions and remember adult supervision is always required.



Safety First!

Show You're a Girl Scout

Wear a Girl Scout membership pin, uniform, or Girl Scout clothing to clearly identify yourself as a Girl Scout.

Buddy Up!

Always use the buddy system. It's not just safe, it's fun!

Be Street Smart

Become familiar with the areas and neighborhoods where you will be selling Girl Scout products.

Partner With Adults

Adults must accompany Girl Scout Daises, Brownies, and Juniors when they are taking orders, selling or delivering product. 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 cash. Avoid walking around or keeping large amounts of cash on hand. Consider having another adult pick-up cash during a booth sale.

Do Not Enter

Do not enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles.

Sell in the Daytime

Sell during daylight, adult supervision is a must for evening sales.

Protect Privacy

Girl's full names, home addresses, or email addresses should never be given out to customers. Protect customer privacy by not sharing their information.

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.

Be Internet Wise

Girls must always have parent/caregiver permission to participate in all online activities and must read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities.



Hometown Heroes



Encourage girls to tell every customer about our Hometown Heroes cookie donation program. Hometown Heroes cookies are delivered to those who serve our community such as U.S. military personnel, veterans, EMTs, firefighters, police officers, first responders, healthcare workers, teachers, and other essential workers.

Hometown Heroes cookies are great for those customers who do not want to purchase cookies for themselves or pay shipping fees.

Tips:

- Encourage girls to ask EVERY customer if they would like to donate cookies to our local heroes.
- For every \$6 donation, 1 package of cookies will go to our local heroes.
- Girls earn rewards for selling Hometown Heroes cookies.



Money Matters



Families are financially responsible for all cookies ordered, and any lost or stolen funds. Cookies cannot be returned. If a parent/caregiver anticipates needing assistance selling all of their cookies, please contact the Troop Leader as soon as possible and before the end of the sale.

Be sure to receive a receipt every time that you pick up cookies from your Troop or make a payment. Keep all receipts for your records. Turn in money frequently to your Troop.

Before your Girl Scout can begin selling cookies, your Troop Leader will present you with the Family Responsibility Form, be sure to review with your Girl Scouts and refer to it throughout the Cookie Program. If you have any questions, contact your Troop Cookie Manager or Council Customer Care.

Where the Cookie Money Goes

It is very important to share with your customers where the funds from the Girl Scout Cookie program goes. You can confidently tell them that all proceeds stay 100% local – right here in Miami-Dade and the Keys.

What makes the Cookie Program special is that not only does it teach valuable life skills, but it also provides a safe and fun environment for Girl Scouts to practice those skills.

With every package sold, customers are fueling adventure for every Girl Scout in our Council!

Important Reminders

- Payment is collected when delivering cookies.
- Do not pay your Troop for cookies ordered on Digital Cookie – payment is automatic.
- Use the Digital Cookie mobile app when customers want to pay by credit card.
- Protect yourself! When picking up cookies from your Troop, always request a receipt for cookies received and payments made.
- Turn in collected payments often. Make frequent visits to your Troop Cookie Manager to give them money to take to the bank.
- Remember, cookies cannot be returned or exchanged. Caregivers are financially responsible for all cookies ordered.
- You are responsible for lost or stolen funds/cookies.
- Any in-person donations made should be accounted for and the funds turned in with your other payments.
- Final payments are due to the Troop no later than February 23, 2025. Troop Cookie Manager might have an earlier date.



Rewards

Girls can earn awesome rewards for their individual Cookie Program achievements, and Girl Scouts of Tropical Florida looks forward to recognizing girls for their hard work during the Cookie Program!

Girl Scouts of Tropical Florida 2025 Cookie Program Rewards

My Personal Goal: _____ NUMBER OF PACKAGES _____

Initial Order Girl Rewards



and



Cooling Headband AND Cookie Charm
200+ Boxes

Initial Order Troop Rewards



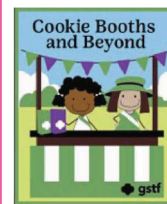
GSTF Cookie T-shirt for each selling
girl + two volunteers (Must have a
minimum of 3 selling girls)
210+ PGA

Hometown Heroes Rewards



Gift of Caring Patch AND Gift
of Caring Charm
35+ HTH Boxes

Booth Patch



Girl can earn the GSTF Cookie
Booths and Beyond patch by
participating in a combination
of 5 Council Cookie Booths and
a unique selling method

The Shoe that Grows



Donate shoes to help
those in need and
receive the patch

Top Selling Troop



Exciting Troop Event for the
Top Selling Troop, Top Selling
Troop by PGA and Top Selling
Hometown Heroes Troop!

