



2025 Troop Volunteer Guide

Additional questions?

For questions regarding local details, contact your Service Unit Cookie Program Manager.

For all other GSHNJ Product Program questions, contact productprograms@gshnj.org or call 908-518-4400, option 4.

Find more resources [here!](#)

Service Unit Cookie Program Manager:

Name: _____

Email: _____

Phone: _____



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This Girl Scout Cookie™ season, we are inspiring Girl Scouts® to embrace the endless possibilities to grow their skills that selling cookies offers!

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Introduction

Embrace Possibility

The Girl Scout Cookie Program™ is the largest girl-led entrepreneurial program in the world, and it's been in place for over 100 years! That's a remarkable history, and it wouldn't be possible without you! Troop Cookie Managers are an invaluable part of the Girl Scout Cookie Program™. Volunteers like you are champions, role models, and coaches who help girls discover their amazing potential and take steps toward achieving their goals.

Everything Girl Scouts do is designed to help them grow into leaders of courage, confidence, and character. The five skills they learn through the Girl Scout Cookie Program are important ingredients in the Girl Scout Leadership Experience.

The 5 Skills

Through the Girl Scout Cookie Program, Girl Scouts learn ...	This matters because...
 <p>Goal setting as they set cookie business goals individually and with their team and then create a plan to reach their goals.</p>	<p>They develop a strong sense of self, cooperation, and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.</p>
 <p>Decision making by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.</p>	<p>They develop critical-thinking and problem solving skills that will help them make big and small decisions in their life.</p>
 <p>Money management as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.</p>	<p>They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.</p>
 <p>People skills as they learn how to talk to, listen to, and work with customers in person and virtually. Plus they put teamwork into action as they reach their goals together.</p>	<p>These experiences help them develop healthy relationships and conflict-resolution skills for the future.</p>
 <p>Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.</p>	<p>They practice putting the positive values they learn as Girl Scout into action to become ethical leaders.</p>

Cookie Calendar

Activity	Date
Service Unit Cookie Manager Training	In Person - December 4, 12 - 2 PM - North Branch December 4, 7 - 9 PM - Raymond Chisholm Community Center, Springfield Virtual - December 9, 7:30 - 9:30 PM Zoom
Troop Level Cookie Manager Training	Virtual - December 14 - 10:00 AM Zoom Virtual - December 16 - 7:30 PM Zoom
Volunteer Access to Digital Cookie	December 18
Girl and Family Level Cookie Training	Virtual - January 4 - 10:00 AM Zoom
Initial Orders Begin	January 6
Initial Orders/Digital Cookie Orders Due for Initial Order	Saturday, January 25 - Midnight
Troops Locked out of Initial Order	January 31
Goal Getter Period Begins	February 1
ACH Test Ping	February 12
Mega Drops (Initial Order Pick Up)	February 20 - 28
Cookie Booths	March 7 - April 13
Walk About Week	March 9 - 15
All Sales End	April 13
Troop Rewards Due	April 27
Last day to report Troop Cookie Adjustments	May 2
Final ACH Begins (allow 2 weeks for processing)	May 14
Last day to report missing rewards	June 13



Your Girl Scout Cookie favorites are back!

All varieties
\$6
per package



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

Last Year!



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing

made with
vegan
ingredients



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing

made with
vegan
ingredients



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating

made with
vegan
ingredients



Peanut Butter

Patties®

Crispy cookies layered with peanut butter and covered with a chocolaty coating

made with
vegan
ingredients



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**










certified
GLUTEN
FREE
vegan
Peanut
PF
Free

made with
vegan
ingredients

*Limited availability

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.



Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scouts 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).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to 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.

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.** Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 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/Guardian



Troop Cookie Manager Role



Before the Sale

To Participate in the Girl Scout Cookie Program, a Troop Must Have:

- Two unrelated, registered, background checked leaders with a “Leader” Role in MyGS. *(The primary contact in Smart Cookies holds the ‘Troop Cookie Manager’ position. The volunteer who is responsible for receiving all the emails should claim the Troop Cookie Manager in MyGS).*
- No outstanding debts from a previous Product Program.
- An active bank account

Additional Responsibilities:

- Attend troop cookie training hosted by your Service Unit Cookie Manager or GSHNJ Product Program team.
- Sign the Troop Cookie Manager Volunteer Agreement form.
- Provide training and mentoring to Girl Scouts and family members participating in the Cookie Program.
- Distribute Paperwork to Troop members.

