



## New Troop Leader's

# Guide to Cookies!



*Everything a new leader needs to know to get started at Girl Scout Cookie Season!*

Daisy Edition

# Contacts for Cookies

There is a reason the Girl Scout Cookie Program is a celebrated tradition. It's an incredible opportunity for girls to expand their entrepreneurial knowledge and build lifelong skills!

The largest girl-led entrepreneurial program in the world also offers an amazing opportunity for you as a volunteer. You get to see firsthand how Girl Scouts grow, learn, and come into their own.

The Girl Scout Cookie Program is a great responsibility – it could not happen without you. We are confident you will find the experience both enjoyable and rewarding. Thank you for your support and dedication to the success of the program.

If you have questions, we are here to help! Below is a list of contacts that will be available to answer your questions throughout the program. Have a safe and fun Girl Scout Cookie Season!

**Meg Anderson**  
*Bloomington/Peru regions*  
217-494-0875  
mkanderson@girlscouts-gsci.org



**Petrea Muroya**  
*Quincy region*  
217-725-8703  
pmuroya@girlscouts-gsci.org

**Kelsey Parker**  
*Champaign region*  
217-273-4287  
kparker@girlscouts-gsci.org

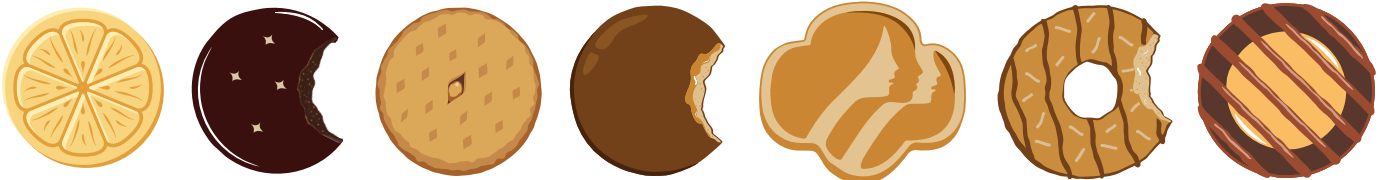
**Tiffany Kaufmann**  
*Peoria region*  
309-369-3551  
tkaufmann@girlscouts-gsci.org

**Abigail Smith**  
*Springfield region*  
217-953-0300  
asmith@girlscouts-gsci.org

**GSCI Customer Care**  
888-623-1237  
customercare@girlscouts-gsci.org

**Emma Miller**  
Director of Product Sales  
309-846-5923  
emiller@girlscouts-gsci.org

**Kelly Day**  
President  
217-233-0472  
kday@girlscouts-gsci.org





# Welcome!

We're so excited for you to join the Girl Scout Movement!

Your talents and experience have the power to change lives. As a Girl Scout volunteer, you'll help craft your Girl Scouts' experiences—from the way they run their cookie businesses to the way they speak up in meetings. You'll also teach them the skills and give them the confidence they need to bring their unique ideas to life. As Girl Scouts learn, grow, and lead, you're there through it all—shaping the future right along with us. And while you teach them important life lessons and set them up for happy, successful lives, you'll grow too—honing your own leadership and organizational skills. It's a win-win!

## Here are a few things to think about as you get started:

- This guide will break down the badges your troop can earn during Girl Scout Cookie Season to make it an easier experience for you!
- Becoming an awesome troop takes time, and we don't expect you to do it alone! You and your co-leader will build a team of parents, caregivers, and other supportive adults to make your Girl Scout troop the best it can be.
- Most troop leaders tell us they spend an average of 4-6 hours each month on planning, leading meetings, and doing Girl Scout activities throughout the year.
- Managing the cookie program can increase your time commitment. This guide will help you balance the fun and business of cookies.



# Benefits of the Girl Scout Cookie Program

Everything Girl Scouts do is designed to help them grow into leaders of courage, confidence, and character. The five skills learned through the Girl Scout Cookie Program are an important ingredient in the Girl Scout Leadership Experience and teaches Girl Scouts skills that will help them grow into leaders in their own lives, leaders in business, and leaders in the world.



## Goal Setting

Girl Scouts set cookie goals individually and, with a team, create a plan to reach them. They develop cooperation and team building skills along the way.

*I know I can do it!*



## Decision Making

Girl Scouts help decide how the team will spend their cookie money, furthering critical thinking and problem solving skills that will help in many aspects of life.

*I make smarter decisions.*



## Money Management

Girls Scouts take cookie orders, handle money, and gain valuable and practical life skills around financial literacy.

*I make change happen!*



## People Skills

Girl Scouts learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help them to develop healthy relationships and conflict resolution skills they can use throughout their lives.

*I get a lifetime supply of confidence in every box.*



## Business Ethics

Girl Scouts are honest and responsible at every step of the cookie sale. Their business ethics reinforce the positive values they are developing within Girl Scouts.

*Selling cookies is more than just business.*

It's not just selling Girl Scout Cookies. It's a financial literacy and lifelong skill-building program!

