

Cookie Program Caregiver Guide

The Girl Scout Cookie Program

Welcome! The Cookie Program gives your Girl Scout the ability to power unique opportunities and adventures for herself and her Troop while learning to think like an entrepreneur. You are the key to her success. With the support and encouragement of her family, there is no stopping a Girl Scout!

Why Participate in the Cookie Program?

- 100% of proceeds stay within our local council
- Financial literacy opportunities for your Girl Scout
- Individual rewards so Girl Scouts can set their own goals
- Connect with the community to sell iconic Girl Scout Cookies
- Proceeds will help pay for badges and Troop activities
- Back and better than ever! Now earn a \$150 Camp Credit at 800+ packages and an additional \$250 Camp Credit at 1,000+ packages

Exciting New Rewards

When Girl Scouts reach the 450+ rewards level, including opt-out girls, they receive a FREE 2026 Girl Scout Membership! To top this exciting addition off, at the 800+ rewards level, caregivers will receive a FREE 2026 Caregiver Membership.

Become a Caregiver Cookie Expert

Scan the QR code and join us live on January 29th at 7:00 PM to learn tips and tricks to help your Girl Scout really Embrace Possibility! Then, attend a Cookie Kickoff Meeting with your Troop to discuss deadlines, expectations, how you can assist during the program and ask any questions you may have.



Important Program Notes

- Check with your Troop Leader about how many gluten free cookies are available to sell for your Troop.
- Customer orders over \$200 must be paid by cash or with credit card. Use Digital Cookie or Clover go to accept payments.
- Understand all money earned is the property of GSMW and is not to be retained by any one individual. GSMW will take the necessary steps to recover outstanding balances.
- Camp Credit: Balances must be paid by May 19th, 2025 to retain the Camp Credit. The credit must be used in 2025.
- Higher rewards are sent after the balance is paid in full. Balances must be paid by July 31st, 2025 to retain rewards.

January
29

Set up
Digital
Cookie
Site



January
31

Cookie Program
begins! Share your
Digital Cookie link
and sell with your
Paper Order Card

February
16

Pre-Orders end,
report orders and
money collected to
the Troop Leader
for Initial Order

February
17

Continue selling
online and with a
Printable Paper Order
Card available online

March
11-19

Pick up cookies
from the Troop



March
21

Booth
Sales
Begin



April
13

Cookie Program Ends



April
14

Turn in remaining
Cookie money and
reward choices to your
Troop Leader

June

Receive Rewards
from the Troop



Ways to Participate

Digital Cookie®

With Digital Cookie, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or sell cookies for in-person delivery. Your Girl Scout can reach their sales goals no matter what their schedule is like!

Text or Call Friends and Family

Texting or calling friends and family is a great way to help feel comfortable connecting with cookie customers. It is also a very flexible option for those with a busy schedule.

Door-to-Door Marketing

A great way to perfect her cookie pitch! Girl Scouts go door-to-door, with a trusted adult, in their neighborhood. Door hangers or business cards can be left for customers who aren't home.

Cookie Booths

Girl Scouts selling cookies outside pre-approved locations like grocery stores, malls, or banks, at set times. This method helps girls meet new customers, develop teamwork skills, and have fun!

Connect with Your Community

Girl Scouts team up with their caregivers to sell cookies to their coworkers, at places of worship, and at community gatherings. From preparing a corporate pitch to selling cookies to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Program Checklist

Girl Scouts:

- ❑ Set your goal.
- ❑ Set up your Digital Cookie site with your caregiver and invite customers to support you.
- ❑ Sell your cookies until April 13.



Caregivers:

- ❑ Ensure your girl is registered for the 2025 Membership Year.
- ❑ Review ways to participate, provided paperwork, benefits, basic facts, standards, and safety guidelines.
- ❑ Download Digital Cookie and Clover Go apps.
- ❑ Approve Girl Delivery orders listed on Digital Cookie within 5 days! If you do not approve within 5 days, the order will be cancelled or donated.
- ❑ Accept financial responsibility for all products and money collected and understand that the product received and signed for cannot be returned.
- ❑ Pickup cookies from your Troop. Ask for a receipt every time you turn in money or receive product. PRODUCT = MONEY!
- ❑ Use Digital Cookie or Clover Go apps to accept card payments from customers.

Digital Cookie®

Become a true cookie boss in four easy steps!

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

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

Password

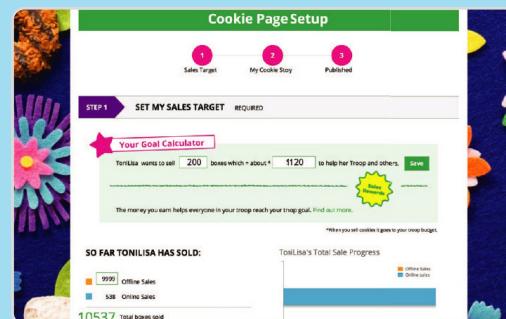
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

Confirm password

SUBMIT

1. Register for Digital Cookie®

Look for an email from email@email.girlscouts.org in your inbox to register. If you can't find it, contact us!



2. Set-up Your Site

Set your sales goal, share your cookie story, and upload a fun picture/video. Then publish and go!



3. Invite Customers

Share your link with family and friends via text, social media, email, and more!



4. Track Your Progress

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