



Set Your Cookie Goals

The Girl Scout Cookie Program begins January 1, 2025.
You may not take orders or sell cookies before this date.

girl scouts
of central maryland
www.GSCM.ORG | 410-358-9711

Troop Initial Order Reward Plan

Order due in Smart Cookies by January 15, 2025. NOT cumulative.

T-Shirt
Girl's initial order
is 200+ pkgs



**\$50 OFF GSCM
Campsite Rental**
Troop's initial order
amounts to a 210 PGA



Girl Main Recognition Plan (Cumulative)

Troop initial orders are NOT cumulative. Girl recognition items ARE cumulative.

48 Pkgs

Theme Patch

72 Pkgs

Mood Cup

100 Pkgs

Coin Purse

150 Pkgs

Socks

210 Pkgs

Small Plush & Goal Getter Patch

250 Pkgs

Clear Cross Body Bag

300 Pkgs

\$25 off 2026 Girl Scout Membership Renewal

350 Pkgs

Bento Box

425 Pkgs

Large Panda Plush

500 Pkgs

500+ Club Patch & Orioles Event
Date TBD

650 Pkgs

Panda Blanket

800 Pkgs

Panda Onesie

1000 Pkgs

CEO Club Event at
Toby's Dinner & Theater
Showing The Little Mermaid Date TBD

1500 Pkgs

JBL Speaker

2000 Pkgs

National Aquarium Tour Event
Date TBD

Patches

2 Booths



Booth Sale Patch
Participate in 2 Booth sales documented in the system through booth divider

36+ Pkgs



Cookie Share Patch
Participation with 36+ Pkgs. in virtual Cookie Share or online donations

100+ Pkgs



Level Bar
Highest Sale Level (100,200,300)

Certificates & Trophies

Top 5 PGA



Top 5 Selling Troops
Certificate and Ribbon

Top 5 PGA



Top 5 PGA Troops
Certificate and Ribbon



Top Regional Selling Girls (6) & 1 Entrepreneur of the Year!
Trophies, Sash & Tumbler

For select items, colors and styles may vary. Central Maryland reserves the right to substitute items of similar value.



Become a true cookie boss in four easy steps!

Digital Cookie®

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

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.

GET IT ON Google Play

Download on the App Store

1. Register for Digital Cookie®

Create your **Digital Cookie Password** for email address: paterson@mailroom.com

When you create your password, a confirmation email will be sent.

Password:

Confirm password:

SUBMIT

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters |, !, or %

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

2. Set Up Your Site

Cookie Page Setup

1. Sales target 2. My Cookie Story 3. Publish

STEP 1 SET MY SALES TARGET REQUIRED

Your Goal Calculator

Target sales starts at: 200 | Items which is about: \$120 | to help her troop and others

SO FAR TONILISA HAS SOLD:

- Office Sales: 10537
- Online Sales: 0
- Gift Boxes: 0

Troop's Total Sale Progress: 100%

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

Send a Marketing Email

Girl Scouts

Send a Marketing Email

Send a Marketing Email

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

Total Online Sales

- Customers who ordered: 6
- Orders placed: 6
- Packages sold: 32
- Gift Boxes: 2

Marketing Emails

14 marketing emails sent to 10 Customers

Online Sales by Cookie

- Thin Mints: 100%
- Trefoils: 0%
- Chewy Cookies: 0%
- Cookie Dough: 0%
- Cookie Mix: 0%
- Cookie Kit: 0%
- Cookie Recipe: 0%
- Cookie Recipe Book: 0%
- Cookie Recipe Cards: 0%
- Cookie Recipe Booklet: 0%
- Cookie Recipe Cards: 0%
- Cookie Recipe Booklet: 0%

Online Sales by Delivery

- Home Delivery: 100%
- Store Pickup: 0%
- Drop-off: 0%
- Mail: 0%
- Other: 0%

Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

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