

2025 Cookie Program Family Guide



girl scouts
of oregon
& sw washington



Cookie season is about so much more than cookies! With every purchase Girl Scouts unbox the future and create a world envisioned uniquely by them. They learn the skills they need to succeed and build the future they dream of.



2025 Girl Scout Cookie Program

New Year, New Baker, New Cookies!

The Girl Scout Cookie Program brings newfound confidence, business skills, and friendship. Every cookie package is a building block for whatever future a Girl Scout imagines: going to camp, building robots, sleepovers at museums, or traveling out of state. Her future is sweet!

We are looking forward to sweet success with our new ABC Bakers partnership. This brings us a new, exciting cookie lineup for the 2025 Girl Scout Cookie Season! While changing bakers means that some of our iconic cookie varieties may go by a different name or look slightly different, these are still the Girl Scout Cookies you know and love.

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. Remember—your cookie volunteers and Girl Scout staff are here to support you!

GSOSW Product Program department,
Victoria, Melissa, Lynn, Cesia and Tiffany P.



Table of Contents



Welcome	2	Online Selling Resources	18
Important Dates	3	In-Person Business	20
The Girl Scout Cookie Program	4	Booth Sales	21
Family Engagement	5	Great Customer Service	22
The Five Skills	6	Cookie Share	22
Badges and Pins	7	Media Opportunities	23
Ways to Participate	8	Girl Scout Trademarks	23
Girl Scout Safety Practices	9	Program Credits	24
Your Girl Scout Cookie Favorites	10	Recognitions	25
A Recipe for Success	13	Money Matters	26
Your Support	14	Permission Terms	27
Basic Facts and Standards	15	Parent/Caregiver Checklist	28
Online Business	16		
Digital Cookie	17		

Important Dates

**The Girl Scout
Cookie Program
runs January 10
- March 16!**

December-January	Troops hold planning meetings.
January 6	Deadline for troop transfers in Smart Cookies.
January 10	Digital Cookie orders begin (online).
January 10	In-person order-taking begins (initial order).
January 26	Presales end; families submit initial orders to TPM.
February 13-18	Delivery/pick up of initial order cookies.
February 21	Booth sales begin.
February 28	50 percent of girls' initial order deposit due to the council account.
March 9	Girl Scout-delivery order placement ends.
March 16	Girl Scout Cookie Program ends.
March 16	Girl recognition selections deadline.
March 17	Money due to troop from girls.



The Girl Scout Cookie Program



The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. When girls participate in the cookie program, they build essential skills as they begin to think like entrepreneurs, help their troop earn proceeds to fund their Girl Scout adventures, and earn personal recognitions. As a parent or guardian, your encouragement and guidance are essential to your Girl Scout's positive and safe cookie program experience. Thank you for taking the time to familiarize yourself with the guidelines and standards listed in this guide. Check in with your troop leader about the date and time of the family cookie meeting to learn details about the cookie program and how you can help support your girl's success.

How Do I Participate?

All girls must be currently registered Girl Scouts for the 2025 membership year with a signed *2025 Cookie Product Program Permission & Ethics Pledge* on file (see Page 27 for details).

- Attend your troop's family cookie meeting and pick up materials from your TPM.
- Learn about the five skills of the Girl Scout Cookie program, entrepreneurship badges and the Cookie Entrepreneur Family Pin.
- Review the cookie recognitions and work together with your Girl Scout to set a realistic goal.
- Explore the ways to participate on page 8 and work with your TPM to decide how you will participate.
- Manage cookie inventory in partnership with your troop product manager.
- Review Caregiver Checklist on page 28.

Questions? Contact your troop product manager (TPM):

Name: _____

Phone: _____ Email: _____

Ask your girl's troop product manager (TPM) to provide the following info:

When (day/time) and where do we pick up initial cookie orders? _____

When (day/time) do we give our TPM additional orders? _____

When will additional orders be ready for pickup? _____

May our troop accept checks? _____

When is the money due? _____

How can I help my TPM? _____

4 Who is the cookie team volunteer? _____

Who is the booth volunteer? _____

Troop Transfer Deadline

Girls wishing to transfer from one troop to another or in/out of Girl Scout Juliette status must do so by January 6, 2025. We are unable to move a Girl Scouts sales between troops during the product program (January 7– March 23). Wherever a Girl Scout is listed as of January 7 is where their sales must remain. Families should carefully verify their Girl Scout is listed in the correct troop or patrol before January 7. If a Girl Scout is listed in more than one troop or patrol they need to self-identify which troop they want to sell with. A Girl Scout will be automatically added randomly to one of the troops they are affiliated.

