2025 Troop Cookie Manager Guide

Volunteers support endless possibilities!

We're thankful for you!
It's a fact: The Cookie Program couldn't happen without
the hard work of our volunteers. Thank you!!

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.

$ 6

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.

$ 6

Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

$ 6

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.

$ 6

Samoas® · Real Cocoa · Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

$ 6

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.

$ 6

Thin Mints® · Made with Vegan Ingredients · Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.

$ 6

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.

LAST CHANCE!

$ 7

Toffee-tastic® · No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

CERTIFIED NSF GLUTEN-FREE

$ 7

VISA | mastercard ACCEPTED

There's no limit to what Girl Scouts can achieve with your help! Let's get started and Embrace Possibility!

Contact Council	518-489-8110 customercare@girlscoutsneny.org
Contact Your SUCM	Name: Phone: Email:

Common Abbreviations

DOC- Digital Order Card/Digital Cookie
IO- Initial Order
SU- Service Unit
SUCM- Service Unit Cookie Manager
TCM- Troop Cookie Manager
PGA- Per Girl (Selling) Average

Table of Contents

Why Cookies Matter

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

1 Goal Setting

Girl Scouts set sales goals, and with their team create a plan to reach them. This matters because they need to know how to set and reach goals, how to succeed in school, on the job, and in life.

Ask: "How many cookies do you want to sell? Who can help you reach your goal?"

2 Decision Making

Girl Scouts decide where and when to sell product, how to market their sale, and what to do with their earnings. This matters because they must make many decisions, big and small, in their lives. Learning this gives them the skills to make better decisions.

Ask: "Where are you going to sell cookies? How are you going to market the cookies?"

3 Money Management

Girl Scouts develop a budget, take orders, and handle customers' money. This matters because they need to know how to handle money—from their lunch money to their allowance to their paycheck.

Ask: "How are you going to keep track of money? How do you make change?"

4 People Skills

Girl Scouts learn how to talk (and listen!) to their customers, as well as learn how to work as a team with others. This matters because it helps them do better in school on group projects, on sports teams, on the playground, and later, at work.

Ask: "Why are you selling cookies? How are you going to approach customers? When at a booth, how are you going to work as a team and what roles will everyone play?"

5 Business Ethics

Girls Scouts act honestly and responsibly during every step of the cookie sale. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

Ask: "Are you following the Girl Scout Promise and Law? Are you being helpful to your fellow troop members? Are you representing Girl Scouts in a positive manner and being respectful of others?"

Cookie business badges

Entrepreneurs can earn these badges by completing requirements to develop new business skills. Learn more at girlscouts.org!

Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs.

How the Program Works

TCM Responsibilities

- Follow all dates set by Council and your SU.
- Distribute materials to Girl Scouts and caregivers.
- Add bank account information into eBudde.
- Deposit payments into troop bank account frequently.
  - Record payments made by Girl Scouts in eBudde.
- Collect paper orders and enter them into eBudde.
- Allocate cookies to Girl Scouts (see pages 11-12).
- Place orders with cupboards for more cookies in eBudde.
- Distribute cookies and rewards to Girl Scouts promptly.
- Enter troop booth requests for review/select Council booths in eBudde (see pages 14-16).

Receipts/Permission Forms

- The caregiver permission form is now part of the receipt books your troop receives, so no additional permission forms are needed.
- **While we don't require that you use receipts for the transfer of money and cookies, please know that in order for us to provide any collections assistance, we will require receipts and accurate record keeping. Therefore, <u>we strongly recommend using receipts.</u> Receipts are proof that the caregiver received the cookies and are needed if they mishandle funds, and the troop needs to proceed with further collection efforts.**

| MONEY AND/OR PRODUCT RECEIPT | | CUPBOARD# RECEIVED/DEDUCTED | | RECEIPT NO. | |

TROOP NO. _____ REPORT CODE N'HOOD/S.UNIT _____ DATE _____ FROM _____

NO. OF CASES	NO. OF PKGS.	VARIETIES		AMOUNT DUE
		Adventurefuls®		
		Lemon-Ups®		
		Trefoils®		
		Do-si-dos®		AMOUNT PAID
		Samoas®		
		Tagalongs®		
		Thin Mints®		AMOUNT STILL DUE
		Girl Scout S'mores®		
		Toffee-tastic®		
		← TOTAL		

I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie™ Program and I am financially responsible for the cookies received.

girl scouts

RECEIVED BY (SIGNATURE) _____ GIRL'S NAME _____

Little Brownie BAKERS   RECEIVED FROM (SIGNATURE) _____

(IMPORTANT: BE SURE TO SHOW TROOP NUMBER ON ALL RECEIPTS)   M-3

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How the Program Works

Initial Orders

Recommendations for Regular Proceeds
Returning Troops
- Order 75% of total anticipated sales.

