

2025 Girl Scout Cookie Program Family Guide



Greetings, Girl Scout Families!

This year's cookie season theme is "Embrace Possibility". Girl Scouts know how to embrace possibilities and discover new experiences! Sometimes, possibility is travel. I enjoy seeing photos from the exciting trips a troop can take; maybe to the birthplace of Girl Scouting in Savannah, Georgia, or sightseeing in New York City, or even at far-away adventures in another country. Sometimes, possibility is nature. I've seen Girl Scouts fall in love with the outdoors and try new skills at camp. The possibilities are endless when you are a Girl Scout. Whatever possibilities a troop may choose, earning the funds for all the Girl Scout fun requires support from families and a successful Cookie Program! Our cookie customers understand that each box of cookies is an investment in a girl's future.

This year we have a special focus on growing Girl Scout participation and engagement for the Girl Scout Cookie Program. Whether through online sales with Digital Cookie®, paper order-taking, or at cookie booths—every step of the program helps Girl Scouts develop core business skills like goal setting and managing money. There are many ways to participate, and each Girl Scout and their family can set goals and choose the best path to cookie success and fun.

I hope every Girl Scout family will "Embrace Possibility" this Girl Scout Cookie season and reach those big goals. I will celebrate with you when you do!

Thanks for all you do,
Maggie Elder
CEO, Girl Scouts of Kentuckiana



2024 Top Cookie Entrepreneurs

Name	Packages Sold	Troop	Name	Packages Sold	Troop
Emma L.	4,067	152	Sophia R.	1,517	2697
Mackenzie K.	3,500	1592	Olivia T.	1,481	1798
Riley S.	3,213	1647	Kennedy R.	1,447	2129
Kaitlin D.	3,134	152	Topanga P.	1,445	55
Emmylou L.	3,100	152	Londyn C.	1,434	3065
Jaycee S.	3,000	152	Rianna R.	1,428	495
Aurora K.	2,938	137	Hayleigh D.	1,415	4190
Ruthie W.	2,802	1610	Olivia M.	1,412	1650
Lydia F.	2,800	549	Sofia B.	1,405	55
Brelei N.	2,800	137	Lynnox T.	1,404	569
Bailey W.	2,800	152	Eloise W.	1,401	1798
Paisley P.	2,402	152	Lorelei G.	1,400	685
Sophia S.	2,369	2799	Ashley C.	1,400	1003
Alyssa C.	2,355	152	Charlee T.	1,400	1360
Olive M.	2,254	3311	Grace H.	1,400	1360
Arawyn S.	2,200	1890	Faith D.	1,400	2032
Aislin H.	2,200	721	Natalie L.	1,400	773
Jillian S.	2,200	1243	Breanne R.	1,400	2393
Emma L.	2,200	774	Audrey G.	1,400	1650
Ruth Ann W.	2,200	137	Grace F.	1,400	1650
Raegen H.	1,987	1324	Nora L.	1,400	1981
Hailey P.	1,965	137	Kinsley M.	1,346	3667
Courtenay G.	1,871	2313	Jadyn L.	1,325	688
Madelynn O.	1,865	2799	McKenna R.	1,278	534
Sha'Leigh W.	1,800	288	Carley C.	1,271	4190
Ella H.	1,800	92	Alyssa D.	1,241	786
Arianna C.	1,800	48170	Maci P.	1,239	688
Rylee Y.	1,639	7	Abigail H.	1,223	773
Brynlee C.	1,600	569	Kyla T.	1,218	3667
Morgan K.	1,600	152	London S.	1,206	2129
Kayla W.	1,591	688	Olivia H.	1,204	1890
Kirby D.	1,559	547	Olivia G.	1,201	992
Claire H.	1,546	270	Kaylee F.	1,200	1236
Ansley W.	1,527	135	Jordyn F.	1,200	659

