



2025 Cookie Caregiver Guide



Table of Contents

This Girl Scout Cookie™ season, we are inspiring Girl Scouts® to embrace the endless possibilities to grow their skills that selling cookies offers!



Topic	Page
Cookie Calendar	3
5 Skills	4
Resources	5
Badges & Pins	6
Promotions	7
Safety	8
Cookie Facts	9
Cookie Info	10
Cookie Process	13
Social Media	14
Rewards	15-18
Meet the Panda	19
Digital Cookie	20
Booths & Door-to-Door	22
FAQ's	25

Cookie Calendar








Activity	Date
<u>Caregiver Permission Form Due</u>	November 8
Order Due to Troop	Mid-November
Cookie Program Begins	Wednesday, January 15
Booth Sales Begin	Saturday, January 18
Parents/caregivers begin turning in money	January 19-27
First ACH Withdrawal (50% of initial order)	Friday, January 31
Parents/caregivers turn in money	February 3-10
Second ACH Withdrawal (remaining balance of initial order)	Friday, February 14
Cookie Program Ends	Sunday, February 23
Parents/caregivers turn in money	February 24- March 3
Final ACH	Friday, March 14

Role	Name	Email	Phone Number
Troop Cookie Coordinator			
Troop Cookie Coordinator			

Include the 5 Skills

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!

	Goal Setting	Girl Scouts learn how to set goals and create a plan to reach them.
	Decision Making	Girl Scouts learn to make decisions on their own and as a team.
	Money Management	Girl Scouts learn to create a budget and handle money.
	People Skills	Girl Scouts find their voice and build confidence through customer interactions.
	Business Ethics	Girl Scouts learn to act ethically—both in business and life.






Resources

ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	www.facebook.com/abcbakers
Lemonades Facebook	Product sales and marketing tool	www.facebook.com/LemonadesCookie
Lemonades Instagram	Product sales and marketing tool	@Lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year	www.abcsmartcookies.com/resources
Cookie theme information	Gallery of images, clip art, certificates	www.flickr.com/photos/abcbakersvolunteergallery/albums
Cookie varieties	Product descriptions and recipes	www.abcbakers.com www.abcsmartcookies.com
GSCTX Website	GSCTX resources for the program	For Cookie Sellers GSCTX
Standard forms	Parent permission slip, count it up activity	www.abcsmartcookies.com/resources
Troop goal poster	Poster	www.flickr.com/photos/abcbakersvolunteergallery/albums www.abcsmartcookies.com/resources
Volunteer and girl videos	How-to videos on a variety of topics	www.youtube.com/user/ABCCouncils



Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	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		

Promotions

Year of Yum!

Girl Scout Cookie customers are in for an extra treat this year—and they'll be helping Girl Scouts reach their cookie sales goals in an exciting new way! For every 5 packages of Girl Scout Cookies purchased, customers can enter to win a year's supply of Girl Scout Cookies (60 boxes, to be sent to the winners, courtesy of GSCTX).

Girl Scouts and troop will receive entry cards with instructions to share with customers.

Cookie Scavenger Hunt

Help keep your Girl Scout's cookie program exciting!

- Complete 15 activities on the scavenger hunt activity list (located on our website)
- Complete the online form.
- Four lucky winners will be selected for 1 of 4 Panda theme prizes.
- Winners will be drawn and announced at the end of March.

Bling Your Booth

Show your cookie spirit by decorating your cookie booths. Submit a photo each week, in that week's theme and GSCTX will vote and choose a winner to earn booth of the week patch, and one lucky troop will be selected as booth of the season for a troop pizza party.

- **Jan. 18-20:** Cookie Kickoff (submit by Tuesday)
- **Jan. 24-26:** Theme: Embrace Possibility (submit by Monday)
- **Jan. 31- Feb. 2:** Trash to Treasure (submit by Monday)
- **Feb. 7-9:** Girl Scout Spirit (submit by Monday)
- **Feb. 14-16:** Share the Love (submit by Monday)
- **Feb. 21-23:** National Cookie Weekend (submit by Monday)





Girl Scout Safety Practices

- **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.
- **Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.
- **Protect Privacy.** Girl Scouts' last names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information, except when necessary.

In Person Sales

- **Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.



Cookie Facts



Proceeds stay local!

