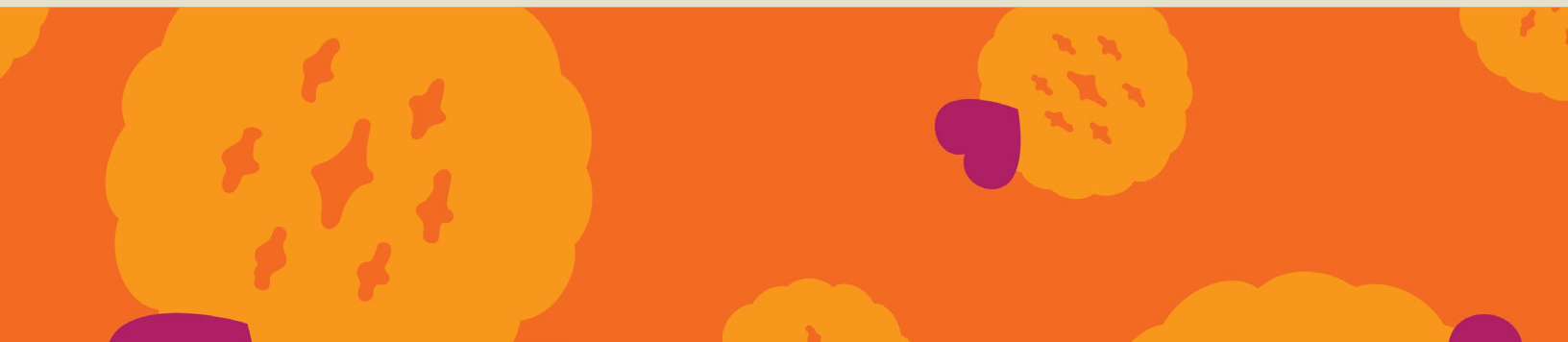


girl scouts
of west central florida

2024-2025 Girl Scout Cookie Program®

Caregiver Guide



Dear Girl Scout Family,

This Girl Scout Cookie Season, we are celebrating the spirit and creativity of all Girl Scouts as they sell America's favorite treats and learn to “**Embrace Possibility!**”

Whether embarking on a brave new adventure or finding the courage to talk to her first customer, every girl finds her own type of spirit in the Girl Scout Cookie Program. Girls have amazing experiences and build lifelong skills, friendships and confidence along the way.

The Girl Scout Cookie Program is a council-sponsored money-earning opportunity that enables troops to earn funds to support their Girl Scout experiences. It also allows family and friends the opportunity to support their Girl Scout's troop and Girl Scouting in their community.

100% of the proceeds from the program stays locally, within our council.

The theme of this year's program is **Embrace Possibility!** We can't wait to take this exciting journey with you!

Yours in Girl Scouting,
GSWCF Product Program Department



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Important 2025 Cookie Dates

If you have any questions about cookie dates, please ask your troop leader.

2025
Jan. 3
Cookie program begins; Girls/ Caregivers can access the Digital Cookie system

2025
Jan. 31-Feb. 3
Cookie delivery to troops

2025
Jan. 31
Girls begin 'Cookies on the Spot,' 'Lemon-Ups' stands and mobile booths

2025
Feb. 7
Community booths open and 'Bling Your Booth' contest begins

2025
Feb. 14
Council partnership cookie booths open

2025
Feb. 21-23
National Girl Scout Cookie Weekend celebrated

2025
March 1
Last day customers can choose the girl delivery option

2025
March 9
Cookie program (both paper and online sales) and 'Bling Your Booth' contest end; last day for Junior, Cadette, Senior and Ambassador troops to opt out of rewards

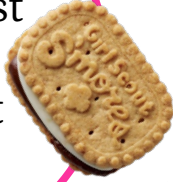
2025
March 17
Last day for troops to enter final rewards; Troops submit outstanding caregiver information

2025
April-May
Rewards are shipped to the service unit leader for distribution to the troop leader

New this Year

**LAST
CHANCE!**

It's the Last
Call for
Girl Scout
S'mores!



Super Seller Celebration

Walk the red carpet with GSWCF's CEO to mark your cookie success.

Girls who sell 2,000+ packages receive a Super Seller Patch AND will spend the afternoon celebrating with their fellow cookie entrepreneurs. This reward celebration is for the Girl Scout, her chaperone and one Girl Scout registered friend.

May 17, 2025; Downtown Ocala

Caregiver Responsibility and Permission form

To protect personally identifiable information (PII), the Caregiver Responsibility and Permission Form is only available online this season. Ask your troop leader for more information.



Cookie Crossover Patch

Girls can earn the 'Fall & Cookies Crossover' patch if they participated in the 2024 Sweets & Treats Fall Product Program (created avatar, sent 18+ unique emails and sold 15+ items) AND sell 350 packages of cookies during the 2025 Girl Scout Cookie Program. Plus, she will earn \$25 toward her 2026 GSWCF membership. *

**Graduating 12th grade Girl Scouts will earn a \$25 credit toward their Girl Scout Lifetime membership, which must be redeemed for the 2026 membership year.*



Meet the 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.
①D

\$ 6



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.
①D

\$ 6



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.
①D

\$ 6



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.
①D

\$ 6



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.
①D

\$ 6



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.
①D

\$ 6



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.
①

\$ 6



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.
①D

\$ 6



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.
①D

\$ 6



Five Essential Skills

1

Goal Setting

Girls learn how to set goals and create a plan to reach them.

Action steps: Encourage girls to set incremental, achievable goals. Help girls break down those goals by setting weekly challenges.



