



2025 Cookie Program Troop Guide





ABC Bakers provides YouTube training videos to guide you every step of the way! Training can be accessed directly from

www.abcsmartcookies.com/safety-and-training



Be on the lookout for this important email!

From: noreply@abcsmartcookies.com <noreply@abcsma
Sent: Tuesday, November 29, 2022 4:34 PM
To: abcbakers.troop+test@outlook.com <abcbakers.troop+test@outlook.com>
Subject: ABC Smart Cookies Registration

Add noreply@abcsmartcookies.com
to your safe sender list!

Dear Girl Scout Volunteer,

Girl Scout Cookie season is starting soon! To help you get ready for a great cookie season please set up your account and register on the ABC Smart Cookies website, click the link below to get started:

<https://app.abcsmartcookies.com/#/registration?token=88273fb7-c1e7-4531-9d3e-577860f90a53>

By registering on ABC Smart Cookies website, you will be able to complete your profile, start managing your cookie sale and have access to all of the resources available on the ABC Smart Cookies website!

Thank you,

The ABC Smart Cookies Team

If you'd like to unsubscribe and stop receiving these emails [click here](#)



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Message from our CEO

As we enter this year's cookie season, I am thrilled to invite each of you to "Embrace Possibility." This powerful theme reminds us that dreaming big and exploring new ideas can lead to incredible growth and success. Selling cookies is only one part of the journey; the true impact lies in the skills our Girl Scouts acquire along the way—skills that will serve them well for a lifetime.

Through the Cookie Program, girls are building essential business skills that go beyond the season. They're learning goal setting as they plan their sales and set milestones to reach individually and with their troops. They're practicing decision making by evaluating different approaches, from product displays to marketing strategies, helping them gain confidence in making choices that align with their goals.

Each Girl Scout is also developing money management skills, from handling customer payments to tracking expenses. This hands-on experience with financial literacy lays a foundation for responsible budgeting and financial planning in the future. Alongside this, they are enhancing their people skills - communicating effectively with customers, handling questions, and building rapport - empowering them with the confidence to connect and make a lasting impression.

Finally, they're developing a strong sense of business ethics as they learn the importance of honesty, reliability, and responsibility. These values form the backbone of every interaction, helping girls understand the impact of trust and respect in the business world.

Girl Scouts is about growth - the willingness to embrace challenges and seize opportunities. What makes this season so special is the focus on fun, friendship, and community involvement. Every cookie sold supports not just our Girl Scouts but the communities they're part of, as they make a difference one box at a time.

Thank you to our dedicated volunteers, parents, and community supporters for helping our Girl Scouts turn possibilities into realities. Together, we're not just changing lives - we're empowering the next generation of leaders. Here's to an inspiring, successful season ahead, as we support each girl in believing in herself and her potential.

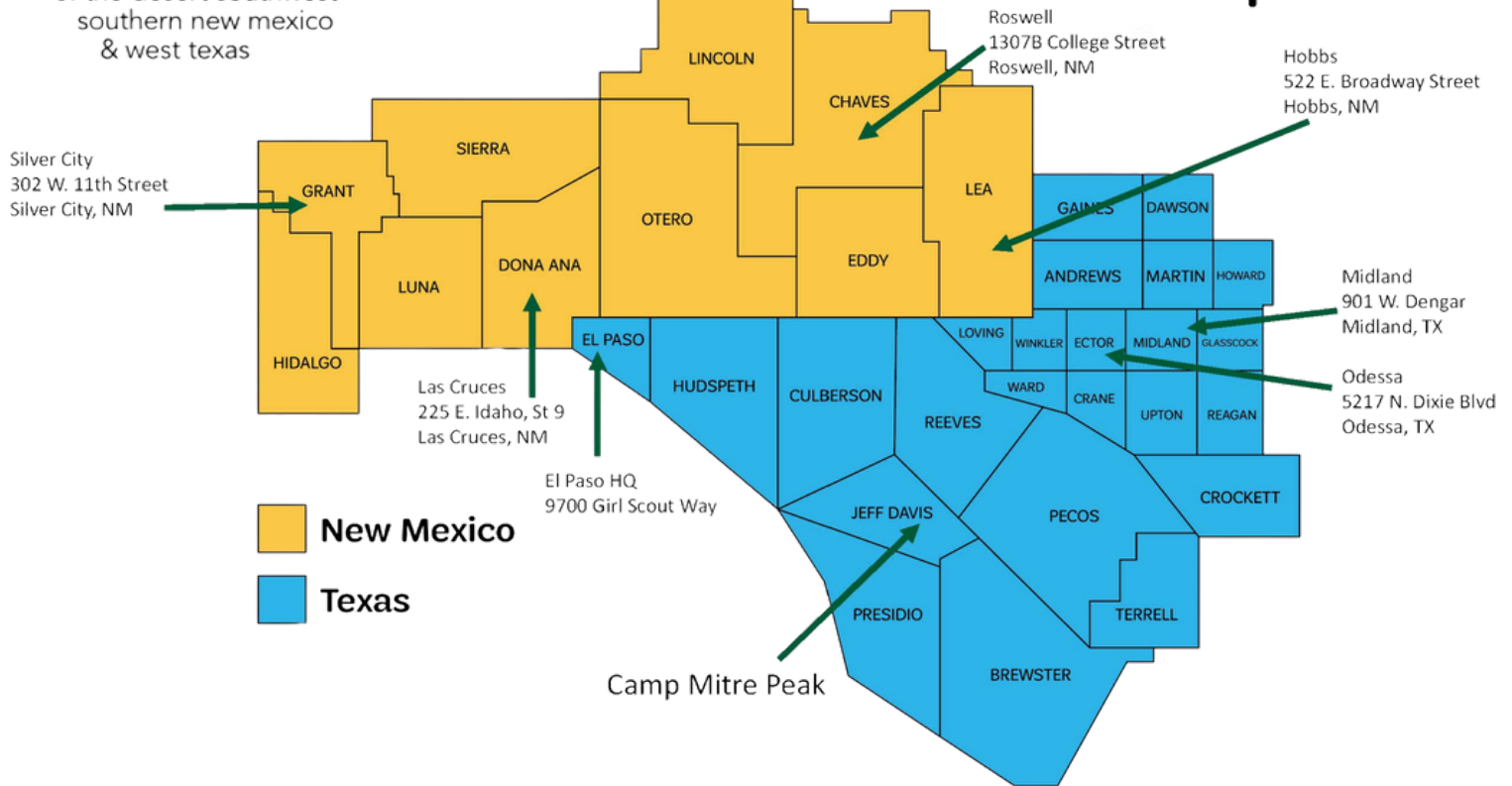
With gratitude,
Patty Craven
Chief Executive Officer



girl scouts
of the desert southwest
southern new mexico
& west texas

Council Footprint with Staffed Locations

Council Map



Mei Lin and Bao Beithe pandas are wishing you a bear-y successful Girl Scout Cookie® season!

Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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



Caramel deLites®

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



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

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

*Limited availability





Toast-Yay!® is retiring...but we are still saying “yay!”, because it means 2026 will bring a new Girl Scout Cookie!

Use the 2025 season as a last-call push promotion opportunity.






Good bye,
Sweet Friend!♥
We'll miss you, Toast-Yay®



Girl Scout Cookies®

2025 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M	M		Y	Y	Y	Y			Y
 Toast-Yay!®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M		Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 Caramel Chocolate Chip							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org
or www.abcbakers.com for more information.

Cookie Facts



\$6 per package

12 cookie packages per case

Proceeds stay local!



55%
Girl Scout
Mission



29%
Program
Expenses



16%
Troop/SU Proceeds



How much can I pickup?

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases

How much should I order?

Based on average sales per cookie variety in the past, we recommend you order based on the below mixture:

Thin Mints®	21%	Trefoils®	8%
Caramel deLites®	20%	Peanut Butter Sandwich	9%
Peanut Butter Patties®	12%	Toast-Yay!®	8%
Adventurefuls®	8%	Caramel Chocolate Chip	3%
Lemonades®	11%		

The oven that bakes Trefoils® is as long as an American Football field.

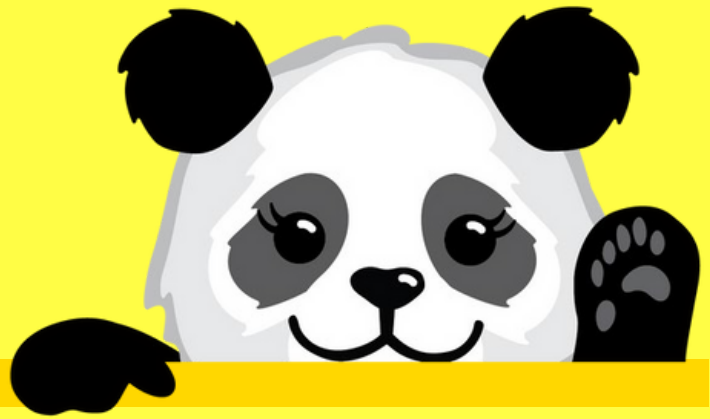
A cookie season of Caramel deLites® needs as much coconut as 6 blue whales weigh.

Fun Facts!

ABC uses enough peanut butter in Peanut Butter Patties® to fill 6 swimming pools.

Girl Scouts have been selling Lemonades® since 2006.

2025 Cookie Program Calendar



September

Sep. 16 - SU Chair names and addresses due to info@gsdsw.org

October

Oct. 6 - Troop/IRG Names due to Council

Oct. 21 - GF Order due to Product Team

November

Nov. 22 - Import SU and Troop user emails in Smart Cookies

December

Dec. 1 - Last Day for Girl Moves/Removes to and from Troops

Dec. 3 - Troop Cookie Coordinator Training - online

Dec. 4 - Troop Cookie Coordinator Training - online

Dec. 5 - Troop Cookie Coordinator Training - online

Dec. 5 - Troop/Girl uploads in Smart Cookie

Dec. 12 - Troop/IRG Q&A - online

Dec. 15 - Troop Banking Information Due in Smart Cookies

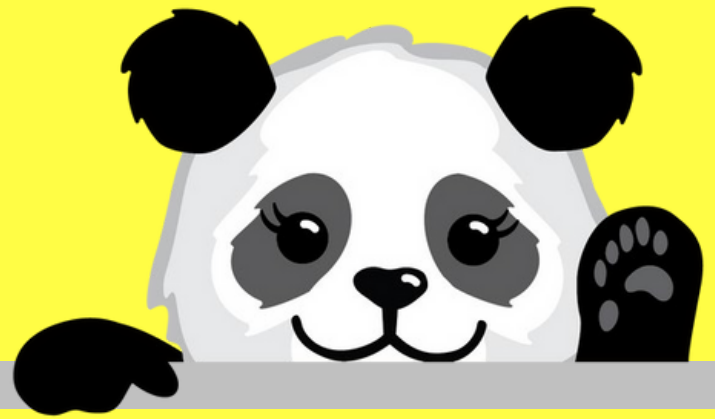
Dec. 15- Troop initial cookie order & initial rewards order due into Smart Cookie

Dec. 19 - Cupboard/Booth Coordinator Q&A - online

Dec. 19 - Council initial order & initial order rewards due in Smart Cookie

2025 Cookie Program

Calendar cont.



