



The 2025

girl scouts
river valleys

Community/Area Cookie Notebook

YOUR HANDY-DANDY SIDEKICK
FOR THE COOKIE SEASON



Scan the **QR Code** with a mobile device or visit us online at **GirlScoutsRV.org/CookieCentral** to access our hub for all things cookies!



WELCOME TO THE COOKIE SEASON

True Story: *Girl Scouts River Valleys consistently ranks in the top 10 councils for cookie sales because of the collaboration and dedication of our Community Cookie Volunteers! Thank you for being a vital part of preparing your local troops and supporting them along the journey that is the annual Cookie Program.*

While you provide that stellar support, our commitment to you is to ensure that our volunteers and Girl Scouts have all the ingredients for a successful season: timely and clear communications, plenty of resources, and of course, access to the cookies they need to reach their goals. There is a place for everyone in our Cookie Program from that Daisy making their very first sale to the Ambassador wrapping up their final cookie booth.

This notebook includes a handy checklist, cookie calendar, and key highlights for 2025. We'll provide more information and resources you need for your role online, in your email, or delivered to your door. As the Community/Area Product Leader, you'll be:



THE TRAINER

Training is essential. It ensures your troops are ready to take on the season. After you receive training from Girl Scouts River Valleys, you'll determine the training option that works best for you to train your troops: in-person, a virtual session, or directing troops to online training courses.



THE COMMUNITY "GO TO"

For troops, you are the information source for all things cookies—from distributing key program materials, directing them to helpful resources, to sharing your guidance, tips and tricks.



THE HELP DESK

Assist with and respond to troops who have issues or concerns—like too many cookies, online cookie systems support, or finance problems, and try to be proactive. New troops will especially need the extra support.



THE COOKIE PROMOTER

We can't sugarcoat it. The cookie season is both joyful and hectic. You are the troops' #1 cookie booster, so take time to re-energize them throughout the sale.

And remember, we're here to support you every step of the way--cheering for your successes and offering help whenever needed. Together, we'll help Girl Scouts gain confidence, learn life skills, and unbox fun adventures, one package at a time!

Yours in Girl Scouting,

The Girl Scouts River Valleys Product Program Team

COOKIE HIGHLIGHTS FOR 2025

Are you ready for it? Let the cookie season begin! This year, we embrace possibility (it's our theme after-all) with a recipe of confidence-building, fun-having, and a big dose of opportunity for both volunteers and Girl Scouts. View more details in the online Community/Area and Troop Cookie Manager Guidebooks. Here are the highlights:



Meet Noodles the Panda! The only natural habitat for pandas like Noodles is in the mountain ranges of central China. They spend up to 12 hours a day eating bamboo, their favorite food! Other panda fun facts: panda babies are as small as a stick of butter when born, are very good swimmers, and can be very shy. Our rewards line up is paw-sitively filled with panda items Girl Scouts are sure to adore.



Digital Cookie Improvement Alert! You can expect a dashboard with faster updates and a simple, fresh design. Your customers will be able to breeze through checkout with fewer steps.



New look, returning resources: We've combined our Digital Cookie & Smart Cookies instructions and videos for volunteers into one integrated guide. This season's cookie receipt books (in your materials shipment) now include a girl permission form/financial responsibility acknowledgment for cookies provided to families, and the Digital Cookie Help Center for Families has been revised to reflect this season's updates.



NEW cookie payment options with the Digital Cookie Mobile app: For in-person and booth sales, customers now have the option to pay with credit card, Venmo, or PayPal! Plus, the number of required fields to complete at checkout have also been reduced. Girl Scouts River Valleys will continue to cover the fees for Girl Scouts and troops that use Digital Cookie and the mobile app to process customer payments.



Digital Cookie Shipping Promotion: We heard you-last season's shipping promotions were a big hit! Watch for details on the 2025 shipping promotions and dates in The Cookie Press. View the shipping rate information on Cookie Central.



A sweet send-off: The Toast-Yay! will be retiring from the cookie line up at the end of the 2025 season. Troops can promote the "last call" for this variety for Toast-Yay! fans to stock up. While parting is such sweet sorrow, we'll have a new cookie coming in 2026!



Giving back through the power of cookies! Through the LemonAID Program, Girl Scouts can choose to help sponsor foster animals at Pet Haven of Minnesota instead of receiving an item at the 130 package sales level. Learn more at pethavenmn.org. Through the Cookie Share program, Girl Scouts can collect money from customers for cookie donations to either benefit a local organization of their choice, River Valleys partner organizations, or a combination of both. Participants who sell 20 or more donated packages will receive a patch.



Online cookie system support: Digital Cookie has *Contact Us* and *Help* links built into the site to direct families, volunteers, or customers to FAQ's or customer service staff when they have questions on cookie orders. For Smart Cookies technical support, email ABCSmartCookieTech@hearthsidfoods.com. You can also connect with Girl Scouts River Valleys staff for online cookie system support all season long.

