



2025 Juliette Caregiver Cookie Guide



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Meet the Panda

Use these panda fun facts to kick off your Girl Scout Cookie rally with some fun.

Did you know?

- Giant Pandas spend nearly 12 hours a day eating.
- Their front paws have 6 digits! One is an extended wrist bone to help them climb and grab tasty bamboo.
- 99% of their diet consists of different types of bamboo.
- Their natural habitat is only in the mountain ranges of central China.
- Giant Pandas are one of the few bear species that do not hibernate.
- Giant Pandas can climb trees backward, like a handstand, to leave scent markings and communicate!



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What's New



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

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

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



Cookie Boss Patch Program

Boost your cookie business skills by
reaching out to corporate customers!
Girl Scouts complete steps toward the
cookie and financial literacy badges, and the
GSHCC Rose Award. Participants will earn a
Cookie Boss patch upon completing the
program and submitting the form by
March 19. To review the Cookie Boss packet,
visit www.girlscoutshcc.org/resources



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

Troop Inventory Exchange Pilot

GSHCC is piloting a new option for
participants. Caregivers can exchange **full,
unopened cases** of cookies for other
varieties. Planned Orders will still have
priority to available inventory; varieties
available for exchange will vary by
Cupboard. Inventory brought in for
exchanges must be in sellable condition.
This option will be available at select
Cupboards only from March 11-16.
Check with your service unit cookie
manager and in Rallyhood for a list of
participating locations.



Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

Digital Cookie®

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

Create your **Digital Cookie Password**
for email address: parentsentailboodomain.com

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

Password

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

Confirm password

SUBMIT

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

2. Set Up Your Site

Cookie Page Setup

STEP 1 SET MY SALES TARGET REQUIRED

Set a target: boxes which is about to help the troop and others.

Your Goal Calculator

Troop's wants to sell boxes which is about to help the troop and others.

SO FAR TONILISA HAS SOLD:

10537 Total boxes sold

Tonilisa's Total Sale Progress

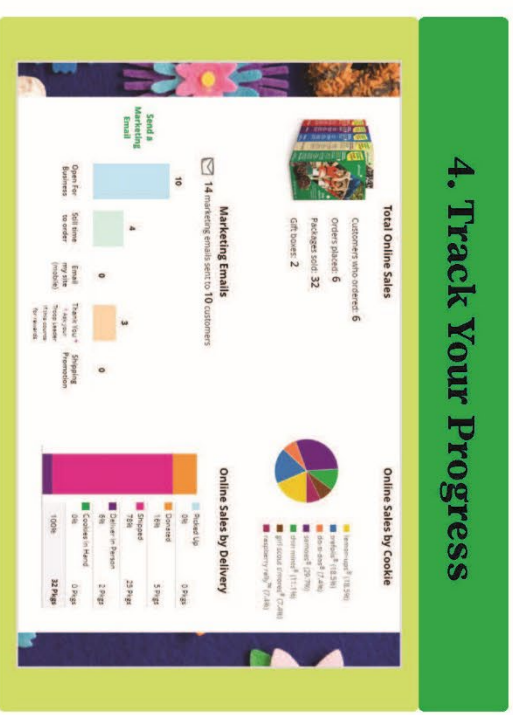
Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

