

2025 Volunteer Cookie Training Program Highlights



Meeting Agenda

Welcome

Cookie Theme and Mascot

Additional Trainings and Resources

Cookie Materials

2025 Cookie Lineup and Sample Packs Available

eBudde and Digital Cookie Access

Troop Profit and Rewards

Keys To Cookie Program Success

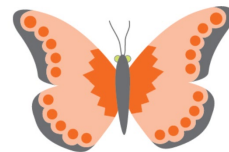
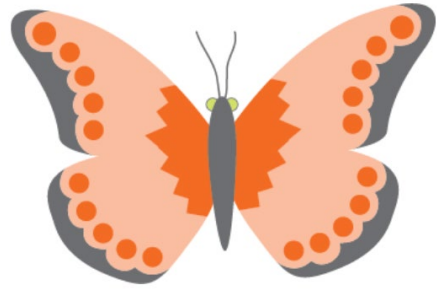
Maximize Your Cookie Program Potential

Cookie Booth Participation

Important Dates and Resources



2025 Cookie Theme and Mascot



COLOR

Some experts think the panda's distinct coloring helps it hide. Its white body and face disappear in snowy habitats. Its dark arms and legs camouflage it in shade.



BABY PANDAS

Newborn panda cubs are born pink, hairless and they can't see. They are about the size of a stick of butter. Panda mamas keep their babies close for the first month of their lives.



DIET

Pandas spend a lot of time eating. Like, a lot. They spend 10-16 hours a day sniffing and crunching on food – mostly bamboo.



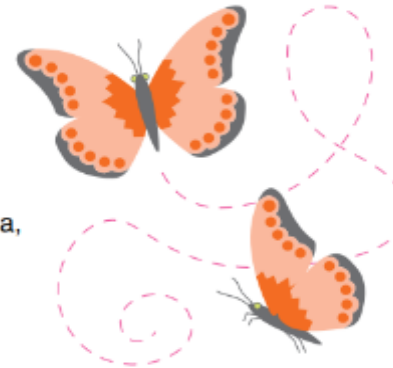
POTTY HABITS

Pandas poo 40 times a day and sometimes do handstands when they pee!



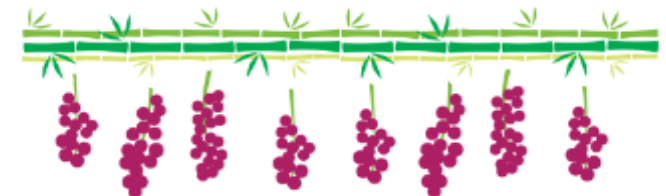
JUNGLE QUEEN BUTTERFLIES

Once a year, over 400 species of butterflies visit the bamboo forest of southwestern China, where pandas live. It's like a butterfly explosion.



SCHISANDRA BERRIES

Efforts to save this superfood berry, and lessons on how to harvest it, have helped to save pandas' lives! Schisandra berry conservation has helped increase panda populations by 17%.





Additional Virtual Trainings, Videos, and Resources

Navigating eBudde for important steps.

Initial order strategy training.

Cookie booth beginner training.

Troop Digital Cookie training.

Drop in Zoom Q&A sessions.

Personal training with GSK Product Team by appointment.

These will be live and recorded trainings posted to the Girl Scouts of Kentuckiana website.

www.gskentuckiana.org/cookieresources

Watch for more information in the weekly Product Power Connection.



Cookie Materials

Mailing the week of November 18, 2024

Cookie Materials, Mailed to Troop Leader:

- Cookie Program Volunteer Guide
- Cookie Receipt Books
- Family Guides
- Girl Order Cards
- Goal Getter Order Cards
- Money Collection Envelopes
- Product Permission Slips

Additional materials are available by request
at bit.ly/productmaterials.



2025 COOKIES



9 great flavors.

\$6.00 Core/\$7.00 Specialty.

8 pack samples are available.

This is the final year for S'mores. S'mores will be available at cookie cupboards.

Toffee-tastic is only available during the initial order.

New cookie in 2026!

