

2025 Cookie Program

Family Guide



Key Dates

December 14

Digital Cookie Opens

January 11

Initial Order Due to Troop Leader

February 7

Cookie Booth Sales Begin

February 8

Cookie Delivery
to Customers Starts

April 13

Rewards Due to Troop Leader

Important Info

Email _____

Troop Cookie Manager _____

Troop Cookie Manager Phone # _____

Troop Cookie Manager Email _____

Money Due _____

Rewards Due _____

Troop Goal _____

DOC



**Cookie Resource
Page**



Why participate in the Cookie Program?

The Girl Scout Product Program is essential to a Girl Scout's journey and experience. Not only is it her first introduction to the world of business, but she will also develop **5 key leadership skills** that she will use throughout her life! She will experience her own adventure and travel, be involved in her community, lead her fellow Girl Scout sisters, and more!



GOAL SETTING

Your Girl Scout sets cookie sales goals individually and with her troop, and creates a plan to reach them. She develops cooperation and teambuilding skills along the way.



DECISION MAKING

Your Girl Scout helps decide how her troop will spend their cookie money, furthering the critical thinking and problem-solving skills that will help her in many aspects of her life.



MONEY MANAGEMENT

Your Girl Scout takes cookie orders, handles customers' money, and gains valuable and practical life skills around financial literacy.



PEOPLE SKILLS

Your Girl Scout learns how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help develop healthy relationships and conflict resolution skills that she can use throughout her life.



BUSINESS ETHICS

Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.

Helping your girl gain the 5 skills



Check out the 5 skills scavenger hunt to earn an awesome pop-in key chain when she completes the scavenger hunt.



Earn the Cookie Entrepreneur Family Pin.



How to get started

Make sure your Girl Scout is registered for the 2024-2025 year.

Your Troop Leader will have the cookie material needed for in-person sales.

Sign the Girl/Caregiver permission slip and give back to your Troop Leader.

Set up her store front on Digital Cookie and send out emails to friends and family.

Get deadlines from your Troop Leader:

Initial order _____

Money due _____

Rewards due _____

Five for Five Drawing - April 30th

Safety Tips



Safety is most important when selling Girl Scout cookies in your neighborhood, cookie booths, or a walk-about booth. Keep these in mind and talk to your Girl Scout about how to stay safe:

- Let customers know you are a Girl Scout! Wear your vest or membership pin.
- Use the buddy system. Girls in grades K-5 must be accompanied by an adult and girls in grades 6-12 must be supervised by an adult.
- Sell in the daytime and in areas that are familiar to you.

- Do not enter anyone's home or vehicle when making a sale or delivering cookies.
- Have a plan to keep the money safe while delivering cookies, and turn in cookie money regularly to your Troop Leader.
- Never give out your last name, home address, phone number, or email address.
- Do not post Digital Cookie links on garage sale sites, Facebook Marketplace, eBay, or other public sites.



The Power of a Cookie

Girl Scout cookies have taken girls from Girl Scouts Heart of Michigan all over the world. Where will the program take your Girl Scout?! Troop proceeds and Cookie Cash* can help fund her way to where she wants to go. Troops decide together how they would like to use their troop proceeds.

- Troop activities, like going to the zoo, museums, adventure parks.
- GSHOM overnight camp or day camp.
- Materials for troop programs and activities.
- Badges and uniforms.
- GSHOM programming and events.
- Travel – overseas, cruises, or Disney World.

*Cookie Cash is used by the girl for anything GSHOM offers, including our retail shops, camp, programs, registration.

Different Ways to Participate

Digital Cookie (DOC) (Dec 14 - May 1)

This is an online platform for girls to sell in the eCommerce world. Girls can set up their site and send it to friends and family to purchase cookies. The customer has the choice of having the girl deliver the cookies, direct shipping, or donating cookies.

Door-to-Door Sales (Dec 14 - Jan 11)

With an adult, girls can go around their neighborhood or caregiver's place of work to sell using the colorful order card. Customers write out their information and what cookies they would like. Customers pay when girls deliver the cookies.

Booth Sales (Feb 7 - Apr 13)

Troops set up a booth in front of grocery stores, at festivals, or sporting events. Check with the Troop Leader as to when these are happening and if they need help. Booths require 2 adults and 2-6 Girl Scouts.

Walk About Booth (Feb 7 - Apr 13)

Families or troops can walk around the neighborhood to sell cookies in hand.



Goal Getters (Jan 18 - Apr 13)

Like door-to-door sales, girls can take around the Goal Getter form to make more sales and reach their goals. These cookies are ordered after the initial order and picked up at a cupboard.

