

2023-2024 Girl Scout Cookie Program®

Troop Cookie Manager Manual



NEW!



**Redesigned
LittleBrownie.com**

Check out cookie resources
on the baker's new website

Girl Scouts® Cookie Rookies Video

Show first-time
entrepreneurs how it's done

Girl Scouts® Cookie Captains Video

Inspire seasoned Girl Scouts

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OWN YOUR magic



Whether they're a social butterfly, creative thinker or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

The information in this guide was crafted to help you empower each and every Girl Scout — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started. So go ahead, own your magic!



Three cheers for our volunteers!

It's a fact: Cookie season couldn't happen without the hard work of our volunteers. Thank you for serving as a Troop Cookie Manager! In this guide, you'll find tips, tricks and resources you can use to make this season the best one yet.



Section I: USAGSO Cookie Basics

COOKIE CALENDAR 2023-2024

September 2023

- 15:** Cookie trainings available in gsLearn
Cookie Merchandise Online Store opens
- 21:** OCMT exclusive Cookie Bite Workshop

October 2023

- 1:** eBudde access available
- 12:** OCMT exclusive Cookie Bite Workshop
- 23:** Cookie orders due to USAGSO
- 31:** Last day OCMT [bulk registration for Virtual Rally & Cookie Rally Kits](#)
Last day OCMT can order from the [Cookie Patches Online Store](#)
Last day OCMT [Cookie Printed Material Opt-out](#)
Update your OC mailing address [HERE](#)

November 2023

- 2:** Cookie Bite Workshop – *What's New in 2024!*
- 10:** USVI cookie pre-orders start

December 2023

- 7:** Cookie Bite Workshop – *Cookie Rally & Badges*
- 4:** USVI pre-orders end
- 8:** USVI Cookie orders due to USAGSO

January 2024

- 4:** Cookie Bite Workshop – *Digital Cookie & Developing a Cookie Sales Strategy*
- 13:** Virtual Cookie Rally
- 16:** Volunteer access *Digital Cookie Strategy*
- 24:** Parent/Girl access *Digital Cookie*
- 31:** [OC Girl Rewards Optout](#)

February 2024

- 1:** Cookie Bite Workshop – *Q&A Session*
- 2:** In-person Cookie Sales & Digital Cookie Sales BEGIN
- 16-18:** National Girl Scout Cookie Weekend

March 2024

- 7:** Cookie Bite Workshop – *Q&A Session*
- 17:** All cookie sales END
- 24:** [Digital Cookie Donations to Donate Locally Form](#) due to USAGSO
[Final Cookie Inventory Report form](#) due to USAGSO
Submit girl rewards in eBudde

April 2024

- 4:** Cookie Bite Workshop – *Celebrate, Relax, and Rejuvenate*
- 5:** Cookie final invoices due to communities
[Submit Cookie Program Evaluation](#)
- 15:** Cookie payments due

Only applies to in-person cookie selling communities.



Section I: USAGSO Cookie Basics

ABOUT THE GIRL SCOUTS COOKIE PROGRAM

The Girl Scout Cookie Program prepares girls with the business smarts they need to take on the world! **The Girl Scout Cookie Program** is the largest girl-led entrepreneurial program in the world. Much more than a fundraiser, it's a unique, hands-on way for girls to develop five essential skills that are core to the Girl Scout Leadership Program: Goal setting, Decision-making, Money management, People skills and Business ethics.

USAGSO's 2024 Girl Scout Cookie Program Sale Dates:

February 2 to March 17: In-person Cookie Sales & Digital Cookie Sales

ELIGIBILITY & WAYS TO PARTICIPATE

USAGSO operates a limited Cookie Program, primarily due to the restrictions around the importation and sale of American food products outside of the United States. With the guidance of GSUSA's legal team, USAGSO is able to offer the cookie program to all registered USAGSO Girl Scouts meeting the criteria for each type of sale. Let's learn more about who and how girls can participate in the Cookie Program.

In-person Cookie Sales: In-person cookie sales refers to cookie sales that are done in-person- such as at a Girl Scout cookie booth. Communities participating in in-person cookie sales must order their cookies in the fall so that they can be shipped overseas before cookie sales begin in February. These USAGSO communities and their members are eligible to participate in in-person cookie sales.

- U.S. military installations in Asia, Europe, Guantanamo Bay, and Kwajalein
- U.S. Virgin Islands, Northern Mariana Islands, and American Samoa
- Select U.S. Embassies in Cairo, Lisbon, Tokyo, Frankfurt, and North Athens

Digital Cookie Sales: Digital cookie sales refer to cookie sales that take place using the Digital Cookie® platform. This platform allows girls to create their own cookie website where customers can purchase cookies and have them shipped directly from the baker to their home. The below USAGSO members are eligible to participate in the digital cookie program.

- All Girl Scouts eligible for in-person sales in military communities and select embassy communities in Cairo, Lisbon, Tokyo, Frankfurt, North Athens, Madrid, Sarajevo, and Pristina
- All Girl Scouts in the EU, USVI, & Mariana Islands
- US embassy or consulate affiliated WITH a US address on her GS account if out of the EU

PROCEEDS & COMMUNITY REWARDS

Communities that are eligible to conduct in-person cookie sales are authorized to receive profits from cookie sales in their community. This includes digital and in-person sales. These profits must be used to support Girl Scout activities that benefit entire troops or groups of girls across the community. Cookie profits cannot benefit an individual girl.

Communities that are not eligible to conduct in-person cookie sales but have girls who are eligible to participate in the digital cookie program are not authorized to receive profits from cookie sales. Instead, these communities can earn community cookie rewards to support their Girl Scouting activities. For every 100 boxes sold communities can earn a \$160 cookie coupon to be used in the USAGSO online shop, programs, and more! Communities must meet minimum requirements to earn community cookie rewards.

In addition to cookie proceeds or community rewards, girls and troops can earn digital cookie rewards. See page 13 to learn more about our Cookie Reward program.



Girl Scouts® Cookie Rookies video

This educational video introduces first-time entrepreneurs to the magic of running their very own cookie business — including how they can make their mark online!

Girl Scouts® Cookie Captains video

Experienced entrepreneurs have so much knowledge to share. This video will help them add to their list of amazing marketing strategies, plus encourage them to lift up other entrepreneurs!

Go to Videos

Share tips that helped you grow your cookie business!

Cookie Rookie

Cookie Captain

New patch alert!
Reward your rookies with this new patch!

Reward your captains with this new patch!

Little Brownie BAKERS.

OUR COOKIES OUR STORY GIRL SCOUT COOKIE BUSINESS COOKIE SEASON RESOURCES

COOKIE ROOKIES & CAPTAINS

- Clip Art & Illustrations
- Photography
- Theme Graphics
- Rally Guide & Activities
- Virtual Backgrounds
- Digital Marketing
- Print Materials
- Cookie Rookies & Captains
- Girl Scout Stories
- Girl Scout Resources

Find these materials in the Cookie Season Resources section of LittleBrownie.com

Section I: USAGSO Cookie Basics

WHAT'S NEW 2024



Share the link to the new LittleBrownie.com

Did you know Little Brownie Bakers® started making Girl Scout Cookies® in 1973? They've been baking with heart for 50 years now! Join us in celebrating their milestone by checking out their new website.

One-stop shop for volunteers and entrepreneurs

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



Explore the site and share the link with your troop!



Section I: USAGSO Cookie Basics

MEET THE COOKIES



2023-2024 Girl Scout Cookies®

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
 Approximately 15 cookies per 6.3 oz. pkg.
 \$____
 U D



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
 Approximately 12 cookies per 6.2 oz. pkg.
 \$____
 U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
 Approximately 38 cookies per 9 oz. pkg.
 \$____
 U D



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling
 Approximately 20 cookies per 8 oz. pkg.
 \$____
 U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
 Approximately 15 cookies per 7.5 oz. pkg.
 \$____
 U D



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
 Approximately 15 cookies per 6.5 oz. pkg.
 \$____
 U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
 Approximately 30 cookies per 9 oz. pkg.
 \$____
 U



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling
 Approximately 16 cookies per 8.5 oz. pkg.
 \$____
 U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
 Approximately 14 cookies per 6.7 oz. pkg.
 \$____
 U D



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ACCEPTED

Section I: USAGSO Cookie Basics

COOKIE VARIETIES AND PRICING

Girl Scout Cookies® are \$6 per package for core varieties and for specialty cookies. The Euro, GBP (British pound sterling), JPY (Japanese Yen), and KRW (South Korean won) price per box will be established in January 2024 and posted on our website.