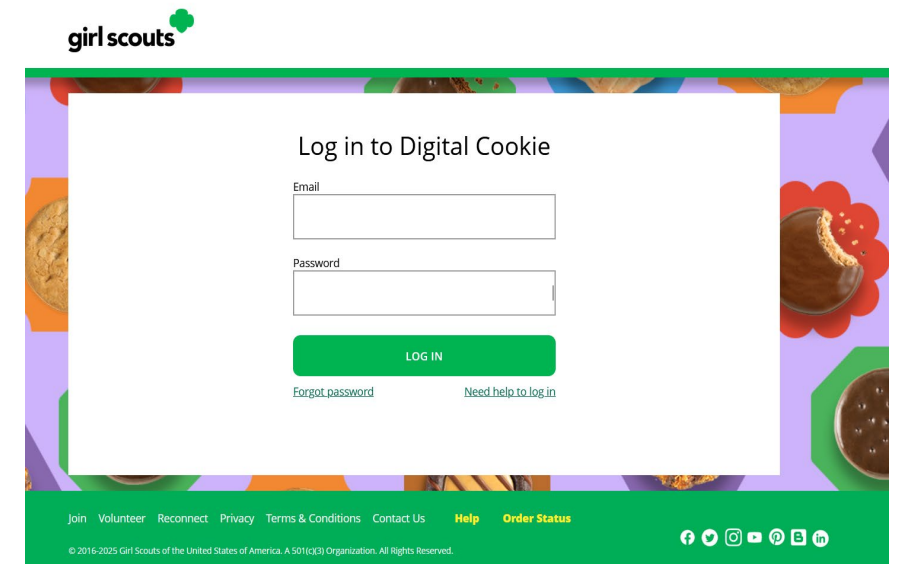
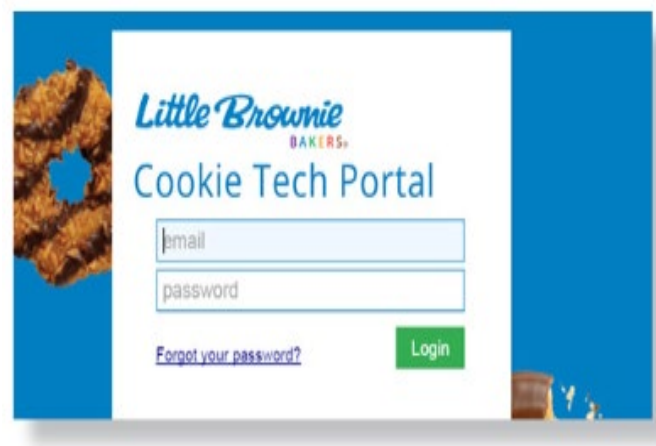
eBudde and Digital Cookie

Volunteer access to eBudde and Digital Cookie December 10, 2024.

Family access to Digital Cookie December 14, 2024.

Digital Cookie Troop Link live February 21, 2025.

Troop link has both girl delivered and shipped option.



Basic Troop Profit

Seven Core Cookie Flavors

\$6.00 per package: Troop Profit \$0.80 per package.

Two Specialty Cookie Flavors

\$7.00 per package: Troop Profit \$0.90 per package.

Super Troop Profit

300+ packages PGA

Troops receive additional \$0.05 per package for all cookies sold.

Cadette, Senior, and Ambassador Reward Option

Troops can opt out of rewards for additional troop profit of \$0.10 per package.

Troops that opt out of rewards can still earn Troop Initial and Final PGA rewards.

Girls can still earn the theme patch, bar patch, and Kentuckiana Credits.

Deadline for CSA troops to opt out is January 16, 2025.



