

# Family Guide

## 2025 Girl Scout Cookie Program<sup>®</sup>

EMBRACE  
POSSIBILITY



## Have Questions?

Reach out to your Troop Leader, IGM  
Coordinator, Troop Cookie Manager or council!

### Your Girl Scout Council

#### Girl Scouts–Arizona Cactus-Pine Council (GSACPC)

There are 110 Girl Scout Councils nationwide  
and two councils in Arizona. GSACPC serves  
central and northern Arizona with 2025 cookie  
program sale dates Jan. 19 – Mar. 2.

### Info at Your Fingertips

[girlscoutsaz.org/cookies](https://girlscoutsaz.org/cookies)

### Council Baker

#### Little Brownie Bakers

There are two bakers licensed to make Girl  
Scout Cookies for councils across the country.  
This determines the cookie flavor line-up  
available in your area.

### Council Product Program Team

[productprogram@girlscoutsaz.org](mailto:productprogram@girlscoutsaz.org)

### Council Customer Care Team

[reghelp@girlscoutsaz.org](mailto:reghelp@girlscoutsaz.org) OR  
call 602.452.7030 or text 844.317.9041

### Your Service Unit

(Designated Neighborhood Area)

### Your Troop Leader or IGM Coordinator

### Your Troop or Service Unit Cookie Manager



@gsacpc

#GSACPC #GSCookies #CookieBoss





*When it comes to your girl's future, anything is possible! However, being told she can do or be anything she chooses will only take her so far—she'll also need strong leadership skills and hands-on life experience to take on the world with confidence.*

At Girl Scouts, we've been teaching girls to lead for more than 100 years and have a deep understanding of the leadership abilities all girls need and how to help girls develop them while having fun. The Girl Scout Cookie Program is a council-sponsored, money-earning opportunity that enables troops to earn funds towards exciting and educational activities as well as community projects.

The Girl Scout Cookie Program is a prime example—our iconic, one-of-a-kind program leads to real outcomes because it gives girls hands-on experiences to develop an entrepreneurial spirit.

With an entrepreneurial spirit, your Girl Scout will have the skills to take calculated risks throughout her life and the ability to soar towards her goals. She'll have the confidence to redefine failure and will be encouraged to try, fail, and try again.

She can't do it without you. By supporting your Girl Scout in this program, you'll allow her to learn, adapt, and grow her ideas and develop the confidence of a leader. And all this fuels her inner happiness. We appreciate you investing your time to support your Girl Scout!

Girl Scouts become smart cookies when they participate in the cookie program.

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world! When girls participate, they learn not only new skills, but also help fellow Girl Scouts and their communities.

Everything girls do in Girl Scouting is designed to help them grow into leaders of courage, confidence and character. The skills girls learn through the cookie program will help them grow into leaders in their own lives, leaders in business and leaders in the community.





# How to participate in the 2025 Girl Scout Cookie Program

## KEY DATES

**Empowering Girl Scout Entrepreneurs Cookie Program Event**

December 7

**Initial Cookie Orders due to Troop Leader or IGM Coordinator**

December 8

**Girl/Parent Access to DOC to Set Up Website and Enter Email Addresses**

December 16

**Extended Area Cookie Delivery**

January 8-20

**DOC Pre-orders Begin**

January 13

**Metro Phoenix Cookie Delivery**

January 18

**Girl Scout Cookie Program Begins**

January 19

**Bring Home the Cookies 5K at Westgate Entertainment District**

March 1

**Girl Scout Cookie Program Ends**

March 2

**Cookie Rewards Arrive and Cookie Reward Events**

April – June

## It's easy!

### To sell with your troop

1. Attend a parent/guardian information meeting about cookies with your Troop Leader
2. Sign the parent agreement form for financial responsibilities
3. Support your girl through the cookie program

### To sell as an Independent Girl Member (IGM)

1. Attend a parent/guardian information meeting about cookies with your IGM Coordinator
2. Sign the parent agreement form for financial responsibilities
3. Support your girl through the cookie program

## The Power of Cookies

*100% of the cookie proceeds stay in Arizona Cactus-Pine Council to benefit local Girl Scouts.*

Cookie proceeds fund 75% of GSACPC's operating expenses. They are the largest source of income for girl programs, volunteer training, our facilities, four camp properties, and the financial assistance that keeps Girl Scouting available and affordable for all. Our national organization, GSUSA, only receives the \$25 annual membership dues from girl and adult members.

## Proceeds

Girls who participate in the cookie program help to enrich experiences for their Girl Scout sisters today and tomorrow. When a girl sells cookies, she earns rewards for herself and proceeds for her troop activities.

