

Parent Cookie Manual 2025



EMBRACE
LIDRACE
POSSIBILITY

girl scouts
of greater mississippi





It's Girl Scout cookie season! This year's theme "Embrace Possibility" leads the way for your Girl Scout to set high goals and start this season with the thought that anything is possible.

Check out the rewards, make a plan and set small goals to help her reach new levels along the way to her BIG goal.

This parent guide is designed to provide you with some basic information to get started.

Your Troop Cookie Volunteer will also be looking for help, so reach out and see how you can help not just your Girl Scout, but your whole Troop reach those goals and Embrace Possibility.

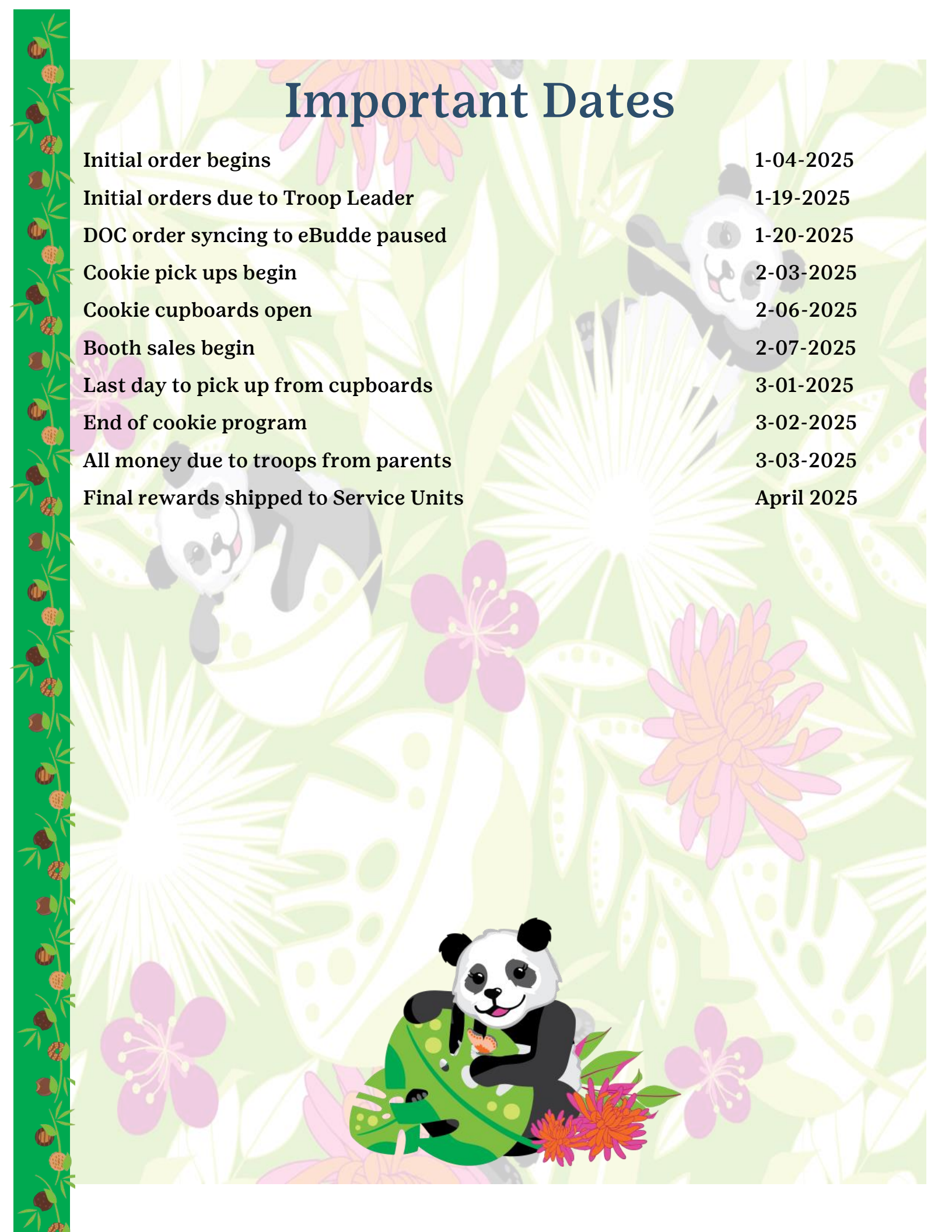


Volunteers support endless possibilities!

It's a fact: Cookie season couldn't happen without the hard work of our volunteers.

Thank you for serving as a Troop Volunteer!

