

2024-25 Cookie Program Family Guide

girl scouts
of eastern
massachusetts

Why Girl Scouts Sell Cookies

Girl Scout Cookie entrepreneurs learn five valuable skills that set them up for success in life: goal setting, decision making, money management, people skills, and business ethics. Plus, troops earn money to fund activities and adventures like troop travel, camping, community service projects, and more.

Troop Proceeds

A typical Girl Scout in our council sells an average of 139 packages of cookies and generates between \$152.90 and \$159.85 in troop proceeds for their troop! It all starts with the Girl Scout and their family committing themselves to helping the troop achieve their goals.

Where the Cookie Dough Goes

100% of proceeds from the GSEMA Cookie Program stays local to help support Girl Scouting in our council.

IMPORTANT DATES

Nov 25: Digital Cookie® registration email sends to all 2024-25 Girl Scouts, and they can begin selling online

Dec 3: Cookie cupboards open, and Girl Scouts can have cookies in hand

March 7: Cookie Program ends

April 14: Rewards deliver to Service Unit Cookie Mentors

Digital Cookie® is the online platform to promote and manage a Girl Scout's cookie business. With support from their caregivers, Girl Scouts take cookie orders, track purchases and deliveries, and forge a more direct digital connection with their customers.



Support Your Girl Scout Entrepreneur:

- Ensure your Girl Scout is a registered member for the 2024-25 troop year.
- Review cookie materials together.
- Assist in developing their sales pitch.
- Work with your Girl Scout to make goals and set up their Digital Cookie® website to reach a wide network of family and friends.

Support Your Girl Scout Troop:

- Participate in the troop family cookie meeting, help Girl Scouts decide on activities they'd like to do during the troop year, and create a budget to fund those dreams.
- Support troop cookie-selling activities and plans as needed (e.g. volunteer to pick up cookies at a cookie cupboard, provide transportation, or support to a cookie booth).

22.5%

TROOP PROCEEDS & REWARDS

GSEMA invests in rewarding incentives to recognize and support a Girl Scout's entrepreneurial experience. Plus, each troop earns \$110 per cookie package sold.

In one \$6 cookie package...

23% ABC BAKERS COST

GSEMA pays ABC Bakers for Girl Scout Cookies.

54.5%

COUNCIL INVESTMENT

This includes programs, financial assistance, training for volunteers, property management, and member support.

2024-25
Mascot: Panda



gsema.org/forsellers