12 cookie packages per case

\$6 per package

\$7 gluten free



How much can I pickup?

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases

How much should I order?

Based on average sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints®	26%	Trefoils®	7%
Caramel deLites®	20.1%	Peanut Butter Sandwich	7.4%
Peanut Butter Patties®	14.7%	Toast-Yay!®	4.3%
Adventurefuls®	8%	Caramel Chocolate Chip	1.5%
Lemonades®	11%		

The oven that bakes Trefoils® is as long as an American Football field.

A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.

Fun Facts!

ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.

Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**









*Limited availability





Girl Scout Cookies® 2025 Food Allergens Guide



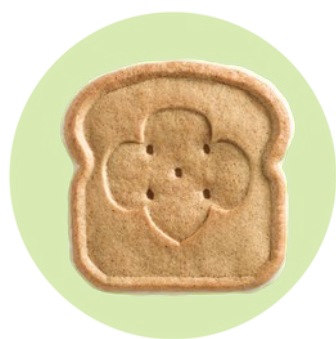
	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M	M		Y	Y	Y	Y			Y
 Toast-Yay!®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M		Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 Caramel Chocolate Chip							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org
or www.abcbakers.com for more information.



Toast-Yay!® is retiring...but we are still saying “yay!”, because it means 2026 will bring a new Girl Scout Cookie!

Use the 2025 season as a last-call push promotion opportunity.



Good bye,
Sweet Friend!
We'll miss you, Toast-Yay®

Prepare for the Possibilities



Ordering

- You as a caregiver will submit your initial order in packages on the Caregiver Permission form.
- Those cookies will be delivered in January to your troop.
- Your troop will coordinate pick up of cookie order. Make sure you receive a receipt for the cookies you receive.
- If you want additional cookies, follow up with your Troop Cookie Coordinator on their process for ordering additional cookies. Note, some troops do not reorder cookies after the initial order is sold.

Money

- Caregivers must turn in all funds from cookie sales to the troop cookie coordinator, troop leader or troop treasurer in a timely manner.
- Most troop cookie coordinator, troop leader, or troop treasurer will set a money turn in schedule for caregivers throughout the sale. Be mindful of these dates and communicate with your troop if you need additional support or time to turn in funds.
- Failure to turn in funds for cookies checked out will result in a Collection Form submission from the troop.
- Caregivers are responsible for all cookies checked out and money received for cookie sales.

Donations

- Troops can participate in Girl Scouts of Central Texas (GSCTX) donation program, Operation Cookie where all donated cookies go to Soldiers Angels'.
 - These donations are called Virtual Cookie Share in ABC Baker system.
 - Girl Scout collects money for these donations, GSCTX will pull the cookies from a warehouse at the end of the sale.
- Troops can also participate in a local donation program, where physical cookies are set aside after a customer purchases and the troop donates.
 - Typically, these donations are donated to local organizations such as police stations, fire departments, hospitals, food banks.



Social Media Rules

Girl Scouts can use electronic marketing and social media to gather sale commitments from family, friends, and previous customers if they are practicing safe online marketing and following GSUSA guidelines.

Girl Scouts must fill out the GSUSA Online Safety Pledge, located at: http://www.girlscouts.org/help/internet_safety_pledge.asp.

The cookie program is a girl-led program for Girls Scouts to learn entrepreneurship skills to build their future. All activity on social media should be conducted primarily by the Girl Scout, with appropriate supervision by caregiver.

The Dos:

- Girl Scouts who are 13 or older may use their own social media sites to market cookies.
- Girl Scouts should only use their first name and troop number when advertising on social media.
- Caregiver may comment on a post in a public facing site in which the poster is asking for Girl Scout Cookies, but only to tell poster to send them a direct message.
 - Girl Scouts/caregivers should never post the link to the Girl Scout's personal, online store on public sites or provide their address or phone number.
- Girl Scouts under the age of 13 may use their caregiver's social media to advertise cookies with caregiver supervision.

