

2024–2025 Girl Scout Cookie Program®

# Cookie Manager Manual





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 Cookie Program Volunteer!**







# 2024–2025 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  
Approximately 15 cookies per 6.3 oz. pkg.  
UD



### Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
Approximately 12 cookies per 6.2 oz. pkg.  
UD



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg.  
UD



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

Oatmeal sandwich cookies with peanut butter filling  
Approximately 20 cookies per 8 oz. pkg.  
UD



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg.  
UD



### Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating  
Approximately 15 cookies per 6.5 oz. pkg.  
UD



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
Approximately 30 cookies per 9 oz. pkg.  
U



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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling  
Approximately 16 cookies per 8.5 oz. pkg.  
UD

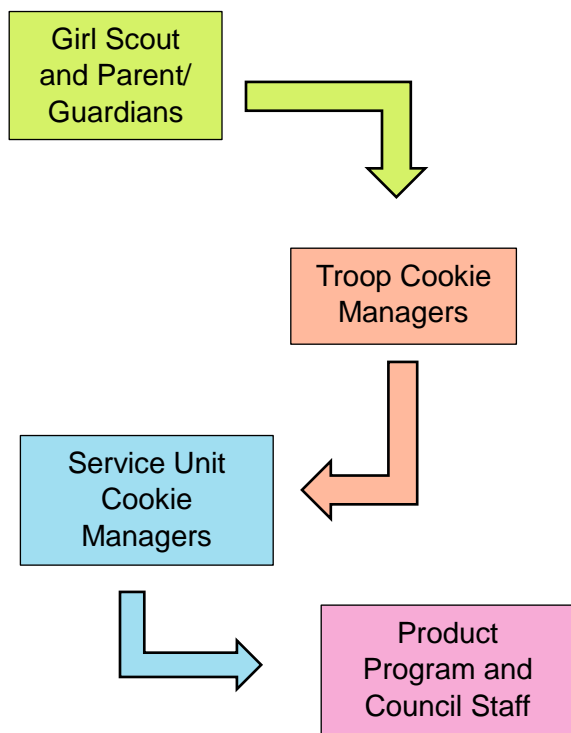


### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg.  
UD



**Cookie Team Support:** We are all working in support of one another during the busy cookie season. No matter what role you play please always feel that you are able to reach out to ask any questions or voice any concerns. We know this can be a strenuous job. Please know that as shown below we are all here to support you and work together for a successful season.



### Troop Cookie Managers

*As a Troop Cookie Manager, you have the privilege of instilling passion and drive in girls so they can achieve their goals. You will help them develop an entrepreneurial mindset by giving them the materials and support they need to succeed. Your primary responsibilities are:*

- ✓ Complete volunteer training (with your Service Unit Cookie Manager).
- ✓ Make sure all of your girls are in eBudde™, the online cookie management system.
- ✓ Distribute materials and support parents.
- ✓ Enter orders from girl order cards and keep eBudde up-to-date (either on the desktop version or the eBudde™ Troop App Plus)
- ✓ Pick up cookies and re-order as needed.
- ✓ Distribute cookies to girls/parents. Do not give more cookies to parents that have not handed in money for cookies already taken.
- ✓ Enter and distribute girl rewards.

### Service Unit Cookie Managers

*As a Service Unit Cookie Manager, you have the privilege of instilling passion and drive in volunteers so they can pass this along to our girls. You will help them develop an entrepreneurial mindset plan by giving them the materials and support they need to succeed and teach the girls in their troops. Your primary responsibilities are:*

- ✓ Complete Service Unit Cookie Manager training (dates and times have been emailed)
- ✓ Set up your troop's contact information in eBudde™, the online cookie management system. The troop numbers and girls will be uploaded by GSCWM. You will want to add the leader and the cookie manager information.
- ✓ Distribute materials and support leaders and troop cookie managers. Make sure you provide a training for leaders and cookie managers.
- ✓ Encourage troops to enter orders from girl order cards and keep eBudde™ up to date (either on the desktop version or eBudde™ Troop App Plus).
- ✓ Monitor your troops' cookie pick-ups and make sure you are checking in with them.
- ✓ Guide them when setting up cookie booths.
- ✓ Make sure all troops' cookie booths are put into eBudde™.
- ✓ Constantly be in touch with leaders and cookie managers to see if they are having trouble with any parents or have an influx of cookies.
- ✓ Submit and distribute girl rewards to the troops when they arrive.
- ✓ If you feel a troop is having any trouble please connect with us! We can help.

# Important Dates for 2024-2025 Season



Troop Order due	12/4/2024	eBudde	By 11:59 PM
Order Card Order taking begins	12/11/2024	order cards	12:00 AM
Digital Order Card taking begins	12/11/2024	Digital Order Card Platform	12:00 AM
Booth Scheduler opens	1/10/2025	eBudde	7:00 PM
Council Big Cookie Drop Day	1/11/2025		appt only
COOKIE PROGRAM BEGINS	1/17/2025	whole council	12:00 AM
email to troops w/ 1 <sup>st</sup> ACH goes out	2/6/2025	contacts in eBudde	N/A
final day to inform GSCWM of insufficient funds	2/10/2025	contact our Finance Dept	9:00 AM – 5:00 PM
1 <sup>st</sup> ACH withdrawal 40% of the balance due to council	2/13/2025	Sales Report in eBudde	N/A
Opt-Out Form due to council	2/14/2025	email to prodprograms@gscwm.org	N/A
last day to return cookies	2/20/2025	qualifying troops only	appt only
email to troops w/ 2 <sup>nd</sup> ACH goes out	2/25/2025	contacts in eBudde	N/A
final day to make any exchanges with the cupboards	2/27/2025	all cupboards	N/A
final day to inform GSCWM of insufficient funds	2/28/2025	contact our Finance Dept	9:00 AM – 5:00 PM
2 <sup>nd</sup> ACH withdrawal 50% of the balance due to council	3/6/2025	Sales Report in eBudde	N/A
COOKIE PROGRAM ENDS	3/16/2025	whole council	11:59 PM
Digital Order Card platform ends	3/16/2025	whole council	11:59 PM
troops Girl Rewards due	3/18/2025	eBudde	11:59 PM
SUCM confirms & submits rewards	3/20/2025	eBudde	11:59 PM
email to troops w/ final ACH goes out	3/21/2025	contacts in eBudde	N/A
final day to inform GSCWM of insufficient funds	3/25/2025	contact our Finance Dept	9:00 AM – 5:00 PM
Final ACH withdrawal	3/27/2025	Sales Report in eBudde	N/A
Rewards shipped (month of)	Month of May	Service Unit Cookie Manager	N/A



# Important Information



**Order Card taking:** this is for friends, family, co-workers, neighbors etc. When bringing the order card into the workplace we understand that your girl might not be able to accompany the card. If this is the case be sure to include a handwritten letter that can go along with the card asking the customer if they would like to purchase cookies. This is a huge part of learning the five skills and having it be very clear that the **GIRL SCOUT** is selling the cookies and not their adult.

