



2025 Girl Scout Cookie Program

Family Guide



Girl Scout Cookies and donations sell for \$6 per package in Western Washington.



Operation Cookie (OpC)
Council sponsored Gift of Caring program that donates packages of cookies to the USO for distribution to all branches of the military.



Troop Gift of Caring (TGOC)
Troop sponsored service project where the troop chooses to donate cookies to a local non-profit agency.

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Cookie Program Support



Girl Scouts and their caregivers aren't alone during the Cookie Program, as there are a variety of resources available and support for every phase.

- **Troop product managers (TRPM)** provide all program materials and support to Girl Scouts and their families throughout the Cookie Program.
- **Girl Scouts of Western Washington (GSWW) Customer Care** can support general program questions.
⇒ customercare@girlscoutsww.org or (800)541-9852
- **Girl Scout families will receive a few emails from the product program team** throughout the 2025 Cookie Program. These emails are sent through our cookie management system and will come from [eBudde<do not reply@littlebrowniebakers.com>](mailto:eBudde@do_not_reply@littlebrowniebakers.com). Please add this email address to your safe sender list.



Visit [girlscoutsww.org/cookieresources](https://www.girlscoutsww.org/cookieresources) to view a Cookie Program overview video and GSWW cookie program resources.



Visit [LittleBrownie.com](https://www.littlebrownie.com) for a variety of resources and activities.



Visit [girlscouts.org/cookiebadges](https://www.girlscouts.org/cookiebadges) to explore badges by program grade level.



Visit [girlscouts.org/cookieresources](https://www.girlscouts.org/cookieresources) for additional resources from GSUSA.

All cookies baked by Little Brownie Bakers (LBB) feature the toll-free number for the bakery right on the box. LBB welcomes feedback on their products.
Please call 1-800-962-1718 with any cookie questions.

Welcome Girl Scout Families

Thank you for supporting your Girl Scout. You are key to their success! Participating in the cookie program helps power Girl Scouts' adventures, while learning important skills for the future. With the support, assistance, and encouragement of family, there's no stopping a Girl Scout!

Ways To Support Your Girl Scout

Support participation. Be by your Girl Scout's side as they develop the confidence to ask people for their support.

- Have fun with your Girl Scout!
- Work with your Girl Scout to earn their Cookie Entrepreneur Family Pin (learn more: girlscouts.org/entrepreneurfamily).
- Help your Girl Scout practice a marketing pitch. Use the template below as a starting point!
- Explore all the new skills Girl Scouts can learn through the Cookie Business badges at girlscouts.org/cookiebadges.
- Accompany your Girl Scout while they talk with customers and deliver cookies.
- Help network with family and friends but let your Girl Scout take the lead and do the actual "ask" so they can learn important business skills.
- Model the Girl Scout Promise and Law throughout the cookie program.



Encourage goal-setting. Guide your Girl Scout to set practical goals about what they hope to learn and earn.

- Ask about the troop's goal and help set a personal goal.
- Encourage your Girl Scout to share their goal with customers who want to support their success!

I enjoyed helping run the booths for our troop to give girls that opportunity.

-2024 Cookie Seller Caregiver

Volunteer. Help the troop by chaperoning at cookie booths, picking up cookies, and/or sorting rewards.

- Troop product managers (TRPM), the volunteers who manage the cookie program for a troop, put in countless hours during the cookie program. Ask your TRPM what you can do to support them and all the work they do for the troop.
- Adults 18 years of age and older can sign up to volunteer in a variety of ways to provide invaluable support to the whole troop. Visit girlscoutsww.org/volunteer to get started!
- Many employers will match volunteer hours with a financial gift, enabling your hard work to reach even further! Visit the QR or girlscoutsww.org/employermatching for details.



My first name is _____ and I am selling Girl Scout Cookies! Please help me reach my goal of selling _____ packages so my troop and I can

All cookie varieties sell for \$6 per box or you can donate money and my troop will donate boxes of cookies to _____. (Operation Cookie or Troop Gift of Caring)

Cookies can also be purchased online and shipped anywhere in the USA! My cookie site URL is _____.

Girl Scout Cookie proceeds stay local and your purchase will directly support not just me but Girl Scouting experiences across Western Washington. Thank you for your support!

What A Cookie Can Do

Participating in the cookie program is a great way for Girl Scouts to have fun while working toward a shared goal, build funds so that troops can be self-sustaining, and gain an entrepreneurial edge! Along the way, they'll gain five skills they'll use for the rest of their lives.

My Girl Scout got to practice her people skills and coming from a very anxious kiddo, this was huge.

