





Why Should Your Troop Participate in the Girl Scout Cookie Program?

- ❖Number One Girl-Led Business in the Country
- Girls Learn how to be entrepreneurs
- This is the Top Way that Troops earn Money



The Benefits of the eBudde *and* Digital Cookie Platforms for your Cookie Sale Success







What is eBudde?

eBudde is Little Brownie Bakers' online cookie sale management tool. It can be your best friend during cookie sales —

no complicated spreadsheets, just simple data entry and a great help system.





Features: Volunteers can use eBudde to manage orders, payments, rewards, inventory planning, booth scheduling, and more.

Accessibility: Volunteers can access eBudde through the eBudde website or app.

Integration: eBudde is integrated with the Girl Scouts digital cookie platform.

Customization: Councils can customize the dashboard to suit their needs.

Support: Volunteers can access a help system and a quick sheet for tips and instructions.

To access eBudde, volunteers can look for an email from eBudde/Little Brownie Bakers with instructions on how to set up login credentials. Some volunteers may be able to use the same login credentials from the previous year.





What is Digital Cookie

Digital Cookie is an online platform that helps Girl Scouts sell cookies, connect with customers, and track sales and deliveries:

- Cookie customers pay online, so caregivers have no money to collect or orders to log.
- Customers can choose to have their order delivered locally by the girl, donated, or shipped to their doorstep.
- Caregivers have more control over girl delivery orders with the option to approve or decline those orders for girl delivery.
- Girls can share a QR code, making it easy to include their storefront on fliers, door hangers, and more!
- Girls can work with caregivers to share on private social media outlets and practice their digital marketing skills!
- Troops can use a troop storefront to collect payment at in-person booths.
- Funds from purchases are credited to the troop in eBudde—no finances you need to manage!
- Girls earn special rewards just for using Digital Cookie as part of their cookie business!



More Digital Cookie Perks!

- Personalized site: Girls can create a personalized storefront to sell cookies online.
- Mobile app: Girls can use the Digital Cookie app to take payments and manage sales.
- Goal setting: Girls can set goals and track their progress.
- Badges and pins: Girls can earn badges and pins for reaching their goals.
- Business skills: Girls can learn and practice business skills like goal setting, money management, and decision making.
- Customer communication: Girls can send emails to invite friends and family to buy cookies.
- **Delivery options**: Customers can choose in-person delivery or direct shipment.
- Troop leader resources: Troop leaders can manage sales for their troop.
- Tip sheets: Tip sheets and how-to videos are available.

Studies show that girls who use Digital Cookie in addition to traditional sales often sell more cookies.



Diving in to Digital Cookie

- Caregivers will receive a registration access email. If they didn't get the access email, they can easily visit digitalcookie.girlscouts.org and click the "Need Help" link.
- Girls can send a welcome email, reminders, and even thank you emails with a custom salutation through Digital Cookie.
- Girls can customize their storefront with pictures or video.
- Enjoy built-in games and videos.
- Robust reports are available for cookie chairs and caregivers. Track customer details, easily see order varieties, export to a spreadsheet and more.
- Girls can track their reward progress and make selections!
- If your troop runs out of cookies, you can get additional cookies from another troop or cupboard. You can also turn off the girl delivery option for your troop link.



Together, eBudde and Digital Cookie create a more integrated system for an easier cookie program.



Help is always available.



Volunteers can always find many eBudde, Digital Cookie, and cookie sale resources on our GSHH website at https://www.girlscoutshh.org/en/cookies/for-volunteers-cookie-resources-lbb.html.

The Troop Cookie Book is an extremely powerful resource with information, tips, terminology, and more to help you obtain a successful cookie season.

https://www.girlscoutshh.org/content/dam/girlscoutshh-redesign/documents/2025-girl-scout-cookie-season/Troop%20Cookie%20Book%202025%20final.pdf

Volunteers can also contact MemberCare for further assistance at membercare@girlscoutshh.org or call 855-323-4744.