**Returning Cookies:** We know we ask you very early to place an initial order with us. To make you feel comfortable with this we offer a safety net. You will have a deadline and qualifications to return unopened cases from your initial order. In order to be able to return cookies your troop will need to qualify. The qualifications are as follows:

1. Your troop placed an initial order by December 4, 2024.
2. Your troop **did not** place any additional orders from the cupboards.

If you are unsure if your troop qualifies, both the Holyoke and Worcester Cookie cupboards will have access to a list of qualifying troops. Exchanging cookies or transferring cookies to another troop does not affect your ability to qualify.

**ALL RETURNS MUST BE DONE AT THE HOLYOKE AND WORCESTER CUPBOARDS ONLY**

**WE ARE LIMITING THE EXCHANGE AND RETURN OF TOFFEE TASTIC & S'MORES TO 5 CASES EACH**

## Who do I contact and who can help?



### Troop Leaders

- **Have cookie questions?** Contact your **Service Unit Cookie Manager** or Membership Specialist (only if they are filling in as the Service Unit Cookie Manager) this is the person that should have done your cookie trainings and given you the materials for your troop.
- **Have general cookie questions** and cannot get ahold of your SUCM? Contact our Information and Referral Team at [info@gscwm.org](mailto:info@gscwm.org)
- **Specific ACH & Finance Questions?** Contact our Finance Team at 508-365-0115.
- **Specific Cookie Cupboard Questions?** Call Cookie Cupboard Managers directly (a list of cupboard managers will be sent out and will be listed on our website)

### Service Unit Cookie Managers

- **Have cookie questions?** Contact your Product Program Team.
- **Have general cookie questions** and cannot get ahold of your Product Program Team? Contact our Information and Referral Team at [info@gscwm.org](mailto:info@gscwm.org)
- **Specific ACH & Finance Questions?** Contact our Finance Team at 508-365-0115.
- **Specific Cookie Cupboard Questions?** Call Cookie Cupboard Managers directly (a list of cupboard managers will be sent out and will be listed on our website)

### Juliette's or Non-Troop affiliated Girl Scouts

Do you have girls in your unit who would like to participate in the cookie program? Wonderful! Have them contact the Cookie Boss Lead, Jess, at [jgonzalez@gswm.org](mailto:jgonzalez@gswm.org).

# Troop Bonus Opportunities & Proceeds



All troops earn **\$0.75** cents per package sold.

Troops then have the opportunity to increase their proceed amount and earn up to **\$1.05** for each package sold. You may be asking.....*How?*

**Initial Order Commitment Bonus:** For troops who place an initial order commitment in the eBudde (Little Brownie Bakers' cookie ordering and sales tool) system of 125 packages per girl registered in the troop, the troop will earn an extra **\$0.10/ package** on all cookies they sell for the 2024/25 cookie program. In order to receive this higher proceed amount troops cannot return any cookies throughout the entire program. You will be able to exchange varieties based on availability by February 27, 2025. The bonus amount will be reflected as a "tiered proceed" shown in the eBudde systems Sales Report tab.

Cookie  
Pkg price: 6.00 Case price: 72.00 Pkgs sold: 1595  
Trp Proceeds Rate: 0.750 No Reward Proceeds: 0.000  
**Tiered Rate: 0.100 Tiered Proceeds: 159.50**  
Generic Proceeds 1 (Fall Product Program Bonus) : 0.1  
yes  
Generic Proceeds 2 (Membership Bonus) : 0.03 no  
Girl Init. Pkgs: 0  
Booth Init. Pkgs: 0  
Init. Charity Pkgs: 0

**Fall Product Program PGA Bonus:** For troops who have a per/girl average in the Fall Product Program of \$300 or more- those troops qualified for a troop bonus of **\$0.10/packages** on all cookies sold. This will be entered into eBudde and will add to your proceed amount shown on the Sales Report tab. This bonus needs to be manually entered into the system by council. Please give us until the end of February to have it appear on your sales report.

Cookie  
Pkg price: 6.00 Case price: 72.00 Pkgs sold: 1595  
Trp Proceeds Rate: 0.750 No Reward Proceeds: 0.000  
**Tiered Rate: 0.100 Tiered Proceeds: 159.50**  
**Generic Proceeds 1 (Fall Product Program Bonus) : 0.1**  
yes  
Generic Proceeds 2 (Membership Bonus) : 0.03 no  
Girl Init. Pkgs: 0  
Booth Init. Pkgs: 0  
Init. Charity Pkgs: 0

**Opt-Out:** For Junior, Cadette, Senior or Ambassador Troops who choose to "opt-out" of receiving the girl rewards and cookie credits, those troops will receive an additional **\$0.10/ packages** on all cookies sold.

**NOTE:** The decision to opt-out of receiving the cookie rewards must be a girl decision. The troop needs to hold a meeting to discuss if the girls want to do this and **WHY** they want to do this- there must be a plan for the money. The troop will also have a parent/guardian meeting to discuss the girls' decision. An opt-out form must be signed by each parent, regardless of age of the girl, and submitted to GSCWM by February 14, 2025. An email from the parent/guardian may be used for a substitution if you are unable to get a signature.

Cookie  
Pkg price: 6.00 Case price: 72.00 Pkgs sold: 1595  
Trp Proceeds Rate: 0.750 **No Reward Proceeds: 0.000**  
Tiered Rate: 0.100 Tiered Proceeds: 159.50  
Generic Proceeds 1 (Fall Product Program Bonus) : 0.1  
yes  
Generic Proceeds 2 (Membership Bonus) : 0.03 no  
Girl Init. Pkgs: 0  
Booth Init. Pkgs: 0  
Init. Charity Pkgs: 0  
Final ACH ACH: 0.0

# Troop Bonus Opportunities & Proceeds cont.



**Service Unit Bonus:** Service Units have the opportunity to earn a bonus each year. In order to qualify for the bonus the Service must meet the following qualifications:

**If your unit has a Service Unit Cookie Manager:**

SUCM must attend the council training.

