



# Troop Cookie Guide

2025 Girl Scout Cookie Program

**girl scouts**   
of michigan  
shore to shore

# It's Cookie Season!

Jan. 10<sup>th</sup> - Mar. 31<sup>st</sup>

Here's the opportunity for your troop to earn funds for the activities and experiences your Girl Scouts are eager to do. The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world! We know it brings extra work for troop leaders and troop volunteers, your hard work and investment of time is greatly appreciated.

While you're out there taking care of cookie business, remember we're here to support you and answer your cookie questions.



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# Your Cookie Calendar

## First week of November

Selling Supplies arrive to SUPPM's

**NOV 8**

Virtual training,  
recorded and  
placed on GSMISTS  
Website

**NOV - JAN**

SU/Troops host  
Cookie Rally

**DEC 16**

Troops and  
SUPPM's gain ABC  
and Digital Cookie  
system access

**JAN 10**

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

**JAN 20**

Deadline for SUPPM's  
Delivery Address  
updated  
Deadline for Troop  
Bank Account entries

**FEB 3**

Initial Order Cookie  
program ends

**FEB 5**

Deadline for  
SUPPM and leader  
edits for Initial  
Orders

**FEB 26**

Cookie Cupboards  
open

**FEB 24 - 28**

Initial Order  
Cookie Delivery

**FEB 28**

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

**MAR 18**

Troop ACH Sweep  
50% of funds due  
to Council from the  
Initial order

**MAR 31**

Cookie Program  
officially ends

**APR 15**

Final ACH Troop Bank Sweep for all remaining  
funds due to Council

**Early May**

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

# Quick Start Guide

The Cookie Program is a lot of fun but it can quickly overwhelm even the most organized volunteers. To help ensure a successful sale, we suggest these guidelines.

## Appoint a Troop Cookie Coordinator

Having a volunteer dedicated to managing the troop sale will allow the leaders to step in and help without taking focus away from the girls. Sign the Troop Cookie Coordinator agreement, available online, and turn it in to your Product Program Leader (PPL)

## Review the Volunteer & Digital Cookies Training

Even if you attended the trainings, please review before sales begin. This will help when it's time to create a Digital & Smart Cookies account. Trainings will be available on gsLearn. A link will be emailed once Cookie Season gets closer.

## Hold a Family Meeting in December

Initial Cookie Orders are due February 5<sup>th</sup> so you'll want to meet with families in your troop to discuss the cookie program. You'll also want to confirm during the family meeting that everyone has submitted their permission slips and that rewards are chosen.

## Choose a Cookie Share Partner

You'll have customers who pay for cookies but choose to 'donate' them back to the troop. The troop keeps the money and donates the cookies to a nonprofit or cause of their choosing after the sale.

## Read the Weekly 'Cookie Communication' Emails

Every Thursday during Cookie Season, GSMISTS will send out an e-newsletter for all Troop Co-Leaders and Cookie Coordinators. This will include everything that needs to be done for the Cookie Sale that week.

## Know Your Cookie Network

Having a volunteer dedicated to managing the troop sale will allow the leaders to step in and help without taking focus away from the girls. Sign the Troop Cookie Coordinator agreement, available online, and turn it in to your Product Program Leader (PPL)

## Questions about your Service Unit or Cookie Cupboard Manger?

Call us and we'll get you connected: (616) 784-3341

# Setting Up Smart Cookies

Smart Cookies is your Troops home base for cookie season. It's where you'll order cookies, reserve booths, and manage rewards. It also offers virtual trainings to make it easier to answer any questions.

## How to Set Up Your Smart Cookies Account



### Getting Started

- Visit [www.abcsmartcookies.com](http://www.abcsmartcookies.com)
- Enter your username (your email) and password
- If your troop is not set up on Smart Cookies contact Sally Ellis at [sellis@gsmists.org](mailto:sellis@gsmists.org)

### Check Out Your Smart Cookies Home Page

- Check your messages
- Calendar/Tasks: Place the cursor over the task or date on the calendar to view more information. Replace your default view with Important Dates. Be sure to review action items and tasks for important deadlines.

