

2025 Girl Scout Cookie Program®

Family Guide



NEW!

**Girl Scout Guide to the
Cookie Program**
Find the QR code inside

Council Initiatives
Including new booth themes

Girl Scout Badge Connections
See how this year's cookie rewards
connect to Girl Scout badges

Exclusive Council Rewards

More Payment Options

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All information in this guide is subject to changes and modifications.





A Word from E Chief Mission Delivery Officer

I love this program. "The Cookie," as I like to call her, is more than a tradition—it's a movement that opens doors for every Girl Scout. It's about seizing opportunities and blazing your trail in a world that often underestimates your potential. Every box you sell builds confidence, leadership, and real-world skills that last a lifetime. That's not just a sound bite—it's real, it's powerful, and it matters.

In a world where you must fight for the best experiences, the Cookie Program stands as a beacon of change for Girl Scouts. You're not just selling cookies—you're transforming the world around you. This program is the engine that powers your dreams, giving you the resources to fund opportunities and turn your "girl-led" visions into reality.

Just like our founder, Juliette Gordon Low, who sold her treasured pearls to fund this mission, you use the Cookie Program to fund your dreams. You take control, ensuring your plans come to life through hard work, and not by relying on what little is given to female organizations. You do it on your terms, with your strength, voice, and hands.

So, if you're wondering, "Should I?"—know that now is the time to take control of your future. Participate in the Cookie Program and invest in yourself. This is your moment to create opportunities that will shape your life. The world is watching—make your mark and show everyone what a Girl Scout can achieve!

I did in 1976, and I've never looked back. This program made me who I am—a fighter, a survivor, a good human, and a believer in tomorrow. Yes, a Girl Scout Cookie can do that!



The Cookie Program



The Girl Scout Cookie Program is the most iconic girl-led entrepreneurship program in the world! Every year, Girl Scouts get to run their own business by selling a variety of cookies. Throughout the program, they develop five essential skills, earn rewards, contribute to their community, and have a blast!

The funds raised stay local, supporting troops, cookie rewards, and various Girl Scouts of Southern Arizona programs, projects, and community initiatives. With your support, our Girl Scouts can embrace possibility!

The Five Essential Skills Girl Scouts Learn

Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them. Encourage them to set step-by-step goals and break these goals down by establishing weekly package targets.

Decision Making

Girl Scouts learn how to make decisions on their own and as a team. Discuss their marketing strategies for the sale duration, and ways to reconnect with customers during mid-sale.

Money Management

Girl Scouts create a budget and handle money. Foster their interest in business management by helping budget for troop activities or calculate the percentage of Care to Share donations.

People Skills

Girl Scouts build confidence through customer interactions when they take the lead in customer conversations! Discuss how they can tailor their cookie pitches to meet their goals.

Business Ethics

Girl Scouts learn to act ethically when fulfilling customer exchanges. Remind them to deliver cookies within 72 hours of the order and offer the 'Care to Share' option for customers who can't have cookies.

Cookies Then

1935

Sahuaro Council (GSSOAZ) is established

1938

Our council starts selling Girl Scout Cookies

1939

Tucson Mayor Henry Jaastad buying cookies from Troop 3, Ochoa group

1943

Davis-Monthan Colonel Lowell Smith opens Cookie Sale for Girl Scouts

1947

Girl Scouts receive boxes of Cookies to sell in Tucson



From Our Girl Scouts



Advice to Other Participating Girl Scouts

"Things may not always be perfect, but by selling cookies you will be filled with amazing memories. Most importantly, you got this!"

—Natalie, Troop 293

Handling Challenging Customer Encounters

"Don't let them get under your skin. It'll sting, sure, but you're strong and they can't take that [from you]!!"

—Vincent, Troop 60



Receiving Cookie Donations

"Once when a customer was hesitant about buying cookies, the first thing I did was give her a huge smile. I then showed her my Cookies for Heroes donation box. I told her we would donate cookies to the military and local heroes like firefighters and teachers. Teachers work very hard for us. The customer smiled and said 'Well you just made my day. I come from a family of teachers and they indeed work hard.' And she donated!"

—Micaela, Troop 3789



Reaching Your Goals

"Set your goal and try your best to reach it."

—Sam, Troop 2981



Cookies Now

2021

Girl Scout Troop 789 masks up at cookie booth during pandemic



2022

Girl Scout delivering cookies by horseback in Tombstone, Arizona



2023

Girl Scout Troop 252 dresses up as Girl Scout Cookies in Rio Rico, Arizona



2024

Girl Scouts of Southern Arizona sell a historical 1,001,480 packages of cookies



Want to know more? Visit our Cookie Program History page at www.girlscoutssoaz.org

EMBRACE POSSIBILITY



This year, we're excited to share that our theme is **Embrace Possibility**. With each new cookie season, Girl Scout entrepreneurs take on the excitement and challenges that come their way. It's a powerful reminder that with every box of cookies sold, Girl Scouts are not just meeting goals—they're unlocking their potential and exploring new horizons!

At Girl Scouts of Southern Arizona, we're dedicated to supporting our families and Girl Scouts as they embark on their cookie program journey. Whether you're a newcomer preparing for your first booth or a seasoned pro fine-tuning your digital cookie strategies, our mission is to empower every Girl Scout and family.

To help you and your Girl Scout thrive during cookie season, we've created this Family Guide packed with practical tips and tools. Our guide is here to make the cookie program not just manageable, but enjoyable for everyone!

With your support, there's no limit to what our Girl Scouts can achieve. We're excited to see how each Girl Scout, family, and troop will *embrace possibility* this season and help turn our Girl Scouts' goals into reality!



New This Season—Council Initiatives

Care to Share

- ★ Care to Share (formerly Cookies for Heroes) is an initiative of Girl Scouts of Southern Arizona, where our community can help spread joy through cookie donations.

For every \$6 donation, one box of Girl Scout

- ★ Cookies is distributed to local community organizations, including the military, law enforcement, and others in need.



Make a world of
difference, one box
at a time.



'I Have A Dream' Booth Tribute Contest

This year, we're honoring Dr. Martin Luther King Jr.'s legacy by pausing all Girl Scout cookie booths on MLK Day.

We encourage our Girl Scouts to participate in a day of service on January 20 in their community and learn about Dr. King's impact. Girl Scouts can also pay tribute to MLK by decorating their booths on January 18 and 19 (see page 31).



Care to Share Packing Party— March 22

- ★ Mark your calendars for March 22 and join us at various locations for a Care to Share packing party! Together, we'll prepare the donated cookies for delivery.

MLK Day of Service—January 20

Join us in honoring Dr. Martin Luther King Jr. with a day of service! Girl Scouts can participate within their community or organize their own service activities, such as:

- Organizing a community clean-up
- Volunteering at a food bank
- Hosting a unity walk

Participating Girl Scouts can earn an MLK patch by showing proof of participation at a Girl Scouts of Southern Arizona shop (January 21 - February 2). For those in remote areas (one hour or more from one of our shops), email the Product Program team, productprogram@girlscoutsoaz.org, with your name, troop number, and proof of participation to receive your patch by mail.



New This Season—Announcements



And more!

- Binding Cookie Receipts (page 22)
- Price increase of Girl Scout Cookies and why (page 23)
- Brighten Your Booth with new contests and themes (page 30-31)
- Cookie Rewards that connect to Girl Scout badges (page 34)
- Exclusive GSSOAZ Cookie Rewards (pages 36-40)
- Save the Dates for Cookie Experiences (page 41)

\$6
for core cookies

\$7 for specialty
cookies (i.e. S'mores,
Toffee-tastic)



Shine BRIGHT this Cookie Season!

Find the 2025 Girl Scout Guide to
Cookies by scanning the QR code!



Girl Scout
S'mores

**LAST
CHANCE!**



ANNOUNCING
2025 Cookie Season is the **FINAL SEASON** for
Girl Scout S'mores®

Cookie Program Troop Overview

We are in a troop!

What happens throughout the Girl Scout Cookie Program?

Troop Discussion: Is the troop participating in the Cookie Program?

No

Be a Juliette for the Cookie Season

If your troop has decided not to participate in the Girl Scout Cookie Program, you can still participate independently—keep in mind that troop proceeds will not be earned.

For more info, contact our Juliette Support at 520-319-3183 or juliettesupport@girlscoutsssoaz.org

Yes

WOO-HOO!

Did you know you can be a part of your troop’s Cookie Team? See how on page 15.

Nov/Dec

After building a strong cookie team, Troop Product Managers will:

- Attend the required training
- Submit the initial order of cookies
- Choose a cookie drop time
- Select booth slots for the troop

COOKIE PARTICIPATION CHECKLIST

- ☐ Active membership for you and Girl Scout
- ☐ Update email in membership account
- ☐ Attend troop’s Cookie Caregiver Meeting
- ☐ Sign all cookie agreements required by your troop

Participating in Cookie Booths?

- ☐ Adult(s) MUST have background clearance
 - Unsure? Contact our Membership team!

Dec

Troop Product Managers submit Initial Order of Cookies

Your troop is strongly encouraged to place an initial order so your Girl Scout will have product the first day of the program. All troop members should work together to make this decision and account for any buffers.

You and your troop are financially responsible for any cookies you order and take from council.

Did you know?

Girl Scouts of Southern Arizona has the **HIGHEST** per girl average of packages sold in the country, at 577, which is 100 boxes higher than our closest councils with Little Brownie Bakers!



Jan

Cookie Booth Selections by Troop Cookie Managers (Jan 6-9)

Cookie Drop
Adults, GS in high school only (Jan 14-17)

Cookie Drop is when your troop picks up its initial order of cookies. This is a great opportunity to support your troop! Did you know that if troops do not pick up their orders in one visit or within their selected time slot, they incur a \$100 per day storage fee? Contact your Troop Cookie Manager to ensure enough vehicle space and volunteers for the pickup.