SUCM needs to hold a troop training and report back the date, time and who was in attendance for meeting. If a troop is unable to attend your training please contact [bbarcomb@gscwm.org](mailto:bbarcomb@gscwm.org) to arrange other options.

The amount you receive will be based on the following PGA of girls selling:

**0-99pkgs: \$0.00    100-124pkgs: \$0.01    125-199pkgs: \$0.02    200+pkgs: \$0.025**

**If your unit does not a Service Unit Cookie Manager:**

Every troop must have one representative attend a council training either via zoom or on gsLearn.

The amount you receive will also be based on the PGA of girls selling parameters shown above.

## Helpful Information



There are two ways that a Service Unit receives their initial order for troops to pick up. We do recommend that your troop place some form of initial in order for us to guarantee you will have cookies at the start of the program in January. To qualify for the bonus troop proceed amount of \$0.10 per package you will need to place an order of 125 packages per registered girl in your troop.

### Service Unit Delivery:

- Cookies are delivered to a location secured by the Service Unit Cookie Manager (SUCM)
- SUCM connects with our warehouse to set up day and time
- SUCM separates the order into each troop's initial order
- Troops pick up their cookies during their scheduled time









### Council Cookie Drop:

- Council secures all drop locations
- Participating SUCM are sent a time in which they are to schedule their troops
- Troops arrive at scheduled times on January 11 to pick up their initial order

### Tips to make both pickups smooth:

- Know exactly how many cases your ordered of each variety
- Arrive at your scheduled pickup time
- Make sure you have enough vehicles to load your order
- Make sure all vehicles arrive to pick up the order at the same time
- Make sure to fill out bubble sheets (if applicable) prior to pickup
- Follow pickup instructions as emailed by your SUCM

### How many cases can my car carry?

Compact Car 	<b>23</b>	Hatchback Car 	<b>30</b>	Standard Auto 	<b>35</b>
Sport Utility Vehicle 	<b>60</b>	Station Wagon 	<b>75</b>	Minivan 	<b>75</b>
Pickup Truck 	<b>100</b>	Cargo Van 	<b>200</b>		

Remember: 12 packages of cookies are in 1 case



## How to place and initial order in eBudde by the due date of December 4 by 11:59PM

**Step 1:** Go to the cookie website <https://ebudde.littlebrownie.com/>.

**Step 2:** Enter in your email and password. (Troop contact information is entered into the system by the Service Unit Cookie Manager. If your unit does not have one then a council staff member will enter it after you attend training)

**Step 3:** Go to the tab that says Init. Order and select it.

**Step 4:** You will most likely see girls' names listed. Please ignore them and scroll until you see the line listed as Other or Booth.

**Step 5:** If you participated in the program last year you should see the initial order you placed last year on one of those lines.

**Step 6:** Select either line to enter the order.

**Step 7:** A new page will pop up and that is the location you will put your initial order in packages.

**Step 8:** The system rounds up to the next case. There are 12 packages in a case.

**Step 9:** Best advice is to order in amounts of 12. Ie.....12, 24, 36, 48, 60, 72, 84, 96, 108, etc.

**Step 10:** Once you finish with your order select save.

### What to order for your initial order?

That can depend on your troop goals, where you are located, and how much time and effort you want to put into the program. Below is a suggested initial order for a troop of 10.  
Feel free to adjust as needed.

Adventurefuls: 8 cases (96 packages)  
Lemon-Ups: 8 cases (96 packages)  
Trefoils: 7 cases (84 packages)  
Do-si-dos: 10 cases (120 packages)  
Samoas: 25 cases (300 packages)

Tagalongs: 10 cases (120 packages)  
Thin Mints: 26 cases (312 packages)  
Girl Scout S'mores: 6 cases (72 packages)  
Toffee-Tastic: 5 cases (60 packages)

# GSCWM Cookie Cupboards



Our cupboards are set up by appointment only. The Troop Cookie Manager or the Troop Leader will go into eBudde and place an order setting up an appointment for later in the week. We are currently confirming our volunteer run cupboards which are in addition to our council run cupboards at our leadership centers in Holyoke and Worcester as well as our cupboard at the Lee Outlets. Please remember that most of these cupboards with the exception of our council cupboards are run by volunteers from your area. If our volunteers are not comfortable with running their cupboards due to poor interactions with other volunteers then we will have fewer locations. Please keep that in mind when placing an order for pickup at the cupboards. **All orders must be placed by Sunday evening at 11:59 pm in order to be eligible for cookie pickup Wednesday, Thursday, or Friday of that same upcoming week.** We do live in New England so please keep in mind that our deliveries could be delayed due to weather. However, we work very hard with our delivery agents to make sure that our cupboards are supplied with the cookies that they need in the time that they need them. As we get closer to the end of the cookie program we are transferring cookies from cupboard to cupboard which could impact quantity and variety of cookies available. We will require you to sign up for a pick up time and day. Your order needs to be picked up during that time. You will need to show up at your scheduled appointment time. No earlier and no later. If you need to make a change to that appointment then please contact us.

**Orders placed at the cupboards can be done in packages or cases.**

**The only time you are ordering in full cases is for the initial order.**

Due to the high volume of orders that are placed in the council cupboards we are unable to send out confirmations that your order is ready for pickup. Things to keep in mind....

- If you placed an order in eBudde by 11:59pm on Sunday evening then it should be ready for your scheduled appointment.
- If there is a delay then we will send out a mass email letting you know the delay.
- When you put your order into eBudde try to exit out and re-sign into the system. Double check that your order is showing. If it is not showing then something happened and it was not placed correctly or saved. That means we do not have your order and you will need to place it again.
- You have until 11:59pm on Sunday to compile your orders into one complete order. When multiple orders are placed into eBudde then we find many orders are forgotten or not completely picked up because the pickup person was not aware of multiple orders.
- Plan your pickup accordingly so that it can be done all in one pickup. Orders that are partially picked up or picked up in multiple trips can cause confusions and unnecessary errors.

