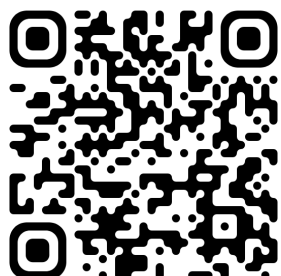


THE 2025

girl scouts
river valleys

Troop Cookie Companion

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

Thank you for being a vital part of preparing Girl Scouts and families in your troop 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 you and your Girl Scouts have what they need 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.

Use this Troop Cookie Companion to view a handy checklist, a cookie calendar, and key highlights for 2025. We'll provide more information and resources you need for your role online, in your email, or through supplies provided by your Community Product Leader.

And, don't forget, your Community Product Leader and our team are here to guide you throughout the way. We'll be there to give you a "high-five" when you share your successes, and offer support when you need it. We're grateful to team up with you to make the 2025 cookie season a rewarding experience for your troop.

Yours in Girl Scouting,
The Girl Scouts River Valleys Product Program Team



CONFIDENCE. CHOCOLATE. CARAMEL. THE WHOLE PACKAGE.

When customers buy cookies, they're helping to fund ambitions for Girl Scouts that expand their worlds and help them learn, what we call, the five essential skills: goal setting, money management, business ethics, decision-making, and people skills. All proceeds stay local, which means that after the cost of baking the cookies and program logistics, 79% of the cost of each package is reinvested in River Valleys Girl Scouts.

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 Troop Cookie Manager Guidebook and on Cookie Central. **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. Review our 2025 Rewards Flier in your cookie materials or visit Cookie Central for complete rewards details.



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 Digital Cookie 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 2025 shipping promotions and dates in The Cookie Press. View shipping rate information on Cookie Central.



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.



Extra 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 shipped orders. For Smart Cookies technical support, email ABCSmartCookieTech@hearthsidefoods.com or reach out to your Community Product Leader or Girl Scouts River Valleys staff.

COOKIE RESOURCES



Cookie Central: Your online one-stop hub for all things cookies! Use your mobile device's camera to scan the QR code 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 your Troop Cookie Manager Guidebook, Online Cookie Systems Guide (for Smart Cookies & 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. 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 delivery options to customers. Girl Scouts will use the Digital Cookie mobile app to take credit card and Venmo/PayPal payments at a booth or for other in-person sales.

As a troop cookie volunteer, you will access Digital Cookie to: set up the troop site to accept credit card/Venmo/PayPal payments, set up the troop-shipped only link to be included in the national Cookie Finder, monitor online sales, and more. Once your troop site is set up, you can download the Digital Cookie mobile app to take credit card/Venmo/PayPal payments at cookie booths. You'll receive an email with a link to register your Digital Cookie account in mid-January. Girl Scout caregivers will receive an email to register their account on February 1. We'll feature a full toolkit of tip sheets, training videos, and support resources on Cookie Central.

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

River Valleys Cookie Calculator (www.cookiecalculator.org): Visit this online tool to get your recommendation on how many cookies to order for your troop's initial cookie order.

Cookie materials: Your Community Product Leader will provide you with your printed materials and a package of cookies to sample. Of these, you'll keep the receipt booklets, the Cookie Booth Kit, and a sample package of Toast-YAY! cookies. You'll give the other items to each girl in the troop. These items include: a cookie order card, girl rewards flier, Family Guide, and a money envelope.

COOKIE VARIETIES

ABC Bakers, Girl Scouts River Valleys baker-partner, 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 earnings and progress towards those cookie 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@girlscoutsv.org by April 1, 2025. Opt-out troops will still receive Cookie Program patches. Instead of troop proceeds, Juliette Girl Scouts (individually registered members) earn Juliette Program Credits, which are earned based on a range of packages sold. Juliette Mentors will receive an email from River Valleys with additional details.

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, choose to pick up inventory as needed, or all of the above. Check out the many ways to sell in the online Troop Cookie Manager Guidebook. You can also team with your Girl Scouts to brainstorm even more ways to elevate their cookie business to help grow their people skills, set goals, and learn how to overcome challenges when things don't go as planned.

