



New Troop Leader's

Guide to Cookies!



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

Junior 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

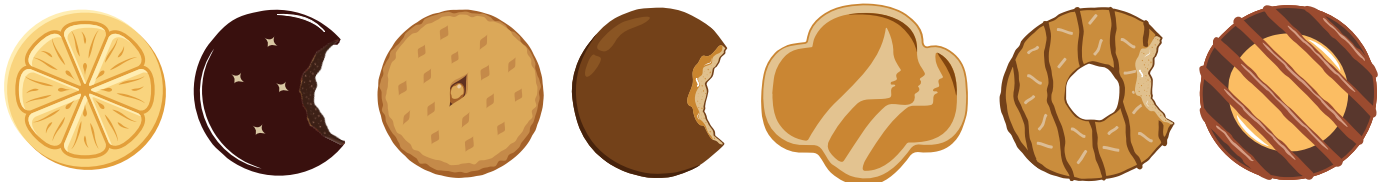
Tiffany Kaufmann
Peoria region
309-369-3551
tkaufmann@girlscouts-gsci.org

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). You may also contact Customer Care for geographic questions.

Can I hold a booth sale outside my community?




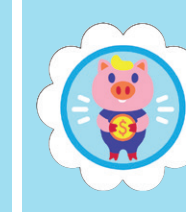














The short answer is yes. A troop may hold a booth sale in any area within our council confines. GSCI has 38 counties and over 500 towns. Girls may live in one community and go to school in another and have parents that work in a third. Also families travel and recreate to different communities. When 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	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pin	 Toy Business Designer
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pin	 Building Entrepreneur
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pin	 Business Jumpstart

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.



Meeting Plan:

My Cookie Team 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.)
- Trading card examples
- Index cards
- Drawing and coloring supplies
- Girl Scout Promise and Law

ARRIVAL: Ask Juniors who arrive early to unpack and set up any snacks and activity materials for later. Then, ask that they set out trading card examples, index cards, and drawing and coloring supplies. Tell Juniors to create a cookie team trading card about themselves. They can draw their picture on one side and write details on the other like their name, birthday, strengths, favorite Girl Scout Cookie, and whether they have sold cookies before. Explain that while they aren't trading the cards, this is a great way to think about their individual strengths and how they make up an awesome team. If you are ready to start the meeting and some Juniors have not finished their trading cards, collect the cards so they can continue to add details at the next meeting.

WARMUP AND WELLNESS: Gather as a group and ask Juniors to share some of the details on their trading card (it's okay if they haven't quite finished). Or for a deeper discussion ask, "What strengths do you have that can help your cookie team?" Some Juniors may not have an answer to this question and that's okay. Juniors may have self-doubt or just not realize what their strengths are yet. Tell them that they can share with the troop a trusted troop leader if they wish. For the next meeting, ask "What position would you play on your cookie team? Pitcher? Supply manager? How about goal tracker?"

OPENING CEREMONY: Welcome Juniors to the first My Cookie Team meeting and have them gather in a Junior Circle. Have them say the Girl Scout Promise and the Girl Scout Law together.

Step 2: Select Your Activity

Choice 1: Make Play Cookie Charades (*Fulfills Step 1*)

Time Allotted: 40 minutes

Recommended Time: 30-40 minutes

Materials:

- Prepared cards for charades

ASK: What are some of your favorite Girl Scout Cookies? *Some Juniors may have a lot to say about their favorite cookies, while some may be new to Girl Scouts, have never sold or even tried Girl Scout Cookies before-and that's okay! Celebrate how exciting it is to be a Girl Scout during cookie season.*

SHARE: In this step, you will find out about Girl Scout Cookies. Start by using your order card or explore the Digital Cookie/Smart Cookies platform with an adult to find out about all the different kinds of cookies and what they cost. Find out what's new this year, too! For this activity, you are going to play cookie charades, but first let's take some time to find out about Girl Scout Cookies.

ACTIVITY: *Play cookie charades.* Tell Juniors that the first round of charades will have cookie flavor cards. Juniors will take turns picking a card and acting it out for the group to guess. Juniors act out the cookie flavor (or describe it) without saying any part of the cookie name. For virtual meetings, words can be sent to Juniors in a private chat. For the next round, have Juniors choose from a second deck of cards with non-cookie flavor words (or you can mix them in with the cookie flavors).

