



2023-2024 Girl Scout Cookie Program®

Troop Guidebook

Girl Scout Cookie™ entrepreneurs are forces of nature. They are bold, curious and bring a go-getter spirit to every challenge, no matter how big or small.

Whether Girl Scouts are planning their own cookie stand or making a splash on their Digital Cookie® pages, they are determined to achieve their goals, and have lots of fun doing it!

A Girl Scout’s potential to succeed is limitless—especially if they’re among the 6 in 10 girls* who have entrepreneurial mindsets. Research has shown that these girls:

- Want to change the world and are confident in their abilities to make their mark
- Embrace challenges, take risks and see failing as an opportunity to learn and grow
- Are curious and innovative self-starters
- Excel as team players who are open to new ideas and suggestions

We’re willing to bet that you know Girl Scouts in your area—or a whole troop—who are leaping with joy to get started, so let’s encourage them to go bright ahead!

Find our council info, forms, training, activities and more online at gssc.us/cookies ▶
Questions? Email productsales@gssc.us or call (631) 543-6622



Important Dates

Cookie Program Begins	December 18	Catch Up Orders can begin to be picked up at the cupboard	Week of Feb. 5
Cookie Palooza 2024	January 12		Week of Feb. 5
Online Girl Delivery Pauses	January 19	Service Unit Deliveries Begin	February 16-18
Troop Initial Order Due	January 24	National Cookie Weekend	March 1-3
Catch Up Order Taking Begins	January 25	Keep Grinning Weekend	April 12-14
Online Girl Delivery Re-opens	January 27	Thanx Alotyl Weekend	April 10
Cookie Cupboards Open	February 1	Online Girl Delivery Closes	April 17
Booth Sales Begin	February 2	Cookie Program Ends	Allocate and Money Due
Froze Your Cookies Off Weekend	February 2-4		May 4



Helpful Information



You've volunteered to serve as a Troop Cookie Manager, and this makes you an invaluable part of the Girl Scout Cookie Program®. Now that you've stepped up in support of girls, it's time to help them rise to the challenge of becoming Girl Scout Cookie™ entrepreneurs.

This guide offers you resources, tools and tips to help girls reach their goals. From social graphics for promoting a virtual cookie booth to in-person booth signs, we have everything you need to inspire girls to climb with courage this season.

Payments and Rebates

Troop will deposit all money due into their Troop bank account. They will then pay what is owed council less their rebate via online with their Troop Debit Card. (See eBudde Sales Report Tab: Amount you own Council)

- ▶ [Pay Troop Bill Online](#)

Important info on the process:

- ▶ All monies collected from families and/or sales from Booth Sales needs to be deposited into the Troop Bank Account. To figure out what is due, refer to Sales Report tab in eBudde.
- ▶ Stand-a-Bouts will still be paid for online and will not be entered into the site until payment is received.
- ▶ Girl delivery will remain open again the entire sale, however will be pausing for Initial Sale (1/18-2/1)

Troop Cookie Manager (TCM) Tips:

Take the training on [gsLearn](#), read this guide, and check our website/social media for up-to-date info.

- ▶ Communicate frequently with girls and families. Collect signed Parent/Caregiver Agreements for each participating Girl Scout.
- ▶ Download, save, and print eBudde reports.



Troop Manager Checklist



Inspire
Girl Scouts to
Think Like
Cookie Entrepreneurs



New Troops

- GSSC policy requires each troop to have a bank account. If your troop leader has not already opened an account, help her to get an account set up. For assistance, please contact us at customercare@gssc.us.

All Troops

- Troop Cookie Product Managers must complete the online [gsLearn](#) training and the Troop Product Manager Agreement. This must be done annually.

- After training and signed agreement received, Troop Cookie Product Managers will be invited by Council to set-up your troop's management site through eBudde.littlebrownie.com. You'll receive a welcome email with a login link. Click the link and setup a new password.

- *We recommend creating a new email address to help you manage the Cookie Program. This helps emails from getting overlooked in your personal email account.*

- All girls who wish to participate must be registered with GSUSA. Email customercare@gssc.us for help with Girl Scout membership.

