



2025 Cookie Guide



SCAN THE CODE WITH A
MOBILE DEVICE OR VISIT
US ONLINE AT [GSSN.ORG/
COOKIES](https://gssn.org/cookies) TO ACCESS OUR HUB
OF ALL THINGS COOKIES.

Embrace the cookie season!

Hello Cookie Volunteers,

We are so glad you are joining us for the 2025 Cookie Season! This year is the last year of our Toast-Yay! cookie. We hope for a sweet send off this year to make room for a new cookie in 2026. We can't wait to find out what our new cookie will be!



Please read through this council developed cookie guide. We hope that these resources are useful and we want to include as much information in this guide as possible.

The biggest change in the cookie program this year is in price. Cookies will be \$7 this year and all of our varieties will cost the same. It was a difficult decision to make, but the costs associated with the cookie program have gone up just like most other things we purchase. We will keep the popular \$5 Flat Rate Shipping for the entire season and continue to cover all credit card fees for troops when using the POS card reader at booths!

Digital Cookie has undergone improvements and a few really useful features have been added for girls, parents, and troop leaders. It's now easier to ensure that sales at booths are credited to the booth instead of the girl. Additionally, girls can accept PayPal or Venmo payments when completing cookies-in-hand sales at booths or in their neighborhood. Even better, customer data fields are now optional, so we won't be spending too much time entering information when we complete a sale.

Our team is here to help you through the cookie season. We're all in this together to make the 2025 cookie season a joyful experience for our Girl Scouts.

Yours in Girl Scouting,
The Girl Scouts of the Sierra Nevada Product Program Team

COOKIE HIGHLIGHTS FOR 2025

Hope is in the air! This year, Girl Scouts will *EMBRACE POSSIBILITY* with innovation, flexibility, and fun for both volunteers and Girl Scouts in our Cookie Program. Here are the highlights for 2025:



Meet the panda! Giant Pandas are one of the few bear species that do not hibernate. Giant Pandas are able to climb a tree backwards, like a hand stand, to leave scent markings as a way to communicate with other pandas.



Bye-Bye Toast-Yay! There are no changes to our base cookie line-up this year. This will be the last year for the Toast Yay! .



Digital Cookie: Girl Scouts and their caregivers will use digital cookie to sell cookies to customers online, track their progress, and manage sales. Digital Cookie makes cookies a fun, universal experience for all entrepreneurs. Troop Product Sales Coordinators (TPSCs) will use both Digital Cookie and Smart Cookie.



All about those badges & patches: What do girls love as much as cookies? Badges and patches, of course! Cookie Business Badges and Cookie Entrepreneur Family Pins help Girl Scouts to work on those famous five skills they learn through participating in the program. This year, Girl Scouts can also track their at-home progress on Digital Cookie!



We'll cover your Digital Cookie credit card fees: Girl Scouts of the Sierra Nevada will cover the fees for Girl Scout and troop credit card transactions when they use Smart Cookies to process customer cookie payments.



Flat Rate Shipping! Back by popular demand this year, customers enjoy \$5 Flat Rate shipping when ordering direct ship from Digital Cookie. Minimum Order is 4 packages, maximum order is 48 packages, or 4 cases.



Online payment options: Girl Scouts are able to collect online payment from friends and family who purchase cookies through her cookie link in Digital Cookie. Families are also able to use mobile payment services when paying troops for their cookie inventory. New this year, Venmo and Paypal are available on the Digital Cookie Mobile App.



Help others through the rewards program! We are giving Girl Scouts the chance to give back instead of picking an item at a select reward level. As part of the Philanthropic Rewards Program, they can choose to make a donation of A Shoe That Grows and earn a special patch.



Super Sellers Guide! For Girl Scouts selling 800+ packages of cookies, we are offering a catalog of reward choices to pick from. Girls can spend their earned point on the rewards or experiences of their choosing. The Super Seller Guide will be posted on www.gssn.org/cookies in late December.



