



Family Guide

2025 Girl Scout Cookie Program

girl scouts
of michigan
shore to shore



Welcome to the 2025 Cookie Season

Jan. 10th - Mar. 31st

When your girl sells Girl Scout Cookies, she's earning new and amazing experiences for herself and her troop! Whether that's taking a trip to an unforgettable place, coding her own computer program or attending Girl Scout Camp, selling cookies can help get her there.

The Girl Scout Cookie Program is the **largest** girl-led business in the world! Running her own cookie business will help her understand 5 key skills that she'll use for a lifetime.



Goal Setting: Girls set cookie sales goals and with their team, create a plan to reach them.



Decision Making: Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings.



Money Management: Girls develop a budget, take cookie orders and handle customers' money.



Business Ethics: Girls act honestly and responsibly during every step of the cookie sale.



People Skills: Girls learn how to talk and listen to their customers, as well as learning how to work as a team with other girls.

Your Guide to Success

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2025 Mascot & Theme



The star of this year's Cookie Mascot is the Panda Bear, inspiring girls to "Embrace Possibility" during cookie season as they practice the 5 key skills and pursue their goals.

Panda Facts

- Status: Vulnerable
- Habitat: Forests
- Location: Southwestern China

The average adult Panda spends 10-16 hours a day feeding on bamboo.



Preparing for the Cookie Program

While you support your Girl Scout as she takes care of cookie business, remember **we're here to support you**. We recommend the following to prepare to cookie season but if you have questions please reach out to info@gsmists.org or visit www.gsmists.org/cookies

Attend Your Troop Cookie Family Meeting

Attending a Cookie Meeting with your troop to discuss your plans for the Cookie Program is key for a successful season. You'll decide what type(s) of selling method(s) your family is comfortable with, as well as set troop and individual sales goals, choose a Cookie Share partner, and learn about money collection processes and deadlines.

At this meeting you'll also turn in your parent permission form. Troop leaders must submit their initial cookie order by February 5th, so make sure to turn in your selling form before that deadline to let them know what you need.

Volunteer to Help



Our troop leaders help set up girls for success but so can you! By volunteering to help set up a cookie booth, chaperone, or pick up cookies you contribute to a smoother Cookie Program. Be sure to communicate with your troop leader if you can volunteer, if you have time in your schedule to dedicate to volunteering please coordinate any logistic details with your troop leader.

2025 Cookie Lineup



Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



French Toast-inspired cookies dipped in delicious icing



Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Iconic shortbread cookies inspired by the original Girl Scout recipe



Crispy chocolate wafers dipped in a mint chocolaty coating



Crispy cookies layered with peanut butter and covered with a chocolaty coating



Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Crisp and crunchy oatmeal cookies with creamy peanut butter filling



*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**
*Limited availability

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

Your Cookie Calendar

First week of November

Selling Supplies arrive to SUPPM's

NOV - JAN

SU/Troops host
Cookie Rally

JAN 10

Cookie program
begins
Online, Girl Delivery
and Paper order
taking starts!

FEB 3

Initial Order Cookie
program ends

FEB 24

Cookies must be
gained through a
cupboard

FEB 24 - 28

Initial Order Cookie
Delivery and
Cupboards open

FEB 28

Official start of
Cookie Booths.
*Return unsold full cases by
3/3*

MAR 13

Money due to
Troops to prepare
for upcoming ACH
sweep

MAR 31

Cookie Program
officially ends

Early May

Rewards delivered to SUPPM for troop Distribution Troop leaders pick up, sort, and distribute to girls



Ways to Sell Cookies for Girls & Families

Talk with your Girl Scout(s) to determine everyone's level of comfort with participating in this year's Cookie Program. Remember, girls within each troop do not have to sell cookies the same way.

Selling In-Person

Order-taking: Girls track their sales on an order card during the first 3 weeks of the sale, and order exactly how many boxes they need. Order taking is especially recommended for newer girls and troops.

- Get her order card and money envelope from her Troop Cookie Coordinator before the sale begins Jan. 10th
- Submit the order card and money collected back to the Troop Cookie Coordinator by Feb. 3rd so they order your cookies.
- Cookies will be available for pickup Feb. 24-28th
- All cookies should be delivered by Apr. 1st

Selling Online

Digital Cookie®: Your Girl Scout can take her cookie sale to the next level with this powerful and versatile online tool. With parent permission, your Girl Scout can set goals, upload a pitch video, track sales progress, market the sale online to cookie customers, and even create a personalized cookie site. With online sales there are two ways customers can get their cookies.



- **Shipped Only:** Customers pay for shipping and cookies are delivered directly to their doorstep from the ABC Bakers fulfillment center. Girls never have cookies on hand but still earn credit for their sales.
- **Girl Delivery:** With this option enabled, local customers can save on shipping by requesting that the girl/ family delivers their order. The family confirms or denies the order and arranges a drop-off with the customer.

