

2022–2023 Girl Scout Cookie Program

Troop Cookie Manager Manual

Communities eligible for in-person cookie sales



Raspberry Rally™
New Girl Scout Cookie™
Exclusively Sold Online
for Shipment

NEW

eBudde™
Tech Upgrades

What's New on
Digital Cookie®

GO
BRIGHT
Ahead

girl scouts 
usa girl scouts
overseas

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Section I: USAGSO Cookie Basics

COOKIE CALENDAR 2022-2023

September

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

October

- 13:** OCMT exclusive Cookie Bite Workshop
- 24:** Cookie orders due to USAGSO
- 31:** Last day OCMT bulk registration for Virtual Rally & Cookie Rally Kits

November

- 3:** Cookie Bite Workshop – *What's New in 2023!*
- 11:** USVI cookie pre-orders start
- 14:** Last day OCMT can order from the Cookie Merchandise Online Store

December

- 1:** Cookie Bite Workshop – *Cookie Rally & Developing a Cookie Sales Strategy*
- 5:** USVI pre-orders end
- 9:** USVI Cookie orders due to USAGSO

January

- 5:** Cookie Bite Workshop – *Digital Cookie & Developing a Cookie Sales Strategy*
- 14:** Virtual Cookie Rally
- 17:** Volunteer access Digital Cookie Strategy
- 25:** Parent/Girl access Digital Cookie

February

- 2:** Cookie Bite Workshop – *Q&A Session*
- 3:** In-person Cookie Sales & Digital Cookie Sales BEGIN
- 17-19:** National Girl Scout Cookie Weekend

March

- 2:** Cookie Bite Workshop – *Q&A Session*
- 19:** All cookie sales END

April

- 6:** Cookie Bite Workshop – *Celebrate, Relax, and Rejuvenate*
- 7:** Cookie final invoices due to communities
- 14:** Cookie payments due

Only applies to in-person cookie selling communities



Section I: USAGSO Cookie Basics

COOKIE THEME

Let's Go Bright Ahead!

Girl Scout Cookie™ entrepreneurs are forces of nature. They are bold, curious and bring a go-getter spirit to every challenge, no matter how big or small.

Whether Girl Scouts are planning their own cookie stand or making a splash on their Digital Cookie® pages, they are determined to achieve their goals, and have lots of fun doing it!

A Girl Scout's potential to succeed is limitless—especially if they're among the 6 in 10 girls* who have entrepreneurial mindsets. Research has shown that these girls:

- Want to change the world and are confident in their abilities to make their mark
- Embrace challenges, take risks and see failing as an opportunity to learn and grow
- Are curious and innovative self-starters
- Excel as team players who are open to new ideas and suggestions

We're willing to bet that you know Girl Scouts in your area—or a whole troop—who are leaping with joy to get started, so let's encourage them to go bright ahead!



Here's to You, Volunteer!

Thank you for volunteering to serve as a Troop Cookie Manager! You're an invaluable part of the cookie program, and we're here to support you with resources, tools, tips and more. Find everything you need for a bright season in this guide, developed in collaboration with Girl Scouts of the USA.

If you have questions or would like additional support, please do not hesitate to contact USA Girl Scouts Overseas. We are here to support you!
USAGSO Contact Information
overseascustomer@girlscouts.org
1-800-467-0070

Every Girl Scout has it in them to do amazing things. With your support, they'll rise to the challenge!



*Source: "Today's Girls, Tomorrow's Entrepreneurs" Girl Scout Research Institute, 2019

Section I: Cookie Basics

ABOUT THE GIRL SCOUT 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 2023 Girl Scout Cookie Program Sale Dates:
February 3 to March 19: 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
- 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, and North Athens
- 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.

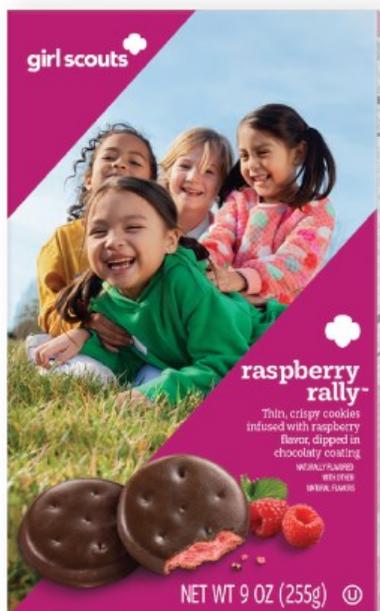
Communities that are not eligible to conduct in-person cookie sales but have girls who are eligible to participate in the digital cookie program are not authorized to receive profits from cookie sales. Instead, these communities can earn community cookie rewards to support their Girl Scouting activities. For every 100 boxes sold communities can earn a \$100 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.

Section I: USAGSO Cookie Basics

WHAT'S NEW 2023

See What's Bright and New!



EXCLUSIVELY SOLD
ONLINE FOR SHIPMENT

NEW

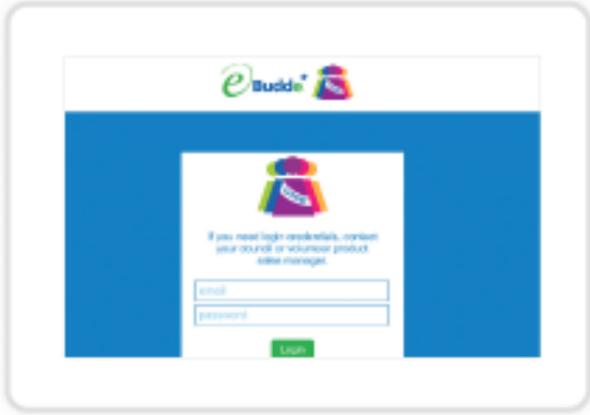


Introducing Raspberry Rally™ Girl Scout Cookies®

Let's all cheer for Raspberry Rally™, the first Girl Scout Cookie™ exclusively sold online and shipped only through Digital Cookie®.