Choice 2: Hold a Cookie Race (*Fulfills Step 1*)

Time Allotted: 40 minutes

Recommended Time: 30-40 minutes

Choice 2: Hold a Cookie Race (*continued*)

Materials:

- Question cards
- Pencils
- Order cards
- Computers, smartphones, or tablets

ASK: What are some of your favorite Girl Scout Cookies? *Some Juniors may have a lot to say about their favorite Girl Scout Cookies, while some may be new to Girl Scouts, have never sold or even tried Girl Scout Cookies before-and that's okay! Celebrate how exciting it is to be a Girl Scout during cookie season.*

SHARE: In this step, you will find out about Girl Scout Cookies. Start by using your order card or explore the Digital Cookie/Smart Cookies platform with an adult to find out about all the different kinds of cookies and what they cost. Find out what's new this year, too. For this activity, you are going to take part in a cookie race!

ACTIVITY: *Hold a Cookie Race.* Provide each team with a set of question cards (face down), a pencil, order card, and a computer or tablet for research. When you say "Go!" have both teams race to find the answers to all questions in their card set. The first team to finish will share their answers. If they make a mistake, the other team takes over to answer the questions. *Try this: Prepare a second set of questions for round two!*

Choice 3: Make a Cookie Team Chain (*Fulfills Step 1*)

Time Allotted: 40 minutes

Recommended Time: 30-40 minutes

Materials:

- Order cards
- Construction paper
- Markers
- Tape

ASK: What are some of your favorite Girl Scout Cookies? *Some Juniors may have a lot to say about their favorite Girl Scout Cookies, while some may be new to Girl Scouts, have never sold or even tried Girl Scout Cookies before-and that's okay! Celebrate how exciting it is to be a Girl Scout during cookie season.*

SHARE: In this step, you will find out about Girl Scout Cookies. Start by using your order card or explore the Digital Cookie/Smart Cookies platform with an adult to find out about all the different kinds of cookies and what they cost. Find out what's new this year, too. For this activity, you are going to make a cookie team chain!

ACTIVITY: *Make a cookie team chain.* Ask Juniors to set out piles of construction paper strips and markers for groups to choose from. Working in pairs, Juniors will choose one cookie flavor (or more if they would like) and create a piece of the cookie chain. Tell them to use the color of paper that matches the cookie package. They can use order cards as a resource (or the Digital Cookie/Smart Cookies site) to include descriptions, pictures, and facts about their cookie. Have Juniors connect all cookie links together to form one chain to display at their cookie booth.

Step 3: Select Your Activity

Choice 1: Create a Goal Box (*Fulfills Step 2*)

Time Allotted: 40 minutes

Recommended Time: 30-40 minutes

Materials:

- Empty box
- Paper strips
- Pencils

ASK: How would you like to use the troop's earned cookie money? *Juniors may offer ideas from previous years if they have sold cookies before. Encourage them to think outside of the box and consider all options and possibilities!*

SHARE: In this step, you will decide how to use the troop's cookie money. If you sold cookies last year, think about how the money was used. Do you want to buy snacks or supplies for meetings? Or use the money for Girl Scout books, badges, or awards? The troop may choose to use some of the money for a special field trip or to help others by funding your Bronze Award project. For this activity, you are going to create a goals box to help you decide how to use your cookie money.

ACTIVITY: *Create a Goal Box.* Give each Junior four strips of paper and a pencil. First, have Juniors write their top idea for using cookie money and place it in a box. When everyone has contributed, take out and discuss each idea together. To vote, display the original ideas. Have Juniors write their top three favorites on the remaining strips of paper and place them in the goals box to be counted! Pass out the original idea strips and ask Juniors to add tally marks to keep track of the votes as they are pulled out and reported to the troop. Virtual meetings can use online polls or surveys for voting. Once all votes are counted, the troop can decide if they want to work towards the top 2, 3, or 4 goals.

