



2024-2025 Girl Scout Cookie Program®



Family Cookie Guide



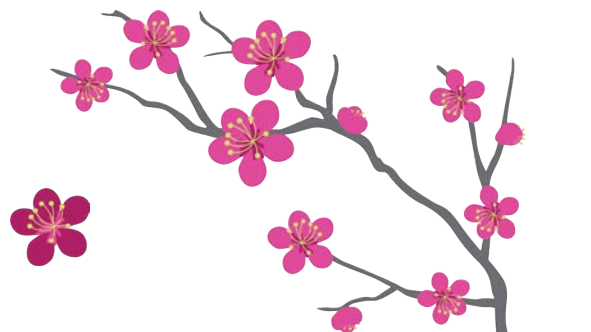
Aloha Girl Scout Family,

Thank you for joining us this Cookie Season and for supporting your Girl Scout in the largest girl-led entrepreneurial program in the world. Your support this Cookie Season is an invaluable part of the world of cookie selling. As you and your Girl Scout learn about the art of selling cookies, we encourage you to regularly talk to your Girl Scout about their goals, strategies, and money handling skills this year. We know that they have all of the potential in the world to meet their own selling goals, which ultimately helps them and their Troop fund amazing experiences, purchase items they need as a troop,

and ultimately participate in an impactful service project to make a difference in their community. Utilize this guide to get familiar with the important aspects and information about cookie selling. Know that your Troop Leader and Council Cookie Team are here to support you and your Girl Scout along the way. After all, we are resourceful, solutions-driven and aim to work collaboratively in all aspects of Girl Scouting. We appreciate you and we are excited to see your Girl Scout crush their cookie selling goals!



Mahalo,
Girl Scouts of Hawai'i Cookie Team



Important Information:

Troop Number: _____

Troop Leader Name: _____

Troop Leader Phone Number: _____

Troop Leader Email: _____

Initial Order Due Date: _____

Money Due Date: _____

Digital Cookie Login: _____

Digital Cookie Password: _____

GSH Cookie Team: cookies@gshawaii.org



Important Dates

December 4: Digital Cookie opens and Family Cookie Program Overview

More info on page 14

January 6-21: Cookie Pre-sales

Girl Scouts can start taking cookie orders on their paper order card or through Digital Cookie starting January 6th. Cookie sellers who reach the Girl Scout Initial Order reward level earn that reward item!

January 11 & 18: Cookie University

Oahu, Hawaii Island, and Kauai on 1/11; Maui on 1/18

Girl Scouts of all ages are encouraged to attend Cookie University! See page 11 for more information.

January 21: Cookie Pre-sales end

You must submit your Girl Scout's initial order to their Troop Leader to ensure cookies will be available for pickup on Delivery Day.

January 23 - February 20: Goal-getter sales

Encourage your Girl Scout to continue selling after pre-sales to help reach their goals!

February 18-20: Cookie Delivery Day!

Maui on 2/18; Kona on 2/19; Hilo, Oahu, Kauai on 2/20

Your Troop Cookie Manager will coordinate pick up of cookies from Council on Cookie Delivery Day and contact you when your Girl Scout's initial order is ready for pick up.

February 21-23: National Girl Scout Cookie Weekend

Girl Scouts who sell 100+ packages this weekend earn a special patch!

February 21-March 30: Cookies In-Hand

Troops and Girl Scouts can begin in-person booth sales. This year, we have lots of options for Girl Scouts to choose from, keeping safety a top priority. Girl Scouts can also do walk-a-bouts or 'lemonade stands' on their own property with cookies in-hand to sell directly to customers. See page 12 for ways to sell.

March 23: Last day to accept Girl-delivery orders on Digital Cookie

The "Girl Delivery" option in Digital Cookie will no longer be available for customers.

March 30: Last day of cookie sales!

Last day of Cookie Booths and official end of the cookie program. Money must be turned in to your Troop Leader by this date. They may ask you to turn in your money prior to this date. Abide by the deadline provided.

May 3: Cookie CEO Event

Girl Scouts who sell 850 packages or more are invited to the Cookie CEO event at WetNWild.








Why Participate?

The Girl Scout Cookie Program is a hallmark of Girl Scouts. People know us for our cookies, but not many know that it has been the largest girl-led entrepreneurial program in the world since 1917! Participating in the program gives Girl Scouts an entrepreneurial edge. Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare Girl Scouts for academic and career success. Check out some reasons why you should encourage your Girl Scout to participate in the program.