Set Your Troop Up for Success:

- Log into **MyGS**.
- Check to see if all your troop members listed have active 2025 memberships (Uploads will begin **December 1, 2024**)
Bi-weekly uploads will occur **December - January**; Weekly **February - April**
- Is the grade level correct for each Girl Scout?
- Is my Girl Scout Troop level correct?

Are all adult/guardian/volunteer emails accurate? *If there are any changes to your roster in MyGS contact info@gshnj.org to request and update.*

During the Sale

- Log into **Smart Cookies**.
- Add your bank routing and account information.
- Bank information needs to be added each year.
- ACH information for Troops with successful Fall 2024 bank transactions will be uploaded by council.
- Review troop profit and recognition options with Girl Scouts and families.
- Ensure all cookies or money exchanged between caregivers and/or volunteer is documented and signed for.
- Collect and add all paper orders into **Smart Cookies** by January 31.
- Distribute Initial Order cookies to troop members.
- Review Goal Getter options and set troop goals.
- Ensure accurate records in **Smart Cookies**.
- Complete cookie transfers and assign all inventory to Girl Scouts (important for both Opt-In and Opt-Out troops for your final PGA number)
- Visit the **Important Dates and Checklists Document** to for all tasks/ deadlines.



After the Sale

- Make sure your troop inventory in **Smart Cookies** is zero.
- Complete all rewards selections by **April 27**.
- Complete One Tough Cookie form by **April 30** (if applicable).
- Submit an Unpaid Funds Form for parent payments by **May 2** (if needed, with the required documentation).
- Pick up rewards from your Service Unit Cookie Manager and distribute your rewards to your Girl Scouts.

We're Here to Support Your Cookie Season Success!

As you gear up for an amazing 2025 Cookie Program, we're here to ensure you have everything you need to make it a success. Explore these essential tools and resources designed just for you:

- **2025 Cookie Calendar & Checklist**

Stay on track with key dates and a step-by-step guide to keep your troop's cookie season running smoothly.

- **Tech Guide/Support**

Discover tips and tools to navigate digital platforms like Digital Cookie and troubleshoot any tech challenges.

- **Policy and Procedures**

Get the scoop on everything you need to know to manage your troop's cookie program effectively and confidently.

- **Glossary of Terms**

Join GSHNJ's Rallyhood Community!

Looking for the latest updates, announcements, and resources? Need help with cookie booths, troubleshooting tech issues, or navigating cookie cupboards? GSHNJ's Rallyhood community is your go-to hub for real-time support and collaboration!

Connect with other council Girl Scout leaders, volunteers and cookie managers to share ideas and solutions. Access exclusive events like GSHNJ's Training Tuesdays, Cookie University sessions, and Product Team Open Office Hours every Thursday.

Scan the QR code below to join **Rallyhood** and tap into a community of support, resources, and guidance designed just for GSHNJ's troops to make your cookie season a success.





Troop Proceeds

By participating in the Girl Scout Cookie Program, troops earn monetary profit based on the Per Girl Average (PGA). The Troop's PGA is calculated by taking the number of packages the troop sold divided by the number of girls selling (at least one package of cookies transferred to the Girl Scout). **A Girl Scout who does not sell cookies is not counted in the Troop PGA.**

Troops have two options to earn money during the Cookie Program. Regardless of which option a troop selects, every Girl Scout will receive patches/achievement bars.

Option 1: Traditional Proceeds with Recognitions

Daisy and Brownie Girl Scouts are automatically selected for this option.

Troops that select this plan will earn monetary profit while opting for their Girl Scouts to earn physical recognitions as listed on the Order Card.

Girl Scouts receive the rewards as listed on the Rewards card. Troops will receive a proceed level based on an overall Per Girl Average for the troop.

