

2024-2025 Girl Scout Cookie Program®

Troop Cookie Manager Manual





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TROOP VOLUNTEER COOKIE SALES CHECKLIST (SEPTEMBER-DECEMBER)

Before Sales- Get Ready! (September-December)

- ☐ Learn about the cookie program. Read Section I of the Troop Volunteer Cookie Guide.
- ☐ Complete your Cookie Trainings in gsLearn.
- ☐ Connect with your OCMT Cookie Manager and attend any local cookie meetings to learn about the OCMT Cookie Program Plan.
- ☐ Attend your OCMT Cookie Rally or host your own Cookie Rally if your OCMT is not already planning one.
- ☐ Hold a meeting with your troop parents and volunteers to share important information about your troop's participation in the cookie program.



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 2025 Girl Scout Cookie Program Sale Dates:
February 7 to March 23: In-person Cookie Sales & Digital Cookie Sales

Cookie Calendar

October 2024

- 1: **USVI cookie pre-orders start**
Cookie Kick-off in Overseas Updates live
- 11: Cookie Bite eNewsletter
- 17: Cookie Workshop Live- [Register here!](#)
- 25: **Cookie orders due to USAGSO**
- 31: [Cookie Patches and Cookie Rally Kit Online Store](#) closes

November 2024

- 14: Cookie Bite eNewsletter

December 2024

- 2: **USVI pre-orders end**
- 9: **USVI Cookie orders due to USAGSO**
- 13: Cookie Bite eNewsletter

January 2025

- 7: GSUSA Cookie Season Launch – ‘Unbox the Future’ Campaign
- 10: Cookie Bite eNewsletter
- 22: Volunteer access Digital Cookie
- 29: Parent/Girl access Digital Cookie
- 31: Opt-out of Girl Rewards in eBudde for additional proceeds



February 2025

- 3: [Submit Digital Cookie Girl Delivery Activation Form](#)
- 7: In-person Cookie Sales & Digital Cookie Sales begin
- 14: Cookie Bite eNewsletter
- 21-23: National Girl Scout Cookie Weekend

March 2025

- 14: Cookie Bite Newsletter
- 23: All cookie sales END
- 31: Distribute troop sales to girls
Submit girl rewards in eBudde

April 2025

- 11: Cookie Bite Newsletter
- 18: [Cookie Program Evaluation Form](#) due to USAGSO

Only applies to in-person cookie selling communities.



With each new cookie season, Girl Scout entrepreneurs embrace the possibility of all the excitement that lies ahead.

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

While planning a cookie season can seem daunting, this Manual will help you conquer cookie season with helpful tips for Digital Cookie, taking credit card payments, using the eBudde™ app, digital marketing, and ensuring boothing success! Plus, we have ready-made resources that keep it simple and help volunteers and entrepreneurs have the most successful and fun cookie season ever.

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started and Embrace Possibility.

Volunteers support endless possibilities!

It's a fact: Cookie season couldn't happen without the hard work of our volunteers.

Thank you for serving as a Troop Volunteer!



Girl Scout S'mores

LAST
CHANCE!



ANNOUNCING
2024-2025 Cookie Season is the **FINAL SEASON** for
Girl Scout S'mores®

Ready-Made Social Posts

Cookie images featuring the “Last Chance” message are ready to help spread the word. Simply download and share to make sure all cookie fans know to stock up before it’s too late.



[LittleBrownie.com](https://www.LittleBrownie.com)

Other Resources

To help spread the word, you’ll find the “Last Chance” graphic on all Girl Scout order cards, along with fun stickers and table tents that share the news.



[LittleBrownie.com](https://www.LittleBrownie.com)



LAST
SEASON
TO GET
GIRL SCOUT
S'MORES®



2024–2025 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.

①D



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.

①D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.

①D



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.

①D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.

①D



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.

①D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

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

①



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.

①D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.

①D



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ACCEPTED



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 2025 and posted on our website.

Digital Cookie Shipping Fees*

Digital Cookie shipping fees are incurred by the customer when a customer orders cookies to ship directly to a recipient. Girl Scouts of the USA negotiates the best pricing for Digital Cookie and will generally have updated pricing available in the fall each year.

Digital Cookie's minimum order for shipping is four packages. The base shipping price is 4-8 packages at \$12.99 and 9-12 packages at \$14.99. Below is a list of shipping costs for cookie orders at the different levels.

Packages		Shipping Cost
4	8	\$12.99
9	12	\$14.99
13	20	\$27.98
21	24	\$29.98
25	32	\$42.97
33	36	\$44.97
37	44	\$57.96
45	48	\$59.96
49	52	\$72.95

The above pricing is calculated as follows:

- 13 packages of cookies: tier B (12 packages) + tier A (1 more package) = \$27.98
- 25 packages of cookies: tier B x 2 (24 packages) + tier A (1 more package) = \$42.97

There is a \$5 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and U.S. Virgin Islands.

**Shipping fees shown are from the 2024 Cookie Season. GSUSA will release the 2025 Digital Cookie Shipping Fees later this fall. We will update this information at that time.*



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 refer 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, North Athens, Madrid, Sarajevo, and Pristina

USAGSO is actively working to expand in-person sales in new communities. Check our [website](#) for an updated list of locations participating in in-person sales this year.

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 USAGSO members below are eligible to participate in the digital cookie program:

- All Girl Scouts eligible for in-person sales
- All Girl Scouts in the EU
- U.S. embassy or consulate affiliated Girl Scouts WITH a U.S. address on their MyGS account



PROCEEDS

The Girl Scout Cookie Program gives troops and girls the opportunity to earn money while strengthening their entrepreneurial skills. OCMTs receive \$1.50* 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 proceeds (\$1.50* per box) between the OCMT and troops. For example, an OCMT may decide to allocate \$1 to the troop and \$0.50 to the OCMT. USAGSO recommends that the troops receive the greater portion of the split. Make sure to include this amount in your Cookie Program Plans. *Note:* Troops have the option to opt out of girl rewards for additional proceeds. If a troop opts out of girl rewards for an additional \$0.10 per box sold, those additional proceeds need to be allocated to the troop.

OCMT split: A portion of the cookie proceeds should be allocated to the OCMT to use for OCMT expenses. These purchases are approved by the OCMT and can support Girl Scout expenses for the Girl Scout community at large. Some examples of OCMT expenses include volunteer appreciation gifts, community wide camps and programs, leftover cookie inventory, and shared Girl Scout hut supplies.

Troop split: A portion of the cookie proceeds should be allocated to the troops to use for troop expenses. Troop cookie proceeds become part of the troop's funds and should be managed as such. Troop funds cannot be earmarked for individual girls and do not follow girls when they move. Troop funds are shared by all troop members and Girl Scouts should be involved in deciding how troop funds are spent. Please see the USAGSO Finance Policy and Volunteer Essentials for more guidance on managing and spending troop and OCMT funds.

Overseas Management Teams that do not have an OCMT Bank Account are not eligible to receive proceeds from USAGSO at the end of the sale. Instead, they can receive Cookie Coupons to use toward Girl Scout merchandise, membership registrations, and programming in lieu of cash payments. See the section on Community Cookie Coupons for more details.



How the Cookie Crumbles (Traditional Cookies)



Traditional Cookies \$6/box		
\$1.50*	OCMT & Troop Proceeds	25%
\$1.35	Baker	22%
\$0.13	Distribution Agents (AAFES, NEXCOM & Bob Lynch)	2%
\$0.10	Girl Rewards	2%
\$2.92	Leadership development for girls & adults	49%
Specialty Cookies \$6/box		
\$1.50*	OCMT & Troop Proceeds	25%
\$2.55	Baker	42%
\$0.25	Distribution Agents (AAFES, NEXCOM & Bob Lynch)	4%
\$0.10	Girl Rewards	2%
\$1.60	Leadership development for girls & adults	27%
Digital Cookie Traditional Cookies \$6/box		
\$1.50*	OCMT & Troop Proceeds	25%
\$1.35	Baker	22%
\$0.30	Credit Card Transaction Fees	5%
\$0.10	Girl Rewards	2%
\$2.75	Leadership development for girls & adults	46%
Digital Cookie Specialty Cookies \$6/box		
\$1.50*	OCMT & Troop Proceeds	25%
\$2.55	Baker	42%
\$0.30	Credit Card Transaction Fees	5%
\$0.10	Girl Rewards	2%
\$1.55	Leadership development for girls & adults	26%

*Communities have the opportunity to earn additional proceeds for each box sold.



Community Cookie Coupons

Overseas Committee Management Teams that do not have an OCMT Bank Account are not eligible to receive cash proceeds directly from USAGSO at the end of the sale. Instead, they can receive Community Cookie Coupons to use toward Girl Scout merchandise, membership registrations, and programming in lieu of cash payments. Communities must have at least two volunteers assigned to an OCMT role, one of whom is assigned to the OCMT Cookie Manager position, to be eligible to receive Community Cookie Coupons. Like cookie proceeds, Community Cookie Coupons start at \$1.50 per box sold with a chance to earn additional proceeds for meeting various incentives and requirements. Since cookie coupons are equal to cookie proceeds, all communities can use their eBudde sales reports to accurately track and monitor sales and additional proceeds or coupons earned throughout the cookie season.