Name	Packages Sold	Troop
Holly D.	1,200	1083
Kourtney W.	1,200	1083
Kimble M.	1,200	1814
Theresa K.	1,200	2702
Radley D.	1,152	29
Shelby P.	1,133	1837
Sydney D.	1,116	3818
Korilyn B.	1,114	189
Teegan H.	1,110	381
Loralei D.	1,103	1115
Gracie E.	1,098	1033
Kristin R.	1,069	3818
Hailey J.	1,061	489
Sophia E.	1,050	4517
MiAmor O.	1,048	3818
Rayna P.	1,047	3311
Liberty B.	1,043	1647
Sydney W.	1,034	2224
Madeline N.	1,018	683
Isha S.	1,018	2224
Katelyn R.	1,016	2087
ShaeLynn F.	1,015	1375
Lucy W.	1,013	3886
Evelyn P.	1,012	226
Kaylee H.	1,011	655
Emma H.	1,010	2087
Brandlyn S.	1,004	370
Trinity F.	1,003	285
Savannah S.	1,002	447
Elizabeth H.	1,001	1976
Jany'a M.	1,000	3065
Aubree L.	1,000	1103
Brooklyn L.	1,000	1103
Elizabeth F.	1,000	1103

Name	Packages Sold	Troop
Annalise P.	1,000	3886
Autumn G.	1,000	1339
Megan K.	1,000	1648
Madison M.	1,000	685
Eveleen H.	1,000	721
Kiersten P.	1,000	3082
Kaitlin S.	1,000	112
Mackenzie S.	1,000	112
Loralei M.	1,000	213
Sophia S.	1,000	1003
Alise B.	1,000	1494
Mylee A.	1,000	1759
Hannah G.	1,000	70
Gretchen P.	1,000	773
Braelee-Mae H.	1,000	3136
Sallie G.	1,000	1813
Grace C.	1,000	933
Allison G.	1,000	1296
Mia W.	1,000	678



Build Skills

The Girl Scout Cookie Program gives your Girl Scout the ability to power unique opportunities and adventures while learning to think like an entrepreneur.

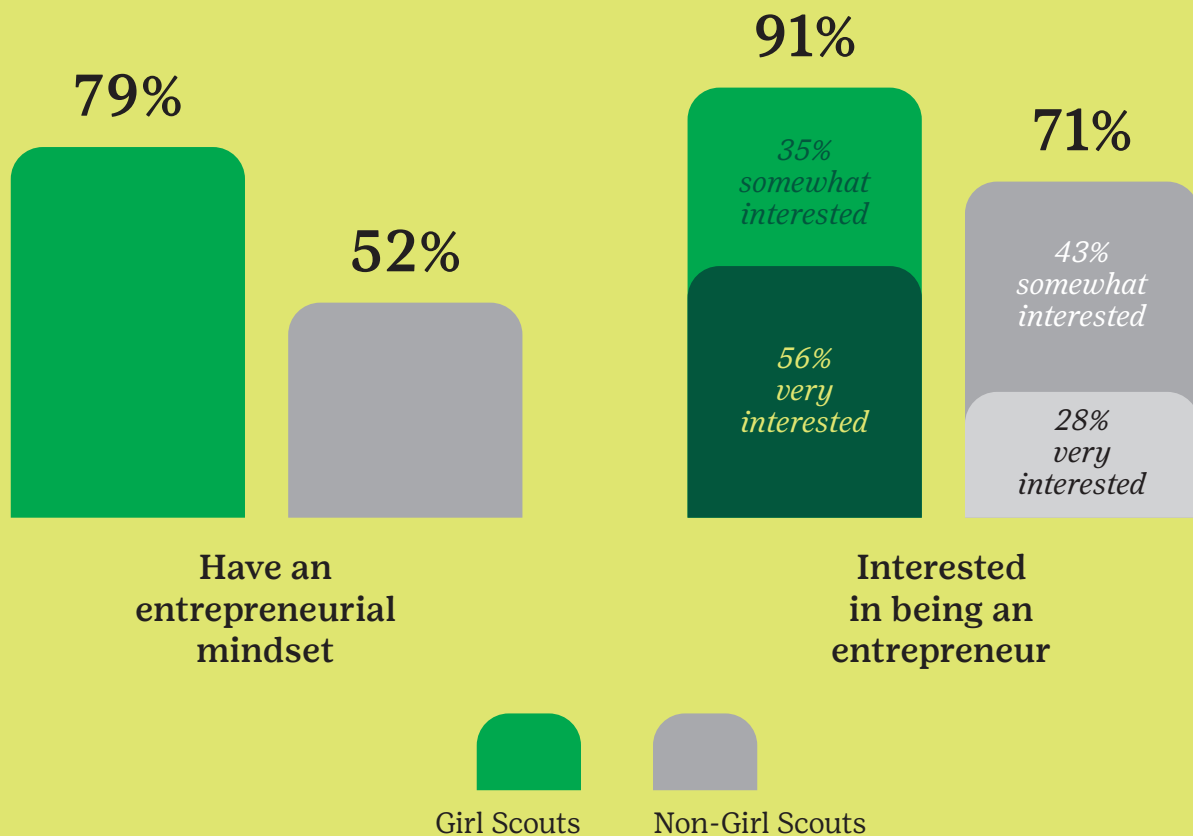
And you're key to their success.

