



SERVICE UNIT PRODUCT MANAGER GUIDE

2025 Girl Scout Cookie Program



girl scouts 
diamonds of arkansas,
oklahoma and texas



Cookie Calendar

December 5	Service unit product manager training
January 10	Cookie program begins (order card and online)
January 22	Caregiver deadline for Digital Cookie girl delivery orders to be in Initial Order (IO)
January 22	Troop banking information due in Smart Cookie
January 26	Order card sales end
January 27	Troop initial order due in Smart Cookies
January 28	Service unit initial order due in Smart Cookies
January 30	Council initial order due to ABC
February 14	Service unit deliveries begin
February 21	Service unit deliveries end Booths/stands begin Cupboards open
February 21-23	National Girl Scout Cookie Weekend
March 16	Booth and Digital Cookie sales end Girl Scout money due to troops
March 18	Troop final cookie allocations and rewards order due in Smart Cookies
March 20	Service unit final cookie allocations and rewards order due in Smart Cookies
March 21	Caregiver Outstanding Balance Forms due to product program staff
April 11	Troop draft
May/June	Reward deliveries to service units

IMPORTANT CONTACTS

Girl Scouts – Diamonds

General Customer Care

◆ info@girlscoutsdiamonds.org

◆ 800-632-6894

Product Program Team

◆ product@girlscoutsdiamonds.org

FIND US ONLINE

Website

www.GirlScoutsDiamonds.org

Facebook

[@girlscoutsdiamonds](https://www.facebook.com/girlscoutsdiamonds)

[Girl Scouts – Diamonds Product Swap](#)

Instagram

[@girlscoutsdiamonds](https://www.instagram.com/girlscoutsdiamonds)



Table of Contents

Meet the Cookies	4
The 5 Skills	5
Badges and Pins	6
Proceeds.....	7
Before the Sale	8
Delivery Stations	9
During the Sale	11
Goal Getter Phase.....	13
Direct Sale Phase	14
Cookie Booths.....	15
Cupboards	16
Events and Contests.....	17
Banking and Payments	19
Safety	20
Digital Cookie	21
Wrapping Up the Sale	22
Resources.....	29

Your Girl Scout Cookie favorites are back!



Adventurefuls®

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



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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



Caramel deLites®

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



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

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

*Limited availability



THE FIVE SKILLS

Through the Girl Scout Cookie Program®, Girl Scouts gain these 5 skills and learn to think like entrepreneurs!



Goal Setting

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



Decision Making

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



Money Management

Girl Scouts learn to create a budget and handle money.



People Skills

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





















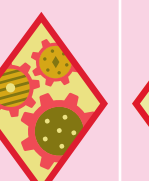


















Business Ethics

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

Entrepreneurship Badges and Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	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 THE COOKIE CRUMBLES

WHERE COOKIE MONEY GOES



26% Programs,
training, and
membership support



23% Cost of Girl
Scout Cookies



21% Camp and
property



17% Troop and service
unit proceeds and girl
recognition



13% Administrative
costs

PROCEED EARNINGS

	Troop Earnings per Package	Service Unit Earnings per Package
Base Rate	\$0.80	\$0.04
Opt Out	\$0.10	NA
PGA of 350+	\$0.10	NA
Cookie Cupboard or Rally Hosting	NA	\$0.02
Total Amount	\$1.00	\$0.06

OPT OUT VS. OPT IN

This option is available for troops with a majority Cadettes, Seniors and Ambassadors who take a vote. Troops who opt out will receive Initial Order individual girl rewards and all level patches in exchange for more proceeds. They will not earn troop PGA rewards. Troop leaders/product managers will need to select their proceeds plan and main recognition plan (traditional/main or opt out) on the troop information page of Smart Cookies by the designated deadline.



BEFORE THE Sale

Sales Material

Sales materials for the service unit will be mailed directly to the service unit product manager (SUPM), who will disperse them to troops. Materials should only be given to a troop after the troop leader/troop product manager has been trained and a [Troop Product Manager Agreement](#) has been completed.

SUPM will receive the following materials:

- ◆ **Family Guide with Caregiver Permission and Responsibility Form** – Give this guide to your caregivers to help walk them through the season.
- ◆ **[Troop Guide](#)** – This digital resource will help guide troops through the season.
- ◆ **Order Card and Recognitions Insert** – Girl Scouts use this card to take orders before the cookies arrive. The order card is turned in to their troop product manager to place their order. The order card will also include a recognition insert. This insert will show all the recognitions a Girl Scout will receive for her cookie sales. Order cards can ONLY be given to a Girl Scout by a troop product manager or SUPM. Girl Scouts – Diamonds staff members do not give out cards to Girl Scouts at the local office without express permission from the troop product manager or SUPM to ensure that Caregiver Permission forms have been signed BEFORE the Girl Scout receives her program order card.
- ◆ **Money Envelope** – Have Girl Scouts bring their money to troop meetings in this. When money is turned in count it immediately with the caregiver and complete a receipt with signatures. The caregiver should be provided a copy. Troops should collect and deposit cookie money frequently, at least once per week. DO NOT wait until the end of the cookie season to collect money.
- ◆ **Receipt Book** – Each troop should receive two receipt books. The receipt book is 2-ply so you can provide a copy to the other party. Receipts should be used every time money or product exchanges hands.

Digital copies of most materials may be downloaded and/or printed from the our [Cookie Seller Resources](#) page.

Use the checklist at the end of this manual to help you keep track of materials and training.