5 Essential Skills

It is more than just cookies! The Girl Scout Cookie Program helps Girl Scouts learn 5 skills as they run their own cookie business that are essential to leadership, success, and life. Girl Scouts gain these skills by working with others, setting goals, and interacting directly with their Cookie customers.

What Girl Scouts Learn	Why it's Important
 Goal Setting Girl Scouts set individual and troop cookie goals and make a plan to reach them.	Goal setting is an essential skill Girl Scouts need to learn when setting and reaching goals that lead to success in school, on the job, and in life.
 Decision Making Girl Scouts decide where and when to sell cookies, how to market their cookie business, and what Service Project will make a difference in their community.	Decision-making allows Girl Scouts to make big and small decisions in their life that can lead to success in all areas. Practice helps them make good ones.
 Money Management Girl Scouts develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.	Money management leads Girl Scouts to know how to confidently handle, manage, and leverage money to do great things.
 People Skills Girl Scouts safely talk to customers in person and virtually, and collaborate as a team with others.	People skills help Girl Scouts know how to work with others, which will help them do better in school and, later, at work.
 Business Ethics Girl Scouts run their business using the Girl Scout Law as a guide, and being honest and responsible every step of the way.	Business ethics leads Girl Scouts to show future employers they are hiring an ethical employee, whom they will become an ethical leader today, tomorrow and years to come.

Funds Girl Scout Experiences

The Girl Scout Cookie Program is the primary source of funding for troops to power their Girl Scout experience. The funds earned in the cookie program become property of the troop as a whole, and the Girl Scouts in the troop should take the lead, together, in deciding how these funds are used. When Girl Scouts have an active role in setting up a troop budget, voting on activities they want to do, and beyond, they are more confident and develop skills that will last a lifetime. Proceeds also go toward maintaining camp properties, keeping activity fees affordable, and helping Girl Scouts in under served areas participate in the Girl Scout Cookie Program.

Troop proceeds are based on the total sales of the troop and can only be earned by troops that have at least 55% of their Girl Scouts participating in the sale. Girl Scouts decide how to use these funds. Many troops use their earnings to fund community projects and/or implement a spend, save, and give policy. Troops have the opportunity to earn \$0.85 per package sold up to the 300 Troop PGA level. In addition, if a troop's PGA is 300+ the troop has the opportunity to earn an additional \$0.03 (for a total of \$0.88) per every package that's over the 300 PGA level.



It's a Girl Scout Learning Experience

The Girl Scout Cookie Program is a hallmark of Girl Scouts. People know us for our cookies, but not many know that it has been the largest girl-led entrepreneurial program in the world since 1917! Girl Scouts learn how to make financial decisions, manage money, and develop customer service skills—which help them become the strong, confident leaders that they all have the potential to be. Check out all the reasons why Girl Scouts should participate in the Cookie Program!

It's a Girl Scout Learning Program

It's all about Girl Scout learning and generating the income to finance continued learning. Not only will the Girl Scouts in your troop learn lifelong skills selling cookies, but the program is also the financial pillar of the organization. The cookie program provides the resources to finance everything from troop trips and service projects, to summer camp and volunteer training.

In Girl Scouts, the Girl Scouts selling the product get to decide how to spend the troop proceeds they earn. This approach is unique to Girl Scouts and is the bedrock of the program. Girl Scouts will learn practical skills they will use throughout their life as they run a business and make decisions about the money earned. All Girl Scouts will set goals and create a strategy to reach them. Younger Girl Scouts will learn how to count change and speak to customers; older Girl Scouts will build complex budgets and dive into profit and loss principles.

And the best part – the badge curriculum is top notch and turnkey-ready for Girl Scouts. Ask your Troop Leader which badge your Girl Scout will be earning this season! Cookie Badge requirements are in the Girl Guides, the Volunteer Tool Kit (VTK) and the Digital Cookie platform.

Girl Scouts Build Critical Skills at All Age Levels

From learning to setting and accomplishing goals, to counting change, building a budget, and working collaboratively, the Girl Scout Cookie Program has a recognized curriculum for each age group that will teach Girl Scouts the skills they need to become successful leaders.

Creating Community

The cookie program creates community within the troop and beyond. Girl Scouts develop civic engagement skills as they work collaboratively to set goals and decide where to spend their troop proceeds. The program asks Girl Scouts to think about their needs, wants, philanthropy and service projects. The cookie community flourishes because the cookie program is a shared experience and extends beyond the troop. Every year thousands of Girl Scouts and volunteers support one another, network and share stories and tips across the nation. The community supports the Girl Scouts in the program, and Girl Scouts give back to the community through cookie donation programs and service projects that are financed through their cookie proceeds.