3. Invite Customers



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

4. Track Your Progress



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

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

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

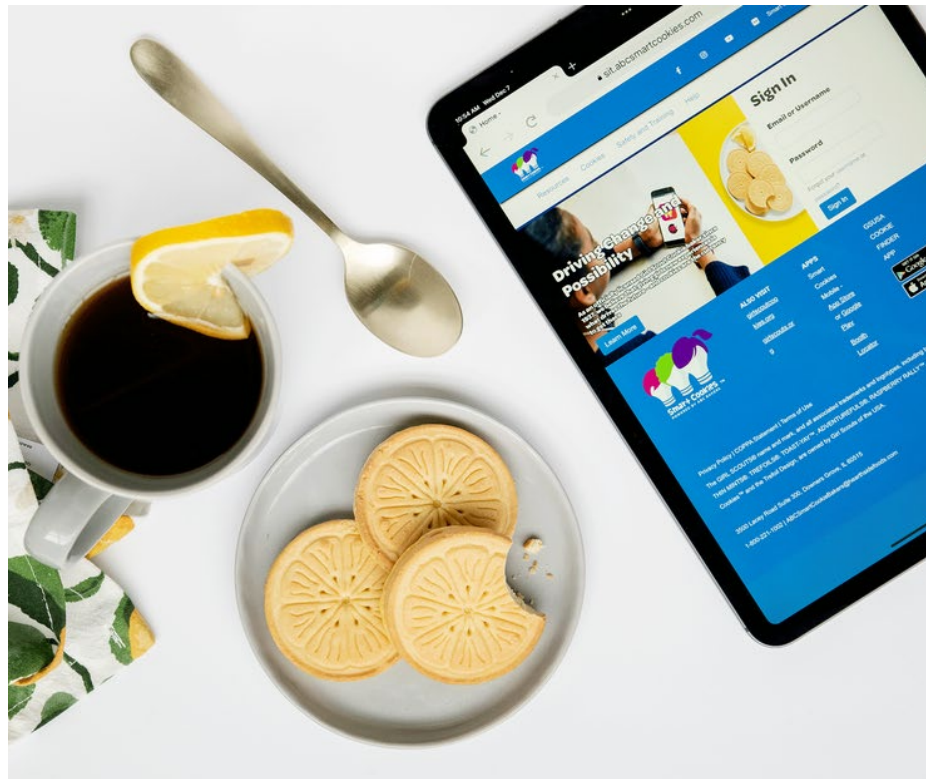
GET IT ON Google Play

Download on the App Store

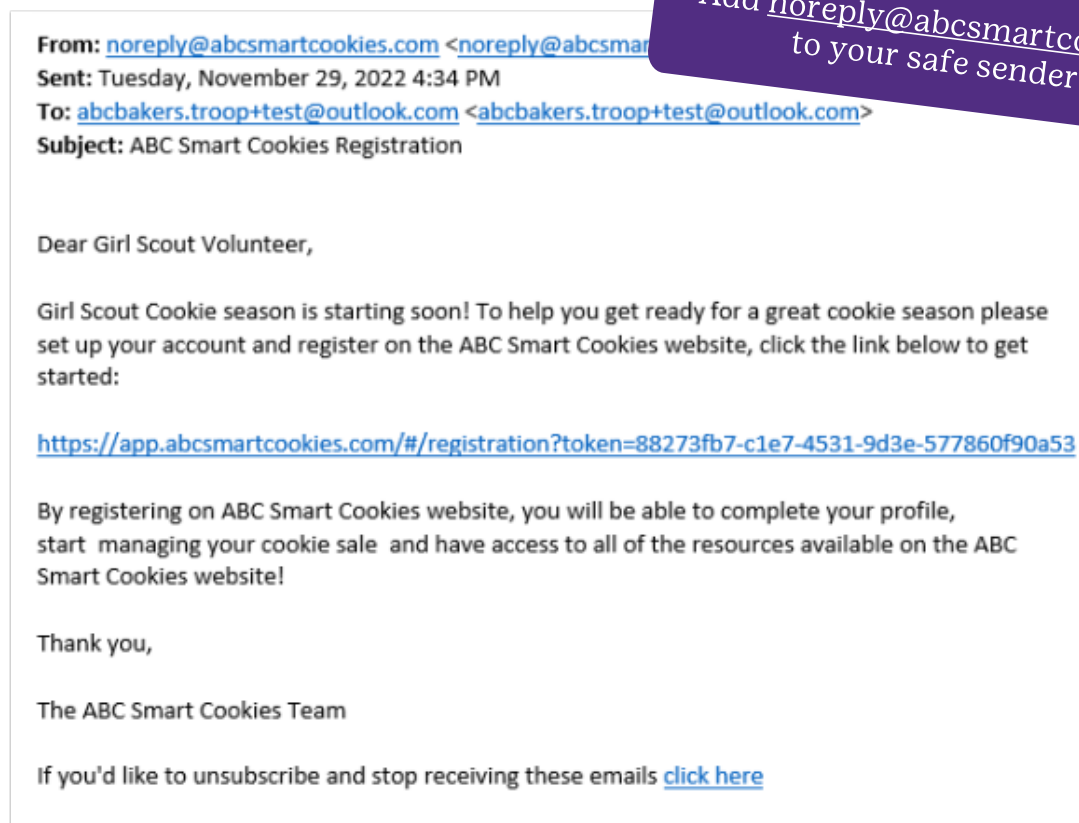
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ABC Bakers provides YouTube training videos to guide you every step of the way! Training can be accessed directly from www.abcsmartcookies.com/safety-and-training



Be on the lookout for this important email!



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

Cookie Calendar



Activity	Date
2025 Girl Scout Cookie Program Begins	January 10
Booth Lottery begins	January 12
Booth Lottery ends	January 15
First-Come, First-Served Booth Reservation 1 begins	January 19
Girl Initial Order Entry Deadline (in Digital Cookie)	January 21
First-Come, First-Served Booth Reservation 1 ends	January 22
Initial Order ends	January 26
First-Come, First-Served Booth Reservation 2 begins	January 26
Initial Order and Early Recognition Order due	January 27
First-Come, First-Served Booth Reservation 2 ends	February 5
First-Come, First-Served Booth Reservation 3 begins	February 6
Service Unit Mini Drops	February 13-20
Mega Drop North	February 15
Mega Drop South	February 17
National Girl Scout Cookie Weekend	February 21-23
Booth Sales begin	February 21
Cookie Cupboards Open	February 21
2025 Girl Scout Cookie Program ends	March 16
Main and Troop Recognition Orders due	March 19
Unsold Inventory Form Due	March 19
Rewards distributed to service units	Mid-May
Pathway Credits Distributed	End of May
Cookie Experiences	May—July

Volunteers are responsible for meeting all deadlines. GSHCC is unable to make edits or changes to rewards or orders after the posted deadlines.

Why Participate?

The 5 Skills

The Girl Scout Cookie Program teaches girls The 5 Skills. The 5 Skills are part of the Girl Scout Leadership Experience (GSLE) and you will find badge and pin activities in each of The Girl's Guide to Girl Scouting. While these skills are an integral part of the program, remember that each girl participates for different reasons. It is important to engage families in goal setting and discovering their motivation for participating.

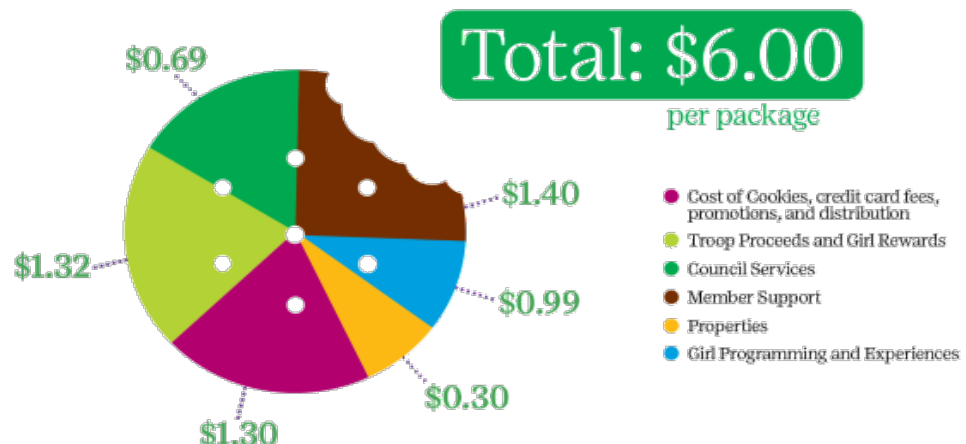
- Goal Setting—Girls set cookie goals and, with their troop, create a plan to reach them
- Decision Making—Girls decide where and when to sell cookies, how to market their sale, and what to do with the earnings
- Money Management—Girls develop a budget, take cookie orders, and handle money
- People Skills—Girls learn how to talk (and listen!) to their customers and how to work as a team with other girls in their troop
- Business Ethics—Girls act honestly and responsibly during every step of the cookie program

Where does the cookie money go?