2

Decision Making

Girls learn how to make decisions on their own and as a team.

Action steps: Talk with girls about how they plan to spend the troop's cookie earnings.



3

Money Management

Girls learn to create a budget and handle money.

Action steps: Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.



4

People Skills

Girls learn how to make decisions on their own and as a team.

Action steps: Talk with girls about how they plan to spend the troop's cookie earnings.



5

Business Ethics

Girls learn to act ethically, both in business and life.

Action steps: Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a Girl Scouts Gift of Caring option.



“Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.”

Selling Excitement: Ways to Connect with Customers



Girl Scouts have a number of options to reach customers during the Girl Scout Cookie Program.

Jan. 3 – March 9

Phone or Text Friends and Family

Texting or phoning friends and family is a great way for girls to feel comfortable connecting with cookie customers. Girls can use their order card to collect orders or direct customers to their Digital Cookie online store.



Digital Cookie

(Girl Sites and Troop Links)

Run a cookie business through an online store. Customers purchase cookies for **in-person delivery** by the Girl Scout (***caregiver must approve each girl delivery order within five days of the purchase***), **direct ship** to their home or **donation** to Gift of Caring – a Girl Scout community service project that provides donated Girl Scout Cookies to active overseas military personnel and Feeding Tampa Bay. All orders are paid for online.

Cookies on the Spot (In-Person Orders)

Girl Scouts can stay local and sell in their neighborhood. Use door hanger and business card resources for customers who aren't home. Be sure to use safe selling practices if going door-to-door.

Gift of Caring Sponsorships

Girl Scouts can ask businesses and/or individuals to partner with them through the **Gift of Caring Sponsorship program**. This program provides an opportunity to advance cookie entrepreneur skills while fostering a worthwhile community service project.

Feb. 7 – March 9

Cookie Booths

Girl Scouts sell directly to the public with cookies in hand at local businesses. Review the different types of cookie booth opportunities available in the 'Types of Cookie Booth Sales' section. Community booths begin Feb. 7 and council partnership booths begin Feb. 14.

Selling Excitement: Super Seller Tips



The top reason why customers don't buy Girl Scout Cookies is because no one asked them. Don't be afraid to ask!

Some customers may opt out or buy fewer cookies because of diet concerns. Be sure to promote the council's Gift of Caring program or your Hometown Hero, if your troop selects one.

Most customers prefer to buy directly from a Girl Scout—whether they are approached in-person or sent an invite to a personal online page.

Customers buy more boxes when the cookies are bundled. Some successful sellers will bundle with decorative bows and different gift cards/messages (e.g., birthday, anniversary or "just because").

Girl Scout Cookie customers are loyal, and they tend to buy every year. Girls should keep a list of customers each year so they can return to them.

When customers are asked to buy multiple times, they often buy multiple boxes.

Customers want to get the best value for their money so girls can offer them the recipe cards available at LittleBrownieBakers.com.

Selling Excitement: Rewards & Patches



- Rewards are based on an individual girl's sales.
- GSWCF reserves the right to substitute rewards based on availability.
- Correspondence about any reward experiences or GSWCF reward credits are emailed to the Girl Scout's caregiver. Emails are sent to the caregiver's email on record with GSWCF as listed in MyGS.

For a full list of rewards, see the girl order card at gswcf.org/cookies.

Charm Patch & Charms

50+
packages



Charm Patch

25+
Emails



Embrace
Possibility
Charm

40+

Booth packages



Booth
Sales
Patch

125+

Booth
packages

Do-si-dos®
Panda
Charm



200+
packages



Panda
Action
Patch

400+
packages



Butterfly
Charm

2000+
packages



Super Seller
Patch

Charm Patch & Charms

15+
packages



Gift of
Caring
patch

70+
packages



Cookie Heart Charm
AND \$20 Council Dough

Council
Dough



Selling Excitement: Rewards & Patches



Cookie Crossover Patch

Girls can earn the 'Fall & Cookies Crossover' patch by having participated in the 2024 Sweets & Treats Fall Product Program (created an avatar, sent 18+ unique emails and sold 15+ items) AND selling 350 packages of cookies during the 2025 Girl Scout Cookie Program. Plus, she will earn \$25 toward her 2026 GSWCF membership.*

**Graduating 12th-grade Girl Scouts will earn a \$25 credit toward their Girl Scout Lifetime Membership, which must be redeemed for the 2026 membership year.*

Gift of Caring

Make a difference with community service. When customers contribute to Gift of Caring, boxes of cookies are shipped to our heroes in the military and provided to our community through Feeding Tampa Bay.

- Earn the Gift of Caring patch by selling 15+ packages
- Earn the Gift of Caring charm AND \$20 Council Dough by selling 70+ packages



Booth Sales

When Girl Scouts are selling at a booth during cookie season they are learning valuable life and business skills.

- Earn the Booth Sales patch by selling 40+ packages at a booth(s) (booth sales must be recorded in eBudde)
- Earn the Do-Si-Dos panda charm by selling 125+ packages at a booth(s) (booth sales must be recorded in eBudde)



Selling Excitement: Rewards & Patches



Cookie Rookie Patch

The Cookie Rookie patch is for first time cookie sellers ONLY. Caregivers, troop cookie chairpersons, troop leaders, or cookie captains help new cookie sellers learn all about the cookie program while having fun. All Cookie Rookies who complete the program will earn this patch. For full details go to gswcf.org/cookies.



Last Year to Participate

This is the last year for the Cookie Rookie and Cookie Captain program. GSUSA is developing a more streamlined program.