## How to enter a cupboard order

Sign into the eBudde system and select the transaction tab. Then go over and select +add

Troop 12345

Little Brownie  
BAKERS

Settings Girls Init. Order Delivery Girl Orders **Transactions** Cookie Exch Tsn Pickups Rewards Booth Sales Payments Sales Report Reports Help Center

Transactions

☒ Exp. Doc Orders ☐ View Info Pending

No transactions match your view choice above.

Choose 'All' to see all of your transactions.

### Add Transaction

Cancel

Save

#### Time & Place

Date

08/18/2023

Receipt

9IT000

#

☒ Normal ☐ Booth ☐ Adjustment ☐ Return

☐ Troop ☐ Service Unit ☒ Cupboard



Holyoke Cupboard (3)



☐ Select Location

☒ Holyoke Cupboard (3)



#### Pickup

Date:

08/18/2023

Time:

8:31am

Line:

1

#### Contact Info

BrandiBarcomb  
bbarcomb@gscwm.org  
301 Kelly Way

#### Cookie Order

☒ Add Product ☐ Remove Product

*\* This cupboard has one or more varieties marked as unavailable.*

Product	Cases	Packages
Raspberry Rally	0	0
Adventurefuls	0	0
Lemon-Ups	0	0
Trefoils	0	0
Do-Si-Dos	5	0
Samoas	0	3
Tagalongs	0	0
Thin Mints	0	0
S'mores	0	0
Toffee-tastic	0	0
Totals	5	3

1. Select the cupboard you would like to go to.
2. Choose the date and time for your pickup.
3. Enter in the quantities for pickup. Orders can be placed in full cases or individual packages.
4. Don't Forget to Hit Save!!

girl scouts

Little Brownie  
BAKERS

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# How to enter in cookie exchanges

Sometimes you are selling through a flavor quicker then another. You want to make sure that you are keeping a close eye on your inventory and it might not be a time in which you would like to take on additional inventory but you would like to switch out a slower moving flavor. No problem.

The steps to place an exchange into the eBudde is very simple and just an extra step in placing a cupboard order as shown above.

1. Select the cupboard you would like to go to.
2. Choose the date and time for your pickup appointment.
3. Enter in the quantities you are wanting to get. Exchanges can be placed in full cases or individual packages.
4. For an exchange- In the Contact Info box enter what you will be bringing to the cupboard (to be exchanged) for the order that you are placing.
5. Don't Forget to Hit Save!!

## Add Transaction

Cancel

5

Save

### Time & Place

Date

08/18/2023

Receipt

9IT000

#

☒ Normal ☐ Booth ☐ Adjustment ☐ Return

☐ Troop ☐ Service Unit ☒ Cupboard



Holyoke Cupboard (3)



☐ Select Location

☒ Holyoke Cupboard (3)



### Pickup

Date:

08/18/2023

Time:

8:31am

Line:

1

### Contact Info

I will be bringing in 4 cases of Thin Mints and 3 packages of Lemon-Ups

### Cookie Order

☒ Add Product ☐ Remove Product

*\* This cupboard has one or more varieties marked as unavailable.*

Product	Cases	Packages
Raspberry Rally	0	0
Adventurefuls	0	0
Lemon-Ups	0	0
Trefoils	0	0
Do-Si-Dos	5	0
Samoas	0	3
Tagalongs	0	0
Thin Mints	0	0
S'mores	0	0
Toffee-tastic	0	0
Totals	5	3

# Returns.....

**If** you placed an Initial Order in eBudde by December 4 and your troop has not placed **ANY** additional orders at any of our cupboard locations then you could qualify to return full, unopened cases from your initial order.

## **RETURNS ARE NOT ENTERED INTO EBUDDE.**

You will either contact Tammy at [tbreen@gscwm.org](mailto:tbreen@gscwm.org) for the Worcester Cupboard or Brandi [bbarcomb@gscwm.org](mailto:bbarcomb@gscwm.org) for the Holyoke Cupboard and we will make an appointment for you to come to either Holyoke or Worcester to make the return during normal cupboard hours. A member of the cupboard team will make sure that all transactions show correctly in eBudde for your return. Please keep in mind that our return program is for those who placed an initial order in December only, prior to the start of the Cookie Program. Thanks to the online orders in December we find that troops generally have no issue selling their initial order. Troops are welcome to exchange flavors with either the Holyoke or Worcester Cupboards as well as troop to troop transfers. However, when something unexpected happens, it is nice to know that there is a safety net.

**CUPBOARD COOKIES ARE NOT RETURNABLE.** Once you take cookies from the cupboard, they become your responsibility to sell. Prior to the exchange deadline and based on availability you may be able to exchange flavors at a cupboard or do a troop to troop transfer with another troop.

The cupboard teams will give you virtual receipts for both types of transactions, Exchanges and Returns.

Holyoke Office Cupboard  
301 Kelly Way  
Holyoke, MA 01040  
Available appointment hours:  
Wednesday: 3:00pm-6:00pm  
Thursday 11:00am-8:00pm  
Friday 9:00am-6:00pm

Worcester Office Cupboard  
115 Century Drive  
Worcester, MA 01606  
Available appointment hours:  
Wednesday: 3:00pm-6:00pm  
Thursday 11:00am-6:00pm  
Friday 9:00am-6:00pm



# GSCWM Cookie Booths

There are two types of booths that a girl can have.....

## 1

### ***Troop Booth:***

Troop Booths are held with 2 or more Girl Scouts. It is important not to have more than 5 girls present at a troop booth so that customers are not overwhelmed with asks and the girls can concentrate on their selling skills. It is required that two CORI'D, registered adults are present at the booth.

## 2

### ***Family Booth:***

Family Booths are 1 girl and her parent/guardian. This is typically a girl who has a higher goal. We ask that the parent/guardian at least register with GSCWM to do the booths. There are no additional girls allowed at the booth. Any additional girls would make it a troop booth and then you will need to have two CORI'D, registered adults.



Booths can be done from the **Daisy** level up to **Ambassador**. You will want to make sure to follow the steps below and you are on your way to a fabulous booth experience.

### ***If your unit has a Service Unit Cookie Manager:***

You will want to contact your SUCM to see how your unit handles setting up booth sales. If you have a location in mind or know someone who is willing to host a booth, please share this information with your SUCM. Either they or your Service Unit Booth Coordinator will be reaching out to the locations to secure dates and times to bring back to the unit. They will be the point of contact for setting up the locations so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by your SUCM need to be entered in eBudde so that your SUCM can approve them and they will show up in the cookie locator.