To receive Community Cookie Coupons, communities that are owed money from USAGSO but do not have an OCMT bank account should fill out the [Community Cookie Coupon Request Form](#). This form will be sent to communities with their final cookie invoice, about two weeks after cookie sales end. Detailed instructions to redeem your community coupons will be provided at that time.

Please remember, Community Cookie Coupons are designed to support Girl Scout programming and must be spent before the end of the membership year. Be sure to involve your Girl Scouts and volunteers when deciding how to redeem your Community Cookie Coupons.

Find out more about [Community Cookie Coupons](#)!

Additional Proceeds/Coupons

Cookie proceeds (and Cookie Coupons) start at \$1.50 per box with a chance to earn additional proceeds per box sold for meeting various incentives and requirements. Troops may also earn additional proceeds for opting out of girl rewards (see the girl rewards section of this guide to learn more). Additional proceeds earned will be applied to your eBudde troop account and can be found on your eBudde troop settings tab and sales reports.

Recipe for a Successful Cookie Program!

Earn up to \$0.10 more per box sold by following this recipe for a successful cookie season! The OCMT will be sure to complete these steps and submit the [notification form](#) by **January 31** to earn additional proceeds!

- **Learn about the cookie program (\$0.05 per box)**- Have at least one OCMT member complete the OCMT Cookie Trainings and one volunteer from each participating troop complete the Troop Cookie Trainings in gsLearn and receive an additional \$0.05 per box sold!



- **Host a cookie rally and parent meeting (\$0.05 per box)**- Host a cookie rally and host a cookie parent meeting to get your community ready for the cookie season and receive an additional \$0.05 per box sold!



Recipe for a Successful Cookie Season!

Instructions

Complete these steps by January 31st to earn additional cookie proceeds!

Directions

1. Learn about the cookie program! (\$0.05 per box)

Have at least one OCMT member complete the OCMT Cookie Trainings and one volunteer from each participating troop complete the Troop Cookie Trainings in gsLearn and receive an additional \$0.05 per box sold!

2. Host a cookie rally & parent meeting! (\$0.05 per box)

Host a cookie rally and host a cookie parent meeting to get your community ready and excited for the cookie season and receive an additional \$0.05 per box sold!

3. Notify USAGSO to receive your additional cookie proceeds!

Minimum Requirements to Receive Cookie Proceeds/Cookie Coupons

Communities must have at least two registered OCMT members, one of which is serving as a Cookie Manager, to receive cookie proceeds or cookie coupons.



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. 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 called the Gift of Caring. These cookie donations are \$6 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 Soldiers' Angels. Visit www.SoldiersAngels.org to find out more about the Soldiers' Angels organization.

Can I use Digital Cookie donations to donate our cookies locally?

Yes! Check with your OCMT Cookie Manager before the end of cookies sales to find out how you can use your troop's Digital Cookie donations to donate cookies locally.

Where can I donate cookies locally?

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 the 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, volunteers 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, WEBSITES, FLEA MARKETS, OR OTHER VENDOR IN ANY OTHER MANNER.

Inspire cookie entrepreneurs



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.

Learn more!



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](https://www.girlscouts.org)!

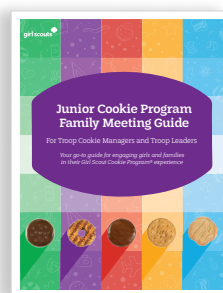


Getting families involved

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!




























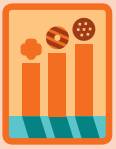










Inspire families to get involved by reviewing these resources:

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



Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business			Financial Literacy		Cookie Entrepreneur Family	Entrepreneur						
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Toy Business Designer						
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Budding Entrepreneur						
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins		 Business Jumpstart						
Cadette	 My Cookie Venture			 Cookie Market Researcher			 Cookie Innovator	 Budget Manager	 My Money Habits	 My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins		 Business Creator
Senior	 My Cookie Network		 Cookie Boss		 Savvy Saver		 My Financial Power		 Year 1 and 2 Cookie Entrepreneur Family Pins			 Business Startup	
Ambassador	 My Cookie Business Resume		 Cookie Influencer		 Financial Planner		 My Financial Independence		 Year 1 and 2 Cookie Entrepreneur Family Pins			 Entrepreneur Accelerator	



TROOP PROCEEDS

The Girl Scout Cookie Program gives girls the opportunity to set goals and create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life. OCMTs should make sure troops and girls in their community know how much the troop will earn for each box of cookies sold. Troops need to know this information so they can set their cookie sales goals before sales begin. Here are a few things to remember as you support Girl Scouts as they get ready for the cookie season.

- Troop cookie proceeds are troop funds and should be managed following the same rules and processes.
- Troop cookie proceeds fund Girl Scout activities for the entire troop and should not be earmarked for individuals. Remember, there is a separate Girl Rewards program to reward individual girl efforts. See the Girl Rewards section in this guide for more details.
- Troop members should have a say in how troop funds are spent. Remember, Girl Scouts is girl-led! Here are a few approved ways Girl Scouts can spend their hard-earned troop dollars- service projects, Girl Scout experiences (camp, trips, etc.), membership dues, Girl Scout badges or uniforms, and other Girl Scout related expenses.
- Girl participation in the cookie program is voluntary and should not impact a girl's ability to participate in activities using funds earned from cookie sales. If a Girl Scout or her family is unable to participate in cookie sales, be sure to find other ways they can get involved and support the troop.
- Money earned should not exceed what the group needs to support its planned activities. Try using the Troop Goal Setting Worksheet to help your troop set and reach their cookie sales goals.
- Money earning should be appropriate to a Girl Scout's age and developmental level. Check out the Entrepreneurship Progression Chart to see how Girl Scouts at all levels can get involved in the cookie program.

2025 Troop Goal Setting Worksheet

Help your troop practice goal setting, decision making, and money management by choosing how they want to use their proceeds from the 2025 Girl Scout Cookie program and mapping out how they'll meet their goal.

1. Set Your Goal:

How does the troop plan to use its cookie program proceeds?

2. Determine the Cost:

How much does the troop need for their plan? \$ _____
How much does the troop currently have? - \$ _____
How much does the troop need to earn? =\$ _____ (A)

Troop proceeds are set by your Overseas Committee Management Team. Contact your Overseas Committee Management team to find out how much your troop will earn for each box of cookies sold.

Need to Earn \$ _____ (A)
Estimated Troop Proceeds (per box sold) ÷ _____
Boxes of cookies needed to reach goal = _____ (B)

3. Map It Out:

Cookie Sales Planning

How many packages do the girls need to sell to family and friends during the Cookie Season?

Boxes of cookies needed to reach goal _____ (B)
Girls participating ÷ _____
Each Girl's Goal = _____

Cookie Booth Planning

How many booths does the troop need to hold to reach their goal?

Packages needed to reach goal _____ (C)
Estimated packages troop will sell per booth ÷ _____
of cookie booths needed to reach goal = _____



Girl Scouts can also set individual sales goal to earn individual Girl Rewards. Be sure to share the Girl Rewards card with your troop so Girl Scouts can see all the fund merchandise and experiences they can earn for reaching their own sales goals.



Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

Five skills learned from the cookie program:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

Money Manager

Learn money basics.

Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.

Learn how much Girl Scout Cookies cost in your area.

Decision Maker

Make plans for the coming Girl Scout year and set a budget.

Talk about wants versus needs.

Talk about how the troop can earn money through cookie program participation.

Look into your troop's proceeds from previous years to help you budget.

Goal Setter

Set sales goals as a troop and individually.

Talk with troop members about how you can work together to reach your troop's goal.

Discuss different ways to sell cookies and set a goal for which ones you'll try.

Brainstorm how you could use your cookie earnings to help others in your community.

Consumer Expert

Think "cookie customers."

Talk with troop members about why people may or may not choose to buy Girl Scout Cookies, and brainstorm ways to engage them.

Come up with ideas for the perfect customer pitch.

Practice explaining how your cookie earnings will be spent.

Brainstorm ways to thank your customers.

Cookie Techie

Use technology to grow the business.

Set a specific goal for your digital sales.

Make a video for your friends and family network promoting online cookie sales using your sales pitch; encourage the gifting of cookies to boost sales.

Use your support network of friends and family to safely promote your digital storefront.

Networker

Build your social support system.

Connect with local business leaders for ideas about how to grow your Girl Scout Cookie business.

Talk to friends and family about how they can help you expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's cookie earnings, to inspire them to increase their purchase.

Innovator

Take it beyond Girl Scout Cookies.

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, then narrow to the best!

Be prepared to go back to the drawing board—maybe more than once!

Get feedback from potential consumers and improve your idea based on what they say.

Research social entrepreneurs in your community and beyond.

Entrepreneur

Take your business idea to the next level.

Create and document a mission statement and business plan for your product/service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing your business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!

How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.



COOKIE RALLY

Cookie rallies are a great way for girls and volunteers to get excited for the cookie season and learn more about the five essential skills.