Digital Cookie (Jan 6-Mar 9)

Digital Cookie (also known as DOC and Digital Order Card) will open before the in-hand sale begins, meaning your Girl Scout can start taking orders early and get a head start on their goals before cookies arrive! Caregivers should receive an email for setup on January 2.

Cookies In-Hand, Booth Sales, and Contests (Jan 18-March 9)

On January 18, Girl Scouts can start their in-hand and booth sales. Although Digital Cookie opens earlier, remember, no cookies can be delivered until January 18! Please review program policies and procedures on pages 12 and 13.

***Starting January 18, all cookie orders should be delivered within 72 hours of receiving an order.**

Jan-Mar

Keep track of all receipts and follow any money-collecting preferences set by your Troop Product Manager and/or Cookie Team.

When should I get receipts?

- ☐ **When you get cookies from your troop**
- ☐ **When turning in cookie money**

If you are not getting receipts, it is not the correct process.

It is your responsibility to keep track of all receipts in case of a later discrepancy. The council will ask for all receipts from Troop Cookie Managers and caregivers if there is an incorrect cookie count or financial discrepancy.

Mar-May

REWARDS DISTRIBUTION PROCESS

Reward Choice Submission

Troop Cookie Managers submit Girl Scout reward choices. Once submitted, they cannot be changed.



Council Processes

The council orders, receives, and verifies the count of rewards.



SU Product Manager Processes
Service Unit Product Managers count, verify, and contact troop leaders for pickup.



Troop Leader/ Adult Volunteer
Pick up all rewards from the Service Unit on behalf of the troop and distribute to Girl Scouts.



Direct Ship Rewards

Some reward items may be available for shipping directly to the Girl Scout. Caregivers will receive an email with further instructions.



Travel, experiences

Please see our save-the-dates on page 41 for specific rewards.

No alternative experiences are given if or travel are selected, and the Girl Scout is unable to attend.

Caregivers will receive an email with further instructions for experiences or travel.

***important, subject to the three strikes penalty (see page 13)**

Juliettes

A Juliette is an independently registered Girl Scout who participates in Girl Scout activities without a traditional troop—they can do everything a Girl Scout in a troop can do, but at their own pace. It is a flexible, "choose your own adventure" experience!



Steps to participate as a Juliette

1. Caregivers, ensure you have a current registration and background check
2. Indicate interest by filling out the Interest Jotform
3. Complete assigned training (required for cookie sales)
4. Sign Financial Responsibility form
5. Receive eBudde confirmation from Cass (cjohnson@girlscoutsoaz.org)
6. Place initial order before January
7. Pick up your Cookie Program Success Kit with your initial order either at Ralph's Warehouse on January 17 or at Angel's Place for Girls on January 18-19
8. Start selling and earning badges and rewards, pick up cookies from any cupboard in Southern Arizona after the first pick up

Earning as a Juliette

Online Sales: Use Digital Cookie for virtual sales with direct-ship or girl delivery options

In-Person Sales: Sell to teachers, family, and friends, use a wagon, set up booths, or work council booths

Differences from troop participation

Juliettes don't have a troop bank account. They use Digital Cookie, or deposit money earned for cookie pickup. Juliettes receive **Program Credits** in place of Troop Proceeds, detailed in the Juliette Credit Breakdown section.

Rewards

- Juliettes earn the same rewards as troops, such as camps and travel experiences. They can choose to opt out of smaller rewards for more Program Credits or Cookie Dough
- See page 25 for details

Juliette credit breakdown (in addition to Cookie Dough)

- 25-99 boxes: \$10
- 100-199 boxes: \$15
- 200-299 boxes: \$20
- 300-424 boxes: \$25
- 425-649 boxes: \$50
- 650-749 boxes: \$65
- 750-849 boxes: \$50
- 850-999 boxes: \$100
- 1000-1499 boxes: \$125
- 1500-1999 boxes: \$150
- 2000-2999 boxes: \$175
- 3000-3999 boxes: \$200
- 4000-4999 boxes: \$225
- 5000+ boxes: \$250

Additional Juliette opportunities

- Attend events, camp, earn badges, travel, and so much more
- Connect with other Juliettes at the bi-annual Juliette Gatherings and Girl-Led Juliette Troop Experience



Interested in becoming a Juliette? Scan the QR code!

For more information, contact our Juliette Specialist Cass at juliettesupport@girlscoutsssoaz.org



Rules and Policies

We understand—there are a lot of rules when it comes to the Girl Scout Cookie Program. But as the largest girl-led business in the world, these guidelines are important to ensure a smooth and successful season. Let's break them down for you:



Juliette Gordon Low, Girl Scout Founder

"Right is right, even if no one else does it."

Key Dates

Jan 6: Customers can start placing orders online through Digital Cookie.

Jan 18: Girl Scouts can start taking in-person orders, making deliveries, and running booths.

Booth Guidelines

Council-approved locations only: Booths must be set up at locations approved by Council, through eBudde.

Restricted locations: No selling at places where Girl Scouts cannot be customers (e.g., liquor stores, cannabis shops).

Private property only: No roadside selling unless it's on private property that you or someone you know owns.

Booth supervision: If there are 2 or more Girl Scouts at a booth, there must be at least 2 registered adult members present, with one having background clearance.

Booth capacity: No more than 4 Girl Scouts and 2 adults at a booth.

Canceling a booth: Can't make it to your scheduled booth? Release it in eBudde or notify your Service Unit Product Manager ASAP.

Cookie Management

No cookie returns: Cookies cannot be returned to Council, so only take out what you're confident your troop can sell.

Payments: All money should be in your troop bank account no later than **March 14**.

Social media guidelines

Before marketing their cookie business online, Girl Scouts and caregivers must review:

- Girl Scout Internet Safety Pledge
- GSUSA's Digital Marketing Tips for Cookie Entrepreneurs and Families
- Supplemental Safety Tips for Online Marketing

While social media can be used to promote a Girl Scout's cookie business to family and friends, no contact information or Digital Cookie links should ever be posted on public pages or to a public audience. Below are some guidelines to help your troop members become confident Social Creators!

Informational Messages: TELL your social world about Girl Scout Cookies! What are your favorites? What do you love most about Girl Scouts and the Cookie Program? These messages are informational in nature and can be shared anywhere on social media but should not include any direct contact information or personal links. You can include the link to the cookie finder

Commercial Messages: SELL your Girl Scout Cookies! Want to engage in business with a customer? These are the messages that do that and can only be shared on your personal social media

Personal Page: This page's audience follows you for more than your Girl Scout Cookie business

Public Groups: If you do not personally know at least 50 percent of the members of a group, you may not post any commercial messages. This remains true even if you must be approved to join the group. It also applies to groups such as Nextdoor

Selling Sites: such as Facebook Marketplace, eBay, etc. cannot be used



Council will not be monitoring social media—Girl Scouts and caregivers are on their Girl Scout Honor. Social media violations are subject to the three strikes rule.

Three strikes rule

While we hope this never happens, there are consequences for breaking the rules. Strikes are issued to the entire troop, **meaning everyone is accountable for each other.** This is why Caregiver Meetings are so important! Let's work together and live by the Girl Scout Law—be honest and fair and a sister to every Girl Scout!

1

Friendly warning

2

Loss of a prime booth location

3

Troop sale shut down, you are still responsible for cookies already checked out

The Cookie Program Business Ecosystem

The Girl Scout Cookie Program operates within a robust ecosystem that has multiple moving parts. All these moving pieces work together to create the Cookie Program and create a healthy business ecosystem and environment that helps our Girl Scouts experience what it is like to be an entrepreneur!



Supporting Your Cookie Team

Girl Scout troops are powered by volunteers—hopefully you’re already one of those amazing supporters, even if you’re not leading the troop. During cookie season, it can get overwhelming if the responsibility falls on just one or two people. So how can you help? Look at the options below, find one that fits you, and contact your troop volunteers to tell them you’re ready to help.



Cupboard Pick-Up Helpers

Cookie cupboards are where troops restock their cookie supply. There are cookie cupboards throughout our council. When more cookies are needed, your Troop Product Manager will put an order into eBudde and then you can help by picking it up and taking it to the troop.



Booth Coordinator

While the Troop Product Manager handles selecting booth locations, dates, and times for the troop cookie booths, you can help by working with the families in the troop to schedule Girl Scouts for all those booths. This way, the troop will know there is always a team ready to sell.



Troop Cupboard Keeper

Have extra space in your home or garage? Consider becoming your troop’s Cupboard Keeper. You’ll store the troop’s cookie supply and help distribute them to troop families. This role involves writing receipts and ensuring they’re logged in eBudde (either by you or the Troop Product Manager). This role requires financial training, and if using eBudde, cookie training.



Cookie Treasurer

Help your troop manage the finances of the cookie program. As Treasurer, you’ll collect money from families, write receipts, log payments in eBudde, and deposit funds into the troop’s bank account. This role requires financial training, and if using eBudde, cookie training.



Troop Product Manager

This is the main role in the cookie program. As Troop Product Manager, you’ll oversee all cookie activities, allowing the troop leader and co-leader to focus on troop meetings and guiding the girls as they build essential skills. This role requires the completion of both cookie training and financial training.

If none of the cookie roles seem like the right fit, consider stepping in to plan and lead some troop meetings during cookie season. This will give your leaders more time to focus on the Cookie Program while ensuring that the Girl Scouts continue to receive quality programming and enjoy their troop meetings. Continuing fun and engaging programs beyond the Cookie Program is important.

Ways to Participate in the Cookie Program

Your Girl Scout decides how to participate. The Girl Scout Cookie Program offers various ways for your Girl Scout to operate their business. Review the options below with your Girl Scout and decide together which to incorporate into the cookie program. Will it be just one, two, or maybe all of them?

