



2025-26 Girl Scout Cookie Season: Volunteer Kickoff



We Bake a Difference™

At Little Brownie Bakers, we do more than bake. We **bake a difference** through our powerful collaboration and shared goals that together, become shared successes.



Our People

We listen and strategically innovate to embrace the unique needs of our councils and their local communities.



Our Products

Care and quality are at the heart of everything we do.



Our Partnerships

Your success is our success, and we're with you every step of the way.



Agenda

- **A Claw-some Season Awaits** | Theme & Mascot
- **Ferret Fun for Go-Getters** | Rewards & Rallies
- **The Season to Explore More** | Cookies & Packaging
- **Capturing More Cookie Customers** | Resources
- **Technology BFFs** | LittleBrownie.com & eBudde™
- **Brave, Fierce, Fun Times Ahead** | Calendar Planning



The 2025-26 Cookie Season is all about...



**BRAVE.
FIERCE.
FUN!**

booth ideas...

selling strategies...

that cookie season offers!



Meet our newest BFF, Black-Footed Ferret: Shirley



DENS

Black-footed ferrets live in prairie dog dens in the American grasslands and prairies.



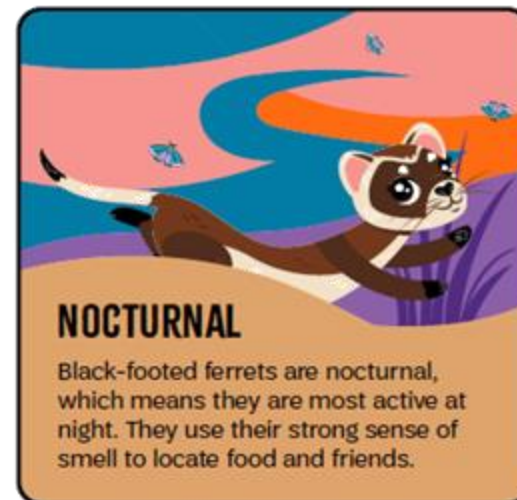
PLAYFUL

Black-footed ferrets are flexible, love to wrestle and play chase. They are also excellent climbers.



NOCTURNAL

Black-footed ferrets are nocturnal, which means they are most active at night. They use their strong sense of smell to locate food and friends.



ENDANGERED

The black-footed ferret is one of North America's most endangered animals, meaning there are not many of them in the wild. It's a good thing they are so brave.



COMMUNICATION

Black-footed ferrets are known for their squeaks, hisses and chatter. They also use dance to communicate.



