

**BRAVE.
FIERCE.
FUN!**



2025–2026 Girl Scout Cookie Program®

Volunteer Cookie Manager Manual





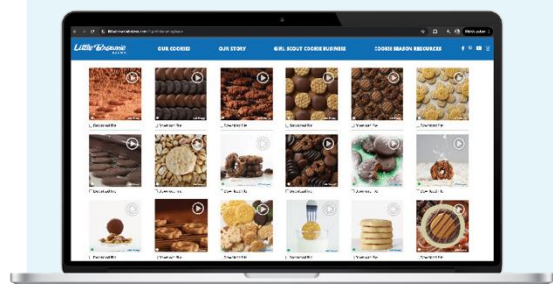
With each new cookie season, Girl Scout entrepreneurs know it's about more than just the cookies—it's about being **BRAVE** enough to make their pitch, **FIERCE** enough to smash their biggest goals, and having loads of cookie **FUN** while doing it!

This guide is designed to help you empower every Girl Scout, from new cookie entrepreneurs planning their first cookie booth to experienced Girl Scouts boosting their social media marketing strategies to reach more consumers.

There's no limit to what Girl Scouts can achieve. With your support, this cookie season promises to be **BRAVE**, **FIERCE** and oh-so-**FUN**!

Cookie Program volunteers model leadership

It's a fact: Cookie season couldn't happen without the hard work of our volunteers. You serve as a model for Girl Scouts developing important leadership skills. **Thank you for serving as a Cookie Program Volunteer!**



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

One-stop shop for cookie season resources

Resources on LittleBrownie.com help make things easy. Find QR codes throughout the manual to guide you to specific print and digital resources.

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. Please share the chart with the Girl Scouts and their parent/guardians as well so they know who they should be in contact with.

If you are a Girl Scout or a Girl Scout Parent/ Guardians



Troop Cookie Managers and/or Troop Leader



Service Unit Cookie Managers and or Service Unit Managers



Product Program and Council Staff

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.

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 2025-2026 Season

Troop Order due	12/3/2025	eBudde	By 11:59 PM
Order Card Order taking begins	12/10/2025	Order cards	12:00 AM
Digital Order Card taking begins	12/10/2025	Digital Order Card Platform	12:00 AM
Booth Scheduler opens	1/09/2026	eBudde	7:00 PM
Council Big Cookie Drop Day	1/10/2026		appt only
COOKIE PROGRAM BEGINS	1/16/2026	Whole council	12:00 AM
Email to troops w/ 1 st ACH goes out	2/04/2026	Contacts in eBudde	N/A
Final day to inform GSCWM of insufficient funds	2/10/2026	Contact our Finance Dept	9:00 AM – 5:00 PM
1 st ACH withdrawal 40% of the balance due to council	2/13/2026	Sales Report in eBudde	N/A
Opt-Out Form due to council	2/13/2026	Email to prodprograms@gscwm.org	N/A
Last day to return cookies	2/19/2026	Qualifying troops only	appt only
Email to troops w/ 2 nd ACH goes out	2/25/2026	Contacts in eBudde	N/A
Final day to inform GSCWM of insufficient funds	3/03/2026	Contact our Finance Dept	9:00 AM – 5:00 PM
Final day to make any exchanges with the cupboards	3/05/2026	All cupboards	N/A
2 nd ACH withdrawal 50% of the balance due to council	3/6/2026	Sales Report in eBudde	N/A
COOKIE PROGRAM ENDS	3/15/2026	Whole council	11:59 PM
Digital Order Card platform ends	3/15/2026	Whole council	11:59 PM
Troops Girl Rewards due	3/17/2026	eBudde	11:59 PM
Email to troops w/ final ACH goes out	3/18/2026	Contacts in eBudde	N/A
SUCM confirms & submits rewards	3/19/2026	eBudde	11:59 PM
Final day to inform GSCWM of insufficient funds	3/24/2026	Contact our Finance Dept	9:00 AM – 5:00 PM
Final ACH withdrawal	3/31/2026	Sales Report in eBudde	N/A
Rewards shipped (month of)	Month of May	Service Unit Cookie Manager	N/A

Order Taking guidelines & Returning Qualifications

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 3, 2025.
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 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 Product Program Team at prodprograms@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**, get ahold of your Product Program Team at prodprograms@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.

