

2025 Cookie Program Family Guide



Embrace Possibility!

Whether they're a social butterfly, creative thinker, or strategic innovator, every Girl Scout entrepreneur is ready to embrace new possibilities. And Girl Scout Cookie season is the perfect time to see what's possible!

There's no limit to what Girl Scouts can achieve. We can't wait to see your Girl Scout *Embrace Possibility!*

Cookie Line-Up: 9 varieties—\$6/package



Cookie Purchases Fund Local Experiences

After the wholesale cost of cookies and distribution, **all cookie proceeds stay local!** Cookie purchases benefit girls and troops right here in western Pennsylvania, allowing them to fund their troop activities and service projects. The proceeds also help council to:

- provide troop proceeds, cookie program promotions, and girl rewards;
- pay for troop credit card fees for cookies*;
- support the Girl Scout experience by providing girl programming, curriculum, and events;
- keep camp affordable by subsidizing registration costs;
- support Girl Scout Bronze, Silver, and Gold Award projects and training;
- provide financial assistance to girls and volunteers with financial barriers so Girl Scouting is available to all girls;
- support members and volunteers with training, resources, and marketing materials; and
- maintain and make upgrades to properties, such as camps and activity centers.

*Includes all orders placed through Digital Cookie.

Key Dates

Jan. 7
Feb. 15-23
Feb. 28
March 23

Highlights

Cookie order taking begins
Cookie delivery
Cookie booth sales begin
Cookie program ends

PLEASE NOTE: The information in this guide is as up-to-date as possible at the time of printing. However, as guidelines and information change leading up to and through the program, updates will be communicated through gswpa.org and your troop leader.

5 Essential Skills

The Girl Scout Cookie Program teaches Girl Scouts five skills that will last a lifetime and help them develop an entrepreneurial mindset.

- ▶ Girls learn how to **set goals** and create a plan to reach them.
- ▶ Girls learn to **make decisions** on their own and as a team.
- ▶ Girls learn to create a budget and **handle money**.
- ▶ Girls find their voice and **build confidence** through customer interactions.
- ▶ Girls learn to **act ethically**, both in business and in life.

Important Info:

Troop cookie manager:

Phone #: _____

Email: _____

Initial order due to the troop by: _____

IMPORTANT: Money is due each week.

Final payment due to the troop by: _____

800-248-3355 • gswpa.org



Learn more about the cookie program and find resources for your Girl Scout at gswpa.org/cookies.

IMPORTANT:

Girls may not take orders for cookies before

January 7, 2025

Digital Cookie

This fun, easy-to-use platform from Girl Scouts of the USA lets girls customize how they learn and earn by using technology in new and engaging ways—all while honing their digital marketing skills.

Watch for your invitation email in early January to get started. Emails are specific to each girl and cannot be shared. Be sure to check your junk/spam/promotions inboxes. If you do not receive an email, go to digitalcookie.girlscouts.org and click the “Forgot password” or “Contact us” link.

Digital Cookie Girl-Delivery Option

Customers can pay for their cookies with a credit card and have your Girl Scout deliver the cookies to their door. Don't worry—as a caregiver, you'll need to approve these orders for safety and practicality reasons. Ask your troop leader for more information. This year, girls can continue to take girl-delivery orders until March 18.

Digital Cookie girl-delivery and eBudde (the online cookie management system) work together. Digital Cookie girl-delivery orders placed before the leader submits the initial order are automatically ordered in eBudde—that means you won't have to put them on your Girl Scout's initial paper order card.

IMPORTANT: After the initial order has been submitted by your troop leader, you'll need to ask your leader for additional cookies from the troop's cookie inventory to fulfill any additional Digital Cookie girl-delivery orders.

Super Seller Celebration



If your Girl Scout sells 700 or more packages of cookies, she'll receive the Super Seller patch AND an exclusive invitation to the 2025 Super Seller Celebration at Idlewild & SoakZone in Ligonier on July 25, 2025, or \$25 in Girl Scout Bucks.

Have more than one Girl Scout in your household? Sisters can team up for more fun! If both girls sell a combined total of 1,050 packages (350 minimum per girl), both girls will be invited to the Super Seller Celebration or can opt to receive Girl Scout Bucks. Complete the online form at gswpa.org/superseller (available early April 2025) to let us know your Girl Scouts met the criteria.

Please Note: Transportation to/from the Super Seller Celebration is not provided by Girl Scouts Western Pennsylvania. If the event is selected, one caregiver ticket per household will be provided.