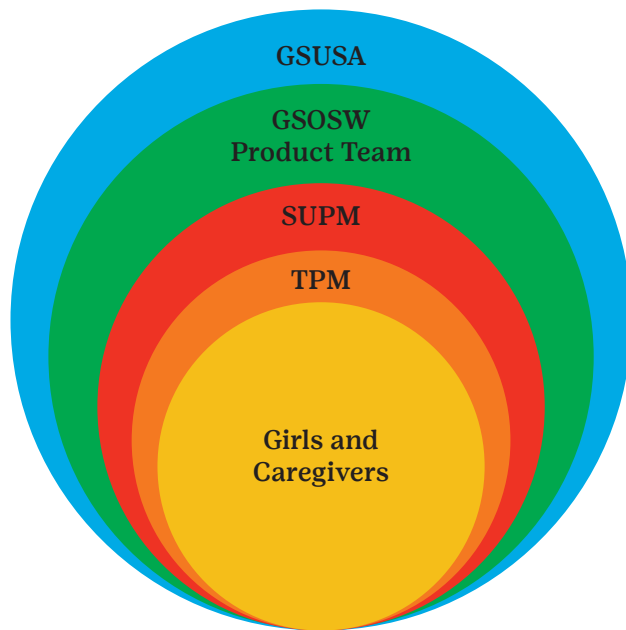
Family Engagement

Support, assistance, and encouragement from caregivers and family is so important during the Girl Scout Cookie Program! Your guidance and partnership help Girl Scouts learn confidence and independence as they develop digital skills, practice internet safety, gain comfort asking customers to buy cookies, manage money, and more. Thank you!

As your family navigates the cookie program, you are surrounded by circles of support!








Encourage girls to explore their interests and learn new skills through Girl Scout Entrepreneurship Learning



Being an entrepreneur doesn't happen in just one step, but thankfully Girl Scouts has you covered. In addition to the guidance given within the Girl Scout Cookie Program, there are additional Financial Literacy badges that work naturally with the cookie program. As Daisies learn how to count money, Brownies get to know their customers or Juniors learn how to make a good impression with the cookie program. When a girl works towards these goals with their caregiver or guardian, they are on their way to earning the Cookie Entrepreneur Family Pin as well! Visit girlscouts.org/cookieresources to see criteria for these badges. All badges can be earned individually by a girl or together as a troop. On the next page are a few examples of badges and pins that can be earned.

The Five Skills of the Cookie Program




Goal Setting 	<p>Your Girl Scout sets cookie goals individually and with their troop, then creates a plan to reach them. Participants develop cooperation and team building skills along the way. Importantly, Cookie Entrepreneurs also learn how to adjust when they're not on track.</p>	<p>Girls need to know how to set and reach goals to succeed in school, on the job, and in life.</p>
Decision Making 	<p>Your Girl Scout plans how to achieve goals, overcome challenges, and spend the troop's cookie money! In the process, participants become innovators and entrepreneurs, furthering critical thinking and problem-solving skills.</p>	<p>Girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.</p>
Money Management 	<p>Your Girl Scout takes cookie orders, handles customers' money, and gains practical life skills around financial literacy. In a complicated global economic landscape, this isn't a nice-to-have; it's a critical competency.</p>	<p>Girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.</p>
People Skills 	<p>Your Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help develop healthy relationships and conflict resolution skills young people need every day!</p>	<p>This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.</p>
Business Ethics 	<p>Your Girl Scout is honest and responsible at every step of the cookie program. Business ethics reinforce the positive values participants are developing as a Girl Scout.</p>	<p>This matters because employers want to hire ethical employees.</p>

Support your Girl Scout's Participation

- Complete the online *2025 Cookie Product Program Permission & Ethics Pledge* at ethics.girlscoutsosw.org.
- If your Girl Scout lives in separate households, caregivers who wish to participate must complete their own individual forms.
- Help your Girl Scout set up her Digital Cookie online storefront (see Page 16).
- Discuss your Girl Scouts's cookie goals and fill in her order card.
- Review this guide, including the steps to proper money handling on Page 26.
- Volunteer to assist the cookie manager with cookie-related tasks (you will need to be approved and trained to help at cookie booths).

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		



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.



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.



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





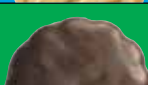
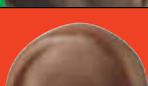







Girl Scout Cookies®

2025 Food Allergens Guide



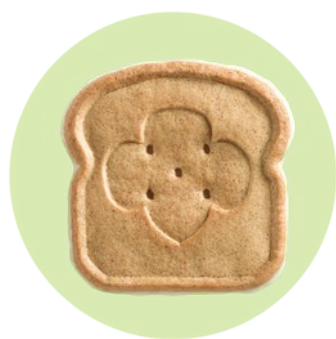
	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	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!