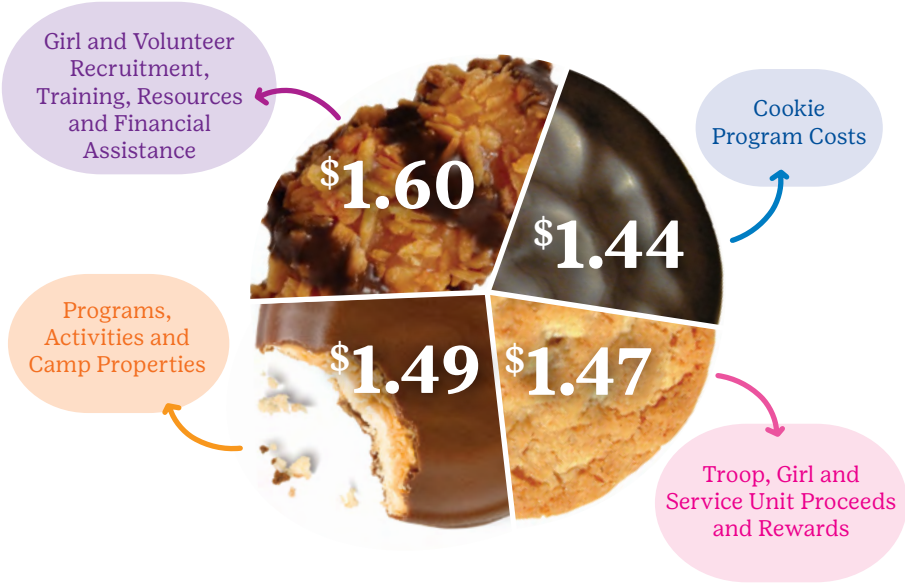
## Girls Benefit from Cookies

- Camp experiences and properties
- Program center
- Programs/activities sponsored by our council and program partners
- Support and training for their leaders
- Financial assistance

# How the 2025 Cookie Crumbles

## 2024 Cookie Season Highlights

- 823 troops participated
- 436 PGA
- 7,817 girls participated
- 1,041,395 packages sold through DOC
- 42,279 packages donated to the Community
- 3.4 million packages sold



# Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they’ll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

## Entrepreneur

**Take your business idea to the next level.**

Create and document a mission statement and business plan for your product/ service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing our business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!

## Innovator

**Take it beyond Girl Scout Cookies.**

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, then narrow to the best!

Be prepared to go back to the drawing board—maybe more than once!

Get feedback from potential consumers and improve your idea based on what they say.

Research social entrepreneurs in your community and beyond.

## Networker

**Build your social support system.**

Connect with local business leaders for ideas about how to grow your Girl Scout Cookie business.

Talk to friends and family about how they can help you expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's cookie earnings, to inspire them to increase their purchase.

## Cookie Techie

**Use technology to grow the business.**

Set a specific goal for your digital sales.

Make a video for your friends and family network promoting online cookie sales using your sales pitch; encourage the gifting of cookies to boost sales.

Use your support network of friends and family to safely promote your digital storefront.

## Consumer Expert

**Think “cookie customers.”**

Talk with troop members about why people may or may not choose to buy Girl Scout Cookies, and brainstorm ways to engage them.

Come up with ideas for the perfect customer pitch.

Practice explaining how your cookie earnings will be spent.

Brainstorm ways to thank your customers.

## Goal Setter

**Set sales goals as a troop and individually.**

Talk with troop members about how you can work together to reach your troop's goal.

Discuss different ways to sell cookies and set a goal for which ones you'll try.

Brainstorm how you could use your cookie earnings to help others in your community.

## Decision Maker

**Make plans for the coming Girl Scout year and set a budget.**

Talk about wants versus needs. Talk about how the troop can earn money through cookie program participation.

Look into your troop's proceeds from previous years to help you budget.

## Money Manager

**Learn money basics.**

Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.

Learn how much Girl Scout Cookies cost in your area.

### How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.

# Inspire her to dream big

# Goal Setting

*Goal setting is one of the six essential skills girls develop through the Girl Scout Cookie Program.® With your support, they'll learn how to set realistic goals and achieve them.*

## Six Essential Skills

### 1. Goal Setting

Girls learn how to set goals and create a plan to reach them.

**Action steps:** Encourage girls to set incremental, achievable goals. Help girls break down those goals through setting weekly challenges.

### 2. Decision Making

Girls learn how to make decisions on their own and as a team.

**Action steps:** Talk with girls about how they plan to spend the troop's cookie earnings.

### 3. Money Management

Girls learn to create a budget and handle money.