Option 2: Higher Proceed Plan without Recognitions (Junior level and above only)

Junior, Cadette, Senior and Ambassador troops have the option to opt out of the physical rewards for a higher troop proceed. Option 2 Girl Scouts will receive patches.

PGA	Option 1 (Per Package)	Option 2 (Per Package)
1-150	\$0.95	\$1.00
151-224	\$1.05	\$1.12
225 - 500	\$1.15	\$1.22
501+	\$1.25	\$1.32



Set Your Cookie Goals

The Girl Scout Cookie Program begins January 6, 2025.
You may not take orders or sell cookies before this date.
Cookie awards are cumulative.

girl scouts
heart of new jersey
productprograms@gshnj.org
908-518-4400

<p>25+ Pkgs</p> <p>Theme Patch</p>	<p>50+ Pkgs</p> <p>Socks</p>	<p>80+ Pkgs</p> <p>Clear Crossbody Bag</p>	<p>125+ Pkgs</p> <p>Plush Panda Small Laying Down AND Goal Getter Patch</p>
<p>160+ Pkgs</p> <p>Panda Neck Pillow</p>	<p>200+ Pkgs</p> <p>Back » GSHNJ T-Shirt</p>	<p>250+ Pkgs</p> <p>Plush Panda Large Sitting OR Bento Box</p>	<p>300+ Pkgs</p> <p>GSHNJ Movie Event 6/1/25 AND Super Patch OR Panda Blanket AND Super Patch</p>
<p>400+ Pkgs</p> <p>gshnj Panda Snuggie OR GSHNJ Membership</p>	<p>500+ Pkgs</p> <p>Fab 500 Event at The OVAL 5/18/25 AND 500 Club Patch OR Portable Hammock AND 500 Club Patch</p>		
<p>750+ Pkgs</p> <p>Golf Clinic at Galloping Hill Golf Course Learning Center (5/4/25 at 3 PM) OR Panda Pickleball Set</p>		<p>1000+ Pkgs</p> <p>The Wetlands Institute Interactive Experience (6/8/25)</p>	<p>1500+ Pkgs</p> <p>Overnight at Smithsonian Zoo (June/ July 2025)</p>
<p>2025+ Pkgs</p> <p>Apple 2nd Generation Watch and Panda Charger AND Year Bar 2025</p>	<p>Ambassador Reward</p> <p>300+ Pkgs</p> <p>Graduation Cord for 12th Grade Girls</p>	<p>Booth Participation</p> <p>10+ Booth Pkgs</p> <p>Cookie Booth Sales Patch <i>**Leaders must distribute cookies with Smart Cookie Divider</i></p>	<p>Gift of Caring</p> <p>10+ Pkgs</p> <p>Cookie Share Patch</p>
<p>Achievement Bars</p> <p>50+ Pkgs</p> <p><i>*Achieved at highest level earned starting at 50+, in increments of 50 until 800+, then in increments of 100.</i></p>	<p>Troop Initial Order</p> <p>175+ Initial PGA</p> <p>Plush Backpack Clip & Panda Bandana for Girls</p>	<p>175+ Initial PGA</p> <p>Square Cookie Table Cloth for Troop Leader (1 per troop)</p>	<p>Troop Final Order</p> <p>225+ Final PGA</p> <p>Panda Water Bottle</p>

Girl Scouts Heart of New Jersey Reward Information 2024-25 Cookie Season



Movie Event – Movie to be announced after March 2024

June 1, 2025, at 1:00 pm matinee at the Cinemark Theater in Watchung, NJ

Private movie event will include 2 tickets (Girl Scout & Adult chaperone) and a snack
Choose the Panda Blanket if you are unable to make the June 1 event.



Fab 500 will be held rain or shine at The Oval, South Orange, NJ

May 18, 2025 (10:00 am to 4:00 pm). More information to follow April 2024.

Choose the Portable Hammock if you are unable to make the May 18 event.



GSHNJ Private Golf Clinic at Galloping Hill Learning Center

May 4, 2025, (3:00 – 5:00 pm) - Learn the fundamentals of Golf: Grip, Stance, Posture in small groups with a Licensed Golf Professional. Snack included.

Galloping Hill Learning Center, 1 Golf Drive, Kenilworth New Jersey 07033

Clinic will be held rain or shine; no experience needed, no special attire or equipment needed. (Dress comfortably and weather appropriate).