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 2025/26 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 March 5, 2026. 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 \$400 or more qualify 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 13, 2026. 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 Unit 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 and number of troops in attendance for the meeting. If a troop is unable to attend your training please arrange another training option for them.

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

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

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

Every troop must have one representative attend a council training via zoom.

The amount your unit will receive will be based on the PGA of girls registered same as the parameters shown above.



NEW THIS YEAR!



Fall Product and Cookie Crossover Membership incentive:

All three items below must be achieved in order to earn an individual girl Spring renewal membership.

- Be registered for the current Girl Scout membership
- FPP - Sell \$350+ in combined sales (nut/candies and magazines items) and send out 25 unique emails
- Cookie Season - Sell 300 packages of cookies

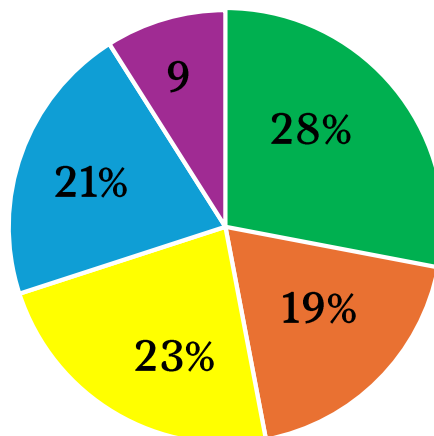
What is considered the minimum Cookie Program participation for every girl in the troop?

- Be registered for the current Girl Scout membership year
- Send 15 unique emails through the eBudde system
- Sell 20 packages of cookies



Recent studies show potential customers are more likely to support the cookie program when they understand how their purchase helps their community. Please share with your customers what your troop plans to do with their cookies proceeds. For example cleaning up the local community garden, or helping to create a local dog park, or even taking a troop trip to your local hiking trail for a fun adventure. Have fun sharing these at booths, across social media, or with local business locations.

Where does the \$6.00 go? Other than the cost of the cookies, it all stays local



- Cost of Cookies 28%
- Troop & SU Proceeds and Girl Reward Items 19%
- Outdoor Program, Camp & Property 23%
- Girl Leadership & Membership 21%
- Volunteer & Membership Support and Customer Service 9%

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 10 to pick up their initial order



Little Brownie
BAKERS

Tips to make both pickups smooth:

- 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
- 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 23	Hatchback Car 30	Standard Auto 35
Sport Utility Vehicle 60	Station Wagon 75	Minivan 75
Pickup Truck 100	Cargo Van 200	

How to place an initial order in eBudde by the due date of December 3 by 11:59PM

Step 1: Go to the cookie website www.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. I.e.....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 and where you are located.

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)

NEW!

Tagalongs: 10 cases (120 packages)

Thin Mints: 26 cases (312 packages)

Exploremores™: 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, place an order, and set 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 Holyoke and Worcester 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.

Since the Cookie Program takes place in the winter months, 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. Sticking to the appointment you signed up for is very important especially during the end of the season. 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 Txn 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

Add Transaction

Cancel

4

Save

Time & Place

Date: 08/18/2023 Receipt: 9IT000 #

☒ Normal ☐ Booth ☐ Adjustment ☐ Return

Cookie Order

☒ Add Product ☐ Remove Product

Product	Cases	Packages
Adventurefuls	0	0
Lemon-Ups	0	0
Trefoils	0	0
Do-Si-Dos	0	0
Samoas	0	0
Tagalongs	0	0
Thin Mints	0	0
Exploremores™	0	0
Toffee-tastic	0	0
Totals	0	0

1

2

3

☐ 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

1. Select the cupboard you would like to go to.
2. Choose the

How to enter in cookie exchanges

Sometimes you are selling through a flavor quicker than another. You want to make sure that you are keeping a close eye on your inventory throughout the cookie program. Sometimes you sell through one flavor quicker than another. Want to switch out a slow moving flavor for something more popular?

No problem. The steps to place an exchange into eBudde is very simple.

1. Select the cupboard you would like to go to.
2. Choose the date and time for your pickup appointment.
3. Enter 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

Returns.....

If you placed an Initial Order in eBudde by December 3 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.