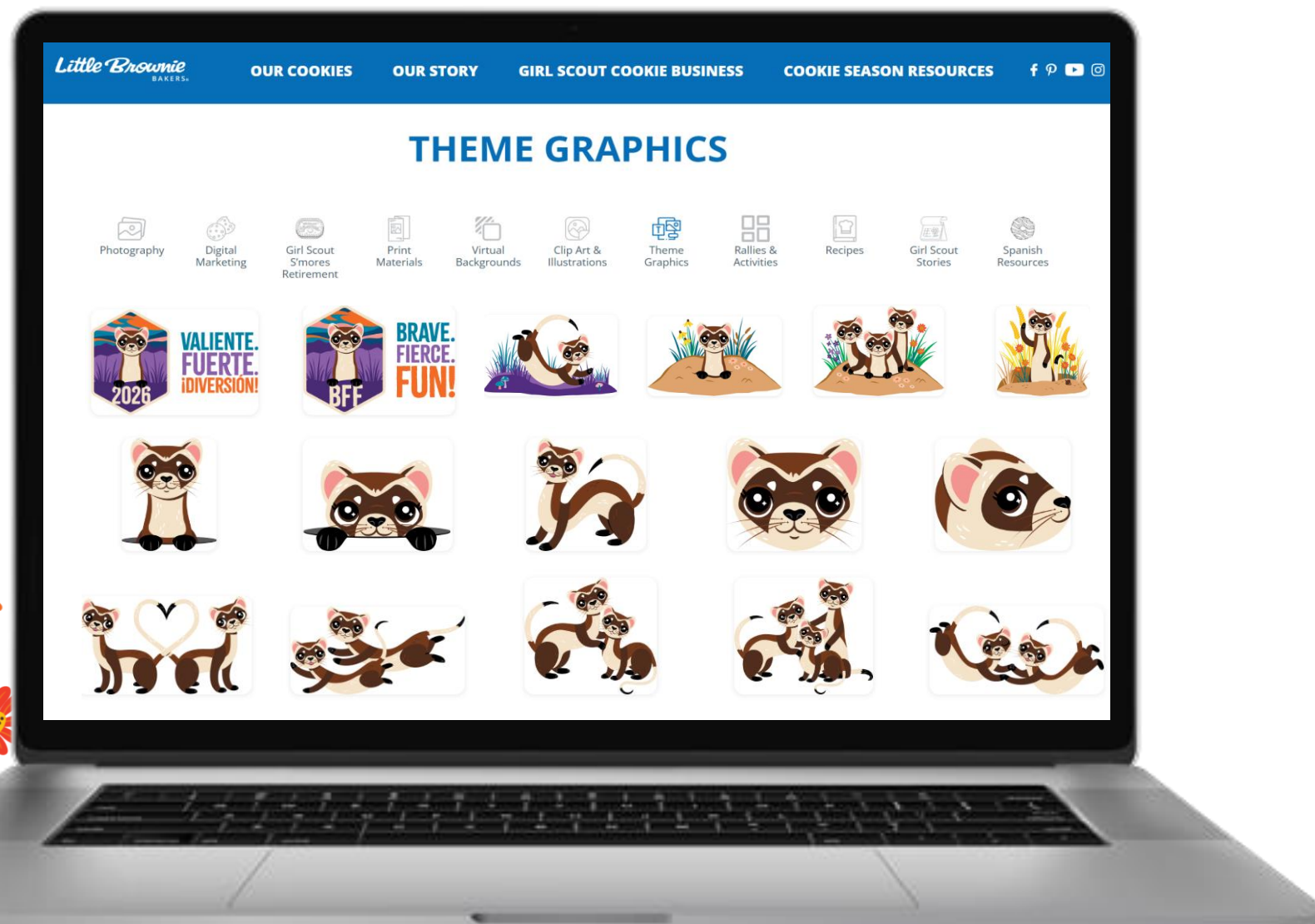
BUSINESS

A group of ferrets is called a business.



Surely, you'll love the Shirley Theme Graphics

LittleBrownie.com



Ferret Fun for Go-Getters

Rallies & Rewards



Motivational rally activities for a *brave* & *fun* cookie season

LittleBrownie.com



Little Brownie
BAKERS®

Individual activities will inspire entrepreneurs to:

✓ Build Brave Booth Skills

- Learn to confidently connect in-person with cookie customers

✓ Learn Fierce Selling Strategies on Social

- Caregivers and Girl Scouts 13+ can reach more customers online

✓ Have Fun & Set Goals

- Activities for troops & individuals to help achieve their goals

Customer Education — Play It Out

Customer conversation cards

This activity will help Girl Scouts get more comfortable with the in-person customer interaction. Girl Scouts will develop conversation skills through role play.

Supplies:

- Customer Role Play Cards
- Girl Scout Response Cards
- Timer or stopwatch (optional)
- Props (optional): cookies, donation jar, QR code signs, phone, credit card



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Digital Marketing



Content Creator: Girl Scouts can use the [bakery-themed graphics](#) or [virtual backgrounds](#) on LittleBrownie.com to create a fun, professional video. Have Girl Scouts write their pitch on cue cards and include their goals. Girl Scouts should remind customers to bookmark digital cookie links for easy reorders and use their donation [heart craft](#) as a video prop. Volunteers, or older Girl Scouts can assist with recording. Provide the video to caregivers to share on social media or on Digital Cookie!®



Follow, Like, Share Dance:

For younger Girl Scouts that are not online, just have fun with this group dance that is truly social.

Now, we Follow in a line.
It's Cookie Season.
Time to shine.

Two thumbs up.
I Like your post.
It's Girl Scout Cookies,
We like most!

Now give a clap,
And bust this rhyme.
Share your voice,
It's Cookie Time!

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Goal Setting — Motivational Book

Motivational messages

Ask Girl Scouts to decorate several envelopes and fill each with a motivational message. Glue each envelope together to make a goal book. When a milestone is reached, Girl Scouts can read the message to stay motivated to reach their goal.

Optional: Girl Scouts can swap messages with other Girl Scouts at the rally.

Supplies:

- 4 Envelopes
- Glue Stick
- Markers
- Template
- Scissors



The goal poster and order forms are other great resources to help Girl Scouts track and reach their goals.

