

2025 Cookie Season



# Unboxed

## Family Cookie Guide





### Recipe for Success

Your Girl Scout gains invaluable skills in the cookie program, and all the funds raised directly support their troop's adventures and activities.

# Cookie Calendar

Training starts January 18, 2025  
Sales: February 22 - April 13, 2025

Date	Action
January	Attend your troop's Family Cookie Meeting
January 18	Virtual Q&A: Cookie Crumbs: Program Overview for Families
February 16	Virtual Q&A: Cookie Crumbs: Digital Cookie for Families
<b>February 22</b>	<b>Cookie sales begin</b> - start promoting and taking orders
All season	Let your troop leader know if you need more cookies or have too many
All season	Turn in cash and checks to your troop
<b>April 13</b>	<b>Cookie program ends</b>
Mid April	If your Girl Scout earned 2+ Adventure Points, watch for an email from Badgerland, so your Top Seller can choose their rewards!
April 30	Last day to submit Cookie Bingo cards to be entered to win a giant panda plushie
End of May - Early June	Troop leaders distribute Level 1-6 rewards and patches. Adventure Point items are mailed directly to your home.
June 8	2025 Top Cookie Sellerbration! Party for Girl Scouts selling 600+ boxes Top sellers and their families celebrate at Madison's Henry Vilas Zoo & Vilas Park.

## Table of Contents

Cookie Calendar .....	2	Booth Sales, Cookie Share, Social Media .....	9
Welcome from Our CEO .....	3	Cookie Rewards.....	10-11
Get Ready for Cookie Time, Support .....	4	Travel Rewards.....	12-13
Power of a Cookie .....	5	Digital Cookie, Step-by-Step .....	14-17
Ways to Sell Cookies .....	6-7	Five Skills, Panda .....	18
Digital Sales Shipping Sale Dates .....	7	Meet the Cookies.....	19
Safety, Returns, Gear .....	8	Cookie Bingo Activity .....	20

## Welcome from Our CEO



Watch for CEO Lisa during Cookie Season — she might drop by your booth with her “I Met the CEO” patch!

Cookie season is here—a special time when your Girl Scout embarks on an adventure packed with opportunities for them to learn, grow, and shine. I know it takes dedication from families like yours to make it happen, and I want to thank you and assure you, it is worth every moment. This program is essential for supporting troop activities and transformative Girl Scout experiences.

Even more, it gives your Girl Scout an opportunity to develop skills that will shape their future. Your Girl Scout will gain financial literacy as they sell cookies. Did you know that 80% of female entrepreneurs say they got their start in Girl Scouts? Girl Scouts grow comfortable speaking with customers, learn how to set and achieve goals, and sharpen problem-solving skills—all while discovering the joy of giving back.

As a nonprofit organization, Girl Scouts relies on the support of generous donors and the Cookie Program is the largest entrepreneurial program of the Girl Scout year. Every cookie purchase helps fund life-changing experiences and adventures that empower Girl Scouts to lead with courage and confidence.

Even more special is the time spent together as a family. Our members consistently share that one of their favorite parts of the cookie sale is the chance to work side-by-side with their families. Moments prepping cookie booths, knocking on doors, and celebrating each sale create lasting memories and teach Girl Scouts the value of persistence and teamwork.

Thank you for making cookie season a family affair and for supporting your Girl Scout. Together, we're building tomorrow's leaders, and making lifelong memories.

Warmly,

Lisa Smith, CEO, Girl Scouts of Wisconsin Badgerland

“She was very shy when she started selling cookies, but through the years I have seen her come out of her shell. Doing cookie sales has made her much more confident!”

*Janesville Girl Scout Mother*



# Families Prepare NOW for Cookie Season!

## Attend Your Troop's Family Cookie Meeting

This is where the Cookie Program adventure begins! Your troop leaders will host a family meeting to go over all the details, including how your Girl Scout can sell cookies—in-person, online, at booths, and more. At the meeting you'll:

- **Set goals:** as a troop you'll set a group sales goal based on what the Girl Scouts want to achieve with their profits. Your Girl Scout will also set their individual sales goal, inspired by the rewards they're excited to earn.
- **Get key information:** learn how to pick up your cookies, handle money, and other important details.
- **Submit forms:** turn in your Family Responsibility Form and your Girl Scout's reward choices.

### Cookie Pro Tip

Troop leaders submit the initial cookie order by January 24, so if you want cookies on-hand to sell directly to customers, be sure to let them know what you'll need by January 23.