### ***If your unit does not have a Service Unit Cookie Manager:***

You will want to work as a team. Try to plan a “booth planning” meeting or begin an email thread that includes all the leaders. Gather all the names of booth locations in your service unit. Then make a plan on who will contact which location to try to get dates and times for the whole cookie season. After everyone comes back with all the information, you will then decide how to split up the dates and times. Some units do a drawing to see which troop will pick first. Others do it based on seniority. However your unit makes decisions is how you want to choose. The person who contacted the location will be the point of contact for that location so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by you need to be entered into eBudde and then notify your Membership Specialist so they can approve them and they will show up on the cookie locator.

### ***Council Booths***

Council Booths are set up usually through the corporate office level at a business or at the request of the business themselves. All of the council booths are entered into eBudde and are available for all troops in our council to choose. Council Booths are the only booths that troops do not enter themselves into eBudde and where the unit does not need to contact the “home” unit to notify them of the location. We are always looking for more council cookie booth locations. If you have any contact or suggestions please feel free to send them to [prodprograms@gscwm.org](mailto:prodprograms@gscwm.org)



## GSCWM Cookie Booths cont.

Looking for booth locations can be fun. You will want to stay within your service unit to look for potential booths. However, if you have a family member or a friend who works outside your unit and would like to host your troop or girl for a cookie booth you will want to do the following.

- See how often they would like to host.
- If you can obtain more dates and times to share with the “home” unit that would be ideal

If you have a SUCM you will want to let them know that you have this booth location and all the details that go along with it. They will then contact the other unit to notify them of the booth location. If you do not have a SUCM then please send your request to your Membership Specialist. They will be the one to be in touch with the other unit on your behalf. You will then want to enter the booth in eBudde.

*You will want to think outside the box. You don't always have to have a booth outside of a business.*

## Alternative Booth Ideas

In the lobby of a sporting event at a middle or high school

At the local transfer station

At a local art show or other cultural event

Host a booth on your front lawn

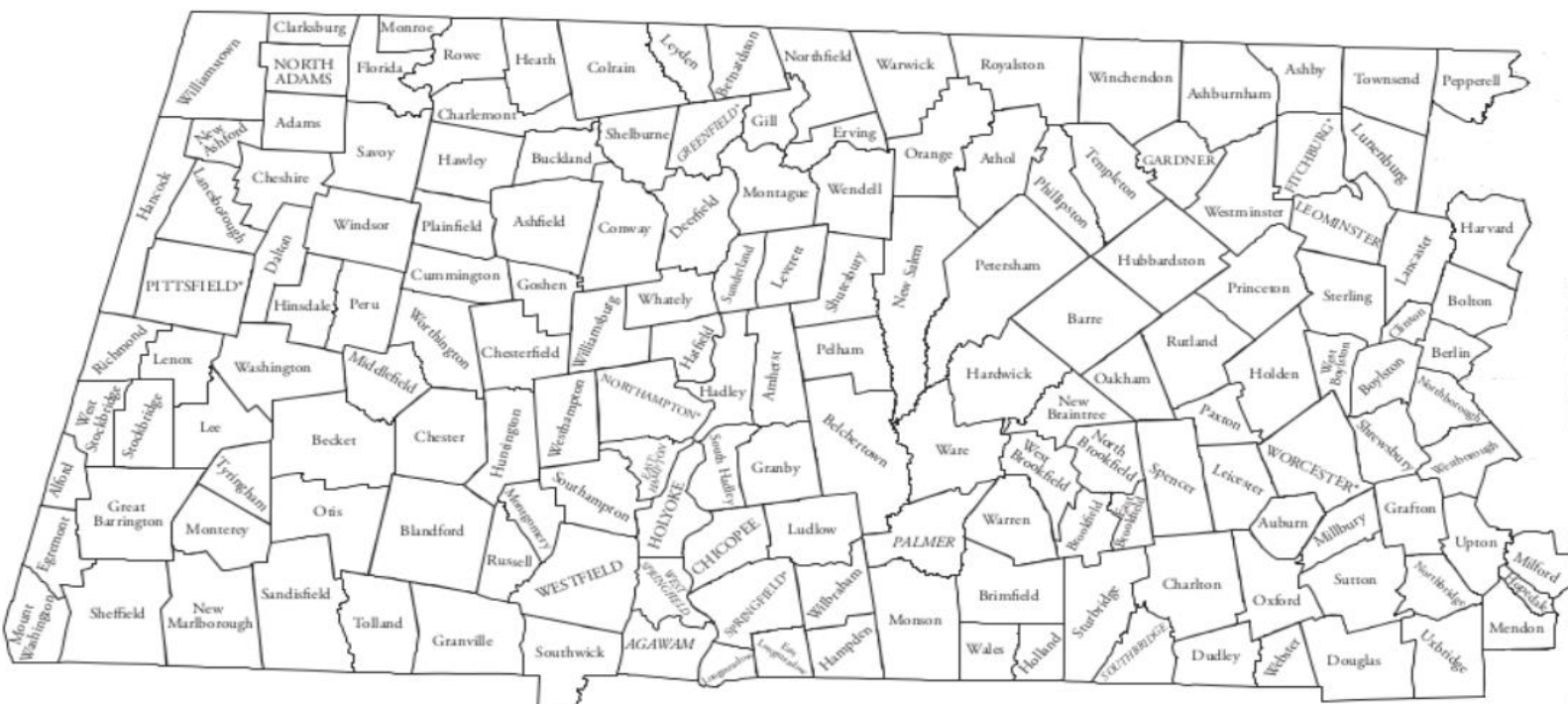
Locate an empty parking lot and with the owner's permission have a cookie drive thru

Connect with your local car dealership to see if you can be part of their President's Day festivities, or ask dealerships to purchase cases so they have cookies for buys in their showrooms

Set up at an realtor's open house, or ask realtors to purchase cases so they have packages to give to buyers or for the to use at showings

## REMINDER:

*Cookie Booths cannot be located outside our council boundaries regardless of the connections a volunteer may have.*



# Cookie Booth Etiquette & Tips

## (Please review with Girl Scouts and adults participating in booth sales)

In the interest of providing a quality program, ensuring safety and providing the assurance of future booth sales for our Girl Scouts, the following procedures, etiquette and tips have been developed.