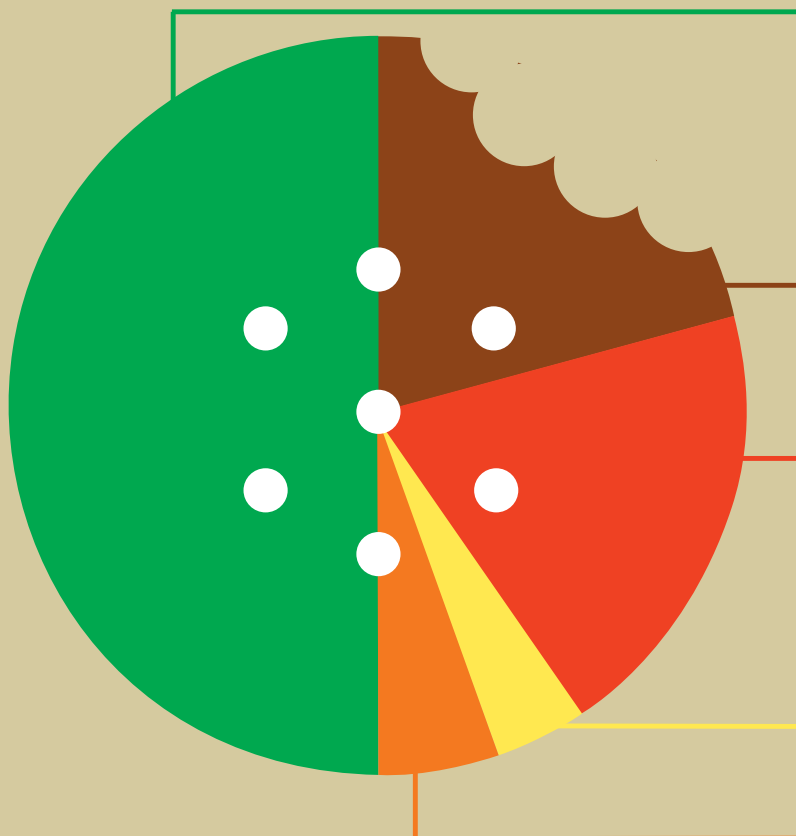
Use the 2025 season as a last-call push promotion opportunity. Resources are available in the 2025 Cookie Program Promotional Toolkit.



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

A Recipe for Success

The Girl Scout Cookie Program helps girls learn goal setting, decision making, money management, people skills and business ethics, and funds activities for girls, troops, service units and our council. **100% of the proceeds from the cookie program stay local.**



Camp, Program Activities, Adult Support

50% of every box provides funds for Girl Scout programs in STEM, the outdoors, life skills and entrepreneurship, as well as valuable training and year-round support for Girl Scout volunteers.

Cost of Cookies

Depending on the variety, 20% of each box covers the cost of cookies.

Troop Proceeds

Girl Scout troops and service units keep up to 18% of each box sold for troop-level activities and service projects, and local volunteer-led Girl Scout programs, events and support.

Girl Recognitions

5% of each box funds recognitions for girls, acknowledging their efforts during the cookie program—from fun items like patches and gadgets, to credit they can use for camp, travel and other Girl Scout activities.

Girl Scout Properties

7% of each box is used to fund improvements to Girl Scout properties, including three beautiful camps and six program centers throughout our council.

For more information about the Girl Scout Cookie Program, visit girlscoutsosw.org/cookies.

Your Support

It takes a village to support the world's largest entrepreneurial program for girls. Here's your team:

Cookie Entrepreneurs

Participants are supported by their Cookie Coach (caregivers) in running their cookie business. Supporting resources include online tools and the Family Guide.

Your Troop

The Troop Product Manager supports our Cookie Entrepreneurs through the Cookie Program. Supporting resources include the Help Center and their service unit!

Your Service Unit

The SU product manager supports all cookie volunteers in their community, managing booths in Smart Cookiess, assisting in inventory management, and more!

Online Tools

Find helpful online resources from GSUSA, ABC Bakers, and GSOSW at 2025 Cookie Program Google drive.

Product Program Team

The Product Program Team in Oregon and Southwest Washington provides support for the council's entire Girl Scout Cookie Program.

Resources for Success

Online resources available one the 2025 Cookie Product Google drive:

- Family Guide
- Family Cookie 101 recording
- Family Google drive

Family resources distributed by troop product manager to qualified troops in December 2024/ January 2025:

- *Family Guide*
- Girl Scout order cards



Basic Facts and Standards



Girls are on their honor not to begin selling before the start date. Girls and accompanying adults are expected to conduct themselves respectfully and professionally, and abide by the Girl Scout Promise and Law. Please model good behavior and assume good intent. All girls must be registered Girl Scouts for the 2024-25 membership year with a signed *2025 Ethics Permission & Ethics Pledge*. This can be found at ethics.girlscoutsosw.org.

Girls must:

- Have adult supervision at all times and never enter a customer's house.
- Sell on walkabouts and at booth sales only until 9 p.m.
- Use first names only. If a customer asks for more information, girls may provide adult contact information.

Parents and Guardians

You have the right to determine how many cookies for which you are willing to accept responsibility. Please note that cookies cannot be returned to the council. You can sell at a level that is comfortable for you and your Girl Scout, regardless of the council's recommendation or troop goal. You are responsible for all cookies for which you have received and signed, and all customer payments collected, until turned in to the troop product manager. You are required to sign for and obtain a receipt for each exchange of money/product between you and the troop product manager. Submit payments to the troop within five-to-seven days of receipt—do not send money to school with girls or deposit customer payments into personal accounts. Immediately safeguard all money collected. You and your Girl Scout must follow through on girl delivery purchases accepted through Digital Cookie within two weeks of receiving the cookies.