Choose the Panda Pickleball Set if you are unable to make the May 4 event.



Private GSHNJ Event at The Wetlands Institute

June 8, 2025, at 2:00 pm - Hands-on educational experience in 6,000 acres of protected wetlands Interactive learning opportunity to engage in the natural habitats of turtles and horseshoe crabs while learning about New Jersey ecology. Attendees will earn a specialty Wetlands Institute patch. The Wetlands Institute - 1075 Stone Harbor Blvd, Stone Harbor, NJ 08247

Lunch will be provided. Event will be held rain or shine



Overnight Experience at the Smithsonian National Zoo

The Smithsonian will announce Overnight events at the Smithsonian Zoo in the Spring. After the Smithsonian announces their dates, more information will be provided.



Apple 2nd generation watch with panda charger – model/color of watch and charger based on availability.

Disclaimers: Recognitions may not be exactly as pictured. Exact brand/ model/ color subject to change. GSHNJ reserves the right to switch reward items for something similar based on the availability from the vendor. GSHNJ does not provide reward receipts for items to be exchanged or returned. Day Trips and Overnights are on specific days but can change depending on the vendor. If a Girl Scout can not attend the rescheduled event, an alternate reward will be provided. Troops who opt out of rewards will opt out of all physical rewards and experiences, including the GSHNJ membership. Troops who opt-out will receive patches only. All rewards are cumulative.



Managing Inventory

Initial Order

- Girl Scouts can take orders through paper card or Digital Cookie from **January 6 - January 25**.
- Parents have until **January 25** to give the Troop Cookie Manager their paper orders with the money collected.
- Cookie Manager should take note of 'extras' and can add booth sale cookies through **January 31**.
- Volunteers are locked out of Initial Order on **January 31**.
- Visit the **Tech Guide** for Detailed instructions on Initial Order.

Delivery - Troop Pick Up of Initial Order

- All troops must schedule a Delivery station to receive their Initial Order cookies.
- If a troop misses a pick up, they will need to schedule an appointment to pick up their cookies after **March 1**. Send an email to productprograms@gshnj.org with MISSED PICKUP as a subject line. Troops who do not pick a delivery station by **January 31** will be assigned a delivery pick up by council after **March 1**.
- Visit the **Tech Guide** on detailed instructions on Delivery/ Troop Pick up.

Estimated Cases in an EMPTY Vehicle

Compact Auto	23 cases
Hatchback Car	30 cases
Standard Auto	35 cases
SUV	60 cases
Station Wagon	75 cases
Minivan	75 cases
Pickup Truck (uncovered bed rolling cover)	100 cases
Pickup Truck (with bed cap)	150 cases
Cargo Van	200 cases

Cupboards

- Council Cupboards will be held at the North Branch, Westfield Service Centers, and Newark Leadership Center beginning on **Thursday, March 7**.
Thursdays & Fridays 10am - 7pm | Saturdays (in March, Westfield and North Branch, Newark TBD)
- All planned orders should be placed in **Smart Cookies** by Sunday 11:59 PM for orders for the week.
- Walk-ins available as inventory allows.
- Swap/Exchange Weeks: North Branch, Westfield Cupboard and Newark Leadership Center locations in April. Visit Rallyood for the Swap schedule.
- Visit the **Tech Guide** on detailed instructions for Cupboard pick ups and instructions on managing your inventory for Planned or Unplanned Orders.

Cookie Booths

- Booths are a great way to get your troop working as a team to boost goals and raise funds.
- Service Unit Cookie Managers will secure booth locations and inform troops how to sign up for booth sales.
- Each booth must have at least two GSHNJ registered, unrelated, background checked volunteers supervising the Girl Scouts.
- Troops can collect payment in cash or use the [Digital Cookie's](#) online payment features.
- Troops may not host a cookie booth outside their Service Unit's footprint.
- Visit the [Tech Guide](#) on detailed instructions on securing a Cookie Booth in Smart Cookies and how to manage Booth Inventory.