Cookie Role Call! 2024-25 Season Lineup











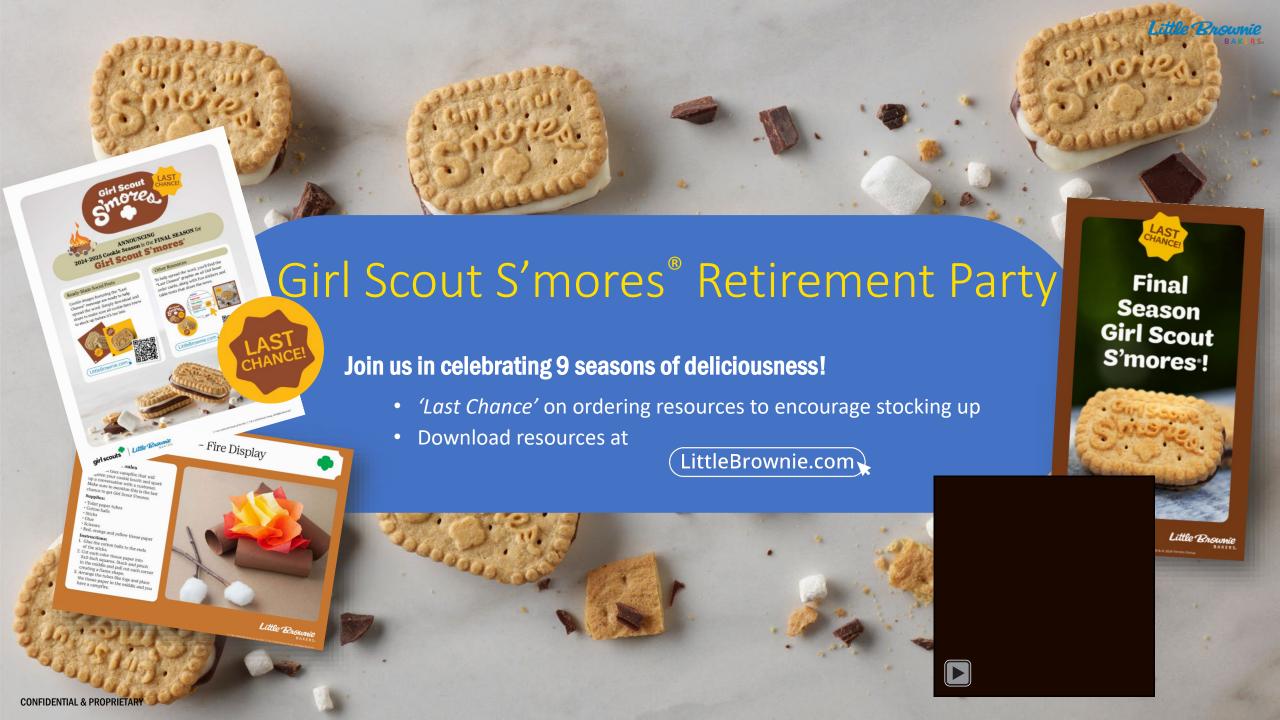














Fun, Interactive Rallies & Activities



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

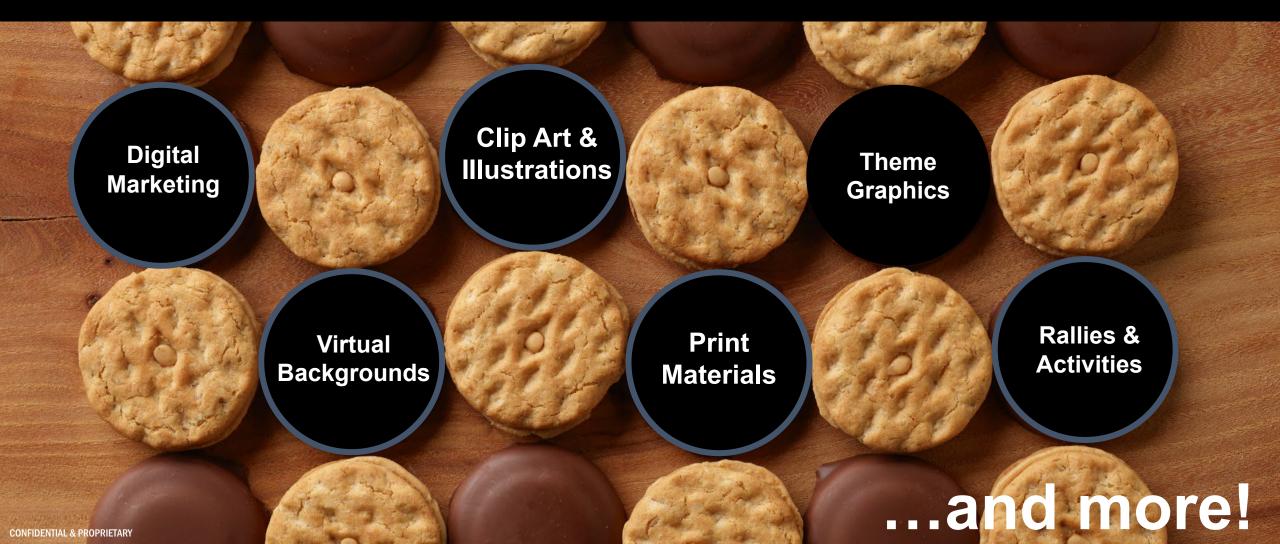
Mascot & Rewards fun!

