

FAMILY COOKIE GUIDE

GIRL SCOUTS SAN DIEGO | 2025



EMBRACE
POSSIBILITY

girl scouts
san diego



Dear Girl Scouts and Families,

On behalf of the Girl Scouts San Diego (GSSD) board of directors and staff, we are eager to launch another year of America's sweetest and most beloved tradition! Get ready for the 2025 Girl Scout Cookie Program—the largest girl-led entrepreneurial program in the world.

We anticipate that approximately 9,400 Girl Scouts in San Diego and Imperial counties will participate, and we know that this program is made possible through the support of adult members and volunteers. Nearly 1,300 adults will step into the volunteer roles of regional manager, service unit cookie coordinator, and troop cookie manager. And countless others (like you!) will jump in to support our Girl Scout entrepreneurs in more ways. Thank you!

This year, we are especially excited to welcome our new partner baker—ABC Bakers—to the Girl Scouts San Diego community! GSSD is in partnership with ABC Bakers through at least 2028. Girl Scout Cookie customers in San Diego and Imperial counties can look forward to a new cookie lineup with similar flavor experiences this year, featuring nine varieties of America's Most Beloved Cookies—Trefoils®, Thin Mints®, Peanut Butter Patties®, Caramel deLites®, Peanut Butter Sandwich, Caramel Chocolate Chip (gluten-free certified), Toast-Yay!®, Lemonades®, and Adventurefuls®. Eight cookie varieties will be available for \$6 per package; the gluten-free certified Caramel Chocolate Chip is a specialty cookie that will be sold for \$7 per package.

Here's what else you need to know about the 2025 Girl Scout Cookie Program:

- By participating in the cookie program, Girl Scouts show leadership, grow in confidence, and learn five essential life skills—goal setting, decision making, money management, people skills, and business ethics.
- 100 percent of cookie program proceeds stay local to fund outdoor adventures, community service projects, badge and Journey workshops, and so much more.
- Check out the cookie program rewards on page 14 to see fan favorites and exciting new experiences—Club 650 Letterman sweater, pickleball set, an incredible opportunity in Los Angeles, and more!

As we gear up for an unforgettable Girl Scout Cookie Program, let's 'Embrace Possibility,' dream big, support each other, and set incredible goals. When we come together as sister Girl Scouts across the region, we can make this season one for the history books!

Use this Family Cookie Guide to aid in your planning, finalize your goals, and learn more about the program. Here's to a cookie program filled with your brilliance and enthusiasm!

Yours in Girl Scouting,



Carol M Dedrich
Chief Executive Officer



Natasha O. Bowman
Board of Directors Chair

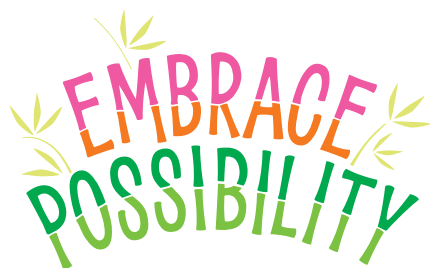


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Important Dates

January

Service unit cookie kickoffs

Jan. 26, 9 a.m.

2025 cookie program begins!
Direct ship begins

Jan. 29

Cookie cupboards open

Feb. 7

Cookie booths begin

Feb. 21-23

National Girl Scout
Cookie Weekend

San Diego's Cookies
on Tap Weekend

March 9

Cookie program ends

May 17

Operation Thin MintSM
Family Festival



Important Information



Troop cookie manager (TCM) contact info:

Date/time/location to submit additional orders to TCM:

Date the money is due:

Will the troop accept checks?:

What day is my restock order due to the TCM?:

Will the troop accept cookies to be returned to the TCM?
If so, by what date and how many packages?:

