

girl scouts 
of northern indiana-
michiana

2025 GIRL SCOUT COOKIE PROGRAM

Girl & Caregiver Guide



Toast-Yay!®

**Good bye,
Sweet Friend!**

We'll miss you, Toast-Yay®

2025 Final Season

EVERYONE'S FAVORITES ON SALE

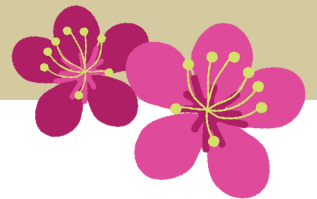
January 17-March 3



What's Inside Your Guide

Supercharge your sale and crush your goals with these handy resources. There's so much more to Girl Scout Cookies than what's in the box—there's the magic that is you!

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Training January 12 @ 4 PM

Attend virtual training to discover Cookie Selling Essentials for Girl Scouts: Five Skills, Rewards, and Digital Cookie 101.

[zoom.com/join](https://zoom.us/join)

ID: 93500028005

Passcode: 438438



Materials & Resources

Be sure to take advantage of additional booth materials, card templates, and more—all produced to help cookie sellers excel.



A note for caregivers
Thank you for
your support!

Girl Scouts succeed when caregivers get involved. Whether you're calculating how many cases will fit in your trunk, balancing towers of cookies in your dining room, or keeping spirits high (and fingers warm) at a cookie booth. You are a critical part of the Girl Scout Cookie Program.

Key Dates



Check with your troop leader for additional deadlines and instructions.

Before the Sale

December 7

Embrace Possibility Cookie Kick Off

9 AM - 12 PM, Camp Logan | Syracuse, IN
Register at gsnim.org

January 13

Girl Scout Digital Cookie Access Open

Everyone must register for Digital Cookie through the registration email, even if they registered last year. The app includes instructions on what to do if the registration email isn't received.

By January 17

- **Register** for the 2024-2025 Girl Scout membership year.
- **Pick up** order supplies from troop leader or council.
- **Review** rewards and set goals.
- **Develop** a customer list and identify some unique selling strategies.
- **Activate** Digital Cookie and personalize profile.
- **Complete** Digital Cookie Agreement and online safety review.

Sale Begins January 17

See page 6 for tips on managing your cookie business and making the most of your sale.

February 1

Summer Camp Registration Open

Don't wait - hold your spot while you continue to earn rewards.

February 21-23

National Girl Scout Cookie Weekend

Be on the lookout for special promos!

February 22

World Thinking Day

February 28

Older Girl Troops Opt-out Deadline

See page 2 for details

Sale Ends March 3

Digital Cookie closes, and online sales will no longer be available after 11:59 PM. Cookies can continue to be sold in person until inventory is gone or by September 1, whichever comes first.

Close Out Your Cookie Sale

- **Fulfill** all outstanding orders and submit money to your troop.
- **Complete** thank you cards and messages to customers.
- **Select** rewards options, if applicable*.

Week of April 16

Girl Rewards Arrive

Your troop leader will contact you with instructions.

September 1

All Cookies Expire

March 9-15

Girl Scout Week

Be on the lookout for special activities!

Experience Reward Dates*

- **May 18** | Nintendo Switch LAN Party (2800-3999)
- **June 14** | Lego® Challenge Day (1600-2199)
- **July 19** | Tablet Exploration (2200-2799)
- **TBD** | New York City Excursion (4000+)

*Recipients will be contacted after the sale to confirm final details and any reward customizations.

September 15

All Council Cash & IRG Program Credits Expire

Benefits of Participating



- The Girl Scout Cookie Program is an excellent way to fund your troop's activities and projects throughout the year.
- Proceeds stay local to benefit our council, and Girl Scouts can earn great rewards for meeting their goals.
- Girl Scouts learn and practice these five essential skills:



Goal Setting

Learn to set and reach goals, like selling a certain number of products, or enough for a specific reward.



Decision Making

Practice making good choices about how to sell products and manage your business.



Manage Money

Learn to count money and make change. Practice saving money for special projects.



People Skills

Get better at communicating with customers, in person and online. Work with your caregiver to help you succeed.



Business Ethics

Learn the importance of being honest and responsible. Live by the Girl Scout Law.

Troop proceeds from cookie sales are based on the average number of packages sold per Girl Scout (PGA).



TROOP PROCEEDS

Troop PGA	Proceeds per Package
1-200	\$0.70
201-250	\$0.75
251-350	\$0.80
351+	\$0.85

Older Girl Scouts can increase their troop profits!