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



LittleBrownie.com is a one-stop-shop for cookie program resources

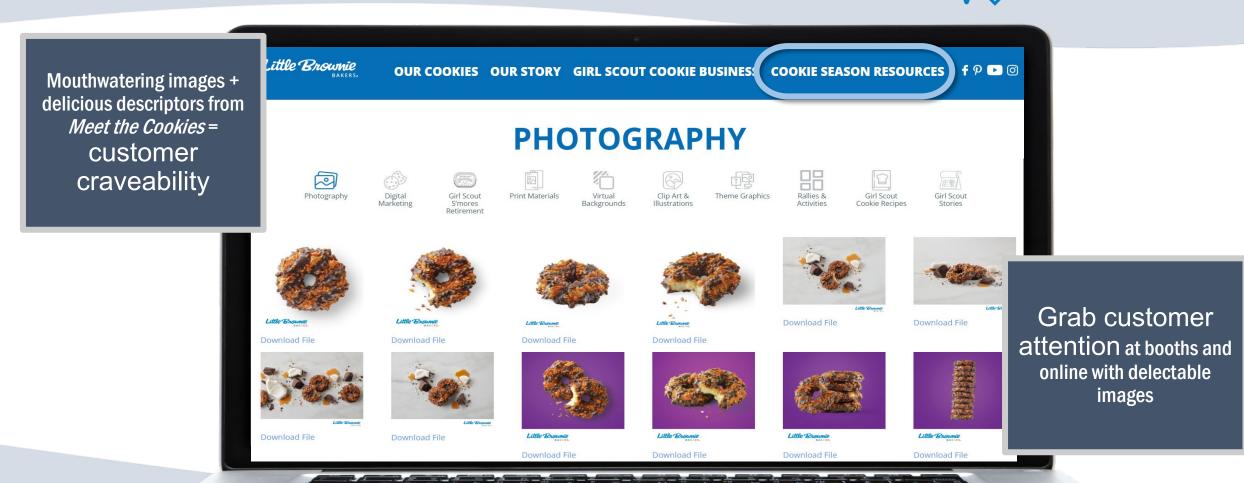








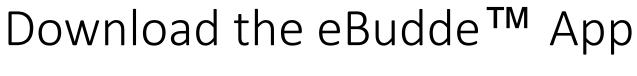
Resources to Grow Cookie Businesses on LittleBrownie.com