Online Resources

Cookie Finder and local customer resources:
sdgirlscouts.org/cookie

Cookie program materials:
sdgirlscouts.org/cookieprogram

Digital Cookie® details:
digitalcookie.girlscouts.org

GSUSA general cookie information:
girlscoutcookies.org

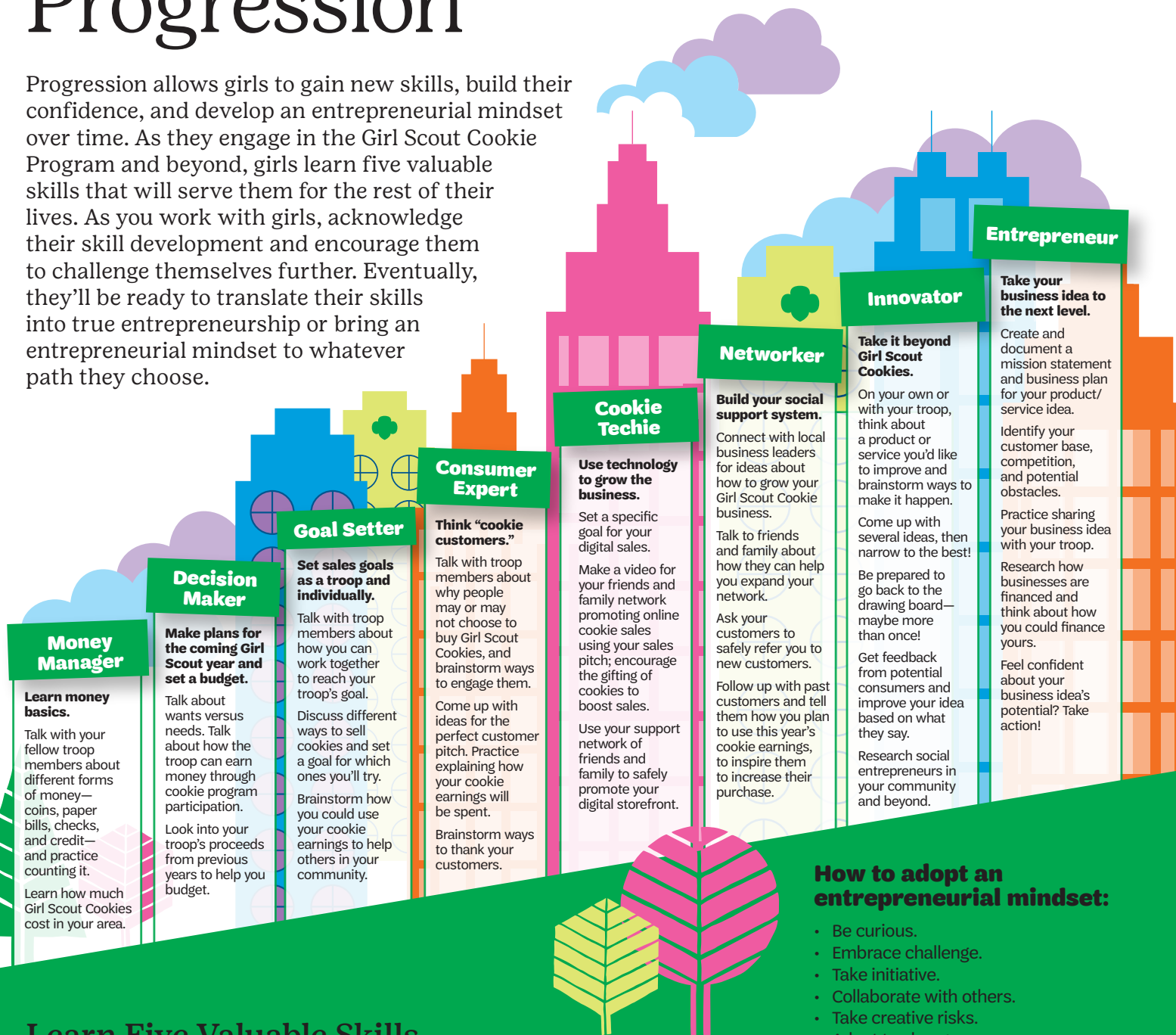
ABC Bakers cookie facts, program resources, and clip art:
abcbakers.com
abcsmartcookies.com

Para documentos en español, visite
sdgirlscouts.org/cookieprogram



Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.



How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- Adapt to change.

Learn Five Valuable Skills



Goal Setting

To set goals and create a plan to reach them.