## Cookie Crumbs Virtual Q&A

January 18, 9-11 am  
Program Overview for Families

February 16, 6-7 p.m.  
Digital Cookie Overview for Families



### Not in a troop?

You can still sell cookies.  
Find out more here.



## Ongoing Family Resources

Your Troop's Cookie Coordinator

**Cookie Central**

[www.gsbadgerland.org/cookiecentral](http://www.gsbadgerland.org/cookiecentral)

**Badgerland Cookie Team**

[info@gsbadgerland.org](mailto:info@gsbadgerland.org)

800.236.2710

**Digital Cookie questions**

[digitalcookie.girlscouts.org](http://digitalcookie.girlscouts.org)



## Download our Cookie Seller Digital Toolkit

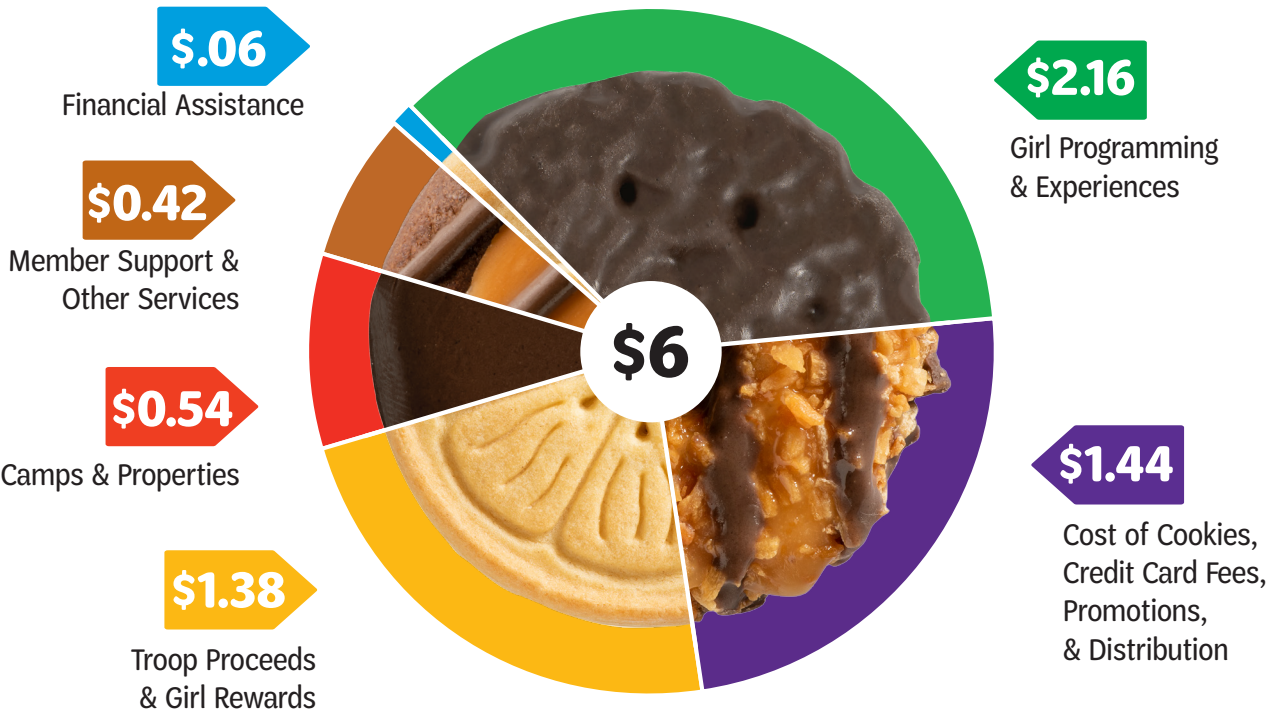
This is your online go-to-resource for making cookie sales fun, easy, and successful. Have all the Badgerland Cookie Resources at your fingertips.

# The Power of a Cookie

## Proceeds Stay 100% Local

Every \$6 box of Girl Scout Cookies fuels amazing opportunities for Girl Scouts right here in Badgerland Council. After the wholesale cost of cookies, all proceeds stay local. Each cookie sale benefits Girl Scouts, troops, and allows our council to fund programs and support volunteers.

## The Power of One Cookie Box



**Girl Programming & Experiences:** Cookie proceeds support engaging experiences in STEM, Outdoors, Life Skills, and Entrepreneurship, led by Badgerland's youth development experts. These programs empower Girl Scouts to lead, build confidence, and create positive change in their communities.

