2027 Troop Cookie Manual

READY TO EXPLORE



girl scouts of greater mississippi



READY TO explore

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

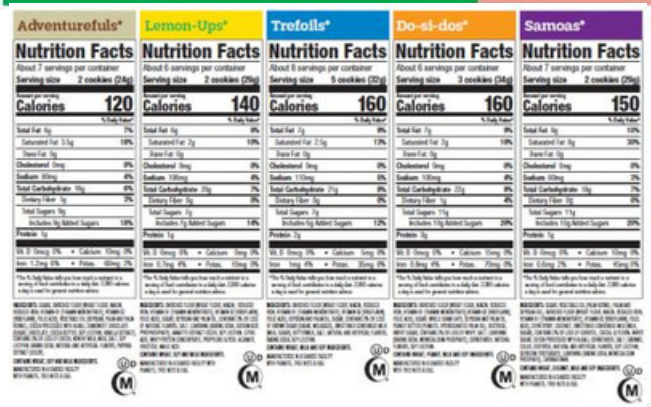
Ebudde open to Troop Leaders	12-5-2026
Initial order begins	1-02-2027
Initial orders due in ebudde	1-17-2027
DOC order syncing to eBudde paused	1-17-2027
Last day for troops to edit I/O	1-19-2027
Last day for Service Units to edit I/O	1-20-2027
Doc Order syncing to eBudde resumes	1-22-2027
Mega Drop (Jackson Area, Gulfport Area)	1-30-2027
Service Unit cookie deliveries begin	2-01-2027
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
Last day for troops to edit orders/rewards	3-02-2027
Last day for service units to edit orders/rewards	3-04-2027
Deadline to submit outstanding debt form	3-04-2027
Ach withdrawal	3-09-2027
Final rewards shipped to service units	April 2027

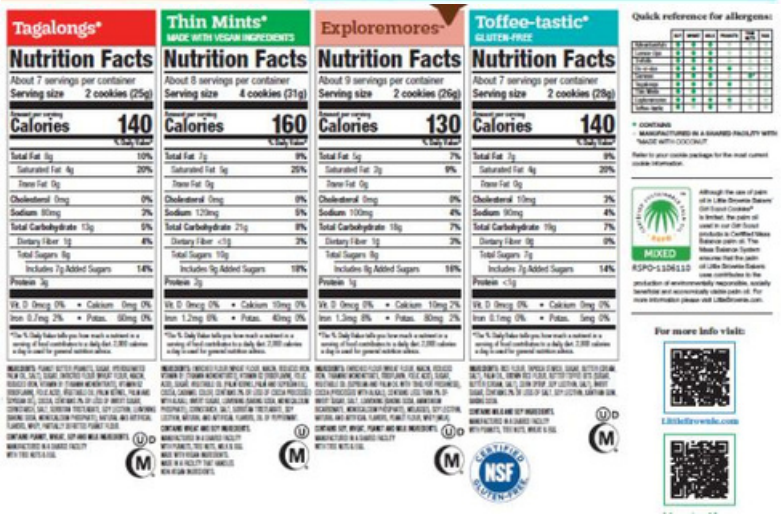
Little Brownie BAKERS®



READY TO EXPLORE







girl scouts of greater mississippi

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



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



Understanding Your Role!



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.

1 Recruit parents to help: Hold a parent information meeting to distribute paperwork and providean 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

Thursday, December 3, 2026 - Troop Training

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/95008110506?pwd=NaxOcGFb9vxYUvIp8GbZudbCb3JLZL.1

Passcode499878

Tuesday, January 5, 2027 - Getting Started 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/94306405044?pwd=p788SpUjkbLzaoLEsmisFlFlaI73QA.1

Passcode 360259

Thursday, January 14, 2027 - 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/93047093838? pwd=pTPOFglWYZgbxtumiauabpaO52hLkl.1

Passcode: 626650

Tuesday February 2, 2027 - 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/97717097953?pwd=2dFiaaF7Oztev3D80z5EMrjKeCpTfq.1

Passcode 538726

February 25, 2026 - End of Season Do's and Don'ts

This training will cover how to begin to end your 2026 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/92144848586?pwd=EmsQ0JwCHvs8bXxAgNwbzJA3Fc6fBq.1

Passcode 942394

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 market place 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.