SETTING GOALS

Girl Scouts and troops set cookie sales goals and, with their team, create a plan to reach them. Knowing how to set and reach goals to succeed in school, on the job, and in life. Sharing these goals inspires customers to give their support. Here are a few tips for goal setting:

TROOP GOALS

- Invite the troop to brainstorm what they want to do with their cookie proceeds. What would that cost? How many cookies will they need to sell to make it happen? Once they have settled on a goal, discuss what they need to do to reach it. Share progress towards the goal through the sale to keep them motivated.
- New troops: Use cookiecalculator.org to review a recommendation based on your troop's Girl Scout grade level (Daisies, Brownies, etc.). Questions? Connect with your Community Product Leader for advice.
- Returning troops: Review your 2024 sales or use the recommendations at cookiecalculator.org. Discuss with your troop how they would like to adjust their goal for this season.

GIRL SCOUT GOALS

- Discuss individual goals with each member of your troop. Do they feel the goal is achievable? How do they plan to reach the goal? What skills do they hope to grow and develop?
 - Did they participate last year? Share the sales information from last year. Do they have a reward level they're motivated to achieve? Reflect on experiences selling in the previous season and how things may be different this season, and get a feel for the family's comfort level.
 - Are they new to cookies? What are the ways they feel comfortable selling? Are they aware of the cookie rewards and want to earn certain items?
- Include parents/guardians! Do they agree with the goal? Is it realistic? The Family Cookie Business Meeting (read more in the online guidebook) is the time to ensure families are on board with both the Girl Scout and troop goals.

INITIAL ORDER REWARD

Troops that place the recommended initial order (based on the Cookie Calculator total) will receive an exclusive *Ta-ta Toast-YAY! patch* for each Girl Scout selling. Plus, the troop will be entered into a drawing to be randomly selected to win Panda Pom-Pom hats for all Girl Scouts selling, plus 2 for adults in the troop (1 for a Juliette). The patches will be shipped with the rest of the girl rewards in May to the Community. Winners of the hats will be announced in The Cookie Press. The hats will be shipped directly to the troop leader.

HOW TO GET COOKIES

There are three main ways that troops get cookies:

- Initial order: Placing an initial order ensures girls have the cookies they need to start sales on February 21. Use our handy Cookie Calculator ready to help you enter the order that fits with how your troop plans to participate in cookie sales.
- Cookie Cupboards: Need cookies for booths or for additional sales? Visit a Cookie Cupboard for a restock. Cookies can be picked up by the case or package.
- From other troops: Troops that have too much inventory can connect with troops that need inventory. Connect with your Community Product Leader to learn about the tools your Community uses to move cookies. It's a great option to pick up cookies on days when cupboards are not open.

MANAGING THE COOKIES

Once you've picked up the cookies, it's important to keep tabs on your troop's inventory. Here's a few tips to assist with inventory management. Find more in the Troop Cookie Manager Guidebook:

- Provide receipts and verify the counts with families every time cookies or money are exchanged.
- Allocate cookies and any cash/check payments to Girl Scouts in Smart Cookies on a weekly basis.
- Use the booth tally sheet to record inventory, financials, and participating Girl Scouts. Credit participants using the Smart Booth Divider in Smart Cookies each week.
- Verify cookie counts when picking up inventory from a cupboard or another troop. Review all transfers in Smart Cookies against your receipts.
- Promote Cookie Share! Collect monetary donations from customers to support your troop's organization of choice. Total your donations at the end of the sale and use leftover inventory to fulfill your donation orders.

If your troop has extra cookies, work with other troops in your Community or post your inventory in the Cookie Swap Rally in Rallyhood to connect with troops in neighboring areas. Your Community Product Leader is also available for tips on handling extra cookies.

HOW COOKIE MONEY WORKS

Your troop is financially responsible for cookies from the initial order, a cupboard, or another troop when picked up.