Important Dates



Initial order begins	1-04-2025
Initial orders due to Troop Leader	1-19-2025
DOC order syncing to eBudde paused	1-20-2025
Cookie pick ups begin	2-03-2025
Cookie cupboards open	2-06-2025
Booth sales begin	2-07-2025
Last day to pick up from cupboards	3-01-2025
End of cookie program	3-02-2025
All money due to troops from parents	3-03-2025
Final rewards shipped to Service Units	April 2025

Girl Scout S'mores

LAST
CHANCE!



ANNOUNCING 2024-2025 Cookie Season is the **FINAL SEASON** for **Girl Scout S'mores®**

Ready-Made Social Posts

Cookie images featuring the “Last Chance” message are ready to help spread the word. Simply download and share to make sure all cookie fans know to stock up before it’s too late.



[LittleBrownie.com](https://www.littlebrownie.com)

Other Resources

To help spread the word, you’ll find the “Last Chance” graphic on all Girl Scout order cards, along with fun stickers and table tents that share the news.



[LittleBrownie.com](https://www.littlebrownie.com)

\$6

LAST
SEASON
TO GET
GIRL SCOUT
S'MORES®



Little Brownie
BAKERS®

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Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

① D

5



Tagalongs®

- Real Cocoa
- Real Peanut Butter

5

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

Approximately 15 cookies per 6.5 oz. pkg.

⑩



Toffee-tastic® • No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet,
crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

⑩

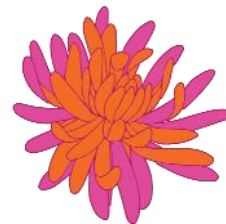
\$6

**CERTIFIED
NSF
GLUTEN-FREE**



Cookies cannot be sold for amounts other than the council set retail amount of \$5 for core, \$6 for specialty.

Social Media Guidelines



Girls today are tech savvy. As they utilize resources to learn key marketing and advertising skills, all posts on any social media forum should be monitored and approved by the guardian.



Social Media pages are monitored to ensure safety guidelines are used. We expect Girl Scouts and parents to be honest and fair in their responsibility usage of social media as a marketing tool for their cookie season.

**Absolutely no posting on
any marketplace or buy,
sell trade pages!**

EMBRACE A BRETE A LAS POSIBILIDADES EMBRACE A BRETE A LAS POSIBILIDADES EMBRACE A BRETE A LAS POSIBILIDADES EMBRACE A BRETE A LAS POSIBILIDADES



If you or your Girl Scout creates a post on an unapproved site, you will be asked to remove the post. If the post is not removed your Girl Scouts Digital Cookie site will be disabled until the post is removed.

Girl Scouts are honest and fair and agree to all cookie guidelines.

Market their business online



Digital marketing basics

We make marketing easy. Learn the basics and keep track of important dates with this helpful guide - sure to make cookie season a success! Visit [Digital Marketing Basics](https://www.littlebrownie.com) on LittleBrownie.com and [Digital Marketing Tips for Cookie Entrepreneurs](https://www.girlscouts.org) at girlscouts.org.



Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- **Digital Cookie®:** Personalize their site by uploading weekly videos. Offer cookies through direct shipping or in-person delivery.
- **Social Media:** Create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit Digital Marketing on LittleBrownie.com.
- **Text or Call:** Reach out to customers who may not be online and follow up for reorders.

Social Media Usage

Girl Scouts and Caregivers can post a digital link on their personal social media pages. They can also advertise the different stages of the cookie season on closed group pages. Posts cannot be made on buy/sell/trade pages or group pages that have an open to the public forum. When girls are marketing online, members should only use their first names, their troop/group number or name, and their council's name. Personal emails or street addresses of girls should never be used for contacting or responding to customers. See GSUSA activity checkpoints

<https://www.girlscouts.org/content/dam/girlscouts-gsmists/documents/volunteer-essentials/Safety-Activity-Checkpoints.pdf>

