

girl scouts 
of greater mississippi

2024 Troop Cookie Manager Manual

OWN YOUR **MAGIC**





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

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

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

Three cheers for our volunteers!

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



Important Dates



Program Begins	1-06-2024
Initial Order Ends	1-21-2024
Last Day for Troops to edit I/O	1-22-2024
eBudde opens for Booth Selections	2-02-2024
Jackson Mega Drop	2-03-2024
Gulfport Mega Drop	2-03-2024
Cupboard Opens	2-08-2024
Booth Sales Start	2-09-2024
Last Day for Cupboard Pickups	2-29-2024
Program Ends	3-03-2024
Last Day for Troops to Edit	3-05-2024
Last Day for Outstanding Parent Debt Form	3-07-2024
ACH Withdrawal	3-12-2024
Cookie Dough Available	4-01-2024
Estimated Rewards Delivery Starts	4-17-2024





2023-2024 Girl Scout Cookies®

All our cookies have...

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

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

\$ 5

Approximately 15 cookies per 6.3 oz. pkg.



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

\$ 5

Approximately 12 cookies per 6.2 oz. pkg.



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

\$ 5

Approximately 38 cookies per 9 oz. pkg.



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

Oatmeal sandwich cookies with peanut butter filling

\$ 5

Approximately 20 cookies per 8 oz. pkg.



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

\$ 5

Approximately 15 cookies per 7.5 oz. pkg.



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating

\$ 5

Approximately 15 cookies per 6.5 oz. pkg.



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

\$ 5

Approximately 30 cookies per 9 oz. pkg.



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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

\$ 6

Approximately 16 cookies per 8.5 oz. pkg.



Toffee-tastic® • No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

\$ 6

Approximately 14 cookies per 6.7 oz. pkg.



Getting Started



As a troop leader, your role throughout the cookie program leads the way to your troop's success. Your ability to motivate, organize and facilitate the cookie program for your troop is essential for your troop to meet their goals. Your experience and dedication will help guide your Girl Scouts as they learn about the 5 essential skills throughout the product program.

Hold a parent informational meeting to distribute paperwork and provide an overview of the program.

1. Emphasize and clarify deadlines.
2. Collect permission forms before handing out order cards.
3. Instruct parents on proper guidelines for social media.
4. Discuss the option for reward **opt out*** (*older girl troops).
5. Review reward selections.
6. Train girls on booth selection procedures and proper booth etiquette.



- Verify all Girl Scouts are listed in eBudde.
- Pick up I/O cookies from Service Unit delivery.
 - Enter cupboard orders in eBudde.
- Share council promotions with girls and parents.
- Have parents sign a receipt for additional cookies and give a copy to the parents.
 - Assign all cookies to girls in eBudde.
- Complete girl rewards selections (including shirt sizes).
 - Receive and separate girl initial and final rewards.
- Turn in sales summary report to your Service Unit Cookie Chair.

Additional Training Dates



eBudde Basics

Monday, January 8, 2024 @ 6:30

This training is for new troop leaders and first or second year cookie chairs. Training will include how to access the site, an explanation of the tabs, and first things to check to get started in eBudde.

<https://zoom.us/j/93414171671>

Cookie FAQ

Wed, January 10, 2024 @ 10 am

This session will go over frequently asked questions. It will also provide troop leaders with an opportunity to ask questions and receive helpful tips and tricks for navigating the cookie season.

<https://zoom.us/j/96185664956>

Booth Selection in eBudde

Friday, January 12, 2024 @ 6:30

This training will cover how to select and release booths in eBudde for your troop.

<https://zoom.us/j/95705808478>

Cookie Cupboard

Monday, February 5, 2024 @ 6:30

This training will include information about what, where and when the cookie cupboard is available. When you need to place a cupboard order, provide additional cookies for your troops and how to place a cupboard transaction in eBudde.

<https://zoom.us/j/98710886927>

eBudde DOC Reports

Tuesday, January 9, 2024 @ 6:30

This training will include how to read and use reports that pull information from Digital Cookie.

<https://zoom.us/j/93414171671>

Initial Order and Next Steps

Thursday, January 11, 2024 @ 6:30

This training will include an explanation of what the initial order (I/O) is and how it affects your troop. What orders are included in the initial order. How to read reports associated with the initial order and what to do after your troop has submitted their initial order.

