

2025

Cookie Volunteer Program Guide



Welcome to the 2025 Girl Scout Cookie Season — a time of growth
and empowerment for Girl Scouts!

2025 Cookie Program Important Dates

Jan. 5, 2025	Volunteers and Girl Scouts gain access to Digital Cookie
Jan. 7, 2025	Cookie Program begins
Jan. 21, 2025	Council-sponsored booth selections begin
Jan. 26, 2025	Initial order period ends
Jan. 28, 2025	Initial order deadline for troops
Jan. 30, 2025	Initial order deadline for service units
Feb. 19 - Feb. 25, 2025	Cookie delivery week
Feb. 22, 2025	Mega Drops
Feb. 28, 2025	Direct sale period begins/Cookie Cupboards open
March 23, 2025	Cookie Program ends
March 25, 2025	Final deadline for troops
March 27, 2025	Final deadline for service units
March 28, 2025	Parent debt form due/Juliette payments due
April 3, 2025	ACH withdrawal

Girl Rewards and Cookie Proceeds

Girl Rewards

Girl rewards and patches are listed on the recognition insert included with troop materials. All rewards are cumulative. Be sure to review important reward information found on recognition insert with girls and families.

Girls will select reward options at certain levels. Track rewards in Smart Cookies and finalize selections by March 25.

Rewards will be delivered to the Service Unit Cookie Chair after the program ends.

Proceeds Structure for Troops and Juliettes

- Proceeds: \$0.92 per package
- Opt-out proceeds: \$0.97 per package
- Opt-out available for Junior troops and above

Opting Out

Junior troops and above can opt out of rewards to earn additional troop proceeds. Troops opting out will receive patches and an extra five cents per package. A majority vote from the troop is required to opt out. Notify families if this option is chosen.

Digital Cookie

Digital Cookie is an online platform for selling cookies, tracking goals, and managing sales. The platform makes the experience fun for young entrepreneurs.

For Girl Scout/Troops

- Customizable pages let customers view your story, sales pitch, and profile image or video.
- Troops can also use these tools, adding their own stories, pitches, and media.
- Accept credit card payments at cookie booths for sales on-the-go.

For Parents

- Option to turn off girl delivery based on preferences or cookie availability.
- Control cookie varieties to match your inventory.

For Customers

- Order cookies for shipping or local in-person delivery by your favorite Girl Scout.
- A unified checkout process ensures consistency across Girl Scout and troop links.

Smart Cookies

Smart Cookies is the ABC online platform for staff, troops, and Juliettes to manage cookie programs, enter orders, arrange deliveries, sign up for booths, order additional cookies, and select rewards.

Cost per package:
\$6 (12 packages in a case).

Ways to Participate

Online

Through Digital Cookie, Girl Scouts sell to customers near and far, with options for shipping or hand-delivery.

In-person

Girl Scouts take orders using their order cards from friends, family, and neighbors.

Cookie Booths

Troops set up booths at local businesses and events, helping girls build confidence and teamwork by interacting with new customers.

Donations

Customers can donate cookies in-person or online through the Gift of Caring program. We partner with Soldier's Angels to send cookies to military, veterans and their families.



You Should Know

Service Unit Cookie Chair

- Be familiar with the Cookie Program and Smart Cookies platform.
- Forward GSHPA Cookie Program updates to Troop Cookie Chairs and Juliettes.
- Maintain regular communication with the Volunteer Support Coordinator.
- Distribute cookie materials and rewards to troops and Juliettes, ensuring timely receipt.
- Collaborate with Volunteer Support Coordinator on the initial cookie delivery order and manage order deadlines for cookies and rewards.
- Report discrepancies to GSHPA and ensure rewards are distributed within two weeks of receipt.
- Facilitate inventory exchanges and support between troops and Juliettes.



Troop Cookie Chair

- Ensure a Family Agreement is on file (p. 4, Resources) for each girl before participation.
- Coordinate with troop leaders to train Girl Scouts and families on cookie program guidelines, products, rewards, proceeds, and the 5 skills (goal setting, decision making, business ethics, people skills, and money management).
- Provide ongoing support and updates to Girl Scouts and families throughout the program.
- Develop and implement a cookie sales plan, including goals, rewards, and booth locations.
- Distribute cookie materials, enter orders into Smart Cookies, and manage initial order distribution.
- Collect and distribute recognitions, report any issues, and ensure rewards are delivered within a week.
- Monitor troop data in Smart Cookies, handle receipts, oversee payment collections, and ensure funds are available for ACH withdrawal.
- Submit Parent Debt Forms as needed and reconcile financial records with troop leadership at the program's end.