Cookie fans will love how Raspberry Rally adds a delightful new dimension of sweet and tart flavors. Girl Scouts using Digital Cookie will love how it brings even more excitement to their cookie business. There's also less product for them to manage on hand as this cookie is only available to customers via shipping.

See Pg. 7 for details.



eBudde™ Enhancements

We're partnering with your council to update eBudde! This spring we conducted surveys to hear feedback from dedicated Girl Scout supporters like you on what they'd like to see in eBudde this year.



See Page 49 for more about the enhancements coming this season.

Digital Cookie® Update

This fun, easy-to-use platform from Girl Scouts® lets girls customize how they learn and earn by using technology in new and engaging ways—all while honing their digital marketing skills.



Here's what you'll find on Digital Cookie for 2022–2023:

- Integrations for in-person booths and virtual booths
- Mobile App for on the go sales
- Increased connectivity with eBudde for a seamless sale

Learn more: girlscouts.org/digitalcookie



Section I: USAGSO Cookie Basics

MEET THE COOKIES



2022–2023 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

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 marshmallow 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



Raspberry Rally™ • Made with Vegan Ingredients NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating
Approximately 30 cookies per 9 oz. pkg. U

Available While Supplies Last

NEW!



EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



RSPO-1106186

Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers or visit girlscoutcookies.org.

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies® is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, LEMON-UPS®, ADVENTUREFULS®, RASPBERRY RALLY™, Girl Scout Cookie Program®, Digital Cookie® and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers LLC is an official GSUSA licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrero Group. ©2022 Ferrero Group. All Rights Reserved_052022



Introducing Our Newest Cookie!

Raspberry Rally™

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating



What's so special about Raspberry Rally (*aside from its delicious taste*)?

For the first time ever, Girl Scouts is offering a new cookie that will be exclusively sold online for shipment.

Why are we selling the new cookie exclusively online?

There are many benefits and learning opportunities when selling an online-only product:

Simplicity

- Eliminates complexity
- Distribution to customers is effortless
- Payment is simpler

Learning for Girl Scouts

- Allows them to participate in online shopping trends
- Enables them to build relevant, omni-channel selling skills
- Allows them to build their online business

Building Consumer Excitement and Growth

- An easy way to offer a new item that keeps customer engagement high without complicating or discontinuing existing flavors
- The opportunity to try new ideas without taking on too much risk

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girl scouts  **Little Brownie**
BAKERS.

Cookie Varieties and Pricing

Girl Scout Cookies® are \$5 per package for core varieties and \$6 per package for specialty cookies. The specialty cookies price is higher than traditional cookies because they cost more to make due to their natural, organic, and non-GMO ingredients. The Euro, GBP (British pound sterling), JPY (Japanese Yen), and KRW (South Korean won) price per box will be established in January 2023 and posted on our website.



\$5 per package/box

\$6 per package/box

Core:

-  Thin Mints*
-  Samoas*
-  Tagalongs*
-  Trefoils*
-  Do-si-dos*
-  Lemon-Ups*
-  Adventurefuls™
-  Raspberry Rally™
(Exclusively Sold Online for Shipment)

Specialty:

-  Girl Scout S'mores*
-  Toffee-tastic*
(Gluten-Free)



Section I: USAGSO Cookie Basics SKILL DEVELOPMENT AND BADGES FOR GIRLS

The Girl Scout Cookie Program® helps girls 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, such as weekly challenges.

2. Decision Making

Girl Scouts learn how 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, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected 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.



Inspire Girl Scouts to Think Like Cookie Entrepreneurs

Certificates and Patches

How can you inspire Girl Scouts to go bright ahead? Recognize their hard work with a certificate or patch at any point in the season, from the earliest planning meetings through the booth phase.

Learn more:

- [USAGSO Cookie Merchandise Catalog](#)
- [LittleBrownie.com/volunteers](https://www.littlebrownie.com/volunteers)



Cookie Business Badges

NEW

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Check out the NEW Cookie Business and Financial Literacy badges!

Learn more:

- Your council's website
- girlscouts.org/cookiebadges
- girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html
- girlscoutcookies.org/troopleaders for poster download

The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques.

Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their money as a team and overcome hurdles along the way.

Learning by Doing

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Learn more:

- girlscoutcookies.org/troopleaders

Getting Families Involved

The Girl Scout Cookie Program® is a team effort, and families play a major role. With the support, assistance and encouragement of their family, there's no stopping a Girl Scout!



To inspire Girl Scouts and their families, check out these helpful resources:

Cookie Entrepreneur Family Pins

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

Cookie Program Family Meeting Guides

Plan a fun and informative family meeting using these guides, which include resources tailored to each Girl Scout grade level.

Learn more:

- girlscoutcookies.org/troopleaders
- girlscoutcookies.org/entrepreneurfamily



Section I: Cookie Basics

REWARDS

Communities, troops, and girls have the opportunity to earn amazing cookie rewards. These rewards are cumulative, support the new cookie theme, supporting fun and adventure with Girl Scouts around the world! Let's look at each of the cookie reward options for this year's cookie season!

USA Girl Scouts Overseas 2023 Girl Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Digital Cookie Gift of Caring (GOC) Rewards (for all participating communities)



In-person Cookie Sales Rewards

(U.S. military installations in Asia, Europe, Guantanamo Bay & U.S. Embassies in Tokyo, Lisbon, Cairo, and North Athens)



USVI & Saipan In-Person Cookie Sales Rewards (Not including other communities)



Digital Cookie Rewards

(Digital Cookie Direct Shipped and Donations Packages Only. Girl choice while supplies last.)



Set Your Goal and Make a Splash!

Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie™ package goal above the space that says 100%, and be sure to include your smaller goals along the way. (Ask a grown-up to help if you need it.) Celebrate by coloring the water as you move bright ahead.

All rewards are cumulative except for digital cookie level 7. Council reserves the right to make substitutions to the item's color, material or size or to substitute an item of equal or greater value due to changes or challenges in product availability.

Council reserves the right to make substitutions to the item's color, 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, lead 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 MERCHANDISE SHOP & COOKIE RALLY

Cookie Merchandise 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 **November 14** to shop for additional cookie merchandise. Browse our selection of items in the [USAGSO Cookie Merchandise Catalog](#) and place your order using our [USAGSO cookie merchandise 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 (November 14) 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 November 14.

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 \$5 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 two patches and one journal per girl, and a printed cookie rally planning guide and three padfolios for the OCMT (while supplies last) at no additional cost. Check out [this flyer](#) to 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 22 & October 13**

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

November 3: What's New in 2023!

December 1: Cookie Rally & the New Cookie Badges

January 5: Digital Cookie & Developing a Cookie Sales Strategy

February 2: Q&A Session

March 2: Q&A Session

April 6: 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

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

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

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

WAYS TO SALE

Thanks to our digital cookie platform, there are now a plethora of ways girls can sell their cookies, both in-person and digitally. Here are some options available to communities overseas. Review these options and consider your location restrictions to decide how your girls will sell cookies this season. And note- your community can sell using a variety of selling methods.

Cookies on the Spot (In-Person Orders)

After girls receive their cookie inventory, they can visit family members, friends, and neighbors to sell cookies right then and there. Girls can use the paper order card to take pre-orders. Once cookies arrive in February, they deliver the preorders and collect payment.

This method applies to Girl Scouts in the USVI and NMI

Girl Scout Cookie Booths

Troops obtain cookies from their OCMT and sell them directly to customers, often at booths in areas such as grocery stores (Commissary), PX/BX, malls, or sporting events. Booth sale times and locations are organized by the Cookie Manager. Just like other girl scout activities, make sure to have at least two registered and unrelated adults (at least one female) present at each booth. Cookie booth sales are traditionally cash sales; however, the Digital Cookie app now allows troop to accept credit card payments at booth sales. *Credit card payments can only be taken using a troop's digital cookie ac-*

Virtual Cookie Booths (Contactless)

Hosted and promoted on social media, this gives girls a way to achieve sales goals and help others in their community while at home. Customers purchase cookies online, through a troop's digital cookie website, without the added cost of shipping. Cookies are dropped off at an established central location and pick up is scheduled and organized by the OC Cookie Manager to minimize the number of people gathering.

Drive Thru (Socially Distant/ Contactless)

Promoted on social media. Troop and Volunteers set up table/tent in a visible parking lot/designated area for cars to pull up to the tent/table, complete cookie/money transaction, and exit without customer leaving their vehicle. Girls safely attract customers driving by with signs, etc.

Digital Cookie - Direct Ship (Contactless)

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.



For more information about the digital cookie platform and how it can support your in-person sales, see section IV: Digital Cookie.



Inspire Girl Scouts to Market Their Cookie Businesses



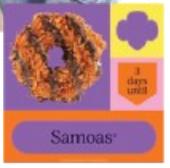
Bright Ideas Abound!
 Whether girls decide to set up shop digitally or in-person—or a combination of both!—the possibilities are endless.



Ways to Participate

Texting or Phoning Friends and Family

This is a great way to help girls feel comfortable connecting with cookie customers. Experienced entrepreneurs with busy schedules can also benefit from this option.



Digital Cookie®

Girl Scouts can ship cookies straight to customers, accept orders for donations or have local customers schedule a pick up at both for participating military and embassy communities AND in-person delivery for the USVI, N. Mariana Islands, and American Samoa communities. Here's another bright feature: They can sell the new Raspberry Rally™ as the first-ever Girl Scout Cookie™ to be offered exclusively online for direct shipping only.



Social Channels



Social media offers teen girls the opportunity to reach their goals while building digital skills at the same time. Find ready-made cookie graphics,



Get inspired by the bright stories of Girl Scouts and volunteers!
 Visit girlscouts.org/poweredbycookies.

FOLLOW GIRL SCOUTS®
facebook.com/girlscoutsusa
instagram.com/girlscouts
twitter.com/girlscouts

FOLLOW LITTLE BROWNIE BAKERS®
facebook.com/littlebrowniebakers

FOLLOW SAMOAS®
facebook.com/samoascookies
instagram.com/samoas_cookies
twitter.com/samoascookies





Options for In-Person Participation

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

Here are just a few ideas to get started:

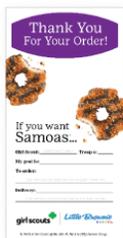
Door-to-Door (Only available for USVI, N. Mariana Islands, and American Samoa)

Girl Scouts can stay local and sell in their neighborhoods—and 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 (Only available for the USVI, N. Mariana Islands, and American Samoa)

Would your Girl Scouts feel more comfortable on their own turf? Cookie stands, much like lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood.



Cookie Booths

Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like grocery stores (Commissary), PX, BX, malls, or community sporting events, bank, mall or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers.

Booth sale times and locations are organized by the Cookie Manager.

Cookie Sale Toolkit

Use the tools and tips in this action planner to help girls organize booths for both in-person and virtual cookie sales. You'll find resources to support a wide range of selling environments.



Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/guardian must read, agree to and abide by the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge* and the *Supplemental Safety Tips for Online Marketing* before engaging in online marketing and sales efforts through the cookie program. You'll find all of these documents—and everything else you need—in USAGSO's Safety Activity Checkpoints.