Cookie varieties

Core: \$6 per package

-   Thin Mints®
-   Samoas®
-   Tagalongs®
-   Trefoils®
-   Do-si-dos®
-   Lemon-Ups®
-   Adventurefuls®

Specialty: \$6 per package

-   Girl Scout S'mores®
-   Toffee-tastic®

Section I: USAGSO Cookie Basics

SKILL DEVELOPMENT FOR GIRLS



Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

1 Goal Setting
Girl Scouts learn how to set goals and create a plan to reach them.
How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.

2 Decision Making
Girl Scouts learn to make decisions on their own and as a team.
How you can help: Talk about how they plan to spend the troop's cookie earnings.

3 Money Management
Girl Scouts learn to create a budget and handle money.
How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

4 People Skills
Girl Scouts find their voices and build confidence through customer interactions.
How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5 Business Ethics
Girl Scouts learn to act ethically, both in business and life.
How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Good for Girl Scouts, good for the planet!

Packages of Samoas® now have reduced plastic packaging, and cases of Thin Mints® use 26% recycled content (and 18% less packaging material).



Did you know?
100% of our rewards packaging is recyclable or reusable!



Section I: USAGSO Cookie Basics

BADGES FOR GIRLS



Cookie business badges

Entrepreneurs can earn these official Girl Scouts recognitions by completing requirements that help them develop new business skills.

Learn more at girlscouts.org!

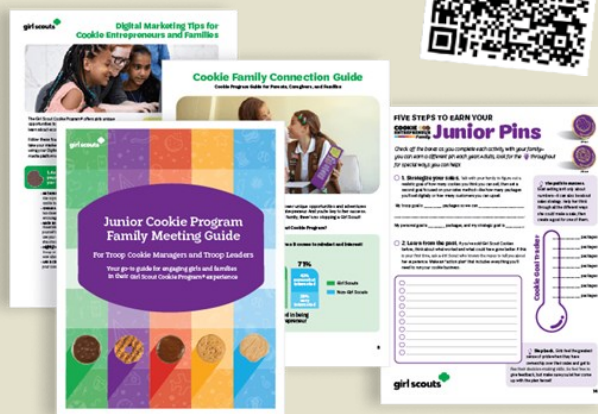


Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guides](#)
- [Cookie Entrepreneur Family Pins](#)



Section I: Cookie Basics

REWARDS



This year, OCMTs have the option to opt out of girl rewards at a Service Unit/Overseas Committee level only to receive \$0.10 per box credit towards the community's cookie account. If your community opts out of girl rewards, please inform girls and parents to let them know that girls in your community are not eligible to earn Girl Rewards this season. Make sure to reach out to your community Cookie Manager or OC Chair for more information about this option

USA Girl Scouts Overseas 2024 Girl Rewards



My Personal Goal: _____ NUMBER OF PACKAGES

Girl Rewards for all boxes sold, in-person and Digital Cookie. Girl Rewards are not available in communities who have opted out for additional proceeds. Please check with your OCMT to find out if you are eligible to earn Girl Rewards this season. All rewards are cumulative except for Girl Experiences. USAGSO reserves the right to make substitutions to the item's colors, material, or size or to substitute an item of equal or greater value due to changes or challenges in product availability.



USAGSO Cookie Program Participation Patch
1 per Girl



Cookie Techie Patch
10+ Digital Cookie packages



Axolotl Action Patch
25+ packages



Lanyard
50+ packages



DIY Playing Card Set
With double stamp marker
100+ packages

Axolotl Socks
150+ packages



Collapsible Camp Cup
225+ packages



Axolotl Pillow
300+ packages



Crossbody Bag
400+ packages



Stellar Sellers

Girl Experiences

(Non-cumulative exclusive program experience with all necessary supplies included. If you reached any of these levels, USAGSO will contact you after the end of cookie sales to submit your option choice.)



500+ Bronze
Yoga bliss!
OR Art Masters!



600+ Silver
Rad robotics!
OR Both Bronze
level experiences



700+ Gold
Outdoor adventurers!
OR All Bronze
and Silver level
experiences



Gift of Caring Patch
15+ packages



Bandana
40+ packages



Wallet Pouch
With wrist lanyard
80+ packages

Celebrate each step of the way! Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie® package goal in the space that says 100%, and be sure to include your smaller goals along the way. (Ask a caregiver to help if you need it.) Celebrate by coloring the banners as you make your magic.

10% Number of pkgs
20% Number of pkgs
30% Number of pkgs
40% Number of pkgs
50% Number of pkgs
60% Number of pkgs
70% Number of pkgs
80% Number of pkgs
90% Number of pkgs
100% My Personal Goal

Girl Rewards for all boxes sold, in-person and Digital Cookie. Girl Rewards are not available in communities who have opted out for additional proceeds. All rewards are cumulative except for Girl Experiences. USAGSO reserves the right to make substitutions to the item's colors, material, or size or to substitute an item of equal or greater value due to changes or challenges in product availability.



USAGSO Digital Cookie Level 7 Rewards



500+ Boxes Sold: Bronze Experience

Option 1: Yoga bliss!

Qualifying girls will receive a yoga kit with everything you need to achieve total zen – a mat, blocks, and strap. Put your new yoga gear to use during a live virtual 1-hour guided practice with a certified yoga instructor.

Option 2: Art masters!

Qualifying girls will receive everything you need to create a painting masterpiece – a canvas, paint, and brushes. Put your new art supplies to use and create a beautiful Girl Scout painting during a live virtual 1-hour instructor-led painting class.



600+ Boxes Sold: Silver Experience

Option 1: Rad robotics!

Qualifying girls will receive a STEM kit with everything you need to design, construct, and code your own robot! Get your STEM on as we build our robots during a live virtual 2-hour class, led by a STEM professional.

Option 2: Both Bronze level experiences.



700+ Boxes Sold: Gold Experience

Option 1: Outdoor adventurers!

Qualifying girls will receive the ultimate outdoor adventure pack – a 2-person tent, 2 cold-weather rated sleeping bags, 2 mess kits, and a solar powered lantern. Get ready for adventure and learn how to stay safe during an introductory level live virtual 2-hour wilderness survival skills course.

Option 2: All Bronze and Silver level experiences.



Section I: Cookie Basics

COOKIE PATCHES SHOP & COOKIE RALLY



Cookie Paches Shop

In addition to cookie rewards, communities have an opportunity to purchase additional cookie merchandise to give out to girls in their community. Communities have until **October 31** to shop for additional cookie merchandise. Browse our selection of items and place your order using our [USAGSO Cookie Patches order form](#). We ask that each overseas communities share this information with their volunteers and place only one order for the entire community. The items purchased in the online shop can either be paid for once sales close (October 31) or charged to your community cookie account and paid out at the end of the cookie season. If charged to your community cookie account, your cookie merchandise can be deducted from your community cookie proceeds (in-person eligible communities) or your community cookie rewards (digital cookie only eligible communities). Supplies are limited, and USAGSO will confirm your order after sales close on **October 31**.

Cookie Rally

Cookie rallies are a great way for girls and volunteers to get excited for the cookie season and learn more about the 5 essential skills. This cookie rally guide provides volunteers with activities and information to help you plan your own community cookie rally. USAGSO is also hosting a virtual cookie rally to kick off the cookie season. At \$8 a person, girls can join the fun, learn more about cookies, and receive a virtual rally patch.

Bulk Registration & Cookie Rally Kits

Let USAGSO help you get ready for the cookie season. This year USAGSO will be hosting a live virtual cookie rally designed to introduce members to the cookie theme, mascot, and flavors. OCMT's who bulk register their community for the USAGSO virtual cookie rally by **October 31st** will receive a Cookie Rally Patch, one Magical Marker per girl, Journal Sketch Pad and entry to Our Virtual Cookie Rally, AND for the OCMT Five S'Amazing Aprons (while supplies last) at no additional cost. Learn more and [bulk register](#) your community today!



Section I: Cookie Basics

ADDITIONAL RESOURCES AND TRAININGS



Cookie Bite Workshops

This year USAGSO is excited to host a series of live Cookie Bite Workshops designed to provide volunteers with bites of Cookie Program news and information. Volunteers can register to attend these live workshops in gsLearn and each workshop is offered twice—6 p.m. in JST & again at 6 p.m. in CET/CEST. Recordings will be available in gsLearn following each workshop. Below are the workshop dates and topics.

OCMT exclusive Cookie Bite Workshop (OCMT only): **September 21 & October 12**

Cookie Bite Workshops (all volunteers)-First Thursday of every month

November 2: What's New in 2024!

