

Short and snappy guide to

COOKIES

2025

This is your simplified guide to cookies! For more in-depth resources, scan the QR Code below for the complete Troop Cookie Manager Guide, step-by-step instructions, videos, & resources to support your cookie season.



To participate in the Cookie Program, troops MUST:

- ☐ Have at least two fully appointed leaders registered with the troop.
- ☐ Have a bank account and current ACH information on file. ACH information should be submitted annually.
- ☐ Have each girl's caregiver sign the Product Program Caregiver Permission Form.
- ☐ Complete the electronic Troop Product Manager Agreement.
- ☐ Attend a live virtual or gsLearn training.

Troop Leaders!

The Troop Product Manager role is essential to your Girl Scout Troop's experience. As a Troop Leader, engage and invite a caregiver to help with the Product Program by inviting them to be a Troop Product Manager.

**Must be a registered Girl Scout volunteer with a completed background check.*

girl scouts 
heart of michigan

Dear Troop Product Manager,

As you know, Girl Scout Product Programs go beyond being just another fundraiser. They serve as a valuable introduction to entrepreneurship, giving girls a voice in shaping their troop experience. The Girl Scout Cookie Program stands out as the largest girl-led business in the world. By creating an environment where girls can develop life-changing skills that pave the way for a positive future they will develop five critical business skills:

1. **Goal Setting:** Girls learn to set goals and create a plan to achieve them.
2. **Decision Making:** Girl Scouts learn to make decisions on their own and as a team.
3. **Money Management:** Girl Scouts learn how to create a budget and handle money.
4. **People Skills:** Girls find their voice and build confidence through customer interactions.
5. **Business Ethics:** Girls learn to act ethically, both in business and in life.

While the logistics of the Girl Scout Cookie Program are important, the skills that girls gain from participating in Product Programs are the main focus, always. Moreover, girls have the chance to fund their own Girl Scout experiences. Last year, over 6,700 Girl Scouts kicked off their Cookie Program, delivering 1,278,372 packages to family, friends, and community supporters, raising a total of \$1,296,285. Through this effort, they learned valuable life skills, earned badges, gave back to their communities, and broadened their horizons.

This booklet, along with the tools available on our website and Rallyhood, provides all the information you need for a successful 2024-2025 Girl Scout Cookie Program. You'll also find QR codes throughout this guide that link to additional resources on our site.

Are you ready to embrace possibility this season? Together, we can reach new heights!

Yours in Girl Scouting,
The Product Program Team

How the Cookie Crumbles*

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



**based on averages*

Troop Proceeds	
Troops earn proceeds based on the per girl selling average (PGA).	
Per Girl Selling Average (PGA)	Troop Proceeds Per Package
1-224 packages	\$0.95
225+ packages	\$1.05
Troops opting out of Rewards	Additional \$.10 per pkg.

*Juliette Girl Scouts are individual Girl Scouts that do not have a troop affiliation.

All Girl Scout Cookies are

\$6.00



Adventurefuls®



Samoas®



Do-si-dos®



Lemon-Ups®



Trefoils®



Thin Mints®



Tagalongs®

Final year!



Girl Scout S'mores®



Toffee-tastic®

Juliette* Proceeds	
Juliettes earn proceed credits that are loaded to a Girl Scouts Heart of Michigan credit card.	
Juliette Cookies Sold	Juliette Credits Issued per 25 Packages Sold
10-24 packages	\$10.00
25-174 packages	\$23.50
175-224 packages	\$24.75
225+ packages	\$26.00

Girl Rewards

Initial Reward:

150+ packages: GSHOM Exclusive Sock Panda Socks

Troop Reward:

225+ PGA: Do-si-Dos Panda T-shirt per participating girl, plus 1 free adult shirt

Hometown Heroes:

18+ Hometown Hero Donations: Gift of Caring charm

Cookie Booths:

3 Booths: Cookie Booth Charm (Troop holds 3 booths, listed in eBudde)

Cookie Tech (DOC):

25+ emails: Cookie Phone Charm

100+ packages (between 1/3-1/13): Rock Cairn Charm

Five Skill Scavenger Hunt:

Bamboo Dangler with pop in charms

Crossover Patch:

To earn, girls must complete the following:

Create your Avatar during Treats and Reads

25+ emails during Treats and Reads

Used the *Share My Site* during Treats and Reads

225+ packages by 4/13/25

Sales

30+: Embrace Possibility Charm Patch

60+: Theme Decal Set

90+: Embrace Possibility Bracelet Set (3)