-2024 Cookie Seller Caregiver

PEOPLE SKILLS

Girl Scouts interact with customers in several ways, practice their sales pitch, and work with other Girl Scouts to reach common goals. **Benefits:** good listeners, finding their voice, relationship building, team player, courage.

MONEY MANAGEMENT

Girl Scouts take orders, count money, and make change while working with the troop to manage the troop funds. **Benefits:** financial literacy, sustainability, financial responsibility, inventory management.

It was my Girl Scout's first time and she was SO proud of herself having achieved goals, learned about hard work, and developed so many skills!

-2024 Cookie Seller Caregiver

DECISION MAKING

Girl Scouts decide how to participate and market their cookie business and, as a troop, they decide how to spend troop proceeds. **Benefits:** creative thinking, decision impact, problem solving, confident leaders.

GOAL SETTING

Girl Scouts set personal and troop goals while working with their leaders and families to achieve them. **Benefits:** success in school, career, and life.

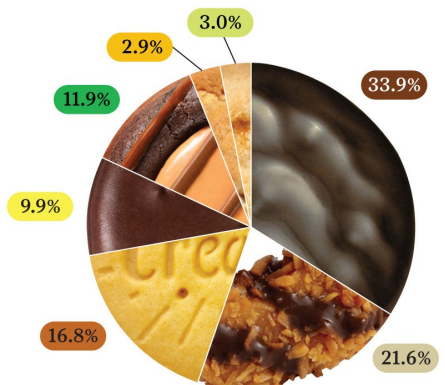
BUSINESS ETHICS

Girl Scouts practice sound business ethics by being responsible for their cookie inventory, cookie payments to their troop, time management, following guidelines provided, and their commitment to their customers. **Benefits:** commitment, character, integrity, fairness.

100% of Girl Scout Cookie sales stay local to support incredible experiences right here in Western Washington!

How The Cookie Crumbles

-  Troop and Volunteer Support
-  Cost of Cookies
-  Troop Proceeds and Rewards
-  Management and General
-  Camp Property and Facility Maintenance
-  Camp Programs
-  Programs



Ways to Participate

Ready to help your Girl Scout get the most out of cookie season? There are a variety of ways to participate and you don't have to do it all! No matter how they take part in the Girl Scout Cookie Program, Girl Scouts grow their skills and reach great goals. Talk with them about which options they're excited to explore this year!

Call or Text Friends and Family

Is this your Girl Scout's first time running their own cookie business? Calling or texting friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.



Door-to-Door Sales

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door flyer order cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Girl Scouts work together to market their cookies outside a pre-approved location (like a grocery store) where they can practice their business skills with new customers.

Note: Cookie booths must be coordinated by TRPM and may only take place at approved locations between February 28-March 16.

Digital Cookie®

Is your Girl Scout ready to take their digital marketing skills to the next level? With GSUSA's Digital Cookie platform, Girl Scouts can set up an online storefront where customers can purchase cookies for in-person delivery, direct shipping, and even donate to Operation Cookie.

Connect With Your Community

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

Operation Cookie donations are a great way for customers, especially out-of-town family and friends, to support your Girl Scout's goals and our communities.

With Operation Cookie, Girl Scouts learn the importance of giving back to their community by supporting our military personnel and their families. Donated packages are provided to the USO for distribution to all branches of the military. If purchased through Digital Cookie, there are no min. package requirements and no S&H fees charged to customers for donated packages.



Program Timeline

- **Prior to participation**, ensure your Girl Scout has a current membership with Girl Scouts of Western Washington. Only registered youth members can sell cookies—siblings, adults, and businesses should not be selling cookies.
- **Near Jan. 13**, receive a welcome email for Digital Cookie, the online sales platform
- **Jan. 15-Mar. 16**: 2025 Cookie Program dates and Digital Cookie is open for business—Girl Scouts may market their cookie sale but not sell cookies packages outside of the program dates.
 - **Jan. 15-Mar. 10**: In-Person Delivery orders available in Digital Cookie—caregiver approval required within 5 days
 - **Jan. 15-Mar. 16**: Shipped and Operation Cookie Donation orders available in Digital Cookie
 - **Feb. 14—Mar. 16**: In-Hand payments can be processed through the Digital Cookie app
- **Jan. 15-Feb. 2: Promise order taking with paper order card**: Promise orders can be collected from friends, family, and neighbors with the paper order card. Girl Scouts may continue taking paper orders after Feb. 2 until they have cookies in hand to deliver. Money should not be collected for promise orders taken on paper order card, except Operation Cookie/Troop Gift of Caring donations, until delivering cookies to customers.
- **Feb. 14-27: Door-to-door selling/wagon sales with cookies in hand—no stationary booth sales yet**: Girl Scouts deliver promise orders and collect money. They may also sell cookies door-to-door—being sure not to set up a booth, not remain in one location more than 5 minutes, not sell on private property, or not visit any store property where booth sales will be held. Door-to-door sales are a great way for families to support their Girl Scout on the schedule that works best for their family!
- **Feb. 28-Mar. 16: Booth sales in front of community businesses**: TRPMs facilitate selecting booths and provide materials. Door-to-door selling can continue as well.
- **By Mar. 5**, TRPM may request a portion of pre-sale money before additional cookies can be checked out.
- **By Mar. 18**, turn in 100% of cookie money collected and confirm Girl Scout reward choices with TRPM.