**Action steps:** Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

### 4. People Skills

Girls find their voice and build confidence through customer interactions.

**Action steps:** Ask girls about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

### 5. Business Ethics

Girls learn to act ethically, both in business and life.

**Action steps:** Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a Cookies for the Community option.

### 6. Managing Uncertainty

Girls learn to manage uncertainty at GSACPC.




























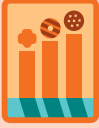










**Action steps:** Encourage girls to persevere through unforeseen challenges and uncontrollable circumstances.



*Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.*

# 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		

# Badges, Patches and Pins

How can you inspire girls to think courageously? Let girls know how they can earn a **badge, patch, or pin** — and wear it on their vest or sash — as a symbol of their important Girl Scout Cookie Program achievements.

Girls can earn one of the new Cookie Business badges this year when they complete requirements that help them develop new skills as they learn and grow their business. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniform.

Girls collect patches as they achieve specific cookie program milestones, including things like sending emails, selling at booths and using Digital Cookie. These are fun patches that can be worn on the back of the uniform to show her cookie business success.

## Where you'll learn more:

- [girlscoutsaz.org](http://girlscoutsaz.org)
- [girlscouts.org/cookiebadges](http://girlscouts.org/cookiebadges)
- [girlscoutcookies.org/troopleaders](http://girlscoutcookies.org/troopleaders) for poster download

**Patches and pins** can be used for recognition at any point in the Girl Scout Cookie season, from the earliest planning meetings through the booth phase.

## Where you'll learn more:

- [girlscoutsaz.org](http://girlscoutsaz.org)
- [LittleBrownie.com/volunteers](http://LittleBrownie.com/volunteers)

**Check out the Cookie Business badges and Financial Literacy badges at**  
[girlscouts.org/badgeexplorer](http://girlscouts.org/badgeexplorer).

## Cookie Entrepreneur Family Pins

*The Cookie Entrepreneur Family pin collection helps girls learn essential skills and how to think like entrepreneurs with support from their families.*

Each Girl Scout level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!



Learn more at [girlscouts.org/entrepreneurfamily](http://girlscouts.org/entrepreneurfamily)



# A Stress-Free Cookie Season

*For you, your daughter, and her Troop Leader/IGM Coordinator*

- Attend the Troop Parent Meeting and read emails/texts/posts from her leader or coordinating volunteers to stay informed throughout the program.
- Be sure to sign the Parent/Guardian Permission and Financial Agreement. If you've signed the agreement for the Fall Product Program in the same membership year, it covers the cookie program.
- Write the important dates in your calendar (see page 2). Remember, girls cannot begin selling (or fulfilling orders) until the start date.
- Set goals with your Girl Scout. Don't forget to include Cookies for the Community – the donation program that encourages customers to purchase cookies that get donated to nonprofit organizations. *Note: Troop Leaders cannot mandate girls to sell a specific number of cookies – it's up to the girls and their parents to decide.*
- Offer to help your Troop Leader with the cookie program. There are both big and small ways you can lend a hand. Understand safety concerns and know the appropriate online marketing practices, as well as proper public places to sell cookies. We've included this information in this helpful guide.
- Don't take cookies you might not be able to sell. You can't return cookies, but you can always get more.
- Turn money into your Troop Leader every week. *Note: Troop Leaders cannot ask you to pay for the cookies upfront.*
- Have fun with your Girl Scout. You're making memories that will last a lifetime!





# 2024-2025 Girl Scout Cookies

## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

## The World's Most Flavorful Lineup



### Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt  
Approximately 15 cookies per 6.3 oz. pkg.  
UD



### Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
Approximately 12 cookies per 6.2 oz. pkg.  
UD



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg.  
UD



### Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling  
Approximately 20 cookies per 8 oz. pkg.  
UD



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg.  
UD



### Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating  
Approximately 15 cookies per 6.5 oz. pkg.  
UD



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
Approximately 30 cookies per 9 oz. pkg.  
U



### Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling  
Approximately 16 cookies per 8.5 oz. pkg.  
UD



### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg.  
UD



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ACCEPTED

# Superpower Your Sale with the Digital Cookie® Platform!

*This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. With the Digital Cookie® platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch.*



Starting Dec. 16, girls will be able to set up their digital cookie (DOC) platform. Once again, girls can take digital preorders through DOC six days before the cookie program officially begins.

- 1 Register**  
Sign up to use the Digital Cookie® platform, look for your Digital Cookie® registration email. If you can't find it, contact your council for details.
- 2 Set up your site**  
In just a few minutes, you can set up your sale goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!
- 3 Invite customers**  
Manage your cookie customer list and easily send ready-to-use emails inviting people to support your sale. You can also promote your personalized cookie site link on Facebook with friends and family.
- 4 Track your goal**  
See how close you are to reaching your goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety. You can even include online sales to see your total progress—yum!