<https://zoom.us/j/94454385053>

Cookie Pick Up

Tuesday, January 11, 2024 @ 6:30

This training will include service unit cookie pick up information and what to expect as your troop hosts booths.

<https://zoom.us/j/91951987772>

Cookie Closeout

Tuesday, February 27, 2024 @ 6:30

This training will include final steps for closing out your cookie season, helpful reports in eBudde, assigning remaining cookies to girls and selecting rewards.

<https://zoom.us/j/97380212795>

QR Code Quicklinks



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A must-have for Girl Scout Cookie™ volunteers

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

Quick tips to get you started:

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



Visual learner?

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



Watch videos!



https://cookieportal.littlebrownie.com/users/sign_in

OWN YOUR magic

More magic!



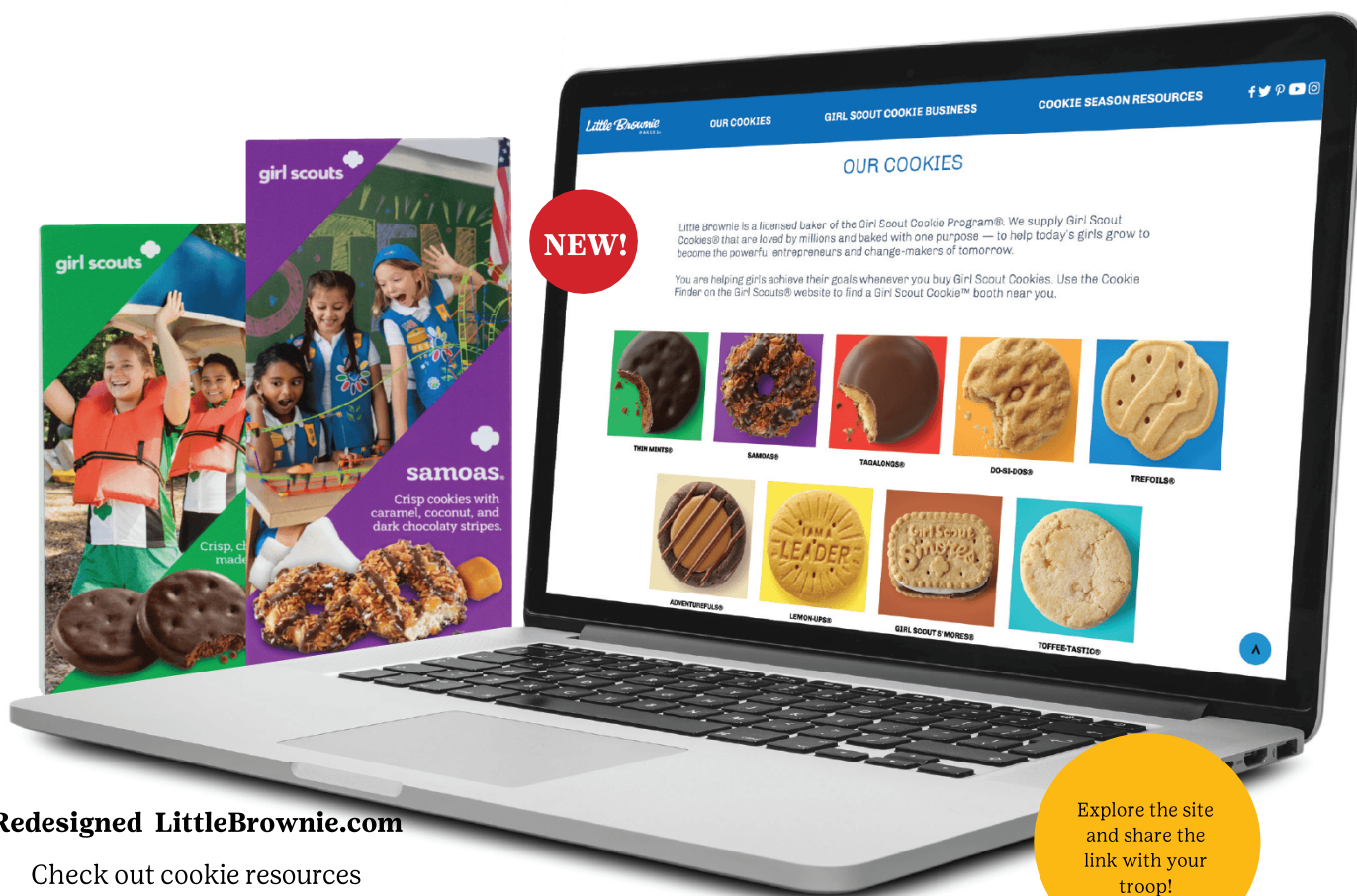
Share the link to the new LittleBrownie.com