Remember to avoid private property when selling cookies door-to-door (wagon sales).

Private property includes but is not limited to college campuses, sports complexes, and military bases.

Girl Scout S'mores Retiring



The 2025 Girl Scout Cookie Season is the final season for Girl Scout S'mores nationwide!

- Girl Scout S'mores joined the lineup in 2017.
- To help spread the word, you'll find the "Last Chance" graphic on all Girl Scout order cards.
- Visit [LittleBrownie.com](https://www.littlebrownie.com) for a variety of retirement resources, including social media posts, stickers, and table tents to share with potential customers.



Caregiver Responsibilities

By allowing their Girl Scout to participate in the Girl Scout Cookie Program, caregivers agree to the following:

- All money and product transactions must be receipted, with signatures of the troop product manager (TRPM) and caregiver.
- Unsold packages may not be returned to the troop or council. Once signed for, the person who signs the receipt is financially responsible for any cookies that have not been sold.
- Girl Scouts must be supervised by an adult while taking orders (in person and/or online) and while delivering cookies.
- All cookie packages will be stored properly—in areas free from dirt, extreme temperatures, pests, etc. Cookie packages should never be stored in a vehicle and theft from a vehicle will be the responsibility of the adult who signed the receipt.
- All money collected should be secured and provided to the TRPM as soon as possible. Money should never be kept in a vehicle and theft from a vehicle will be the responsibility of the caregiver.
- Cookie varieties will only be sold for the per package price established by GSWW, as indicated on the paper order card and Digital Cookie.
- Check and credit card acceptance is up to each troop.
- All donations accepted must be applied towards Operation Cookie or Troop Gift of Caring programs.
- Caregivers submit 100% of money collected to troop by Mar. 18 or a \$40 late fee will be added to total due.
- Families are responsible for communicating the expected delivery timeline to all Digital Cookie In-Person Delivery customers and delivering all approved In-Person Delivery cookies. If a customer reports that their approved In-Person Delivery order was not received, families may be charged for the cookies plus any necessary shipping costs.
- For online package sales, all payments must be made through the Digital Cookie storefront.
- Caregivers accept financial responsibility for all the products and money received and will be held liable in the event it is determined by GSWW or their insurance company that there is loss due to fraud, neglect, or misappropriation of products and/or funds.
- Caregivers and their Girl Scout(s) agree to adhere to the information provided in program materials and follow the Girl Scout Promise and Law.

Girl Scout Promise

On my honor, I will try:

To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Family Promise

On my honor, I will try:

To support my Girl Scout and their troop,
To help Girl Scouts lead at all times,
And to always keep it fun!

Girl Scout Law

I will do my best to be

honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,

And to

respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister* to every Girl Scout.

Cookie Business

Girl Scouts can flex their creative business muscles as they work to reach their cookie goals. Here are a few ideas to jumpstart their creativity.

Marketing Strategies

- Girl Scouts, with permission, can visit caregiver places of employment or send a letter with an order card to share why they are selling cookies.
- **Utilize door flyer order cards** to leave on neighbors' doors when they are not home. Remember, do not leave any marketing materials in or on mail boxes, windshields, or city property!
- Girl Scouts can work with their troop to **Bling Your Booth** to attract customers at booth sites.
- Visit the **Cookie Seller Toolkit** at girlscoutsww.org/cookieresources to access social media graphics, email templates, posters, and more!
- Tell every customer about the opportunity to donate to Operation Cookie and/or Troop Gift of Caring.
- Use a sign at booths to advertise that credit cards are accepted.
- Help your Girl Scout create a short video to upload to their Digital Cookie site.

Top Tip: Customers report that the main reason they do not buy cookies is because they are never asked. Door-to-door selling helps reach more customers interested in buying cookies!