December 7: Cookie Rally & Badges

January 4: Digital Cookie & Developing a Cookie Sales Strategy

February 1: Q&A Session

March 7: Q&A Session

April 4: Celebrate, Relax, and Rejuvenate



Additional Resources from GSUSA & the Baker

Troop Leader Resources: girlscoutcookies.org/troopleaders

Cookie Badges: girlscouts.org/cookiebadges

Cookie Entrepreneur Family Pin: girlscoutcookies.org/entrepreneurfamily

Cookie History, FAQs and Nutrition Information: LittleBrownie.com

Cookie Program Family Meeting Guides: girlscoutcookies.org/troopleaders

Digital Cookie®: girlscouts.org/digitalcookie

Digital Marketing Tips for Cookie Entrepreneurs: girlscoutcookies.org/digitalmarketingtips

eBudde™ App: LittleBrownie.com/volunteers

Girl Scouts® Built by Me Planner: LittleBrownie.com/volunteers

Goal-Setting Activities & Tips: girlscouts.org & LittleBrownie.com

In-Person Cookie Sales Guide & Other Resources: LittleBrownie.com/volunteers

Safety Resources: girlscoutcookies.org/troopleaders

Social Media Tools and Graphics: girlscoutcookies.org/troopleaders & LittleBrownie.com/social-resources

Virtual Cookie Booth Guide: girlscoutcookies.org/troopleaders

Virtual Cookie Sales Tools: LittleBrownie.com/volunteers

Volunteer Essentials: www.usagso.org

Cookie Family Connection Guide: girlscoutcookies.org/troopleaders

Little Brownie Bakers® Family Guide: LittleBrownie.com/families



YOUR TROOP COOKIE TEAM

Every community has a team of volunteers that make the cookie season run Successfully. Let's look at each volunteer role that plays a key part of cookies!

Troop Cookie Coordinator

Troop Cookie Coordinators are adult members who volunteer to support a troop with the cookie program. They work closely with the Troop Leaders and parents to share information and learn what they can about cookies. While this role is optional, we encourage Troop Leaders to find a Troop Cookie Coordinator who can take on the extra roles and responsibilities of the cookie program at a troop level. Troop Cookie Coordinators are your main point of contact in the troop when it comes to the logistics of the cookie program. Volunteers can become a troop cookie coordinator by completing this [online commitment form](#).

Troop Leaders

If no Troop Cookie Coordinator is assigned to a troop, the troop leaders will serve as the main points of contact for during the cookie program. Troop leaders and Troop Cookie coordinators receive the same cookie training and information from USAGSO, and have access to the same systems, such as eBudde, to support girls and their troop during the cookie season. When sending information and communications, or holding training for troop volunteers, be sure to include all troop leaders and troop cookie coordinators.

Cookie Manager

Each OCMT has a Cookie Manager who is responsible for all things cookie. From cookie orders and pickup, to creating a community cookie plan, the Cookie Manager is in charge of your community's cookie program.

Overseas Committee Chair (OCC)

The OCC manages the entire OCMT and is responsible for making sure you have the local tools and resources you need to succeed. .

Overseas Committee Management Team

The OCMT is responsible for approving your cookie plan and supporting the overall cookie program on a community level. .

Community Volunteers & Parents

The Cookie season is a great time to get additional volunteers involved in Girl Scouting. The volunteers can help in various ways during the cookie season, such as monitoring cookie booths, helping at the cookie delivery, running an activity at your cookie rally, and more. Think of ways you can plug in community volunteers to get them involved with the cookie program.

Action steps to engage families:

- Host a family meeting using the Cookie Family Meeting Guide. This can be in person or virtual!
- Explain how the cookie program gives girls an entrepreneurial edge.
- Encourage families to think about how they can support their girls as they climb toward their goals and earn the pin.

Where you'll learn more:

Girl Scouts' Cookie Family Connection Guide available at girlscoutcookies.org/entrepreneurfamily and girlscoutcookies.org/troopleaders



Ways to Participate in the Girl Scout Cookie Program

Ready to help your Girl Scout get the most out of cookie season? No matter how they take part in the Girl Scout Cookie Program,[®] they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year!



Text or Call Friends and Family

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

Digital Cookie[®]

Girls create a customized webpage and send the link to family and friends asking them to buy Girl Scout Cookies. Customers purchase cookies through the webpage, and they are shipped directly to their home (US, APO, FPO and DPO address only). Shipping and handling charges apply. Orders appear automatically in eBudde and girls can track their progress and send follow up messages.

Door-to-Door Deliveries

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

Cookie Stands

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

Cookie Booths


Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)

Connect With Your Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.

Participating in the cookie program helps power Girl Scouts' adventures throughout the year. It's also a fun way to learn important skills for future careers and in life including goal setting, decision making, money management, people skills, and business ethics.

 Ways available only in the USVI, Saipan, and Pago Pago communities.

Market their business online



Your #1 strategy

Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- Digital Cookie®: Personalize their site by uploading weekly videos. Offer cookies through direct shipping or in-person delivery.
- Social Media: Create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit [Digital Marketing Basics](#) on LittleBrownie.com.
- Text or Call: Reach out to customers who may not be online and follow up for reorders.



Find ready-made graphics, announcements and other digital resources:

Find inspiration on social! Follow and share posts to kick-start a digital campaign.

Plan your content with the Digital Marketing Basics

Download posts

Girl Scouts® Little Brownie Bakers®

The collage includes a calendar for January 2024 with a callout for 'Kick off the official start of the Girl Scout Cookie Season!' on January 9th. It also features social media posts for 'Reminder Booths now open!', 'Happy Women's Entrepreneurship Day!', and a 'Samoas' cookie post. A QR code is present for downloading posts. Social media icons for Facebook, Twitter, Instagram, and Pinterest are shown at the bottom.

Safety resources

Girl Scouts and their caregivers must read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)

Market their business in person



Share the magic, face-to-face

If your troop is planning in-person cookie events, there are lots of ways they can creatively rise to the occasion!

- **In the Neighborhood:** Girl Scouts can stay local and ask their neighbors to buy cookies using their cookie order card. (Only in the USVI, Saipan and Pago Pago)
- **Cookie Stands:** Entrepreneurs can set up shop in front of a residence or private property and market their cookies to customers who live nearby. (Only in the USVI, Saipan and Pago Pago)
- **Cookie Booths:** Preapproved locations like, PX, NEX, Commissary, grocery stores, banks, malls or even parking lots are great places to set up a booth and connect with cookie lovers*.

*Cookie booths must be coordinated by Troop Cookie Managers, may only happen at approved locations and must be legally open to, accessible, and safe for all girls and potential customers. For more details, visit girlscoutcookies.org/troopleaders.

Cookie menu lanyard

On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

They fit easily into plastic holders on lanyards so they're protected from all types of weather. Entrepreneurs can wear them at booths and encourage customers to scan their QR code to go to Digital Cookie®. It's especially handy if booth inventory in a certain variety is running low!

Girl Scouts can also pop them into their backpacks for customers to scan anytime.

Lanyard inserts can be personalized with marketing messages and cookie prices.



Found at LittleBrownie.com

Only need one printed insert per Girl Scout!



Section II: Communities Eligible for In-Person & Digital Cookie Sales



WHERE THE COOKIE MONEY GOES

The Girl Scout cookie program gives troops and girls the opportunity to earn money while strengthening their entrepreneurial skills. OCMT's eligible to sell cookies in-person receive **\$1.60 for each box of cookies sold**. This is the same for in-person and digital cookie sales. The remainder of the cookie sale goes to pay the baker, distribution agent, digital cookie platform fees, leadership development for girls and adults, and girl rewards and recognitions.

Each OCMT decides how to split the OCMT profit (\$1.60 per box) between the OCMT and troops. Make sure to include this amount in your Cookie Program Plans. USAGSO recommends that the troops receive the greater portion of the split.



