

# Welcome!

## Cookie Business Family Meeting



# What we will cover...

- New Mascot & Theme
- Cookie Program Overview
- Parent/Guardian Participation
- Ways to Sell
- Troop/Individual Goals
- Communication + Cookie Schedule
- Finances
- Online Family Cookie Responsibility Form
- Online Cookie Systems
- Thank You! + Q&A



# NEW FOR 2025



- New Cookie Mascot Noodles the Panda & Theme
- Earn rewards featuring Noodles the Panda



# Cookie Program Overview

- Largest girl-led entrepreneurial program in the world
- Gives Girl Scouts the opportunity to power new, unique, and amazing experiences while also learning essential life skills
- The troop receives \$1 in proceeds per package sold
- All proceeds from the Cookie Program stay local!





# COOKIE CENTRAL

**Cookie Central is your online, one-stop hub for all things cookies! Use your mobile device's camera to scan the QR code here or visit [CookieCentral](#). From there, you can:**

- Access online resources
- Digital Cookie Help Center for Families
- Printable resources (thank you cards, order card, door hangers, & more)
- View details on rewards, how to use Cookie Credits & more!

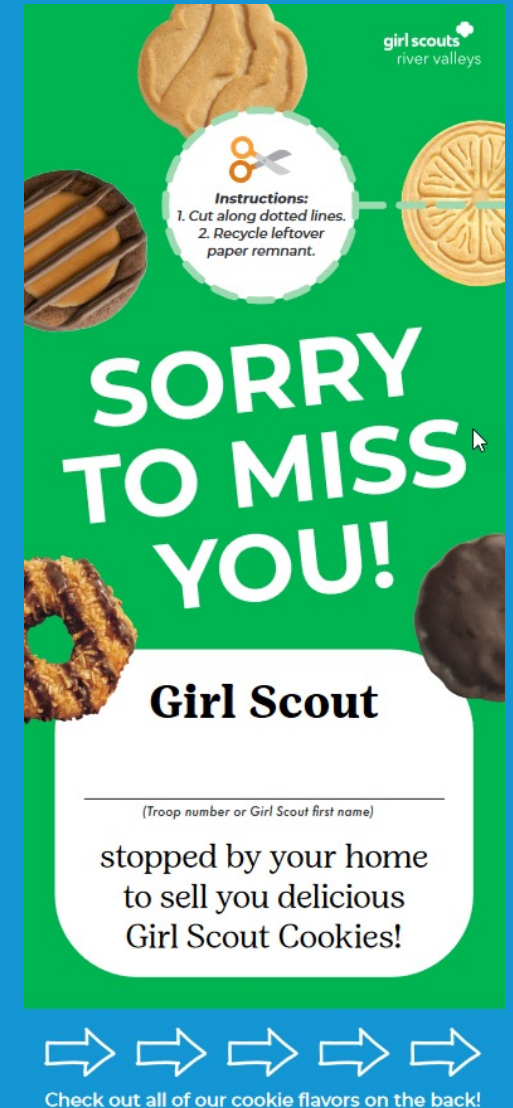


# Your Cookie Materials

- Family Guide
- Cookie Order Card
- Money envelope
- Rewards Flier
- More printable resources, like the business cards and door hangers, can be found on Cookie Central



**All items can also be found on**  
**[Cookie Central!](#)**



# Your Girl Scout Cookie Favorites Are Back!

- Nine cookie varieties
- All varieties are \$6 per package
- View nutritional & allergen information on [Cookie Central](#)
- Information also available on your order card

Your Girl Scout Cookie favorites are back!



*Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt*



*French Toast-inspired cookies dipped in delicious icing*



*Savory slices of shortbread with a refreshingly tangy lemon flavored icing*



*Iconic shortbread cookies inspired by the original Girl Scout recipe*



*Crispy chocolate wafers dipped in a mint chocolaty coating*



*Crispy cookies layered with peanut butter and covered with a chocolaty coating*



*Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes*



*Crisp and crunchy oatmeal cookies with creamy peanut butter filling*



*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie\**

\*Limited availability

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girl scouts



# Ta-ta Toast-Yay!



**Toast-Yay<sup>®</sup> is  
Going Away!**





# Engaging Parents/Guardians: Troop Support

Family involvement is key to troop success, so get your parents/guardians help to support the troop this cookie season...

