

Cookies 101

Family Manual



Mark Your Calendars

Jan. 21

Digital Cookie
Registration Email

*Login, review, or edit your
email list and upload a
photo or video.*

Feb. 9

Cookie Program
Starts

*Start selling cookies!
Utilize Digital Cookie for
online sales and digital
payments.*

Feb. 15

Sweet Success
Sunday

*Join the product program
team for open office hours
to answer questions.*

Feb. 27

Inventory Check In

*Count inventory and reach
out to your troop cookie
coordinator with concerns
about extra inventory.*

March 2

NEW Family
Cookie Booths Open

*Families can request an
open, council-approved
booth location.*

March 15

Sweet Success
Sunday

*Join the product program
team for open office hours
to answer questions.*

March 23

Cookie Program
Ends

*Finalize any remaining
sales and deliveries.*

March 25

Money & Rewards
Turn In

*Deadline to turn in funds
and reward selections to
troop cookie coordinator.*



Need help?

For cookie support, scan the QR code or contact:
help@gsdakotahorizons.org or call **800-666-2141**

www.gsdakotahorizons.org/CookieResources

SWEET SUCCESS SUNDAYS

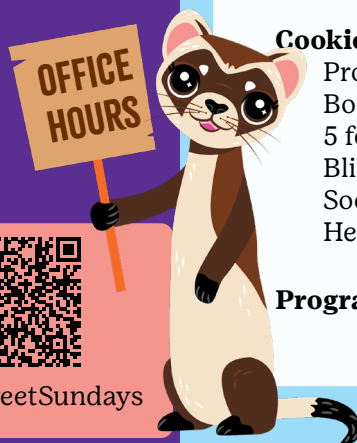


Have questions about the cookie program? Join us for open office hours with the Dakota Horizons team! Whether you're a troop leader, caregiver, or service unit member, we're here to answer your questions to help you get started and support you along the way.

January 18 | 7:00 - 8:00 PM CT

February 15 | 7:00 - 8:00 PM CT

March 15 | 7:00 - 8:00 PM CT



bit.ly/SweetSundays

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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
- Council Sponsored Travel
- Dakota Dough Depot

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

Troop Proceeds

Troops earn \$0.75 for every package of cookies sold. Troop proceeds belong to the Girl Scout troop and not the individual members of a troop.

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

Set small weekly challenges and celebrate each one.



Decision Making

How do they plan to sell cookies? What will they do with their earned Dakota Dough?



Money Management

Teach girls to count change, keep money in a safe place and give it to the troop leader regularly.



People Skills

Create a sales pitch and practice it before you head out the door!



Business Ethics

Be truthful when asked questions, fair to other girls selling, and responsible with cookies and money collected.



All Cookies: \$6

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)

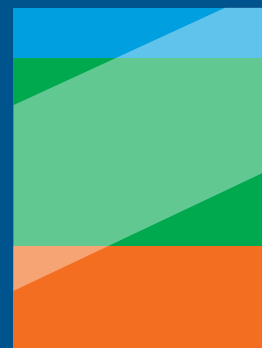
Rewards

View the rewards to help girls set their personal goals.



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

About the Program

Basic Cookie Standards

Start Date: Monday, February 9, 2026

- All girls must be a registered member for current year.
- Complete and sign the Family Agreement & IO Worksheet
- Do NOT begin selling or delivering in-person before the official start date. This includes any pre-orders.
- The price of cookies is \$6 per box and non-negotiable with no discounts.
- Collect money up-front and keep in a safe place until turned over to troop cookie coordinator (TCC).
- Use Digital Cookie to sell online and collect digital payments.
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Craigslist, etc.).

Family Responsibilities

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

- **Families are financially responsible for all cookies received (sold and unsold).**
- Turn funds into troop at least once a week. Funds not collected by final turn-in date (front cover) may be subject to collections agency.
- Communicate regularly throughout the program with your TCC for status of cookie inventory, booth opportunities, and turning in funds.
- 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. Prior to the final week of the program, communicate with TCC about options for unsold cookies.
- Remember the Girl Scout Promise and Law. At all times, you represent your child, her troop, and Girl Scouts. Remember to act with kindness and respect.

Juliette Girl Scouts

Juliette Girl Scouts (girls not in a traditional troop) can participate in the cookie program just like girls in a troop. They'll work with their Service Unit Cookie Manager (CM) to:

- Pick up sales materials
- Place cookie orders
- Enter cookie allocations in eBudde (council cookie management software)
- Select rewards and pickup
- Turn in funds

Rewards & Dakota Dough

Juliette Girl Scouts earn rewards and Dakota Dough the same as girls in traditional troops.

Proceeds

Girls participating as a Juliette do not have a bank account and therefore, will receive Dakota Dough in place of troop proceeds. The amount of Dakota Dough is based on range calculations and will be given directly to Juliette Girl Scouts upon completion of the program along with any rewards earned. Scan the QR code to view proceeds.

**Product Program
Proceeds**

For Juliette Girl Scouts



Cookie Booths

Juliettes can participate in Cookie Booths, Family Cookie Booths, and Cookie Stands. Juliette Girl Scouts should work with their CM to sign-up any cookie booths.

