

2025 Cookie Program TPM Companion 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!

Whether they're a social butterfly, creative thinker or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And the Girl Scout Cookie Program is the perfect time to harness that magic, embrace possibility, and achieve their goals!

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.

It's a fact: the Girl Scout Cookie Program could not happen without the hard work of our volunteers. Thank you for serving as a Troop Product Manager! The information in this guide was crafted to help you empower each and every Girl Scout, from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started. So go ahead, Embrace Possibility! Remember—your service unit product manager (SUPM) volunteer and Girl Scout staff are here to support you!

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



Important Dates

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

November 25-January 17	Troop Product Managers (TPM) receive training from SUPM.
December 3	Troop pre-qualification deadline.
January 6	Deadline for troop transfers in Smart Cookies.
January 10	Digital Cookie Orders begins (online).
January 10	In-person order-taking begins (initial order).
January 13	Booth sale spreadsheets due to Product Program department.
January 19	First round of booth sign ups begins at 8 p.m.
January 21	Second round of booth sign ups begins at 8 p.m.
January 23	Third round of booth sign ups begins at 8 p.m.
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 recognition entered and submitted in Smart Cookies by midnight.
February 13-18	Delivery/pick up of initial order cookies by service unit.
February 15	Depot day for most service units.
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	All monies due to troop from girls.
March 20	Troops' final deposit due to the council account by 5 p.m.
March 21	Submission of <i>Product Program Missing Funds Report</i> to the council.
March 23	Final recognitions entered and submitted by troops into Smart Cookies by midnight.

Starter Checklist

- ❑ Complete the 2025 Cookie Training on gsLearn.
- ❑ Complete the in-person training from your service unit product manager.
- ❑ Hold initial troop meeting to discuss your 2025 Girl Scout Cookie Program goals.
- ❑ Distribute cookie program materials to girls' caregivers in qualified troops.
- ❑ Log into Smart Cookies and make sure your account has been set up for the 2025 cookie season.

Questions or Support

Please email your service unit product manager directly, or contact the Product Program department at answers@girlscoutsosw.org.

Important Resources

- TPM Google Drive (scan the QR code)
- Resources for Cookie Sellers: girlscoutsosw.org/cookieseller
- Digital Cookie: digitalcookie.girlscouts.org
- ABC Bakers: abcsmartcookies.com



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



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.

Cookie Program Checklist by Month

<p>December 2024</p>	<ul style="list-style-type: none"> ❑ Attend Troop Product Manager (TPM) training. Check with your service unit product manager (SUPM) for date, time, and location. ❑ Start recruiting caregiver volunteers for troop/group booth sales. Caregivers must be registered and background checked, and must have taken the “Booth Sales Assistant” training before staffing a booth sale. ❑ Receive cookie program materials from the SUPM. ❑ Hold a goal-setting meeting with your troop. Set troop and individual girl goals. ❑ Hold a caregiver meeting to explain the details and important dates of the cookie sale, as well as how they can help their Girl Scout and the troop succeed. ❑ Have caregivers sign the online <i>Permission & Ethics Pledge</i> agreement at ethics.girlscoutsw.org. Once e-signed, caregivers will receive a confirmation email which authorizes you to hand out the cookie order cards to that caregiver. ❑ Incorporate financial literacy and cookie program activities into troop meetings.
<p>January 2025</p>	<ul style="list-style-type: none"> ❑ Digital order taking and in-person order taking (presale) begins Friday, January 10. ❑ Attend a cookie rally (if there is one in your area). ❑ Have your girls (caregivers for girls under 13) sign up with their Digital Order Card so they can make online sales to their friends and family. ❑ The troop transfer deadline is Monday, January 6. ❑ First booth sales selection starts at 8 p.m. on January 19. ❑ Second booth sales selection starts January 21, third selection starts January 23, and fourth selection starts January 25. ❑ Initial orders (presales) end on Sunday, January 26. ❑ Start to recruit caregiver volunteers for booth sales. ❑ Use the Order tab in Smart Cookies to enter initial orders in <u>boxes</u> for each girl. ❑ Initial orders and recognitions need to be submitted into Smart Cookies by midnight on January 27.
<p>February 2025</p>	<ul style="list-style-type: none"> ❑ Assess initial orders to determine how close girls and troops are to meeting their goals. Let girls know how they are doing and develop suggestions to help all individuals and the troop reach their goal. ❑ Prepare for booth sales. Make posters, gather materials, practice sales pitches. ❑ Remember, no cookies can exchange hands without a receipt signed by both parties. ❑ Depot Day for most service units is February 15. ❑ Booth sales begin Friday, February 21. ❑ Follow SUPMs instructions to place any planned orders (formerly re-orders). Troops are responsible for any cookies you pick up. Cookies can be traded with other troops but are not returnable. ❑ For every additional cookie pick up, exchange, or money received, a signed receipt must be obtained. ❑ Make weekly deposits into the GSOSW bank account using the deposit slips provided at Depot Day. <u>Do not use over-the-counter deposit slips or do an e-deposit with the bank teller.</u> GSOSW will upload deposits to Smart Cookies daily. Manage financial transactions in the Troop Transactions tab in Smart Cookies. If you don't see your deposit within 72 hours of making the deposit, contact your SUPM. Keep a copy of your bank deposit slip. ❑ 50% of each girl's initial order (presales) should be deposited by February 28. ❑ Use the Smart Booth Sale Divider to keep track of your sales in Smart Cookies after all booth sales.