**Troop Proceeds & Girl Rewards:** Troops use cookie profits for activities like service projects, trips, camping and learning adventures. Girl Scouts also earn individual rewards including patches and travel experiences.

**Member Support & Other Services:** Funds provide essential training and resources to equip volunteers with the tools, knowledge, and confidence to inspire and mentor Girl Scouts. Proceeds also support marketing efforts to grow membership and share the Girl Scout mission with more families.

**Cost of Cookies, Credit Card Fees, Promotions, & Distribution:** Proceeds cover the behind-the-scenes costs that make the Cookie Program possible, including paying the baker for the wholesale cost of cookies. Badgerland also underwrites credit card fees, shipping, promotions, and distribution to ensure the program runs smoothly and supports troops effectively.

**Camps & Properties:** Badgerland is home to two beautiful camps and three Leadership Centers. Proceeds help maintain all the properties, creating spaces where Girl Scouts can explore, grow, and take the lead.

**Financial Assistance:** We are committed to leaving no youth behind. The Cookie Program ensures every one who wants to be can be a Girl Scout, funding financial assistance to eliminate barriers to participation.



# Ways to Sell Cookies

Girl Scouts sell cookies by reaching out to family, friends, neighbors, and coworkers, inviting them to support their Girl Scout adventures. Payment is collected at the time of sale. There are two main ways to sell in person: Order Taking and Direct Sales.

### Recipe for Success

"I have seen that cookie sales have made her a much more confident person. She's very shy and reserved when she doesn't know people and is uncomfortable in those situations. Now she is getting used to coming out of her shell and being more chatty, and she's super confident."

*Badgerland parent, Janesville*

## Is This Your Girl Scout's First Cookie Sale?

We recommend all new Girl Scouts do an Order Taking Sale. With this method Girl Scouts take orders and deliver later, which means there's no need to guess how many boxes your Girl Scout will need at the beginning of the sale. It also means you don't have to worry about selling out of all your cookies. Take orders, then by March 20, you simply let your Troop Cookie Coordinator know the cookies you need to fill your orders.

First-year Girl Scouts can also do online sales and a few Cookie Booths.

## Order-Taking Sales

This classic method uses an order card on which Girl Scouts record sales, and collect payments when the order is placed. About halfway through the sale, by March 20, they place an order for the exact number of boxes needed to fill their orders. They pick them up from their Troop Cookie Coordinator, then have about two weeks to organize and deliver the cookies to their customers.

Your  
online  
store

**Sell 190  
more boxes!**

That's the average number Girl Scouts sell through their online store. Girl Scouts get a taste of e-commerce by operating their online cookie business through Digital Cookie. See all about it on pages 14-17.

### The Order-Taking Sale Plan

- **Week of February 17:** Connect with your Troop Cookie Coordinator to receive your Cookie Order Card and Money Collection Envelope. Tell yourself, "On my honor I will not start selling until February 22!"
- **February 22 - March 19:** Reach out to family, friends, and neighbors to take their cookie orders and collect payments.
- **By March 20:** Submit your order card and collected money to your Troop Cookie Coordinator so they can order your cookies.
- **Weekend of March 30-31:** Pick up your cookies.
- **By April 16:** Deliver all cookies to your customers!



"My daughter loved going door to door and selling cookies, the collecting money and math part, and knowing she's helping out her troop." - Badgerland parent, 2024

## Direct Sales

In a Direct Sale, Girl Scouts bring cookies with them as they head out into the neighborhood, often with boxes piled high in a wagon. They collect payment from customers, then hand over the cookies immediately, even if they don't know the customer.

### The Direct Sale Plan

- **Before Jan. 23:** Decide how many boxes your Girl Scout wants to sell and is comfortable having on hand at the start of the sale. Let your Troop Cookie Coordinator know by January 23.
- **Week of Feb. 17:** Pick up your initial supply of cookies from your Troop Cookie Coordinator—but wait until Feb. 22 to start selling! Need more cookies? Contact your Troop Cookie Coordinator, who can help you get more. It may take up to 7 days for additional cookies to arrive, so please be patient.
- **Turn in money regularly.** Hand in money weekly and any time you pick up more cookies.
- **Too many cookies?** Let your troop know by March 17, so they can help redistribute them. Cookies in your possession are your responsibility to sell, so keep the lines of communication open.
- After the sale ends on April 13, Girl Scouts can continue selling their remaining inventory until it's all gone!