All About Cookie Booth Sales

A Cookie Booth sale is a great way for your troop to work together to achieve troop and individual sales goals. Girls get to practice their communication and financial literacy skills while having a blast with their troop. There are two types of booth sales: council-secured booths and troop-secured booths. Remember booth sales **must be** within the confines of GSMISTS's council membership area. Contact info@gsmists.org for questions. Parents may conduct booth sales with leader permission.

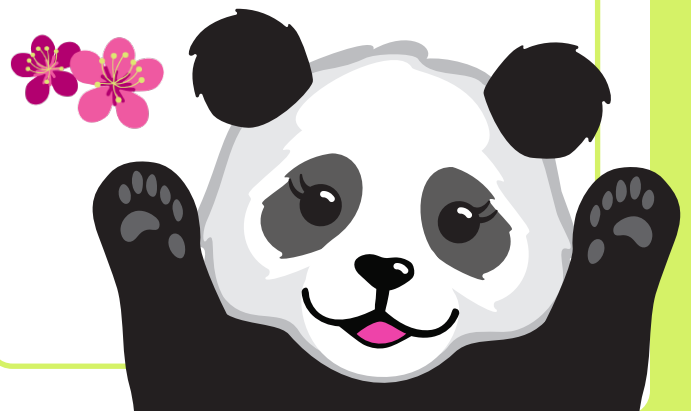
Cookie Booth Etiquette

- Before setting up the booth, check in with the store manager.
- Clarify the solicitation policies at your location before selling.
- Be courteous and say thank you even when someone chooses not to purchase cookies.
- Leave the area cleaner than you found it and remove all empty boxes.
- When transitioning booth shifts, allow the first troop to complete their time before beginning to set up.
- Sell only Girl Scout cookies at your Girl Scout cookie booth.
- Girl Scouts should always be in uniform when selling cookies.



Social Media Policy:

Families (and Girl Scouts over age 13 with parent permission) can advertise their sale on their personal social media sites. For safety, we suggest you only advertise your Girl Scout sale where people know your Girl Scout.



Cookie Share and Rewards

Cookie Share is a great way for girls to experience the power of giving back to their community while boosting their sales. Before the cookie sale begins, the troop agrees on a local nonprofit organization they want to receive the cookies. A customer purchases these cookies, but instead of receiving them, the girl/troop sets them aside and donates them to their organization after the sale.



Girl Rewards and Patches

Girl Scouts earn rewards based on all cookies she sells, including Cookie Share cookies, digital cookie sales and booth sales. Before the sale begins, Girl Scouts will receive the reward flyer from their Troop Cookie Coordinator and have a chance to set their goals.

Depending on their level of participation in the Cookie Program girls also earn 2025 Panda Bear themed patches.





Set Your Cookie Goals

The Girl Scout Cookie Program begins January 10, 2025.
You may not take orders or sell cookies before this date.

girl scouts
of michigan
shore to shore

www.gsmists.org | 844-GSMISTS

50+
Pkgs



Participation Patch
AND Panda Bear Lip Gloss

100+
Pkgs



Clear Body Bag **AND** Coin Purse

200+
Pkgs



Small Stuffed Panda Bear

250+
Pkgs



Bento
Lunch Box

350+
Pkgs



Panda Pom
Pom Hat **OR** \$15
Cookie Dough
**Online or Card form*

400+
Pkgs



Large Plush
Panda Bear **OR**
\$20 Cookie Dough
**Online or Card form*

500+
Pkgs



Sports Bottle **OR**
\$25 Cookie Dough
**Online or Card form*

600+
Pkgs



Panda Bear
Hoodie **OR** \$30
Cookie Dough
**Online or Card form*

750+
Pkgs



Panda Blanket, Cooling
Eye Mask and Socks **OR**
\$35 Cookie Dough
**Online or Card form*