### Verify Your Contact and Banking Information

- Select "My Troop" then "Troop Information"
- Edit your troop details and update all your contact information, including your email.
- Enter/Edit your troop bank account number and routing number
- Alternate contact information should be your assistant cookie coordinator or troop co-leader

### Girls In Your Troop

- Select "My Troop" then "Troop Roster"
- If you have new girls in your troop who are not listed, email the girls name to [sellis@gsmists.org](mailto:sellis@gsmists.org) and the council will get her added to your troop roster if she is not already a registered member.



# Ways to Sell Cookies for Girls & Families

Talk with your girls and troop families to determine everyone's level of comfort with participating in this year's Cookie Program and get started prepping for a fun and innovative Cookie Season! Girls within each troop do not have to sell the same way.

## Selling In-Person

Families go door-to-door with their girl and sell to family, friends, neighbors and coworkers. Payment can be collected at the time of the sale. Families can also arrange their own cookie booths through ABC Smart Cookies as a troop secured booth if the troop approves and allows system access.

**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. They have about two weeks to make their cookie deliveries. Order taking is recommended for newer girls and troops.

## Selling Online

Girls sell cookies by sharing the URL link to her unique Digital Cookies store. Customers order and pay for their cookies online. There are two delivery options with online sales.

**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.



# Ways to Sell Cookies for Troops and Digital Cookie

## In Person

Cookie booths are a Girl Scout favorite! Typically troops hold several through the cookie sale for girls to work together toward their goals.

## Online

Digital Cookie also offers you a Troop Dashboard where troops can review orders, send cheers to the members of the troop, and manage virtual Booth Info along with your Troop Cookie Link. Digital Cookie has six tabs: **Site Lead Dashboard, Orders, My Troop, My Troop Orders, Cheers, Virtual Booths.**



**This cookie season, superpower your sale by adding Digital Cookie® to your toolkit with these 4 easy steps!**

1. **Register for Digital Cookie®**
2. **Set up your site**
3. **Invite Customers**
4. **Track Your Progress**

## Troop's First Cookie Sale?

New troops should do an Order Taking Sale. Taking orders and delivering later means there's no guesswork in figuring out how many boxes each girl in the troop will sell.

First-Year Troops can also do online sales and Cookie Booths.

### Site Lead Dashboard:

This tab allows you to promote online sales, check order status and view order details for every girl in your troop and more!

### Orders:

Search for orders in multiple fields including customer name, girl name and more.

### My Troop:

Shows you each Girl Scout in your troop and how many packages she has sold, her goals, and other details.

### My Troop Orders:

Offers info regarding Digital Cookie Orders and online ordering instruction.

### Cheers:

Share motivational messages with each Girl Scout!

### Virtual Booth:

An alternative to a physical booth sale.



# Creative Cookie Sale Ideas

Customers are getting more comfortable placing and paying for their orders on their smartphone or mobile device. This opens up a world of possibilities!

## Drive-Thru Booths with Curbside Pickup

Secure a convenient and public location (such as a local business, park or library) to host a scheduled drive-thru booth. In the days leading up to the sale, the girl/troop promotes their sale via email, social media, yard signs and other creative ways. Be sure to include your troop cookie link so that customers can place and pay for their order in advance, and enjoy curbside pickup.

## Community Walkabouts

Hang flyers and door hangers around the community to let your neighbors know that Girl Scout Cookies are back and how girls are planning to sell. Set up a cookie stand in a central location in the neighborhood and invite neighbors to drop by.



Remember good signage!

### Social Media Policy:

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

### Marketing Assets:

ABC Smart Cookies offers digital art and assets for Troops. As Cookie Season approaches GSMISTS will share how to access these to take your marketing to the next level!

# Online Sales and QR Codes

## Selling Cookies Online

Digital Cookie is where Girl Scouts run their online cookie business. With parent permission, they can:

- Take cookie orders on-the-go (for nearly contactless sales)
- Create a shareable social media 'shop now' link
- Send eCard invitations to shop their online store
- Upload a video introduction and thank-you
- Track customer orders for girl delivery
- Track sales goals
- View rewards and achievements
- Interact with her troop

## Ways to Receive Online Orders

1. **Girl Delivery (optional):** Local customers can request that the Girl Scout deliver their cookies to save on shipping costs. The girl/family is notified of the new sale via email and has up to 5 days to approve the Girl Delivery order.
2. **Shipped Only:** The customer pays shipping fees and has them mailed directly from the ABC Bakers fulfillment center. Cookies will arrive in the mail within 7-14 business days.

