



2024-2025 Girl Scout Cookie Program® Family Newsletter

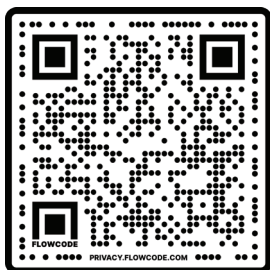
Welcome to the Girl Scout Cookie Program!

As the largest girl-led entrepreneurial program in the world, this year's program offers both first-time and veteran cookie sellers the opportunity to have fun and learn 5 essential skills: goal setting, decision making, people skills, money management, and business ethics!

Why participate?

Every year, Girl Scout troops throughout Connecticut use their cookie earnings to make their communities a better place. All proceeds from the cookie program stay in Connecticut! These funds allow Girl Scouts to participate in events and activities they choose and help Girl Scouts of Connecticut (GSOFCT) fund programming, leadership development opportunities, and trainings for youth members and adults throughout the state.

The Girl Scout Cookie Program is an important part of the overall Girl Scout Leadership Experience. This year's theme is Embrace Possibility—remind Girl Scouts to look around and see all that is possible!



2025 Cookie Season
Resources, Cookie Varieties,
and Allergen Information

Every registered Girl Scout may participate in this year's cookie program.

Reach out to your
Girl Scout's troop leader or
service unit cookie manager
to learn more about the
Girl Scout Cookie Program.

2025 Cookie Lineup

All nine varieties of cookies will be available to order directly from Girl Scouts via the paper order card and online through Digital Cookie for girl delivery and direct shipping.

Note: this is the last year the S'mores variety are available!

Available varieties include: Adventurefuls®, Lemon-Ups®, Trefoils®, Do-si-dos®, Samoas®, Tagalongs®, Thin Mints®, Girl Scout S'mores®, and Toffee-tastic®.

All varieties of cookies sell for \$6.00 per package.

Key dates

January 17: GSOFCT
Prerecorded Virtual Cookie Rally

January 24: Initial Order Taking begins and Digital Cookie storefronts open

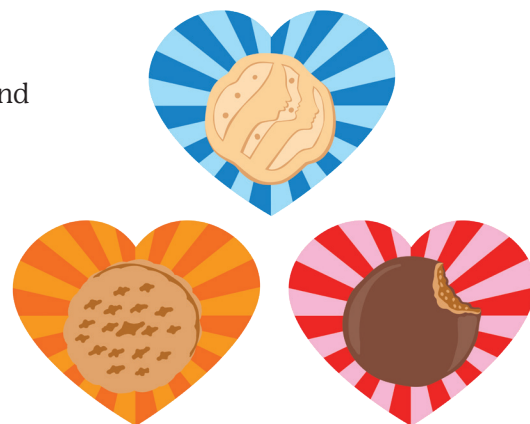
February 28: Initial Order Taking ends, parent entry deadline

March 1: Goal-Getter Order Taking begins

March 22: Cookie Delivery Day and Booth Sales begin

April 13: Digital Cookie closes for girl delivery orders

April 27: Cookie program ends
Check with your Girl Scout's troop leader for additional program dates and deadlines.



Cookie Entrepreneur Family Pin

The Cookie Entrepreneur Family Pin series encourages the whole family to help Girl Scouts reach their cookie program goals. Each Girl Scout program level has its own set of requirements to help families guide them as they run their own cookie business year after year. Girl Scouts can earn a unique pin for each year they participate.

5 Skills of the Cookie Program

When Girl Scouts and troops participate in the cookie program, they learn to work as a team to accomplish goals while building confidence in their skills and abilities. To learn more about the Girl Scout Leadership Experience scan the QR code.



Safety

The safety of Girl Scouts, their families, and volunteers remains our foremost priority. Below are some key safety guidelines youth members and families need to be aware of when participating in the cookie program.

- **Forms:** All Girl Scouts must be registered and have a signed Annual Consent form on file with the troop.
- **Adult Supervision:** Daisies-Juniors: an adult must accompany when they are selling, taking orders, or delivering cookies. Cadettes-Ambassadors: use the buddy system under adult supervision.
- **Uniform:** Girl Scouts should wear a membership pin, uniform, or Girl Scout clothing when selling and taking orders in person or delivering cookies.
- **Digital Media:** Girl Scouts and families must review and abide by GSUSA's Digital Marketing Tips for Cookie Entrepreneurs and Supplemental Safety Tips for Online Marketing available at gsfct.org (Cookies +Tab) prior to using social media to promote a Girl Scout's participation in the cookie program.
- **Social Media:** Girl Scouts 12 years and younger may use social media accounts of parents/caregivers/trusted adults to promote their Digital Cookie online storefront.
- Girl Scouts 13 years and older may use their personal social media accounts supervised by an adult.

Cookie Program Rewards

The 2024-2025 reward lineup encourages Girl Scouts to set ambitious goals for this year's cookie program! With fun items at each reward level and a philanthropic option (CT Humane Society) at four levels, this year's program has something for every Girl Scout. See the printed cookie order card or go to gsfct.org (cookie + tab) to see the complete reward lineup.



Charm Patch and six charms



Fidget Beanbag Stone Cairns
115+ packages



Panda plush
165+ packages



Adventure Park
300+ packages

Digital Cookie Top Tips

The Digital Cookie platform allows Girl Scouts to add e-commerce to their cookie program. Girl Scouts can use email and social media to drive customers to their online storefront where customers can purchase cookies for girl delivery or direct shipping!

Look for the registration email in mid-January to get your Girl Scout started.

Using the Digital Cookie app, Girl Scouts can send customers an email with a link to their online storefront and accept credit card payments via the app for in-person purchases.

Note: Inform your troop leader when you need cookies for a Digital Cookie Girl Delivery order.

Girl Scouts can also earn special rewards for Digital Cookie sales, including a unique charm to add to the Charm Patch!

Reaching out to Customers

Families are instrumental in helping Girl Scouts reach their cookie program goals. While friends and family may be a Girl Scout's first customers, remember these tried-and-true ways to expand your cookie network:

- Door-to-door sales and distributing door hangers, if permitted.
- Parent/caregiver/family friend's coworkers and colleagues.
- Sharing a Girl Scout's Digital Cookie site on social media.

Before using social media, Girl Scouts/parents/caregivers must review the *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Supplemental Safety Tips for Online Marketing* at gsfct.org (Cookies+Tab).