The Don'ts:

- No addresses and no phone numbers of girls should be used when advertising or communicating on social media.
- Girl Scout should not use PayPal, Venmo, eBay, Amazon, or other comparable sites to collect payments.
- Girl Scouts may not market or post the link to their personal online store on any third-party page or group such as:
 - **Facebook Marketplace**
 - **Facebook Buy/Sell/Trade Groups**
 - **Neighborhood pages (i.e., Nextdoor, Facebook Neighborhood groups)**
 - **Craigslist, Offer Up**
 - **Or any other site deemed inappropriate by GSCTX.**
- Girl Scouts communicating with strangers on the internet is not encouraged, and all communicating should include an adult.
- Girl Scouts and caregivers may not ask a business to share Girl Scout links on their social media to promote individual Girl Scout sales.





Rewards



Set Your Cookie Goals

The Girl Scout Cookie Program Dates:

January 15th-February 23rd

You may not take orders or sell cookies before this date.

All awards are cumulative, except for Program Credits

girl scouts
of central texas

gsctx.org | 800.733.0011

36+
Pkgs



Theme Patch

85+
Pkgs



Plush Backpack Clip

165+
Pkgs



Journal & Stationary Set

225+
Pkgs



Plush Panda, Small

300+
Pkgs



Clear Crossbody Bag **AND**
\$30 Program Credits

450+
Pkgs



Panda Neck Pillow **AND**
\$65 Program Credits

550+
Pkgs



Panda Blanket **AND**
\$100 Program Credits

700+
Pkgs



Panda Hoodie
Sweater **AND**
\$135 Program Credits

850+
Pkgs



Portable Hammock **AND**
\$170 Program Credits

1000+
Pkgs



1000+ Key Ring, Achievement Bar, Sterling Charm, \$350 Program Credits, Snow Cone Maker **OR** 1000+ Key Ring, Achievement Bar, Sterling Charm, \$350 Program Credits, Instant Film Camera with Film

1250+
Pkgs



Free Week of Standard GSCTX Camp* **OR** Custom Clog Crops (more details later) **OR** Lululemon Belt Bag & 30 oz Stanley Cup **OR** addl. \$75 Program Credits (totaling \$425)

1500+
Pkgs



Upgrade to GSCTX Specialty Camp*, Achievement Bar **OR** Two tickets to Kalahari and Tom Foolery (see manual for dates), Achievement Bar **OR** Two tickets to iFly, Achievement Bar **OR** addl. \$50 Program Credits, Achievement Bar

2000+
Pkgs



Bluetooth Stereo Turntable/Record Player, Achievement Bar **OR** Sewing Machine Bundle, Achievement Bar, **OR** addl. \$75 Program Credits

3000+
Pkgs



3D Printer, Achievement Bar **OR** HD Video Drone with Remote Controller, Achievement Bar **OR** addl. \$75 Program Credits, Achievement Bar

4000+
Pkgs



New York City Adventure Trip (C/S/A Only): June 23-28, 2025 (see back for more details), Achievement Bar, **OR** iPad Bundle (stylus, cover, screen protector), Achievement Bar

Troop Per Girl Average (PGA)

350
Pkgs*



Build-A-Bear Panda Mini Bean
AND Activity Sheet

*Troop PGA at the end of the sale.

Operation Cookie

24+
Pkgs



Cookie Share Patch

Operation Cookie

30+
Pkgs



Panda
Toast-Yay!®
Charm

Operation Cookie

36+
Pkgs



Embrace Possibility
Thinking Foam



Reward Information

Program Credits

- Earned by selling 300+ packages.
- Program Credits are non-cumulative until the 1500+ level. Then the Girl Scout chooses between the prize or additional Program Credits.
- GSCTX will email virtual card numbers in April directly to the caregiver email as listed in our membership database.
- Program Credits may be saved for troop travel, Girl Scout Destination trips or resident camp by converting to Carryover Credits, minimum \$100 required to start. Complete the [Program Credits Form](#) to convert credits.
- Program Credits can be used to pay for membership through our springtime renewal. More information will be provided when Program Credits are emailed out in April.
- Program Credits cannot be used online at GSUSA's store, for adult membership renewal, adult registrations for events or to pay for other council's events, programs or shop items.
- Program Credits are specific to GSCTX and can only be used within GSCTX.
- Program Credits do not transfer to other councils, Girl Scouts, or troops.
- Program Credits do not have a cash value and cannot be cashed out.
- Individuals in Cadette/Senior/Ambassador (C/S/A) troops that opt-out of prizes do not earn Program Credits.