Hometown Heroes (Dec 14 - Apr 13)

These are cookies that customers buy to donate to a local hero of the girl's choice. Troops decide where to donate. In the past, girls have donated to; fire stations, police stations, hospitals, schools, and military. These can be sold through all avenues of the cookie sale. Since 2020, GSHOM has donated over 118,000 packages of cookies to our Hometown Heroes. Our goal this year is to donate 30,000, which is about 8 packages per girl.

How to get the Cookies

Initial order will be delivered to the troops starting Feb 3.

Your Girl Scout will receive her Initial Order from the Troop Product Manager on _____. The caregiver is responsible to count cookie packages to verify quantity matches your girl's initial order request. Caregivers are responsible for the payment of all cookies they pick up.

To get Goal Getter cookies (for DOC "girl delivered" orders or paper order card), let your Leader/ TPM know the total cookies needed. They will pick up from a local cookie cupboard on Fridays.



Doc Orders only: If your Troop Product Manager is no longer able to pick up the cookies for you, scan the QR code to fill out the Digital Cookie Girl Delivery Form @Julie Benero of what cookies are needed along with the Digital Order Numbers. Your order will be processed by GSHOM Staff. Before using this option, be sure to confirm with your Troop Product Manager first.

How the Cookie Crumbles*

100% of the proceeds from every package of Girl Scout Cookies sold stay local to Girl Scouts Heart of Michigan.

22%

goes toward troop proceeds and girl rewards.



54%

is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services.

24%

goes toward the Girl Scout Cookie Program and baker costs.

*based on averages

GSOM 2025 Cookie Program Rewards



Crossover Patch

During the Treats and Reads season, Girls who sent +25 emails, created their Avatar and shared their site. Now girls can earn the cross over patch by selling +225 cookies by 4/13/25.



Scavenger Hunt Rewards

Complete the 5 Skills scavenger hunt to earn the Bamboo dangle with pop in charm. Bring in the completed sheet to pick up your reward. Due by 4/15/2025.



**Do-si-dos
Panda T-shirt**
225+ PGA



**Gift of
Caring Charm**
18+ donations



**Cookie Booth
Charm**
3 booths



**Cookie Phone
Charm**
25+ emails



Rock Cairn Charm DOC

Sell 100+ packages of cookies between 1/3/25 - 1/13/25 to earn the You Rock It Charm. Bring proof to your local regional center to pick up.



**Embrace Possibility
Charm Patch**
30+ pkgs



**Theme
Decal Set**
60+ pkgs



**Embrace Possibility
Bracelet Set (3)**
90+ pkgs



**Cooling Headband
and Embrace Possibility Charm**
120+ pkgs



**Happy Bamboo
Plush**
150+ pkgs



**Panda Pouch
or \$5 Cookie Cash
+ Action Patch**
185+ pkgs



**Panda Spa Trio
or \$6 Cookie Cash**
225+ pkgs



**Panda Plush or
\$6 Cookie Cash**
275+ pkgs



**Panda Bucket Hat
or \$7 Cookie Cash**
325+ pkgs



**Panda Crossbody
or \$8 Cookie Cash**
400+ pkgs



**Foodie Fun or
\$9 Cookie Cash**
500+ pkgs



**Bright Travels
or \$20 Cookie Cash**
800+ pkgs



**Kiwi Co. Subscription
(3 month)
or \$65 Cookie Cash**
1250+ pkgs



**2 Tickets to Hamilton
(7/31/25)
or \$80 Cookie Cash**
1500+ pkgs



**"2025" Year Bar Patch,
Girl Scout 2026
Membership,
and Pop! Yourself Funko**
2025+ pkgs



**Behind the
scenes of the
Product
Program Life!
(6/20/25)
w/Marketing Kit
or \$100 Cookie
Cash**
2500+ pkgs



**Ninja Creami
or Archery Set
or \$225 Cookie Cash**
3500+ pkgs



**5000+: Mini Projector
w/ screen or 1-week at
GSOM Camp
or \$300 Cookie Cash**
5000+ pkgs



Double Mint Club

Girls who sell \$1250+ in the Treats and Reads Program by 10/14/24 and 600+ cookies by 4/13/25 will earn a six-month subscription to Sock Panda!

Stellar Seller Corner

Stellar Seller: Sell 600+ in cookies by 4/13/25 to qualify for the Build-a-Bear (6/21/25 or 7/11/25) or Lugnuts (5/30/25) events.

Super Stellar Seller: Sell 1000+ cookies by 4/13/25 to qualify for Cedar Point (6/25/25) or Michigan's Adventure on (7/21/25) events.

These must be earned by the date rewards are due. There is no extension. Girls can choose the event or Cookie Cash. Once the deadline has passed, the option cannot be changed.

Girl Scouts will have the choice of the in-person event or Cookie Cash. There is no extension to earn, and once rewards have passed, the selection cannot be changed.



Questions?
helpdesk@gshom.org
1-800-497-2688

girl scouts
heart of michigan