### Basics:

- ✿ Be sure to have all adults supervising a booth sale read, understand, and agree to abide by all procedures and etiquette as stated here.
- ✿ Booth Sales are conducted by Troops, Girls with a higher goal for a Family booth, or Individual girls participating in our Cookie Boss program with their families.
- ✿ Prior to booth sales, have the Girl Scouts and parent/guardians review and sign the Booth Sale Etiquette Contract available in the Troop Manual.
- ✿ When conducting a council booth sale, print a copy of the Current Signups confirmation and take it with you as the permit to your location, date, and time. If two troops should show up at a Cookie Booth at the same time, please work it out as we are sisters to every Girl Scout. The contact person for that location is on your print out.  
**DO NOT INVOLVE STORE MANAGEMENT.**
- ✿ Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for the actions of themselves and the actions of their girls. Keep in mind that girls who are not willing to follow procedures and etiquette should not be permitted to participate in cookie booths.

### Security:

- ✿ Never leave girls alone and unsupervised at a booth sale. There **ALWAYS** needs to be an adult present and engaged.
- ✿ Keep a careful eye on the money box. Whereas girls should be encouraged to accept payment and make change, an adult should be carefully monitoring all financial transactions.
- ✿ If approached by individuals challenging the Cookie Program or Girl Scouting in general, Adults are asked not to engage in debate. Refer the individual to Dana Carnegie at 413-584-2602 ext. 7122 to discuss the matter further.
- ✿ In the case of an incident where you or your Girl Scouts feel threatened, call 911 immediately and then the council emergency number 413-584-2602

### Standards:

- ✿ There must be two adults present at all booth sales. There should be a minimum of two girls and a maximum of five girls present at a troop booth sale at any given time (maximum may vary per location. Refer to the Current Sign Up notes for your booth location). For larger troops, schedule girls to participate for shorter shifts so that every girl has the opportunity to participate. Troop member's friends, acquaintances, siblings (including infants) and pets are not permitted or appropriate at cookie booths.
- ✿ At a Booth Sale, girls should be identifiable as Girl Scouts by wearing a membership pin, uniform, sash or vest, or other Girl Scout clothing. Keep in mind that appearance makes a lasting impression and when participating in Girl Scout activities, we represent Girl Scouts. Girls and adults should dress as if they are "going to work". This is your business, represent it well.
- ✿ Remember to abide by any specific requirements identified on your Current Sign-ups print out specific to the booth sales location. Be sure all adults understand that we have assured the location managers of all stores we coordinate with that these guidelines will be followed. Reports of a troop's failure to comply with these guidelines may jeopardize future opportunities. Location managers have the right to ask anyone participating in booth sales to leave. Troops are to leave without comment if asked to do so.
- ✿ If you are the first troop to arrive at a booth site and are unsure of where to set up, ask the store manager or service desk personnel if there is a specific location for set up. **Do not ask for special set up locations.** All booth sales are to be set up **OUTSIDE** unless the store manager tells you that you may set up inside. Make sure girls and adults in charge dress for the weather.

- ✿ Arrive no more than 10 minutes before your scheduled time. The troop scheduled before you is scheduled until the end of their time slot and you may not sell cookies before the beginning of your time slot. Manage the transition with the previous troop without argument, please. However, if the troop following you has not shown up, you can continue to sell until they arrive. At the end of your shift, quietly pack up all items, clean up and remove all trash, and completely leave the area. All empty cases must be taken with you and not disposed of in the store's trash container. Think Recycle! If you are the last slot on the schedule, leave on time.
- ✿ Locate and show the girls where the restrooms are located. Some locations do not have or do not allow public use of the rest room. Do not ask for exceptions. Girls should always use the buddy system when taking a bathroom break, getting cookies from the car, etc. There should **ALWAYS** be girls at the booth site.
- ✿ If girls or adults need a food or drink break, they should eat and drink discreetly away from the booth sale. Food, drink or other items should not be on the booth sales display. There will be no smoking by girls or adults anywhere near a cookie booth.

**Remember, we are all responsible for the reputation that Girl Scouts hold in the Girl Scout Council of Central and Western Massachusetts. Protect that reputation and our relationship with the businesses that support us with booth opportunities.**

Questions? Contact your Service Unit Cookie Booth Coordinator, Service Unit Cookie Manager or Your Product Program Manager, Brandi at 413-584-2602 ext. 4036 (prodprograms@gscwm.org)

Thank you and Happy Selling!





# Resources at a glance



All resources can be found at  
[girlscouts.org/cookiesresources](https://girlscouts.org/cookiesresources)

About Girl Scout Cookies\*

Troop Leader Resources

Cookie Business Badges

Cookie Entrepreneur Family Pin

Digital Cookie\*

Digital Marketing Tips for Cookie Entrepreneurs

## Girl Scouts' safety guidelines

One of the most essential steps you can take to have a great 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

For more information visit: [girlscouts.org/cookiesresources](https://girlscouts.org/cookiesresources)



Found at [LittleBrownie.com](https://LittleBrownie.com)

Digital Marketing Basics

FAQs and Nutrition Information

Social Media Tools and Graphics

Embrace Possibility Resources

Resources for Girl Scouts to Grow Their Cookie Businesses

Cookie History

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 Pinterest  
[@lbbakers](https://www.pinterest.com/lbbakers)

FOLLOW  
Little Brownie Bakers\*  
on Facebook  
[@LittleBrownieBakers](https://www.facebook.com/LittleBrownieBakers)



## Reducing our footprint

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

New Samoas\* packaging reduces 65k pounds of plastic.



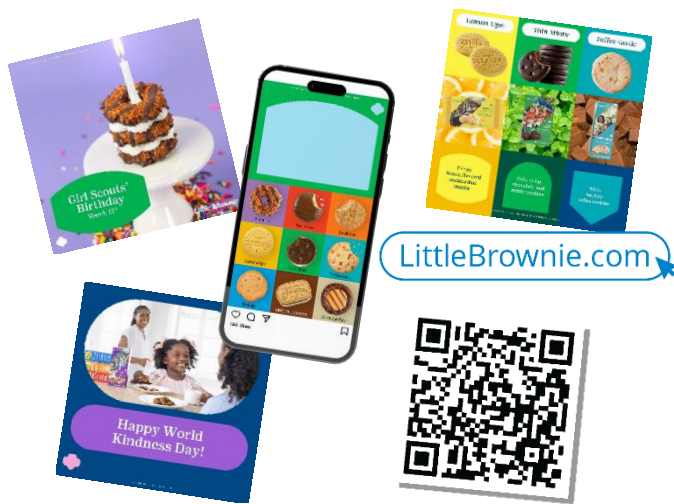
100% of our rewards packaging is recyclable or reusable!