February 2025	<ul style="list-style-type: none"> ❑ In Smart Cookies, keep track of payments girls make for cookies sold. Give receipts to caregivers for all money collected. Make sure you and the caregiver sign the receipts. ❑ If you need to cancel any booth times make sure to do so from your dashboard or the Booth tab of Smart Cookies so that other troops can utilize the empty slots.
March 2025	<ul style="list-style-type: none"> ❑ Girl delivery order placement ends March 9. ❑ Any time girls pick up additional cookies, record those exchanges under “Transfer Orders” on the Orders tab. Make sure you have a signed receipt for all cookies given to girls. ❑ Continue making weekly deposits into the GSOSW account. ❑ All sales end March 16. ❑ Check the transactions page to ensure that all of your reorders and transfers are reflected. Let your SUPM know if anything is incorrect. ❑ Ensure all distributed cookies are allocated to girl in the Girl Orders tab. ❑ Make sure all girl delivery orders have been delivered and marked as such in Digital Cookie. ❑ Final recognitions must be selected and submitted by midnight on March 23. ❑ All deposits must be made by 5 p.m. on March 20. ❑ Check Troop Summary Report in Smart Cookies to ensure the correct amount has been deposited into the GSOSW bank account and the troop has kept enough proceeds. ❑ If there is a balance owed, complete the <i>Missing Funds Report</i> for any persons still owing money. Attach copies of all receipts for anyone with a past due balance.
April 2025	<ul style="list-style-type: none"> ❑ Your SUPM will let you know when recognitions have arrived. Distribute all recognitions to girls immediately. They worked hard to earn them! Program credits will be mailed to each girl. Remind caregivers that Cookie Program Credits expire September 15, 2026. ❑ Troop’s Overpayment Refund sent to finance processing ACH to troops bank accounts. ❑ Keep copies of your sales report, receipts, and deposit slips on file. ❑ Celebrate your success!
May 2025	<ul style="list-style-type: none"> ❑ Cookie Program Credits/Adventure Pass/Pathway Cards mailed to caregiver’s address in GSOSW database. ❑ Non-ABC recognitions (higher recognitions) shipped/emailed to Girl Scout’s address in GSOSW database.
June 2025	<ul style="list-style-type: none"> ❑ Girl Scout troops/Juliette recognitions shipped from ABC Bakers to SUPMs.
August/ September 2025	<ul style="list-style-type: none"> ❑ Cookie/Fall Product Program Crossover Patch mailed as the are produced to caregiver’s address in M2OS fall system.