Decision Making

To make decisions on their own and as a team.



Money Management

To create a budget and handle money.



People Skills

To be confident through customer interactions.



Business Ethics

To act ethically, both in business and life.



Fun for the Whole Family!

Tailor your cookie experience

We understand how busy you are. Determine the ideal participation level for your family by selecting from the many options for girls, and/or talk with the troop leader or cookie manager. Just want to participate online with Digital Cookie®? That's OK!

Support your Girl Scout

Encourage goal setting. Guide your Girl Scout to set practical goals about what she hopes to learn and earn.

- Ask about her troop's goal, and help her set a personal goal.
- Encourage her to share her goal with customers. They want to help her succeed!

Support her participation. Be by her side as she develops the confidence to ask people for their support.

- Help her practice a marketing pitch.
- Accompany her while she talks with customers and delivers cookies.
- Help her network with family and friends, allowing her to make the actual "ask."

Volunteer!

Support your Girl Scout's goals, along with her troop's, by chaperoning at cookie booths, picking up cookies, and sorting rewards.

Adults 18 years of age and older can volunteer in a variety of roles to support their girls and experience Girl Scouts through their eyes. Whether helping out at meetings, joining girls on field trips, guiding girls' Individually Registered Member (IRM) journeys, or even becoming a troop leader, volunteers inspire today's girls to become tomorrow's leaders.

Visit sdgirlscouts.org/volunteer to learn more.

Follow us and share your story!

Showcase cookie entrepreneurs' leadership savvy and plans for cookie-funded Girl Scout adventures and community service projects! Tag us in social media @sdgirlscouts and **submit your stories of how Girl Scout Cookie Program proceeds have funded adventures for your troop to media@sdgirlscouts.org.**



Girl Scout Cookie Favorites Are Here!



Adventurefuls®

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



Toast-Yay!®

French Toast-inspired cookies dipped in delicious icing



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

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

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

*Limited availability



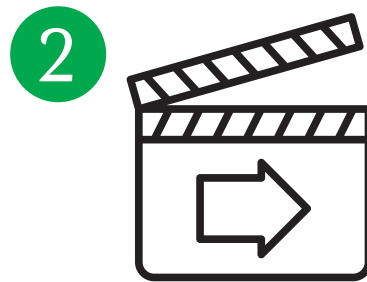
Where Does the Money Go?

Did you know? All proceeds from Girl Scout Cookies stay local!

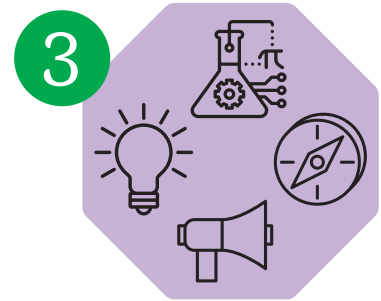
When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting their success today and tomorrow. Girl Scout Cookie proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.



3 Help councils provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world!



Ways to Participate in the Program



Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!

Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie®

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule an in-person delivery. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

Cookie Booths

Cookie booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

Digital Cookie®

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

Become a True Cookie Boss in Four Easy Steps!

1. Register for Digital Cookie®

Create your **Digital Cookie Password**
for email address: parentsemail@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 Girl Scouts San Diego.

2. Set Up Your Site

Cookie Page Setup

1 Sales Target 2 My Cookie Story 3 Published

STEP 1 SET MY SALES TARGET REQUIRED

Your Goal Calculator

ToniLisa wants to sell boxes which = about * \$120 to help her Troop and others. **Save**

The money you earn helps everyone in your troop reach your troop goal. Find out more.

*When you sell cookies it goes to your troop budget.

SO FAR TONILISA HAS SOLD:

9999 Offline Sales
528 Online Sales
10537 Total boxes sold

ToniLisa's Total Sale Progress

Offline Sales
Online Sales

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

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.

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!

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



An Enhanced Digital Cookie[®] Experience

The Digital Cookie[®] team has been hard at work smoothing out the Girl Scout experience for this season. We're excited to let you know that the issues some of you faced last year have been addressed, and we've made some great improvements to the system.

