2025 Cookie Program

IRM & Parent/Adult Resource Guide

Ready to Embrace Possibility?!

Welcome to the 2025 Cookie Program! As an Individually Registered Member (IRM), the Cookie program is a great addition to your Girl Scout experience! This helpful guide contains all the tips & tricks to help our IRM Girl Scouts & their adult.

Here are some helpful hints to help you get started!

- The 2025 Cookie program is February 7 – March 23, 2025
    - o You may sell cookies after March 23, but no additional cookies will be brought into council inventory and availability will become limited.

- Online sales for the 2025 Cookie program begin December 16, when Girl Scouts receive their Digital Cookie invitation.
- In-person sales (including order cards) can begin February 7, 2025.
- Our council website is www.getyourgirlpower.org. On the homepage, hover over Cookies & check out the Girl Cookie Resources & Family Resources sections.
- Watch the 2025 Girl Scout & Parent/Guardian Training. The video is available on our website and also on YouTube.
- This year, Girl Scouts will use Digital Cookie to manage their online Cookie entrepreneurship experience. Digital Cookie is a new resource for our council Girl Scouts, so there are resources available on our website & in this guide.
- Bookmark the Digital Cookie website – digitalcookie.girlscouts.org
- Save email@email.girlscouts.org as a safe sender to ensure you receive all Digital Cookie communications!
- Save the dates! Make sure to mark your calendars with the dates below, including order deadlines.
- Get to know your local staff. Your local Program Specialist will act as the "troop leader" for the IRM troop in your region. The Program Specialist will be in contact with the you and your adult for cookie orders, cookie pickup, reward orders, and more.

    - o Bloomington – Meg Anderson
        - mkanderson@girlscouts-gsci.org – (217) 494-8075
    - o Champaign – Kelsey Parker
        - kparker@girlscouts-gsci.org – (217) 725-9189
    - o Decatur – Sara Tate
        - state@girlscouts-gsci.org – (309) 214-1375
    - o Peoria – Tiffany Kaufmann
        - tkaufmann@girlscouts-gsci.org – (309) 338-6125
    - o Quincy – Petrea Muroya
        - pmuroya@girlscouts-gsci.org – (217) 725-8703
    - o Springfield – Abigail Smith
        - asmith@girlscouts-gsci.org – (217) 953-0300

- Need help? A great place to start is with our council Customer Care team. customercare@girlscouts-gsci.org – (888) 623-1237

Cookie Basics

Cookie Booths: Locations, usually stores, where girls sell cookies to customers. As an IRM, please contact your local Program Specialist to discuss booth opportunities & book booths, if interested.

Cookie Cupboard: The location of cookies available for pick-up. If you place an initial and/or planned order, you will go to the Cookie Cupboard to pick-up your cookies at an arranged time. Your Cookie Cupboard will be your local GSCI Service center or warehouse.

- **Bloomington** – Bloomington Service Center
  - 3 Westport Ct., Bloomington, IL 61704
    - Open Monday-Thursday (8 AM-5 PM February 3-March 28)
    - Open Friday, February 14, 21, & 28 (8 AM-5 PM)
    - Open Friday, March 7, 14, & 21 (8 AM-12:30 PM)
    - Open Saturday, February 8 & March 1 (9:30 AM-1 PM)

- **Champaign** – Hutchcraft Warehouse
  - 1614 N. Lincoln Ave., Urbana, IL 61801
    - Open Wednesdays & Thursdays (9:30 AM-3:30 PM February 7-March 28)
    - Open Friday, February 7, 14, 21, & 28 (9:30 AM-3:30 PM)
    - Open Friday, March 7, 14, & 21 (9:30 AM-12 PM)

- **Decatur** – Decatur Service Center
  - 1170 E. Pershing Ave., Decatur, IL 62526
    - Open Monday-Thursday (8 AM-5 PM February 3 -March 28)
    - Open Friday, February 14, 21, & 28 (8 AM-5 PM)
    - Open Friday, March 7, 14, & 21 (8 AM-12:30 PM)