Booth Sale Code of Behavior

- Girls must be present at all booth sales—adults may assist, but cannot sell Girl Scout products.
- Out of respect for store relationships, Girl Scouts should be the only children present.
- Girls should only approach customers on their way out of the business, and say thank you at all times, regardless of whether a purchase is made.
- Girls should wear Girl Scout uniforms, insignia tabs or clothing that clearly identifies them as Girl Scouts.
- Do not bring food or eat at booths.
- Storefronts are not play areas.
- Depending on the locations, there may not be easy access to restrooms; please plan accordingly.
- Adults are not permitted to smoke or vape at Girl Scout activities, including cookie booths.
- Leave the area better than you found it! Do not leave behind empty boxes or other trash.
- Be sure to coordinate with your troop product manager and abide by all location-specific rules.
- Cookies are \$6 a box—no more, no less.
- Be considerate of your sister Girl Scouts and begin packing up 10 minutes prior to your end time to ensure a quick exchange for the incoming troop.
- Arrive to your booth 10 minutes early to secure your location, but be respectful of outgoing troops with the time slot prior to yours.
- Be sure to plan for the weather and dress appropriately for the conditions. Be sure to bring water to stay hydrated and eat before arriving.
- If a girl cannot enter an establishment, she is not allowed to sell cookies in front of that establishment. ➡

Online Business

Digital Cookie Customer Purchases

When customers use your Girl Scout's Digital Cookie link to make their cookie purchase, they will choose whether to pay for shipping, donate, or have your Girl Scout deliver. For girl delivery orders, you, as the caregiver, must decide to approve or deny within five days no matter their order. All purchases made through Digital Cookie are paid online, so you will not need to collect later! Let your troop product manager know if you need additional cookies to fulfill girl delivery orders later in the season!

As the caregiver, you can turn off the girl delivery option for customers, allowing them to order shipped or donated cookies, only without you needing to deliver. Only one Digital Cookie account per girl is permitted. If separate households, caregivers will need to share one login. Girls can input their initial order in Digital Cookie, making it easy to submit their order to their leader.

Online Sales Guidelines

Product program participation should always be led by a Girl Scout under your supervision. While posting on social media is permitted, you should never share your Girl Scout's last name or personal information. Always use caution when sharing links on public pages. Through Digital Cookie, you can deny any girl delivery orders you do not feel comfortable personally delivering.

Digital Cookie registration, site setup, customer service tip sheets and videos can be found using the QR code below. Scan it with the camera on your phone or tablet.



My Login Information

Username:

Password:





Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

Create your Digital Cookie Password for email address: parentemail@domain.com

When you create your password, a confirmation email will be sent.

Password

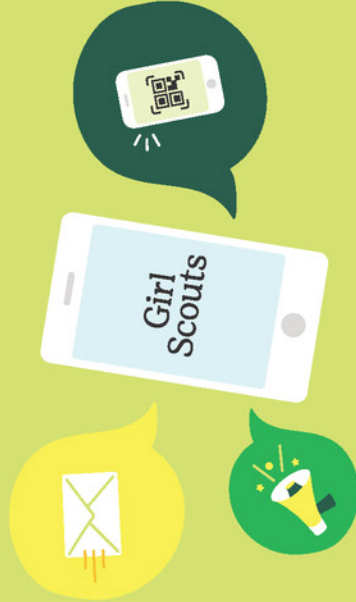
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, @, or \$.

Confirm password

SUBMIT

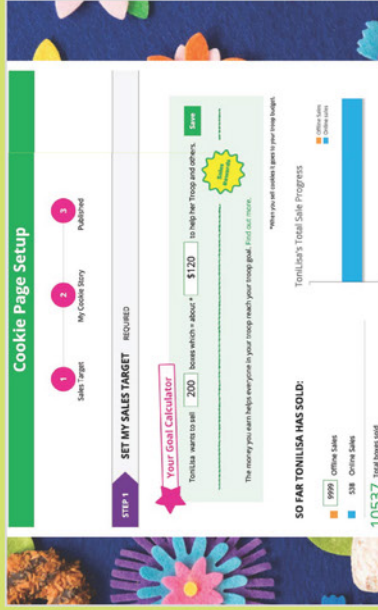
Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

3. Invite Customers



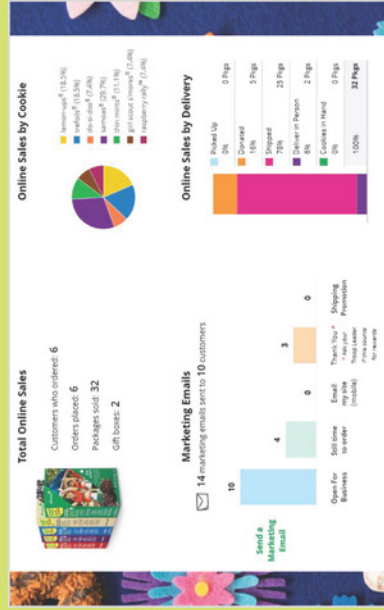
Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

Online Selling Resources

Online Safety

The safety of Girl Scouts is important to us, especially online. Girl Scouts should never post identifying information (full names, phone numbers, addresses etc.) online.