## Handling Cookie Payments from Customers

### Cash

Collect cash from your customers at the time of the sale. Store safely and turn the money in to your Troop Cookie Coordinator weekly.

### Check

Ask customers to make the check payable to either your troop or Girl Scouts of Wisconsin Badgerland (not to you or your guardian). Turn checks in to your Troop Cookie Coordinator.

### Credit card, Venmo, or PayPal

Online at your Girl Scout's Cookie Sales page, or in-person when you use the Digital Cookie App.



# Cookie Program Safety

1. Adults must accompany Girl Scouts when they're taking orders, selling cookies, or delivering cookies—including cookie booths.
2. Girl Scouts should never share their phone number, address, or last name with customers.
3. Girl Scouts should not carry large amounts of cash. All money needs to be turned in promptly and frequently by a responsible adult.
4. Show Your Girl Scout Pride: When selling cookies, always wear your Girl Scout sash, vest, or other Girl Scout gear to identify yourself as a Girl Scout!



## Get Cookie Gear at Sashay

Badgerland Sashay Shops offer a wide variety of uniforms, insignia, and special cookie gear. Choose your Panda Possibility look online at [www.shopgsbadgerland.org](http://www.shopgsbadgerland.org) or visit in-person.

# Sashay!

*Badgerland Shops*

**Madison and La Crosse Area**

Tuesdays and Thursdays, Noon - 6 p.m.  
First Saturdays each month, 9 a.m. - 2 p.m.

**Janesville**

Wednesdays, Noon - 6 p.m.



## Booth Sales

A Cookie Booth is a fun way for Girl Scouts to sell cookies together as a troop to reach their goals! At these booths, Girl Scouts practice their communication and money management skills while having a great time with their friends.

At your January family meeting, your troop will decide how to approach booth sales for the season, and they'll need your help to volunteer at a few of the booth sales. For safety protocols, each Cookie Booth must have at least two Girl Scouts and two adults, so parent/adult volunteers are key to making it a success. It's a great opportunity to support Girl Scouts and watch them shine.



## Cookie Share

Cookie Share lets Girl Scouts give back to their community while boosting their sales.

Customers who don't want cookies themselves can still support the troop by purchasing a package to donate. At the end of the sale, the troop collects all these donated packages and delivers them to a community partner they've chosen at the January Family Cookie meeting.

Customers can also donate through online orders. Cookies bought online as "shipped only" donations come from council inventory and will still count toward the Girl Scout's sales and rewards.

Cookie Share models philanthropy and the joy of giving back. When the troop delivers their cookies to their chosen community partner, it's truly a heartwarming moment full of smiles, gratitude, and great memories.



## Social Media

Families—and Girl Scouts over 13 with parent permission—can promote their cookie sale on their personal social media. We recommend focusing on platforms where your Girl Scout knows the audience for a more personal, meaningful connection.

## Too many cookies?

### Talk to your troop by March 20

Many factors, like bad weather or illness, can affect how many cookies Girl Scouts are able to sell. To help with this, near the end of March, troops have the option to return up to six boxes of cookies (a half-case) for each Girl Scout registered in their troop.

If you think you will have extra cookies that you won't be able to sell, please let your Troop Cookie Coordinator. This way, they can help find other families or troops who might need more cookies.

It's important to note that any cookies left at the end of the sale must be sold so that the troop can use their proceeds to support fun activities and other troop goals.



# 2025 Cookie Rewards

Rewards on this page are cumulative.  
Choose one item at each selling level.



Level 1  
12+ boxes

Participation  
Patch

Level 2  
48+ boxes



Panda &  
Toast-Yay!  
Charm

Level 3  
108+ boxes

Stationary  
Set



Level 4  
180+ boxes



Clear  
Panda  
Purse

OR

\$5  
Badgerland  
Bucks

OR

\$5  
Philanthropy  
Donation

Level 5  
264+ boxes



Small  
Panda  
Plush

OR

\$5  
Badgerland  
Bucks

OR

\$5  
Philanthropy  
Donation

Level 6  
336+ boxes



24"  
Panda  
Rug

OR

\$10  
Badgerland  
Bucks

OR

\$10  
Philanthropy  
Donation

*Sold more than 408? See the next page!*

**New for 2025!** J/C/S/A troops can choose to opt out of levels 2-6 rewards and the troop reward for an additional \$0.05 per box in troop proceeds! Girl Scouts will still earn all patches and Adventure Point rewards earned.