Cookie Booths

Coordinate with your Troop Product Manager to schedule times and dates for setting up a cookie booth in front of a local business. This is a great opportunity for your Girl Scout to engage with new customers, practice teamwork, and develop marketing skills. Don't forget to "Brighten Your Booth!" by participating in our weekly booth theme contest! For the best experience, there should be at least two Girl Scouts and two adults at the booth.

Digital Cookie

Digital Cookie, also known as Digital Order Card or DOC, allows your Girl Scout to create a personalized website. Help your Girl Scout set up their site by following the steps to share what they will use their cookie earnings for, setting a goal, and maybe even recording a video message. Then share the link with family and friends near and far allowing customers to order and pay for their cookies online! Customers decide whether to have your Girl Scout deliver the cookies or have them shipped directly.

Cookie Stands

Set up a Cookie Stand on your own property or on private residential property owned by a family member or friend to sell to passers-by. When running a Cookie Stand, an adult must be present at that stand (not inside the house). Be sure to check with Homeowners' Associations for any permits needed.



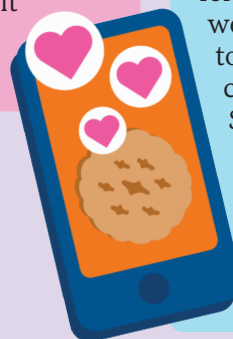
Door-to-Door/ Rolling Sale

When accompanied by an adult, Girl Scouts can take their wagon or cookie cart (available at the Girl Scout Shop) and go door-to-door in the neighborhood. Before heading out, help your Girl Scout create a business card or a door tag (a template is available on our website) so customers can order through DOC or contact you later.



Business Pitches

Support your Girl Scout in the professional world by helping them reach out to businesses to see if they can present their pitch to the employees. Your workplace might be a good place to start. If approved, your Girl Scout will present a pitch at the scheduled time, share what has been learned during the cookie program, the goals they're working towards, and how the cookie funds will benefit their community.



Social Media

Your Girl Scout can market their cookie business online if you allow them to. While following GSUSA's Safety Tips for Online Activities, Digital Cookie links can be posted on social media—either on your account or, if the Girl Scout is over 13 and has permission, they can use their own account. Posts about the Cookie Program should never be shared on public-facing pages. Before you help your Girl Scout get started, be sure to review GSUSA's Digital Marketing Tips and Supplemental Safety Tips for Online Marketing on our website. For a more personal touch on social media, consider helping your Girl Scout host a private Facebook Live event to share their cookie business and plans with family and friends, especially those they can't see in person.

Helping Your Girl Scouts Reach Their Goals



Whether your Girl Scout's goal is 50, 500, or 5,000 packages, having a well thought out plan is essential. As part of this plan, you will need to help your Girl Scout decide how to run the cookie program. Will they host a Cookie Stand, share their DOC link, work at a booth with fellow troop members, or use a combination of these and other methods?

Another critical aspect in reaching that goal is figuring out how many packages you need to sell each day or week to stay on track.

If your Girl Scout ever falls short of a daily or weekly goal, reminding them that it's okay to adjust a goal is all that's needed to get back on track. Maybe you and your Girl Scout can find an extra day to work the business, suggest they resend emails from their Digital Cookie site, check with the troop manager to see if there is another booth opportunity, or even re-evaluating the goal. All of these adjustments are perfectly fine because this is your Girl Scout's Cookie Program.

You got this!



Whatever the goal, method, and plan, encouragement from you for your Girl Scout to stick to it, and adjust when needed, will help them reach their goals!

"Success grows from seeds of preparation—every plan you make is a step towards your goals!"

Calculating daily or weekly goal

Step 1: How often?

- The GSSOAZ Cookie Program is open for 63 days. Discuss with your Girl Scout how often they want to work their cookie business. Will they dedicate time to it every day? Just on weekends? Or maybe after school once a week?

Step 2: How many?

- Help your Girl Scout decide on an ultimate package goal. While it's common to set a goal, reach it, and then set a new one, encourage your Girl Scout to think about her ultimate goal from the start. Once that is in mind, set smaller "stepping stone" goals to work towards along the way.

Step 3: Per Week/Per Day

- Now, take the total number of packages your Girl Scout wants to sell (from Step 2) and divide it by the number of days or weeks available to work the cookie business (from Step 1).

Examples

EXAMPLE 1:

The goal is 550 packages, and your Girl Scout decides (with your help) that she can dedicate one day every weekend plus every Tuesday and Thursday to the cookie business. That gives you 22 days to work with: $550 \div 22 = 25$ packages a day

EXAMPLE 2:















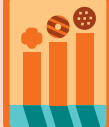





Let's look at a goal of 5,000 packages. You have both agreed to prioritize the cookie program for the entire 63 days: $5,000 \div 63 = 80$ packages a day

EXAMPLE 3:

If your family's schedule varies and it will be hard to set specific days, you might want to calculate the goal on a weekly basis. Including the two weeks of Digital Cookie at the beginning of the season, the cookie program lasts nine weeks. Take the total goal and divide by nine (or seven if you don't want to use DOC). If your goal is to go to Cookie Boss: $875 \div 9 = 98$ packages a week OR $875 \div 7 = 125$ packages a week



The Girl Scouts Financial Empowerment and Entrepreneurship Program

	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

How to Earn Entrepreneurship Badges and Pins

Earn them, wear them, and let the world see all that you've learned and achieved as a real-life entrepreneur.



How can I earn these badges and pins?

There are flexible ways to work on badges and fit them into your busy life! Did you know you can earn these badges while participating in the Cookie Program? The Cookie Business, Entrepreneur, and Financial Literacy badges, along with the Cookie Entrepreneur Family pins can be earned individually or together as a troop for maximum impact. Be sure to collaborate with your troop on your specific badge work procedures.

What is the time commitment?

You can earn a badge within three to four hours—90 minutes to two hours for Daisies. You can also complete all six badges in a six-session series. The series includes two sessions for Financial Empowerment, two for Cookie Business, and two for Entrepreneurship. Each session lasts 90 minutes to two hours.

Where can I collect the badges?

If you're in a troop, work with your leaders to follow the badge collection procedures. If you complete these badges independently, you can purchase them at a Girl Scouts of Southern Arizona shop.



Digital Cookie (DOC)



Digital Cookie enables Girl Scouts to personalize their own sites to sell cookies online by inviting friends and family via email and social media. Customers have the option of having their cookies delivered in-person by the Girl Scout or having them shipped directly to their home! All girl-delivery orders require approval by a caregiver before the order is confirmed. Caregivers are responsible for managing the orders that come in through their Girl Scout's Digital Cookie site. Digital Cookie offers a mobile app for caregivers to help Girl Scouts collect orders in-person, and at cookie booths.

Registered Girl Scouts are sent an email invitation before the start of the Cookie Program with a unique link to set up their account.



All resources can be found at girlscouts.org/cookieresources

About Girl Scout Cookies®

Troop Leader Resources

Cookie Business Badges

Cookie Entrepreneur Family Pin

Digital Cookie®



Found at LittleBrownie.com

Resources for Girl Scouts to Grow Their Cookie Businesses

Digital Marketing Basics

FAQs and Nutrition Information

Social Media Tools and Graphics

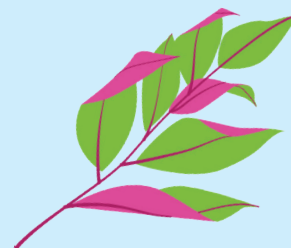
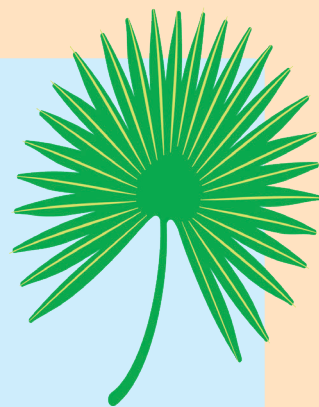
Embrace Possibility Resources

Cookie History

Need Inspiration?

Find LBB on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.

Follow them on socials for shareable cookie content!



FOLLOW
Little Brownie
Bakers®
on Pinterest
[@lbbakers](#)

FOLLOW
Little Brownie Bakers®
on Facebook
[@LittleBrownieBakers](#)



New Payment Options Available

Personal Transactions (Peer-to-Peer) and Caregiver Accepted Payments

Digital Cookie

We recommend using the Digital Cookie app for credit card payments because it's integrated into the Cookie Program and comes with no fees. Transactions made through this app should be COOKIE and troop-related, not for personal purposes.

Important Note: Any fees generated through collecting cookie monies or troop-related payments are the responsibility of the user. These fees are not covered by the council. However, a troop can decide through girl-led decision-making to cover such fees, as the overall benefit from cookie sales may justify this choice. This decision is made by the troop and is not governed by the council.

Other Peer-to-Peer Payment Apps

Square

Families may use their personal Square accounts to collect funds for their Girl Scout's Cookie Program. However, be aware that if your Square account is not connected to your troop's account and is linked to your social security number, it could have tax implications. We highlight this to ensure you make informed decisions.

Cash App, Venmo, PayPal Friends and Family, Apple Pay, Zelle

These peer-to-peer payment apps are now approved for caregivers to use when collecting payments for their Girl Scout's cookies. Since caregivers are personally responsible for the cookies and the funds collected, they can choose the payment method that is most convenient.

Important Note: Payments to the troop or council must be made through the officially approved troop or council formats. For example, Venmo cannot be used for troop payments, as it can create "shadow" accounts, which are not permitted. See Troop Accepted Payments.

Troop Accepted Payment Options

Digital Cookie

A recommended and excellent option for troops.

Square

By popular demand, Square is once again available for troops to use. With the recent cookie price increase, we are now covering Square fees for troop-related transactions. This is a great benefit, alongside covering Digital Cookie fees as we always have. To receive a refund for these fees, simply submit the required paperwork at the end of the season, similar to how you request reimbursement for monthly banking fees.