Promoting vs. Selling

Girl Scout product programs intentionally put girls in the driver's seat. To ensure they get the most from this entrepreneurial experience, girls do the selling, not adults. Adults can support girls by promoting their participation, rather than doing the selling for them. This is a subtle but important difference:

- Promoting: "Olivia is selling Girl Scout cookies! To find out more, visit her sales website ... or let us know if you are interested so Olivia can reach out."
- Selling: "Hello! Olivia is selling cookies! Put your order in the comments and I'll get back to you with the totals."

Digital Cookie

Digital Cookie is the only approved online selling platform from which members of Girl Scouts of Oregon and Southwest Washington may sell Girl Scout Cookies. Girls can build their own virtual storefront through Digital Cookie, giving them the ability to send personalized messages and video to potential customers by making a sales pitch. The sale is processed online, and cookies can be shipped directly to customers or customers can choose to have the girl deliver the cookies they order. Digital Cookie was built to help girls practice the five skills of the Girl Scout Cookie Program—goal setting, decision making, money management, people skills, and business ethics—while protecting girls' safety online. Girl Scouts of Oregon and Southwest Washington is contractually committed to use Digital Cookie as our only online platform.

Facebook/Instagram/Nextdoor or Other

Personal social media accounts with appropriate privacy settings are recommended when sharing a Digital Cookie link or similar information with social media contacts. Public sites can be used to share Digital Cookie links, but be aware that once posted, the link is searchable by anyone and could potentially appear anywhere on the internet. Regardless of how information is posted, families will need to closely manage Girl Scout Delivery requests through Digital Cookie (approve/not approve) to identify customers they are comfortable delivering to and notifying those who would need to pick an alternative delivery option. Using social media as a marketing tool is allowed, but not to sell cookies or take orders for cookies. It is important that all online cookie sales are managed by a Girl Scout and are conducted through Digital Cookie. Be aware: Posts on Facebook using a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this, you must disable the automated function or remove the Facebook Marketplace feature once it has been posted.



	Social Media: Private	Door Hangers/ Flyers	Social Media: Public	Business Websites/ Schools Websites, etc.	Facebook Marketplace and/or Other Online Sales Accounts/ Advertising	Facebook Marketplace and/or Other eCommerce Accounts
Sharing Girl Links	Yes	Yes	Yes	Yes	No	No
Sharing Troop Links	Yes	Yes	Yes	Yes	No	No
Sharing Cookie Finder	Yes	Yes	Yes	Yes	No	No
The Council	Yes	Yes	Yes	Yes	Yes	No

Green: Approved; **Yellow:** Approved—but be aware that once posted, the link is searchable by anyone and could potentially appear anywhere on the internet. **Red:** Not approved.

Private Social Media

This includes any personal Facebook, Instagram, Nextdoor, etc. account, communicating with private friends/connections or groups.

Door Hangers/Flyers

Girl Scouts can share/distribute their Digital Cookie link at front doors in their community using flyers. Flyers cannot have identifying information (full names, phone numbers, addresses, etc.). A Digital Cookie link, QR code, and troop number and/or girl first names can be included.

Public Social Media

This includes any public groups on Facebook, Instagram, Nextdoor, etc., where information is shared publicly outside of private friends/connections.

Business or School Websites, Social Media Accounts, etc.

If a business or school is willing to post a girl or troop link, or promote the Girl Scout Cookie Finder via their website or social media accounts, this is permitted.

Paid Online Advertising

The council conducts paid advertising on behalf of all Girl Scouts in our council directing customers to the Cookie Finder. Members are not permitted to conduct their own paid online product program advertising.

eCommerce Outlets

Selling on eCommerce outlets is not allowed. Examples of prohibited sites include, but are not limited to, Facebook Marketplace, eBay, Craigslist, Amazon, local garage sale sites and others. These eCommerce outlets are not licensed by Girl Scouts of the USA (GSUSA) to sell Girl Scout Cookies. GSUSA strongly cautions against purchases of Girl Scout Cookies found for sale online at sites like these. The freshness and integrity of these cookies cannot be guaranteed (in many instances, these cookies are actually expired), and purchasing cookies in this way does not support Girl Scouts participating in the cookie program.

In-Person Business

A Girl Scout Cookie booth gives girls an opportunity to reach goals by selling directly to the general public. Booth sales begin Friday, February 21 and end Sunday, March 16. This is the best opportunity for girls to explore and learn how to talk, listen and work with all kinds of people while selling cookies with the support of trusted adults and peers.