Learn more:

- girlscoutcookies.org/troopleaders
- LittleBrownie.com/social-resources
- Safety resources are available at girlscoutcookies.org/troopleaders and USAGSO.org.
- girlscouts.org/cookiebadges
- girlscouts.org/digitalcookie

Essential Volunteer Safety Information

You'll get just about everything you need, including basic facts, forms and tips for planning outdoor activities, managing troop finances, promoting safety, arranging trips and selling cookies. Learn more:

- [USAGSO Volunteer Essentials](#)
- [USAGSO Safety](#)

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 **\$1.38 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 (\$1.38 per box) between the OCMT and troops. Make sure to include this amount in your Cookie Program Plans. USAGSO recommends that the



Traditional Cookies \$5/box

\$2.31	Leadership development for girls & adults	46%
\$1.38	OCMT & Troop Profit	28%
\$1.10	Baker	22%
\$0.11	Distribution Agents (AAFES & Bob Lynch)	2%
\$0.10	Girl Recognition and Rewards	2%

Specialty Cookies \$6/box

\$2.23	Leadership development for girls & adults	37%
\$1.38	OCMT & Troop Profit	23%
\$2.08	Baker	35%
\$0.21	Distribution Agents (AAFES & Bob Lynch)	4%
\$0.10	Girl Recognition and Rewards	2%

Digital Cookie Traditional Cookies \$5/box

\$2.06	Leadership development for girls & adults	41%
\$1.38	OCMT & Troop Profit	28%
\$1.10	Baker	22%
\$0.16	Girl Recognition and Rewards	3%
\$0.30	Credit Card Transaction Fees	6%

Digital Cookie Specialty Cookies \$6/box

\$2.02	Leadership development for girls & adults	34%
\$1.38	OCMT & Troop Profit	23%
\$2.08	Baker	35%
\$0.16	Girl Recognition and Rewards	3%
\$0.36	Credit Card Transaction Fees	6%

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.

- 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 Raspberry Rally cookies (1 per Troop)
- Girl rewards and cookie merchandise if applicable

**Want to save paper? [Submit this form](#) by September 26 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 Merchandise Shop- January

If your community ordered cookie merchandise using our online form (due by November 14) items will be mailed directly from the vendor to your community in January.

Cookie Rewards- May

Cookie rewards will be mailed from the vendor in April. You should expect them by mid-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 \$5 and cover the cost of a traditional 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 USO. Visit <https://www.uso.org/about> to find out more about the USO. . 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 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>

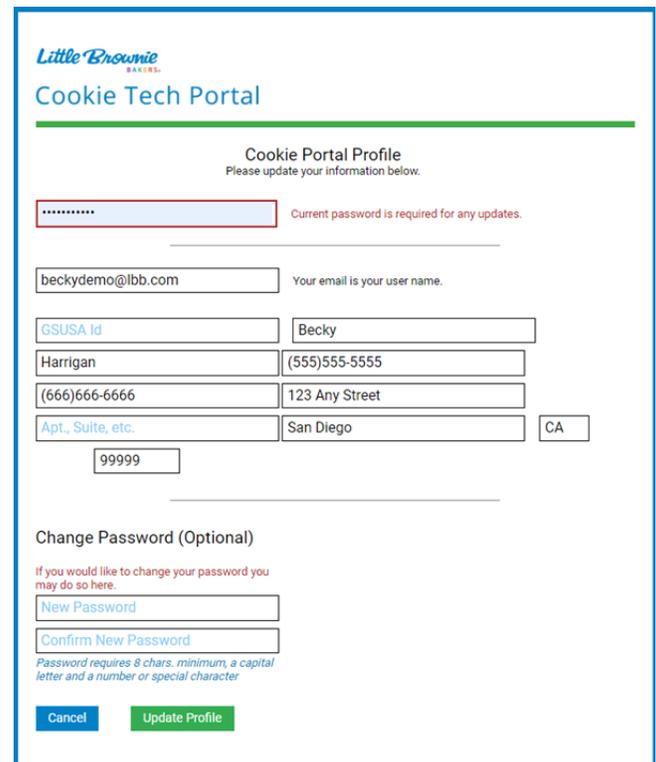
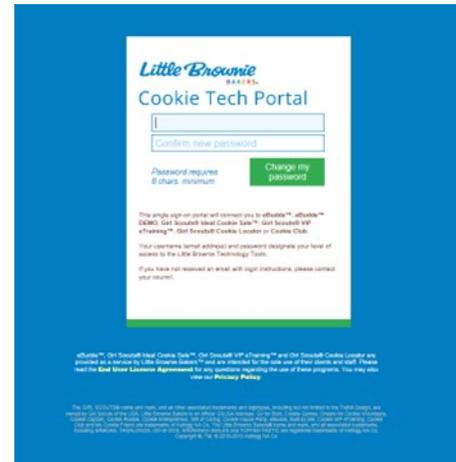
eBudde Login

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 usagso.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

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

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 their details:

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

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.

Uses GOC	Girl	CGOC	Ad-f	LmlUp	Tre	D-S-D	Sam	Tage	TMint	SMr	Toff	TGOC	Total	Total Due	Paid	Bal. Due
✓	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	289	\$1421.00	\$1421.00	\$0.00
	Troop Order (Actual plus CGOC)	59	98	123	99	89	285	150	307	82	43		1293			
	Difference	0	-98	-101	-72	-68	-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	Commento	Inv	Bth	CGOC	Adv	LmUp	Tre	D-S-D	Sam	Tag	TMint	SM	Toff	TGOC	Total	Total Due	Paid	Bal. Due
✓	DOC SHIP 54465206			0	0	1	0	1	1	1	0	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP 54487020			0	0	1	2	0	0	0	1	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP+ 54696508			1	0	1	1	0	1	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	3	\$15.00	\$15.00	\$0.00
✓	DOC SHIP 55089369			0	0	2	2	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	8	\$40.00	\$40.00	\$0.00
✓	DOC SHIP 55343120			0	0	0	0	1	0	2	1	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP+ 55497147			10	0	1	2	0	1	0	2	0	1	0	17	\$86.00	\$86.00	\$0.00
✓	DOC SHIP 55788039			0	0	0	0	0	3	0	1	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP 55874063			0	0	2	0	1	1	1	1	0	0	0	6	\$30.00	\$30.00	\$0.00
✓	DOC SHIP 56292185			0	0	0	1	1	0	1	1	0	0	0	4	\$20.00	\$20.00	\$0.00
✓	DOC SHIP+ 58121763			1	0	1	0	0	2	0	0	0	2	0	6	\$32.00	\$32.00	\$0.00
✓	DOC SHIP 60682969			0	0	1	0	1	1	1	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	13	\$66.00	\$66.00	\$0.00
Totals				30	0	12	15	0	19	8	19	0	8	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 45 to find out how to balance DLVR transactions. *For the 2022-2023 cookie season, only troop links will have girl delivery enabled.*

