



PRODUCT PROGRAM

Learning to think like an entrepreneur? Developing business smarts? Getting to know customers and building lasting relationships? There's so much more to that box of Thin Mints®!

Whether girls participate in the Girl Scout Cookie Program or the Girl Scout Fall Product Program (or both!), everything your Girl Scouts learn prepares them to take on the world. Plus, Girl Scout Cookie proceeds stay in your local community to power amazing year-round experiences—experiences that broaden girls' worlds and spark their sense of wonder.

Five Essential Skills

Girl Scouts as young as five develop five essential skills through the Girl Scout product programs—skills that will help them be successful today and throughout their lives:

- **Goal Setting.** Girls learn to create a plan to reach their goals.
- **Decision Making.** Girls learn to make decisions on their own and as a team.
- **Money Management.** Girls learn to create a budget and handle money.
- **People Skills.** Girls find their voice and up their confidence through customer interactions that build relationships.
- **Business Ethics.** Girls learn to act responsibly and honestly, both in business and in life.

But building their business know-how isn't just tied to the cookies and fall products themselves! Girl Scouts at any level can continue honing their entrepreneurial skills by earning the [Cookie Business badges, Cookie Entrepreneur Family Pin, and the Financial Literacy badges](#) year over year.

Before your cookie bosses open shop, be sure to check out these [helpful troop leader resources](#) that will empower you to:

- Manage your troop's funds.
- Learn how girls participate in money earning.
- Discover how your troop can reach its financial goals.
- Plan activities to help her earn cookie pins and badges
- Understand just how much your girls are capable of by grade level and [how their entrepreneurial skills progress](#).

Girl Scout Cookie History

What started with Girl Scouts selling home-baked cookies to raise money grew into enlisting professional bakers in 1936 to handle the growing demand—and the rest is history. [Explore Girl Scout Cookie History](#) to find out how cookies have helped build generations of female entrepreneurs and leaders who make the world a better place.

Where Cookie Proceeds Go

After paying for the cost of cookies and materials, [Girl Scout Cookie proceeds stay local](#) and help councils provide Girl Scout programs in science, technology, engineering, and math (STEM), the outdoors, life skills, entrepreneurship, and more—in camps, through leadership training, and multiple other ways. A portion of the proceeds is directly managed by girls, and it's up to them to decide how to invest their troop's share of the earnings.

Your council will provide a breakdown of how cookie program proceeds support Girl Scout activities locally. Please share this information with girls and their families so everyone understands that product program sales make it possible for your Girl Scout council to serve girls.

Troop members share in the proceeds from a successful product program; proceeds are not distributed to individual girl members. Girls, however, are eligible for rewards and credits that they put toward council-sponsored camps, programs, and Girl Scout swag. The council plan for rewards applies equally to all girls participating in the product program activity. Visit the [GSGLA Cookies+ page](#) of the for more information about individual rewards and troop proceeds locally.

The Girl Scout Blue Book of Basic Documents specifies that:

“All money and other assets, including property, that are raised, earned, or otherwise received in the name of and for the benefit of Girl Scouting must be held and authorized by a Girl Scout council or Girl Scouts of the USA. Such money and other assets must be used for the purposes of Girl Scouting.”

“Ownership of Assets,” Blue Book of Basic Documents

Making s'mores under the stars, creating a lasting impact in your community, or ordering supplies for an eye-opening STEM project—there are limitless ways to put troop proceeds toward dynamic Girl Scout experiences! There are a few things, however, that don't qualify for “purposes of Girl Scouting,” for instance, using troop proceeds to purchase memberships in or uniforms for another organization. We encourage all councils to remind their volunteers of this policy in order to protect the all-girl environment and to avoid diversion of Girl Scout funds.

Your Council's Role

When you are set up for success, you are better able to set up your girls for success! That's why every year, your council provides trainings, guidelines, and procedures for conducting the Girl Scout Cookie Program and Fall Product Program and determines how the proceeds and product rewards system will be managed. Visit the [GSGLA Cookies+](#) page to find the answers you need as well as local trainings and resources.

Each council also selects the vendors of its choice to provide the products for their product programs. Two commercial bakers are licensed by Girl Scouts of the USA to produce Girl Scout Cookies: [Little Brownie Bakers](#) and [ABC Bakers](#). Our council partners with Little Brownie Bakers for our Cookie Program. You can also [Meet the Cookies](#) and find additional info on cookie varieties, including nutritional details.

Councils also work with vendors to offer magazine subscriptions, nut, and candy products, and more for the Fall Product Program. These companies are [Ashdon Farms](#), [Trophy Nut](#), and [M2 Media Group](#). Each provides online tools and activities for girls to download. Magazine selection and sales may take place online—visit the [Fall Product Page](#) for more details.