Adult Accountability at Booths

Adult participation at a booth is imperative for a troop's success. Very early on, troops should be communicating with families the troop's plans, needs and expectations for booth sales. The following are questions the troop volunteers and families should consider together:

- What happens if an adult/girl is no longer able to meet their scheduled commitment?
- Who is financially responsible for the cookies used/ordered for a booth?
- Who decides how many and what type of cookies are checked out to a booth?
- What if a parent wants to hold a booth outside of what the leaders are prepared to commit to?

Families should be informed of these details prior to their commitment to assist in helping with a booth. Each person's participation in every aspect of this sale is optional and no one should feel pressured into taking on more responsibility than they are comfortable with. If you feel unclear about these or any other details, clarify that with the TPM prior to committing to booths. Troops place orders that are non-returnable based on booth commitments made by girls and families.

Pro Tip: Bring cookies wherever you go, just remember to bring them inside to keep them from melting in the car and to reduce the risk of theft.

50 Percent Initial Order Payment

Each family is responsible for collecting payment for at 50 percent of the initial order cookies ordered on their order card. These are the cookies the girl would have requested from the troop on January 26. Payments that cover at least half of that order are due to the troop no later than February 28. Troops may set an earlier deadline to collect these funds in order to meet the deadline considering their schedule. The TPM will contact families that are having difficulty meeting the 50 percent deadline. TPMs are encourage to hold back on providing additional cookies, while the family gets caught up. GSOSW would rather be conservative in what is given to families than putting families in a difficult situation.

Families should consider this deadline as they place their initial order with the troop. If you are requesting additional cookies that have not yet been sold, you are still expected to make a payment on that inventory. Please place your orders strategically. Any payments made by customers for online girl delivery orders that were lumped in with the initial order count towards the girl's 50 percent payment. Families should review their online account through Digital Cookie and connect with the TPM to verify the amounts owed versus what has been collected online. If a caregiver is unable to meet their 50 percent payment total by the deadline, the caregiver may be prevented from ordering additional cookies until rectified. Please ensure you do your part to help the troop meet their obligations.



Booth Sales

A Girl Scout Cookie booth gives girls an opportunity to reach troop goals by selling directly to the general public. Booth sales begin Friday, February 21 and end Sunday, March 16.

Adult Requirements to Help at Booths

All adults helping at a booth are required to take an online Booth Assistant Workshop. Additionally, in order to meet safety guidelines, there are certain criteria that must be met for an adult to participate in a booth sale. To ensure girl safety, the booth schedule should be evaluated by the following:

Follow this matrix for criteria for adults assisting at a booth

Who is at the booth?	Adult must be a registered member	Adult must have a current background check	Adult must sign an online <i>Permission & Ethics Pledge</i>	Adult needs to take Booth Assistant Workshop	Needs an additional adult present at booth
Your child only			✓	✓	
Your child and/or other Girl Scouts not related to you	✓	✓	✓	✓	✓

When a girl is present at a booth, if there is an adult present who is not their guardian, then that adult is required to:

1. Be a registered Girl Scout with a 2025 membership.
2. Have a verified and complete background check on file.
3. Complete an online *Permission & Ethics Pledge*.
4. Have a second adult present.

With this in mind, troops need to evaluate their booth plan for the year, and begin early in initiating the registration and background check process. For an adult to have a background check initiated, their membership in myGS should note at least one of the following roles: Cookie Booth Helper, Troop Leader, Troop Product Manager, Treasurer, Troop Helper, or Friends and Family Volunteer.

Great Customer Service

Business ethics is one of the five skills girls learn and practice during the Girl Scout Cookie Program. An important element of business ethics is providing great customer service. Here are a few time-tested ways to help girls grow as they provide excellent service to those who support their entrepreneurial learning:

- Say thank you, even if approaching a customer does not end in a sale.
- Learn about the products you are offering in advance so you are able to answer questions.
- Do not collect prepayment. Customers should not give payment until cookies are in hand.
- Give the customer clear expectations of when payment is due, the order total, how/when payment will be collected, and what to expect for delivery.
- Get a customer's contact information just in case connecting with them in the future becomes challenging or if there are delays in their delivery.
- If leaving information when a customer is not home, post that somewhere inconspicuous in case the resident isn't returning for some time. **Do not** leave flyers or door hangers in mailboxes or newspaper boxes.
- If the girl will be returning later to deliver a pre-sales order, provide an adult's contact information and girl first name or troop number in case the customer would like to add to their order or needs to contact you.
- If you encounter delays in being able to meet the expectations shared with a customer, reach out to update them.
- Attend to Girl Scout Delivery customer orders through Digital Cookie promptly. If your girl does not wish to offer Girl Scout Delivery to a customer, add that information to a customer's invitation email.
- If you've accepted a Girl Scout Delivery customer order, follow up with the customer right away to give them to coordinate delivery times and dates.
- Cookies may only be sold at the listed price. No discounts or minimums.

