

# The 2025 Girl Scout Cookie Program



# Agenda

- 5 Skills
- Dates & Themes
- Cookies
- How to Sell
- Safety
- What You Earn



# Five Skills



**Goal Setting** – *“I know I can do it!”*



**Decision Making** – *“How are we going to reach our goals?”*



**Money Management** – *“Putting earnings to good use”*



**People Skills** – *“How to take no for an answer”*



**Business Ethics** – *“Leave a lasting impression”*



# Dates and Theme



EMBRACE  
POSSIBILITY

# Mei Lin, the Giant Panda



Find additional graphics on [flickr](#)

# Meet the Lineup

All cookies are \$6/package

## A Sweet Send Off for Toast-Yay!®



Good bye,  
incredible  
friend.

## Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter  
Patties®

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



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



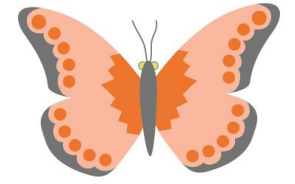
Caramel  
Chocolate Chip

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

\*Limited availability

# How to Sell

## Order Taking



## Booth Sales



## Online



# Digital Cookie

Be sure to launch your online selling site on Feb. 1 so your customers can enjoy

FREE SHIPPING WEEKEND, Feb. 1-2!

Registration details will be sent January 16.



There are four easy steps to get started with Digital Cookie:

## Register

Families and TPMs will get an email invitation on January 16 with registration details.

## Set up your site

You will need to do this before you can use the Digital Cookie mobile app to take payments.

## Help your Girl Scout or troop

Share the online store with friends and family.

## Track progress

Celebrate sales and track goals.

# Safety

*How do you think you can stay safe selling cookies?*

- Always sell with a buddy or adult
- Don't go up to houses with no lights on
- Don't go inside strangers' homes
- Follow traffic rules when crossing streets
- Be sure to use the internet with an adult



# What You Earn!

- Base Cookie Dough PLUS optional additional Cookie Dough at most levels
- Troop and individual experiences!
- Rewards and incentives, as well as the Adventure Awaits Necklace Charm Instant Rewards!
- Lots of patches!!
- New this year! Girls who sell 3,750+ packages can earn a trip to 2026 Girl Scout National Convention!