January

Jan. 1 - Digital Cookie Start Date - Direct Ship Program
Jan. 6 - Opt-out forms due to info@gsdsw.org
Jan. 7 - Booth selection begins
Jan 9 - Troop/IRG Q & A - online
Jan. 11 - Mega Drop - El Paso, TX/ Odessa, TX
Jan. 12 - First day of Cookie Program and boothing begins
Jan. 16 - Cupboard/Booth Coordinator Q & A - online
Jan. 23 - Troop/IRG Q & A - online
Jan. 30 - ACH #1 - 50% balance due as of Sunday, Jan. 26
Jan. 30 - Cupboard/Booth Coordinator Q & A - online

February

Feb. 6 - Troop/IRG Q & A - online
Feb. 13 - Cupboard/Booth Coordinator Q & A - online
Feb. 20 - ACH #2 - 50% balance due as of Sunday, Feb. 16
Feb. 20 - Troop/IRG Q & A - online
Feb. 21 - 23 - National Girl Scout Cookie Weekend /
Bling Your Booth Weekend Theme: Girl Scouts Through the Decades
Feb. 27 - Cupboard/Booth Coordinator Q & A - online

March

Mar. 1 - 2 - Bling Your Booth Weekend Theme: Embrace Possibility
Mar. 2 - Last day of sales/last day for boothing
Mar. 5 - Troop/IRG rewards due in Smart Cookies
Mar. 6 - Troop/IRG Q & A - online
Mar. 6 - Delinquency reports due to info@gsdsw.org
Mar. 10 - Girl moves/removes resume
Mar. 10 - Rewards due to ABC
Mar. 13 - ACH final clean-up

April

Mid-April - Rewards arrive to Service Unit Cookie Chairs

Ordering and Picking Up Cookies

Initial Cookie Order Submission

- Go to www.abcsmartcookies.com
- Click on the Orders tab
- Locate the Troop Initial Order option
- Enter quantities by variety in cases
- Ensure your order is correct and click save at the bottom of the screen

**Troop initial
orders are due in
ABC Smart Cookies
December 15, 2024**



Initial Order Delivery Locations

- Select a delivery day and time that works for you and your troop
 - El Paso troops will pick up at the El Paso Mega Drop location
 - Midland and Odessa will pick up at the Odessa Mega Drop location
 - All other areas will pick up at the Cookie Cupboard closest to your troop
- Don't forget to click save!

**Weekly planned
orders are due in
ABC Smart Cookies
on Sunday by
11:59 PM MT**

Placing Planned Orders

- Go to abcsmartcookies.com
- Go to the Orders tab
- Locate the Planned Orders tab
- Select the Cupboard on the left side of the screen and click continue
- Finalize your planned order date, time, and order details
- Be sure to confirm your planned order



ACH Information

ACH	Date	Amount of ACH
1	Thursday, January 30, 2025	50% as of Sunday, January 26, 2025
2	Thursday, February 20, 2025	50% as of Sunday, February 16, 2025
3	Thursday, March 13, 2025	Total balance due

Insufficient Funds: Troops without sufficient funds in their account to cover the amount they owe for each payment will fail that round. Troops that fail will not be allowed to pick up from the cupboard until the payment is paid in full.

Potential Debt: Council will email the amount of your troop's payment before the scheduled withdrawal. If the troop is concerned that there may not be sufficient funds in the troop bank account, you must email info@gsdsw.org to alert Council no later than the Tuesday before the ACH withdrawal.

Bank Account Changes: If your troop changes bank accounts after entering the ACH information, you must notify Council and update the information in Smart Cookies before the next ACH cut-off date.

Troop Proceeds

PGA Levels	Troop Proceeds	Early Bird Proceeds
1 - 300 pkgs	.75	.80
301 - 400 pkgs	.80	.85
401 - 600 pkgs	.85	.90
601 + pkgs	.90	.95





Bank Information

- Click the Finance tab to enter your bank information before Monday, December 16, 2024.
- Click Update Troop Bank Info, enter your troops bank account number and routing number, and save.
- The last 4 digits of the account number and routing number will be visible to troop leaders and Service Unit Chairs. Only Council staff has access to full bank account details in Smart Cookie.
- If there are any issues with your troop bank account number, alert your Service Unit Cookie Chair and Council immediately. Accepting checks is a troop decision.



Donations

- All donations should be currency.
- Once the money is donated every \$6.00 can be counted as a virtual cookie share package in Smart Cookies.
- At the end of the program, Girl Scouts of the Desert Southwest Product Program Team will reach out to troops to assist with the donation of the packages from Council.



Returns, Damages + Leftovers

- Girl Scouts of the Desert Southwest does not accept returns.
- All damaged packages must be photographed and emailed to info@gsdsw.org.
- The Product Program Team will then reach out to the troop and cupboard regarding a replacement.
- The package needs to be returned to pick up the replacement.
- Leftover packages may be sold after the program ends at full price (\$6.00 per package).
- Booths are prohibited after the program ends.

Girl Scout Safety Practices

- Show you're a Girl Scout. Wear the Girl Scout membership pin, vest/sash or other Girl Scout clothing to identify you as a Girl Scout.
- Buddy up. Always use the buddy system. It's not just more safe, it's fun!
- Plan ahead and be prepared for emergencies.
- Have a plan for safeguarding money.
- Protect girl privacy. Girl Scouts' last names, home addresses, and email addresses should never be given to customers.
- Protect customers' privacy by not sharing their information, except when necessary.

In Person Sales

- Partner with adults. Daisies, Brownies, and Juniors must be accompanied by an adult at all times.
- Sell during daylight hours unless accompanied by an adult.
- Never enter someone's home or vehicle. Only approach vehicles at designated drive-through cookie booths.
- Be streetwise. Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- Be safe on the road. Follow safe pedestrian practices when crossing at intersections or walking along roadways.
- Be aware of traffic when unloading products and passengers from vehicles.

Digital Sales

Our Girl Scouts and their parents/ caregivers will be prompted when launching their Digital Cookie site to read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. Please ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- Girl Scout Internet Safety Pledge
- Digital Cookie® Pledge



Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!

Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Lemonade Stands

Would your Girl Scout feel more comfortable on their own turf? Lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops work together to market their cookies outside a preapproved location (i.e., grocery store, bank, drive-through booth in a parking lot) where they practice their business skills with customers. Note: cookie booths must be coordinated by troop cookie coordinator; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.

Personal Booth

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

Market Your Business Online

Digital Cookies

With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery.

Facebook and other social media

Post about your cookie sales on your personal Facebook, Instagram, and other personal social media outlets.

Text or call family and friends

Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers.

Make a video

Make a short video of why selling cookies is important to you, what rewards you are aiming to earn, and what your troop plans on doing with the proceeds.

Email

Email family and friends about your cookie sales. Include the ordering link and your video!





Become a true cookie boss in four easy steps!

Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

1. Register for Digital Cookie®

Create your Digital Cookie Password
for email address: parent@email@domain.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, @, or #

Confirm password

SUBMIT

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site

Cookie Page Setup

STEP 1: SET MY SALES TARGET REQUIRED

1. Sales Target 2. My Cookie Story 3. Published

Your Goal Calculator

Twinkle wants to sell 200 boxes which = about \$1,120 to help her Troop and others.

The money you earn helps everyone in your troop reach your troop goal. Help out now!

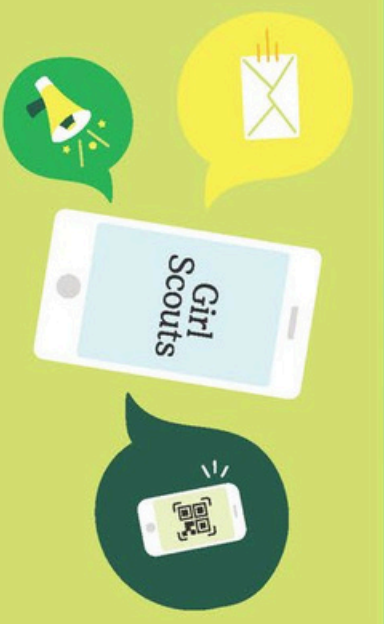
50 MAR TONILISA HAS SOLD:

10537 Total boxes sold

Total Troop's Total Sales Progress

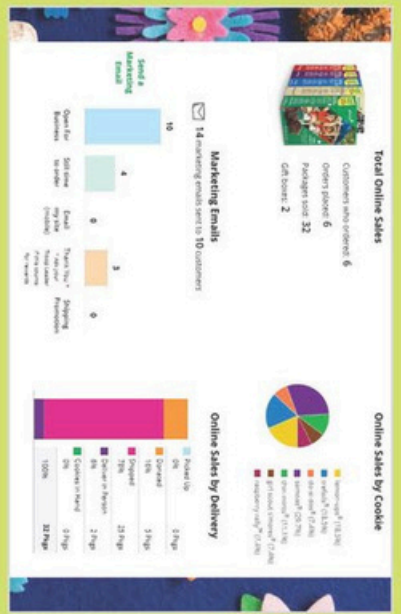
Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

Market Your Business in Person



Cookie Booth Program

Cookie Booths are a great way for your Girl Scouts to sell cookies in your community. Your troop can set up a table at a business or other approved public location and sell Girl Scout cookies. All proceeds earned go into your troop's bank account for troop activities and events.

Girls get excited when setting up their booths. They use all types of creativity, from balloons and streamers to posters and goal charts. Some girls even dress up in a cookie costume to drive business to their booth!

The Boothing Coordinators will set up listings for Cookie Booth Sites in Smart Cookies. On Tuesday, January 7, 2025, the Cookie Booth Selector will open at 6:00 AM MT / 7:00 AM CT. At that time, volunteers can make their selections for times and locations of the booth spaces they want.

Cookie Booth Flavors

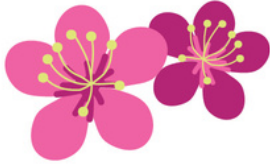
Lemonade Stands are cookie booths held on your residential property or on private property for which prior permission has been granted. This type of cookie booth does not require a cookie booth program request form to be submitted.

Girls and their parents/caregivers are responsible for their own materials, tables, decorations and cookies. The girl should be in her Girl Scout uniform and, if possible, the attending adult should wear attire that supports Girl Scouts.

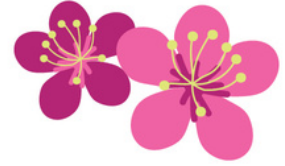
The girl should stay with her booth at all times and know what to do in case of emergency.

Personal Booths are ones that has limited public exposure and limited access for customers. A personal booth would be something like a special event at a house of worship or an organization (e.g., parish picnic or a Kiwanis banquet).

However, a personal booth can also be preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions. There are so many ways to grow your cookie business.



Cookie Booth Information



Chain Stores:

- Booths are limited per chain, not per store location. The individual store location will come under the chain rule.
- This is to stop troops from selecting all of one store type or brand.
- For example: In the first round, troops will only be able to select three Walmart locations.

Selecting a Booth Location:

- Click the Booth tab.
- Locate Scheduled Booths option.
- Click on the Troop for you would like to secure a booth.
- Click on desired location from the list on the left or use the search option to locate a specific location.
- Click on desired month and date you would like to hold the booth.
- Click the available booth appointment that works best for your troop.
- Click save (a successful message will appear at the bottom of screen).

To Locate your Reservations:

- Go to the Booth tab.
- Click Troop Reservations.
- If a booth was selected in error, click the menu option to the right of the booth location and click delete.

Date	Time	Number of Slots
Tuesday, January 7, 2025	6:00AM MST 7:00AM CST	Select 8 slots Maximum 3 booths per chain
Wednesday, January 8, 2025	6:00AM MST 7:00AM CST	Select 10 slots Maximum 4 booths per chain
Thursday, January 9, 2025	6:00AM MST 7:00AM CST	Select 12 slots Maximum 5 booths per chain
Friday, January 10, 2025	6:00AM MST 7:00AM CST	Unlimited Booth Selections

Cookie Booth Management

It's important for everyone involved to understand the responsibility we share as Girl Scouts. The council has communicated clear guidelines for booth locations, and following these rules is crucial. If any troop fails to comply, it could negatively impact not just them but all troops' future opportunities.

We must remember that our actions reflect on the entire organization, and adults play a key role in setting a positive example. By working together and supporting one another, we can ensure that everyone has a successful and enjoyable experience. Let's focus on our shared mission and uphold the values that unite us.

Before you Arrive

- Dress for the weather. Most booth locations are outside.
- Have all of your supplies: money box, booth bling, extra pens, calculator, etc.