## Serious Fun = Serious Skills

For more than 100 years, the Girl Scout Cookie Program has allowed Girl Scouts to fund their own activities. That purpose is no different today. As the largest girl-led business in the world, the Girl Scout Cookie Program is a unique opportunity for girls to lead the change in their own lives and the wider world.

Girls set their cookie program goals and work as a team to decide how troop proceeds will be used. What will your troop decide to do?

- Fund a Take Action project
- Travel to destinations near and far
- Assist others in the community
- Explore the great outdoors through a camp experience
- Attend awesome Girl Scout programs



# Cookie Season Checklist

We created this handy checklist for you to track your progress and keep you moving through your first year. If you get stuck, that's ok! You have a whole network of local volunteers (called a service unit) and a team of staff ready to help or answer questions when you need them. Don't be afraid to reach out! You even have a Girl Scout staff member (Program Specialist or Membership Engagement Coordinator) who will help with your training and check-in to make sure you are on track.

**Kick off the Girl Scout Cookie Season right! Use this checklist to stay on the right path and keep all your ducks in a row!**

- Find the online trainings on your MyGS account and complete them prior to the start of cookie season.
- Start your troop's bank account to hold all of your cookie profit.
- Check out all of the cookie resources on our council website.
- Discover and decide what cookie related badges your troop will be trying to earn during cookie season.
- Sign the Cookie Coordinator Agreement. Find the agreements and other important cookie documents under the cookie section on the council website.
- Have all troop member parents and guardians read through and sign the Parent Agreement.





# How the Cookie Crumbles

## 61.5% - Girl and Volunteer Services

\$3.69 of each box stays within Girl Scouts of Central Illinois to fund various services provided to girls and leaders such as council-sponsored programs and events, summer camps, shops, council service centers, financial assistance, outreach to girls in underserved areas and volunteer training and support services.

## 18% - Girl and Troop Rewards

\$1.08 of each box stays at the girl level to fund their Girl Scout Leadership

Experience - they choose how to spend it! It includes girl recognitions, Cookie Dough/Travel and troop profit.



## 20.5% - Cost of Sale

\$1.23 of each box pays the baker for the cookies, as well as delivery fees, cookie program materials, forms and printed resources.

100% of cookie proceeds stay in central Illinois!





# Quick Tips

## Standardized Pricing

All cookies will be \$6 per box. All varieties will be available to "trade out" at your local Service Center.

## Digital Cookie

Girls Scouts and troops learn more, earn more and have lots more fun. It takes learning Goal Setting, Decision Making, Money Management, People Skills and Business Ethics to the next level. Digital Cookie is a great opportunity to learn and participate in e-commerce. To take full advantage of Digital Cookie opportunities Girl Scouts may begin the Digital Cookie program on Monday, December 16. On that day, girls will receive a Digital Cookie registration email and may begin to email customers to have cookies shipped to their door or for in-person delivery.

## Toast-Yay! Cookie

The 2025 cookie season will be the last season for the Toast-Yay! Girl Scout Cookie. Encourage customers to stock up on this delicious cookie variety while they can.

## ACH Payments

To better serve the financial needs of troops and our council, we will have **THREE ACH PAYMENTS**. The first ACH payment is for one third of the initial order (minus troop profit), the second ACH payment is for one third of the beginning of March's total amount owed to council and the last ACH payment will cover all remaining balance owed to council. Please review the Cookie Calendar for ACH dates.

## What is a Direct Sale?

Girl Scouts of Central Illinois uses a direct-sale format to sell cookies for the cookie program. Girls will have boxes IN HAND to sell door-to-door to family, friends, and neighbors. Girl Scouts exchange cookies and payment in one easy step! No more taking orders, waiting weeks, and then returning for the delivery and money collection. A direct sale program condenses all that work into one simple step.

**Girl Scouts/Troops should not make any cookie deliveries until February 7.**

## How Do I Order Cookies?

Your first cookie order is called the Initial Order. For you to have cookies in hand by February 7, 2025 you must place an Initial order through the Smart Cookies ordering system. The easy step by step instructions are found on page 37 and advice on how much and which varieties to order are found on page 22.

## No Return Policy

ABC Bakers does not allow GSCI to return unsold cookies. GSCI does not allow Girl Scout troops to return unsold cookies, and troop leaders should not allow parents/guardians to return unsold cookies. The orders your troop places should be based on the demand of your Girl Scouts (with parent/guardian consent). If you accept return cookies from your parents, you are personally accepting responsibility for the cost of the cookies that are being returned. GSCI does not encourage troop leaders/cookie coordinators to accept return cookies from parents.

# Booth Sales

Booth sales are a way for girls to bring their sales to the people! Customers love to purchase Girl Scout Cookies and often they don't have a Girl Scout come to their door. Troop goals are more likely to be reached when booth sales are set up in front of grocery stores, sporting events or other high traffic areas. Plus, girls will have fun setting up their store front and talking to customers.

Customers can pay with cash, check (made payable to Girl Scouts of Central Illinois or GSCI) or credit using the Digital Cookie App or Square, etc. The Digital Cookie Credit Card processing option will allow girls to differentiate between a personal sale and a booth sale when entering the payment. Both Girl and Troop Booth payments will automatically be credited in Digital Cookie. Adult chaperones should collect all money and deposit into the troop bank account.