- Meet with your Troop Leader to arrange a date, time & location for training your Girl Scouts & parents/caregivers.

- Find out first on Social Media: Follow us on [Facebook](#) and [Instagram](#) for the latest info.

- *Check your email often throughout the program for important updates and critical date reminders from your Service Unit Cookie Manager and Council.*

Cadette, Senior, & Ambassador Troops:

- ▶ Older girl troops have the option of opting out of recognitions & earning an additional \$0.05 per box. Select the opt out of rewards button in the Settings tab to let the system know your Girl Scouts would like the extra money.

- *Even if opted out, girls will still receive earned patches, Initial Sale rewards, and Cookie All-Star rewards if they reach those levels.*

Getting Started with eBudde™



eBudde™ is the engine that drives the business of Girl Scout Cookies and is the cookie volunteer's best friend. This cookie order management system links Troops, Service Units, Councils and Little Brownie Bakers, so communication and orders run smoothly.

Here's where you will order cookies, track inventory and more. Sign in once to Cookie Tech Portal to get access to the multiple systems. Log in at eBudde.littlebrownie.com

eBudde™

- ▶ Council will grant you access.
- ▶ You'll receive a welcome email with a login link.
- ▶ Click the link and setup a new password.

Set up your troop

- ▶ Click the "Settings" tab, then "Edit Settings."
- ▶ Enter your troop's package goal.
- ▶ Update the level of your troop if it's not accurate.
- ▶ Click "Opt out" only if your troop is Cadette or above and wants to receive additional proceeds in lieu of girl rewards. (All girls must agree)
- ▶ Email productsales@gssc.us if any girls are missing

Security Requirements

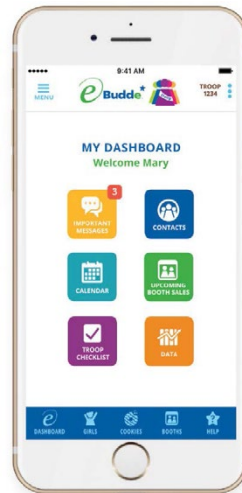
- ▶ Password email links are unique to you and have a time limit of 7 days.
- ▶ The password requirements are as follows:
 - ▶ Must be 8 characters long
 - ▶ Must have at least one capital letter
 - ▶ Must have at least one non-alphabetic character

eBudde™ Mobile

Stay in the know, on the go! This must-have app puts power at your fingertips, wherever you are in the cookie season.

What it includes:

- ▶ Streamlined dashboard
- ▶ Easy management of orders and rewards
- ▶ Important messages and upcoming events
- ▶ Help Center





Inspire Girl Scouts to Market Their Cookie Businesses



eBudde™ Tabs

Dashboard: This is each troop's default screen. SU contact information and Girl Delivery orders are available to look at here. You'll also see important messages from your council/SU.

Contacts: From here, you can review contact info and click EDIT to make any changes.

Settings: You should update this annually:

- ▶ Identify correct program level. Click Edit to make any changes.
- ▶ Enter number of girls selling and their package goals
- ▶ Cadette troops and older can opt out of rewards here by clicking on the box.

Girls: Here you can see girls' names and grades. If anyone is missing or needs to be removed, contact productsales@gssc.us.

Initial Order: This is where you enter your troop's initial order by girl. Note: Once orders are submitted here they cannot be changed and are not returnable. Carefully review the totals before hitting SUBMIT ORDER.

Girl Orders Tab: Keep track of each girl's packages sold and payments made. This tab is where you allocate additional boxes to each girl from catch up orders and booth sales. Please see additional instructions on how to allocate.

Transactions: Enter pending Catch Up Cupboard order requests. Please see additional instructions on how to allocate. (Normal = C/u)

Rewards: Complete, review and submit rewards orders for your troop. Report available here to assist with distribution of the rewards.