Cookie Captain Patch

This program is designed specifically for Girl Scout Juniors, Cadettes, Seniors and Ambassadors who want to use their years of cookie program experience to help younger girls succeed. Girl Scout Daisies and Brownies look up to older girls, so there's no one better to teach them the cookie program!

Participating in this program is easy! Girls can become a Cookie Captain by participating in any of the activities below. Any activity can be done more than once, but girls must work with different troops.

- For example, if a girl helped Daisy Troop 12345 at a cookie booth as well as Brownie Troop 67890, this counts as the completion of two requirements. However, if girls help Daisy Troop 12345 at a cookie booth twice, it will only count as the completion of one requirement.



Selling Excitement: Rewards & Patches



Activities Required for a Cookie Captain:

A Cookie Rally. When a service unit holds its cookie rally, pitch in and take ownership of a Cookie Rally station. Plan an activity (it can be a game or a craft) that will help girls learn more about the cookie program, prepare the supplies needed, decorate the activity site, and then help girls at the rally with the game or project.

Find a troop that has a lot of first-time cookie sellers. Ask your troop cookie chair about the Cookie Rookie patch requirements and help Girl Scout Daisies and Brownies become Cookie Rookies. Show them the Cookie Rookie video and complete at least two activities.

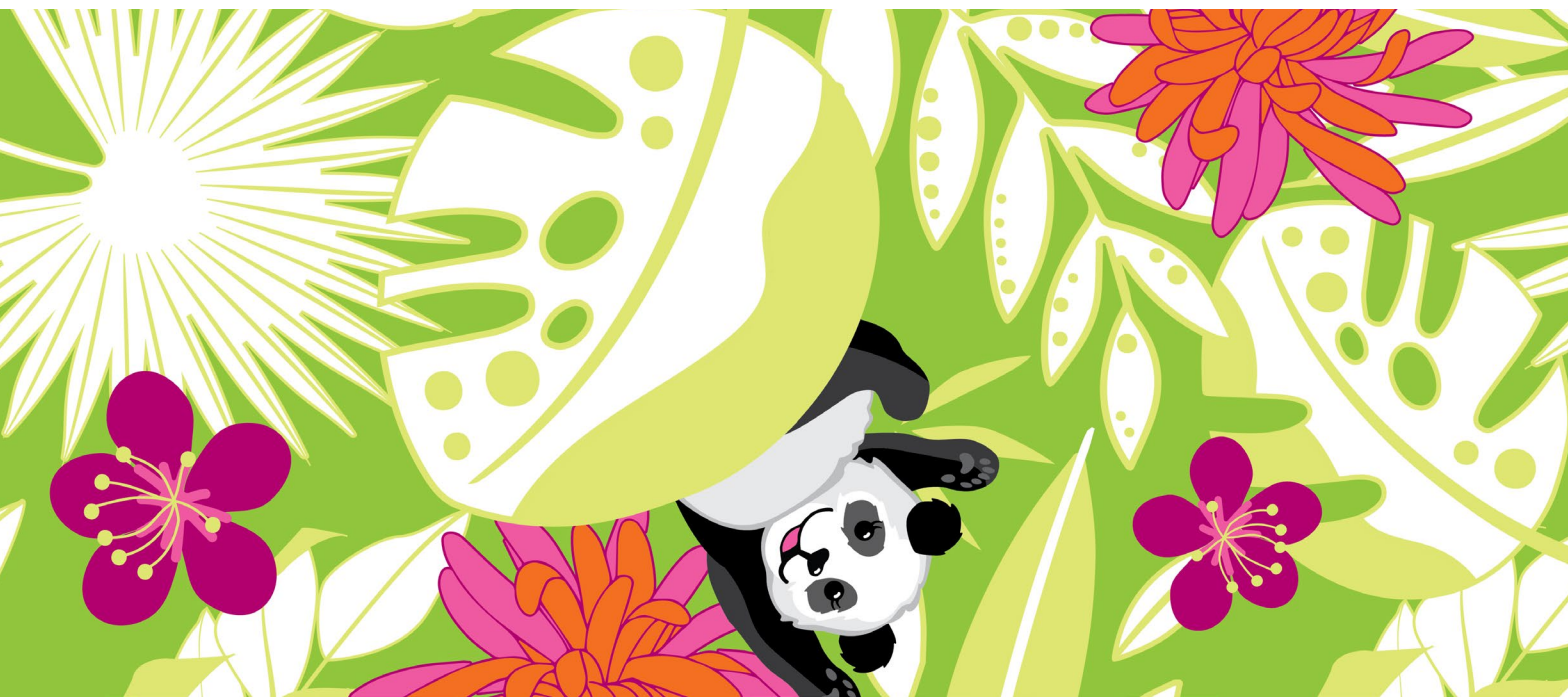
Be their Cookie Captain when booth sales start. Cookie Captains can join the troop at their cookie booth to provide selling tips, product information, help make changes, and be an example of how Girl Scouts should treat their customers and their cookie booth location.

Complete one activity: Receive the Cookie Captain patch

Complete two activities: Receive the Cookie Captain patch and \$10 in Council Dough

Complete three activities: Receive the Cookie Captain patch and \$25 in Council Dough (awards are not cumulative)

Go to gswcf.org/cookies for more details and to apply. **The deadline to apply is March 9.**





Selling Excitement: GSWCF Girl Reward Credits



Girl Scouts who participate in the GSWCF Girl Scout Cookie Program can earn a variety of GSWCF-specific, unique rewards. Below is an explanation of the options.

Visit gswcf.org/cookies for the full list of rewards that girls can earn and the breakdown of Council Dough, program credits, program events, Camp Bucks and troop camping credits. Please also review the order card to learn more about the different levels and opportunities.