Preparing for a Cookie Booth

Our council-wide cookie booth sales for the 2024 Cookie Season showed the following trends for a **2 Hour** Booth Sale:

Cookie Varieties	Order %	2 HOUR BOOTH SALE average
Thin Mints	25%	3 cases
Caramel deLites	18%	2 cases
Peanut Butter Patties	13%	2 cases
Lemonades	9%	1-2 cases
Trefoils	8%	1 case
Adventurefuls	8%	1 case
Peanut Butter Sandwich	8%	1 case
Toast-yay	7%	1 case
Caramel Chocolate Chip	4%	1/2 case

Council Booths

- Secured locations by Girl Scouts Heart of New Jersey Product Program team.
- Visit the [Tech Guide](#) on detailed instructions on Council Booths

Virtual Booths/Troop Direct Ship Link

- A troop can create a Virtual Booth through [Digital Cookie](#) where the troop can share a link online to collect orders.
- Troops can also share a link to collect Direct Ship troop orders from customers.
- Visit the [Tech Guide](#) for more information on Virtual Booths and how to assign packages to Girl Scouts in your troop.

REMINDER: All cookies sold at booths need to be assigned and transferred to a Girl Scouts in [Smart Cookies](#) by **April 27 to accurately reflect earned rewards.**

Cookie Transfers

What is a Cookie Transfer?

A cookie transfer is the movement of cookies in the [Smart Cookies](#) system. Every troop must maintain an accurate inventory and record of any movement of cookies. At the end of the Cookie Program, the troop inventory must be zero and all the packages must be transferred and payments for each transaction.

Visit the [Tech Guide](#) for detailed information on the different types of transfers that occur in Smart Cookies, how to manage inventory (and payments), and useful reports to use.

Additional Reminders

Social Media

- Girl Scouts may only advertise their individual Cookie Program and cookie social link on a personal (parent's/caregiver's) social media page.
- Troops may advertise their cookie booth and virtual booths links on personal (parent's/caregiver's) social media pages.
- Community, marketplace, business and neighborhood sites are not permitted to promote an individual Girl Scout member sales.
- Sites with the direct purpose of selling items such as Facebook Marketplace, Craigslist and YardSale are not permitted.

Donations

- *Gift of Caring* donations do not get fulfilled from the troop inventory. GSHNJ Council donates *Gift of Caring* packages to Operation Jersey Cares.
- Donations are purchased through paper order cards or the [Digital Cookie](#) site including direct ship, online orders, or at a cookie booth using [Digital Cookie](#).

Damages

- If you received damaged product, complete a Cookie Adjustment Form within 48 hours after your cookie pick-up.
- Visit a Cookie Cupboard to swap out your damaged packages for new packages during cupboard hours.

Adjustments

- If you have a discrepancy i.e. missing cookies or received too many, an adjustment request needs to be submitted by completing the Cookie Adjustment Form.
- Mega Drop Adjustments need to be reported within 48 hours of the Mega Drop Pickup.
- Cupboard Adjustments need to be reported within 48 hours of the confirmed transaction in [Smart Cookies](#).

Please allow up to 2 weeks for the adjustment to be made in [Smart Cookies](#) and troop proceeds.



Unpaid Funds Policy

What is the Unpaid Funds Policy?

Created for caregivers who may be delinquent on payments to troops. This allows the troop to escalate collection responsibility, if submitted by **May 2**. Troops whose ACH transactions fail are also subject to the unpaid funds policy.

Weeks	Actions Taken
Week One	Email to the parent or troop leaders to remit payment.
Week Two	Call to parent or troop leaders to remit payment.
Week Three	Certified and plain envelope letter sent to parent or troop leaders to remit payment.
Week Four	Service Unit Cookie Manager contacted on delinquent payments.
Week Five	Legal action or collection agency pursued.

Council offers a payment plan to any troop that contacts us during the Unpaid Funds Process. 60% of balance is due, followed by remaining balance due 30 days after initial payment. Higher balances may warrant 60% balance due, followed by 50% remaining balance due in 30 days and the other 50% due in 60 days after the initial payment.