Selling Strategies

- **Customers buy cookies because they want to support Girl Scouting.**
 - Encourage your Girl Scout to share their goals with customers—posters and goal charts are great.
- **Create a social media campaign to share goals and market to potential customers.**
 - Visit littlebrowniebakery.com/digitalmarketing for social media posts and ideas.
- **Customers buy more when you suggest they buy more.**
 - Bring extra packages when delivering promise orders in case a customer would like to purchase more.
 - Bundle cookies, tie with ribbon, and attach a handmade card that says “Happy Birthday” or “Congratulations!” or “I love you!” or bundle sports team colors.
- **Customers sometimes buy fewer cookies due to dietary restrictions.**
 - Offer OpC or TGOC options for customers to purchase cookies for donation to support both Girl Scouts and a community non-profit.
- **Girl Scout Cookie customers usually buy every year.**
 - Keep your order cards and reconnect with the same customers next year.

Our stores have a variety of cookie materials—cookie carts, pins, magnets, banners, yard signs, and much more— to promote Girl Scout Cookie sales.

Tacoma: (253)475-2649 | Everett: (360)658-8083 | Bremerton: (360)698-5156

Social Media Use

Girl Scouts may use the internet to share their cookie program sales links, stories, and learnings with the following guidelines:

- The Girl Scout Cookie Program is a youth-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by their caregiver.
- If a Girl Scout is engaging in digital marketing and sales activity beyond friends and family, they should adhere to all *Safety Activity Checkpoints*, available at girlscouts.org.
- Girl Scouts engaging in online sales and marketing must review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Their Families*, available at girlscouts.org/cookieresources.
- **Third party reseller sites and groups may not be used for the cookie program. This includes Facebook Marketplace/Swap/Buy/Sell/Trade, Craigslist, and eBay.**

If you see online posts that violate these rules, please refrain from engaging with the poster.

- The post may be reported directly to GSUSA using the Contact Us link at girlscouts.org.

Frequently Asked Questions

Q. Why are customers asking for cookie flavors that we don't offer?

A. There are two bakeries licensed to bake Girl Scout Cookies: Little Brownie Bakers (LBB) and ABC Bakers. Our council contracts with LBB. Each bakery has slightly different names and interpretations for the cookies they produce.

If was great to see our girls working together toward a common goal.

-2024 Troop Product Manager

Q. What are troop proceeds?

A. For every package of cookies sold, troops earn funds to support their activities throughout the year. **During the 2024 Cookie Program in Western Washington, \$3,052,092 was earned in troop proceeds, averaging about \$331 per cookie seller.** Girl Scouts should work with their troop to set goals and plan how they would like to use their troop proceeds as a group. Girl Scouts participating as an individual (IRM), and not with a troop, do not receive troop proceeds but do earn Program Credits (in banded amounts based on packages sold) to help support their Girl Scout experiences. A complete chart of IRM Program Credits banded amounts is available at girlscoutsww.org/cookieresources.

Q. How are the cookie rewards selected each year?

A. All of our rewards are programmatic and selected to motivate Girl Scouts to achieve goals for themselves and their troop. It is a year-round process with Little Brownie Bakers analyzing trends, surveying Girl Scouts, brainstorming reward items, and adjusting the reward structure to offer a high quality mix to appeal to all 10,000+ K-12 Girl Scouts who participate in the cookie program. Each Girl Scout council operates independently of one another and select their rewards based on several factors unique to their council.

Q. Why does the cookie program happen in the spring and not when the weather is nicer?

A. The majority of our troops' meeting schedules align with the school year. In order for Girl Scouts to receive their rewards before summer break, the cookie program needs to wrap by late March.

Q. Can my Girl Scout accept donations for their troop directly at booths?

A. All donations to troops/Girl Scouts during the cookie program must be applied to Operation Cookie or Troop Gift of Caring donations to ensure IRS compliance with our mission driven, tax exempt non-profit status.

Q. Our family has military base access, can I take my Girl Scout there to sell door-to-door?

A. Military bases in Western Washington all have strict policies that prohibit door-to-door sales of any kind, including for fundraising programs such as the Girl Scout Cookie Program.

Q. Where can nutritional and allergen information be found for all Girl Scout Cookie varieties?

A. Girl Scout Cookie nutrition and allergen information can be found in several places including the paper order card, littlebrowniebakers.com/cookies, through Digital Cookie storefronts, and on every cookie package. In addition, a summary of cookie variety allergens can be found at girlscoutsww.org/cookieresources. Customers concerned with food allergies should be encouraged to always check the ingredient statement and the "contains" statement, prior to purchasing, to determine if the cookie variety meets their individual needs.