DELIVERY STATION



The SUPM solicits a delivery location and coordinates cookie delivery day with troop leaders and other designated volunteers. A good delivery station meets the following criteria:

- ◆ Is not in a neighborhood. The cookies often arrive on very large trucks that need ample room to turn around.
- ◆ Has a driveway/roadway clear of any low hanging branches that may damage the trucks.
- ◆ Is a large building or has a large room for cookies to be safely unloaded into until troops pick up. Remember, chocolate varieties may melt in the sun even on a cool day!
- ◆ Has easy access for loading and unloading.

After the delivery station is secured, enter the information into Smart Cookies.

RULES OF DELIVERY:

- ◆ Be prepared and on time.
- ◆ Have your cell phone handy for calls from delivery agents and/or volunteers.
- ◆ Have a copy of your delivery ticket from the reports tab.
- ◆ Only accept what is listed on the delivery ticket. Do not request or accept additional cases.
- ◆ Always count and have another volunteer count with you.
- ◆ Address any issues about your delivery with product program staff immediately (product@girlscoutsdiamonds.org).
- ◆ Sign for your delivery and take your receipt and obtain a copy for your records.
- ◆ Organize trusted help for sorting. Make troop leaders count with you before leaving. Issue them a signed receipt.

DELIVERY AGENT EXPECTATIONS:

- ◆ The delivery agent should place a scheduling call prior to delivery.
- ◆ A delivery driver should call if the delivery is delayed or changed.
- ◆ All your cookies should come in one delivery on the trucks.
- ◆ The delivery agent should count the delivery and replace any damages.
- ◆ You should receive a delivery receipt of exactly what you signed for with any missing product noted.
- ◆ The delivery should be prompt and not extend throughout the day.
- ◆ You should not feel rushed when counting and feel satisfied with the count.
- ◆ The delivery agent should act in a manner that is respectful of the council and our volunteers.

These expectations are set with the delivery agents prior to cookie deliveries. If you feel there were challenges during your cookie delivery, please email product@girlscoutsdiamonds.org with a detailed description of your experience and attach any delivery tickets or receipts.

COOKIE BOOTHS

The SUPM should:

- ◆ Coordinate booth locations for troops in the service unit.
- ◆ Assist in soliciting businesses to host booths. Use the [Booth Agreement Form](#) to make it official.

Ensure all booths are uploaded to Smart Cookies by:

- ◆ Providing all booth details and troop sign ups to product program staff via the [Booth Upload Template](#). Product Program staff will import booth details into Smart Cookies.
- ◆ Having troops manually enter their booth locations in Smart Cookies for SUPM approval

DID YOU KNOW?

All active booths in Smart Cookies flow into GSUSA's Cookie Finder feature. Every year millions of customers use this feature to find Girl Scout Cookies near them.



NOTE: Do not solicit Walmart Locations unless instructed to by Product Program staff.

Use the booth tracking sheet at the end of this guide to help you keep track of locations.

COOKIE RALLIES

- ◆ A Cookie Rally is a fun event that occurs toward the beginning of the cookie program. Service units can choose to host their own cookie rally by reviewing [ABC's Cookie Rally Guide](#) or search the web for inspiration.

CHECKLIST

- ☐ Receive shipment of sales materials
- ☐ Plan and host a troop training
- ☐ Plan a Cookie Rally
- ☐ Solicit a delivery station and enter information in Smart Cookies
- ☐ Solicit booth locations and coordinate troop sign ups
- ☐ Submit booth upload template to product program staff



DURING THE Sale

JANUARY 10-MARCH 16

INITIAL ORDER (IO)

January 10-26

Initial Order (IO) is also known as the pre-sale phase. Girl Scouts can take orders from customers and share their Digital Cookie site but will not have any cookies in hand.

WAYS TO SELL DURING IO

Order Card

- ◆ The order card portion of the sale can be thought of as pre-orders. These orders are usually taken in person with friends, family and neighbors. Caregivers will submit these orders into the Digital Cookie site by the deadline or submit to the troop leader/product manager for entry. It is council recommendation that payment for these orders is not collected until time of delivery.

Digital Cookie

Girl Scouts can set up their Digital Cookie site with the help of their caregivers at any time during the cookie program. Four types of orders can be made on Digital Cookie:

- ◆ **Girl-Delivered** – A customer places an order online and selects that they would like an in-person delivery and an email is sent to caregiver for approval or denial. After 3 days, the request times out and the sale will default to the backup option selected by the customer.
- ▶ **IO phase orders** – During the IO phase, girl-delivered orders that are approved prior to the caregiver submission deadline will flow directly to Smart Cookies and be included in the initial order. It is best to keep a close eye on orders around the IO submission deadline so you can be aware of what is included in the IO delivery and what will need to be fulfilled from troop extras/booth cookies.
- ◆ **Shipped** – These orders can be made anytime during the cookie program and shipped directly to the customer
- ◆ **Donations** – Donations made through Digital Cookie support a Girl Scout's sales goals and the council's Girl Scouts Gives Back program. Although Girl Scouts and troops are responsible for collecting payments for donations, they do not handle the inventory. Please see the Girl Scouts Gives Back section for more details. The troop product manager is responsible for entering these sales into Smart Cookies as a Cookie Share order.
- ◆ **Troop Sales Link** – Troops can create a sales link that will populate in the Cookie Finder on February 21. This means people searching for cookies can enter their zip code to find a troop's link to order shipped cookies. These are super easy sales that require no extra work!

SUBMITTING THE IO

- ◆ Each troop leader/product manager will need to log into Smart Cookies to review/enter initial cookie order card sales for each girl.
- ◆ In addition to girl orders, troop leaders/product managers can order cookies for their cookie booths on the booth line in Smart Cookies. This order is in packages, not cases! These cookies will be delivered to the troop as part of the IO delivery. Best practice is to order enough cookies for the troop's first two weeks of booth sales.

Not Sure how much to order?