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Easy education & entrepreneur excitement



New Entrepreneurs

- **4-chapter mini-series** to educate new Girl Scouts on program basics: the cookies, building a business and connecting with customers
- Check out **NEW Chapter 2: Cookie Lineup**



Experienced Entrepreneurs

- Video to encourage returning entrepreneurs to support new entrepreneurs





The Season to Explore More

Cookies & Packaging





NEW!

INTRODUCING a new
cookie for the core
lineup...

EXPLOREMORES™!

Inspired by **rocky road ice cream**, these **delicious, crispy chocolate** sandwich cookies are filled with a **layer of chocolate, marshmallow, and toasted almond flavored crème** for an incredible taste combination in every bite.

Exploremores™ Launch Resources

Brave Booth Ideas

Grab customer attention with craveable booth signage that includes delicious descriptors.



Fierce Selling Strategies

Share Exploremores™ with your followers!
Use delicious cookie photography – customers will be sure to stop scrolling!



& Cookie FUN!

Girl Scouts learn ingredient & allergen information so they can be a BFF to their customers!



Customers can order for direct ship on 2/1

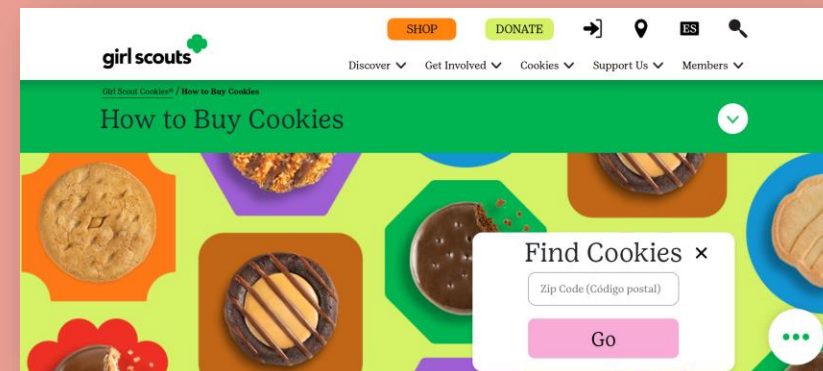


Jan 6th



National start of Girl Scout Cookie Season

Exploremores national media launch will generate **billions** of impressions!



Cookie Finder will host Troop Links on 2/1

Customers can order Exploremores and **support your troop** from any zip code!

High Quality Lineup: High Quality Ingredients

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® | Lemon-Ups® | Trefoils® | Do-si-dos® | Samoas® | Tagalongs® | Thin Mints® | Exploremores™ | Toffee-tastic® |
|-----------------------|---|--|--|---|---|---|---|--|---|
| Adventurefuls® | Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. Approximately 12 cookies per 6.3 oz. pkg. @.00 | | | | | | | | |
| Lemon-Ups® | | Crispy lemon flavored cookies with inspiring messages to lift your spirits. Approximately 12 cookies per 6.2 oz. pkg. @.00 | | | | | | | |
| Trefoils® | | | Iconic shortbread cookies inspired by the original Girl Scout recipe. Approximately 38 cookies per 9 oz. pkg. @.00 | | | | | | |
| Do-si-dos® | | | | Oatmeal sandwich cookies with peanut butter filling. Approximately 20 cookies per 8 oz. pkg. @.00 | | | | | |
| Samoas® | | | | | Crisp cookies with caramel, coconut, and dark chocolate stripes. Approximately 15 cookies per 7.5 oz. pkg. @.00 | | | | |
| Tagalongs® | | | | | | Crispy cookies layered with peanut butter and covered with a chocolatey coating. Approximately 15 cookies per 6.5 oz. pkg. @.00 | | | |
| Thin Mints® | | | | | | | Crisp, chocolatey cookies made with natural oil of peppermint. Approximately 30 cookies per 9 oz. pkg. @.00 | | |
| Exploremores™ | | | | | | | | Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème. Approximately 16 cookies per 7.9 oz. pkg. @.00 | |
| Toffee-tastic® | | | | | | | | | Rich, buttery cookies with sweet, crunchy toffee bits. Approximately 14 cookies per 6.7 oz. pkg. @.00 |