# 2025 Cookie Rewards

Sold more than 408 boxes? Congrats! You've earned Adventure Points!  
Choose rewards from our Adventure Point Catalog here:

## Badgerland Bucks

These come in the form of a gift card and can be used for program and camp registration fees, membership costs, or items in our Badgerland shops. Shop online at [shopgsbadgerland.org](https://shopgsbadgerland.org)!

**Expire 9/30/2025**



## Philanthropy Reward

Girls can choose to be a philanthropist with their earnings. This year's donations will support the pandas coming to the Smithsonian National Zoological Park!

**Includes  
a Patch!**



*Rewards are subject to change due to unforeseen circumstances.  
Similar items may be used as substitutions. Some items may vary in color.*

## Earned Patches:



Participate in a  
Cookie Booth



Participate in  
Cookie Share

## Cookie Team Tip:

Don't forget to let your Troop Cookie Coordinator know if you earned these!

Troop Cookie Coordinators:  
There is a tab on each Girl Scout's reward order in Smart Cookies to order these patches.

## Troop Rewards

Troops (2+ girls selling) with a 360+ per-girl-selling average can earn the Troop Rewards too! (Or, if she's selling individually, 408+ boxes). Choose one of the following adventures for your troop. You'll get one ticket per girl who sold, plus enough adults to fill safety ratios.

*Note: If the troop chooses to opt out of girl rewards for additional troop proceeds, they will NOT earn the Troop Reward.*

## Girl Scout Day at the Brewers

June 14, 2025, 3:10pm  
Terrace Reserved Outfield

## Kalahari Waterpark & Tom Foolery's

Troop may attend either May 18  
and/or June 1. No vouchers or  
alternate reward given to those  
who can't make it.

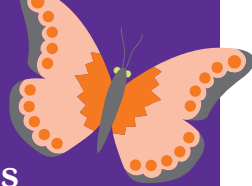
## Marcus Theatres

You choose the day and the  
movie. We provide the  
vouchers and a snack!



# Oh, the places cookies can take you!

Jacey Schindler turns Badgerland Bucks into Life-Changing Adventures



For Jacey Schindler, a ninth grader from Troop 4046 in La Crosse, Girl Scouts is a passport to life-changing experiences, personal growth, and even global travel. Jacey, with the support of her mom, Jolene, used Badgerland Bucks earned by selling Girl Scout Cookies to fund trips across continents. These incredible journeys are a testament to what goal setting, and, yes, a whole lot of cookies, can do!

It started with a Girl Scout trip to London, where Jacey visited Pax Lodge, one of the World Association of Girl Guides and Girl Scouts World Centers, where they had the chance to connect with Girl Scouts from around the globe. Jacey and Jolene met a mother-daughter duo from Arizona, also Girl Scouts, who quickly became close friends. “We were double bunking, so Jacey ended up in a room with Sophie, and I roomed with Sophie’s mom,” Jolene recalls. “Those 10 days we got along so well, it was only natural to do it again.”

This special connection sparked even more adventure. Now Jacey’s planning a trip to Switzerland in 2025 with the Arizona Girl Scout friends, where they’ll visit ‘Our Chalet’, a WAGGGS destination located in the Swiss Alps.

“Getting the chance to see other World Girl Scout Centers is awesome,” Jacey says. Once again, she’ll rely on Badgerland Bucks earned through cookie sales, to make it happen.

The journey from selling cookies to standing beneath the iconic London Eye is a testament to Jacey’s determination and the power of Girl Scouts to open doors. “If you set a goal and reach it, set a new goal. You can always go up,” Jacey says.

By putting every dollar of her Badgerland Bucks to work, Jacey has turned cookie sales into lifelong memories. “We didn’t have a way to fund these trips otherwise,” her mom Jolene explains.

These trips are about more than just travel—they’re about independence and growth. “It has taught me more about leadership and taking charge of situations,” Jacey says. The transformation hasn’t gone unnoticed. “She’s more willing to say, ‘Mom, I got this,’” Jolene shares proudly.

**Jacey’s story is a reminder of the power of Girl Scouts and the impact of every cookie sold. From Pax Lodge in London to Our Chalet in Switzerland, she’s proven that with ambitious goal setting, hard work, and a lot of determination, truly anything is possible when you’re a Girl Scout with a bold dream.**



“Girl Scouts made it possible for us to travel and connect with the world.”