Traditional Cookies \$6/box		
\$1.60	OCMT & Troop Profit	26%
\$1.11	Baker	19%
\$0.11	Distribution Agents (AAFES & Bob Lynch)	2%
\$0.10	Girl Rewards	2%
\$3.08	Leadership development for girls & adults	51%

Specialty Cookies \$6/box		
\$1.60	OCMT & Troop Profit	27%
\$2.09	Baker	35%
\$0.21	Distribution Agents (AAFES & Bob Lynch)	3%
\$0.10	Girl Rewards	2%
\$2.00	Leadership development for girls & adults	33%

Digital Cookie Traditional Cookies \$6/box		
\$1.60	OCMT & Troop Profit	26%
\$1.11	Baker	19%
\$0.30	Credit Card Transaction Fees	5%
\$0.10	Girl Rewards	2%
\$2.89	Leadership development for girls & adults	48%

Digital Cookie Specialty Cookies \$6/box		
\$1.60	OCMT & Troop Profit	27%
\$2.09	Baker	35%
\$0.30	Credit Card Transaction Fees	5%
\$0.10	Girl Rewards	2%
\$1.91	Leadership development for girls & adults	32%

Section II: Communities Eligible for In-Person & Digital Cookie Sales

COOKIE DO'S & DON'TS



1. Overseas Committees **do not take pre-orders or make “cookie reservations”** (like our Girl Scout sisters in the US). Because communities do not order the same number of each type of cookie, girls cannot guarantee that pre-orders or “cookie reservations” will be filled. This allows girls to participate in the popular overseas method of selling at booth sales. (Does not apply to USVI, N. Mariana Islands, and American Samoa.)
2. Door to door sales is forbidden on US Military Installations. Take time to learn the local rules and regulations for fundraising within your community and follow that guidance closely. Communities **MUST** abide by all local rules and regulations.
3. **COOKIES MAY NOT BE SOLD ON THE LOCAL ECONOMY OR INTERNATIONAL SCHOOLS.** Selling cookies on the economy is forbidden. It is in violation of the agreement under which cookies are brought into the overseas locations. Selling cookies on the local economy puts your girls at risk for being stopped by local police officials and puts the entire Girl Scout Cookie Program at risk for future sales. Please stress this with your girls and parent/guardian/adult volunteers.
4. Cookies purchased through the digital cookie program may not be resold. Customers wishing to purchase cookies must do so directly through a digital cookie website or through an authorized in-person cookie sale location.
5. Read and discuss the Safety Activity Checkpoints (Cookie and Product Sales), and Volunteer Essentials.
6. Accountability for monies and cookies is an important part of the Cookie Program. Cookie Managers ensure that policies are in effect for the handling of cookie monies to include collection from all parties including Cookie Coordinators. Cookie Managers must stress the importance of a **Paper Trail** for accountability during the Cookie Program. A **Paper Trail** means using the cookie receipt book for distribution of cookies, receiving of money, and receiving of unsold cookies.
7. For more Do's and Don'ts check the Cookies web page www.usagso.org.

Section II: Communities Eligible for In-Person & Digital Cookie Sales

BULK COOKIE MAILINGS



Each community will receive items from Little Brownie Baker and USAGSO throughout the cookie season. Below are the primary mailings from the baker and estimated arrival date for each. Items will be shipped to the OCMT community mailing address we have on file. Submit [THIS FORM](#) to update your community's bulk mailing address at any point in the cookie season. Please note- arrival dates are subject to change.

Community Cookie Materials – mid-November

These cookie materials will be sent from our baker stateside to your overseas community. Below are some of the items that may be included in this mailing.

- Custom Order Cards (1 per girl, 1 per OC)
- Money Envelopes (1 per girl, 3 per troop)
- Jumbo Envelopes to place all forms in to give to the Cookie Coordinators at training (1 per Troop, 4 per OC)
- Receipt Books (1 per girl, 3 per Troop)
- A sampler of 8 boxes of cookies (1 per OC)
- A box of Samoas cookies (1 per Troop)

Want to save paper? [Submit this form](#) by **October 31 to opt out of receiving these printed materials.*

Virtual Cookie Rally Kits- December

If your community bulk registered for the USAGSO virtual rally and cookie kits (registrations due by October 31), your cookie rally kits will be mailed from the vendor directly to your community in December.

Cookie Patches Shop- January/May

If your community ordered cookie patches using our online form (due by October 31) items will be mailed directly from the vendor to your community in January except for the Cookie Rookie, Captain and Super patches mailed in May.

Cookie Rewards- May

Cookie rewards will be mailed from the vendor in April. You should expect them by end of May.

Section II: Communities Eligible for In-Person & Digital Cookie Sales DONATIONS



Girl Scouts make the world a better place- and one way we give back is by donating cookies to local organizations and deployed troops to show our gratitude and support for their services. Here are some common questions and tips about cookie donations.

Does it matter what flavor we donate locally?

It is up to your troop which cookie flavors you decide to donate.

Where can I donate cookies?

Cookies can be donated to local charities, first line workers in your community, or sent downrange to our deployed soldiers. Always check with the community commander regarding any regulations that might prohibit donations.

Tips for donating cookies in your community

- Volunteers delivering donated cookies must contact the receiving organization beforehand to confirm they are ready and willing to accept the donation.
- If taking photos of delivery - USAGSO would like to share on social media and our website and showcase Girl Scouts efforts overseas., Ensure subjects of the photos know they will be showcased on our public platforms and agree to it before sharing the photos with us.
- When delivering cookies and posing for photos, have the subject in identifying uniform if possible (i.e., Girl Scout t-shirts/uniforms, Commissary employee behind the cash register, etc.).
- Girls create “thank you” notes for customers and donation recipients.
- Donated boxes are individually marked with a big X or by attaching a non-removable label to prevent the box from reentering market circulation. Otherwise, volunteer will provide a letter of agreement to the recipient of the Donated Cookies making clear terms and conditions of the donation. For example:
- The use of donated cookies does not allow recipient to SELL, TRADE, BARTER or OTHERWISE TRANSFER THE DONATED COOKIES FOR MONEY, PROPERTY, OR SERVICES FOR THE RECIPIENT NOR CAN DONATED COOKIES BE USED FOR FUNDRAISERS, RAFFLES, AUCTIONS, OR SOLD TO RETAIL STORES, WEB SITES, FLEA MARKETS, OR OTHER VENDOR IN ANY OTHER MANNER.

DIGITAL DONATIONS

While communities and troops can continue to give customers an option to purchase boxes for donation at booth or in-person sales, the digital cookie platform now gives customers the opportunity to purchase cookies for donation online. Cookies purchased for donation on the digital cookie platform are also referred to as the gift of caring. These cookie donations are \$6 and cover the cost of a traditional or specialty box of cookies.

Where do digital cookie donations go?

Cookies purchased for donation through Digital Cookie will be shipped at the end of the cookie season directly from the baker to the **Soldiers’ Angels**. Visit www.SoldiersAngels.org to find out more about the Soldiers’ Angels organization. If your troop would like to apply digital cookie donations to your inventory in order to donate more cookies locally, please talk with your OCMT Cookie Manager.

Section III: eBudde Tutorials

eBudde™ Login

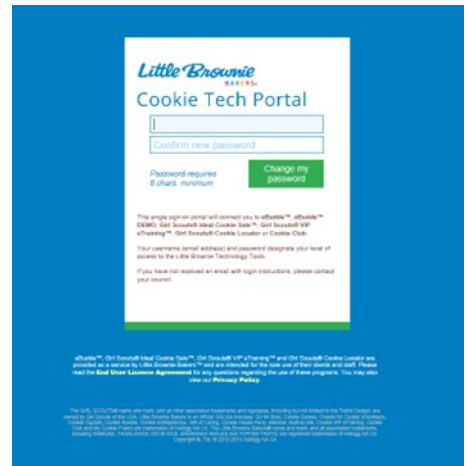


eBudde is our cookie sale management system and digital cookie inventory system. Volunteers have access to eBudde to place cookie orders, receive cookies and assign cookies to troops, review and mark active girls, view sales, and run basic reports. <https://cookieportal.littlebrownie.com>

eBudde Login

When accessing eBudde™ for the first time this season:

1. You will receive a welcome email with a LOGIN link.
2. Click on the LOGIN link within the email.
3. On the PASSWORD screen, set up your new password and confirm.
4. At the PROFILE screen, enter the new password you set up. Review/update all additional information. eBudde only takes US addresses- you may use the USAGSO NA office address if you do not have a US address. Unit 31401 Box 123, APO, AE 09630.
5. Click Update Profile
6. Select eBudde™ from the list provided from the cookie portal.



Did not receive the Welcome email from eBudde or Forgot Password

1. Go to <https://cookieportal.littlebrownie.com>
2. Click Forgot your password
3. Enter email (users are initially set up with the us-agso.org email address assigned to OCMT position)
4. Click Send me reset password instructions
5. You will get an email with a new password link
6. Click the link in the email.
7. Enter the password you would like to use for the system, confirm your password and click Change My Password.
8. Update your profile. If you do, enter the same password that you entered on the previous screen in all three sections and review/update profile.
9. Click Update Profile
10. Select eBudde™ from the list provided from the cookie portal.
11. You will also receive an email to confirm that you changed your account for security purposes. Click the Confirm Your Account to complete the process.

