



2025 Girl Scouts River Valleys Cookie Program Family Guide

Join in on the tradition, make memories, practice your skills, and be part of something great! With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!

GIRL SCOUT COOKIE VARIETIES

**THE 2025 SALE RUNS
FEBRUARY 21-MARCH 30**

All varieties of Girl Scout Cookies (including gluten-free) are \$6 a package. For allergen information, visit GirlScoutsRV.org/Cookies.

CHECK IT OUT!
Using your mobile device, **scan the QR code** below to access our one-stop hub for all things cookies:



Adventurefuls® made with vegan ingredients

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



Toast-Yay!® made with vegan ingredients

French Toast-inspired cookies dipped in delicious icing



Lemonades® made with vegan ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints® made with vegan ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter Patties® made with vegan ingredients

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



Caramel deLites®

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



Peanut Butter Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel Chocolate Chip made with vegan ingredients

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

*Limited availability

Cookie Central



[GirlScoutsRV.org/
Cookies](http://GirlScoutsRV.org/Cookies)



PRO TIP

Communicate with your troop cookie manager often throughout the season. Keep them up-to-date with how many packages you have left and how many more you'll expect to need.

WELCOME TO THE 2025 COOKIE SEASON!

Here we go! It's time to embrace the possibilities that come with the yearly Cookie Program! There's nothing sweeter than seeing your Girl Scout unbox valuable life skills while helping their troop fund adventures and experiences. With the support of you and the troop, get ready to watch your Girl Scout participate in this flexible and fun tradition in their own unique way. Together, we're building the future cookie by cookie.

You play a key role in your Girl Scout's cookie experience. Team up with the troop to discuss cookie goals, offer to help with tasks like booths or cookie pickups, and attend the Family Cookie Business Meeting to learn how you can help to make those cookie goals a reality. Read on for the scoop on what's in store for 2025!

COOKIE SEASON HIGHLIGHTS:

- **Meet Noodles the Panda!** Our cookie mascot this year calls the mountain ranges of central China as their home. They spend up to 12 hours a day eating bamboo, their favorite food.
- **A sweet send off:** It's the final year for the Toast-YAY! This cookie will retire from the line up after the 2025 season. This means a new cookie will debut in 2026.
- **An enhanced Digital Cookie experience:** The Digital Cookie Team has been working to smooth out issues families faced last season. This includes a simplified dashboard, faster system updates, and a simplified checkout process for cookie customers. Credit cards, Venmo, and Paypal will all be options for payment for in-person and booth sales when using the Digital Cookie mobile app.

FAMILY CHECKLIST

- Go online to complete the Family Responsibility Form before you pick up any cookies. After receiving your initial cookie supply, you must turn in 50% of money due before picking up more cookies from the troop.
- Keep receipts for any time you receive, exchange, or return cookies with the troop cookie manager.
- Check out all of our digital marketing guidelines. Girl Scouts must read and acknowledge the Internet Safety Pledge and review/apply the Supplemental Safety Tips for Online Marketing. You'll find these resources on Cookie Central and in Digital Cookie.
- Plan to return cookies by your troops return date, which is: _____

DID YOU KNOW?

All cookie proceeds stay local! In fact, 79% of the cost of each box is reinvested in local Girl Scouts!

IT'S MORE THAN SELLING COOKIES...

This program opens the doors for Girl Scouts to find out what they're capable of as they join in the largest girl-led entrepreneurial program in the world. Each season brings big dreams, business savvy, friendships, and fun. Check out our Cookie Program opportunities:



GET STARTED WITH A COOKIE RALLY

Get connected with other Girl Scouts in the area, while learning some of the essential skills they'll need for cookie season. Check with your Troop Leader to learn about Cookie Rally options, including a council-wide virtual cookie rally in early February.

EARN PAW-SITIVELY FABULOUS REWARDS & COOKIE CREDITS

There's something for everybody, including patches, t-shirts, the always popular mascot plush animals, jewelry, Cookie Credits, one-of-a-kind experiences, and trendy things that Girl Scouts absolutely adore!



Cookie credits can be used to help pay for day camp, resident camp, membership fees, council-approved trips, and more. Find more details on this season's cookie rewards on the reward flyer provided by your troop or on Cookie Central.

RIVER VALLEYS PATCH PROGRAMS

Cookie Seller Spotlight: Girl Scouts or Troops can share their unique cookie story of skills that were learned, customer service, marketing, and tips that help them to close the sale. Weekly winners will receive the exclusive patch and the entries that are selected as Cookie Spotlight Sellers of the Year will win a troop experience at Dave & Busters!