When you Arrive

- Arrive at your booth location no more than five minutes early.
- Check in with the store manager before setting up your booth.
- Thank them for the opportunity and identify the adult in charge during your shift.
- If a troop is already participating at the location, let them know you are there. Please make the transition smooth. Exiting troops may not wait with the cookies.
- Never involve store management in a cookie booth dispute.
- Stay within the area specified by the management.
- Booths must not interfere with the business's activity, including the flow of its customer/patrons.
- Managers have the right to ask you to leave if instructions are not followed or patrons are bothered.

During your Booth

- Safety the number one priority!
- Never leave your booth unattended; always have two adults at the booth.
- Girls should never be left alone.
- The troop is responsible for safeguarding the money and inventory.
- Remember to abide by any specific requirements identified on your current sign-ups print out. The Council Booth Coordinator that arranged the booth opportunity, has listed anything you need to know there.
- The girls should run the booth, with adult support, as much as possible.
- Adults should monitor all transactions.
- Count cookies and money before and after each sale and/or when adults change shifts.

At the end of your Booth

- Do not throw away cookie trash at the location.
- Ensure the area is neat and clean when you leave.
- Leave on time. Thank the store manager and let them know you are heading out.
- Leave as a group. Each girl should be picked up by her parent/guardian before you leave (regardless of the girl's age).



Personal Booth Information



A Personal Booth is one that has limited public exposure and limited access for customers. A personal booth would be something like a special event at a house of worship or an organization (e.g., parish picnic or a Kiwanis banquet).

However, a personal booth can also be preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions. There are so many ways to grow your cookie business.

Requesting a Personal Booth

- Troops must request a Personal Booth approval in the Smart Cookies system, where the Council Product Team will then approve or deny the requests.
- Please do not approach an established business for a personal booth.
- The Cookie Booth Coordinator is responsible for contacting business and may have already requested slots to which the business had previously decided, for whatever business reason, not to allow Girl Scout cookie booths.

How to request in Smart Cookies

- On the Booth tab, click the drop-down menu on the top right and select “Troop Secured Booths.”
- Fill out all booth information.
- Click “Request Appointment Times” and select the times and days. Click Save.
- Click “Go to Troop Reservation.”
- Add the Booth Agreement form to info@gsdsw.org.
- Your request is in a pending status until reviewed. It MUST be approved by council before the booth can take place.
- Personal booth request need three business days for approval.

Troop	Location	Date	Time	Status
10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000
10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000
10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000
10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000
10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000
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10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000
10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000
10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000	10100000000000000000

Important:

Please keep Booth Scheduler in Smart Cookies up to date with your troop's booth slots. If you find a reserved booth slot no longer fits your troop's schedule, be a sister to every Girl Scout and release it so another troop may add it.



Care 2 Share



Even if you don't buy Girl Scout cookies for yourself this season, through "Care 2 Share," you can purchase a box (or several!) that goes towards a charitable organization chosen by your local Girl Scout Council. Examples of organizations are USO, Operation Gratitude, first responders, veterans, food banks and many more. Both the Girl Scout and her Troop will get credit for every box you donate to "Care 2 Share"!

The Girl Scout Cookie program powers amazing experiences for girls! They work together to solve problems, make business plans and turn their goals into amazing reality. Girl Scouts use some of their earnings to give back to their community by helping animal shelters, feeding the homeless, raising awareness on bullying and much more. The Girl Scout Cookie Program teaches essential life skills empowering these young women to change the world.






























How to Account for Donations

- In Smart Cookies, under each girl who received donations, you will enter one package for every \$6.00 collected.
- The council will be collecting the funds owed for the donated packages via the scheduled ACH withdrawals.
- At the end of the program, the council will begin disbursing donated cookies to the community.
- Note: All Care 2 Share donations must be entered manually by the Troop Cookie Coordinator for each girl through the Virtual Cookie Share tab in Smart Cookies.

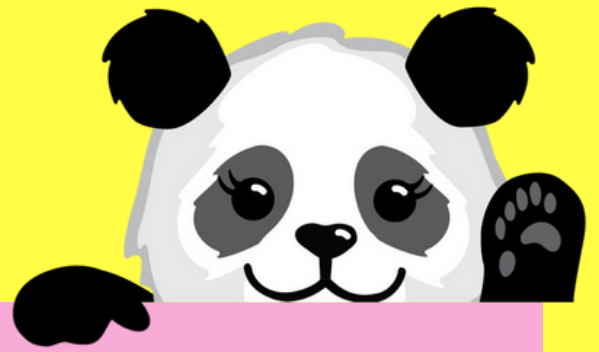


Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics. You learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an entrepreneur badge!

	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 Pins	Toy Business Designer	
Brownie							
	My Cookie Customers	Cookie Decision Maker	Budget Builder	My Own Budget	Year 1 and 2 Cookie Entrepreneur Family Pins	Budding Entrepreneur	
Junior							
	My Cookie Team	Cookie Collaborator	Budget Maker	My Money Plan	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Jumpstart	
Cadette							
	My Cookie Venture	Cookie Market Researcher	Cookie Innovator	Budget Manager	My Money Habits	My Dream Budget	Year 1, 2, and 3 Cookie Entrepreneur Family Pins
Senior							
	My Cookie Network	Cookie Boss	Savvy Saver	My Financial Power	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Startup	
Ambassador							
	My Cookie Business Resume	Cookie Influencer	Financial Planner	My Financial Independence	Year 1 and 2 Cookie Entrepreneur Family Pins	Entrepreneur Accelerator	

2025 Cookie Program Reward Calendar



April

Apr. 22 - Crocs and Jibbitz with design class (1st offering) - online
Apr. 25 - 27 - Meow Wolf

May

May 1 - Crocs and Jibbitz with design class (2nd offering) - online
May 8 - Mini-projector with foldable screen movie class (1st offering) - online
May 9 - May 11 - Roswell Alien Excursion - Roswell
May 13 - Mini-projector with foldable screen movie class (1st offering) - online
May 20 - iPad with Cyber Safety Class (1st offering) - online
May 22 - iPad with Cyber Safety Class (2nd offering) - online

June

Jun. 9 - 13 - Train, Planes, Automobiles *subject to train schedule
Jun. 22 - Jul. 12 - Free Week of Resident Camp - Camp Mitre Peak
Jun. 22 - Jul. 12 - Second Free Week of Resident Camp - Camp Mitre Peak