New Troops
- Order 75% of last year's PGA for your troops level.

Requirements for Proceeds Incentive
- Earn an additional $0.03 per package.

Returning Troops
- Place order of at least 75% of last year's total sales.

New Troops
- Place order of 75% of last year's average PGA for that troop's level.

There is no penalty for troops or Girl Scouts if no initial order is submitted (there are no initial rewards this season). The troop can get cookies from cupboards beginning on 2/14 instead of an initial order. However, there are some benefits to placing an initial order:
- Quicker cookies delivery to customers.
- Guaranteed cookies in hand for the first weekend of booths (booths begin 2/14).
- Potential for additional proceeds.

Check out the 'Cookie Calculator' in eBudde's Help Center or Rallyhood for help calculating initial orders.

Returning Initial Order Packages

Dates: March 13 & 14
Location: Service Centers (Albany, Queensbury, Plattsburgh)

Requirements:
- Must be in resalable condition (unopened, undamaged, not exposed to animals, chemicals, smoke, weather, etc).
- Troop cannot have gotten more cookies from any cupboard since initial order pickup, but can use the eBudde cookies exchange (all cookies exchanges must be recorded in eBudde- contact your SUCM or customercare@girlscoutsneny.org).
- The troop forfeits additional proceeds incentive of $0.03 per box.

Cookie Pickups
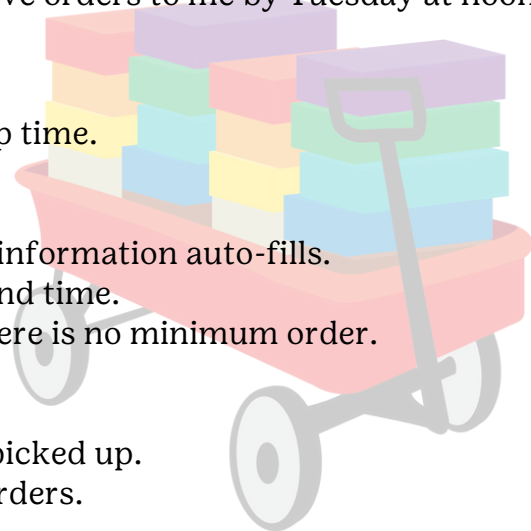
What is a Count & Go?

Count & Go's are when troops pick up their Initial Order (orders are rounded to the nearest full case). If the troop does not pick a Count & Go spot by the deadline, Council will assign a pickup to the troop. Please bring a second person to count at a Count & Go and enough vehicles to fit the entire order. Only full orders can be taken from the Count & Go location.

What is a Cookie Cupboard?

Cookie cupboards are located at each Council Service Center and throughout our Council. Troops place an order (cases or packages) in eBudde at the cupboard of their choice and pick up cookies to fill orders and use at booths. Leaders can get specific with deadlines to avoid multiple cupboard runs per week. For example: "Have orders to me by Tuesday at noon weekly- cupboard pickup will be Thursday."

Adding Cookie Cupboard Transactions:
- Place orders 1-2 days before the expected pickup time.
- Go to the 'Transactions' tab.
- Click "Pending" to see upcoming pickups.
- Click '+Add'. Date, receipt number, and contact information auto-fills.
- Click 'Select Location' then enter pick-up date and time.
- Enter your order in cases, packages, or both. There is no minimum order.
- Make sure your order is listed as 'Add Product'.
- Click 'Save'.
- The transaction will be listed as 'pending' until picked up.
- Only cupboard clerks or Council staff can edit orders.

Estimated # of Cases by Vehicle

Compact Car **23**

Hatchback Car **30**

Standard Auto **35**

Sport Utility Vehicle **60**

Station Wagon **75**

Minivan **75**

Pickup Truck **100**

Cargo Van **200**

Ordering for a Booth*

Here are average sales per cookie variety to give you an idea of how many to order:

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

*Data from 2022-2023 Girl Scout Cookie Season

Proceeds & Finances

Troop Proceeds

All troop proceeds are based on the per girl selling average (PGA) for the troop. This is the total number of Girl Scouts selling divided by the number of packages sold. You can find the troop PGA on the "Sales Report" tab in eBudde.

