

2024-25 Cookie Season Volunteer Presentation





Today's Agenda



A Panda-tastic Cookie Season Awaits Theme & Mascot



Together We Bake a Difference Cookies & Packaging



Paw-Some Rewards & Rallies Rewards & Rallies



Digital Tips & Tools Bring Possibilities Marketing & Tech



Embracing Future Possibilities Next Steps & Calendar

A Panda-tastic Season Awaits

Theme & Mascot

Little Brownie BAKERS®



...with our new friend Měi Lán



...and the wild pandas in China!

ENVIRONMENT

Pandas found in the wild live in bamboo forests high in the mountains of Southwest China.





COLORING

Some experts think the panda's distinct coloring helps it hide. Its white body and face disappear in snowy habitats. Its dark arms and legs camouflage it in shade.

DIET

Pandas spend a lot of time eating. Like, a lot. They spend 10-16 hours a day sniffing and crunching on food, mostly bamboo.



First Pandas Enter the US in 21 Years!

Giant Pandas, **Yun Chuan** and **Xin Bao**, arrived safely at the San Diego Zoo in June.

5 yr. old male He's identifiable by his long, slightly pointed nose and is comfortable whether he is exploring on the grass or climbing trees.

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4 yr. old female

She is best recognized by her large, round face and big, fluffy ears, and she enjoys sunbathing quietly and focusing on her favorite food.



Bring **Měi Lán** to life with Paw-some Theme Graphics on LittleBrownie.com!



Together We Bake a Difference Cookies & Packaging

BAKERS®

At Little Brownie Bakers, our strength lies in our **people**, our **products**, and our **partnerships**. This powerful combination is where care meets quality, and where every moment carries a story of passion, dedication, and the pursuit of excellence.

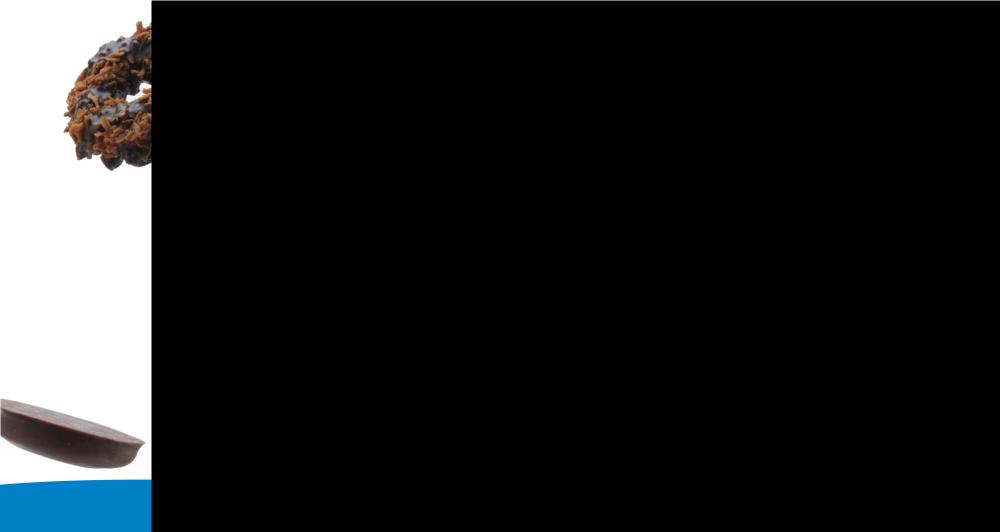
Together, we do more than bake.

Together We Bake A Difference



Together We Bake A Difference











Cookie Role Call! 2024-25 Season Lineup









Thin Mints®





Samoas®



Girl Scout S'mores®





Tagalongs®



Toffee-tastic®

Mouthwatering visuals to draw cookie customers to booths

Little Brownie



Girl Scout S'mores[®] Retirement Party

Join us in celebrating 9 seasons of deliciousness!

- *'Last Chance'* on ordering resources to encourage stocking up
- Download resources at

LittleBrownie.com

Final Season Girl Scout S'mores !

CHANCE

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- Fire Display

Hey Councils! Use a free Wordle generator to create your own for your presentation – here's a sample we used.

ΟΟΕ

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Y

Let's have s'more FUN!

How would you describe Girl Scout S'mores[®]?

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S

Volunteers click here to share!