July

Jul. 14 - 18 - Exploring our Girl Scout Legacy - Savannah, GA

August

Aug. 15 - Aug. 17 - Journey to the Center of the Earth - Carlsbad

** TBD - The Core in Hobbs, Hobbs



Set Your Cookie Goals

Digital Cookie Direct Ship Begins–Wednesday, January 1, 2025
In-Person Program Begins–Sunday, January 12, 2025
Program Ends–Sunday, March 2, 2025

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<p>5+ Pkgs</p> <p>Goal Getter Patch</p>	<p>25+ Pkgs</p> <p>2025 Patch</p>	<p>50+ Pkgs</p> <p>Cookie Kickoff Patch</p>	<p>100+ Pkgs</p> <p>Panda Toast-Yay!® Charm</p>	<p>150+ Pkgs</p> <p>Soothing Face Mask</p>
<p>250+ Pkgs</p> <p>Panda Belt Bag</p>	<p>350+ Pkgs</p> <p>2026 Membership</p>	<p>475+ Pkgs</p> <p>Small Panda Plush</p>	<p>500+ Pkgs</p> <p>500 Club The Core in Hobbs NM</p>	<p>600+ Pkgs</p> <p>ABC Theme T-shirt</p>
<p>725+ Pkgs</p> <p>White Panda Cup</p>	<p>850+ Pkgs</p> <p>Be.Cause Shoe + Socks (Donate a pair of shoes, earn a pair of Socks)</p>	<p>1000+ Pkgs</p> <p>Panda Blanket</p>	<p>1250+ Pkgs</p> <p>Letter Jacket</p>	<p>1500+ Pkgs</p> <p>Portable Hammock</p>
<p>1750+ Pkgs</p> <p>Crocs & Jibbitz w/Design Class</p>	<p>2250+ Pkgs</p> <p>Roswell Alien Excursion</p>	<p>2750+ Pkgs</p> <p>Mini Projector w/Foldable Screen</p>	<p>3000+ Pkgs</p> <p>Free Week of Resident Camp @ Camp Mitre Peak</p>	<p>3500+ Pkgs</p> <p>Journey to the Center of the Earth</p>
<p>4000+ Pkgs</p> <p>Meow Wolf</p>	<p>4500+ Pkgs</p> <p>iPad & Apple Pen w/ Cyber Safety Class</p>	<p>5000+ Pkgs</p> <p>2nd Free Week of Resident Camp @ Camp Mitre Peak</p>	<p>5500+ Pkgs</p> <p>Exploring Our Girl Scout Legacy</p>	<p>6000+ Pkgs</p> <p>Trains, Planes, Automobiles</p>

The council reserves the right to substitute items of equal or greater value. All rewards are cumulative except for PGA recognitions.

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Additional Rewards

Care 2 Share

15+
Pkgs



Cookie Share Patch

Digital Cookie

15+
Emails



Cookie Techie Patch

100+
Pkgs



Desert Dollars

Earn \$5 Desert Dollars for every 100 packages sold beginning at 100 packages up to 4,000 packages

100+
Pkgs



Achievement Bars

Begins at 100 packages earned and awarded at the highest level achieved (non-cumulative and earned in increments of 100 up to 1,000 level)

Troop Rewards

300+
PGA



USB Hand Warmer
Initial Order

525+
PGA



Airbrush Fashion
Design Kit
Troop Rewards-PGA

Volunteer Rewards

300+
PGA



USB Hand Warmer
Initial Order

525+
PGA



White
Panda Cup
Troop Rewards-PGA

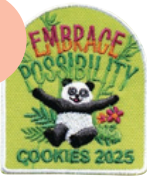
625+
PGA



Lifetime Membership
Graduating Seniors Only

Instant Rewards

5+
Pkgs



Embrace Patch

25+
Pkgs



Toast-Yay!® Charm

50+
Pkgs



Butterfly Charm

100+
Pkgs



Rocks Charm

150+
Pkgs



Bamboo Charm

150+
Pkgs



Panda Charm

girl scouts

Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

Create your Digital Cookie Password for email address: parentemail@domain.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

Confirm password

SUBMIT

Look for the Digital Cookie® registration email in your inbox to register. If you can't find

2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.

4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.



Desert Dollars

Desert Dollars may be used for the following:

- GSDSW Shop purchases of girl items
- GSDSW girl program and training fees
- GSDSW Travel Group sponsored trips
- Approved Girl Scout Destinations
- GSUSA Girl Membership Fee

\$5

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of the desert southwest
southern new mexico
and west texas



Desert Dollars may NOT be used
for Girl Scout fundraising events,
purchase of cookies or fall product
items, adult training fees, adult items
from the retail shop, or GSUSA adult
membership (unless graduating senior).
2025 Cookie Program

\$5

\$5

GSDSW DESERT DOLLARS

MAY NOT BE DUPLICATED. NOT REPLACEABLE IF LOST OR STOLEN.

Expires April 30, 2026

\$5

Desert Dollars may NOT be used for the following:

- Girl Scout fundraising events
- The purchases of cookies and fall product items
- Adult training fees
- Adult items
- Adult GSUSA Membership Fees

Cookie Program Opt-out of Rewards Form & Guidelines

Girl Scout Cadette, Senior, and Ambassador troops ONLY. FULLY complete this form. Use additional forms as necessary to list all girls registered in the troop.

Date _____ Troop _____ Service Unit _____

Girl Name	Sold cookies	Opt-out Vote	Girl Signature	Parent Signature
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		
	Y N	Y N		

By signing and submitting this form, I am confirming that all registered and selling girls in my troop have had an opportunity to vote and have agreed (by majority vote) to opt out of girl rewards to earn an additional 10¢ per package sold during the 2025 cookie program. I understand that after submitting this form to council, my troop will not earn girl rewards as indicated on the back of the 2025 girl order card and Troop Guide and instead will earn an additional 10¢ per package. I understand that this only applies to the 2025 cookie program.