Be Swipe Ready for Booths: Our goal is to make the cookie season easier for Girl Scouts and Volunteers. This year, we are partnering with Cheddar Up so your customers can swipe and tap for easy POS payments. Troops will receive one free card reader that accepts tap, swipe, or dip payments and connects via bluetooth with iOS and Android devices. GSSN will cover the swipe fees for booth sales! Learn more about this option in the cookie trainings. But start by signing up your troop for an account with this link: <https://my.cheddarup.com/orgs/gssierranevada/signup>

COOKIE RESOURCES

GSSN Cookie+ Website: Your Online one-stop hub for all things cookies on the GSSN Website! From there, you can access online resources such as your Troop Cookie Manual, Smart Cookies Guide, Booth Reference Guide, cookie cupboard information, online training, printable resources, real-time updates, and more. The Website will be ready for use December 1st!

Smart Cookies (abcsmartcookies.com): The online system for managing the Cookie Program. Use this to order and transfer cookies, enter payments, run reports, and order rewards. You'll receive an email with a link to set up and register your Smart Cookies account for the new season around December 15. Find your Smart Cookies Guide and training videos on our website.

Digital Cookie: Digital Cookie is available on Go Day, **January 10, 2025**, for Troops, Girl Scouts, and their caregivers. Check out the posted trainings and tip sheets on our website for details on the Digital Cookie website and functionality.

Cookie materials: The service unit product sales coordinator (SUPSC) will provide troops with printed materials and a package of cookies to sample. Of these items the TPSCs keep the receipt booklets and sample package of cookies to share with the troop. Each girl in the troop receives: a cookie order card, a money envelope, and a girl rewards flier.

Additional material like a Family Cookie Guide, Super Sellers Guide, door hanger and business card sheet are available on the GSSN website.

COOKIE VARIETIES

ABC Bakers, Girl Scouts of the Sierra Nevada's baker-partner, offers nine cookie varieties for customers to choose from: Toast-Yay!, Thin Mints, Caramel deLites, Peanut Butter Patties, Adventurefuls, Lemonades, Trefoils, Peanut Butter Sandwich, and the gluten-free Caramel Chocolate Chip. All cookie varieties are \$7 per package.

COOKIE PROCEEDS

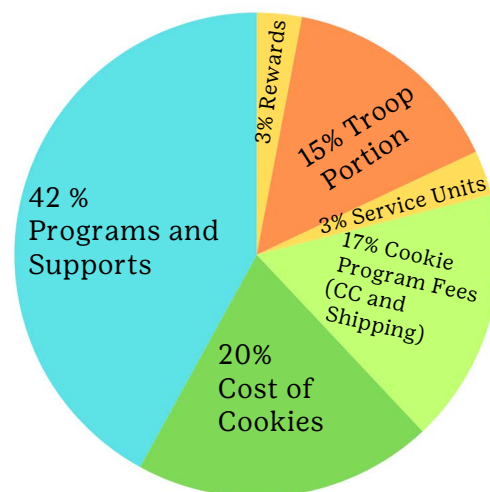
Troop proceeds from Cookie Sales help fuel fun for Girl Scouts and their troops all year round. Thanks to cookies, Girl Scouts: have, often for the first time, been camping, ridden a horse, hiked a trail, snowshoed the Sierra Nevada, completed community service projects, gone on trips, and earned the top awards! Troops earn \$1 per package sold by their troop to help Girl Scouts plan their own adventures. Cadettes, Senior and Ambassador troops can choose to opt-out of girl rewards* and receive an additional \$.05 per package by contacting their SUPSC by March 1, 2025. Girl Scouts will still receive Cookie Program patches.

*New this year, Girl Scouts in Opt-Out Troops will still qualify for Super Sellers when selling 800+ packages.

Overall, 76% of Cookie proceeds stay local. After paying for the cookies, Girl Scouts of the Sierra Nevada reinvest the rest of the funds directly into our local troops, service units, and Girl Scouts. On the right is how our cookie crumbles.