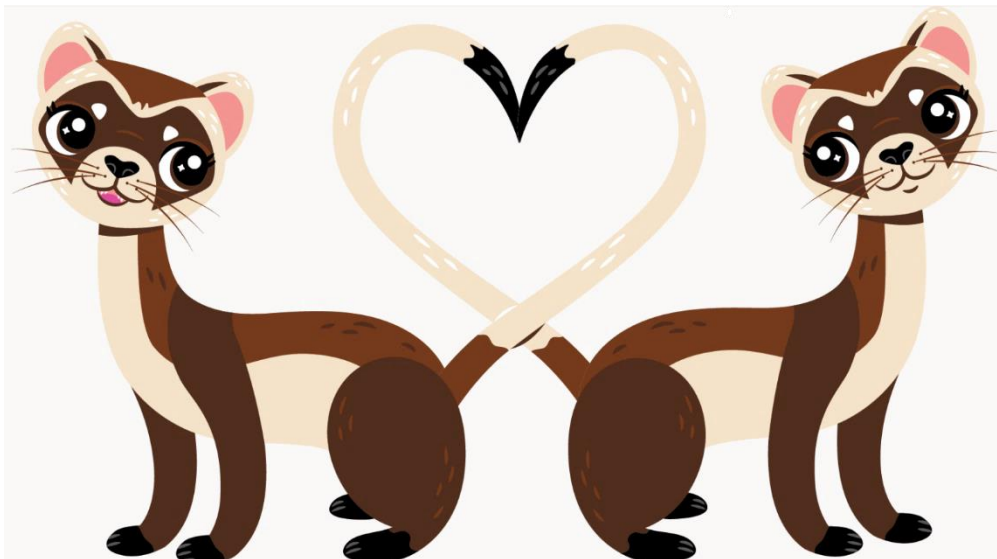
Please contact Tammy at tbreen@gscwm.org for the Worcester Cupboard or Brandi bbarcomb@gscwm.org for the Holyoke Cupboard and we will make an appointment for you to come to either Holyoke or Worcester to make the return during normal cupboard hours. A member of the cupboard team will make sure that all 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-8:00pm
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 CORID, 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 CORID, registered adults.



Booths can be done from the **Daisy** level up to **Ambassador**. Please make sure to follow the steps below and you will be 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

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

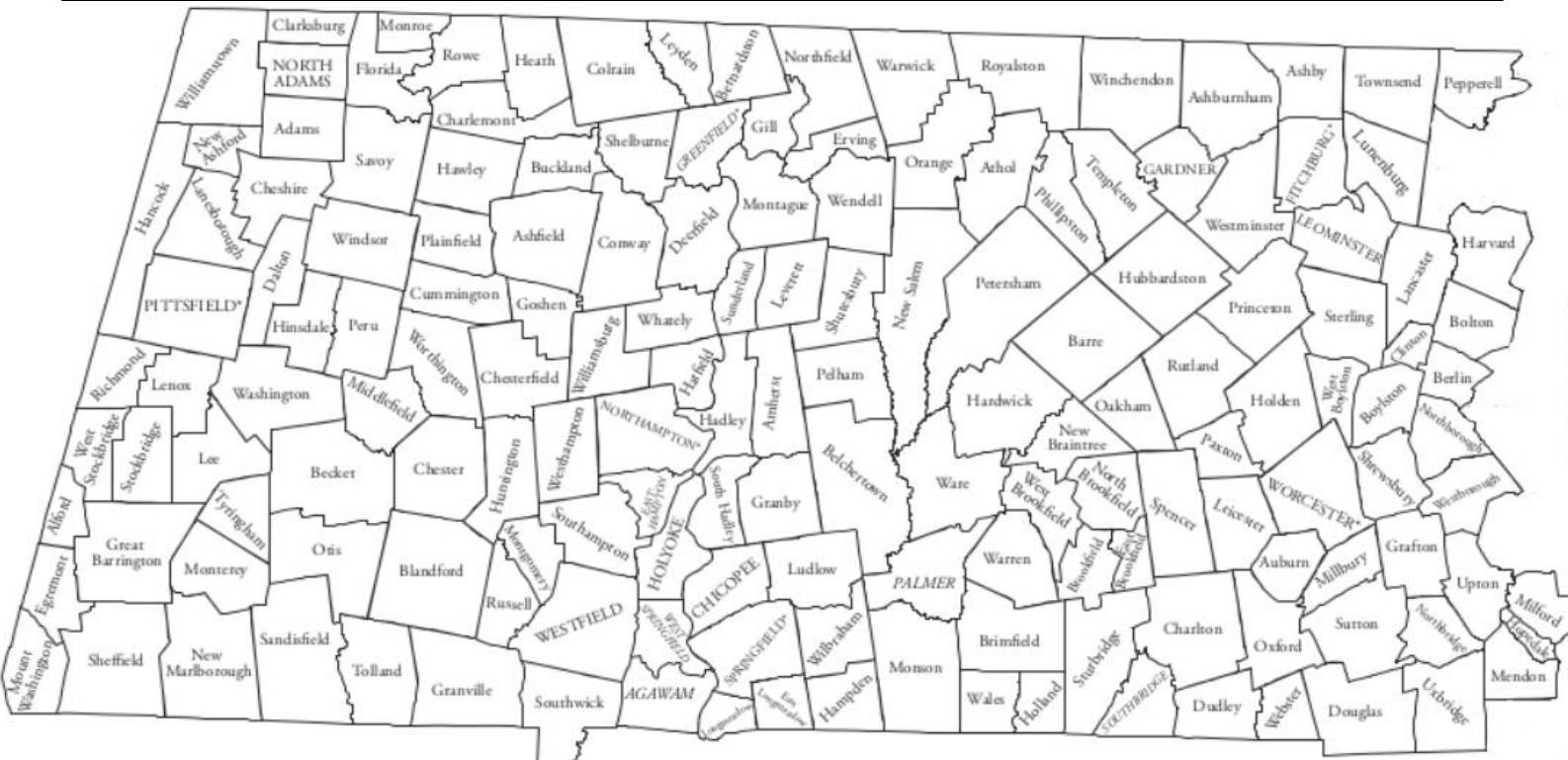
Locate an empty parking lot and with the owner's permission have a cookie drive thru