Using the Smart Booth Divider, Smart Cookies will calculate individual girl cookie booth sales for you and evenly distribute package sales to each girl that participated in the cookie booth.

## Securing Booth Locations

**Council Secured Booths:** Girl Scouts of Central Illinois books several locations for booth sales. These booths are open for any troop to sign up in one of the following ways.

- From January 2-5 two booth sale time slots per troop may be reserved (see "Booth Sales" on page 38 for info on how to reserve a location and time slot).
- January 6-March 23 is first come first served. Time slots that remain are available for any and all troops. There is not limit on the number of time slots a troop may reserve. If a troop is unable to use a booked time slot the troop must cancel their reserved time so it is available for others.

## Troop Secured Booths

Troop volunteers or parent/guardians can start arranging troop secured booths at any time by contacting local businesses/organizations to get permission to set-up a booth sale. Once the location, date and time is known, they should enter the information in Smart Cookies. When the information is entered in Smart Cookies, the booth sale will then be included in the GSUSA Cookie Locator. Customers access the Cookie Locator via GSUSA and GSCI's websites and your booth sale will become visible to customers who are actively seeking Girl Scout Cookies. Last year over 10,000 local customers used the cookie locator. Be sure to enter your booth sale information so you don't miss out on this fantastic marketing opportunity (see page 38 on how to enter your booth sale in Smart Cookies).

### *Are there geographic boundaries for booth sales?*

All booth sales must be held within the geographic confines of GSCI. If you are unsure a council map is available in the Cookie portion of our website ([GetYourGirlPower.org](http://GetYourGirlPower.org)). You may also contact Customer Care for geographic questions.

### *Can I hold a booth sale outside my community?*

The short answer is yes. A troop may hold a booth sale in any area within our council confines. GSCI has 38 counties and over 500 towns. Girls may live in one community and go to school in another and have parents that work in a third. Also families travel and recreate to different communities. When it comes to setting up booths, a good starting point is to look at your local community and businesses you visit recognizing that "local" is a relative term, depending on where you live, work and play.




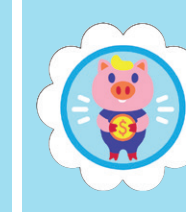














### *Are there establishments where I cannot hold a booth sale?*

Girl Scouts should not hold a booth sale in or in front of any establishment where youth are not allowed to frequent. This includes 21+ bars, dispensaries, etc.



# Entrepreneurship Badges & Pins

When your Girl Scouts are selling Girl Scout Cookies, they are practicing goal setting, money management, people skills, decision making, and business ethics. As they learn to think like an entrepreneur and run their own Girl Scout Cookie business, they can earn badges and pins! They can even explore their own business ideas to earn an Entrepreneurship badge! There are so many ways to earn badges and pins during the Girl Scout Cookie Season.

	Cookie Business	Financial Literacy	Cookie Entrepreneur Family	Entrepreneur		
Daisy	 <p>My First Cookie Business</p>	 <p>Cookie Goal Setter</p>	 <p>Money Explorer</p>	 <p>My Money Choices</p>	 <p>Year 1 and 2 Cookie Entrepreneur Family Pin</p>	 <p>Toy Business Designer</p>
Brownie	 <p>My Cookie Customers</p>	 <p>Cookie Decision Maker</p>	 <p>Budget Builder</p>	 <p>My Own Budget</p>	 <p>Year 1 and 2 Cookie Entrepreneur Family Pin</p>	 <p>Building Entrepreneur</p>
Junior	 <p>My Cookie Team</p>	 <p>Cookie Collaborator</p>	 <p>Budget Maker</p>	 <p>My Money Plan</p>	 <p>Year 1 and 2 Cookie Entrepreneur Family Pin</p>	 <p>Business Jumpstart</p>

Along with all the badges and pins, Girl Scouts can also earn reward patches based on the amount of boxes they sell. Fun Patches also serve as great way to show off your Girl Scout Cookie pride! These patches can be purchased in our Trefoil Boutiques.



# My First Cookie Business 1

## Step 1: Arrival and Opening Ceremony

**Time Allotted:** 15 minutes

**Recommended Time:** 10-15 minutes

**Materials:**

- Nutritious snack items such as fruit, granola bars, carrot sticks, graham crackers, sliced cucumber and yogurt dip, or juice and crackers (Check for food allergies or dietary restrictions in advance.)
- Girl Scout Cookie packages (or pictures of cookie packages)
- Whiteboards and dry erase markers (or paper and pencils)
- List of preselected cookie-themed (or “sweet”) songs
- Daisy Promise and Law

**ARRIVAL:** Ask Daisies who arrive early to unpack and set up any snacks and activity materials for later. Then, ask that they set out cookie packages (or pictures of cookie packages) along with whiteboards and markers (or paper and pencil) in a designated activity area. Explain that they can practice writing out the cookie names and drawing the cookie shapes while waiting for others or for the meeting to start. Try this: Play cookie/sugar related music as Daisies arrive!