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.

READY TO explore



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.



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.



®, ™ & © 2024 Girl Scouts of the USA. ®, ™ & © 2024 Ferrero Group. All rights Reserved.

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



Create booth buzz

Find resources like mouth watering cookie photography, conversation-starting virtual backgrounds, recipes that encourage stocking freezers, fun clip art, and attention-grabbing booth signage all in one place!



Having a cookie booth or neighborhood stand?
Any way your troop does it, we have lots of resources to entice cookielovers!

** Formoredetails onhowcookieboothsare coordinated, talk to yourcounciland visitgirlscoutcookies.org/troopleaders.*

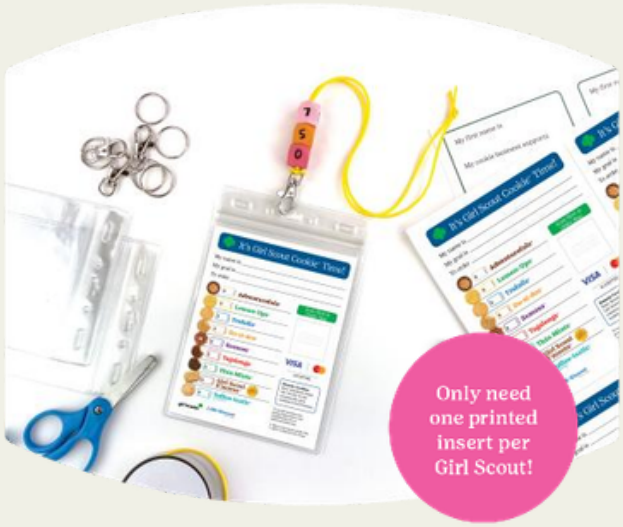


®, ™ & © 2024 Girl Scouts of the USA. , ™ & © 2024 Ferrero

READY TO EXPLORE

Market their business in person

Ordering made easy

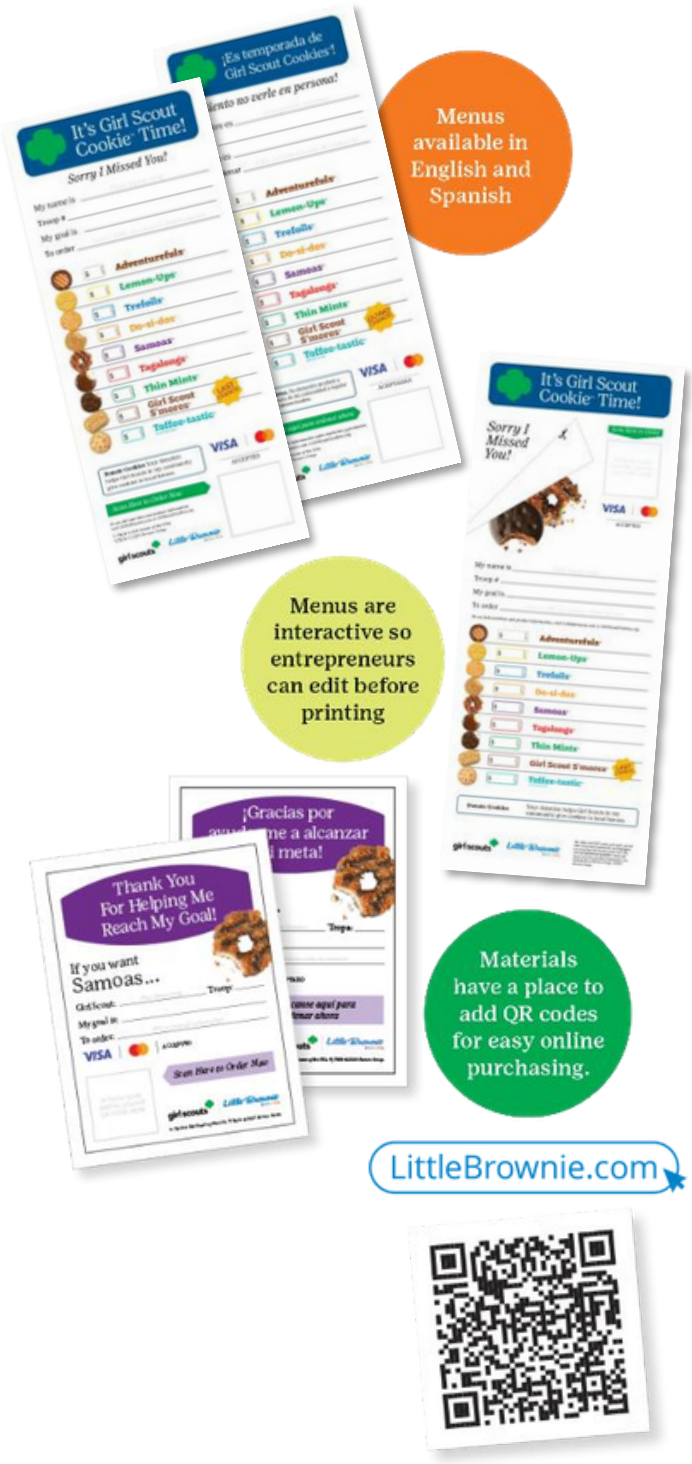


On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

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.



®, ™ & © 2024 Girl Scouts of the USA. ®, ™ & © 2024 Ferrero Group. All rights Reserved.

Cookie Delivery

All cookies submitted in eBudde by 1/17/2027 are part of the initial order and will be delivered to each Service Unit during the week of 2/1/2027. (Greater Jackson Area Service Units and Greater Gulfport Area Service Units participate in the Mega Drop. Troops go individually to