



Embrace Possibility This Cookie Season!



Girl Scouts will "Embrace Possibility" in 2025 while participating in the iconic Girl Scout Cookie Program that prepares Girl Scouts to take on the world. As part of the largest girl-led business in the world, girls will have the chance to flex their skills in goal setting, money management, people skills, decision-making and business ethics.

With each cookie sold, girls are learning, growing and thriving through all of life's adventures. Plus, Girl Scout Cookie proceeds stay local in your community and power amazing year-round experiences that provide girls the opportunity to embrace the possibility of the world around them. That's one powerful cookie!

Cookie Price Increase:

For the 2025 cookie season, Girl Scouts of Kansas Heartland Board of Directors has approved a consumer (retail) increase in the price of cookies to \$6 per package on all varieties. This is the first consumer price increase since 2020.

Neighboring councils implemented increases this past season or are preparing to do so for the 2025 season as well. This consumer increase is a result of the continuously rising cost of goods from the baker throughout the past five years, with significantly higher costs occurring since the pandemic.

In recent years, the council has absorbed the rising costs in an effort to keep the consumer price constant for five years running. The production cost of the gluten free cookie is actually higher than the other varieties, but the council also absorbs the higher cost of goods on that variety so the consumer price of all the cookies are the same.

How the Cookie Crumbles



For a larger view, click the image and download the PDF.

Cookie Program Dates:

All 2025 Cookie Program dates are now available on the [website](#). To find them, follow these steps:

Cookie Program Dates:

- Hover over the "Cookies & Fall Program" tab
- Click either the "[For Cookie Sellers](#)" page or the "[For Cookie Volunteers](#)" page
- Scroll to the 2025 calendar

Be an Elite Entrepreneur This Cookie Season!

Elite Entrepreneur Experiences



Embrace your entrepreneurial skills and set a goal to earn an invite to an Elite Entrepreneur Experience.

Day Event: Blast Off Bay

Saturday, May 3 from 2-5 p.m.

Must sell 750+ packages

Family Adventure: Worlds of Fun

On your own time

Must sell 1200+ packages

New This Year: Council Cookie Top Seller

Be the council "Super Seller" for the 2025 Cookie Program and you and your caregiver will be the CEO's Honored Guest at the annual JPLS Luncheon on Wednesday, April 30. You will receive luncheon recognition and be presented with a pearl necklace.

Cookie Program Guides Coming Soon:

Both the *TroopCookies, Inc.* and the *MyCookies, Inc.* cookie guides will be available in December.

This year, the *TroopCookies, Inc.* publication is **online only!** This guide is home to all-things cookies for troop leaders and troop cookie managers.

The *MyCookies, Inc.* publication will be **in-homes December 13.** This guide is for girl participants to learn more, keep track of their goals and have all the need-to-know information on the sale.

Digital Cookie Update

Girl Scouts of the USA has been hard at work smoothing out the Girl Scout and troop experience for this season. We're excited to let you know that the issues some of you faced last year have been addressed and they have made some great improvements to the system.

Last Year	This Year		
Some users had trouble getting in to Digital Cookie or troops and Girl Scouts unable to set up sites	ACCESS  Our database that manages the data for Girl Scouts, volunteers and troops has been updated to better handle changes. That update will resolve those access issues	Customer lists not accessible for some returning users. Trouble sending emails to customers	CUSTOMERS  Returning users will see their existing customer lists. Sending emails has been optimized and tested to get those to customers
The number of cookies sold was not updating or didn't match what the leader had entered in the baker system	DATA  The progress bar on user dashboards has been simplified and features a fresh design that now reflects updates in minutes. We've also revamped the data transfer between Digital Cookie and the baker system for faster updates	Some users encountered difficulties placing orders	CHECKOUT  Revised prompts and some behind the scenes changes will let customers breeze through checkout.
BONUS! Venmo and Paypal added to the mobile app and required fields reduced. More new features coming in 2025.			

Meet the Panda!



The mascot for the 2025 Cookie Program is the panda. Pandas natural habitats are in the mountain ranges of central China. Did you know, they are one of the few bear species that do not hibernate? We're excited to celebrate these incredible creatures this cookie season!

To learn more about the panda and kick off the cookie season with a fun, free activity, register for the [Meet the Panda: an activity guide](#). Complete the activities and games in this digital activity guide to meet the Cookie Program critter: the Panda. While getting to know the panda, its habitat and special skills, you'll also practice the five skills every great entrepreneur needs to have for a successful business. Earn steps toward Cookie Family Pin (not provided).

[Register by November 30 to receive this guide on December 1 >>](#)