**Girls will still receive ALL earned patches and initial rewards.*

Troop Leader Name (first and last) _____

Troop Leader Signature _____ Date _____

Troop Cookie Manager Name (first and last) _____

Troop Cookie Manager Signature _____ Date _____

Opt-out of Rewards GUIDELINES cont.

This initiative is available to Girl Scout Cadette, Senior, and Ambassador troops ONLY (multi-level troops with Girl Scout Daisies, Brownies, or Juniors are NOT eligible).

Cadette, Senior, and Ambassador troops (or combination of, without Daisies, Brownies, or Juniors) with a troop PGA of 350+ may choose to opt out of ALL rewards and receive an additional 10¢ per package for the 2025 Girl Scout Cookie Program. Girls will still receive ALL earned patches and initial rewards.

Fully completed and signed form MUST be turned in to the Product Program department no later than Monday, January 6, 2025, 5:00 PM MT.

Rules & The Fine Print

- Entire troop MUST vote on this option. ALL registered girls in troop MUST be listed and included in vote, signature, etc. - EVEN if that girl does not sell cookies during the 2025 season.
- Multi-level troops with Daisies, Brownies, or Juniors are NOT eligible.
- Decision to opt out will be determined by majority rule.
- Girls selling will still receive all earned patches and any earned initial order rewards.
- The Troop Leader and Troop Cookie Manager must sign this form as consent of the troop's decision to opt out of earning girl rewards.
- This form must be submitted to the council by Monday, January 6, 2025, 5:00 PM MT.
- NO LATE SUBMISSIONS will be accepted.
- Use only one form per troop. If you are a Troop Leader and Troop Cookie Manager for multiple troops, you must complete this form for each troop.
- Troops with delinquent accounts-troop or parent-will not be applicable for this initiative.
- Troops having issues with ACH process or making multiple ACH adjustments may not be applicable for this initiative.
- Troops not in compliance with council-approved troop bank account may not be applicable for this initiative.

These additional proceeds will be calculated after the cookie audit is completed and will be submitted to the troops in an additional transaction (outside of receiving their original proceeds) no later than end of April. If troops submit delinquent accounts with end-of-program paperwork-troop or parent-additional proceeds will NOT be given.

Questions? Email info@gsdsw.org.

2025 COOKIE PROGRAM PARENT/GUARDIAN PERMISSION & RESPONSIBILITY FORM

My Girl Scout, _____, a member of Troop _____, has my permission to participate in the council-sponsored 2025 Cookie Program.

Parent/Guardian Name (print legibly): _____

Mailing Address: _____

Phone: (____) _____ Street (____) _____ City (____) _____ State (____) _____ Zip
Home Work Cell

E-mail Address: _____

Driver's License: _____ State: ____ Name of Employer: _____

Parent/Guardian Signature: _____

Are you or your Spouse Active Military: ☐ Yes ☐ No If Yes, if checked please complete the following:

Sponsor Name: _____ Unit: _____

Address: _____ Duty Phone #: _____

If money is delinquent, commander will be contacted

Recognition Choices:

T-Shirt Size (circle 1) YS YM YL AS AM AL AXL A2XL A3XL A4XL A5XL

Jacket Size (circle 1) YS YM YL AS AM AL AXL A2XL A3XL A4XL

Please Remember:

Cookie booths give girls the opportunity to learn new skills, promote Girl Scouting, live the Girl Scout Promise and Law, and sell more cookies. This opportunity comes with the responsibility to follow safety, public relations, and business guidelines.

Please keep in mind that selling Girl Scout Cookies at cookie booths is a privilege granted to us by local businesses. This privilege, if abused, even unintentionally, could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. Please be considerate of the business' customers and property. If complaints arise, you may be asked to leave.

Girl Scout Signature _____ Date: _____

Parent Signature _____ Date: _____

☐ I have read and will follow social media rules as instructed by GSUSA and GSDSW.

Any girl or adult participating in Cookie Booths must follow procedures on next page.

Girl Scouts of the Desert Southwest - 2024 COOKIE PROGRAM PARENT/GUARDIAN PERMISSION & RESPONSIBILITY FORM cont.

- I understand that my daughter must be registered as a Girl Scout for the October 1, 2024, through September 30, 2025, membership year.
- I understand that unsold product cannot be returned to or exchanged at the council, cookie cupboards, or to the troop leader.
- I understand that my daughter cannot sell prior to Sunday, January 12, 2025, and I understand that my daughter will be penalized for early orders and will not receive credit for orders received before Sunday, January 12, 2025.
- I understand that my daughter cannot collect money until the product is delivered to the customer. I accept responsibility to meet all troop deadlines outlined by my daughter's troop leader.
- I understand that I am financially responsible for any orders submitted by me to the troop leader via email, text, verbally, or through social media.
- I understand that all cookies are to be promptly delivered to customers and monies owed by my family are paid on a weekly basis to the troop leader(s). Total monies will be paid in full no later than Monday, March 3, 2025.
- I understand that if all money due by my daughter is not paid by Monday, March 3, 2025, she will not be entitled to receive recognitions until the amount has been paid in full.
- I understand that the leader and/or council may request payment for cookies received prior to the release of more cookies once the sale has started.
- I understand that outstanding accounts will be turned over to a collection agency by the council at the conclusion of the sale and any collection cost will be added to the amount owed.
- I understand that all monetary proceeds belong to the council and troop and are not to be retained by individual girls as their property. Proceeds DO NOT follow the girls. ____ (initial)
- I understand that due to the rising cost of recovering money from "Non-Sufficient Funds" checks, any checks accepted will be at my own risk. Council will NOT cover the cost of returned checks.
- I understand that for my daughter to participate in the cookie program, I cannot have any outstanding debt with the council.
- I agree to accept financial responsibility, including prompt payment for all cookies and money my daughter receives and will also see that she has adult guidance at all times.
- By signing I also give my daughter permission to participate in troop cookie booths for the 2025 Cookie Program.

