Parent Cookie Manual 2027

READY TO EXPLORE



girl scouts of greater mississippi



READY TO explore

It's Girl Scout cookie season! This year's theme "Ready to Explore" leads the way for your Girl Scout to set high goals and start this season with the thought that anything is possible.

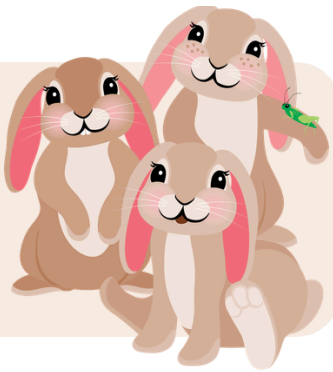
Check out the rewards, make a plan and set small goals to help her reach new levels along the way to her BIG goal.
This parent guide is designed to provide you with some basic information to get started.

Your Troop Cookie Volunteer will also be looking for help, so reach out and see how you can help not just your Girl Scout, but your whole Troop reach those goals 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!

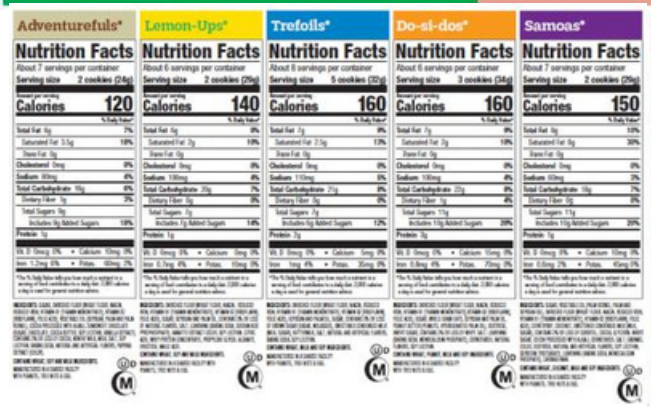


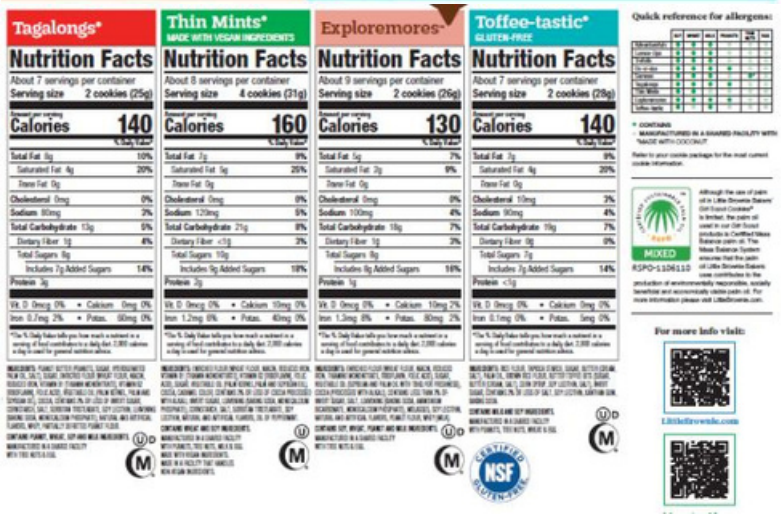
Important Dates

Initial order begins	1-02-2027
Initial orders due to Troop Leaders	1-17-2027
DOC order syncing to eBudde paused	1-17-2027
Cookie pick ups begin	1-30-2027
Cookie cupboards open	2-04-2027
Booth sales begin	2-05-2027
Last day to pick up from cupboards	2-27-2027
End of cookie program	2-28-2027
All money due to troops from parents	3-01-2027
Final rewards shipped to service units	April 2027









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Cookies cannot be sold for amounts other than the council set retail amount of $6.

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.



Social Media pages are monitored to ensure safety guidelines are used. We expect Girl Scouts and parents to be honest and fair in their responsibility usage of social media as a marketing tool for their cookie season.