**Sell on the go with the Digital Cookie Mobile App!**

Download is FREE.



GET IT ON  
Google Play



Download on the  
App Store



# Supplemental Safety Tips for Online Marketing

When engaging in online marketing and sales efforts beyond friends and family through the Girl Scout Cookie Program®:

- Review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Families.
- Continue to adhere to the Girl Scout Internet Safety Pledge and the Digital Cookie Pledge after registering for DOC.
- Review Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales on your council's website.

In addition, review and apply the below Supplemental Safety Tips for Online Marketing:

- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms. Always use your Girl Scout online sales link for customer orders.
- Parents or guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- We don't want Girl Scouts posting on public facing sites. If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet. This is a safety concern from GSUSA and the council.
- Never share your personal information (e.g., last name, phone number, email, or street address).
- Never share your personal location information, including your booth location.



# Girl Scout and Parent/Guardian Checklist

*Follow this checklist to ensure a successful cookie season.*

## Presale

- ☐ Ensure your Girl Scout membership is active for the 2024-25 membership year.
- ☐ Submit Parent Permission Form.
- ☐ Attend your troops family cookie meeting and pick up materials your troop's cookie manager (TCM).
- ☐ Learn about the 6 skills, cookie-related badges and the Family Activity Pin.
- ☐ Review the cookie rewards and work together with your girl to set a realistic goal.

## Inventory/Delivery

- ☐ Guide her to set up practical goals and use the cookie calculator to determine how many packages of cookies to order for your initial order. Remember, you can always get more cookie later.
- ☐ Girls can earn initial pre-season order rewards.
- ☐ Set up DOC website to begin sending emails on Jan 13.

## Coach your Girl Scout

- ☐ Listen to her practice her sales pitch. Pretend to be potential customer and ask her questions.
- ☐ Review cookie materials together.
- ☐ Be a role model for business ethics and safety rules

## Goal Setter

- ☐ Start selling door-to-door with cookies in hand on Jan. 19.
- ☐ Contact your TCM to order/pick up more cookies for any girl-delivered orders taken after the starting inventory is sold. Keep recipients for your records!
- ☐ Money is collected ONLY when cookies are girl-delivered, not before.
- ☐ Turn money in frequently (recommended weekly) to your TCM. They will let you know specific dates for your troop. Keep receipts for your records!
- ☐ Volunteer to work a troop cookie booth and/or set up your own family cookie booth.
- ☐ Help your girl reach her goals by supporting her during cookie delivery and booth sales.
- ☐ Be sure to login to Digital Cookie and check for new orders. Remember that orders for girl delivery should be approved within 5 days of the order and delivered within 7-10 days of the order to ensure the best customer service experience possible. Orders not accepted are then canceled. The transaction is then refunded or donated based off the customer selection made during the order.
- ☐ Have fun!

## Wrap Up

- ☐ Work with your TCM to pick up a booth if you still have remaining inventory to sell.
- ☐ Turn in all cookie payments to your TCM.
- ☐ Double check that there are no outstanding deliveries needed in Digital Cookie.
- ☐ Let the TCM know your girl's reward choices.

## After the Sale

- ☐ Celebrate with your girl and her troop!

## Money Tips

- ☐ Always count money in front of the customer when giving back change.
- ☐ Do not accept bills larger than \$20, as they can be counterfeit.
- ☐ Ask your TCM if your troop plans to accept checks and understand who is responsible for returned check fees and money outstanding due to returned checks.
- ☐ Have a plan for keeping money safe at a booth sale. Tip: Use an apron or fanny pack to store money.

# 5 Steps to Creating Goals

*Setting goals is more than simply saying you want it to happen. Work with your Girl Scout, so she is confident in her ability to set and reach goals—it's a skill that lasts a lifetime! Remember to set goals both big and small so she feels accomplished throughout the program. Goals will look different for every girl and all should feel proud!*

**1** The goal must motivate her, *not you*. It must be something she wants to accomplish, and she understands why she wants it.

**2** It should be SMART:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime-Bound

**3** Encourage her to write down her goal(s) and tell someone about it. If she writes it down, she's 42% more likely to achieve it. If she tells a friend, she's 72% more likely to achieve it.

