





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, the Troop 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!



Important Dates

Ebudde open to Troop Leaders	12-13-2024
Initial order begins	1-04-2025
Initial orders due in ebudde	1- <mark>19-2025</mark>
DOC <mark>order syncing</mark> to eBudde p <mark>aused</mark>	1-20- <mark>2025</mark>
Last day for troops to edit I/O	1-20-2025
Last day for Service Units to edit I/O	1-21-2025
Doc Order syncing to eBudde resumes	1-27-2025
Mega Drop (Jackson Area, Gulfport Area)	2-01-2025
Service Unit cookie deliveries begin	2-03-2025
Cookie cupboards open	2-06-2025
Booth sales begin	2-07-2025
Last day to pick up from cupboards	3-01-2025
End of cookie program	3-02-2025
All money due to troops from parents	3-03-2025
Last day for troops to edit orders/rewards	3-04-2025
Last day for service units to edit orders/rewards	3-06-2025
Deadline to submit outstanding debt form	3-06-2025
Ach withdrawal	3-11-2025
Final rewards shipped to service units	April 2025





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.



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.











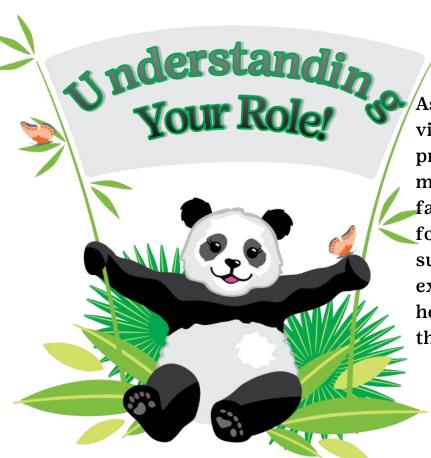




Checklist

- Schedule a parent meeting/ rally
- Verify all registered Girl Scouts are listed in eBudde
- Pick up Initial Order cookies from the Service Unit Delivery
 - Select Booths for your troop
 - Enter cupboard orders in eBudde
 - Share council promotions with girls and parents
- Have parents sign a receipt for additional cookies and give copy
 of receipt to parents
 - Assign all cookies to girls in ebudde
 - Complete girl reward selections (including shirt sizes)
 - Receive and separate girl initial and final rewards
- Turn in sales summary report to your Service Unit Cookie Chair





As a troop leader you serve a vital role throughout the cookie program. Your ability to motivate, organize and facilitate the cookie program for your troop is essential to the success of your troop. Your experience and dedication will help guide your Girl Scouts as they learn the 5 essential skills.



Recruit parents to help: Hold a parent information meeting to distribute paperwork and provide an overview of the program. Have each parent volunteer for a task.



Meeting Essentials

- 1. Emphasize and clarify important 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. Review booth procedures and proper booth etiquette

Training Dates



Monday, January 6, 2025 Getting Started

This training is for Troop Volunteers who have questions about the Cookie Program. It will include training on how to access eBudde and Digital Cookie.

https://zoom.us/j/92807089630?

pwd=zGMl4ULreaFwkh7heaCWoCHcgZVORF.1

Passcode: 402955



Thursday, January 9, 2025 Digital Cookie

This training is for Troop Volunteers or Parents who have questions about what Digital Cookie is and how to use it https://zoom.us/j/98748787368?pwd=YkxvpZMrePc6IdxBkNKsJwi7iLo3wR.1

Passcode: 954961



Monday, January 13, 2025 Cookie FAQ's

This training is for anyone who has questions about the 2025 cookie program. https://zoom.us/j/94554467399?
pwd=2Qae4LyRG3ZtROblCyDaTPcbToiaOC.1

Passcode: 165032



Thursday, January 16, 2025 Initial Order and Next Steps

This training is for Troop Volunteers who will be finalizing the troops initial order. It will cover how to calculate your initial order, where to put the initial order and what happens next. https://zoom.us/j/955745496?pwd=072m0hht6lklMU7lZBNaNNfVIZ4Mof.1

Passcode: 441076





Training Dates





Monday, January 27, 2025 Booth Guidelines and Procedures

This training is for Troop Volunteers who have questions about how booths work, how to secure booths and what is needed at a booth.

https://zoom.us/j/93814357068?

