

girl scouts
of south carolina
mountains to midlands

2024-2025 Girl Scout Cookie Program®

Family Manual





With each new cookie season, Girl Scout entrepreneurs embrace the possibility of all the excitement that lies ahead.

The information in this guide is crafted to help you empower each and every Girl Scout to reach their goals — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started and Embrace Possibility.

Rewards

Girl Scouts earn mascot themed rewards during the cookie program. Rewards are cumulative based on packages sold. See the rewards list on the next page.

Cookie Dough

Cookie Dough is a council-issued reward that can be spent on most Girl Scout related activities. This may include program and event fees, retail store purchases, and girl membership registration fees.

Troop Proceeds

Troops proceeds are calculated on a Per Girl Average (PGA) or girls selling. The more cookies your troop sells, the more money your troop earns for each box sold (see chart). Troop proceeds belong to the Girl Scout troop and not the individual members of a troop.



PGA	\$ per pkg
1-350	\$0.65
351-440	\$0.75
441+	\$0.85

Girl Scouts of South Carolina Mountains to Midlands 2025 Cookie Program Rewards

My Personal Goal: _____

NUMBER OF PACKAGES

Booth Sales



Booth Sales Patch
100+ pkgs



Gift of Caring Reward



Gift of Caring Patch
25+ GOC



Digital Cookie Reward



Techie Patch
25+ pkgs

Bar Patch

100+

Highest level achieved

1000+

Initial Order Reward



Trefoil Beanie
300+ Initial Order pkgs

Final Troop Reward



Panda Do-si-dos T-shirt
350+ PGA
shirts for each girl selling plus
2 Volunteers



Embrace Possibility Patch
50+ pkgs

EMBRACE POSSIBILITY



Theme Decal Set
100+ pkgs



Cooling Headband
150+ pkgs



Panda Pom Pom
200+ pkgs



Panda Stationary
250+ pkgs



Panda Water Bottle
300+ pkgs



**"Mei Lan" the Panda AND
Super Patch**
350+ pkgs



**Take-Along Utensil Set AND
Bento Box OR Scarf**
400+ pkgs



**2025-2026 Girl Scout
Membership**
600+ pkgs



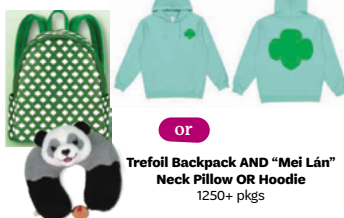
**Panda Hooded Blanket OR
Customized Trefoil Blanket**
700+ pkgs



**Trefoil Karaoke Machine OR
Council Baseball game**
Dates: TBD
850+ pkgs



**Pottery/Art Experience
(Columbia) Date: April 5th
Pottery/Art Experience
(Spartanburg) Date: April 12th**
1000+ pkgs



**Trefoil Backpack AND "Mei Lan"
Neck Pillow OR Hoodie**
1250+ pkgs



**Action Patch AND Trefoil Waffle
Maker OR Trefoil Tumbler**
1500+ pkgs



Camp Timber Ridge Weekend, Atlanta
Date: May 2nd - 4th
AND 2025 Year Bar Patch
2025+ pkgs



Fitbit Activity Tracker OR Pajama Set
2500+ pkgs



Cookie Hall of Fame Brick
2750+ pkgs



**Cruise Date: June 16th - 21st 5 day cruise
OR Free Week of Summer Camp**
3000+ pkgs

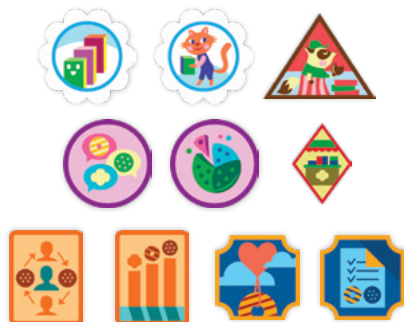


**Surprise Experience on Cruise OR
Camp Care Package**
4000+ pkgs

GSSC-MM 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.

Cookie Business Badges

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.