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

One-stop shop for volunteers

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses.

Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



Redesigned LittleBrownie.com

Check out cookie resources on the baker's new website

Explore the site and share the link with your troop!

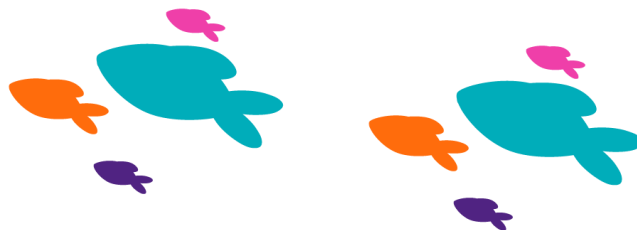
Girl Scouts® Cookie Rookies Video

Show first-time entrepreneurs how it's done

NEW!

Girl Scouts® Cookie Captains Video

Inspire seasoned Girl Scouts to share their ideas



New resources for entrepreneurs



Girl Scouts® Cookie Rookies video

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

Girl Scouts® Cookie Captains video

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

Go to Videos

Share tips that helped you grow your cookie business!

Cookie Rookie

Cookie Captain

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

Reward your captains with this new patch!

Little Brownie BAKERS

OUR COOKIES OUR STORY GIRL SCOUT COOKIE BUSINESS COOKIE SEASON RESOURCES

COOKIE ROOKIES & CAPTAINS

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

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

Inspire cookie entrepreneurs



Cookie business badges

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



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:



Market their business online



Your #1 strategy

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

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

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

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

Plan your content with the Digital Marketing Basics

Download posts

Girl Scouts® Little Brownie Bakers®

The collage features a calendar for January 2024 with a blue circle highlighting the 9th and 16th, and a blue arrow pointing to a blue circle containing the text 'Plan your content with the Digital Marketing Basics'. Below the calendar are several social media-style graphics: a 'Reminder Booths now open! Yay!' post with a heart icon, a 'Happy Women's Entrepreneurship Day!' post with a photo of a woman, a 'Samoas' cookie post with a photo of a cookie, and a large QR code. A blue arrow points from the QR code to a blue circle containing the text 'Download posts'. At the bottom are social media icons for Facebook, Twitter, Instagram, and Pinterest, with the text 'Girl Scouts® Little Brownie Bakers®' below them.

Safety resources

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

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



Social Media Guidelines



Social Media Usage

- The Girl Scout Product Program is a girl-led entrepreneurship program. Online marketing and sales efforts should always be led by the Girl Scout (while being supervised by her parents or caretakers).
- Girl's Digital Cookie links cannot be posted on any social media "for sale" or "marketplace" pages. Girls and caregivers can share the digital cookie link only on their personal pages.
- Girls can market their cookie business using ready-made graphics and announcements on social media neighborhood pages to bring awareness to the program, but CANNOT DIRECT CUSTOMERS TO THEIR PERSONAL DIGITAL COOKIE PAGE.
- Digital Cookie Sales links should not be shared with any news outlets (this includes online and traditional news media, such as radio, television or magazine.)
- For safety purposes and other reasons, online marketing activities, especially those conducted through social media platforms, should always be done through accounts monitored by the parent or caregiver.

Marketing Resources

If you have a parent or Girl Scout that creates a post on an unapproved site, politely remind them of the guidelines and ask them to remove the post. If the parent does not remove the post, provide your service unit cookie chair with her information and a copy of the post for follow up contact.