Cookie Share Donation Program: Girl Scouts have a tradition of giving back to the community, and that tradition continues through the Cookie Share Program. Girl Scouts/troops collect money for donated cookies from customers. These cookie donations are then made to local non-profit organizations, school lunch programs, food pantries, and more! Earn the Cookie Share donation patch when you sell 20 or more donated packages.

LemonAID Philanthropic Program: Girl Scouts can choose to opt-out of receiving a reward to instead support our LemonAID philanthropy program. The 2025 program partner is Pet Haven, an organization dedicated to improving the lives of pets and those who love them by rescuing, rehabilitating, and rehoming dogs and cats. Learn more at pethavenmn.org. Earn the LemonAID patch when you support this program.

LEARN ALONG WITH THEM

Your cookie business = a family affair. Girl Scouts can earn a unique Cookie Family Entrepreneur pin for each year of participation with your help. Check out the requirements online and get started this cookie season.





SHOW YOUR COOKIE PRIDE

Share your troop's favorite moments from the Cookie Sale by tagging **@GirlScoutsRV** in your posts and stories on Instagram, and by making use of the Girl Scout Cookie sticker gallery! We'll help amplify your troop's good work by sharing stories on our Instagram account.

WAYS TO SELL COOKIES

There are many different ways to participate in the iconic Girl Scout Cookie Program. Team with your Girl Scout to pick the right experience for them. **Use the ideas below to get started!**

PHONE/TEXT	COOKIE BOOTHS	COOKIE STANDS	ONLINE SALES	ORDER TAKING
Call customers to collect orders or text them your Digital Cookie sales link.	Sell cookies as a group at local businesses and community events.	Set up a stand at your residence or private property in your community.	Use Digital Cookie to share your unique sales link for customers to order & pay online for local delivery or to ship to their door.	Go door to door to take orders with a cookie order card, then deliver the cookies later.
WORKPLACE SALES		BUSINESS TO BUSINESS (B2B) SALES		COOKIES ON HAND
Team with your caregiver to take orders at their workplace, whether in-person, by email, or with an order card. Keep it girl-led by including a personal statement to inform customers of the goals for you and your troop.		Pitch your cookie business to a local business, who in turn, give cookies to their customers or clients as a thank you or gift. Connect with community organizations to set up a time to sell to members during their scheduled meetings.		After receiving a supply of cookies from the troop, go door-to-door or walkabout in the community with inventory on hand to sell to customers.

KEY DATES & DEADLINES

BY JANUARY 24	Initial cookie order deadline	FEBRUARY 21	Cookie & Booth Go Day
FEBRUARY 1	Digital Cookie registration emails sent to families	MARCH 30	Cookie sale ends
FEBRUARY 12	Girl Scouts begin cookie pre-sales & online orders	MARCH 31 -APRIL 4	Turn in remaining cookie money to troop and select rewards



Digital Cookie is an online selling platform and app that Girl Scouts use to manage their business—things like creating their own sites to share sales links and send marketing emails to customers, take orders and track purchases, and set/track sales goals. Plus, take credit card, Venmo, and Paypal payment (*PS*—cash and checks are also accepted. Checks can be made payable to Girl Scouts). **Check out these steps to get started!**

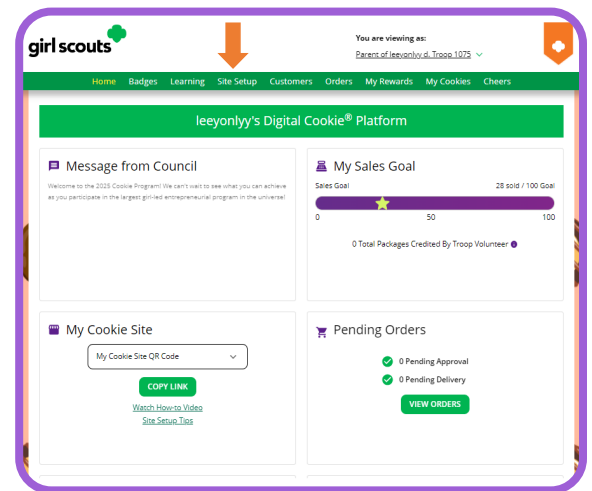
CREATE YOUR SITE & DOWNLOAD THE APP:

On February 1, you'll receive an email from Digital Cookie (digitalcookie.girlscouts.org). Add email@girlscouts.org to your safe sender's list so you don't miss it. Click the pink "Register Now" button in the email to set up your Girl Scout's account. Create a password, watch a safety video, and accept the terms & conditions. Once set up, download the Digital Cookie app to take credit card, Venmo, and PayPal payments on the go using the same email and password. Download the most current version in the App store and on Google Play.