Cookie Share



Participate in Cookie Share (formerly Gift of Caring), our council's cookie donation program. Each year, customers can donate cookies through Cookie Share. Cookie Share represents the activity and action of cookies being purchased for the purpose of donating. GSOSW helps facilitate donations in conjunction with local food banks like Meals on Wheels.

To Participate and earn your Cookie Share patch:

1. Connect with your cookie customers and share about the cookie donation option.
2. On your order card, mark the donation column for that customer, collect the funds, and turn it in to your cookie manager.
3. Through Digital Cookie, customers can choose the Cookie Share option when making a purchase. These cookies will not need to be picked up from your troop volunteer as council directly handles the delivery to our donation partners.
4. Sell at least 25 Cookie Share boxes online to earn your patch.

Media Contact and Potential Media Opportunities

Cookie season is a very public-facing time for our organization, and media coverage and interest increases. Media outlets may have questions for articles or segments on the news, or may even want to feature a girl/troop. What great opportunities! No matter the circumstance, if the media contacts a parent/caregiver or Girl Scout volunteer, we ask that they please contact GSOSW Communications staff right away so we can work together to provide clear, consistent, timely information that promotes the Girl Scout brand.

If you are contacted by media: Please respond in a friendly and polite manner using a phrase like, “Thank you for calling! I’m not the right person to speak to, but let me get some information from you.” Then, please gather the following information:

- Date and time of inquiry
- Editor/journalist/reporter’s name
- Media outlet (e.g., KTVL, OPB, Oregonian, Statesman Journal, etc.)
- Email address
- Phone number/s
- Deadline
- Issue/story premise/topic and key questions (if they will offer them)

Once you’ve gathered this information, please thank them and let them know, “Girl Scouts of Oregon and Southwest Washington Communications staff will get back to you soon.” Then, please email communications@girlscoutsosw.org (marked “High Importance”, with “media/time-sensitive in the subject) right away and make sure that one of the Communications team members confirms receipt. Thank you for collecting this information to help ensure our media communications are clear, consistent and promote the Girl Scout brand!

Girl Scout Trademarks

Using the likeness of Girl Scouts’ trademarked images, mentioning Girl Scout products and using public online forums including Facebook to promote a Girl Scout-related promotion is prohibited without the express permission of GSOSW. A trademark can be words, phrases, symbols/logos, designs. For example a restaurant or small business may use Girl Scout Cookies in its desserts, provided it buys the Girl Scout Cookies from a Girl Scout, but it *cannot* use the Girl Scout name or trademarks to brand and market the products without having a cause-related marketing contract in place through GSOSW.

- Prohibited use examples include “Thin Mints Shake,” “Girl Scouts Cupcake,” “Thin Mints Cake,” and similar constructions.
- Acceptable use examples are “Mint Milkshake inspired by Troop 12345”, or “Lemon Cup Cake,” “Peanut Butter and Chocolate Brownies,” etc.

If there are any questions on how a local business might wish to support a girl or the cookie program, please email answers@girlscoutsosw.org.

Program Credits

Program credits are the key to powering her entire Girl Scout Cookie business, camp, or travel adventure! If a girl chooses Cookie Program Credits over a physical recognition, that card will be mailed directly to the girl's household and is for her personal Girl Scout pathway. Families should review their My GS account to ensure the proper mailing address is on file. Recognitions are cumulative so girls can choose a physical recognition at the 100 box level, and then choose the Cookie Program Credits at the 160 box level. Cookie Program Credits are for a girl to use within GSOSW. 2025 Cookie Program Credits expire on September 15, 2026.

Girls can use Cookie Program Credits for:

- GSOSW overnight camp
- Girl Scout annual membership dues
- Volunteer-run day camps
- Merchandise from GSOSW shops
- Extended troop travel
- Gold Award projects
- Lifetime Memberships
- GSOSW and service unit-sponsored activities



Just as they make decisions about their own cookie and fall product businesses, girls decide how they will use their program credits. The QR code details how each card can be used, including resources on where to find applicable forms and websites to help redeem credits.

Camp Registration Opens December 10, 2024!

Visit girlscoutsosw.org/camp beginning November 12 for details on camp programs.



Recognitions

Girls and troops receive recognitions for the sales they've received throughout the program as acknowledgement of their hard work. There are troop proceeds which are used towards the troop experience. Troop proceeds belong to the troop and do not belong to an individual. Troop funds should be used for the benefit of all girl members regardless of their sales or program participation. Girls then receive individual recognitions as a way to congratulate their individual efforts.

- GSOSW reserves the right to replace an item of equal or lesser value.
- All recognitions are subject to minimums and availability.
- Some sales levels offer more than one recognition option. Girls are able to select only one of those items per level.
- If a selection isn't made for a girl, the physical item will be defaulted and this cannot be changed.

For more detail, review the recognition flyer at girlscoutsosw.org/cookiesellers.

Girls and families should review this information before girls make their sales goal decisions.