Little Brownie Bakers Sustainability Promise

Reduce paper and increase use of recycled paper



- QR codes on resources

- Promotion of digital marketing resources

Goal of 100% reusable, recyclable or compostable plastic



- 100% Samoas in reduced plastic tray in 2024-25

- Transition to all PET trays 2026-27 season

Global Supplier Code of Conduct to ensure our products are socially & environmentally responsible



- Insourcing materials where possible

- Continued stringent Ferrero standards

Minimizing GHG (via telework and virtual collaboration)



- Balance of virtual and in person meetings

- Increased use of Teams platform

Supporting LBB's Sustainability Promise



of Samoas® packages have improved trays using ~17% less plastic

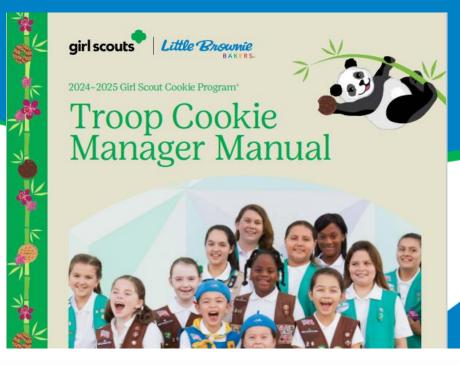
- Saving 65k lbs. of plastic per season
- Same cookie count, weight & carton



of rewards packaging is recyclable and reusable



of Thin Mints® case material is recycled content and 18% less packaging material.



Reducing our footprint

Packages of Samoas⁴ now have reduced plastic packaging, and cases of Thin Mints⁴ use 26% recycled content (and 18% less packaging material).

girl scouts





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Package Stamp - Use or Freeze By June 2025

- Alternate June 2025 *Use or freeze by* date stamped on small number of cases
- Varieties limited to Thin Mints, Samoas, Trefoils
- June 2025 cases will be distributed to all LBB councils for troop samples and PR cookies
- June 2025 cases will be used to fulfill initial Digital Cookie shipments



In prior seasons, all packages were Sep date stamp

What year did Girl Scouts publish the first S'mores recipe?

1950 | 2001 | 1927 | 2016

FINAL SEASON GIRL SCOUT S'MORES

Paw-some Revards & Ralies





Fun, Interactive Rallies & Activities



Cookie Knowledge Engaging, sensory activities to inspire selling strategies

Booth Marketing

Customer conversation starters

Digital Marketing Maximizing the plan

Goal Setting Goal trackers to display at booths

Mascot & Rewards fun!

Activities motivate at rallies, troop meetings and with individual Girl Scouts!

Individual activities on LittleBrownie.com help entrepreneurs to:



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'Meet the Cookies' inspires entrepreneurs to connect with customers in new ways