Entrepreneur Family Pins

It's never been easier to support your Girl Scout as she develops business skills, makes amazing memories, and earns a different pin every cookie season. The simple, age-specific guidelines meet her where she is developmentally, making success a snap. Girls can earn a new pin each year to keep your family engaged in her business.



Skills Development

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

- 1 Goal Setting**
Girl Scouts learn how to set goals and create a plan to reach them.
How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.
- 2 Decision Making**
Girl Scouts learn to make decisions on their own and as a team.
How you can help: Talk about how they plan to spend the troop's cookie earnings.
- 3 Money Management**
Girl Scouts learn to create a budget and handle money.
How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.
- 4 People Skills**
Girl Scouts find their voices and build confidence through customer interactions.
How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5 Business Ethics**
Girl Scouts learn to act ethically, both in business and life.
How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



About the Program



Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/guardian must read, agree to and abide by the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge*, and the *Supplemental Safety Tips for Online Marketing* before engaging in online marketing and sales efforts through the Cookie Program.



Important Dates

January 6, 2025

Girl Scout Cookie Program Begins

January 22, 2025

Initial order period of Girl Scout Cookie Program ends

February 7-12, 2025

Cookie delivery to troops and SU

February 14, 2025

Direct/Cookie Booth sales begin

February 21-23, 2025

National Girl Scout Cookie Weekend

March 9, 2025

In-person Girl Scout Cookie Program (girl delivered & booth sales) ends

March 10, 2025

Girl money due to Troop Cookie Manager

Basic Cookie Standards

Start Date: Monday, January 6, 2025

- Girls are on their honor not to begin selling or delivering in-person before the official start date: January 6, 2025.
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Craigslist, etc.).
- All girls must be registered Girl Scouts for the 2024-25 membership year.
- The price of cookies is non-negotiable with no discounts.
- Cookies may not be purchased for resale.

Parent Responsibilities

- Families are responsible for the cookies that are ordered, signed for and received.
- All funds collected must be turned in to the troop often.
- Sign a receipt for each exchange of money AND product.
- Follow through on girl delivery purchases accepted through order cards and Digital Cookie.
- Assume financial responsibility for all cookies taken from the troop.
- Families should keep current records of how many cookies they have received/sold and money due.

Remember to:

- Determine how many cookies you are willing to accept.
- Sell at a level that is comfortable for you, regardless of the council recommendation or troop goal.

Need help?

Scan the QR code to access cookie resources from guides to marketing materials.



Ways to Participate

Participating in the Cookie Program is easy. Girls and troops have several ways to creatively reach their goals. Here are just a few ideas to get started:

In-Person

Girl Scouts can stay local and sell in their neighborhoods—and 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.)

Cookie Booths

Troops or groups of Girl Scouts work together to market their cookies outside a pre-approved location (like a grocery store, bank, mall or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers. Parents should talk with their troop cookie coordinator if you would like to participate in a cookie booth.

Digital Cookie

Girl Scouts can ship cookies straight to customers, accept orders for donations or have local customers schedule an in-person delivery.

Digital Cookie Website

- Use the website to set up Girl Scout's online storefront and send marketing emails.

Digital Cookie App

- Use the app to accept credit card payment for in-person purchases.

Cookie Program Safety Tips

1. Show you're a Girl Scout. *Wear your uniform.*
2. Buddy up. *Use the buddy system—it's safe and fun.*
3. Be streetwise. *Sell where you are familiar with your surroundings.*
4. Partner with adults. *Always sell with an adult.*
5. Plan ahead. *Be prepared for emergencies and keep money safe.*
6. Do not enter any homes or vehicles. *It's best for your safety to wait outside.*
7. Sell in the daytime. *Sell during daylight, unless accompanied by an adult.*
8. Protect privacy. *Never give out your name, address, or email.*
9. Be safe on the road. *Follow safe pedestrian practices.*
10. Be safe online. *Agree to the GSUSA Internet Safety Pledge*





Become a true cookie boss in four easy steps!

Digital Cookie®

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

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.



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.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.





Digital Marketing Tips for Cookie Entrepreneurs and Families



The Girl Scout Cookie Program® offers unique opportunities to engage in online marketing and sales as they learn about ecommerce and how to think like entrepreneurs.

Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie® website and social media platforms.

Safety tip: Girl Scouts of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all Girl Scouts should have a hands-on role in marketing their cookie business.



1. As you set goals for your cookie business, think about how digital marketing can help you meet them. Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Digital Cookie® link to reach them. Be sure to:

- **Be honest.** Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie® site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
- **Create a sense of urgency.** After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
- **Make an impression.** Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
- **Highlight special features or products.** Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints are made with vegan ingredients?
- **Use a clear and prominent call to action.** Share your goal and exactly what your customer can do to help you achieve it.

Safety tip: Make sure your marketing materials don't reveal your personal contact information (like your address, school, or last name) or your cookie booth location.



2. Earn one of the Cookie Business badges to help you discover new skills. Each badge has digital marketing skills built right in.



My First Cookie Business



Cookie Goal Setter



My Cookie Customers



Cookie Decision Maker



My Cookie Team



Cookie Collaborator



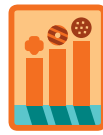
My Cookie Venture



Cookie Market Researcher



Cookie Innovator



My Cookie Network



Cookie Boss



My Cookie Business Resume



Cookie Influencer



3. Use digital marketing to expand your network and grow your people skills. Try some of the following strategies:

- **Think of your favorite brands, and then check out their websites and social media accounts.** What do they do to create a relationship with their customers on social media? What can you do to safely build a relationship with your online customers?
- **Use platforms that potential customers could be on.** Think about your target customers and where they're most active online. Sales links should never be posted to online resale sites. Social media ads should not be purchased or donated to promote a Girl Scouts sales link.
- **Engage your customers through email marketing.** Send an email through Digital Cookie® to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.
- **When creating marketing content for materials, remember to get permission to use any images, songs, content, or ideas that come from someone else.** When in doubt, create your own!
- **Use a vanity URL to add a creative component,** but remember that cookie names are trademarked and shouldn't be part of the vanity URL.
- **Turn loyal customers into brand advocates.** Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
- **Avoid spam emails.** Spam is an email that has been sent to someone without their permission. Always get permission to add someone to your email list.
- **Use marketing to inspire, educate, entertain, and entice your prospective customers.** Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications—consider writing a poem or recording a video to educate and convince potential customers to buy from you.
- **Show off customer testimonials.** Collect and share testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
- **Say thank you!** Impress customers with a custom thank-you message via email or social media. As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use.

Safety tip: To protect your personal identity, never directly message people you don't know online or through social platforms. And remember to always use your secure sales link for orders.



4. Practice business ethics by safely marketing online. Before you get started, review the below safety standards. When in doubt, revisit these resources.

- You and your supervising parent/guardian must read, agree to, and abide by the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#) before engaging in online marketing and sales efforts through the cookie program.
- Review Girl Scouts' [Safety Activity Checkpoints](#) for Computer and Internet Use and Cookie and Product Program on your council's website.

Click [here](#) to access the resources below.



Digital Cookie®

Training Material Index for LBB Council Caregivers/Girl Scouts

Registration

Site Registration	Tip Sheet	Video (initial login)
Site Registration Girl Scout 13 and Over	Tip Sheet	
Forgot Password/Password Reset	Tip Sheet	
No Registration Email	Tip Sheet	
Unlock Account	Tip Sheet	
My Account Tab	Tip Sheet	
Dashboard	Tip Sheet	

Site Setup

Site Setup	Tip Sheet	Video
Site Setup-Girl Scout 13 and Over	Tip Sheet	
Photo/Video Upload	Tip Sheet	Video
Marketing to Customers	Tip Sheet	Video

Order Management

My Cookies: Initial Order	Tip Sheet	Video
Order Received: In-Person Delivery	Tip Sheet	Video
Order Received: Shipped/Donated	Tip Sheet	
My Cookies: Delivery Settings	Tip Sheet	Video
My Cookies: Inventory by Variety	Tip Sheet	Video
My Cookies: Inventory by Category	Tip Sheet	Video
My Cookies: Financials	Tip Sheet	Video

