



2025 GIRL SCOUT COOKIE PROGRAM FAMILY GUIDE AND PERMISSION FORM








Dear Girl Scout Family:

Welcome to the 2025 Girl Scout Cookie Program.
This year's theme is [Embrace Possibility!](#)

The Girl Scout Cookie Program has been a tradition for over 100 years! Through the dedication and service of everyone involved, the Girl Scout Cookie Program spreads the word about Girl Scouting in a positive way.

You know that Girl Scouting provides your Girl Scout with precious lifelong experiences and values that are important to your family. Although troops have the opportunity **to earn up to \$1.00** for each box sold, the Girl Scout Cookie Sale Program is a key part of her experience and much more than a way to raise money!

The Girl Scout Cookie Program is a hands-on leadership and entrepreneurial program. Girls learn, not from a book, but from real-life experiences. The Girl Scout Cookie Program is the largest girl-led business in the country that helps girls develop five key business and leadership skills that last a lifetime:

-  **Goal Setting** as she sets cookie sales goals and makes plans to reach them.
-  **Decision-Making** as she decides how her troop will spend the cookie money.
-  **Money Management** as she takes orders and handles customers' money.
-  **People Skills** as she learns to talk and listen to all kinds of people while selling cookies.
-  **Business Ethics** as she is honest and responsible every step of the way.

This guide, along with helpful information from your Troop Leader and Troop Cookie Manager, will provide you and your Girl Scout with tools for a successful season [Check out the section on things you can do to help ensure your Girl Scout and her troop have a fun and safe sale.] You can also find more information at www.gssef.org.

Lisa Y. Johnson

Lisa Y. Johnson
Chief Executive Officer

Important Dates for Families

December 1

Girls may begin marketing the Cookie Program and can launch their Digital Cookie Site for direct or girl delivered cookies and donations.

January 6

Initial troop order is due. Your Troop Cookie Manager will submit this order.

January 26

Troops have received initial cookie inventory by this date.

January 30

Cookie Booth Sales begin. Your Girl Scout may sell cookies at booths beginning today.

March 2

Cookie Booth Sales end. Digital Cookie® closes.

April 1

All Extreme Team rewards earners must have a confirmed address on file by this date. [Confirm address here:](#)

**Extreme Team rewards for earners with no confirmed address on file by 4/1 will have their rewards ordered directly to the GSSEF HQ building. Rewards shipped to HQ will need to be picked up during regular office hours.*



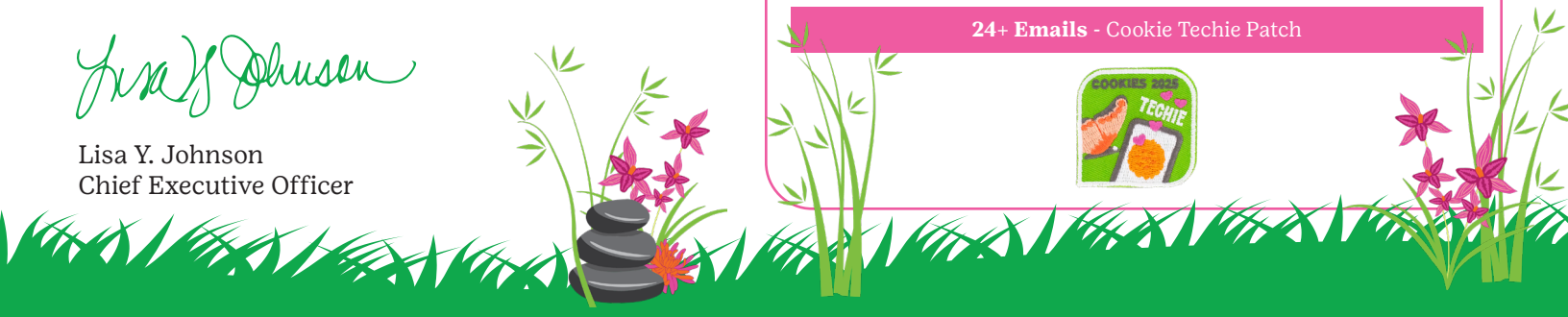
Sell cookies ONLINE and your Girl Scout's Troop will receive credit for the purchases!

Now anyone in the USA can support your favorite Girl Scout by purchasing cookies online through the Digital Cookie® Program! (fee applies for direct shipped orders).

How? Share your Girl Scout's Digital Cookie® site link with friends and family anywhere in the USA. Local Digital Cookie® orders are available for girl delivery too.

Embrace Possibility with your Digital Cookie® Sale and earn this reward! Girls participating in Digital Cookie® will receive:

24+ Emails - Cookie Techie Patch



How can you help your Girl Scout and her troop have a great Cookie Program?