COOKIE RESOURCES

Cookie Central: Your online one-stop hub for all things cookies! Use your mobile device's camera to scan the QR code on the first page or visit GirlScoutsRV.org and click on the Caramel deLite cookie on the top of the page. From there, you can access online resources such as the Community/Area Product Leader Guidebook, Troop Cookie Manager Guidebook, Online Cookie Systems Guide (for Smart Cookies and Digital Cookie), cookie cupboard information, online training, printable resources, and more.

Smart Cookies (abcsmartcookies.com): The online system that helps volunteers manage the Cookie Program. With Smart Cookies, you can order and transfer cookies, track progress, run reports, and order rewards. You'll receive an email with a link to set up and register your account for the upcoming cookie season in mid-December. Step-by-step instructions and helpful videos can be found in the Online Cookie Systems Guide on Cookie Central.

Digital Cookie (digitalcookie.girlscouts.org): Digital Cookie is the online platform that allows Girl Scouts to sell cookies digitally. After setting up personalized online storefronts, they can take cookie orders, track sales, and offer direct shipping or local delivery to customers. Girl Scouts will use the Digital Cookie mobile app to take credit card/Venmo/Paypal payments at a booth or for other in-person sales.

Troop volunteers will receive an email in mid-January to set up their account for the season. After setting up their site, they can use the Digital Cookie mobile app to take booth credit card/Venmo/Paypal payments. Troops can also set up their shipped-only cookie link, virtual booth link, monitor online sales, send cheers to troop members, and more. Community/Area volunteers have the option to access the site to monitor troop online activity.

Girl Scout caregivers will receive an email to register their account on February 1. Cookie Central will feature tip sheets, videos, and support resources for both volunteers and families.

The Cookie Press: It's a must-read during the cookie season! A weekly e-newsletter sent to your inbox and found online at Cookie Central for cookie volunteers. The Cookie Press includes helpful tips, just-in-time instructions, and reminders throughout the program.

Looker: Community and Area volunteers use this online tool to access real-time membership data. For instructions on using Looker, visit GirlScoutsRV.org and search for "Looker" using the search bar.

Cookie materials: You'll distribute items to each participating troop after they arrive in late December. Items include: cookie order cards, rewards fliers, receipt booklets, Cookie Booth Kits, copies of the Troop Cookie Companion, Family Guides, and money envelopes. You'll also receive an 8-pack sampler of cookies for Communities to use and Toast-Yay! sample packages for each troop (one per troop).

COOKIE VARIETIES

ABC Bakers, Girl Scouts River Valleys baker-partner for the season, offers nine cookie varieties for customers to choose from: Toast-Yay!, Thin Mints, Caramel deLites, Peanut Butter Patties, Adventurefuls, Lemonades, Trefoils, Peanut Butter Sandwich, and the gluten-free Caramel Chocolate Chip. All cookie varieties are \$6 per package.

Note: Troops are financially responsible for all inventory picked up from the initial order and/or cookie cupboards. Cookies can be picked up by the case or package at cookie cupboards. Damaged cookie packages can be exchanged for non-damaged packages of the same variety at a cookie cupboard.

COOKIE PROCEEDS

For the 2025 cookie season, we've refreshed and updated our troop proceeds to make it easier for volunteers and Girl Scouts to track their earnings and progress towards their goals. **All troops will earn \$1.00 per package in proceeds.** Senior and Ambassador troops can choose to opt out of girl rewards and receive an additional \$.05 per package by emailing girlscouts@girlscoutsrv.org by April 1, 2025. Opt-out troops will still receive Cookie Program patches. Communities will also have the opportunity to earn proceeds by meeting sales targets. Watch for more details in your inbox.

COOKIE PARTICIPATION OPTIONS

We know flexibility and options are important when it comes to participating in this iconic program. There are truly options to fit the needs and comfort-level of every Girl Scout and troop, whether it's in-person or online, they have cookies on hand or choose to pick up inventory as needed. Direct volunteers to the Troop Cookie Manager Guidebook to view the many ways to sell. Team with troops to brainstorm even more ways to elevate their cookie business to help Girl Scouts grow their people skills, set goals, and learn how to overcome challenges when things don't go as planned.

COMMUNITY COOKIE RALLIES

Hosting a Cookie Rally is great way to jumpstart the season for troops! It gives Girl Scouts the chance to embrace the cookie possibilities and sharpen their sales skills. Work with troop leaders to host a local rally, or encourage them to join the free virtual rally offered by Girl Scouts River Valleys in early February.