Section III: eBudde Tutorials

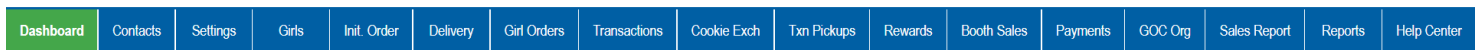
eBudde™ Overview



Once you enter the system, you will notice that the screen is divided into two sections. The top section will include your service unit (OCMT) name and number. The bottom section will include the troops in your community.

Troop Tabs

Click on your troop name and number located in the bottom section on your navigation screen to access the troop leader view. eBudde™ provides a variety of features for troops to track their cookie sale information. The tabs greyed out below may exist on your dashboard but are not used by USAGSO.



Dashboard – Default screen that shows important messages, calendar, checklist and dates

Contacts – Allows you to edit your contact information. This includes name, address and phone number. This DOES NOT include changing the email address. That must be done from the login screen.

Settings – This allows you to change the number of girls selling, registered, and program age level. You can also add additional troop contacts.

Girls – This allows you to enter girl names, grade, id and goal information

Init. Order – This option is for entering your troop initial cookie order (does not apply to USAGSO)

Delivery – This option is for selection of delivery site and a printout of cookies order, delivery site, and pick-up time (does not apply to USAGSO)

Girl Orders - Track girl initial, booth and additional orders and payments

Booth Sales – This option allows you to select council booth sale sites and/or request a troop booth sale site. (does not apply to USAGSO)

Transactions – List all cookie transactions, including initial transfer from SU, and troop-to-troop transactions.

Cookie Exchange – Post that you have available cookies by variety and see what is available from others. (does not apply to USAGSO)

Rewards – Troop reward ordering

Payments – Troop payment to council recording (does not apply to USAGSO)

GOC Org. – This option allows you to record troop donation organizations. (Optional)

Sales Report – Recap of all troop information. Initial order, additional cookies, troop profit, payments and submitting total Gift of Caring numbers (if applicable)

Reports – Two reports available for troops. Cupboard listing and delivery site listing. (does not apply to USAGSO)

Help Center – The Help Center will provide you additional information on the eBudde system.

Section III: eBudde Tutorials

eBudde™ Adding/Moving Girls



To add, edit, or move girls, click on the girl's troop and then open the "Girls" tab and click "Add" button to add a girl, or "Edit" button to edit girl information. If you encounter an error adding, editing, or moving a girl member, contact overseascustomer@girlscouts.org for support.

Add/Edit a Girl

If a new member has joined a troop after the initial eBudde upload, open her troop and enter in the information below. You can use the TAB key to move between the boxes. Click the "Edit" button to save the information. The fields below can also be edited for existing girls. Note: Girls who are no longer participating with a troop should be marked as Inactive. Girls cannot be deleted from eBudde.

First Name – Enter the girl's first name

Last Name – Enter the girl's last name

GSUSA ID - Enter the girl's GSUSA ID. This can be visible from the troop leader's mgs account.

ID – Click this button to assign a girl a temporary ID if the GSUSA ID is not available.

Inactive? – (Optional) If the girl is inactive in the troop, check the box. A girl cannot be marked inactive if she has boxes sold.

Grade – Enter the girl's grade, K - 12

DOC Eligible – This column is checked by the system if the girl qualifies as part of Digital Cookie.

Please click this box when adding a girl to eBudde

Rag's? – If the girl is registered, check the box

Shirt Size – (Optional) Enter the girl's shirt size

Sales Goal – (Optional) Enter the girl sales goal in boxes.

Moving Girls

If a girl scout needs to be assigned to a different troop in eBudde, click the "Move" link next to her name and input her new troop information.

The screenshot shows the eBudde interface for Troop 10431. The 'Girls' tab is selected in the navigation bar. Below the navigation bar, there is a 'Show Inactive' checkbox (checked) and a '+Add' button. The main content area displays a list of girls, each with a name, an 'Edit' button, and a set of details including Sales Goal, T-Shirt Size, Registered status, Grade, Inactive status, DOC Eligible status, Caregiver, DOC Emails, and GSUSA ID.

Name	Sales Goal	T-Shirt Size	Registered	Grade	Inactive	DOC Eligible	Caregiver	DOC Emails	GSUSA ID
Ashley Emerton	50	YS	yes	12	no	yes	blakeemerton@bellsouth.net		TEMP799...4311796
Cindy Wright	0	YS	yes	6	no	yes			TEMP799...4311798
Madison Denman	0		yes	12	no	yes	mdenman22@aol.com		103728992
Becky Wright	0	--	yes	2	yes	yes			TEMP799...4311797

Section III: eBudde Tutorials

eBudde™ Viewing Sales- the Girl Orders Tab



Viewing Sales in eBudde- the Girl Orders Tab

This tab allows you to enter, by girl, booth sales packages sold and digital girl delivery/in-hand order flavors . You can add a comment on each row. There are two views of the girl orders. You can see a summary troop view or each girl’s detail. The system defaults to the troop summary view.

Troop Summary View

Troop 55600 Little Bn.

Settings | Girls | Init. Order | Delivery | **Girl Orders** | Transactions | Cookie Exch | Txn Pickups | Rewards | Booth Sales | Payments | GOC Org | Sales Report | Reports | H

Girl Orders Summary

Show Inactive Record a Booth Sale

Below are your troop sales broken down by Girl.
To viewedit a Girl's Transactions select the appropriate row.

Units GOC	Girl	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$6.00	\$6.00	\$5.00	Total	Total Due	Paid	Bal. Due
		CGOC	Ad-f	LmUp	Tre	D-D-D	Sam	Tag	TMint	SMr	Toff	TGOC				
✓	Ava W.	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	\$0.00
✓	Caroline D.	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	\$0.00
✓	Emerson D.	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	\$0.00
✓	Hailee A.	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	\$0.00
✓	Janice A.	6	0	1	4	0	6	4	6	0	5	0	32	\$165.00	\$165.00	\$0.00
✓	Juliet S.	2	0	0	3	5	7	11	22	0	3	0	53	\$268.00	\$268.00	\$0.00
✓	Kiyomi R.	30	0	12	15	9	19	8	19	0	6	0	118	\$596.00	\$596.00	\$0.00
✓	Mabel O.	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	\$0.00
✓	Marcushire F.	21	0	9	5	7	13	7	8	2	5	0	77	\$392.00	\$392.00	\$0.00
Girl Totals		59	0	22	27	21	45	30	55	2	19	0	290	\$1421.00	\$1421.00	\$0.00
Troop Order (Actual plus CGOC)		59	99	123	99	99	285	150	307	82	43		1293			
Difference		0	-99	-101	-72	-48	-240	-120	-252	-80	-24		-1013			

The troop summary view shows a total row for each girl. Each column stands for a cookie flavor or gift of caring (GOC). Cookie quantities listed in the Girl orders tab are in packages.

The **Troop Order** row tells you how many cookies are allocated to the troop. Cookies sold in-person (either at a booth or through digital cookie girl delivery or in-hand delivery) will need to be manually tracked in eBudde by a troop volunteer. If physical cookie sales are entered into eBudde following the instructions below, the **Difference** row will reflect the number and flavors of cookies that remain in your inventory, and the total balance due for all girls will be \$0.00. Tracking your physical cookies sales in eBudde is strongly encouraged.