## QR Codes: How They Work

Customers simply scan a code with their smartphone camera and their internet browser will open your troop (or family's) online cookie store. They can place their order right there on their phone and pay with a credit card.

The order will pop-up on the troop's Digital Cookie account, where it can be approved and fulfilled in real time by the troop.



**All Troops have access to their very own QR code in Digital Cookie® once the sale begins!**



# Tracking Online Sales and Shipping Subsidies

All online sales are automatically uploaded into the girls Digital Cookie® account.

## Girl Delivery

- Parents must approve the sale within 5 days of the order being placed.
- If a girl needs cookies to fill this order, they must communicate that with the Troop Cookie Coordinator.
- Girls are responsible for connecting with customers to deliver and collect payments, if the customer did not pay with a credit card.

## Shipped Only

- Cookies ship directly to the customer.
- Orders have already been transferred to your Troop and the girl.
- Troop has received credit in Smart Cookies for the financial transaction.
- Any Cookie Share (CShare) boxes ordered through Shipped Only will be taken out of the Council's inventory (not the Troop's)

## Shipping Subsidies

GSMISTS is subsidizing shipping costs for it's Shipped Only cookie customers this year.

Jan 10 <sup>th</sup> - Feb. 3 <sup>rd</sup> Shipped Only Shipping Rates		\$5 off Promo
Packages Purchased	Shipping Fee	Shipping Promo
4 - 8	\$12.99	\$7.99
9 - 12	\$14.99	\$9.99
13 - 20	\$27.98	\$22.98
21 - 24	\$29.98	\$24.98
25 - 32	\$42.97	\$37.97
33 - 36	\$44.97	\$39.97
37 - 44	\$57.96	\$52.96
45 - 48	\$59.96	\$54.96
49 - 52	\$72.95	\$67.95

*There is a \$5 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands.*

# Placing Your Initial Cookie Order

**FEB 5**

**Order Cookies!**

## Order Cookies by February 5!

Place your Initial Order in Smart Cookies by Feb. 5<sup>th</sup> if your Troop is planning to do booth sales or an Initial Order. These cookies will be available to pick up the week of Feb. 24-28 just in time for opening weekend of Cookie Season!

## How to Place the Troop's Initial Order

- Select “Orders” then “Troop Initial Order” then select first girl to add order for.
- Enter the total number of packages per girl. Smart Cookies will total everything for you and round up to full cases for the troop. Remember your cookie booth extras. If you are doing booth sales, order then now.
- Choose your delivery location. Click “Save” and mark your order ready for review.



### Important Reminder:

You can modify the total number of cases in Smart Cookies before Feb. 5

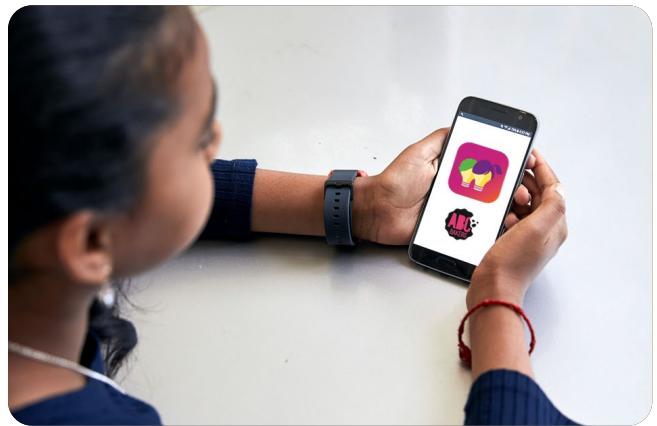


# Ordering more Cookies

## How to Place a Planned Order

- Click “Orders” then “Planned Order”
- Select your cupboard.
- Choose a pick-up date and time. This date/time is not guaranteed. The cupboard manager will reach out to you to sign up for your exact pickup time once they know when they are receiving the inventory needed to fill your order.
- In the Order Reference Area, include a reference to why you needed to order the cookies.  
*For Example:* Sally’s cookies, Week 2 booths, etc. Additionally please indicate if someone else is picking up the cookies on the Troop’s behalf.
- Enter the number of **cases**, not packages, for each variety and click “Save” do not click approve, your cupboard manager will do this after your cookies have been picked up.
- A pop up at the bottom of the screen will display “Order was successfully saved”