2025 Cookie Program Calendar

DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4 Service Unit Cookie Manager Training (In Person)	5	6	7
8	9 Service Unit Cookie Manager Training (Virtual)	10	11	12	13	14 In Person Leader Training
15	16 Virtual Troop Leader Training	17	18 Access to Digital Cookie	19	20	21
22	23	24	25	26	27	28
29	30	31				

JANUARY 2025

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 Girl & Family Level Cookie Training
5	6 Initial Orders Begin	7	8	9	10	11 Cookie University Newark
12 Cookie University Flemington	13	14	15	16	17	18
19	20	21	22	23	24	25 Digital Cookie Orders Due for Initial Order Digital Cookies placed on this day are included in initial pick up
26	27	28	29	30	31	

← Digital Orders placed on these days will NOT automatically be included in the Initial Delivery →

Initial Orders
Close in Smart
Cookies for Troops

2025 Cookie Program Calendar

FEBRUARY 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
						1 Goal Getter Period Begins
2	3	4	5	6	7	8
9	10	11	12 ACH Test Ping	13	14	15
16	17	18	19	20	21	22 ← Mega Drops (Initial Order Pick Up) →
23	24	25	26	27	28	
← Mega Drops (Initial Order Pick Up) →						
MARCH 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8 ← Cookie Booths
9	10	11	12	13	14	15
← Walkabout Week →						
← Cookie Booths →						
16	17	18	19	20	21	22
← Cookie Booths →						
23	24	25	26	27	28	29
← Cookie Booths →						
30	31					
← Cookie Booths →						

2025 Cookie Program Calendar

APRIL 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
← Cookie Booths →						
6	7	8	9	10	11	12
← Cookie Booths →						
13 Cookie Booths (last day)	14	15	16	17	18	19
20	21	22	23	24	25	26
27 Cookies must be assigned to Girls and Troop Inventory = 0 Troop Rewards Due	28	29	30			
MAY 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 Last day to report Troop Cookie Adjustments	3
4	5	6	7	8	9	10
11	12	13	14 Final ACH Begins	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30 *** Reminder Troop Finance Report due July 2025	31
JUNE 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13 Last day to report missing rewards	14



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.



GET IT ON **Google Play**

Download on the **App Store**

Become a true cookie boss in four easy steps!

1. Register for Digital Cookie®

Create your **Digital Cookie** Password
for email address: parent@email@domain.com

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

Password

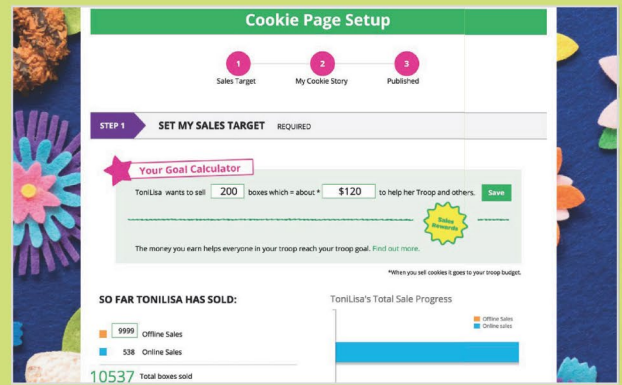
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, #, or \$

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



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.

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		



Resources

ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more.	www.facebook/abcbakers
Lemonades Facebook	Product sales and marketing tool	www.facebook/LemonadesCookies
Lemonades Instagram	Product sales and marketing tool	@lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentage increase this year.	www.abcsmartcookies.com/resources
Cookie Theme Information	Gallery of images, clip art, certificates	www.flickr.com/photos/abcbakersvolunteergallery/albums
Cookie Varieties	Product descriptions and recipes	www.abcbakers.com www.abcsmartcookies.com
Rally Guide	Fun ideas for troop rallies	www.abcsmartcookies.com/resources/rallyguide
Standard Forms	Parent permission slip, count it up activity	www.abcsmartcookies.com/resources/forms-and-checklists/
Troop Goal Poster	Poster	www.flickr.com/photos/abcbakersvolunteer_gallery/albums
Volunteer and girl videos	How-to videos on a variety of topics	www.youtube.com/user/ABCCouncils





Embrace the cookie
panda-monium
possibilities and have
a great sale!

girl scouts 
heart of new jersey