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 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 them 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 members’ 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 sale 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!



INTRODUCING

Exploremores™ Exploremores™ Exploremores™

NEW!



Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème.



**FIND NEW
RESOURCES
HERE:**





2025–2026 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

\$6

Approximately 15 cookies per 6.3 oz. pkg.

U D



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

\$6

Approximately 12 cookies per 6.2 oz. pkg.

U D



Market their business online



NEW Social Media Guide



The Little Brownie Social Media Guide is all new with tips and tricks for volunteers, caregivers and entrepreneurs to reach more cookie customers this season.

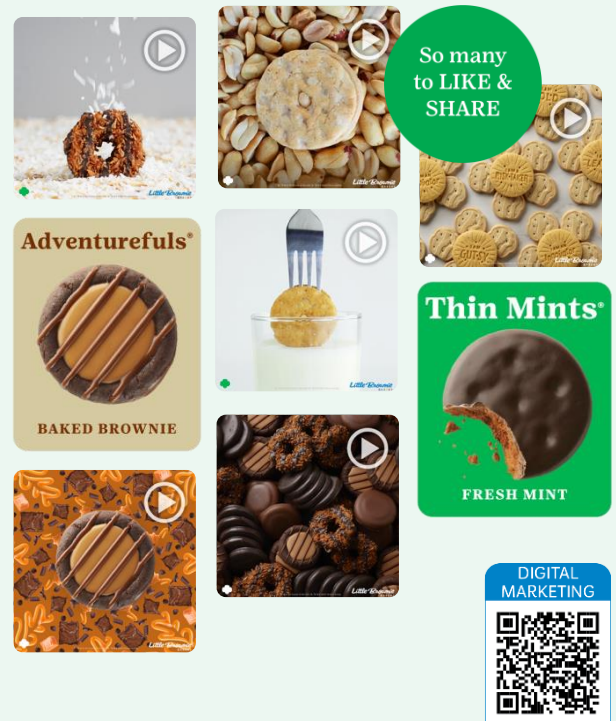
Today's consumers spend an average of over three hours on social media per day, and more than half of cookie customers say their phone is their most important shopping tool. Whether or not you are social media savvy, the new Social Media Guide will help you **Follow, Like, Share** your way to cookie season success.



