What's New 2020-2021

Your busy life picks up speed during Girl Scout Cookie Season. You need tools and digital resources that not only keep pace, but also help keep you and your girls moving toward success—while having lots of fun along the way. We've got you covered!

eBudde™ Mobile

The must-have app for volunteers in the Girl Scout Cookie Program® now has a new name. eBudde Mobile makes your life simpler by meeting you wherever you are in the season.
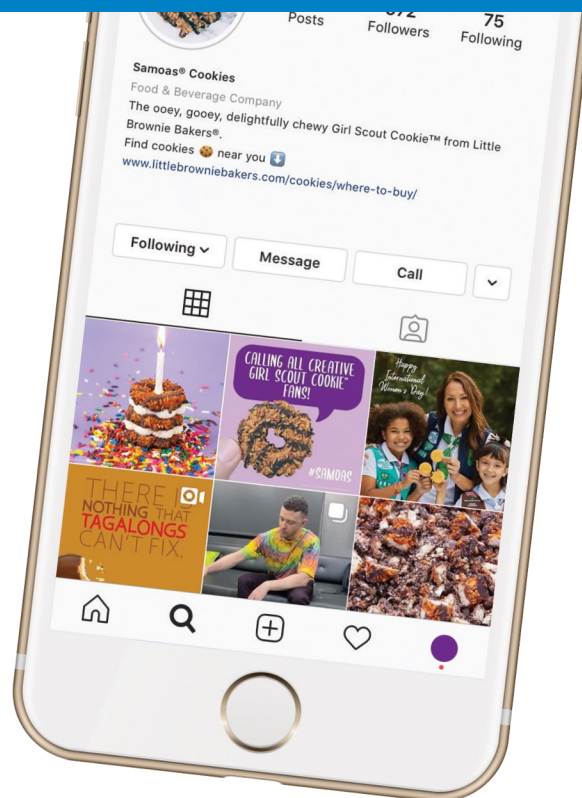
· From a troop or service unit dashboard, get all the information you need

· Simple icons take you to important messages, booth locations*, checklists and more

· Watch training videos and get help from within the app

AVAILABLE FOR DOWNLOAD

Download on the App Store

ANDROID APP ON Google play

See social-distancing and online safety guidelines.

What's New 2020-2021

Social Media Shareables

How can you help tomorrow's female entrepreneurs promote their Girl Scout Cookie™ businesses? We've got all the social resources you need on LittleBrownie.com.

· Resources are easily searchable by category, including cookie news, special promotions, holiday themes, profile pictures and more

· Each post includes a professionally designed graphic and customizable message

· New posts are added throughout the year

Girl Scouts® of the USA has a suite of resources— including social media tools and more—available for download at girlscoutcookies.org/ troopleaders.

Online Tips & Ideas

Help girls build online marketing skills and learn about e-commerce with the support of online tools like the Digital Cookie® platform. We've also got inspiration for engaging girls in virtual activities!

Digital Marketing Tips for Cookie Entrepreneurs and Families

Girls of all ages should partner with their parents or guardians to develop a plan to safely market their cookie business online. Get started using this resource available at **girlscoutcookies.org/digitalmarketingtips.**

MAKE IT VIRTUAL!

Find familiar in-person resources with a tech twist, along with several new digital ideas. These strategies help girls reach their goals in virtual environments when in-person is not an option.

See social-distancing and online safety guidelines.