Deciding how many packages to order for booth sales isn't an exact science, but here are average percent per cookie variety to give you an idea of how many to order:

- ◆ Order Card and booth packages will be automatically rounded up to full cases by the system. (1 case = 12 packages)
- ◆ Troop leaders/product managers will have until January 27 at 11:59 pm to enter orders.
- ◆ SUPMs will have until January 28 at 11:59 pm to log in and review submissions for each troop. Any troop changes should be communicated with the SUPM before their deadline.
- ◆ Any missing or late orders will be handled as additional cookie sales and fulfilled through IO extras from rounded up cases, booth cookies from the booth order line, and/or cookie cupboard order (see more about cookie cupboards on pg. 16).



Caramel deLites	16%
Thin Mints	27%
Peanut Butter Patties	17%
Peanut Butter Sandwich	9%
Trefoils	7%
Adventurefuls	7%
Toast-Yay	7%
Lemonades	7%
Caramel Chocolate Chip	3%

ENTERING IO REWARDS

- ◆ Troop leaders/product managers must enter IO rewards for each girl in Smart Cookies. This needs to be completed by January 27 at 11:59 pm.
- ◆ SUPMs must verify selections and can adjust until January 28 at 11:59 pm.

How do I create and submit Early Recognition Plans (IO Rewards)?

- ◆ Select rewards > Create reward order
- ◆ Select the order type "Early"
- ◆ After you select the order type, the system will generate the recognition order
- ◆ If a red triangle appears in any of the rows, an action is required
- ◆ Click the down arrow on the level indicated and complete the choice
- ◆ Once all selections are completed, click save to finalize the Girl Scouts' recognition

GOAL GETTER PHASE

January 26–February 14

The Goal Getter phase of the sale allows girls to continue working toward their sales goals while waiting for Initial Order cookies to arrive.

WAYS TO SELL DURING THE GOAL GETTER PHASE

Digital Cookie

- ◆ Girl delivery orders can continue to be taken by Girl Scouts during the Goal Getter Phase. Unlike the IO phase, these orders do not automatically report to the troop in Smart Cookies. Caregivers must ensure they report these fulfillment needs to the troop directly.
- ▶ **Where do these cookies come from?** Troop product managers must fill these from IO extras, booth cookies, or from a cookie cupboard. Additionally, they will need to manually allocate these cookies to the Girl Scout in Smart Cookies.
- ▶ **REMINDER!** These cookies are already paid for by customers, so products must be supplied to girls to fulfill customer orders.
- ◆ Shipped orders continue as usual during this phase.
- ◆ Donation orders continue as usual during this phase as well.

TROOP COOKIE PICK-UPS

February 14-21

Once Initial Order is delivered, it's time for troops to pick up those cookies and distribute them to their Girl Scouts. Here are some action steps for a smooth pick-up day:

- ◆ Troops should arrive prepared and know exactly how many cases of each variety are in the troop order.
- ◆ Troops should arrive at their scheduled pick-up time.
- ◆ Troops need to make sure they have enough vehicle space to load their full order. Leaders may recruit caregivers with large vehicles to assist. All vehicles for a single troop order will need to get in line/be loaded at the same time.
- ◆ Troop leaders/product managers should count their product before it is loaded. Troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!
- ◆ Troop leader/product manager signs for the troop order. SUPM provides a copy of the receipt.



How many cases can your vehicle carry?

These are safe estimates and may vary depending on your exact make/model.

Compact car.....	23 cases
Hatchback car.....	30 cases
Standard car.....	35 cases
SUV.....	60 cases
Station wagon.....	75 cases
Minivan.....	75 cases
Pickup truck.....	100 cases
Cargo van.....	200 cases

DIRECT Sales Phase

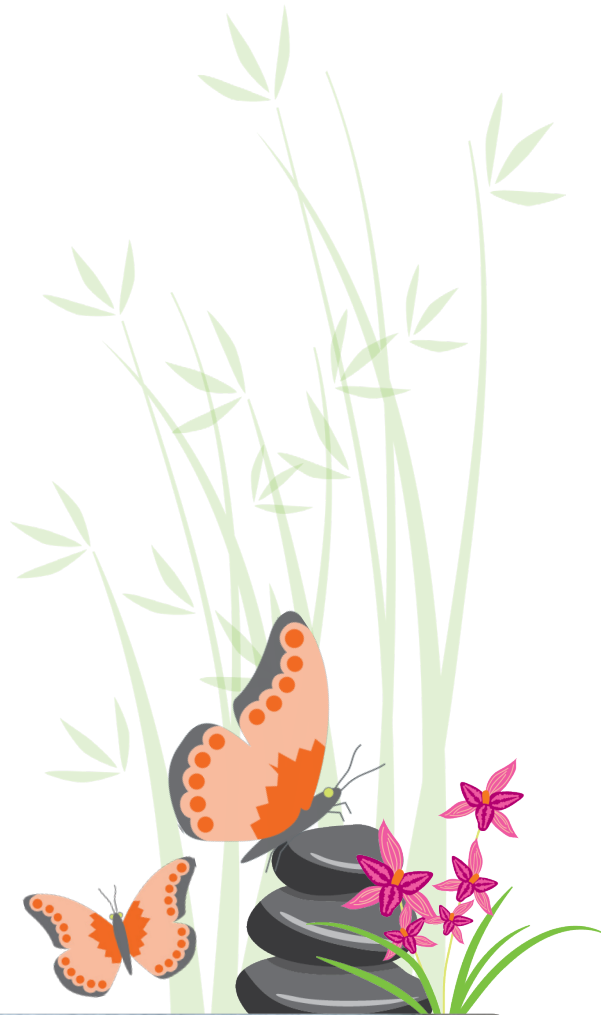
February 21–March 16

The Direct Sales phase is when Girl Scouts can host booths, conduct wagon sales in their neighborhood, and continue selling on Digital Cookie. The troop can get additional cookies from a council cookie cupboard.