It is impossible to monitor all the posts on social media. We expect Girl Scouts and parents to adhere to the Girl Scout Law and be honest and fair in the their responsibility with social media.



Safety First!

In today's world a girl's most common means of communication is social media. This can be a powerful tool in the success of a girl's product program, if used correctly.

If used improperly, it can put the girl at risk. Safety and an understanding of usage are key when allowing girls to promote their cookie or fall product program on social media.



Entrepreneurship Skills



Skills they build

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

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

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

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



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

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



Good for Girl Scouts, good for the planet!

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



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



Market their business in person



Share the magic, face-to-face

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

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

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

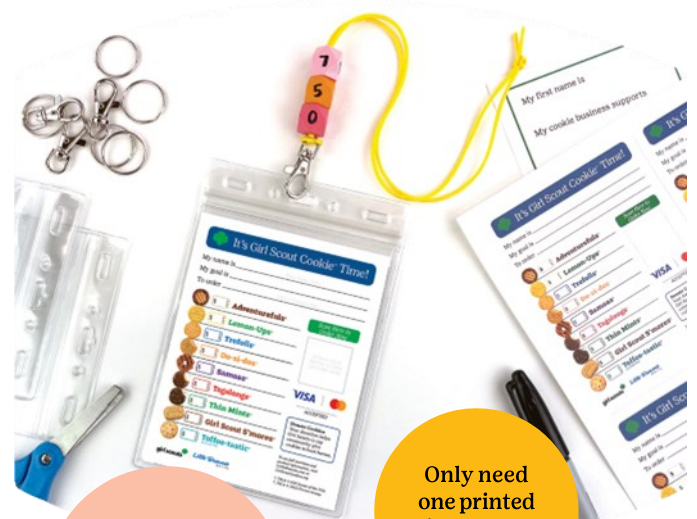
Cookie menu lanyard

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

They fit easily into plastic holders on lanyards so they're protected from all types of weather.

Entrepreneurs can wear them at booths and encourage customers to scan their QR code to go to Digital Cookie®. It's especially handy if booth inventory in a certain variety is running low!

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



Only need one printed insert per Girl Scout!

Found at LittleBrownie.com



Booth Sale Guidelines



How Booth Selection Works

As a Troop Leader you will secure booth spots for your Girl Scout Troop.

Booth selections are secured on several different levels.

First, the council contacts locations directly and secures days and times throughout the council.

Second, your service unit may contact local business to secure days and times for the troops within your service unit.

Third, as a troop leader you may contact a business on your own to secure days and times for your troop.

IN EACH OPTION IT IS IMPORTANT TO FOLLOW THE PROPER GUIDELINES FOR EACH.

After booths are secured, your service unit will hold a meeting for all troops within the service unit to select days and times from locations secured by the council or locally by your service unit. These selections are made from the businesses that have agreed to allow us to host booths geographically within your service unit. All spots are recorded onto a spreadsheet and imported into eBudde. Open time slots will be made available for selection by any troop within the council through eBudde.

After spreadsheets are imported and eBudde opens for troop additional selections, any spots not reserved by troops will appear in green and troops will be able to select those spots for their troop.



Booth Sale Guidelines



Additional Guidelines

Booth selections and the importing of information into eBudde require a multi step process. There may be times when a troop booth time isn't recorded properly. It is your responsibility to check your expected timeslots in eBudde to ensure accuracy. It is also a best practice to recheck the spots prior to the weekend of booth sales to ensure accuracy.

IN THE EVENT OF A DISPUTE OVER TIME OR LOCATION, THE TROOP WHO HAS THEIR NUMBER LISTED IN EBUDDE WILL BE THE TROOP AWARDED THE SPOT.



On your dashboard you will be able to see all of the booth spots that you have reserved. It will show you them in date order. The first few appear on your dashboard under the calendar section. You can see the full schedule by clicking “see more” or going to your booth sales tab and selecting My Booths. You should verify your booth locations before each weekend. There can be no double booking in eBudde, only one troop can have the spot. However, this does not mean that an error cannot be made between the paper spreadsheet and eBudde, so it is very important you check all your booth times are accurate.

If you need to release a spot there is a “Release” button next to each reserved spot. You can click it and open it back up for a different troop to select.