Reward	Description
 <p>GSWCF Council Dough* / Council Credit*</p>	<p>GSWCF Council Dough and council credit can be used to:</p> <ul style="list-style-type: none"> • Register for GSWCF programs and events at gswcf.org/events** • Participate in GSWCF summer camp or service unit encampments • Pay for GSWCF service unit events (let the event organizer know your Girl Scout wants to use her council dough) • Purchase Girl Scout merchandise at GSWCF's store or trading posts (not online at this time) • Renew your Girl Scout's membership • Assist with Girl Scout's GSUSA destination expenses or travel conducted with EF Tours or Explorica (submit a request to info@gswcf.org for details) <p>Council Dough expires two years after being awarded (i.e., Council Dough awarded April 2025 will expire Sept. 30, 2027).</p>
 <p>GSWCF Camp Bucks*</p>	<p>GSWCF Camp Bucks are used to register for GSWCF summer camp and up to one camp care kit.</p> <p>GSWCF Camp Bucks expire the summer season that they are earned (i.e., Camp Bucks awarded for the 2025 cookie season must be used during summer 2025).</p> <p>Caregivers need to register for the GSWCF camp session that their Girl Scout intends to attend and pay the deposit to hold her spot. The deposit will be refunded if Camp Bucks cover summer camp in full. Camp Bucks can be combined with Council Dough/council credit to pay for summer camp.</p>

Selling Excitement: GSWCF Girl Reward Credits



To request a balance for any of these credits, caregivers may contact the Customer Care Team at info@gswcf.org or 813-281-4475.

*GSWCF rewards are designed for the Girl Scouts who earned them and are not transferable. Reward experiences cannot be transferred to another Girl Scout or troop. No alternative reward credits are given after selections are submitted to GSWCF.

**Programs or events with third party vendors cannot take program credits or Council Dough/credit directly. If you have questions about this, please contact info@gswcf.org.

Caregivers are updated about the above reward earnings via email at the conclusion of the season through the primary caregiver's email. Confirm emails in MYGS profile. Contact Customer Care at info@gswcf.org or 813-281-4475 if changes are needed with the primary caregiver's contact information.



Selling Excitement: Pins & Badges



COOKIE 
ENTREPRENEUR
 **Family**



When a Girl Scout places a pin or a badge on her vest or sash, it symbolizes an important achievement. Cookie Entrepreneur Family pins recognize the five skills girls learn as they begin to think like entrepreneurs through the Girl Scout Cookie Program. Cookie business badges demonstrate that a girl has developed specific skills related to running her own business.

Earning the year-by-year **Cookie Entrepreneur Family Pin** is the best way to make the Girl Scouts Cookie Program a family affair! **Cookie Business Badges** give Girl Scouts the chance to hone their skills and gain an understanding of the world of business.



Cookie Sales:

Council Gift of Caring and Hometown Heroes



The Council Gift of Caring (GOC)

The Council Gift of Caring (GOC) program is a Girl Scout community service project that provides donated Girl Scout Cookies to active overseas military men and women through Support the Troops, Inc. GSWCF also disperses some of the donated cookies to Feeding Tampa Bay.

The Hometown Heroes (HTH) program is a community service opportunity in which troops/girls choose a local organization to receive donated cookies. Recipients can be “heroes” in the community such as non-profit organizations, shelters, firefighters, police departments, blood banks or food banks. Girls should contact the selected organization for its approval prior to collecting cookie donations.

How the Program Works

For various reasons, some customers may not want to buy cookies for themselves. Through the Gift of Caring and Hometown Heroes programs, they have a chance to give to others while supporting Girl Scouting at the same time.

While taking regular orders, girls communicate to customers that they can purchase cookies to donate to troops (through Gift of Caring) or to the chosen Hometown Hero. Using the Gift of Caring/Hometown Heroes poster, girls explain that this is a Girl Scout community service program, which will send Girl Scout Cookies not only to active overseas military personnel and veterans organizations, but also to local non-profits.

- Gift of Caring cookies can be purchased in-person or online. Girls should email relatives and friends (especially those who live outside of their area) and ask them to donate for your council Gift of Caring program.
- Hometown Heroes cookies can be purchased in person only at cookie booths or during Cookies on the Spot.
- Since there are no products to deliver to customers who support the council Gift of Caring program, girls should collect money from customers at the time of the order and turn it in to the troop cookie manager.



Cookie Sales: Reaching Customers



Girl Scouts have a number of options to reach customers during the Girl Scout Cookie Program.

Cookies on the Spot (In-Person Orders)

After girls receive their cookie inventory, they can visit family members, friends and neighbors and sell cookies right then and there. If they want to get a jump on it, they can use their paper order cards to take preorders. Once the cookies arrive in February, they'll deliver the preorders and collect payment.

Begins
Jan. 31

Lemon-Ups Stand

Girls can set up a simple stand similar to a classic lemonade stand. The stands may only be set up on residential property where the girl or a close family member (e.g., grandparents, aunts or uncles) resides and has permission to sell Girl Scout Cookies.

- The stand must adhere to local city/government ordinances and/or HOA approval.
- Never leave cookies and/or money unattended at a stand.
- A caregiver/adult must be present to supervise.
- Lemon-Ups stands are not registered as booths and will not appear in the Cookie Finder.

Lemon-Ups
stands begin
Jan. 31

Girl Scout Cookie Booths

Troops obtain cookies from a cupboard (locations across the council supplied with cookie inventory) and sell them directly to customers, often at booths in high-traffic areas such as grocery stores, malls or sporting events. Booth sale times and locations are either organized by the council or approved by the service unit cookie manager.

