



2024–2025 Girl Scout Cookie Program®



Juliette Cookie Guide





Aloha Juliette Girl Scout,

Congratulations on taking the first step in your cookie journey. This Juliette Cookie Guide is your go-to guide on all things cookies! All Girl Scouts of Hawai'i cookie program policies, recommendations, dates, and guides should be followed. If you have any questions about your Juliette's participation in the Girl Scout Cookie Program, please reach out to your Juliette Council Cookie staff lead. We're here to help you and your Juliette have a fun, valuable, and goal-crushing entrepreneurial experience!

Juliette Council Cookie Staff Lead:
Raina Narita, Director of Product, Partnerships, and Policy
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What Does it Mean to Be a Juliette?

Juliette Girl Scouts, also known as IRMs – Independently Registered Members – are registered youth members in grades K-12 who are busy, independent, self-driven Girl Scouts who want to be a part of something larger – Girl Scouts! Meeting in troops is one way to be part of the Girl Scout experience, but when being in a troop is not the best option, becoming a Juliette will allow your Girl Scout to continue their Girl Scout experience on an individual basis. As a Juliette, instead of attending troop meetings, they will participate in Girl Scout programs with the guidance of a parent or guardian. Their girl-led experience encourages them to select what activities to participate in and which earned awards they wish to complete. The possibilities are limitless!

Can a Juliette Sell Cookies?

YES! The Girl Scout Cookie Program is a great way for Juliettes to drive their own unique Girl Scout experience, all while developing entrepreneurial skills that will last a lifetime. A Girl Scout does not need to be in a troop to participate in the cookie program. All Juliettes who want to sell cookies will need a parent or guardian to serve as the person who manages their cookie program. This person is referred to as the Troop Cookie Manager (TCM). As your Girl Scout's TCM, your mission is to generate your Juliette's interest in learning how to be their own boss and help shape their dreams into something tangible. With your support, your Juliette will discover their inner entrepreneur, be connected to resources that make participating in the cookie program fun and easy, all while taking action to ensure that your Girl Scout learns how to take risks, think outside of box, and dream big!

Juliettes who participate in the cookie program are eligible to receive individual rewards based upon the number of cookies sold as listed on the back of the Girl Order card. Juliettes can earn cookie rewards, which may include patches, items and experiences, and also have the option to choose Cookie Dough Program Credits at certain reward levels. A Juliette can redeem Cookie Dough Program Credits for qualifying council-led Girl Scouts of Hawai'i program events, camps, council retail items, or annual GSUSA membership. NOTE: There will be no troop/group proceeds paid. The Cadette/Senior/Ambassador option to opt out of rewards is not applicable to Juliettes.

Juliettes may additionally earn the Cookie badges at each program level and/or Cookie Family Entrepreneur pin each year they participate in the Cookie Program – the requirements and purchase of the badges and pin are the responsibility of the Juliette parent/guardian.

Participating as a Juliette in the Girl Scout Cookie Program

For a Juliette Girl Scout to participate in the cookie program, the parent/guardian must first:

- Review the Juliette Cookie Guide in full
- Complete the Juliette Cookie Participation form to let Council know your Juliette will participate in cookies
- Agree to keep in regular communication with the Council staff lead to best support your Juliette's cookie experience



Your Council Cookie team will provide training, materials, and program information to the Juliette's parent or caregiver. The Council Cookie staff lead for overseeing Juliettes in the Cookie Program will be your point of contact for everything cookies. We will send regular communications with important dates on upcoming deadlines, reminders, and tips for a successful entrepreneurial experience in the Girl Scout Cookie Program.

New this year! Juliettes will be eligible to earn program credits in lieu of troop proceeds. Program credits are based on a tiered structure. More on program credits on page 9.

Important Dates

December 4: Digital Cookie opens and Family 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: Cookie University

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 Council Staff Lead 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 18-22: Cookie Delivery Day!

Maui on 2/18; Kona on 2/19; Hilo & Kauai on 2/20; Oahu on 2/22

Your Council Staff Lead 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 Council Staff Lead 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. Time and location TBD.



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



Goal Setting

Girl Scouts set individual and troop cookie goals and make a plan to reach them.



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.



Money Management

Girl Scouts develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.



People Skills

Girl Scouts safely talk to customers in person and virtually, and collaborate as a team with others.



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.

Why it's Important

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 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 leads Girl Scouts to know how to confidently handle, manage, and leverage money to do great things.

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 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.



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. Girl Scouts will learn practical skills they will use throughout their life as they run a business and make decisions about their cookie sales. 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.

The program is also the financial pillar of the organization. The cookie program provides the resources to finance everything from the cost of the cookie and rewards to hosting incredible Council-led programs, like camps and STEM learning opportunities.

Not only that, but the best part is that the badge curriculum is top notch and turnkey-ready for Girl Scouts. Discuss with your Girl Scout which badge your Girl Scout would like to earn 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 beyond their local setting. Girl Scouts develop civic engagement skills as they work collaboratively towards their goals and learn new entrepreneurial skills each year. 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 Girl Scout. 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.

