

girl scouts
of greater atlanta



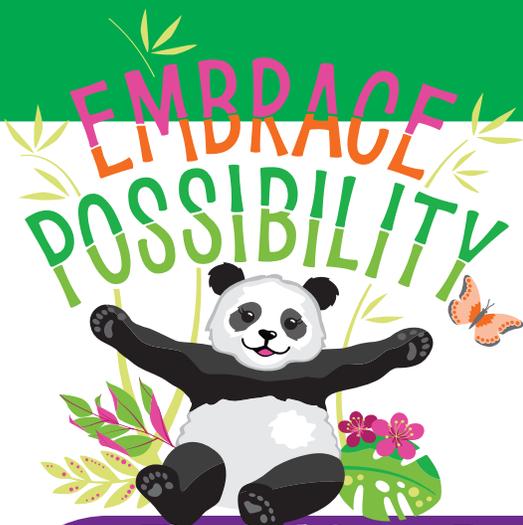
EMBRACE
LIDBRACE
POSSIBILITY



2025 Girl Scout Cookie Program

Family Guide

[Cookies.GirlScoutsATL.org](https://www.Cookies.GirlScoutsATL.org)



The Girl Scout Program is the largest girl-led business in the world. Girls learn five essential skills. Is your girl ready to Embrace her Possibilities?



Scan me to watch a parent overview of the Girl Scout Cookie Program.



DECISION MAKING She and her troop will determine how to use their proceeds, fostering critical thinking and problem solving skills.



GOAL SETTING She will set goals, make plans with her troop, and develop skills as they progress.



MONEY MANAGEMENT She will create a budget, take orders, handle money and gain skills in financial literacy.



PEOPLE SKILLS She will develop healthy relationship skills by interacting with and listening to multiple customers.



BUSINESS ETHICS She will learn honesty and responsibility, reinforcing positive Girl Scout values.



Cookie Entrepreneur Family Pin Collection



For more information about the Cookie Entrepreneur Family pins, visit:

[GirlScouts.org/entrepreneurfamily](https://www.girlscouts.org/entrepreneurfamily)

CHOOSE ONE OR MORE OF THE FOLLOWING WAYS TO PARTICIPATE.

ORDER CARD

Initial Order Taking
Jan. 1 – Late Jan.
(deadline set by troop)

Goal Getter Order Taking
Jan. 27 – Mar. 14
(deadline set by troop)

Girls can use the order card to take orders in person, over the phone, via video chat or by email or text.



DIGITAL COOKIE

Jan. 1 – Mar. 31

Digital Cookie allows girls to accept orders online, while learning digital marketing skills. Customers can order cookies to be shipped, delivered in-person, or donated to the military.



Girls who pair Digital Cookie with the order card sell on average 76% more boxes of cookies.

COOKIE BOOTHS

Feb. 9 – April 30

Cookie Booths allow girls to sell directly to the public or virtually.



SMILES4MILITARY & GIFT OF CARING

Jan. 1 – Mar. 17

Smiles4Military allows customers to donate cookies to those serving in the military at home and abroad, using the order card, online with Digital Cookie or at a Cookie Booth.



Let's work together to ensure your Girl Scout Cookie Entrepreneur can make this the best cookie program ever!

Ways to Support Your Girl Scout

- Build safe online habits by reading the GSUSA Internet Safety Pledge and monitoring her activity.
- Help her set practical and useful goals about what she wants to learn and earn.
- Sign her up for Digital Cookie so she can set a goal, send emails, and share her link with family and friends.
- Be a champion for your girl! Allow her to do the ask but help her connect with family and friends.

Ways to Support Her Troop

- Attend the troop's family meeting to understand the troop's goals.
- Offer to help the troop cookie manager with tasks big and small.
- Provide transportation for orders and deliveries.
- Volunteer to chaperone a cookie activity such as a cookie booth.
- Get permission to sell at your workplace, place of worship or other locations.

ALL
VARIETIES
\$6

Customers can't wait to stock up on their faves!
(Last chance to buy Girl Scout S'mores, before they are gone forever!)



Thin Mints®



Samoas®



Tagalongs®



Do-si-dos®



Trefoils®



Lemon-Ups®



Adventurefuls®



Girl Scout S'mores™



Toffee-tastic®

LAST
CHANCE!

CRUSH YOUR COOKIE GOAL THIS SEASON!



Scan the QR code to view the Amazing Cookie Rewards you can earn!



Social TRENDSETTER
Share your Digital Cookie link on social media.



Miss QR Code

Use your Digital Cookie QR code on stickers, door hangers, flyers, yard signs and more.



Quick Tips for an Amazing Cookie Program!



make CONNECTIONS
Send personalized emails & texts with your Digital Cookie link and personal goal.



lights. camera. **ACTION!**
Create a sales pitch video to upload to Digital Cookie, share via email and on social media.



SMILES4MILITARY

Ask customers to support the brave men & women in our military with a \$6 donation.



LAST CHANCE!

This is the last season for Girl Scout S'mores. Tell your customers to stock up before they are gone!



Download the Digital Cookie app on Google Play or App Store

Girl Scout Cookie Badges

The 13 Cookie Business badges are packed with activities to support every Girl Scout as they work collaboratively, set goals for themselves, and finesse their digital marketing campaigns. Girl Scouts of all ages will be ready to take their cookie business to the next level!

Daisy	Brownie	Junior	Cadette	Senior	Ambassador