Troop Level Rewards

- Troops that have a per girl average of 350+ at the end of the sale each participating Girl Scout that sold 350 or more will receive Build-A-Bear Panda mini bear.

1000+ Program Credits

Girl Scouts have two options along with the sterling charm, key ring, and achievement bar. Girl Scouts can choose either a snow cone maker or Instant Film camera with film.

- Key ring and achievement bar will be received with lower-level prizes.
- GSCTX staff will manually collate and ship the certificates and sterling charms in June/July.
- Program credit totals \$350 at this level and will be sent to caregiver's email in April (if Girl Scout chooses free week of camp at 1250 level, they will not earn any Program Credits).
- Snow cone maker and Instant Film camera will be shipped directly to Girl Scout in June/July.

Free Week of Camp Cancellation Policy

Free weeks of camp cannot be rolled over to the following year. Cancellation of a free week of camp more than 4 weeks prior to the camp start date will result in the free week being converted to Program Credits. The \$100 deposit will be deducted from the Program Credit conversion.

If you need to cancel a free week of camp registration, due to illness, and cannot be moved to another week, but can provide a doctor's note, we can convert the free week of camp to program credits as follows:

- Campers that sold 1250+ boxes and were registered to a standard camp will receive 425 program credits
- Campers that sold 1500+ boxes and were registered to a specialty camp will receive 475 program credits
- If you do not plan on using these program credits before mid-December, we recommend you roll them over into a Carryover account by submitting a [Program Credit Request Form](#) and selecting the Conversion of Girl Scout Program Credits to Carryover Credits option.



1250+ Choice between: Free Week of Standard Camp, Design your own shoes or Program Credits

- Free Week of Standard GSCTX Camp
 - If choosing free week of camp, no Program Credits for previous levels will be earned, this includes at the 1000+ level.
 - Program Credits are non-cumulative which means a Girl Scout will only earn at the highest level sold. Example, sold 1250+ packages and chose Program Credits, will earn \$425 not \$425 + \$350.
 - Register for camp as soon as registration opens! Pay the deposit only to hold your spot. GSCTX will clear the balance of campers who earned a free week of standard camp once payment is due.
 - Any Girl Scout that earns a free week of camp and does not register by May 1, 2025, will automatically be converted to additional \$75 in Program Credits, totaling to \$425.
 - Free week of standard camp is only for Girl Scouts of Central Texas camps. Cannot be used for other council's camps. Only good for summer 2025.
- Custom Clog Crocs
 - Instructions will be sent out in June for how Girl Scout will create their clogs.
 - GSCTX will cover \$100 value of the custom clog crocs. If a Girl Scout's design is more than that, there will be an option for caregivers to pay out of pocket. Program Credits cannot be used to cover the difference.
- Lululemon Belt Bag & 30 oz Stanley Cup
 - Color will vary and depend on the availability of the vendor.
 - Will be sent directly to Girl Scout in June/July.
- Additional \$75 in Program Credits for total of \$425

1500+ Choice Between: *each options includes 1500+ achievement bar.*

- Free Week of Standard GSCTX Camp Upgrade! Girl Scout who chooses free week of standard camp at 1250 level, can upgrade her camp to a specialty camp at this level.
 - Register for camp as soon as registration opens! Pay the deposit only to hold your spot. GSCTX will clear the balance of campers who earned a free week of standard camp once payment is due.
 - Any Girl Scout that chooses this prize and does not register by May 1, 2025, will automatically be converted to \$50 in Program Credits.
 - Only for Girl Scouts of Central Texas camps. Cannot be used for other council's camps. Only good for summer 2025.
- iFly Indoor Skydiving
 - Two tickets to either iFly San Antonio, Austin, or Houston. Transportation not provided.
- GS Day Kalahari
 - Includes day pass (Tom Foolery Indoor Adventure Park included) for Girl Scout and one caregiver to Kalahari Resort in Round Rock along with a light lunch. Transportation not provided.
 - **Dates: June 7, 2025, or June 22, 2025, tentatively**
 - An email will go in April for date selection.
 - Girl Scouts who do not select date will be given Program Credits. Girl Scouts who select a day and cancel within 2 weeks of the event date, will not receive Program Credits as an alternative option.
 - Dates depend on availability of vendor and are subject to change.
- Additional \$50 in Program Credits



2000+ Choice Between: each options includes 2000+ achievement bar.