With the support, assistance, and encouragement of their family, there's no stopping a Girl Scout!

Why should my Girl Scout participate in the Cookie Program?



Girl Scouts have an entrepreneurial edge when it comes to mindset and interest!



Participating in the program gives Girl Scouts an entrepreneurial edge!

Encouraging an interest in entrepreneurship builds curiosity, confidence, and problem-solving skills—qualities that prepare them for academic and career success. As your Girl Scout runs their own cookie business, they'll gain five skills along the way that they'll use the rest of their life.



Through the Cookie Program, Girl Scouts learn:

Goal setting as they set a troop goal based on what they want to do with their troop proceeds. Then Girl Scouts set an individual goal with help from their families.

Decision-making by deciding where and when to sell cookies, how to market their cookie business, and what to do with their troop proceeds.

Money management as they develop a budget, take cookie orders, handle customers' money, and gain confidence handling and managing money.

People skills as they safely talk to their customers in person and virtually and work as a team with their troop.

Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.

This matters because:

Girl Scouts need to know how to set and reach goals to succeed in school, on the job, and in life.

Girl Scouts will make big and small decisions in their life; practice helps them make good ones.

Girl Scouts need to know how to confidently handle, manage, and leverage money to do great things.

Knowing how to work with others will help them do better in school and later on the job and in life.

Employers want to hire ethical employees, and the world needs ethical leaders in every field at every age.

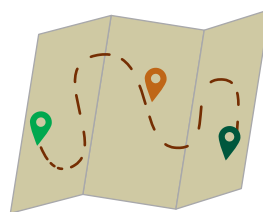
Did you know?

All proceeds from Girl Scout Cookies stay local!

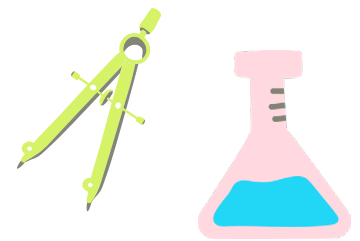
When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting their success today and tomorrow. Girl Scout Cookies' proceeds stay local to:



Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



Fund Take Action projects for the community and amazing girl-led adventures for troops. Girl Scouts make the decision of how they should spend their troop proceeds.



Help councils provide Girl Scouts with programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

Ways to Sell

There are many ways to sell Girl Scout Cookies, and each one teaches different skills along the way. Let Girl Scouts take the lead in picking how they want to run their businesses.

In person

Order cards. These are used before Girl Scouts have cookies in hand to help them know how many cookies they need to order. Once they have cookies in hand, order cards are also handy when they run out of a type of cookie. They can use the cards to track customers and place a reorder.

Direct sales. This happens after Girl Scouts have cookies in hand; no need to keep customers waiting! They can go door-to-door, pull a wagon through their neighborhood, and more (all with the help from a parent or guardian).

Cookie booths. Cookie pop-up sales in areas with lots of foot traffic are a fun way for Girl Scouts to connect with their community and practice their sales pitch with new customers. Booth locations must be approved by councils and facilitated within council jurisdiction. And participants must follow all council guidelines about setting up, running, and taking down a booth. Girl Scouts can also host virtual cookie booths to promote their sites where they make their pitches via video and direct customers to their Digital Cookie site.

Digital sales

Use your council-approved online digital platform (Digital Cookie) to reach customers near and far. Girl Scouts can promote their site by emailing friends and family, creating videos to share on social media, and hosting a virtual cookie booth where they make their pitch online. There are endless ways for Girl Scouts to get creative in spreading the word about their Digital Cookie site.

Donation program

Customers who don't want to purchase cookies or want other ways to support Girl Scouts can donate a package of cookies to Operation: Cookie. Customers can donate cookies that will be shipped directly to military troops and organizations as well as first responders.



Safety Tips for the Girl Scout Cookie Program

Show you're a Girl Scout.

Wear a 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.

Be streetwise.

Become familiar with the areas and neighborhoods where you'll be selling cookies.

Partner with adults.

Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Cadettes, Seniors, and Ambassadors must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.

Plan ahead.

Be prepared for emergencies, and always have a plan for safeguarding money.