All cookie proceeds are for the benefit of the entire Troop, and using troop proceeds is a girl-led process. Proceeds can be used for troop activities, troop travel, membership renewals, council programs, etc. Proceeds do not follow Girl Scouts who leave the troop or leave Girl Scouting.

Packages Sold PGA Selling	Proceeds Earned
1-100 pkgs	$0.65
101-150 pkgs	$0.75
151-200 pkgs	$0.85
201+ pkgs	$1.10

Higher Proceeds

Cadette, Senior, and Ambassador troops (grades 6-12) have the option to earn an additional $0.10 per package sold instead of physical rewards. Girl Scouts will still receive all earned patches, earned Cookie Dough for their total sales, and S'mores Club (if eligible).

Troops must submit an agreement signed by all members of the troop to receive higher proceeds. The decision to receive higher proceeds instead of rewards MUST be decided by the Girl Scouts selling, and troops must reach a PGA of 75 to be eligible.

The agreement can be found in eBudde's Help Center under "From the Council" in the sub-folder called "Forms & Docs 2025". Deadline to submit is March 19.

Multi-level troops may request to have their troop split in eBudde to allow older Girl Scouts to earn higher proceeds and younger Girl Scouts to still receive physical rewards. Email customercare@girlscoutsneny.org to request this change.

ACH Withdrawals

Council will make two ACH withdrawals from troop bank accounts during the Cookie Program. If your troop has concerns about the ACH, contact customercare@girlscoutsneny.org by the Friday before the withdrawal date.

- **Initial ACH: March 5**
  - 50% of initial order minus Digital Cookie sales as of February 26
- **Final ACH: April 9**

Proceeds & Finances

Outstanding Accounts

If the troop is having difficulty collecting money from a caregiver, their options are:
- Council can assist with mediation between the troop and the caregiver.
  - Further action can be taken by the troop if mediation does not lead to payments.
- The troop can send the caregiver to a collections agency, take them to small claims court, or press charges (Council is not a part of these processes).

If the troop is having difficulty collecting from a troop volunteer:
- The troop can review bank statements and trace it down- whoever is on the bank account can request bank statements, money receipts, and cookie receipts, then review/trace down the issues. Once they have done this they can show Council and we can review and offer an opinion.

Did You Know?
- Checks should be made payable to the troop.
- Failure to pay may result in being released from volunteering (if applicable).
- The responsibility of ensuring payments are made on time falls on the troop. Council can work with troops, but cannot cover outstanding cookie balances.
- Volunteers who are a signatory on the troop bank account are legally liable for missing funds, as they have signed on to manage the money in the account.

Gift of Caring

With Gift of Caring, customers purchase cookies solely for donation. Customers can purchase donated cookies at booths, in person, or through Digital Cookie. The customer does not receive the package of cookies. Girl Scouts also earn rewards for Gift of Caring packages sold.

GSNENY donates these cookies to local organizations, including backpack programs, community food banks, veterans organizations, and the Red Cross.

Care & Share Rewards

Gift of Caring Patch
25+ Care & Share pkgs

Journal with Charms
50+ Care & Share pkgs

Troop can donate Gift of Caring packages from purchases made at Cookie Booths out of the troops cookie inventory.

eBudde Basics

Tabs & Uses

Sales Season
- Found in the upper left of the screen. Allows you to access past seasons. The current season is "2024-25 Sales Season".

Dashboard
- eBudde home screen. Includes graphs on orders by type, variety, grade, and totals. Service Units and troops are on the left side. Messages, calendar, and checklist are on the right.

Contacts
- Make sure your information is correct. If not, select "Edit" and update the information. Select "E-mail Branch" to contact caregivers. DO NOT remove yourself from receiving emails.

Settings
- Select one troop level (only select from the provided levels), otherwise reward levels will not populate correctly. Use 'group' for multi-level troops.

Girls
- Shows the registered Girl Scouts in your troop, their information, and caregiver information. If anyone is missing, contact customercare@girlscoutsneny.org.

Init. Order
- Used to enter the troop initial cookie order. All cookies should be entered on the 'Other' line.

Delivery
- Select your delivery station (Count & Go location) for picking up your troop's Initial Order.