Cadette, Senior, and Ambassador (C/S/A) troops can opt-out of individual rewards to earn an additional \$0.05 per package.














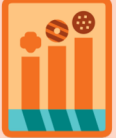


Opt-out Criteria:

- All troop members must be Cadettes, Seniors, or Ambassadors.
- Multi-level troops with members younger than Cadettes are not eligible.
- All troop members must agree to opt out; if any member prefers individual rewards, the troop cannot participate.
- Opt-out troops will still receive patches and The Shoe That Grows (2025 packages) if earned.

Opt-out deadline: Email frontdesk@gsnim.org by **February 28, 2025**, to request opt-out. Please include your troop number.

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur	
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer	
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur	
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart	
Cadette	 My Cookie Venture	 Cookie Market Researcher	 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Startup	
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Entrepreneur Accelerator	

Your Girl Scout Cookie favorites are back!

\$6
per package



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Toast-Yay!®

made with
vegan
ingredients

2025 Final Season

French Toast-inspired cookies dipped in delicious icing



Lemonades®

made with
vegan
ingredients

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

made with
vegan
ingredients

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

made with
vegan
ingredients

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



Peanut Butter

Sandwich

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



Caramel

Chocolate Chip

GLUTEN
FREE
Peanut
Free

made with
vegan
ingredients

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**

*Limited availability



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girl scouts







Girl Scout Cookies®

2025 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)						DOES NOT CONTAIN				CERTIFICATIONS		
	Wheat	Soy	Coconut	Milk	Peanuts	Eggs	Corn Syrup NO High Fructose	NO Artificial Colors	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	OU-D and Halal Certified Kosher
 Adventurefuls®	Y	Y	M	M	M		Y	Y	Y	Y			Y
 Toast-Yay!®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Lemonades®	Y	Y	M	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	M	Y	M		Y	Y	Y	Y			Y
 Thin Mints®	Y	Y	M	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	M	Y	M	Y	Y	Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	Y	M		Y	Y		Y			Y
 Peanut Butter Sandwich	Y	Y	M	Y	Y		Y	Y	Y	Y			Y
 Caramel Chocolate Chip							Y	Y	Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org
or www.abcbakers.com for more information.

Managing Your Business



These are the tools you'll need to help you manage your Girl Scout Cookie business with confidence and success. From taking orders to staying safe, these tips will ensure you're prepared for every part of the cookie season!

Order Cards

Your troop will provide you with a paper order card to take orders from friends and neighbors. After taking orders, ask your troop cookie manager for cookies to deliver.

IRGs: You can pick up order cards from council Service Centers.

Digital Cookie

Manage your online store with Digital Cookie! Use it to take orders, share your online ordering link, track your goals, and cheer on fellow troop members for their hard work.

During checkout, customers can choose to have you deliver cookies directly or pay for shipping. Direct ship cookies are shipped directly to customers from the bakery.

Cookie Booths

A Cookie Booth is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies. Girl Scouts and troops can sell a lot of cookies in a short period of time because they don't have to transport boxes to individual homes.

Social Media

Social media is a great way to promote your cookie sale!

- 13+ Only: If you're 13 or older, you can use your own social media page.
- Under 13: Use your caregiver's social media to promote your business.
- Privacy: Posts must be private and visible only to friends and network.

Donations

Some customers may not want cookies but still want to support your sale. Through the Care to Share program, customers can purchase packages to be donated to local military troops and first responders.

- How It Works: Care to Share cookies don't come out of your inventory. Process these payments as if they were buying cookies.
- End of Sale: Council compiles all donated cookie orders and handles the delivery of Care to Share cookies from our inventory.



Sell 15+ packages of Care to Share cookies and receive a Cookie Share fun patch.

Materials & Resources

Be sure to take advantage of additional booth materials, card templates, and more—all produced to help cookie sellers excel.



Training January 12 @ 4 PM

Attend virtual training to discover Cookie Selling Essentials for Girl Scouts: Five Skills, Rewards, and Digital Cookie 101.

zoom.com/join

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Passcode: 438438



Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



1. Register for Digital Cookie®

Create your **Digital Cookie** Password
for email address: parentemail@domain.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, @, or \$

Confirm password

SUBMIT

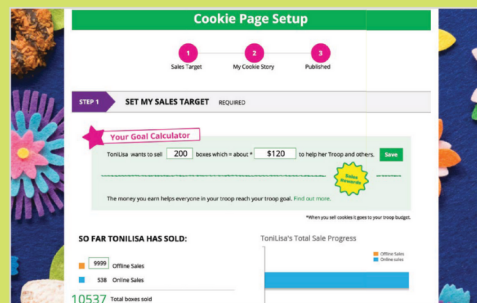
Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact the council.