pwd=SkzbvbxmX4xe7J8juSOODy63RKk3rT.1

Passcode: 515947



Thursday, January 30, 2025 Cookie Pickup and Cupboard Procedures

This training is for Troops who have questions about how to pick up their initial order cookies and/or how to get additional cookies.

https://zoom.us/j/91642574778?

pwd=wNlPK0YYF9utbLdhus8KxwKSd1PANf.1

Passcode: 291615



Monday, February 17, 2025 Assigning cookies in eBudde

This training will cover how to assign cookies to Girl Scouts in your troop in eBudde.

https://zoom.us/j/96848167963? pwd=rmyMjxOanK9GjxJ9KCl33AknkoJhWR.1

Passcode: 425858



Thursday, February 27, 2025 Final Weekend

This training will cover how to begin to end your 2025 cookie season. Preparing for the final booth weekend, collecting all money owed, reconciling your cookie totals in eBudde and ensuring all rewards are selected.

https://zoom.us/j/94157144537? pwd=IhsPPdQb23N75wORMgP84avtsS0T1D.1

Passcode:297757





Social Media Guidelines

Girls today are tech savvy. As they utilize resources to learn key marketing and advertising skills, all posts on any social media forum should be monitored and approved by the guardian.



It is impossible to police all the avenues of social media. We expect Girl Scouts and parents to be honest and fair in their responsibility to social media.

Absolutely no posting on any marketplace or buy, sell trade pages!





If one of your girls or guardians 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 the information and a copy of the post for follow up contacts.











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.

≥EMBRACE POSSIBILITY

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 <u>Digital Marketing Tips</u> 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! Resource found in the Rally Guide.





Market their business online





Attract customers with Ready-made graphics



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





Virtual backgrounds that are out of this world



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
- <u>Digital Cookie[®] Pledge</u>



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!



Market their business in person





Ordering made easy



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.





Cookie Delivery

All cookies submitted in eBudde by 1/19/2025 are part of the initial order and will be delivered to each Service Unit during the week of 2/3/2025.

(Greater Jackson Area Service Units and Greater Gulfport Area Service Units participate in the Mega Drop. Troops go individually to Armstrong or Ace on 2/1/2025 to pick up their troop cookies).





On Delivery Day:

- The Service Unit will receive the delivery and separate cookie cases by **Troop**
- Troops will pick a time to arrive and pick up cookies (even if they are helping with the delivery)
- Troops cannot pick up cookies before the truck is completely unloaded and count is verified, so do not arrive to your appointment early unless you are assisting with the unloading and sorting
- Count and verify cases, by variety, before you sign the delivery ticket
- Troops are responsible for counting their cases and noting any shortages before loading any cookies
- You are responsible for any shortages once you leave the delivery site
- Transport your cookies and separate them by girl for parent pick up



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.
- Count each variety of cookie and then recount – it is helpful to have two people counting cookies.
- Sign for your order and take your receipt.

Number of cases my car can carry?

Compact 23	Hatchback 30	Standard 35
Sport Utility Vehicle 60	Station 75	Minivan 75
Pickup 100	Cargo 200	

Ensure all cookies are secured before you leave the pick up location. Any damages or losses incurred during transport are the Troops responsibility.

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:

Adventurefuls	8%
Lemon Ups	8%
Trefoils	13%
Dosidos	11%
Samoas	20%
Tagalongs	12%
Thin Mints 1	5%
S'mores	5%
Toffetastic	3%



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

Your cookie pick is your initial order cookies. This includes any orders taken on a girl's digital cookie site as girl delivered before 1/19/2025.



Cookie Cupboards



Troops pick up additional cookies for troop booths and for additional girl orders at the cookie cupboards. Cookies are picked up by the case. Orders are placed in ebudde or through the cupboard keeper app.

Cupboard hours are:

Thurs and Fri 9 am-6 pm and Saturday 8 am-11 am

Cupboard locations

Jackson office
Meridian office
Hattiesburg office
Gulfport office

Cookies for cupboard orders are received during the week of Initial Order delivery. Cookie quantities and availability are directly affected by cupboard orders placed. As the season continues additional orders may be required from the bakery. Cookies are moved around the council each week to ensure accurate availability based on cupboard orders.