Choice 2: Make a Vision Board (*Fulfills Step 2*)

Time Allotted: 40 minutes

Recommended Time: 30-40 minutes

Materials:

- Poster paper
- Troop photos
- Craft paper
- Magazines
- Markers
- Scissors
- Glue

ASK: How would you like to use our earned cookie money? *Juniors may offer ideas from previous years if they have sold cookies before. Encourage them to think outside of the box and consider all options and possibilities!*

SHARE: In this step, you will decide how to use the troop's cookie money. If you sold cookies last year, think about how the money was used. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout books, badges, or awards? The troop may choose to use some of the money for a special field trip or to help others by funding your Bronze Award project. For this activity, you are going to make a vision board to show off your goals!

ACTIVITY: *Make a vision board.* First, the troop must decide on their goals for using cookie money. Discuss all ideas and have Juniors vote on their top choices. In creating a vision board, Juniors can add magazine clippings and hand-written or drawn elements. To create a vision board digitally, Juniors can collaborate on slide deck software and add pictures and words to show their goals. Encourage Juniors to display their vision board at their cookie booth or share it with their friends and family online with the help of an adult.

Choice 3: Go online to get ideas (*Fulfills Step 2*)

Time Allotted: 40 minutes

Recommended Time: 30-40 minutes

Materials:

- List of ideas (found online)

ASK: How would you like to use the troop's earned cookie money? *Juniors may offer ideas from previous years if they have sold cookies before. Encourage them to think outside of the box and consider all options and possibilities!*

SHARE: In this step, you will decide how to use the troop's cookie money. If you sold cookies last year, think about how the money was used. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout books, badges, or awards? The troop may choose to use some of the money for a special field trip or to help others by funding your Bronze Award project. For this activity, you are going to go online to get ideas and decide on your goals.

ACTIVITY: *Go online to get ideas.* Ask Juniors to share any ideas they found online about how to use the troop's earned cookie money. Share ideas that you gathered from a council forum or online group. If you invited an older Girl Scout sibling or alum to your meeting, ask that they share their experiences and ideas with the troop. As a group, discuss the different ways to use troop cookie money, then have Juniors vote for their favorite. Voting can be done by creating a quick online poll (or ballot).

Step 4: Closing Ceremony

Time Allotted: 10 minutes

Recommended Time: 5-10 minutes

ASK: What did you learn from today's meeting that you are excited to share with your customers? *Give all Juniors 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 and decided, as a team, how you want to use your cookie money. You learned what was important to each other and decided on your team goals. In the next My Cookie Team meeting, you are going to build up your team and practice your pitching skills!

ACTIVITY: Read the steps and activities below for Brownies to choose which they would like to do at the next meeting.

- **Step 3: Set a troop budget and package goal (choose one):** Create a cookie sales chart, make personal goal jars, OR track your sales online.

- **Step 4: Build your team (choose one):** Role-play running your cookie booth, get help from experts, OR draw back-to-back.

- **Step 5: Create your pitch to customers (choose one):** Practice your pitch with your troop, create a video for your pitch, OR create a pitch card.

Have Juniors form a Friendship Circle, hold hands, and end the meeting with a Friendship Squeeze. Have Juniors sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Juniors 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 **Brownie 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 Collaborator 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
- 200-piece puzzle
- Puzzle saver such as a roll of felt or large piece of cardboard (optional)
- Girl Scout Promise and Law

ARRIVAL: Ask Juniors who arrive early to unpack and set up any snacks and activity materials for later. Then have them take out and start working on the puzzle together while they wait for everyone to arrive and the meeting to start. If possible, have them start the puzzle on a large piece of felt that can be rolled up and continued at the next meeting or use a piece of cardboard that can be used to save and transport the puzzle. If meeting virtually, use a digital puzzle maker and share the link so the troop can work on it together.

WARM UP AND WELLNESS: Gather Juniors in a group. Tell them to think about how they worked together to put together the puzzle. Ask, “What was your strategy and how did you decide that would be the best approach?” Juniors may say that someone suggested to start by organizing pieces or separating the edges. They may mention how they’ve done puzzles before and know the best way to start. Ask, “When working in a larger group on a task like putting this puzzle together, what allowed the group to work well? Was there or could there have been anything difficult about it?” Let Juniors share their experiences and thoughts. If you notice any Junior 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 Juniors to the first Cookie Collaborator meeting and have them gather in a circle. Have them say the Girl Scout Promise and the Girl Scout Law together.