Jolene, Jacey’s Mom

# Take Off with Cookie Travel Rewards

See the world just like Jacey

## Disney’s back this summer!

It’s your turn! Hundreds of Badgerland Girl Scouts and their families have experienced the wonders of Walt Disney World through the Badgerland Girl Scout Cookie Program. Now you can too. Imagine rides, attractions, and memories that last a lifetime. **Earn 19 Adventure Points** and get ready for an unforgettable five-day adventure in sunny Florida’s most enchanting destination.



## 2026 Washington, D.C., Convention



The Girl Scout National Convention is coming in July 2026, and it’s a celebration like no other. Happening only every three years, this time it coincides with the USA’s 250th birthday—right in the nation’s capital!

Connect with Girl Scouts from across the country, dive into exciting programs, and create unforgettable memories. This is your chance to be part of something truly BIG.

Want to go? Earn your spot **ONLY** this year by reaching 19 Adventure Points—sell 2025 boxes of cookies and make it happen.

Please note: The Convention will only be offered as a reward this cookie season! Plan ahead now if you want to earn it.



## London, England 2027!

Get ready for the ultimate travel adventure! Badgerland is planning an international trip that will take you across the ocean to explore Pax Lodge in London. This once-in-a-lifetime journey is set for the summer of 2027. We’re finalizing all the thrilling details and you’ll have everything you need well before you choose your rewards in April.

**Here’s how to make it happen:** Earn specially designated Badgerland travel credits for this council-sponsored, international travel during the 2025, 2026, and 2027 cookie sales. These travel credits will go directly toward unlocking this unforgettable global experience. The world is waiting—let’s explore it together!

See all the trips and travels and amazing experiences for you in the in the Adventure Point Rewards Catalog at Cookie Central.





# Digital Cookie

## Set up Your Girl Scout's Digital Cookie® Account

Digital Cookie is the name of the online platform where each Girl Scout runs their very own cookie business. You'll want to get your Girl Scout set up before cookie season starts so they'll be ready to start selling.

### Recipe for Success

"By being involved in the Girl Scout Cookie Program, I have learned leadership skills, how to manage a business, and most importantly, how to handle a TON of money!"

RACHAEL, CADETTE GIRL SCOUT,  
ELKHORN

## Sales and Payments Using Digital Cookie

### Offline sales

Customers pay by cash or check, then you record in Digital Cookie.

### Online sales

Customers order and pay on your personal Digital Cookie page. They can order cookies for donations, shipped cookies, or in-person deliveries.

## 1. Register for Digital Cookie®

In February, you'll receive an email from Digital Cookie ([digitalcookie.girlscouts.org](https://digitalcookie.girlscouts.org)). To ensure you don't miss it, add "email@email.girlscouts.org" to your safe sender list. The email will contain a pink "Register Now" button - here's where you get started!

## 2. Set up Your Cookie Site

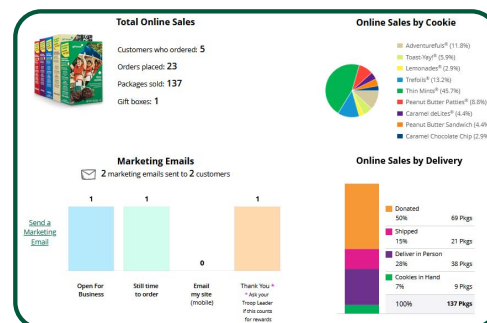
To help your Girl Scout set up their online cookie business, click on Site Setup to begin. Once the site is approved and published, your Girl Scout will be ready to start selling online when the sale begins on February 22.

## 3. Invite Customers

Share your cookie site link and send ecard invites through social media, text, or email. Ecard emails can go directly to family and friends. To find your cookie site link, log in to your Digital Cookie account - it's right on your homepage under My Cookie Site: Open for Business.

## 4. Track Your Progress

With Digital Cookie, you will track sales goals, view rewards earned, and engage with your Girl Scout's troop. Digital Cookie is used to take payments for in-person orders, accept payments at booths, and manage orders for Girl Delivery.



## Cookie Delivery for Online Orders

When customers order online they can choose to have cookies shipped directly to their home (with shipping fees) or delivered by the Girl Scout. You control if they have the option for Girl Scout Delivery.

### Girl Scout Cookie Delivery

1. Activate or deactivate anytime.
2. Available through your Cookie Site link or email.
3. Orders are approved or rejected by the Girl Scout and their family.
4. The Girl Scout delivers the cookies.