On average, Girl Scouts were two times as likely to have done entrepreneurial activities as other girls! “Today's Girls, Tomorrow's Entrepreneurs” Girl Scout Research Institute, 2019

Creating Entrepreneurs























The cookie program creates entrepreneurs! Did you know that the Girl Scout Cookie Program is the largest girl-led business in the world, generating \$790 million in annual sales nationally?! The cookie program teaches millions of Girl Scouts how to run a successful business every year. During the program, they learn from setbacks; collaborate with other Girl Scouts to reach common goals; and, over time, take on more responsibility for their cookie business and build on their skills as they progress through Girl Scouts. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

Financial Independence

The Girl Scout Cookie Program supports a financially independent Girl Movement by developing a program that grows financially savvy Girl Scouts. The cookie program is the financial pillar of Girl Scouts. Every package sold supports all Girl Scouts in the Council because 100% of cookie proceeds stay in our Council and with local troops and Girl Scouts.

Entrepreneurship Badges & Pins

When Girl Scouts sell Girl Scout Cookies, they practice goal setting, decision making, money management, people skills, and business ethics—as they learn to think like an entrepreneur. Girl Scouts can earn badges and pins each year they run their own Girl Scout Cookie business. They can also explore their own business ideas 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	 Business Creator
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		

Ways to Support your Girl Scout

A Girl Scout's family plays a key role in their success in the cookie program. With the support, assistance, and encouragement of their family, there's no stopping what they can achieve! Below are some tips on how to help your Girl Scout succeed.

- Help your Girl Scout earn the Cookie Entrepreneur Family pins to build their skills at home.
- Help your Girl Scout set up their Digital Cookie site.
- Help keep money safe.
- Know the rules and safety guidelines of the Cookie Program.
- Model business ethics, decision making, people skills, and safety as you support your Girl Scout.
- Ask your Troop Leader and Troop Cookie Manager how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help your Girl Scout connect with people in your network and workplaces.
- Never do things for your Girl Scout that they can do themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting your Girl Scout!

Tips and Tricks

- Work with your Girl Scout's Troop Leader to ensure you have the materials and resources to set your Girl Scout up for success.
- Reach out to your Girl Scout's Troop Leader, Troop Cookie Manager, or Council lead if you ever have any questions. Your Council Cookie team is always here to support you along the way.
- Set up a Digital Cookie page with your Girl Scout to eliminate the hassle of handling cash.
- If your Girl Scout sells cookies through booths, walkabouts, etc, make sure to set a time each week to hand the money to your Girl Scout's Troop Cookie Manager.
- Designate a family treasurer to ensure all money and cookie inventory is accounted for.

Safety

Follow these tips to stay safe and have fun while helping your Girl Scout crush their cookie goal and master the 5 Skills of the Cookie Program.

- **Show You Are a Girl Scout:** Girl Scouts should wear a uniform (vest, tunic, sash), or GS shirt to identify themselves as a Girl Scout, especially at booths.
- **Be Streetwise:** Become familiar with the areas and neighborhoods where your Girl Scout will be selling cookies.
- **Be Safe:** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading cookies from vehicles or during drive thru booths.
- **Partner with Adults:** Adults must accompany all Girl Scouts when selling door-to-door and must never sell alone.
- **Plan Ahead:** Always have a plan for safeguarding money and avoid walking around with large amounts of money or keeping it at home or school. Turn in money to your Troop Leader frequently and on time.
- **Do Not Enter:** Girl Scouts should never enter the home or vehicle of a person when selling cookies or making a delivery. Girl Scouts should also avoid selling to people in vehicles (unless it is a drive thru cookie booth) or going into alleys.
- **Sell in the Daytime:** Girl Scouts should only sell during daylight hours, unless accompanied by an adult.
- **Protect Privacy:** Girl Scouts' full names, addresses, schools, and email addresses should never be given to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments.
- **Be Internet Savvy:** Take the GSUSA Internet Safety Pledge at [girlscouts.org](https://www.girlscouts.org) before going online and follow the specific guidelines related to marketing online.

2025 Girl Scout Cookies

The 2025 Cookie Season is the last year for S'mores! Girl Scouts can encourage customers to celebrate the S'mores' last year and buy them while supplies last.