WAYS TO SELL DURING THE DIRECT SALES PHASE

Digital Cookie

- ◆ Girl delivery orders can also be taken in the direct sales phase. Just as in the goal getter phase, caregivers will need to inform their troop product manager of these cookie needs. It is best practice for troop product managers to monitor Digital Cookie sales weekly to anticipate requests from caregivers.
- ◆ Shipped orders continue as usual during this phase.
- ◆ Donation orders continue as usual during this phase as well.
- ◆ **Troop Sales Link** – Troops can create a sales link that will populate in the Cookie Finder on February 21. This means people searching for cookies can enter their zip code to find your troop's link to order shipped cookies. These are super easy sales that require no extra work.



TRADITIONAL BOOTHS

Council Secured Booth

- ◆ A location secured by a council staff member, i.e. Walmart.
- ◆ Troop signs up for a date/time via Smart Cookies.
 - ▶ All unclaimed council booths are uploaded into Smart Cookies for any troop to sign up.
- ◆ Troop shows up with proper adult/Girl Scout ratios and supplies.
- ◆ Product program staff solicit all Walmart locations within our council's jurisdiction. When a location is approved at by the local Walmart Manager, product program staff inform that area's SUPM. SUPM can then coordinate troop signups. Once signups are complete, SUPMs must provide details back to product program staff for upload into Smart Cookies via the [Booth Upload Template](#).

Service Unit Secured Booth

- ◆ A location secured by a service unit volunteer.
- ◆ The service unit will work with troops to coordinate troop sign ups.
- ◆ The SUPM will need submit their service unit's troop sign up details to product program staff via the Booth Upload Template. Troops are responsible for canceling booths in Smart Cookies if their commitment status changes.
- ◆ The booth will appear on Cookie Finder once approved.
- ◆ Troop shows up with proper adult/Girl Scout ratios and supplies.

Drive-thru Booths

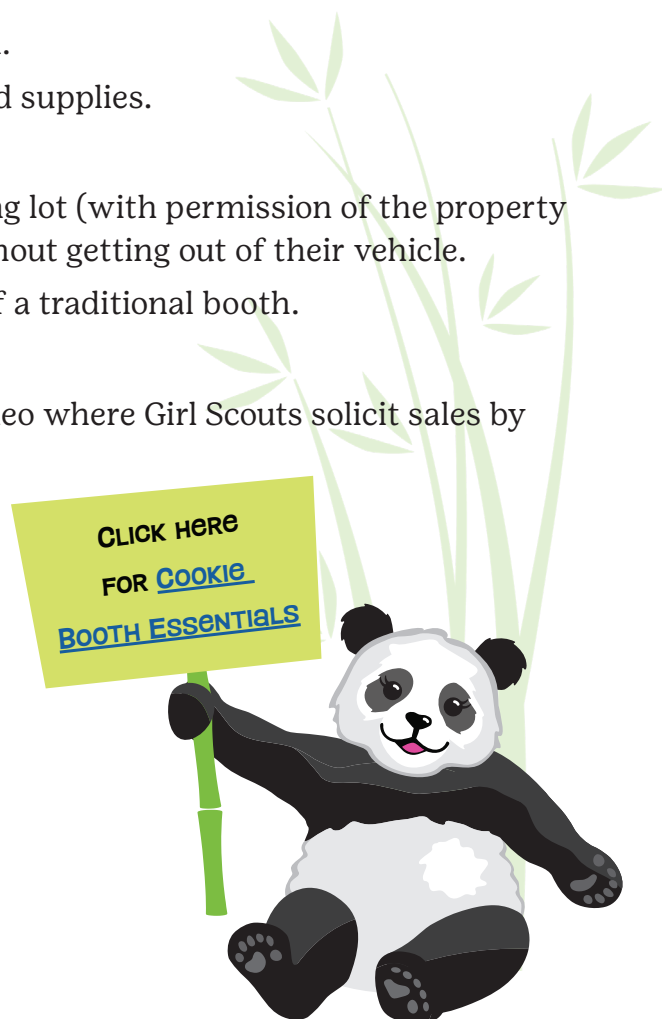
- ◆ A drive-thru cookie booth is a booth hosted in a parking lot (with permission of the property owner) that allows customers to purchase cookies without getting out of their vehicle.
- ◆ Drive-thru cookie booths must follow all of the rules of a traditional booth.

Virtual Cookie Booths

- ◆ Virtual Cookie Booths can be a pre-recorded or live video where Girl Scouts solicit sales by pitching their cookie business to friends and family via social media. Girl Scouts can provide their personal link or troop link to accept cookie sales. Please be sure to follow the [Internet Safety Pledge](#) and [Digital Cookie Terms and Conditions](#).

Cookie Stands

- ◆ Would your Girl Scouts feel more comfortable on their own turf? Cookie stands, much like lemonade stands, are a great way for a Girl Scout to work with her caregiver to market her cookie business to her neighbors from her front lawn. **Reminder:** Cookie stands take place only on a Girl Scout's/caregiver's private property.

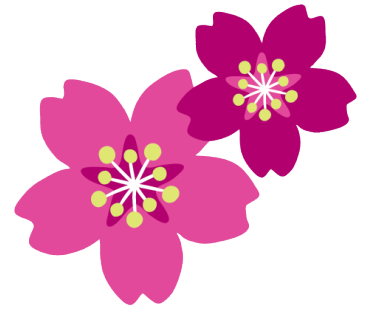


COOKIE CUPBOARDS

Cookie cupboards are locations where volunteers can pick up additional cookies for booths or to fulfill post IO girl-delivery orders.

