

# Family Guide

## 2025 GIRL SCOUT COOKIE PROGRAM



### Program Dates

Saturday, December 14 - Wednesday, March 5

### Unanswered cookie questions?

Ask your Troop Cookie Manager and/or email us at [customercare@girlscouts-swtx.org](mailto:customercare@girlscouts-swtx.org).

Troop # \_\_\_\_\_ Community \_\_\_\_\_

Troop Cookie Manager (TCM) \_\_\_\_\_

TCM Phone \_\_\_\_\_ TCM Email \_\_\_\_\_

### IMPORTANT DATES:

- Initial cookie order due in Digital Cookie by Friday, January 4
- Pick up initial cookie order from troop around Thursday, January 23 - Sunday, January 26
- Final payment is due to the troop by Wednesday, March 5—this is also the last day to accept credit card payments via Digital Cookie

### PARENT EXCEPTIONS:

- Respect all troop instructions and due dates!
- Money is due to the troop each week.
- You are responsible for paying \$5 per package of cookies you sign for; cookies cannot be returned.
- You and your Girl Scout MUST deliver ALL Digital Cookie orders that you approve in the site.
- Do not share your Digital Cookie link with anyone you don't know personally.
- No adult-only booths—the Girl Scout Cookie Program is a GIRL program and running the program (with the help of an adult) is how she learns lifelong skills.

**Absolutely maximum unpaid balance cannot exceed \$500 (except for paper orders submitted during initial order) —absolutely NO additional cookies will be issued if unpaid balance exceeds this limit!**

# Digital Cookie

Online cookie storefront for girls and troops!



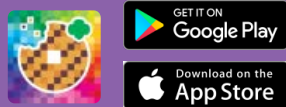
If 13 or older, girl can manage her site herself; if younger, parents should support girl.

## Become a cookie entrepreneur!

1. Look for a Digital Cookie registration email for your girl to get started.
2. Allow girl to set up site with a sales goal, fun picture or video, and then publish & go (if under 13, she needs parent support).
3. Invite customers to visit online cookie store.
4. Continue to use the site to take credit cards, track online sales and more!

## What to do with girl-delivered orders?

1. Review each order within 5 days. Does your family know the customers? Are you willing to deliver to their location?
2. Get the cookies—If approved before initial order submission, cookies will be received with your initial order. After initial order is submitted, you must use on-hand inventory or ask your TCM.
3. Deliver to customers and mark as delivered in Digital Cookie.



Use the Digital Cookies app for sales on the go!

## Welcome to the 2025 Girl Scout Cookie Program!

The Girl Scout Cookie Program gives your Girl Scout the ability to power unique opportunities and empower herself while learning to think and act like an entrepreneur. Your Girl Scout can lead her own cookie sale by creating a marketing plan, reaching out to customers and so much more!



## WAYS TO PARTICIPATE

### ORDER CARDS

Using the order card, your Girl Scout can collect pre-orders from Saturday, December 14-Friday, January 4 to be submitted in Digital Cookie or to her Troop Cookie Manager (TCM) for pick-up from her troop late January. Girls and troops can also earn rewards based on these initial orders, and it helps assess the market for her upcoming cookie business!

### COOKIE BOOTHS

Cookie booths are like little pop-up shops in areas with significant foot traffic and are a fun way for girls to be front and center in their community and practice their sales pitch with new customers. Locations must be submitted in eBudde (as long as you have permission from location owner, manager, etc.) and approved by council, and participants must follow all council guidelines. Cookie booths are always girl-led but supported by your TCM and parent volunteers. **Adult-only booths are absolutely NOT ALLOWED.**

#### COUNCIL-SPONSORED COOKIE BOOTHS

WHO: Troops/Girl Scouts with an adult volunteer  
WHERE: Locations the council has scheduled booth dates and times  
WHEN: Friday, January 31-Sunday, February 23  
HOW: Council coordinates booth dates and times with local businesses, and TCMs sign up for booths in eBudde.

#### INDEPENDENT COOKIE BOOTHS

WHO: Troops/Girl Scouts with an adult volunteer  
WHERE: Locations that are not listed as council sponsored in eBudde (ask your TCM)  
WHEN: Wednesday, January 22-Sunday, March 3  
HOW: Complete an independent booth request form with approval from the business. Booths **MUST** be submitted in eBudde by your TCM for approval at least 5 BUSINESS DAYS before your booth date.

### DIGITAL COOKIE

Girls can promote their cookie sale online site by emailing friends and family, creating videos to share on social media, and hosting a virtual cookie booth where they make their pitch online. There are endless ways for girls to reach their customers!