- Bluetooth Stereo Turntable/Record Player
 - Items will be shipped directly to Girl Scout in June/July.
 - Items cannot be returned or exchanged. Actual may vary.
- Sewing Machine
 - Items will be shipped directly to Girl Scout in June/July.
 - Items cannot be returned or exchanged. Actual may vary.
- Additional \$75 in Program Credits

3000+ Choice Between: each options includes 3000+ achievement bar.

- 3D Printer
 - Items will be shipped directly to Girl Scout in June/July.
 - Items cannot be returned or exchanged. Actual may vary.
- HD Video Drone with remote controller
 - Items will be shipped directly to Girl Scout in June/July.
 - Girl Scout will receive an email to choose carrying case color in April.
 - Items cannot be returned or exchanged. Actual may vary.
- Additional \$75 in Program Credits

4000+ Choice Between: each options includes 4000+ achievement bar.

- Trip to New York- June 23-28, 2025
 - Only C/S/A's can attend trip, younger Girl Scouts will choose one of the 'or' at this level.
 - Trip is staff chaperoned.
 - Caregivers are not allowed to attend unless asked to be a chaperone.
 - Travelers will have the opportunity to visit famous NYC neighborhoods, explore museums, see a show, bike Central Park and walk across the Brooklyn Bridge. Girl Scouts will stay in the heart of the city and experience New York by foot, water, metro and bike.
- iPad Bundle
 - Will include stylus, cover and screen protector.
 - Items will be shipped directly to Girl Scout in June/July.
 - Items cannot be returned or exchanged. Actual may vary.

Note: All rewards are subject to availability and may change. Rewards are not to be transferred, sold, or returned/exchanged and are earned by the Girl Scout for use.

C/S/A Opt-Out Option

Full Cadette, Senior and Ambassador troops or a troop mixed with Cadette, Senior, Ambassador can choose to opt out of prizes and earn an extra \$0.10 per box sold.

- Every Girl Scout in the troop must vote and agree on opting out!
- Patches are earned as outlined in the reward plan, but prizes or Program Credits are not awarded.
- Troops who choose this option will have to make this choice in Smart Cookies.
- If a troop has a Daisy, Junior or Brownie as a member, they will not be allowed to opt out of prizes.



Meet the Panda

Use these panda fun facts to kick off your cookie rally with some fun. Will you turn them into jeopardy? How about a box of cookies as a prize for whoever gets the most correct!

Giant Pandas spend nearly 12 hours a day eating.

99% of their diet consists of different types of bamboo.

Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.

Giant Pandas are one of the few bear species that do not hibernate.

Natural habitat is only in the mountain ranges of central China.

Giant Pandas are able to climb a tree backwards, like a handstand, to leave scent markings as a way of communicating with each other!

Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,[®] they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie[®]

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.



Booth & Door-to-Door

Door-to-Door and Wagon Sales

Girls can begin to go door to door and take orders on Wednesday, January 15, 2025. Cookies must be sold for \$6 per package unless Gluten free which must be sold for \$7. Only 2025 cookies may be sold!

- Girls can go door to door with a wagon in any residential neighborhood in the GSCTX sales area. "Residential area" does not include commercial areas, public areas, such as parks or festivals, gun shows, apartment complexes, senior centers, or any other group living situation.
- Permission must be granted by the property manager to sell door-to-door at any apartment complex, senior center, or any other group living situation.
- Wagon sales/door-to-door sales may be conducted in commercial areas where there are not pre-existing service unit or council booths and with prior service unit permission (required).
- If you take a wagon to a public area such as parks or festivals, you must acquire proper vendor or city permissions before selling in that area.
- Wagon sales are inherently mobile. Stopping a wagon or other mobile sales device for a prolonged period turns your mobile sale into a booth and it becomes subject to the service unit booth rules.
- Sales may occur in the front yard of a Girl Scout's private residence. If it is a private dwelling that requires permission to sell, permission must be granted by the appropriate administrative body. All homeowner's association rules must be followed during the program.