**4** Spend time planning and setting benchmarks with her to mark (and celebrate) progress.

**5** Cheer her on to help her stay motivated.



## GSACPC's 2024 Top Cookie Sellers

*The top sellers sold 5,000+ cookies each. They are listed in alphabetical order by last name.*

Rayna Adams	Skyla Bishop	Madelynne Hickel	Alta Metz	Rilee Raymond
Hailey Aldaz	Sophiamarie Bowers	Kiana Jeskewitz	Magnolia Miller	Nayline Rodriguez
Emma Aldaz	Jhori Brace	Amani Jones	Kyree Nelson-Turner	Savannah Scott
Alayna Ashley	Stormy Clement	Kloe Kalb	Eliza Ohlson	Lillian Standerfer
Avery Bantau	Cassidy Cottle	Scarlett Lacis	Cora Poor	Kaitlyn Van Der Werf
McKenna Bantau	Lilly Delehoy	Cybelle Lacis	Hailey Potts	Avery Vo
Ella Bartlett	Trisha Dyer	Abby Lange	Emmalin Pryor	Leah Willard
Tera Berg	Sophia Harmon	Larkin Lopez	Calia Ransom	

# Goal Setting Activity

Are you ready to dive into the 2025 Cookie Program? Let's start by setting a SMART goal. What is a SMART goal you ask? Let's take a closer look.

**1** Ready to set your first goal? A great place to get started is to check out the rewards on page 21.

Goal .....

S	
M	
A	
R	
T	

**2** Now that you've set your goal, build your sales pitch and practice like pro! Make sure to share your goal!

## Here's an example of a cookie pitch:

*Hi! My name is Juliette and I'm a Girl Scout Brownie. Would you like to buy some Girl Scout Cookies? My goal is to earn a week of summer camp and funds for my troop to plant a community garden.*

## Other helpful pitch builders:

- If you can't eat 'em, treat 'em and donate cookies to local first responders.
- We take cash or credit!

## Don't forget to say thank you!

Now grab a piece of paper and build your pitch that you would use to ask customers to support you!

## 3 ACTION PLAN

Did you know the average in-person customer buys 3 packages of cookies? The average customer who purchases online through Digital Cookie buys 4-5 packages. Considering participating at a booth sale? The average number of packages sold at a 2-hour booth sale is 30-50 packages. Next, let's make a list of those who you plan to ask to support you and how you plan to reach your sales goal.

family	friends	neighbors	other	booth sales
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.

# Boothing Basics

Ordering packages for booths sales isn't an exact science. Ask experienced troops for guidance and use the average sales per cookie variety to get an idea of your flavor mix.



Thin Mints	Samoas	Tagalongs	Adventurefuls	Do-Si-Dos	Lemon-Ups	Trefoils	S'mores	Toffee-Tastics
<b>29.5%</b>	<b>18%</b>	<b>14%</b>	<b>8.5%</b>	<b>7.5%</b>	<b>6.5%</b>	<b>6.5%</b>	<b>7%</b>	<b>2.5%</b>

## Booth Sales

Booths are a great place to engage customers and be visible to the community. However, please do not schedule booths before talking to the Troop Leader to be sure you fully understand the mandatory logistics and procedures that need to be followed. Girls are not allowed to sell in front of marijuana dispensaries and any place she cannot legally enter, or at a booth location that has not been approved through the council. When you commit to a booth, please make all attempts to honor your commitment. No shows hurt everyone — other troops, boothing partnerships, customers using Cookie Finder (the app that directs customers to cookie booths in their area). Other girls lose the opportunity to work the booth, and customers are frustrated when they use the app to locate a booth only to find that there are no Girl Scouts at the site. To reduce no-shows and last-minute cancellations, troops who repeatedly have no shows or last-minute cancellations may lose additional booths.



## What you'll need at a Girl Scout Cookie Booth

- ☐ **2-4 girls and 2 chaperones – both adults at the booth must be registered Girl Scouts.**
- ☐ \$50 in ones and fives.
- ☐ A fanny pack to keep the money safe.
- ☐ Table, two chairs, signs and other decorations.
- ☐ A credit card reader and smartphone.
- ☐ Troop Cookie Inventory. Using girl inventory can get complicated, so if you do this, make sure to keep detailed records.
- ☐ A Booth Sale Worksheet to document sales which can be found on our website or in the Program Manual.
- ☐ A copy of your eBudde documentation.
- ☐ After booths reevaluate the cookie flavors and tally what is left in inventory. Add the booth info sheet into the Booth recorder sheet in eBudde.
- ☐ Enter booth sales into booth recorder.

## Basic Girl Scout Booth Manners

1. Check in with the store manager. Follow all instructions given.
2. Be respectful of the troop boothing before and after you. Don't take sales after your shift ends.
3. Leave the site cleaner than when you found it, we are guests.
4. Keep doorways and walkways clear.
5. Be respectful of our store supporters! Leave their competitors' materials at home.
6. Take empty boxes with you to recycle.
7. Have fun and enjoy the experience.