Last Year

Some users had trouble getting in to Digital Cookie[®] or troops and Girl Scouts unable to set up sites.

The number of cookies sold was not updating or didn't match what the leader had entered in the baker system.

Customer lists not accessible for some returning users. Trouble sending emails to customers.

Some users encountered difficulties placing orders

ACCESS



Our database that manages the data for Girl Scouts, volunteers and troops has been updated to better handle changes. That update will resolve those access issues.

DATA



The progress bar on user dashboards has been simplified and features a fresh design that now reflects updates in minutes. We've also revamped the data transfer between Digital Cookie[®] and the baker system for faster updates.

CUSTOMERS



Returning users will see their existing Sending emails has been optimized and tested to get those to customers.

CHECKOUT



Revised prompts and some behind the scenes changes will let customers breeze through checkout.

BONUS!

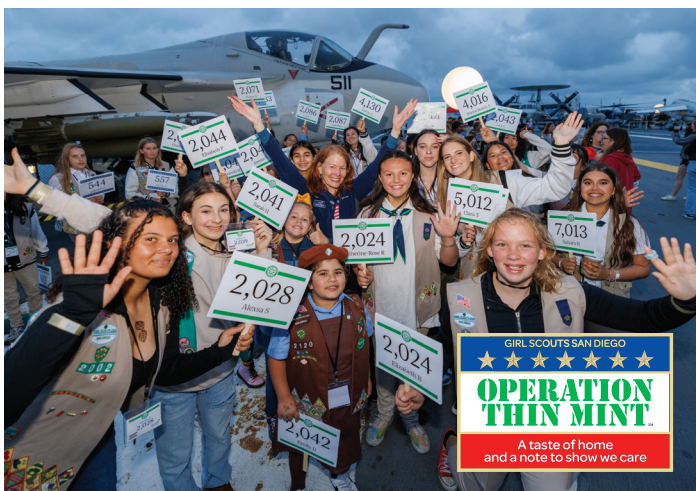
Venmo and Paypal added to the mobile app and required fields reduced.
More new features coming in 2025!

From Girl Scout Troops to Military Troops



Through our council-wide service project, Operation Thin MintSM (OTM), customers send a taste of home to U.S. service men and women around the world.

Since 2002, generous residents from San Diego and Imperial counties have contributed more than 4.2 million packages of cookies and countless handwritten notes to grateful troops and veterans in the U.S. Army, Navy, Air Force, Marines, Coast Guard, and National Guard. Donations are tax-deductible.



OTM Family Festival

Saturday, May 17 | USS Midway Museum

Invite your cookie customers to join Girl Scouts and their families as we celebrate our local service project OTM at the USS Midway! This exciting event will feature music, family-friendly activities, and opportunities for photos and to thank service members. Admission is free for Girl Scouts who sell 100+ OTM packages and a guest.

\$5
per
person



How OTM works

Girls...

- Invite all potential cookie customers to donate.
- Collect any in-person donations and record contributions in transaction log or the "Cookie Packages Donated" column of the order card.
- Invite customers to donate online via Digital Cookie[®].
- Send an electronic receipt by entering customers' email addresses and donation amounts at sdgirlscouts.org/2025otmreceipt. Use the QR code, below, for quick access.

Troop cookie managers...

- Collect OTM money and record donations.

Girl Scouts San Diego...

- Purchases OTM cookies and ships them directly to military installations and veterans.
- All monetary donations during the cookie program (not exchanged for cookies) must be designated for OTM.

Girls earn OTM rewards

OTM package credits are cumulative and also count toward regular girl rewards and troop proceeds! Girls in troops that opt out of rewards are eligible to earn the patch.