Digital Cookie Rewards



Techie Patch
Set-up Digital Site and Send
20+ DOC Emails

Bar Patch

200+

1000+

Bar Patch is awarded at
the highest level achieved

EMBRACE POSSIBILITY

Embrace Possibility Patch
25+ pkgs

Bamboo Dangler with
Two Pop-in Charms
75+ pkgs

Charm Patch and Embrace
Possibility Charm
150+ pkgs

Panda Pouch
250+ pkgs

Butterfly Charm AND Choice of One:
Charm Collector Journal with Pop-in Charms
OR Panda Spa Hand Towel and Panda Hair
Drying Towel OR \$10 Cookie Bucks OR \$10
Digital Dough OR 1/2 Shoe that Grows
300+ pkgs

Choice of One:
"Mei Lan" the Panda OR Bamboo
Crossbody OR \$15 Cookie Bucks OR
Digital Dough OR 1 Shoe that Grows
400+ pkgs

Goal Getter Patch AND Choice of One:
Embrace Possibility T-shirt OR Bento Box and Take-along
Utensil Set OR \$20 Cookie Bucks OR \$20 Digital Dough OR
1 1/2 Shoe that Grows
500+ pkgs

Choice of One:
Neck Pillow OR Do-si-dos Duffle Bag OR \$40
Cookie Bucks OR \$40 Digital Dough OR 1 pair
of the Shoe that Grows
750+ pkgs

Do-si-dos' Panda Charm AND Choice of One:
Panda Hoodie Sweater OR Panda Blanket OR \$75
Cookie Bucks OR \$75 Digital Dough OR 2 pairs of
the Shoe that Grows
1,000+ pkgs

Super Patch AND Choice of One:
Dave & Buster Girl Scout Event (date to be announced)
OR Converse Customizable Sneaker OR \$100 Cookie
Bucks OR \$100 Digital Dough
1,500+ pkgs

Chelsea's Extraordinary Outing Super Seller Event
with GSTF CEO AND Do-si-dos Panda T-Shirt
This reward is for all the girls that reach this level
and above! (date and location to be announced)
2,025+ pkgs

Choice of One:
Ice Cream Making Bundle OR TopGolf Girl
Scout Event (date to be announced) OR \$120
Cookie Bucks OR \$120 Digital Dough
2,500+ pkgs

Choice of One:
Outdoor Bundle OR Cooking Bundle OR \$130 Cookie Bucks
OR \$130 Digital Dough
3,000+ pkgs

Choice of One:
Airpods Pro Set OR Inflatable Kayak OR \$140 Cookie Bucks
OR \$140 Digital Dough
3,500+ pkgs

Choice of One:
Smartphone Telescope OR Staycation (one night for the girl and 1 parent
during a select date) OR \$150 Cookie Bucks OR \$150 Digital Dough
4,000+ pkgs

Choice of One:
Apple Airpod Air OR Half Credit for a GSTF EF Tour OR
\$300 Cookie Bucks OR \$300 Digital Dough
5,000+ 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.

Reminder: Cookie Bucks are ONLY redeemable for Girl Scout membership and hosted council program. Digital Dough is ONLY redeemable on the Girl Scout Shop website.

Cookie Entrepreneur Family Pins



Because Cookie Season is way more fun with family, each Girl Scout level has its own set of fun and educational steps to earn the Cookie Entrepreneur Family pin.


It's never been easier to support your Girl Scout as she develops business skills, makes memories, and earns a different pin for every cookie season.

Girls complete the age-specific guidelines with her family, that have been tailored for her developing skill set, then turn in the completed checklist to their Troop Leader – making success a snap!