After the Planned Order cookies are picked up from the cupboard, the Planned Order will become a “cupboard-to-troop” transfer that is viewable the Smart Cookies ‘Order Management’ page.



### Changing and Viewing Orders:

To view all order types for cookies,

- Select “Orders” then click “Manage Orders”
- Select the type of order you would like to view from the order type row, then click “Apply Search Parameters”
- Edit the order by selecting the icon with 3 dots located at the far right of the order row.
- View a summary of the order at the bottom of the page and click the arrow to display more details.

Once a Planned Order is placed, **do not** edit the order without contacting the Cupboard Manager.

# Transferring Cookies

Any time you distribute or trade cookies, a 'transfer' in Smart Cookies must be made by the Troop Cookie Coordinator. There are 4 types of transfers, all of which are in **package** quantity, not case quantity.

## Types of Transfers

### 1. Troop to Girl Transfer

Any time you distribute or trade cookies among your families/troop (including your initial and planned orders), a Troop to Girl Transfer must be made. This ensures girls receive correct credit when creating their rewards order and accurately determines the troop's per-girl selling average.

### 2. Girl to Girl Transfer

If one girl in the troop is in need of cookies and another girl has the inventory to spare, they can give the cookies to the girl in need. The Troop Cookie Coordinator would need to input a Girl to Girl Transfer.

### 3. Girl to Troop Transfer

If a girl has excess cookies she will not be able to sell, they can be transferred back to the troop's inventory.

### 4. Troop to Troop Transfer

Cookies can be given to another troop. The troop giving away the cookies will make the transfer in Smart Cookies. No funds are exchanged when cookies are given to another troop.

## How to Transfer

- Click "Orders" then "Transfer Order"
- Your troop will auto default to the 'From' field and your available inventory will display.
- Select the girl you're transferring to then click "Apply"
- Enter quantities to be transferred.
- Click "Save" and check for a pop up at the bottom of the screen confirming your transfer was successfully saved.

- Click "Orders" then "Transfer Order"
- Select the 'From' girl's name from the girl list then choose the 'To' girls name. Click "Apply" then enter the number of boxes being transferred.
- Select the girl you're transferring to then click "Apply"
- Click "Save"

- Click "Orders" then "Transfer Order"
- Select the 'From' girl's name from the girl list then then in the 'Type' box choose "Girl to Troop" then click "Apply"
- Click "Save"

- Select "Troop to Troop" in the 'Type' box.
- Select your troop in the 'From' box then enter the amount of boxes being transferred.
- Enter the other troop in the 'To' box then click "Save"

*Note if they are from a different Service Unit select the full name of the Service Unit*



# 2025 Cookie Lineup



**Adventurefuls®**



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



**Toast-Yay!®**

Last year  
for  
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



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

# Cookie Pricing and Troop Proceeds

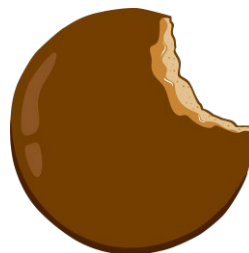
Each box of cookies is \$6, except Gluten-free Caramel Chocolate Chip Cookies (\$7 per pouch). Cookie prices may not be discounted or increased. **All Cookie Profits** support GSMISTS Girl Scouts. After paying the baker for the cookies, 100% of the money that your troop raises through the Cookie Program stays within our council.

