

2025 Girl Scout Cookie Program • Jan. 4-March 16

Family Guide



Climb into Cookies

Take your Girl Scout on an adventure to win one of five **Family S'more Night Party Packs!**

Clue #1: How many orange flowers can you find in this guide?

Submit your answer and find the other clues at

<https://bit.ly/2025FamilyGuideContest> by

Sun., Jan. 19 to be entered to win!



Mark Your Calendar!

Thurs., Jan. 2

- Girl Scouts start setting up Digital Cookie sites.
- Digital Cookie Family Training
<https://bit.ly/2025Cookies-Jan3>

Sat., Jan. 4

2025 Girl Scout Cookie Program begins!

Deadline to enter Initial Order card totals in Digital Cookie.

Thurs., Feb. 7-Sun., March 16

Girl Scouts deliver cookies, collect payments & participate in cookie booths.

Pick up Initial Order cookies and rewards from TCPC.

Deadline(s) to submit additional orders to my TCPC.

Sun., March 16

- 2025 Girl Scout Cookie Program ends.
- Final deadline to turn in all collected money to TCPC.

April

- Pick up final rewards from TCPC.
- Celebrate your Girl Scout and her troop's successes!

girl scouts
of ohio's heartland

Meet the Cookies!

All cookies are \$6 per package.



Thin Mints



Trefoils



Samoas



Tagalongs



Do-Si-Dos



Adventurefuls



Lemon-Ups

Last Chance!



Girl Scout S'mores



Toffee-tastic



What Cookie Funds Support

All funds generated by the Girl Scout Cookie Program remain in the Girl Scouts of Ohio's Heartland council to help:

- Keep event and camp fees at a reasonable rate for all members.
- Improve and maintain camp and other activity sites.
- Train and support adult volunteers.
- Provide financial assistance to make Girl Scouting available for all.

Troops can use funds for troop badge activities, troop events, Take Action projects, Girl Scout travel, and more. Checkout @GSOHProductProgram and @GirlScoutsOH on Facebook for ideas!

Program Phases

• **Initial Order Phase – Sat., Jan. 4–Sun., Jan. 19**

Earn exclusive rewards for taking pre-orders for cookies to deliver in February.

• **Booth Phase – Fri., Feb. 7–Sun., March 16**

Bring cookies into the community through cookie booths, walkabouts, and additional orders.

Ways to Participate

- **Order Taking:** Record orders on order cards and collect payment when cookies are delivered.
- **Digital Cookie:** Reach more customers and learn new skills through prepaid online orders that can be delivered by Girl Scouts or shipped directly to customers.
- **Cookie Booths:** Set up shop at pre-approved locations in the community.
- **Operation Salute:** Customers donate cookies to organizations that support military personnel, veterans, and their families.
- **Walkabouts:** Take cookies door-to-door in your neighborhood.
- **Cookie badges:** Earn Cookie Business and Financial Literacy badges and Cookie Entrepreneur Family pins for every year you participate.
- **Program activities:** Practice skills and earn patches and rewards through contests, programs and rallies!

Cookie Lingo



- **Troop cookie program coordinator (TCPC):** volunteer who manages your troop's cookie program.
- **eBuddy:** online system your TCPC uses to track Girl Scout cookie orders, payments, and rewards earned.
- **Rewards:** incentives girls earn throughout the program to help them practice goal setting.
- **Digital Cookie:** online platform Girl Scouts use to expand their cookie business.



Supporting Your Girl Scout

Get Started

- ☐ Attend the troop cookie Family Meeting.
- ☐ Sign and return the permission slip before taking orders.
- ☐ Help your Girl Scout set goals.
<https://bit.ly/Cookie-GoalSettingVideo>
- ☐ Help your Girl Scout personalize their Digital Cookie site.
- ☐ Make sure no orders are taken before Sat., Jan. 4.

During the Program

- ☐ Help them find creative ways to reach customers and track their progress.
- ☐ Meet troop deadlines.
- ☐ Assist with phone calls, emails, and walkabouts.
- ☐ Volunteer at cookie booths.
- ☐ Deliver cookies in a timely manner.

Celebrate Their Success

- ☐ Turn in all collected payments on time.
- ☐ Help your Girl Scout thank her customers through notes or on social media.
- ☐ Talk with your Girl Scout about what they learned.
- ☐ Pick up their rewards as soon as they're available.
- ☐ Attend troop or council celebrations.