Community
booths begin
Feb. 7

Council Partnership
booths begin
Feb. 14

Cookie Sales: Reaching Customers



You & Me Booths – Approval Required

You & Me booths are held at an approved booth location at which the Girl Scout, with the support of her legal guardian, markets her cookies to customers.

- The legal guardian agrees to follow specific guidelines to participate in a You & Me booth and must sign the You & Me Booth Sales Agreement prior to participating.
- You & Me booths cannot occur at Publix, Walmart, Walmart Neighborhood, Sam's Club or any Mall locations. GSWCF reserves the right to modify You & Me booth locations based on safety or add locations throughout the season based on availability.
- You & Me booths are an experience for the legal guardian and one Girl Scout.
- Juliettes are not eligible to participate in You & Me booths.



You & Me
booths begin
Feb. 21

Digital Cookie - Direct Ship

Girls create a customized webpage and send emails with a personalized message to family and friends asking them to buy Girl Scout Cookies. Customers purchase cookies through the webpage and they are shipped directly to their homes (shipping and handling charges apply). Girls can track their progress and send follow-up messages.

Digital Cookie - Girl Delivery

Girls who have customers who are local and wish to offer them the ease of shopping online without the additional cost of shipping, can recommend the 'girl delivery'* option.

Girl delivery orders after the initial order period can be fulfilled through the troop's extras or cupboard transactions. These girl delivery cookies can then be picked up along with any additional goal-getter sales you may have. It is important to notify your troop cookie manager when you have girl delivery sales so they can check to see if they have adequate inventory or schedule a cupboard to pick-up.

**Caregivers have five days to approve each girl delivery order in the Digital Cookie system. Caregivers should check Digital Cookie every two to three days for possible girl delivery orders requiring approval.*

Cookie Sales:

Safety Tips for the Girl Scout Cookie Program



Girl Scouts

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, its 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

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/Online

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.

Cookie Sales:

Cookie Booths and What to Expect



All Girl Scouts must follow the rules and guidelines listed on the Caregiver Permission and Responsibility Agreements and Girl Scout Cookie Family Guide. The regulations are designed to ensure Girl Scout safety, excellent customer service, and promote a successful, fair, fun and safe cookie season.

- A minimum of two unrelated registered and background-screened adults and at least one registered girl must be present at booths, with the exception of You & Me booths.
- Siblings or tag-a-longs may not attend.
- Sell cookies for the correct price. GSWCF sells all cookies for \$6 per package. Do **not** discount prices, offer price promotions such as two for one, or sell a package for more than \$6.
- Arrive and leave on time. Please pack-up five minutes before the end of the shift in order to allow arriving booth participants time to set up. *Remember to be a sister to every Girl Scout.*
- Booths should be setup a minimum of 15 feet from doors or remain in the location designated by the store.
- Booths at Publix locations must conclude by 7 p.m.
- Store locations cannot grant permission to stay later than the allotted time as GSWCF has agreements with corporations for specific times/dates.
- Store managers may cancel booths for any reason. If a store manager asks booth attendees to leave the store location, do so immediately. Politely thank the store manager and notify the service unit cookie manger or Product Program Department.
- Do not ask the store location to make announcements regarding booth sales.
- Girls should allow entering/exiting customers to approach them. Never approach customers as they enter/exit the store.
- Girls are in charge of selling the cookies. Adults are there to provide guidance and handle money for younger Girl Scouts.
- Donation jars are not allowed anywhere on or near the booth.
- 'Bling Your Booth' with posters and other items to attract customers; no graffiti.
- Do not allow girls to write on store property (walls, garbage cans, etc.).
- Girls must remain close to their booths at all times; no running around or approaching people inside the store location.
- Girl Scouts are polite and should never yell to customers to attract sales, block access to the store entrance, or employ aggressive sales techniques. All communications should be at an indoor voice level. Megaphones or whistles should not be used to attract attention to a booth outside of a business.
- Eating and smoking are not permitted at booth locations.
- Keep cell phone usage to a minimum and focus on customer engagement.
- Remove all trash, (including empty cookie boxes) yourself. Store trash receptacles are not for public trash or recycling.
- Before leaving the location, one girl and one adult should thank management at

Cookie Sales: Cookie Booths and What to Expect



Consequences

If Girl Scouts and/or troops (including troop caregivers) are not participating within the established rules and guidelines, they may be penalized in one or more of the following ways:

- Verbal counseling regarding any booth-etiquette offense.
- Removal from the troop's next scheduled council-level booth location.
- Girl Scout/troop will not be allowed to hold any further cookie booths at council-level booth locations for the season.
- Girl Scout/troop will not be allowed to hold any further cookie booths for the season.

EMBRACE POSSIBILITY

Our Responsibility

Remember, we are all responsible for the reputation of GSWCF and the value of the Girl Scout momentum. Demonstrate character and help protect the council's reputation and relationships with the businesses that support GSWCF with cookie booth opportunities.



Gimme Samoa

Gimme Samoa is a sales incentive to help Girl Scouts/troops increase their cookie sales by encouraging customers to purchase five or more boxes of any variety of cookies. For every five boxes of cookies a customer purchases, they are eligible to enter a drawing to win a year's worth of cookies* (365 boxes).



One random winner will be selected on March 31, 2025. Customers must enter by 11:59 p.m. on March 30, 2025 and reside in one of GSWCF's eight counties (Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas, Polk, or Sumter).

Visit gswcf.org/samoa for additional information.