Requirements for Troop Use of Square:

- Your Square account **MUST** be connected to your troop's account for fee reimbursement.
- You **MUST** use our EIN number (86-0098917) when signing up for Square.
- The council does not manage your Square account or provide assistance with devices like card readers.

Why Use Square at Cookie Booths?

- Square allows troops to accept a wide variety of payments, including Apple Pay, Google Pay, Cash App Pay, Afterpay, and even Venmo through a beta checkout feature. Square's flexibility allows troops access to forms of payment that might otherwise be restricted, ensuring more sales opportunities.

Zelle

When using Zelle for troop-related transactions, all payments must go directly into your troop's account.

- **Cookie Payments:** When caregivers make payments for cookie debts via Zelle, ensure they include the Girl Scout's name in the comments section to ensure proper accounting and avoid confusion with booth sales.
- **Dues and Cookie Payments:** If you're accepting dues via Zelle, keep dues and cookie payments in separate transactions to maintain clarity and accurate tracking of funds.
- **Outgoing Payments:** Do not use Zelle to send payments out of your troop account. This means you cannot use Zelle to pay leaders, caregivers, or businesses. Zelle should only be used for accepting payments into the troop account.

Cookie Finances



How troops collect cookie funds owed

Receipts first! It absolutely crucial that every transaction involving cookie products and money is documented with a signed receipt. This applies at every level—from the council cupboard to the troop and from the troop to families. Never take product or exchange money without a signed receipt. **Remember: Receipt, receipt, receipt!**

NEW THIS SEASON—Binding Cookie Receipts
To streamline the process and minimize concerns, please be aware that the cookie receipts exchanged between the troop and caregivers are binding contracts every time.

Each receipt will include the following statement:
"I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie Program and I am financially responsible for the cookies received."

Troop payment structure

Each troop sets its own payment schedule, whether it's every time cookies are picked up or on a weekly basis. However, no family may carry a balance until the end of the sale—timely payments are required throughout the season.

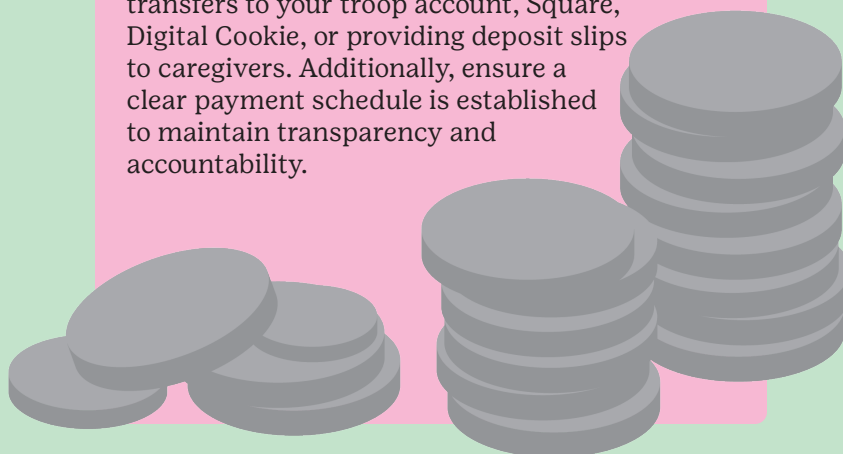
Advance payments prohibited

Troops cannot require advance payments for cookies that have not been sold. This is because the council operates on consignment and doesn't accept payments up front, nor should a troop. The council collects funds from troops via automatic withdrawals three times during the sale. Troops need timely payments from caregivers throughout the season to meet these obligations.

Making or taking payments

Families can use any method (e.g., Apple Pay, Venmo, Zelle) to collect payments for cookies, as they are responsible for the cookies they take. However, when paying the troop, only trackable methods like Zelle, Square, or direct bank deposits should be used. Payments via personal accounts (like Venmo) are not allowed, as they can't be tracked properly.

Troops must accept payments in a traceable manner. For example, using Venmo to transfer money to personal accounts at a booth is not allowed because it involves commingling troop funds and isn't traceable through a third-party system. Instead, we recommend using direct Zelle transfers to your troop account, Square, Digital Cookie, or providing deposit slips to caregivers. Additionally, ensure a clear payment schedule is established to maintain transparency and accountability.



Where the money really goes

Remember, you play a vital role in the Girl Scout Cookie Program, so it's important you understand how the money earned through this program is spent. With the exception of what we pay the baker—whose costs continue to rise due to commodity increases—**every single dollar stays local**, directly benefiting Girl Scouts right here in our community.

High-quality rewards

- We're committed to providing **meaningful rewards** for the hard work that each Girl Scout puts into the cookie program. They earn **Cookie Dough** that they can use to fund their own Girl Scout activities, empowering them to make decisions and plan their experiences.

Supporting programs, camps, and properties

- A significant portion of cookie proceeds helps us maintain and improve our council buildings and camp properties. This ensures that Girl Scouts have safe, engaging places to explore, learn, and grow. It also helps subsidize summer camp fees so that more Girl Scouts can experience camp, regardless of financial ability.

Council-led programs

- Cookie money helps us offer a wide variety of council-led programs throughout the year, from leadership workshops to hands-on activities that build essential skills. These programs are available to every Girl Scout, ensuring a broad range of experiences.

Staffing and infrastructure:

- Behind the scenes, we have a dedicated team working hard to support Girl Scouts and volunteers. These funds help us pay for staffing that ensures smooth operations, from volunteer support and training to program development and membership growth.

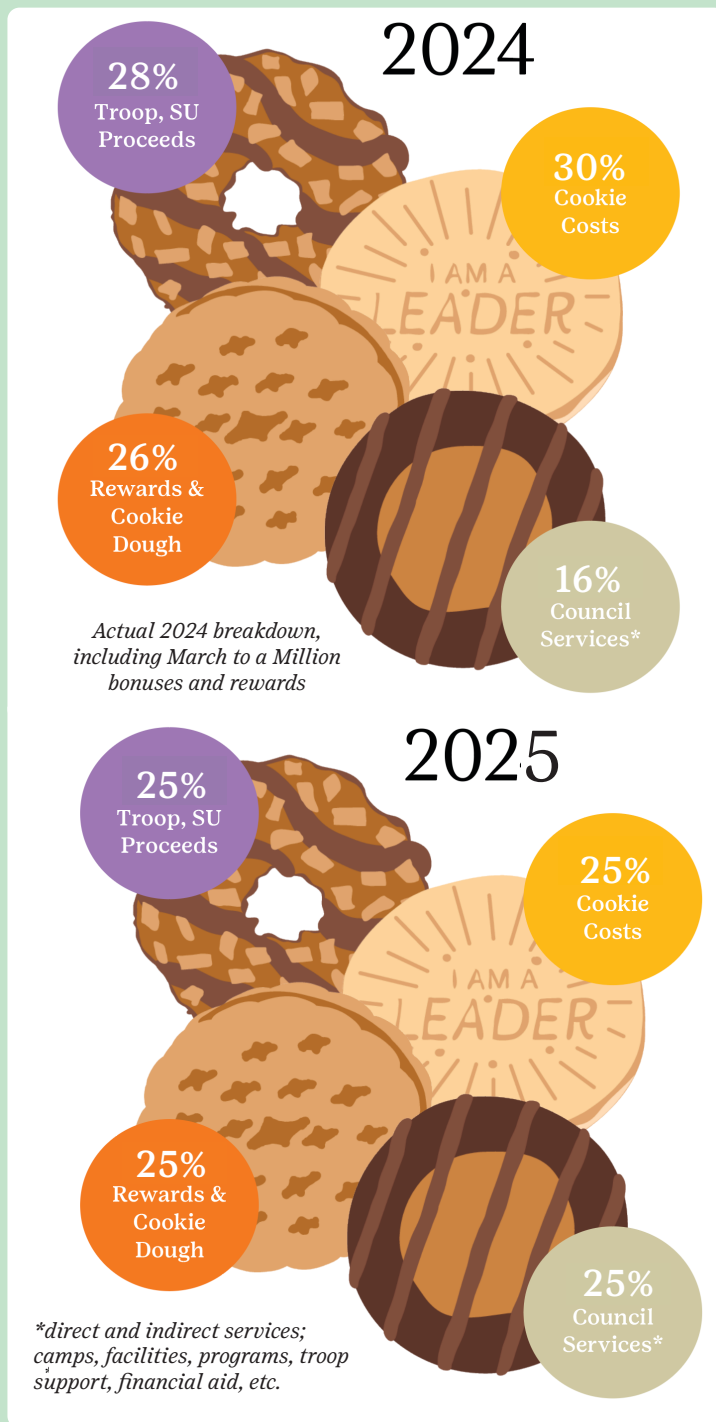
Financial aid

- 42%-49% of all GSSOAZ membership for every Girl Scout, everywhere

For troops, cookie sales fund the Girl-Led Experience, providing money for service projects, trips, badges, celebrations, and more. This means that Girl Scouts have the power to decide how their troop will use the funds, learning valuable skills in budgeting, planning, and teamwork along the way.

For Independent Girl Scouts (Juliettes), cookie sales work just as powerfully. We have a dedicated staff member ensuring that Juliettes have an equitable experience, with access to the same programs and opportunities. The proceeds they earn through Cookie Dough allow them to participate in camps, events, and special programs, just like Girl Scouts in traditional troops.

At the end of the day, the cookie program is more than just a fundraiser—it's the foundation that supports every aspect of the Girl Scout experience. Your efforts as a caregiver or volunteer help Girl Scouts access the programming, leadership opportunities, and adventures that shape them into tomorrow's leaders. Your dedication and understanding make all the difference. **When people ask "Where does the cookie money go?", the answer is simple: It goes directly to our Girl Scouts.**



How to Use Troop Proceeds

Discover, connect, and take action

All planning should be **Girl-Led**. Before the Cookie Program begins, the Girl Scouts in your troop should come together to discuss:
What their goals are: Why are they participating, and what are they earning towards?
What's the plan: How will they use the proceeds?