Cookie Pricing	
Cookie Program & Rewards	\$1.32
Girl Scout Programming	\$0.96
Camp Properties	\$1.27
Cookie Program & Vendor Costs	\$2.45
<b>Total</b>	<b>\$6 per box</b>

All troops earn at least 90¢ per box on cookies sales. The higher the troop's per-girl-selling average, the more the troop earns. To find your PGSA, divide the number of boxes your troop sold by the number of girls who participated in the Cookie Program this year (even if they only sold a few boxes). Troop proceeds belong to the Girl Scout troop and not to the individual members of the troop. Decisions about spending troop proceeds must reflect the wishes and interests of all the girls. This is their girl-led business!

Per-Girl Selling Average	Troop Proceeds
194 Boxes	90¢ per Box
195+ Boxes	95¢ per Box
Opt. Out from Rewards	\$1.00

*Note the breakdown is different for Juliettes (individually registered Girl Scouts) and troops. GSMISTS will connect will connect with those families separately.*



# Managing In-Person Sales

## Paper Orders (Door-to-Door)

If a family feels comfortable going door-to-door in the neighborhood or happens to be visiting family, they can sell cookies from their inventory. Girls collect money and hand off the cookies at the time of the sale. Girls can also use the Digital Cookies app to enter the customer's order and accept a credit card payment.

- Connect with families to determine how many boxes of cookies to order.
- Submit the troop's Initial Order by Feb. 5<sup>th</sup>
- Troops can always order more cookies throughout the sale if they run out. Planned orders are due in Smart Cookies Sundays by 10 p.m. for pick-up that next week. Check in with families weekly to determine supply before placing a Planned Order.

## Cookie Safety Tips

1. Adults must accompany Girl Scouts when they're taking orders, selling or delivering cookies - including booths.
2. Girls should not give out personal info to customers.
3. Girls should not carry large sums of cash.
4. Girls must wear their Girl Scout sash/vest or other Girl Scout clothing when selling cookies.

## Order-Taking Sale

Girl Scouts receive an order card and money collection envelope from their troop leader. Throughout the sale, they take orders from family and friends. Girls collect money at the time of the sale, but deliver the cookies to the customer toward the end of the Cookie Program.

- The week of Jan. 6<sup>th</sup> get the order cards and money envelopes from your PPL to distribute for the start of the sale on Jan. 10<sup>th</sup>
- Collect all order cards and money envelopes from the girls by Feb. 5<sup>th</sup>
- Double count the money with the parent and provide a receipt for the money received. Deposit any cookie money as it comes in from families.
- Pick up your order from the SUPPM Feb 24-28<sup>th</sup>, they will tell you exactly when.
- Distribute cookies to girls/families and provide a receipt for the parent to sign after they've counted their girl's order.
- Complete Troop to Girl Transfers in Smart Cookies, assigning cookies picked up to the girl who received them.
- Girls should deliver their cookies to customers by Mar. 10<sup>th</sup>



# Payment Methods

## Checks

Checks must be written out to the troop or Girl Scouts of Michigan Shore to Shore (not to the parent or girl)

## Digital Cookie®

Sales are stronger when customers have the option to use a credit card. Girls and troops can use Digital Cookie® to help.

### Online Sales:

Customer can also use girl's unique Digital Cookie store link to place and pay for their order with a credit card and select whether they want girl delivery, or pay to have the cookies shipped directly to them.

### In-Person Sales:

Girls can take payments using their Digital Cookie app. The customer simply selects Girl Delivery and she hands over the cookies. Simple as that. GSMISTS covers all credit card fees for transactions through Digital Cookie, saving the troop some money.

### Booth Sales:

For booth sales, the booth must be listed in the Smart Cookies Booth Scheduler in order to take payment using Digital Cookie.

## Credit Card Readers

Troops can also take credit cards using a Square, or Zelle. Note, credit card readers are not provided by GSMISTS and troops are responsible for all transactional fees charged by the company. PayPal and Venmo business is provided and can only be used through the Digital Cookie® site.





# 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. No Bars, Wineries, Distilleries or Dispensaries allowed. Contact [info@gsmists.org](mailto:info@gsmists.org) for questions.