Booth Sale Guidelines



Requesting a Booth Location

It is important to remember when you approach a business you are representing the Girl Scouts of Greater Mississippi. Be respectful of any business that has a “no solicitation” policy. You are a marketer and can explain the value and importance of the booth locations as a leadership and entrepreneur program as part of the Girl Scout journey.

Booth sites at the following locations are arranged by the council. Due to contractual obligations we ask that you DO NOT APPROACH MANAGEMENT of these locations unless directed by a council staff member. Council will make approved dates and times of these locations available to the service units upon approval.

- GNC
- PetSense
- Kroger
- Edgewater Mall
 - Lowes
- Winn Dixie
- Corner Market
- Sams Club
- Walmart

When a location has been secured the information is loaded onto a spreadsheet and imported into eBudde.

Some booth locations have Service Unit selections for troops prior to the import into eBudde.

The Process

A troop may wish to acquire booth times at locations that are not part of the service unit selection meeting. Before contacting a business to request permission to have a booth you must first submit the name and location of the business to your Service Unit Cookie Chair for approval. They will **first** verify if it is within your service unit area and **second**, ensure no one has contacted that business for this cookie season. Once approved by the service unit you may approach the manager of the location to request days. When approaching a business, a proposed schedule that includes the **ENTIRE LENGTH** of the booth season should be presented to the manager for approval. All booth slots approved must be submitted to the council for import into eBudde. Spots not selected by your troop will be open to other troops within the council.



Booth Sale Information



Booth Must Have's

Troop booths must have:

Two approved adults
Minimum of 2 girls
Table
Cookies
Change for Cash Transactions
Girls in Uniforms or clearly identifiable as Girl Scouts
Positive Attitude

Troops may also want to provide:

Chairs
Water
Table Decorations
Cookies for Hero's poster
Signs

- Remember to keep all drinks and snacks out of sight from customers
- Girls cannot be left alone at a booth
- When a troop comes to takeover, be polite and welcoming. We are all in this together.
- Troops may set up their table 10 minutes before the start of their booth time, but cannot accept sales until their booth time starts.

Important Information

eBudde opens for troop booth selections on 2/2/2024. Spots available for selection are colored green. Troops can continue to select locations until 3/3/2024.

If your troop has selected a day and time that you are unable to attend, log in to eBudde and release the slot as soon as possible. This allows troops who are looking for additional spots to cover that day/time.

Our goal is to have a troop at every booth time slot that is available.

An unattended booth spot equals rewards that go unearned and troop proceeds don't get distributed.

Additional Guidelines

An individual Girl Scout can work a booth with just her and her parent/guardian. In this situation it is not considered a "Troop Booth". Girls are responsible for providing their own cookies, money and supplies for the booth. Parents must still coordinate individual booth days and times through their Troop Leader. To ensure no double bookings they cannot set up booth: without the approval of their Troop Leader. Additionally, Troop Leader must seek approval from the Service Unit Cookie Chair.



IF THERE IS A DISPUTE OVER A TIME OR LOCATION, IT MUST BE HANDLED OUT OF VIEW OF GIRLS AND CUSTOMERS. NEVER INVOLVE THE MANAGEMENT OF THE LOCATION. VOLUNTEERS MUST CONTACT THEIR TROOP LEADER OR SERVICE UNIT MANAGER TO DISPUTE ANY TIME OR LOCATION. WHOEVER HAS THE TIMESLOT IN EBUDDE WILL BE ALLOWED TO STAY AND THE OTHER TROOP MUST PACK AND LEAVE WITHOUT INCIDENT. DISPLAYING BEHAVIOR THAT IS NOT ACCEPTABLE FOR A GIRL SCOUT WILL NOT BE TOLERATED AND FUTURE BOOTH SPOTS MAY BE CANCELLED BY THE COUNCIL DUE TO CONDUCT UNBECOMING OF A GIRL SCOUT.

Bling your Booth



If you want to attract lots and lots of customers, it's time to “bling” your cookie booth. Anything fun, bright, colorful, energetic and creative will bring customers running. Just be sure to follow council guidelines to be entered into the “Bling your Booth” promotion.