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

Tracking Booth Sales

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

The screenshot shows the eBudde software interface for Troop 10431. The 'Girl Orders' tab is selected. The table below shows a list of orders with columns for various product categories and financial totals.

doc	Comments	Inv	Bth	C_GOC	Cookie Initial	Cookie Booth	Cookie Other	Spec Initial	Spec Booth	Spec Other	T_GOC	Totals	Total Due	Paid	Bal. Due
✓	DOC DLVR 1234				0	0	0	0	0	0	0	0	\$ 0.00	\$ 11.00	\$ 11.00
✓	DOC DLVR shipped				0	0	0	0	0	0	0	0	\$ 0.00	\$ 11.00	\$ 11.00
✓	DOC SHIP shipped				0	0	0	1	0	0	1	2	\$ 0.00	\$ 11.00	\$ 11.00
✓	DOC SHIP 3456				0	0	0	1	0	0	1	2	\$ 0.00	\$ 11.00	\$ 11.00
✓	DOC SHIP 7857				0	0	0	0	0	0	2	2	\$ 0.00	\$ 12.00	\$ 12.00
	Int. Order "Locked"				2	72	0	0	22	0	0	96	\$ 502.00	\$ 0.00	\$ 502.00
	comment	✓			0	0	0	150	0	29	0	179	\$ 0.00	\$ 0.00	\$ 0.00
					0	0	0	150	0	0	0	150	\$ 0.00	\$ 0.00	\$ 0.00
					0	0	500	0	0	0	0	500	\$ 0.00	\$ 0.00	\$ 0.00
					50	0	0	0	0	0	0	50	\$ 250.00	\$ 0.00	\$ 250.00
	paid	✓			0	0	0	0	0	0	0	0	\$ -30.00	\$ 30.00	\$ 0.00
	io				1	0	1	1	0	1	1	5	\$ 9.00	\$ 1.00	\$ 10.00
					1	0	1	1	0	1	1	5	\$ 9.00	\$ 1.00	\$ 10.00
	0724														10.00
	0724														10.00
	Totals														30.00

1.

The screenshot shows the 'Ashley E. Orders & Payments' form. The 'Product' list includes 'Gift of Caring', 'Cookie Booth', 'Cookie Other', 'Spec Booth', 'Spec Other', and 'Troop GOC'. The 'Booth' checkbox is checked. The 'Financials' section shows 'Total Due' and 'Paid' both set to \$ 0.00. The 'Total' at the bottom is 0.

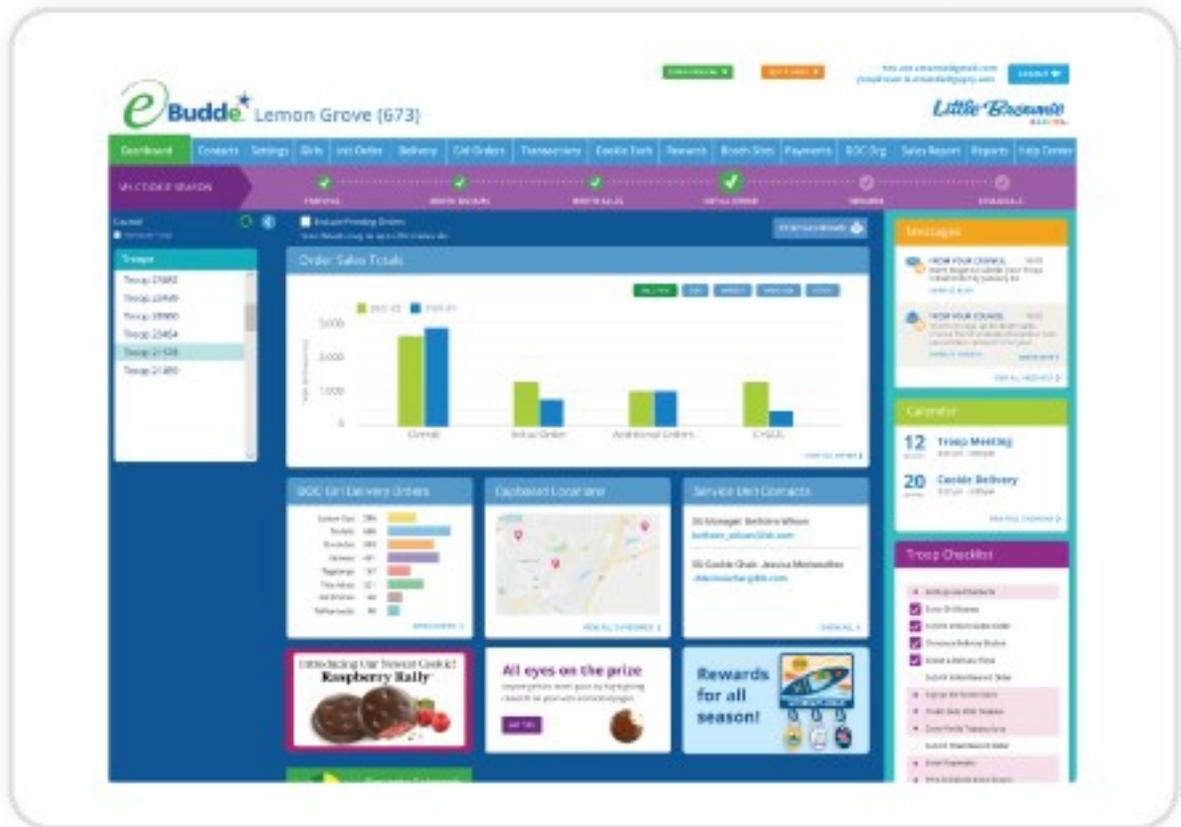
1. Open the “Girl Orders” tab
2. Click on a girl (or troop if tracking on a troop link)
3. Click the “+ Order” Button
4. Check the “Booth” box
5. In the comments field enter “BOOTH” and the date. For example: BOOTH 2/14/22
6. Enter the number of boxes sold in each flavor column.
7. In the paid column, 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

