



# Cookie Season 2025

## Week-by-Week



### Week 1 – January 5-11

**It's HERE! The time is here!** Our COOKIE Program starts this week, and it is time to start taking orders! Both the **Digital Cookie** phase and the **Initial Order** phase begin this week.

- **January 10 – Digital Cookie Sales begin.** The Digital Cookie® platform helps girls' superpower their cookie sales as they go beyond the booth with mobile and online channels. The platform is a fun, educational tool that helps girls run and manage their Girl Scout Cookie business online.
- Send reminders and links to parents about setting up their daughter's account.
  - [Site Setup - Girl Scout 13 or Older](#)    [Site Setup - Girl Scout Under 13](#)
  - If a parent says they didn't receive the email, use this. [No Registration Email](#)
  - **Online SAFETY FIRST!** Girls and their supervising parent/guardian must read, agree to, and abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge before engaging in online marketing and sales efforts through the cookie program. [Safety Tips for Digital Sales](#)
  - Share with girls and parents. [Digital Marketing Tips for Cookie Entrepreneurs](#) and [Marketing to Customers](#).
  - Girls and troops can take their Girl Scout Cookie Business to new heights by using [Themed Clipart](#) and [Cookie Time Art](#). These resources help you find the right words and pictures to raise awareness about the GS Cookie Program. It's social planning made simple.
  - Customers can choose to have their orders shipped, donated, or choose Girl Delivery. Parents must approve all Girl Delivery orders within 5 days, or they will default to cancel. See tip sheet [Approving Girl Delivery](#). The [Troop Dashboard](#) will help you monitor this for your troop.
- **January 10 – Initial Orders begin.** Today is also the day that girls can begin taking face-to-face orders from their family and friends using the paper order card.
  - Encourage the girls to get creative by setting up DIY order stations or staff meeting presentation at parent/family places of work.
  - Girls can leave business cards or [Door Hangers](#) at places they visited where no one was there. Just remember to use troop #, 1<sup>st</sup> name only and link/QR Code to their site.
- **Cookie University for Girls** – In-person experience for girls, parents, and troop volunteers to develop the skills they need to succeed in the 2025 cookie season. Learn about this year's cookies, set goals, work on money management, develop a booth strategy, and practice sales pitches during this instructive and engaging RALLY for cookies.

**January 11 – Lafayette - [Register Now](#)    January 18 – Shreveport [Register Now](#)**

Service Units/Troops unable to attend can also plan a rally or do activities on their own. Check with your Service Unit to see if one is being planned. [2025 Rally Guide](#)

- **GSLPG will be hosting meetings to give you a chance to come on and ask questions or get some help to make your Cookie Program a Success.** These will reoccur every Tuesday during the sale from January 14- March 18. Have a topic you want us to cover. Send it in to [info@gslpg.org](mailto:info@gslpg.org).
  - **January 14, 12 noon - [Office Hours Meeting Link](#)** Meeting ID: 934 1533 5848 Passcode: 371429
  - 6 pm - [After Hours Meeting Link](#)** Meeting ID: 992 2828 8370 Passcode: 098773