Ways to Participate

No matter how girls 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!



Digital Cookie

#1 way to sell cookies! It's a fun app for girls to help customers purchase cookies in-person, at a booth, or online.

- Ordered cookies can be hand-delivered or shipped.
- Cookies can be donated to Heroes on the Horizon.
- Digital payments like credit card, Venmo, and Paypal can be accepted.

Cookie Booths

Troops or groups of Girl Scouts work together to market their cookies at a council approved location (grocery store, bank, mall, etc.). Work with your troop to see how you can help.

- Bling Your Booth to bring in customers (and win a pizza party!)
- Use the Booth Toolkit to ensure Girl Scouts are following all booth requirements.

Family Cookie Booths

Starting March 2, families can request an open, council-approved booth location. These booths help Girl Scouts connect with new customers and reduce their cookie inventory, just like troop-run booths. Scan the QR code to learn more and sign-up.



Door-to-Door

Load up the wagon to have girls connect with their community. Use your order card to show the cookies and Digital Cookie to pay for them!

- Use the Digital Cookie app to accept digital payments in-person.
- Leave behind door hangers or business cards for future orders. Templates can be found at littlebrowniebakers.com

Cookie Stands

Cookie stands, for families, are set up on private property, where they'll market their cookies to customers in their neighborhood. Cookie stands do NOT need to be registered in eBudde.

- Use the social media toolkit to help promote your cookie sales.
- Use the 5 for 5 promotion to give customers a chance to earn more cookies.

Social Media

Girls can post fun graphics and their Digital Cookie link to family and friends on personally owned sites.

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.

Cookie Exchange

Connect with families in your area to exchange excess cookies throughout the program.

Exchange Guidelines

- Check with your TCC BEFORE posting on exchange group.
- All cookie exchanges need to be recorded by a TCC in the online system.
- Always get a receipt that is signed by both parties and include the troop number and girl name.
- Determine which troop will be responsible for entering the transfer in eBudde.
- Transfers should take place in eBudde within 24 hours of cookie exchange.

Facebook Exchange Groups

These exchange groups are for volunteers and parents. Links are listed under the Cookie Exchange tab on the GSDH website.

Money Matters

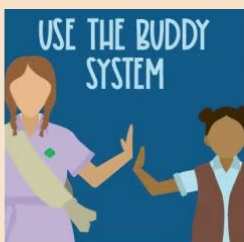
Managing cookie money is an important part of running your business! Follow these tips to stay organized, accurate, and safe when collecting, recording, and turning in payments.

- ☑ **Collect money at time of sale.** When using your order card, mark the “CHECK WHEN PAID” section to note that payment was received. Write cash, check, or credit card to keep track of how each order was paid.
- ☑ **Double-check every payment.** Girls should confirm that the amount received is correct and that any change given is accurate.
- ☑ **Keep money safe.** Place cash and checks in a money envelope or box and store it in a safe place until you hand it to your TCC.
- ☑ **Count and record before turning in.** Before giving money to your TCC, count the total to make sure it matches your records.
- ☑ **Always get a receipt.** Both families and TCC should keep a signed receipt for every transaction.
- ☑ **Best option!** Use Digital Cookie for credit card purchases—no cash handling required!

Safety Tips for the Girl Scout Cookie Program



Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.



Always use the buddy system. It's not just safe, it's more fun.



Girls K-5 must be accompanied by an adult. Older Girl Scouts need adult oversight for sales and deliveries.



Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies.



Be prepared for emergencies, and always have a plan for safeguarding money.



Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.



Patch Charms

Patch - 150+ pkgs
 Brave Charm - 200+ pkgs
 Fierce charm - 425+ pkgs
 BFF Charm - 750+ pkgs
 Flower Charm - 1250+ pkgs
 Fun charm - 100+ Digital Cookie pkgs

Patches

Theme - 50+ pkgs
 Goal Getter - 350+ pkgs
 Super - 500+ pkgs
 CEO Club - 1000+ pkgs
 Cookie Techie - 18+ Digital
 Cookie Emails
 HOH - 10+ Donations
 Booth - 1+ booth pkg
 Cookie Rally - Patch Program
 Un-ferret-gettably Brave -
 Patch Program

Resources

Use these resources to guide you through the Cookie Program.

Dakota Horizons

- gsdakotahorizons.org/CookieResources
- 800-666-2141
- help@gsdakotahorizons.org

Find procedures, forms, and manuals on the website or call or email Member Services for additional support.

GSDH Member Connect Facebook Group

facebook.com/groups/gsdhmembers

Join this Facebook group to receive up-to-date information about the program and connect with volunteers.

Digital Cookie

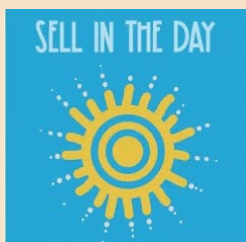
digitalcookie.girlscouts.org

Click yellow "Help" link at the bottom right on the Digital Cookie home page for all questions regarding Digital Cookie.