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

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

Approximately 15 cookies per 6.3 oz. pkg.
 U D



\$6

Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

Approximately 12 cookies per 6.2 oz. pkg.
 U D



\$6

Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.
 U D



\$6

Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling

Approximately 20 cookies per 8 oz. pkg.
 U D



\$6

Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.
 U D



\$6

Tagalongs® • Real Cocoa • Real Peanut Butter

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

Approximately 15 cookies per 6.5 oz. pkg.
 U D



\$6

Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.
 U



\$6

Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

Approximately 16 cookies per 8.5 oz. pkg.
 U D



\$6

Toffee-tastic® • No Artificial Flavors • GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.
 U D



\$6



2025 Cookie Program Rewards

The main benefit of the cookie program is the skills learned, but we all know that Girl Scouts are super excited to have their hard work recognized and to receive their rewards. Girl Scouts get rewarded through fun things like patches, outdoor gear, and the highly sought-after mascot plush.

Girl Scouts of Hawai'i 2025 Cookie Program Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Gift of Caring Rewards



Girl Scouts who sell 40+ pkgs of Council Gift of Caring (CGOC) during the entire sale earn a **Gift of Caring Patch**



Girl Scouts who sell 120+ pkgs of Council Gift of Caring (CGOC) during the entire sale earn a **GSH Backpack AND Gift of Caring Charm**

Troop Initial Order

Cookie Orders taken between **January 6-21, 2025**.
For Troops with 5+ Girl Scouts participating and a Troop Initial Order PGA of 300+ pkgs will earn:



\$10 per Girl Scout selling toward troop proceeds

Girl Scout Initial Order Reward

Cookie Orders taken between **January 6-21, 2025**.
For Girl Scouts who submit an Initial Order of 250+ pkgs will earn:



GSH Cookie Seller T-Shirt

Check out the HOF Rewards Details document and Cookie Dough FAQ!



The HOF Rewards doc shows what you can earn if you select any of the sets and provides more details about your rewards options. The Cookie Dough FAQ is your go-to guide for all questions related to Cookie Dough and how to spend it.

Booth Reward



Girl Scouts who participate in 4+ booths either with the Troop or 1:1 will earn the **Booth Sales Patch**

National Girl Scout Cookie Weekend

National Girl Scout Cookie Weekend Patch

Girl Scouts who sell 100+ packages during National Girl Scout Cookie Weekend **February 21-23, 2025** in any combination of Booth Sales, Digital Cookie Sales, and/or individual sales during this weekend only.



All rewards EXCEPT Hall of Fame Rewards are cumulative. Reward experiences only include 1 Girl Scout and 1 adult

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability. For more details on specific rewards, please contact cookies@gshawaii.org.



2025 Year Bar Patch
25+ pkgs



Charm Patch
50+ pkgs



Embrace Possibility Charm
75+ pkgs



Cooling Headband
100+ pkgs



Embrace Possibility Patch
150+ pkgs



Bamboo Comb AND Decal Set
200+ pkgs



Panda Sandwich Shaper AND Butterfly Charm
250+ pkgs



"Mei Lan" the Panda
OR \$6 Cookie Dough
300+ pkgs



Happy Bamboo Plush AND Do-si-dos Panda Charm
OR \$8 Cookie Dough
350+ pkgs



Panda Hair Drying Towel OR \$10 Cookie Dough
450+ pkgs



GSH Fanny Pack AND Goal Getter Patch
OR \$12 Cookie Dough
550+ pkgs



Panda Bento Box AND Take-Along Utensil Set
OR \$14 Cookie Dough
650+ pkgs



Cookie Entrepreneur Club
DSD Duffie Bag OR Panda Snuggie AND Super Seller Patch AND \$20 Cookie Dough
CEO Club members will also receive an exclusive CEO to CEO patch and be honored at a CEO Club celebration on Saturday, May 3rd, 2025!
850+ pkgs



WWF Adopt a Panda Kit OR Wireless Mini Projector with Foldable Screen OR Customizable Skateboard
OR \$100 Cookie Dough
1000+ pkgs



Camping Set OR Lego Set OR Customizable Shoes
OR \$150 Cookie Dough
1500+ pkgs



Webcam Premium Vlogging Kit OR Pandora Bracelet with 3 Charms OR Horseback Riding
OR \$200 Cookie Dough
2000+ pkgs



iPad OR American Girl Doll OR Bike and Helmet
OR \$300 Cookie Dough
3000+ pkgs



Council Camp + Travel OR Canon Camera OR Xbox Series S
OR \$400 Cookie Dough
4000+ pkgs

Hall of Fame Rewards
See QR code for more details on sets and experiences.



Cookie Dough Program Credits

Cookie Dough can be used towards qualifying Council-led programs, events, camps and retail. Cookie Dough is a girl reward earned through selling Girl Scout Cookies. At select levels, Girl Scouts may choose Cookie Dough instead of selected reward items and they can be used to pay for a variety of Girl Scout products and activities. All Girl Scouts are eligible to receive these rewards.