Submission must contain:

- Your Troop#
- Cookies for Heroes poster
- Girl Scouts in Uniform or Troop Shirt

Email your submissions to communications@gsgms.org

Prizes will be awarded weekly. Winners are selected from the weekends submissions. New entries are required each weekend. To qualify for the Troop Bling your Booth Reward there must be at least 2 girls in the picture.

1st place \$75 gift card for a Troop Pizza Party

2nd place \$50 gift card to Michaels or Hobby Lobby

3rd place \$25 gift card to Sonic



Cookie Cupboards



Girl Scout Cookie pick-ups

Troops and parents may need additional cookies to have at troop booths or for additional girl orders. These cookies are picked up from one of our cupboard locations. As a Troop Leader you are responsible for communicating with your parents about additional cookies needed. You will also need to place the transaction for additional cookies in eBudde for pick up at one of our Cookie Cupboards. Cookies are picked up by the case. Individual packages cannot be picked up from the cupboards. All cookies picked up by your troop are the troops responsibility. Cookies left in inventory after the program are not able to be returned.

Cupboard Locations

Standard Cupboard hours are Thursday and Friday
9am-6pm and Saturday 8am-11am.

Jackson Office

Meridian Office

Hattiesburg Office

Gulfport Office

Natchez*

Cookie varieties and hours may change throughout the program based on availability. Cookies are often moved from one cupboard to another on Wednesday to fill orders. Changes in availability and hours will be updated in eBudde.

*This location is operated by volunteers: dates and times will vary.



Cupboard Procedures

Orders must be placed 48 hours prior to expected pick up day and time.

Pick up day and time are subject for approval.

Cupboard orders are filled based on when they are entered into eBudde and on available inventory.

Orders are expected to be counted and verified by the pick up person. Discrepancies cannot be handled after the order has left the location.

Cupboard orders must be signed for and will be added to troop inventory in eBudde after the transaction is complete.

Troop Leaders can add a volunteer as a pick up person to sign for troop cookies by going to settings in eBudde.



Troop Proceeds



Troop Rewards



- Troops earn a Girl Troop PGA reward during the initial order for each girl who has sold cookies when the troop reaches a per girl average of 325+boxes.
- The troop leader will also qualify to earn the girl reward but must enter a 1 in the reward selection. Troops are limited to one volunteer reward per troop.

Troops can qualify to earn the Troop PGA reward based on end of season PGA and with an increase in 10% PGA from the previous year. Troops must have a 30% girl participation percentage to receive the Troop Reward.

Troop Proceeds

Troops registered before July 31, 2023, who turned in their Troop Finance Report and reregistered with 75% of their troop, earn a base rate of **\$0.78** per package of cookies sold during the 2024 cookie season. Older Girl Scout troops must reach a minimum of 50% reregistration.

Troops that participated in the 2023 Fall Product Program and reached a girl PGA of \$255 with a 50% participation ratio earn an additional \$.03 per package of cookies sold.

Older Girl Scout Troops can opt of of rewards and earn an additional \$.05 per packages sold. Troops must be 95% Cadette and older to opt out.

Troops renewed between July 31, 2023 and September 30, 2023 will earn a base rate of \$.76 per package of cookies.



Where does the money go?

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

Troop PGA Final Reward



Level One

Returning troops who increase their overall troop PGA from last year by 10% and have a PGA of up to 324 boxes (or new troops who have a PGA of 275 boxes) earn an **ADVENTURE LUNCH COOLER TOTE.**

Level Two

Returning troops who increase their overall Troop PGA from last year by 10% and have a PGA of 325 - 349 boxes (or new troops who have a PGA of 325 boxes) earn a **SMORES MAKER.**

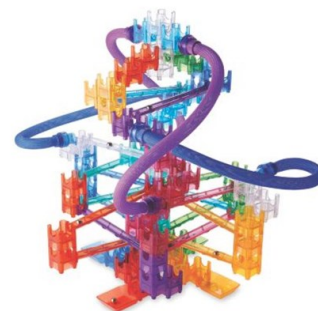


Level Three

Returning troops who increase their overall Troop PGA from last year by 10% and have a PGA of 350 - 399 boxes (or new troops who have a PGA of 350 boxes) earn a **RECHARGEABLE LANTERN**