Programs & Supports include programs like camps, destination travel, road trips, events, rural program boxes and specialty programs across our region; Supports include facilities & maintenance, troop supports like start up funds and trainings, volunteer trainings and appreciation events.

Cookies really do fund the FUN and make Girl Scouting possible!



COOKIE PARTICIPATION OPTIONS

Selling Girl Scout Cookies is one of the most iconic activities Girl Scouts engage in. Just like the world's largest companies, the Cookie Program allows Girl Scouts to experience four key business models: online; direct sales; booths; or hybrid. This program is flexible and customizable to fit the needs of every Girl Scout. Troops and Girl Scouts can choose to participate in one, two, three or all four levels of participation. Help your Girl Scouts consider how they will reach their goals, the time they have to invest in cookies and the network available to them for each business model.

Note: Troops are financially responsible for all inventory picked up from the initial order and/or cookie cupboards. Exchanges are allowed in the first two weeks of cupboards and to replace damaged cookies. Cookies are non-returnable.

E-COMMERCE ♦ DIGITAL COOKIE

Your Girl Scout will become an e-comm extraordinaire with a growing customer list, digital marketing strategy, and dashboards to monitor their progress in reaching goals. Girl Scouts can choose to manage physical inventory for personal delivery or leverage direct ship options right from our cookie warehouses.

Benefits: Simplicity, Modern Marketing, Personal Brand

Consider: Cyber-Safety, Caregiver's/Girl Scout Access to technology

DIRECT SALE ♦ ORDER CARD

Just like the growing, multi-billion direct sale industry, your Girl Scout will learn the personal touch required to sell directly to a customer base with a Cookie Order Card. Taking in-person orders or participating in walkabouts, participants manage inventory and orders, submit reorders as necessary, and build relationships with customers.

Benefits: Practice People Skills, Real Time Financial Literacy, Personal Touch

Consider: Time Investment, Safety Guidelines for walkabouts

BRICK & MORTAR ♦ BOOTHS

The most visible component of the Girl Scout Cookie Program is also the most visible component of the retail world: the physical location. A cookie booth will require merchandising skills, public speaking skills, and creativity as Girl Scouts entice customers to purchase their favorites or try a new flavor while on the go.

Benefits: People Skills, Fun, Money Management

Consider: Ensure Caregivers and Volunteers are background checked GSSN members and commit to booths before scheduling, Booths are rain or shine (or snow).

HYBRID ♦

Successful retail businesses create an omnichannel strategy, combining the advantages of multiple business models. Cookie Entrepreneurs learn how different models fit together to satisfy their customers, and learn new models, adapting to changing conditions. This is innovation, customer service and problem solving at its best!

Benefits: Girl Scouts, Caregivers, and Troops can decide what works for them

Consider: Girl Scouts may have very different selling experiences

SETTING GOALS

Girl Scouts and troops set cookie sales goals and, with their team, create a plan to reach them. This matters because they'll need to know how to set and reach goals to succeed in school, on the job, and in life. Sharing these goals inspires customers to give their support. After all, who doesn't want to help someone achieve a goal?

Here are a few tips for goal setting:

TROOP GOALS

- Invite all Girl Scouts to brainstorm what they want to do with their cookie proceeds. What would that cost? How many cookies will they need to sell to make it happen? Once they have settled on a goal, discuss what they will need to do to reach it. Report out progress towards the goal throughout the sale to keep them motivated.
- New troops: Consider the amount of support you have within the troop. Are parents active and willing to participate in booths. Review your initial order and gauge participation in the sale. Questions? Connect with your service unit product sales coordinator for advice. After all, they've been there, done that!
- Returning troops: Review your past sales. Discuss with your troop how they might adjust their goal for this season.

GIRL SCOUT GOALS

- Discuss individual goals with each member of your troop. Do they feel the goal is achievable? How do they plan to reach the goal? What skills do they hope to grow and develop?

Did they participate last year? Share the sales information from last year. Do they have a reward level they're motivated to achieve? Reflect on experiences selling in the previous season and how things may be different this season, and get a feel for the family's comfort level.