120+: Cooling Headband and Embrace Possibility Charm

150+: Happy Bamboo Plush

185+: Panda Pouch or \$5 Cookie Cash and Action Patch

225+: Panda Spa Trio or \$6 Cookie Cash

275+: Panda Plush or \$6 Cookie Cash

325+: Panda Bucket Hat or \$7 Cookie Cash

400+: Panda Crossbody or \$8 Cookie Cash

500+: Foodie Fun or \$9 Cookie Cash

600+: Build-a-Bear (6/21/25 or 7/11/25) or Lugnuts Events, or \$20 Cookie Cash and Do-si-Dos Panda Charm

800+: Bright Travels or \$30 Cookie Cash

1000+: Cedar Point (6/25/25) or Michigan's Adventure (7/21/25) or \$50 Cookie Cash and Butterfly Charm

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

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

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

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

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

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



What is opting out and how can I do so?

Junior through Ambassador troops can choose to opt out of girl rewards/cookie cash and earn an additional 10 cents per package in troop proceeds.

- Troop per girl selling average must be at or above 225 packages.
- Girls must decide, unanimously, to opt out of rewards.
- Caregivers must be notified of the troop decision.
- Patches and troop rewards (i.e., troop t-shirt) will still be awarded to troops opting out of rewards.

In the settings tab in eBudde, simply choose "opt out" by your Initial Order submit date. If troops DO NOT earn the 225 PGA by the end of the normal cookie sale, they will be opted back into individual rewards. *Please note: This will impact the amount owed to Girl Scouts Heart of Michigan.*

Finances

2024-2025 Product Program Automated Clearing House (ACH) Payments Troop Instructions

ACH Sweep Dates

Schedule	Payment Date	Deadline for changes
ACH Payment #1 (Early Sales)	12/12/2024	12/5/24
ACH Payment #2 Initial (75% of I/O)	2/28/2025	2/21/25
ACH Payment #3 Remaining I/O balance due; plus February Booths 1/31-2/25	3/21/2025	3/14/25
ACH Payment #4 March Booths 2/26-3/25	4/17/2025	4/11/25
ACH Payment #5 April Booths 3/26-4/29	5/16/2025	5/9/25
ACH Payment #6 May Booths 4/30-5/27	6/20/2025	6/13/25
ACH Payment #7 June Booths 5/28-7/1	7/18/2025	7/11/25

Money Collection

- ➡ All checks should be made payable to Girl Scouts Heart of Michigan (GSHOM).
- ➡ No money should be collected by anyone until cookies are delivered, except for DOC orders.
- ➡ Distribute product promptly to the girls. Initial cookie orders should be completely delivered to customers within three weeks. When caregivers pick up their cookies, the Troop Cookie Manager and caregiver must sign a receipt for the number of cookies taken.
- ➡ Collect money from girls often. Count all money turned in to you, with the caregiver present. Use a receipt book to record payments. Give caregivers a copy and retain a copy.

NSF Checks

If a customer's check fails to clear the troop account, complete an NSF Check form (available at www.gshom.org) and Girl Scouts Heart of Michigan will reimburse you for the check and fees.

OMR



NSF Check Form



ACH



Outstanding Money

If a caregiver fails to turn in payment by the deadline:

- Notify the caregiver immediately and remind them that payment was due.
- If payment becomes delinquent, complete an Outstanding Money Report (OMR), available online at www.gshom.org. Be sure to attach a copy of the signed permission slip and receipts. Outstanding Money report forms submitted without the required paperwork will be returned to the troop for completion. OMRs past due date will not be accepted.
- Do not cover outstanding balances with troop funds.

Note: If an Outstanding Money Report is **NOT** turned in with the final payment, the Troop Leader/Troop Cookie Manager will be held accountable for the delinquent funds.

Tips for becoming a super seller!



Initial Order In Person

- Girls can sell door-to-door, at guardian's place of work, or to friends and family.
- Girl Order Cards should be tallied and submitted to their Troop Product Manager for review.
- Once the product arrives, deliver to customers as soon as possible with a thank you and a smile.
- Money is collected at the time of delivery and turned into your Troop Product Manager at the specific time and date communicated.
- Once cookies are delivered, leaders should collect money from girls at meetings. Use the Cookie Receipt Booklet when exchanging money and product.