Girl Orders
- Allows you to enter, by Girl Scout, additional cookie orders, booth sale packages sold, Gift of Caring packages, and payments. Also shows Digital Cookie orders, cookies allocated to Girl Scouts, cookies the troop has in stock, and the difference line;
  - <u>Girl Totals:</u> This shows you all the cookies that have been allocated to the Girl Scouts. The goal is to match the number for the girl totals line to the number for the troop order line.
  - <u>Troop Order:</u> This line shows you all the cookies the troop has received from the initial order, troop-to-troop transactions, pick-ups from the Service Unit, and/or cupboard. These packages are ultimately what the troop is responsible for paying for. This line will update throughout the Cookie Program.
  - <u>Difference:</u> This line is to help you know if you need to allocate more cookies to Girl Scouts, or if you have over allocated them. The goal is that the total column on the Difference row will be 0 by the end of the sale. As you assign cookies to Girl Scouts, the girl total line will be updated. As transactions are posted to your troop (see the transaction tab or sales report for details), the troop order line will be updated.

eBudde Basics

Transactions
- List of all cookies ordered, troop-to-troop transfers, and Digital Cookie shipped cookies.

Cookie Exch
- Allows you to request cookies from troops and offer your troops cookies to other troops. Email your SUCM or customercare@girlscoutsneny.org to create a transaction when exchanging with other troops.

Txn Pickups
- Allows for contactless cupboard pickups where you acknowledge that you have picked up the cookies at a cupboard.

Rewards
- See what Girl Scouts in your troop have earned and make selections as needed. Submit reward orders from this tab.

Booth Sales
- Sign up for a council booth site and/or submit a troop booth sale for approval. You can also record booth sales per Girl Scout in this tab.

Payments
- View your troops ACH payments to Council.

Sales Report
- Reflects all transactions for the troop in the system, PGA selling, bank account, payments, total sales, troop proceeds, tiered proceeds information, and amount owed to Council.

Reports
- Run downloadable reports for cupboards, booths, rewards, DOC, etc.

Help Center
- Access LBB and GSNENY manuals, documents, and forms.

Download the eBudde™ App

App Store

GET IT ON Google Play

CONFIDENTIAL & PROPRIETARY
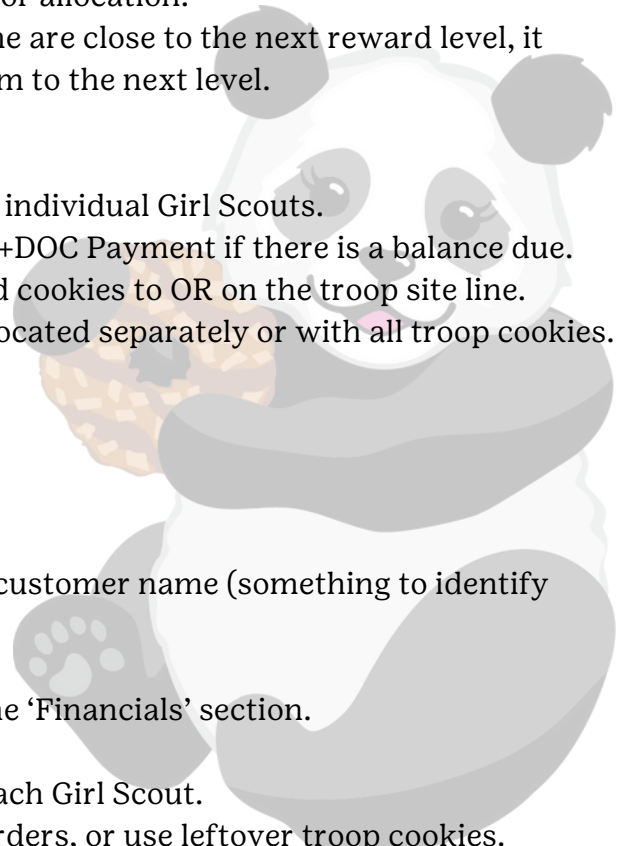
eBudde Basics

Allocating Cookies

In order for Girl Scouts to receive credit for selling cookies, cookies must be allocated to the Girl Scout. Cookies should be allocated:

- After Booth Sales:
    - Tally up the number of cookies sold at the booth by variety.
    - Go to the 'Booth Sales' tab.
    - Click 'Record Sale' for the appropriate booth.
    - Enter cookies by variety and hit 'Save'.
    - After you click 'Go to Distribute', you want to '(De)select All Girls' then hit the checkbox next to the ones who attended. You can change the number of each variety under that Girl Scout by selecting the carrot.
    - Click 'Save'.