Payments: Review CC payments by Troop for accuracy (ONLY council can input/edit deposits)

Sales Report: This tab reviews all transactions for the troop, including:

- ▶ Final package numbers
- ▶ Operation:Cookie donations
- ▶ Keep an eye on this summary tab throughout the sale to ensure the information is correct. This report will note the troop's contact information, PGA, selected incentive plan, all packages received, Cupboard visits, Payments made to Council, and any amounts still due to Council.

DO NOT USE Booth Sales Tab

Cookie Cupboards



All Cookie Cupboards Opens February 1.
They will be closed on February 19 & March 29-30.

Main Office, Commack

(631) 543-6622 - *Habla Español*

442 Moreland Road, Commack, NY 11725

- Monday: 10 AM - 2 PM
- Tuesday: 1 PM - 5 PM
- Wednesday: CLOSED
- Thursday: 1 PM - 6 PM
- Friday: 10 AM - 2 PM
- Saturday: 9 AM - 12 PM
- Sunday: CLOSED

Camp Edey, Bayport

(631) 472-1625

1500 Lakeview Avenue, Bayport, NY 11705

- Monday: CLOSED
- Tuesday: 10 AM - 1 PM
- Wednesday: 2 - 5 PM
- Thursday: 10 AM - 1 PM
- Friday: 2 - 5 PM
- Saturday: 9 AM - 12 PM
- Sunday: CLOSED

East End Office, Riverhead

(631) 369-9757

854 East Main Street, Riverhead, NY 11901

- Monday: CLOSED
- Tuesday: 2 - 5 PM
- Wednesday: 10 AM - 12 PM
- Thursday: 2 - 5 PM
- Friday: 10 AM - 12 PM
- Saturday: 9 AM - 12 PM
- Sunday: CLOSED

INITIAL ORDERS & CATCH UP ORDERS

CANNOT BE RETURNED. Troops are responsible for counting and verifying the total number of cases.

How the Cookie Crumbles

Girl Scout Cookie™ fans are especially eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local, powering amazing year-round experiences for local members and preparing them for a lifetime of success. Use the info below as a guide.



Girl Scout Cookies are \$5 a box for all the varieties. Girls at Cadette level or older can opt out of rewards for \$.05 more.

Service Units receive \$.05 cents a box.

PGA \$ Per Box: PGA is the Total boxes sold by the troop divided by the number of registered Girl Scouts. The higher the PGA average, the more girls earn!

- ▶ 200+ Additional \$.05
- ▶ 300+ Additional \$.10



Stand-A-Bouts & Booth Sales



February 2 - April 14, 2024: Booth Sales can be held outside of stores or other safe locations. Set your table up with our delicious products. Make signs showing your troop goals. Remind customers that Girl Scout Cookies make great hostess, bus driver, and teacher gifts! Wrap a few boxes together with colorful ribbon for display and watch the sales soar!

Important Steps:

1. Find a location in your area to have your booth sale. If you are having trouble locating one, call your SU for help. Great locations include banks, supermarkets, and houses of worship.
2. Confirm the date, time & location with your Service Unit Cookie Manager.
3. **Reserve your Booth here** - Product must be picked up and returned to the same location. **Do NOT** use the Booth Sales Tab in eBudde.
4. Have fun! Sell, sell, sell!
5. Return any unsold product to the cupboard no later than two (2) weeks following pick up. **Please DO NOT Tag/Mark the Cookie Boxes.**
6. After the booth sale has been entered into the system (about 1 week), be sure to go back to eBudde and assign the product sold to all of the girls that attended that day.



Scan me to reserve your booth online.

Special Booth Weekends

Host a booth sale during these weekends, sell 170+ boxes, and you'll earn the special patch(es).



February 2-4 Froze Your Cookies Off Weekend	February 16-18 National Cookie Weekend	March 1-3 Keep Grinning Weekend	April 12-14 Thanx Alotyl Weekend
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Host a Stand-A-Bout in Front of Your Home!