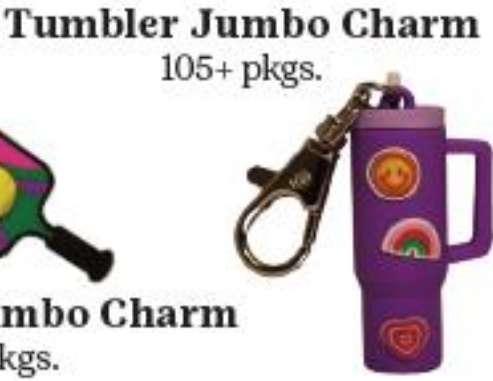
<div>12+ pkgs.</div> <div></div> <div>Theme Patch</div> <div>24+ pkgs. = \$5 CD</div>	<div>36+ pkgs.</div> <div></div> <div>Pickleball Jumbo Charm</div> <div>50+ pkgs. = \$15 CD</div>	<div>65+ pkgs.</div> <div></div> <div>Butter Dough <i>OR</i> \$1 Cookie Dough</div> <div>100+ pkgs. = \$27 CD</div>	<div>105+ pkgs.</div> <div></div> <div>Tumbler Jumbo Charm</div> <div>150+ pkgs. = \$42 CD</div>	<div>130+ pkgs.</div> <div></div> <div>Panda Necklace <i>OR</i> \$2 Cookie Dough</div> <div>150+ pkgs. = \$42 CD</div>	<div>160+ pkgs.</div> <div></div> <div>Canoe Jumbo Charm</div> <div>300+ pkgs. = \$82 CD</div>
<div>175+ pkgs.</div> <div></div> <div>Glitter Panda Charm <i>OR</i> \$3 Cookie Dough</div> <div>200+ pkgs. = \$57 CD</div>	<div>210+ pkgs.</div> <div></div> <div>Camera Jumbo Charm</div> <div>250+ pkgs. = \$70 CD</div>	<div>255+ pkgs.</div> <div></div> <div>Goal Getter Patch <i>AND</i> Embrace Possibilities T-Shirt <i>OR</i> Panda Stationery Set <i>OR</i> \$5 Cookie Dough</div> <div>300+ pkgs. = \$82 CD</div>	<div>275+ pkgs.</div> <div></div> <div>Camp Pack Jumbo Charm</div> <div>350+ pkgs. = \$95 CD</div>		
<div>310+ pkgs.</div> <div></div> <div>Panda Ear Beanie <i>OR</i> Crystal Growing Cherry Tree <i>OR</i> \$5 Cookie Dough</div> <div>350+ pkgs. = \$95 CD</div>	<div>360+ pkgs.</div> <div></div> <div>Small Panda Plush Slap Bracelet <i>OR</i> Mushroom Speaker <i>OR</i> \$10 Cookie Dough</div> <div>400+ pkgs. = \$107 CD</div>	<div>410+ pkgs.</div> <div></div> <div>Panda Belt Bag <i>OR</i> Color Changing Alarm Clock <i>OR</i> \$10 Cookie Dough</div> <div>450+ pkgs. = \$120 CD</div>			
<div>510+ pkgs.</div> <div></div> <div>30 oz. Stainless Steel Water Bottle <i>OR</i> Large Panda Plush <i>OR</i> \$10 Cookie Dough</div> <div>550+ pkgs. = \$145 CD 600+ pkgs. = \$157 CD</div>	<div>610+ pkgs.</div> <div></div> <div>Embrace Possibility Beach Towel <i>OR</i> Pickleball Set <i>OR</i> \$10 Cookie Dough</div> <div>650+ pkgs. = \$170 CD 700+ pkgs. = \$182 CD</div>	<div>700+ pkgs.</div> <div></div> <div>700 CLUB <i>OR</i> Iowa State Fair Pack <i>OR</i> Girl Scout Day at Adventureland (June 12, 2025) <i>OR</i> Iowa State Fair Package <i>OR</i> Wearable Panda Throw Blanket <i>AND</i> Embrace Possibility Panda Planter</div> <div>750+ pkgs. = \$195 CD</div>			
<div>760+ pkgs.</div> <div></div> <div>Embrace Possibility Hoodie <i>OR</i> Stainless Steel and Bamboo Bento Lunch Box <i>OR</i> \$15 Cookie Dough</div> <div>800+ pkgs. = \$207 CD</div>	<div>810+ pkgs.</div> <div></div> <div>Sweet Candy Perfume Lab <i>OR</i> UV Resin Jewelry Kit <i>OR</i> \$20 Cookie Dough</div> <div>850+ pkgs. = \$220 CD 900+ pkgs. = \$232 CD 950+ pkgs. = \$245 CD 1,000+ pkgs. = \$307 CD</div>	<div>1,000+ pkgs.</div> <div></div> <div>GSGI Custom Build-A-Bear Experience <i>OR</i> Snow Cone Machine <i>OR</i> \$30 Cookie Dough</div>			
1,000+ add \$15 in credits for every 50 pkgs. sold					
<div>1,500+ pkgs.</div> <div></div> <div>Spa Kit <i>OR</i> Podcast Starter Kit <i>OR</i> Self-Care Spa Day Kit <i>OR</i> Podcast Starter Kit <i>OR</i> Craft Kit <i>OR</i> \$50 Cookie Dough</div>	<div>2,025+ pkgs.</div> <div></div> <div>CEO Party</div>	<div>1,000+ pkgs.</div> <div></div> <div>Laptop <i>OR</i> KitchenAid Stand Mixer <i>OR</i> Inflatable Screen and Projector <i>OR</i> Camp Session</div>	<div>1,500+ pkgs.</div> <div></div> <div>Apple iPad Air <i>OR</i> Meta VR Headset <i>OR</i> Dyson Hair Wrap + Accessory Bundle</div>	<div>2,025+ pkgs.</div> <div></div> <div>GSGI Savannah 2027 Trip* <small>*must be going into grade 6 or older at the time of the trip</small></div>	<div>3,750+ pkgs.</div> <div></div> <div>Girl Scout National Convention 2026 in DC <i>OR</i> Apple Macbook Pro</div>
Girl Scouts who choose opt-out rewards will start earning Cookie Dough at 1,050+ pkgs. sold.					

# Adventure Awaits Necklace Charm Collection: 2025 Instant Reward Lineup

**Colorful Charm Chain**  
Signed Permission Form



**Pickleball Jumbo Charm**  
36+ pkgs.



**Tumbler Jumbo Charm**  
105+ pkgs.



**Canoe Jumbo Charm**  
160+ pkgs.



**Camera Jumbo Charm**  
210+ pkgs.



**Cam Jumbo Charm**  
275+ pkgs.



# Cookie Dough

- Credits you can use like money!
- Go to events, camp or shop in the Girl Scout store (in person or online!)
- Choose more “dough” instead of items!



# Our Troop's Goals

Insert your goals here!



# Troop Proceeds

- Troop Proceeds start at \$0.85 per package
  - The more we sell, the more we earn!
- **New Troops:** \$0.85 and up to \$0.92
- **Returning Troops:** \$0.85 and up to \$0.95
- **Cadette, Senior, Ambassador, and Multi-level Troops** who opt-off of rewards can earn \$0.12 more per package.



# Troop Experiences

## TROOP AND JULIETTE EARNED EXPERIENCES

### Gimme S'more Mud Run

September 27, 2025



235+ pkgs./girl

### Trampoline, Waterpark, or Board Game

July 12, 2025



385+ pkgs./girl

### Night at the Movies

Date of choice



500+ pkgs./girl



Online and order-taking starts February 1, 2025!