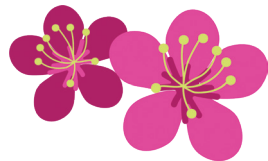




2025 Cookie Program Family Information



Dear Parents and Guardians,

Welcome to the 2025 Cookie Program! Please review this sheet for an overview of the Cookie Program, important dates, and more!

Cookie Program Overview

The Cookie Program is broken up into two sales periods: the Initial Order period, and the Booth/Direct Sales Period. During these periods, there are a variety of ways Girl Scouts can sell cookies to their supporters!

Initial Order Period

During the Initial Order period, girls can take orders online with Digital Cookie (via Girl Delivery or Direct Shipping), and/or in-person with their Paper Order Card. All cookies ordered online for Girl Delivery, and all cookies ordered using the Paper Order Card will be picked up by the Troop Leader in early February. The Troop Leader will distribute your scout's cookies to you, for you and your scout to then deliver to your customers! The Initial Order period will take place from December 16, 2024 to January 30, 2025. **Your Troop Leader should discuss with you the deadline by which these orders need to be submitted to them.**

Booth/Direct Sales Period

During the Booth/Direct Sales period, girls will have the opportunity to sell to customers on-the-spot at cookie booths, and will be able to continue to take online orders via Digital Cookie, and in-person orders using their Goal Getter Card. Your Troop Leader will secure booth opportunities for your troop to sell to customers at local businesses; your Troop Leader will also pass out your scout's Goal Getter Card, so she can continue to take in-person orders from friends and families. All cookies needed to stock a booth and fulfill any orders taken by your scout during this time will be picked up by your Troop Leader from a Cookie Cupboard on a weekly basis (or as needed), and distributed out to you and your scout accordingly. The Booth/Direct Sales period will take place from January 31, 2025 to April 6, 2025.

Important Cookie Program Dates

Please review these important dates, and be sure to check in with your troop leader for more information on troop-specific deadlines, if you have any questions, etc.!

December 16, 2024: Girls can begin taking early online orders via Digital Cookie

January 6, 2025: Cookie Program officially begins; girls can begin taking orders from family and friends using their Order Card

January 25, 2025: Cookie Rally event

January 26, 2025: The Girl Delivery option in Digital Cookie will pause

Girl Scouts of Southeastern Michigan

Clinton Township Service
Center and Council Shop
42800 Garfield
Clinton Twp., MI 48038

Detroit Service Center
1333 Brewery Park Blvd.
Suite 500
Detroit, MI 48207

Flint Service Center
Gateway Centre
5400 Gateway Centre Dr.
Suite B
Flint, MI 48507

Port Huron Service Center
4350 24th Ave, Space 518
Fort Gratiot, MI 48059

Southgate Service Center
and Boutique Shop
1 Heritage Place, Suite 140
Southgate, MI 48195

White Lake Service Center
8545 Highland Rd.
White Lake, MI 48386

800 482 6734
www.gssem.org

January 26, 2025: Last day for parents/guardians to enter Paper Order Card orders into Digital Cookie

January 31, 2025: Girls can begin using their Goal Getter Card to continue to take in-person orders

February 2, 2025: The Girl Delivery option in Digital Cookie will resume

February 14 – April 6, 2025: Booth sales will be taking place

Mid/Late May 2025: Rewards available (if applicable)

Cookie Program Quick Tips

Listed below are some tips to help you and your Girl Scout run a fun and successful cookie business!

- Your Girl Scout must be registered in order to participate in the Cookie Program.
- Fill out the 2025 Parent Permission form, and submit it to your Troop Leader.
- Submit your scout's Paper Order Card and all monies owed from paper orders to your Troop Leader by the deadline they've communicated to you.
- Review the Order Card and Top Seller Info Page for more information on the rewards girls can earn from this year's Cookie Program! Be sure to let your Troop Leader know of your Scout's reward selections (where applicable).
- Review recorded trainings, Digital Cookie tip sheets, and other helpful resources online on the Cookie Seller Resources page at www.gssem.org/csr, to help you best navigate your scout's cookie business!
- Communicate and stay up to date with your Troop Leader regarding important updates and information on the Cookie Program, and volunteer to assist your Troop Leader with the Cookie Program where/when you can!