Cookie Entrepreneur Family

Skill building is more fun with family.



Bring the whole family together for tons of fun and learning with the Girl Scout Cookie Program pin collection. Learn more at girlscoutcookies.org/entrepreneurfamily.

Operation: Sweet Appreciation



Patch available in retail shops, while supplies last.

Last year, Girl Scouts in our council sent over **44,200** packages of cookies to our U.S. military active duty and veteran service members, local law enforcement, and local fire firefighters through this council-wide virtual gift of caring program, Operation: Sweet Appreciation (OSA). Customers can place OSA orders on the girl's order card, the girl's Digital Cookie web page, or by donating online at gswpa.org/OSA.

Calling all Cookie Rookies!



Patch available in retail shops, while supplies last.

New to the cookie program? This fun, 10-minute video can help your Girl Scout understand the basics. Find it at gswpa.org/rookie.

Be a Cookie Captain!



Patch available in retail shops, while supplies last.

Experienced entrepreneurs have so much knowledge to share. Visit gswpa.org/captain for a video that will help your Girl Scout add to her list of amazing marketing strategies, plus encourage her to lift up other entrepreneurs!

Helpful Selling Tips

-  **Encourage goal-setting.** Ask your Girl Scout about her troop's goals and help her set personal goals.
-  **Support her!** Ask her questions and help her practice her sales message.
-  **Use the Goal Getter Order Card after you turn in your initial order card.** Continue taking in-person orders to meet your Girl Scout's goal.
-  **Canvas your community with cookies!** Load up the sled or wagon, or turn the family vehicle into a cookie-mobile. (Be sure to keep safety rules in mind.)
-  **Visit neighborhoods one more time before the cookie season ends.** Give your customers a second chance to stock up before cookies are gone for another year. Tip: If it's permitted in your area, leave a door hanger including an adult's contact info. (gswpa.org/cookies)
-  **Become a registered volunteer.** Her troop needs help chaperoning booth sales, picking up cookies, and more.
-  **Say thank you!** Add a thank you note with an adult's contact information when delivering cookies so customers can order more! (gswpa.org/cookies)

Caregiver Responsibilities

Being a Girl Scout caregiver during the cookie program comes with its own set of responsibilities. Before your Girl Scout can participate, you must sign this Caregiver Permission Form and submit it to your troop leader.

✓ **Make it official.**

Girls must be registered members of Girl Scouts to participate and should wear their membership pins or Girl Scout attire while selling.

✓ **Be safety conscious.**

Adults must accompany Girl Scouts in grades K-5 while taking orders and delivering cookies. Girls in grades 6-12 must be supervised by an adult and should never sell alone. Girls should not enter homes or vehicles while selling/delivering cookies. Follow safe pedestrian procedures.

✓ **Understand your financial role.**

As a caregiver, you're financially responsible for all cookies ordered on your Girl Scout's order card and any additional cookies you receive to fulfill her additional orders.

- Cookies cannot be returned or exchanged.
- Have a plan for safeguarding money. (Avoid walking around with large amounts of cash or keeping it at home or school.)
- Payment is made to the troop throughout the program, as directed by your troop leader.
- You should obtain a receipt for all cookies received and payments made. You may be asked to produce these receipts in the event of a dispute.
- Customers pay for their cookies when they're delivered (not ordered), except for Operation: Sweet Appreciation, Troop Gift of Caring donation cookies, and Digital Cookie orders.
- Girls should never take credit card numbers.
- For online payments, customers must purchase cookies through your Girl Scout's Digital Cookie link.
- Any fees incurred due to non-negotiable checks will be assessed back to the caregiver.
- In the event of an outstanding balance, you're liable for the amount not paid, plus all costs, interest, and legal collection fees incurred by council in the collection of this debt.

If your financial obligation is not fulfilled, you'll be ineligible to be appointed as a volunteer or participate in any volunteer/program/camp position until the debt is paid. In addition, your Girl Scout's participation in future product programs will be limited and financial assistance won't be approved until the debt is paid.

✓ **Be internet wise. Staying safe is our priority.**

Before girls start any online activities, girls should read and discuss the Digital Cookie®—Girl Scout Digital Cookie Pledge. Review the pledge at gswpa.org/digitalcookiepledge.

Girls may: post their Digital Cookie link on public social media sites, post where their troop is hosting a booth, post a video and include their Digital Cookie link, and ask customers to share their Digital Cookie link with friends and family.