Are they new to cookies? What are the ways they feel comfortable selling? Are they aware of the cookie rewards and wants to earn certain items?
- Include parents/guardians! Do they agree with the goal? Is it realistic? A Family Cookie Business Meeting is a good time to ensure families are on board with both the Girl Scout and troop goals.

HOW TO GET COOKIES

There are four main ways for troops to get cookies:

- **Initial order:** Placing an initial order ensures girls have the cookies they need to start their sales on **February 17**. Order extra to cover sales between the initial order deadline and cookie drop, plus add in your first few booths .
- **Cookie Cupboards:** Need cookies for booths or for additional sales? Visit a Cookie Cupboard for a restock. Cookies can be picked up by the case. All of our cupboards are volunteer led. Please be mindful of the posted hours of your cupboard manager and respect their time and effort! GSSN currently has cupboards in Elko/Spring Creek, Fallon, Carson City, Gardnerville/Minden, Bishop and South Lake Tahoe. An up to date list will be available on the GSSN Website in February.
- **Cookie Truck @ GSSN:** During February and March, visit the Cookie Truck at GSSN Main Office. Once cookies arrive, the Cookie Truck is open Wednesday - Saturday. A schedule will be posted in February.
- **From other troops:** Troops that have too much inventory can connect with troops that need inventory. Connect with your Service Unit Product Sales Coordinator to learn about the tools your Service Unit and troops uses to move cookies or check out the Girl Scouts of the Sierra Nevada Cookie Exchange.

HOW COOKIE MONEY WORKS

Troops are financially responsible for cookies received from: the initial order, the cookie cupboard, or another troop.

Girl Scouts receive cookies from the troop. These cookies are transferred to the Girl Scouts in Smart Cookies. Girl Scouts/families will collect money from customers and then provide payment to the troop. When customers pay by credit card, these payments are credited to the Girl Scouts in Smart Cookies. After being provided with their initial cookie order, families must have 50% or more of the total money due turned in before being provided with more cookies. Receipts must be provided for all cookie and money transactions. The TPSC ensures that money is deposited into the troop bank account. We recommend deposits are completed on a weekly basis, or more frequently if needed.

The payment for the cookies and council proceeds will be removed from the troop bank account in two ACH withdrawals; One during the sale and another a few weeks after the sale ends. The Troop Balance Summary in Smart Cookies gives a full overview of the troop inventory, proceeds, PGA, cookie transfers, and more.

TROOP COOKIE MANAGER CHECKLIST

Use this checklist to ensure you're on track with completing tasks before, during, and after the sale.

BEFORE COOKIES ARRIVE: NOW-EARLY FEBRUARY

- Receive Cookie Program materials from your service unit product sales coordinator.
- Complete training! This year, we are training with our service units. Additional trainings will be held at Council and zoom options will be available.

- Watch for an email to register your Smart Cookies account for the season. Add noreply@abcsmartcookies.com to your safe senders list to ensure you receive the email. Login to Smart Cookies and review your rosters. Emails go out around 12/10
- Distribute cookie materials to Girl Scouts.
- Host an in-person or virtual Family Cookie Business Meeting. Instruct all families to complete the Online Cookie Permission Slip. The link is posted on Cookies+ of the GSSN Website.
- Complete the TPSC Agreement form
- January 10** : Go Day. Digital Cookie opens and girls can begin taking pre-orders
- January 29**: Round One of the Booth Lottery. Troops can secure up to three booths during this round.
- January 30**: Round Two of the Booth Lottery
- January 31**: Booth Scheduler Opens for First Come First Serve

- February 1: Initial Orders are due.**
- February 5-12: Mega Drop Cookies Arrive** Arrange for pickup of the troop's initial cookie order on your assigned delivery date.
- Set a cookie schedule. Let families know when orders are due and when cookies will be ready for pickup each week. Inform families of the date when all unsold cookies can be returned to the troop before the end of the sale.