Dark Rich

Smooth

Thin Round edge

docking holes us

while baking

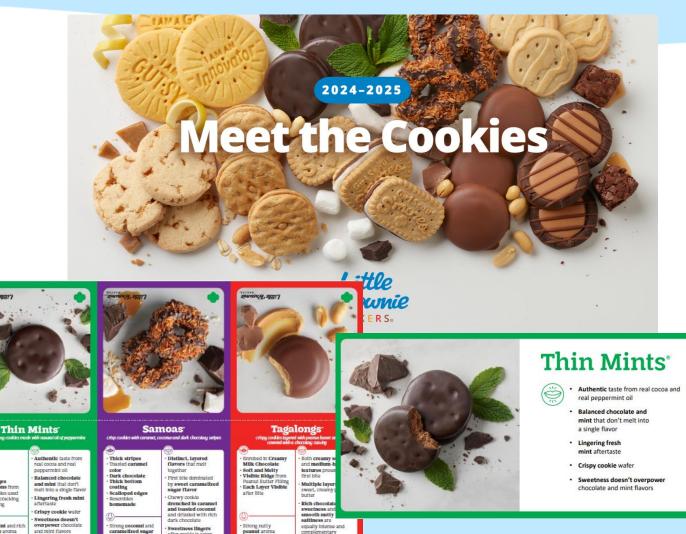
o prevent cracking

Strong mint and rich

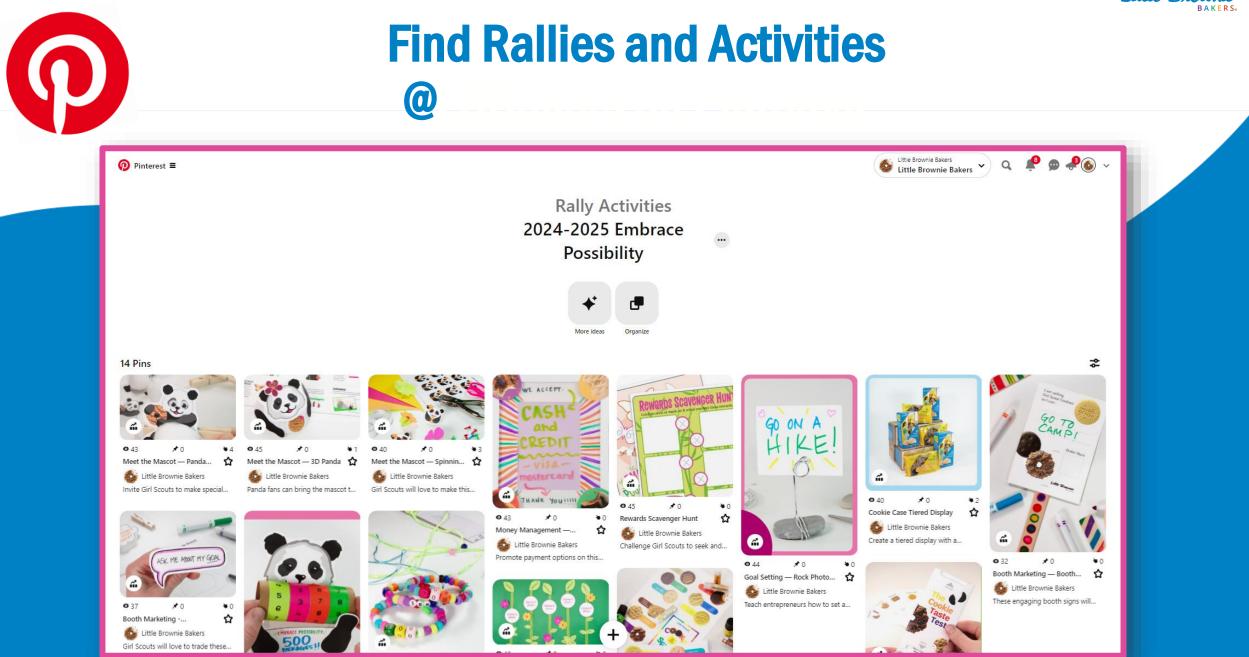
roma with a hint

- **Entrepreneurs will think about** cookies through Sight, Smell, & Taste.
- · Print and laminate for entrepreneurs to have on hand.
- Use your **Troop Sampler** cookie to try it out!









When did Girl Scout S'mores debut?

2007 | 2010 | 2016 | 2018

LAST

Digital Tips and Tools Bring Possibilities Marketing & Tech



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<u>LittleBrownie.com</u> is a one-stop-shop for cookie program resources