**WARMUP AND WELLNESS:** Before getting down to badge business, try a warmup and wellness activity. Play a round of “freeze dance” using cookie-themed songs to get Daisies excited about their first cookie badge! Ask, “Are you warmed up and ready to go?” If you notice any Daisies acting differently than usual, give them the option to share their feelings with the troop or a trusted troop leader if they wish.

**OPENING CEREMONY:** Welcome Daisies to the first My First Cookie Business meeting and have them gather in a Daisy Circle. Together, say the Girl Scout Promise and the Girl Scout Law.

## Step 2: Select Your Activity

**Choice 1:** Count it Up! (*Fulfills Step 1*)

**Time Allotted:** 20 minutes

**Recommended Time:** 10-20 minutes

**Materials:**

- Order cards
- Cookie packages (or pictures of cookie packages)
- Play money

**ASK:** What are some of your favorite cookie flavors? Daisies may not name Girl Scout Cookies as their favorite flavors since they are new to Girl Scouts, and that’s okay! They will probably still have much to say about their favorite flavors!

**SHARE:** In this step, you are going to find out all about Girl Scout Cookies because as a Girl Scout, you get to run your very own Girl Scout Cookie business! In this activity, you are going to find out about the different kinds of Girl Scout Cookies and what they cost. Let’s look at your order cards and get started!

**ACTIVITY:** Count it up! First, figure out the best way to display Girl Scout Cookies for everyone in the troop. You can lay out cookie packages, look at pictures online, or look at order cards. Introduce the different types of cookies, saying the name of each cookie in a fun way or with a silly motion! Have Daisies repeat after you to practice saying the names. Talk about each cookie flavor and how much they cost. What makes each one different? How are they the same? Ask, “Which Girl Scout Cookie would you buy? How much does it cost?” Using play money, practice buying one package. Next, have the Daisies count how much money would be needed to buy two packages, then three.

**Choice 2:** Count it Up with the Digital Cookie or Smart Cookies Site! (*Fulfills Step 1*)

**Time Allotted:** 20 minutes

**Recommended Time:** 10-20 minutes

**Materials:**

- Order cards
- Computer, tablet, or smartphone

**Choice 2:** Count it Up with the Digital Cookie or Smart Cookies Site! (*continued*)

**ASK:** What are some of your favorite cookie flavors? Daisies may not name Girl Scout Cookies as their favorite flavors since they are new to Girl Scouts, and that's okay! They will probably still have much to say about their favorite flavors!

**SHARE:** In this badge step, you are going to find out all about Girl Scout Cookies, because as a Girl Scout, you get to run your very own Girl Scout Cookie business! In this activity, you'll find out about all the different kinds of Girl Scout Cookies and what they cost by exploring the Digital Cookie/Smart Cookies site. Let's get started!

**ACTIVITY:** Count it up with Digital Cookie or Smart Cookies! Use the reminder emails under Manage Communications to reach out to families ahead of time asking for some assistance with helping Daisies navigate the Digital Cookie/Smart Cookies platform. Guide Daisies through the part of Digital Cookie/Smart Cookies that customers see. Have them practice saying the names of the cookies by repeating after you-add a silly voice for fun! After talking about each flavor, instruct them to choose one and then add that cookie package to their shopping cart. Ask, "How much does it cost?" Now, have Daisies add another one of their favorites to the shopping cart. Ask, "How much does it cost now with two boxes? Did the second box cost the same as the first?" Have them try the math for themselves. Ask, "What else can you try?"

### Step 3: Select Your Activity

**Choice 1:** Talk to Your Daisy Friends (*Fulfills Step 2*)

**Time Allotted:** 20 minutes

**Recommended Time:** 10-20 minutes

**Materials:**

- Cookie Money Goals
- Plain paper
- Drawing and coloring supplies

**ASK:** How would you like to use your earned cookie money? Daisies may offer a wide range of ideas and get excited at the possibilities. It is important that they share their ideas and feel empowered through this process!

**SHARE:** In this step, you are going to decide how to use your cookie money. When you sell Girl Scout Cookies, you earn money for the troop! That money can be used for different things the troop might want or need. It can also be used to help others think of the possibilities! After you choose the ideas you like best, you will decide how many packages of cookies you will try to sell. Your package goal will help you meet the troop's goals! In this activity, you are going to talk to your Daisy friends and decide on your goals.

**ACTIVITY:** Talk to your Daisy friends. Write down the troop's ideas for how they would like to use their cookie money (see Cookie Money Goals). Next, have the troop vote on the ones they like best. Instruct them to do a "show of hands" by clapping for their favorite ideas while you point and read them aloud. As a group, they will decide how many packages the troop will sell to achieve their goals. Have Daisies draw pictures of their goals to share with customers at their cookie booth or online.

**Choice 2:** Get Ideas from Other Girl Scouts (*Fulfills Step 2*)

**Time Allotted:** 20 minutes

**Recommended Time:** 10-20 minutes

**Materials:**

- Cookie Money Goals
- Plain paper
- Drawing and coloring supplies

**ASK:** How would you like to use our earned cookie money? Daisies may offer a wide range of ideas and get excited at the possibilities. It is important that they share their ideas and feel empowered through this process!