Cookie Booth Etiquette Contract

I will:

- Follow GSDSW Guidelines
- Be polite and friendly
- Remember my behavior reflects on all Girl Scouts
- Wear my uniform or pins to identify me as a Girl Scout
- Keep table and area neat
- Say THANK YOU to all individuals approached
- Take empty boxes, recycles, and trash with me when leaving location
- Know what my troop will do with proceeds
- Respect each retailer's policy and procedures

I will not:

- Block the entrances to the store
- Get in the way of customers
- Ask a customer twice to buy cookies
- Go shopping in the store during the cookie booth
- Talk loudly, run around, or play while at booth
- Eat, drink, or chew gum while at booth
- Leave trash behind
- Conduct an illegal roadside booth
- Bring tag-a-longs

Girl Delinquent Report

Check List

<input type="radio"/> Delinquent summary must be filled out completely	<input type="radio"/> Girl Cookie Order Detail Summary
<input type="radio"/> Signed Parent/Guardian Permission Form	<input type="radio"/> Girl Scout Balance summary from Smart Cookie
<input type="radio"/> Signed product & money receipts (white copy)	<input type="radio"/> Submitted to council NO LATER THAN Thursday, March 6, 2025

Delinquent Parent/Guardian Information

First Name: _____ Last Name: _____

Is parent/guardian a registered GS Adult? ☐ Yes ☐ No

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Alt Telephone: (____) _____

Email: _____

Girl Scout Name: _____ Troop #: _____

Total Sales (a):	
Amount Collected Via Direct Ship and Credit Card (b):	
(a-b) Total to be Collected (c):	
Total Collected (white receipts) (d):	
(c-d) Total Amount Owed:	

Troop Cookie Coordinator: _____ Telephone: _____

I hereby certify that all the above information is true and complete.

Signature: _____ Date: _____

Girl Delinquent Report Instructions

Due:

- Report due completed, with all documentation by Thursday, March 6, 2025.

Submit:

- One report per email per Girl Scout. Email all documentation to info@gsdsw.org.

Check list items:

- Girl Delinquent Summary: Each delinquent Girl Scout must have a completed Girl Delinquent Summary. If multiple Girl Scouts in a single family are delinquent, you MUST complete a separate summary for each Girl Scout. Amounts cannot be combined.
- Parent/Guardian Permission Form: Each delinquent Girl Scout must have a signed Parent/Guardian Permission Form on file to participate in the Cookie Program. This signed form must be included in the Girl Delinquent Report.
- White Cookie Program Receipts: These receipts must be signed by both the Troop Cookie Coordinator and the parent/guardian. Each of these transactions MUST match what is in the Smart Cookie system.
- Girl Cookie Order Detail Summary: To export this report, follow these steps. From the Troop Dashboard click on "Reports," "Current," click on "Orders," click the "Girl Cookie Order Detail Summary," enter Girl Scout First and Last name as it appears in Smart Cookies and click "View Report." You can then save it as a .pdf file.
- Girl Scout Balance Summary from Smart Cookie: To export this report, follow these steps. From the Troop Dashboard, click on "Reports," click on "Finance," click on "Girl Scout Balance Summary," enter the Girl Scout name, scroll to the bottom of the screen, and download a PDF or print report. This report MUST be included with the Girl Delinquent Report.

Cookie Booth Etiquette Contract

It's essential for both girls and adults to understand that when they're at a booth, they're representing the entire Girl Scout organization. Discussing proper behavior with your troop is a great first step.

Having everyone review and sign the Booth Etiquette Contract is important, as it reinforces our commitment to these values. Remind the girls and adults that their actions shape perceptions of Girl Scouts as a whole.

Booths are a fantastic opportunity for girls to learn new skills, promote Girl Scouting, embody the Girl Scout Promise and Law, and sell cookies. However, this privilege comes with the responsibility to adhere to safety, public relations, and business guidelines.

Selling Girl Scout Cookies at these locations is a privilege granted by local businesses. If this privilege is abused, even unintentionally, it could jeopardize future opportunities for all Girl Scouts. It's crucial to be respectful of the business's customers and property. By working together and being considerate, we can ensure that these partnerships remain strong and beneficial for everyone involved!

On our honor, we _____ will follow the rules listed below while working at my Troop's cookie booth.

We will:

- *Be polite and friendly.*
- *Remember that my behavior reflects on all Girl Scouts.*
- *Obey the booth starting date.*
- *Arrive and leave on time.*
- *Wear my uniform, vest or sash, or my pins to identify me as a Girl Scout.*
- *Keep the table and area neat.*
- *Say THANK YOU to all approached customers.*
- *Remove empty boxes and recycle if possible.*

I will not:

- *Get in the way of customers or block entrances.*
- *Ask a customer to buy cookies more than once.*
- *Go into the store while working at the cookie booth.*
- *Talk loudly, run around, or play while selling at a cookie booth.*
- *Eat, drink, or chew gum while at the cookie booth.*

Girl Scout Signature _____

Parent Signature _____





Resources


Resource	Description	Location
Cookie theme information	Complete gallery of images, clip art, certificates, etc.	https://www.flickr.com/photos/abcbakersvolunteergallery/albums
Cookie varieties	Cookie sell sheets with product description and recipes, etc.	www.abcsmartcookies.com
Booth sale poster	Poster	Flickr, www.abcsmartcookies.com
Troop goal poster	Poster	Flickr, www.abcsmartcookies.com
Volunteer videos	How-to videos on a variety of topics	https://www.youtube.com/user/ABCCouncils
Standard forms	Order card, count it up forms, etc.	www.abcsmartcookies.com
Social media tips & tricks to boost engagement	Thought starters	www.abcsmartcookies.com
Rally Guide	Fun ideas for troop rallies, etc.	www.abcsmartcookies.com
Cookie Calculator	Helps volunteers set package sales goals based on number of packages sold last year and the desired increase this year	www.abcsmartcookies.com
ABC Bakers Facebook Page & Lemonades Facebook Page	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	https://www.facebook.com/abcbakers/ https://www.facebook.com/LemonadesCookie



Notes



Mei Lin and Bao Bei the pandas are wishing you a bear-y successful Girl Scout Cookie® season!



**Embrace the cookie
possibilities and have a
great pandamonium sale!**

girl scouts 
of the desert southwest
southern new mexico
& west texas