# Selling Cookies the Girl Scout Way



## Cookies for the Community

This year, girls who take donations from customers for Cookies for the Community will receive the Gift of Caring patch, which resonates with our cookie theme: *Embrace Possibility*. This is a girl reward (not a troop reward).

## Donations

**Digital Cookie (DOC)** donations are a great way for family and friends to help girls meet their goals. These cookie donations are Council Cookies for the Community (CCC) and will automatically be added in eBudde under CCC for the girl. Do not subtract the DOC donations and move them to Troop Cookies for Community (TCC). If DOC donations are moved, council will contact the Troop Leader and move them back.

**Troop Cookies for the Community (TCC)** donations are for an individual girl and/or her troop to support a specific organization they believe in. Sometimes unforeseen situations occur, and some organizations will not be able to accept the cookie donations. If you are not able to find an organization accepting donations, please contact your Council Product Program team at [productprogram@girlscoutsaz.org](mailto:productprogram@girlscoutsaz.org).

## Digital Cookie (DOC)

This online selling platform allows girls to personalize a private website. From this platform, they can send emails inviting friends and family to buy cookies online, with the option of having cookies delivered in-person or directly shipped to their home. Parents/caregivers will receive an invitation to set up their girl's Digital Cookie account on Dec. 16. Once her site is set up, she can download and login to the Digital Cookie App to sell cookies on the go. She can even use the app to take credit card payments on Walkabouts or from friends and family. Scan the QR code on page 11 to download the App. *Note: Cookies donated through DOC are placed as Cookies for the Community, these cookies cannot be moved to Troop Cookies for the Community.*

## Order Cards

When your Girl Scout is visiting friends and family but doesn't have cookies with her, she can use her order card or Digital Cookie App to take orders that she delivers later!

## Door-to-Door Walkabouts

Your neighbors may be your Girl Scout's biggest supporters! It's a simple way to sell cookies. Bling a wagon or cart to transport her cookies and walk through the neighborhood. Use the Digital Cookie App to take credit cards. Don't forget, girls should never sell alone or enter homes.

## Workplace Sales

Take your Girl Scout to work! Workplaces are safe environments for girls to showcase sales pitches and sell cookies. Ask if she can make a short presentation at a staff meeting or have her make posters or flyers to promote the program. **The important piece is ensuring your girl gets the learning opportunity to make the sale.**

## Social Media

For Girl Scout entrepreneurs 13 and older, social media is a great way to spread the word and market their cookies to friends and family (not sell them). *Girls must have parental permission, post promotions only on private personal accounts (not to take orders), and follow GSUSA's online safety guidelines (page 20).*

In 2021, we increased the places girls' site link may be posted, but it does not change the policy against selling online on anonymous-enabled sites. For example links can be posted on webpages like your neighborhood's Nextdoor and community Facebook groups. Links cannot be posted on social media or websites like, but not limited to, Facebook Marketplace, Craigslist, OfferUp, eBay, sale/garage/bargain site, or other sale sites, etc.

# Cookie Contest

## Enter the 2025 Cookie Spirit Contest!

The creative spark that ignites during each cookie season is incredible – booths are blinged out, Walkabouts are made with colorful cookie wagons, and unique cookie marketing content is being shared with family and friends. This season, share your cookie ingenuity by entering the 2025 Cookie Spirit Contest for a chance to win \$75 in program credit and a Girl Scout goodie bag.

To enter submit the following:

### GSACPC Walkabout photos

A walkabout is what we call going door-to-door selling cookies! When you're venturing out into your neighborhood, make sure to snap a few photos to submit for the contest.

### General cookie spirit video (30 sec max)

Unleash your inner film director and submit a 30 second video that captures your vibrant cookie spirit!

### Cookie flair photos

Get creative and level up your wagon, or lemonade-style cookie booth! Show us your decorations and all that makes your booth stand out.

Four winners will be announced each Saturday from Jan. 25 – Mar. 1 on council's social media platforms, totaling 24 winners! Visit [girlscoutsaz.org/cookie-contests](https://girlscoutsaz.org/cookie-contests) to learn more.