- **Peoria** – Peoria Service Center
  - 1103 W. Lake Ave., Peoria, IL 61614
    - Open Monday-Thursday (8 AM-5 PM February 3-March 28)
    - Open Friday, February 14, 21, & 28 (8 AM-5 PM)
    - Open Friday, March 7, 14, & 21 (8 AM-12:30 PM)
    - Open Saturday, February 8 & March 1 (9:30 AM-1 PM)

- **Quincy** – Quincy Storage & Transfer
  - 2925 Wismann Ln., Quincy, IL 62301
    - Open Wednesdays (1-5 PM February 12-March 28)
    - Open Thursdays (8 AM-5 PM February 13-March 28)
    - Open Friday, February 7, 14, 21, & 28 (8 AM-5 PM)
    - Open Friday, March 7, 14, & 21 (8 AM-12 PM)

- **Springfield** – Springfield Service Center
  - 3020 Baker Dr., Springfield, IL 62703
    - Open Monday-Thursday (8 AM-5 PM February 3 -March 28)
    - Open Friday, February 14, 21, & 28 (8 AM-5 PM)
    - Open Friday, March 7, 14, & 21 (8 AM-12:30 PM)
    - Open Saturday, February 8 & March 1 (9:30 AM-1 PM)

Digital Cookie: Website where girls manage their online Cookie Sales programs. The website is digitalcookie.girlscouts.org

- **In-Person Delivery:** An option for IRM's online customers to choose when placing an order via Digital Cookie. The cookies are ordered & paid for online then the IRM will deliver the cookies to the customer in-person. You will use Digital Cookie to monitor In-Person

Delivery orders, approve/deny them, & mark the orders complete. All orders must be approved/denied within 5 days from order placement or the customer's order will be canceled/donated. In-Person Delivery orders are ideal for local family, friends, & neighbors.

- **Shipped Only Order:** An option for IRM's online customers to choose when placing an order via Digital Cookie. The cookies are ordered and paid for online then the cookies will ship to the customer once the order has been processed. There is no impact on an IRM's inventory they have in-hand. There is no approval required for a Shipped Only Order. Customers who choose Shipped Only have a 4-box minimum order, as well as shipping fees.

Direct Sale Format: Allows girls to have cookies in-hand to sell door-to-door to family, friends, and neighbors. With the direct sale format there is only one transaction, & selling is condensed to one, single step.

Initial Order: The first order you & your IRM Girl Scout will place. This order will be submitted to your local Program Specialist. They will provide the due date & more information about the initial order in communications with you prior to the Cookie Program.

Order Card: Used to collect IRM Cookie orders. These can be used to fill orders for local family, friends, & neighbors, if you feel more comfortable than with the direct sale format. Submit your order card to your local Program Specialist. They will order the cookies & let you know when the cookies are available for pick-up.

Planned Order: Used to supply IRMs with additional cookies that may be needed after the initial order. Planned orders are due to council by 8 PM on Sunday evenings during the Cookie program, but IRM-specific deadlines will be available from your local Program Specialist.

Walk-In Order: Used to supply IRMS with additional cookies that may be needed for the initial order. To place a walk-in order, visit your local cupboard/warehouse & work with the GSCI staff member on the cookies you need. You'll walk out the door with the cookies & the troop will be charged for the cookies to assign to you later. Please make sure to include your IRM's name on the walk-in sheet.

2025 Cookie Program Dates

December 16	Online marketing opens (Shipped Only)
January 11	2025 Cookie Rally
January 12	Initial Order Due
TBD	IRM Cookie Pick-Up
February 7	Direct Sale begins
February 9	1st Planned Order Due
February 16	2nd Planned Order Due
February 21-23	National Girl Scout Cookie Weekend
February 23	3rd Planned Order Due
February 28	1/3 of Money due
March 2	4th Planned Order Due
March 4	First ACH Sweep-1/3 of initial order
March 9	5th Planned Order
March 13	Money due for ACH #2
March 16	6th Planned Order Due-Final
March 23	Smart Cookie Online Marketing & Direct Sale ends
March 25	Reward selection due to Program Specialist
April 1	All money turned into Program Specialist
April 29	Rewards available for pick-up
September 5	Due date to redeem code for GSUSA online shopping code
September 20	'24 Nutty Bucks & '25 Cookie Dough expires

Digital Cookie®

Registering for Digital Cookie

Caregivers/Girl Scouts Under 13

Step 1: Watch for your registration email* from "Girl Scout Cookies" (email@email.girlscouts.org) with the subject "It's time to register your Girl Scout for Digital Cookie!". Your council will let you know the approximate date you can expect to see that email. Search your "Promotions/Clutter/Spam" folder too.