This cookie season, USAGSO encourages cookie selling Overseas Committees to host their own Cookie Rally in their community. Be sure to check out [Little Brownie Bakers' resources](#) and this year's [Rally Guide](#)!

Hosting a Cookie Rally in your community? USAGSO is here to help! New this year, we will host communities' Cookie Rally registrations* on our USAGSO Eventbrite and promote your event on our website and social media channels.

** Your Cookie Rally must be open to all USAGSO members. Submit the [Eventbrite Registration Setup Form](#) at least 6-weeks prior to your Cookie Rally date.*

GIRL REWARDS

The Girl Rewards program provides all girls with the opportunities to set their own sales goal and earn individual rewards. All types of sales, whether in-person or through the digital cookie platform, count towards a girl's sales total and determine the girl rewards she will earn. Let's look at the rewards a Girl Scout can earn this cookie season!

Girl Rewards are not available to troops that have opted out of rewards 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.

USA Girl Scouts Overseas 2025 Girl Scout Rewards

EMBRACE POSSIBILITY

My Personal Goal: _____

NUMBER OF PACKAGES

Girl Rewards for all boxes sold, in-person and Digital Cookie. Girl Rewards are not available in troops that have opted out for additional proceeds. Please check with your troop 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



Techie Patch
10+ Digital Cookie packages



Action Patch
25+ packages



Cooling Headband
50+ packages



**Panda Sandwich
Shaper**
100+ packages



Take-Along Utensil Set
For lunch camp or travel
150+ packages



Panda Water Bottle
225+ packages



Panda Bento Box
300+ packages



**Do-si-dos®
Duffle Bag**
400+ packages

Stellar Sellers

Girl Experiences

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



500+ Bronze
Girl Experience
Yoga bliss!
OR Art Masters!



600+ Silver
Girl Experience Rad
robotics!
OR Both Bronze level
experiences



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



800+ Platinum
USAGSO Girl Camp
Experience!
OR All Bronze, Silver,
and Gold experiences



Gift of Caring Patch
15+ packages



Bamboo Comb
40+ packages



Panda Pouch
80+ packages

Color as you go!

Write in your personal
goal and color each item
when you reach it.



20%
Number of
packages



40%
Number of
packages



60%
Number of
packages



80%
Number of
packages



100%
My Personal
Goal



USAGSO

Stellar Sellers 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.



800+ Boxes Sold: Platinum Experience

Option 1: USAGSO Girl Camp Experience!

Qualifying girls receive free registration to a summer 2025 USAGSO mini camp, adventure camp, or 1/2 off registration to Camp Taiwan. View the [USAGSO Camp webpage](#) for all summer camp options.

Registration is dependent on space availability. The platinum experience only covers registration to a camp scheduled during the summer of 2025. Members are responsible for all other travel related expenses.

Option 2: All Bronze, Silver, and Gold level experiences.



Girl Rewards Opt-Out

Troops have the option to opt out of Girl Rewards to receive \$0.10 per box additional cookie proceeds. If troops opt out of Girl Rewards, please inform girls and parents to let them know that girls in that troop are not eligible to earn Girl Rewards this season.

Troops that decide to opt out of rewards must select the opt-out option on the eBudde troop settings tab by **January 31, 2025**. See this [eBudde tutorial](#) for step-by-step instructions.

Once opted out, troops will earn an additional \$0.10 cents per box which will be applied to your eBudde account and reflected in your eBudde sales reports. See this [Troop Sales Report video](#) for a detailed look at your sales report.

The decision to participate in the opt-out option should be decided by all girls in the troop participating in the 2025 Cookie Program. We recommend that all participating girls be present to sign the suggested Opt-out Girl Rewards Agreement Form included in the Appendix of this manual.

Tips for opt-out troop discussions:

- Discuss troop budget and troop goals.
- Have girls calculate troop proceeds and how much additional proceeds would be earned if opted-out.
- Explain opt-out must be 100% agreed upon by all girls.

PATCHES AND COOKIE RALLY KIT SHOP

OCMTs can purchase cookie patches and rally kits to give out to girls in the community. This gives your community the opportunity to provide additional rewards to girls and materials to support your own community cookie rally. Orders are due **October 31**.

We ask that each overseas committee share this information with their volunteers and place only one order for the entire community. If your troop is interested in ordering cookie patches or rally kits available on the cookie patch and rally kit shop, please contact your OCMT.

USAGSO Cookie Patches and Rally Kit Catalog

Order online now through October 31, 2024. All patches are \$1.00 each.

Peel & Stick Backing* makes application easy!

* Peel & Stick included on all patches except number bars, which come with iron-on backing.

Rally Patch



Decal Set in Organza Bag



Charm Collector Journal with Pop-in Charms



Cookie Rally Kit

Each kit includes: 1 Cookie Rally Patch, 1 Decal Set in Organza Bag, and 1 Charm Collector Journal with Pop-in Charms. \$8.00 per Kit

Please place one order per OCMT/community.

Panda Plush



OCMT/Community receives: 3 Panda Plush for giveaways or prize drawings in their community.

EMBRACE POSSIBILITY



“2025” Year Bar Patch

Invite Girl Scouts to collect a year bar for every season they participate with this patch. \$1.00

Peel & Stick included on all patches except number bar which come with iron-on backing



Girl Scouts® Cookie Rookie Patch

Pump up the excitement of their first cookie sale when you reward their participation with this patch. \$1.00



Girl Scouts® Cookie Captain Patch

Reward Girl Scouts who take part in this special mentor initiative. \$1.00

See next page



Super Patch

This super cute patch rewards Super Sellers and Super Troops who reach their goals. *\$1.00*



Goal Getter Patch

Set individual or troop goals and reward Girl Scouts' success. *\$1.00*



Booth Sales Patch

Reward Girl Scouts who work a set number of booths or reach a booth sales goal. *\$1.00*



Rally Patch

After the rally, send every Girl Scout off with this participation patch. *\$1.00*

Place your orders online now through **October 31**. Quantities are limited and orders are not guaranteed. You will receive confirmation of order after orders close. Payment can be made now (invoiced after sales close) or later (merchandise can be charged to your community cookie account). Please place one order per OCMT/community.

SHOP NOW





Navigating Ways to Participate: Tips for Troop Leadership

Girl Scouts can use many different cookie sales methods to help them learn, grow, and reach their goals. Leaders and families should not feel pressured to use all these methods each year. Instead, consider your time and resources as you lead the Girl Scouts to pick the right experience for your troop. Check off each one that feels right. Focus on these methods during your family meeting at the beginning of the cookie season.







Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
 Text or Call Friends and Family	Girl Scouts get hands-on experience building people skills while interacting with customers they know and trust.	Girl Scouts take orders, deliver cookies, and collect money from friends and family. The family submits the orders and money to the troop cookie manager.	The troop cookie manager picks up cookies to distribute to the troop and deposits money into the troop bank account throughout the season.	Encourage families to use Digital Cookie to collect payments. This minimizes the amount of cash families, and the troop, must manage.
 Connect with Community	This option is perfect for older Girl Scouts who have big goals. They practice their people skills as they build relationships in their community to boost their business.	Families can help Girl Scouts make connections in their community. Bigger sales may require more room to store cookies and more support managing inventory and money along the way.	The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBudde or Smart Cookies.	High-selling troops may make several trips to pick up additional inventory. It is okay to set your own deadlines and procedures for families to follow as they request and pick up inventory.

Digital Cookie

 Shipped	Girl Scouts explore online sales using their own Digital Cookie site. They can use the site to set and share their goals, learn how to create a marketing video, and promote their business.	Families can support their budding entrepreneurs without handling cookies or money.	This method requires the least action for troop leadership.	Encourage Girl Scouts to use Digital Cookie to email their cookie link, send reminders, and thank their customers.
 Girl Scout Delivered	Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.	The family helps the Girl Scout track sales, request inventory from the troop leader, and deliver cookies to customers all without handling money. All sales are paid for via credit card on the Digital Cookie site.	The troop cookie manager picks up cookies to fill online orders without having to collect and deposit money.	Troop cookie managers can get specific with troop deadlines. Example: Please have orders to me by Tuesday at noon each week. Pick up orders on Saturdays from 11am-1pm.

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

Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
Door-to-Door *				
 Order Taking *	Girl Scouts go door-to-door with help from their family to collect orders and, later, deliver cookies. As they do, they practice their people and money management skills.	The family helps the Girl Scout collect orders from neighbors and later deliver the cookies and collect money.	The troop cookie manager picks up cookies based on the troop pre-order and distributes them to the troop.	Encourage families to use Digital Cookie to collect payment. This minimizes the amount of cash families, and the troop, must manage.
 Cookie In-hand *	Girl Scouts preorder a supply of cookies. They go door-to-door with help from their family to sell their inventory to customers. As they do, they practice their people and money management skills.	Girl Scouts sell inventory door-to-door with family help. Advantages: With cookies in hand, Girl Scouts must only visit a residence once. Disadvantages: The Girl Scout and her family assume financial responsibility for the inventory.	The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBudde.	Encourage inexperienced families to take less inventory. This minimizes the risk of taking too many cookies. They can always come back for more and turn in money as they go.
 Cookie Stands *	Girl Scouts report one of their favorite things about running their cookie business is spending time with family. Running a lemonade-style cookie stand near home as a family project is a great way to grow memories along with skills!	The family helps Girl Scouts set up a cookie stand at their residence or a private property in their community. The family assumes inventory responsibility before the cookies are sold.	Same as above.	Same as above.
 Cookie Booths	Girl Scouts work as a team to reach new customers in a retail setting as they practice communicating their goals, interacting with customers, and safely handling money with adult support.	This is an easy way for busy families to let their Girl Scouts engage in the Cookie Program. Family members can become approved adult chaperones to support.	The troop cookie manager signs up for cookie booths, schedules Girl Scouts and approved adults to work the booths, and provides them with inventory. They collect money earned and deposit it into the troop bank account. They also keep records of hours and packages sold so individual Girl Scouts can receive credit for their booth sales.	This is a great way to get families to start volunteering with the troop. It shouldn't be the troop leader or troop cookie manager's job to work all the booths.