Site Features

Entrepreneur Pin and Badges	Tip Sheet	
My Rewards	Tip Sheet	Video
Cheers	Tip Sheet	
Closing Your Site Early	Tip Sheet	

Mobile App

Mobile App Caregiver/Girl Scout View	Tip Sheet	Video
Mobile App Booths	Tip Sheet	Video

Customer Support Help

Digital Cookie Website (Site set up • Reports • Customer list • viewing orders • Mobile App, etc.)	<ul style="list-style-type: none"> • Parent/Girl Scout FAQs • Contact Customer Support with a System Issue
Digital Cookie Registration & Account Information Support	<ul style="list-style-type: none"> • Contact Customer Support with Registration Issue • Contact Customer Support with Account Information Issue
Direct Shipped & In-Person Delivery Order Inquiries	<ul style="list-style-type: none"> • Customer FAQs • Order Status Page • Contact Customer Support with an Order Issue
Customer Experience Tip Sheets	<ul style="list-style-type: none"> • In-person Delivery Order / Shipped Order

Physical Cookie Booths



Cookie Booth Tips for Girls & Parents

- If you are the first troop at a booth sale site, always check in with the store manager before setting up your cookie booth to let them know you are there and to verify you are setting up in the right place.
- Do not ask the place of business for change.
- Make eye contact with the customer and ask, “Would you like to purchase Girl Scout Cookies?” Be prepared to share your troop goal and how proceeds will be used.
- Always thank the customer, whether or not a purchase is made.
- Ask customers on their way out of the place of business. Never badger customers.
- Secure your money to prevent loss and/or theft. Have the Emergency Procedures card on hand. You can get this from your troop leader.
- Troops should purchase a counterfeit detection pen and teach girls how to check for counterfeit bills (DO NOT ACCEPT \$50 or \$100 bills).
- The Troop Booth link can be displayed on a poster at the booth instructing customers to order online at that time or while they shop. They pay by credit card—then stop by the booth on their way out of the store for touchless pickup of their order.

Physical Cookie Booth Basics

- Booth sales shifts are different lengths of time. Please remember that your shift begins at the allotted time and ends at the allotted time. Please plan to pack up your booth 10-15 minutes before your shift is complete so that you are done when your shift is complete.
- **Have at least two adults (adults must be registered, background checked, and have taken the child abuse training) and two girls (buddy system) on site at all times; no more than four girls. NO ADULT-ONLY BOOTHS.**
- Adults should be attentive to the girls at all times. Keep electronic devices out of sight.
- Girls should do the selling and handling the money (age-appropriate skill builder). Adults should supervise younger girls.
- If it is raining or very hot, set up a canopy. Do not set up inside the store unless you have permission from the store manager. Dress for the weather and bring appropriate items (ear muffs, hand warmers, etc.).
- Do not keep your car at the booth site. It should be moved immediately after unloading/loading.
- Do not accept checks at cookie booths.
- Credit cards are accepted.
- Girls should never play at the booth, run into the parking lot either to ask customer to purchase cookies or to play.
- Girls should be identifiable as Girl Scouts by wearing a membership pin, official uniform, tunic, sash or vest, or other Girl Scout clothing.
- Keep cookies out of the sun and/or rain.
- CLEAN UP BEFORE YOU LEAVE and take your trash and empty cases with you. Remember, a Girl Scout always leaves the place cleaner than she found it!
- Not Allowed: Pets, tagalongs (younger/older siblings); adults or girls smoking or vaping; or other food or chewing gum.



Cookie Dough



Girls who participate in the Girl Scout Cookie Program and sell 350–400 packages will earn \$20 in Cookie Dough. For every additional 100-package increment sold, girls earn an additional \$10 in Cookie Dough. Maximum amount of cookie dough earned per year is \$200.