Girl Scout Cookie purchases benefit girls, troops, and allow our council to fund programs and support volunteers, right here in the Heart of Central California. All proceeds stay local. Cookies must be sold at the listed council price; no more and no less.

- **Cost of Cookies, Promotions, and Distribution:** Wholesale cost of cookies purchased, credit card fees, shipping and other program promotions, and distribution costs.
- **Troop Proceeds and Girl Rewards:** Rewards, experiences, and troop proceeds.
- **Council Services:** Customer service support, financial assistance to girls and volunteers for Girl Scout memberships, and event registration.
- **Member Support:** Support for new and veteran volunteers, training, marketing resources, and supplies to promote and support Girl Scout membership.
- **Properties:** Maintenance and upkeep of residential camps and program facilities across the region.
- **Girl Programming and Experiences:** Experiences in the areas of STEM, outdoor skills, equine care and programming at camp properties; and more!

How the Cookie Crumbles





Ways to Participate in the Girl Scout Cookie Program

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



Text or Call Friends and Family

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

Digital Cookie®/Smart Cookies™

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

Door-to-Door Deliveries

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

Lemonade Stands

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

Cookie Booths

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.




Connect With Your Community

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

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

Entrepreneurship Badges & Pins

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

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur	
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer	
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur	
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart	
Cadette	 My Cookie Venture Cookie Market Researcher Cookie Innovator			 Budget Manager My Money Habits My Dream Budget		 Year 1, 2, and 3 Cookie Entrepreneur Family Pins		 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	



Girl Scout Safety Practices

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

In Person Sales

- **Partner with adults.** Girl Scouts must be supervised by an adult and must never sell or deliver cookies alone.
- **Sell in the daytime.** Sell during daylight hours, unless accompanied by an adult.
- **Do not enter any homes or vehicles.** Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- **Be streetwise.** Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- **Be safe on the road.** Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Digital Sales

- **Be safe online.** Girl Scouts must have their caregiver's permission to participate in all online activities.
- **Participate in Digital Cookie.** Read and abide by the Girl Scout Digital Cookie Pledge.
- **Read and agree.** Read and agree to the GSUSA Internet Safety Pledge.
- **Caregivers' agreement.** Read and abide by the Digital Cookie Terms and Conditions for Parents/Guardians.
- **Cookie Links** must never be posted on resale sites such as Craigslist, Facebook Marketplace, eBay, etc.


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



Juliette Caregiver Responsibilities

Before the Program

- An Individually Registered Girl Scout (IRG or Juliette) is a girl who participates in Girl Scouts but is not registered in a troop
- Ensure you and your Juliette Girl Scout(s) are registered for the 2025 membership year
- Complete a Cookie Permission Form online
 - Ensure customer care@girlscoutshcc.org is entered in the “Troop Cookie Manager Email” field
 - GSHCC will not receive a copy of the permission form if this is not filled out correctly and your Juliette will not be able to participate
 - GSHCC Customer Care will respond via email once your form is received
 - Caregiver and Girl Scout will be uploaded into Smart Cookies and Digital Cookie if all requirements are met. “Troop” number will be the caregivers GSUSAID number (nine digits) and all participants in your household will be listed under the same “troop” for easy management
- Ensure you and your Girl Scout are familiar with all program guidelines
- Talk about The 5 Skills and what motivates your Girl Scout(s)
- Work with your Girl Scout(s) to set goals
- Connect with your service unit cookie team and ensure you they know your Juliette(s) are participating and you are included in any communication channels used so you do not miss important information



During the Program

- Keep up to date with cookie program emails, Rallyhood updates, and news on our website
- Schedule and organize booths; ensure you and your Girl Scout are familiar with all booth guidelines
 - Brainstorm ideas to bling your booth
- Ensure you are following all program rules and safety guidelines
- Keep accurate inventory
- Collect all payments in Digital Cookies as Juliettes do not collect cash or checks since they do not have a troop bank account to make deposits into
- Order additional inventory as necessary
 - Work with your service unit for help ordering if you need guidance

After the Program

- Ensure you assign sold inventory in Smart Cookies to maximize rewards
- Submit an unsold inventory form if you have unsold inventory
 - GSHCC will accept up to 24 packages of unsold inventory. This inventory must be in the troop inventory, not assigned to girls for reward purposes
- Ensure balance due is zero
- Save copies of recommended reports prior to cookie sales platforms closing for the season
- Encourage Girl Scout to save their customer list for next year
- Count rewards upon receipt and report discrepancies within 24 hours
 - Service units must report all discrepancies by May 25; after this date, ABC Bakers is unable to replace rewards
- Pick up and distribute rewards promptly
- Remind participants to thank their customers





Program Resources

Being organized and prepared will lead to a successful cookie program. Your Juliette's confidence in your support allows them to focus on their goals.