Little Brownie

littlebrowniebakers.com

Check out the baker's website for exciting girl activities, booth ideas, recipes, and the latest news.



Girls should only sell after dark when under direct supervision of an adult.



Girl Scouts' last names, home addresses, and email addresses should never be given to customers.



Always follow safe pedestrian practices when crossing at intersections or walking along roadways.



Girl Scouts must have their caregiver's permission to participate in all online activities.

Digital Cookie

Digital Cookie is a GSUSA approved web platform that girls use to sell cookies! Customers can purchase cookies 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 using credit cards, Venmo, or PayPal, so there are no funds to collect making participation super easy!



digitalcookie.girlscouts.org

Get Started on January 21

1 Register

Look for the Digital Cookie registration email in your inbox on Wednesday, January 21 to register. Digital Cookie emails will arrive from email@email.girlscouts.org inviting you to set up their personalized site.

2 Set Up Your Site

On a web browser, take a few minutes to set up your sales goal, write your cookie story, upload a fun picture or video. Then publish and be ready to go!

3 Add Customers

Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.

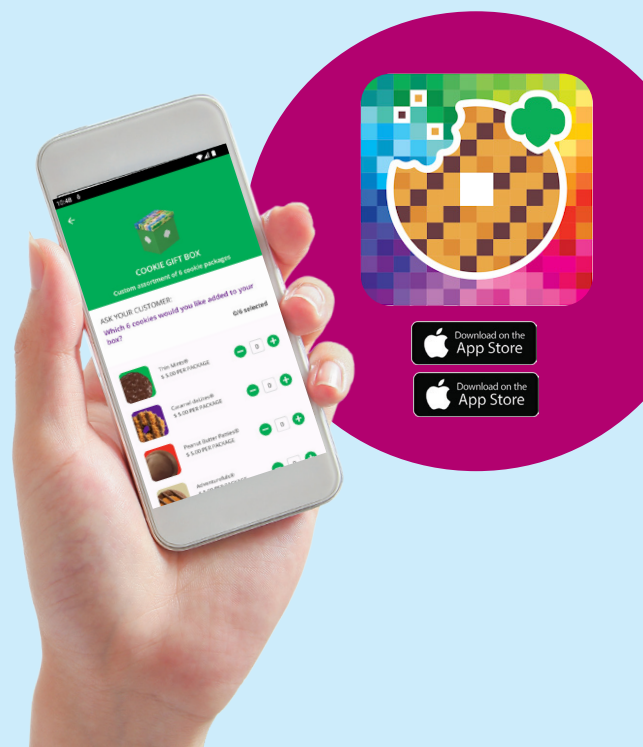
Don't see the email?

- 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.

Did you know?

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

1.5
MORE



Important Reminders

- Setting up and managing a Girl Scout site must be done on a web browser.
- 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.

Digital Cookie Rewards



18+ Emails
Cookie Techie Patch



100+ Packages
Fun Charm

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!



Download 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: The mobile app will be available to use on February 9. Girl Scout sites must also be published before logging into the mobile app.

- ☑ Take digital payments including credit cards, Venmo, and Paypal.
- ☑ View all orders placed through Digital Cookie.
- ☑ Approve orders for in-girl delivery.
- ☑ View QR code for customers to place order on their own device.
- ☑ Email their site to a customer for future orders.

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

Download the
Booth Kit



Social Media Toolkit

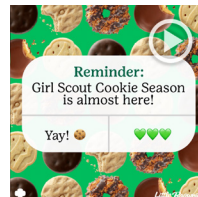
The Social Media Toolkit gives girls (and parents) tools to highlight their businesses in creative ways and help them meet their goals. You'll have everything you need to have an amazing cookie season!

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

LittleBrownieBakers.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.



Contests & Promotions

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.



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. Each year, GSDH Girl Scouts collect over 10,000 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

Lanyard and Pop-in Charms

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

Getting Ready

- ☐ 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.
- ☐ Attend Sweet Success Sundays office hours with any questions - January 18 | 7:00 PM CT
- ☐ Starting **January 21**, set up Digital Cookie site.
- ☐ Pick up cookies from TCC 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.
- ☐ Attend Sweet Success Sundays office hours with any questions - February 15 | 7:00 PM CT
- ☐ Check with your TCC on how/when to order additional cookies for any in-person or girl-delivered orders.
- ☐ Turn in money for cookies received to the TCC weekly. Be sure to sign a receipt and get a copy!
- ☐ Manage inventory throughout the program! If you have excess cookies, talk with your TCC immediately. They may be able to help you to exchange varieties, find girls that need more cookies, or sign up for a few cookie booths.

Wrapping Up

- ☐ Attend Sweet Success Sundays office hours with any questions - March 15 | 7:00 PM CT
- ☐ Turn in remaining money for all cookies received to TCC. Funds not collected by **March 25** may be subject to collections agency.
- ☐ 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!

Cookie Program Do's and Don'ts

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

DO	DON'T
Begin selling online or in-person on or after Feb. 9.	Take any orders or requests for cookies before Feb. 9.
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.