Armstrong or Ace on 1/30/2027 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 until the truck is completely unloaded and the count is verified, so do not arrive early for your appointment unless you are assisting with 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**
- **Schedule times for parents to pick up cookies and rewards within 24 hrs**

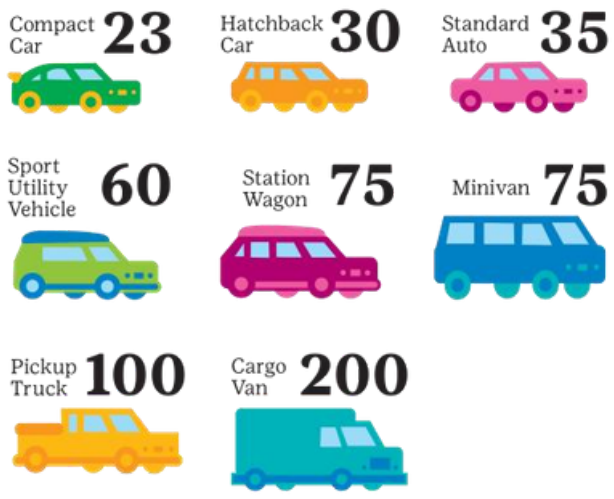
Girl Scout Cookie™ pick-ups

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?



Ensure all cookies are secured before you leave the pick up location. Any damages or losses incurred during transportation are the troop's 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 pick up is your initial order cookies. This includes any orders taken on a girl's digital cookie site as girl delivered before 1/15/2027.



Cookie Cupboards



Troops pickup 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 locations

Cupboard hours are:
Thurs and Fri 9 am-6 pm
and
Saturday 8 am-10 am

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 Tuesday 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

Booth Guidelines



Walmart, Kroger, 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.

After booth locations have been secured by council or Service Units, Service Units will be given the dates and locations for troops to select a limited number of booth spots from within their Service Unit.
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

Booth Essentials

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.