Girl Scouts receive cookies from the troop. You will transfer these cookies to the Girl Scouts in Smart Cookies. Families will collect payment from customers and then provide payment to the troop. When customer payments are processed through the Digital Cookie sales links or the Digital Cookie Mobile app, these payments are credited to the Girl Scouts and troop in Smart Cookies. After being provided with their initial cookie order, families must have 50% or more of the total money due turned in before being provided with more cookies. Receipts must be provided for all cookie and money transactions. Deposit cash and checks into the troop bank account on a weekly basis.

The payment for the cookies and council proceeds will be removed from the troop bank account in two ACH withdrawals-one during the sale and another a few weeks after the sale ends. Your Troop Balance Summary in Smart Cookies will give you a full overview of the troop inventory, proceeds, PGA, cookie transfers, and more. For Girl Scout Juliettes, the Juliette Mentor will be mailed deposit slips to use to deposit any cash/checks received directly into the River Valleys Wells Fargo account. This mailing will also include details on how cookie money works for Juliettes.

TROOP COOKIE MANAGER CHECKLIST

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

BEFORE THE SALE: NOW-MID FEBRUARY

- ☐ Receive Cookie Program materials from your Community Product Leader.
- ☐ Complete training as directed by your Community Product Leader. (Online options are available!)
- ☐ Watch for an email to register your Smart Cookies & Digital Cookie account for the season. Add noreply@abcsmartcookies.com & email@email.girlscouts.org to your safe senders list to ensure you receive the emails. Login to Smart Cookies and enter the number of girls selling under Troop Information. Verify or enter your troop's bank account information.
- ☐ Distribute cookie materials to Girl Scouts.
- ☐ Host a Family Cookie Business Meeting. Instruct all families to complete the online Family Cookie Responsibility Form.
- ☐ **Before January 19 at 11 AM:** Go to Smart Cookies and enter your booth selections (for troops participating in the cookie booth lottery).
- ☐ **Starting January 22:** Start signing up for additional cookie booths as part of a first-come, first-served process (if your troop is participating).
- ☐ **By January 24:** Go to Smart Cookies and submit the troop initial order. Select a delivery location/time if your troop is assigned to a Mega Drop delivery.
- ☐ Arrange for pickup of the troop's initial cookie order on your chosen delivery date.
 - o Count your initial order delivery once you get home and report miscounts to Girl Scouts River Valleys within 24 hours.
- ☐ **By February 1:** Complete the online Troop Cookie Manager Responsibility Form.
- ☐ Set a cookie schedule. Let families know when orders are due and when cookies will be ready for pickup each week. Inform families of the date when all unsold cookies can be returned to the troop before the end of the sale.

DURING THE SALE: FEBRUARY 21-MARCH 30

- ☐ Read every edition of The Cookie Press for important updates for your role.
- ☐ Need additional cookies? Visit a cookie cupboard or place a planned order by the posted deadline (for troops that utilize a cupboard that requires planned orders (such as Regional cupboards).
- ☐ Monitor families' cookie inventory and be ready to arrange cookie transfers between girls, if needed.
- ☐ Use Smart Cookies to manage troop inventory and distribute cookies to girls. If your troop participates in booths, set up the Troop site in Digital Cookie, then download the mobile app to take in-person credit card/Venmo/Paypal payments.

AFTER THE SALE: MARCH 31-JUNE 13

- ☐ **By April 6:** Make reward choices for girls.
- ☐ **By April 6:** Ensure final deposits are made in the troop bank account. If needed, complete the online Finance/Inventory Issue Form to report any issues. Final Juliette deposits due in River Valleys Wells Fargo account.
- ☐ **By early June:** Pick up rewards from your Community Product Leader and distribute them to girls.
- ☐ Complete the 2025 Cookie Program survey.
- ☐ **Celebrate a job well done!**

2025 GIRL SCOUT COOKIE SEASON

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 Troop Product Program Volunteers"

New for 2025! Rallyhood: Council Wide Troop Product Program Volunteers GSRV

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