Boxes	Cookie Dough	Boxes	Cookie Dough
350-400	\$20	1301-1400	\$120
401-500	\$30	1401-1500	\$130
501-600	\$40	1501-1600	\$140
601-700	\$50	1601-1700	\$150
701-800	\$60	1701-1800	\$160
801-900	\$70	1801-1900	\$170
901-1000	\$80	1901-2000	\$180
1001-1100	\$90	2001-2100	\$190
1101-1200	\$100	2101+	\$200
1201-1300	\$110		

Cookie Dough may be used for:

- Council-sponsored Girl Scout day camp and resident camp fees
- Council-sponsored program event fees
- GSUSA-sponsored destinations
- Council-sponsored trips with regional, national or international itineraries
- Girl Scout Silver and Gold Award project expenses
- To help pay for Girl Scout Lifetime Membership
- Renew annual Girl Scout membership
- Purchases in Girlz Gear Shops

From self to selfless:

- A girl may designate the unused value of her Cookie Dough prior to its expiration date to help sustain and build Girl Scouting in our council.

Donated Cookie Dough may be used for:

- Outreach support
- Financial assistance and camperships
- Equipping and maintaining our Girl Scout camps
- Council-sponsored teen program options

You will receive instructions on how to donate when Cookie Dough is distributed.

Sister-to-sister transfers will be accepted (registered Girl Scout sisters living in the same household).

Unused value may not be redeemed for cash.

2025 Cookie Dough expires September 30, 2026.

Support Girls' Success



The Girl Scout Cookie Program is an essential part of a Girl Scout's year. The program not only teaches valuable business skills but helps girls raise funds for programs, community service, and travel throughout the year.

Your support is crucial in ensuring every girl is given the opportunity to participate in Girl Scouting and help make her dreams become reality. We appreciate you and the time you are dedicating to our girls, and we invite you to join another group of amazing individuals who invest in the next generation of world changers through giving. If you are interested in becoming a donor, please follow the link below or contact Jody Jernigan, Chief Development Officer, at 803-687-1405 or jjernigan@gssc-mm.org for more information.

<https://www.gssc-mm.org/en/donate/Donation.html>

If you feel you are doing all you can in support of Girl Scouts, please share this message with others, so everyone has the opportunity to support today's Girl Scouts as they build leadership skills and realize their bright, bold futures.





Girl Scout Cookie Buyout Program

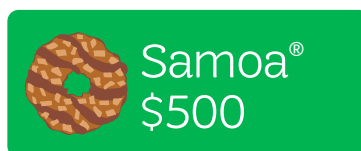
girl scouts
of south carolina
mountains to midlands



Surprise a troop and buy out their inventory of cookies!

When you support our Girl Scout Cookie Program, you are investing in developing young entrepreneurs, teaching money management skills, and funding Girl Scout experiences. Whether it's a trip she'll never forget, a service project that will change her community forever, or the opportunity to build a lifetime of memories at camp, Girl Scout Cookies help make it happen!

Levels of Support



Level of Support	Tagalong: \$250	Samoa: \$500	Thin Mint: \$1,000
Recognition at Volunteer Appreciation Event	✓	✓	✓
Ad or Name in Volunteer Appreciation Program	Quarter-Page Ad	Half-Page Ad	Full-Page Ad
Social Media Promotion	✓	✓	✓
Newsletter Spotlight			✓
Newsletter Ad	Logo	Small Ad	Large Ad

Name: _____

Business/Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Preferred Contact Method: ☐ Email ☐ Phone

Choose a date:

☐ March 1 ☐ March 2 ☐ March 8 ☐ March 9 ☐ Other: _____

At the above date(s):

- ☐ I will send a representative to surprise the troop on-site and be available for a photo opportunity at _____ a.m./p.m.
- ☐ Please send a Girl Scout representative on our/my behalf.

This is a flat donation supporting our Girl Scout troops and council. Please let us know if you prefer to donate or keep the unsold cookies. The benefits listed reflect your level of support. Multiple troop buyout options are available.

Cookie Marketing



Promotional Merchandise

Girl Scout Cookie gear is available to help promote your business, whether walking in your neighborhood or at a cookie booth.

Cookie Apparel, Door Hangers, Yard Signs, Thank You Cards, Banners, Money Pouch, Cookie Cart, Tablecloth, Fun Patches, Car Magnets, Button, and more...

Visit gssc-mm.org and visit our online shop to learn how to purchase these items.



Booth Kit

Your Girl Scout Troop has decided to have a cookie booth to expand their Cookie Program experience and work toward their goals, now what?