- Support her sales. She needs you to be on her side as she develops the confidence to ask people for orders. Ask her questions and help her practice her sales message. Help her take orders and go with her to sell and deliver cookies.
- Encourage goal setting. Goal setting is an important life skill. Ask her about troop's goals and help her set her personal goals around what she wants to learn and earn. Help her complete the order card section that explains her troop's goal.
- Encourage her to share her goal with customers. Customers want to help girls succeed!
- Help her identify and approach family members, friends, and others with the opportunity to purchase Girl Scout cookies and support a great program.
- Volunteer when her troop needs help supporting booth sales, picking up cookies for the troop, etc.
- Help her handle her cookie money responsibly and meet all deadlines. It is important to her whole troop that each girl turns in all money on time.
- Be sure to communicate throughout the season with your Troop Cookie Manager regarding your cookie inventory and booth needs. They can support you and your Girl Scout in reaching her goals!

Your Troop Cookie Manager should be able to answer any questions you have.

Name: _____

Phone: _____

Email: _____

Troop Proceeds - Lots of options!

Earn up to \$1.00 per box!

- All troops will receive a base price of 78 cents per box sold.
- Troops who met participation requirements for the 2024 Sweets & Treats sale will receive base proceeds up to 83 cents per box sold.
- Troops participating in Early Bird renewal may be eligible for an additional 5 cents **OR** 15 cents per box sold.
- Junior, Cadette, Senior, and Ambassador troops who opt-out of rewards will receive an additional 2 cents per box sold. The girls will still be eligible to earn patches, Extreme Team, and Top Seller Rewards.

Are you a Service Unit TOP SELLER?

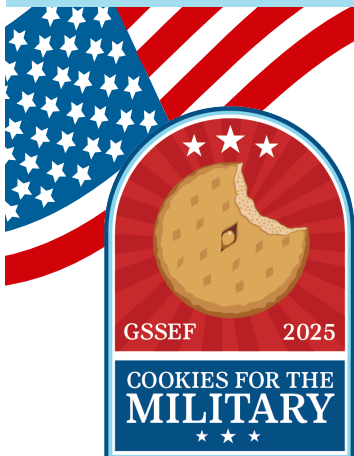
The TOP SELLER in each Service Unit will receive the 2025 year bar, 2025 Cookie Captain patch, the Top Seller charm, and a Stanley Classic Canteen to recognize her *panda-rific* achievement!



COOKIES FOR THE MILITARY

Support for our Cookies for the Military program has been outstanding, but our troops still need our support! This year our goal is **75,000 boxes** and we need your help to reach it. And we'll recognize your hard work with some **AMAZING** rewards this year!

- ★ **24+ CFM Boxes** – NEW 2025 Cookies for the Military Custom Patch
- ★ **48+ CFM Boxes** – Gift of Caring Charm
- ★ **120+ CFM Boxes** – Take Along Utensil Set
- ★ **200+ CFM Boxes** – Happy Bamboo Plush, exclusive access to a Forgotten Soldiers Outreach recognition event, Thank You certificate and Patch



Girl Scouts of Southeast Florida 2025 Girl Rewards



My Personal Goal: _____

Cookies for the Military Rewards



NEW 2025 Cookies for the Military Custom Patch
24+ CFM Boxes



Gift of Caring Charm
48+ CFM Boxes



Take Along Utensil Set
120+ CFM Boxes



Happy Bamboo Plush + special "Forgotten Soldiers Outreach" recognition event, Thank You certificate & Patch
200+ CFM Boxes

New Charms

Collect them all!



Gift of Caring Charm
48+ CFM Boxes



Embrace Possibility Charm
375+ CFM Boxes



Booth Sales
Booth first & last weekend



Charm Patch
375+ Boxes
Charms earned separately



SU Top Seller Charm



Corporate Cookie Connections Charm

Initial Order Reward

Troops with an initial order greater than their 2024 Initial Order will receive a \$25 council gift card!



Newly registered troops or troops that did not participate in the 2024 Cookie Sale Program will also be eligible for this reward by placing an initial order of at least 350 boxes per registered Girl Scout. The 2024 per girl average was 371 boxes.

Top Seller Rewards



Sell 2000+ boxes and receive an exclusive invitation to the CEO Extreme Team special event hosted by our CEO Lisa Johnson. *Tentatively scheduled for 4/12/25.*

TOP 3 Overall Council Sellers will also receive an Amazon gift card in the amount of: \$500, \$250, or \$100 respectively.



Each Service Unit Top Seller will earn:
2025 Year Bar • 2025 Cookie Captain Patch
Top Seller Charm • Classic Stanley Canteen

Digital Cookie Reward



Cookie Techie Patch
24+ Emails Sent

New Patches



Super Sisters Patch
Families with two or more Girl Scouts participating in the Cookie Program



100+ Bar Patch
for highest level achieved

Extreme Team Rewards

1000+ Boxes: Choice of one



\$200 Summer Camp Credit



\$200 GSSEF Amazon Catalog Voucher



\$200 Lululemon Gift Card



Beats Solo 4 Headphones

1500+ Boxes: Choice of one



\$200 Summer Camp Credit & \$100 GSSEF Amazon Catalog Voucher



Apple Watch SE (2nd Gen)