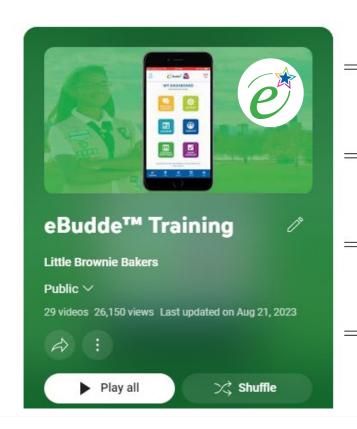






eBudde™ Training Videos







eBudde™: Cookie Tech Portal

Little Brownie Bakers • 3.2K views • 5 years ago



2:10

eBudde Overview 2023-2024

Little Brownie Bakers • 1.4K views • 10 months ago



Overview

eBudde™ Volunteer Training: Initial Order

Little Brownie Bakers • 10K views • 1 year ago



Transactions



eBudde™ Volunteer Training: Transactions

Little Brownie Bakers • 9.3K views • 1 year ago







eBudde™ Volunteer Training: Council Booth Sales





Troop Zoom Trainings

New Troop Leader Training 1/13 @6:30pm

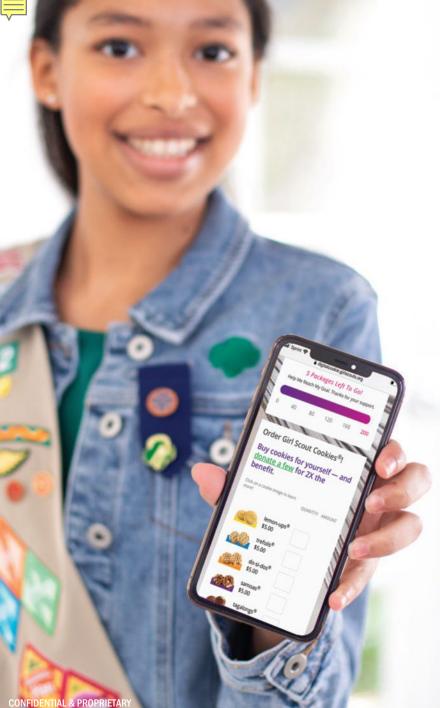
Cookie Kick Off 1/16 @6:30pm & 1/17 @1pm

How to submit I/O & Rewards 2/10 @ 6:30pm

How to submit Final Rewards

Close out of the Sale 4/28@6:30 pm





Five Skills Developed by the Girl Scout Product Program

Goal Setting

 Girls set individual Cookie Program goals and with their troop, then create a plan to reach them. Being able to set and reach goals will help girls succeed in school, on the job, and in life.

Decision Making

 Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. As girls get older making big and small smart decisions is a key life skill.

Money Management

 Girls develop a budget, take cookie orders, and handle customers' money. Learning this skill gives girls experience on handling money—from their lunch money to their allowance and their future paycheck.

Business Ethics

Girls act honestly and responsibly during every step of the Cookie Program. This
matters: employers want to hire ethical employees and customers want a positive
experience—and the world needs ethical, positive leaders.

People Skills

 Girls learn how to talk (and listen) to their customers, as well as how to work as a team with other girls. This helps them perform better with group projects, sports teams, on the playground, and later at work.



Troop Cookie Chair Requirements

- The Troop Cookie Chair is a great partner to help your troop succeedtwo people can share this role.
- Being a registered and background-checked volunteer.
- Completing the online troop cookie chair agreement form.
- Collecting and providing receipts whenever cookies or money are exchanged.
- Ensuring all Permission Slips have been completed before distributing cookie order forms. Keep these for the Girl Scout year.
- Distributing girl rewards within two weeks of receiving them.
- Ensuring that funds are in the bank for the ACH sweeps.
- Using eBudde to track troop sales and finances.
- All cookies that are ordered, picked up at a cupboard, or transferred from another troop. (Be sure to always count your product!)
- Troop Cookie Chair Checklist can be found on page 5 of the TCC Guide.





Troop Cookie Caregiver Requirements • Support each girl by helping her set a goal.

- Let family, friends and coworkers know she is selling.
- Customers can donate cookies to US Military through our donation program Operation Cookie Drop or choose a troop Gift of Caring of a local charity of their choice.
- Completing the Permission slip available from the troop or at girlscoutshh.org/Cookies. (The permission slip can be found on page 36)
- Turning in the Girl Scout's Cookie order form to the troop on time.
- All cookies ordered and picked up for their Girl Scout, including Digital Cookie girl delivered orders, are delivered to customers soon after they are received.
- Money collected from customers for the purchase of cookies must be given to the troop by the set deadlines. All checks should be written to GSHH Troop XXXXXX and deposited into the troop account.
- Ensuring that all cookies, including cookies ordered after Initial Order, are assigned to girls so they receive their earned reward.





Ways to Participate in the Girl Scout Cookie Program

Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, she'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year!





Phone or Text Friends and 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.



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 inperson delivery. And she can reach her sales goals no matter what her schedule is like. [Councils may want to add a link to online sales guidance]



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)



Cookie Stands

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!



Cookie Booths

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 preapproved 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.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.)



Connecting with Her 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!

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.





Proceeds



Proceeds – Greater Investment in Proceeds to Girls

Troop Per Girl Average (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.
- Base proceeds for all participants \$1.00 per package.

Rewards Lineup







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+ packages.

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).





eBudde Quick App

TO START

All Users

- 1. Look for your welcome email with link and login information
- After you complete your Troop Cookie Chair agreement and are granted access, you will receive a welcome email with login link.
- · Click link, set up your password, Click CONFIRM.
- 2. Set up your troop
- · Click the setting tab, then edit setting.
- Enter your troop's package goal.
- · Check level of troop, if incorrect, please contact us.
- · Click update to save.