Digital Marketing

Clip Art & Illustrations

Virtual Backgrounds **Print Materials**

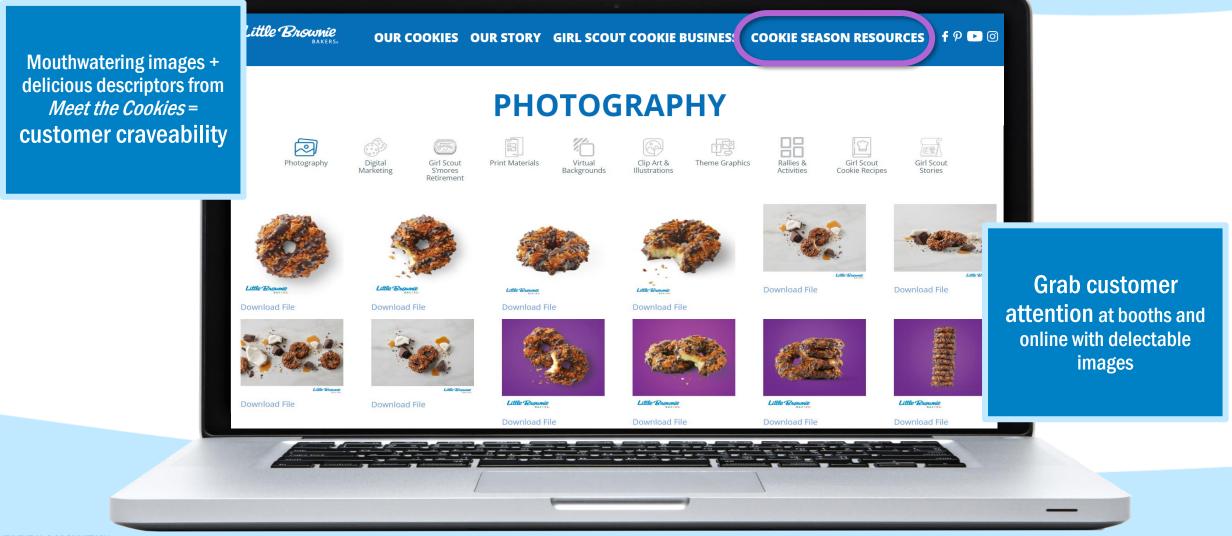
Theme Graphics

Rallies & Activities

...and more!

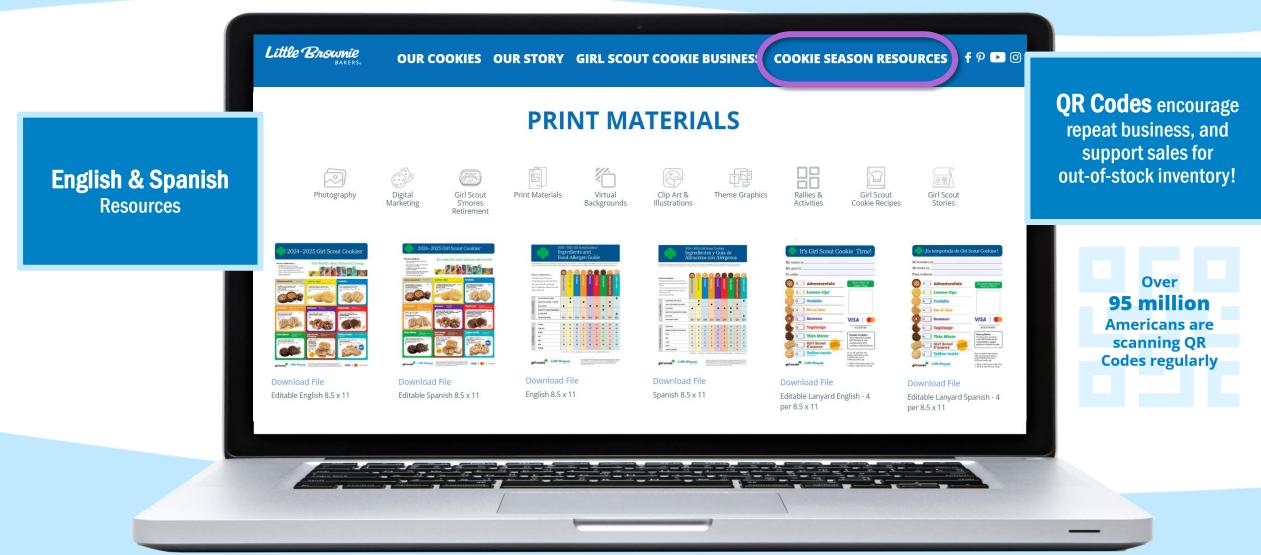
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Resources to Grow Cookie Businesses on LittleBrownie.com