Door to Door and Booth Safety Requirements

- Troop will encourage touchless payment methods to minimize cash handling.
- Troops will clean and disinfect frequently touched surfaces and are expected to sanitize hands often.
- Individuals will limit close contact with others and maintain proper distance.
- Girl Scouts and adults will be courteous, and respectful of space and merchandise.
- GSCTX will communicate to service unit cookie managers any additional requirements closer to the start of the program.

Booth Sale Guidelines and Rules

Girl Scout booths may only occur from January 18 – February 23!

Girl Scout Daisies at Cookie Booths

- Service units will not distribute booths directly to Girl Scout Daisy troops. Girl Scout Daisy troops will partner up with their mentor troop or cookie captains for their booth sale.
- We recommend that service units distribute the booths to the cookie captains and have the Daisies bring cookies from their own troop or personal inventory.
- Girl Scout Daisies should participate for no more than one hour at each individual booth. We recommend only 30-minute shifts for first year Daisies.
- If a caregiver does not feel comfortable with their Daisy partnering with a cookie captain, then their Daisy will not be able to participate in cookie booths.
- Focus for Daisy participation in Cookie Program is to learn the Five Skills and learn how to run a business. Cookie captains are great mentors for this.

Cleanup and General Information

- Count your cookies before you start the booth – and again at the end of the booth.
- Phones should be silenced or turned off during the booth.
- Be on time for your booth. Be ready to leave when your booth time is over, so the other troop does not have to wait for you to pack up.
- If a girl or adult requests to use a chair, they should make a request to their service unit cookie manager and booth manager (no personal details needed in the request).
- Be sure to remove empty packages and other debris from the locations when you leave. Do not use the receptacles at the booth site.
- Be sure to have an adequate supply of currency to make change. Do not approach a business for change.
- After the booth sale, adults or troop leaders should work together with the girls to evaluate the booth sale.

Don'ts of Booth Sales

- Girls are not to approach vehicles under any circumstance.
- No food/eating while at a booth. This includes adults. Non-alcoholic drinks are permitted if they are kept under or behind the table. We recommend closed containers. Clean up all spills.
- No tagalongs or friends at booths. This includes pets.
- Do not count your money while at the booth. Do it only in the privacy of your vehicle or at home.
- Do not park directly in front of the store. These spots are for store customers.
- Adults should be engaged with their Girl Scout at booth and not talking and distracted by other adults at the booth.

Booth Setup

- Booths may only be set up by the GSCTX, service unit booth or service unit cookie manager. If you have information about a possible booth, please turn it over to the service unit booth manager or service unit cookie manager to coordinate the agreement.
- For equitability of all, private booths are not allowed. This includes setting up on the sidewalk along any road. If a business has a booth to offer, it must be shared with the whole service unit, or it may not be utilized as a booth. As a thank you to the troop that brought the booth in, they may have one free booth slot at that location.
- If a caregiver, family friend and/or family owns a business in another service unit's boundaries, permission from that service unit is required to host a booth there. It is up to each service unit cookie manager and service unit booth manager if they would like to allow girls from other service units to utilize family or family/friend businesses for a booth.
- If a booth is set up on the property of an organization (social club, church, etc.), all Girl Scouts who are members of that organization should be invited to participate in that booth. These booths are not as high volume as normal commercial booths, so they do not need to be opened to the entire service unit.
- Per GSUSA, cookie booths may not be set up in front of businesses that girls cannot legally patronize.
- Cookie booths cannot be operated without the direct involvement of a Girl Scout. A booth staffed only by adult volunteers is contrary to the mission of the Cookie Program.
- Cookie displays at a business are not allowed; it is contrary to the mission of the Cookie Program.
- Businesses may not promote individual links on their social media.
- Girl Scouts may not advertise on public-facing sites. Only promoting sales via Facebook profile page (set to "Friends Only") is okay.