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.

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		

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.

UD

\$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.

UD

\$6



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

UD

\$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.

UD

\$6



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

UD

\$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.

UD

\$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.

UD

\$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.

UD

\$6



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

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

UD

\$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 receive their rewards. Girl Scouts get rewarded through fun things like patches, outdoor gear, and the highly sought-after mascot plush.

Juliettes are eligible to earn all Rewards offered by Council. Juliettes cannot retain proceeds for cookie sales but will receive reward incentives as an Individual Girl Scout member. Cookie Rewards will be available for pick up by the Juliette's parent or guardian at the Council office. Cookie rewards must be picked up timely.

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 Duffle 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



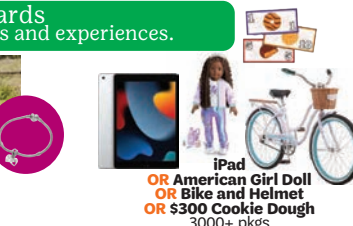
WWF Adopt a Panda Kit
OR Wireless Mini Projector with Foldable Screen
OR Customizable Skateboard
OR \$100 Cookie Dough
1000+ pkgs



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

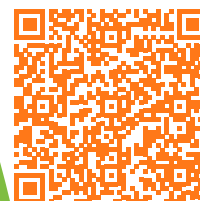
Hall of Fame Rewards
See QR code for more details on sets and experiences.



Cookie Dough Program Credits

Cookie Dough can be used towards qualifying Council-led programs, events, camps, retail, and membership. 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



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.

New This Year!

Juliettes will be eligible to earn program credits in lieu of troop proceeds. Program credits are based on a tiered structure. Below is a breakdown of the program credits based on number of packages sold.

Boxes Sold	Credits Received
25-100	\$5
101-200	\$10
201-300	\$15
301-400	\$20
401-550	\$40
551-700	\$60
701-850	\$80
851-1000	\$100
1001-1500	\$125
1501-2000	\$150
2001-2500	\$175
2501-3000	\$200
3001-3500	\$225
3501-4000	\$250



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. Let your Council staff contact know whether your Girl Scout earned this patch at the end of the season!



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 Scout 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, your Juliette must have their Digital Cookie page set up and sell at least 25 packages via Digital Cookie.



Illuminate Your Booth

February 21-March 30

Decorate your booth to celebrate this year's cookie theme, EMBRACE POSSIBILITY! Take a photo showing Girl Scout 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!

How It Works

Ways to Sell

Juliettes are encouraged to utilize all the ways to sell Girl Scout Cookies including initial orders, traditional paper order card, Digital Cookie, Gift of Caring donations, 1:1 booths, walk abouts with an adult, workplace sales, and through social media with the approved Council policies. Juliettes are encouraged to participate in any of the Council cookie promotions, challenges, and campaigns, with the exception of Troop level rewards.



Using **Digital Cookie** is a great way to increase sales and spread the marketing word! The parent or guardian will need to accept management of the Digital Cookie platform and accept other responsibilities, including online safety guidelines and girl delivery options, that will be discussed with the Council Cookie staff lead.

Cookie Booths

A Juliette can hold a Girl Scout Cookie Booth as a 'parent and me' 1:1 booth. To sign up for a Council sponsored booth, please consult the Council cookie staff lead who will reserve the booth for you. Be sure to read more on cookie booths in our Cookie Booth Guide located on our website under the 'Cookie Program Resources' section.

Initial Order

Juliettes have the opportunity to sell cookies during the pre-sale period to friends and family. This order placed is also known as the Initial Order. A Juliette's parent or guardian will place cookie order(s) with the Council staff lead for their Girl Scout. All cookie varieties and Gift of Caring will be available for Juliettes to order during the Initial Order period. Once you're ready to place your Initial Order with Council, follow these simple steps:

- Make sure you count up all pre-sales made during the Initial Order period
- Do you want extra inventory at home to avoid extra trips to the buffer? Add those in too!
- Ensure your totals are submitted in packages (not cases)
- Add your total up and submit to your Council Cookie staff lead by January 21, 2025

The Council Cookie staff lead will make arrangements for the parent or guardian to pick up initial orders placed at the Council buffer on February 22, 2025 (or prior for Neighbor Islands).

See page 13 for more information on 'Best Practices for Managing Your Cookies.'

Cookie Buffer

A Juliette's parent or guardian can make an appointment with the Council Cookie staff lead to get additional cookies from the Council cookie buffer as needed during the cookie season. A receipt will be given for each transaction – it is your responsibility to keep all receipts until rewards have been received by the Juliette as this is your record of cookies and financial responsibility. Juliettes may return any unsold cookies in sellable condition. Council has the right to refuse any returns on packages/cases that are deemed unsellable.

*Your Council Cookie staff lead will share more information on cookie buffer hours and location as we get closer to the start of the cookie season.