**SHARE:** In this step, you are going to decide how to use your cookie money. When you sell Girl Scout Cookies, you earn money for our troop! That money can be used for different things that we might want or need. It can also be used to help others-think of the possibilities! After you choose the ideas you like best, you will decide how many packages of cookies you will try to sell. Your package goal will help you meet the troop's goals! In this activity, older Girl Scouts will share their experiences to help you decide how to use your cookie money.

**ACTIVITY:** Get ideas from other Girl Scouts. Invite older Girl Scout siblings or Girl Scout alums to a meeting to share their past cookie business experiences with the troop. You can also reach out to an online community to find out what other Daisy troops have done with their cookie money and report these suggestions to the troop. Add to the Cookie Money Goals checklist (or create your own list), then have the troop vote on the goals they like best. As a group, decide how many packages the troop will sell to achieve those goals. Have Daisies draw a picture of their goals to share with customers online or at your cookie booth.



## Step 4: Closing Ceremony

**Time Allotted:** 10 minutes

**Recommended Time:** 5-10 minutes

**Materials:**

- None

**ASK:** What was your favorite part about today's meeting? Which Girl Scout Cookie might be your favorite? Give all Daisies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop (or just with you if they wish to share something more personal).

**SHARE:** Today you found out all about Girl Scout Cookies, including the different types of cookies and some fun cookie facts! You also learned what's important to the troop and worked together to decide on troop goals. In the next My First Cookie Business meeting, you are going to practice what to say to customers who might be interested in buying Girl Scout Cookies.

**ACTIVITY:** Read the step and activities for Daisies to choose which they would like to do at the next meeting.

**Step 3: Practice your sales pitch (choose one):**

Make a finger puppet pitch. OR Share your pitch online.

Have Daisies form a Friendship Circle and end the meeting with a Friendship Squeeze. Have them sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Daisies to choose a song and challenge them to tidy everything up before the song ends!

## Step 5: Follow up with Families

**Time Allotted:** 10 minutes

**Recommended Time:** 5-10 minutes

After the meeting, remember to share with families all the great things their Daisy did! Use the Follow-Up email template in the *Manage Communications* section to:

- Share highlights or photos of Daisies learning about Girl Scout Cookies and deciding on troop goals.
- Send information about the next meeting along with important cookie updates and deadline reminders. Encourage parents to help their Girl Scout set up their Digital Cookie/Smart Cookies site, practice their pitch at home and help them create a video to promote their business online.
- Send the **Daisy Cookie Entrepreneur Family Pin Requirements** so families know how to help their Girl Scout continue the fun and learning at home.
- Be sure to include the **Safety Tips for Online Marketing and Digital Marketing Tips for Cookie Entrepreneurs and Families.**



# Cookie Goal Setter 1

## Step 1: Arrival and Opening Ceremony

**Time Allotted:** 15 minutes

**Recommended Time:** 10-15 minutes

**Materials:**

- Nutritious snack items such as fruit, granola bars, carrot sticks, graham crackers, sliced cucumber and yogurt dip, or juice and crackers. (Check for food allergies or dietary restrictions in advance.)
- Girl Scout Cookie packages (or pictures of cookies)
- Modeling clay
- Pencils
- Additional shaping tools (optional)
- Daisy Promise and Law

**ARRIVAL:** Ask Daisies who arrive early to unpack and set up any snacks and activity materials for later. Then ask that they set out the modeling clay and cookie packages in a designated activity area. Tell them that they can mold the clay into different cookie shapes until the meeting starts. Daisies do not have to wait for the whole troop to arrive to start this activity. They can start working on this and include others as they arrive.

**WARM UP AND WELLNESS:** Ask Daisies to mold clay into a cookie shape and use a pencil to imprint a design that tells something about themselves. It could be something that they like about themselves, a sport they play, a favorite animal, or a holiday they celebrate. Ask, “Would anyone like to share your clay cookie and what your design is about?” Some Daisies may not want to share out to the troop, and that’s okay. If you notice any Daisies acting differently than usual, give them the option to share their feelings with the troop or a trusted troop leader if they wish.

**OPENING CEREMONY:** Welcome Daisies to the first Cookie Goal Setter meeting and have them gather in a Daisy Circle. Have them say the Girl Scout Promise and the Girl Scout Law together.

## Step 2: Select Your Activity

**Choice 1:** Draw Your Mascot (*Fulfill Step 1*)

**Time Allotted:** 20 minutes

**Materials:**

- Girl Scout Cookie order cards
- Paper
- Drawing and coloring supplies

**ASK:** What are some of the things you would like to do with the troop? Daisies may offer a wide range of ideas and get excited at the possibilities. It is important that they share their ideas and feel empowered through this process!

**SHARE:** In this step, you will decide how you will use your cookie money. By selling Girl Scout Cookies, the troop can earn money to do fun things together. First you’re going to set a goal for how many packages of cookies you want to sell. Then you’ll decide what you want to do with our earned cookie money. Take a look at your order card. Find the different kinds of cookies and what they cost. Are there clues that tell you what the mascot is this year? Next, look at the rewards you can earn. Which ones do you like? For this activity, you are going to draw your mascot and your favorite ideas for how to use your troop money, and then vote on what to do with the troop’s cookie money.