Program Supplies

- Cookie Permission Form—found online at **www.girlscoutshcc.org/resources**
- Juliette Guide

Online Resources

- Booth guidelines, worksheets, and additional resources
- Cookie lineup and nutritional information
- Cookie Managers of GSHCC rally in Rallyhood: **www.rallyhood.com/36401**
- Digital Cookie and Smart Cookies Tip Sheets designed to walk you through Digital Cookies and Smart Cookies (formerly Just in Time Trainings)
- Marketing Materials (thank you cards, door hangers, etc.)
- Reward experience dates and information
- Rally Guide
- Safety Tips for Online Marketing

Rallyhood is a great place for resources, collaboration, and general questions. Member or troop specific questions must be sent to Smart Cookies or GSHCC Customer Care as applicable.

Who to Contact

- Your first point of contact is your service unit cookie team

Smart Cookies Tech Support

- 800.853.3730
- ABCSmartCookieTech@hearthsidefoods.com

Digital Cookie Support

- Caregivers and Girls—**<https://digitalcookie.girlscouts.org/help/parent-girl>**
- Volunteers—**<https://digitalcookie.girlscouts.org/help/volunteer>**
- Direct Ship Order Issues—**<https://www.girlscouts.org/en/footer/contact-us/digital-cookie-support---order-issues.html>**

GSHCC Customer Care

- Include troop number, Girl Scout name(s), order numbers (if applicable), and a brief description of question/concern
- 916.452.9181 or 800.322.4475
- **customercare@girlscoutshcc.org**

Product Complaints

- Complaint due to the overall quality of cookies
- **www.abcbakers.com/contact-us**
- 800.221.1002
- ABCSmartCookieTech@hearthsidefoods.com

Cookie Share

Cookie Share is a great way for girls and customers to give back. GSHCC partners with Blue Star Moms, local food banks, blood drives, and other local organizations for Cookie Share donations. Blue Star Moms sends donations provided by GSHCC to active-duty military.

Why participate in Cookie Share?

- Great way to support members of active military and your community
- Allows customers to support the Girl Scout Cookie Program even if they don't want to buy cookies for themselves
- Participants who sell *15 packages* towards Cookie Share will earn the Cookie Share patch
- Participants who sell *30 packages* towards Cookie Share will earn a theme key ring
- Cookie Share donations are “virtual” and will be given directly to organizations which GSHCC partners with. They will not be added or taken out of a troop's physical inventory
 - The troop will be financially responsible for these cookies. Cookie Share donations are \$6
 - Troops cannot collect any donations that are not allocated towards Cookie Share (see Volunteer Essentials for more information)
- Cookie Share donations purchased via Direct Ship do not need to be added by cookie managers
 - These are automatically credited to girls and are shipped to customers. GSHCC handles distribution at the end of the cookie program
- During the Initial Order period, all Girl Delivered and Direct Ship orders will be added automatically—orders should not be entered manually. This will cause duplication of orders and troops will be financially responsible
- After the Initial Order period, you can identify the donation type for donations purchased through Digital Cookie by looking at the All Order Data report in Digital Cookie. Use the table below to help you enter these donations in Smart Cookies



Donation Type	Transfer Needed	Transfer Method
Shipped + Donation	No	N/A
Booth	Yes	Smart Booth Divider
In Person + Donation (Girl Delivery)	Yes	Virtual Cookie Share
Donation only (via Digital Cookie)	Yes	Virtual Cookie Share
Cash	Yes	Virtual Cookie Share



Proceeds and Rewards

Rewards cannot be ordered without Recognition Orders. Please pick up all rewards from your service unit cookie team as soon as possible.

Proceeds and Girl Rewards

- Due to IRS guidelines, Juliettes do not earn proceeds
- Girls can earn patches, experiences, and reward items

Early Reward

- The Early Reward is available on all proceed plans
- All participants who sell 195+ packages in their Initial Order will earn a clear crossbody bag
- Will be mailed to the service unit cookie manager for distribution in February

Rewards and Experiences

- Familiarize yourself with experience dates prior to selecting them to ensure there are no scheduling conflicts. Experience dates and information will be available by January 2025
 - www.girlscoutshcc.org/rewards
 - Rallyhood
- Unless otherwise stated, all experiences are for earners only and led by GSHCC staff and/or program partners
- If a girl cannot attend an event date, the alternate experience/item must be selected; no alternate arrangements can be made
- The 2025 Camp Menzies Voucher can only be used during the 2025 camp season, up to a five-day session for a girl or a troop/family camp session for a girl and one chaperone. Voucher cannot be rolled over to another camp or season, and cannot be substituted for any other item
- Reward discrepancies—Caregivers are responsible for counting items upon pick up. Discrepancies must be communicated to service unit cookie managers within 24 hours

Pathway Credits

- Additional incentive earned based on total packages sold once participants reach 50 packages sold
- Pathway Credits help fund a Juliettes Girl Scout experience
- May be used towards GSHCC sponsored events listed in the Activities Calendar, membership fees, and in-store GSHCC shop purchases
- Juliettes with outstanding cookie balances are not eligible to earn
- Pathway Credits are not cumulative
- Pathway Credits earned in the 2024 Girl Scout Cookie Program expires April 31, 2025. Troop Treasure earned in the 2025 Girl Scout Cookie Program will expire April 31, 2026
- After 250 packages, participants will earn \$15 for every 20 packages sold

Packages Sold	Credit Earned
51-70	\$45.00
71-90	\$60.00
91-110	\$75.00
111-130	\$90.00
131-150	\$105.00
151-170	\$120.00
171-190	\$135.00
191-210	\$150.00
211-230	\$165.00
231-250	\$180.00