**Digital Cookie opens:** Saturday, December 14  
**Digital Cookie closes:** Wednesday, March 5



**Note BEFORE using the site: ALL Digital Cookie orders that are approved by a parent or Girl Scout in the system MUST be delivered to the customer**—Digital Cookie does have users verify that you have the cookies available AND that the customer's location is known to you BEFORE APPROVING. Digital Cookie refunds **MUST** be facilitated by the troop.

### GIFT OF CARING DONATION PROGRAM

Girls will come across people who may say they can't have sweets, but there's still an option for them to support your Girl Scout! The Gift of Caring donation program (we like to call it GoC) is the perfect pitch for these types of people! Ensure that you and your Girl Scout learn from your troop where/what they're donating to—some troops choose to use the Council GoC program, which provides sweet treats to the following (all are local!):

**USO**—Strengthening the well-being of the people serving in America's military and their families; our own San Antonio International Airport has a USO center that offers around-the-clock hospitality for traveling service members. What a treat it would be for them to see—and eat—a Girl Scout Cookie as a small thank you!

**San Antonio Food Bank**—Fighting hunger and feeding hope. We provide a little something yummy after a nutritious meal when we donate to the food bank—imagine that young child finishing their meal with an eye on the cookie before laying their head down for the night and staving off hunger for one more day.

**Meals on Wheels**—Delivering meals and companionship to 4,500 clients' homes each weekday. What a way to help put a smile on a senior citizen's face to enjoy a Girl Scout Cookie after their meal—and maybe provide feelings of nostalgia if they were once a Girl Scout.

**Soldier's Angels**—May no soldier go unloved nor be forgotten. Shipped to many countries overseas, a soldier would feel all the feels to open a care package with Girl Scout Cookies—from Girl Scouts all across the USA. Let's make their hearts—and ours—swell with pride.

Some troops choose to donate to organizations close to their heart, such as local fire or police stations, hospitals, neighborhood food pantries, and so much more! Wherever a cookie goes, it's sure to surprise whoever receives it.

## WHY SHOULD MY GIRL SCOUT PARTICIPATE IN THE GIRL SCOUT COOKIE PROGRAM?

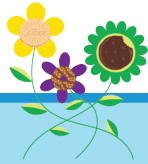


Participating in the Girl Scout Cookie Program is a great way for Girl Scouts to have fun while working towards a shared goal, earn funds so that troops can be self-sustaining, and gain an entrepreneurial edge! Along this journey they will learn five essential skills that will last them the rest of their lives.



### People Skills

Girl Scouts interact with many types of customers, practice sales pitches and work with sister Girl Scouts in their same troop or community. Benefits: good listeners, confidence, relationship building, problem solving



### Goal Setting

Girl Scouts set personal and troop goals and then work with their families and fellow Girl Scouts to reach those goals. Benefits: learn to measure success, budgeting, teamwork



### Decision Making

Girl Scouts decide how to market their cookie business and as a troop they decide how to use troop proceeds. Benefits: problem solving, creative thinking, decision impact



### Business Ethics

Girl Scouts practice sound business ethics by being responsible for cookie inventory, payments to their troop, following guidelines and commitments to their customers and troop. Benefits: commitment, integrity, fairness

### Money Management

Girl Scouts take orders, count money, and make change, and learn about online e-commerce. Older girls can even take on additional roles to assist the TCM and Troop Money Managers. Benefits: financial literacy and responsibility



## WAYS TO SUPPORT YOUR ENTREPRENEUR

- Help her set up her Digital Cookie site.
- Help her keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support her.
- Help her earn the Cookie Entrepreneur Family pin to practice building her skills at home.
- Ask your troop leader how you can help the whole troop reach its goal.
- Help her make arrangements to connect with people in her network.
- Never do things for your girl that she can do for herself, even if it's quicker and easier for you to do them.
- Have fun together and engage your whole family in supporting her.



# 2025 Cookie Rewards Selection

## Initial Order Rewards

225+ pkgs

Bamboo Dangler with Pop-in Charms (for backpack, crossbody bag and more!)

350+ Troop Per Girl Average (PGA)

Embrace Possibilities T-Shirt (1 per girl selling and 1 per TCM listed for the troop, max 3 for TCMs)

500+ Troop PGA

Embrace Possibilities Booth Kit (including NEW cookie costumes, tablecloth, banner, pom poms and so much more!)

## Digital Cookie Rewards

Digital Cookie is a fun and educational online tool that helps girls run and manage their cookie business. Girls using the online platform sell 123 percent more cookies than those just using the cookie order card or booths!