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

Market their business online



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](#) on LittleBrownie.com.
- **Text or Call:** Reach out to customers who may not be online and follow up for reorders.

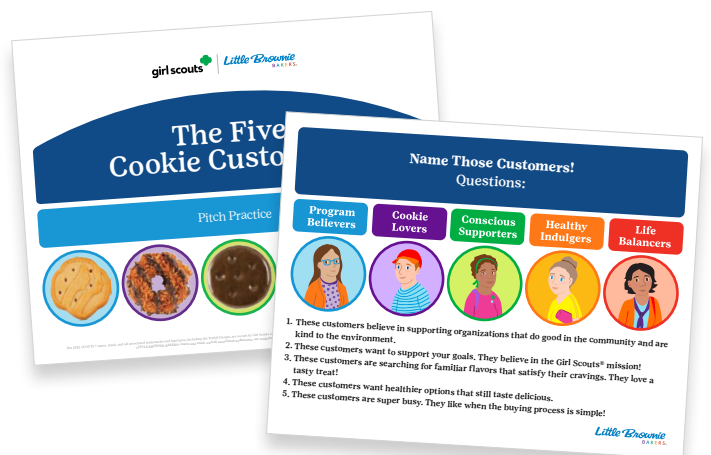
Digital marketing basics

We make marketing easy. Learn the basics and keep track of important dates with this helpful guide - sure to make cookie season a success! Visit [Digital Marketing Basics](#) on LittleBrownie.com and [Digital Marketing Tips for Cookie Entrepreneurs](#) at [girlscouts.org](#).



Five cookie customers

Volunteers and Girl Scout entrepreneurs will be fascinated to learn there are five different types of cookie customers. The [Customer IQ Quiz](#) is a fun way to role play with a group who guesses what type of customer is being acted out!

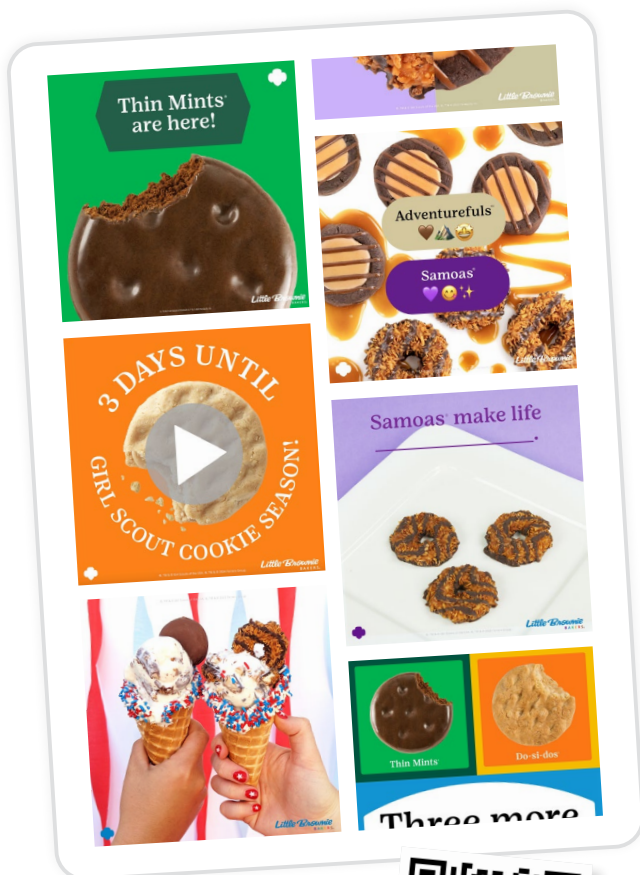


Market their business online



Attract customers with ready-made graphics

Virtual backgrounds that are out of this world



[LittleBrownie.com](https://www.LittleBrownie.com)



Troop volunteers and caregivers are encouraged to follow and share posts to help entrepreneurs kickstart their digital campaign.



Girl Scouts®



Little Brownie Bakers®



Safety resources

Girl Scouts and their caregivers will be prompted when launching their Digital Cookie site to 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](#)



Little Brownie
BAKERS®

Market their business in person



Create booth buzz

Find resources like mouthwatering cookie photography, conversation-starting virtual backgrounds, recipes that encourage stocking freezers, fun clip art, and attention-grabbing booth signage all in one place!



Having a cookie booth or neighborhood stand? Any way your troop does it, we have lots of resources to entice cookie lovers!

**For more details on how cookie booths are coordinated, talk to your council and visit girlscoutcookies.org/troopleaders.*



Market their business in person



Ordering made easy



Only need
one printed
insert per
Girl Scout!

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 visit their Digital Cookie® site to make a purchase and bookmark their site for future purchases. 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.

Menus print 4-to-a-page and can be used as small flyers or leave behinds.



Menus
available in
English and
Spanish

Menus are
interactive so
entrepreneurs
can edit before
printing



Materials
have a place to
add QR codes
for easy online
purchasing.



[LittleBrownie.com](https://www.LittleBrownie.com)



Cookie Booth Essentials

How to Maximize Your Booth Experience, Interact with Customers, and Stay Safe



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Use this flyer for helpful tips on how to talk to customers about the cookie program and how to navigate difficult situations that may come up.

Booth Requirements

Remember to follow all guidelines that your council sets, like approved and designated booth locations, as well as requirements for setting up, running, and taking down a booth.

- All booth sales must take place in a designated, council-approved area.
- Check with your troop cookie volunteer to determine who is authorized to approach locations to request permission to hold a booth and how to sign up for expanded cookie booths opportunities if offered by your council.
- Girl Scouts should not sell in or in front of establishments that they themselves cannot legally patronize.
- Girl Scouts must be present at cookie booths; follow your council's guidance for minimum/maximum attendees.
- Have a minimum of two adults (at least one of whom is a registered Girl Scout volunteer with the required background check) present at all times.
- Always have a first-aid kit and caregiver contact information available at the booth.
- Only Girl Scout Cookies may be sold at booths.
- Girl Scouts may not engage in any direct solicitation for money; however, Girl Scouts may promote their cookie donation program at cookie booth locations.



Preparing for Cookie Booths

- Determine if your Girl Scout is ready to booth. Consider things like the length of time for the booth shift, if they will be okay standing in the same area for the duration of the booth, and how they will react if rejected or ignored by customers.
- Work with your troop cookie volunteer to schedule the booth, and consider volunteering to help supervise at the booth.
- Encourage Girl Scouts to unleash their creativity to make signs and decorations to attract customers.
- Check your council shop or girlscoutshop.com for tablecloths, booth kits, and other cookie gear.
- Have Girl Scouts practice their sales pitch and replies to potential customer responses.



Preparing for Cookie Booths

- Check with the troop cookie volunteer to determine if you will use troop cookies or an individual Girl Scout's cookies at the booth. If using troop cookies, determine who will deliver them to the booth location and who will return any unsold cookies back to the troop cookie volunteer.
- Determine how much change to take to the booth and whether it will be supplied by the troop.
- Check with the troop cookie volunteer to verify the troop's Digital Cookie troop link is set up to allow for electronic payment processing; verify your access and review any instructions for use to ensure smooth payment acceptance from customers.

Booth Etiquette

- While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!
- Booths should not block a store entrance or exit.
- Make sure there is enough room for both the cookie display table and the participating Girl Scouts. Ensure that pedestrians, bikes, and cars can safely pass by.
- Arrive early enough to set up, but do not encroach on the time of troops selling before you.
- Begin packing up before the end of your shift so troops following you can start on time.
- Be sure to clean up after your shift, taking empty cases with you.
- Set up—and remain—in the designated area.
- Always be courteous and polite; avoid yelling at customers.
- With adult supervision, Girl Scouts should do the selling.

Cookie Booth Finances

- Reduce cash transactions by offering council-approved electronic payment options whenever possible.
- Follow council and troop rules for accepting large bills or checks.
- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie packages; consider using a money belt or apron in place of a cash box.
- Use an inventory worksheet to reconcile sales at the end of the booth.
- Turn booth funds over to the troop cookie volunteer promptly and avoid keeping money at home or at school.



Booth Inventory Sheet

Be sure to plan for the weather in your area and include umbrellas, spare scarves, gloves, and handwarmers as necessary. Booths should not block a store entrance or exit.