**Cookie variety will be based on availability*

Cookie Sales: Registering for Digital Cookie



Step 1: Receive Registration Email

Registration emails come from “Girl Scout Cookies” (email@email.girlscouts.org) with the subject “It’s time to register your Girl Scout for Digital Cookie!”

Step 2: Click the Pink ‘Register Now’ button in email.

This will take users to the Digital Cookie site to get started. (For best results, use the most recent version of your web browser.)

Step 3: Create a Password

Step 4: Use your new password to log in.

Enter the same email address where the registration email was sent.

Step 5: Watch the Safety Video

Share this video with your Girl Scout to review safe selling. You won’t be able to proceed until the full video has been viewed.

Step 6: Read and Accept the Terms and Conditions for Parents/Guardians of Girl Scouts Agreement.

Note: Caregivers who are also cookie volunteers will see an additional Terms and Conditions document for volunteers.

Step 7: Accept the Girl Scout Safety Pledge

Be sure to read the pledge to/with Girl Scout(s). Then check the box for ‘accept’ and click ‘continue.’

Cookie Sales:

Registering for Digital Cookie



Step 8: Activate Girl Scout(s)

Click the 'activate' button to update Girl Scouts' preferred name if desired.

Girl Scouts who are 13 or older have the option to use their email address to manage most of the Digital Cookie site. Caregivers can simply enter the Girl Scout's email address on this screen in order to send an email to the Girl Scout inviting her to complete the registration process.

Girl Scouts under 13 will login in partnership with their caregiver and do not need a separate email address.

After activating the Girl Scout(s) click the 'Access Site' button to go to the Digital Cookie home page. Bookmark this site or save your registration email confirmation to access Digital Cookie at any time.



Finances: How the Cookie Crumbles



100% of proceeds stay local to support our

The Girl Scout Cookie Program is an opportunity for our girls to grow as leaders and entrepreneurs. Not only do they learn valuable skills, but every cookie box sold helps our troops thrive while also allowing the Girl Scout to earn individual rewards. Funds are generated to directly support the Girl Scouts of West Central Florida (GSWCF), ensuring every girl can have an amazing Girl Scout experience throughout the eight counties we serve.

Support Services

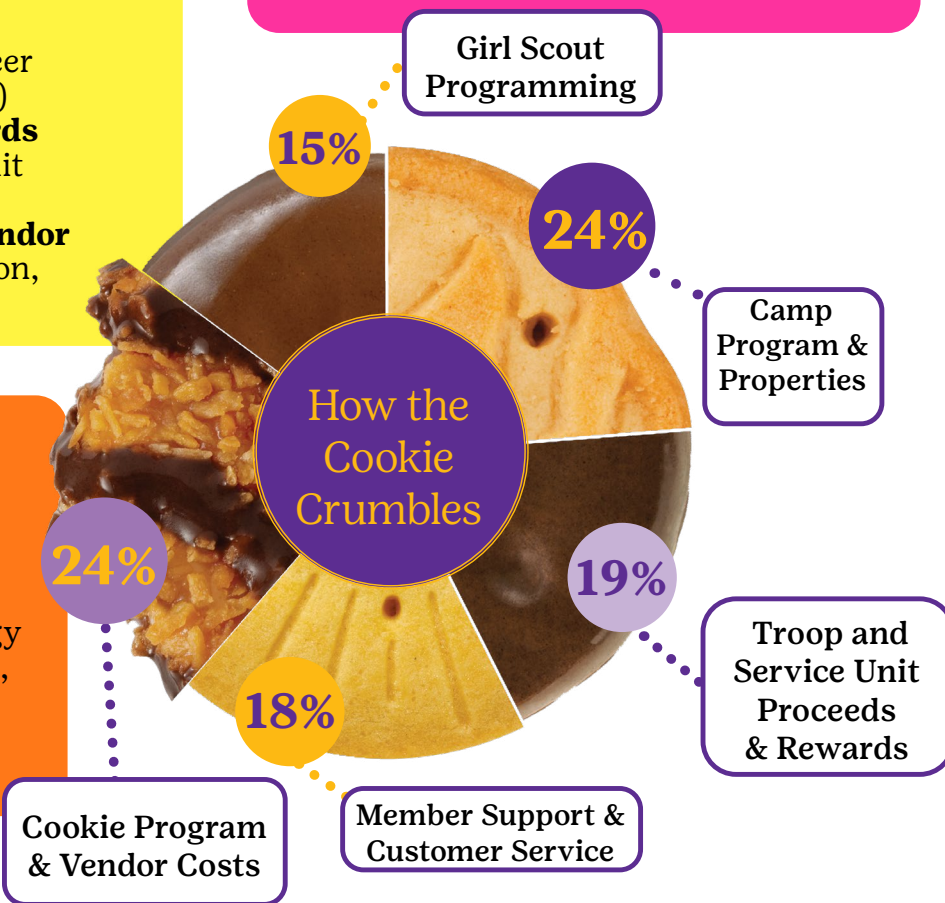
The Girl Scout Cookie Program not only gives funds for the troop, but it also supports all our services to volunteers, caregivers and girls. Proceeds from the cookie program also help maintain our camp facilities and properties so they are not only adventurous but also safe for our girls.