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



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.**
2. 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**
3. **Set up your troop** — review your roster, enter your troop's package goal and individual goals, and edit your troop's

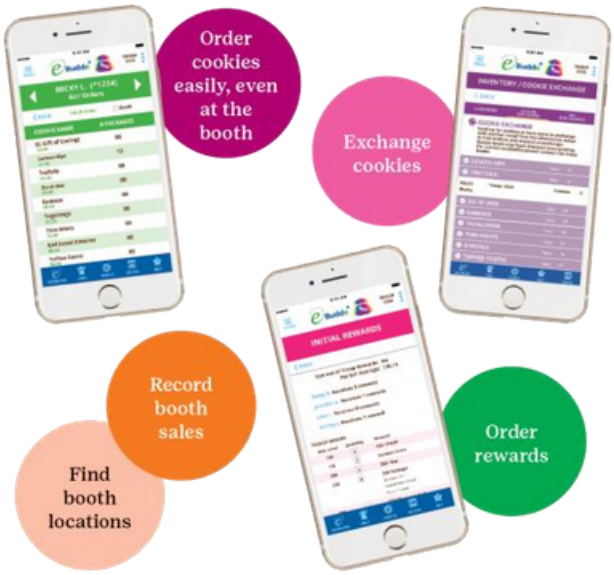
Quick tips

- 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-by-step training videos on the Little Brownie YouTube channel.

Watch videos:

https://www.youtube.com/playlist?list=PL6fWqsiT2B6AIZrR-v6qf4-qMlZc1SImv

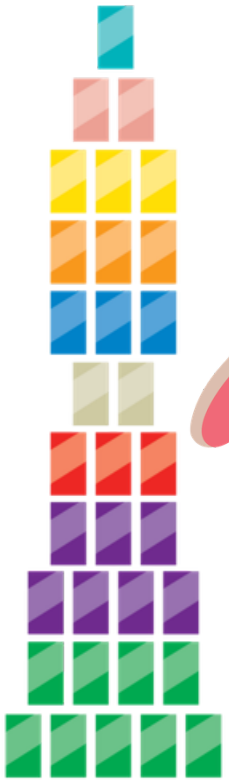
Why eBudde™ makes it easy

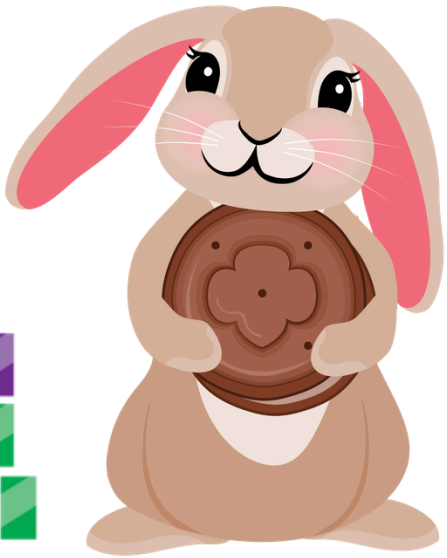


eBudde™ training

- eBudde™: Cookie Tech Portal — 1:14 — Little Brownie Bakers
- eBudde Overview 2023-2024 — 2:10 — Little Brownie Bakers
- eBudde™ Volunteer Training: Initial Order — 4:14 — Little Brownie Bakers
- eBudde™ Volunteer Training: Transactions — 5:56 — Little Brownie Bakers
- eBudde™ Volunteer Training: Council Booth Sales — 3:28 — Little Brownie Bakers
- eBudde™ Volunteer Training: Booth Sale Recorder — 3:22 — Little Brownie Bakers
- eBudde™ Volunteer Training: Cookie Exchange — 4:25 — Little Brownie Bakers
- eBudde™ Volunteer Training: Cupboard Order Scheduling — 4:32 — Little Brownie Bakers
- eBudde™ Volunteer Training: Distribute Troop Site Shipped Orders — 3:14 — Little Brownie Bakers
- eBudde™ Volunteer Training: Girl Rewards — 4:35 — Little Brownie Bakers
- eBudde™ Volunteer Training: Sales Report — 3:23 — Little Brownie Bakers
- eBudde™ Volunteer Training: Payments — 2:29 — 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

Troops earn $.82 cents per box of cookies sold during the 2027 Cookie Program.

Extra proceeds can be earned by:

Early bird registration = $.04 - troops who renewed by 7/31/2026

On time registration = $.02 - troops who renewed by 9/30/2026

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 the end date.

(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 1/17/2027.

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

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



READY TO explore

Additional Resources

Available on gsgms.org

- 5 Steps Guide 2027
- 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



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)

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

eBudde™ Sign-Up Info

Key Dates

Key Actions

girl scouts of greater mississippi

girl scouts of greater mississippi

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# _____