Notes to show we care

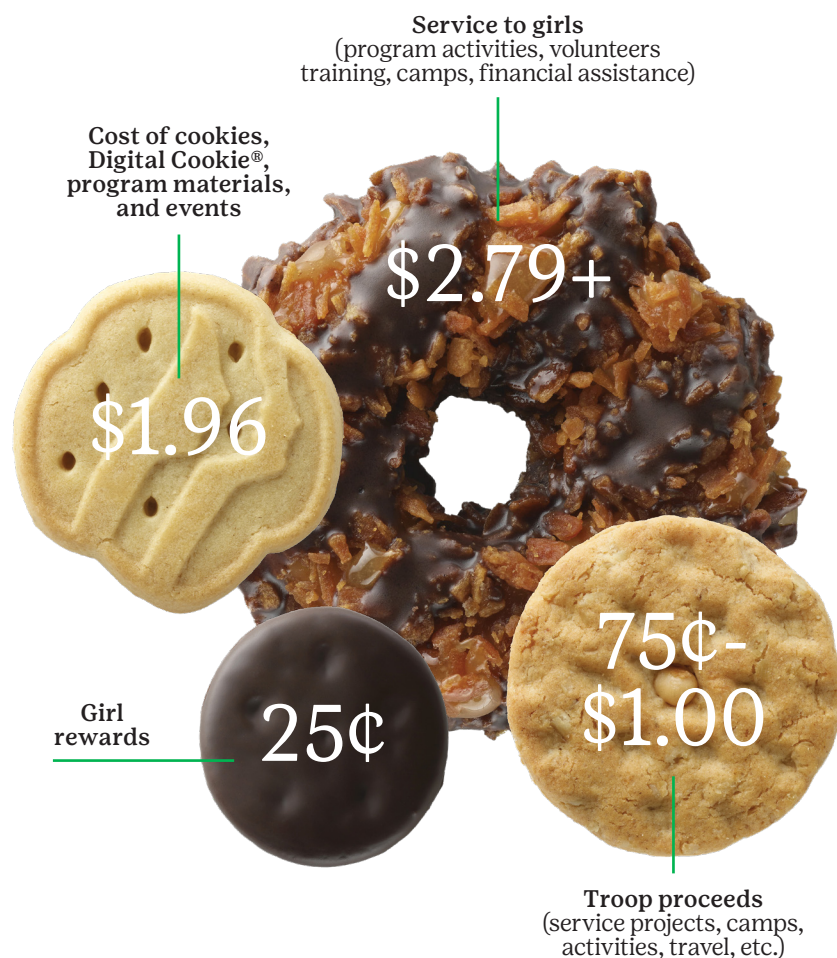
Ask girls and customers to write encouraging messages for cookie recipients. To send one note with each package, we'll need about 100 per Girl Scout troop. Download and print blank OTM cards from sdgirlscouts.org/otm.



OTM Patch
18+ OTM
package credits



How the Cookies Crumble



100% of cookie proceeds stay in San Diego and Imperial counties to benefit local Girl Scouts!

The Girl Scout Cookie Program provides the financial assistance that keeps Girl Scouting available and affordable to all girls. It is also the largest source of funding for volunteer training, our facilities, and core leadership experiences. Girls who participate in the cookie program enrich experiences for their Girl Scout sisters of today and tomorrow. They earn rewards for themselves and money for troop adventures, activities, and community service projects, and for councilwide Girl Scout programs.

Note: Girl Scouts San Diego does not receive any portion of girl and adult members' annual membership dues, which are retained by Girl Scouts of the USA (GSUSA).

The Possibilities of Girl Scouting

Proceeds from the Girl Scout Cookie Program help maintain programs affordable and accessible to all girls in San Diego and Imperial counties. The \$2.79+ from each package of Girl Scout Cookies supports our year-round leadership development programs and the maintenance of our beautiful properties, including our day camps at Balboa Campus and Escondido Program Center and sleepaway camps at Whispering Oaks and Winacka. It also fuels many memorable outdoor adventures at Girl Scout Summer Camp.

Save the date

2025 summer camp registration will open in Feb. 2025! More details at sdgirlscouts.org/camp.

Cookies = Camp!

See the reward page for more details.





Cookie Rewards

All rewards are cumulative. Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability. Note: Items pictured may not be exact; comparable models will be purchased.

18+ Pkgs



Participation Patch.

60+ Pkgs



Embrace Possibility Headband.

110+ Pkgs



Enamel Pin Set.

165+ Pkgs



Panda Journal.

210+ Pkgs



Clear Crossbody Bag.

265+ Pkgs



Panda Plush.

425+ Pkgs



Panda Hoodie.