DURING THE SALE: FEBRUARY 14-MARCH 9

- Stay up to date with TPSC emails and gssn.org for important updates for your role.
- Need additional cookies? Visit a cookie cupboard or place a planned order by the posted deadline.
- Monitor families' cookie inventory and be ready to arrange cookie transfers between girls, if needed.
- Use Smart Cookies to manage troop inventory and distribute cookies to girls.

AFTER THE SALE: MARCH 9 +

- March 10**: Make reward choices for girls.
- March 15**: Ensure final deposits are made in the troop bank account. If needed, complete the Slow Pay paperwork report any issues.

POLICIES

Our Girl Scout Cookie Program is a fun and rewarding opportunity to fund girls' leadership experiences, adventures, and goals. Sometimes though, there are some tough questions that we would like to answer so you feel prepared. Please refer to the following pages for information on our Rules, Policies, and Procedures . Selling Issues, Customer Returns, Damaged Product, Fire/Theft/Burglary/Robbery, and tax information. As a Troop Product Sales Coordinator / Troop Leader, it is your responsibility to inform your parents about the rules surrounding the Cookie Program

TWO ADULT RULE

- During any Troop Event, including booth sales, two (2) background checked adults must be present and monitoring the girl scouts at all time.
- In California, there must be at least two trained mandated reporters when volunteers are supervising or in contact with children (this requires a livescan background check).

BACKGROUND CHECK REQUIREMENTS

- Regular Volunteers in California need a livescan background check and must complete mandated reporter training.
A regular volunteer with the youth service organization is defined as a person who is 18 years of age or older and who has direct contact with, or supervision of, children for more than 16 hours per month or 32 hours per year.
Hours add up fast when parents are helping during cookies and other times of the year. Encourage your parents get a livescan so they can help often!
For more information on AB506, please visit our website. Questions? We're here to help! Email girlscoutshelp@gssn.org for assistance.
- Volunteers in Nevada need a regular background check if they plan to volunteer in either of the following capacities:
Any person who will have direct contact with girls.
Any volunteer with financial responsibility.

BOOTHS

- A booth is any sales location in front of a business or organization.
- All booths require prior authorization from GSSN and approval from the owner/manager of the location.
- Council secures booth locations at large stores, national retailers, and chain stores. Do not approach large stores about booths unless given permission by GSSN Product Sales staff. A full list of council secured booths will be listed in the 2025 Booth Essentials on www.gssn.org
- All booths require certain ratios to maintain Girl Scout safety. Booths require:
Two background checked Adults
Two to four Girl Scouts
Mom & Pop Stores Exception: At small business, one Girl Scout can operate a booth with TWO Adults. The two adult rule always applies at booths. The Girl Scout must be Cadette or above.
- Troop Secured booths are allowed and will be approved on a case-by base basis after February 6. Troops can hold any number of approved Troop Secured Booths, however a location that is willing to have troops there more than twice require the location to be added to the booth lottery.
- Tip Jars are not allowed. Troops can accept donations through Care to Share or Operation Cookie or for an organization that the troop chooses.
- Only Girl Scouts and Background Checked adults are permitted at a booth. Non-Girl Scout attendees are not covered under our insurance and pose a safety risk to all participants at the booth.
- Booths are not permitted outside of establishments where a Girl Scout cannot patron on their own. This includes:
Liquor stores, Bars, night clubs, casinos, dispensaries, and any business that does not allow children to be present or enter
Breweries and Wineries are not permitted unless the location serves meals and allows children inside.

For more information on Booths, check out the 2025 Booth Reference Guide!