## Managing Your Booth Sales

- At the family meeting in late January, talk about how your families want to handle booth sales this year.
- Starting Feb. 9<sup>th</sup> at 7:00 pm you can log into the Smart Cookies Booth Scheduler and request booth time slots through the first come, first serve process.
- Estimate how many cookies your troop will sell at each 3 hour booth sale.
- Order your cookies to pickup at least one day before the booth sale. If you plan on having a booth sale for opening weekend, plan to order your cookies with your Initial Order on Feb. 5<sup>th</sup>

### Ordering Cookies for Booths

Order your troop's Cookie Booth cookies with the Initial Order or as a Planned Order at least one week before the booth sale. Check the recommended case amounts below.

4-5 Cases	Thin Mints
3-4 Cases	Caramel deLites
3-4 Cases	Peanut Butter Patties
1 Case	Adventurefuls
1 Case	Lemonades
½-1 Case	Toast-Yays!
½-1 Case	Trefoil
3-4 Cases	Peanut Butter Sandwich

### Booth Sale Packing List

- ☐ Money Bag or Box.
- ☐ \$60 Cash for Change (*mostly 5's with a few dollar bills if you sell gluten free is recommended*)
- ☐ Decorated posters and fun cookie marketing signage.
- ☐ Card table, tablecloth and chairs
- ☐ A copy of this Troop Cookie Guide for reference.
- ☐ Your booth confirmation email showing your booth location, date and time.
- ☐ Girl Scout Cookies!

# Council Secured Cookie Booths

GSMISTS coordinates directly with several retailers (All Walmart and Sams must be secured by council staff) to set up cookie booths throughout Cookie Season. Troops can reserve these 3-4 hour booth slots through Smart Cookies. See the Smart Cookie website for the most up-to-date list of council secured locations.

## First Come, First Served Booths

Time slots open up for First Come, First Serve Reservations. Troops can use the Booth Scheduler in Smart Cookies to request up to 2 booth slots from the council secured location list during **first week sign up** Feb. 9<sup>th</sup> at 7:00 pm. Then the system will unlock at 7:00 pm on Feb. 18<sup>th</sup> for unlimited selections.

### How to Reserve a Council Secured Booth

- Log into your account at [www.abcsmartcookies.com](http://www.abcsmartcookies.com).
- Select “Booth” then “Schedule Booth”
- The First Come, First Served schedule will appear at the top of the screen, available locations will appear down the left side.
- Use the ‘Search’ field to find booth locations by date, time or zip code. If a specific location is no longer showing up, it means that all date/time slots are currently taken.
- Double click the name of the booth you want to secure. A calendar screen will display available dates in blue.
- Single click any date(s) in blue. The available booth time will appear below. Select your desired time, then click “Save”



### Cancelling a Booth Reservation

- To cancel a booth request after saving, go to “Booth” then “My Reservations” scroll to the right and click “Remove Reservation” then click “Delete Forever”



# Troop Secured Cookie Booths

Troops can use their contacts and reach out to local businesses and arrange a booth location in their community. These can be retail stores, grocery stores, hair salons, churches, parking lots or other areas with lots of foot traffic. Troops must get permission from the store or property management to set up a date and time for their booth and sell Girl Scout cookies. **Once secured with the location, please follow instructions below to enter your Troop Secured Booth into Smart Cookies.**



- Under “Booth” click “Troop Secured Booths” then fill in the fields noted by \*
- Click “Save” after all your booth information is entered
- Click “Request Appointment Times” to enter booth dates and times
- Select dates from the calendar view and then enter start and end time, denoting AM or PM
- Click “Save” after all your booth times are entered
- Once your booth is approved, you will receive a confirmation email for that specific booth

## Booth Guidelines

- Troops are responsible for bringing their own table, chairs, signage and safety supplies.
- There should be at least 2 girls and 2 adults present at all times. The **only** exception is if the adult are girl are related. Then, there may only be 1 girl and 1 adult at the booth 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.