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



If you or your Girl Scout creates a post on an unapproved site, you will be asked to remove the post. If the post is not removed your Girl Scouts Digital Cookie site will be disabled until the post is removed. Girl Scouts are honest and fair and agree to all cookie guidelines.

Market their business online





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

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

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Digital marketing basics

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



Social Media Usage

Girl Scouts and Caregivers can post a digital link on their personal social media pages. They can also advertise the different stages of the cookie season on closed group pages. Posts cannot be made on buy/sell/trade pages or group pages that have an open to the public forum. When girls are marketing online, members should only use their first names, their troop/group number or name, and their council's name. Personal emails or street addresses of girls should never be used for contacting or responding to customers. See GSUSA activity checkpoints https://www.girlscouts.org/content/dam/girlscouts-gsmists/documents/volunteer-essentials/Safety-Activity-Checkpoints.pdf

Market their business online





Attract customers with Ready-made graphics



Virtual backgrounds that are out of this world



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

Girl Scouts®

Little Brownie Bakers®

Safety resources

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

- Girl Scout Internet Safety Pledge
- Digital Cookie® Pledge

Market their business in person



Training Videos

Digital Cookie is the online platform girls/caregivers use to manage and promote their cookie business.
With the simple set up and ease of use, girls can market their digital store to friends and family. They can share their link on their social media channels and they can collect payments digitally when taking in person orders.
Scan the QR codes for helpful "how to" videos for Digital Cookie.