3. Confirm registered girls

Go to Girls Tab

- Girls will be uploaded for you
- Confirm that all registered girls are loaded and correct.
- As girls register and are added into your MYGS, they will continue to be loaded into eBudde regularly.
- If you are missing girls from your roster, contact Member Care for further help: membercare@girlscoutshh.org.





Initial Order & Initial Rewards

- To Place the Initial Order:
- 1. Go to the "Init. Order" tab. Click on each girl's name.
- 2. At the bottom of the screen, tab through each column and enter her totals by variety.
- 3. New this year girls can input their **paper** orders into Digital Cookie, but you will still need to transfer those totals to the Initial Order tab manually. *Shipped and Girl Delivered orders transfer automatically.
- 4. For Operation Cookie Drop enter under the OpDrp column. For troop Gift of Caring enter under GOC column.
- 5. Click the "OK" button on the bottom right.
- **Tip:** There are 12 packages per case. Your Initial Order will automatically be rounded up to full cases, which the troop is responsible for. Your troop can use these extras to fill Goal Getter orders and have on hand for girls to sell or sell at cookie booths.



Initial Order Rewards

- Place the Initial Order (I/O) Rewards Order
- Check the rewards for Initial Orders and submit for your troop in eBudde.
- 1. Go to the "Rewards" tab, click "Initial Reward Order".
- 2. View and click "Submit" to submit the troop's Initial Order rewards.
- 3. Click "OK" in the pop up box to confirm your submission.

Tip: If you notice a girl/your troop is close to an Initial Order or PGA reward, contact caregivers/leader to see if they would like to order extra packages to get to the next level.

Deadline to submit I/O & I/O rewards is February 11





Delivery

Council will continue to take the lead on delivery

Available pickup sites are

- Montgomery Service Center
- Camp Adison Boyce
- Spring Hill Suites Tuckahoe
- Wappinger Falls Shop
- JV Mall

Vehicle Type	Case Capacity
Compact Car	1-23
Standard Sedan	20-45
Standard Wagon* Standard Pickup**	45-70
SUV/Minivan*	50-100
Standard Van	150-200

Service Units will be able to pick up their cookie orders from March 6th –March 8th 2025.





Goal Getter Phase

- This second phase of the program occurs between the time when girls turn in their Initial Orders and when they physically receive their cookies from delivery.
- Girls can continue to connect with customers to boost their cookie business with traditional or online orders. This phase runs from 2/10-4/27.
- Any offline orders placed during the Goal Getter phase should be allocated the same as any other post Initial Orders are entered,



Booth Sales - March 7th-April 27th



GSHH also offers Council secured booth locations. These booth locations are set up by Council staff to ensure safe and secure locations for our Girls to sell throughout GSHH communities, such as local malls, Wal-Mart, Tractor Supply, Wappinger and New City Shop locations and many more.

All council booths are listed in eBudde and are available for sign up during designated dates and times. Booth slots can only be occupied by one Troop for each time slow for fair sales. These partners cannot be solicited for additional times or hours, as extensive communication was already agreed upon with council.

More locations or slots may be added as the program progresses.



Other Types of Troop Booths



Troops can request permission from a local business to sell their Troop cookies at their location on a particular date/time. These locations should be submitted in eBudde for approval following the troop-arranged booth process and a COI will need to be obtained from MemberCare or Council Finance prior to the sale.

Drive-Thru Booths

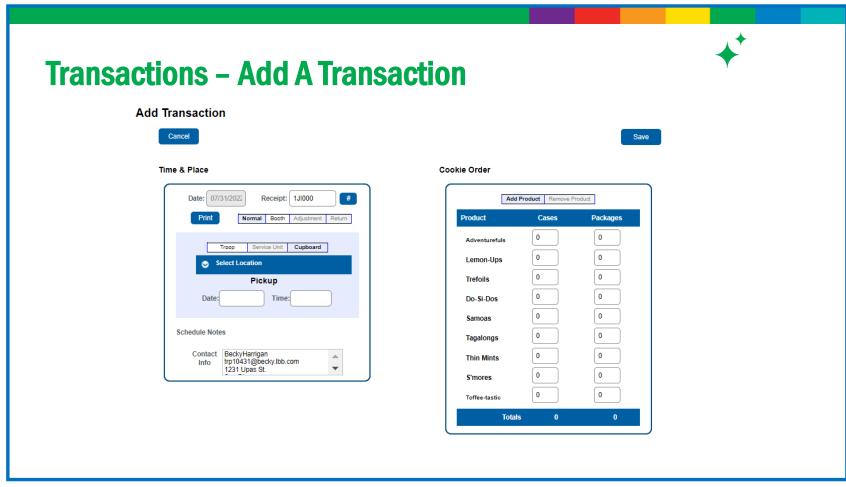
Generally held in the parking lot of a business, church, or other organization where troops can safely take convenient drive-up orders from customers in cars.