Cupboard Hours and locations

Cookie cupboards can be run by council staff or volunteers, so hours of operation vary by location. Locations, days and hours of operation can be found in Smart Cookies when placing a planned cookie order.



WHAT IS A PLANNED ORDER?

Planned orders are a method of securing more cookies from local cupboards after the initial order period. Planned orders are placed in Smart Cookies and must be in full cases.

How do I place an order?

1. Navigate to the orders tab then select planned orders.
2. Select the cupboard to pick up from in the first box (a clickable Google map is shown to provide more location details) and click continue.
3. In the second box select the date and click continue, in the third box select the time then click continue.
4. Enter the quantity desired for each variety of cookies by case in the table shown.
5. Check the order for accuracy and click save when finished.
6. Please note that all orders must be entered within 12- to 24-hour notice before the pickup time. The best practice is to submit orders by Sunday night for pick up the following week.

Can I edit my order once it is submitted?

- ◆ No, however, cupboard staff members/volunteers can alter the order when you arrive at the cupboard for pickup. If the edit is substantial, please email product@girlscoutsdiamonds.org so we can inform the cupboard staff members/volunteers of the change before your arrival. Orders not picked up within 24 hours of the scheduled time will be canceled.

Can I walk into the cupboard without an order?

- ◆ Yes, but troops that have placed their orders in advance are given priority; therefore, there may be a waiting period before a walk-in order can be filled, and cookie varieties may be unavailable.

What happens with damaged products?

- ◆ Damaged cookies can be replaced at a cookie cupboard during its hours of operation. Cookies will be swapped for same kind only. If a troop chooses not to swap the damaged cookies at a cupboard, product program staff can add an adjustment for the damaged product in Smart Cookies. This will remove the damaged product from the troops inventory and financial responsibility.

Can I return or exchange for a different variety?

- ◆ No. Girl Scout cookies cannot be returned or exchanged. Once taken, they are the property of the last person who signed them.

Picking up your cupboard order

- ◆ Please arrive on time to pick up your cupboard order and have adequate vehicle space. You and the cupboard staff member will count the cookies and sign off on a receipt.

Do I need to bring my printed receipt?

- ◆ No, you do not need to bring your printed receipt. The cupboard staff member will have record of your order and will have you sign a receipt.

EVENTS AND CONTESTS

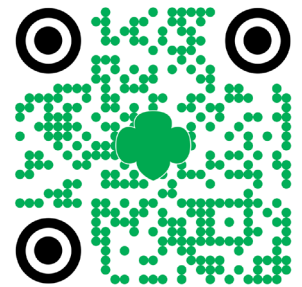
NATIONAL GIRL SCOUT COOKIE WEEKEND | FEBRUARY 21-23

Celebrate National Girl Scout Cookie Weekend with us! Bust out your uniform and let your friends and family know it's Girl Scout Cookie Weekend! Leave your cookie business cards at local businesses or leave door hangers for your neighbors to place orders. You can also choose to announce the arrival of Girl Scout Cookie season with a social media post. Visit the cookie pages on our website for door hangers, business cards and other marketing resources for girls. National Girl Scout Cookie Weekend patches are available at GirlScoutShop.com.

COOKIE BOOTH BINGO | FEBRUARY 21-MARCH 16

Join us in a fun game of Booth Bingo! Grab a Diamonds Booth Bingo Card from [the cookie sellers resource page](#) and see if you can get 5 in a row. Once you've got a bingo, snap a picture of your troop with the card and scan the QR code to submit by March 21. Everyone in the troop selling will earn a super cool Booth Bingo sticker.

SUBMIT HERE!



BLING YOUR BOOTH | FEBRUARY 21-MARCH 16

It's time to let your creativity shine with our Bling Your Booth Contest! This year's theme is "Pandamonium," so get ready to design a booth that's totally panda-tastic! This is open to both troops and IRMs.

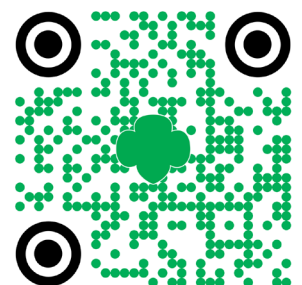
Here is what you need to do:

- ◆ Decorate your booth to match the "Pandamonium" theme.
- ◆ Make sure everyone in the photo is in uniform or Girl Scout gear.
- ◆ Snap a pic of your booth and scan the QR code to submit by March 21.

The Diamonds staff will pick the top three booths, and then you get to vote for your favorite on the Girl Scouts – Diamonds Facebook page!

The top three troops will score Bling Your Booth patches for all Girl Scouts selling in their troop, and the overall winner will earn a \$100 gift certificate for the Girl Scout online shop. Let's get decorating and show off your amazing booth designs!

SUBMIT HERE!



GIRL SCOUTS – DIAMONDS PANDA PAL, DUMPLING

Want a chance to win an adorable three-foot tall panda pal named Dumpling? Simply log into Digital Cookie to setup your online store front, send customer marketing emails and sell 375+ packages online. Every Girl Scout who completes these tasks will be entered into a drawing for a chance to win a cuddly panda pal! The drawing will take place the week of March 17.

ELITE ENTREPRENEURS

The Girl Scout Cookie Program is designed to encourage girls to build their business and entrepreneurship skills. Many girls go above and beyond in their efforts and this year our council will recognize three Girl Scouts with the most packages sold as our Elite Entrepreneurs. Each Elite Entrepreneur will be featured in our 2026 Cookie Family Guide, on our council's website/social media pages, and will receive a certificate.