**ACTIVITY:** Draw your mascot. Have Daisies draw a picture of the mascot (or a different character if they would like). While they are drawing, ask questions to encourage and steer conversations, like “What do you want to do with the troop’s cookie money? Do you want to take a field trip? How can we use some of the money to help others?” Instruct them to add their favorite ideas to their drawing. They can add a background or landscape, speech or thought bubbles, or a design on their mascot’s shirt to show their ideas! Have each Daisy share their favorite ideas, then vote on their top choices.

**Choice 2:** Brainstorm with Your Daisy Friends (*Fulfill Step 1*)

**Time Allotted:** 20 minutes

**Recommended Time:** 10-20 minutes

**Materials:**

- Girl Scout Cookie order cards

## **Choice 2:** Brainstorm with Your Daisy Friends (*continued*)

- Large poster paper or newsprint
- Sticky notes
- Pencils
- Stickers

**ASK:** What are some of the things you would like to do with your troop? Daisies may offer a wide range of ideas and get excited at the possibilities. It is important that they share their ideas and feel empowered through this process!

**SHARE:** In this step, you will decide how you will use your cookie money. By selling Girl Scout Cookies, our troop can earn money to do fun things together. First you'll decide what you want to do with our earned cookie money. Then you're going to set a goal for how many packages of cookies you need to sell to reach your goals. Take a look at your order card. Find the different kinds of cookies and what they cost. Are there clues that tell you what the mascot is this year? Next, look at the rewards you can earn. Which ones do you like? For this activity, you are going to brainstorm ideas about how our troop can help others, what field trips you might like to take, and what kinds of meeting activities you might like to do.

**ACTIVITY:** Brainstorm with your Daisy friends. Hang three large pieces of paper around the room, each with a different title: "Helping Others," "Field Trips," and "Troop Meeting Activities." Ask Daisies to think about the three topics. Tell them to write or draw their ideas on sticky notes, and then put the sticky notes under the right topic. After that, Daisies can place a sticker next to their favorite idea. The idea with the most stickers wins! For virtual meetings, slideshow software can be used to display the three topics. With help from an adult, Daisies can add text boxes or pictures to the slides for their ideas.

## **Step 3: Select Your Activity**

### **Choice 1:** Make a Team Goal Tracker (*Fulfill Step 2*)

**Time Allotted:** 20 minutes

#### **Materials:**

- Goal Tracker
- Poster paper
- Drawing and coloring supplies

**ASK:** How many packages of cookies do you need to sell to reach your goal? Daisies may offer a range of answers from as little as ten packages to as much as million! That's okay-let them dream big! In time, they will learn how many packages they will need to sell to reach their goals.

**SHARE:** In this step, you are going to set a package goal. When you sell Girl Scout Cookies, our troop earns money to help reach your goals. A goal tracker will keep track of the number of cookie packages you and the troop have sold. It will also tell us when you have reached your goals! In this activity, you are going to create a goal tracker that will show how many packages the troop sells.

**ACTIVITY:** Make a team goal tracker. Show the Goal Tracker to Daisies and explain how and why it will be used. As a troop, help Daisies design and create their own goal tracker. With troop goals in mind, decide how many packages the troop will sell to reach those goals. Explain that at each meeting the tracker will be updated and colored in to show the total packages sold by the troop. Each week, they will see how close they are to reaching their goals and celebrating everyone's hard work! Goal trackers can be made and shared digitally as well. Try this: Encourage Daisies to think ahead and make predictions about how much closer they think the troop will be at their next meeting.

### **Choice 2:** Put Your Goal in Digital Cookie or Smart Cookie

#### **Fulfill Step 2**

**Time Allotted:** 20 minutes

**Recommened Time:** 10-20 minutes

#### **Materials:**

- Computer, tablet or smartphone

**ASK:** How many packages of cookies do you need to sell to reach your goal? *Daisies may offer a range of answers from as little as ten packages to as much as million! That's okay-let them dream big! In time, they will learn how many packages they will need to sell to reach their goals.*

**SHARE:** In this step, you are going to set a package goal. When you sell Girl Scout Cookies, our troop earns money to help reach your goals. A goal tracker will keep track of the number of cookie packages you and the troop have sold. It will also tell us when we have reached our goals! For this activity, you are going to put your goals in the Digital Cookie/Smart Cookies site to share with your customers online.

**ACTIVITY:** Put your goal in Digital Cookie or Smart Cookies. Communicate the purpose and goal of this activity to families ahead of time. With troop goals in mind and cookie package proceeds information from your council, help the troop decide how many packages they will need to sell to reach their goals. With the help of an adult, Daisies can set their goals in the Digital Cookie/Smart Cookies site and share the link with friends and family. Their customers will see their goals and want to help Daisies reach them!