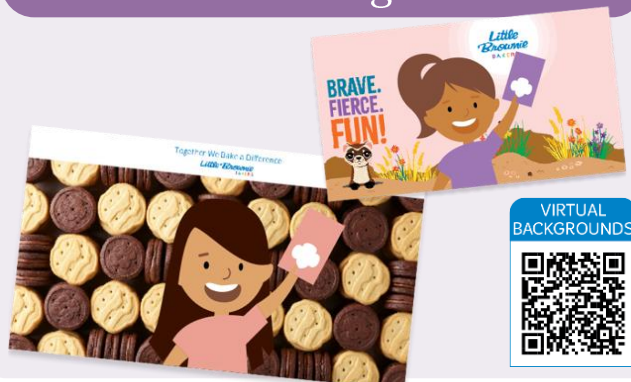
Ready-to-share gifs and reels

Ready-to-share gifs and reels make social media a snap. Fact: When Girl Scout entrepreneurs promote their businesses online it boosts sales. More frequent posts equate to increased sales. Check out the video below to see all the social content Little Brownie has to offer.

- [Social Sizzle Reel](#)



NEW virtual backgrounds



Safety resources

Before launching their Digital Cookie site and engaging in online marketing and sales efforts, Girl Scouts and caregivers must read and agree to the guidelines below.

- [Safety Guidelines from GSUSA](#)
- [Digital Cookie® Pledge](#)

Market their business in person



Create booth buzz

Having a cookie booth or neighborhood stand? Any way your troop does it, we have lots of resources to entice cookie lovers! Find resources like mouthwatering cookie photography, fun clip art, and attention-grabbing booth signage all in one place.

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

Booth materials

- Materials available in English and Spanish.
- Use Digital Cookie® QR codes at booths.
- Bundle cookies to boost sales.
- Remind customers proceeds stay local.



Craveable photography



Market their business in person



Ordering made easy

Make your Digital Cookie® QR code your BFF

Over 95 million Americans regularly scan QR codes.



The printable lanyard makes reorders easy for Girl Scouts on the go!



Before booth sales, Girl Scouts can make a bracelet, add their QR code, and tell customers to bookmark it for reorders.

Order materials can help increase sales.

Entrepreneurs can use order materials at booths and encourage customers to scan their QR code to visit their Digital Cookie® site. Customers make a purchase and bookmark their site for future purchases. It's especially handy if booth inventory in a certain variety is running low!

- Fun to personalize.
- Add QR codes for easy online purchasing. Bookmark for later messaging. Encourage customers to bookmark for reorders.
- Order forms available in English and Spanish.
- Order materials are useful and engaging.



Leave-behinds make reorders easy

- Leave behind order forms
- Door flyer order forms
- Business cards
- Notecards
- QR code stickers
- Thank you slips



eBudde™ basics



The app is a must have for Girl Scout Cookie™ volunteers

Use eBudde to manage your entire cookie program! 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.



Top tips

Contact Caregivers

Use eBudde to communicate directly to caregivers. You can send deadline reminders, booth openings, cookie inventory info and more! Use this eBudde feature in place of a text group or Facebook group.

Top Reports for Managing the Troop Sale

- Use the Girl Initial Order report to sort cookies for easy pickup and receipt writing.
- Check the Sales Report to see troop proceeds and amount due to council.
- Run the Cupboard Report for a list of cupboard locations, hours, and contact information.

Cookie Exchange

A troop-to-troop transfer can help with excess inventory.

- Log your extra cookie inventory.
- Check the cookie exchange before visiting a cupboard.

Help is a Click Away ?

Simply tap the question mark icon for quick access to helpful information.

Easy as 1, 2, 3

- 1 **Download the eBudde app.**
- 2 **Watch eBudde Training Videos on YouTube**
- 3 **Set Up Your Troop** — once you've been added to the eBudde system, you'll receive an email with your login information. Login to set up your roster, goals and reward settings.

Watch videos





Girl Scouts of Central and Western Massachusetts, Inc.
413-584-2602 * gscwm.org * smaionet@gscwm.org

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 15th. 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 _____

Resources at a glance



All resources can be found at girlscouts.org/cookieresources

- [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/cookieresources



Found at LittleBrownie.com

- [NEW Social Media Guide](#)
- [Exploremores™ Launch Resources](#)
- [FAQs and Nutrition Information](#)
- [Social Media Tools and Graphics](#)
- [BRAVE, FIERCE, FUN! Resources](#)
- [Resources for Girl Scouts to Grow Their Cookie Businesses](#)
- [Cookie History](#)
- [Cookie Recipes](#)



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on Instagram
[@samoas_cookies](#)



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BRAVE.
FIERCE.
FUN!



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