Initial Order

Your Role

- Collect the total packages sold by variety from participant and submit your order by January 27
 - **Important:** Girl Delivered orders received up to the Girl Initial Order entry deadline (January 21) are automatically imported from Digital Cookies and will be listed in the “presale” column
 - Girl Delivery orders included in the Initial Order will show a green checkmark in Digital Cookie under the “Initial Order” column and should not be included in the “Inv” column of the Smart Cookies Initial order as this will duplicate inventory
 - Girl Delivery orders received after January 21 can be added to the “Inv” column to count for rewards. **Please note:** Caregiver is responsible for verifying the order was not included in the “presale” column. Caregivers are responsible for all inventory ordered in their Initial Order
 - Direct Ship orders are not included in the Initial Order as they are shipped to customers directly and your troop does not receive this inventory
- Ensure that all Girl Delivery orders are approved or declined prior to Initial Order submission
- Order is submitted in PACKAGES and will automatically be rounded to full cases (excluding Cookie Share) and will show in the “EXTRAS” section
- Remind customers that all payment must be taken in Digital Cookie; Juliettes cannot accept cash or checks
- Initial Order should include order card sales plus the amount estimated for the Juliette’s first 3-5 booth opportunities
 - Use the Booth Inventory page in this guide for the average booth inventory sold
 - Remember to check with your local service unit as inventory sold at booths is impacted by region, location, dates/times, and weather
- Remember that Juliettes can continue to take orders after the Initial Order period
 - You may want to order additional cookies in your Initial Order to cover these
- Once you submit your order, you will not be able to edit
 - All cookies ordered are the financial responsibility of caregivers and are non-refundable (with the exception of 24 packages accepted for inventory returns)
- Create and submit an Early Recognition Order after Initial Order is submitted
- Your service unit and GSHCC are unable to modify orders after Tuesday, January 28

Gluten-Free Cookies

Since the gluten-free cookies are not available during the Initial Order, they will not count towards the Early Reward. Gluten-free cookies ordered via Direct Ship do count towards the Early Reward. Caregivers must transfer cookies to girls for girls to get credit for them.





Cookie Drops

Initial Orders will be picked up at your Cookie Drop (Mega Drop or Mini Drop depending on your service unit). You must pick up your Initial Order at your scheduled location and date. If your service unit attends Mega Drop, more information will be available at www.girlscoutshcc.org/MegaDrop in February. Service Units coordinating Mini Drops are responsible for sharing event-specific information with you.

Inventory Discrepancies

Caregivers should count inventory after the event and prior to distributing cookies to customers. Inventory received should match the inventory sheet provided at the Cookie Drop event. To resolve inventory discrepancies, troops must send an email to customercare@girlscoutshcc.org no later than 24 hours after their cookie pick-up with the following information:

- Troops number
- Type of discrepancy (shortage, overage, or damage)
- Varieties and amounts (cases or packages)

You will receive an email with instructions. Emails must be printed and presented at a local Cupboard. It is recommended that you contact your preferred Cupboard ahead of time to verify inventory availability.

Types of Discrepancies

- **Shortages:** You will receive a confirmation to pick up any shortages at a local Cupboard. Shortages must be picked up within one week; you are responsible for this inventory and cookies ordered cannot be removed from the troop's account.
- **Overages:** You will have the option of getting any extra inventory transferred into your troop account or returning to a local Cupboard. Troops will receive a confirmation to return inventory at a local Cupboard.

Inventory should be returned within one week. Inventory being kept by the troop will be transferred within one week.

- **Damages:** Inventory that has been damaged and can no longer be sold (e.g. packages are crushed, and cookies are crumbled). Damages must be exchanged at a Cupboard within one week; inventory cannot be removed from the troop's account.

Mega Drop Cupboard

Remember that girls will continue selling after the Initial Order deadline. If you need additional cookies after the Initial Order is submitted and are attending Mega Drop, you can place a Planned Order for the Mega Drop Cupboard. Cookies will be included with the Initial Order and will be picked up together at Mega Drop. The deadline for Mega Drop Planned Orders is Sunday, February 2.

How much can I pickup in my vehicle?

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



Booth Reservations



Juliettes can only attend booth sales reserved in Smart Cookies. The booth sale schedule is shared in the national Girl Scout Cookie Finder for customers to find purchasing locations. Juliettes who cannot attend a scheduled booth sale are required to cancel the reservation at least 24 hours in advance. **Juliettes who do not cancel booth reservations in the system risk losing booth privileges.**

Lottery Round

- You will be able to pick from locations within your service unit boundaries only
- Service units paired with another service unit will be in a district in Smart Cookies and will share booth opportunities
- January 12–15: You can select 10 booth preferences in Smart Cookies.
 - Will open at 7 p.m. on January 12
 - Will close at 11:59 p.m. on January 15
- Juliettes should vary their booth preferences by location, date, and time
- Juliettes will be awarded 2 of the 10 requested booth opportunities
- Avoid selecting only premium booth sites; Juliettes will only be awarded up to one premium booth site, but is not guaranteed
- Not on a first-come, first-served basis; reservations awarded at random
- Caregivers will receive emails from Smart Cookies on January 16 notifying them of booth appointments they were awarded, if any

First-Come, First-Served (FCFS)

Locations and time slots are offered on a first-come, first-served basis and are available council-wide.

Round 1

- Opens Sunday, January 19 at 7 p.m.
- Closes Wednesday, January 22 at 11:59 p.m.
- Juliettes can secure up to four booth appointments (only two premium)

Round 2

- Opens Sunday, January 26 at 7 p.m.
- Closes Wednesday, February 5 at 11:59 p.m.
- Juliettes can secure up to 20 booth opportunities (only ten premium)

Round 3

- Opens Thursday, February 6 at 7 p.m.
- Remains open until the end of the Girl Scout Cookie Program.
- Juliettes can secure an unlimited amount of booth appointments, including premium

Premium Sites

Premium Sites are high-traffic locations and will be marked in Smart Cookies with a “P” when viewing booth options. These reservations are limited to make this opportunity available to more troops. It is the service unit cookie manager’s responsibility to identify premium locations and mark them as such in Smart Cookies when entering booth locations.



Troop Secured Booths



What is a Troop Secured Booth?