## Step 4: Closing Ceremony

**Time Allotted:** 10 minutes

**Recommended Time:** 5-10 minutes

**Materials:**

- None

**ASK:** What was your favorite part about today's meeting? What part of your goal are you most excited about? Give all Daisies the opportunity to share their thoughts about the activities, their goals, the upcoming cookie season, etc. with the troop or just with you if they wish to share something more personal.

**SHARE:** Today you worked together and decided how you want to use the troop's cookie money! You also learned about what is important to the troop and set package goals. In the next Cookie Goal Setter meeting, you are going to play the role of cookie seller. Think about what you might say to customers when you're selling cookies.

**ACTIVITY:** Read the step and activities below for Daisies to choose which they would like to do at the next meeting.

**Step 3: Share your goal with your customers (choose one):**

Play cookie seller. OR Create a video to share with customers online. Have Daisies form a Friendship Circle and hold hands. End the meeting with a Friendship Squeeze. Have them sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Daisies to choose a song and challenge them to tidy everything up before the song ends!

## Step 5: Follow up with Families

**Time Allotted:** 10 minutes

**Recommended Time:** 5-10 minutes

After the meeting, remember to share with families all the great things their Daisy did! Use the Meeting Follow-Up email template in the *Manage Communications* section to:

- Share highlights with families like how the troop worked together to decide on their goals
- Send information about the next meeting along with important cookie updates and deadline reminders. Encourage parents to help their Girl Scout set up their Digital Cookie/Smart Cookie site, practice their pitch at home and help them create a video to promote their business online.
- Send the Daisy Cookie **Entrepreneur Family Pin Requirements** so families know how to help their Girl Scout continue the fun and learning at home.
- Be sure to include the **Safety Tips for Online Marketing** and **Digital Marketing Tips for Cookie Entrepreneurs and Families**.



# Steps to Earn Your Cookie Entrepreneur Family Daisy Pin

Check off the boxes as you complete each activity with your family. You can earn this pin every year you sell cookies! Parents and Guardians can help the Girl Scouts earn this pin too!

## 1. Set a goal.

Goal setting is the first step to making a dream a reality. Look at the Girl Scout Cookie Program rewards with your family, think about your troop goals, and pick a reward to try for. Once you decide on the number of cookies you want to sell, fill in the goal tracker, then color it in as you sell cookies and get closer to meeting your goal!

*My troop's goal is to sell \_\_\_\_\_ packages so we can \_\_\_\_\_!*

*My goal is to sell \_\_\_\_\_ packages individually.*

## 2. Decide how to reach your goal.

Who do you want to sell Girl Scout Cookies to? Practice decision making by choosing who to reach out to first and in what way. Write a list or draw a picture of the people you would like to sell to (family, friends, locations, guardians co-workers, etc.). Put a star or mark next to the person once you have reached out and sold them cookies!

**Keep It Real.** Be sure that the goals you set are realistic! Remember, not everyone meets their goals, and that's okay! This is just another way that the Girl Scout Cookie Program allows for learning and growth. Even if you do not meeting your goal, setting up an expectation for yourself is a great way to grow, regardless of the results.

Cookie Goal Tracker

_____	packages
_____	packages
_____	packages
_____	packages
_____	packages
_____	packages
_____	packages
_____	packages
_____	packages
_____	packages

**Work It.** If they want to sell to your co-workers, make it work for them! Bring them in to pitch the sale, have them make a poster to advertise the cookie, or even make a video "cookie pitch" to show the possible customer.

**3. Practice with money.**

Use your math superpowers to count and identify coins and bills accompanied by a grown up in your life. Don't worry if you need help at first, that is what your adult mentors are there for! Use the lines below to write down how much each cookie costs so you can tell the customer and count as they pay you.

---

---

**Make money make**

**sense.** Counting one and five dollar bills can take your Girl Scout a while, but letting them handle money at home with supervision will sharpen their math skills and make them a star money manager.

**4. Learn to talk to customers.**

Ask a member of your household to pretend to be a customer. Many customers, along with purchase questions, will want to learn more about your cookie goal and what your troop may do with the money you make from cookie sales.

**Navigating "no".** Some people won't want to buy cookies, and that's OK! Help your Girl Scout think of an answer to "no".

**5. Think like a Girl Scout.**

The Girl Scout Law reminds us to be responsible for what we say and do. You can do that by filling in important deadlines below and then keeping track of them with help from an adult. That means starting your sales on or after the official start date and turning in your order and money on time.

**Prepare her to lead.** For more business ethics, simply look at the Girl Scout Law. From being honest and fair, to using resources wisely, Girl Scout Law is full of cookie boss wisdom!

### My Important Cookie Dates

Girl Scout Cookie Season starts on: \_\_\_\_\_

Cookie Order Deadline: \_\_\_\_\_

Cookie Pick-up: \_\_\_\_\_

Money due date(s): \_\_\_\_\_

My other deadlines: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Check in with your troop leader about how you can get each pin, visit our shop website at <https://bit.ly/GSCIShop>, or visit one of our Trefoil Boutiques in person!