Cookie Stands

These are cookie booths run by a girl and her caregiver, many times in their front yard or a business. Think of a lemonade stand!



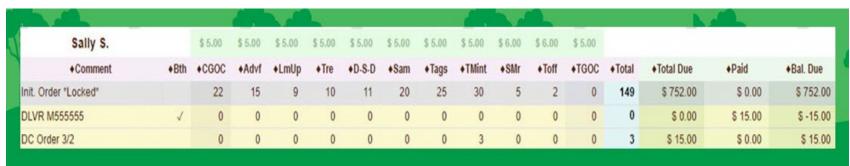
Placing a Cookie Cupboard Oder

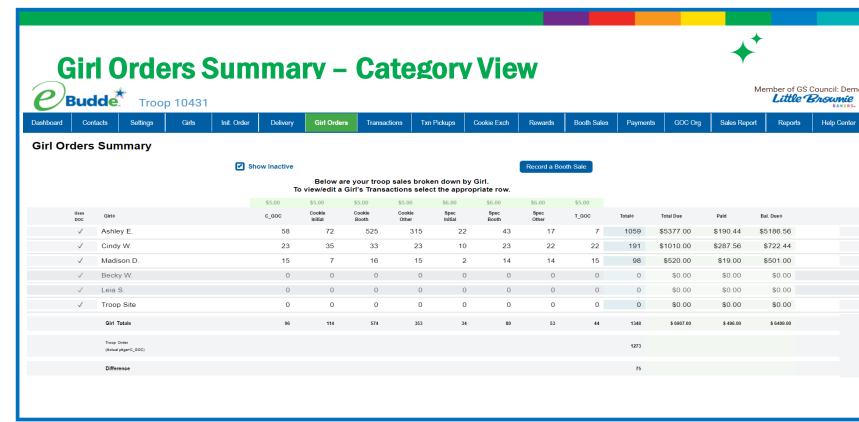






Allocating Cookie









Cookie Exchange & Troop Cookie Transfers

We've Got GiRL SCOUT Coekies*







What is ACH?

The Automated Clearing House (ACH) is the primary system that agencies use for electronic funds transfer (EFT). In the case of Girl Scout Cookie Sales, the ACH funds are electronically withdrawn from Troop bank accounts on file This is a very streamlined way for Troops to obtain cookies, sell their cookies, deposit the money into their Troop account and pay for them in three easy installments.





ACH Dates

4/11/2025 1* ACH (1/3 amount due council)

5/9/2025 2nd ACH (1/3 amount due council)

5/23/2025 Final ACH (remaining balance)



December

Troop Cookie Chair Training 12/17/2024

Materials arrive

January

- Cookie Rally-Montgomery 1/18/2025 10am-12pm
- Volunteers gain access 1/16/2025
- Sale begins 1/20/2025
- DOC Opens 1/20/2025
- 1st round of booth sign ups 1/27/2025 7pmchoose 1 council sponsored booth
- 1/29/2025 7pm-choose 2 locations
- 1/30/2025 7pm-remaining

February/March

- Initial Order Ends 2/9/2025
- Troop Order Due 2/11/2025
- SU Order Due 2/12/2025
- Booths begin 3/7/2025-4/27/2025
- Delivery March 6th-March 8th

April/May

- Final Rewards
- Troops locked out 4/29/2025
- Service Units Locked out 4/30/2025
- Sale ends 4/27/2025
- ACH 1st 4/11/2025, 2nd
 5/9/2025, final 5/23/2025

open





Remember ... Resources and Reference Materials are here to help.

- Please refer to the Troop Cookie Chair Book located on our website
 - https://www.girlscoutshh.org/content/dam/girlscoutshh-redesign/documents/2025-girl-scout-cookieseason/Troop%20Cookie%20Book%202025%20final.pdf
- eBudde Help Center https://ebudde.littlebrownie.com/help_nodes/
- Digital Cookie -
- Please contact MemberCare with any questions and they will direct them appropriately <u>MemberCare@girlscoutshh.org</u>





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.



Questions?

