

Cookie Calendar

2025 Important Dates



Important Dates	Activity
November 25—January 17	Troop Product Managers (TPM) receive training from SUPM,
December 3	Troop pre-qualification deadline.
January 10	In-person order taking begins (initial order).
January 10	Digital Cookie orders begin (online).
January 13	Booth sale spreadsheets due to Product Program department.
January 17	Final date for TPMs to receive service unit (SU) cookie training.
January 19	First round of booth sign ups begins 8 p.m.
January 21	Second round of booth sign ups begins 8 p.m.
January 23	Third round of booth sign ups begins at 8 p.m.
January 24	Deadline for troop transfers in Smart Cookies.
January 25	Fourth round of booth sign ups begins at 8 p.m.
January 26	Presales end. Families submit initial orders to TPM.
January 27	Troop initial orders and recognitions entered and submitted into Smart Cookies.
January 28	SUPMs submit SU/cupboard and initial order recognitions.
February 13-18	Delivery/pick up of initial order cookies by SU.
February 15	Depot day for most SUs.



Cookie Calendar cont.

2025 Important Dates



Important Dates	Activity
February 21	Booth sales begin.
February 28	50 percent of girls' initial order deposit due to the council account.
March 9	Final cupboard order due to warehouse by 6 a.m.
March 9	Girl delivery order placement ends.
March 16	Program ends.
March 17	Money due to troops from girls.
March 17	Final recognitions entered and submitted by troops in Smart Cookies by midnight.
March 19	Troops final deposit due to the council account by 5 p.m.
March 19	Final recognitions entered and submitted by SUPMs in Smart Cookies by midnight.
March 21	Submission of Product Program Missing Funds Report.
Week of April 18	Troops Overpayment Refund sent to finance processing ACH to troops bank accounts.
May 2025	Program Credits/ Adventure Pass/Pathway cards mailed to caregiver's address in GSOSW database.
June 2025	Girl Scout Troops/Juliette recognitions shipped from ABC Bakers to SUPMs.
May/June 2025	Non-ABC recognitions (higher recognitions) shipped/mailed to Girl Scouts address in GSOSW database.
August/September 2025	Cookie/Fall Product Program Crossover Patch mailed as they are produced to caregivers address in M2OS fall system.
October 2025	Service Unit Penny Awards ACH to service unit bank accounts.