- From the 'Troop Site' cookies:
    - After getting a troop order, distribute to troop members.
    - Click 'Girl Order' tab and select the Troop Site "girl".
    - On the right, there will be a '+Distribution' button.
    - Click '+Distribution'.
    - Select which Girl Scouts are selling in your troop for allocation.
    - Distribute Troop Site cookies to Girl Scouts; if some are close to the next reward level, it helps to distribute Troop Site cookies to boost them to the next level.
    - Click 'Distribute' then 'Save'.
    - Repeat as necessary for additional orders.
    - Distribution will show up as 'Virt Bth Distr' under individual Girl Scouts.
    - Click 'Troop Site' line to reconcile finances with a +DOC Payment if there is a balance due.
    - Make payments under the Girl Scout you allocated cookies to OR on the troop site line.
    - Note: the Gift of Caring (GOC) packages can be allocated separately or with all troop cookies.

- Allocating Paper Orders:
    - Go to the 'Girl Orders' tab.
    - Click on the Girl Scouts name.
    - Click '+Order'.
    - In the comment section, write paper order or the customer name (something to identify which order you're entering).
    - Add the number of packages sold by variety.
    - Enter the cash amount paid by the Girl Scout in the 'Financials' section.
        - If unpaid, leave it blank and fill in once paid.
    - Click 'Save'. Repeat for all paper card orders for each Girl Scout.
    - Place a transaction with a cupboard to fill these orders, or use leftover troop cookies.

eBudde Basics

Allocating Cookies

- Digital Cookie Orders- DOC DLVR
  - **All DOC DLVR orders (Digital Cookie orders approved for girl-delivery) need to be entered into eBudde for those cookies to count towards the total sold.**
  - The order will show up in eBudde with all 0's for varieties and a negative balance:

  - Download the report under the 'Reports' tab called 'Girl Delivery- Varieties Only- By Girl' or click on the dropdown that says "All Orders" and select "Girl Delivery" to see varieties purchased.

  - Go to the 'Girl Orders' tab.
  - Click on the Girl Scouts name.
  - Click '+Order'.
  - In the comment section, add the transaction # for the DLVR order.
  - Add the number of packages by variety.
  - For the 'Financials' section, leave the paid amount at $0. The positive 'Bal. Due' cancels out the negative amount.
  - Click 'Save'.
  - Repeat for all DLVR orders for each Girl Scout.
  - Check with the caregiver that they have enough cookies for the orders.
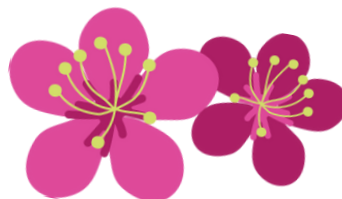
Digital Cookie

Digital Marketing Basics

Social media and Digital Cookie offer a great opportunity for Girl Scouts to reach their goals while strengthening their digital skills and learning more about staying safe online. With permission, Girl Scouts can go to www.littlebrowniebakers.com for cookies season resources to promote their sale.

Using Digital Cookie

Girl Scouts are encouraged to use their Digital Cookie site (or bring a QR code for their site) when going door-to-door. This allows customers to purchase cookies using their credit cards, PayPal, or Venmo. This is a great alternative to collecting cash payments for cookies.

QR Codes

The QR codes below will take you to a Digital Cookie tip sheet. Additional tip sheets can be found in eBudde's Help Center and Rallyhood.

Troop Site Setup	Troop Dashboard	Troop Mobile App

GS- Site Setup	GS- My Cookies	GS- Delivery

Cookie Booths

Skills Girl Scouts learn: Money Management, People Skills, Business Ethics

Types of Cookie Booths

Below are the three types of booth sales.

- Council booths are arranged by GSNENY. Troops cannot contact these locations to schedule booths. You can select a Council booth slot in eBudde once booth selection opens.

- Troop booths are arranged by the troop with the business and must be entered in eBudde for Council approval.

- Lemonade Stands are Cookie Booths with the Girl Scout and their caregiver. Booths can be at their home address or a business. They must be entered into eBudde for Council approval. Girl Scouts should use their personal QR code for Digital Cookie to take online payments. Like with regular cookie booths, the number of each cookie sold by variety should be recorded in eBudde to give credit to the Girl Scout. The booths will track to the Cookie Finder unless it is labelled as a home address location.