SELLING ISSUES

- The cookie program begins on **January 15, 2025**. Girl Scouts are not allowed to take orders or gather sale commitments prior to this date. If this occurs in your troop, please deal with the situation as it occurs. If the problem is widespread, have a girl/parent meeting immediately.
- Selling Issues can include early selling, unauthorized booths, unethical behavior, etc.
- To report a selling issue that you personally witness, please take the following steps:
 - Do not engage
 - Make note of the situation, location, adult present, and Girl Scout by name and/or Troop number.
 - Notify GSSN immediately at girlscoutshelp@gssn.org
- If a selling issue has been reported on a Girl/Caregiver in your troop, you and the troop leader should:
 - Notify the caregiver as soon as possible. Explain the reasons for the rules as it relates to the Girl Scout Promise and Law and business ethics.
 - Remind the Girl Scout and Caregiver that not following the Girl Scout guidelines for the cookie program can result in negative consequences for the entire troop.

CUSTOMER RETURNS

- If a customer chooses to return a product, please take the following steps:
 - Accept the returned product from the customer, even if you did not sell to them.
 - Offer the customer an even exchange for the same or other variety of product
 - If you exchange an item, please contact girlscoutshelp@gssn.org and provide information on the situation and items exchanged so that GSSN can issue a replacement item for your troop.
- Remember, we help all customers even if we did not make the sale. It is rare, but sometimes a customer only comes forward when they see another Girl Scout.

PROBLEMS WITHIN A TROOP

- Troops can sometimes have differences of opinions regarding their involvement in the cookie program. If miscommunications or misunderstandings occur, please attempt to resolve the issue or contact the Product Sales Manager for assistance. Staff at GSSN will help to resolve the situation until permanent solutions can be agreed upon after the cookie program.
- Troops are not permitted to separate or transfer girls during the Cookie Program.
- Cookie funds stay with a troop and are not transferred when a girl changes troops.

FIRE/THEFT/BURGLARY/ROBBERY

- Once cookies have been delivered to the troop, cookies and related funds are the responsibility of the troop, caregivers, and girls. Products should be distributed to the girls quickly, delivered to the customers promptly, and funds deposited frequently to help avoid potential issues.
- In the event that funds are stolen, the police must be notified and a report taken within 48 hours of the incident. The number of packages and/or money stolen must be specified on the police report. The police report must be submitted with an explanation in writing directly to GSSN as soon as it is available. In some cases, homeowner's insurance will cover the loss. Please make a copy of the police report for your troop records.

DAMAGED PRODUCT

- If you receive a damaged product (dented packages, crushed, cases missing individual packages), please take the following steps:
 - Take a picture of the outside of the CASE where the printed code is visible and send the picture to CookieVolunteer@gssn.org
 - Damaged product can be returned to any cupboard for a replacement. Please return damages as you encounter them. Do not wait until the end of the program to handle any damage issues.

2025 GIRL SCOUT COOKIE SEASON

KEY DATES*

Troops can access Smart Cookie: Check Rosters	December 15, 2024
Official Start of Cookie Season: Digital Cookie Opens for Girls and Troops	January 10
Parent Initial Orders Due (TPSCs can edit orders if needed)	January 27
Booth Lottery Opens - Round 1	January 29
Booth First Come First Serve - Round 2	January 30
Booth Scheduler opens for any remaining booths	January 31
Troop Initial Order Deadline. TPSCs enter troop orders and check parent initial order entry	February 1
Pre-Order Cookies Available: Check with SUPSC for dates	February 5-12
Cookie Cupboards open	February 14
National Cookie Weekend	February 14-16
First ACH withdrawal from troop bank account 50% of Initial Order	February 26
Last Day to Exchange any full, unopened case of cookies at any cupboard. Cookies are non-returnable.	February 28
Last Day of Sale / Last day to process orders through Smart Cookie	March 9
Slow Pay Paperwork due to GSSN Second ACH: 100% of Sales	March 15

**GOT QUESTIONS?
GIRL SCOUTS OF THE SIERRA NEVADA IS HERE TO HELP.**

Call: 775-322-0642 | Email: girlscoutshelp@gssn.org

Online: Search for Cookie + our website www.gssn.org

Social: To connect with other volunteers on Facebook, search "Girl Scouts of the Sierra Nevada"

**All dates subject to change, refer to Cookie + for the most current information.*