Initial Login

Dashboard

Site Set Up

Photo/Video

My Cookies Delivery Settings

My Cookies Financials

Marketing to Customers

Initial Order

My Cookies Inventory

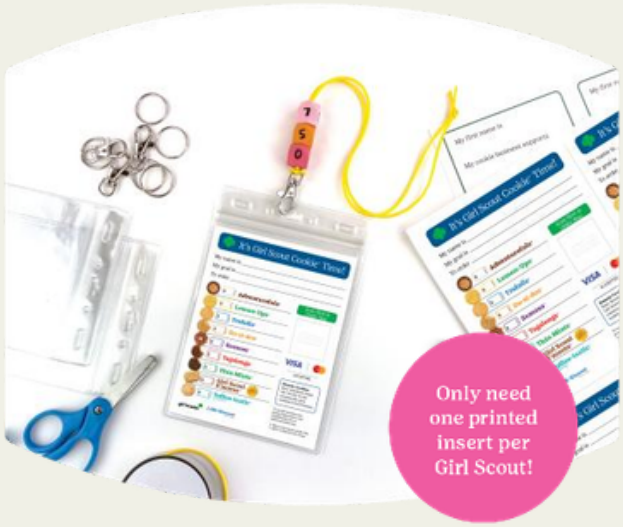
Rewards

Approving Orders

Mobile APP

Market their business in person

Ordering made easy

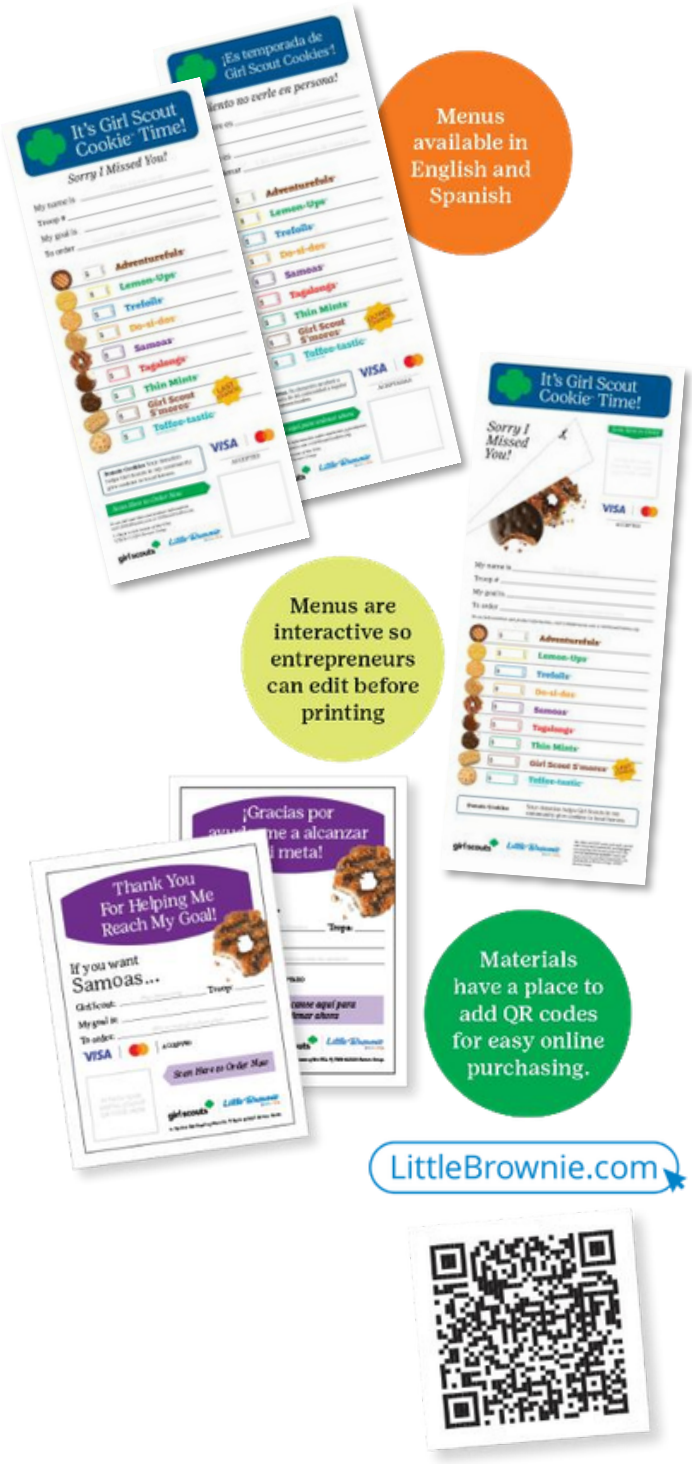


On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

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.



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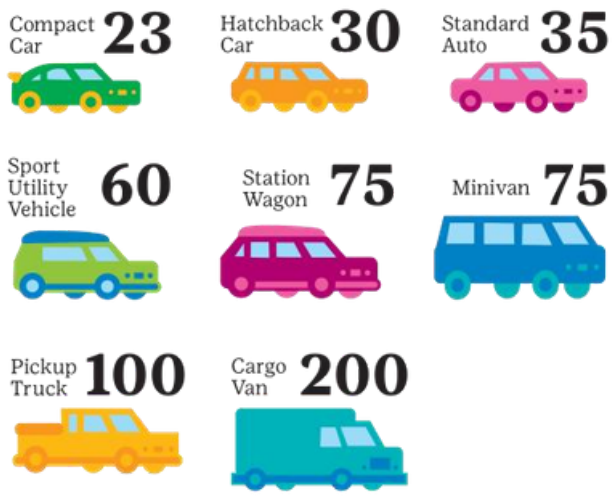
Girl Scout Cookie™ pick-ups

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 caregivers are responsible for counting and verifying the total number of cookies 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?



Ensure all cookies are secured before you leave the pickup location. Any damage or loss incurred during transport is your 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	15%
Exploremores	7%
Toffeetastic	3%

Your cookie pickup is your initial order cookies. This includes any orders taken on a girl's digital cookie site as girl delivered before 1/17/2027 at midnight.





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

Customers love Girl Scout cookies and booth sales are a great way to reach customers beyond your friends, family and co-workers. They also help your Girl Scout earn rewards and funds for your Troop. Your Troop Leader will coordinate booth days and times for your Troop. It is the responsibility of each Girl Scout to be available to work booths during the 4 weekends of booth season. To maximize the Troops opportunity to earn funds, troops may have multiple booths each day. Caregivers should be available to assist the Troop Leader during the season.