Cookie proceeds support GSWCF troops and support GSWCF in the following ways:

- **GSWCF's Investment in Girls** (programs, four camps, volunteer trainings and member services)
- **Direct Girl Proceeds & Rewards** (including troop and service unit proceeds)
- **Cost of Cookie Program & Vendor Costs** (packaging, transportation, warehouse and training)

Girl Led-Entrepreneurial Program

All (100 percent) Girl Scout Cookie proceeds stay within GSWCF after the cost of cookies are paid for. Girl Scouts keep their portion in the form of troop proceeds and rewards. In 2024, Girl Scouts in GSWCF earned nearly \$2 million dollars in troop proceeds. These funds are used to expose the girls to adventures, projects and learning opportunities.



Membership

Every dollar of the membership dues goes to GSUSA. This helps to cover the cost of fundamental services supporting the Girl Scout movement such as accident insurance, technology improvements, program development, research, training and resources on a national level. GSWCF does not retain any portion of the membership dues.

Finances: Troop Proceeds



- Troop proceeds are based on a per-girl-average (PGA) of girls selling with a chance for troops to earn greater proceeds with a higher PGA.

Requirements

- Troops must have a minimum of five girls registered for MY25, three of those girls must be participating with at least one of the girls unrelated to the other girls. This is to ensure the council is complying with tax requirements related to its nonprofit status.
- For troops that do not meet this minimum, the participating Girl Scouts will be classified as Juliettes for the cookie program and will receive council credits instead of troop proceeds.

eBudde

- eBudde automatically calculates troop proceeds, adjusting for PGA.
- Troops must enter all cookies that are picked-up and give girls credit in eBudde in order for troop proceeds to be determined correctly.

Opting Out of Rewards

- Girl Scout Junior, Cadette, Senior and Ambassador (J/C/S/A) level troops can opt out of rewards to receive additional proceeds.
- All girls in a J/C/S/A troop must agree as a whole troop to opt-out of rewards, complete and submit the opt-out of rewards form by the deadline date.
- Troops who opt out will not receive general rewards. They can still earn patches, the troop reward and Gift of Caring rewards and attend the Super-Seller event.
- Multi-level troops with girls who are Daisies or Brownies do not qualify to opt-out of rewards.

Troop PGA	Troop Proceeds	Additional Earnings	Troop Bonus
Less than 250	\$0.88/box	Troops (J/C/S/A) that choose to opt out of rewards earn an additional \$.05 per box.	Troops that meet specific bonus requirements can earn \$.03 additional per box.
250-324.99	\$0.90/box		
325 or more	\$0.92/box		

Finances:

Juliette (Individually Registered Girls) Council Credits



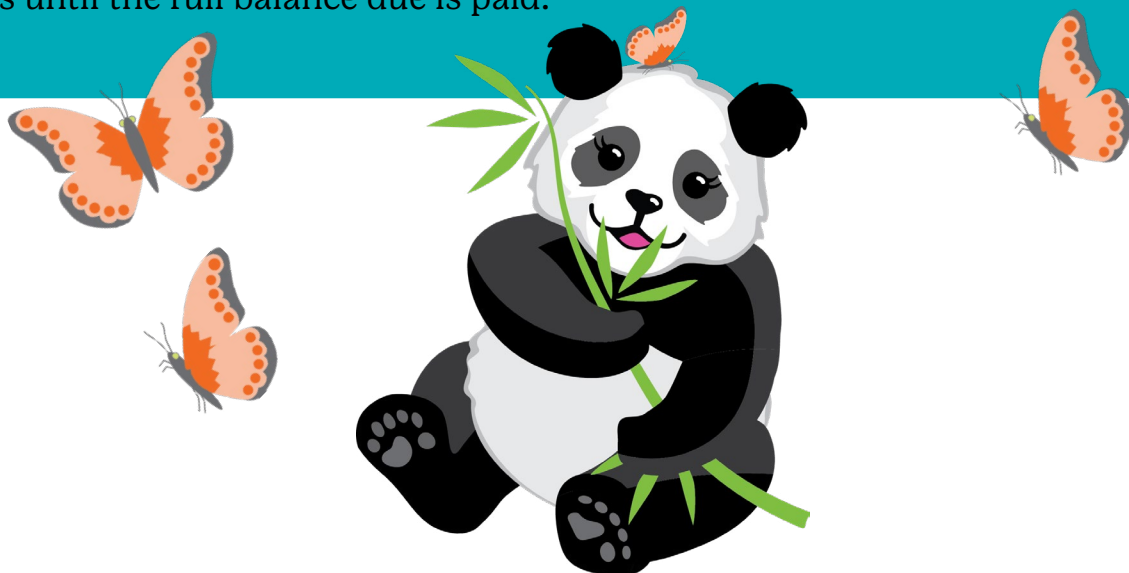
Juliette (Individually Registered Girls) Council Credits

Juliettes earn council credits when they sell cookies!

- Credits are distributed by the Product Program Department to Juliettes, which are also referred to as Individually Registered Girls.
- Caregivers receive an email from GSWCF informing them of the total amount of council credit their Girl Scout earned. The email is sent after the program concludes and all money is collected from caregivers.
- Council credits can be used for membership, summer camp, programs, events, destinations (through GSUSA destination expenses or travel conducted with EF Tours or Explorica) and items in the Girl Scout Store.
- Any girl with an outstanding balance due will not receive council credits or rewards until the full balance due is paid.
- For questions regarding council credits or assistance using council credits, please email info@gswcf.org or call 813-281-4475.

Processes & Procedures

- The Juliette's adult sponsor (Juliette cookie manager) attends training with other troop cookie managers and is required to sign an agreement. The Product Program Department issues the Juliette's cookie manager a unique Juliette number for eBudde purposes.
- The Juliette's cookie manager manages the Girl Scout by entering orders into eBudde, distributing the cookies, depositing all collected money into the council's account using the bank account information provided, and orders the Juliette's rewards. Please note: No proceeds are kept by the Juliette cookie manager or the girl(s). Proceeds are earned by troops.
- Any Juliette with an outstanding balance due will not receive council credits or rewards until the full balance due is paid.