For All Girl Scouts & Their Family—A great way to earn more rewards and rebates for Troop funds. Here's how to participate:

1. **Make an appointment online** to request product pick up from the cupboard. You can hold products for one week.
2. Have Fun and Sell, Sell, Sell! Decorate your stand to catch the eye of your friends, family, & passersby.
3. Return any unsold product to the cupboard no later than the Wednesday. You must pay for sold products **online here**. No credit is given until paid for.
4. Council Staff will assign/credit sold product to your Girl Scout for rewards and patches.



Inspire cookie entrepreneurs



Meet with Girls and Families! The Girl Scout Cookie Program is a team effort, and parents and caregivers play a major role. With the support, assistance, and encouragement of her family, there's no stopping a Girl Scout.

1. Hold a Cookie specific family meeting

- ▶ Hold a short family meeting so girls can tell their families about their goals and ask for assistance. At the meeting, adults can complete permission forms and sign up to help.
- ▶ Short on time? Make it a Virtual meeting. Host a Virtual Meeting and email.
- ▶ Parent/Caregiver Permission Forms to families online at www.gssc.us/cookies.

2. Share your troop's goal and how you'll get there together

- ▶ Open the conversation by outlining the goal or experience the girls are working toward. Talk about the decision-making process and share what the goal means to their girl.
- ▶ Outline the immediate and long-term benefits of the program: The 5 skills girls learn in the cookie program set them up for success in school, extracurriculars and beyond; helping parents and caregivers understand the big picture goes a long way in building the support you need. Explain how the cookie program gives girls an entrepreneurial edge.

3. Review Health and Safety Guidelines

- ▶ Review the available online materials to come up with your plans and share with families:
 - [GSUSA Cookie Resources for Troop Leaders \(See Safety Section\)](#)
 - [GSSC Safety Guidelines](#)
 - [Volunteer Essentials](#)

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

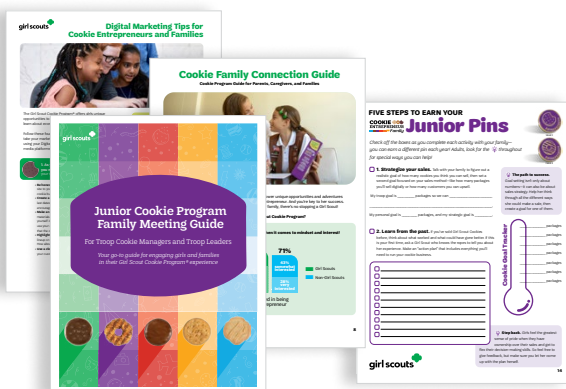
Learn more at girlscouts.org!



Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guides](#)
- [Cookie Entrepreneur Family Pins](#)



Participation Options

Get ready for your Girl Scouts to make (cookie) boss moves this year! No matter how they take part in the Girl Scout Cookie Program, they'll grow their people skills, learn to set goals, make smart decisions, and so much more. Talk with them about which options they're excited to explore this year! Participating in the cookie program powers Girl Scouts' adventures throughout the year as they learn key business skills to excel in future careers and in life. By participating in different sales methods, girls gain more skills, including goal setting, decision making, money management, people skills, and business ethics. Don't forget: adult supervision is required at all times. Troop proceeds are \$0.70 per box sold.

Type	Description	Delivery
Phone or Text Friends & Family	Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—hello, school, sports, and extracurriculars!—this option has maximum flexibility.	Delivered by girls to customers Last Day: April 17
Online, Digital Cookie	Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. And she can reach her sales goals no matter what her schedule is like.	Shipped from vendor to customers December 18 - April 10
In-Person, Door-to-Door	They're the perfect way to hone her sales pitch! With door-to-door sales, Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course)	Delivered by girls to customers Last Day: April 17
In-Person, Booth Sale	This option has maximum customer interaction, teamwork, and all the fun! Troops or groups of Girl Scouts work together to market their cookies outside a pre-approved location (like a grocery store, bank, mall, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers. <i>Note: cookie booths must be coordinated by troop cookie managers and approved by SU cookie managers.</i>	Purchased directly from girls by customers February 2 - April 14
In-Person, Stand-A-Bout	Would your Girl Scout feel more comfortable on her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where she'll market her cookies to customers in her neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!	Purchased directly from girls by customers February 2 - April 14
Connecting with The Community	The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. They could prepare a corporate pitch to sell cookies in bulk to car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!	Delivered by girls to customers Last Day: April 17