When an order comes in for Girl Scout Delivery you'll receive an email alert. You have five days to approve the order in Digital Cookie (guardians can reject an order that might not be suitable for delivery). To manage orders, go to the Orders tab. You'll receive daily reminder emails for any pending orders.

### Shipped Cookie Delivery

1. Available through your Cookie Site link or email.
2. Minimum order is 4 boxes of shipped cookies and the customer pays shipping fees.
3. Cookies are delivered from the baker and will arrive in the mail in 7-14 business days.

### Recipe for Success

Discover all the shipping promo dates and set your business up for success!



## Payments with Digital Cookie App

After you complete the initial setup of Digital Cookie, you can download the Digital Cookie app on your mobile device so your Girl Scout is ready to take payments on the go.



### In-Person Payment with Digital Cookie App

Girl Scouts can accept payments using the Digital Cookie app. Customers select Girl Delivery and receive their cookies on the spot. Badgerland covers the credit card fees for these transactions.

### Booth Sales Payments with Digital Cookie App

Girl Scouts can accept payments using the Digital Cookie app, but the booth must be listed in the Smart Cookies Booth Scheduler to accept payment.



# My Cookies Tab: Tracking Your Inventory

## Recipe for Success

All proceeds from this important fundraiser stay in Badgerland, directly benefiting your Girl Scout's troop. By joining the Cookie Program, your Girl Scout gains skills and supports her troop's adventures.

Digital Cookie can help you make sure that you have enough cookies for your orders, track your progress on delivering/selling offline orders and/or make sure your record of cookies received from the troop matches what has been given to your Girl Scout. To learn more, go to your My Cookies tab.

girl scouts

Shop My Account Log Out

You are viewing as:  
Parent of Test1001 G. Troop 12394

Home Badges Learning Site Setup Customers Orders My Rewards My Cookies Cheers



### Dianne's Cookies

Go to Delivery

View entered initial inventory

Dianne's Packages: 246

This number reflects all packages currently credited to your Girl Scout by the troop cookie volunteers. This number may not be the same as the data on your progress bar.

The top part of the dashboard shows the total number of packages that have been transferred to your Girl Scout from the troop. It can include booth sales and troop sales. It is not the same number of cookies you are financially responsible for.

### Dianne's Cookies Inventory (Packages)

Girls should enter the cookies they sold/delivered to customers that were not paid for in digital cookie.

My Offline Sales



The inventory section gives you a quick view of how many cookies you should still have undelivered and how many you may need to fill your Girl Scout delivery orders. The first thing to note is My Offline Sales. Offline sales need to be updated by you or your Girl Scout when cookie sales are made in-person with cash or check payment. Click on the down arrow to enter this information and click on Save Updates to save changes.

## Cookie Pro Tip

If you are out of a cookie variety for Girl Scout Delivery, you can turn off the variety in your Digital Cookie site. Go to the My Cookies tab and switch the cookie variety to "off," then click on "Update Delivery" settings. You can turn delivery back to "on" once you get additional inventory.



Caramel Chocolate Chip

Off On



There are three sections that calculate your inventory. Click on the arrow next to the total # of packages to show you information by variety.

- Current inventory:** The Received number comes from the total packages transferred to you by the troop. The Delivered number will reflect your offline sales and any sales made using the mobile app using the Give Cookies to Customer Now feature, and any Girl Scout delivery orders that have been delivered and marked delivered in the Orders tab.
- Pending Delivery/To Approve:** This section shows you how many cookies you need to fill Girl Scout delivery orders you have approved and those you have yet to approve.
- Inventory Needed:** This section will show you any packages of cookies needed to fill your orders.

### Dianne's Cookies Inventory (Packages)

Girls should enter the cookies they sold/delivered to customers that were not paid for in digital cookie.

My Offline Sales

Current Inventory	234	Pending Delivery/To Approve	10	Inventory Needed	10
NOTE: Numbers may differ from the Initial Order entered and is determined by the troop leader. Please contact your troop leader for more information.					
Variety	Available			Variety	Available
Peanut Butter Sandwich	0			Peanut Butter Sandwich	0
Peanut Butter Patties	0			Peanut Butter Patties	0
Adventures	80			Adventures	0
RECEIVED:					
Initial Order	82				
Additional Inventory	0				
DELIVERED:					
Offline Sales	0				
"No-Hand" App Sales	0				
Delivered Online Sales	2				
CURRENT INVENTORY	82				
Caramel Chocolate Chip	0				
Trefoils	0				
Taste Yag	28				
Lemonades	76				
Cookie Share	0				
Thin Mints	0				
Caramel deLites	0				
TOTAL	234				

Remember, it may take your troop volunteer time to enter transactions, so please be patient if you have received cookies from the troop that need to be entered.