Cookie Dough FAQ



C/S/A Reward Opt Out

Cadette/ Senior/Ambassador troops can choose to opt out of girl rewards to receive additional proceeds. Troops that opt out have the potential to earn \$0.92 per package with a Troop Per Girl Average (PGA) up to 300 and \$.95 per package with a PGA of 300+. This means that the Girl Scouts will be opting out of ALL rewards, including the patches and cookie dough program credits. The troop must meet the following criteria to qualify for this option:

- The ENTIRE troop must consist of all Cadettes and/or older
- The decision to opt out of rewards must be a girl-led decision and agreed upon by 100% of the Girl Scouts in the troop and documented in writing with Girl Scouts' signature and date
- At least 55% of the troop must have a Digital Cookie page setup
- Your TCM will talk to your Girl Scouts about this option

Returning this year! C/S/A troops that opt out of rewards have the opportunity to purchase any of the patches and/or charms they earned through the rewards program. For more information on this process, reach out to the Cookie Team at cookies@gshawaii.org.

Troop Proceeds

Troop proceeds are based on the total sales of the troop and can only be earned by troops that have at least 55% of their Girl Scouts participating in the sale. Girl Scouts decide how to use these funds. Many troops use their earnings to fund community projects and/or implement a spend, save, and give policy. Troops have the opportunity to earn \$0.85 per package sold up to the 300 Troop PGA level. In addition, if a troop's PGA is 300+ the troop has the opportunity to earn an additional \$0.03 (for a total of \$0.88) per every package that's over the 300 PGA level.

Unboxing Videos

Check out the Unboxing Videos to learn more about select rewards from our order card. Open the camera on your smart phone or tablet and hover over the QR code.



Council Cookie Campaigns



National Girl Scout Cookie Weekend

February 21-23, 2025

Girl Scouts who sell 100 or more packages during National Girl Scout Cookie Weekend will earn a 2025 National Girl Scout Cookie Weekend patch! Sales can be from a combination of individual sales, booth sales, and Digital Cookie, but must be sold during this weekend. Troop Cookie Managers will select this patch quantity in eBudde during final reward submission.



Booth VIP Sticker

Girl Scouts across Hawai'i work so hard at their booths and deserve the recognition for developing their customer service and people skills. What are they? Anytime a Council staff member or special Council partner comes across a cookie booth, they will have special stickers to hand out to each of the Girl Scouts at that booth. If they ran out because they came across lots of booths that day, reach out to the Council Cookie team and they can get you the stickers you need!



Cookie Boss Program

Girl Scouts will build their cookie businesses through the Cookie Boss Patch Program. This program is an awesome way for cookie bosses to learn how to communicate, organize and potentially execute a thought-out business partnership. Girl Scouts not only have the opportunity to learn about business development, but they can also translate their plan into a large-scale cookie donation. Girl Scouts who complete the program and submit their completed packets will earn a Cookie Boss patch! Girl Scouts who completed the Patch Program last year earn their Year 2 rocker!



Digital Cookie Power

Do your Girl Scouts leverage the power of Digital Cookie? Encourage your Girl Scouts to set up their Digital Cookie pages this cookie season to unleash the limitless possibilities of Digital Cookie. For a chance to earn a Digital Cookie patch, 100% of Girl Scouts selling in the troop must set up their Digital Cookie pages and sell 25 packages via Digital Cookie



Illuminate Your Booth

February 21-March 30 for Troops and Girl Scouts

Decorate your booth to celebrate this year's cookie theme, EMBRACE POSSIBILITY! Take a photo showing Girl Scouts working at their booth and being cookiepreneurs. Submit your entry by March 30, 2025 and winners will be selected by our Girl Scout community – volunteers, Girl Scouts and troops will have a chance to vote on their favorite illuminated booth in the next Cookie Bites. Winners will be announced on social media!



Cookie Captain Program

Cadette, Senior and Ambassadors are invited to be a Cookie Captain to mentor younger Girl Scouts in the art of selling cookies and work with new troop leaders to show them the ropes! Scan the QR code to review the Cookie Captain Job Description.



Cookie University

We will be hosting Cookie University on Oahu, Hawaii Island, Kauai and Maui in person. Girl Scouts at all levels are invited to join us on January 11, 2025 on their island to celebrate and learn about all things COOKIES!

Ways to Participate

What's great about the annual Girl Scout Cookie Program is that as a family you can customize your Girl Scout's experience. You can participate with the troop in all the ways below or pick what is right for you and your Girl Scout.