Digital Cookie Set-up

Through Digital Cookie, customers can order cookies for In-Person Delivery (Girl Scout delivers to customer), Direct Shipping (shipping and handling fees apply), and for donation to Operation Cookie—payment is made during order process. Girl Scouts create their own personalized Digital Cookie storefront, send marketing emails to potential customers, and manage online cookie orders.

System Registration

Digital Cookie runs on Central Standard Time.

- Families of all Girl Scouts registered for the 2024-2025 membership year will receive a Digital Cookie email invitation from email@email.girlscouts.org with the subject “Register for the Digital Cookie Platform Today” near Jan. 13.
 - Click the link within the email, create a password, and complete registration.
 - Emails are sent to the email address on file for the Girl Scout’s primary caregiver.
 - If your Girl Scout became a member after Jan. 12, a registration email will be received within 24-48 hours after membership is processed.
 - The link in the email is unique to each Girl Scout/caregiver; please do not forward the email.
- **Didn’t receive a registration email?** The email may have landed in junk, spam, or promotions folders. Please visit digitalcookie.girlscouts.org.
 - Once on the webpage, click “Need help to log in” and click on “Request a Registration Email”.
- If an adult other than the Girl Scout’s primary caregiver, as listed in our membership database, would like access to Digital Cookie, the primary caregiver needs to provide a written request to grant the adult access by emailing customercare@girlscoutsworld.org.
 - A Girl Scout’s Digital Cookie account can only be associated with one adult login.
 - Login information would need to be shared if multiple adults would like account access.
- **Girl Scout over thirteen?** During registration the system will allow the Girl Scout’s email address to be entered so they can have a separate login to their account. This is optional and, if used, an adult will need to approve the Girl Scout’s site through their adult login prior to the site being published.

Digital Cookie Tips

- If GSUSA or GSWW reaches out with questions regarding your Girl Scout’s Digital Cookie, please respond within five days or less, as outlined in the Digital Cookie terms and conditions agreed to when setting up system access.
- Girl Scouts can resend customer order or shipping confirmation emails. Plus, tracking numbers for shipped orders are shown on Digital Cookie Order Details.
- **Would your Girl Scout like to reach more cookie buyers in their community?** Opt-in to the Cookie Connector to make their Digital Cookie site available to community members who visit our website looking to purchase cookies. Visit girlscoutsworld.org/cookieconnector Jan. 26-Feb. 12 to opt-in!
- Know of a business interested in promoting Digital Cookie sales? Contact your TRPM so they can coordinate with your service unit product manager for the best approach. **Businesses should not promote individual troop/Girl Scout Digital Cookie links but can share girlscoutsworld.org/cookieconnector so customers can connect with a Girl Scout in their area.**
- Use In-Hand Payment option in app, Feb. 14-Mar. 16 once cookies have arrived, to process credit card payments. Connect with your TRPM for how the troop will be processing credit card payments at booths.

Download the Digital Cookie app for cookie management on the go! The app will be accessible after the site is set up for the season through the browser version of Digital Cookie. App access ends Mar. 16.



Need Help? Visit the QR or girlscoutsworld.org/digitalcookie#girlscouts for site navigation tip sheets and videos, FAQs and links for customers to receive order support.

Digital Cookie In-Person Delivery

- ❑ **In-Person Delivery orders placed Jan. 15-Feb. 2 by 9:00 PM must be communicated to the TRPM so they are included in the initial cookie order.**
 - The last line of the paper order card can be utilized to note the total packages needed for In-Person Delivery orders and provided to the TRPM.
 - In-Person Delivery order information provided to TRPM by Feb. 2 will count toward initial order rewards and arrive with the troop's initial cookie delivery.
- ❑ **For In-Person Delivery orders placed Feb. 2-Mar. 10, once troops have received cookies, work with your TRPM to receive the cookies needed to fill the orders.**

In-Person Delivery Process

1. Receive email from [email@email.girlscouts.org](mailto:email@girlscouts.org) with subject '{Girl Scout name} has new delivery requests waiting for approval!'. Click the **Log In Now** button in the email.
 - Emails are not sent for every In-Person Delivery order. The system will send an email each evening, if there are any In-Person Delivery orders awaiting review.
2. Log in to Digital Cookie and click the **Orders** tab to view/approve/deny orders **within 5 days**.
 - Once approved/denied, an email is sent to the customer and the action cannot be changed.
3. Approved orders move to *Orders to Deliver* and the customer is charged. Deliver orders only after approving to ensure payment is processed.
4. **Contact customers within 48 hours** of approving an order to discuss order delivery date/time.