During the booth sale, keep track of how many of each variety is sold. Visit eBudde's Help Center or Rallyhood for the Booth Inventory Sheet. All packages sold at a booth count towards rewards- the Troop Cookie Manager/Leader must assign packages in eBudde to the Girl Scouts that participated for the sales to count toward their final number sold.

Cookie booths cannot be held at locations a Girl Scout cannot legally patronize. This includes dispensaries, liquor stores, etc.

New for Digital Cookie:
- Customers can pay with credit card, PayPal, or Venmo on the app or from a QR code. Troops don't need Venmo or PayPal; these payments by customers are processed same as credit cards.
- We recommend printing a QR code for customers to scan so they can enter their payment from their own phone, not from a leader or Girl Scouts phone.
- For credit cards, customers do not need to enter their name, email, and zip code.

Cookie Booth Rewards

PANDA ROTATES

Action Patch
35+ booth pkgs

Flower Press Kit
75+ booth pkgs

Cookie Booths

Booth Supervision

- Daisies, Brownies, Juniors:
    - 2 unrelated adults (one must be registered and background checked) and at least 2 Girl Scouts.
    - OR 1 caregiver and their Girl Scout(s).

- Cadettes, Seniors, Ambassadors:
    - 1 registered and background checked adult and at least 2 Girl Scouts.
    - OR 2 unrelated adults (one must be registered and background checked) and 2 Girl Scouts.
    - OR 1 caregiver and their Girl Scout(s).

- Mixed levels at booths
    - Supervision goes by the lowest grade level in attendance at the booth.

Only Girl Scouts can sell cookies; sales must pause if Girl Scouts are not at the cookie booth.

Booths in eBudde

Add/Delete a Troop Booth:
1. Go to 'Booth Sales' tab.
2. Click 'Add/Edit a Troop Booth'.
3. Click '+Add'.
4. Enter address, date, booth time.
    a. Contact info should be for the store.
    b. Stewart's booths need store number.
5. Click 'Save'. Council will review request.
6. To cancel booth, delete booth entry.

Add/Delete a Council Booth:
1. Go to 'Booth Sales' tab.
2. Click 'Sign up for a Council Booth'.
3. Select the area, location, and time you want.
4. Your troop number will show under 'Troop' next to the time. Click 'Submit'.
5. Your Council booth will now show under the 'Booth Sales' tab.
6. To cancel booth, go to 'Booth Sales' tab, click 'Update Time' next to the booth, then click on your troop number under 'Troop'.
7. Click 'Submit'.

Record a Booth Sale (booth sales will not count for a Girl Scouts total sold until the cookies have been allocated):
1. Tally cookies sold at the booth by variety. Best practice- count how many of each variety you start and end with.
2. Go to the 'Booth Sales' tab.
3. Click 'Record Sale' for the booth.
4. Enter cookies by variety and hit 'Save'.
5. After you click 'Go to Distribute', you want to '(De)select All Girls' then hit the checkbox next to the ones who attended. You can change the number of each variety under that Girl Scout by selecting the carrot.
6. Enter the amount of money collected from credit card sales.
7. Click 'Save'.

Cookie Booths

What Do We Do If...

Someone asks, "What's the difference between Girl Scouts and Scouting America?"

- Let them know that Girl Scouts and Scouting America (formerly known as Boy Scouts) are different and separate youth organizations.
- Studies show all-girl environments help Girl Scouts become more confident, independent, and willing to share their opinions and ideas.
- Tell customers 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!

You're approached by an angry customer or one who makes you uncomfortable?

- Focus on keeping the Girl Scouts safe.
- 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. Inform Council and location management.
- 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.

A customer complains about where proceeds go/cost of cookies?

- Let the customer know all proceeds stay local! They fund troop and Council activities, like camping, community projects, trips, STEM activities, and more. Buying cookies supports life-changing opportunities for local Girl Scouts and ensures they have a safe place where they will always belong.

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

What if someone steals money or cookies from the booth?

- 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. Inform Council and location management.
- Keep your Girl Scouts safe and remove them from the situation if necessary.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect. Your safety is more important!

Rewards

Overview

eBudde calculates rewards based on the total packages allocated to the Girl Scout. Remember to allocate all booth sales, paper card orders, girl-delivery (DOC DLVR) orders from Digital Cookie, and troop site cookies to ensure all sales count towards rewards.

Some rewards have options for Girl Scout to choose (t-shirt size, item or Cookie Dough, etc.). Reward selection and submission deadline is April 2, 2025.