3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

Digital Cookie Agreement

Caregivers will complete an agreement when you first log in, acknowledging the Digital Cookie Terms and Conditions.

New this year!

Girl Scout Product Program Permission Form is NOT required. Caregivers will acknowledge the Girl Scout Product Responsibility Agreement in-person when collecting sales supplies.

Online Safety

Before participating, Girl Scouts and adults should review the Cookie and Product Sale Safety Activity Checkpoints:



Additional Safety Tips

- Show You're a Girl Scout | Wear your membership pin, vest, sash, or other Girl Scout clothing.
- Buddy Up | Always use the buddy system—it's safer and more fun!
- Plan for Emergencies | Always have a plan to safeguard money and inventory.
- Protect Privacy | Never share your last name, home address, or email address with customers. Keep customer information private.
- Adult Partners | Always have an adult with you when selling or delivering.
- Daylight Hours | Only sell during daylight hours.
- No Homes or Vehicles | Never enter homes or vehicles. Only approach cars at designated drive-thru cookie booths.
- Streetwise | Know the areas where you're selling and avoid alleys.
- Pedestrian Safety | Follow safe pedestrian practices at intersections and along roadways.
- Monitor Inventory | Be alert and keep an eye on your cookie inventory and cash box at booths. Never leave a booth unattended.



Set Your Cookie Goals

The Girl Scout Cookie Program begins January 17, 2025.

You may not take orders or sell cookies before this date.

girl scouts
of northern indiana-
michiana

www.gsnim.org | 800.283.4812

Cumulative Rewards

Girl Scouts earn rewards as they reach their sales goals! Rewards are cumulative and are based on the combined total sales of all in-person and online sales transactions.

Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items vary in brand and/or color.



25-
59
packages



60-
104
packages



105-
159
packages

Panda Stickers &
Mini Backpack Clip



160-
239
packages

Panda Journal, Pen
& Clip Lantern



240-
329
packages

Embrace Possibility T Shirt
& Panda Charm Necklace



330-
429
packages



430-
559
packages

Panda Planter &
Stationery Set



560-
709
packages

Large Panda Plush &
Bandana



710-
889
packages

2026 Early Bird Membership
& Bracelet Making Kit
OR \$50 Council Cash



890-
1199
packages

Embrace Possibility Hoodie
& Bluetooth Headphones



1200-
1599
packages

Cookie Pillow, Blanket &
Panda Pom Pom Beanie



1600-
2199
packages

JUNE 14 | LEGO® Challenge Day
Join us for a LEGO challenge event and
choose your very own set to take home!

OR Camp Saver: \$90
Registration Voucher
OR \$75 Council Cash



2200-
2799
packages

JULY 19 | Tablet Exploration
Join us for a hands-on event to learn all about
using a tablet and take home your own device!

OR Camp Saver: \$225
Registration Voucher
OR \$100 Council Cash



2025
packages

NEW this year. For each Girl Scout who sells
2025 packages, GSNM will donate a pair of
shoes to a child in Kenya.

Girl Scouts will receive a fun patch and a
certificate from the "Shoe that Grows."



Non Cumulative Rewards

For Girl Scouts seeking larger challenges, opt out of cumulative reward levels and earn big!

Rewards are subject to change due to unforeseen circumstances. Similar items may be used as substitutions. Some items vary in brand and/or color.

CHOOSE YOUR EXPERIENCE



MAY 18 | Nintendo Switch LAN Party
An exclusive day to game with friends and enjoy a pizza party. Plus, take home a 23-piece Nintendo Switch bundle with a Switch OLED Model, carrying case, play stand, steering wheels, and more!

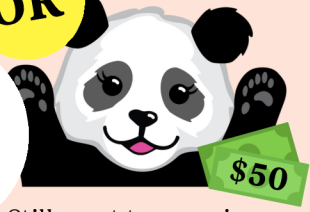


OR Camp Saver: \$495
Registration Voucher



AND Embrace Possibility Pack
Embrace Possibility T Shirt, Hoodie, Squishee & Large Panda Plush

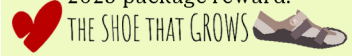
OR



Still want to experience full Pandamonia? You can opt to receive all cumulative reward levels **AND** \$50 Council Cash.

2800-3999 packages

Plus! Both non cumulative reward levels include the 2025 package reward.



4000+ packages
Complete opt out. Earn rewards at this level only.