GIRL SCOUTS GIVES BACK

When customers donate money to a troop or a Girl Scout, these funds go toward our Girl Scouts Give Back program via Cookie Share (council donation cookies) in Smart Cookies. Girl Scouts and their troop will have an opportunity to donate a portion of Cookie Share packages to their local community. The troop with the most donations in each region (Central, Midwest, Northwest, Northeast, Southeast, and Southwest) will receive up to 20 cases of cookies from the regional office closest to them to donate to a place of their choice. Troops who earn this opportunity will need to snap a picture of their troop donating the cookies and submit it to product@girlscoutsdiamonds.org to receive Girl Scouts Gives Back patches for all members who sold in their troop.

For all other remaining Cookie Share packages in council, staff will coordinate donation to local food banks or other non-profit organizations.

GIRL SCOUT REWARDS

Girl Scouts can earn many rewards by participating in the Girl Scout Cookie Program. Check the Girl Scout Cookie Recognition Insert on our [Cookie Resource page](#) for details.



BANKING AND PAYMENTS

Each troop should enter their bank account information into Smart Cookies by January 22.

Can I accept checks?

- ◆ Yes, but with caution. All checks should be made payable to the troop and deposited into the troop account. The customer's address, phone number, and driver's license number should be written on the check. [Please review this document for additional guidelines on accepting checks.](#)

Can I accept credit cards?

- ◆ Digital Cookie offers an opportunity for troops to accept debit and credit cards free of fees and risk. Girl Scouts can use the in-hand feature on the Digital Cookie App to collect digital payments from pre-order customers or to customers who are purchasing from a direct sale. Troops can also use the Digital Cookie App to accept digital payments from booth customers.

Can my troop use Venmo, Paypal, CashApp, Cheddar Up, etc.?

- ◆ Using these third-party payment services for payment of goods is against these platforms' terms of service. These platforms should only be used for volunteer and caregiver transactions. [Please review the guidelines found on our website.](#)



Safety

GIRL SCOUT SAFETY PRACTICES

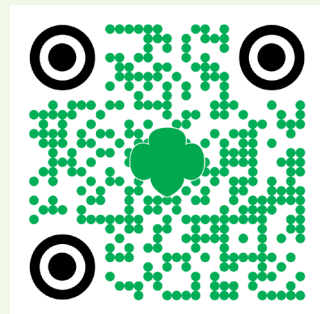
- ◆ Show you're a Girl Scout. Wear the Girl Scout membership pin, vest, sash or other Girl Scout clothing to identify yourself as a Girl Scout.
- ◆ Buddy up. Always use the buddy system. It's not just safe, it's more fun.
- ◆ Plan ahead. Be prepared for emergencies, and always have a plan for safeguarding money.
- ◆ Protect privacy. Girl Scout last names, home addresses, and email addresses should never be given to customers. Protect customer privacy by not sharing their information, except when necessary.

IN-PERSON SALES

- ◆ Partner with adults. Adults must accompany Girl Scout Daisies, Brownies and Juniors. Girl Scouts in grades 6-12 must be supervised by an adult and must never sell or deliver cookies alone.
- ◆ Sell in the day time. Sell during daylight hours, unless accompanied by an adult.
- ◆ Do not enter any homes or vehicles. Never enter someone's home or vehicle. Only approach vehicles at designated drive-thru cookie booths.
- ◆ Be streetwise. Become familiar with the areas and neighborhoods where you'll be selling and delivering cookies. Avoid alleys.
- ◆ Be safe on the road. Always follow safe pedestrian practices when crossing at intersections or walking along roadways. Be aware of traffic when loading/unloading products from vehicles.

DIGITAL SALES

- ◆ Be safe online. Girl Scouts must have their caregiver's permission to participate in all online activities.
- ◆ Participate in Digital Cookie. Read and abide by the [Girl Scout Digital Cookie Pledge](#).
- ◆ Read and agree to the [GSUSA Internet Safety Pledge](#).
- ◆ Read and abide by the [Digital Cookie Terms and Conditions for Parents/Guardians](#).

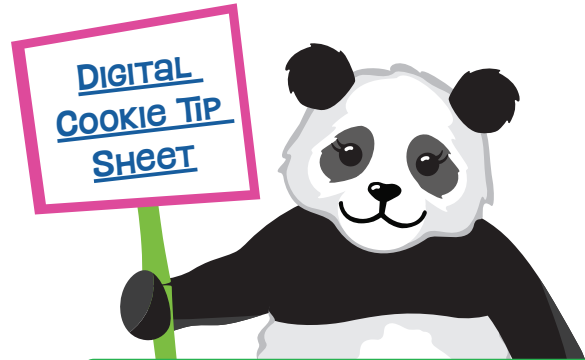


All forms can be found on the Cookie Resources Page.

DIGITAL COOKIE

Digital Cookie allows Girl Scouts and troops to sell cookies to customers online, track progress toward a goal and manage sales. Girl Scouts and caregivers should refer to the back of the reward insert for the Digital Cookie 4-step quick guide.

Digital Cookie features make selling cookies a fun, universal experience for all entrepreneurs.



FOR GIRL SCOUTS/TROOPS:

- ◆ Customizable Girl Scout pages allow customers to read your story and sales pitch and view your profile image or video.
- ◆ Troops can customize their site with the same marketing tools available on a Girl Scout's site with stories, sales pitches, a photo or a video.
- ◆ Cookie Business Badges and Family Entrepreneur Pin requirements are integrated into the system to reinforce the importance of badge work and the Girl Scout experience within the cookie program.
- ◆ Girl Scouts can send "cheers" to one another by choosing from an assortment of encouraging and congratulatory images.
- ◆ Girl Scouts can assist with accepting digital payments at cookie booths with the Digital Cookie App.