Girl Staffing

- Booths should be staffed with two girls and two adults with the following exceptions:
 - There can be two Daisies, two cookie captains (or mentors) and two adults at one booth.
 - We suggest one Daisy, one mentor and two adults.
 - There can be a Cadette, Senior, or Ambassador with one adult present if the service unit has enough booths for this.
 - Juniors may sell with one adult and one girl present if the service unit has enough booths for this.
 - Service units are not required to allow J/C/S/A to staff a booth with one adult and one girl, it is based on booth availability.
- Daisies should partner up with a mentor troop for booth sales. No more than two Daisies at a booth at a time and no more than one hour for each booth.
- If one of the two girls scheduled for a booth can't come because of illness, all attempts should be made to contact the troop leader to find a replacement. If the troop leader cannot find a replacement, the Girl Scout can work with her caregiver at that booth if she is a Junior or older.
- Be sure to take with you: permission slips (if necessary), emergency medical information for all attendees, a first aid kit, water, a table and displays.
- Dress for the weather! Don't forget hats and gloves! Not all booths will allow you to sell inside.
- The adults are responsible for the distribution of cookies and collection of money.
- All booth chaperones must be registered with a current criminal background check on file with GSCTX.
- Each Girl Scout who takes part in a booth sale must always wear her Girl Scout Membership pin and she should wear her Girl Scout uniform or other Girl Scout clothing that identifies her as a Girl Scout.
- Smile, be polite, hold a door if necessary. Say "Thank you" to every customer regardless of purchase.
- Always ask customers as they leave the business, not going in!

If problems arise during the booth sale, handle them in a dignified, courteous manner. If the problem cannot be resolved between the parties, please contact your service unit cookie manager.





FAQ's

How do I sign up my Girl Scout for cookies?

Contact your Troop Leader or Troop Cookie Coordinator (TCC).

Make sure you:

- Register your Girl Scout for the 2024-2025 membership year.
- Attend the parent informational meeting.
- Sign a [Caregiver Responsibility Agreement](#).
- Give your troop cookie coordinator your daughter's initial order.

Can my Girl Scout sell online?

- Girl Scouts may sell online through Digital Cookie.
- All ages can participate; caregivers must sign up for those under 13.
- Girl Scouts can sell online in two ways (direct ship or girl delivered) by sending ecards to potential customers.

What if my Girl Scout's troop doesn't have a Troop Cookie Coordinator?

Volunteer! It's fun and helps your troop learn a skill that is valuable in the real world. Contact your service unit cookie manager OR products@gsctx.org if you want to contact the service unit leadership about training.

Who is our Girl Scout cookie baker?

Girl Scouts of the USA (GSUSA) currently sanctions two bakers: ABC Bakers (ABC) and Little Brownie Bakers (LBB). We are currently under contract with ABC. **All varieties cost \$6.00, except Caramel Chocolate Chip (these cost \$7.00).**

How do I order and pick up cookies?

- My cookie orders can be picked up from the troop cookie coordinator on____(day of the week).
- Between the hours of:and _____
- Receipts must be signed by troop cookie coordinators and caregivers for all cookie transactions and money turned over to be deposited in the troop accounts.

Tip: Troop cookie coordinators and caregivers should keep a copy of the receipt for all transactions.

- Re-orders can be made once a week at the TCC's discretion (some areas only do initial orders and no re-orders). Delivery will be based on the day assigned by the delivery agent for each area.



How are sales entered?

The troop cookie coordinator or troop leader enters the sales into Smart Cookies (the online ordering and inventory system) by individual Girl Scout. Sales are based on the cookies the Girl Scout receives. Financial responsibility is transferred with the cookies.

Who do I give the money to?

The troop cookie coordinator, troop leader, or troop treasurer will collect the money to deposit into the troop bank account. They should fill out a receipt and provide you with a copy every time you give them money. Never leave money without receiving a receipt, never leave money outside someone's home if they are not home.

Can I return cookies?

- GSCTX does not allow returns. All cookies that are ordered and signed for belong to you as a caregiver. Check with your troop cookie coordinator about exchanging/transferring varieties with others in your troop.