Step 2: Select Your Activity

Choice 1: Design a Cookie Display (*Fulfill Step 1*)

Time Allotted: 40 minutes

Materials:

- Order cards
- Computers, tablets, or smartphones
- Poster paper
- Craft paper
- Drawing and coloring supplies
- Scissors
- Glue

ASK: How much do you know about your Girl Scout Cookie business? *Some Juniors may have much to say about their Girl Scout Cookie business, while some may be new to Girl Scouts, have never sold or even tried Girl Scout Cookies before—and that’s okay! Celebrate how exciting it is to be a Girl Scout during cookie season.*

SHARE: In this step, you will get to know the Girl Scout Cookie business. There’s a lot more to your business than just selling cookies. Your cookies are your product, so find out everything you can about the different kinds of cookies and what they cost. Use your order card to see what’s new and, with an adult, explore the Digital Cookie/Smart Cookies site to learn more about selling online. For this activity, you are going to design a cookie display for your cookie booth or community.

ACTIVITY: *Design a Cookie Display.* Divide the troop into cookie booth teams. Ask “What should be included in your cookie display?” Have teams quickly sketch their cookie booth design and identify what kinds of signs or posters they want to display. Based on skills and interests, Juniors will decide what display feature they will contribute. They can use cookie packages and online resources for inspiration. If meeting virtually, Juniors can collaborate online in breakout rooms to design digital signs together. *Try this: Have Juniors leave their items on display. Play an inspirational song and have them walk around to see the other groups’ work.*

Choice 2: Practice with Your Online Shopping Cart (Fulfill Step 1)

Time Allotted: 40 minutes

Materials:

- Order cards
- Computers, tablets, or smartphones

ASK: How much do you know about your Girl Scout Cookie business? *Some Juniors may have much to say about their Girl Scout Cookie business, while some Juniors may be new to Girl Scouts, have never sold or even tried Girl Scout Cookies before-and that's okay! Celebrate how exciting it is to be a Girl Scout during cookie season.*

SHARE: In this step, you will get to know the Girl Scout Cookie business. There's a lot more to your business than just selling cookies. Your cookies are your product, so find out everything you can about the different kinds of cookies and what they cost. Use your order card to see what's new and, with an adult, explore the Digital Cookie/Smart Cookies site to learn more about selling online. For this activity, you are going to practice with your online shopping cart as if you were a cookie customer.

ACTIVITY: *Practice with your online shopping cart.* Tell Juniors to explore the features of Digital Cookie/Smart Cookies with help from an adult. Have them put different cookies in their shopping cart to see what it's like when customers buy cookies online. To prepare Juniors to help their customers, ask, "What questions might your customers have if they are buying cookies online?" *Try this: Encourage Juniors to make a video showing their customers how to buy cookies online. Have an adult share it.*

Choice 3: Make a Cookie Quiz Game (Fulfill Step 1)

Time Allotted: 40 minutes

Materials:

- Order cards
- Computers, tablets, or smartphones
- Index cards
- Pencils
- Colored pencils (optional)

ASK: How much do you know about your Girl Scout Cookie business? *Some Juniors may have much to say about their Girl Scout Cookie business, while some may be new to Girl Scouts, have never sold or even tried Girl Scout Cookies before-and that's okay! Celebrate how exciting it is to be a Girl Scout during cookie season.*

SHARE: In this step, you will get to know the Girl Scout Cookie business. There's a lot more to your business than just selling cookies. Your cookies are your product, so find out everything you can about the different kinds of cookies and what they cost. Use your order card to see what's new and, with an adult, explore Digital Cookie/Smart Cookies to learn more about selling online. For this activity, you are going to make a cookie quiz game and test out your skills!

ACTIVITY: *Make a cookie quiz game.* Have each Junior prepare two sets of cards-one set with cookie descriptions, the other with only cookie pictures (no names). Show Juniors how to play by calling out a flavor and have them find and hold up the two matching cards. Have Juniors play in small groups (or in breakout rooms), each taking turns calling out a flavor to test their Junior friends' knowledge. Add cookie facts for a challenge! They can bring their game to a cookie booth to engage customers.