FOR CAREGIVERS:

- ◆ The option to turn girl delivery off for customers based on family preferences.
- ◆ The ability to turn cookie varieties on or off to match available inventory.
- ◆ The option to submit paper order card sales for the initial order to the troop.

FOR CUSTOMERS:

- ◆ Customers can order and pay for cookies online and pick them up at a booth.
- ◆ All customers will have the same checkout process when using an individual Girl Scout or troop link, ensuring a unified experience across the Girl Scout brand.

WRAPPING UP THE Sale

FINAL PRODUCT MOVEMENT IN SMART COOKIES

Troops should distribute all packages to girls for them to receive credit for rewards.

Note these things when wrapping up in Smart Cookies:

- ◆ Ensure you are not over-allocating inventory. If your dashboard has a negative number you've over-allocated troop inventory and will need to make adjustments.
- ◆ Ensure Girl Scouts have proper credit for Cookie Share packages since not all sales auto flow from Digital Cookie to Smart Cookies.
- ◆ Use the Booth Divider to allocate cookie booth packages to Girl Scouts. This ensures they receive credit for the booth patch.

GIRL SCOUT REWARDS

Girl Scouts earn many rewards by participating in the Girl Scout Cookie Program. Details of this season's rewards can be found on the recognitions insert received with the order card or on [our council website](#).

Many reward levels have a choice between prize item(s) or Diamonds Dollars. Girl Scouts and caregivers should review the Diamonds Dollars descriptions (see pg. 23) thoroughly before making their final reward selections. Reward choices must be sent to troop leaders/product managers to enter in Smart Cookies by the deadline. Reward levels where a choice is not made will default to Online Diamonds Dollars.



SEND "THANKS!"

Thank everyone involved with your success, including service units, Girls Scout families, troop volunteers, and booth partners. Find card templates on [abcsmartcookies.com](#). Clip art is also available on the site to help you create your own messages of appreciation.

WHERE YOU'LL FIND IT:

- ◆ [abcsmartcookies.com](#)
 - ▶ Volunteers
 - ▶ Clip art
 - ▶ Social media sections
- ◆ [GirlScoutsDiamonds.org](#)

WHAT IT INCLUDES:

- ◆ Social posts
- ◆ Card templates
- ◆ Clip art

CHOOSING DIAMONDS DOLLARS

Diamonds Dollars are an electronic credit acknowledging a girl's hard work and entrepreneurial success that can be used to pay for a variety of Girl Scout related things. This credit is to be used as a girl wishes and at no time should there be pressure by a troop leader/product manager to share credit with another individual or group. If a Girl Scout wishes to donate her Diamonds Dollars to the troop, she must give written consent via the Diamonds Dollars Troop Donation Permission Form.

Things to Remember

- ◆ All Diamonds Dollars will be emailed to the caregiver after the program has ended.
- ◆ Diamonds Dollars issued this membership year will expire on June 30, 2026.

TYPES OF DIAMONDS DOLLARS

Traditional Diamonds Dollars

- ◆ These Diamonds Dollars can be used for in-council programming, membership, or brick and mortar shop purchases. To redeem traditional Diamonds Dollars, provide the number to retail staff (in store or over the phone). If girls do not readily have the card number available, the product program or retail staff can look up the number with a guardian ID. No physical card is needed.

Online Only Diamonds Dollars

- ◆ These Diamonds Dollars can only be used to make online shop purchases through www.girlscoutshop.com. This choice is default if a reward choice is not submitted by the caregiver or troop leader/product manager. To redeem these Diamonds Dollars, the code should be entered as a gift certificate during the payment step at checkout, not in the promo code field. Please note that online purchases will support Girl Scouts – Diamonds!



REWARDS HIGHLIGHTS



1000+ Packages | SNACK AND GO SET

The ultimate snacking buddy for all Girl Scouts. This set includes a custom Girl Scouts - Diamonds branded tumbler, straw topper, snack bowl, and a water bottle pouch – perfect for all your adventures! Whether you're at a meeting, on a camping trip, or just hanging out with friends, this set has everything you need to enjoy your favorite treats and stay hydrated in style. Perfect for every girl who loves to explore and have fun!

1000+ Packages | RESIN JEWELRY KIT

Unleash your creativity with a UV Resin Jewelry Kit! This all-in-one starter set includes crystal-clear resin, molds, and a UV light, making it perfect for crafting stunning keychains and earrings. Dive into the fun of DIY jewelry making and create unique pieces that sparkle and shine!

1500+ Packages | BABY BOGG BAG

Don't let the name fool you, the Baby Bogg Bag is far from tiny! This bag is the ideal size for individual use with dimensions of 5x13x5.25 inches. It also comes with a handy small insert ideal for stashing smaller items. The Baby Bogg Bag is washable, durable, and effortlessly stylish - making it perfect for your next adventure!

1500+ Packages | CUSTOM CONVERSE SNEAKERS

Get ready to customize a pair of Converse sneakers! Transform a classic pair of Converse into a unique expression of your style by adding vibrant colors, playful patterns, and personalized text that reflects your personality and creativity.

2025+ Packages | ME AND MY BUILD-A-BEAR

Earn a Girl Scout uniform and a coordinating Build-A-Bear to match! Imagine snuggling up with your very own cuddly bear, dressed in the iconic Girl Scout uniform just like you! Perfect for sleepovers, campouts, or just hanging out, your Build-A-Bear will be your new best friend as you explore, learn, and make memories. Your uniform will include a level sash/vest, troop number patches, council ID patch, and standard Girl Scout insignia.