Girl Scouts can now choose Troop Cookie Dough as a reward instead of the item at levels 750+ and 950+. Cookie Dough will be transferred to the troop in June.

S'mores Club

To earn a spot in the S'mores Club, Girl Scouts must meet the following program requirements:

Sweets & Treats Program
• Sell at least $400 in total sales and send 18+ unique emails.
• Turn in all order forms, order cards, and money to Troop Sweets & Treat Manager or Troop Leader by the troop-established deadline date.
AND
Cookie Program
• Sell at least $350 in total sales and attend 5+ booths OR $750 in total sales.
• Participate in one booth sale OR send 24 Digital Cookie messages.
• Attend a Cookie Rally or complete a National Cookie Entrepreneurship Award or Badge.
AND
• Register for the 2025-2026 Girl Scout Membership Year by April 30, 2025.
• Log onto our website and complete the S'mores Club Redemption Form by April 30, 2025.

Girl Scouts will earn a $300 "Girl Experience Voucher" if they meet the requirements for both programs. Vouchers are good for GSNENY summer camp, GSNENY travel, or GSNENY programs. It can be used for multiple programs, but must be used all at once.

Cookie Dough

Earned Cookie Dough is based on the number of packages sold and is not cumulative. It expires May the following year and can not be redeemed for cash. Regular Cookie Dough can be transferred to the troop or used to cover membership dues, Council programs, or camp. Online Cookie Dough can be used at the GSUSA online store.

Rewards, con't

Crossover Patch

Girl Scouts can earn a crossover patch for participating in both Sweets & Treats and cookies.

Sweets & Treats 2024
- Girl Scouts must have sent 18 unique emails and created their avatar.

Cookie Program 2025
- Girl Scouts must sell 250 packages during the Cookie program and send 24 unique Digital Cookie emails.

Kindness Counts

Girl Scouts has a long history of celebrating and accepting each other. As adults, it's up to us to model the positive behavior we want our Girl Scouts to learn. GSNENY is proud to have volunteers committed to building young adults of Courage, Confidence, and Character. That's why we're introducing our Kindness Counts initiative!

How It Works
- Nominate a volunteer who deserves to be recognized for their contribution to Girl Scouts and/or other volunteers during the Cookie Program.
- They will receive a patch at the end of the Cookie Program and may be featured on our social media.

"Courage. Kindness. Friendship. Character. These are the qualities that define us as human beings, and propel us, on occasion, to greatness." - Author, Raquel Jaramillo Palacio

Scan the QR code to submit a nomination.

Participation

Navigating Ways to Participate: Tips for Troops

Girl Scouts can use many different 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.

Text or Call Friends and Family

For Girl Scouts:
Girl Scouts get hands-on experience building people skills while interacting with customers they know and trust.

For Families:
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.

For Leaders:
The troop cookie manager picks up cookies to distribute to the troop and deposits money into the troop bank account throughout the season.

Tips:
Encourage families to use Digital Cookie to collect payments. This minimizes the amount of cash families, and the troop, must manage.

Digital Cookie- Shipped

For Girl Scouts:
Girl Scouts use 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.

For Families:
Families can support their budding entrepreneurs without handling cookies or money.

For Leaders:
This method requires the least action for troop leadership.

Tips:
Encourage Girl Scouts to use Digital Cookie to email their cookies link, send reminders, and thank their customers.

Digital Cookie- Girl Delivered

For Girl Scouts:
Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.

For Families:
The family helps track sales, request inventory from the leader, and deliver cookies without handling money. All sales are paid for via credit card online.

For Leaders:
Leaders pick up cookies to fill online orders without handling money. Transactions need to be added in eBudde for the cookies to count towards the Girl Scouts total.

Tips:
Leaders can get specific with deadlines. Example: Have orders to me by Thursday at noon weekly. Pick up orders at my house on Saturdays from 11am.

Participation

Navigating Ways to Participate: Tips for Troops

Door-to-Door: Order Taking

For Girl Scouts:
Girl Scouts go door-to-door with their caregiver to collect orders and deliver cookies. They practice their people and money management skills.

For Families:
The family helps the Girl Scout collect orders from neighbors and deliver the cookies and collect money.

For Leaders:
The troop cookie manager picks up cookies and distributes them to Girl Scouts in the troop.

Tips:
Encourage families to use Digital Cookie to collect payment. This minimizes the amount of cash families, and the troop, must manage.

Door-to-Door: Cookies in Hand

For Girl Scouts:
Girl Scouts pick up cookies from the troop and go door-to-door with their caregiver to sell their inventory to customers.