This Cookie Booth Kit will provide you information and ideas to ensure you and your girls have a great experience whether in-person or online! Work with your troop cookie coordinator to participate in booths.

What it includes:

- Promotions
- Supplies List
- Etiquette
- Recording your Sales
- Booth Inventory
- Graphics and Signs

5 for 5

The 5 for 5 Promotion was designed to not only give customers a fun chance to win more cookies, but also help girls and troops increase their cookie sales.

For Customers

When customers buy 5 boxes of cookies, they can enter into an online drawing to win 5 cases (60 boxes)!

For Troops

Any girl that sells 5 packages of cookies through Digital Cookie will be entered to win 5 cases of cookies. Orders have to be done through Digital Cookie and can be from a Girl Scout or at a cookie booth. The winner will be announced at the end of the sale.

Booth Contest

Are the Girl Scouts in your troop the most creative cookie entrepreneurs around? Let your creative and innovative side soar during the Cookie Booth Contest! Nothing will generate more excitement and attract more customers to your booth like a nicely-decorated cookie booth! Contest is open to troops and Individually Registered Girls.

How to Enter

1. Take a photo of your cookie booth.
2. Upload photo as a comment on the weekly Cookie Booth Contest Facebook post (posted on Monday mornings).
3. Vote for your favorite booth in the contest by reacting to the picture comment.
4. The booth comment with the most reactions on it will win the contest!

Social Media Toolkit

The Social Media Toolkit gives girls (and parents) tools to highlight their businesses in creative ways and help them meet their goals. You'll have everything you need to have an amazing cookie season!

Explore the Little Brownie Baker [toolkit online](#) and click on the graphics to download the images. You can also find resources on our council's page [here](#). Explore gifts from GSUSA [here](#). Get ready to have a ton of fun promoting Girl Scout Cookies this season!

Action steps to help you get started — and get sharing:

Create a social calendar that covers different phases of the cookie season, from rallies to booth events.

- Invite girls to join you in brainstorming ideas for social posts that get the attention of cookie fans.
- Take the opportunity to celebrate your troop's achievements on social media.

More Magic

Did you know Little Brownie Bakers® started making Girl Scout Cookies® in 1973? They've been baking with heart for 50 years now! Join us in celebrating their milestone by checking out their new website.

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



Gift of Caring Program

The Gift of Caring Program brings philanthropy to the Girl Scout Cookie Program by providing cookies to soldiers. For various reasons, some customers do not want to purchase cookies themselves, but they want to support Girl Scouts, your troop, and/or our military troops. This program allows them to do all three!

How can Girl Scouts and the community help support the men and women of our armed forces? With Girl Scout cookies: COOKIES FOR SOLDIERS! Midlands and Upstate Chapters of the Blue Star Mothers of America, Soldiers' Angels, and the Girl Scouts of South Carolina—Mountains to Midlands work together during the months of February and March to show soldiers how big our hearts are.

When girls take orders, ask customers if they would like to donate a package to soldiers. If the customer wishes to donate cookies to the Gift of Caring, indicate the number of packages on the girl order form. Customers do not specify flavors nor does the Troop Cookie Manager order these cookies in with your initial order.

Enter Gift of Caring orders in eBudde with the girl's initial order in the column marked Cookie Share (once an initial order has been submitted these cookies cannot be removed from the girl's order). Troops DO NOT TAKE possession of these cookies but are responsible for collecting the money for these orders. At the end of the season, all of these cookies are accounted for and GSSC-MM will make arrangements to have them delivered to our specified organizations.

How are Gift of Caring orders handled at booth sales? For customers who do not want to purchase cookies, you may ask them to purchase cookies for Soldiers. The money is collected and will be notated in eBudde, but there will be 'virtual' (no handling of physical cookies). Customers can also make a donation when ordering online.



2024–2025 Girl Scout Cookies®

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.

\$5

①D



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.

\$5

①D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.

\$5

①D



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.

\$5

①D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.

\$5

①D



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.

\$5

①D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.

\$5

①



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.

\$5

①D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.

\$6

①D