Council Credits Distribution

Council credits are based on a range of cookie sales. Girl Scouts earn the highest level of council credit achieved (see chart) for the highest number of packages sold. Council credit is not cumulative.



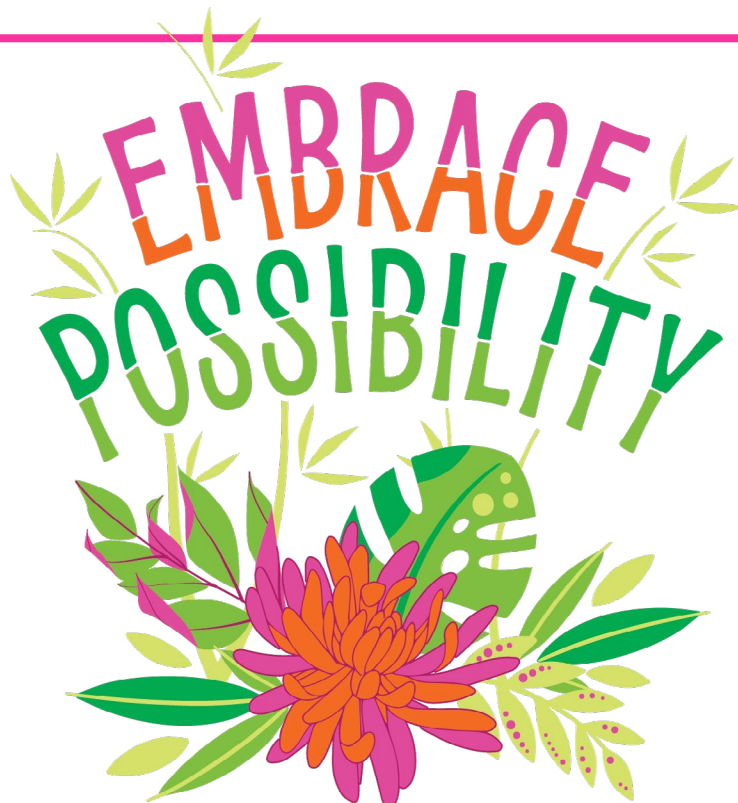
Council Credit Chart

Boxes	Council Credit
12-35 boxes	\$14
36-71 boxes	\$20
72-107 boxes	\$41
108 -143 boxes	\$62
144 -179 boxes	\$82
180-215 boxes	\$103
216-251 boxes	\$123
252-287 boxes	\$144
288-323 boxes	\$164
324-359 boxes	\$185
360-395 boxes	\$205
396-431 boxes	\$226
432-467 boxes	\$246
468-503 boxes	\$267
504-539 boxes	\$287
540-575 boxes	\$308
576-611 boxes	\$328
612-647 boxes	\$349
648-683 boxes	\$369
684-719 boxes	\$390
720-755 boxes	\$410
756-791 boxes	\$431
792-827 boxes	\$451
828-863 boxes	\$472
864-899 boxes	\$492
900-935 boxes	\$513
936-971 boxes	\$534
972-3,500 boxes	\$554



You and your Girl Scout can prepare for the best possible experience by gathering a few tools for a successful cookie program:

- ☐ Ensure you and your Girl Scout are registered for 2024-2025 membership year.
- ☐ Make sure you also have an eligible background screening if you want to volunteer to help at the troop's cookie booths.
- ☐ Review your email in MyGS and ensure it is set as the primary caregiver. This is needed to set up the Digital Cookie account AND all correspondence from the council about rewards is sent to this email address.
- ☐ Attend the caregiver meeting provided by your troop to get all of the information you'll need for the cookie program.
- ☐ Complete and submit the online Caregiver Responsibility and Permission form for each Girl Scout in the family who is participating in the cookie program.
- ☐ Turn in the Girl Scout's cookie order form (if applicable) to the troop on time.
- ☐ Request and sign a receipt from your troop leader when picking up cookies and/or providing funds for sold cookies.
- ☐ Check your girl's Digital Cookie site every two to three days to view all "Girl Delivery" orders. Confirm the girl delivery orders within five days. If you don't have enough cookies to fulfill the orders, contact the troop cookie chair to get the cookies you need.
- ☐ Deliver all cookies that have been ordered and picked up for your Girl Scout (including any Digital Cookie girl-delivered orders) to the customers soon after receipt.



Important Information to Remember

- Adhere to all cookie program dates.
- Check with your troop for the dates that the weekly orders are due.
- Provide your troop cookie manager with cookie orders. Don't forget to include her girl delivery orders!
- Verify the date that cookie funds are due to your troop.
- Accept financial responsibility for all products and money received.
- Count your inventory to confirm you received all cookies you ordered when picking up her cookies.
- Sign and get a copy of your receipt for the cookies you are picking up.
- Collect payment when your Girl Scout delivers the items to the customer, but not before.
- Turn in the troop cookie money when requested.
- The troop cookie chair is responsible to report all caregivers with outstanding funds to council after the program.
- Any caregivers with outstanding funds on March 17, 2025 will be reported to the Product Program Department for collections.

IMPORTANT: Cookies are not returnable to the troop or council. Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place as well as a location where animals, bugs or water can get to them. Remember, you are responsible for these cookies, even if they get wet, melt from heat, or otherwise become unsalable.



Have an exciting cookie season!



Please contact the GSWCF Product Program Department with any questions.

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