IMPORTANT: For customers who place In-Person Delivery orders prior to cookies arriving to sellers, ensure communication includes information regarding when Girl Scouts will receive cookies to begin deliveries, as customers receive a generic delivery date from Digital Cookie. Reminder, cookies arrive Feb. 14-27. Look for communication templates in the Jan. 15 program launch email from [eBudde<do_not_reply@littlebrowniebakers.com>](mailto:eBudde@do_not_reply@littlebrowniebakers.com).
5. Once cookies have arrived to sellers, complete delivery of In-Person Delivery orders **within 1 week** of approval and ensure all orders are **delivered by Mar. 16**.
6. Once delivered, log in to Digital Cookie **within 24 hours of delivery** to visit the **Orders** tab and check the box to the left of the corresponding order and click **Order Delivered**.
7. Delivered orders move to *Completed Digital Cookie Online Orders*.
8. Click the box to the left of delivered orders and click *Add to Customer List* to add to next year's records.

In-Person Delivery Best Practices

- A customer's second choice, if their order is denied or not approved within five days, is *Cancel* or *Donate*. Don't risk a lost sale—**review orders within five days**.
- **Once an order is approved, it cannot be canceled**, so ensure your Girl Scout will be able to deliver cookies to their customer.
- In addition to marking In-Person Delivery orders as delivered in Digital Cookie, keep a log of delivery dates, times, and locations for any questions that may arise.
- It is always recommended that cookies be given to customers directly instead of dropping off and leaving orders unattended. If an order must be dropped off, take a picture to keep with your delivery records.
- If your family is not able to support In-Person Delivery orders, this option can be turned off for your Girl Scout's Digital Cookie site by visiting the **My Cookies** tab and updating settings under the *Girl Scout Delivery Settings* section.
- Families can also mark specific cookie varieties as unavailable for In-Person Delivery from the **My Cookies** tab, should specific varieties not be available near the end of the program.

Please note:

Should a customer report that their approved order was not delivered by Mar. 16, the family may be billed for cookies and shipping to fulfill the customer's order.

Booth Sales

Booth sales give Girl Scouts the opportunity to learn new skills and work on their cookie goals. Booths take place at approved businesses throughout Western Washington. Best practices and specific site rules for each individual location must be followed to protect this privilege and the Girl Scout reputation in the community.

- Booth sales can only take place Feb. 28-Mar. 16.
- All booth sales are coordinated through the TRPM and must be approved prior to taking place.
- A Girl Scout must be present at the booth at all times and only Girl Scout youth members may sell cookies.
- Booth sites may host one Girl Scout plus an adult or up to four Girl Scouts plus two adults.
- Troop product managers will provide supplies for booths.
- Review *Booth Best Practices* and *Booth Sales Etiquette* (next page) prior to participating in booths.
- If a booth cannot be attended, the TRPM must be contacted as soon as possible so the site can be released or attended by other Girl Scouts.
- For all site issues—including two troops at the site at the same time, adult/Girl Scout behavior issues, person other than Girl Scout selling cookies, selling for different price, etc.—please contact your TRPM immediately.
- Interacting with community members may include questions they have regarding the Girl Scout organization. Review the chart below for responses to potential community member inquiries.

Did you know?
 If you know of a great booth location, discuss with your TRPM. Don't approach the business or property owner. Service unit volunteers work with local businesses to ensure we don't repeat requests.