*If you did not receive a registration email, see the No Registration Email Tip Sheet.

Step 2: In the email is a pink button to take you to the Digital Cookie registration site. Simply click that button!

Step 3: Once you click the link you'll be on the Digital Cookie platform. You'll need to create a password.

Step 4: Use your new password to log in. Remember to use the same email address where you received your registration email-that's the one your Girl Scout Council has on file for you.

Step 5: When you first log in, you will have the "*Safe Selling for Smart Cookies*" safety video pop-up to watch and review with your Girl Scout(s).

You can't proceed any further until the full video has been viewed.

Step 6: Read and accept the Terms and Conditions agreement. Note, if you are a volunteer, you will first see an additional Terms and Conditions for Volunteers.

Step 7: Next, the "Girl Scout Safety Pledge" will appear. Be sure to read it to/with your Girl Scout(s). Then check the box for "accept" and click "continue." You will then be taken to a screen to activate your Girl Scout(s) for the Digital Cookie program and update their preferred name if desired.

If the Girl Scout you are activating is 13 or older, you have the option to enter her email address and she will complete her own registration process. Girl Scouts under 13 will login in partnership with their caregiver and do not need a separate email address.

After activating all of your Girl Scouts (if you have multiple), you will click the "Access Site" button to be taken to the first Girl Scout's home page.

Step 8: Once you have registered, watch your inbox for a registration confirmation email and save this email where you can find it during cookie season!

Site Registration – Girl Scout 13 and Older

Previous Steps: Site Registration

Step 1: After agreeing to Terms and Conditions, you will be prompted to register all Girl Scouts associated with your email address. Enter their preferred first names.

If your Girl Scout is over 13, you have the option to also enter an email address for her so she can manage most of her Digital Cookie site. Girl Scouts 13+ still need an adult to approve the Girl Scout's site and Girl Scouts 13+ need an adult to approve orders.

If your Girl Scout over 13 doesn't have her own email address, she can work with you and use your login to set up her site.

Step 2: The Girl Scout will then need to check their email inbox for an email from "Girl Scout Cookies". Girl Scouts should be sure to add email@email.girlscouts.org to their "safe senders" list so that this email goes to their inboxes and not to junk/spam/promotions email folders.

When she gets the email, she simply clicks on the pink button to be sent to the Digital Cookie website where she will be able to set her password.

If she does not get the registration email within 15 minutes of you adding her email address, Girl Scouts can follow the steps on the "No Registration Email" Tip Sheet.

Step 3: The Girl Scout will need to complete the same steps to set up a password as all other users. Once she has set her password, she will be taken to the *Safe Selling for Smart Cookies* video. She can't proceed further until the full video has been viewed.

Step 4: Then, read the "Girl Scout Safety Pledge."

After she has read the pledge, she can click the box to accept it and then click "Continue" be taken to the home page of her site to set it up.

Marketing to Customers

A Digital Cookie site isn't any good without customers! Learn how you can:

- Enter customer information
- Send marketing emails

Step 1: On the Digital Cookie dashboard, click the Customers tab.

Step 2: The Customers page is broken into two sections

- My Cookie Customers, for managing your customers
- Connect with Customers, to learn more about marketing to customers

Step 3: My Cookie Customers

Girl Scouts can add or import customers they want to send marketing emails to - and keep all of their customers in Digital Cookie for referencing in future cookie seasons.

Clicking on a customer's name brings up more information about the customer, including details about any orders.