Juliettes

- The Service Unit Cookie Chair (SUCC) supports Juliettes and their families.
- Juliettes must complete training and agreements in gsLearn.
- Juliettes are assigned a 4-digit "troop" number in Smart Cookies for Product Programs.
- Payments from in-person orders are due to GSHPA by April 19 and can be made by check, money order, or credit/debit card.
- Total payment due will be communicated via email.
- Proceeds are issued as GO! Dough.

Initial Order

- On Jan. 7, Girl Scouts begin taking initial orders via order cards and Digital Cookie, offering girl delivery (with parental approval) or direct shipping.
- Before orders start, ensure all girls are registered for the 2024-2025 Girl Scout membership and cookie program. Families must complete the online Family Agreement Form (QR below) before receiving an order card.
- Distribute cookie materials to those who submitted the form and verify all Girl Scouts are on your Smart Cookies roster.
- Enter all orders into Smart Cookies by Jan. 28. Request orders from parents/caregivers between Jan. 26 - 28. Troops and Juliettes may also order extra cookies for booths. Select your pickup time and location after submitting.

How Much Should I Order?

Based on average in-person cookie sales per variety in the past, we recommend troops order their booth cookies based on the table below.

Thin Mints	38%
Caramel deLites	17%
Peanut Butter Patties	17%
Peanut Butter Sandwiches	8%
Trefoils	6%
Adventurefuls	6%
Lemonades	4%
Toast-Yay!	3%
Caramel Chocolate Chip GF	1%



Troops should order enough cookies for their first weekend of cookie booths only and not for the entire direct sale period. Service Unit Cookie Chairs and experienced cookie volunteers are a great resource for recommending how many cases to order based on both your booth locations and troop size.

Resources

- Cookie Calculator: www.abcsmartcookies.com/resources
- GSHPA Website: www.gshpa.org
- gsLearn: mygs.girlscouts.org
- GSHPA Product Program Facebook Group (QR)
- Family Agreement Form (QR)
- Member Services Dept.
 - memberservices@gshpa.org
 - 717-233-1656



**Family
Agreement
Form**

**Join
Facebook
Group**



Cookie Delivery

A few weeks after the initial order is placed, GSHPA will designate a week to have product delivered across its 30-county footprint. This will include the initial orders for troops and Juliettes in each service unit and initial orders for all participating Girl Scout Cookie Cupboards.

How are Cookies Distributed?

GSHPA offers multiple delivery options for service units to pick up cookies:

- **Mega Drops:** Held the first Saturday of delivery week at designated locations, where GSHPA staff, volunteers, and delivery agents load cookies into your vehicle.
- **Drops:** Weekday deliveries serving one or more Service Units, with GSHPA staff and delivery agents loading your cookies directly into your vehicles.
- **Traditional Deliveries:** Weekday deliveries to specific locations by delivery agents where volunteers will sort and prep the cookies for volunteer pickup.

What to Expect at Cookie Delivery

- Plan to bring a vehicle large enough to pick up all your cookies at once. If multiple vehicles are needed, wait until all are on-site before getting in line.
- Arrive at your scheduled time and check in with a GSHPA staff member or volunteer. Your troop is responsible for the cookies you sign for, so count them as they're loaded.
- If you notice an error after leaving, contact your Service Unit Cookie Chair.
- For traditional deliveries, follow the instructions provided by your Service Unit Cookie Chair. GSHPA strives to ensure timely delivery, but delays may occur.

Once the troop has their initial order, Troop Cookie Chairs will:

- Sort packages by girl and fill out a receipt for each girl.
- Have families count and sign off on the receipt at pickup.
- Replace missing or damaged packages at local Girl Scout Cookie Cupboard.