Supporting Your Troop

Your Troop Cookie Program Coordinator (TCPC) is a volunteer who needs your help to deliver a fun and successful cookie program to the troop. Your TCPC does so much behind the scenes to help your Girl Scout! Here are some ways you can help your TCPC and Girl Scout:

- Communicate with your TCPC. Let your TCPC know when your Girl Scout receives orders ASAP. By doing so, your TCPC will be able to make fewer trips to Cookie Cupboards and distribute cookies to your Girl Scout, and by extension, their cookie customers, sooner.
- Offer to help with:
 - ▶ Picking up cookies at deliveries or cupboards.
 - ▶ Sorting cookies to distribute to Girl Scouts.
 - ▶ Helping with cookie booths and walkabouts.
 - ▶ Organizing or leading other troop activities or outings during the Cookie Program.
 - ▶ Sorting and distributing rewards.
- Note how and when your TCPC is available and reach out accordingly with:
 - ▶ Questions or concerns about an upcoming deadline.
 - ▶ Digital Cookie orders and other additional orders you need cookies to fulfill.
 - ▶ Helping with cookie booths and walkabouts.
 - ▶ Updates on money owed and your Girl Scout's progress toward their goals.

Troop Contact Information

Troop Cookie Program Coordinator Name:

Phone: _____ Email: _____

Your Financial Responsibility



All varieties of cookies are \$6 per package and can be paid for with cash, credit card, or check.

- Customers pay online when placing Digital Cookie orders. There is no money to collect at the time of delivery.
- All other orders are paid for when the cookies are delivered. Do not accept prepayment for cookies when taking orders.
- Beginning Fri., Feb. 7, the Digital Cookie app can be used to take payments for paper order card orders or new in-person orders.

Girl Scouts of Ohio's Heartland **does not** recommend accepting checks from customers. Checks may be accepted under these conditions:

- **DO NOT** accept checks at cookie booths.
- Only accept checks for in-person sales from customers you know and trust. All checks must be made payable to the troop and labeled with:
 - ▶ Girl Scout's name and troop number
 - ▶ Customer's address, phone number, and driver's license number.
 - ▶ Questions? Contact finance@gsOH.org.

You are personally financially responsible for all cookies ordered and received by your Girl Scout and all money collected from customers.

- You and your TCPC should sign a receipt for all money turned in, and cookies picked up.
- Caregivers should turn in all payments to the TCPC by the troop's deadlines.
- Any lost or stolen money is the responsibility of the caregiver who signed the Girl Scout Permission Slip. Any money owed to the troop at the end of the cookie program may be subject to collections and/or require limitations for the Girl Scout's participation in future cookie programs.



Questions? Contact Us!

Facebook: [@GSOHProductProgram](https://www.facebook.com/GSOHProductProgram)

Website: www.gsOH.org

Email: customercare@gsOH.org

Digital Cookie

Girl Scouts can set up Digital Cookie accounts and expand their cookie businesses online!

Getting Started

My Digital Cookie Information

Go to **digitalcookie.girlscouts.org**

Username: _____

Password: _____

Need help? Contact us at customercare@gsok.org

Registration

On Thurs., Jan. 2, watch for your registration email from "Girl Scout Cookies" (email@email.girlscouts.org) with the subject "Register for the Digital Cookie Platform Today."

1. Click the **Register Now** button, create a password, and log in using the email address where you received your registration email.
2. Follow the prompts to register your Girl Scout(s).
3. Watch your inbox for a registration confirmation email!

If you don't receive a Digital Cookie registration email, search your Spam folders, then visit https://gsok.formstack.com/forms/digital_cookie if you still need assistance.

Site Set Up

1. Log in to **digitalcookie.girlscouts.org** and click **Set up your cookie site** or the **Site Setup** link in the menu bar.
2. Help your Girl Scout enter her sales goal and cookie story and decide if she wants to upload a photo or video of her own or use one from the Digital Cookie gallery.

Don't want to post a picture of your Girl Scout? Try:

- ▶ Her Fall Product Program Me2 avatar.
- ▶ A photo of the back of her vest/sash.
- ▶ A self-portrait of her as a Girl Scout.
- ▶ A photo of a project she did with her troop.

3. Click **See your site and publish** to review the site, then click **Edit** to make changes or **Approve and publish**.

Your Girl Scout's cookie business now has its own website! Links will be activated when the cookie program begins **Sat., Jan. 4**.



Digital Cookie Family Training



Learn how to get started, manage girls' orders, reach more customers, and help Girl Scouts learn new skills!

Wed., Jan. 3, 8:00 p.m.