# Familiar Terms

**ACH DEBIT** - When troop funds are electronically taken from a troop account to cover payments for cookies the troop has ordered or transferred in from another troop. To be ACH ready means that the troop has set up a troop bank account and completed and turned in the ACH paperwork. ACH paperwork is available on the cookie portion of the council website ([GetYourGirlPower.org](http://GetYourGirlPower.org)) in the forms section.

**COOKIE BOOTHS** - Locations, usually stores, where girls sell cookies to customers. Troops should bring tables, chairs, cookies and change. GSCI works with some of the local retailers to secure locations for troop leaders and these locations may be reserved through the Cookie Booth Scheduler. Troops are encouraged to set up their own cookie booth locations since most cookie reservations set up by the council go fast. Successful cookie booths are in high traffic areas, display troop goals and incorporate eye-catching marketing.

**COOKIE BOOTH SCHEDULER** - Located in Smart Cookies and is used by troops to schedule booth sales in their area. Troops may begin to schedule booth sales at 9:00 a.m. on January 2, 2025.

**COOKIE CUPBOARDS** - Locations where cupboard orders arrive and are picked up by the troop. Some regions will have multiple location choices for cupboard order pickups.

**COOKIE DOUGH** - Credit earned by selling cookies. Cookie Dough may be used toward day and overnight camp, council-sponsored programs, membership renewals and items in the Trefoil Boutique (except gift cards). Cookie Dough expires on September 20, 2025, and will not be accepted as payment after this date. The due date to redeem your Cookie Dough code for a GSUSA online shopping code is September 5, 2025.

**DIGITAL COOKIE** - Website where girls manage their online cookie sales program. Troops use Digital Cookie for Troop Virtual Booths and Shipped Orders. The website is [DigitalCookie.GirlScouts.org](http://DigitalCookie.GirlScouts.org).

**DIRECT SALE FORMAT** - Allows girls to have cookies in-hand to sell door-to-door to family, friends, and neighbors. With the direct sale format there is only one transaction, and selling is condensed into one simple step.

**SMART COOKIES** - Website where troop volunteers place cookie orders and document sales made by Girl Scouts. Volunteers also use Smart Cookies to place Girl Scout reward orders, reserve council-secured cookie booth locations, run reports, and much more. The website is [ABCSmartCookies.com](http://ABCSmartCookies.com).

**INITIAL ORDER** - The first order a troop places. The initial order must be placed in Smart Cookies by January 13, 2025.

**PLANNED ORDERS** - Used to supply troops with additional cookies they need after the initial order. There will be 6 planned orders after the initial order. Planned orders are due by 8 p.m. on Sunday nights. (*Planned order dates can be found on the Cookie Calendar on pg. 2*)

**SERVICE UNIT COORDINATOR** - The Service Unit Coordinator (SUC) is a volunteer who oversees a particular geographic area within the council. The SUC serves the troop leaders in her/his area. The SUC has good knowledge of the cookie program and is a great resource for troop leaders. They help train troop leaders and cookie coordinators, secure cookie delivery sites, and determine troop cookie pickup dates and times. It is important that you know who your SUC is and that you communicate with her/him so you know where and when to pick up your cookies. If you do not know who your SUC is, please contact your membership engagement coordinator or program specialist.

# 2025 Cookie Calendar



Date	Activity
December 16	Begin to use Digital Cookie & social media
January 1	Initial order opens for troop entry
January 2	Booth Scheduler opens at 9 am
January 11	Cookie Rally! (Register at <a href="https://bit.ly/CookieRally25">bit.ly/CookieRally25</a> )
January 13	Initial order due by 11 pm
Jan. 31 - Feb. 6	Delivery of product to SU delivery sites
<b>February 7</b>	<b>Direct Sale begins for in-person sales</b>
February 9	First planned order due in Smart Cookies by 8 pm
February 16	Second planned order due in Smart Cookies by 8 pm
February 21-23	National Girl Scout Cookie Weekend
February 23	Third planned order due in Smart Cookies by 8 pm
February 28	Troop funds must be in troop bank account for first ACH (1/3 of initial order)
March 2	Fourth planned order due in Smart Cookies by 8 pm
March 4	First ACH (1/3 of initial order minus troop profit)
March 9	Fifth planned order due in Smart Cookies by 8pm
March 13	Troop funds must be in troop bank account for second ACH (1/3 of beginning of March balance)
March 16	Sixth planned order due in Smart Cookies by 8pm (FINAL)
March 17	Troops begin to enter reward orders in Smart Cookies
March 18	Second ACH (1/3 of beginning of March balance)
<b>March 23</b>	<b>Digital Cookie Online Marketing &amp; Direct Sale ends</b>
March 26	Troop reward orders due in Smart Cookies by 8 pm
April 1	All money turned into troop leader
April 3	Outstanding Balance (OSB) forms due to service centers
April 4	Troop money deposited in troop bank account for final ACH
April 8	Final ACH sweep (Remainder of balance owed to council)
April 29	Rewards will be available for pickup
May 27	Last day to submit NSF checks
September 5	Due date to redeem Cookie Dough code for GSUSA online shopping code
September 20	2024 Nutty Bucks and 2025 Cookie Dough expires