SET UP YOUR SITE & REVIEW THE DASHBOARD:

To help your Girl Scout set up their business for customers, click on Site Setup to get started. Once the site is approved and published, your Girl Scout's online cookie business is up and running! After you've begun marketing to customers, you'll be able to track sales, view orders (including orders to approve for Girl Scout delivery) and view progress to your sales goal.

- **Online Packages Sold:** This number includes all online sales made in Digital Cookie, including shipped, delivered in person, in-hand, and donation orders.
- **Offline Packages Sold:** Enter the number of orders paid by cash/check and any booth sales credited to you by your troop. If you track Offline sales in the My Cookies tab, it will automatically update on the dashboard.



DID YOU KNOW?

Girl Scouts that use online sales tools like Digital Cookie in combination with traditional sales sell 190 more packages on average and reach their goals faster.



It's as easy as 1-2-3 to start selling after you've set up your site!

1 Decide on your cookie delivery type

There are two ways customers can receive cookies when they order online: by shipping cookies directly to their home (with shipping fees) OR delivered by the Girl Scout and their caregiver (Girl Scout or in-person delivery). In Digital Cookie, you'll have the option to activate Girl Scout delivery when setting up the site. You can also inactivate this option at any time during the season.



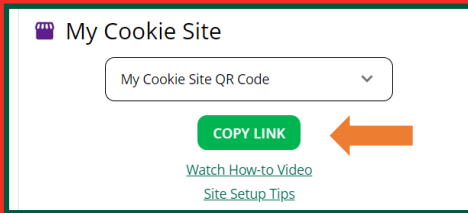
GIRL SCOUT COOKIE DELIVERY

- Activate or inactivate anytime
- Available through the cookie site link or email
- Cookies are delivered by the Girl Scout

SHIPPED COOKIE DELIVERY

- Available through the cookie site link or email
- Four package minimum purchase
- Cookies are delivered from the baker

2 Share your cookie site and/or send marketing emails



Starting February 12, cookie site links can be shared by social media, text, or email. Marketing emails can be sent to customers directly from your site. To access your cookie site link, go to your Digital Cookie account and find it on your homepage under My Cookie Site:

**Cookie site links may not be shared to Facebook Marketplace, eBay, Craigslist, or any garage sale site. Girl Scouts and families engaged in online cookie sales must always follow the Digital Sales & Social Media policy.*

3 Review and approve orders from Digital Cookie

When orders come in for Girl Scout delivery, you must approve the orders in Digital Cookie within five days. Go to the Orders tab to view all orders that need approval. You'll see a list of all orders, the customer's info, and the number of packages in the order. You'll receive a reminder email each day if you have orders that haven't been approved in the system.



HELPFUL TIPS:



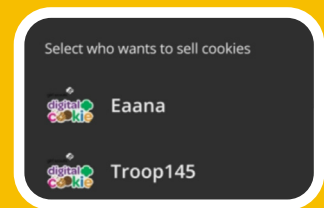
Caramel Chocolate Chip

Off On

If you are out of a cookie variety for Girl Scout delivery, you can turn off the variety in the Digital Cookie site. Go to the **My Cookies tab** and switch the cookie variety to "off" then click on update delivery settings. You can turn delivery back to "on" once you get additional inventory.



Digital Cookie features resources to help you if you get stuck, like tip sheets, videos, and a Help section built right into the site.



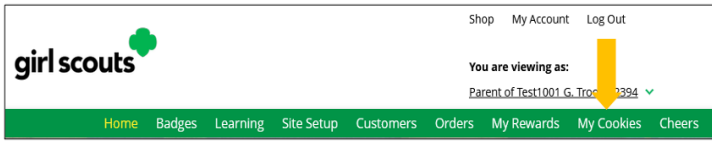
Once you've logged into the **Digital Cookie app**, you'll see two role options: the Girl Scout account and the Troop account. Use the **Troop account** during cookie booths when using troop inventory. Use the **Girl Scout account** when making a sale that uses your Girl Scout's inventory. Check out the Digital Cookie Help Center for more details.