<https://bit.ly/2025Cookies-Jan3>

Connecting with Customers

Use the **Customers** tab to enter customer names and email addresses, learn about marketing emails and reach out to customers directly. Girl Scouts will also find a direct link to their cookie sites that they can share through texting and social media right on the home page!



Online activities should always be led by your Girl Scout while being supervised by a trusted adult. Digital Cookie links should never be posted to resale sites such as Facebook Marketplace, selling groups or eBay.

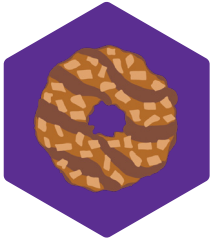
Check out the Cookie Promotional Kit at **gsok.org/cookie-resources** for more tips, guidance, and resources such as:

- Social media safety guidelines.
- Graphics and templates.
- Door hangers, recipe cards, and more.



Digital Cookie

Ways to Participate



Paper Order Card Entry Fri., Jan 17-Sun., Jan. 19

Girl Scouts can use Digital Cookie to enter the totals from their paper order cards instead of giving their order cards to their TCPCs to enter. TCPCs will review and submit the troop's orders

and pick up cookies in mid-February.

1. Login to Digital Cookie and select the **My Cookies** tab.
2. Enter the total number of packages of each variety of cookies that your Girl Scout needs to fulfill her paper order card orders. Do **NOT** include any in-person delivery orders received online prior to the initial order, those are already ordered for you.
3. Click **Submit to Troop Volunteer** to send the offline order to your troop volunteer to be included in the baker's order entry system. Those cookies, along with any cookies ordered online for girl delivery by customers prior to the initial order date will be ordered by your troop for your Girl Scout.
4. Contact your TCPC if you need to make a change after you have submitted your order.

Shipped and Operation Salute Orders

Throughout the Program

When customers select to have their orders shipped directly to them or donated through Operation Salute, no action is needed by the caregiver or TCPC. Your Girl Scout automatically

gets credit for the sale, and all cookies count toward your Girl Scout's reward totals!



This process applies to orders placed after Mon., Jan 20 **OR after your TCPC submits the troop's initial order, whichever comes first. TCPCs can submit the troop's initial order early if needed and will notify the troop when doing so. Contact your TCPC for clarification on whether an order placed during this time is included in your Girl Scout's initial order.*



Girl Delivered Sat., Jan. 4-Fri., Mar. 7

Customers can prepay for cookies for your Girl Scout to deliver after cookies arrive in mid-February.

1. Click on the **Orders** tab in Digital Cookie.
2. You will see a list of orders needing approval and their details, including the customer's address and the number of days remaining for you to approve it. **Orders that are not approved within five days will be canceled or donated.**

- ▶ Before approving an order, consider:
 - Do you know and trust the customer?
 - Are you willing and able to get the cookies to the customer's location?
 - Do you have or will you be able to get the cookies needed to fill the order?
- ▶ If you are unable or unwilling to fulfill the customer's order, click Decline Order, and the order will default to whatever the second option the customer has selected: **Cancel** or **Donate**.

3. When you approve an order, the customer will be charged, and your TCPC will see the payment credited to your Girl Scout in eBudde.
4. You will need to get the necessary cookies to fill the order from your TCPC and deliver them to the customer.

For orders approved by Sun., Jan. 19:

- Do not add Digital Cookie orders to your Girl Scout's paper order card. The cookies have already been included in the Initial Order totals.
- Your Girl Scout will receive the cookies with the rest of her initial order in mid-February.
- Arrange delivery to the customer by the end of February.

For orders approved after Sun., Jan. 19:

- Caregivers are responsible for tallying and sharing all orders with the TCPC. If not completed, your Girl Scout will not get credit or receive cookies to deliver. Track these orders in a list or spreadsheet, so you know which orders you have received cookies for and which you still need to pick up from the TCPC.
 - Your TCPC will let you know how and when to communicate additional girl-delivered orders.
 - Arrange delivery with the customer to deliver their order within one week of the order being approved.
5. Once you have delivered an order, log back into Digital Cookie and mark it as delivered.

Help Me Embrace Possibility

Instant Rewards

Your Girl Scout will receive these rewards from her TCPC as soon as she reaches these levels!



25+ Packages
Embrace Possibility patch



75+ Packages
Button Set



125+ Packages
Do-si-dos Cookie Dangler

Final Rewards

Your Girl Scout will receive a reward for each level they reach by the end of the cookie program. Your TCPC will distribute rewards in April-May.



