

Cookies 101

Guide to helping your Girl Scout run
a successful cookie business.



Key Dates

Jan. 22

Digital Cookie
Registration Email

Feb. 10

Cookie Program
Starts

Mar. 24

Cookie Program
Ends



All Cookies: \$6

Families support endless possibilities!

With support and encouragement from their family, there's no stopping a Girl Scout! Review this guide to ensure your Girl Scout has the support she needs to be successful.



Need help or inspiration?

Scan the QR code to find helpful guides and resources.



gsdakotahorizons.org/CookieResources

Table of Contents

Program Benefits	2-5
Proceeds Rewards	
About the Program	6-7
Program Standards Responsibilities Ways to Participate	
Digital Cookie	8-9
Cookie Marketing	10-11
Promotional Merchandise Booth Kit 5 for 5 Promotion Bling Your Booth Social Media Toolkit Heroes on the Horizon	
Program Checklist for Caregivers	12

Proceeds

Dakota Dough (DD)

Dakota Dough is a Girl Scouts Dakota Horizons (GSDH) issued reward that can be spent on most Girl Scout related activities.

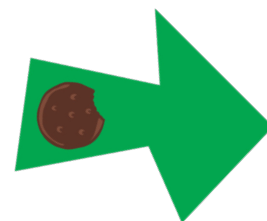
- Girl Membership
- Retail Store
- Events/Programs
- Summer Camp
- Dakota Dough Depot

For complete guidelines on DD, visit gsdakotahorizons.org/DakotaDough.

Troop Proceeds

Troops earn \$0.75 for every package of cookies sold. These funds are used to support your troop. Girls should help decide where and how to use these funds. They belong to the whole troop, and not individual members.

Note: Juliette Girl Scouts or girls not in a traditional troop, earn additional Dakota Dough in place of Troop Proceeds.





Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:



Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins like weekly challenges.



People Skills

Girl Scouts find their voices and build confidence through customer interactions.

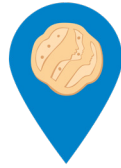
How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.



Decision Making

Girl Scouts learn to make decisions on their own and as a team.

How you can help: Talk about how they plan to spend the troop's cookie earnings.



Business Ethics

Girl Scouts learn to act ethically, both in business and life.

How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Money Management

Girl Scouts learn to create a budget and handle money.

How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.



Follow these steps to help guide your troop in the discussion.

- Decide what your troop plans are for next year and how much it will cost.
- Have girls review the rewards to help them set their personal goals.

_____ (Troop Goal in Packages)

x \$0.75 (Proceeds per Box)

= \$ _____ (Troop Proceeds)



Where does the cookie money go?

Girl Scout Cookies provide support for troops and girls in your local communities. In fact, after covering the cost of goods, 100% of the proceeds stays within Girl Scouts Dakota Horizons.



17%
Proceeds & Rewards

54%
GSLE Programming

29%
Cookie Program Costs



Girl Rewards

Rewards are cumulative. Rewards are subject to change due to unforeseen circumstances. Similar items may be used as a substitute.

25+ PACKAGES

Theme Patch



350+ PACKAGES

Panda Plush,
Goal Getter Patch
& \$10 Dakota Dough
(OR \$20 Dakota Dough + Patch)

75+ PACKAGES

Decal Set



425+ PACKAGES

Bento Box, Utensil Set,
Theme Patch Charm,
& \$10 Dakota Dough
(OR \$25 Dakota Dough)

125+ PACKAGES

Cooling Headband
2025 Patch
(OR \$5 Dakota Dough + Patch)



500+ PACKAGES

Do-si-dos Duffle Bag,
Toothbrush w/Case,
Super Patch,
& \$15 Dakota Dough
(OR \$30 Dakota Dough + Patch)

175+ PACKAGES

Fidget Beanbag Stones,
Stone Cairn Patch Charm,
& \$5 Dakota Dough
(OR \$10 Dakota Dough)



600+ PACKAGES

Sherpa Panda Hoodie,
& \$15 Dakota Dough
(OR \$35 Dakota Dough)

225+ PACKAGES

Panda Hair Drying Hat, Bamboo Comb,
Action Patch, & \$5 Dakota Dough
(OR \$10 Dakota Dough + Patch)



750+ PACKAGES

Custom Neon Sign,
Panda Patch Charm,
& \$20 Dakota Dough
(OR \$40 Dakota Dough)

275+ PACKAGES

Panda Charm It! Charm,
Charm Bracelet, & \$5 Dakota Dough
(OR \$15 Dakota Dough)



850+ PACKAGES

Adopt a Panda,
Panda Pouch,
& \$25 Dakota Dough
(OR \$50 Dakota Dough)

Initial Order Reward

Girl Scouts Dakota Horizons Beanie

Place a Troop Initial Order with an average of 275 packages (or more) per Girl Scout selling and all girls selling plus 2 volunteers will earn the GSDH Beanie.