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 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 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.



Connect with eBudde™ App

App Basics

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 girls can receive their rewards.

Here are some quick steps to get you started:

- Download the eBudde app wherever you typically search for apps
- After your Service Unit Manager grants you access, look for a welcome email with a link and login information
- Set up your troop—in this step, you'll enter your troop's package goal and edit your troop's rewards settings
- Explore the dashboard on both the desktop and app versions, where you'll find messages and links to tools and resources you'll need throughout the season





Enhancements for 2022–2023

The digital world is changing fast. That’s why eBudde™ is engineered to keep you moving at the speed of Girl Scouts.

This year, Little Brownie Bakers® is planning several enhancements to the cookie management system to improve performance, speed and usability. These include security updates, a simplified troop user experience and—of course—the addition of new, shipped only Raspberry Rally™ Girl Scout Cookies®!

Updates are also underway to offer you more visibility into important information while you’re on the go. Key areas are delivery agents, cupboards, reports, rewards and the booth scheduler.



No matter how the digital landscape evolves, or where you’re at in the Girl Scout Cookie Season, eBudde will stay bright at the center.

Simplicity at your fingertips!

Learn more at [LittleBrownie.com/volunteers](https://www.LittleBrownie.com/volunteers).



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)

Before digital cookie sales launch on January 25, 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 only allow customers to purchase cookies for direct ship, meaning the baker will ship the cookies directly to the customer. 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 30 for more information about digital cookie donations.

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 \$1.38 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. This year troops are only authorized to use troop links to take credit card payments in support of their local sales. 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 OFF on 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 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

To refund an order, 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.

The screenshot shows the Digital Cookie interface for a troop. The top navigation bar includes the Girl Scouts logo, "My Account", "Log Out", and the Digital Cookie logo. The main navigation menu has "Dashboard", "Orders", "My Troop", "My Troop Orders", and "Virtual Booths". A "Select a Role" button and a dropdown menu for "Troop 12359 of Service Unit 1016" are visible. The "Orders" section is active, displaying a search bar and a table of order details. The "Refund" button is circled in red.

Order Details		Customer Details	
Order Number:	05119765	Payment Status:	Payment Captured
Order Date:	11/11/2021 6:34 PM CST	Delivery Status:	Not Delivered
Order Type:	In-Person Delivery	Baker Status:	Pending
Order Status:	Processing	IO Status:	Not Added to IO
If Not Approved: Cancel Order		Order Paid By:	Joshua Samuelson
Parent Action		Email:	dctest512-21@girlscouts.org
Status: Approved		Billing Phone:	299-172-9292
Delivery Confirmation		Billing Address:	Joshua Samuelson 186 Oak Ter Merchantville, New Jersey 08109-1934
Confirmed By: ---		Delivery Information	

Digital Cookie Girl Rewards

For girls to receive their earned digital cookie girl rewards, troop leaders are required to review and submit their troop's digital cookie girl reward order using the Digital Cookie and eBudde systems by **April 1**.

Troop Leaders must follow these steps to pull girl reward choices and then input these selections into eBudde before submitting their order. USAGSO is unable to view rewards that girls have selected in digital cookie. If rewards are not submitted in eBudde by April 1, USAGSO will select rewards on behalf of girls in your troop.

Have questions or need help? Contact overseascustomer@girlscouts.org.



Download your Troop's Reward selection in Digital Cookie

1. Log into Digital Cookie <https://digitalcookie.girlscouts.org>
2. Select your troop from the "select a role" drop down menu. This will bring you to your troop leader dashboard.
3. Scroll down to the "Reports" section of your dashboard.
4. Next to "Rewards Selection", click the green "Get Report" button
5. This will produce a spreadsheet showing you the rewards that each Girl Scout has earned and all the rewards she selected. If she has earned a reward but not selected between the options given, please reach out to the Girl Scout to confirm her reward preference.

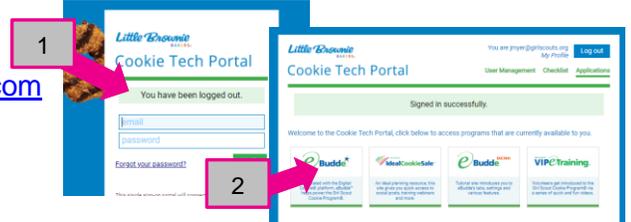
The screenshot shows the Digital Cookie Troop Dashboard for Troop TEST123456789. The interface includes a navigation bar with 'Dashboard', 'My Troop Orders', and 'Virtual Booths'. A 'Select a Role' dropdown menu is visible. The main content area features a 'Reports: Troop TEST123456789' section with a table of report options:

Report Type	Description	Action
All Order Data	For each girl see full order details including varieties, delivery type, etc.	Get Report
Initial Order	6/1/22 Parent's due date 6/1/22 Troop due date	Get Report
Cookie Badges	See the steps girls completed for their cookie badges and entrepreneur pin.	Get Report
Rewards Selection	See which rewards girls have selected to enter in your baker software.	Get Report

2 Add Girl Selections into eBudde

Digital cookie reward levels that give girls two reward options must be manually entered into eBudde. Digital Cookie rewards levels that do not provide options should automatically import into eBudde. Follow these steps to add girl reward selections into eBudde.