Girl View

Troop 55600



Kiyomi R.																		
Switch to Girl: Kiyomi R.																		
DOC	Comments	lev	Bth	GOC	Ad-Fr	LmDp	Tre	D-S-D*	Sam	Tag	Time	SM	Toff	TODC*	Total	Total Due	Paid	Bal. Due
✓	DOC SHIP 54465206	0	0	1	0	1	1	1	1	0	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP 54487020	0	0	1	2	0	0	0	0	1	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP+ 54696508	1	0	1	1	0	1	0	0	0	0	0	1	0	5	\$26.00	\$26.00	\$0.00
✓	DOC DON 54725344	3	0	0	0	0	0	0	0	0	0	0	0	0	3	\$15.00	\$15.00	\$0.00
✓	DOC SHIP 55089369	0	0	2	2	0	0	0	0	0	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP 55174618	0	0	1	3	1	0	0	3	0	0	0	0	0	8	\$40.00	\$40.00	\$0.00
✓	DOC SHIP 55343120	0	0	0	0	1	0	2	1	0	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP+ 55497147	10	0	1	2	0	1	0	2	0	1	0	1	0	17	\$86.00	\$86.00	\$0.00
✓	DOC SHIP 55788039	0	0	0	0	0	0	3	0	1	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP 55874063	0	0	2	0	1	1	1	1	1	0	0	0	0	6	\$30.00	\$30.00	\$0.00
✓	DOC SHIP 56292185	0	0	0	1	1	0	1	1	1	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP+ 58121763	1	0	1	0	0	2	0	0	0	0	0	2	0	6	\$32.00	\$32.00	\$0.00
✓	DOC SHIP 60682969	0	0	1	0	1	1	1	1	0	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP 60680831	0	0	0	0	1	6	1	4	0	1	0	1	0	13	\$66.00	\$66.00	\$0.00
Totals		30	0	12	15	0	10	8	19	0	0	0	0	0	118	\$598.00	\$598.00	\$0.00

The girl view will show you the detail transactions for the girl as well as the troop link. Cookies purchased through the digital cookie platform will show up as a letter-number combination. The letters stand for the type of order and the number is the order number. The order number can be used to look up the transaction in digital cookie. Let's take a look at different types of digital cookie orders:

SHIP- Cookies ordered through digital cookie with direct ship from the baker to the customer. No changes need to be made to these orders. The quantity, flavor, total due, and paid columns will be automatically filled. The balance due for shipped orders should be \$0.00, since all information is imported into eBudde. No adjustments need to be made to these transactions.

DON- Cookies ordered through digital cookie for donation. The total quantity ordered will show in the gift of caring (GOC) column. Unless you request to donate cookies locally using GOC transactions, these cookies will be shipped at the end of the cookie season directly from the baker to the organization designated to receive donated cookies from USAGSO. The total due and paid columns are automatically filled and balance due should be \$0.00. No adjustments need to be made to these transactions.

DLVR- These cookies have been ordered through digital cookie with girl delivery as the delivery method. Only the total paid is imported into eBudde. Quantity and flavors are not imported into eBudde and the balance due will show a negative amount. A troop volunteer must manually add a transaction to include the quantity and flavors of cookies delivered. See page 48 to find out how to balance DLVR transactions.

INHAND- These cookies have been purchased using the digital cookie app at a cookie booth or similar location. Unlike girl delivery, customers receive their cookies at the time of purchase and delivery does not need to be arranged. These transactions show up in eBudde just like Girl Delivery (DLVD) transactions and volunteers must manually add the quantities and flavors into eBudde.

In addition to transactions imported from digital cookie, volunteers can add a transaction using the "Add Trans" button to record the quantity and flavors of cookies sold at booth sales. Let's learn more about creating transactions to record booth sales.

Section III: eBudde Tutorials

eBudde™ Tracking Booth Sales



Booth sales can be allocated to an individual girl or troop link. Follow these instructions to track booth sales.

The screenshot displays the eBudde Troop 10431 interface. At the top, there is a navigation menu with tabs: Dashboard, Contacts, Settings, Girls, Init. Order, Delivery, Girl Orders (highlighted), Transactions, Tin Pickups, Cookie Exch, Rewards, Booth Sales, Payments, GOC Org, Sales Report, Reports, and Help Center. Below the menu, the user is identified as Ashley E. There are buttons for '+Order' and '+Payment'. A dropdown menu shows 'All Orders'. A table lists several orders with columns for 'doc', 'Comments', 'Invs', 'Bths', 'C_GOC+', 'Cookie Initials', 'Cookie Booths', 'Cookie Others', 'Spec Initials', 'Spec Booths', 'Spec Others', 'T_GOC+', 'Totals', 'Total Due', 'Paid', and 'Bal. Due'. Below the table, there is a form for 'Ashley E. Orders & Payments' with a 'Cancel' button and a 'Save' button. The form includes a 'Comment' field, checkboxes for 'Inv' and 'Booth', and a list of products with input boxes for quantities: Gift of Caring (\$3.00), Cookie Booth (\$3.00), Cookie Other (\$3.00), Spec Booth (\$3.00), Spec Other (\$3.00), and Troop GOC (\$3.00). A 'Financials' section shows 'Total Due' as \$0.00 and 'Paid' as 0. A 'Totals' row at the bottom shows a total of 0.

1. Open the “Girl Orders” tab
2. Click on a girl (or troop if tracking on a troop link)
3. Click the “+ Order” Button
4. Check the “Booth” box
5. In the comments field enter “BOOTH” and the date. For example: BOOTH 2/14/22
6. Enter the number of boxes sold in each flavor column.
7. In the paid column, enter the total paid for the cookie sold. This should be \$5/traditional box and \$6/specialty box.
8. Click “okay”
9. Make sure the balance due is \$0.00. The total due should equal the amount paid.
10. Click “Save”

Section III: eBudde Tutorials

eBudde™ Tracking DLVR Transactions on Troop/SU links



Troops and SU's have the option to setup a digital cookie website to sell cookies to customers near and far. Troop and service unit links will have the option to offer girl delivery on their digital cookie site (DLVR), and to use the digital cookie app to take credit card purchases at cookie booths (IN HAND). When a transaction is made for girl delivery or in hand purchases, the quantities and flavors must be added as a transaction in eBudde. Follow the steps below to add quantities and flavors of cookies purchased with girl delivery or through the digital cookie app.

1. Open the "Girl Orders" tab
2. Click on the troop link
3. Find the DLVR or INHAND transaction and copy the number.
4. Open digital cookie and search for the corresponding transaction number. Here you will see the flavors and quantities of cookies ordered. Note: do not include cookies purchased for donation. Donated cookies, even if part of a DLVR or INHAND order, will show up as a separate DON transaction.
5. In eBudde, click the "Add Trans." Button
6. In the comments field (far left), enter/copy the original transaction as it appears in eBudde and add the customer name after. For example: DLVR 1234567 Myer.
7. Enter the number of boxes sold in each flavor column.
8. Leave the "paid" field blank. Remember, the original transaction already shows the amount paid by the customer.
9. Click "okay"
10. Make sure the amount paid in the original transaction is equal to the amount due for the transaction you just created.
11. Click "Save"
12. Once the quantities and flavors for all DLVR and INHAND purchases have been added, the total balance due should be \$0.00.

Section III: eBudde Tutorials

eBudde™ app



A must-have for Girl Scout Cookie™ volunteers

The eBudde cookie management system offers calendar reminders, reports, training and much more — on either your desktop or mobile device. It's also where sales are recorded so Girl Scouts get full credit for their hard-earned rewards.

Quick tips to get you started:

- Download the eBudde app
- Once you've been added to the system, you will receive an email with a link and login information from do_not_reply@littlebrowniebakers.com
- Set up your troop — review your roster, enter your troop's package goal and individual goals, and edit your troop's reward settings
- Explore the dashboard on both the desktop and app versions, where you'll find messages, links to tools and resources you'll need throughout the season
- Visit the eBudde Help Center for any questions related to tech and training



Visual learner?

There's a video for that on the Little Brownie Bakers® YouTube channel! Check out this playlist for step-by-step eBudde training videos.



Watch videos!



Section IV: Digital Cookie



Overview

The digital cookie platform

Through the digital cookie platform, girls flex their entrepreneurial skills by setting up their own digital cookie website and selling to family and friends back home. In addition, troops and Communities can also create troop digital cookie website to accept credit card payments at cookie booths, offer customers a way to pay online and receive their cookies later, or purchase cookies that are shipped directly from the baker.

Let's look at how both girls and troops/communities can use the digital cookie platform to sell cookies.

Digital Cookie Girl Links- Shipping only (no inventory required) and Girl Delivery (inventory required)

Before digital cookie sales launch on **February 2**, families will receive a welcome email inviting them to login and help their daughter setup her digital cookie website. The digital cookie platform allows girls to set goals, play games, earn badges, and more!

This year Digital Cookie Girl Links within USAGSO will allow customers to purchase cookies in two ways:

Direct Ship— The baker will ship the cookies directly to the customer and girl delivery. This means no local inventory is required for digital cookie sales on girl links. Donated cookies purchased through a girl's digital cookie website will be shipped directly from the baker to a stateside non-profit organization. Communities selling cookies in-person may request to use digital donated cookie purchases towards inventory donated locally. See page 34 for more information about digital cookie donations.