INQUIRIES	RESPONSE	ACTION	FOLLOW UP
Boy Scouts of America (BSA)	Boy Scouts of America (BSA or Scouting America) is a separate organization from Girl Scouts of the USA. The two organizations and their local affiliates are independent not for profit organizations and are governed separately.	If Girl Scout safety is in question, please contact the store manager.	Complete a <i>Cookie Action Report</i> at girlscoutsww.org/cookieresources .
Religious Affiliation	Girl Scouts of Western Washington is not affiliated with any denomination. Girl Scouts encourages youth who are interested in pursuing the relationship between their religion and spirituality and the Girl Scout Promise and Law through the My Promise, My Faith pin.		
Cookie Boycott Includes cookie ingredients, taste, box size, etc.	Girl Scouts of Western Washington encourages youth members to use their voice to advocate for change, and believes that each individual is entitled to their own opinion. We do hope, however, that the important work Girl Scouts are doing to sell Girl Scout Cookies is not overshadowed by this advocacy. The Girl Scout Cookie Program provides Girl Scouts valuable skills that stay with them their entire lives, such as goal setting, decision-making, money management, people skills, and business ethics.		
Marijuana Dispensaries	Certain locations are not suitable for booth sales. This includes, but is not limited to: bars, marijuana dispensaries, liquor stores, gun shows, and casinos. GSUSA is aware of strains of marijuana named after Girl Scout Cookie flavors, and is taking legal action where they are able.		
Political Affiliation	Girl Scouts of Western Washington is a nonprofit organization that by law cannot take positions about or support political candidates or parties. While we do not take political positions, Girl Scouts of Western Washington is deeply committed to diversity, equity, inclusion, racial justice, and belonging and encourages all Girl Scouts to use their voices to stand up for issues that align with their beliefs. Girl Scout members are as diverse and varied as our nation, and because every member has a home at Girl Scouts, every Girl Scout in our movement is allowed their own ideas, opinions, beliefs, political ideology, and choice about what activities they participate in. Visit girlscouts.org/badgeexplorer to explore the public affair badges for each program level.		
Sustainable Palm Oil	Palm oil is the most widely used vegetable oil in the world, and is used in Girl Scout Cookies because of its unique ability to provide volume and texture, without adding trans fats. When farmed sustainably, palm oil is a more efficient and less land intensive crop than any other plant-based oil. GSUSA and Little Brownie Bakers are members of the Roundtable on Sustainable Palm Oil (RSPO). As a member of the RSPO, Little Brownie Bakers examines all aspects of their supply chain — from suppliers to processors to growers — to ensure that the palm oil used in their cookies is sourced from plantations that uphold their commitment to human and community rights and environmental stewardship.		

Booth Best Practices

- ❑ **Bring the following items provided by your TRPM:** Cookies, cash bank for making change, booth kit, and additional display items.
- ❑ **Arrive at site early:**
 - Is there anything to know about the site that may have come up that day?
 - Be respectful of the other troop and let them finish their shift at the site.
 - Assess location for personal security and comfort.
- ❑ **Help Girl Scouts set up booth when your time slot begins.**
 - An adult must be present at the booth at all times.
 - Only cookies and promotional materials should be on display—*no donation jar or pamphlets for another organization.*
 - Double check location requirements on the *Booth Sale Signup* sheet provided by TRPM to meet business expectations.
 - Keep the doorways clear for customers.
- ❑ **Remind Girl Scouts to be respectful and considerate of their potential customers.**
 - Girl Scouts should only ask customers leaving the business—not as they are entering the business. Ask everyone to buy cookies. Remember, people feel hurt when they feel excluded.
 - Encourage Girl Scouts to answer customer questions to build confidence—try not to step in.
- ❑ **Be in charge of the money while Girl Scouts are in charge of the transactions.** Utilize the *Booth Worksheet* provided by TRPM to track sales.
 - Girl Scouts should communicate what is owed for the cookies and count back change.
 - Adults should keep money close, with large amounts separate from small bills for change.
 - Jars, boxes, or other items holding money should *not* be set on a table or in a cart but be on one's person.
 - Refrain from accepting large bills and only accept checks as agreed upon by your troop.
 - Do not charge customers any credit card processing fee.
 - Count the money received in your car or back at home—not at the booth site!
- ❑ **Clean up site for the next troop to take over promptly at their start time.**
 - Dispose of any garbage and take empty cookie cases home to recycle.
- ❑ **Return leftover cookies, 100% of money collected (including donations), and other items in the list above to your TRPM.**
 - Collect a receipt for money and cookies turned in to your TRPM.

I could spend time with my daughter and support her during her booth sales and celebrate her achieving her goal.

-2024 Cookie Seller Caregiver



Booth Sales Etiquette

Remember to follow safety, and business guidelines. Please keep in mind that selling Girl Scout Cookies at community booth sites is a privilege granted to us by local businesses. Inappropriate behavior could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. If complaints arise, those attending the booth may be asked to leave and be removed from future booth sites.

Girl Scouts agree to...

- Have fun, be polite, and be friendly
- Wear uniform, vest or sash, or pins to identify as a Girl Scout
- Share their reason for selling cookies with customers
- Remember that behavior reflects on ALL Girl Scouts
- Say THANK YOU to all customers regardless of whether or not they purchase cookies
- Not talk loudly, run, or play on cell phones while at a cookie booth
- Remove all empty boxes and leave the space cleaner than when I arrived

Girl Scout caregivers agree to...