Step 3: Select Your Activity

Choice 1: Create a Goal Wheel (Fulfill Step 2)

Time Allotted: 40 minutes

Recommended Time: 30-40 minutes

Materials:

- Drawing and coloring supplies
- Optional: cardboard, 2L bottle, tape, pencil, pushpin

ASK: How do you want to use the troop's earned cookie money? *Juniors may offer a range of answers including things they have done in the past if they have sold Girl Scout Cookies. Remind Juniors to be open minded about new ideas and think about the possibilities.*

SHARE: In this step, you will decide on your goals as a team. To be a good collaborator, it's important to listen to each other's ideas about the troop's goals. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout badges or awards? The troop may choose to use some of the money for a special trip, to help others, or to fund your group Bronze Award project. In this activity, you will create a goal wheel to show off and track your goals.

ACTIVITY: *Create a Goal Wheel.* Have Juniors decide on four goal categories (meeting supplies, field trips, Bronze Award project, and other types of goals). Draw a circle on a piece of paper and cut it into four pieces. Have Juniors work in teams to complete one section of the circle, adding details and pictures about their goal, and then present it to the troop. Join the four quarters of the goal wheel together and attach it to cardboard for stability. The troop can report sales each meeting and as they achieve their sales goals, they can color in the slice for the goal they've met.

Choice 1: Create a Goal Wheel *(continued)*

If only half of the package goal is met, color in half the slice. Use different colors for each category. Juniors can display the wheel at their cookie booth or share it online. For virtual meetings, Juniors can work in teams in breakout rooms to create and present their digital quarter circle for their goal wheel. *Try this: Make a stand so your wheel can spin! Fill a 2L bottle with some water for weight, tape a pencil down on the top, and attach the goal wheel by sticking a push pin into the eraser end of the pencil. Now it can stand upright and be turned while Juniors talk about their goals with customers!*

Choice 2: Make a Goal Ladder *(Fulfill Step 2)*

Time Allotted: 40 minutes

Materials:

- Poster board
- Drawing and coloring supplies
- Tape

ASK: How do you want to use the troop's earned cookie money? *Juniors may offer a range of answers including things they have done in the past if they have sold Girl Scout Cookies. Remind Juniors to be open minded about new ideas and think about the possibilities.*

SHARE: In this step, you will decide your goals as a team. To be a good collaborator, it's important to listen to each other's ideas about your troop's goals. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout badges or awards? The troop may choose to use some of the money for a special trip, to help others, or to fund your group Bronze Award project. For this activity, you are going to make a goal ladder to show off your troop goals.

ACTIVITY: *Make a Goal Ladder.* Have Juniors decide on several goal categories (meeting supplies, field trips, Bronze Award project, and other types of goals). Juniors can work in teams to create a ladder step for their goal using a strip of poster board or collaborate online using slide deck software. Each ladder step should include details and pictures of their goal. Juniors will present their goal to the troop, then tape the steps to create a ladder for display at troop meetings, cookie booths, or online. *Try this: Juniors can create a paper Girl Scout (or another marker) to move up the ladder as the troop achieves its goals. To share in the process, have one Junior draw the outline and pass it. The next Junior can add a vest. Pass and add features until the paper Girl Scout is complete!*

Choice 3: Create Teams for your Goals *(Fulfill Step 2)*

Time Allotted: 40 minutes

Materials:

- Computers, tablets, or smartphones
- Craft paper
- Drawing and coloring supplies

ASK: How do you want to use the troop's earned cookie money? *Juniors may offer a range of answers including things they have done in the past if they have sold Girl Scout Cookies. Remind Juniors to be open minded about new ideas and think about the possibilities.*

SHARE: In this step, you will decide your goals as a team. To be a good collaborator, it's important to listen to each other's ideas about your troop's goals. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout badges or awards? Your troop may choose to use some of the money for a special trip, to help others, or to fund your Bronze Award project. For this activity, you are going to create teams to keep track of your goals!