Digital Cookie (DOC)

- Girls launch their online store with the help of their guardian.
- Send out emails or text messages to friends and family.
- Customers purchase and pay online. Customers have the choice of having cookies girl-delivered or shipped directly to them.
- No need to collect any money from customers since it's all done online.



Cookie Booths

- Submit your Troop's upcoming Booth Location through the eBudde system under Booth Site tab to be reviewed and approved.
- Place your Troop Cookie Booth Order through the eBudde system under the Transaction's Tab.
- Keep a count of what items are sold and how much should be collected.
- Return all unsold product the Monday after the cookie booth
- Deposit all money in the troop bank account.



Goal Getters

- Girls keep working towards their goals, diversify their sales strategy and seek out new customers.
- Phone calls are a great way Girl Scouts can reach customers.
- Collect money at time of delivery.
- Place order for goal getters through the eBudde system under the transaction tab.
- Girls will continue to earn rewards, troops will continue to earn proceeds.

What is a Cookie Booth?

Troops can secure their own booth location or sign up for a council-sponsored booth. They check out a selection of cookies from their local cookie cupboard and set up shop outside a high traffic area. Customers order, purchase, and enjoy cookies the same day. To meet consumer demand, girls should host a minimum of 3 cookie booths. **Check the full guide for a complete list of locations you may not contact to host a cookie booth.*

Materials to collect from Service Unit Product Manager or your local Regional Center.

Each Troop will receive:

- ✓ Short & Snappy Guide to Cookies
- ✓ Girl Scout Cookie Receipt Booklet
- ✓ XL Envelope

Each Girl will receive:

- ✓ Cookie Order Card
- ✓ Money Envelope
- ✓ Family Guide

Girls can sell online through **Digital Cookie (DOC)** during the initial order period, for Goal Getters, and at booths.

The **Order Card** is another tool girls can use to sell cookies. Record any orders on the Order Card for easy delivery!



Be one of the Cool Kids and Join the Product Rally Today!



Bling your Booth!

Enter your cookie booth photo to win a fun patch!

Starting - Monday, February 10, 2025

Last Day - Monday, April 14, 2025

Visit our Facebook page every Monday during this contest and comment below our post with one photo & your troop number or Juliette's name. Then, an album will be compiled with all the pictures for that week on Wednesday by 5:00 PM to share and get likes on the photo you submitted to win. Voting will close that Friday at 5:00 PM, and the winners for each region will be announced on our Facebook page the following Monday.

Please Note: You may only win Bling Your Booth once during the season. If you need assistance submitting a photo, email marketing@gshom.org with your information.

Follow us
on Facebook
to join the contest



Safety Comes First in Girl Scouting!

Be sure girls understand and follow these safety rules:

- 1. Show you are a Girl Scout** by wearing your Girl Scout gear.
- 2. Buddy Up:** Use the buddy system when selling cookies.
- 3. Be streetwise:** Look both ways & sell in a familiar area.
- 4. Partner with adults:** Especially door-to-door & booths.
- 5. Plan ahead:** Have a plan for dealing with cookie money.
- 6. Do not enter** anyone's home or vehicle.
- 7. Sell during the daytime.**
- 8. Protect your privacy:** Only give first name & troop number.



Cookie season is more fun with family.

Bring the whole family together for tons of fun and learning through our Girl Scout Cookie Program pin collection!

Girls can earn all 13 pins in the collection - one unique pin for every year they participate!



Learn more

Community Service Project: Gift of Caring.

Hometown Heroes is Girl Scouts Heart of Michigan's council-wide community service project. For various reasons, some customers do not want to buy cookies for themselves, or they have only a limited need. With Hometown Heroes, they have a chance to give to others while supporting Girl Scouting at the same time. Troops have the option to help donate these cookies and decide where the cookies will be donated.

Congratulations!

Lucy
from
Troop 40554

**Top Cookie
Seller
in 2024**

Important Dates to Remember

November

- ☐ Election Day Booths - 11/5
- ☐ Special Booth Opportunities begin - 11/9
- ☐
- ☐
- ☐
- ☐

December

- ☐ Sign up for Troop sponsored booth opens - 12/1
- ☐ Cookie Kick-Off - 12/7
- ☐ ACH payment for early November booths - 12/12
- ☐ Initial order taking begins - 12/14
- ☐ DOC open - 12/14
- ☐ Re-order dates

January

- ☐ Initial order due - 1/12
- ☐ Troop: Submit cookie initial order - 1/13
- ☐ Troop: Submit initial reward order - 1/13
- ☐ You Rock It Challenge due - 1/3-13
- ☐ Council sponsored booth sign ups - 1/23 7PM