- Respect others and businesses by being a model of the Girl Scout Law and not engaging in conflict at sites
- Follow the specific site rules set individually by each business and location
- Leave siblings at home and have a second adult if 3 or 4 Girl Scouts are selling at a site
- Remember I am representing and therefore responsible for the reputation of Girl Scouts of Western Washington in our community
- Call my troop product manager immediately if we cannot attend a booth site

Cookie Program Rewards

Girl Scouts earn rewards based on the number of cookie packages they sell. Help your Girl Scout set reward goals using the chart below and visit the QR or girlscoutsww.org/cookieresources#rewards for full details on all reward items.



- 30-450 rewards are cumulative—sales less than 450 earn rewards up to pkgs sold level
- 450+ pkg sales may choose to exchange all rewards 75-450 for \$40 in Program Credits (PC) - all 30+ sellers receive theme patch
- 500+ and above rewards are not cumulative—500+ pkg sales and above choose the reward **OR** PC. If a reward lower than packages sold is selected, PC will be received for every 100 pkgs between selected reward and total packages.
- **If reward choices are not communicated to TRPM by Mar. 18**, Girl Scout will receive default reward item(s) for pkgs sold up to 450+ pkgs and 100% PC for 500+ and up pkgs sold. T-shirt size will default to Adult Large.

Packages	Reward	Program Credits (PC)
30+	Embrace Possibility Theme Patch	
75+	Cooling Headband	OR ___ Exchange 75-450 rewards for \$40 PC
125+	Take-Along Utensil Set	
180+	Happy Bamboo Plush	
250+	Panda Pouch	
315+	Do-Si-Dos Panda T-Shirt (circle size: YS YM YL AS AM AL AXL A2X A3X)	
355+	Panda Plush	
400+	Water Bottle & Bento Box	
450+	Travel Case w/ Panda Toothbrush, Bamboo Comb and Do-Si-Dos Duffle Bag	
500+	___ Build-A-Bear Experience	OR ___ \$50 PC Value
600+	___ Vans Custom Shoes	OR ___ \$100 PC Value
700+	___ Lego Build Experience	OR ___ \$150 PC Value
800+	___ Beats Solo 4 OR ___ AirPod Pros	OR ___ \$200 PC Value
900+	___ Sewing Machine Bundle	OR ___ \$250 PC Value
1000+	___ Top Cookie Seller Package OR ___ \$50 additional Program Credits	All 1000+ Receive Choice & Camp Discount
1300+	___ Rockstar Kit	OR ___ \$450 PC Value
1600+	___ 3D Printer Bundle	OR ___ \$600 PC Value
1900+	___ Dyson Airwrap™	OR ___ \$750 PC Value
2200+	___ Camping Gear Bundle	OR ___ \$900 PC Value
3000+	___ Gaming Laptop	OR ___ \$1300 PC Value

Program Credits (formerly Cookie Dough)

Program Credits, formerly called Cookie Dough, are earned in \$50 increments per 100 packages sold (beginning at 500+ pkgs sold) and can be exchanged if your Girl Scout prefers the reward items or experiences at the 500+ reward levels. Electronic Program Credits cards will be issued to earners in May via email. Girl Scouts keep their electronic card information, as accounts are loaded each time additional Program Credits are earned.

Girl Scouts can use Program Credits to fund:

- Membership fees
- Girl Scout camp, program, and event registration
- Silver and Gold Award project expenses
- Approved Girl Scout travel expenses
- GSWW stores or at girlscoutshop.com

BestBuy and Guitar Center Partnerships

May 5 - June 2, 2025

During these dates, Program Credits can be used to purchase items from a curated selection of items. Full details will be shared in upcoming newsletters and girlscoutsww.org/programcredits, where orders will be placed.

Program Credits are valid for current youth members. Funds that remain on cards following a two year lapse of youth membership with Girl Scouts of Western Washington will be pulled back by GSWW for use in supporting Girl Scout programming. Program Credits are non-transferrable.

It's activity time!

After setting a goal, your Girl Scout can make their very own goal tracker with our panda mascot, Měi Lan (May-áy Lá-on), to keep tabs on their progress and share with customers.

Supplies:

- Goal tracker template (back page)
- Cardboard tube
- Scissors
- Tape
- Markers



Goal Tracker

1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0

1. Cut out the pieces along the dotted lines. Solid lines are fold lines.
2. Write goal between the panda's arms.
3. Fold the panda stand forward and tape the flaps at the front, so the stand creates a rectangle.
4. Tape or glue the panda arms to the front of the tracker.
5. Tape the number bands around the cardboard tube, being sure not to tape to the tube so they can slide around the roll as sales increase.
6. Place the cardboard tube in the stand. Use the black line above the "Embrace Possibility" theme graphic as your number baseline.

Little Brownie
BAKERS®



FOLD
CUT



Fold all sides in towards panda to form box