# For the Record -

## Cookie Program Facts to Have in Your Back Pocket

*There are incorrect rumors about Girl Scouts that tend to resurface during cookie season, when we are most visible to the public. The most common misperceptions are about Girl Scouts' relationship to Planned Parenthood, that girls/troops only receive a small portion of the cookie funds, and that Girl Scouts and Boy Scouts are the same organization. Visit [girlscoutsaz.org/cookie-resources](https://girlscoutsaz.org/cookie-resources) and download a For the Record and Palm Oil handout to have handy during cookie season.*

### Here are the facts:

- Girl Scouts does not support Planned Parenthood in any way. Girl Scouts does not advocate one way or another on issues which we consider private issues and best handled by families.
- 100% of the cookie proceeds stay in Arizona Cactus-Pine Council to benefit local girls. Funds raised from the sale of cookies benefit all the Girl Scouts in our Council both directly and indirectly. Cookie proceeds are the largest source of income for Council's girl programs, volunteer training, our facilities, four camp properties and the financial assistance that keeps Girl Scouting in Arizona available and affordable for all.
- Girl Scouts and Boy Scouts are two completely different organizations, each with a Congressional Charter. Girl Scouts serves girls in an all-girl, girl-led and supportive environment. Only Girl Scouts sell GS Cookies.

We encourage all participating cookie program volunteers to review the facts on Girl Scouts, in relation to social issues and financials, in preparation for cookie season. You can find this information at [girlscoutsaz.org/fortherecord](https://girlscoutsaz.org/fortherecord).

**These are not the topics we want to focus on during cookie season as it takes away from the girls and the important program pieces that are promoting positive learning.** However, we think it is important troops are informed (and keep parents in the loop) so none of our members feel caught off guard if a misinformed customer approaches them.

### If approached by misinformed customers:

- Please refer them to [girlscoutsaz.org/fortherecord](https://girlscoutsaz.org/fortherecord) or the Marketing and Communications Team at [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org)
- Remind them our priority is to let the girls learn and have fun. Ask that adults keep adult conversations to themselves. Approaching girls with salacious materials at a cookie booth is not acceptable, should be reported to Council and will be investigated.
- Safety is important. We don't want members putting themselves in an undesirable situation. This is especially true if a person becomes agitated in conversation - please remove yourself and girls from the setting.

**Why do some people voice concern about Girl Scout Cookies?** In short, it's because they've been fed false information about Girl Scouts and the Girl Scout Cookie Program. As a large and visible organization, Girl Scouts is occasionally a target for outside groups with clear agendas. Please encourage everyone to seek the facts at [girlscoutsaz.org/fortherecord](https://girlscoutsaz.org/fortherecord).



# Resources at a glance



All resources can be found at  
[girlscouts.org/cookieresources](https://girlscouts.org/cookieresources)

About Girl Scout Cookies®  
Troop Leader Resources  
Cookie Business Badges  
Cookie Entrepreneur Family Pin  
Digital Cookie®

## Girl Scouts' safety guidelines

One of the most essential steps you can take to have a magical season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

For more information visit: [girlscouts.org/cookieresources](https://girlscouts.org/cookieresources)



Found at [littlebrowniebakers.com](https://littlebrowniebakers.com)

Little Brownie Bakers

Digital Marketing Basics

FAQs and Nutrition Information

Girl Scouts® Cookie Captains and Cookie Rookies

Social Media Tools and Graphics

Embrace Possibility Resources

Resources for Girl Scouts to Grow Their Cookie Businesses

Cookie History

### Need Inspiration?

Find us on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.



FOLLOW  
Little Brownie  
Bakers®  
on Pinterest  
[@lbbakers](https://www.pinterest.com/lbbakers)

Follow us on social for shareable cookie content!



FOLLOW  
Little Brownie Bakers®  
on Facebook  
[@LittleBrownieBakers](https://www.facebook.com/LittleBrownieBakers)



Little Brownie  
BAKERS®

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# Action Plan & Notes

*The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support girls as they climb with courage, while having lots of fun!*

## Key Dates:

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## Contacts:

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## Key Actions:

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# Girl Scouts-Arizona Cactus-Pine 2025 Girl Rewards

## Initial Order Reward



### 200+ troop PGA on Initial Order

One shirt per girl plus one adult shirt per troop. Five additional shirts may be ordered at \$12 each.

## Troop Reward



Troops with at least 3 girls selling and a Troop PGA of 350, will earn a \$200 voucher to be used at the GSACPC Amazon storefront.