- Table
- Chairs
- Tablecloth, displays, and signage
- Pop-ups, if allowed
- Change—be sure to take cookie price into consideration when determining how much change to bring
- Money pouch or cash box
- Technology for processing electronic payments (cell phone, card readers)
- Cookies
- Bags/boxes for large customer orders
- First-aid kit
- Required approval paperwork or documentation (i.e., approval forms, sign-up confirmation, permission forms)
- Inventory worksheet

Booth Location: _____ Date: _____ Troop #: _____

Cookie										
Price	\$____	\$____	\$____	\$____	\$____	\$____	\$____	\$____	\$____	\$____
Starting Inventory										
Packages Sold (Use Tally Marks)										
Donations (Use Tally Marks)										
Ending Inventory										
Total Packages Sold										

Girl Scout on Duty	Start Time	End Time

Adult Supervisors

Ending Cash	
Starting Cash	-
Total Cash Collected	=
Credit Cards	+
Checks	+
Total Money Collected	=
Expected Total Amount (packages sold x price)	-
Over/Short Money Collected for Boxes Sold	=

Notes: _____

Adult Signature: _____

"What If?" Scenarios

What if someone asks you, "What's the difference between Girl Scouts and Scouting America?"

- Girl Scouts and Scouting America are two completely different organizations.
- Girl Scouts bring their dreams to life and work together to build a better world! And research shows there's no better place to discover their full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

PRO TIP: Stay positive. Don't put other organizations down. Just lift Girl Scouts up!

What if someone asks about a cookie we don't sell anymore?

- Thank them for loving Girl Scout Cookies!
- Ask them what they loved about that cookie, was it chocolate? Was it fruit flavored? Based on their response, recommend a different cookie.
- Some cookies come and go based on their popularity/food trends and to make room for new and exciting flavors.

PRO TIP: If you have a Digital Cookie page, share it with customers. Explain that purchasing cookies either at a booth or online helps you reach your goals.

What if someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and alert security (if applicable).
- Report any incidents to your council according to its guidelines.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect.

What if you're approached by an angry customer or someone makes you uncomfortable?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.
- If it feels safe to do so, we want you to feel empowered to capture the person with your smartphone's video, photo, or audio recording to provide evidence to police.

PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.

What if a customer complains about where the cookie proceeds go?

- You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world!"

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

What if you're asked to leave by store management or security?

- If a problem arises with property/store management or security guards, follow their instructions.
- Report the request to your troop cookie volunteer so they can work with the service unit or the council to resolve the matter.

PRO TIP: Bring a copy of the authorization if it's available from your council.

What if someone asks why Girl Scouts use palm oil in their cookies?

- Palm oil is an ingredient found in most baked snacks sold in the U.S.
- Palm oil ensures shelf life and serves as an alternative to trans fats.
- We continue to explore alternatives, but there are no viable or readily available alternatives at this time.
- Girl Scouts of the USA is a member of RSPO (Roundtable on Sustainable Palm Oil) which supports efforts to promote the growth and use of sustainable palm oil products.

PRO TIP: If someone is asking questions that you can't answer, feel free to direct them to <http://www.girlscouts.org/cookie> for more info.

What if another troop shows up at the same time?

- Contact troop cookie volunteers to verify sign-ups in case someone has arrived at the wrong location.
- Work together to find a solution. Consider splitting the time or having one troop per door.
- Do not involve store management with troop conflicts.

PRO TIP: Girl Scouts and their adult volunteers should always behave in a manner appropriate to a public setting.



YOUR ROLE AS A TROOP VOLUNTEER

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

Troop Cookie Coordinator

Troop Cookie Coordinators are adult members who volunteer to support a troop with the cookie program by leading the girl experience, goal setting, recruiting parent volunteers, and more. 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 the [Troop Cookie Coordinator 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 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 by leading the girl experience, goal setting, recruiting parent volunteers, and more. When sending information and communications or holding training for troop volunteers, be sure to include all troop leaders and troop cookie coordinators.

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 with the cookie pickup, 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.



Cookie Manager

Each OCMT has a Cookie Manager who is responsible for all things cookies. From cookie orders and pickup to creating a community cookie plan, the Cookie Manager oversees 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.

VOLUNTEER REQUIREMENT & TRAININGS

Background Checks

To ensure a safe cookie season, all troop leaders, troop cookie coordinators, OCMT members, and volunteers at a cookie booth or overnight event are required to be a registered USAGSO member and have a current background check on their Girl Scout record. Know and share our [background check policy](#) with volunteers and family members who may be asked to help at a cookie booth this season so that they can meet the background check requirement before cookie sales start.

gsLearn Trainings

The Girl Scout motto is “Be prepared”, and we encourage volunteers to complete their cookie trainings so that they are prepared for the cookie season.

USAGSO cookie trainings are available in gsLearn. To complete your cookie trainings, log into your MyGS account and select “gsLearn” from your dashboard. Once logged in,



volunteers can find the trainings directly on their homepage or by searching the content library.

In addition to giving you the knowledge and resources to help Girl Scouts have a successful cookie program, completing your trainings pays! Communities that have at least one OCMT member and one volunteer from each participating troop complete their required cookie training can earn an additional \$0.05 per box sold! Check out the proceeds and finance section of this guide to learn more.

Community Volunteer and Parent Meetings

As you prepare for the cookie program, be sure to hold a volunteer and parent meeting to review your community's cookie program plans. Since each community is unique, this meeting is your chance to let your members know how cookie sales will operate in your area. From booth signups and cash box procedures to Digital Cookie girl delivery and QR code sharing, it is important that everyone knows how cookie sales should run in your community. Be sure to check out the training materials found in Section III of this guide.



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.**



DO'S & DON'TS

1. Overseas Committees do not take pre-orders or make “cookie reservations” (like our Girl Scout sisters in the U.S.). 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 U.S. 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 overseas locations. Selling cookies on the local economy puts your girls at risk of 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.



COOKIE SYSTEM BASICS

The Girl Scout Cookie Program uses two cookie systems to manage sales and inventory, sell cookies online, and take credit card payments for cookie sales. As a cookie volunteer, you will need to learn and use both systems during the cookie season.

eBudde Basics

eBudde is Little Brownie Baker's online cookie sale management tool. It is used to order cookies, manage inventory, track sales, submit girl rewards, and more. eBudde is only used by volunteers and staff and is not available to families and girls. Watch [this video](#) to learn more about the eBudde system.

A screenshot of the 'Little Brownie BAKERS Cookie Tech Portal' login page. The page has a blue background with a large, stylized cookie graphic on the left and a chocolate cookie on the right. The login form is white and contains the following elements:

- Logo: 'Little Brownie BAKERS' in blue and red text.
- Title: 'Cookie Tech Portal' in large blue font.
- Input fields: Two text boxes labeled 'email' and 'password'.
- Buttons: A green 'Login' button and a blue link for 'Forgot your password?'.
- Text: A paragraph stating: 'This single sign-on portal will connect you to eBudde™, eBudde™ DEMO or Girl Scouts® Ideal Cookie Sale™.' followed by instructions on how to use the portal.
- Footer: A section titled 'Follow us on social media.' with icons for Facebook, Twitter, YouTube, Pinterest, and Instagram.

eBudde™ basics



A must-have for Girl Scout Cookie™ volunteers

The eBudde™ is our cookie management system and digital cookie inventory system. It offers calendar reminders, reports, training and much more — on either your desktop or mobile device. It's also where volunteers place cookie orders, assign cookies to troops, mark active girls, view sales and sales are recorded so Girl Scouts get full credit for their hard-earned rewards. <https://cookieportal.littlebrownie.com>

Easy as 1, 2, 3



1

Download the eBudde app.

2

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**.

3

Set up your troop — review your roster, enter your troop's package goal and individual goals, and edit your troop's reward settings.

Quick tips

- Explore the dashboard on both the desktop and app versions, where you'll find important messages, links to tools and resources you'll need throughout the season.
- Check the accuracy of each Girl Scout's name, member ID, grade and t-shirt size.
- Visit eBudde Help Center for any questions related to tech and training.
- Visual Learner? Check out this playlist for step-by-step training videos.

Watch videos:

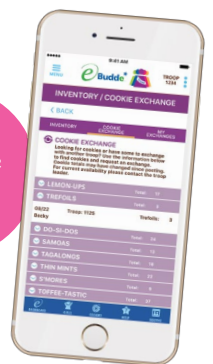


Why eBudde™ makes it easy



Order cookies easily, even at the booth

Exchange cookies



Record booth sales

Find booth locations



Order rewards





Digital Cookie Basics

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. Girls can also use the digital cookie platform to set goals, play games, earn badges, and more! And troops can even create a troop link to share with their community.

Let's look at how girls and troops can use the Digital Cookie platform to sell cookies.

Direct Ship: 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 on a Digital Cookie site will also be shipped directly from the baker to a stateside non-profit organization. Please know, communities selling cookies in-person may request to use their digitally donated cookie purchases toward leftover local inventory. See the donations section of this guide for more details.

