

# 2025 Cookie Rookie Guide

**Your First Year Guide to the Girl Scout Cookie Program**



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## Welcome to Girl Scout Cookies!



The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world.

Girls learn life-long skills while earning fun rewards and Troop proceeds to fuel their adventures.

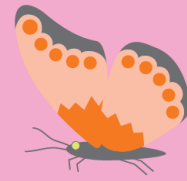
As the Troop Product Manager, you will help girls to EMBRACE POSSIBILITY and achieve success!





# How to Participate: Make it Work For You!

There are many ways to participate in the Girl Scout Cookie Program. Work with your Troop to figure out how you would like to participate during your first year! See your options below and check out the Cookie Resources on the GSMW Website for more details.



## Customize the Cookie Program



### **Order Card: A tried and true method**

Girls can begin taking orders January 31, 2025. They can collect orders during the entire program! To help reach their goals and increase potential earnings, encourage girls to take orders during the entire Cookie Program.

**What makes this easy?** Girls work primarily with their family to collect orders and you can order exactly what they sold!



### **Digital Cookie**

With the help of their caregiver, they can manage their online store front. Customers can opt to have their cookies shipped, donated, or choose girl delivery.

**What makes this easy?** This is a safe and secure way for girls to reach customers near and far—no need to do the walking. Even better, there's no money to collect because orders are paid for online!



### **Cookie Booths**

Set up outside of a local business with a cookie stand to greet customers. Girls work in a small group in shifts. You can sign up for a council-sponsored booth or contact your own local business.

**What makes this easy?** Choose the dates, times, and locations that work for your troop. Do as many as you would like. On average, a troop at a booth for 2 hours can sell almost 100 packages at a high traffic booth.

## Do's and Don'ts

### **DO: Review Your Cookie Paperwork and Attend Trainings.**

The Cookie Paperwork outlines the entire program for you! Attend in-person trainings or watch them virtually.

### **DON'T: Forget to Check Your Email.**

Weekly Bites emails will be sent out every week on Mondays to help keep you on track with great tips and tricks.

### **DO: Hold a Caregiver Meeting.**

This is your chance to get everyone on the same page. Set clear guidelines and expectations. Use the sample agenda and paperwork as your guide.

### **DON'T: Be Afraid to Ask for Help.**

The Cookie Program runs from February through April. Recruit helpers in your Troop to do different tasks, like manage a cookie booth or do cookie cupboard pick ups. Use the Caregiver Cookie Involvement Form to get help!

### **DO: Stay Organized.**

Grab a binder and put your Cookie Paperwork and all important paperwork inside. Have a designated spot for all signed receipts.



# Cookie Program Checklist

Use this handy checklist as a quick guide to help you navigate and keep you organized throughout the entire Cookie Program.

- Visit [www.gsmw.org/cookieresources](http://www.gsmw.org/cookieresources) to sign the Troop Product Manager Agreement.
- Attend the New Troop Cookie Webinar on Jan. 7th at 7 PM. Then attend one Cookie Conference Jan 14th - 18th.
- Connect with your Service Unit's Product Manager for support.
- Log into and become familiar with Smart Cookies and Digital Cookie.
- Complete the ACH Authorization Form by March 6th.
- Visit [www.gsmw.org/clover](http://www.gsmw.org/clover) to enter Troop banking information and request credentials for Clover Go, a credit card processing app.
- Hold a Caregiver Meeting so that all the caregivers are on the same page. Use the Caregiver Cookie Involvement Form to get help!
- Collect money from caregivers continuously throughout the program and deposit money into Troop bank account.
- Submit your Troop's initial order, sign up for cookie booths, transfer cookies to girls, and submit final girl reward selections through Smart Cookies.
- Ensure cookie money is deposited into the Troop bank account **BEFORE** the ACH withdrawals on April 22 & May 13.
- Pick up Troop rewards and distribute to girls.



# Product Knowledge

## Activity: Guess My Cookie



**Know your Cookie Business!** The most important part of being an entrepreneur is knowing your business. Get to know the Girl Scout Cookies - from ingredients to counts from colors to contents.

