



Cookie Season 2025

Week-by-Week

Pre-Sale



Before the program officially begins troops should identify a Troop Cookie Manager (TCM) who will need to complete and submit a (only the volunteer completing this form will be given access to ABC Smart Cookies). The TCM must be a registered adult and can have other registered adults of their choosing added later with full access or in “view only”. In addition, TCM’s will need to complete the following:

- ✓ **Get Trained!** – take your TCM Cookie Training @ Cookie University. New TCM’s take Cookie Basics 101 on gsLearn first. ALL TCMs take Cookies 201 (available in-person and gsLearn). There will be several additional *Just in Time* training opportunities available during the program. More information will be available on our website, gslpg.org, and in our *Week by Week Guide*.
- ✓ Returning Troops should have completed their [Annual Troop Finance Report](#).
- ✓ New troops should have completed their [Bank Account Registration form](#)
- ✓ Complete and submit an [ACH Authorization Form](#) (not necessary if we have one on file and there are no changes)
- ✓ **Log in to Smart Cookies** using the link provided in your welcome email you will receive once you have completed the above steps – Smart Cookies is your digital command center for your Girl Scout Cookie Season.
 - Make sure that girls participating in the cookie program are registered as Girl Scouts for the current year and show up in troop. Send missing girls into info@gslpg.org so we can verify registration and get them uploaded.
 - Visit the Safety and Training tab on your Smart Cookies dashboard for additional training PowerPoints and videos available to help you have a successful cookie program.
 - Keep an eye on your email. Email communications will be sent out **every Friday** throughout the sale, starting January 3, with next week’s information. This will help keep you on track with due dates/deadlines. Create a folder in your inbox to be able to easily access them. This week-by-week Guide will also be posted on our [For Cookie Managers](#) page at gslpg.org, under resources and posted on our Product Program Facebook page. It is imperative that you review this resource.
- ✓ Prepare for your troops **Digital Campaign** by completing your [Digital Cookie Volunteer Login](#). Your email with your link for volunteer access should arrive on December 21. [No Registration Email](#) received, use this tip sheet.

Getting Families Involved – The Girl Scout Cookie Program is a team effort, and families and caregivers play a major role. With the support, assistance, and encouragement of her family, there’s no stopping a Girl Scout! Level appropriate Family Meeting Guides are available on the [For Cookie Managers](#) page under resources. Use this to help plan your parent meeting.

- Send each parent [Practical Tips for Parents](#)
 - Have parents fill out a [parent agreement](#) for each girl. These are for your records and not required to submit to [gslpg](http://gslpg.org) unless there is an issue. One can be found on abcsmartcookies.com as well.
 - Review [Safety Tips for the Girl Scout Cookie Program](#) and share with your parents and troop.
 - **Set a troop goal and encourage individual girl goals!** – With your girls and parents, decide on a sales goal for your troop and work with each girl to set a personal goal.
 - **Get to know** your parents and see who can help. Have them fill out the [Parent Contact Card](#).
 - **Go Digital!** Go over our online sales platform (DC25) with your girls and parents. Tell them about the email link each will receive on December 28 to register on the DC25 site and set up their account. Cookie sales start **January 10**, both **digitally and in-person** with order cards, so you want to be ready.
 - **Credit Card payments** are collected and processed through Digital Cookies online and will be available through the app for in-hand and booths once delivery begins. PayPal and Venmo were new payment choices last year and will be available on the app this year.
 - Share the [Family Connection Guide](#) and [Cookie Badges and Family Entrepreneur Pins](#) with them.
- **Cookie University** – **GSLPG** will be hosting 2 live rallies this year. **January 11** in **Lafayette** and **January 18** in **Shreveport**. Check gslpg.org event calendar, December newsletter and the Program and Product Program Facebook pages for updates to register.
 - Join our **GSLPG - Product Program** Facebook page!
 - You can check our [Available Cookie Flavors](#) here!

Now you and your girls are ready! Order cards are available from your SU Cookie Manager or the Lafayette and Shreveport Service Centers (1 per girl). Consider waiting and handing out these forms as close to the cookie sale start date as possible. Troops and girls should practice “On my Honor” and not take orders before the set dates.