Level Four

Returning troops who increase their overall Troop PGA from last year by 10% and have a PGA of 400 - 549 (or new troops who have a PGA of 400 boxes) earn a **Q-BA-MAZE RAILS EXTREME SET - MARBLE RUN**



Level Five

Troops who have an overall PGA of 550 or more boxes earn a **rain poncho with council logo for each girl in the troop and two volunteers.**

*variations in color or style based on availability

Cookie Pickups



Service Unit Delivery

All cookies submitted as part of the initial order will be delivered to each service unit during the week of 2/5/2024 (Greater Jackson service unit troops will receive their cookies during the Mega Drop at Armstrong on 2/3/2024. Greater Gulfport service units will pick up their cookies at Ace Moving and Storage on 2/3/2024)

Tips for a smooth pick up:

- Know exactly how many cases you ordered of each variety . Remember cookies are only shipped by the case, so your cookie totals are rounded up to the next full case.
- Arrive at your scheduled pick up time—on time. Ensure your car is **cleaned out and ready to load.**
- Make sure you have enough vehicles and help to load your entire order at one time.
- Check in and receive your pick up ticket.
- Count your cases before loading and verify with pick up ticket. Then count again!
- Sign for your initial order and take your receipt.

Know your Responsibility

- Count and verify cases, by variety, **BEFORE YOU LOAD AND SIGN THE DELIVERY TICKET!**
- You cannot pick up cookies before the truck is completely unloaded and the count is verified. If you arrive early, you can assist with unloading and sorting.
- You are responsible for counting your cases and notating any shortages before loading any cookies.
- You are responsible for any shortages once you leave the delivery site.
- Transport your cookies and rewards and separate by girl.
- Schedule times for parents to pick up cookies and rewards.

How many cases can my car carry?

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



Cookie Pickups



Parent Cookie Pick Up

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:

- Explain to your parents they are responsible for counting and verifying the number of cookies they receive.
- Schedule volunteers to assist you with picking up your troop cookies from the Service Unit delivery.
- Parents must pick up all cookies from their initial order from the delivery site at one time.
- Have your parents receipts and delivery tickets ready.
- Print your reward tickets for your troop and for each girl.
- Remind parents the cookie totals they are picking up include any order from the Digital Cookie site that were selected as Girl Delivery during the initial order phase.

Additional Cookies

Girls may continue to receive orders through their Digital Cookie page as Girl Delivered. After the initial order phase these cookies are not automatically added to the package total for the girl in eBudde.

You will see money being recorded for the order, but there will be no cookies listed.

The cookies may come from the girl's initial order if the parent ordered more cookies than orders she took. If not they will need to pick up additional cookies from the troop inventory. See cupboard instructions for get more cookies for your troop.



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:

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

*Data from 2022-2023 Girl Scout Cookie Season

Gift of Caring



During the cookie season troops may receive donations. All donations received (whether it is a cash donation or a package donation) during the cookie program are considered part of the “Cookies for Hero's” program.

Cookies for Hero's donations are distributed in two ways:



One: Troops add packages of cookies on an individual girls line under the “Hero” column. These cookies will be added to her overall package numbers, increase her amount of money owed and will count toward receiving the “Gift of Caring” charm.

All cookies entered in the “Hero” column are donated by the council at the end of the cookie season.

Two: A troop can donate cookies directly to a local hero organization. If your troop chooses this option those **COOKIES ARE NOT ADDED TO THE “HERO” COLUMN IN eBudde**. Cookies physically donated by a troop are part of the troops existing inventory and are already accounted for in eBudde. Adding cookies to the hero column will increase your over all inventory number and increase the total amount your troop owes for cookies.