Order Taking

WHO? Girl Scouts and their parents/caregivers

WHEN? January 6 - March 30, 2025

WHERE? Your Girl Scout's neighborhood, through friends and family, Digital Cookie... anywhere! Door-to-door sales in shopping centers and retail locations is not permitted. Some residential areas, particularly those on military bases, prohibit door-to-door sales, so be sure to check with your HOA and Troop Cookie Manager ahead of time.

HOW? Beginning January 6, 2025, Girl Scouts can start selling cookies by taking their paper or digital order card around the neighborhood—all with adult supervision and approval. Girl Scouts should not collect money for any order prior to delivery unless they order through Digital Cookie (see page 14 for details on Digital Cookie). See below for tips on how to take orders in-person:

- Girl Scouts can use customizable door hangers (go the extra step and add a QR code!)
- Girl Scouts can make a flyer for an adult's workplace or even place a lawn sign (and use the same QR code too) on your private property.
- When Girl Scouts have their cookies in-hand, they can walk around their neighborhood with their cookies in a blinged-out wagon, stroller, suitcase or anything with wheels (but without a motor).

Donation Program

WHO? Girl Scout with support from their parent/caregiver and/or troop

WHEN? January 6 - March 30, 2025

WHERE? Paper order cards, Digital Cookie, and/or booth sales

HOW? Giving back to the community is what Girl Scouts is all about—it's basically the law (wink). That's why we have a great way our customers can give directly to their local communities. Not only do Girl Scouts get the satisfaction of giving back through the power of Girl Scout Cookies, they can also earn a special Gift of Caring patch.

Council Gift of Caring

Cookies donated directly to local military organizations, non-profits and local heroes. Girl Scouts simply collect money from customers and Girl Scouts of Hawaii facilitates getting the cookies to our partner organizations.

Online Through Digital Cookie

WHO? Girl Scout with support from their parent/caregiver and/or troop

WHEN? January 6 - March 30, 2025

WHERE? Through your Girl Scout's personal or Troop Digital Cookie page

HOW? Digital Cookie is an online platform that Girl Scouts can use to expand their cookie business! Every registered Girl Scout can set up their own Digital Cookie page and participate online! Here are some helpful tips about Digital Cookie:

- Customers can purchase cookies to be shipped to their home or delivered by the Girl Scout.
- All Digital Cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless!
- Girl Scouts can customize their own Digital Cookie page with a video, photo and even emails that go out to individual customers.
- Consider utilizing Digital Cookie throughout the cookie season to avoid the hassle of handling cash and submitting it to your Troop Leader.
- All Digital Cookie sales that are 'Girl Delivery' must be approved by the parent or caregiver within 5 days of receiving the order.



Council Secured Booths

WHO? Girl Scouts and Safety-wise adult Girl Scout Volunteers (with current membership & background check on file)

WHEN? February 21 - March 30, 2025

WHERE? Council partners, typically large chain retailers, like Foodland, City Mill, Walmart, KTA, and more.

HOW? GSH council organizes and coordinates booth approvals. Troops can sign up for booth slots in eBudde starting January 20, 2025. Council-secured booth partners should not be contacted by troops or Girl Scouts to secure additional booth dates/times.

Troop Secured Booths

WHO? Troops and Safety-wise adult Girl Scout Volunteers (with current membership & background check on file)

WHEN? February 21 - March 30, 2025

WHERE? Local retailers NOT listed as a GSH council partner

HOW? Troops can secure their own booths at local retailer. If you have a connection with a local retailer that's willing to provide a booth space for your troop, talk to your TCM to get approval from Council. Troops will be able submit requests to Council starting January 20, 2025. Booths must be scheduled for after February 21, 2025 and be requested in eBudde at least 3 days in advance of the scheduled booth date.

My Family 1:1 Booths

WHO? Girl Scouts (in the same household) and their parent/caregiver only

WHEN? February 21 - March 30, 2025

WHERE? Council or Troop Secured Booth locations

HOW? Girl Scouts/families can sign up for a Council or troop secured booth location through your TCM but run the booth 1:1. Girl Scouts/families can also setup a lemonade stand on their own property or at the home of a friend or family member. Some residential areas, particularly those on military bases, prohibit "lemonade stand-style" selling, so be sure to check with your HOA and TCM ahead of time.

Q: What's the number one reason why customers don't buy girl scout cookies?

A: They were never asked!