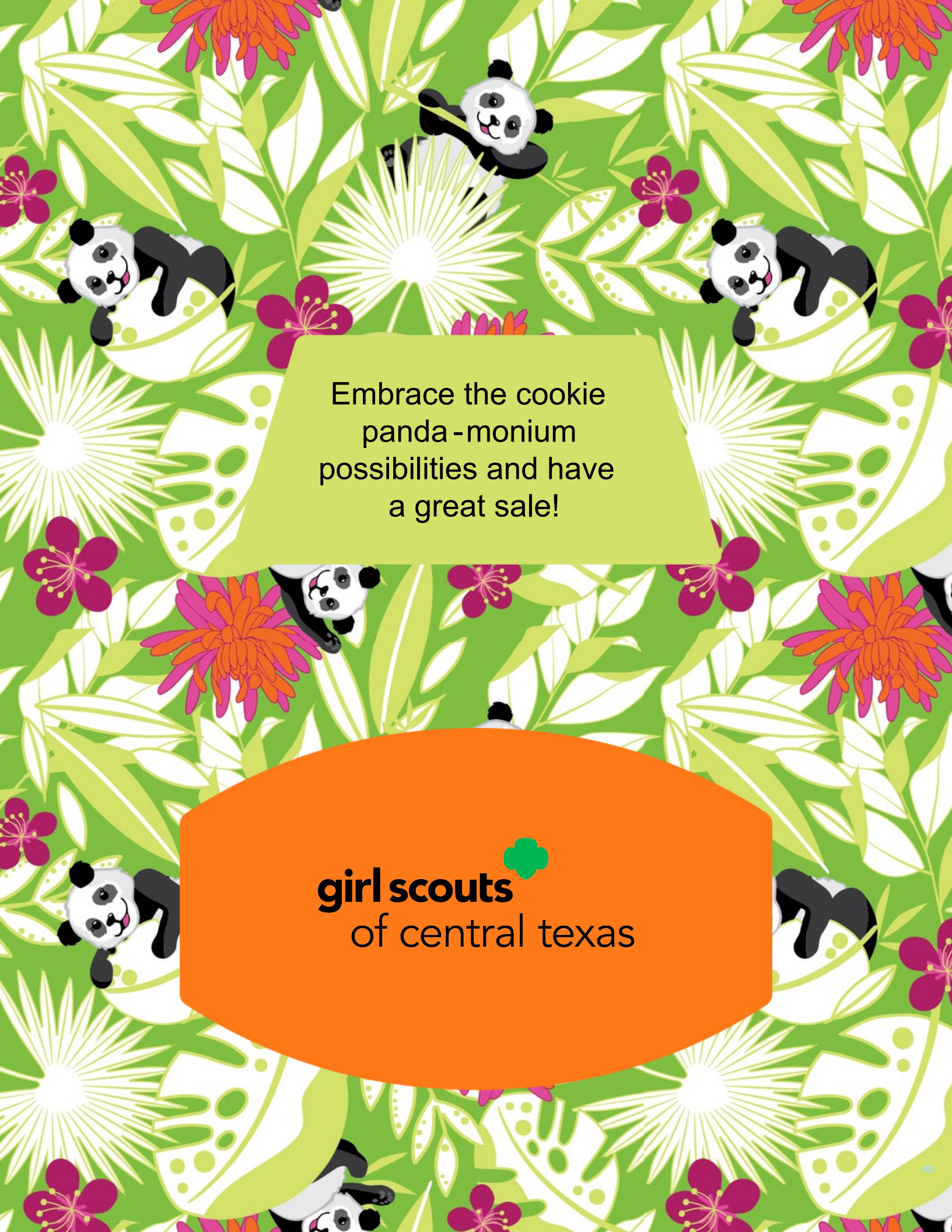
Can my troop require me to pre-pay for cookies?

- No. GSCTX has procedures in place to protect troops against potential caregiver debt. For this reason, we do not allow troops to mandate that caregivers pre-pay for cookies. Please call Product Programs at 1-800-733-0011 if you experience this issue.

Where does the money go?

- Troop proceeds and troop bonuses are left in the troop account for use on activities throughout the year and on programming that the troop agrees on.
- Troop proceeds belong to the troop, not the individual Girl Scout because no individual girl can profit by participating in Product Programs. This includes Individually Registered Members (Juliette's). No Girl Scout may profit from participation in Product Programs. If a girl decides to leave a troop or leave Girl Scouts there are specific instructions on how troop proceeds can be split, that can be found on our website under Troop Finances.

You must request a copy of your receipt (for both products and money). If a troop cookie coordinator does not want to provide a receipt, please email CustomerCare@gsctx.org.



Embrace the cookie
panda-monium
possibilities and have
a great sale!

girl scouts 
of central texas