- Being an adult presence at cookie booths
  - Review our [Cookie Booth Policy](#)
- Help track cookie inventory for the troop and/or Girl Scouts
  - Reference the [Digital Cookie Help Center for Families](#), View your Cookie Totals section, for resources
- Collect money and turn in to the troop on a weekly basis & keep the receipts of money exchanges
- Talk to your Girl Scouts about their goals
  - What rewards do they want to earn?
  - How do they like to participate in the sale?
  - Review the [Family Entrepreneur pin](#) guidelines, which features goal setting information





# Ways to Sell

- There are many ways for your Girl Scout to sell cookies, do your research & choose the option(s) that work best for your family and Girl Scout
  - [Navigating Ways to Participate: Tips for Troop Leadership](#)



## Navigating Ways to Participate: Tips for Troop Leadership

Girl Scouts can use many different cookie sales methods to help them learn, grow, and reach their goals. Leaders and families should not feel pressured to use all these methods each year. Instead, consider your time and resources as you lead the Girl Scouts to pick the right experience for your troop. Check off each one that feels right. Focus on these methods during your family meeting at the beginning of the cookie season.



# Ways to Sell

- Text or Call Friends and Family
- Connect with Community
- Digital Cookie sales:
  - Shipped
  - Girl Scout Delivered





Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
 <b>Text or Call Friends and Family</b>	Girl Scouts get hands-on experience building people skills while interacting with customers they know and trust.	Girl Scouts take orders, deliver cookies, and collect money from friends and family. The family submits the orders and money to the troop cookie manager.	The troop cookie manager picks up cookies to distribute to the troop and deposits money into the troop bank account throughout the season.	Encourage families to use Digital Cookie to collect payments. This minimizes the amount of cash families, and the troop, must manage.
 <b>Connect with Community</b>	This option is perfect for older Girl Scouts who have big goals. They practice their people skills as they build relationships in their community to boost their business.	Families can help Girl Scouts make connections in their community. Bigger sales may require more room to store cookies and more support managing inventory and money along the way.	The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBudde or Smart Cookies.	High-selling troops may make several trips to pick up additional inventory. It is okay to set your own deadlines and procedures for families to follow as they request and pick up inventory.
<b>Digital Cookie</b>				
 <b>Shipped</b>	Girl Scouts explore online sales using their own Digital Cookie site. They can use the site to set and share their goals, learn how to create a marketing video, and promote their business.	Families can support their budding entrepreneurs without handling cookies or money.	This method requires the least action for troop leadership.	Encourage Girl Scouts to use Digital Cookie to email their cookie link, send reminders, and thank their customers.
 <b>Girl Scout Delivered</b>	Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.	The family helps the Girl Scout track sales, request inventory from the troop leader, and deliver cookies to customers all without handling money. All sales are paid for via credit card on the Digital Cookie site.	The troop cookie manager picks up cookies to fill online orders without having to collect and deposit money.	Troop cookie managers can get specific with troop deadlines. Example: Please have orders to me by Tuesday at noon each week. Pick up orders on Saturdays from 11am-1pm.



# Ways to Sell

- Door to Door:
  - Order Taking
  - Cookies in Hand
- Cookie Stands
- Cookie Booths



Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
<b>Door-to-Door</b>				
 <b>Order Taking</b>	Girl Scouts go door-to-door with help from their family to collect orders and, later, deliver cookies. As they do, they practice their people and money management skills.	The family helps the Girl Scout collect orders from neighbors and later deliver the cookies and collect money.	The troop cookie manager picks up cookies based on the troop pre-order and distributes them to the troop.	Encourage families to use Digital Cookie to collect payment. This minimizes the amount of cash families, and the troop, must manage.
 <b>Cookies in Hand</b>	Girl Scouts preorder a supply of cookies. They go door-to-door with help from their family to sell their inventory to customers. As they do, they practice their people and money management skills.	Girl Scouts sell inventory door-to-door with family help. Advantages: With cookies in hand, Girl Scouts must only visit a residence once. Disadvantages: The Girl Scout and her family assume financial responsibility for the inventory.	The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBudde or Smart Cookies.	Encourage inexperienced families to take less inventory. This minimizes the risk of taking too many cookies. They can always come back for more and turn in money as they go.
<b>Cookie Stands</b>				
 <b>Cookie Stands</b>	Girl Scouts report one of their favorite things about running their cookie business is spending time with family. Running a lemonade-style cookie stand near home as a family project is a great way to grow memories along with skills!	The family helps Girl Scouts set up a cookie stand at their residence or a private property in their community. The family assumes inventory responsibility before the cookies are sold.	Same as above.	Same as above.
<b>Cookie Booths</b>				
 <b>Cookie Booths</b>	Girl Scouts work as a team to reach new customers in a retail setting as they practice communicating their goals, interacting with customers, and safely handling money with adult support.	This is an easy way for busy families to let their Girl Scouts engage in the Cookie Program. Family members can become approved adult chaperones to support.	The troop cookie manager signs up for cookie booths, schedules Girl Scouts and approved adults to work the booths, and provides them with inventory. They collect money earned and deposit it into the troop bank account. They also keep records of hours and packages sold so individual Girl Scouts can receive credit for their booth sales.	This is a great way to get families to start volunteering with the troop. It shouldn't be the troop leader or troop cookie manager's job to work all the booths.

# Troop & Individual Goals



- **Troop Brainstorming Session: Cookie Proceeds**
  - How should we use them?
  - What will that cost?
  - How many packages do we need to sell to reach our goal?
- **Individual Girl Scout Goals**
  - Is that goal achievable?
  - How do you plan to reach it?
  - What skills do you want to develop?
  - Review last year's goals (if they sold)
- **Be sure to discuss your troop's cookie donation options**



# Cookie Communication & Schedule

- Contact info and preferred method
- Family Return Date: final day for Girl Scouts to return cookies to the troop
- Troop cookie schedule

## **Key Dates for 2025**

<b>Troop Initial Order</b>	Jan. 24
<b>Pre-sales &amp; Online sales</b>	Feb. 12
<b>Cookie &amp; Booth Go Day</b>	Feb. 21
<b>Cookie Sale Ends</b>	Mar. 30
<b>Troop Reward Deadline</b>	Apr. 6
<b>Girl Rewards Arrive</b>	Late May





# Finances + Family Responsibility



- All cookies are **\$6 per package**
- Turn in cookie money **weekly**
- **You are responsible for cookies not returned to the troop by the Family Return Date**
- Troop is responsible for leftover inventory at end of sale
  - Reach out if you have too much extra cookie inventory!



# Online Family Responsibility Form

- Required for participation in the program
- Must be received before cookies are given to families
- Can be found on [Cookie Central](#)
- Enter my email address & troop number
- You & I will both receive email confirmation



# Digital Cookie is the online platform that Girl Scouts and caregivers use for digital cookie sales.

- All Girl Scouts and their families will get access to [Digital Cookie](#) on Feb 1
- Use your Digital Cookie account to:
  - set up your online sales link (shipped cookie orders, in-person delivery)
- Share this link by email, text, social media, or even parent/guardian workspaces

## Digital Cookie



# What's New for 2025



## Mobile App Updates:

- You can now accept credit card, Venmo and PayPal as payment for in-person sales using the mobile app.
  - Be sure to download the latest version of the app!
- Quicker customer check-out process
  - No longer required to fill in their name, address, and zip code



- **Family Cookie Guide**
- **Digital Cookie Help Center for Girl Scouts and Families** on **Cookie Central**
- Help section in the Digital Cookie site with tip sheets & videos

Email us at **[girlscouts@girlscoutsv.org](mailto:girlscouts@girlscoutsv.org)** or call us at 800-845-0787 for additional assistance!

# Digital Cookie Resources





# Thank You!

## Questions?