Girl Delivery—Girl hand delivers cookies to customer. Cookies come from local OCMT inventory. Please note that at USAGSO, Digital Cookie Girl Delivery orders can **only** be delivered on U.S. military installations grounds in Asia, Europe, Guantanamo Bay, Bahrain, and Kwajalein and select embassy communities in Cairo, Tokyo, Lisbon, Frankfurt, North Athens, Madrid, Sarajevo, and Pristina, **except** for US Virgin Islands, Northern Mariana Islands.

Digital Cookie girl sites are designed to support individual girls in their entrepreneurial efforts. We encourage communities selling cookies in-person to also support their Girl Scouts in setting up their own digital cookie site to sell to family and friends outside of their community. This gives friends and relatives in the states a way to support their Girl Scout overseas!

For every cookie sold on the digital cookie platform and shipped directly from the baker, your community will receive a \$1.60 credit to your final cookie invoice, and girls can earn digital cookie rewards.

Troop Digital Cookie Links- In-hand/Girl Delivery options

Similar to girls, troops can create their own digital cookie website where they can set goals, earn badges, and more. Unlike girl sites, a troop will receive two different links once their site is setup. The first link will allow customers to order cookies for local delivery or pickup or to have cookies shipped, and the second link allows for direct ship only. Communities may also request a troop link for the OCMT- which can be particularly helpful for communities that manage and store cookie inventory throughout the entire cookies season at a service unit level.

Section IV: Digital Cookie



Volunteer Registration/Login

1. Watch for your registration email from the Girl scout Cookie Program. You will receive your registration email before Digital cookie sales open in January, and before parents have access.
2. In the email is a “Register Now” button. Click the button.
3. Create a new password (if requested).
4. Use your new password to log in. Remember to use the same email address where you received your registration email.

Tips to access Digital Cookie

1. First make sure you have logged into eBudde as a cookie volunteer
2. Check your junk/spam/promotions inbox for your registration email.
3. Go to digitalcookie.girlscouts.org and click “Need help to log in”
4. Still having trouble? Contact overseascustomercare@girlscouts.org

Navigation

The Digital Cookie platform provides an intuitive interface for volunteers, parents, and girls. Additional digital cookie training can be found directly in the digital cookie platform. Let’s take a quick look at a couple key tabs in the digital cookie system.

TROOP TABS

Dashboard- As a volunteer you will have access to a handful of reports and graphs providing information on your cookie sale. These are available on your main dashboard.

Orders- View your troop cookie orders and issue refunds.

My Troop & My Troop Orders- View your girl and troop orders.

Virtual Booths- *This tab is not used by USAGSO.*

PARENT/GIRL TABS

Home- Here parents and girls can view snapshots of their sales, sales goals, access their cookie site link, and more!

Badges- View steps to earn cookie related pins and badges.

Learning- Here you can learn more about the program or access additional games and videos.

Site Setup- Girls and parents can click this tab to setup their cookie site.

Customers- View and email your customers.

Orders- Parents can view orders and mark orders as delivered. *Note: girls will have “girl delivery” turned ON in their account.*

My Rewards- Girls can view rewards and select their rewards once they have been earned.

Section IV: Digital Cookie



About Troop Links

Troops and communities participating in in-person sales have the option to setup troop links in order to take credit card payments for booth sales. If your troop or service unit would like to use digital cookie to support your in-person sales, please submit [THIS FORM](#) telling council to turn ON girl delivery for your troop site. Activating Girl Delivery gives customers the option to order cookies for local pickup directly on your troop site. Please allow up to 3 business days for processing.

Approving Orders

To approve girl delivery orders in troop or community link, go to the “ORDERS” tab. Review each order and select “approve” if able to fulfill the order. If you are unable to fulfill the order, simply select “decline”. Approved orders will then move to “orders to deliver”. These orders can be reviewed and be sure to mark cookies as “delivered” once the cookies have been delivered or picked up by the customer.

Refunding Orders

Direct shipped order cannot be refunded. Only Girl Delivery orders can be refunded. To refund a Girl Delivery order in the troop or community link, click on the “ORDERS” tab. Search for the order by entering the order number, customer name, or customer email. Once you have found the order, click on the order number in green. When you have done that you can see the order. Click “Refund” and select full or partial refund. If offering a partial refund, select the flavor and quantities to be refunded. Then select the refund reason from the drop down box and make a note about why you are offering the refund. At that point the order will be refunded by digital cookie. Please note that it may take several weeks for the customer to see that refund reflected in their bank.



[My Account](#) [Log Out](#)

You are viewing as:

[Troop 1006 of Service Unit SU101](#) ▾

[Dashboard](#) [Orders](#) [My Troop Link](#) [My Troop Orders](#) [Virtual Booths](#) [Troopcheers](#)

Order #	<input type="text"/>	First Name	<input type="text" value="ros"/>	Girl First Name	<input type="text"/>	Council Name	<input type="text" value="Colorado"/>
Date Range	<input type="text"/> to <input type="text"/>	Last Name	<input type="text" value="ruiz"/>	Girl Last Name	<input type="text"/>	Council Code	<input type="text" value="512"/>
Order Status	<input type="text" value="Choose an option"/>	Phone	<input type="text"/>	GSUSA ID	<input type="text"/>	SU Name	<input type="text" value="UAT 16#8799500948001"/>
Payment Status	<input type="text" value="Choose an option"/>	Email	<input type="text"/>	Site URL	<input type="text"/>	SU ID	<input type="text" value="1016"/>
				Parent Email	<input type="text"/>	Troop #	<input type="text" value="12359"/>

Orders

<< search

Order Details		Customer Details	
Order Number:	05119734	Order Paid By:	Rosario Ruiz
Order Date:	11/3/2021 10:34 PM CDT	Email:	dctest512-82@girlscouts.org
Order Type:	Pick Up	Billing Phone:	792-057-2097
Order Status:	Processing	Billing Address:	Rosario Ruiz 1602 Kepner Dr Anchorage, Alaska 99504-2428
If Not Approved:	Cancel Order		
Payment Status:	Payment Captured Refund		
Delivery Status:	Not Picked up		
Baker Status:	Order Sent - 11/4/2021 12:30 AM CDT		
IO Status:	Removed - 11/4/2021 12:30 AM CDT		

Appendix



- Girl Permission Form
- Troop Cookie Training Outline
- Helpful Information
- Volunteer Action Plan
- Resources at Glance

It's Cookie Time!



Thin Mints®



Trefoils®



Dos-si-dos®



PERMISSION FOR PARTICIPATION IN THE 2024 GIRL SCOUT COOKIE PROGRAM

_____ Overseas Committee Troop # _____ is planning to participate in the annual Girl Scout Cookie Program sponsored by the Overseas Committee during **February 2 – March 17, 2024** (subject to change depending on the arrival date of the cookies.)

The Girl Scout Cookie Program it’s a unique, hands-on way for girls to develop five essential skills that are core to the Girl Scout Leadership Program: Goal-setting, Decision-making, Money management, People skills and Business ethics.

USAGSO operates a limited Cookie Program, which is restricted to sales on U.S. military installations in Asia, Europe, Guantanamo Bay, Bahrain, and Kwajalein as well as in the U.S. Virgin Islands, Northern Mariana Islands, American Samoa and select U.S. Embassies in Cairo, Tokyo, North Athens, Frankfurt, Madrid, Sarajevo and Pristina.

At USAGSO, Girl Scout cookies are only sold in booths in U.S. military installations and the approved U.S. Embassies. Rules and regulations that govern the ability to provide this program restrict door-to-door, “pre-order” or individual girl selling. The aforementioned rules and regulations do not apply to our members in the U.S. Virgin Islands, Northern Mariana Islands, and American Samoa.

This year, USAGSO is providing the Digital Cookie Program to the following members: all Girl Scouts eligible for in-person sales in military communities and select embassy communities, all Girl Scouts in the EU, USVI, & Mariana Islands, US embassy or consulate affiliated WITH a US address on her GS account if out of the EU. Digital Cookie Sale Dates: **February 2 – March 17, 2024**.

During this Cookie Program, girls will be abiding by the Program Standards as outlined in Girl Scouts of the USA publication, Safety Activity Checkpoints, section Cookie and Product Sales from GSUSA. Please make sure that your daughter is wearing a membership pin, or uniform.

Please fill out, sign, and return this form to your daughter’s Troop leader

My daughter _____ has permission to participate in the annual Cookie Program sponsored by the _____ Overseas Committee during February-March 2024. I agree to accept financial responsibility for the cookies and moneys she receives including at the booth in which she participates. I will see that she is not involved in selling cookies prior to the official start date, and that she has appropriate adult guidance at all times.

My daughter has my permission to engage in online cookie program activities under the supervision of myself and/or the Girl Scout adult in charge.