Booth Sales

- While at a cookie booth, Girl Scouts and adults should wear their uniform, 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!
- Arrive on time to assist in the set up of the booth.
- Be available to assist with the booth if an extra adult is needed.
- Always be courteous and polite; avoid yelling at customers.

Booth Essentials

Troop booths are a perfect time for your Girl Scout to reach her reward goals while spending time with her Girl Scout sisters. If your Girl Scout has high goals and would like more booth spots than your Troop has set up, you can talk with your Troop Leader about individual booths.

Your Troop Leader can secure spots for you and your Girl Scout to work independently of the Troop.

You cannot set up booth spots without prior approval from your Troop Leader.

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- Girls and Caregivers who choose to have independent booths are responsible for all cookies and money from those locations.
- All cookies checked out for independent booths are the responsibility of the caregiver and Girl Scout.
- Digital Sales are done through the Girl Scouts platform.
- All money collected must be turned in to the Troop (including donations).
- Cookies cannot be sold for amounts other than the council set retail amount of $6 for all cookies.



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.

Inspire cookie entrepreneurs

Skills they build

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

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

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

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

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

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



Learn more!

Cookie business badges

Entrepreneurs can earn these official Girl Scouts recognitions by completing requirements that help them develop new business skills. Learn more at girlscouts.org!



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



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 program and do not come out of the troops' or girls' inventory.

If a troop donates cookies directly to a local hero organization those cookies are NOT added to the "hero" column.

Any cookies physically donated by a troop comes out of their existing troop inventory and are already accounted for in eBudde.

Adding cookies to the hero column will increase your inventory and money due.

6 Boxes in Hero Column



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Additional Information

- Caregivers have 5 days to approve any girl delivered orders received on Digital Cookie or they revert to the customers second choice (cancel my order or donate my order).
- You must always sign a receipt when picking up cookies from your Troop Leader.
- Caregivers work with the Troop Leader when extra cookies are needed to fill additional orders.
- All money must be turned in to Troop Leader by 3/1/2027 .
- All girl rewards should be distributed by the end of May 2027.
- Cookie Dough is available to be used starting 4/1/2027.



Council contacts

Product Program Director	Jennifer Rothert 601-726-3324 or jrothert@gsgms.org
Product Program Manager	Candy Bryant 601-326-5658 or csanders@gsgms.org
Membership Registration	Kyna McCalpin 601-326-5648 or kmccalpin@gsgms.org
Finance	Angie Miller 601-326-5640 or amiller@gsgms.org
COO	Sarah Edwards 601-326-5645 or sedwards@gsgms.org
Customer Care Department	601-326-4475 (girl)

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2027 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)

Participation Guidelines

My Girl Scout has my permission to participate in the Girl Scout 2027 Cookie Program. _____

My Girl Scout cannot participate in the Girl Scout 2027 Cookie Program unless all the blanks on this form are completed. _____

My Girl Scout cannot participate in the Girl Scout 2027 Cookie Program if she is not a registered Girl Scout for the 2026-2027 membership year. _____

Payment Agreement

I understand that once cookies are received in my Girl Scout'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 Girl Scout's name. _____

I understand that if I do not turn in all money for cookies received on my Girl Scouts behalf by March 01, 2027; I will be reported to the Council for non-payment. This may result in serious collection actions, rewards and cookie dough being withheld until payment is complete and/or only receiving rewards equal to the level of money turned in. _____

Girls Name _____ Troop Number _____

Girl's T-Shirt Size :

____ Youth Small	____ Youth Medium	____ Youth Large/Adult Small	____ Adult Medium
____ Adult Large	____ Adult X-Large	____ Adult 2XL	____ Adult 3XL

Responsible Adult _____ Date _____

Email Address _____ Cell Phone# _____

Employer _____ Work# _____

Additional Caregiver _____ Cell Phone # _____

Employer _____ Work# _____