Step 3a: Send Marketing Emails

To send emails to your customers, simply check the box in front of all the customers you want to reach, then click "Send Marketing Emails."

Next, select which of the three emails you would like to send at this time:

"Open for business," "There's still time to order cookies," or "Thanks for your support."

To find out more about each of those emails and see a preview, go to the "Connect with Customers" section.

You can select different customers and send different emails to them or send the same email to all your customers at the same time.

When you have made your selection, check the box next to the email you are going to send and then click "Send Email" at the bottom.

Step 3b: Add Customer

To add customers manually (instead of importing), click the "Add Customers" button and you will get a screen for entering information.

The only required field is name. However, to maximize your marketing, you should complete as many of the fields as possible. If you enter data in the "Nickname" field, the customer will receive their email addressed to the nickname instead of their first name.

When you are finished entering information, click "Add Customer". The customer information will be stored.

If a Girl Scout attempts to add a customer that already has an email address in her customer list, the system will alert her that it is a potential duplicate and ask her what information should be maintained between the two records.

You can also add customers who have made a purchase and aren't in your customer list. See the Parent Orders Tip Sheet for details.

Step 3c: Delete Customer

We recommend keeping customer lists from year to year, but there may be times when you will need to delete one or more. To do that, select the box in front of the customer(s) you want to delete, then click on the "More" dropdown menu and select "Delete Customer".

You will get a pop-up warning that deletion is permanent and confirming how many customers you are attempting to delete. To continue with deletion, click "yes"

Step 3d: Import

Clicking on the "More" dropdown menu gives you the option to import a customer list.

The screen has instructions on how to import contacts. It also includes the template that you will need for importing. The template is on the second tab in the spreadsheet, titled "Import_Customer."

When the list is prepared and saved, use the "Choose File" button to select your file from where you saved it. Then click the green "Import File" button at the bottom. When it has successfully imported you can send marketing emails to those customers.

Step 3e: Export

The "More" drop down menu also gives you the option to export your customer list. When you choose "Export" a screen will pop up with instructions on how to export your customer list and save it to your computer.

Simply click the green "Export File" button and you will be asked where you want to save the file on your computer.

Step 4: Connect with Customers

Learning about marketing to your cookie customers is a great skill that can increase cookie sales. In this section you can see the three different emails to send to your customers - and get suggestions for when to use them.

 Step 5: You can also send customers a link to your Digital Cookie website OR generate a QR code for them to use directly from your home page.

Customers who purchase directly from a link won't be reflected as an email sent in your totals. But their orders are treated the same no matter how they reached your website.

Mobile App

Girl Scouts and troop volunteers can use the Digital Cookie Mobile App to process and review orders placed through the Girl Scout's individual site as well as the troop site.

Users will start by downloading the Digital Cookie Mobile App from the iTunes or Google Play store. The app is free and can be found by searching for "Digital Cookie Mobile app." Users should download a new version of the app every year.

The same email and password used to access Digital Cookie is the same to log into the mobile app. **Note: The app will only work if the Girl Scout/Troop's Digital Cookie website is set up and approved, and the council mobile app access date has started.**

Once a user is logged into the app they see the different accounts available. The user will select which account they want to use. The Girl Scout view is used to take sales on behalf of a specific Girl Scouts. The Troop view is used to take sales on behalf of the troop and not an individual, for example at a troop booth.

Logged in as Girl Scout

From the home page, the user can select "New Cookie Order", "Visit My Site," "Email My Site," or "All Orders."

Email My Site is used to send their cookie link to a potential customer who doesn't want to continue the transaction at the immediate time. The Girl Scout will ask for the customer's contact information, enter it in the app, and send the email.

The customer will receive an email to purchase cookies.

The customer's information will populate into the Girl Scout's Customer tab in Digital Cookie under the Mobile App section. The Girl Scout will need to add the customer to their list prior to sending additional emails or to keep the customer for future seasons.

Visit My Site is used to see the Girl Scout's QR code. Girl Scouts can then show the customer their phone for the customer to scan the QR code which will take them directly to the Girl Scout's site to make a purchase.