# Girl Scout Cookies

## 2025 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 <b>Adventurefuls®</b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Toast-Yay!®</b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Lemonades®</b>	Y	Y	M	M	M		Y	Y		Y		Y	Y
 <b>Trefoils®</b>	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 <b>Thin Mints®</b>	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 <b>Peanut Butter Patties®</b>	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 <b>Caramel deLites®</b>	Y	Y	Y	Y	M		Y	Y		Y			Y
 <b>Peanut Butter Sandwich</b>	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 <b>Caramel Chocolate Chip</b>							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit [girlscoutcookies.org](https://girlscoutcookies.org) or [www.abcbakers.com](https://www.abcbakers.com) for more information.

# Money Management

Troops pay GSMISTS Council for all cookies received. These payments are debited from the troop's checking account using the ACH (automated clearing house) withdrawal process. To ensure your troop account is ready for ACH, you must enter the troop's bank account number and routing number into Smart Cookies.

## Collecting Money From Families

- Cookie money should be turned in weekly to the troop and any time a girl picks up additional cookies from their Troop Cookie Coordinator. Remember to double count the money with the parent, have them sign a receipt, and give them a copy.
- Troop cookie money should be deposited into the troop account promptly and frequently.
- Deposit all cookie money into the troop account at least 24 hours before scheduled ACH sweep.

### Trouble Collecting Money From a Parent?

- When cookie money is due to GSMISTS and you haven't been able to collect from a troop parent do not wait for their money.
- Complete the Delinquent Parent form found on [www.gsmists.org](http://www.gsmists.org) and include the parent's signed Product Sale Permission Slip, signed receipts for cookies, and documentation of attempts to collect funds.
- Once the form is turned in, the council will contact the family directly and work to collect the funds.
- If payment is received, please alert Council immediately.

### MAR 18 50% Withdrawal

- The debit from your troop account will reflect 50% of the Initial Orders according to reports on Smart Cookies as of Feb. 5<sup>th</sup>

### APR 15 Balance Due as of Apr. 1<sup>st</sup>

- The debit will withdraw the final balance. Any Delinquent Parent forms received by GSMISTS are entered prior to this date and your troop is no longer responsible for that payment.

# Damaged Cookies

GSMISTS works very hard with our bakery to ensure the highest quality for our Cookies but we understand that accidents happen that are outside your troops control. We're here for you, and should you need to report damaged boxes we recommend the following procedure.

## Reporting Damaged Boxes

1. Take a picture of the damaged box or wonky arrangement of cookies in that case that caused the damage. **Include the code on the end of the package or side of the case in the picture.**
2. Email it to [sellis@gsmists.org](mailto:sellis@gsmists.org) with the subject line: Damaged Cookie Credit.
3. Include your troop number, the cookie flavor, and what's wrong with the box of cookies.
4. We'll enter a "damage order" in Smart Cookies so that you are no longer financially responsible for that box.



# Cookie Share

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.

## Recording Cookie Share Donations

How you record the Cookie Share sale in Smart Cookies depends on whether the cookies were sold at a booth sale, and whether the box of cookies will be taken from the girl's inventory, the troops inventory, or from GSMISTS Council's inventory at the end of the sale.

**Girl's Inventory:** A customer makes a Cookie Share purchase from a girl and she sets aside her own inventory to be donated. Record the transaction and add to girl as a flavor to receive to donate locally.

**Troop's Inventory:** A customer makes a Cookie Share purchase from a girl, and the box of cookies is taken from the Troop's inventory to be donated. Do a troop to girl transfer as a flavor to donate locally.

**GSMISTS Inventory:** A customer makes a Cookie Share purchase from a girl (at a booth or via shipped only), and instead of a box being set aside by the girl or the troop, GSMISTS Council will make the donation to a local food pantry at the end of the sale. The girl and troop's cookie inventory will not be affected. Record the donation in the "CShare" column of the Smart Booth Divider. Record the transaction in the "Virtual Cookie Share" section of ABC Smart Cookies.

# Family Cookie Meetings

We recommend holding a Cookie Meeting in December with your troop to talk about troop and individual sales, choose a Cookie Share partner, and establish processes and deadlines. You'll also want to confirm during the family meeting that everyone has submitted their permission form (available online) and make sure all rewards are chosen. Initial Cookie Orders are due February 5<sup>th</sup>, so plan to meet before then.