200+ Packages
Cooling Headband OR
\$5 Cookie Reward Card



240+ Packages
Panda Plush OR
\$5 Cookie Reward Card OR
The Shoe That Grows –
1/2 shoe



300+ Packages
Panda Bento Box & Utensil Set OR
\$10 Cookie Reward Card OR
The Shoe That Grows – 1 shoe



400+ Packages
Panda Planter & Houseplant
Tools OR
\$10 Cookie Reward Card OR
The Shoe That Grows – 1 shoe



500+ Packages
Travel Case with Panda Toothbrush
AND Do-Si-Dos Duffle Bag OR
Girl Scout Uniform OR
The Shoe That Grows – 1 pair



650+ Packages
Panda Blanket Hoodie &
Cross Stitch Dangler Kit OR
\$20 Cookie Reward Card OR
The Shoe That Grows – 1 pair



900+ Packages
Choice of Loungefly Mini Backpack
OR Record Player & Choice of 1
Vinyl Record OR
\$20 Cookie Reward Card OR
The Shoe That Grows – 1 pair



1,200+ Packages
Stellar Seller Celebration at
Camp Ken-Jockety on
May 10, 2025

American Girl®



1,600+ Packages
Fujilm Instax Mini & Assesories OR
Choice of
American Girl Historical Doll or
Doll of the Year OR
\$120 Cookie Reward Card OR
The Shoe That Grows –
4 pairs

And Meet My Goals!



2,025+ Packages

One session of 2025 or 2026 GSOH
Resident Camp OR
Animal Encounter Experience at the
Columbus Zoo & Aquarium OR
The Shoe That Grows – 20 pairs

Patches

These are fun patches that Girl Scouts display on the back of their sashes or vests to show their cookie business successes!

A. 2025 Year Patch

Troop Choice Instant Reward.

B. Embrace Possibility Patch

25+ Packages

C. Bar patches

Girl Scouts earn Bar Patches at the highest level they achieve beginning at 200+ packages.

D. Operation Salute

Make a difference by donating 10+ Operation Salute packages to active and veteran members of the military and their families.

E. Shoe That Grows

Participate in The Shoe That Grows philanthropic reward option.

F. Booth Sales Patch

Achieve 50+ packages during the Booth Phase.

G. Stellar Seller

Achieve 1,200+ packages of cookies!

H. Double Stellar Seller

Reach Stellar Seller level during both the 2024 Fall Product Program AND the 2025 Cookie Program!

I. Cookie Crossover

Girl Scouts who created a Me2 avatar and sent 18 emails in the 2024 Fall Product Program plus reach 275+ packages in the 2025 Cookie Program earn this patch. Patches will be mailed directly to Girl Scouts in Spring 2025.

A.



B.



C.



D.



E.



F.



G.



H.



I.



Stellar Seller

Girl Scouts who reach the 1,200+ package level get to attend the exclusive Stellar Seller Celebration at Camp Ken-Jockety with a caregiver on Sat., May 10.

Double Stellar Seller

Girl Scouts who achieve the \$1,200 level during the 2024 Fall Product Program AND reach 1,200+ packages during the 2025 Cookie Program will also get an exclusive Double Stellar Seller experience for them and a caregiver in May or June 2025.

Activities and Contests

Girl Scouts think like entrepreneurs as they run their own cookie businesses while practicing goal setting, decision making, money management, people skills, and business ethics. Talk to your troop's volunteers about enhancing your Girl Scout's experience with these activities, which can each be done individually or as a troop.

Cookie Rally Kits

\$5 per Girl Scout

Available while supplies last in GSOH shops starting Nov. 11

Each kit has supplies for one Girl Scout: a cookie rally patch, materials, and instructions for six activities.



5-Skills-A-Thon

\$8 per Girl Scout

Sat. Jan. 11, AEP Foundation STEM Leadership Center at Ken-Jockey Register on gsEvents by Jan. 6



Daisies and Brownies will polish their People Skills, Money Management savvy, and Goal Setting prowess while earning special experience patches! All Girl Scouts will earn an experience bar patch for each of the 5 Skills they'll practice.

Patches & Charms



There are many opportunities for your Girl Scout to display her achievements with themed patches and charms. For more information, scan the QR code or visit <https://shorturl.at/cvWZ9>.

Cookie Pitch Challenge









Girl Scouts can stretch their techie skills and creativity by creating videos for their Digital Cookie site. Girls will be entered in a weekly drawing for a \$25 program card. Learn more at <https://bit.ly/cookie-pitch-challenge>.

Entrepreneurship Badges & Pins

Available in GSOH shops.

Girl Scouts can earn badges and pins each year they run their Girl Scout Cookie businesses and explore their own business ideas.



| | 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 | | |