Troop Proceeds should support:

1. **Re-registration:** Ensure your troop can continue for the next year.
2. **Community service:** Engaging in meaningful projects.
3. **Programming, Journeys, and Highest Awards:** Invest in skill-building and leadership experiences.
4. **Fun and travel:** Celebrate their hard work and achievements.

Additionally, discuss independent opportunities, that will be paid for by the troop, such as:

- Attending camp as a group or individually
- Choosing programs from the council events calendar

Note: While saving for future goals is important, ensure your troop also spends proceeds on activities happening **now**. Immediate programmatic rewards keep your Girl Scouts engaged and excited, contributing to retention.

Girl Scouts from Troop 479 went to iFly with their cookie proceeds and earned a STEM badge for it!



Troop 1031 used their cookie proceeds to provide PACC animals with beds, food, blankets and toys. After the drop off, these Girl Scouts received a tour!



Troop 2022 used their cookie proceeds at Kartchner Caverns, where they did a service project that focused on bringing awareness to protecting pollinators!

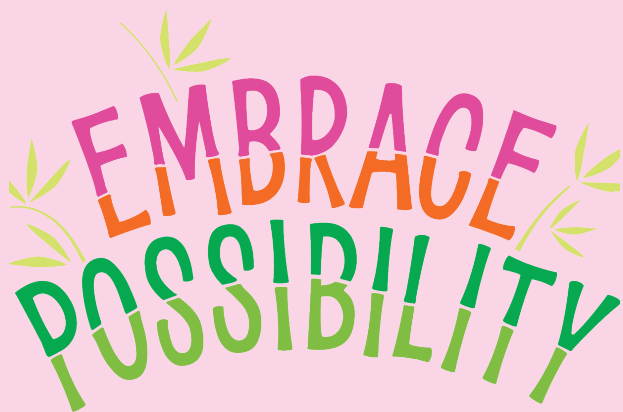


With their cookie proceeds, Troop 81 decided to make a difference in their community and assembled period packs to donate to Pueblo and Desert View high schools. Each school received 100 bags with a pad, tampon, body wipe, mint, and mini chocolate bar to be given out when needed.



Cookie Dough

The Girl Scout Cookie Program teaches Girl Scouts essential life and business skills. Just as adults running a business get paid, so do Girl Scouts who run a cookie business. Their payment comes in the form of rewards and Cookie Dough!



What is Cookie Dough?

Cookie Dough is a reward that Girl Scouts may earn by participating in the Cookie Program. It is credit that is exclusive to our council, that can be used for:

- Registering for GSSOAZ programs
- Renewing the Girl Scout's membership
- Paying for camp at The Hacienda Program Center or Camp Whispering Pines
- Shopping at GSSOAZ retail stores
- Converting Travel Bucks (available only for Juniors, Cadettes, Seniors, and Ambassadors)

What can't Cookie Dough be used for?

- Paying troop dues
- Paying adult memberships
- Shopping GSUSA's online shop
- Contributing to the troop treasury
- Paying Girl Scout fees in other councils
- Redeeming for cash

How to Redeem Cookie Dough

Cookie Dough is emailed to the caregiver on file in eBudde. The email will include a unique 19-digit Cookie Dough number and a 3-digit CVV code, along with details on how to redeem it.

1. Using Cookie Dough for Program

Registration: Register for the program, then during checkout, select "Gift Card" and enter the Cookie Dough number. If the registration fee exceeds the amount of available Cookie Dough, you can use another payment method for the remaining balance.

2. Renewing Membership:

The email will contain a link to renew your Girl Scout's membership using Cookie Dough. If you need help, Customer Care or the Membership team are available to assist.

3. Registering for Camp:

Camp registration follows the same process as program registration—just select "Gift Card" and enter the Cookie Dough details at checkout.

4. Shopping at GSSOAZ Stores:

Our stores carry all the Girl Scout essentials such as uniforms, badges, patches, but also a wide variety of fun items, including clothing, camping accessories, and toys. Stop by any store or, if you don't live near a store, you can contact the staff at 520-319-3145 to place an order.

5. Travel Bucks:

Juniors, Cadettes, Seniors, and Ambassadors can convert Cookie Dough into Travel Bucks for future Girl Scout travel opportunities. Travel Bucks are valid for four years (expiring September 30 of the 4th year after issuance) and can be used toward GSSOAZ-sponsored trips or GSUSA Destinations. Conversion requires at least \$25 in Cookie Dough, with a link provided in the email to begin the process.



Cookie Dough earned in the 2025 Cookie Program will expire on **March 31, 2026**. Be sure to use it or convert it to Travel Bucks before then!

Why the Price Increase?

A necessary change

Starting in 2025, core cookies will be priced at \$6, while gluten-free and S'mores cookies will be \$7. We know any price increase is significant, and we want to be transparent about why this change is necessary and how it will benefit our Girl Scouts.

Over the past three years, our council has worked diligently to absorb substantial increases in commodity costs—amounting to hundreds of thousands of dollars each year. We've been committed to keeping cookie prices stable while still offering Girl Scouts exciting rewards and experiences. However, we have now reached a point where we simply cannot continue to absorb rising costs without compromising our ability to deliver on our mission.

As we shared last year, this situation has been building for some time. Without proper funding, we cannot maintain the programs and opportunities that are core to our mission: **Ensuring that every girl, everywhere has the chance to experience the empowerment, growth, and adventure that Girl Scouting provides.** The truth is simple: No money, no mission—we need the resources to deliver the experiences that shape tomorrow's leaders and continues to offer training and experiences for today's leaders.

In addition to the rising costs of cookies themselves, travel, technology, and reward production have also seen steep increases.

To address this, thoughtful adjustments have been made to our reward structure—focusing on providing high-quality rewards at the lower levels, where the majority of our Girl Scouts participate, ensuring more can enjoy meaningful recognition for their hard work while still pursuing higher-level rewards.

We want to reassure you that this price increase is not just about covering costs; it's continuing to provide purpose, opportunity, and glory for all Girl Scouts. It's keeping the heart of our program alive, from the fun of selling cookies to the incredible life skills they learn along the way.

As specialty cookies like gluten-free and S'mores have also been hit hard by rising market prices, we have had to include these in the price adjustment as well.

We know change can be difficult, but we firmly believe this decision is essential to sustain the exceptional opportunities we offer. Thank you for understanding and for your continued support of the Girl Scout mission! Together, we are building the future.



No money,



no mission.

Cookie Booths

For many Girl Scouts, booths are a popular way to achieve their cookie goals, especially if combined with other selling methods. You may hear your troop volunteers talking about Troop Booths and Council Booths so let's explain the difference.



Council Booth vs. Troop Booth

Council Booths: Available to all troops in the council, typically at chain stores like grocery stores, Walmart, Walgreen's, and Lowe's, and occasionally at local businesses. Some council booths are designated as Premium Booths and require at least two Girl Scouts and two volunteers. Regular booths can be run with one Girl Scout and one adult, but two and two is always recommended. Booths will be selected by your Troop Product Manager.

Troop Booths: Arranged by a troop member who contacts a business for permission to set up a booth. The Troop Product Manager submits the request for approval in eBudde (the platform that volunteers use). These booths are exclusive to the troop and can be staffed by one Girl Scout with one adult, if approved by council.

Before setting up a booth

If you are helping your troop out and finding businesses to host troop booths, please be sure to ask your troop volunteer to check the Do Not Contact list before approaching any businesses. When your Troop Product Manager submits the request in eBudde, they will need the name and contact information of the person at the business who approved the booth and all dates and times you are authorized to set up a booth.

Please remember that no booths can be set up anywhere without prior permission from the council through eBudde. This is for insurance purposes and to avoid conflicts with other booths. It also allows the booth to be added to GSUSA's Cookie Finder and will help drive customers to your booth.



Reasons for denying a troop booth request?

1. If the business is on the Do Not Contact list
2. If the requested business and date/time will cause a conflict with a nearby council booth or previously requested troop booth
3. The business is not appropriate for our Girl Scouts – booths may only be set up at a business where a Girl Scout can be a customer (i.e., no liquor or cannabis stores will be approved, but a restaurant even if they serve liquor may be approved)



While at a booth

What to Wear: Girl Scouts should wear their uniform (vest, sash, or tunic required). Adults should wear an adult uniform or Girl Scout apparel if possible. Avoid clothing with political statements or inappropriate language. Closed-toe shoes are required.

Who Does What: Girl Scouts should take the lead at the booth. Adults are there for supervision and safety. Younger Girl Scouts may need help handling money, but they can manage most other tasks.

Membership and Background Checks: At least one adult present must be a registered member with a current background check unless they are there with their own child. If you're supervising children other than your own, you must be registered with a background clearance.



Booth guidelines

- Never have more than four Girl Scouts and two adults at a booth
- Keep cookies off the ground
- Dress for the weather but always have their uniform (sash, vest, or smock) and have troop number visible
- Don't ask the store for change
- Take your trash with you – including empty cookie cases
- Do not set up your booth or make sales prior to your start time
- Clean up promptly at the end of your scheduled time
- Cookie sampling is not allowed
- Keep the booth table and the area around it neat and clean
- Make sure Girl Scouts know how the troop will be using their proceeds and their goal – both the fun and the community service
- Water/electrolytes are permitted at booths; step away from the booth if you need to eat
- Behave appropriately – no running around; speak in a professional tone
- Greet customers as they enter the store; ask them to purchase as they leave
- Remember to have fun, laugh, and make memories

In case of theft or emergencies



If theft occurs, DO NOT chase or try to apprehend the thief.

1. Secure your Girl Scouts
2. Call 911
3. Call Council at (520) 977-6623



Brighten Your Booth



The Cookie Program is about learning essential skills, but it's also about having fun! We've added exciting contests to help your Girl Scout grow their cookie business and have a blast doing it.