35+ emails  
Digital Cookie patch



200+ pkgs on  
Digital Cookie  
Action patch

## Operation Gift of Caring Rewards (Council Only)

Girls can encourage customers to give the gift of Girl Scout Cookies to be donated to charitable organizations in their local community!



15+ GOC pkgs  
Gift of Caring  
patch



30+ GOC pkgs  
Panda Treasures  
Pouch

50+ GOC pkgs  
Cozy Panda Fleece  
Hug-in-a-Hoodie



## Complete with your Girl Scout!

Send a picture to your TCM who will use it to order your Girl Scout's rewards in the eBudde website! Want more info on reward events? Check out our new online reward guide on the GSSWT Cookie Webpage!

My Girl Scout, \_\_\_\_\_, would like the following rewards based on the package level she reaches.

Girl T-shirt Size: ☐ YS ☐ YM ☐ YL ☐ AS ☐ AM ☐ AL ☐ AXL ☐ A2X ☐ A3X



20+ pkgs Embrace Possibilities Patch

60+ pkgs Cooling Panda Bandana

90+ pkgs Handle with Pop-in Charm (peel and stick for devices, water bottles, etc.!)

150+ pkgs Panda-yum Sandwich Shaper

250+ pkgs Happy Bamboo Plush/Phone Holder

375+ pkgs ☐ Charm-collector Journal with Charms OR  
☐ \$5 Cookie Credits\*

450+ pkgs Super Patch AND  
☐ Pand-dorable Plush\* OR  
☐ \$5 Cookie Credits

550+ pkgs ☐ Panda Spa-ahh Hand Towel, Bamboo  
Comb and Hair Drying Towel Hat OR  
☐ \$10 Cookie Credits\*

675+ pkgs ☐ Panda Do-si-dos T-Shirt OR  
☐ \$10 Cookie Credits\*

750+ pkgs ☐ Panda-rrific Bento Box AND Take-Along  
Utensil Set\* OR  
☐ \$15 Cookie Credits

850+ pkgs ☐ Panda-hug Neck Pillow OR  
☐ \$15 Cookie Credits\*

1,000+ pkgs ☐ Do-si-dos Weekender Duffel and Travel  
Case with Panda Toothbrush  
☐ \$20 Cookie Credits\*

1,300+ pkgs Movie Party—Choice of:  
☐ Sunday, May 4 at Santikos Westlakes  
☐ Saturday, May 17 at Santikos Cibolo  
☐ Saturday, May 24 at Santikos Embassy

Girls who reach at/over the 1,600 pkg level will only receive higher level Cookie Credits from the final level she reaches—girls should not select Cookie Credits as a reward in the lower levels.

1,600+ pkgs ☐ One week FREE GSSWT Camp OR  
☐ American Girl-of-the-Year Doll & Book  
AND \$160 Cookie Credits

2,025+ pkgs 2025 Year Patch  
AND GSSWT CEO Campout June 4-5  
AND 2026 Girl Scout Membership  
AND \$220 Cookie Credits

3,000+ pkgs ☐ Girl Scout Clay Casa Pottery Party on  
Saturday, May 10 OR

☐ Sur La Table Cooking Class on  
Saturday, May 10  
AND \$300 Cookie Credits

4,000+ pkgs ☐ One week FREE GSSWT Camp  
(additional to 1,600+ level!) OR  
☐ Build-A-Bear Tea Party on Sunday, April 13  
AND \$300 Cookie Credits

5,000+ pkgs ☐ GSSWT Explores Dallas Friday, June 6—  
Sunday, June 8 OR  
☐ Schlitterbahn Family Overnight on  
Saturday, June 7-Sunday, June 8  
AND \$300 Cookie Credits

6,000+ pkgs Immersive Virtual Reality Headset  
AND \$300 Cookie Credits

Superstar Option for Cadette, Seniors,  
and Ambassadors

C/S/A girls must reach 1,600+ AND  
complete the Superstar form to receive:

- ONE reward item from 30-1,000 levels (selected on superstar form)
- Invite to 1,300+ Movie Party
- All patches earned
- Any rewards earned at 1,600+ pkg level

AND ONE of the following:

- Customize-Your-Own Converse Kicks
- Kendra Scott Color Bar
- Sculpted Candle Making Kit
- Girl-on-the-Go Set (Lululemon Belt Bag & Stanley Cup)
- Groovy Record Player
- Snappin' Polaroid Camera
- Snazzy Sewing Machine

Cookie Credits can  
be used for GSSWT  
and camp!



For every 500  
packages sold  
exceeding  
6,000, girls earn  
additional \$50 in  
Cookie Credits.

\*Default item; See girl order card reward panel for further details about rewards. Rewards may vary in size and style/color.