525+ Pkgs



Pickleball Set with Bluetooth Speaker.

340+ Pkgs



Embrace Possibility Bento Box.

650+ Pkgs



iFLY Stem Event and Club 650 Letterman Sweater (May 2025) and Club 650 Patch OR 3D Printing Pen and Club 650 Patch OR \$50 Cookie Buck Program Credits.

825+ Pkgs



Night at the Theater Overnight private event at UltraStar Cinemas (April 26-27, 2025) OR \$50 Cookie Buck Program Credits.

1,000+ Pkgs



OR



Girl Scout Summer Camp—Reserve your spot with a \$25 deposit when camp registration opens; refundable once 1,000 package goal is confirmed at the end of the cookie program! OR Ninja CREAMi Deluxe OR \$100 Cookie Buck Program Credits.

1,500+ Pkgs



Day at Knott's Berry Farm. Includes transportation, ticket, all-day dining pass and custom GSSD T-shirt (June 7, 2025) OR \$100 Cookie Bucks.

2,025+ Pkgs



Girl Scouts San Diego Executive Experience (April 12, 2025).

3,000+ Pkgs



Shark FlexStyle Air Styler & Drying System OR 10.9" Apple iPad OR Surf Diva Two 90 min. private surf lessons.

TOP 5 Pkgs



Hollywood Experience Overnight trip with transportation to Los Angeles; Universal Studios Hollywood, Sunday brunch, and Harry Potter and The Cursed Child at the Pantages Theater. This is a staff-chaperoned event for the Top 5 GSSD Cookie Entrepreneurs (May 31-June 1).

18+ OTM Pkgs



OTM Patch.

100+ OTM Pkgs



Admission for you and a guest to the OTM Family Festival aboard the USS Midway (May 17, 2025).

18+ Unique Emails



Digital Cookie® Patch.

250+ Pkgs



2024-2025 Product Programs Patch (if fall eligibility met).

Cookie Achievements



Cookie season is more fun with family

Bring the family together for tons of fun and learning with our Girl Scout Cookie Program pin collection! Each Girl Scout level has a set of requirements to help families guide their Girl Scout as she runs her own cookie business. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!



CEO Letter of Recommendation

Girls in high school may request a personalized letter of recommendation from our CEO when they earn a participation patch every year they have been a member and complete an online form. These letters are a great way to build a resume when completing college or scholarship applications!



Cookie Keepsake Coin

The top 100 Girl Scouts San Diego cookie participants will receive an exclusive keepsake coin.



Cookie Program Lifetime Achievement Award



























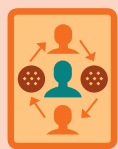
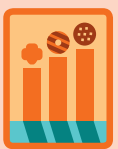










Girls receive a certificate when they reach 1,000, 2,500, and 5,000 total recorded packages over the course of their cookie program careers at Girl Scouts San Diego. Show the certificate at our stores to purchase a Lifetime Achievement patch.

VIP Visitor Patch

Girl Scouts San Diego board and staff members will present this exclusive patch (limit 1,000) to girls who conduct themselves professionally and wear their Girl Scout uniform while marketing cookies.

Entrepreneurship Badges and Pins

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		

For more on badges and pins girls can earn, visit girlscouts.org/cookiebadges.

Booth Rules

Cookie Booths Begin Friday, Feb. 7

Girl Scouts market cookies outside pre-approved locations like grocery stores, malls, or banks, at set times. This method helps girls meet new customers, develop teamwork, and have fun.

Note: cookie booths must be coordinated with TCMs and may only happen at council-approved locations.

Booth Locations and Participation

- Girl Scouts San Diego does not authorize marketing cookies in front of or inside places of business that the girls themselves cannot legally patronize.
- Marketing cookies is not allowed on private commercial properties and sites used by the general public (farmers markets, shopping centers, university campuses, etc.) unless they have been authorized as booth sites. Ask the troop cookie manager for additional booth guidelines.
- Know someone who owns a business? Email cookiebooths@sdgirlscouts.org for an interest form!
- All girls in a troop must have equal opportunities to participate in booths.
- At approved booth sites on military bases, an adult with a military ID must be present at all times.
- Cookie booths that are reserved by your TCM show up in the Girl Scout Cookie Finder for customers looking for a booth near them! If you are unable to attend a booth, please contact your TCM as soon as possible so it can be released and removed from the Cookie Finder.