A Troop Secured booth is a location that is secured by a troop for a limited number of timeslots (limited to no more than ten dates/times in two-hour blocks per location, for a total of 20 hours) at a location that a troop thinks would be a good selling opportunity and is not already a service unit secured site. Troop secured booths are subject to the same rules and guidelines as service unit and council secured booth locations. These booths must be entered into Smart Cookies using the Troop Secured Booth. Troops will receive an email from Smart Cookies within three business days letting them know if their booth request has been approved or denied (starting February 10).

Guidelines

- Must be reviewed and approved by GSHCC or service unit cookie managers
 - Contact your service unit cookie team and the service unit in which the desired booth is located. Council maps can be found at www.girlscoutshcc.org (**Discover -> Our Council**)
- Must show as approved in Smart Cookies prior to troops hosting booth
- Locations will show as Pending under Troop Reservations section of Smart Cookies until it is reviewed. Once GSHCC reviews, status will change to Approved or Denied.
- If a booth submission is denied, you will receive an email stating denial reason
- Submissions less than one week in advance of requested date may be denied due to insufficient approval time
- Locations must provide written permission, to be provided upon request
- Troop Secured Booths cannot be within half a mile of a service unit secured site
- GSHCC and service unit secured booths have priority if a troop secured booth is scheduled during the same time and/or near another location.
- Troop Secured booths must be within council jurisdiction
- Lemonade Stands (residential) are not submitted as Troop Secured Booths
- Must follow all booth dates and guidelines

If a location would like to offer more dates/times than allowed for a troop, they will be asked to open up the opportunity to all GSHCC troops.



Preparing for Booths



Your Role

- Know the Girl Scout booth sale guidelines
- Keep track of inventory and funds
- Use the Smart Booth Divider; this will provide you historical data for future years
- Review the safety guidelines in Volunteer Essentials and Safety Activity Checkpoints
 - Only registered Girl Scouts may attend booth sales
- Encourage participants to decorate booths
- Check with your local service unit if you need help deciding how much inventory to order for your booths

How to Prepare

Juliette caregivers are responsible for reserving booths, preparing participants for booths, and making sure the sales are accurately recorded.

Juliettes should bring:

- Assortment of cookies
- Table, chairs (if allowed on property)
- A data-enabled device logged in to Digital Cookie to accept credit card payments
- Booth Sale Worksheet
- Copy of the booth sale guidelines
- Print out booth confirmation in Smart Cookies
- First aid kit

Optional:

- Decorations
- Hand sanitizer
- Gloves

Financial Transactions at Booths

Accepted forms of payment are:

- Credit Card

Booth Guidelines

- Review the 1-4 girls and 2 adults always required
 - Only registered Girl Scouts may attend booth sales
 - Minimum of 2 adults is required for all Girl Scout activities
 - At least one volunteer must be a registered volunteer with background check
 - At least one female volunteer
 - Booth cannot be hosted with one adult
- Can only be set up at locations that are entered and approved in Smart Cookies
- Booth sales should be girl-led
- Recommended to wear at least one official uniform item, but not required
- Participants must have submitted Cookie Permission Form
- Customers should be approached when they are exiting establishments
- Leave the place better than you found it
- Arrive and depart booths on time to ensure other troops can set up for their reservations
- No selling on public streets
 - Roving wagon sales are only allowed in residential areas
- No blocking the entrance or exit of an establishment
- Cash boxes should not be out in the open or unattended
- No pets allowed at booths
- Sell only Girl Scout cookies at booths
 - Raising funds for other organizations at booths is not permitted
- Have fun!

Booth Inventory

How much should I order?

Keep in mind variables that could impact booth sales, such as, time and day of week, location, and weather. Based on average sales (three-year trend), we recommend you order based on the below mixture:

All Locations/ All Varieties	Avg packages sold per 2-hour booth	All Locations/ All Dates	Avg packages sold per 2-hour booth
First Friday	124	Adventurefuls	10
First Saturday	121	Toast-Yay	6
First Sunday	103	Lemonades	11
First Week (Mon-Fri)	103	Trefoils	5
Second Saturday	100	Thin Mints	25
Second Sunday	92	Peanut Butter Patties	14
Second Week (Mon-Fri)	87	Caramel DeLites	21
Third Saturday	92	Peanut Butter Sandwiches	5
Third Sunday	84	Caramel Chocolate Chip	2
Third Week (Mon-Fri)	87		
Fourth Saturday	94		
Fourth Sunday	85		

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



12 cookie
packages
per case

\$6 per
package



Alternative Booth Possibilities



In addition to booths, we recommend that Juliettes explore alternative ways to get cookies to customers while teaching girls new skills, marketing strategies, and inventory management.

All alternative options must follow booth dates and guidelines.

Lemonade Stands

- Held on private, residential property only
- Residential areas such as parks are considered public areas and require approval as Troop Secured Booths
- Cannot be in commercial/business areas
 - Booths in commercial/business areas must be submitted as Troop Secured Booths
- Do not require approval
- Are not entered into Smart Cookies for safety as locations are shared in the National Cookie Finder
- Can have one adult if only one girl is present
- If there are two to four girls present, must have two adults
- Must follow booth guidelines (unless otherwise noted above)

Walkabouts and Wagon Sales

- Adult supervision is required for Walkabouts and Wagon Sales
- Only allowed in residential areas
 - Girls cannot participate in roving wagon sales in commercial areas
- Juliettes can post flyers or leave door hangers in their neighborhood
 - Resources are available online
- Personal information, such as addresses, cannot be posted on public pages.