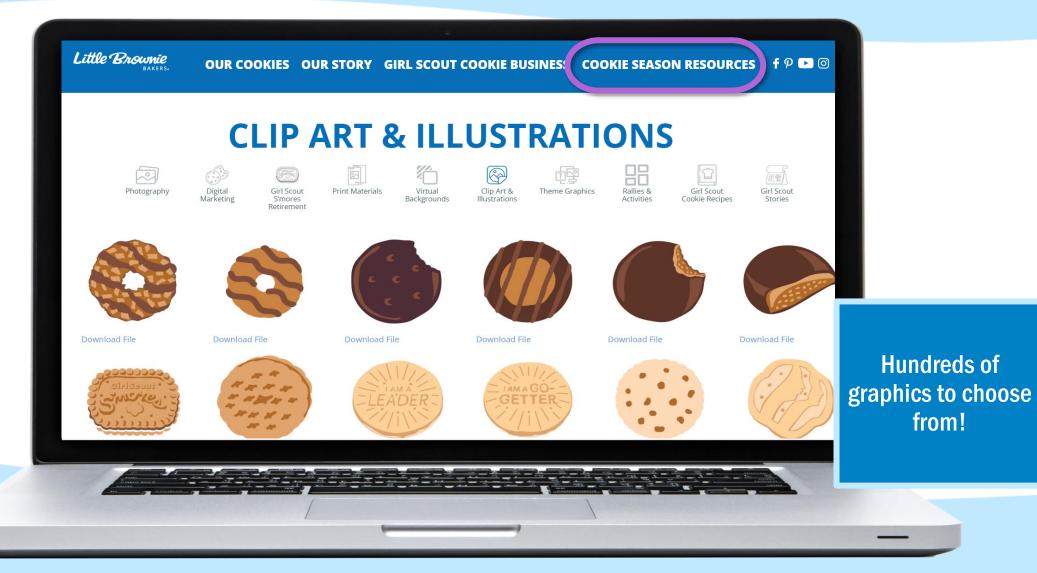
Little Brownie BAKERS

Resources to Grow Cookie Businesses on LittleBrownie.com



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Resources to Grow Cookie Businesses on LittleBrownie.com



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Resources to Grow Cookie Businesses on LittleBrownie.com





Reposting on social connects entrepreneurs with customers and addresses accessibility challenges

The Power of Sharing



Ice

Happy Women's Entrepreneurship Day! pples





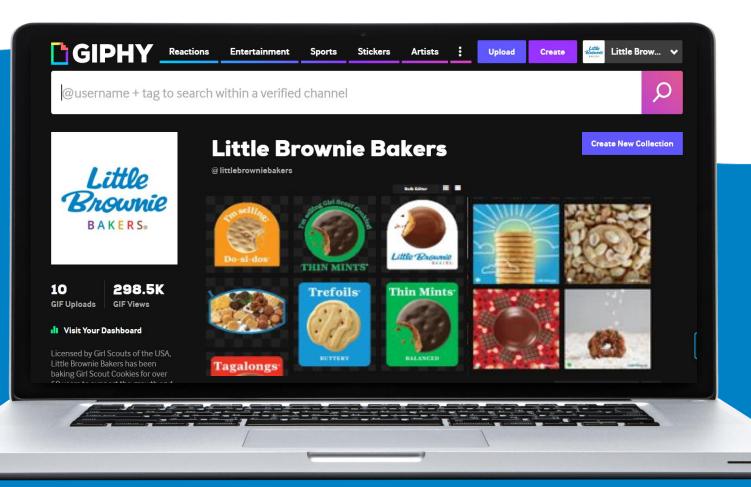
Encourage caregivers to join us on social!