- Orders must be placed by Tues to ensure availability
- Pick up day and time are subject to approval
- Cupboard orders are filled based on when they are entered into eBudde and on available inventory
- Troop leaders can add a volunteer as a pick up person to sign for troop cookies

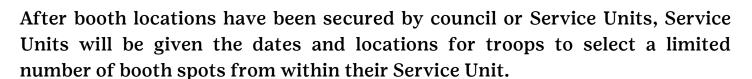




Walmart, Winn Dixie, Aldi, GNC, PetSense, Joann Fabrics and Corner Market location requests are submitted by the council.



Troops cannot contact *any business* to request a booth without submitting to their Service Unit first *and* receiving approval.



Troops can select additional booth times in ebudde after Service Unit spreadsheets are sent to council and open spots are uploaded in eBudde.

Spots uploaded in eBudde have already been approved and are open for selection by troops throughout the council. Open spots are colored green.



All booth sales must take place in a designated, council-approved area.

- Girl Scouts cannot sell in or in front of establishments that they themselves cannot legally patronize or where products they cannot consume are sold.
- Girl Scouts must be present at cookie booths at all times; best practice is 2 adults (at least one of whom is a registered Girl Scout volunteer with the required background check) and 4-5 girls.
- Only Girl Scout Cookies may be sold at booths.

Adults and Girls must adhere to the Girl Scout Promise and Law at all times. If there is a dispute it should be handled away from the Girl Scouts and in a professional manor. For staff assistance call or text 601-937-5799





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

- While at a cookie booth, make sure Girl Scouts wear their uniforms, 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 (10 min), but do not encroach on the time of troops selling before you.
- Begin packing up before the end (10 min) 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.

Plan for the weather in your area!



What to Bring!

- Table and chairs
- Tablecloth, displays, and signage
- Cash to make change
- Money pouch or cash box
- Digital Cookie App for taking credit card payments
- Cookies
- Bags/boxes for large customer orders
- First-aid kit

Example of Cash Amounts to have on hand:

\$5 = 40

\$1 = \$40

This is a guide for you to follow for your first booth location.





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 grab your customers attention.

Bling your Booth submissions must contain:

- Your Troop#
- Cookies for Heroes poster
- Girl Scouts in uniform or Troop shirt
- Themed display
- At least two Girl Scouts



Email your submissions to communications@gsgms.org
Prizes will be awarded weekly during the 4 weekends of Booth sales.

New winners each weekend.

1st place \$75 gift card for Troop Pizza Party
2nd place \$50 gift card to Michaels or Hobby Lobby

3rd place \$25 gift card to Sonic



Inspire cookie entrepreneurs





Skills they build

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

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.

- 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.
- 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.
- 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.

Business Ethics

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!



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



eBudde[™] basics





A must have for Girl Scout Cookie[™] volunteers

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

Easy as 1, 2, 3



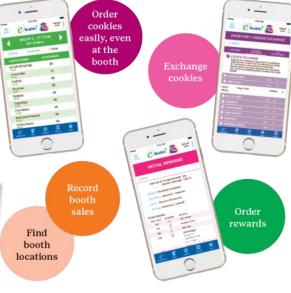
- 1 Download the eBudde app.
- Once you've been added to the system, you will receive an email with a link and login information from do_not_reply@littlebrowniebakers.com.
- Set up your troop review your roster, enter your troop's package goal and individual goals, and edit your troop's

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-bystep training videos
 on the Little Brownie YouTube
 channel.



Why eBudde™ makes it easy





eBudde™ training





eBudde™: Cookie Tech Portal

Little Brownie Bakers



eBudde Overview 2023-2024

Little Brownie Bakers



eBudde™ Volunteer Training: Initial Order

Little Brownie Bakers



eBudde™ Volunteer Training:

Transactions

Little Brownie Bakers



eBudde™ Volunteer Training: Council Booth Sales

Little Brownie Bakers



eBudde™ Volunteer Training: Booth Sale Recorder

Little Brownie Bakers



eBudde™ Volunteer Training: Cookie Exchange

Little Brownie Bakers



eBudde™ Volunteer Training: Cupboard Order Scheduling

Little Brownie Bakers



eBudde™ Volunteer Training: Distribute Troop Site Shipped Orders

Little Brownie Bakers



eBudde™ Volunteer Training: Girl Rewards

Little Brownie Bakers



eBudde™ Volunteer Training: Sales Report



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eBudde™ Volunteer Training: Payments

Little Brownie Bakers

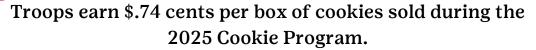


Scan the QR code or click
the link for quick access to
our product program
YouTube Channel for
eBudde Training Videos.
Click on playlist and find
"Cookies"



https://www.youtube.com/@ProductPrograms

Troop Proceeds





Extra proceeds can be earned by:

Early bird registration = \$.04 - troops who renewed by 7/31/2024

On time registration = \$.02 - troops who renewed by 9/30/2024

For a troop to qualify for the early bird or on time registration bonus, the troop must have at least two registered volunteers and 75% of the girls renewed by July 31, 2024.