In Hand: Girl Scouts hand the cookies to customer at the time of purchase. This option should only be used by members participating in in-person sales. In-hand sales require use of the Digital Cookie app and gives members a way to take credit card payment at cookie booths.

Girl Delivery: Girl Scouts deliver cookies to the customer at a future time. This option is only available to communities participating in in-person sales. Volunteers wishing to offer girl delivery must submit a [Girl Delivery Activation Request Form](#) to turn this feature on for a troop or group.

Digital Cookie is designed to support girls and troops in their entrepreneurial efforts by giving them a way to sell cookies online and take credit card payments for in person sales. We encourage volunteers to 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!



OCMT COOKIE SALES CHECKLIST (JANUARY-APRIL)

Before Sales- Get Set! (January)

- ☐ Connect with your OCMT about cookie pickup and report any missing or damaged cookies to your OCMT Cookie Manager (in-person cookie sales only).
- ☐ Log into [eBudde](#) & [Digital Cookie](#) to verify information.
- ☐ Setup [Digital Cookie troop site](#).
- ☐ Opt-out of Girl Rewards in eBudde for additional proceeds. **Due January 31.**
- ☐ Submit [Digital Cookie Girl Delivery Activation Form](#) by **February 3** (in-person cookie sales only).



During Sales- Go! (February-March)

- ☐ Manage your [Cookie Booths in eBudde](#) (in-person cookie sales only).
- ☐ Monitor in-hand and girl-delivery orders to ensure sales are completed.
- ☐ Transfer cookies and initiate cookie exchanges, if needed.
- ☐ Bling your booth for National Girl Scout Cookie Weekend. **February 21-23.**
- ☐ Credit girls with their cookie sales in eBudde. **Due March 31.**



After Sales- Wrap-up (March-April)

- ☐ Notify your OCMT Cookie Manager of any remaining inventory as soon as sales end (in-person cookie sales only).
- ☐ Submit [Troop Girl Rewards in eBudde](#). **Due March 31.**
- ☐ Submit [Cookie Program Evaluation Form](#) to USAGSO. **Due April 18.**



eBUDDE SETUP

Access

Troop Volunteers will receive their eBudde welcome e-mail no later than January 1. Follow the link in this e-mail to setup your password and information for the new cookie season. Check out the [eBudde Login tip sheet](#) for login instructions and help.

Please know that only troop leaders, troop cookie coordinators, OCMT Cookie Managers, OCMT Treasurers and OCMT Committee Chairs will be given access to the eBudde system. If another volunteer in your community needs access to eBudde, reach out to overseascustomer@girlscouts.org.

Review eBudde Information

Once you have received your welcome e-mail and logged into eBudde, take a moment to make sure your roster looks correct. eBudde is the system we use to credit girls with boxes sold for girl rewards, determine cookie funds due or owed at the end of the cookie season and the information from eBudde determines how girls and volunteers are setup in Digital Cookie. Taking a few minutes to review and correct the information in eBudde before sales go live will ensure families have a smoother cookie season. Make sure to view the eBudde “Access and Overview” and “Setup” tip sheets and videos to learn how to navigate eBudde and review your rosters.

Moving Girls and Volunteers

Once you have reviewed your roster in eBudde, make note of any corrections and send those to overseascustomer@girlscouts.org. Once received, staff will ensure the girls and volunteers are registered members before making corrections to both your Girl Scout rosters and the eBudde system. During the cookie sales season, USAGSO staff will also upload newly registered girls and volunteers into the eBudde system. Please know that updates to Girl Scout rosters may take up to one week to reflect in the eBudde system.

Helpful information

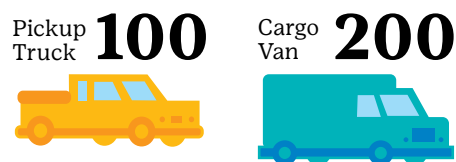
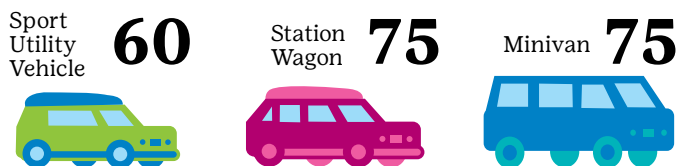
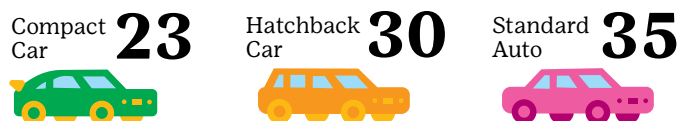


Girl Scout Cookie™ pick-ups

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.
- Troops with damaged cookies must report them immediately to their community Cookie Manager.



Little Brownie
BAKERS®

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

*Data from 2022-2023 Girl Scout Cookie Season



Consider ordering more Girl Scout S'mores since it's their final season!



DIGITAL COOKIE SETUP

Access

Parents, volunteers, and girls (13+) will be given access to the Digital Cookie platform in January, before cookie sales begin. Volunteers will receive a welcome e-mail by January 22, and parents will receive a welcome e-mail by January 29. It is important to note that volunteers must log into eBudde before they are given volunteer access to Digital Cookie. Troop and volunteer information is imported into the Digital Cookie system from eBudde, so we encourage volunteers to login and verify troop information in eBudde before accessing digital cookie. For step-by-step instructions, see the digital cookie registration tip sheets below.

- Volunteer Login [Tip Sheet](#)
- Forgot Password/Password Reset [Tip Sheet](#)
- Unlock Account [Tip Sheet](#)
- No Registration E-mail [Tip Sheet](#)

In the event a parent has followed all steps to register, but still does not receive a registration e-mail, they can submit this [Digital Cookie Registration Request Form](#) to USAGSO for support. Volunteers unable to access Digital Cookie should instead contact overseascustomer@girlscouts.org directly.

Review Digital Cookie Information

Once logged in, take a few minutes to review your Digital Cookie dashboard. Troop volunteers will have access to their troop dashboard, where they can view troop sales, girl members, and even set up a troop site link.



Check out these tip sheets and videos to learn more about the Troop dashboards in Digital Cookie.

- Troop Dashboard- [Tip Sheet](#), [Video](#)

When reviewing troop member information in Digital Cookie, it is important to know that data is pulled from the eBudde system and then verified by our Girl Scout registration system before importing into Digital Cookie. If a volunteer, girl, or parent's information in eBudde does not match the information in our Girl Scout registration system, the data will not import into the Digital Cookie system. As a result, it is possible for someone to show up in eBudde but not show up in digital cookie. If you see any discrepancies or errors in digital cookie, please send a message to overseascustomer@girlscouts.org.

Mobile App

Once volunteers, caregivers, and girls have setup their Digital Cookie account, they can begin using the Digital Cookie mobile app. Check out the Digital Cookie training material index for Volunteers and Caregivers/Girls to learn more about the Digital Cookie mobile app.

Troop Site Setup

Troop cookie sites allow troops to sell cookies online and to take credit card payments using the Digital Cookie app. To set up a troop site, click the "start" button on your troop's Digital Cookie dashboard. Here you will enter a zip code and the name of the troop site lead. Only one volunteer can be assigned as the troop site lead, so be sure to speak with your troop team first. And in the event the Digital Cookie system does not accept your zip code, you can use the USAGSO North Atlantic office zip code: **09630**. Once a site lead has been selected, the troop site lead can log into digital cookie and set up the troop site.

Once the troop site is created, troop volunteers will see two troop links on their Digital Cookie dashboard. The troop virtual booth link can be used to offer in hand (using the app), delivery, shipped, and pickup order as the delivery type. Please know that troops leads can manage these delivery options from their Digital Cookie account. The troop



shipped only link can be used if you only want to offer “shipped” as the delivery type. If your troop does not have physical cookies to give a customer, or if you are sharing a troop link with people outside of your community, be sure to share the troop shipped only link. Check out our Troop Site Setup [tip sheet](#) and [video](#) for more details.

Girl Delivery Activation

Girl Delivery is a delivery option that customers can select during checkout. This option allows the customer to pay online now and have the Girl Scout or troop deliver the cookies later. USAGSO troops and girls do not automatically have the girl-delivery option enabled on their Digital Cookie accounts. Due to the number of members unable to participate in in-person cookie sales, USAGSO toggles the girl-delivery option off on all troops before cookie sales begin. Please note- troops only wishing to take credit card payments at cookie booths do not need to activate girl delivery. These troops can instead use the Digital Cookie app to take credit card payments for in-hand sales at a booth. Please know- only the troop site lead can setup and edit a troop's cookie site.

If you would like to offer girl delivery as a delivery option to your customers, submit the [Girl Delivery Activation Request Form](#) and USAGSO will enable the girl-delivery option for your troop. When submitting the form, be sure to specify if girl delivery should be turned on for the entire troop or just the troop link. Please know, once girl delivery is turned on for a troop, parents will have the ability to toggle girl delivery on and off for their Girl Scout. If you request girl delivery only on a troop link, USAGSO will toggle each Girl Scout's girl delivery setting off, but parents can toggle this back on from their My Cookies tab. Please communicate with parents appropriately.