Do not enter any homes or vehicles.

Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles (except at designated drive-thru cookie booths).

Sell in the daytime.

Sell only during daylight hours, unless accompanied by an adult.

Product privacy.

Full names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.

Be safe on the road.

Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.

Be safe online.

Girl Scouts must have their parents'/guardians' permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Digital Cookie, Girl Scouts must read and abide by the Digital Cookie Pledge. Both of these safety pledges can be found at www.gskentuckiana.org/cookieresources.

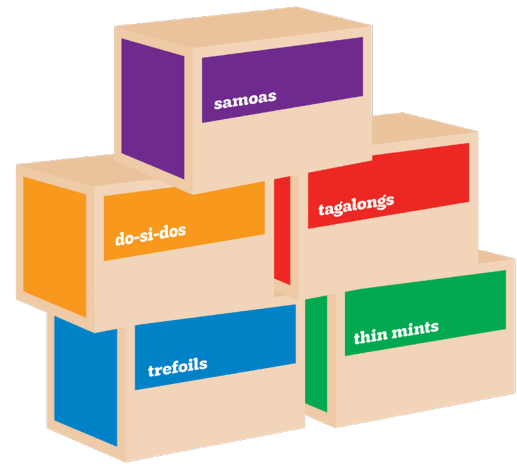
For more safety tips, check out *Digital Marketing Tips* at www.gskentuckiana.org/cookieresources.



Ways to Support Your Cookie Entrepreneur

Set your Girl Scout up for success by assisting in the following ways.

- Help set up their Digital Cookie site.
- Help keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help make arrangements to connect with people in their network.
- Never do things for your Girl Scouts that they can do for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family!



Cookie Time is Family Time

Share the adventure of cookie season. Here are some tips for getting the whole family involved:

- Have a Girl Scout cookie craft night and work on some fun activities. A younger brother or sister may also want to get in on the fun.
- Siblings and friends might form a brigade to bring in the cookies from the car.
- Post the goal tracker in a central place in your home so everyone can see how many cases have been sold. Give praise often!
- Grandparents and extended family may spread the word that it's cookie season to their friends, expanding the immediate circle of contacts.
- Set up a cookie booth in the front yard and invite family to help.
- Plan to celebrate when your Girl Scout reaches their goals. It's an important last step in learning the rewards of goal setting.
- Help iron the patches that are earned while selling cookies on their uniform following iron-on instructions.
- The Cookie Entrepreneur Family Pins (seen below) encourage families to support Girl Scouts as they learn to think like entrepreneurs through the Cookie Program. Each Girl Scout grade level has its own set of requirements. Instructions on earning the pins can be found at www.gskentuckiana.org/cookieresources.



Meet our Mascot!

The 2025 Cookie Program mascot is the panda! All pandas found in the wild live in bamboo forests high in the mountains of Southwest China. Pandas spend a lot of time eating. Like, a lot. They spend 10-16 hours a day sniffing and crunching on food—mostly bamboo.

Pandas are named in a Chinese ceremony when they are 100 days old. Our mascot is named Mei Lán, meaning beautiful orchid and wise lady. Some experts think the panda's distinct coloring helps it hide in different locations. Its white body and face seem to disappear in snowy habitats, while the dark arms and legs provide camouflage when in a shady area.

My Girl Scout's Cookie Program Information

My Girl Scout is a member of Troop: _____

Troop Leader's name: _____

Troop Leader's phone number: _____

The initial cookie order is due to troop on: _____

Money is due to troop: _____

Program Dates

January 1–March 30, 2025

www.gskentuckiana.org/cookieresources

If you have questions throughout the Cookie Program, please contact:

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Take a look at some of the great rewards your Girl Scout can earn!



Initial Order
2025 Year Bar Patch

25+ packages



Initial Order
Charm Patch *AND* Cookies Charm

75+ packages



Initial Order
Cooling Headband

100+ packages



Embrace Possibility Patch

25+ packages



Action Patch

50+ packages



Theme Decal Set *AND* Do-si-dos® Panda Charm

75+ packages



Happy Bamboo Mini Plush

200+ packages



Journal with Pop-in Charms *OR* Panda Plush

300+ packages



Embrace Possibility T-shirt *AND* Panda Water Bottle

500+ packages



Color as you go!

Write in your personal goal and color each item when you reach it.



20%
Number of
packages



40%
Number of
packages



60%
Number of
packages



80%
Number of
packages



100%
My Personal
Goal