TRACKING YOUR COOKIE INVENTORY

Once you've received cookies from your troop, you'll track inventory and report any needs for additional inventory. You can use Digital Cookie to help track inventory or use our cookie inventory worksheet in this guide. You can also use the receipts provided from your Troop to track your Girl Scout's individual sales.

The My Cookies tab is optional and not required for a successful cookie sale. Some families may find it easier to use their own tracking method for inventory. If you are using this resource, here's a few tips on how to navigate this tab:

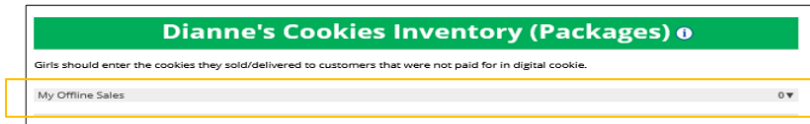
Go to your **My Cookies tab**:



The top part of the dashboard shows the total number of packages that have been transferred to your Girl Scout from the troop. It can include booth sales and troop sales. It is not the same number of cookies you are financially responsible for.



The first thing to note is **My Offline Sales**. Offline sales need to be updated by you or your Girl Scout when cookie sales are made in-person with cash or check payment. Once offline sales are entered, they will be removed from your inventory. This will serve as a running total of your cash/check sales. Click on the down arrow to enter this information and click on **Save Updates** to save changes.



The **inventory section** gives you a quick view of how many cookies you should still have undelivered and the # you may need to fill your in-person orders. **There are three sections, click on the arrow to learn more:**

1. Current inventory: The Received number comes from the total packages transferred to you by the troop. The Delivered number will reflect your offline sales & any cookies-in-hand sales made using the mobile app, and any Girl Scout delivery orders that have been delivered & marked delivered in the Orders tab.

2. Pending Delivery/To Approve: This section shows you how many cookies you need to fill Girl Scout delivery orders you have approved and those you have yet to approve.

3. Inventory Needed: This section will show you any packages of cookies needed to fill your orders. The totals indicated here will be accurate if you track your offline sales in Digital Cookie.



Scan here to get directed to our Digital Cookie Help Center.



Remember, it may take your troop volunteer time to enter transactions, so please be patient if you have received cookies from the troop that need to be entered.

Scroll down to the **Financials** section to help you view the amount due for cookies and how the troop is calculating the amount. **Online paid** totals reflect online payments you received for in-person delivery or Cookies In Hand orders. **Offline paid** totals will reflect any cash/check payments from customers that you have turned into the troop, which they have entered in Smart Cookies. **Total balance due** is the difference between the amount owed and the amount paid. Your troop cookie volunteer can provide you with the Girl Balance Summary report to detail all cookie transfers and payments credited to your Girl Scout.

Our Troop #: _____

Troop Cookie Contact(s):

Email: _____

Phone: _____

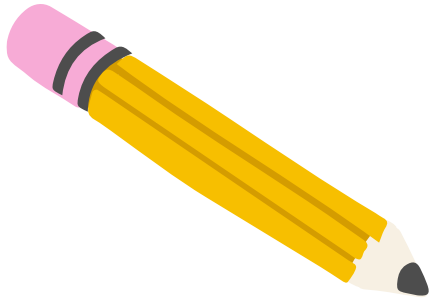
Scan here to complete your online Family Cookie Responsibility Form.



MY COOKIE INVENTORY

Use this worksheet to track your sales and inventory each week. Make a copy of this page or find a printable copy on Cookie Central.

Week of: _____ Troop #: _____ My Name _____



	Adventurefuls	Toast-Yay!	Lemonades	Trefoils	Thin Mints	Peanut Butter Patties	Caramel delites	Peanut Butter Sandwich	GF Caramel Chocolate Chip
This Week's Beginning Inventory									
Packages sold this week (order card & online girl-delivered) (-)									
Packages on hand (=)									
Order card sales packages needed (+)									
Online girl-delivered sales packages needed (+)									
Extra packages wanted this week (+)									
My TOTAL ORDER this week									



Cookie donations sold this week: _____

Cash/Checks total turned in: _____

Total dollar amount turned in today: \$ _____

WHAT KIND OF WEEK DID I HAVE?

NOTES

- I had a terrific week selling cookies!
- I had an okay week selling cookies
- I had a not so good week selling cookies
- I had a _____
- If anyone needs cookies, I have extras