## Sample Family Meeting Agenda

1. Gain the completed Parent Permission to Participate in Product Programs form and keep on file with the troop.
2. Determine what kind of Cookie Sale the troop/families are comfortable with this year.
  - Decide whether you'll be doing booth sales and if so, what types? Choose the dates and locations
  - Review the online social marketing guidelines listed on the Parent Permission form if girls are using Digital Cookie
  - Remember: Girl Scouts **are honest and fair** and don't begin taking orders before January 10<sup>th</sup>
3. Review selling safety guidelines.
4. Talk about goal setting.
  - What is the troop's goal? What is each individual Girl Scout's personal goal?
5. Talk about Money Collection.
  - Families are financially responsible for cookies they order but no money is due up front for cookies received
  - Remind girls and parents that money is collected from cookie customers at the time of the sale. Checks can be made out to the troop
6. Review the 5 Skills gained by participating in the Girl Scout Cookie Program.
7. Choose a Cookie Share Partner.
8. Ask for Volunteer Help.
9. Encourage attending your Service Units Cookie Rally and one Cookie Family Meeting.



# How Rewards Work

Girl Scouts earn rewards based on all cookies she sells, including Cookie Share cookies, digital cookie sales and booth sales. Before the sale begins, girls choose one item at each earning level that she would like as her reward. She'll earn one item from each level she passed. Girls can also earn Panda themed patches depending on their participation in the Cookie Program.

## Girls earn patches when they:

- Participate in 3 Cookie Booths
- Selling 12 packages online for the techie patch
- Participate in Cookie Share



## How to Enter Rewards in Smart Cookies

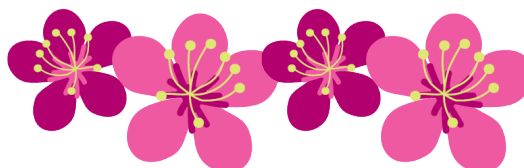
Rewards are due in Smart Cookies by **April 2nd** Make sure all Troop to Girl transfers are done and that the sales total for each girl is correct before ordering final rewards.

### Girl Rewards

- Click "Recognitions" then "Create Recognition Order" and select "Main" under the plan drop down.
- Each girl will be listed, whenever there is a choice in the "items" tab area, click the button under the reward she chose.
- If a girl earned the Cookie Share Patch or the Cookie Booth Patch the number "1" needs to be inserted in the quantity box under "Extra Items"
- After all rewards for all girls are selected, click "Save" at the bottom.

### Troop Rewards

- Click "Recognitions" then "Create Recognition Order" and select "Troop" under the plan drop down. The system will calculate the level your troop earned.
- Enter the number of girls that sold.
- Choose the option the girls want to attend, then click "Save" at the bottom.



# 2025 Patches and Rewards



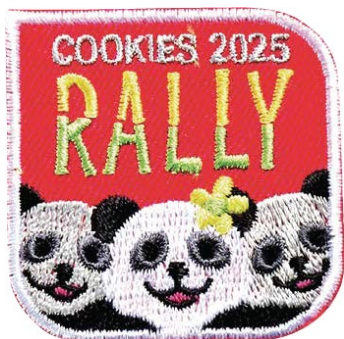
**15+  
Packages  
Donated**

2025 Cookie Share  
Patch



**Attend 3  
Cookie  
Booth Sales**

2025 Cookie Booth  
Sales Patch



**Rally Patch**

Request date of April  
2<sup>nd</sup> After that, they will  
be for sale in the shops



**12+  
Packages  
Sold Online**

2025 Cookie Techie  
Patch





# Set Your Cookie Goals

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

girlscouts  
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



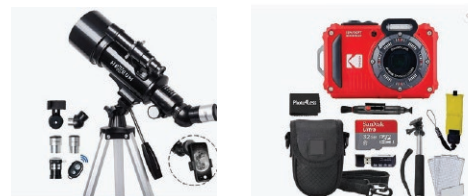
Portable Hammock  
**AND** Neck Pillow

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*





# The Five Skills

When a 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.

# 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





# It's Girl Scout Cookie Season!

Have additional cookie questions? Contact us at,  
844-476-4787 | [info@gsmists.org](mailto:info@gsmists.org)