For Families:
With cookies in hand, Girl Scouts only need to visit a residence once. The Girl Scout and her family assume financial responsibility for the inventory.

For Leaders:
The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBudde.

Tips:
Encourage families to take less inventory at a time but restock often. They can always come back for more and turn in money as they go.

Cookie Booths/Stands

For Girl Scouts:
Girl Scouts work as a team to reach customers in a retail setting as they practice communicating their goals, interacting with customers, and handling money.

For Families:
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.

For Leaders:
Leaders sign up for booths, schedule Girl Scouts and adults, 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.

Tips:
This is a great way to get families to start volunteering with the troop. It shouldn't be the troop leader or cookie manager's job to work all the booths.

Ask yourself, does the Girl Scout get to...

As a girl led program, your Girl Scouts should be in charge of their Cookie Program.

Set individual goals?	Set troop goals?	Share individual and troop goals with customers?
Decide how to use troop funds?	Decide how to market their business?	Market their business to customers?
Manage their inventory and track their sales?	Accept cash and provide correct change?	Process a credit card transaction?
Make the pitch or sales ask?	Work as a team with their troop?	Distribute cookies to their customers?
Learn about the products they are selling?	Thank their customers?	Deliver their product on time?

Check all that apply, then tally below.

Not a girl led decision yet.   Getting closer to girl led.   Great! This is a girl led decision!

Important Dates

Before the sale starts:
Check your troop roster in MyGS to be sure all troop members are renewed for 2025. Also check that all adults who will handle troop funds are registered and have a background check, and that you have renewed your role as Troop Cookie Manager.

1. Have you attended training and gotten materials from your Service Unit?
2. Have you had a troop/family meeting to inform families about the Cookie Program?

JANUARY

Tuesday, January 14
- Trained troop leaders and service unit cookie managers have access to eBudde and Digital Cookie.
- Count & Go selection opens.

Wednesday, January 15
- Parents/caregivers receive Digital Cookie registration email.

Wednesday, January 22
- Troops submit their Initial Order.
- Deadline to select Count & Go time.
  - Troops will be assigned a time if no selection has been made.

Thursday, January 23
- Selling begins- both with paper order cards and online with Digital Cookie.

Tuesday, January 28
- Troops can enter troop sponsored booths in eBudde starting at 8am.
- Troops can select two Council sponsored booths starting at 8pm.

Thursday, January 30
- Troops can select two additional Council sponsored booths starting at 8pm.

FEBRUARY

Tuesday, February 4
- Troops may select an unlimited amount of remaining Council sponsored booths starting at 8pm.

February 8- February 14
- Count & Go's.

Friday, February 14
- Cookie Booth sales begin.
- Cupboards open (pending orders can start being placed January 25).

Friday, February 28
- Deadline to notify Council of bank account changes/issues/concerns before initial ACH.

Important Dates, cont'd

MARCH

Wednesday, March 5
- **Initial ACH**
  - **50% of initial order minus Digital Cookie sales as of February 26**

Wednesday, March 19
- Higher Proceeds Agreement due.

Friday, March 28
- Last day for troops to pick up from cupboards. Some cupboards may already be closed at this time.

Sunday, March 30
- Cookie season ends.
  - Last day for booth, in person, and Digital Cookie sales.
- Cookie money due to troops from caregivers (payments should be made throughout the season).

APRIL

Wednesday, April 2
- Deadline to allocate cookies to Girl Scouts and finalize/submit rewards.
- Troops locked out of eBudde at 11:59pm.

Friday, April 4
- Deadline to notify Council of bank account changes/issues/concerns before final ACH.

Monday, April 7
- SU verifies troops allocated cookies, finalized/submitted rewards.
- SU confirms shipping information.
- SU submits rewards.
- SU locked out of eBudde at 11:59pm.

Wednesday, April 9
- **Final ACH swipe for remaining balances.**

MAY

Week of May 5
Rewards arrive from LBB direct to SU Cookie Managers.

Girl Scout S'mores

LAST CHANCE!

ANNOUNCING
2024-2025 Cookie Season is the FINAL SEASON
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

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

LAST SEASON TO GET GIRL SCOUT S'MORES®

Resources at a glance

All resources can be found at
girlscouts.org/Cookieresources

About Girl Scout cookies® Troop Leader

Resources Cookie Business Badges Cookie

Entrepreneur Family Pin Digital Cookie®

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.

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