Cookie Booth Etiquette

Remember to adhere to the principles of the Girl Scout Promise and Law, and follow all GSH guidelines

- Arrive early enough to your booth site to set up and be ready to sell when your shift begins.
- Check-in with the store manager and ask where they would like you to set up.
- Be identifiable as a Girl Scout by wearing a membership pin, official uniform, tunic, sash, vest, or other Girl Scout clothing.
- Respect each retailer's policy regarding cookie booths and procedures.
- Each booth must have at least two Girl Scouts and two adults, unless the booth is an approved My Family 1:1 Booth.
- Stay out of the doorways and walkways. Do not get in the way of the store's customers.
- Be knowledgeable about the Cookie Program and what your troop will be doing with the proceeds.
- Be polite. Each customer should receive a smile and "mahalo" whether they purchase cookies or not.
- Keep your booth space neat and tidy. Keep unnecessary items under the table (such as water bottles, scissors, or tape).
- Money should be kept in a secure location such as a money bag or fanny pack on an adult. Do NOT leave money on the table.
- No running, climbing, shouting, or eating. We are running a business.
- Take all of your trash with you. Do not fill the store's rubbish bins with cookie cases. Leave no trace.
- The Troop may earn the Booth VIP sticker if a special guest visits your booth to reward excellent service.



Watch your Girl Scout build their online marketing skills as they set up their very own Digital Cookie page. They can send out a personal Digital Cookie link to family and friends via email to increase sales through online orders. Digital Cookie will allow customers to shop from your Girl Scout's page and ship directly to them.

Digital Cookie is an online platform that Girl Scouts can use to expand their cookie business! Every registered Girl Scout can set up their Digital Cookie account, with parent/caregiver supervision, starting mid-December.

Customers will have three options at the time of purchase:

1. **Order cookies and pay to ship them directly to their home.** These cookies are shipped by Girl Scouts and do not come from the Girl Scout's personal inventory.
2. **Order cookies for Girl Delivery, to be fulfilled by Girl Scouts in February 2025** after the troop picks up its initial order cookies at Delivery Day. These cookies come from the Girl Scout's personal inventory.
3. **Choose to donate cookies online to Gift of Caring.** All Gift of Caring donations collected through Digital Cookie will be fulfilled by GSH Council.

All Digital Cookie orders are paid by credit card from the customer, so there are no funds to collect, making transactions smooth and contactless! Download the Digital Cookie Mobile App to use the 'Cookies In Hand' feature to take contactless credit card payments when doing door-to-door and/or at booths.

To help spread the word, Girl Scouts can now post their Digital Cookie links on social media, with parent supervision. Approved sites are Facebook, Instagram and Twitter. Posting to marketplace sites like Amazon, eBay and Facebook marketplace is still not allowed. See page 16 for details on Girl Scouts of Hawaii's Social Media Policy.

Important Reminders

- Cookies for Girl Delivery orders should come from your Girl Scout's personal inventory. If you need additional cookies to fulfill orders, contact your Troop Leader. No money needs to be collected since online orders are paid for with a credit card.
- All Girl-Delivery orders must be approved by the parent/caregiver within 5 days of the order in Digital Cookie. Customers should be contacted regarding delivery arrangements. These orders should be delivered as soon as possible. **Once cookies are delivered the parent/caregiver should mark the order complete in Digital Cookie.**
- Parents/caregivers must be willing to help their Girl Scout deliver the cookies before approving the order. GSH cannot delete or change an order once the parent/ caregiver has approved it.
- Parents/caregivers reserve the right to decline Girl Delivery orders or opt out of Girl Delivery entirely.
- Rewards are at risk for members refusing to honor rules and Digital Cookie access may be terminated.
- Links can be shared on social media but may not be posted in buy, sell, trade, exchange, garage sell, etc. type groups, like eBay.

Set Up Your Digital Cookie Site in 4 Easy Steps!

1. Register for Digital Cookie®

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

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.

Girl Scout Caregiver Checklist

Before the Sale

- ☐ Register your Girl Scout for the 2024-2025 membership year.
- ☐ Ensure “Permission to Participate in Product Sales” is checked on the annual Parent/Caregiver Permission form that is given to your Troop Leader.
- ☐ Attend your troop family cookie meeting and pick up materials from your Troop Cookie Manager (TCM).
- ☐ December 4, 2024 work with your Girl Scout to setup their Digital Cookie page and attend the Family Cookie Program Overview.
- ☐ Review the cookie rewards and work together with your Girl Scout to set a realistic goal.
- ☐ Guide them to set practical and useful goals using the goal worksheet to determine how many packages of cookies to order for your Initial Order. Ask your TCM for help and if you have any questions. Ask your TCM for help and if you have any questions, and remember, you can always get