1. Log into eBudde. <https://ebudde.littlebrownie.com>
2. Select "eBudde" from your Cookie Tech Portal
3. Select your troop number from the left menu
4. Click the REWARDS tab.
5. Click the purple "Fill Out" button
6. Girls with "size/catalog selection needed" displaying in red next to their name need you, the troop leader, to select their reward. Click on each Girl Scout's name needing a reward selection to view her rewards.
7. Tick the boxes to select their preferred reward/sizes.
8. Click the green "Submit Girl Order" button.



Troop Rewards Order Forms

Final Rewards Order View Fill Out Girl Rpt

Boxes sold: 138
DOC Boxes sold: 138
DOC Charity: 45

Box Level	Reward
DOC Charity 15	GOC Patch
DOC Charity 40	Koala Clip-On
DOC 50	Digital Cookie Level 1 Cookie Tech Patch Decals
DOC 100	Digital Cookie Level 2 (pick 1) <input type="checkbox"/> Leaf Pouch <input type="checkbox"/> Bracelet, Koala

GIRL ORDERS:

[Edit All Below](#)

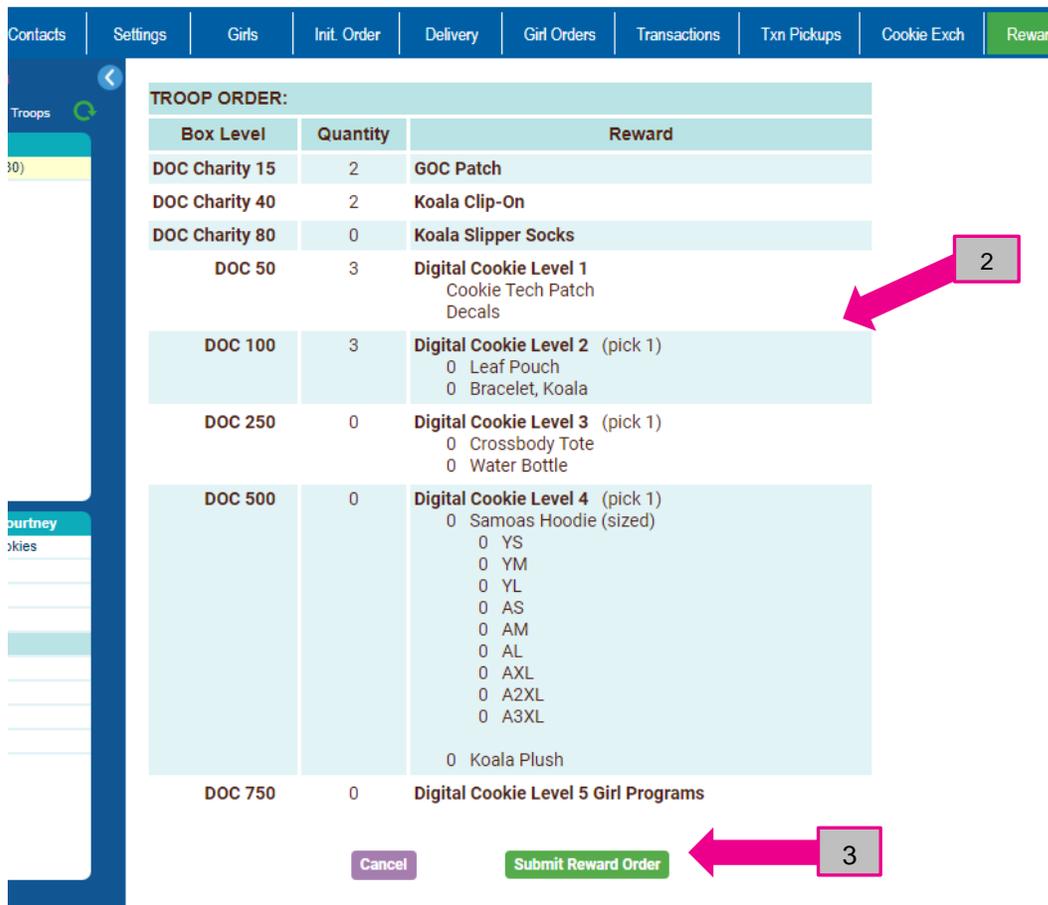
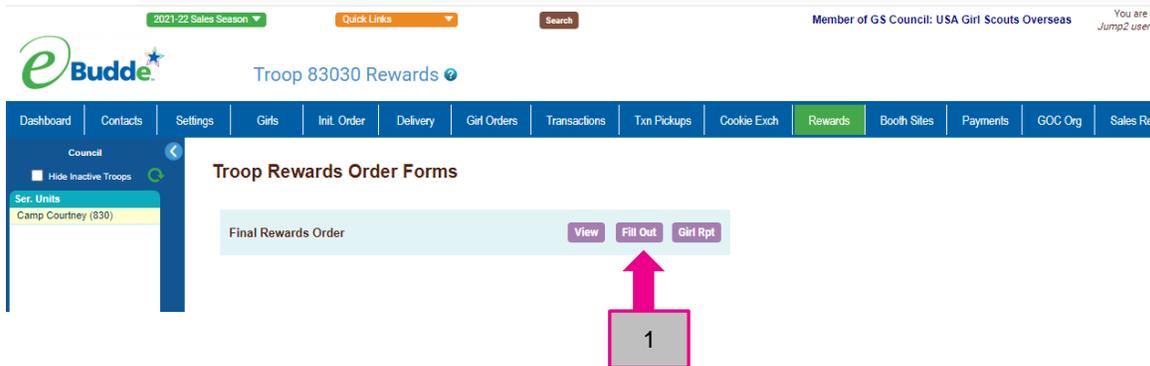
- [Abigail M.](#) receives 4 rewards (size/catalog selection needed)
- [Alexis H.](#) receives 0 rewards
- [Alyra C.](#) receives 0 rewards
- [Isabela V.](#) receives 0 rewards
- [Juliana R.](#) receives 0 rewards
- [Lynsey C.](#) receives 0 rewards
- [Marykatherine E.](#) receives 2 rewards (size/catalog selection needed)
- [Meredith C.](#) receives 4 rewards (size/catalog selection needed)