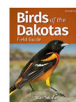


1000+ PACKAGES

CEO Cookie Club

CEO Patch, Mystery Mailings, & choice of:

- Create your Own Hiking Kit, Flower Press Kit, & \$25 Dakota Dough
- \$75 Dakota Dough



1250+ PACKAGES

Sock Panda 6 Month Subscription, Butterfly Patch Charm, & \$30 Dakota Dough (OR \$100 Dakota Dough)



1500+ PACKAGES

Vlogging Kit

*Scan Reward Descriptions QR code for full list of item choices.

Vlogging Kit & \$35 Dakota Dough (OR \$150 Dakota Dough)



2000+ PACKAGES

Light It Up!

*Scan Reward Descriptions QR code for full list of item choices.

Light It Up! & \$40 Dakota Dough (OR \$175 Dakota Dough)



**LIGHT
IT UP**

2500+ PACKAGES

On the Go

*Scan Reward Descriptions QR code for full list of item choices.

On the Go & \$50 Dakota Dough (OR \$220 Dakota Dough)



3000+ PACKAGES

\$250 Dakota Dough



Heroes on the Horizon



10+ Donations
Heroes on the Horizon Patch



25+ Donations
Sandwich Shaper & Cookie Bundle Patch Charm

Digital Cookie



18+ Emails
Cookie Techie Patch



1+ Package
Charm Patch



225+ Packages
Phone Patch Charm

Cookie Booth



Participate in Booth
Booth Sales Patch

Cookie Crossover



325+ Packages
Cookie Crossover Patch

*Must have completed requirements in the 2024 Fall Product Program.
Program Benefits | 5



Reward Descriptions

Scan the QR code for full item descriptions. View expanded options on Hiking Kit, Vlogging Kit, Light It Up, & On the Go.

About the Program

Basic Cookie Standards

Start Date: Monday, February 10, 2025

- Girls are on their honor not to begin selling or delivering in-person before the official start date: February 10, 2025. This includes any pre-orders.
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Craigslist, etc.).
- All girls must be registered Girl Scouts for the 2024-25 membership year.
- The price of cookies is \$6 per box and non-negotiable with no discounts.
- Cookies may not be purchased for resale.

Family Responsibilities

Families participating in the cookie program agree to all Basic Cookie Standards and the following.

- Complete and sign the Family Agreement & Initial Order Worksheet.
- Offer your troop cookie coordinator help during the program. Ex: Managing cookie booths, pick up cookies, etc
- Communicate regularly with your troop cookie coordinator for status of cookie inventory, booth opportunities, and turning in funds.
- Families accept financial responsibility for all cookies received (sold or unsold) and funds collected.
- Always collect receipts for any exchange of cookies or money.
- Turn in all money to the troop cookie coordinator weekly. Funds not collected by April 4 will be sent to collections.
- Girl Scouts will always be involved in the sale of cookies. This can include posters, personalized note, in-person delivery, etc.
- Unsold cookies cannot be returned to the troop or council. Communicate with troop cookie coordinator about options for unsold cookies.
- Remember the Girl Scout Promise and Law. At all times, you represent your child, her troop, and Girl Scouts and to act with kindness and respect.

Cookie Program Do's and Don'ts

Green means go and red means no! Follow these Do's and Dont's for your best season yet!

DO	DON'T
Begin selling online or in-person on or after Feb. 10.	Take any orders or requests for cookies before Feb. 10.
Sell all cookies for \$6 per package.	Adjust the price of any Girl Scout Cookies.
Accept financial responsibility for all cookies received.	Expect to return any unsold cookies to troop.
Be safe online. Share Digital Cookie links only on sites personally owned.	Promote or sell cookies on any resale site such as Facebook Marketplace, eBay, etc.
Turn the payment in to the troop on a weekly basis.	Keep cash on hand until the end of the program.
Count and verify with volunteer that your payments and cookies are correct before signing the receipt.	Hand off cookies or money without verifying the amounts are correct. Not collect a receipt.
Keep copies of receipts for all cookies received and payments.	Rely on your memory for all troop transactions
HAVE FUN!	Turn the cookie program into a chore.



Ways to Participate

No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!

In-Person

Door-to-Door Deliveries

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 hangers and business 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 Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops work together to market their cookies outside a pre-approved location by council (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Online

Digital Cookie

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. And your Girl Scout can reach their sales goals no matter what their schedule is like.

Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling 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.

Social Media

Girls can share their links with family and friends on sites they personally own.

Safety Activity Checkpoints:

Posting sales links to online resale sites is prohibited (eBay, Facebook Marketplace, Craigslist).

Posts on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this, the posting party must disable the automated function.



Digital Cookie

Digital Cookie is a GSUSA approved web platform that girls use to sell cookies! Every registered girl can set up their Digital Cookie account and participate online!

Customers can purchase cookies at a booth, in-person, or online and can have cookies handed to them, shipped, delivered later by the Girl Scout or donated to our Heroes on the Horizon.

All Digital Cookie orders are paid for with electronic payments by the customer, so there are no funds to collect making participation super easy!



digitalcookie.girlscouts.org

4 easy steps to get movin' with the Digital Cookie platform!

This cookie season, superpower your goals by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your efforts can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie® platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

❶ Register

Watch your email on Wednesday, January 22. Digital Cookie emails will arrive from email@email.girlscouts.org inviting you to set up their personalized site.

❷ Set Up Your Site

On a web browser, you and your Girl Scout can set up their goal, share their cookie story, and upload a fun picture or video.

❸ Invite Customers

Add email addresses and send ready-to-use emails inviting people to support your sale. You can also promote your personalized cookie site link on Facebook with friends and family.

❹ Track Your Goal

See how close you are to reaching your goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety.

Did you know?

On average, Girl Scouts sell 1.5 more packages on Digital Cookie orders than in-person orders.

1.5
MORE



Don't see the email?

- Girls must be registered for the current membership year with an accurate email address on file in order to receive the Digital Cookie registration email.
- Check your junk/spam/promotions inbox.
- If you have not received the email, visit <https://digitalcookie.girlscouts.org/login> and select "Need help to log in" to resend the registration email to the email on file with Girl Scouts.

Important Reminders

- Setting up and managing a Girl Scout site must be done on a web browser.
- On February 10, the app will be available for selling cookies.
- A Girl Scout site must be approved and published by a caregiver for access on the app.
- Customer emails are not able to be sent until the start of the program.
- All “Girl Delivery” orders must be approved by the caregiver in Digital Cookie within five (5) days. If an order is not approved within that time frame, the order will convert to the customer’s choice of cancel or donate.
- Cookie varieties can be shut on/off as you have inventory. On a browser, under the ‘My Cookies’ tab, scroll to the Girl Scout Delivery Setting section.

Need help?

Scan the QR code to access resources and videos to help with Digital Cookie:

- Digital Cookie Help Center
- Getting Started
- App instructions
- Adjusting Delivery Settings
- Shipping Info
- How to access Cookie Link QR code
- And more!



Digital Cookie Rewards



Send 18+ emails in Digital Cookie
Cookie Techie Patch



Sell 1+ package in Digital Cookie
Theme Charm Patch



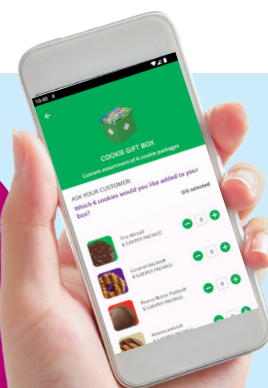
Sell 225+ packages in Digital Cookie
Phone Patch Charm

Check out the rewards on page 4 & 5 to discover all the charms you can earn and add to your patch!

Sell on the go with the Digital Cookie Mobile App

This app enables girls in the Girl Scout Cookie Program to bring their cookie business online as they take customer orders and grow their digital marketing skills. The mobile app is free to use and is designed for Girl Scouts participating in Digital Cookie.

Note: Digital Cookie site must be set up on a web browser prior to using the app.



Cookie Marketing

Promotional Merchandise

Girl Scout Cookie gear is available to help promote your business whether walking in your neighborhood or at a cookie booth.

Cookie Apparel	Door Hangers
Yard Signs	Thank You Cards
Banners	Money Pouch
Cookie Cart	Tablecloth
Fun Patches	Car Magnets
Buttons	And more...

Visit gsdakotahorizons.org/shop to learn how to purchase these items and more.



Booth Kit

Your Girl Scout Troop has decided to have a cookie booth to expand their Cookie Program experience and work toward their goals, now what?

This Cookie Booth Kit will provide you information and ideas to ensure you and your girls have a great experience whether in-person or online! *Work with your troop cookie coordinator to participate in booths.*

What it includes:

- Promotional Materials
- Etiquette
- Booth Inventory
- Supplies List
- Recording your Sales
- Graphics and Signs

Download the
Booth Kit



5 for 5 Promotion

The 5 for 5 Promotion was designed to not only give customers a fun chance to win more cookies, but also help girls and troops increase their cookie sales.