VIP "Sweet Success" Tour Experience

3,000+ packages





Things to Consider

Keys To Cookie Program Success

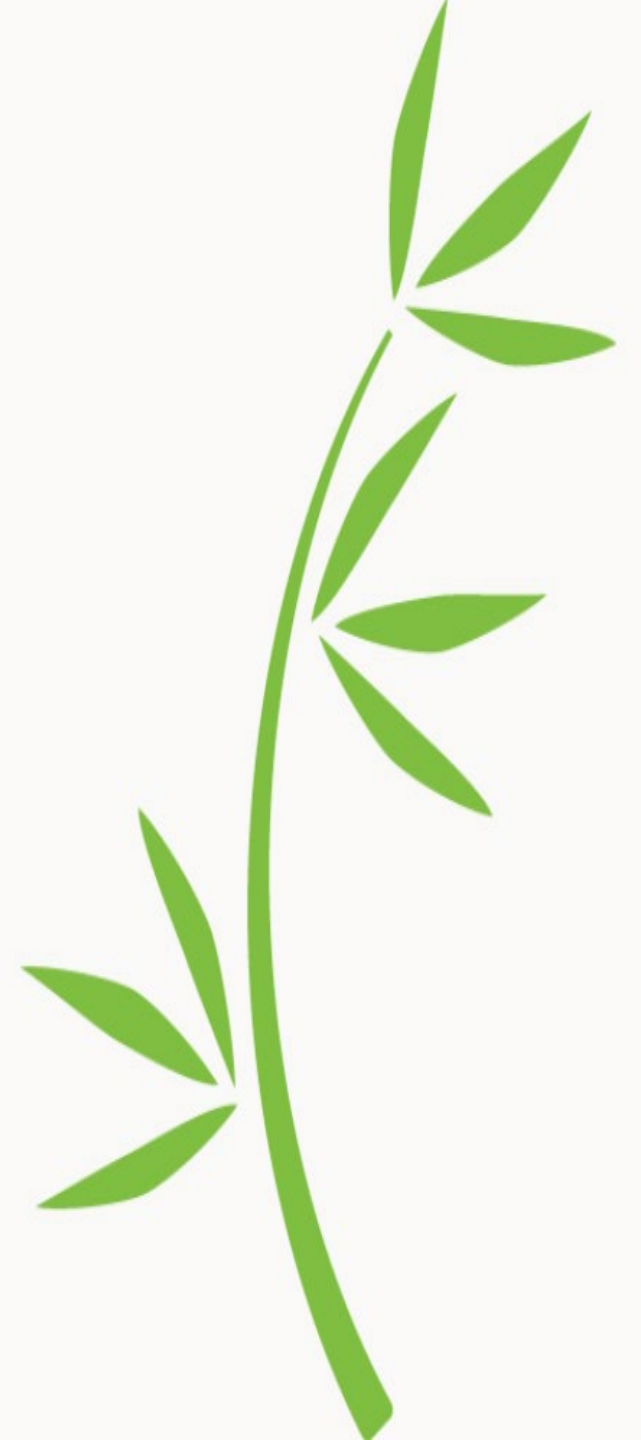
Host a family engagement meeting.
Identify parent helpers in your troop.

Maximize Your Cookie Program Potential

Set Troop goals and encourage Girl Scouts to set individual goals.
Encourage participation in all levels of the program.
Discuss pins and badges that girls can earn.

Cookie Booth Participation

Council booths.
Service Unit booths.
Troop and Family booths.
Make a plan to participate!



Cookie Booth Planning

Service Unit Cookie Booths

- Walmart locations
- Drive through booth locations
- Cookie booth draw options

Council Cookie Booths

- Mall locations
- Whistle Express Car Wash
- Drive through

My Sale Cookie Booths

- Communication with Service Units
- Kentuckiana Credits



Save the Dates for Cookie Rally Fun and Girl Scout Mobile Shops

Monday, December 2, 2024

Vertical Jump Trampoline Park
Kentucky Oaks Mall, Paducah
5:30pm – 7:30pm Central

Sunday, December 8, 2024

Kentucky Science Center, Louisville
Includes an IMAX show
5:30pm – 7:30pm Eastern

Monday, December 9, 2024

BG Skate (Roller Skating)
Bowling Green
6:00pm – 8:00pm Central



Thursday, December 12, 2024

Xtreme Arcade (Mini golf & mini bowling)
Elizabethtown
6:00pm – 8:00pm Eastern

Sunday, December 15, 2024

Elite Air Trampoline Park
Owensboro
5:00pm – 7:00pm Central

Monday, December 16, 2024

Clarksville Strike & Spare (Bowling & more)
Indiana
6:00pm – 8:00pm Eastern

Important Dates

eBudde AND Digital Cookie Open to Volunteers

December 10, 2024

Digital Cookie girl access

December 14, 2024

Digital Cookie AND Paper Orders Begin

January 1, 2025

Initial Order and Rewards Due

Troops: January 22, 2025

Service Units: January 23, 2025

Initial Cookie and Reward Deliveries

February 19-29, 2025

Booth Sales

February 21 - March 16, 2025

A full list of all Cookie Program dates can be found at

www.gskentuckiana.org/cookiesources.



If you have questions during the Girl Scout Cookie Program, please contact:

Customer Care:

customercare@gskentuckiana.org

888-771-5170

Diana Clark, Product Sales Manager:

dyclark@gskentuckiana.org

502-716-7236

Brooke Slone, Director of Product Sales and Merchandising:

bslone@gskentuckiana.org

502-716-7230

Watch for more information in the weekly Product Power Connection.