Stand out and boost your sales with these themed contests!

January 21-26: Girl Scout Pride—Show off what Girl Scouts means to you with full uniforms, past achievements, and creative displays.

January 27-February 2: Pandas, Pandas Everywhere!—Highlight the importance of panda conservation with fun facts and creative decorations.

February 3-9: Arizona Skies—Celebrate our beautiful Arizona sunsets and sunrises with colorful, eye-catching displays.

February 10-16: Let's Go Outside!—Show your love for the outdoors, whether it's hiking, sports, or Girl Scout Camp.

February 17-23: 90th Anniversary—Celebrate our council's 90th birthday with pieces and memorabilia of Girl Scouting through the decades here in Southern Arizona!

February 24-March 2: Care to Share—Promote the Care to Share donation program with signs and creative displays.

March 3-9: Going, Going, Gone!—Remind customers it's the last week to get their cookies before they're gone!

Follow the booth rules, post your themed booth photo on our Facebook page, and you could win 150 packages in Care to Share cookies!



Have a graduating Girl Scout?
Let us know what booth we can surprise them at to wish them joy and well wishes at their last booth!



Returning and new photo contests

January 1-March 15: Kindness Counts—Let's celebrate the amazing adults who support your Girl Scout! Nominate them via QR code, and they might win a special prize. All nominees will receive a patch and a letter of recognition.



January 6-February 22: Power of 700—Reach this powerful number of cookies sold by February 22 and possibly be one of ten lucky winners, receiving 50 Care to Share cookies towards your overall totals.



January 18-19: I Have a Dream—Honor Dr. King's dream and showcase how your Girl Scout is making the world a better place.



February 7-9: Super Bowl—Turn your booth into a football field and get customers to vote for their favorite team or cookie.

February 13-14: Valentine's Day—Offer cookies as the perfect Valentine's gift, complete with bows and gift bags.

All season long: Wacky Weather—look for this contest being dropped on our socials when weather gets wacky!



Get creative, have fun, and good luck! Don't forget to share your photos on the designated Facebook thread and in the Photo Circle album. Your Girl Scout might be featured in future marketing!

Young Women of Distinction

We are thrilled to present two awards designed specifically for older Girl Scouts, which are presented annually at the Young Women of Distinction Ceremony:



Luna L., recipient of 2024 Margaret Scout Service Award



Joslyn C., recipient of 2024 Girl Scout of the Year Award

Margaret Scout Service Award

Eligibility Criteria

- Registered Girl Scout in grades 6-12 (Cadette, Senior, or Ambassador)
- Must have completed at least 50 hours of service within the Girl Scout community
- Demonstrates the Girl Scout Promise and Law in both actions and attitude
- Requires a minimum of two separate nominations



Girl Scout of the Year Award

Eligibility Criteria

- Registered Senior or Ambassador Girl Scout (grades 9-12)
- Embodies the highest ideals of character, conduct, patriotism, and service
- Upholds the mission of Girl Scouts in both words and actions
- Has held or currently holds leadership positions within Girl Scouts and the community
- Must have completed at least 80 hours of service to the Girl Scout community
- Requires a minimum of four separate nominations (from troop and community)

These awards celebrate young women who live out our mission, demonstrating purpose in action every day. Join us in recognizing and honoring their incredible achievements!

Take this opportunity to recognize and honor those who make Girl Scouting a reality. Open now for both adult and Girl Scout recognitions. Don't delay—nominate today! This allows us ample time to gather, review, and select the 2025 recipients **on May 3**. Show them how much they are truly appreciated! Use this

Volunteer Awards and Recognition

Each year, we proudly recognize adult volunteers who demonstrate exemplary service and unwavering commitment to the Girl Scout Mission. Now is the perfect time to nominate an outstanding volunteer for a national or council award—nominations are open.

National Awards



Appreciation Pin: Recognizes exceptional service in one regional area, supporting the Girl Scout Leadership Experience (GSLE).

Honor Pin: Awarded for service with measurable impact, helping the council surpass its mission goals.



Volunteer of Excellence: For outstanding service working directly with girls, implementing GSLE or supporting council mission delivery.

Thanks Badge: Given for exceptional leadership and service with a significant impact on both local and national levels.



Thanks Badge II: For continued exemplary service by previous Thanks Badge recipients.

Council Awards



Free Spirit Award: Recognizes a positive attitude and programming that enhances the girl experience.

Council Leader of the Year Award: For exceptional leadership in Girl Scout troop and county programs.



Make the World a Better Place Award: Honors volunteers or community members who make a profound impact within the community.

New Found Treasure: Celebrates new volunteers (within the past two years) who truly embody the Girl Scout mission.



CEO Award: For volunteers whose leadership has had an incredible impact on the Girl Scout Movement.

Trefoil Award: For young volunteers (ages 18 - 24) who are making the world a better place.



Girl Scouts of Southern Arizona extraordinary! Nominations are accepted from **August 1 to December 13**. Nominees, who will be celebrated at our **Awards Ceremony**. Scan the QR code for any award nominations.



About Rewards

There are 17 GSSOAZ exclusive rewards this year that directly tie into Girl Scout Badges that you can earn!

It's easy to look at cookie rewards and think that they are just a fun bonus, but they're so much more than that.

They are a crucial part of the Girl Scout experience, directly connected to our programming and the values we instill in every Girl Scout.



Why cookie rewards?

Each Girl Scout deserves something just for them—something that recognizes their individual efforts beyond what the troop collectively earns. The troop shares the proceeds equally to fund girl-led activities, but cookie rewards honor the achievements of each Girl Scout on her own terms. In a world where women often earn less, shouldn't our Girl Scouts learn early on about their worth and the value of their hard work? That's why we ensure that the rewards they can earn are truly worthy of their efforts.

Empowerment, achievement, growth

Let's talk about the life-changing impact of these rewards, especially those that involve travel. There is no greater education than travel—learning about lands beyond our own, tasting new foods, and meeting people who live differently than we do. Travel is a reward that opens minds and hearts, helping our Girl Scouts see the world and their place in it with fresh eyes. It's an experience that teaches resilience, adaptability, and cultural appreciation—skills that are invaluable in today's interconnected world.

A simple cookie can help a child change their stars, unlocking opportunities that shape her future in profound ways. And that is always worth it, believe that. We are what we believe to be “worth our effort”, and they are worth it every time!

Membership fees vs. cookie revenue

So where does all of the money from the Cookie Program go, and how is it different from membership fees?

GSUSA Membership Fees: Every penny of the annual membership fee goes directly to GSUSA, covering their national operations, and includes everything from maintaining technology platforms to creating programming such as Journeys, Highest Awards, and resources that support Girl Scouts everywhere.

Cookie Program Revenue: Unlike membership fees, cookie dollars stay 100 percent local. These funds are divided into three key areas:

1. Troop proceeds allow Girl Scouts to fund their activities, projects, and adventures of their choosing
2. Rewards and Cookie Dough can be used by Girl Scouts for individual experiences
3. Supports council budget to deliver services, camps, events, and programs that directly benefit Girl Scouts in the community

Did you know?

Each council operates like a franchise of GSUSA, managing its own budget and deciding how to allocate cookie revenue. The way “the cookie crumbles” varies, as councils may prioritize different programs or needs based on their unique communities and goals.

Connection to Girl Scout Badges

This season, all our cookie rewards are directly tied to badge work. We've been intentional in selecting rewards that create programmatic opportunities and enhance engagement. Each reward is a step toward earning badges and exploring exciting new skills!

Rewards Key

Culinary
Rewards

Self-Care
Rewards

Daisy
Yellow Petal
Friendly and Helpful



Brownie
Snacks



Juniors
Simple Meals



Cadette
New Cuisines



Senior
Locavore



Ambassadors
Dinner Party



Daisy
Purple Petal
Respect Myself and Others



Brownie
My Best Self



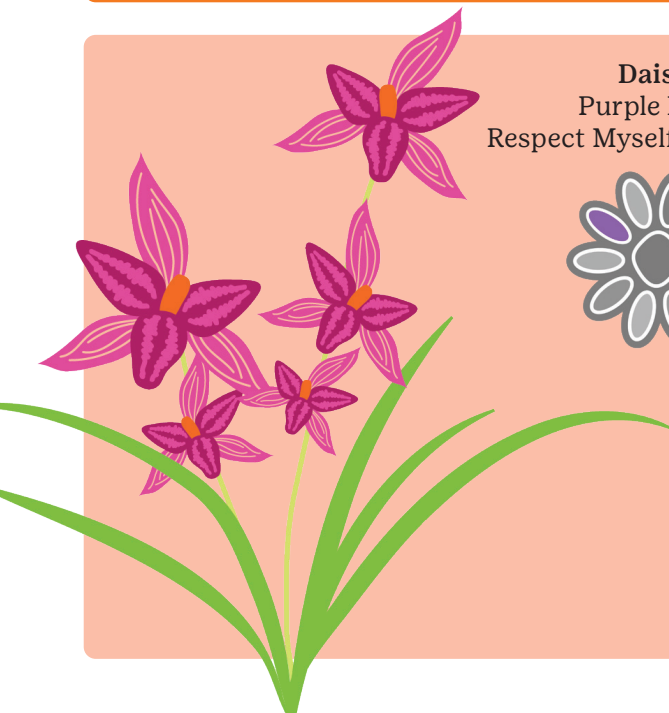
Juniors
Knowing My Emotions



Cadette
Finding My Voice



Senior and Ambassadors
Showing Up for Me and You



Get ready to be amazed by the fabulous rewards available! For every unforgettable experience, every package sold brings you closer to the goal!

36+ packages—kick off your participation with pride! Selling 36 packages is moving three cases in 63 days ... you're already making a difference!