Money Matters

A Juliette's parent/guardian needs to deposit all money from cookies weekly, both checks and cash, into Council accounts at either Bank of Hawaii or First Hawaiian Bank. The Juliette's first name and last initial must be written on the deposit slip AND a photo of the deposit slip needs to be emailed within 1-2 days of that deposit to the Council staff lead. This is the only way the Juliette will receive credit for those cookie sales. Full payment for all cookies received and Gift of Caring cookies is due to Council no later than April 4, 2025.

Make sure to pick up Bank of Hawaii or First Hawaiian Bank deposit slips from Council at our Council office or buffer. You can always pick up more as needed!

See page 14 for more information on 'Financial Matters.'

Digital Cookie

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.

Benefits of using Digital Cookie

- Digital Cookie allows Girl Scouts to grow in their digital marketing skills and enables them to use their critical thinking by using an online platform
- Girl Scouts using Digital Cookie will have an edge when it comes to navigating an online platform that is geared towards her cookie selling business
- Girl Scouts and parents/caregivers can track their sales goals on Digital Cookie
- Digital Cookie broadens reach by allowing Girl Scouts to share their Digital Cookie link to more customers
- Digital Cookie is a great option when it comes to cashless transactions, with everything online and traceable
- Girl Scouts can even grow and retain their customer list year over year so they can pick up where they left off the year prior

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 of the USA 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 Girl Scout picks up their 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 Council Staff Lead. 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.

Financial Matters

MANAGING THE MONEY

Properly handling cookie money is critical for a successful Cookie Program. Please follow these simple, but effective steps:

- Make weekly deposits into Council's account (or more often – as we recommend that you never have more than \$1,000 in your possession at one time). Don't 'mingle' Girl Scout cookie money with personal.
- If you are handing money into Council, make sure to get a receipt and keep it for your records.
- When in doubt, ask! If you are unsure of the total cookie money due at any point in the cookie season, be sure to ask your Council Cookie staff lead. Your records should match our records.
- Keep all original bank deposit slips. If there are any discrepancies on the deposits, you will have proof of all deposits made.
- All Girl Scout cookie packages are sold at \$6 per package. There are no exceptions.

DEPOSITS

All money collected from customers must be deposited by Troops to Girl Scout of Hawaii's accounts at either Bank of Hawaii or First Hawaiian Bank by April 4, 2025. Pre-printed deposit slips will be provided by Council to Troops. When filling out the deposit slips, be sure to:

- Use the pre-printed deposit slips if possible. If using a generic deposit slip, be sure to write the correct GSH account number.
- Write your Juliette's name (clearly) on the deposit slip.
- Indicate if the deposit is a Gift of Caring sales or for cookie sales – please separate out these 2 types of deposits.

Failure to do any of the above could result in your Juliette not getting credit for the deposit. If the teller advises that they will be doing a 'virtual deposit' of your monies, be SURE to have them still take the deposit slip. The deposit slip is the only way that we at Council can verify your cash deposits. No matter what they say, it matters! We recommend that all deposits be made inside a Bank of Hawaii or First Hawaiian bank during business hours. We do not recommend using night drop boxes as you will be responsible for any discrepancies that the bank brings to our attention (e.g. no deposit slip included in night drop, amount of cash dropped does not match the deposit slip, etc.).

CHECKS

ACCEPTING CHECKS

It is up to the Juliette and their family to decide whether to accept checks as a form of payment. If your Girl Scout accepts checks, they should: have issuer's name and address preprinted on the face of the check; be from people they know and trust; are made payable to Girl Scouts of Hawai'i; and include your Juliette's name on the memo line. Deposit checks within seven days of their issued date to reduce returned checks and to ensure the best customer service.

RETURNED CHECKS

Returned checks (due to non-sufficient funds, closed account, etc.) are rare, but unfortunately do happen. Please note that the Juliette/family will be responsible to cover any returned check fees incurred in addition to recouping the check amount.

CREDIT CARDS

Girl Scouts with a Digital Cookie page set up can use the Digital Cookie Mobile App to accept credit card payments on both iPhone and Android devices to accept payments at point of delivery. Transactions will automatically upload into eBudde and deposit money directly into Girl Scouts of Hawaii's bank account, so Juliettes can worry less about handling cash.

BEST PRACTICES FOR MANAGING COOKIES

Maintain good records! Always keep receipts any time you pick up cookies at the buffer. The Council Cookie Team will not be able to support questions around cookie or money exchanges without the proper documentation and receipts to show transactions made.

Share your own experience with your Girl Scout. From sharing when you were a Girl Scout selling cookies or something you had to do at your job, this can help your Girl Scout see the connection between their Cookie Program experience and their future career.

Set a weekly schedule as a family to ensure you have a solid understanding of the amount of cookie inventory you have on-hand. Sunday evenings work best so you can plan the upcoming week, especially if you need to place a planned order or make plans to visit a cookie buffer to pick up more cookies

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.