Yes _____ No _____

Further, I _____, being the parent/guardian of _____ (the Minor), for good and valuable consideration, hereby consent and agree: (i) that the photographs, audio/videotapes, electronic images and/or other works in which Minor appears or is depicted or on which Minor’s voice has been recorded or which minor authored or created and the negatives and other materials from which the aforesaid has been printed (collectively, the “Work”) may be used and owned by the GSUSA and Overseas Committee named above, their affiliates, assignees and successors (collectively, the “Girl Scouts”) without limitation and hereby assign and convey to the Girl Scouts all my and Minor’s right, title and interest in and to the aforesaid Work, including the right to make derivative uses of the Work and to obtain a copyright therein; (ii) that the Girl Scouts have the right to make any and all uses of the Work in whatever way for whatever purpose the Girl Scouts desire, in any and all medium in the United States and throughout the world, including but not limited to sale, promotion, distribution, reproduction, publication and advertisement via television, radio, the Internet, and all other electronic medium, free and clear of any and all claims whatsoever on my part or on the part of the Minor; and (iii) that the Girl Scouts are hereby released from any and all claims and damages that I or Minor have or may come to have relating to the Work and the use thereof.

I hereby comply with this agreement.

In the Community of _____ on this day _____ of _____ 20_____

Name of girl (print) _____ Age _____

Signature of parent/guardian _____

Address (print) _____

Telephone Number (include country code) _____

USAGSO SUGGESTED TROOP COOKIE COORDINATOR TRAINING OUTLINE (2 HOURS)

TOPIC	METHOD	INFORMATION AND MATERIALS	TIME
Introductions Course Objectives Housekeeping	<ul style="list-style-type: none"> Participants introduce themselves: Name, Troop Number and if they have ever participated in a Girl Scout Cookie Program before Ice Breaker Exercise Identify the location of the nearest restroom Identify training objectives 	<ul style="list-style-type: none"> Course Objectives Ice Breaker (supplies if needed based on type of Ice Breaker used) 	15 minutes
Why a Cookie Program?	<ul style="list-style-type: none"> Brainstorm on Flip Chart Emphasize that Cookie Programs are a Program Activity for girls within the OC which provides 5 Skills for Girls (See USAGSO.org website under Cookie Program). <ul style="list-style-type: none"> Goal Setting Decision Making Money Management People Skills Business Ethics 	<ul style="list-style-type: none"> The 1st USAGSO Cookie Program was in 1981 Touch of America Overseas Develop Pride/Self-Esteem Learn new skills Achieve Goals Money to support troop activities and Overseas Committee activities 	10 minutes
Safety and Awards	<ul style="list-style-type: none"> Discuss Review the Safety Activity Checkpoints, section Cookie and Product Sales Awards, Badges Cookie Program Activity Pin Girl's Guide to Girl Scouting (Cookie Business badges, leaves for Daisies), awards and more. 	<ul style="list-style-type: none"> Safety Activity Checkpoints, section Cookie and Product Sales Copies available for sharing Girl's Guide to Girl Scouting Every year, a girl can earn the Girl Scout Cookie Program Activity Pin by completing four of the six activities listed Explain Incentives girls receive as a direct result of the OC Cookie Order! 	20 minutes
Bulk Cookie Materials	<ul style="list-style-type: none"> Materials by Little Brownie Baker USAGSO Collection Sheet USAGSO Permission Slip, required for each girl to participate 	<ul style="list-style-type: none"> Distribute materials from Little Brownie Baker to each troop according to number of girls they have. Encourage them to review the materials before training. USAGSO form (if required by OC Community) USAGSO Cookie Program Permission form 	15 minutes
OC Cookie Program Plan	<ul style="list-style-type: none"> Introduce the OC Cookie Program Plan and review Who Sells the Cookies? Respect of Overseas Committee boundaries Authorized selling locations, NOT ON THE ECONOMY OR AT INTERNATIONAL SCHOOLS FOR MILITARY COMMUNITIES AND AUTHORIZED US EBASSIES 	<ul style="list-style-type: none"> One copy of the OC Cookie Program Plan for each Cookie Coordinator Who Sells the Cookies? (Only Girls sell cookies) Booth Sales (how to sign up and when) 	15 minutes
Forms/Paper Trails	<ul style="list-style-type: none"> Explain the importance of a Paper Trail and the procedures involved. 	<ul style="list-style-type: none"> Explain in detail the use of the Troop Cookie Coordinator Worksheet (N/S 4 Troop Quick Pick up form) if you decide to use it. If you decide to use a pick up sheet or report produced by eBudde, explain in detail the use of such document to the Troop Cookie Coordinator. Collection Sheet, Money Envelope Money handling procedures based on OC Cookie Program Plan (if not specific in OC Cookie Program Plan, provide in writing) Receipt book usage, how to complete a receipt (sample receipt attached) 	15 minutes
Cookie Program Theme Goal Setting Activities Training of the Girls and Parent/Guardian/Adult Volunteers	<ul style="list-style-type: none"> Introduce Cookie Program Theme for the Cookie Program Get the girls, parents/guardians/adult volunteers excited about the sale using goal setting and cookie activities Review OC Cookie Program Plan Girl Scout recruitment 	<ul style="list-style-type: none"> Theme Activities (See Little Brownie Bakers website and Cookie VIP eTraining website) Troop Goal and Goal Setting Know the Cookies! Appropriate dress, manners and behavior at the booth during sale Girls sell cookies, adults chaperone! Booth Sales (and booth decorations) Recruiting new girls (membership forms on hand during all booth sales) 	25 minutes
Burning Questions	Wrap up with answers to questions		5 minutes

Helpful information



Where the money goes

Girl Scout Cookie™ fans are especially eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local, powering amazing year-round experiences for local Girl Scouts and preparing them for a lifetime of success.

The breakdown

Girl Scout Cookies® are \$6 per package for core varieties and for specialty cookies. The Euro, GBP (British pound sterling), JPY (Japanese Yen), and KRW (South Korean won) price per box will be established in January 2024 and posted on our website.



Each OCMT decides how to split the OCMT profit (\$1.60 per box) between the OCMT and troops. Make sure to include this amount in your Cookie Program Plans. USAGSO recommends that the troops receive the greater portion of the split.

Cookie varieties

Core: \$6 per package

-   Thin Mints®
-   Samoas®
-   Tagalongs®
-   Trefoils®
-   Do-si-dos®
-   Lemon-Ups®
-   Adventurefuls®

Specialty: \$6 per package

-   Girl Scout S'mores®
-   Toffee-tastic®

Helpful information



Girl Scout Cookie pick-ups

Picking up your cookie order is exciting, and there are a few steps you can take to make sure everything goes smoothly. First, be aware that troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

Tips for a smooth pick up:

- Know exactly how many cases you ordered of each variety
- Arrive at your scheduled pickup time
- Make sure you have enough vehicles to load your order (see below)
- Line up your vehicles at the same time
- Check in and receive your pickup ticket
- Give your pickup ticket to the loader and count cases as they're loaded in
- Sign for your order and take your receipt



How many cases can my car carry?

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases

Average sales per cookie variety

Deciding how many packages to order for booths isn't an exact science, but here are average sales per cookie variety to give you an idea of how many to order:

Thin Mints®	26%
Samoas®	19%
Tagalongs®	14%
Trefoils®	8%
Do-si-dos®	8%
Lemon-Ups®	7%
Adventurefuls®	9%
Girl Scout S'mores®	6%
Toffee-tastic®	3%

*Data from 2022-2023 Girl Scout Cookie Season

Volunteer action plan



The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the

Primary Contacts

eBudde™ Sign-Up Info

Key Dates

Key Actions

Resources at a glance



All resources can be found at girlscouts.org/cookieresources

[About Girl Scout Cookies®](#)

[Troop Leader Resources](#)

[Cookie Business Badges](#)

[Cookie Entrepreneur Family Pin](#)

[Digital Cookie®](#)

Girl Scouts' safety guidelines

One of the most essential steps you can take to have a magical season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Volunteer Essentials and Safety Activity Checkpoints

For more information visit:
girlscouts.org/cookieresources



Found at LittleBrownie.com

Digital Marketing Basics

FAQs and Nutrition Information

Girl Scouts® Cookie Captains and Cookie Rookies

Social Media Tools and Graphics

Own Your Magic Resources

Resources for Girl Scouts to Grow Their Cookie Businesses

Need Inspiration?

Find us on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.

Follow us on social for shareable cookie content!



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Bakers*
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