



girl scouts
of southeastern
michigan

2025 Special Cookie Program Opportunities

Big Game Booths

Want to give the general public a taste test of this year's cookie lineup? What better time than Super Bowl weekend, when everyone stocks up on snacks for the big game! This year, troops can apply to host a Big Game Booth on Saturday, February 8, 2025. Times and locations will be arranged by GSSEM. 50 troops will be selected for this opportunity, or more if booth space allows. All troops meeting the following requirements are eligible for this opportunity:

- Available all day on Saturday, February 8, 2025.
- Have 2 adults and 2 Girl Scouts available to host the booth.
- Pick up cookies at your selected GSSEM Service Center on February 3, 2025.
- Accept a standard assortment of cookies for the booth. Unsold cookies should be used at other cookie booths during the season and cannot be returned.



Apply to host a Big Game Booth here: www.gssem.org/gamebooth. Applications are due by 10:00 PM on January 19, 2025.

Cookie Rally!

Saturday, January 25, 2025
Cranbrook Institute of Science
39221 Woodward Ave.
Bloomfield Hills, MI 48303

Girl Scouts of Southeastern Michigan's Cookie Rally is a great way to get scouts excited for the upcoming Cookie Program!

Attend as a troop or come as a family to the 2025 Cookie Rally! The Cookie Rally will feature plenty of cookie themed stations to prepare scouts for the Cookie Program, including educational activities, arts and crafts, and more!

Please follow the registration instructions on the Cookie Rally event page to register for the rally.



Cookie Trainings

Please see the 2024-2025 Cookie Training schedule below! Be sure to complete a Cookie Rookie training if you are new to the Cookie Program, or a Cookie Refresher training if you have previously participated in the Cookie Program. You are welcome to attend one of the live sessions (in-person or virtual), or watch the recorded training online on the Cookie Seller Resources page. Please email productsales@gsssem.org to register for a live training session.

Please note: Cookie Café trainings will not be available in live sessions this year. Please be sure to watch the recorded Cookie Café trainings on the Cookie Seller Resources Page.

Cookie Rookie Trainings

December 2, 2024 | 6:30 PM | In-Person – Clinton Township Service Center
December 2, 2024 | 6:30 PM | Virtual – Zoom
December 9, 2024 | 6:30 PM | In-Person – Marysville Public Library
December 10, 2024 | 6:30 PM | In-Person – Detroit Service Center
December 11, 2024 | 6:30 PM | Virtual – Zoom
December 12, 2024 | 12:00 PM | Virtual – Zoom
December 12, 2024 | 6:30 PM | In-Person – Wayne County Community College
December 16, 2024 | 6:30 PM | Virtual – Zoom
December 17, 2024 | 6:30 PM | In-Person – Waterford Central United Methodist Church
January 8, 2025 | 6:30 PM | Virtual – Zoom
January 16, 2025 | 6:30 PM | Virtual – Zoom



Cookie Refresher Trainings

December 2, 2024 | 12:00 PM | Virtual – Zoom
December 3, 2024 | 6:30 PM | Virtual – Zoom
December 9, 2024 | 6:30 PM | Virtual – Zoom
December 12, 2024 | 6:30 PM | Virtual – Zoom



Mall Cookie Booths

Based on previously reported sales at malls, as well as the financial and facility problems in several malls, GSSEM has made the decision to reduce the number of malls that will have cookie booth kiosks this year. The following malls will have cookie booth kiosks this year:

12 Oaks Mall
Great Lakes Crossing
Macomb Mall
Oakland Mall
Partridge Creek



GSSEM will work to make arrangements for cookie booths at anchor stores of other malls not listed above. If arrangements are secured, these booths will be listed for selection in eBudde.