In this activity, girls will be divided into small teams to help match clues about each cookie to the cookie they are given.

### Directions

1. Give each girl her own order card to review. Ask the girls what they notice about it? Ask them how many cookies are on their card.
2. Practice saying the names of the cookies.
3. Ask the girls what they notice about the cookies. What makes them different? How are they the same? Do some cost more than others?
4. Complete "Guess My Cookie" Activity. Each group needs pictures of the various cookies or cookie packages.
5. The leader reads the description of one of the cookies and the girls will decide which cookie the leader is describing.
6. They then pick the image and race it over to the other side where the leader is standing and place the image next to the cookie package (or picture of it).
7. Continue through all the cookies, discussing them as you go.

### Materials

- 2025 order cards
- Cookie packages or pictures





# Goal Setting

## Activity: Ready, Set, Goal!



**Even Cookie Rookies Set Cookie Goals!** In the Girl Scout Cookie Program, girls learn how to set and reach goals. Girls who set goals not only sell more cookies, but also realize they can achieve anything they put their mind to.

During this activity, your Troop will work together to set a package goal (how many packages you and your Troop want to sell) and a Troop goal (what you plan to do with the money your Troop earns selling cookies).

### Directions

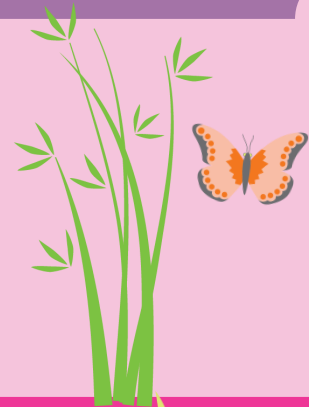
1. Sitting all together, have the Troop think about field trips they want to take and ways to help others. Write them all down on a list.
2. Next, have the girls vote on the ones they like best.
3. Set a Troop goal of what to earn and what to learn. How many packages will they need in order to complete their voted on list?
4. Consider what phases of the Cookie Program your Troop is doing and how that may affect how many cookies you can sell. Is your Troop doing order card sales? Are girls setting up Digital Cookie storefronts? Will you set up cookie booths?
5. Have the girls draw pictures or write down their goals to share with customers.
6. Allow time for girls to share their goals.

### Materials

- Paper
- Crayons
- Colored pencils

**Tip:** Set both a goal and a stretch goal. You can set a lower original goal and then make a stretch goal in case you surpass it!

Research has shown that people who write down their goals are 42% more likely to achieve them than those who don't.



# Becoming Pitch Perfect!

## Activity: Sales Pitch Switch



**Talk to your customers!** When someone is trying to sell you a product or idea, that's called a pitch! Come up with your own pitch to tell your customers why they should buy cookies. What will you say to get their attention? Let your customers know how you'll use your cookie proceeds. Customers want to support a good cause.

### Directions

1. Help the girls come up with at least one way they might want to use their cookie funds. This will be included in their sales pitch.
2. Review the sample sales pitch and then give the girls time to create their own and then practice sharing with a partner.
  - Hi, my name is \_\_\_\_\_ from Girl Scout Troop \_\_\_\_\_. Girl Scout Cookies help girls do great things. The money we earn will help my Troop \_\_\_\_\_ and \_\_\_\_\_. Our troop goal is to sell \_\_\_\_ packages. My goal is to sell \_\_\_\_ packages to help my Troop. Cookies are just \$6/\$7 a package and come in some delicious flavors! My favorite cookie is \_\_\_\_\_. You make the world a better place by buying Girl Scout Cookies. Thank You!
3. Have the girls partner up in pairs or in small groups, Take turns being the "seller" and the "customers". They can ask questions like:
  - How much do these cost?
  - What are the different flavors?
  - What's your favorite cookie?
  - What are you doing with the money?
4. Let the girl give her pitch, then switch! Allow the other partner time to share.

### Materials

- Sales Pitch Sheets
- Writing/Coloring Supplies