Little Brownie  
BAKERS.

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# 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](https://www.littlebrownie.com/digital-marketing-basics) on LittleBrownie.com.
- **Text or Call:** Reach out to customers who may not be online and follow up for reorders.

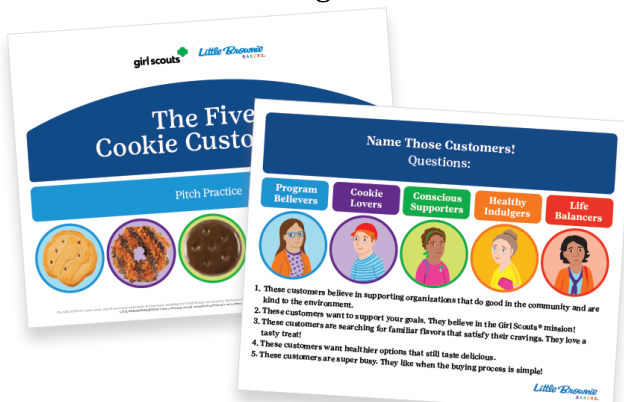
## Digital marketing basics

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](https://www.littlebrownie.com/digital-marketing-basics) on LittleBrownie.com and [Digital Marketing Tips for Cookie Entrepreneurs](https://www.littlebrownie.com/digital-marketing-tips-for-cookie-entrepreneurs) at [girlscouts.org](https://www.girlscouts.org).



## Five cookie customers

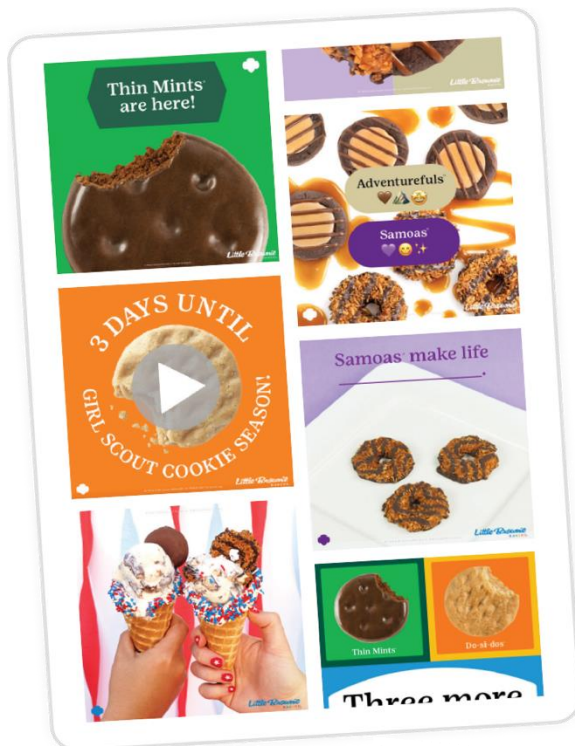
Volunteers and Girl Scout entrepreneurs will be fascinated to learn there are five different types of cookie customers. The [Customer IQ Quiz](https://www.littlebrownie.com/customer-iq-quiz) is a fun way to role play with a group who guesses what type of customer is being acted out!



# Market their business online



Attract customers with  
Ready-made graphics



[LittleBrownie.com](https://www.LittleBrownie.com)



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



Girl Scouts®



Little Brownie Bakers®

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](#)
- [Digital Cookie® Pledge](#)



# 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!



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

*\* For more details on how cookie booths are coordinated, talk to your council and visit [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders).*



Girl Scout Cookies Sold Here

¡Ya Regresaron las Girl Scout Cookies!

Drive-Thru de Girl Scout Cookies

Packages of Girl Scout Cookies for \$

Lots of fun resources in English and Spanish

HONK! If You Love Girl Scout Cookies

Ask Me About Girl Scout Cookies

Donate Girl Scout Cookies!

Help Us Reach Our Goals!

LittleBrownie.com



COOKIES

Booth Inventory Sheet



# Market their business in person



## Ordering made easy



Only need  
one printed  
insert per  
Girl Scout!

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

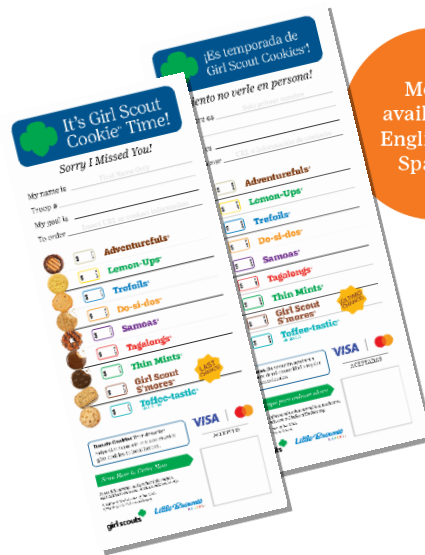
They fit easily into plastic holders on lanyards so they're protected from all types of weather.

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.

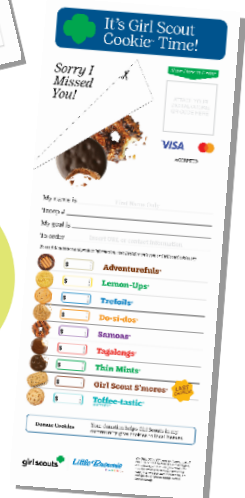
Lanyard inserts can be personalized with marketing messages and cookie prices.

Menus print 4-to-a-page and can be used as small flyers or leave behinds.



Menus  
available in  
English and  
Spanish

Menus are  
interactive so  
entrepreneurs  
can edit before  
printing



Materials  
have a place to  
add QR codes  
for easy online  
purchasing.



[LittleBrownie.com](https://www.LittleBrownie.com)



# 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 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.

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](https://girlscouts.org)!