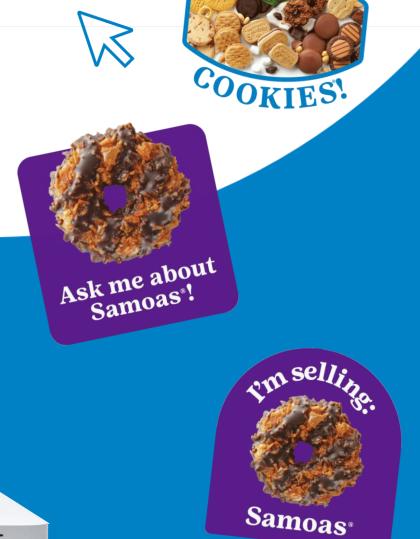


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GIRL SCO

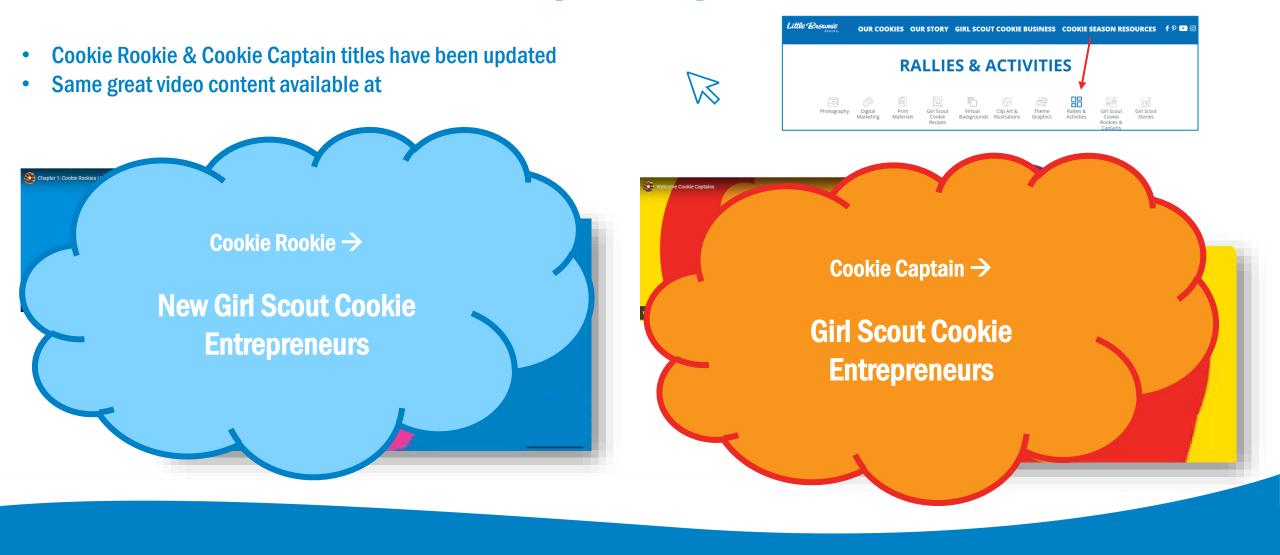
GIFs Galore! Download at







Cookie Rookie & Cookie Captain Update



Encourages experienced entrepreneurs to support new entrepreneurs

Great resource for new troop volunteers to share with entrepreneurs



eBudde™ Updates

- Booth Scheduler Improvements
- Streamlined Messaging
- Parent IO Enhancements
- Reporting Optimizations
- DC25 Integration & Support





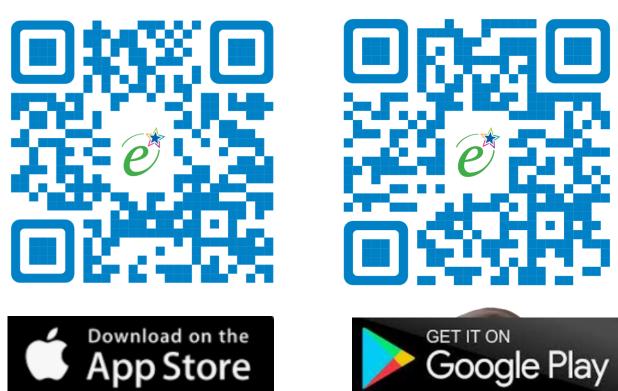
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Download the eBudde™ App





eBudde[™] Training Videos

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C Shuffle





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Transactions

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5:56



Little Brownie Bakers • 1.4K views • 10 months ago

eBudde[™]: Cookie Tech Portal

eBudde Overview 2023-2024

Little Brownie Bakers • 3.2K views • 5 years ago

eBudde[™] Volunteer Training: Transactions Little Brownie Bakers • 9.3K views • 1 year ago

eBudde[™] Volunteer Training: Council Booth Sales

29 videos to help you through every step of the cookie program!

Play all

Girl Scout S'mores are even better when microwaved?

- 1. Duh! Gooey Goodness!
- 2. Nah, delicious as is!

Girl Scout

LAST CHANCE!

Key Takeaways

- This year, it's all about **Embracing Possibilities!**
- It's time to plan an **epic retirement party for Girl Scout S'mores** so many great assets to send them off in style!
- 'Meet the Cookies' will easily become entrepreneurs' favorite new way to connect with customers.
- Visit LittleBrownie.com (go ahead and bookmark it too).
- **eBudde**[™] is refreshed and ready, download the app today!