Scroll down to the **Financials** section to view the amount due for cookies and how the troop is calculating the amount. **Online Paid** totals reflect online payments for Girl Scout delivery orders, donation, or Cookies in Hand orders. **Offline Paid** totals are the payments received by cash or check that you have given the troop volunteer and they have credited to your Girl Scout. **Total Balance Due** totals the difference from the amount owed for your inventory and the amount paid to the troop.

## Recipe for Success

84% of Girl Scout alums currently hold leadership roles. Running their own business through the Girl Scout Cookie Program gives Girl Scouts experience setting and achieving goals, and gaining confidence along the way.

Data from the Girl Scout Research Institute Alum Difference Survey



# The Big Five Cookie Skill Set

## Goal Setting

Girl Scouts set cookie sales goals and, with their team, create a plan to reach them. This matters because Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.

## Decision Making

Girl Scouts decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because Girl Scouts must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.

## Money Management

Girl Scouts develop a budget, take cookie orders, and handle customers' money. This matters because Girl Scouts need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.

## People Skills

Girl Scouts learn how to talk (and listen!) to their customers, as well as learning how to work as a team with other Girl Scouts. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.

## Business Ethics

Girl Scouts act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.



## Panda Possibilities

Put out a paw and say hello to the 2025 Cookie Program mascot: the panda. This adorable symbol of friendship and resilience inspires Girl Scouts to “Embrace Possibility” as they work towards their goals. Among the panda-themed rewards are cuddly plushies, and panda patches.

Want to do more for panda conservation? Through Badgerland's philanthropy rewards options, Girl Scouts can also choose to donate money that can make a real difference for these beloved animals.

More Panda Fun! Play Cookie Bingo throughout cookie season and be entered to win a giant plush panda. See back page for details!

# Meet the Cookies

All 9 Flavors are \$6 Per Package

### Recipe for Success

“My Girl Scout gained so much confidence talking with customers!”  
Badgerland parent, 2024



### Thin Mints

Crispy chocolate wafers dipped in a mint chocolaty coating



### Caramel deLites

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



### Peanut Butter Patties

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



### Trefoils

Iconic shortbread cookies inspired by the original Girl Scout recipe



### Peanut Butter Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



### Lemonades

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Final Season

### Toast-Yay!

French Toast-inspired cookies dipped in delicious icing



### Adventurefuls

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



Gluten Free

### Caramel Chocolate Chip

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

\*Limited availability



## CONTACT US

800.236.2710

gsbadgerland.org

info@gsbadgerland.org

## FOLLOW US



**Play Cookie Bingo  
throughout  
Cookie Season**  
and be entered to win  
your very own  
3-foot plushie Panda

### Play Cookie Bingo

Learn more. Earn more.

One Bingo = 1 Entry

Full Bingo Board = 13 Entries!



Grab Cookie  
Bingo Cards  
and lots more @  
Cookie Central

Sell Cookies to a Girl Scout Alumni	Share your Cookie Program goals with a customer	Attend a Goal Getter program	Decision Making: Help a customer decide which cookies to buy	Launch your Digital Cookie site and upload a photo or video
People Skills: Send 10 ecards through Digital Cookie	Business Ethics: Write a thank you card for a customer or a booth location	Decision Making: Choose a Cookie Share partner	Sell cookies to someone wearing Girl Scout green	Learn a fun fact about pandas
Sell 12 boxes to earn your first Cookie Reward of the year	Decision Making: Help your troop decide how you will use troop proceeds		Sell one of your favorite flavors	Money Management: Practice giving correct change
Complete the Cookie University Monthly Challenge	Sell one of every flavor cookie	Share why you love to sell cookies with a customer	Sell 5+ Cookie Share Boxes (Earns a Patch!)	Goal Setting: Set your goal in Digital Cookie
Money Management: Turn in money in a timely matter	Earn a Cookie Entrepreneur Pin for your level	Business Ethics: Don't sell anything before Feb 22!	Attend your Service Unit Cookie Rally	Sell at a Cookie Booth (Earns a Patch!)