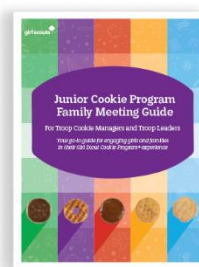


## Getting families involved

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 Guide](#)
- [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 reward settings.

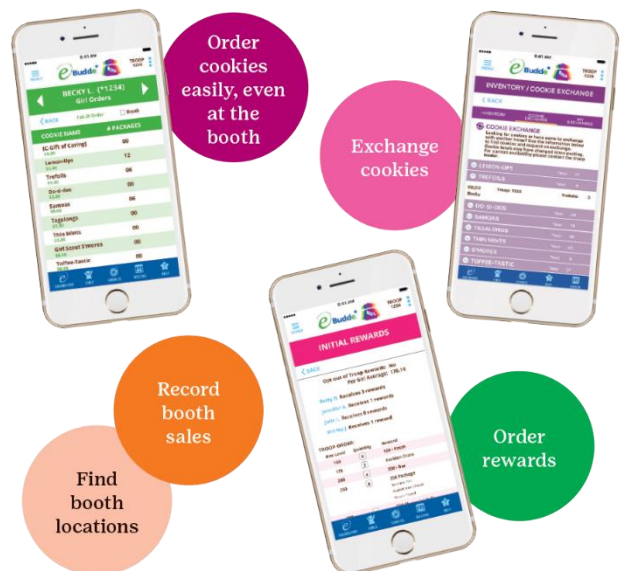
## Quick tips

- 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.

Watch videos:



## Why eBudde™ makes it easy







## Annual Report of Troop Funds and ACH Authorization

### Report of Troop Funds

This report fulfills Girl Scouts of Central and Western Massachusetts' obligation as a legal corporation to account for public funds and to provide information required by Girl Scouts of the USA. Thank you for accepting your responsibility to submit this information. Send one copy to the Finance Department at the Worcester Leadership Center (115 Century Drive, Worcester MA, 01606) by June 15<sup>th</sup>. Retain a copy for your records.

Troop #: \_\_\_\_\_ Service Unit: \_\_\_\_\_  
Program Level: ☐ Daisy ☐ Brownie ☐ Junior ☐ Cadette ☐ Senior ☐ Ambassador # of Girls \_\_\_\_\_  
Leader's Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

### Automatic Clearing House (ACH) Authorization

Three signers of unrelated, currently registered, Girl Scout adults are required to be on the account. One of the three signers is a member of the service team. Two signatures are required for every withdrawal and written check. ATM/debit cards may be (at least 2 signers must have online access to the account). I/we give GSCWM the authority to initiate bank withdrawals and deposits to the troop bank account below. **I/we understand that it is the troop's responsibility to notify GSCWM if funds will not be available on the specified date, and that accept responsibility for any fees assessed for insufficient should we failed to provide timely notice to GSCWM.**

Status of Account (circle one): ☐ New ☐ Ongoing (no changes) ☐ Check Signers Changed ☐ Closed

Bank Name and Branch Address: \_\_\_\_\_

Account Name: Girl Scouts of Central and Western Massachusetts, Inc. – Troop # \_\_\_\_\_

Transit ABA (Routing Number): \_\_\_\_\_ Account Number: \_\_\_\_\_

List the names of all authorized signers. Check the circle next to the person who receives the bank statements.

☐ Print Name \_\_\_\_\_  
☐ Print Name \_\_\_\_\_  
☐ Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Signature required of a signer who does NOT receive the statements.

Our bank account is a (check one): ☐ Checking Account ☐ Savings Account

**If using a checking account, please attach voided check here.**



# Girl Scout S'mores

LAST  
CHANCE!



## 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.



[LittleBrownie.com](https://www.littlebrownie.com)

### 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.



[LittleBrownie.com](https://www.littlebrownie.com)



# Permission and Volunteer Form

\_\_\_\_\_ (please print girls name), a member of Troop # \_\_\_\_\_, has my permission to participate in the 2024-2025 Cookie Program. I have read and understand the information in the Family Guide and agree to accept financial responsibility for all cookies and monies she receives. I understand the safety guidelines and will see that my girl scout has appropriate adult guidance and support at all times. I also agree to follow all Cookie Program Activity procedures and deadlines. I understand that the troop proceeds belong to the troop and benefit all girl members of the troop and that proceeds do not belong to my girl scout.

\_\_\_\_\_  
*Signature of Girl Scout's Adult*

\_\_\_\_\_  
*Girl Scout's Adult Name- Please Print*

\_\_\_\_\_  
*Mailing Address*

\_\_\_\_\_  
*City/Town*

\_\_\_\_\_  
*Zip Code*

\_\_\_\_\_  
*Home Phone*

\_\_\_\_\_  
*Work Phone*

\_\_\_\_\_  
*Cell Phone*

\_\_\_\_\_  
*Email Address*

## **Please check any areas in which you are willing to assist our group this Cookie Season:**

- |   |   |
|---|---|
| <input type="checkbox"/> Cookie Volunteer in Charge                 | <input type="checkbox"/> Cookie Cupboard Pickup           |
| <input type="checkbox"/> Cookie Volunteer Assistant                 | <input type="checkbox"/> Chaperone for Neighborhood Sales |
| <input type="checkbox"/> Technology Assistant                       | <input type="checkbox"/> Cookie Sale Signage with girls   |
| <input type="checkbox"/> Host cookie girl presentation/sale at work | <input type="checkbox"/> Deliveries Assistant             |
| <input type="checkbox"/> Chaperone for Cookie Booth                 | <input type="checkbox"/> Cookie Storage                   |
| <input type="checkbox"/> Chaperone for Neighborhood Sales           | <input type="checkbox"/> Other: _____                     |

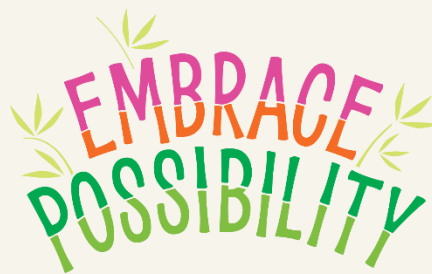
## **Troop Leader/Troop Cookie Manager Contact Information:**

\_\_\_\_\_  
*Name*

\_\_\_\_\_  
*Phone Number*

\_\_\_\_\_  
*Email Address*



[illegible]

**eBuddy Sign-Up Info**

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[illegible]