50+ packages—it's all about the bamboo, our pandas' favorite! Choose between a **stylish wide-toothed comb** OR "**Embracing My Inner Chef**" handy cooking spoons—both perfect for your panda-themed collection.

100+ packages—dazzle with a **Dangler and Charm set** (perfect for Crocs or Bogg Bags) OR wrap up in a cozy **Panda Hair Towel** ... this adorable microfiber "hat" towel is both comfy and useful!



150+ packages—cool off with a **theme-inspired cooling headband** OR enjoy a game of cards with **GSSOAZ Panda Playing Cards** ... these options are as cool as you are!

200+ packages—carry your Girl Scout pride in a chic **Cross body Bag** OR show off your love for Do-Si-Dos with a **themed T-shirt**.



le this cookie season! From fun and functional items to
ur Girl Scout closer to these exciting incentives.

300+ packages—get cooking with a stylish
"Embracing My Inner Chef" Cooking Apron or
cuddle up with a **mini Panda Build-a-Bear Baby** ...
your choice of cuteness or culinary fun!



400+ packages—record your thoughts
in a **Journal with Charms** OR
snuggle with a **Plush Panda** ... it's all
about expressing yourself!

550+ packages—enjoy a **Movie Morning*** at a
location of your choice (council event) OR bring
the cinema home with a **Popcorn Maker** ...
deliciously fun rewards!

**Girl Scout drop-off event*



700+ packages—travel in style with a
versatile **Duffle Bag** OR get creative in a
Maker Space* at a location of your choice ...
crafting dreams await!

**Girl Scout drop-off event*

875+ packages—choose your adventure with a **Cookie
Boss Signature Event** at Knott's Berry Farm for you and
your caregiver, OR a **week at our Hacienda Day Camp**,
OR a **White Noise Machine** for the ultimate relaxation.



1,000+ packages—dive into a **Pickleball experience*** with your own paddles choose one of two locations, OR chat with your pet using **Talking Buttons**, OR whip up breakfast with a **Waffle Maker**—fun and functionality at its best!

**Girl Scout drop-off event*



1,250+ packages—master the kitchen with a **Cooking with “E” virtual class**, where you will learn to cook from scratch using your own colander set during this virtual cooking class or keep your skincare cool with a **Skincare Fridge**—treat yourself!

1,500+ packages—get creative with a **Custom Funko Pop** or rock a **tote bag with Girl Scout charms** ... style meets fun!



1,750+ packages—make a splash at the **Rock-n-Roll Splash Bash*** at the Hacienda with activities, dancing, and swimming, OR spend a week at **Camp Whispering Pines** (age dependent), OR relax in a **Hammock**. The choice is yours!

**Girl Scout drop-off event*

2,000+ packages—Now's your **Second Chance at Cookie Boss** at Knott's Berry Farm OR get to add an **additional two tickets to your earlier choice of Cookie Boss**, OR choose a **Kindle with a three-month free book subscription** ... a reader's paradise!

SECOND CHANCE



2,500+ packages—pack your bags for **Great Wolf Lodge**! Enjoy a room for four with wristbands and a gift card for the earning Wolf Pack Girl Scout to add extra fun OR drum up excitement with **Electric Drums and lessons, complete with headphones** OR become a baking pro with a **Stand Mixer**.



3,250+ packages—pamper yourself with a **Sephora Facial instruction and Dyson Hair dryer and Tools** OR fire up the fun with a **Pizza Oven**—ultimate indulgence awaits!

5,000+ packages—**INTERNATIONAL AND PROGRESSIVE TRAVEL**: New this year, by popular demand!

- High Schoolers will embark on a **Scotland adventure from Edinburgh to the Highlands without caregivers**; July 14 to 22, 2025*
- Elementary Schoolers will explore the **Southern Caribbean with caregivers on a cruise to Curacao, Aruba and The Dominican Republic**; June 11 to 21, 2025*
- Middle Schoolers get to choose their adventure between one of the two options!

Those not interested in travel can choose the ultra fun **ASUS Handheld Gaming System**.

**date ranges, not exact dates*



CEO FOR THE Day



Girl Scouts, THIS is the ultimate achievement! Become the **CEO for the Day** ... shadow our CEO at Annual Meeting, Volunteer Appreciation and Young Women of Distinction, make decisions, meet with the Board of Directors, and experience leadership like never before!



Even more rewards!

25+ emails sent via DOC—**exclusive** GSSOAZ booklight!



60+ Care to Share packages—sport the spirit of caring with this **Care to Share** hat!




Please note: Reward selections, colors, and travel destinations are subject to change based on availability. In the event of changes, rewards may be substituted with an item of equal or greater value.

Hey Girl Scouts,
It's time to mark your
calendars! You'll want to
celebrate without
scheduling conflicts when
you reach your goals. So,
keep these dates open
and believe in yourself—
you've got this!

Mar 22
Care to Share Packing Party

(4 locations)

Mar 23
550+

(6 locations)

Mar 29
1000+

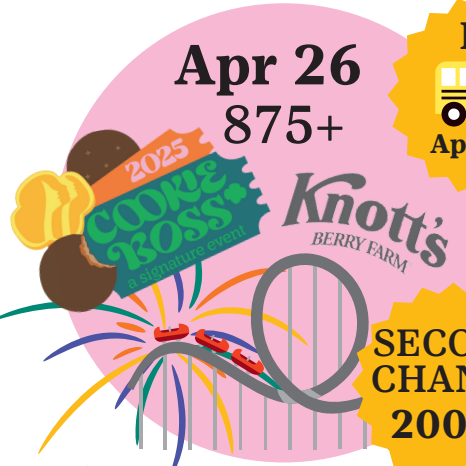

Pickle Ball
(2 locations)

Mar 30
1250+

**virtual program*

Apr 5
2500+

**check-in Sat,
check-out Sun*


Apr 26
875+

2025 COOKIE BOSS
Knott's BERRY FARM
SECOND CHANCE
2000+
Bus

Apr 25-27

May 10
700+

MAKER SPACE
(4 locations)

May 17
1750+

**Rock-n-Roll
Splash Bash**
(Hacienda Property)

May 3

CEO FOR THE DAY
**Top Overall Seller
in Council**

Jun 11-22
5000+

Southern Caribbean
**window of travel*
Age Level:
Daisy-Cadette
+ 1 Caregiver

Jul 14-21
5000+

**Edinburgh,
Scotland**
**window of travel,
Khaki Crew Only*

**must have passports by Mar 15*



2025 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.

\$6

⑩D



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.

\$6

⑩D



Trefoils®

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

\$6

⑩D



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.

\$6

⑩D



Samoas® • Real Cocoa • Real Coconut

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

\$6

⑩D



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.

\$6

⑩D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

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

\$6

⑩



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.

\$7

⑩D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

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

\$7

⑩D



Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, visit littlebrowniebakers.com or girlscoutcookies.org.



Para Español, escanee el código QR



Ingredients	NO ARTIFICIAL FLAVORS		●						●
	MADE WITH NATURAL FLAVORS		●		●			●	
	REAL COCOA	●				●	●	●	
	MADE WITH VEGAN INGREDIENTS						●		
	GLUTEN-FREE								●
	KOSHER CERTIFIED	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ	Ⓢ

Food Allergens	PEANUT	M	M	M	C	M	C	M	M	M
	TREE NUT	M	M	M	M	C*	M	M	M	M
	WHEAT	C	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C	C
	EGG	M	M	M	M	M	M	M	M	M
	SESAME								M	

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)

Make that Cookie Booth POP!

Vinyl Banner \$15
Handheld Sign \$2.50
Pennant Banner \$5
Yard Sign \$12



Cookie Costume \$29-\$35
Cookie Headband \$5
Megaphone \$4
Pom Poms \$5

Table Skirts \$20-\$23
Tabletop Riser \$28
Cookie Cart \$39



Half Apron \$14
Money Pouch \$5

Council Shop Locations and Hours

Tucson | (520) 319-3145
4300 E Broadway Blvd., Tucson, AZ 85711

HOURS

Monday: CLOSED
Tuesday-Friday: 11 a.m. to 6:30 p.m.
Saturday: 10 a.m. to 4 p.m.
Sunday: CLOSED



Sierra Vista | (520) 319-3191
2200 El Mercado Loop, Ste 1164, Sierra Vista, AZ 85635

HOURS

Wednesday: Noon to 6 p.m.
Saturday: 10 a.m. to 4 p.m.
Other days and times available by appointment only. Call ahead to schedule an appointment.

Yuma | (928) 782-9193
3250 S 4th Ave, Ste. F, Yuma, AZ 85364

Weekly hours vary.

Appointments are available. Call ahead to schedule an appointment.

Girl Scout Cookie Theme Apparel



90th Celebration Loading...

In 2025, Girl Scouts of Southern Arizona will be celebrating 90 years of courage, confidence, and character!

Stay tuned to find out how YOU can be part of the fun.

Embark on an entrepreneurship journey from idea to business!

Connect and
collaborate

Adapt and
create

Think like an
entrepreneur



Pitch your ideas

Embrace challenges



Learn more about this unique pilot program—
scan the QR code and get involved!

Our Properties and Locations



Girl Scouts of Southern Arizona's campuses and camps occupy the ancestral lands of many indigenous communities. Among them are the people and ancestors of Tohono O'odham, Pascua Yaqui, Ak Chin, Apache, Cocopah, and the Quechan Tribe. Though displaced, these people are the past, present, and future caretakers of this land. To say this is to acknowledge a debt to those who were here before us and to recognize our role as colonizers and our responsibility to respect and honor the intimate relationship indigenous peoples have with this land. This acknowledgment is a small step toward reconciliation and improved relations with the tribal communities in our region.

It's done to remind us of the history that has shaped our present and will continue to shape our future. It also reminds us to be intentional in our relationship with the land and with the people indigenous to this region. Our Council's work needs to be informed by that history in order to best serve our communities.