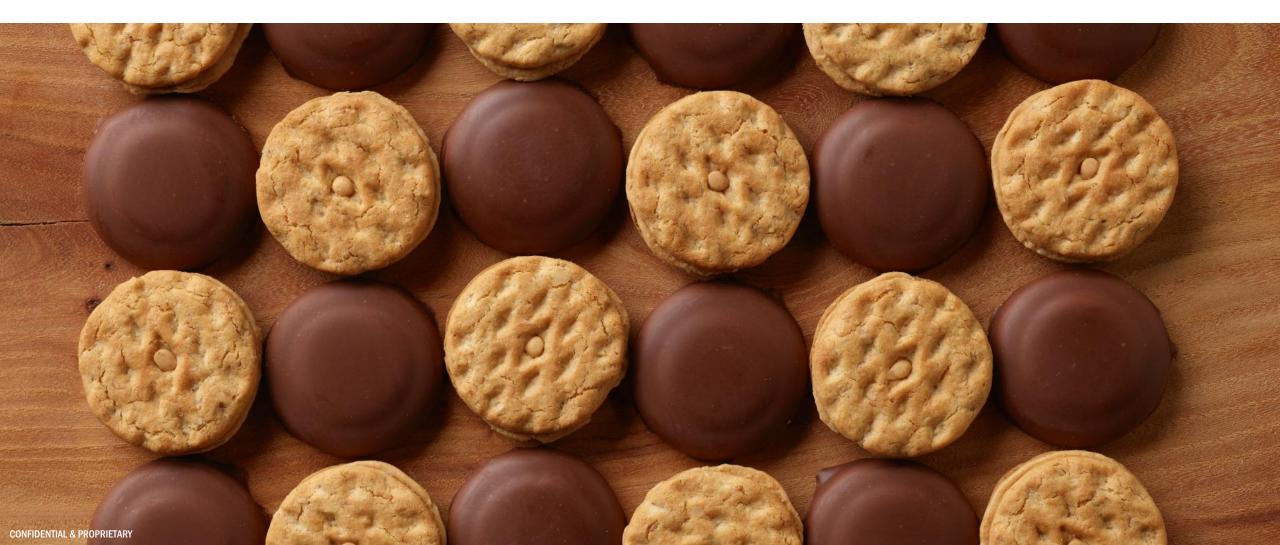
Embracing Future Possibilities Next Steps & Calendar

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Questions





Service Unit Leaders are a great resource to keep the Girl Scouts Cookie Season on track. Some helpful suggestions are:

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- Keep your Troops aware of important dates. Send reminders of start dates, end dates, and due dates. This is the most effective way of making Cookie Season run smoothly for your Service Unit. Notable reminders are:
- Confirm all Initial Orders are put into eBudde check with troops that have not entered to see if they have Initial Orders. (Troop Order Due 2/11/2025 11:59pm)
- Review Troop Initial Cookie Orders and Initial Rewards Orders to ensure all have been submitted.
- Submit Service Unit Initial Order and Initial Rewards Order in eBudde. (Service Unit Order Due 2/12/2025 11:59pm)
- Ensure that all Troop Leaders and Cookie Chairs understand the dates and procedure for ACH debits for cookie monies owed. All troops must have an ACH authorization on file with Finance.
- Approve cookie booths for troops in your Service Unit throughout the sale. (we recommend setting a reminder on the weekly to check in to eBudde and review and approve boths. We find Wednesday/Thrusday evenings are best as many troops are planning booths for the coming weekend).
- Submit Service Unit final rewards order. (Troops locked out 4/29/2025 Service Units locked out 4/30/2025)

Proceeds



 Proceeds – Greater Investment in Proceeds to Girls

Troop PGA of 135 during Initial Order **AND** sell \$1200 in Fall Product earn an extra \$0.10 per package

- Final Troop PGA of 175 earns an additional \$0.10 per package
- Cadette, Senior, Ambassadors– Opt Out of Rewards – earn an additional \$0.10 per package with a Troop PGA of 135 during Initial Order
- **Base proceeds for all participants \$1.00 per package**

Rewards Lineup



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More Rewards Fun



New Membership Reward

Girls that sell 550 Packages will receive free Membership for the 2026 Girl Scout Membership Year.

Splash Down Water Park

Splash Down Water Park (2 Seasonal Passes for 2025) 1500+ pkgs

Extraordinary Entrepreneur

The girl with the highest sales for the overall cookie season will receive 2 Tickets to a Disney Broadway show. (Show & Date TBD)