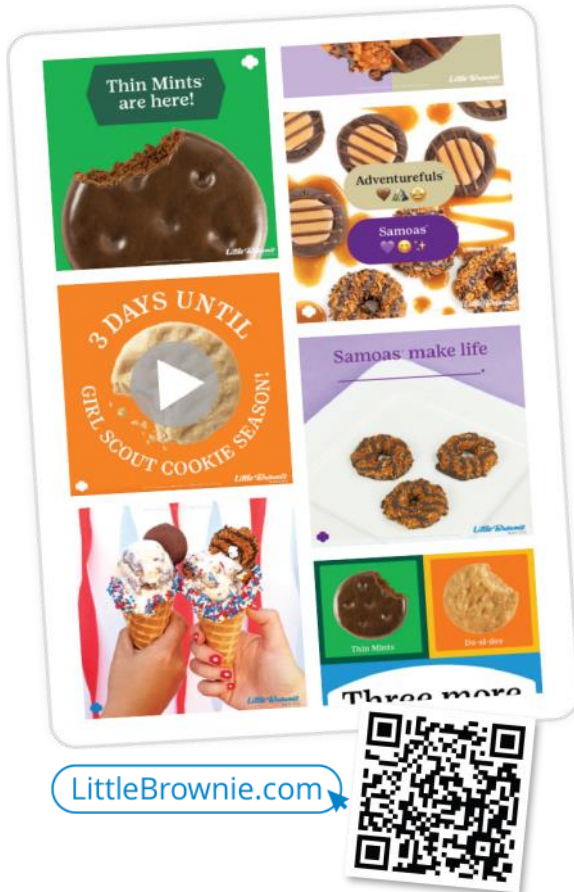


Market their business online



Attract customers with
Ready-made graphics

Virtual backgrounds
that are out of this world



[LittleBrownie.com](https://www.littlebrownie.com)

Troop volunteers and caregivers are encouraged to follow and share posts to help entrepreneurs kickstart their digital campaign.



Girl Scouts®



Little Brownie Bakers®



Safety resources

Girl Scouts and their caregivers will be prompted when launching their Digital Cookie site to read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also check the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)



Digital Cookie



Training Videos

Digital Cookie is the online platform girls/ caregivers use to manage and promote their cookie business.

With the simple set up and ease of use, girls can market their digital store to friends and family. They can share their link on their social media channels and they can collect payments digitally when taking in person orders.

Scan the QR codes for helpful “how to” videos for Digital Cookie.

Initial Login



Dashboard



Site Set Up



Photo/Video



My Cookies
Delivery Settings



My Cookies
Financials



Marketing to
Customers



Initial Order



My Cookies
Inventory



Rewards



Approving Orders



Mobile APP



Booth Essentials



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.

Customers love Girl Scout cookies and booth sales are a great way to reach customers beyond your friends, family and co-workers. They also help your Girl Scout earn rewards and funds for your Troop. Your Troop Leader will coordinate booth days and times for your Troop. It is the responsibility of each Girl Scout to be available to work booths during the 4 weekends of booth season. To maximize the Troops opportunity to earn funds, troops may have multiple booths each day. Caregivers should be available to assist the Troop Leader during the season.



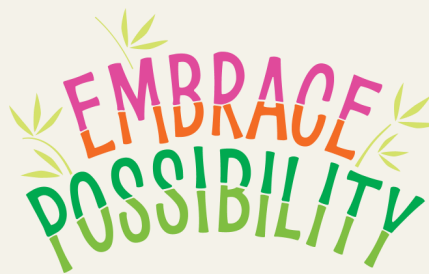
Booth Sales

- While at a cookie booth, Girl Scouts and adults should wear their uniform, Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!
- Arrive on time to assist in the set up of the booth.
- Be available to assist with the booth if an extra adult is needed.
- Always be courteous and polite; avoid yelling at customers.



Sometimes mistakes are made and there may be a dispute over a booth location or time. Refrain from any confrontation and contact your Troop Leader or council staff for a quick and prompt resolution. Under no circumstances should you involve the store location. They do not have the schedule. Booth selection will be verified with eBudde. The troop listed in eBudde will be able to stay.

Booth Essentials



Troop booths are a perfect time for your Girl Scout to reach her reward goals while spending time with her Girl Scout sisters. If your Girl Scout has high goals and would like more booth spots than your Troop has set up, you can talk with your Troop Leader about individual booths.

Your Troop Leader can secure spots for you and your Girl Scout to work independently of the Troop.

You cannot set up booth spots without prior approval from your Troop Leader.

- Girls and Caregivers who choose to have independent booths are responsible for all cookies and money from those locations.
- All cookies checked out for independent booths are the responsibility of the caregiver and Girl Scout.
- Digital Sales are done through the Girl Scouts platform.
- All money collected must be turned in to the Troop (including donations).
- Cookies cannot be sold for amounts other than the council set retail amount of \$5 for core, \$6 for specialty.

What to Bring!

- Table and chairs
- Tablecloth, displays, and signage
- Cash to make change
- Money pouch or cash box
- Digital Cookie App for taking credit card payments
- Cookies
- Bags/boxes for large customer orders
- First-aid kit

Example of Cash Amounts to have on hand:

\$5 = 40

\$1 = \$40

This is a guide for you to follow for your first booth location.

Market their business in person



Create booth buzz

Find resources like mouthwatering cookie photography, conversation-starting virtual backgrounds, recipes that encourage stocking freezers, fun clip art, and attention-grabbing booth signage all in one place!



Having a cookie booth or neighborhood stand? Any way your troop does it, we have lots of resources to entice cookie lovers!