Cancel Submit Girl Order

3

Submit Your Troop's Digital Cookie Rewards

1. From the Rewards tab, click the purple "Fill Out" button.
2. Quickly review the list to make sure all no additional selections are needed
3. Scroll down and click the green "Submit Reward Order" button.



APPENDIX

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

Samoas[®]

Thin Mints[®]

**It's
Cookie
Time!**

Do-si-dos[®]



PERMISSION FOR PARTICIPATION IN THE 2023 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 3 – March 19, 2023** (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 as well as in the U.S. Virgin Islands, Northern Mariana Islands, American Samoa and select U.S. Embassies in Cairo, Lisbon, Tokyo, Frankfurt, and North Athens.

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 expanding the Digital Cookie Program to the following members: all Girl Scouts eligible for in-person sales in military communities and select embassy communities in Cairo, Lisbon, Tokyo, Frankfurt, and North Athens, 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 3 – March 19, 2023**.

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 2023. 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 girls and preparing them for a lifetime of success. Use the how the cookie crumbles below for a guide.



Each OCMT decides how to split the OCMT profit (\$1.38 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

Girl Scout Cookies® are \$5 per package for core varieties and \$6 per package for specialty cookies.

Core:

- Thin Mints®
- Samoas®
- Tagalongs®
- Trefoils®
- Do-si-dos®
- Lemon-Ups®
- Adventurefuls™
- Raspberry Rally™
(Exclusively Sold Online for Shipment)

Specialty:

- Girl Scout S'mores®
- Toffee-tastic®
(Gluten-Free)

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!

Here are some ideas for a smooth pickup:

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

Average Sales per Cookie Variety

Deciding how many packages to order for booth sales 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%	Do-si-dos®	9%
Samoas®	19%	Lemon-Ups®	7%
Tagalongs®	14%	Girl Scout S'mores®	5%
Trefoils®	8%	Toffee-tastic®	3%
			9%

This season's Raspberry Rally™ cookie will be offered exclusively online for direct shipping only.

*Data from 2020-2021 Girl Scout Cookie Season

Resources at a Glance

Girl Scouts of the USA

- About Girl Scout Cookies®
girlscouts.org
- Troop Leader Resources
girlscoutcookies.org/troopleaders
- Cookie Business Badges
girlscouts.org/cookiebadges
Your council's website
- Cookie Entrepreneur Family Pin
girlscouts.org/entrepreneurfamily
- Cookie Family Connection Guide
girlscoutcookies.org/troopleaders
- Cookie Program Family Meeting Guides
girlscoutcookies.org/troopleaders
- Digital Cookie® Platform
girlscouts.org/digitalcookie
- Digital Marketing Tips for Cookie Entrepreneurs
girlscoutcookies.org/digitalmarketingtips
- Virtual Cookie Booth Guide
girlscoutcookies.org/troopleaders
- Volunteer Essentials
[USAGSO Volunteer Essentials](#)

Girl Scouts' Safety Guidelines

One of the most essential steps you can take to go bright ahead this season is to review all safety guidelines with troop members and their parents or guardians.

- Digital Marketing Tips for Cookie Entrepreneurs and Families
- Practical Tips for Parents
- Safety Tips for Product Sales
- [USAGSO Volunteer Essentials](#) and [Safety Activity Checkpoints](#)

Find information about Girl Scouts' safety resources and more:

- girlscoutcookies.org/digitalmarketingtips
- girlscouts.org
- usagso.org

Little Brownie Bakers®

- Cookie History, FAQs and Nutrition Information
LittleBrownie.com
- eBudde™ App
LittleBrownie.com/volunteers and wherever you download apps
- FAQs
LittleBrownie.com/pages/faq
- Go Bright Ahead Toolkit
LittleBrownie.com/volunteers
- Girl Scouts® Built by Me Cookie Planner
LittleBrownie.com/volunteers
- Girl Scouts® Cookie Captains
LittleBrownie.com/teens
- Girl Scouts® Cookie Rookies
LittleBrownie.com/girls
- Girl Scouts® Cookie VIP eTraining
Vipetraining.littlebrownie.com
- Girl Scouts® My Cookie Friend
LittleBrownie.com/volunteers
- Goal-setting Activities and Tips
LittleBrownie.com
Also on girlscouts.org
- In-Person Cookie Sale Guide
LittleBrownie.com/volunteers
- Little Brownie Family Guide
LittleBrownie.com/families
- Social Media Tools and Graphics
LittleBrownie.com/social-resources
girlscoutcookies.org/troopleaders
- Resources for Girls
LittleBrownie.com/girls
- Resources for Teens
LittleBrownie.com/teens
- Virtual Cookie Sales Tools
LittleBrownie.com/volunteers

Need Inspiration?



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

FOLLOW
Little Brownie
Bakers®
on Pinterest
[@lbbakers](#)