Sponsored by
TRAVEL LEADERS

Disney ON BROADWAY

Summer 2025 | New York City Excursion
Experience the magic of New York City! You'll enjoy Disney on Broadway and visit iconic landmarks. Group travel and two night, three day accommodations are included for Girl Scout and one adult guest, creating a hassle-free excursion.



AND Travel Pack
Panda Neck Pillow, GSNI-M Duffel Bag, Luggage Tag & S'mores Lip Balm



AND Embrace Possibility Pack
See description above.

15+ packages

Care to Share

Customers can also donate cookies through the "Care to Share" program - Girl Scouts collect the money and the council will distribute cookies to military troops and first responders.

Send 15+ packages of Care to Share cookies and receive a Cookie Share fun patch.



Council Cash & Camp Saver

Council Cash is cumulative and can be used for GSNI-M sponsored events and camps, girl memberships, and in GSNI-M council shops and trading posts.

Selecting a Camp Saver reward **does not** automatically register Girl Scouts for summer camp. Girl Scouts are encouraged to reserve their spot and pay a deposit beginning February 1. Individuals will be contacted to confirm their reward details and balance.

Camp Saver rewards will be applied to a single 2025 summer camp registration. Camp Saver rewards are not redeemable for Council Cash or cash.

Bundle Up
1200-1599

Bright Ideas
160-239

Clip 'n Stick
105-159

Chill Vibes
890-1199

EMBRACE POSSIBILITY

Troop#

Girl Scout Cookie Goal



IT'S PANDAMONIA!!!



Newborn 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.



Naming

Giant pandas are named in a Chinese ceremony when they are 100 days old. Our mascot is named Měi Lán, meaning beautiful orchid and wise lady.



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.

Potty Habits

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



Environment

All pandas found in the wild live in bamboo forests high in the mountains of Southwestern China.



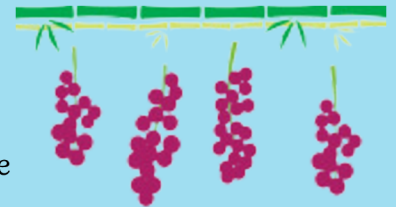
Diet

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



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%.



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.

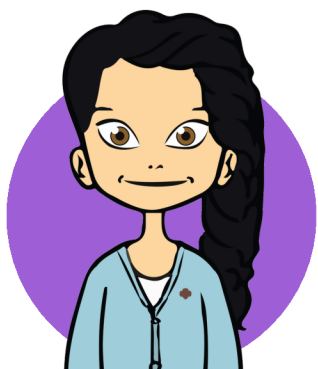
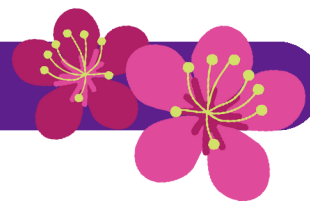


Play

Pandas love to roll and tumble. They also love to swim and climb!







An Individually Registered Girl Scout (IRG) is a Girl Scout who participates independently rather than being part of a troop. While troop members earn proceeds for their troop through the Girl Scout Cookie Program, IRGs earn Program Credits to fund their Girl Scout experience.

The following information is for IRGs only:

Program Credits

Program Credits are earned from both the Fall Product and the Cookie Program. These credits can be used for:

- GSNI-M Program Events
- Summer Camp
- Annual Membership Renewal
- Donations to the GSNI-M General Fund or Financial Assistance Fund
- Service Unit Events
- Silver or Gold Award Projects
- GSUSA Travel Opportunities (Destinations)

Redeem Program Credits

Caregivers should submit the IRG Program Credit Request Form* to help Girl Scouts redeem their Program Credits.

All Program Credits expire on September 15, 2025.

Program Credits can be converted into a GSNI-M gift card, which does not expire and can be used at GSNI-M Shops, Trading Posts, and online for GSNI-M event registration. Contact frontdesk@gsnim.org for more information.

*Access Program Credit Request Form

Visit gsnim.org or scan the QR code to access the Program Credit Request Form



EMBRACE POSSIBILITY



Brittany M. Ashlye S. Nichole P.

We're Here to Help You

Fort Wayne Service Center
10008 Dupont Circle Drive E
Fort Wayne, IN 46825

Michiana Service Center
1218 E. University Dr.
Granger, IN 46530

800.283.4812

frontdesk@gsnim.org

Monday - Friday

9 AM - 5 PM*

Closed daily from 1 - 2 PM for lunch



For additional support with the Digital Cookie online sales platform, visit **digitalcookie.girlscouts.org/help**

My Name

Troop Number

Product Program Volunteer

Volunteer Contact

Notes & Questions