## 2024 PGAs

Daisy 305  
Brownie 354  
Junior 450  
Cadette 560  
Senior 692  
Ambassador 615

All rewards are subject to change. See website for detailed description of items and reward dates. Rewards are cumulative except for Opt-Out options.  
\*Choice can be made between Program Credits (PC) or 2025 Summer Camp Voucher (SC). \*\*Opting out of rewards means girls are foregoing all reward levels from 60 packages to the level specified. (All patches can be earned.) \*\*\*Mighty Mints are girls who sold 2000+ packages. \*\*\*\*Travel Vouchers can be used with any approved Girl Scout Travel Partner

My Personal Goal: \_\_\_\_\_

NUMBER OF PACKAGES



Approved by the Girl and Adult Advisory Committees

### Top Selling Girls

will enjoy dinner with GSACPC Co-CEOs

## Digital Cookie Rewards



**Cookie Techie Patch**  
Create DOC Website & Send 30 emails



**Handle with Pop-in Charm**  
100+ DOC pkgs



**Water Bottle AND Decals**  
300+ DOC pkgs



**Panda Pouch**  
200+ DOC pkgs



**Action Patch AND**  
\$50 PC/SC  
500+ DOC pkgs



**Participation Patch**  
15+ pkgs



**Cooling Bandana**  
60+ pkgs



**Panda Hand Towel**  
90+ pkgs



**Panda Wash Mitt**  
120+ pkgs



**Fidget Beanbag Rock Cairns**  
150+ pkgs



**Bamboo Plush**  
180+ pkgs



**Panda Hair Drying Towel**  
230+ pkgs



**Journal AND Dangler with Charms**  
330+ pkgs



**"Mei Lan" the Panda**  
380+ pkgs



**Bamboo Crossbody Bag**  
440+ pkgs



**Super Seller Patch, Utensil Set, Bento Box AND Sandwich Shaper**  
500+ pkgs



**As You Wish GS Event**  
(Financial Badge Workshop Included)  
2 Dates Available OR  
\$35 PC/SC  
550+ pkgs

## Gift of Caring



**Gift of Caring Patch**  
30+ CCC or TCC pkgs

## Rally Patch



**Rally Patch**  
Attend Neighborhood Rally

## Volunteer



**Volunteer Patch**  
2 per troop

## Cookie Entrepreneur Family Pins

The Cookie Entrepreneur Family pin collection helps girls learn essential skills and how to think like entrepreneurs with support from their families.



Each Girl Scout level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate! Learn more at [girlscouts.org/entrepreneurfamily](https://girlscouts.org/entrepreneurfamily)

## Program Credits

Program Credits work similarly to a gift card and is a girl reward earned through selling Girl Scout Cookies and Fall Product. Girls may choose Program Credits instead of selected Cookie/Fall Reward items and they can be used to pay for a variety of Girl Scout products and activities. IGMS will also earn additional Program Credits in lieu of troop proceeds. Proceeds can be used at the Council Shop, GSUSA Shop Online, Council-Sponsored Programs, Membership Registration, Lifetime Membership Dues, Council Summer Camp, Services Unit Encampments or Day Camp, Travel, GSUSA Destinations and High Awards Projects. Program Credits expire 15 months from date of issue. For more details, visit [girlscoutsaz.org/program-credits](https://girlscoutsaz.org/program-credits)

**Starting at 7200+ girls will earn \$25 in Program Credits for every additional 200 packages sold.**

## Opt-Out\*\* Reward #1

Sell **330 pkgs** and opt-out of all rewards then choose **\$30 Program Credits** OR a **\$30 Summer Camp Voucher**



## Opt-Out\*\* Reward #2

Sell **550 pkgs** and opt-out of all rewards then choose a **\$150 Design Your Own Converse Shoe Voucher** OR **\$100 Program Credits** OR a **\$100 Summer Camp Voucher**



## Opt-Out\*\* Reward #4

Sell **3000 pkgs** and opt-out of all rewards then choose **Electric Bike/Trike** OR **\$1,000 Program Credits** OR a **\$1,000 Summer Camp Voucher**



## Opt-Out\*\* Reward #5

Sell **5000 pkgs** and opt-out of all rewards for an **Apple Bundle** (MacBook Pro 13.3-inch AND iMac) AND a **\$1,000 Travel Voucher\*\*\***



## Opt-Out\*\* Reward #3

Sell **1000 pkgs** and opt-out of all rewards then choose **\$325 Program Credits** OR a **\$325 Summer Camp Voucher**



## Opt-Out\*\* Reward #6

Sell **7000 pkgs** and opt-out of all rewards for everything in **Opt-Out Reward #5** AND a **\$2,000 Travel Voucher\*\*\***



## Choose Your Own Travel Adventure

**\$500 Travel Voucher\*\*\*\*** OR **\$400 PC/SC**  
4000+ pkgs

**\$1000 Travel Voucher\*\*\*\*** OR **\$500 PC/SC**  
5000+ pkgs

**\$1500 Travel Voucher\*\*\*\*** OR **\$600 PC/SC**  
6000+ pkgs

**\$2000 Travel Voucher\*\*\*\*** OR **\$700 PC/SC**  
7000+ pkgs