Program at a Glance



December

- Take the Mandatory Training on [gsLearn](#)
- Attend your SU Cookie Manager Training and pick up your materials.
- Schedule your Family Meeting and hand out materials to girls.
- December 18, Cookie Season Begins! Encourage your girls to set up their Digital Cookie storefronts and send emails to friends & family.

February - March

- Product is Delivered to Service Units.
- Booth Sales & Stand-a-bouts begins.
- Catch-up Orders can be picked up at local cupboards starting February 5.
- Start making [payments online](#) for Initial Sale.

January

- GSUSA kicks off their Cookie Program Marketing in early January.
- [Cookie Palooza](#) rally is January 12
- Initial Sale Ends on January 24. Make sure all Digital orders have been accepted in Digital Cookie.
- January 25, Catch-up Order season begins.

April - May

- Continue to pay for Catch-up Orders & Booth sales.
- Cookie Program ends April 17.
- Allocate product to girls for Booth Sale transactions by May 6.

Cookie Vocabulary



Allocating - Assigning the product to Girl Scouts from catch up orders and booth sales in the eBudde system.

Find Cookies - Visit girlscoutcookies.org & type in your zip code to locate a cookie booth near you.

Cookie Booth - A stationary sale of Girl Scout cookies at a public location.

Cookie Cupboard - Local sites where additional inventory is stored and where troops can pick up additional cookies located in Commack, Bayport & Riverhead.

Cupboard Receipt - This is a 3-part carbon copy receipt that must be signed any time a troop picks up additional cookies from a cupboard. Make sure you keep one copy of the receipt for your records. Troops are responsible for ALL additional cases of cookies taken from a cupboard during the sale. All payments must be made within 2 weeks from the pickup.

Digital Order Card (DOC) - Girls will be able to sell cookies online using the Digital Order Card. Create a custom website and send out a link to your site via email to potential customers. Customers can order cookies and have them shipped to them, girl delivered or choose to donate the cookies to our Operation:Cookie Program.

eBudde™ - Bakery website used by Troop Cookie Managers to order cookies, track troop/girl sales, record troop finances, and calculate, order and submit rewards.

Initial Cookie Sale - Portion of the sale that takes place prior to January 25. There are special rewards given for this part of the sale.

Operation:Cookie/Gift of Caring - In this council-wide project, customers can purchase virtual packages of cookies that GSSC will deliver to the military or our Hometown Heroes. The girls collect the money but do not physically take possession of the cookies.

Service Unit Cookie Manager (SUCM) - Volunteer mentor for troops and individual girl members in an assigned service unit.

Stand-a-bout - Having trouble locating a place to hold a booth sale. Host a stand-a-bout right out in front of your house just like a lemonade stand!

Troop Cookie Manager (TCM) - Volunteer manager responsible for monitoring the cookie sale for a single troop.

Troop Receipt Books - Each troop is given a pocket-sized receipt book to be used when collecting any form of payment from girls & their families. They may also be used at booth sales to keep track of money.

Resources at a glance



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

- About Girl Scout Cookies®
- Troop Leader Resources
- Cookie Business Badges
- Cookie Entrepreneur Family Pin
- Digital Cookie®

Girl Scouts' safety guidelines

One of the most essential steps you can take to have a magical season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Girl Scouts of Suffolk County's [Volunteer Essentials](#) and [Safety Guidelines](#)

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



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

- Digital Marketing Basics
- FAQs and Nutrition Information
- Girl Scouts® Cookie Captains and Cookie Rookies
- Social Media Tools and Graphics
- Own Your Magic Resources
- Resources for Girl Scouts to Grow Their Cookie Businesses
- Cookie History

Need Inspiration?

Find on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.

Follow on social for shareable cookie content!