Cookie Drive-Thrus

- Work with service unit and local businesses to secure a safe location and collaborate on advertising these drive-thrus
- Must be entered and approved in Smart Cookies prior to troops hosting the sale
- Share drive-thru locations with your community and invite individuals to visit locations while keeping a safe distance
- Booths must be set up in such a way that girls never approach vehicles in the line of traffic

Virtual Booths and No-Contact Deliveries

- Tap into social networks and share cookie links following safety guidelines
 - Girls cannot participate in roving wagon sales in commercial areas
 - For safety, links cannot be posted on sites/pages where selling is the primary focus. Includes but not limited to: Craigslist, eBay, Facebook Marketplace, Nextdoor for Sale, etc.
- Encourage girls to get creative and have fun
- Participants should communicate with customers to determine where they would like cookies dropped off

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

Cookie Cupboards

What is a Cookie Cupboard?

- Operated by a GSHCC staff or volunteers who have offered their space and their time to warehouse an inventory of cookies
- All Cupboards are CLOSED on Mondays for inventory days
- Inventory cannot be returned. Exchanges will be allowed at select Cupboards during the last week of the program only
- Inventory is based on the Planned Orders placed by troops
- May not be restocked for all varieties toward the end of the Girl Scout Cookie Program

What is a Planned Order?

- Placed at a local Cookie Cupboard by 11:59 p.m. on the Sunday before a troop would like to pick it up
 - An order placed on Monday, for example, would be available for pickup on Tuesday of the following week
- Help GSHCC accurately stock Cookie Cupboards based on community demand
- Orders held for 48 hours
- A list of Cookie Cupboards will be shown at the time the order is placed
 - Troops pick the location, day, and time most convenient for them

What is an Unplanned Order?

- Picked up at local Cookie Cupboard on a *first-come, first-served basis*
- Only used in the event that a troop needs more cookies outside of Planned Order
- At the discretion of the Cupboard manager
- Contact local Cupboard to check if they accept Unplanned Orders and to check available inventory before visiting
- If Cupboard does not have the inventory needed, consider contacting another Cupboard or work with another troop to process a Troop to Troop transfer
- Planned Orders take priority over Unplanned Orders

Inventory Exchange Pilot

- Inventory can be exchanged in **full, unopened cases** for equal amounts of inventory at select Cupboards; no returns
- Only available from March 11 to March 16
- Inventory based on availability after Cupboard fills Planned Orders
- Inventory must be in sellable condition
 - Exchanges at discretion of the Cupboard Manager

Typical Planned Order Week					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Planned order deadline by 11:59 p.m.	Based on planned order volume, existing cupboard inventories and existing inventory at Master Cupboard (delivery agent), Product Program purchases additional inventory from ABC Bakers by noon on Monday.	Transit Time from ABC Bakers distribution center to GSHCC Master Cupboard.	Transit Time.	Transit Time. Delivery Agent starts delivery routes to Cookie Cupboards council-wide, if inventory is available at their warehouse. Cupboards are stocked based on existing inventory vs inventory needed for Planned Orders.	Monday's order arrives at GSHCC Master Cupboard (may arrive following week as transit time can be 5-7 days). Delivery agent continues Cupboard deliveries, if inventory has arrived. Cookies available for pick-up as early as Friday (check with Cupboard).



Note: Though there may be pick-up times available early in the week at local Cupboards, GSHCC suggests troops schedule pick-up for Thursday or later. Due to transit times, Cupboards may not have inventory to fill Planned Orders scheduled for pick-up Tuesday-Wednesday.



Transfer Orders



Maintaining accurate inventory is very important and key to having a successful cookie season. Inventory management is a critical part of the Girl Scout Cookie Program for you and the girls involved and directly impacts your bottom line. Anytime inventory is given to someone else, the transfer should be entered in Smart Cookies as soon as possible to facilitate inventory management.

Your Role

- Monitor inventory regularly
- Verify all transfers have been entered accurately and in a timely manner
- Smart Booth Divider is highly encouraged for booth sales; Can be used after each booth sale or can divide all booth sale packages at the end of the program
- Do not create negative inventory

What Is a Transfer Order?

Transfer Orders are how inventory gets assigned to troops and girls in Smart Cookies.

Types of Transfers

Troop to Troop Transfer (T2T)

- Transfers inventory between troops
- Troop transferring *out* will process the transfer in the system
- Can transfer by individual packages

Troop to Girl Transfer (T2G)

- Transfers inventory to participants within a troop
- Reduces troop on-hand inventory and increases each girl's packages sold
- Two types of T2G transfers
 - With financial responsibility in the PACKAGES field: Girls will need to turn in money collected
 - Without financial responsibility in the BOOTH field: Money was collected at a booth
 - Strongly recommended to use Smart Booth divider to distribute packages sold at a booth instead of transfer order

Girl to Troop Transfer (G2T)

- Transfers inventory back to troop
- These transfers are rare for Juliette participants

Cupboard to Troop Transfer (C2T)

- Planned Orders convert to C2T transfers once picked up from Cupboard
- Increases troop on hand inventory
- Troops should verify C2T transfers are accurate and entered in timely manner
- Only Cupboard managers can process these order types
- Can only transfer in full cases

What is negative inventory?

- When your on hand inventory shows up as a negative number in the system
- Caregiver has *transferred out* more cookies than what was in troop inventory
- Make sure all transfers were entered into the system correctly
 - Are Cupboard to Troop, Girl to Troop, and/or Troop to Troop transfers correct? Did your troop receive extra inventory at Mega Drop that was not reported?

What happens with negative inventory?