**When a customer donates cash, that money should be kept separate from your sales. For example—a customer buys 3 boxes of cookies totaling \$15 and pays with a \$20 and says keep the change. Place the \$20 in your cash drawer and take out a \$5. Place the donated \$5 in a separate money bag. At the end of the program, count all the money that was donated. IF you have packages left in your inventory you can balance your donations against the packages. If you sold all of your packages, divide the dollars by packages and then by the girls in your troop that participated. Add that number of packages into the Hero column in eBudde. Deposit all donated money into your bank account.*



Resources at a glance



All resources can be found at girlscouts.org/cookiesresources

[About Girl Scout Cookies®](#)

[Troop Leader Resources](#)

[Cookie Business Badges](#)

[Cookie Entrepreneur Family Pin](#)

Girl Scouts' safety guidelines

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

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

Found at LittleBrownie.com

Digital Marketing Basics

FAQs and Nutrition Information

Girl Scouts® Cookie Captains and Cookie Rookies

Social Media Tools and Graphics

Own Your Magic Resources

Resources for Girl Scouts to Grow Their Cookie Businesses

Cookie History



FOLLOW
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Bakers*
on Pinterest
[@lbbakers](#)

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!



FOLLOW
Little Brownie Bakers*
on Facebook
[@LittleBrownieBakers](#)

Council Contacts



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Kyna McCalpin—Membership Registrations
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Angie Miller—Finance and Parent Debt
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Customer Care
601-326-4475 customecare@gsgms.org

OWN YOUR magic

<https://ebudde.littlebrownie.com>

<https://digitalcookie.girlscouts.org>

<https://www.gsgms.org/>

<https://www.littlebrowniebakers.com/>

From the Product Program Director

Cookie Season is a busy time for everyone, but especially a Troop Leader. The workload for a troop leader doubles and everyone seems to need something right now.

Our council staff is eager to help support you during this time.

Your membership specialist is your local contact and is ready to answer all of your questions. There is no question you have that we cannot answer.

I am also available to help you in any way possible. The best way to contact me is via email @jrothert@gsgms.org.

If there is anything that you have a question about, or are having trouble with, you can reach out to me at anytime. Throughout the cookie season I monitor my email throughout the day until about 9pm at night. On some nights until midnight. Most emails are answered within 15 minutes. I want to be available to help you while you are in the middle of what you are working on.

The cookie program cannot be successful without your support and I want to ensure you are supported in any way you need.

Office hours are 8:30 am—5:00 pm and you can reach me at 601-726-3324. Don't hesitate to call.

Thank you for all you do!

Jennifer Rothert





2024 Cookie Program Parent /Guardian Responsibility Form

The adult responsible for the payment of the cookies should complete this form. Please read this form carefully before signing.

I understand and agree to:

Participation Guidelines

My daughter has my permission to participate in the Girl Scout 2024 Cookie Program. _____

My daughter cannot participate in the Girl Scout 2024 Cookie Program unless all the blanks on this form are completed. _____

My daughter cannot participate in the Girl Scout 2024 Cookie Program if she is not registered Girl Scout for the 2023-2024 membership year. _____

Payment Agreement

I understand that once Cookies are received in my daughter's name, as her parent/caregiver I am responsible for collecting all monies owed and I am responsible for all monies received in payment of Cookies. _____

I understand that all **unsold Little Brownie Cookies CANNOT be returned**, and that I am responsible for payment of any unsold cookies received by or checked out in my Girl Scouts name. _____

I understand that I will turn in cash, cashier's check or money order to my troop leader for all Cookies received in my daughter's name. _____

I understand that if I do not turn in all money for cookies received on my Girl Scouts behalf by March 04, 2024; I will be reported to the Council for non-payment, which may result in serious collection actions and rewards being withheld until payment is complete.

Girls Name _____ Troop Number _____

Girl's T-Shirt Size :

<input type="checkbox"/> Youth Small	<input type="checkbox"/> Youth Medium	<input type="checkbox"/> Youth Large/Adult Small	<input type="checkbox"/> Adult Medium
<input type="checkbox"/> Adult Large	<input type="checkbox"/> Adult X-Large	<input type="checkbox"/> Adult 2XL	<input type="checkbox"/> Adult 3XL

Responsible Adult _____ SSN# XXX-XX-____ (last 4 digits)

Email Address _____ Birthdate __/__/__ (mo/date/year)

Driver's License # _____ State of Issue _____ Exp Date _____

City _____ State _____ Zip _____ Cell Phone# _____

Employer _____ Work# _____

Additional Guardian _____ Driver's License # _____

Employer _____ Work# _____

**Fill this page out
and turn in to your
Troop Leader.
Initial all lines.**