During the Sale

- ☐ January 6, 2025: Cookie Pre-sales begin! Girl Scouts can start collecting orders via Digital Cookie or the traditional order card.
- ☐ Submit your Girl Scout's Initial Cookie Order by the deadline given by your TCM.
- ☐ Talk to your Girl Scout and Troop Cookie Manager about participation in booth sales. If available, volunteer to work a Troop Cookie Booth and/or set up your own ‘My Family Sale’ booth.
- ☐ Contact your TCM to pick up initial order cookies and girl-delivered orders taken. Be sure to sign and keep a copy of your receipt!
- ☐ Help your Girl Scout sort orders and prepare them for delivery. Remember, money is collected ONLY when cookies are delivered, not before (this does not apply to orders placed through Digital Cookie).
- ☐ Turn money in frequently to your TCM. They will provide you with instructions on how/when to submit monies. Be sure to sign and keep a copy of your receipt!
- ☐ Be sure to log in to Digital Cookie and check for new orders and update cookie flavors on-hand. Girl-delivery orders should be approved within 5 days of the order and delivered within 7-10 days to ensure the best customer service experience possible.

Wrapping up the Sale

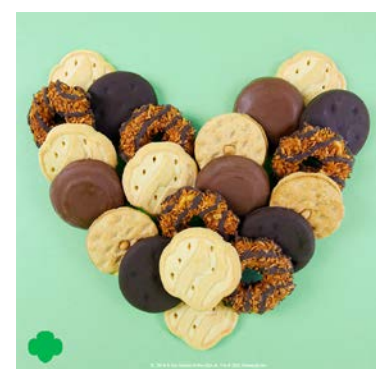
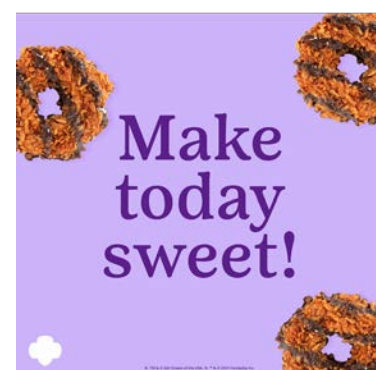
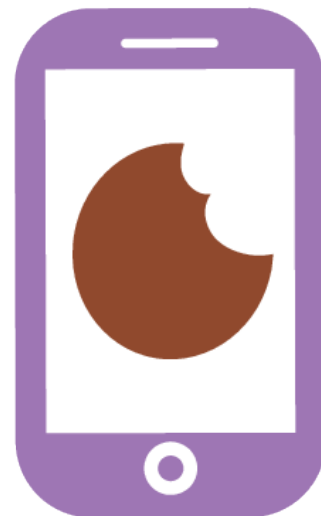
- ☐ Work with your TCM to pick up a booth sale if you still have remaining inventory to sell.
- ☐ Turn in all cookie payments to your TCM.
- ☐ Double check that there are no outstanding deliveries needed in Digital Cookie. Let the TCM know your Girl Scout's reward choices.
- ☐ Celebrate with your Girl Scout and her troop!



Social Media Policy

Girl Scouts may use the internet and social media to market their cookie sales on-line with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program. Online marketing and sales efforts should always be led by a girl while also being supervised by her parents/caregivers. Although parents/caregivers should do the posting for Girl Scouts under age 13, all cookie sellers should have a hands-on role in marketing their cookie business.
- Girl Scouts, their parents/caregivers, and volunteers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales. In addition, it is encouraged to review the Supplemental Safety Tips for Online Marketing. All documents are available for download on the Cookie Seller Resources page at www.gshawaii.org/cookies.
- A Girl Scout's individual Digital Cookie link or a Troop link should never be posted to on-line resale sites (Craigslist, eBay, Facebook Marketplace, Facebook Swap, Offer Up, Nextdoor Marketplace, Amazon etc.), but CAN be on shared on personal sites (even public ones!) and neighborhood or community boards where you are personally connected as long as it's not an online selling or marketplace.
- Be aware that posts containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring you must disable the automated function.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- To protect your personal identity, NEVER direct message with people you do not know on-line or on social media platforms, instead share the troop digital cookie link.
- Never share your personal information (e.g., last name, age, phone number, email, or street address).
- Social media ads should never be purchased or donated to promote sales links
- Always use your Girl Scout on-line sales link for customer orders.
- Parents/caregivers must approve all girl delivered on-line orders and supervise all communications and product delivery logistics with any customers Girl Scouts don't personally know. As a reminder, Girl Scouts should never deliver cookies alone.



girl scouts
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