New Cookie Order is used to take cookie orders directly through the app.

Step 1: Click the New Cookie Order button to be taken to the order screen to enter which cookies the customer wants to order by using the "+" and " – " buttons.

Once the correct number of cookies have been selected the Girl Scout will click the "CHECKOUT" button.

Step 2: Select how the customer would like to receive their cookies. Options may vary based on what the council is making available. After marking the selection, click continue.

If deliver in person later is selected, the Girl Scout will need to ask the customer what they would like to do if their order can't be approved by the parent within five days, the same

as all delivery customers are asked at checkout. Once the selection is made, she can continue with the checkout process.

Step 3: Review order and enter customer and payment details. Girl Scout's can review the order with the customer and gather the customer's information including payment details.

If the order is shipped or delivery, the Girl Scout will then complete the customer information for where the cookies will be shipped/delivered to.

For in hand orders (give cookies to customer now), an address is not required, only the customer's name, email address, and billing Zip Code.

After completing the required info, click review or place order depending on the order type.

Once the order is placed, the Girl Scout will receive an order confirmation screen and a reminder to thank the customer for the order!

All Orders is used to view all of the orders visible by delivery method.

Step 1: Click the green arrow to view all orders under that specific delivery method.

Step 2: See order details. Click the green arrow next to the order, the details will appear. Users can then review the order, see the status and depending on the type of order and status the user can approve/decline the order or mark it as delivered.

Forgot Password/Reset Password

Step 1: Go to digitalcookie.girlscouts.org and click the "Forgot password" link.

Step 2: Enter the email address associated with your Girl Scout's Digital Cookie registration.

Step 3: You will be sent an email with the subject: "Your Digital Cookie password reset request" from "Girl Scout Cookies" (email@email.girlscouts.org) in about 15 minutes. Check your junk/spam/promotions folders if you don't receive it and be sure to add email@email.girlscouts.org to your "safe sender" list.

Click on the most recent email you received if you have requested multiples.

Open the email and click on the "Reset Password" link.

Step 4: You will be taken to a page to reset your password.

Step 5: If you do not receive an email to reset your password in 15 minutes, return to the login page in step 1 again, click "Forgot password" and this time select "contact customer support" to be taken to a customer service form.

Step 6: Select "Password Reset" then complete the online form for customer support.

Need further Digital Cookie assistance?

Step 1: Visit our council website (getyourgirlpower.org) and visit the Cookies page! Digital Cookie resources & tip sheets are available to view and/or download.

Step 2: Reach out to your local Program Specialist or our council Customer Care team.

Bloomington – Meg Anderson – mkanderson@girlscouts-gsci.org – (217) 494-8075

Champaign – Kelsey Parker – kparker@girlscouts-gsci.org – (217) 725-9189

Decatur – Sara Tate – tmcgee@girlscouts-gsci.org – (309) 214-1375

Peoria – Tiffany Kaufmann – tkaufmann@girlscouts-gsci.org – (309) 338-6125

Quincy – Petrea Muroya – pmuroya@girlscouts-gsci.org – (217) 725-8703

Springfield – Abigail Smith – asmith@girlscouts-gsci.org – (217) 953-0300

Customer Care – customercare@girlscouts-gsci.org – (888) 623-1237

2025 IRM Cookie Rewards

Total Cookie Sales Rewards		
1-24 boxes	No reward	
25-74 boxes	Theme patch	
75-114 boxes	Mood Cup **OR** $7.50 Cookie Dough **OR** $7.50 Travel Dough	
115-149 boxes	Panda Backpack Clip **PLUS** $7.50 Cookie Dough **OR** $7.50 Travel Dough	
150-249 boxes	$17.50 Cookie Dough **OR** $17.50 Travel Dough	
250-299 boxes	Free Membership & Goal Getter patch	Free Membership!