Safety Tips

- Two adults must be present at all booths, one of whom is a registered member with a valid background check. Solo Cadettes and older can booth with one registered caregiver with a valid background check.
- Have a first aid kit available.
- Don't block store entrance or exit.
- Do not store cash or cash box on the table.
- Use Digital Cookie® to process payments.



Things to Know About the Cookie Program

Be informed, be prepared:

- Review ways to participate, benefits, basic facts and standards, and safety guidelines.

You have the right to:

- Determine how many cookies you will accept responsibility for. While cookies may not be returned to Girl Scouts San Diego, your troop might accept returns if they can be used at cookie booths or for another girl's inventory. Ask your TCM for details.
- Participate at a level that is comfortable for you and your Girl Scout, regardless of the council recommendation or troop goal.

Follow through on girl delivery purchases accepted through Digital Cookie® and coordinate with TCM if additional inventory is needed.

Troop proceeds belong to the troop, not individual girls, and while there is no pre-payment for cookies, troops may require payments owed before giving additional cookies.

All Venmo and PayPal payments must be processed through Digital Cookie®.

You are responsible for:

- Every cookie package picked up and signed for (by completing a receipt with your TCM).
- All customer payments collected, until turned in to your TCM in exchange for a receipt.
- Signing and retaining a receipt for each exchange of money/product between you and your TCM.
- Communicating delivery plans with Digital Cookie® customers.

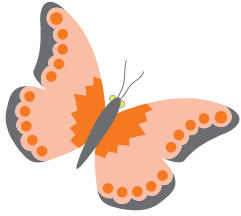
You should:

- Safeguard all money collected immediately and do not send money to school with girls.
- Not accept payment from a customer using personal credit card readers or any third-party apps like Venmo, Paypal, or Zelle.
- Not deposit any funds into personal bank accounts (this includes using personal credit card readers); cookie funds deposited in personal accounts can be viewed as taxable income by the IRS.

Each troop will have its own policy for distribution of cookies and collection of funds. Please connect with your TCM to confirm your troop's process.

Ask TCM for a receipt every time you turn in money or receive cookies.





Throughout the season

Please model good behavior, assume good intent, and follow the Girl Scout Law: be honest and fair, friendly and helpful, considerate and caring, respectful of others, and a sister to every Girl Scout.

Participation

All participants must be registered Girl Scouts for the 2024-2025 membership year.



Safety first!

Girls should:

- Have adult supervision at booths (at least one registered and background-checked volunteer), standabouts, and when going door-to-door.
- End the above activities by 8 p.m.
- Never enter a customer's house.
- Protect their privacy by providing an adult's contact information.
- Respect authority and abide by all requests from residents, security, or law enforcement personnel (including instructions to stop marketing cookies and/or heed "no soliciting" signs).
- If you or anyone in your household is experiencing symptoms of illness, please refrain from participating in any in-person cookie marketing.

Approved Southern California Council Boundaries

While girls may offer cookies to friends and family that reside within our neighboring councils' boundaries, they may not market publicly outside San Diego and Imperial counties. Please help us maintain our partnerships with our neighboring councils. Girls and families may not go door-to-door, hold a standabout, or a booth in Riverside, Los Angeles, or Orange counties, as well as the state of Arizona.

Local restrictions

Cookie marketing is not permitted in the following areas:

- City of Coronado (except for residential areas and approved booth locations)
- Farmers markets that are not designated as booth sites
- Military bases, including Camp Pendleton (regardless of caregiver access)

Please help us avoid complaints from business owners and community leaders by marketing only in approved locations.

These guidelines are subject to change; girls should ask their TCMs to relay any new restrictions that might arise during the season.



Scavenger Hunt

Girl Scouts who submit correct answers by **Friday, Jan. 31** will be entered in a drawing for a fun panda themed prize! Submit your answers via email to **customercare@sdgirlscouts.org** with 'Scavenger Hunt' in the subject line. Be sure to include your name and troop number in the email!