February

- ☐ Delivery week begins - 2/3
- ☐ Cookie booths start - 2/8
- ☐ Girl payment due - 2/19
- ☐ ACH payment 75% of initial order - 2/28
- ☐

March

- ☐ ACH - 3/21
- ☐
- ☐
- ☐
- ☐

April

- ☐ Last day to earn higher rewards and celebrations - 4/13
- ☐ Hometown Heroes sign up for delivery days begin - 4/15
- ☐ 5 skill scavenger hunt due - 4/15
- ☐ Troop submits rewards - 4/15
- ☐ Outstanding Money Report (OMR) due - 4/16
- ☐ ACH - 4/17
- ☐ Cookies to camp begins - 4/25

May

- ☐ DOC closes for season - 5/5
- ☐ Hometown Heroes delivery days - 5/9 through 5/16
- ☐ ACH - 5/16
- ☐ Rewards ship to SU
- ☐
- ☐

June

- ☐ Celebrate with your troop!
- ☐ Behind the Scenes Product - 6/20
- ☐ Stellar Seller 600+: Build-a-Bear - 6/21
- ☐ Super Stellar Seller 1,000+: Cedar Point - 6/25
- ☐ Stellar Seller 600+: Lugnugs Game - TBD

July

- ☐ Stellar Seller 600+: Build a Bear - 7/11
- ☐ Troop finance report due 7/15
- ☐ Super Stellar Seller 1,000+: Michigan's Adventure - 7/21
- ☐ Hamilton at DeVos Center - 7/31
- ☐

Stellar Seller and Super Stellar Seller Celebrations



These two events are replacing our 600 and 1,000 club celebrations.

To qualify for the Stellar Seller celebration, Girl Scouts need to sell 600 packages by 4/13/25. This year's celebration will be the Build-a-Bear event on 6/21/25 or 7/11/25 or the Lugnugs event.

To qualify for the Super Stellar Seller celebration, Girl Scouts need to sell 1,000 packages by 4/13/25. This year's celebration will be held at Cedar Point on 6/25/25 OR Michigan's Adventure on 7/21/25.

If your Girl Scout cannot attend one of the events, she can choose Cookie Cash at that level. These will be selected at the rewards deadline and there is no extension. Once the reward deadline has passed, the selection cannot be changed. These celebrations can only be earned in the Cookie Program. If a Girl Scout qualified for the Stellar Seller in the Treats and Reads Program, she was invited to the celebration in November or received Cashew Cash.

Why participate in the Cookie Program?

The Girl Scout Cookie Program is the largest girl-led business in the world. It helps girls develop five business and leadership skills that they'll use for the rest of their lives:



GOAL SETTING

At the troop cookie meeting, have girls set their goals as an individual and as a troop. Set a plan for how they will reach those goals. Sell to friends and families and host a Cookie Booth.



DECISION MAKING

Have girls vote on what to do with their proceeds. They may want to go on a camping trip, complete a community service project, or purchase uniforms and badges.



MONEY MANAGEMENT

When making a sale, girls may need to count change for a customer. Practice scenarios she might experience selling door to door or at a Cookie Booth.



PEOPLE SKILLS

While selling to their customers, girls will talk to many different people. Have girls practice talking to customers about the product and what to say when someone says no.



BUSINESS ETHICS

A Girl Scout is honest and responsible throughout the Cookie Program. Girl Scouts who learn business ethics will gain trust from their customers including family, friends, and teachers.



You can find additional resources and helpful information about the Girl Scout Cookie Program by scanning this QR code.

Questions?

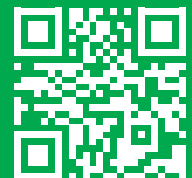
If you have any questions, feel free to **contact your Service Unit Product Manager (SUPM)** for assistance.

You can also always call or email **Help Desk:**
helpdesk@gshom.org
800-497-2688

How to Get Started

- Collect materials from your SUPM or at a local GSHOM regional center.
- Host an informational meeting with families. Explain the importance of the program and the 5 skills. Share dates and deadlines for the program.
- Have girls set their goals and a troop goal, they can also start to discuss what they would like to do with their proceeds. Add their goals into eBudde!
- Once you have access to eBudde, ensure all emails from girls and caregivers are correct.

Don't forget to join the Troop Product Manager Rally to stay connected and get all the updates you need for this season.



girl scouts
heart of michigan