300-399 boxes	Panda Plush **OR** $12.50 Cookie Dough **OR** $12.50 Travel Dough	
400-499 boxes	$12.50 Cookie Dough **OR** $12.50 Travel Dough **PLUS** Cookie Crossover patch*	
500-599 boxes	$75 Amazon **OR** WalMart gift card **OR** $75 Cookie Dough **OR** $75 Travel Dough **PLUS** $10 Cookie Dough **OR** $10 Travel Dough	
600-1,099 boxes	At each 100 box increment girls will earn $12.50 Cookie Dough **OR** $12.50 Travel Dough	
1,100-1,199 boxes	$150 Amazon **OR** WalMart gift card **OR** $150 Cookie Dough **OR** $150 Travel Dough **PLUS** $10 Cookie Dough **OR** $10 Travel Dough	
1,200-1,799 boxes	At each 100 box increment girls will earn $22.50 Cookie Dough **OR** $22.50 Travel Dough	
1,800-1,899 boxes	$350 Amazon **OR** WalMart gift card **OR** $350 Cookie Dough **PLUS** Super Seller patch **PLUS** $20 Cookie Dough **OR** $20 Travel Dough	
1,900-2,999 boxes	At each 100 box increment girls will earn $22.50 Cookie Dough **OR** $22.50 Travel Dough	
3,000 boxes	Disney World Trip **OR** Universal Studios* Trip **OR** MacBook Pro**	
3,000+ boxes	At each 100 box increment girls will earn $22.50 Cookie Dough **OR** $22.50 Travel Dough	

*Cookie Crossover patch earned if a girl participated in the 2024 Fall Product program (design avatar, send 18+ emails from M2 site, use the "Share My Site" feature, and sell $350 in total sales) AND sold 400+ boxes of cookies during the 2025 Cookie program.

**All levels are cumulative, with the exception of the 1,800 box level if a girl ear earns the Disney Trip/Universal Studios Trip/MacBook Pro laptop. If a girl earns the either trip or the MacBook Pro laptop, the 1,800 box level is forfeited.

What is Cookie Dough? Cookie Dough is credit earned by selling cookies. Cookie Dough may be used toward day & resident camps, council-sponsored programs, membership, & items in the Trefoil Boutique (except gift cards). An IRM will receive her Cookie Dough once the program has concluded, near April 29, 2024. It will arrive as an online code, sent to the parent/guardian's email address on file. Cookie Dough expires on September 20, 2025, & will not be accepted as payment after that time. The due date to redeem a Girl Scout's Cookie Dough code for a GSUSA shopping code is September 5, 2025.

What is Travel Dough? Travel Dough is credit earned by selling cookies. Travel Dough may be used toward council-sponsored trips, both domestic & abroad, GSCI travel camps, & Girl Scout Destinations. An IRM will receive her Travel Dough code once the program has concluded, near April 29, 2025. It will arrive as an online code, sent to the parent/guardian's email address on file. Travel Dough expires after 5 years – credit earned in 2025 will expire in September of 2030. Travel Dough is non-transferrable & cannot be transferred between Girl Scouts.

Shipped Only Rewards		
1-12 orders	Cookie Techie patch	
13-24 orders	Lanyard	
25-50+ boxes	Embrace Possibility Socks	

Operation Cookie Share Rewards		
1-12 boxes	Operation Cookie Share patch	
13-24 boxes	Straw kit	
25-50 boxes	Panda Hair Clip	

Be sure to let your local Program Specialist know about your reward choices by the due date required by the Program Specialist!

Cookie Dough Only Promotional Items		
$5	Silicone 3D Panda Keychain	
$7	Panda Journal	
$7	Embrace Possibilities Pencil Case	
$10	Panda Neck Pillow	
$11	Panda Plush	
$18	Panda Blanket	

Check out all these fun items at your local GSCI Trefoil Boutique!
- Bloomington (3 Westport Ct., Bloomington, IL 61704)
- Champaign (2001 Round Barn Rd., Suite C, Champaign, IL 61820)
- Peoria (1103 W. Lake Ave., Peoria, IL 61614)
- Springfield (3020 Baker Dr., Springfield, IL 62703)
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Don't have a Trefoil Boutique near you? Let your local Program Specialist know what item(s) you want & we can make sure it's ordered for you!