Older girl troops who have been active for 5 years or more and participated in the cookie program need 50% of their girls renewed.

Participation in the Fall Product Program
Per girl PGA of 255 and 50% girl participation =\$.03



Troop PGA reward

Initial order rewards are calculated based on the number of boxes entered into eBudde by 1/20/2025.

The troop PGA reward is calculated based on the total number of boxes entered divided by the number of girls who have sales.

The troop will receive the reward for any girl who has cookies assigned by the end of the initial order. As a bonus the troop leader will also receive the troop PGA reward.

Troop girl PGA requirement is 325 boxes





Gift of Caring





During the cookie season troops may receive donations from customers. All donations received during the cookie program go towards the "cookies for heroes" program.

There is a patch reward for cookies that are designated for cookies for heroes. For girls to qualify for the rewards, cookies must be entered into the "hero" column on the girl order tab in eBudde.

Cookies entered in the "hero" column are added to a troops overall inventory and money due from the girl is increased by the number of boxes entered.

All cookies entered in the "hero" column are donated by the council at the end of the cookie season.



Additional Resources



Available on gsgms.org

- 5 Steps Guide 2025
- New to Cookies Guide
- GSUSA Computer and Internet Safety Checkpoints
- GSUSA Digital Marketing Tools for Cookie Entrepreneurs
- Cupboard Keeper Quick Tip Sheets with Graphics
- Virtual and In Person Rally Guide
- Social Media Toolkit
- Troop Cookie Rookie Guide Sheet

Topic Specific Training Videos

Available on GS Learn

Cookie Season Hotline

Call or Text 601-937-5799 after office hours and on the weekends.



Council contacts

Product Program Director Jennifer Rothert 601-726-3324 or

jrothert@gsgms.org

Membership Registration Kyna McCalpin 601-326-5648 or

kmccalpin@gsgms.org

Finance Ang<mark>ie Mi</mark>ller 601-326-<mark>5640</mark> or

amiller@gsgms.org

COO Sarah Edwards 601-326-5645 or

sedwards@gsgms.org

Customer Care Department 601-326-4475 (girl)

Volunteer Action Plan





Embrace a new Girl Scout Cookie[™] Season by making a plan! Mapping out the information you need in advance will help keep volunteers and entrepreneurs organized every step of the way.

Primary Contacts	Key Dates
•	,
eBudde™ Sign-Up Info	
Key Actions	





2025 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: (read and initial each line)

Participa	tion Guidelines	
M	y Girl Scout has my ¡	permission to participate in the Girl Scout 2025 Cookie Program. ————
M fo	y Girl Scout cannot prm are completed.	articipate in the Girl Scout 2025 Cookie Program unless all the blanks on this
		articipate in the Girl Scout 2025 Cookie Program if she is not a registered Girl 25 membership year.
Paymen	t Agreement	
respon		okies are received in my Girl Scout's name, as her parent/caregiver I am ll monies owed and I am responsible for all monies received in payment of
		d Little Brownie Cookies CANNOT be returned, and that I am Fany unsold cookies received by or checked out in my Girl Scouts name
		n in cash, cashier's check or money order to my Troop Leader for all I Scout's name.
04, 20: action	25; I will be reported s, rewards and cook	t turn in all money for cookies received on my Girl Scouts behalf by March to the Council for non-payment. This may result in serious collection ie dough being withheld until payment is complete and/or only receiving of money turned in.
Girls Name		Troop Number
Girl's T	'-Shirt Size :	
	Youth Small	Youth MediumYouth Large/Adult SmallAdult Medium
	Adult Large	Adult X-Large
Respo	nsible Adult	Date
Email Address		Cell Phone#
Employer		Work#
Additional Caregiver		Cell Phone #