1. What is the theme of the 2025 cookie program?

2. What is our 2025 mascot animal?

3. What five entrepreneurship skills will girls will gain from the cookie program?

Goal _____

Decision _____

Money _____

People _____

Business _____

4. What is the reward for 265 packages?

5. What should girls always bring with them while marketing cookies?

6. How can customers pay via credit card?

7. When does camp registration open?

8. When is OTM Family Festival this year?

9. What are the cookie names in our new ABC cookie lineup?

10. What is your cookie goal for 2025?

Email your answers to customercare@sdgirlscouts.org





© 2024 Southwest Airlines Co.

**We're more than an airline,
we're your neighbor.**

Southwest Airlines® is proud to support
Girl Scouts San Diego!



Money Madness Patch Program

Available
in local
Girl Scout
shops

Take a “cents-ible” and entertaining
approach to financial literacy with
these patch programs designed to help
young Girl Scouts learn about currency,
earning, saving, and spending. Find
separate Money Madness guidelines
for Daisies, Brownies, and Juniors at
sdgirlscouts.org/patchprograms.

Patches available in Girl Scout shops.



With Special Thanks

Thank you Ronson Shamoun,
of RJS Law, for generously
donating cookie billboards
during the 2024 Girl Scout
Cookie season!



DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Start of Hanukkah	26 Start of Kwanzaa	27	28
29	30	31				

During December I will _____

I need _____
from my family to help me this month.

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 Mardi Gras	5	6	7 First Day of Cookie Booths	8
9 Super Bowl Sunday	10	11	12	13	14 Valentine's Day	15
16	17 Presidents' Day	18	19 National Chocolate Mint Day	20	21	22
23	24	25	26	27	28 Start of Ramadan	

- Feb. 7: Cookie booths begin
- Feb. 21-23: National Girl Scout Cookie Weekend

During February I will _____

I need _____
from my family to help me this month.

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Martin Luther King Jr. Day	21	22	23	24 National Peanut Butter Day	25
26 	27	28	29	30	31	

- January: Service unit cookie kickoffs
- Jan. 26: Cookie program begins at 9 a.m.
- Jan. 29: Cookie cupboards open

During January I will _____

I need _____
from my family to help me this month.

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9  Daylight Saving Time	10	11	12 National Girl Scout Day	13	14	15
16	17 St. Patrick's Day	18	19 National Chocolate Caramel Day	20	21	22
23 30	24 31	25	26	27	28	29

- March 9: Cookie program ends
- May 17: OTM Family Festival

During March I will _____

I need _____
from my family to help me this month.



Girl Scouts San Diego
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Check out our new merchandise! Pick up a new cookie-themed tee or sweatshirt, tablecloth, a GSSD cookie booth fun patch, and much more. When you shop at your local Girl Scout store, 100% of the proceeds stay local to help support and serve Girl Scouts in San Diego and Imperial counties.

Cookie Patches

Celebrate your Girl Scout's personal achievements with our 2025 themed fun patches!



Cookie Belt Bag

New cookie belt bag branded with our cookies and Girl Scouts San Diego on the strap.



Cookie Badge Lanyard

This convenient, wearable cookie tool is a quick reference featuring the new cookie menu and cookie math to assist your little entrepreneur.



New! Cookie Program Toolkit

Kit includes full color artwork to decorate mobile wagons, cookie booths and lemonade stands. With a variety of helpful sales tools designed specifically for our cookie entrepreneurs.



Cookie Carts

This rolling cookie mobile is ready to hit the neighborhood with you! Bright, eye-catching cookie artwork, clear sides with zippers, and handy pockets enhance this lightweight walkabout tool! Available in several colors.



Door Hangers

Neighbors not home? No need to worry! Add your personal QR code to these handy ordering cards and link your customers directly to your personal Digital Cookie® site.



Vintage Cookie Theme T-Shirt And Decal

Available in both adult and youth sizes with a matching decal (not shown).



Yard Signs

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Visit sdgirlscouts.org/store for store hours and locations.

24 Products are available while supplies last; designs are subject to change.