ACTIVITY: *Create teams for your goals.* Decide on several goal categories (meeting supplies, field trips, Bronze Award project, etc.) and break Juniors into teams to be in charge of tracking goals for each category. Juniors can collaborate to create a flyer or video about their goal to share with customers at cookie booths or online with help from an adult. After the troop works out their budget in Step 3, teams can regroup to consider their package goal and decide how to track and report goal progress. Whenever you meet, have teams share sales updates and report on what goals are being met and how much more they will need to sell to reach their goal.

Step 4: Closing Ceremony

Time Allotted: 10 minutes

Recommended Time: 5-10 minutes

ASK: In what ways did collaborating help the troop during today's meeting? *Give all Juniors 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 and decided, as a team, how you want to use your cookie money. You learned what was important to each other and decided on your team goals. In the next Cookie Collaborator meeting, you will decide on a troop budget, reach more customers, and learn from them by walking in their shoes!

Step 4: Closing Ceremony (*continued*)

ACTIVITY: Read the steps and activities below for Juniors to choose which they would like to do at the next meeting.

- **Step 3: Collaborate on a troop budget (choose one):** Explore the costs with your team, make a budget pledge, OR get help from an expert.
 - **Step 4: Reach more customers (choose one):** Draw your network circle, make a sales plan, OR create a social campaign.
 - **Step 5: Learn from your customers! (choose one):** Make a good impression, create a customer survey, OR listen for clues.
- Have Juniors form a Friendship Circle, hold hands, and end the meeting with a Friendship Squeeze. Have Juniors sing the Make New Friends song to end their time together. If there are meeting items to gather or areas to straighten up, ask Juniors 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 **Brownie 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 Brownie 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. Strategize your sales.

Talk with your family and figure out a realistic goal of how many cookies you think you can sell, then set a second goal focused on your sales method, like how many packages of cookies you will sell digitally or how many customers you can upsell.

My troop's goal is to sell _____ packages so we can _____!

My goal is to sell _____ packages, and my strategic goal is _____.

2. Learn from the past.

If you have sold Girl Scout cookies before, or have taken part in selling for a school fundraiser, think about what went well and what can get better. For further insider information, talk to fellow Girl Scouts to get tips and tricks to the Girl Scout cookie trade. Make an action plan based off of what you know about selling to help you run your cookie business.

The path to success. Goal setting isn't just about numbers, it can be about sales strategy. Help them think through all of the different ways they can go about making a sale, then create a goal for it! It's a great way to grow their business skills.

Cookie Goal Tracker

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

Step back. Girl Scouts feel the greatest sense of pride when they have ownership over their sales and get to show off their decision making skills. Feel free to help them when they ask and give them feedback, but make sure they are doing a big portion for the work!

3. Run the show.

Although your family is responsible for helping you keep your collected money from cookie sales safe, you're responsible for everything else. From counting money and giving change, to managing your inventory and meeting deadlines, you have a handful of large responsibilities in running your own cookie business. To keep track of important deadlines, record important dates below. Don't forget to add the dates to a family calendar so your support system is informed of deadlines!

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. Your Girl Scout is ready to take charge of their own cookie business! Your job is to help them think about how they will keep track of orders, double check their math, and handle money. You are there to advise and support, but this is their time to shine!

Spark their curiosity. Getting feedback is an important part of running a business. Be specific and give your Girl Scout feedback that is encouraging and constructive. Then, help your Girl Scout pitch their product to customers!

Truth in advertising. Quiz their cookie knowledge! By having the facts and being transparent about their products, your Girl Scout is learning the foundation of business ethics.

4. Fine-tune your pitch.

Improve your pitch by getting feedback. Create two different customer pitches and then test them with your friends and family. Ask them which they like better and why. Use their feedback to make changes. Then you can make a video of your pitch to share on social media with the help of an adult!

5. Know your product.

Not every cookie is right for every customer! Learn which ones are gluten-free, vegan, and nut free for those who have allergy and dietary restrictions. It also helps to know the flavor profiles of each cookie, so if the customer likes a specific taste, you can lead them to the right cookie!

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) 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.

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.

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 bit.ly/CookieRally25)
January 13	Initial order due by 11 pm
Jan. 31 - Feb. 6	Delivery of product to SU delivery sites
February 7	Direct Sale begins for in-person sales
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)
March 23	Digital Cookie Online Marketing & Direct Sale ends
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