Troop PGA Initial Order Recognition

Troops who have an Initial Order per girl average (PGA) of 380 boxes will receive a cookie-branded rollabanner (double-sided) and a lanyard with a pouch. Perfect for booths!



Money Matters

Be informed, be prepared:

- Attend the family training meeting from your troop product manager.
- Review ways to participate, benefits, basic facts and standards, and safety guidelines.
- Submit the *Permission & Ethics Pledge* agreement.

Using third party apps that deposit into personal accounts is prohibited. Ask your TPM if you have any questions.

You have the right to:

- Determine how many cookies you will accept responsibility for. While cookies may not be returned to Girl Scouts of Oregon and Southwest Washington, your troop might accept returns if they can be used at cookie booths or for another girl's inventory. Ask your TPM for details.
- Participate at a level that is comfortable for you and your Girl Scout, regardless of the council recommendation or troop goal.

Each troop will have its own policy for distribution of cookies and collection of funds. Please connect with your TPM to confirm your troop's process.

Follow through on girl delivery purchases accepted through Digital Cookie and coordinate with TPM if additional inventory is needed.

You are responsible for:

- Every cookie package picked up and signed for (by completing a receipt with your TPM).
- All customer payments collected, until they are turned in to your TPM and you receive a receipt for money turned in.
- Signing and retaining a receipt for each exchange of money/product between you and your TPM.
- Be sure to communicate delivery plans with Digital Cookie customers.

Troop proceeds belong to the troop, not individual girls, and while there is no pre-payment for cookies, troops may require payments owed before giving additional cookies.



Permission Terms



As the caregiver granting your Girl Scout permission to participate in the Girl Scout Cookie Program, you agree to the following terms and conditions upon completing the *2025 Cookie Product Program Permission & Ethics Pledge* agreement form at ethics.girlscoutsosw.org or by scanning the QR Code above (this must be done before your Girl Scout's participation).

I agree to the following:

- I will ensure that my Girl Scout always has adult guidance during the cookie program.
- My Girl Scout will not collect cookie orders until January 10, 2025.
- I will not collect payment from a customer until cookies are delivered (unless sold through Digital Cookie).
- I will sign cookie receipts exchanged with troop leadership.
- I will submit all funds received for cookie payments of my Girl Scout's cookie sales to the troop leadership by their required deadlines.
- All cookies obtained for my Girl Scout's sales will be picked up and paid for no later than March 17, 2025.
- I understand that it is my responsibility to deliver all cookie orders, including orders for girl delivery from Digital Cookie, within two weeks of receiving the product.
- I understand that I cannot return cookies once they are ordered on my behalf by my troop.
- I agree to accept full financial responsibility for all the cookies I sign for. If I need assistance, I will contact my troop leadership right away.
- I understand that should any of my cookies or cookie money get lost, stolen, or damaged, I am still fully responsible for the product or funds.
- I understand that if I do not pay the full amount of money due for cookies, I will be subject to further action, which may include legal prosecution and any fees included.



Parent/Caregiver Checklist

Pre-Sale:

- ☐ Girls must register as a Girl Scout for the 2024-2025 membership year.
- ☐ Pick up materials from your troop product manager.
- ☐ Complete and sign a *Permission & Ethics Pledge* (ethics.girlscoutsofsw.org).
- ☐ Learn about the five skills of the Girl Scout Cookie Program, entrepreneurship badges, and the Cookie Entrepreneur Family Pin.
- ☐ Review the girl recognitions brochure with your Girl Scout.
- ☐ Help your troop set a troop goal and assist your Girl Scout with setting her goal.

Starting Inventory/Delivery:

- ☐ Work with your troop product manager/troop leader to estimate the number of packages of cookies your Girl Scout will sell for her troop's starting inventory order.
- ☐ Use the order card as a planning tool to begin organizing cookie deliveries at workplaces, at school, or in your place of worship.



Goal Getter:

- ☐ Start selling door-to-door with cookies in hand.
- ☐ Contact your troop product manager to pick up more cookies for any girl delivery orders taken after the starting inventory is sold.
- ☐ Sign a receipt for any additional cookies picked up from the troop product manager.
- ☐ Collect payments from customers. Money is only collected when cookies are delivered.
- ☐ Turn money in frequently to the troop product manager or troop leader. Get a receipt each time money is turned in.
- ☐ Volunteer to work a cookie booth. (Two adults are required and at least one adult must be background checked.)
- ☐ Help your Girl Scout reach her goals by supporting her during cookie delivery and booth sales.

Wrap Up:

- ☐ Monitor Digital Cookie to ensure your Girl Scout has received credit for the appropriate number of cookies sold.
- ☐ Monitor Digital Cookie for record of payments made to the troop product manager.
- ☐ Let the troop product manager know whether your Girl Scout is choosing the reward or program credits (excludes troops choosing the older girl opt-out option).

After the Sale:

- ☐ Download the contacts from Digital Cookie and save for next year.
- ☐ Pick up girl rewards from the troop product manager.
- ☐ Celebrate with your Girl Scout and the troop!