

2025 COOKIE PROGRAM

January 26- March 9
(Girl Scouts may start taking orders
beginning January 22)
(Updated 1/13/2025)



My TROOP COOKIE CHAIR is _____

Phone _____ Email _____

This Quick Start Guide is a supplemental document to the *Cookie Family Guide* (which has complete information about the Cookie Program, mailed to your household in early January, and is available at www.girlscoutsla.org). Read your *Cookie Family Guide* when it arrives and keep it to refer to throughout the program.

- Follow all GSUSA and GSGLA guidelines and safety requirements. Review the *Cookie Family Guide*, consult with your Troop Cookie Chair, or see other publications for complete information.
- Follow all guidelines shared by GSGLA and your Troop Cookie Chair (TCC). GSGLA will monitor guidelines throughout the program, and any changes and/or updates will be communicated to you via the Product Programs Team.
- Girls may send out their Digital Cookie link and start taking in-person orders via their traditional order card beginning January 22, 2025.

IMPORTANT DATES

Order taking begins.....January 22, 2025
Cookie Program Go Day.....January 26, 2025
Boothing begins.....February 7, 2025
Last day to turn in all additional money due to troop.....March ____

Cookie Varieties	Cookie Information
Thin Mints (Vegan) - Chocolate mint Samoas - Coconut, caramel, dark chocolate Tagalongs - Chocolate, peanut butter Trefoils - Shortbread Do-Si-Dos - Peanut butter sandwich with oatmeal Lemon-Ups - Crispy lemon cookies with inspiring messages to lift your spirits up Adventurefuls - Brownie base with caramel crème and a hint of sea salt S'mores - Graham sandwich, chocolate, and marshmallow-y filling (natural flavors) Toffee-Tastic (Gluten free) - Buttery with toffee bits	<ul style="list-style-type: none"> Cookies cost \$6.00 per core package; S'mores and Toffee-Tastic are \$7. No changing the price (i.e., allowing discounts). Girl Scout Cookies are date stamped for freshness. No high fructose corn syrup; zero grams trans-fat. See order card for nutritional information.
Cookies for the Community (C4C) is a council-wide community service project that gives Girl Scouts the opportunity to learn philanthropy and community service. C4C allows a package of cookies to be donated to community partners. When girls sell through C4C, the cookies are not physically picked up by the girl or troop. This is commonly described as a "virtual" donation for which a receipt can be provided. Your Troop Cookie Chair (TCC) can provide more information.	



WHAT GIRL SCOUTS LEARN + WHY IT MATTERS

Participating in the cookie program is a great way for Girl Scouts to have fun while working towards a shared goal, build funds so that troops can be self-sustaining, for example, funding activities and badges, and gain an entrepreneurial edge! Along the way, they'll gain five skills they'll use for the rest of their lives.

Goal Setting – Girl Scouts set personal and troop goals while working with their leaders and families to achieve them. Benefits: success in school, career, and life.

Decision Making – Girl Scouts decide how to participate and market their cookie program and, as a troop, they decide how to spend troop proceeds. Benefits: creative thinking, decision impact, problem solving, and confident leaders.

Money Management – Girl Scouts take orders, count money, and make change while working with the troop to manage the troop funds. Benefits: financial literacy, sustainability, financial responsibility, and inventory management.

People Skills - Girl Scouts interact with customers in several ways, practice their sales pitch, and work with their sister Girl Scouts to reach common goals. Benefits: Good listeners, finding their voice, relationship building, team player, and courage.

Business Ethics - Girl Scouts practice sound business ethics by being responsible for their cookie inventory, cookie payments to their troop, time management, following guidelines provided, and their commitment to their customers. Benefits: commitment, character, integrity, and fairness.

GET STARTED WITH DIGITAL COOKIE!

1

Go to www.gsdigitalcookie.com/gsgla (or click on the link from the council website) Follow the prompts to participate in the Digital Cookie program. Please have your troop number before starting.
My troop number is _____



2

Create Your *Personalized Storefront*TM

You will be creating an avatar who looks just like you. You can also record a personalized message for your avatar to deliver to family and friends. As you take various steps to create your personalized storefront for cookies, you will earn virtual rewards. The M2 website is mobile optimized, which means you can set up your avatar and storefront from your tablet or smartphone.



3

Send Emails

When you send emails to family and friends, they will see your goal and your avatar will deliver your special message. By clicking a link, they will be able to shop online while supporting you and Girl Scouts! Don't forget to share on social media with the help of a parent/guardian.



RESOURCES

Go to the Cookies+ section of the GSGLA website – www.girlscoutsla.org – to find lots of great information about the Cookie Program:

- Important dates
- Rewards & Proceeds
- *Cookie Family Guide*
- Marketing Kit
- Social Media Kit
- Digital Marketing Tips
- Contests
- And more!