Not sure how many cookies fit in your vehicle? Use the guide here:

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station Wagon/Minivan	75 cases
Pickup Truck	100 cases
Cargo Van	200 cases



Direct Sale Period

Direct sales begin on Feb. 28, allowing you to start hosting cookie booths. Reserve your booth through Smart Cookies, which lists available council-secured booths. Log in to select dates your troop is available; note that many booths are fixed due to national partnerships.

Troops and Juliettes can secure their own cookie booth locations. Troop-secured booths must be submitted in Smart Cookies for approval and to share the booth details on social media.

Council-Sponsored Booths: GSHPA partners with local businesses for cookie booths from Feb. 28 - March 23. Booths are available on a first-come, first-served basis in Smart Cookies.

Selection periods are:

First Selection	Jan. 21, 1 p.m. – Jan. 22, 8 a.m.
Second Selection	Jan. 22, 1 p.m. – Jan. 23, 8 a.m.
Third Selection	Jan. 23, 1 p.m. – Jan. 24, 8 a.m.
Unlimited Selections	Jan. 24, 1 p.m.



Getting More Cookies

Girl Scout Cookie Cupboards are volunteer-managed cookie storage sites where Girl Scout troops and Juliettes can order and pick up additional cases during the direct sale period. Cookie cupboards are strategically located across GSHPA's 30-county footprint. Approved cookie cupboard locations can be viewed in Smart Cookies. If you need to use a cookie cupboard during your direct sale, follow the simple steps below:

- Place your order. Troop Cookie Chairs and Juliettes will use Smart Cookies to place a planned order with a Girl Scout Cookie Cupboard. For same-week pickup, transactions must be submitted in Smart Cookies by 11:59 p.m. on Sunday night.
- Pick up your order. Because Girl Scout Cookie Cupboards are managed by GSHPA volunteers, hours of operation will vary from cupboard to cupboard.

Additional Cookie Cupboard Information

- GSHPA can never guarantee a cookie cupboard will have enough cases to fulfill an order. If a cupboard is showing low inventory after the Sunday night deadline, we will make every effort to restock the cupboard that week.
- Cookies cannot be returned to the cupboard.
- Damaged cookies can be exchanged at the cupboard
- Cookies can be exchanged at the cupboard in cases only.
- Cookie cupboards have the right to deny an exchange of cookies based on inventory or condition of cookies.

Still Need More Cookies?

Another way to get more cases of cookies is by transferring from one troop/Juliette to another. Your Service Unit Cookie Chair or Volunteer Support Coordinator can help you get connected with nearby troops/Juliettes.

Money Management

A key goal of the Girl Scout Cookie Program is teaching girls effective money management. Families and volunteers should set clear expectations, document transactions, and communicate deadlines for in-person orders.

Important Dates

March 28

Parent Debt form due
Juliette payment due

April 3

ACH Withdrawal

Practices for Girls

- Collect payment for in-person orders at the time of delivery (except donations).
- Families must pay for in-person orders by the Troop Cookie Chair's deadline.
- Accept checks only from trusted individuals, made out to the girl/family, not the troop.
- Both parents and volunteers should sign and retain receipts.
- Parents are responsible for the products received, payments collected, and submitting money to the Troop Cookie Chair.

Practices for Troops

- Ensure your troop bank account is registered with GSHPA.
- Set a deadline for families to submit all money due, at least three days before the parent debt deadline.
- Ensure that funds are available for ACH withdrawals and that the girls' earnings are protected by making frequent deposits into the troop bank account.
- Use receipts to document all transactions and retain copies of all paperwork.
- Accept checks from families at your own risk; do not accept checks from customers.
- GSHPA will not cover fees for returned checks or insufficient funds.

Parent Debt

By completing the family agreement form, families accept financial responsibility for all cookie orders placed by their Girl Scout.

If payments are not made by the deadline, Troop Cookie Chairs must follow the parent debt process:

- Ensure a completed family agreement form is on file (see p. 4, under Resources section).
- Make at least three attempts to collect payment from the family and document these attempts (emails, screenshots, etc.).
- Get signed receipts from the parent/guardian showing the number of packages ordered.
- Submit the parent debt form along with proof of contact attempts, receipts, and other relevant documentation.
- GSHPA will work directly with the family to collect the debt, deducting the amount from the troop's total amount owed to GSHPA.
- After submission, families will make payments directly to GSHPA; do not accept payments from families.