For decades, Girl Scouts of Southern Arizona has maintained several locations and program spaces across Southern Arizona. Among them, we are proud to own two properties, dedicated to camping.

Angel Charity Place for Girls | 4300 E Broadway Blvd., Tucson, AZ 85711

Built especially for Girl Scouts, Angel Charity Place for Girls is located in the heart of Tucson. This building is an 11,000-square-foot program center and is home to a STEM Room, Art Room, Kitchen, Biz Lounge, and a Health & Wellness space. Designed for the youngest Daisy to the most experienced Ambassador, Angel's Place provides each Girl Scout the space to find their voice and confidence. This property is open and available for troops to reserve.



Camp Whispering Pines | E Organization Ridge Rd., Tucson, AZ 85749

Located in the Santa Catalina Mountains on 16.5 acres of rolling ridge top at an elevation of almost 8,000 feet, Camp Whispering Pines (CWP) offers an unforgettable mountain camping experience for all ages and abilities. An array of outdoor and indoor programming spaces are available on-site, including an archery range, a performance center, a large main lodge, and plenty of access to scenic hiking trails. Bungalows, cabins, and a large-group troop house are available for camp outs.



The Hacienda | 3101 N Sabino Canyon Rd., Tucson, AZ 85715

The Hacienda Program Center offers the comfort of "close-to-town" facilities while providing the ambiance of a remote desert oasis. The 16-acre desert landscape is suited for a variety of large and small group functions such as troop meetings, celebrations, picnics, conferences, and get-togethers. A reservation at the Hacienda also provides access to a nature trail, archery course, fire circle, junior Olympic-sized pool, and sand volleyball, based upon availability.



Resource Centers

Nogales Center (520) 319-3195	Sierra Vista Center 2200 El Mercado Loop, Suite 1164, Sierra Vista, AZ 85635 (520) 319-3146	Tucson Center 4300 E Broadway Blvd., Tucson, AZ 85711 (520) 327-2288	Yuma Center 3250 S 4th Ave., Suite F, Yuma, AZ 85364 (928) 782-9193
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Visit our Properties page for more information on each of our locations and how to reserve the space.



Once a Girl Scout, Always a Girl Scout!



Sisterhood doesn't end

Join a group of Girl Scout Alumni from all walks of life, looking to form a community and give back to the next generation. Check out our website for upcoming Alumni events and ways to support.

Whether you participated for a year, earned the Gold Award, or are a donor, you are a supporter of Girl Scouts. Join the Girl Scout Network to become a part of a community of advocates—both alums and supporters from across Southern Arizona—who are passionate about championing Girl Scouts and each other.



Ways to be involved

- **Networking events:** Meet fellow Girl Scout Alumni and supporters
- **Event volunteering:** Stay in-the-know about one-off volunteer opportunities at our signature events
- **Giving:** Invest in the Girl Scouts of today through an Arizona Tax Credit Donation, Planned Gifts and more

Contact Sierra at smollenkopf@girlscoutsoaz.org with your questions.

Travel with Destinations

Domestic and international trips

Hey Girl Scout! As you begin to plan your Girl Scout year, consider one of the amazing Destination trips for the summer of 2025. You've been working hard learning, growing, gaining independence. Maybe now is the perfect year for you to take a solo trip, joining up with Girl Scouts from around the country on a themed trip just right for you!

There are so many great trips – in the USA and abroad—that are waiting for you to explore.

If you love physical activities, maybe you'd like to go on an epic canoe trip, or go hiking in the land of waterfalls. If you're into STEM, there's a trip to Hawaii you might like or Sustainable Eco Leadership in Costa Rica. If you're all about social justice and global leadership, there are trips for you as well.



Scholarships for travel

We have \$4,000 in scholarships to give out to Girl Scouts in Southern Arizona specifically for these trips. Plus, one lucky Girl Scout will have their entire trip paid for completely with a full scholarship.

You need to apply for your Destination by November 15 in order to be eligible to apply for scholarship funding, so don't wait!

Priority deadline to be eligible to apply for scholarship funding is November 15.

Contact Timalee at tnevels@girlscoutsoaz.org with your questions.



Troop Travel Guidelines—at a glance



Scan the QR code for the FULL Troop Travel Guidelines for more on council approvals, forms to complete and due dates!

Type of Travel	Grade Level	Requirements
Local field trip	D, B, J, C, S, A	Leader, Co-Leader, First Aid or CPR; 2 unrelated registered and background cleared drivers per vehicle (one of which is female), met ratios of registered and background checked adults
Day trip within county	D, B, J, C, S, A	Leader, Co-Leader, First Aid or CPR; 2 unrelated registered and background cleared drivers per vehicle (one of which is female), met ratios of registered and background checked adults
Either of the above with a high risk activity	D, B, J, C, S, A	Leader, Co-Leader, First Aid or CPR; 2 unrelated registered and background cleared drivers per vehicle (one of which is female), met ratios of registered and background checked adults
Overnight (1-2 nights)	B, J, C, S, A (D with day trip experience)	Leader, Co-Leader, First Aid or CPR, and TCC1; 2 unrelated registered and background cleared drivers per vehicle (one of which is female), met ratios of registered and background checked adults



Changing the world with Highest Awards

Girl Scouts are rock stars, role models, and real life heroes. How do they do it? By using things they've learned as a Girl Scout to solve a problem in their community or making a lasting change in their world.

If you are a Junior, Cadette or Senior/ Ambassador, you're ready to make the world a better place. Show everyone how you'll do it by earning the Girl Scout Gold, Silver and Bronze Awards.



Each award will challenge you and help you take action in a big way. If you're motivated to earn all three over the course of your Girl Scout career, you'll be presented with the Girl Scouts of Southern Arizona Trifecta Award upon completing your Gold Award.



Contact Cindy at awards@girlscoutsoaz.org with your questions.

The Ultimate Girl Scout Celebration

Save the
Date
May 3!

Three events rolled into one

Mark your calendars for **May 3**, a day that celebrates the heart and soul of Girl Scouts—the volunteers and young women who embody leadership and purpose in action!

Join us for three exciting events:

- Volunteer Appreciation
- Annual Meeting
- Young Women of Distinction

These events will be at the **Desert Diamond Conference Center and Hotel**.

The Annual Meeting and Volunteer Appreciation are open to all. Young Women of Distinction is by invitation only for our amazing awardees.

Save the date and get ready to celebrate Purpose in Action!



Volunteer Appreciation and Annual Meeting

Purpose in Action: Our Why and This Mission

Volunteers, you are the everyday heroes who bring the Girl Scout mission to life! Your unwavering dedication empowers Girl Scouts to embrace a world of possibilities and become a force for good. With your guidance, they discover their potential, preparing for a future filled with leadership, success, and adventure. Because of YOU, Girl Scouts thrive and reach for the stars!

Young Women of Distinction

At the heart of the Young Women of Distinction Ceremony is our commitment to celebrating the remarkable impact of our Girl Scouts. These young women exemplify leadership, service, and dedication to making the world a better place, embodying the Girl Scout mission at every turn. Awards at this event include Bronze, Silver, Gold, Girl Scout of The Year, Margaret Scout, Life Saving and Shero.

Spring Programs



A look ahead

Your Girl Scout's yearly membership registration not only grants access to participating in the Cookie Program, but also year-round, council-lead programs and summer camps! If your Girl Scout has a passion (or seven), we have events to explore those interests and introduce totally new subjects safely and without judgment!

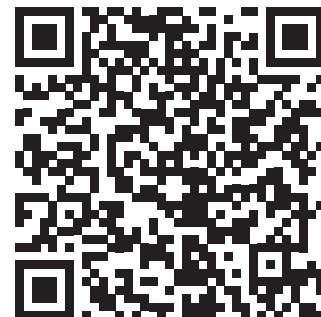
All programs provide a snack or a light meal, a patch or badge, and level-specific programming curated to meet the interests and skill sets of every Girl Scout.

Here are just a few of the events we're hosting this spring:

- **Early January:** Minecraft Sleepover for Cadettes
- **March:** Desert Museum Pack-rat Playhouse Sleepover for Juniors
- **April:** STEM Fun for Daisies, Brownies and Juniors
- **May:** Pool Party for all levels
- **Most Months:** GVC - Volunteer Opportunities for Cadettes, Seniors and Ambassadors

Take a look at our spring calendar with your Girl Scout and see if there's anything that sparks their interests.

Financial assistance for programming is available for Girl Scouts and their families.



Summer Camp

A summer of fun in the sun

We love camp, and we know your Girl Scout will too! At camp, there's something for everyone, whether they're artistic and creative, outdoorsy and adventurous, experimental and curious, or enjoy trying a bit of everything.

Camp is the perfect environment for self-improvement and self-discovery. Your Girl Scout may already be a confident swimmer, but how do they feel on stage? Or, your Girl Scout troop may have earned their Archery badges, but have they ever harnessed up for some tree climbing and high ropes challenges?

At camp, Girl Scouts get to try all of the above while making friends, and growing their skills. Plus, our camp leadership staff work at our council doing programs year-round and have likely already met your Girl Scout!

And, by participating in the Cookie Program, your Girl Scout can earn enough Cookie Dough to cover some or all of the cost of camp, or earn camp as a reward. Camps start on June 1, and registration will be open before you know it!

Hacienda Day Camp

Ages 6+, 8 a.m. - 4:30 p.m., Monday-Friday

Featuring a junior-Olympic-sized swimming pool, archery and slingshot ranges, GaGa ball, and weekly-themed crafts and activities.

Camp Whispering Pines

Week-long sessions, Sunday p.m.-Friday a.m.

Featuring low and high ropes courses, archery and slingshot ranges, canoing, prepared meals, and weekly-themed crafts and activities. We also offer Family Camps, Troop Camps, and a few specialty camps!



Hey
families!

girl scouts 
of southern arizona

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girl scouts 

Little Brownie
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