




# Family Guide

## 2025 Girl Scout Cookie Program

### Important Reminders

 Girl Scout Cookies are \$5 per package. Cookies may not be sold for any other price.

 **COOKIES** Cookie booths, stands, and walkabouts may **only** take place in the 30 counties included in the Girl Scouts of Southern Alabama council area.

 Cookie links can be shared with family and friends using personal social media pages, text, and email.

Cookie links **cannot** be shared on public sales sites, such as Facebook Marketplace, eBay or local buy/sell/trade pages (*this list is not exhaustive*). Links **cannot** be shared with television, print, or digital news media.

### 5 for 5

#### For Customers

When customers buy 5 packages of Girl Scout Cookies, they can enter an online drawing to win 5 cases (60 packages)!

#### For Troops

Troops that sell to the 5 winners will also receive 5 cases of Girl Scout Cookies to donate to the non-profit of their choice!

5 for 5 Customer Form: [forms.girlscoutssa.org/5for5](https://forms.girlscoutssa.org/5for5)



### Discounted Shipping

GSSA customers who order Girl Scout Cookies for direct-shipment will pay a discounted rate on orders of 4-12 packages.

4-12 Packages: \$6.49

13+ Packages: NO Discount

- Customers that would like to order more than 12 packages will only receive discounted shipping if they place multiple orders of 4-12 packages.



### HOMETOWN HEROES

Some customers don't want to purchase Girl Scout Cookies, but still wish to support Girl Scouts and help girls reach their sales goals. All donations received must be applied to the **Hometown Heroes** program, which distributes Girl Scout Cookies to service members, first responders, and local nonprofits.



Take photos of your blinged out cookie booth, tag @GirlScoutsOfSouthernAlabama on social media, and your troop could win a pizza party!

### Program Credits

Girls who participate can earn **Program Credits** that can be used as payment for membership renewal, GSSA programs, camps, trips, and items in the GSSA Girl Scout Shops!

### S'more to Know

Your Troop Cookie Coordinator will tell you all you need to know about presales, accepting payments, picking up cookies, turning in proceeds, and so much more!

Detailed information about shipping discounts, program credits, sister credits, and more can be found on the **Program Resources** page of the GSSA website.



Scan Here

# Important Dates

**December 9, 2024 - Direct-ship Sales Begin**  
 Girl Scouts register for Digital Cookie. Customers can place orders for direct shipment.

**December 10-15 - FREE Shipping Promotion**  
 Customers must order 4-12 packages from Girl Scouts' Digital Cookie sites for direct shipment.



\* Circumstances outside of our control, such as holiday shipping delays, may arise. Girl Scouts should NOT guarantee that cookies will arrive before December 25.

**January 2, 2025 - Pre-Sales Begin for Girl Delivery**  
 Girl Scouts begin taking order card and Digital Cookie orders for girl-delivery.

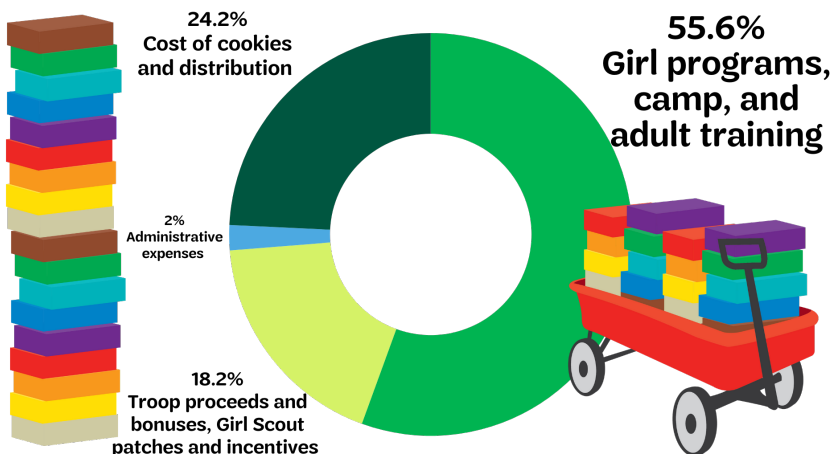
**January 10-12 - Walkabout Weekend**  
 Cookies arrive, and Girl Scouts can go door-to-door with the help of their grownups or troop.

**January 18 - Cookie Booth Sales Begin**  
 Talk to your Troop Cookie Coordinator about your troop's plans for cookie booths this year!

**February 14 - 16: Hometown Heroes Weekend**  
 The troop with the most Hometown Heroes Donations will receive free Hometown Heroes patches! *Feb 14-16 is also National Girl Scout Cookie Weekend!*

**March 9 - Girl Scout Cookie Program Ends**  
 Girl Scouts must confirm all program incentives in Digital Cookie. Your Troop Cookie Coordinator will help you finalize your Girl Scout's sale.

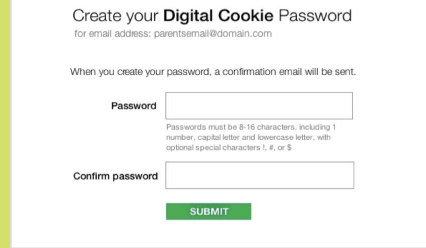
# How the Cookie Crumbles



# Digital Cookie®

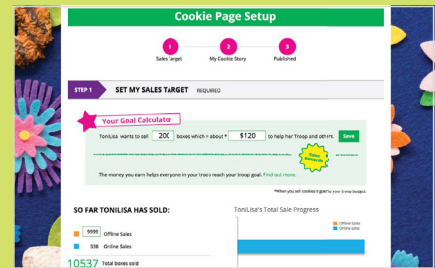
This cookie season, superpower your sale by adding Digital Cookie® to your toolkit!

## 1. Register for Digital Cookie®



Look for the Digital Cookie® registration email in your inbox to register. Don't see it? Email [customer-care@girlscoutssa.org](mailto:customer-care@girlscoutssa.org)

## 2. Set Up Your Site



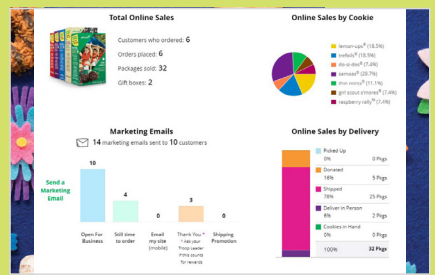
Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video, publish, and go!

## 3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask customers to visit your site, purchase cookies, and share your site with others!

## 4. Track Your Progress



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

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