\$300 GSSEF Amazon Catalog Voucher



Nike by You

2000+ Boxes: Choice of one



\$500 Disney, Universal, or Ticketmaster Gift Card (Pick one)



\$200 Summer Camp Credit & \$300 GSSEF Amazon Catalog Voucher



"Picture This" Bundle



\$500 GSSEF Amazon Catalog Voucher

3500+ Boxes: Choice of one



Girl Scouts at Sea with Margaritaville x2 & \$200 GSSEF Amazon Catalog Voucher



iPad Air



2-in-1 Touchscreen Laptop



Room Refresh Bundle

5000+ Boxes: Choice of one



\$1000 EF Tours Credit for International Travel



MacBook Air



\$1000 GSSEF Amazon Catalog Voucher



Embrace Possibility Themed Patch
35+ Boxes



Handle with Pop-in Charm
75+ Boxes



Cooling Headband
125+ Boxes



Panda Pouch
180+ Boxes



Panda Hair Drying Towel Hat
240+ Boxes



Travel Case with Panda Toothbrush
300+ Boxes



Charm Patch, Chatty Snap & Charm
375+ Boxes



Panda Bento Box
450+ Boxes



Panda Plush & Goal Getter Patch
550+ Boxes



T-Shirt
675+ Boxes



Panda Neck Pillow
800+ Boxes



Do-Si-Dos Duffle Bag & Action Patch
925+ Boxes

All rewards are based on individual girl sales. All rewards are cumulative, except for Extreme Team Rewards. If a troop (Junior and older) opts-out of rewards in favor of additional proceeds, girls will still earn patches and remain eligible for Extreme Team and Top Seller Rewards. See the Extreme Team Rewards flyers for more information on selections and substitutions. In all instances, GSSEF reserves the right to substitute rewards.

2025 Cookie Varieties



LEMON-UPS



DO-SI-DOS™



TAGALONGS



SAMOAS™



TREFOILS™



THIN MINTS



ADVENTUREFULS



GIRL SCOUT S'MORES



**TOFFEE-TASTIC
GLUTEN-FREE**





2025 GIRL SCOUT COOKIE PROGRAM

PARENT PERMISSION FORM

Please read this form and fill out the permission form online. No product will be distributed until this form has been returned.

The Girl Scout Cookie Program teaches girls to work as a team, set goals and strive to achieve them, handle and account for money, and develop sales and marketing skills. The money earned supports troop activities and other program services and opportunities throughout Girl Scouts of Southeast Florida.

Girls can participate in the 2025 Girl Scout Cookie Program by selling 9 delicious varieties of the famous Girl Scout Cookies.

Please review the information below before completing and signing this form:

- ✔ I understand that while my daughter may take pre-orders for cookies prior to the start of the season, she may not collect payment until cookies are in hand.
- ✔ I understand that I must ensure age appropriate adult supervision during my Girl Scout's participation in the Girl Scout Cookie Program.
- ✔ I agree to follow all safety procedures as explained by my Girl Scout's Troop Leader, Troop Cookie Manager, or other Girl Scout representatives.
- ✔ I understand that items for sale during the Cookie Program may not be advertised or sold through unauthorized online auction or online sale websites including but not limited to eBay, Craigslist, or Facebook Marketplace pages.
- ✔ I have reviewed and agree to follow the money handling and inventory management instructions as outlined on this form, by my Troop Leader, and according to Council Guidelines.
- ✔ I understand rewards are based on an individual girl's sale.
- ✔ I understand that I am responsible for confirming my email and shipping address by April 1, 2025, if my Girl Scout earns an Extreme Team reward.
- ✔ I understand that all donations received while participating in the 2025 Cookie Program must be applied to the Cookies for the Military campaign.
- ✔ I understand that Girl Scout Cookies must be sold at the council designated price.

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My Girl Scout has my permission to participate in the Girl Scouts of Southeast Florida 2025 Girl Scout Cookie Program.

I agree to the above and to accept responsibility for all cookies and money my Girl Scout receives, and to assist her in making prompt deliveries and collecting payment for all cookies entrusted to her. I agree that all monies collected by my Girl Scout for the cookies are the exclusive property of Girl Scouts of Southeast Florida, Inc. I agree that funds collected for cookies will be kept separate and shall not be comingled with my personal funds. I agree to pay to Girl Scouts of Southeast Florida, Inc. all funds representing the cookies received by my Girl Scout. If I should fail to pay for all cookies my Girl Scout has received, I understand that Girl Scouts of Southeast Florida, Inc. reserves the right to initiate collection procedures by its designated agent on delinquent funds, once payment is past its due dates, plus fees, interest and costs, in the state and federal court corresponding to the address listed.

Please scan this QR code to fill out the online permission form.

Parents/Guardians are required to complete this step to participate in the Cookie Sale Program.

Please scan this QR code to confirm email and shipping address for Extreme Team Rewards.

In the event of an address change, this form should be filled out again with the updated information. GSSEF will use the most recent entry for shipment.