Your Role

You play an exciting role in giving your Girl Scouts opportunities to practice the five skills as they learn how to think like entrepreneurs. Some of the things you will do include:

- Get girls excited about the opportunities to support the troop (but allowing their participation to be voluntary).
- Support both [competitive and apprehensive cookie bosses](#), helping all your girls set meaningful goals for themselves.
- Fostering partnerships with each Girl Scout's family to ensure success, whatever that may look like for her, will help you build a positive partnership with girls and families, and the [Cookie Entrepreneur Family pin](#) is designed to help families support girls' growth at home.

Not only can girls sell individually, both in-person and using the online tools provided by each vendor, but they can also participate in group booth sales during the Cookie Program. Your local council has additional guidance and processes to market and ensure every booth is in a safe and appropriate location.

As your Girl Scouts grow, your role will evolve from a hands-on one to providing oversight and support where needed. No matter their ages, remember that volunteers and parents/caregivers do not sell the product. Your role is to encourage your girls and let their entrepreneurial spirit soar. Learning by doing is exactly how your girls develop the business savvy and communication skills that will [empower them to reach any goals they set for themselves](#).

Another critical task for each troop is to establish a clear accounting system for all proceeds and product during the programs. It's up to you to make sure that money is spent wisely, that excellent records are kept (remember to keep copies of all receipts in a binder or folder), and that all product is tracked. For older girls, your job is to oversee their work as they learn to keep impeccable records. Be sure to attend product program orientation or training so you are aware of the systems and helpful tools available.

The Girl Scout Cookie Program and the Fall Product Program can be exhilarating and busy times during the troop year, but you're never alone in your efforts! You can reach out to your service unit product program manager when you're feeling stuck, or you can [build a cookie team](#) to provide the support your troop needs.

Product Program Safety

Safety is the top priority while selling Girl Scout Cookies and other products. Volunteers, families, and girls should be familiar with and practice the safety guidelines outlined by GSGLA in the [Troop Cookie Guide](#) and the [Family Cookie Guide](#) and in GSGLA's [Safety Activity Checkpoints](#).

Selling Products Online

Will your troop use the Digital Cookie® platform to manage its cookie business or the M2OS platform for the Fall Product Program? Follow the specific guidelines provided in the training. Before girls begin selling online, they should partner with their troop leader and families to learn how to safely run their business online. For more information about Digital Cookie® and M2OS and training, please visit the GSGLA [Cookie Resources](#) and [Fall Product Program](#) pages.

Additional Safety Practices

The Girl Scout Cookie Program is a girl-led program; a Girl Scout should always lead online marketing and sales efforts, with the supervision of her parent or caregiver. Girl Scouts engaging in online sales and marketing must review and apply the [Digital Marketing Tips for Cookie Entrepreneurs and Their Families](#).

Girls, volunteers and parents must review and adhere to the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#), the [Supplemental Safety Tips for Online Marketing](#), and [Girl Scouts' Safety Activity Checkpoints](#) for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family). Girl sales links should never be posted to resale sites (Craigslist, eBay, Facebook Marketplace etc.).

Girls must adhere to all terms and conditions on the Digital Cookie platform. For copies of terms and conditions, please contact GSUSA, LBB, or M2 as needed.

Girl Scouts of the USA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption. Additionally, families, girls, and volunteers should contact and collaborate with their councils and Girl Scouts of the USA in advance on any national news media opportunities tied to girls online marketing and sales efforts.

The Buddy System

Using the buddy system, the troop is divided into teams of two. Each Girl Scout is responsible for staying with her buddy at all times, warning her buddy of danger, giving her buddy immediate assistance if safe to do so, and seeking help if needed. Girls are encouraged to stay near the group or buddy with another team of two so that in the event someone is injured, one person cares for the patient while two others seek help.

Preparing for your Girl Scout Cookie Booth

Cookie booths—that is, cookie sales in areas with lots of foot traffic—are a fun way for Girl Scouts to connect with their community and practice their sales pitch with new customers. Booth locations must be approved by GSGLA, facilitated within Council jurisdiction, and participants must follow all Council guidelines with regard to setting up, running, and taking down a booth.

Create a great cookie booth experience for your Girl Scouts by:

- Using your best judgment in setting up cookie booths in locations that will be open, accessible, and safe for all Girl Scouts and potential customers.
- Choosing a high traffic area—this could be your local supermarket, mall, or park—where you’ll maximize the number of visitors to your booth.
- Signing up for your cookie booth in eBudde, the Cookie Program inventory management system.
- Checking out your booth site ahead of the sale. Talk to business owners in the area so they’ll know what to expect. Find out what security measures are in place—these may include lights for evening sales and whether a security camera watches the booth area—and where the nearest bathrooms are located.
- Respecting the surrounding businesses by making sure your booth isn’t blocking a store entrance or exit.