SUPPORTING JULIETTE GIRL SCOUTS

You'll be notified by email when a new Juliette joins your Community. Connect with the Juliette Mentor to provide materials, training, and support. Our staff will mail Juliettes encoded deposit slips to deposit cash/check cookie payments into the River Valleys Wells Fargo account. Instead of troop proceeds, they receive Juliette Program Credits on a card, mailed to their address after the season. The Juliette Program Credits earned are based on a range of packages sold. Contact the Product Program Team for any additional guidance on working with Juliettes.

COMMUNITY/AREA PRODUCT LEADER TRAINING

Community and Area Product Leader Foundations-Cookie Program: A series of gsLearn modules offering foundational information related to the Cookie Program. These modules are geared towards new Community-level volunteers as they navigate the first year in the role. Complete these modules before attending our annual virtual Community Cookie Volunteer training.

Virtual Community Cookie Volunteer Training: A live webinar in Zoom hosted by Girl Scouts River Valleys staff offering up to date information related to your role and a chance to connect with others sharing your role across the council. This year, sessions will be held December 5, 7, and 9. Need the registration info? Email girlscouts@girlscoutsrv.org. If you are unable to attend, we'll share a recording of the session after the trainings have concluded.

COMMUNITY PRODUCT LEADER CHECKLIST

Use this checklist to ensure you're on track with completing tasks before, during, and after the sale.

BEFORE THE PROGRAM: NOW-EARLY FEBRUARY

- December 5-9: Attend one of the virtual Community Cookie Volunteer Training Sessions. If you are unable to attend a virtual session, online training will be available. Communities need at least one person trained to qualify for their Community proceeds by February 1.
- Review the online Community/Area Cookie Manager Guidebook and Troop Cookie Manager Guidebook to learn about your role and the troop responsibilities.
- Engage with (see suggestions on next page) and offer guidance to volunteers in your Community.
- Week of December 30: Receive the cookie materials shipment.
- Inform troops of their training options and distribute materials to troops. Refer to your Troop Training Toolkit for resources and options available.
- By December 22: Complete order for Cookie Rally cookies (if applicable).
- By February 1: Verify all troop cookie managers have completed the online Troop Cookie Responsibility Form. You will receive a notification by email each time a volunteer has completed their form.
- January through Cookie Go Day: Inform troops of Cookie Rally opportunities (including a virtual council-wide rally) to get girls excited and prepared for the season.

DURING THE PROGRAM: FEBRUARY 21-MARCH 30

- Communicate with troops to see if any have on-hand cookie inventory issues—too many or too few—and help them get connected using tools such as Rallyhood, a Facebook group, a text /email group, or a shared Google Doc.
- Keep up the cookie spirit by offering support, sharing helpful tips, and stories of the awesome adventures and projects made possible through the power of cookies.
- Read The Cookie Press e-newsletter for important updates for your role and to reinforce with troops.

AFTER THE PROGRAM: MARCH 31-JUNE 13

- By April 7: Make reward choices for any troops that missed their reward deadline.
- Week of May 19: Receive the reward shipment and distribute to troops.
- By June 13: Report any reward shipment miscounts to River Valleys.
- Complete the 2025 Cookie Program survey.

NOTES

REACHING OUT TO TROOPS

1. Use Looker to run a troop roster report, which will provide you with a list of troop volunteer emails and phone numbers.
2. Send a message to your troops 1) introducing yourself 2) providing them with your preferred contact info, and 3) offering to answer any immediate cookie-related questions. Recommended methods:
 - **EMAIL:** Send an email through Smart Cookies.
 - **RALLYHOOD:** Post a message in the Troop Cookie Manager Rally.
 - **SOCIAL:** Post on a Community social media account.

KEY DATES*

Cookie booth lottery open for selections	January 15
Cookie booth lottery runs in Smart Cookies	January 19
Cookie booth first-come, first-served sign-up begins in Smart Cookies	January 22
Troop initial order entry due in Smart Cookies	January 24
Community initial order entry due in Smart Cookies	January 25
Online sales and pre-sales begin	February 12
Initial order delivery dates	February 13-20
Cookie & Booth Go Day	February 21
Cookie Cupboards open	February 21-March 30
First ACH withdrawal from troop bank account	March 21
Cookie Program ends	March 30
Troop reward order entry due in Smart Cookies. Finance/Inventory Issue Forms Due (if applicable)	April 6
Community reward order entry due in Smart Cookies	April 7
Final ACH withdrawal from troop bank account	May 2
Rewards shipped to Communities	Week of May 19

GOT QUESTIONS? GIRL SCOUTS RIVER VALLEYS IS HERE TO HELP.

Call: 800-845-0787 | Email: girlscouts@girlscoutsrv.org

Online: Search for Cookie Central at GirlScoutsRV.org
or use the QR code to be automatically directed

Social: To connect with other volunteers on Facebook, search
"Girl Scouts River Valleys Service Unit Product Program Volunteers"

Rallyhood: Council Wide Community Product Leaders-GSRV

**All dates subject to change, refer to Cookie Central and The Cookie Press for the most current information.*