** For more details on how cookie booths are coordinated, talk to your council and visit girlscoutcookies.org/troopleaders.*



Helpful information











Girl Scout Cookie™ pick-ups

Picking up your cookie order is exciting, and there are a few steps you can take to make sure everything goes smoothly. First, be aware that you are responsible for counting and verifying the total number of cases received. When in doubt, recount!

Tips for a smooth pick up

- Know exactly how many cases you ordered of each variety.
- Arrive at your scheduled pickup time.
- Make sure you have enough vehicles to load your order (*see below*).
- Line up your vehicles at the same time.
- Check in, count your cookies.
- Do not load any cookies before counting is complete and verified.
- Sign for your order and take your receipt.

Number of cases my car can carry?

Compact Car 23	Hatchback Car 30	Standard Auto 35
		
Sport Utility Vehicle 60	Station Wagon 75	Minivan 75
		
Pickup Truck 100	Cargo Van 200	
		

Ensure all cookies are secured before you leave the pick up location. Any damages or losses incurred during transport are your responsibility.

Average sales per cookie variety

Having cookies on hand for additional orders helps your Girl Scout reach her goal, but deciding how many to have can be challenging. Here are average sales per cookie variety to give you an idea of how many extra to order:

Adventurefuls	8%
Lemon Ups	8%
Trefoils	13%
Dosidos	11%
Samoas	20%
Tagalongs	12%
Thin Mints 1	5%
S'mores	5%
Toffetastic	3%

LAST CHANCE!



Consider ordering more Girl Scout S'mores since it's their final season!

Your cookie pick is your initial order cookies. This includes any orders taken on a girl's digital cookie site as girl delivered before 1/19/2025 at midnight.



Inspire cookie entrepreneurs



Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

1 Goal Setting

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

How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins like weekly challenges.

2 Decision Making

Girl Scouts learn to make decisions on their own and as a team.

How you can help: Talk about how they plan to spend the troop's cookie earnings.

3 Money Management

Girl Scouts learn to create a budget and handle money.

How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

4 People Skills

Girl Scouts find their voices and build confidence through customer interactions.

How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5 Business Ethics

Girl Scouts learn to act ethically, both in business and life.

How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Learn more!

Cookie business badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at [girlscouts.org](https://www.girlscouts.org)!



Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guides](#)
- [Cookie Entrepreneur Family Pins](#)



EMBRACE POSSIBILITY



Additional Information



- Caregivers have 5 days to approve any girl delivered orders received on Digital Cookie or they revert to the customers second choice (cancel my order or donate my order).
- You must always sign a receipt when picking up cookies from your Troop Leader.
- Caregivers work with the Troop Leader when extra cookies are needed to fill additional orders.
- All money must be turned in to Troop Leader by 3/5/2025 .
- All girl rewards should be distributed by the end of May 2025.
- Cookie Dough is available to be used starting 4/1/2025.



Council contacts

Product Program Director

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Membership Registration

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COO

Sarah Edwards 601-326-5645 or
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2025 Cookie Program Parent /Guardian Responsibility Form

The adult responsible for the payment of the cookies should complete this form. Please read this form carefully before signing.

I understand and agree to: (read and initial each line)

Participation Guidelines

My Girl Scout has my permission to participate in the Girl Scout 2025 Cookie Program. _____

My Girl Scout cannot participate in the Girl Scout 2025 Cookie Program unless all the blanks on this form are completed. _____

My Girl Scout cannot participate in the Girl Scout 2025 Cookie Program if she is not a registered Girl Scout for the 2024-2025 membership year. _____

Payment Agreement

I understand that once cookies are received in my Girl Scout's name, as her parent/caregiver I am responsible for collecting all monies owed and I am responsible for all monies received in payment of Cookies. _____

I understand that all **unsold Little Brownie Cookies CANNOT be returned**, and that I am responsible for payment of any unsold cookies received by or checked out in my Girl Scouts name. _____

I understand that I will turn in cash, cashier's check or money order to my Troop Leader for all Cookies received in my Girl Scout's name. _____

I understand that if I do not turn in all money for cookies received on my Girl Scouts behalf by March 04, 2025; I will be reported to the Council for non-payment. This may result in serious collection actions, rewards and cookie dough being withheld until payment is complete and/or only receiving rewards equal to the level of money turned in. _____

Girls Name _____ Troop Number _____

Girl's T-Shirt Size :

__ Youth Small	__ Youth Medium	__ Youth Large/Adult Small	__ Adult Medium
__ Adult Large	__ Adult X-Large	__ Adult 2XL	__ Adult 3XL

Responsible Adult _____ Date _____

Email Address _____ Cell Phone# _____

Employer _____ Work# _____

Additional Caregiver _____ Cell Phone # _____

Employer _____ Work# _____