3000+ Packages | WEEK OF CAMP NOARK

Spend a week at Girl Scout Camp! Girl Scout Camp is a fun-filled adventure where girls get to explore nature, make new friends and learn valuable skills. From hiking and horseback riding to crafting and campfire songs, it's a memorable experience that builds courage, confidence, and character. Please note there will be a \$50 deposit to reserve your session that is not included.

3000+ Packages | CUSTOM NEON SIGN

Want to make your room truly yours? Earn a 40 inch one-of-a-kind neon sign featuring your very own name! This unique sign will add a personal touch to your space, showcasing your individuality while celebrating your achievements. It's time to light up your room and make it a reflection of you!

Cookie Money

- ◆ The troop leader/product manager should collect cookie money from caregivers frequently through the program.
- ◆ Anytime money is turned in, it should be counted with the troop product manager to ensure both agree on the amount. If in doubt, recount!
- ◆ Caregivers should always receive a receipt when money is turned over to the troop.
- ◆ At the end of the program, ensure final cookie money is turned into the troop by the designated deadline.
- ◆ If an outstanding balance remains after the designated deadline, the troop product manager is responsible for turning in a Caregiver Outstanding Balance Form to council.

Caregiver Outstanding Balances

If a caregiver has not paid their outstanding balance by March 16, the troop product manager will need to complete a Caregiver Outstanding Balance Form. Any rewards earned by the Girl Scout should be held by the troop product manager until the balance is paid in full by the designated deadline.

Follow these steps:

1. Contact the caregiver and discuss the amount owed, the completion of the form, and the possible repercussions of having an outstanding balance. A caregivers' Girl Scout(s) is not allowed to participate in the following year's product programs if they have an outstanding balance as of July 31, 2025.
2. Complete a Caregiver Outstanding Balance Form.
3. Attach the following to each form:
 - ▶ A copy of all cookie and money receipts
 - ▶ Logs of your interactions or attempts to contact the caregiver
 - ▶ Completed Caregiver Permission and Responsibility Form
 - ▶ Other information as needed
4. Scan and submit the Caregiver Outstanding Balance Form and supporting documentation to product@girlscoutsdiamonds.org
5. Product program staff will respond within 24-48 hours confirming receipt of the form. If a confirmation is not received within that time please call product program staff to ensure the email went through.
6. If a caregiver wants to submit money after you have turned in the Caregiver Outstanding Balance form, have them contact product program staff to make payment. Please do not take their money as this slows down the process of clearing their outstanding balance.
7. A council staff member will notify the troop product manager once the balance is paid by the caregiver so they can disperse rewards.

FINANCES AND TROOP DRAFT

What does the troop owe the council for cookies?

- ◆ Troops can see the amount owed to council by reviewing the troop balance summary report in Smart Cookies.
- ◆ The council staff performs two drafts. The first draft is for a single penny. This helps council staff verify that troop banking information is accurately entered into Smart Cookies and ready for the main cookie draft. The second draft is for 100% of remaining funds owed according to the Troop Balance Summary report in Smart Cookies.
- ◆ Submitted and product program staff approved Caregiver Outstanding Balance Forms are subtracted from the amount the troop owes the council. The troop and service unit do not keep the proceeds related to outstanding balances during their main draft. Proceeds are sent to both if the caregiver's outstanding balance is paid by September 30, 2025.
- ◆ After each successful draft, a deposit for the draft amount is placed against the troop balance in Smart Cookies. This marks the draft's success and will reduce the amount owed to council on the Sales Report to \$0.
- ◆ If the troop's main draft is unsuccessful, product program staff will contact the troop product manager/leader to resolve the issue. If the troop product manager/leader is unresponsive about the outstanding balance due, a draft(s) for a portion of the amount due will be processed (2nd draft attempt: 80%; 3rd draft attempt: 60%) in an attempt to collect. Keep in mind that fees incurred by the bank for insufficient funds is the responsibility of the troop and that unpaid funds to the council could become volunteer debt.
- ◆ Households with an outstanding balance may not participate in future product programs until the outstanding balance is paid in full. Households will have until July 31 to pay their balance to keep from being disqualified from the following product program season (Fall and Cookies).

Girl Scouts – Diamonds is not responsible for lost or stolen product or money.

CHECKLIST

- ☐ Review that all troops allocate troop inventory to Girl Scouts by deadline
- ☐ Check that all girl final rewards are selected and submit SU final reward order
- ☐ Assist troop leaders in completing and submitting Caregiver Outstanding Balance Forms, if needed
- ☐ Check Sales Report for IRM troops and ensure all money owed to council is available in bank account at least 1 week before troop draft



TROOP Readiness TRACKING Sheet

[illegible]

BOOTH LOCATION TRACKING SHEET

[illegible]



Resources

ABC Bakers Facebook	Excite and energize volunteers and troops about cookie sales with sales strategies, success stories, technology tips and more	www.facebook.com/abcbakers
Lemonades Facebook	Product sale and marketing tool	www.facebook.com/LemonadeCookie
Lemonades Instagram	Product sale and marketing tool	@Lemonadescookie
Cookie Calculator	Calculate package sales goals based on number of packages sold last year and the desired percentge increase this year	www.abcsmartcookies.com/resources
Cookie theme information	Gallery of images, clip art, certificates	www.flickr.com/photos/abcbakersvolunteergallery/albums
Cookie varities	Product descriptions and recipes	www.abcbakers.com www.abcsmartcookies.com
Rally guide	Fun ideas for troop rallies	www.abcsmartcookies.com/resources
Standard forms	Parent permission slip, count it up activity	www.abcsmartcookies.com/resources
Troop goal poster	Poster	www.flickr.com/photos/abcbakersvolunteergallery/albums www.abcsmartcookies.com/resources
Volunteer and girl videos	How-to videos on a variety of topics	www.youtube.com/user/abccouncil