- Caregiver will be contacted to correct their inventory transfers by GSHCC
- If not corrected by March 23, 2025, GSHCC will process Girl to Troop transfers to correct the discrepancy
 - May impact girl rewards

Wrapping up the Program

Your Role

- Assign all sold inventory to participants
- Ensure balance due is zero
 - If you incorrectly accepted cash or checks, you may create a Girl Delivered order for the total packages due and you can pay with a card
 - Create and approve the order in Digital Cookie but do not process the transfer in Smart Cookies so that additional packages are not transferred to your Girl Scout
- Create and submit the Main Recognition Orders by the deadline
 - Rewards cannot be ordered without recognition orders
- Juliettes with outstanding cookie balances will go into collection process and will not receive Pathway Credits (if earned)
- Pick up rewards promptly and count all rewards upon receipt
- Reward discrepancies:
 - Caregivers must notify service unit within 24 hours and must resolve with them directly

- Complete all necessary forms if your Juliette(s) earned and selected cookie experiences
 - Information will be emailed to you

Final Reports

You are responsible for saving Smart Cookies and Digital Cookie reports at the end of the Girl Scout Cookie Program. Both platforms will shut down for maintenance in May 2025. Volunteers, GSHCC, and ABC Bakers are unable to access data and reports once this happens. Recommended reports include:

- Girl Balance Summary
- Recognition Order Summary by Girl
- Recognition Order Summary by Troop
- Troop Balance Summary
- Any reports you frequently accessed during the program

Thanking Customers

Remind girls to find a special way to say “thank you!”—whether through a thank you video or a personalized note, Girl Scouts will want to show their customers some appreciation!



Service unit cookie teams and GSHCC are unable to make changes to Recognition Orders after March 23



Product Program Terminology

ABC Bakers: One of two bakers licensed by Girl Scouts of the USA to provide cookies for the Girl Scout Cookie Program.

Automated clearing house (ACH): The electronic transfer of money from one bank account to another via computer-based systems, without the direct intervention of bank staff.

Bakers: The licensed companies that supply Girl Scout Cookies to councils. There are two licensed bakers, ABC Bakers (ABC) and Little Brownie Bakers (LBB). Cookies with the same flavor profile may have different names depending on the baker of origin (e.g. Samoas are from LBB and Carmel deLites are from ABC).

Booths: Public location of a stationary sale of Girl Scout Cookies.

Case: Term used for a container of 12 packages of Girl Scout Cookies.

Cookie Permission Form: A form giving permission for a girl to sell cookies and acknowledge the caregiver's responsibility to pay for all cookies ordered on their behalf.

Cookie Cupboards: Volunteer-staffed or council employee-staffed cookie storage locations (such as warehouses or council offices) where volunteers can pick up cookie restock orders.

Cookie Share: Packages of cookies purchased by customers that GSHCC will deliver to the military or other nonprofits on behalf of our troops. The girls collect the money but do not physically take possession of the cookies.

Delivery Agents: The transport companies that handle product delivery for Girl Scout councils.

Digital Cookie: Application used primarily by participants to sell cookies to customers online, track progress towards a goal, and manage sales.

Direct Ship: An online sales platform for Girl Scout Cookies, designed to supplement and enhance the traditional cookie program. Smart Cookies lets customers order cookies through an online system and have their cookies shipped directly to them.

Early Reward: Rewards girls or troops earn based on their first order (Initial Order) placed with their council.

gsLearn: An online learning site that allows for just-in-time training and the ability to track all accomplishments, both online and in person. Learn at your own pace, access additional resources, and repeat info when needed.

Initial Order: This is the council's first order with its baker for cookies, which includes girls' and troops' orders.

Jurisdiction: The geographic area over which a Girl Scout council's authority extends.

National Cookie Finder: Found at www.girlscoutcookies.org; members of the public can type in their type in your zip code to locate a cookie booth near you.

Package: Term for a single container of cookies.

Per Girl Average (PGA): The average number of packages girls sell. This could be determined for a troop. Calculated by taking total packages sold divided by total girls selling.

Registered member: A person who has paid annual dues to be a member of Girl Scouts or is a lifetime member of Girl Scouts.

Rewards: Merchandise or cookie credits given to acknowledge a girl's efforts in the cookie program. Rewards are based on the number of packages sold during the Girl Scout Cookie Program.

Retail Price: The price the customer pays for a single package of cookies.

Smart Cookies: Application used by troops for cookie business management tasks like sourcing additional cookies for the troop and allocating cookie sales.

The 5 Skills: Girls participating in the Girl Scout Cookie Program earn funds for their Girl Scout activities while learning key skills that will help them in business and life. Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.

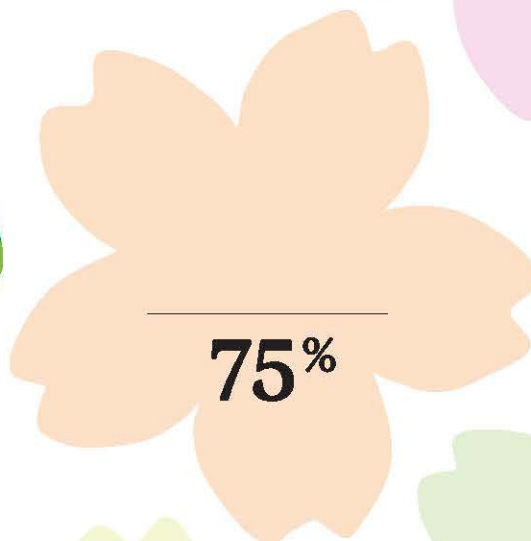
Troop proceeds: The portion of cookie earnings that a troop keeps and spends on the items its members decide to fund, for example, trips or community service projects.

Troop Treasure: Earned rewards for girls participating in the cookie program, based on sales activity. Troop Treasure can be spent on Girl Scout programs and mission-related items and services such as camping and other events, troop activities, or Girl Scout merchandise.

Warehouse: A large facility that a council may use to store its cookies.



100%



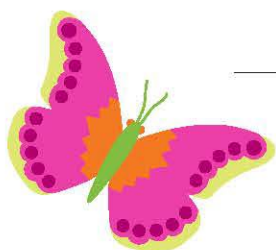
75%



50%



25%



Troop#

Girl Scout
Cookie Goal







Girl Scout Cookies®

2025 Food Allergens Guide



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

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