Encouraging your Girl Scouts to unleash their creativity—and work on their advertising skills—to make colorful signs and booth decorations that potential customers can’t resist! Remind girls to be polite and to have their sales pitch ready for interested customers.

Keep in mind:

- A minimum of two volunteers (at least one of whom is an approved Girl Scout volunteer) and one Girl Scout should be present at the booth at all times. With two or more volunteers, you’ll have adequate booth coverage if the girls need to be accompanied to the restroom.

- Daisies do not handle money.
- Changing your cookie booth hours or location? Keep your customers in the loop and update your baker's Digital Cookie system with the new details. All scheduled booths are available on the Cookie Finder App ([IOS](#) or [Android](#)).
- Certain locations may be inappropriate for younger Girl Scouts based on the standards of your local community, may negatively impact the cookie program experience for girls, and/or may negatively impact our brand in your community. For additional clarity, girls should not sell in or in front of establishments that they themselves cannot legally patronize.
- Additionally, with respect to marijuana dispensaries, we have been steadfastly combating the unauthorized uses of the Girl Scout trademark by the cannabis community, which has been marketing—without our authorization—certain cannabis products under our youth-appealing brand. We are continuing to aggressively fight these unauthorized uses of the Girl Scout brand and hope that our councils and volunteers will join Girl Scouts of the USA's efforts by discouraging cookie booth locations at such locations.

For more tips to make your booth a success, check out our [Cookie Booth Essentials](#). For additional information about setting up a booth and safety and security suggestions, consult your council guidelines.

Cookie Donation Program

Cookies also help girls make a big impact in their community! GSGLA has an established cookie donation program entitled "[Cookies for the Community \(C4C\)](#)" where customers can purchase cookies that will be donated to an organization within our Council. Cookie donations are not only a great talking point for girls to share with their customers—they're also a thoughtful way to show girls how cookies can help them give back.

Cookies for the Community Beneficiaries

All Girl Scouts of Greater Los Angeles Cookies for the Community partners are registered 501(c)(3) non-profit organizations. The list includes:

- [The Los Angeles Regional Food Bank](#)
- [USO](#)
- [Blue Star Mothers](#)
- [Operation Gratitude](#)

Handling Product Complaints

In the food industry, product complaints are not unusual. GSGLA and GSUSA expect a certain number of product complaints every year. These include, for example, reports that the product does not taste right or was found damaged when the package was opened. Occasionally, there are reports of foreign objects in the product. Customers may mistake crystallized sugar for glass or oat hulls and nutshells for wood.

Containment

Confining a difficult incident to the situation and the locale in which it took place - is the key to the successful resolution of product complaints.

Immediately notify your Service Unit Cookie Program Chair of any irregularities with cookies or any other situation to ascertain a course of action - whether an exchange of cookies or a refund is appropriate. Whenever possible, take pictures and get the lot number of the cookies to add to your report. Contact your Product Programs Manager as needed.

If a customer approaches you at a booth with a package of damaged or compromised cookies, take the cookies and exchange them at a cookie cupboard.

Customers may visit the [Little Brownie Bakers website](#), or call them at 800-962-1718 to file a complaint about a product.

Any and all media contact must be handled by GSGLA staff. Do not respond to media questions or inquiries but refer them to the External Relations Department, who will work with the Product Programs Team. Media inquiries may be directed to call our Marketing and Communications team at 213-213-0123.

Recognizing Cookie Sellers in the Media

Focusing on entrepreneurial outcomes has always been the focus of the Girl Scout Cookie Program. The cookie program has never been about and does not focus on individual girls' sales results.

- There are many impressive cookie bosses throughout the United States, and the Girl Scout organization will continue to recognize dynamic cookie entrepreneurs for various achievements tied to the Girl Scout Cookie Program and through their participation in Girl Scouts.
- Girl Scouts of the USA does not currently track the top seller(s) of Girl Scout Cookies on a national level and does not identify a specific Girl Scout as the number one or “record-breaking” national cookie seller.
- Girl Scout councils should not reference such girls as “top sellers” in the media. Doing so detracts from the essence of the Girl Scout Cookie Program, which is based on offering girls important experiences in entrepreneurship, business, and finance from a young age as well as providing girls and local Girl Scout councils with the funds necessary to power amazing experiences and opportunities for Girl Scouts year-round.