1000+
Pkgs



Portable Hammock
AND Neck Pillow

1250+
Pkgs



Karaoke Machine
OR Family
Frisbee 4 Pack

1500+
Pkgs



Telescope **OR**
Camera Bundle

1750+
Pkgs



20" Bike **OR** Youth
Electric Scooter

2000+
Pkgs



Tablet **OR**
Chrome Book

2500+
Pkgs



2nd Annual Mackinaw Island
Super Entrepreneur*
**Trip Date: July 15-17, 2025.*

Initial Order Reward

195 PGA
January 10-February 3
Bandana **AND** Panda
Back Pack Clip



Troop Reward

195 PGA
Panda Bear Tote Bag*
**1 per troop and 1 per girls
participating. Full season*



Booth Sales

Attend 3+
Booth Sales
Booth Patch



Rally

Attend
a Rally
Rally Patch



Gift of Caring

Donate 15+
Packages
Share Patch



Online

12 + Packages
Sold Online*
Techie Patch
**including Girl Delivery*



Digital Cookie

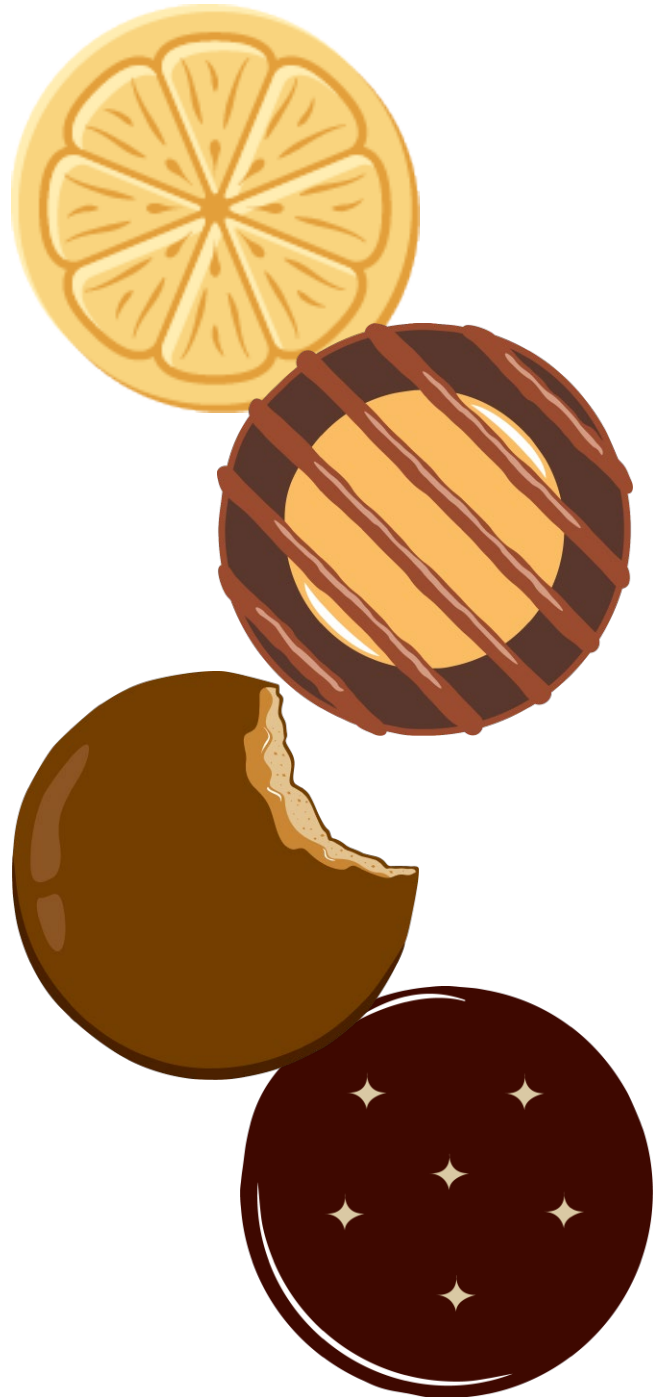
When you use Digital Cookie® to supercharge your cookie business, you'll be able to take Girl Scout Cookie orders, track purchases and deliveries, and forge a more direct digital connection with your most valuable customers.

Packed with fun, easy-to-use tools, Digital Cookie® delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn! And in addition, studies show girls who use Digital Cookie® in combination with traditional sales often sell more cookies and reach their goals faster.

GSMISTS will send a registration email with the subject line "It's time to register for your Girl Scout for Digital Cookie!" and as Cookie Season approaches we'll let you know when that email will be sent out.



Getting started
steps for
Digital Cookie®



The Power of a Cookie

Every Cookie has a mission. The Girl Scout Cookie Program is the **largest** girl-led business in the world and generates benefits for girls throughout our council. It's an integral part of the Girl Scout Leadership experience, plus troops retain a percentage of the price of each package to do fun activities.

Proceeds help GSMISTS deliver programming to the girls, provide training and materials for adult volunteers, maintain our Girl Scout camps and properties and most importantly provide financial assistance to keep Girl Scouting available for everyone.

How the Cookie Crumbles

All troops earn atleast .90-95 cents per box on cookie sales. Troop proceeds belong to the troop and not the individual members.

18% Goes back to the Troop



37% Cost of Cookies and Girl Incentives

45% Goes to the local Council for Operations and Girl Programming

Online Cookie Resources



Click by subject below to view additional online resources, tips, and tools to help boost your Cookie season and make this the best year yet.

Cookie Theme Information

Complete gallery of images, clip art, certificates, etc.

Cookie Varieties

Cookie sell sheets with product description and recipes, etc.

Printable Pages

Embrace Possibility themed goal sheets, allergen info, etc.

Volunteer Videos

How-to videos on a variety of topics

Activity Tips and How-Tos

Idea starters and instructional tutorials

Standard Forms

Order card, count it up forms, etc.

Social Media Tips & Tricks

Idea starters for boosting sales using social media

Rally Guide

Fun ideas for troop rallies, etc.

Cookie Calculator

Set package sales goals, and desired percentage increase this year with this tool

ABC Bakers Facebook Page

Network all things cookie with sales strategies, success stories, technology tips and more

Lemonades Facebook Page

Dedicated to a rising favorite, network all things Lemonades here



Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



It's Girl Scout Cookie Season!

Have additional cookie questions? Contact us at,
844-476-4787 | info@gsmists.org