Girls may NOT: post their Digital Cookie link on resale sites (i.e., sites that have an electronic shopping cart, online auction sites, or public sale sites such as Facebook Marketplace, eBay, and Craigslist), post where a girl is hosting a booth, post content including last name or direct contact details (i.e. phone number, address, school, location, and/or email), or direct message anyone they don't personally know on social media platforms.

2025 Girl Scout Cookie Program Permission Form

Please complete this form (front and back) and return it to your troop leader or cookie manager.

I give permission for my Girl Scout,

This permission form is available through your troop cookie manager or troop leader to ensure a proper and efficient flow of information. Permission forms must be sent directly to troop leaders and troop cookie managers for their records. I've read the responsibilities and agree to abide by them. My Girl Scout and I will meet all deadlines.

Caregiver Signature _____

Date _____

Address _____

City _____

State _____

Zip _____

Email _____

Phone # _____



✓ **Protect your Girl Scout's privacy.**

Girls' names, addresses, and email addresses should never be given to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments. Protect customer privacy by not sharing their information.

Personalized Crossover Patch

Girl Scouts will receive a fun crossover patch for participating in both the MagNut and cookie programs if they:

- created an avatar and sent at least 18 emails during the 2024 MagNut program AND
- sell at least 250 packages of cookies in the 2025 Girl Scout Cookie Program.



2025 Girl Reward Selections

I understand there are various levels of rewards. Some levels offer a choice between two rewards. If my Girl Scout, _____, a member of Troop # _____ (or an Indie Girl), achieves the following sales levels, she would like to receive the rewards circled below. (Rewards are cumulative.)

Caregiver Signature _____

Date _____

Girl T-shirt size (CIRCLE ONE):

Youth S M L Adult S M L XL 2X 3X

Boxes Sold	Reward Options (Circle one from each shaded row.)	OR GS BUCKS*
30	Embrace Possibility Charm Patch	
60	Charms—Embrace Possibility and Butterfly	
90	Charms—Cookies on Parade and Rock Cairn	
140	Cooling Headband and Bamboo Dangler w/Pop-in Charms	
190	Fidget Beanbag Stone Cairns	
240	Panda Plush	\$5
300	Happy Bamboo Plush	\$5
450	Embrace Possibility Water Bottle and Decals	\$5
600	Panda Hair Bundle	\$5
700	Super Seller Patch AND	
	Celebration at Idlewild & Soakzone	\$25
850	Panda Foodie Bundle (Bento Box, Sandwich Shaper, and Utensils)	\$5
1,000	Panda on the Go! (Weekender Tote, Neck Pillow, Do-Si-Dos Panda T-shirt, and 2026 Girl Scout Membership)	\$75
	OR Panda Outing Day Trek! (Crossbody Bag, Neck Pillow, Embrace Possibility T-shirt, and 2026 Girl Scout Membership)	
1,500	S'mores Celebration Bundle	\$100
2,025	Build-Your-Own Panda Camping Bundle	\$150
	OR GSWPA Cleveland Adventure Day	

**Girls earn \$10 in Girl Scout Bucks for every 100 packages over 2,025.

*Girl Scout Bucks are digital! They can be used as payment toward any council-sponsored activities or camp, as well as service unit day camps. Girl Scout Bucks can also be used towards purchases at council shops and camp trading posts and annual membership fees processed through council.

2X

Double the value of your Girl Scout Bucks when using them toward any council-sponsored camp found in *Camp S'more!*

Digital Cookie and OSA Special Rewards

Girls earn the Cookie Phone charm when they send 18 unique customer emails through their Digital Cookie site.



Girls earn the Cookie Gift charm by collecting 15 package donations through Operation: Sweet Appreciation. (Both Digital Cookie online and in-person OSA donations count toward rewards.)



2025 Rewards



Initial Order



Embrace Possibility Journal with Pop-in Charms

90



60



30

140



190



240*

600*



450*

300*



700*



850*



1,000*

Items not shown to scale. Style/color may vary. Council reserves the right to replace rewards with an item of equal or higher value.

Build Your Own Camping Bundle



2,025*



1,500*

Super Troop

Troops averaging 185 packages per girl selling earn a T-shirt for each girl selling!



100+ Bar Patches



Girls earn a bar patch based on the total number of packages they sell starting at 100 (in 100-package increments). Girls selling 1,000-2,024 packages will receive the 1,000+ patch. Aim to sell 2,025 packages and receive the 2025 patch. Place your bar patch next to the theme patch to show off your achievement!