Important Dates

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Date*	Day	Activity			
Early/Mid January 2025		Distribute Cookie Materials to Girls Scouts registered for the MY2025			
12/12/2024	Thursday	SUCC Training overview. (register here: girlscoutshh.org/en/sf-events- repository/2024/service-unit-cookie-chairs-zoom-training.htm)			
12/17/2024	Tuesday	Troop Cookie Training. (register here: girlscoutshh.org/en/sf-events- repository/2024/troop-cookie-chair-training.html)			
01/10/2025	Friday	Digital Cookie® opens for Volunteers			
01/18/2025	Saturday	GSHH Cookie Rally 10 am –12 pm (register here: girlscoutshh.org/en/sf-events- repository/2025/gshh-2025-cookie-rally.html)			
01/19/2025	Sunday	Digital Cookie [®] opens for families			
01/20/2025	Monday	Cookie Sale begins Initial Order and Digital Cookie [®] open			
01/27/2025	Monday	Booth sales sign ups begin at 7 pm (1 per troop for the first round)			
02/05/2025	Wednesday	Troop Opt-Out Forms Due by 5:00 pm			
02/09/2025	Sunday	Initial Order period ends			
02/10/2025	Monday	Goal Getter period begins			
02/11/2025	Tuesday	Troop I/O Order & Rewards due in eBudde			
02/12/2025	Wednesday	Troop Delivery Station choice deadline			
02/12/2025	Wednesday	SU I/O & Initial Rewards due in eBudde			
02/27/2025	Thursday	Council cupboards open**			
03/06-03/08/2025	Thursday-Saturday	Cookie Delivery Council Cupboards will be closed during this time			
03/07/2025	Friday	Booth sales begin			
4/11/2025	Thursday	1st ACH from troop bank accounts			
04/27/2025	Sunday	Last day for Digital Cookie® Booth Sales End			
4/29/2025	Tuesday	Troops locked out & Final Rewards due in eBudde			
4/30/2025	Wednesday	SU Cookie Chairs locked out & final rewards due in eBudde			
5/9/2025	Friday	Last Day Council Cookie Cupboards open			
5/9/2025	Friday	2nd ACH from troop bank accounts			
5/23/2025	Friday	Final ACH from troop bank accounts (if necessary)			
5/31/2025	Saturday	DOC locked for the season; no access after this date			



Mark Your Calendars



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How to approve a booth...

 To approve booths in eBudde, navigate to the "Booth Sites" tab, select "My Sales" if you want to approve troop-requested booths, then review each booth request and click the "Approve" button to confirm the location and time slot for the cookie booth; only Service Unit Cookie Managers (SUCMs) have the authority to approve booths within eBudde. This should be reviewed for approval every Thursday, prior to weekend sales.



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Booth Approval

100 Acre Wood (615) Booth Sales @

Sotings	Тгоора	Init. Order	Dolivory	Transactions	Txn Pickups	Paymenta	Rewards	Booth Sites		
Update Mark all Pendings approved Mark all Pendings denied Bulk Reason for Approval/Denial										
Sort By:	✓ □ [Business Name Address	Desc. Then by	Dat	Desc. 1		Submitted @	_			
Troop 10431	Becky's Pizza Parl 1231 Upas St., SAI			t Jul 30, 2022 00 am - 12:00 pm	denied Conflicts	✓ Jul 22, 20	22 at 7:27PM			
Troop 10431	Becky's Pizza Parl 1231 Upas St., Sar			t Jul 23, 2022 00 am 04:00 pm	approved	Jul 22, 20	22 at 2:40PM			
Troop 10431	Food King 4412 Jocelyn St, S	ian Diego, CA 921		d Aug 17, 2022 00 am - 11:00 am	approved	Aug 9, 20	22 at 12:35PM			
Troop Becky	Tony's Pizza 10089 Harrison Bl	vd, Anytown, FL 3		d Aug 17, 2022 00 am 11:00 am	approves	Aug 8, 20	22 at 4:09PM			



Delivery

- Council will continue to take the lead on delivery
- Same sites as previous years(Montgomery Service
 Center, CAB, Spring Hill Suites Tuckahoe, Wappinger
 Shop, JV Mall)
- Service Units will be able to pick up

their cookie orders from March 6th –March 8th 2025.

Together We Embrace Possibility



Let's rally our Girls this Cookie Season! Join our Cookie Rally on January 18, from 10:00am-12:00pm and feel free to bring a Girl who isn't a Girl Scout to get them inspired!

Daisy/Brownie/Junior - Enjoy awesome activities and games to kick off our 2025 Cookie Season!

Cadettes/Seniors/Ambassadors – Walden Savings Bank will present money management methods for our C/S/A. The Cookie Rally is also a great opportunity to volunteer, practice your leadership skills, and enjoy fun activities with the younger Girls.

Together We Bake A Difference