Cookie Business Badges

Check out the business badges and pins that girls can earn! [Get started today!](#)

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy								
	My First Cookie Business	Cookie Goal Setter	Money Explorer	My Money Choices	Year 1 and 2 Cookie Entrepreneur Family Pins	Toy Business Designer		
Brownie								
	My Cookie Customers	Cookie Decision Maker	Budget Builder	My Own Budget	Year 1 and 2 Cookie Entrepreneur Family Pins	Budding Entrepreneur		
Junior								
	My Cookie Team	Cookie Collaborator	Budget Maker	My Money Plan	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Jumpstart		
Cadette								
	My Cookie Venture	Cookie Market Researcher	Cookie Innovator	Budget Manager	My Money Habits	My Dream Budget	Year 1, 2, and 3 Cookie Entrepreneur Family Pins	Business Creator
Senior								
	My Cookie Network	Cookie Boss	Savvy Saver	My Financial Power	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Startup		
Ambassador								
	My Cookie Business Resume	Cookie Influencer	Financial Planner	My Financial Independence	Year 1 and 2 Cookie Entrepreneur Family Pins	Entrepreneur Accelerator		



Top Ways to Support Your Girl Scout and Troop



❑ Support Her Sales

Ask her questions and help her practice her sales message. Help her take orders and arrange for her to sell cookies at your workplace, place of worship, or other locations frequented by people who love Girl Scout Cookies. Go with her to sell cookies. Help her network with family and friends, however let her do the selling so she can learn important business skills.

❑ Participate in Digital Cookie

Help your Girl Scout build her personalized Digital Cookie site and communicate with customers as she directs them to her site to process orders.

❑ Volunteer

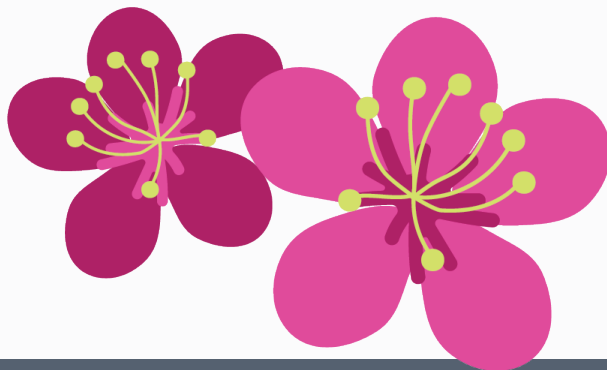
Help your Girl Scout's Troop Leader by offering to chaperone cookie booths, pick up cookies at Cookie Cupboards, and honor all deadlines.

❑ Practice Safety

Be a role model for business ethics and safety rules.

❑ Earn your Cookie Entrepreneur Family Pin

Support your Girl Scout as she develops business skills, makes wonderful memories, and earns a different pin for every cookie season.





Cookie Program Reminders



- 7 core flavors: Adventurefuls, Samoas, Thin Mints, Tagalongs, Do-si-dos, Trefoils, and Lemon-Ups are \$6 per box.
- 2 specialty flavors: Girl Scout S'Mores and Toffee-tastic (gluten-free) are \$7 per box.
- Families are financially responsible for **all** cookies they sign for and pick-up.
- Make sure to get a receipt each time you pick-up cookies or make a payment for cookies.
- Cookies may not be returned or exchanged. Exchanges can only be made for damaged boxes.
- Turn in money to the Troop often and adhere to all deadlines.
- Girls should never do door-to-door sales alone.
- Offer to help your Troop with Cookie Booths or other activities.
- When delivering Pre-Order cookies, take extra cookies with you for an extra sale!
- Girls should ask every customer to donate to the Hometown Heroes program.
- Add a thank you note, and include an adult's contact information, when delivering so customers can order more!
- The number one reason customers say they did not buy Girl Scout Cookies is because they were never asked. Ask! Ask! Ask!



THANK YOU!

Say Thank You to Volunteers

The Girl Scout Cookie Program would not be possible without the help and support of dedicated volunteers – you may even be one of them! Help your Girl Scout say thank you to her Troop Leader and Troop Cookie Manager.

Check out our website for thank you card templates your Girl Scout can download, decorate, and present to Troop volunteers who give so much to make the Cookie Program happen.