TRANSFERRING COOKIES

During cookie sales, you may wish to give cookies to another troop or service unit or to receive cookies from another troop or service unit. These transfers must be physically documented and recorded in the eBudde systems.

Let's look at the steps and tools to transfer cookies within a community and between communities.

Transferring Cookies within a Service Unit

USAGSO does not need to be notified about cookie transfers that take place within a service unit, however, these transfers still need to be documented and recorded in eBudde. Follow these steps to transfer cookies within a service unit.

1. Document the transfer at the time of the exchange. Be sure to capture the date, time, signatures and names of parties involved, and type and quantity of cookies exchanged. The cookie transfer form can be used to capture required information.
2. Send a copy of the documentation to your OCMT Cookie Manager.
3. The OCMT Cookie Manager inputs the cookie transfer into eBudde.

Cookie Exchange

This year, troops in the same service unit can use the eBudde Cookie Exchange tab to see the cookies available for transfer. Troops with extra cookies can share the quantity and flavors available, and troops wanting cookies can search the exchange and contact troop volunteers to arrange a transfer. Check out the [eBudde video](#) to learn more about the eBudde Cookie Exchange and be sure to follow the steps above to document and record the transfer in eBudde.

Transferring Cookies Between Service Units

If you wish to give/transfer cookies to another community or receive cookies from another community, the USAGSO Product Program Manager must be notified BEFORE the transaction takes place via e-mail at overseascustomer@girlscouts.org. This transaction will also need to be documented and recorded in eBudde. Follow these steps to transfer cookies between communities.



1. Notify the USAGSO Product Program Manager about the upcoming transfer by e-mailing overseascustomer@girlscouts.org.
2. Document the transfer at the time of the exchange. Be sure to capture the date, time, signatures and names of parties involved, and type and quantity of cookies exchanged. The cookie transfer form can be used to capture required information.
3. Send a copy of the documentation to your OCMT Cookie Manager.
4. The OCMT Cookie Manager inputs the cookie transfer into eBudde.
5. The OCMT Cookie Manager forwards a copy of the documentation to the Product Program Manager at overseascustomer@girlscouts.org.

BOOTH SALES SETUP

The eBudde system gives volunteers the ability to quickly and easily credit girls for physical and digital sales made at a cookie booth. However, to use this functionality, volunteers must enter their scheduled booth sale times into the eBudde system. We ask that OCMT Cookie Managers help troop leaders enter their cookie booth times into the eBudde system.

Add/Edit Troop Booth Sales

Troop volunteers can add and edit their troop booth sales from their troop's Booth Sales tab in eBudde. Watch [this video](#) for step-by-step instructions. It is important to note that booth sales require service unit or council approval, and booth sales cannot be created for a past date. We encourage volunteers to enter booth sales well in advance. However, if a booth sale has already passed, volunteers can select a future date so it can be entered into eBudde and used to distribute cookies to girls.



Booth Approval

Troop booth sales must be approved before troop volunteers can credit girls for those cookie booth sales. Select Service Unit Volunteers and council staff have permission to approve troop booth site sales in eBudde. To ensure booth sale requests are approved in a timely fashion, council staff will approve all pending booth site sales daily (business days only) during the cookie season.

CREDITING GIRLS WITH COOKIES SOLD

The Girl Orders tab is where troop volunteers can view troop sales, manage inventory, and credit girls with boxes sold in-person. Take a moment to review the Girl Orders Tab [tip sheet](#) and [video](#) to learn more about the Girl Orders Tab.

Once you have reviewed the Girl Orders tab tip sheet and video, you are ready to begin crediting girls with those boxes sold. If you have sales on your troop site, you can also distribute those sales to the girls in your troop. Remember, the number of boxes sold for each girl in eBudde determines her final Girl Rewards earned! If you need any additional help crediting girls for those boxes sold, please reach out to your Membership Manager or overseascustomer@girlscouts.org.

- [Booth Sale Recorder](#)
- [In-Hand/Girl Delivery Orders](#)
- [Distribute Troop Site Shipped Orders](#)
- [Distribute Troop Site In-hand/Delivery Orders \(+DOC Payment\)](#)



MANAGE YOUR DIGITAL COOKIE SALES

Digital Cookie gives girls and troops the ability to take credit card payments for cookie sales and offer customers different cookie delivery options. We encourage you to review the Digital Cookie Training Material Indexes to learn more.

Monitor

As a volunteer, you are responsible for ensuring girls and parents use the Digital Cookie platform to align with your community cookie sale plans. If your community does not participate in in-person sales, be sure to review Digital Cookie orders to make sure no cookies were purchased in-hand using the Digital Cookie app. If your community participates in in-person sales, regularly review the Digital Cookie orders to make sure girl delivery, in-hand, and troop pickup orders are processed and updated in eBudde by the caregiver or troop volunteers.

Refunds and Customer Support

If an order needs to be refunded, volunteers can initiate a refund following the steps in the [Troop Refunding Orders tip sheet](#) and [video](#). Please note: volunteers can only refund in-person orders, such as girl delivery and in-hand, and cannot refund direct ship orders. For issues with direct ship orders, or for other order issues, submit through [GSUSA's digital cookie support page](#). Customers can also look up the status of their [Digital Cookie order online](#) and [request help](#) directly on the digital cookie website.

Manage Troop Site Sales

If your troop has setup a troop site, the troop site lead will need to manage your troop's Digital Cookie sales. Troop sites function like girl Digital Cookie site, and troop site leads should review the Digital Cookie Training Materials- Caregiver/Girl Index to learn more. If your troop is also offering Troop Pickup Orders, be sure to review the [Troop Pickup Orders Tip Sheet](#) and [video](#).



SUBMITTING GIRL REWARDS

The cookie season has ended, and it is time to submit your troop's Girl Rewards. First, take a moment to review the Girl Order tab and make sure the Girl Scouts have been credited with the cookies they have sold this season. The total boxes sold by each girl as it displays in the Girl Order tab is the number of boxes that Girl Scouts will receive credit for selling for her Girl Rewards. If needed, contact your OCMT Cookie Manager for help crediting girls with their cookie sales.

Troop Volunteer- Girl Rewards

Once you have confirmed the cookie sales have been credited to the girls, it's time to submit the Girl Rewards for each troop. Follow the steps in [this video](#) to submit your troop's Girl Rewards.

Receiving Girl Rewards

After all troops submit their Girl Rewards order in eBudde, an OCMT member will need to submit their community's combined Girl Rewards order with an OCMT mailing address to USAGSO. USAGSO will verify the information and forward the order to the baker. Girl Rewards are then shipped directly to the mailing address provided by the OCMT. Girl rewards are expected to arrive by the end of May. Once rewards arrive, your OCMT may contact you for help distributing rewards to girls in your troop.

COOKIE PROGRAM EVALUATION FORM

Troop Volunteers should submit the [Cookie Program Evaluation Form](#) by **April 18**. It is important that you use this opportunity to let USAGSO know what worked and what needs to be improved in the cookie program. Your input is unbelievably valuable to us, and it helps us plan for the next cookie season.

-



On the following pages, you will find Section III: Tutorials and Training Indexes.

eBudde

Training Index for Volunteers

eBUDDE LINK



Tip Sheets Videos

Access & Overview

Overview

Login (& Login Help)

General Navigation

SU Dashboard*

Troop Dashboard

[Tip Sheet](#)

[Tip Sheet](#)

[Tip Sheet](#)

[Tip Sheet](#)

[Video](#)

Setup

Girls (Girls Tab)

Volunteers (Contacts Tab)

Troop settings, additional proceeds, & rewards opt out (Settings Tab)

[Tip Sheet](#)

[Tip Sheet](#)

[Tip Sheet](#)

Ordering & Moving Cookie Inventory

Placing the Cookie Order*

Report Missing and Damaged Cookies*

Moving Cookie Inventory to troops (SU Transaction)*

Troop Cookie Exchange & Cookie Transfers between troops

[Tip Sheet](#)

[Tip Sheet](#)

[Tip Sheet](#)

[Video](#)

[Video](#)

Booth Setup

Add/Edit Troop Booth Sales

Booth approval*

[Video](#)

[Video](#)

Crediting Girls with Cookies Sales

Viewing Sales (Girl Orders Tab)

Booth Sale Recorder

In-Hand/Girl Delivery

[Tip Sheet](#)

[Video](#)

[Video](#)

[Tip Sheet](#)

Distribute Troop Site Shipped Orders

Distribute Troop Site In-Hand & Delivery Orders (+DOC Payment)

[Video](#)

[Video](#)

Submit Girl Rewards

Troop Volunteer- Girl Rewards Submission

Service Unit Volunteer- Girl Rewards Submission

[Video](#)

[Video](#)

Reports

Troop Sales Report

SU Sales Report

Girl Rewards Report

[Tip Sheet](#)

[Tip Sheet](#)

[Video](#)

**These functions are only available to volunteers with Service Unit level access in eBudde. Volunteers with troop volunteer access only will not be able to view and/or perform these functions.*



Digital Cookie®

Training Material Index for LBB Council Volunteers

Registration

Volunteer Login	Tip Sheet
Forgot Password/Password Reset	Tip Sheet
Unlock Account	Tip Sheet
No Registration Email	Tip Sheet