For Customers

When customers buy 5 boxes of cookies, they can enter into an online drawing to win 5 cases (60 boxes)! Five winners will be drawn.

For Troops

Troops that sell to the winners will also receive 5 cases of cookies to donate to a place of their choice. Winning troops will also receive a \$25 GSDH retail gift certificate.



For flyer and entry cards, visit the Cookie Resources website.

Bling Your Booth

Are the Girl Scouts in your troop the most creative cookie entrepreneurs around? Let your creative and innovative side soar during the Bling Your Booth Contest!

- All girls must follow booth etiquette guidelines to qualify. Ex: Wearing a Uniform
- Upload photo to contest site linked at gsdakotahorizons.org/CookieResources
- 3 troops will be randomly selected to win a pizza party for their troop (value \$100).
- Participating troops may appear in next year's cookie marketing materials.



Social Media Toolkit

The Social Media Toolkit gives girls (and parents) tools to highlight their businesses in creative ways and help them meet their goals. You'll have everything you need to have an amazing cookie season!

Explore the toolkit online and click on the graphics to download the images. Get ready to have a ton of fun promoting Girl Scout Cookies this season!

Action steps to help you get started — and get sharing:

- Check out all the ready-to-use graphics available for social media platforms.
- Create a social calendar that covers different phases of the cookie season, from rallies to booth events.
- Brainstorm ideas for social posts that get the attention of cookie fans.

Download the Social
Media Toolkit



Clipart Art & More

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



Cookie Donation



Heroes on the Horizon is our council cookie donation program that encourages girls to ask customers and businesses to donate \$6 for cookies to be donated. Cookies will go to military organizations, first responders and other non-profit organizations throughout the council. In 2024, GSDH Girl Scouts collected over 13,402 packages of cookies for donation!

1. Connect with your cookie customers and share about the cookie donation option.
2. On the order card, mark the donation column, collect the funds and turn them into the TCC.

On Digital Cookie, customers can choose the Cookie Share option when making a purchase and pay electronically.

3. Council facilitates all deliveries of cookies donated through this program. Troops will not receive the cookies for donation, they only collect the funds.

Rewards



10+ Donations
*Heroes on the
Horizon Patch*



25+ Donations
*Sandwich Shaper
& Cookie Bundle
Patch Charm*

Cookie Checklist

from start to finish



This checklist is designed to guide you through the key steps and responsibilities to ensure both you and your Girl Scout are prepared for a smooth, organized, and fun cookie season. From understanding the sales process to ensuring safety and promoting teamwork, these tips will help you stay informed and involved throughout the program.

Let's get started on making this year's cookie program a rewarding adventure for everyone!



Getting Ready

- ☐ Register as a Girl Scout for the 2024-2025 membership year.
- ☐ Pick up materials from your troop cookie coordinator (TCC).
- ☐ Review the girl rewards brochure with your Girl Scout.
- ☐ Discuss with your Girl Scout the ways they want to participate in the program and help set their personal goal.
- ☐ Complete and sign the Family Agreement & Initial Order Worksheet. Turn in completed form to your TCC.
- ☐ Starting **January 22**, set up Digital Cookie site.
- ☐ Pick up cookies once they arrive.

During the Program

- ☐ In Digital Cookie, send emails to friends and family letting them know cookies are now available.
- ☐ Start selling cookies and collecting money. Approve and deliver girl delivery orders as soon as you receive inventory.
- ☐ Participating in a cookie booth? Review the Booth Kit prior to the booth to review proper etiquette and view a supply list. Offer assistance to your TCC to help at a cookie booth.
- ☐ Check with your TCC on how/when to order additional cookies for any in-person or girl-delivered orders.
- ☐ Sign a receipt for any additional cookies picked up from the TCC.
- ☐ Turn in money for cookies received to the TCC weekly. Be sure to sign a receipt and get a copy!
- ☐ Manage inventory by variety throughout the program. If one variety isn't selling, let your TCC know as it may be possible to exchange with other girls in the troop. Don't wait until the last week to consolidate cookies that aren't selling!
- ☐ Use Facebook Exchange pages to transfer/exchange cookies with other families (check with your TCC first).

Wrapping Up

- ☐ Turn in remaining money for all cookies received to TCC. Funds not collected by **April 4** will be sent to collections.
- ☐ Let the TCC know which rewards your Girl Scout has selected. Rewards can be selected in Digital Cookie, via the Family Agreement & Initial Order Worksheet, or another way the TCC has communicated.
- ☐ Pick up your rewards in May from your TCC and celebrate!