Site Use

Service Unit Access	Tip Sheet	
Troop Dashboard	Tip Sheet	Video
Troop Site Setup/Links	Tip Sheet	Video
Troop Pickup Orders*	Tip Sheet	Video
Troop Refunding Orders	Tip Sheet	Video
Troop Cheers	Tip Sheet	

Mobile App

Mobile App Troop	Tip Sheet	Video
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Customer Support Help

eBudde™ Site Help (eBudde Access and Registration • Apps • Submitting Troop Initial Order • Signing up for Booths • Tech Issues, etc.)	<ul style="list-style-type: none">• overseascustomer@girlscouts.org
Direct Shipped & In-Person Delivery Order Inquiries	<ul style="list-style-type: none">• Order Status Page• Customer FAQs• Contact Customer Support with an Order Issue
Digital Cookie Website (Site set up • Reports • Customer list • viewing orders • Mobile App, etc.)	<ul style="list-style-type: none">• Volunteer FAQs• Parent/Girl Scout FAQs• Contact Customer Support with a System Issue
Digital Cookie Registration & Account Information Support	<ul style="list-style-type: none">• Contact Customer Support with Registration Issue• Contact Customer Support with Account Information Issue
Other	<ul style="list-style-type: none">• Contact Customer Support with Other Questions• Provide Feedback to Customer Support• Contact Customer Support for All Issues

*Troop Pickup Orders is only available to troops participating in in-person sales that have signed up for booths in eBudde.



Digital Cookie®

Training Material Index for LBB Council Caregivers/Girl Scouts

Registration

Site Registration	Tip Sheet	Video (initial login)
Site Registration Girl Scout 13 and Over	Tip Sheet	
Forgot Password/Password Reset	Tip Sheet	
No Registration Email	Tip Sheet	
Unlock Account	Tip Sheet	
My Account Tab	Tip Sheet	
Dashboard	Tip Sheet	

Site Setup

Site Setup	Tip Sheet	Video
Site Setup-Girl Scout 13 and Over	Tip Sheet	
Photo/Video Upload	Tip Sheet	Video
Marketing to Customers	Tip Sheet	Video

Order Management

Order Received: In-Person Delivery*	Tip Sheet	Video
Order Received: Shipped/Donated	Tip Sheet	
My Cookies: Delivery Settings*	Tip Sheet	Video

Site Features

Entrepreneur Pin and Badges	Tip Sheet	
My Rewards	Tip Sheet	Video
Cheers	Tip Sheet	
Closing Your Site Early	Tip Sheet	

Mobile App

Mobile App Caregiver/Girl Scout View	Tip Sheet	Video
Mobile App Booths	Tip Sheet	Video

Customer Support Help

Digital Cookie Website (Site set up • Reports • Customer list • viewing orders • Mobile App, etc.)	<ul style="list-style-type: none"> • Parent/Girl Scout FAQs • Contact Customer Support with a System Issue
Digital Cookie Registration & Account Information Support	<ul style="list-style-type: none"> • Contact Customer Support with Registration Issue • Contact Customer Support with Account Information Issue
Direct Shipped & In-Person Delivery Order Inquiries	<ul style="list-style-type: none"> • Customer FAQs • Order Status Page • Contact Customer Support with an Order Issue
Customer Experience Tip Sheets	<ul style="list-style-type: none"> • In-person Delivery Order / Shipped Order

**In-Person Delivery and Delivery Setting changes are only available for troops that have requested to turn-on girl delivery in digital cookie. Please check with your troop volunteer to find out if your troop will be offering girl delivery.*



APPENDIX

PERMISSION FOR PARTICIPATION IN THE 2025 GIRL SCOUT COOKIE PROGRAM
(THIS FORM MAY BE PHOTOCOPIED WHEN COMPLETED. PRINT CLEARLY, USE BLACK INK.)

_____ Overseas Committee Troop # _____ is planning to participate in the annual Girl Scout Cookie Program sponsored by the Overseas Committee during **February 7 – March 23, 2025** (subject to change depending on the arrival date of the cookies.)

The Girl Scout Cookie Program is 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, All Girl Scouts in the EU, and US embassy or consulate affiliated Girl Scouts WITH a US address on their GS account. Digital Cookie Sale Dates: **February 7 – March 23, 2025.**

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 child _____ has my permission to participate in the annual Cookie Program sponsored by the _____ Overseas Committee during February-March 2025. I agree to accept financial responsibility for the cookies and money she receives, including at the booth in which she participates. I will see that she is not involved in selling cookies before the official start date and has appropriate adult guidance at all times.

Yes No My child 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 USAGSO has my permission to use photographs, voice, and/or video of my child for Public Relations purposes.

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 Cookie Program
Girl Rewards Opt-Out Troop Agreement Form**

The girls of Girl Scout Troop #_____ have discussed the proceeds option available for the Overseas Committee and troops in the community and have decided to opt out of Girl Rewards for additional proceeds.

Troop Level: _____

Troop Leader Signature: _____ Date: _____

All girls in troop/group participating in the USAGSO Cookie Program must sign this form. A copy of the completed form should be sent to the Overseas Committee Chair or Cookie Manager.

Girl Scout Name

Girl Scout Signature

Girl Scout Name

Girl Scout Signature

Girl Scout Signature

Cookie Transfer

VARIETY	# OF CASES
Adventurefuls	
Lemon Ups	
Trefoils	
Do-Si-Dos	
Samoas	
Tagalongs	
Thin Mints	
S'mores	
Toffee-Tastics	
TOTAL	

DATE: _____

Transferring Out SU

SU Name: _____

Volunteer Name: _____

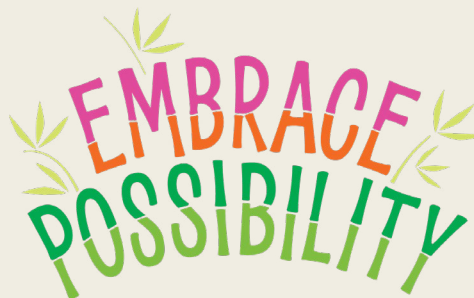
Signature: _____

RECEIVING SU

SU Name: _____

Volunteer Name: _____

Signature: _____

[illegible]

TROOP VOLUNTEER COOKIE SALES CHECKLIST

(SEPTEMBER-APRIL)

Before Sales- Get Ready! (September-December)

- ☐ Learn about the cookie program. Read Section I of the Troop Volunteer Cookie Guide.
- ☐ Complete your Cookie Trainings in gsLearn.
- ☐ Connect with your OCMT Cookie Manager and attend any local cookie meetings to learn about the OCMT Cookie Program Plan.
- ☐ Attend your OCMT Cookie Rally or host your own Cookie Rally if your OCMT is not already planning one.
- ☐ Hold a meeting with your troop parents and volunteers to share important information about your troop's participation in the cookie program.

Before Sales- Get Set! (January)

- ☐ Connect with your OCMT about cookie pickup and report any missing or damaged cookies to your OCMT Cookie Manager (in-person cookie sales only).
- ☐ Log into [eBudde](#) & [Digital Cookie](#) to verify information.
- ☐ Setup [Digital Cookie troop site](#).
- ☐ Opt-out of Girl Rewards in eBudde for additional proceeds. **Due January 31.**
- ☐ Submit [Digital Cookie Girl Delivery Activation Form](#) by **February 3** (in-person cookie sales only).

During Sales- Go! (February-March)

- ☐ Manage your [Cookie Booths in eBudde](#) (in-person cookie sales only).
- ☐ Monitor in-hand and girl-delivery orders to ensure sales are completed.
- ☐ Transfer cookies and initiate cookie exchanges, if needed.
- ☐ Bling your booth for National Girl Scout Cookie Weekend. **February 21-23.**
- ☐ Credit girls with their cookie sales in eBudde. **Due March 31.**

After Sales- Wrap-up (March-April)

- ☐ Notify your OCMT Cookie Manager of any remaining inventory as soon as sales end (in-person cookie sales only).
- ☐ Submit [Troop Girl Rewards in eBudde](#). **Due March 31.**
- ☐ Submit [Cookie Program Evaluation Form](#) to USAGSO. **Due April 18.**

Resources at a glance



All resources can be found at <https://www.usagso.org/en/cookies/the-girl-scout-cookie-program.html> AND girlscouts.org/cookieresources

About Girl Scout Cookies®

Troop Leader Resources

Cookie Business Badges

Cookie Entrepreneur Family Pin

Digital Cookie®

Digital Marketing Tips for Cookie Entrepreneurs

Girl Scouts' safety guidelines

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

- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

For more information visit: girlscouts.org/cookieresources



Found at LittleBrownie.com

Digital Marketing Basics

FAQs and Nutrition Information

Social Media Tools and Graphics

Embrace Possibility Resources

Resources for Girl Scouts to Grow Their Cookie Businesses

Cookie History

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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FOLLOW
Little Brownie Bakers®
on Facebook
[@LittleBrownieBakers](https://www.facebook.com/LittleBrownieBakers)



Reducing our footprint

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

New Samoas® packaging reduces 65k pounds of plastic.



100% of our rewards packaging is recyclable or reusable!



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