girlscouts Little Brownie BAKERS

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CARDS P V

LittleBrownie.com

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

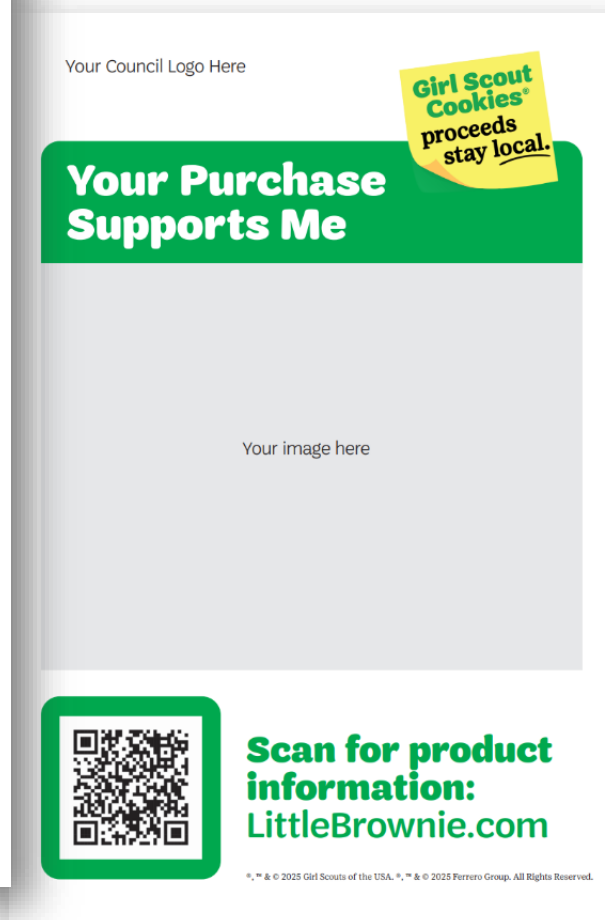
| | Adventurefuls® | Lemon-Ups® | Trefoils® | Do-si-dos® | Samoas® | Tagalongs® | Thin Mints® | Exploremores™ | Toffee-tastic® |
|-------------|-----------------------------|------------|-----------|------------|---------|------------|-------------|---------------|----------------|
| Ingredients | NO ARTIFICIAL FLAVORS | ● | | | | | | | ● |
| | MADE WITH NATURAL FLAVORS | ● | | ● | | | | ● | |
| | REAL COCOA | ● | | | ● | ● | ● | ● | |
| | MADE WITH VEGAN INGREDIENTS | | | | | | ● | | |
| | GLUTEN-FREE | | | | | | | | |
| | KOSHER CERTIFIED | UD | UD | UD | UD | UD | UD | | |

Some varieties may have alternate June 2026 Use or freeze by date:

- Thin Mints®
- Tagalongs®
- Trefoils®
- Do-si-dos®
- Adventurefuls®
- Samoas®



Every purchase supports entrepreneurs and benefits your local community



Customers care about the impact of their purchase. This customizable booth resource reminds customers that their support makes a difference in their community.

Use the QR code to direct product related questions to: LittleBrownie.com

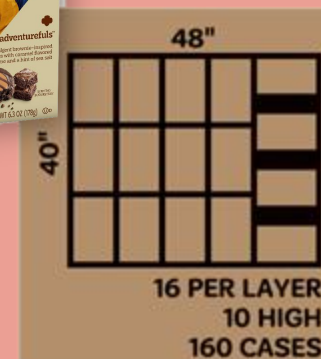
Adventurefuls® New Packaging:



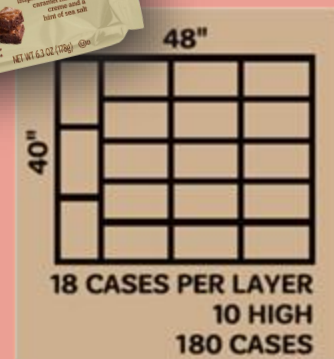
- **Both the cookie count & package weight remain the same**
- **NEW recyclable PET tray**
 - Designed for sustainability & enhanced strength to keep cookies safe
 - Reduces waste and decreases packaging material
 - Lighter – trucks can carry more product and use fewer resources
- **Pallet quantity increases to 180 cases** (carton was 160)
- **Digital Cookie will ship both carton and softpack**
- **1: Our council is forecasted to receive only softpack in initial order**
 - Subject to change in November (volunteers will be notified if changes occur).
- **2: Our council will receive both carton and softpack in initial order**
 - Volunteers should ensure accurate case count when receiving. *Use pallet comparison visual for reference.*



Carton [Discontinued]



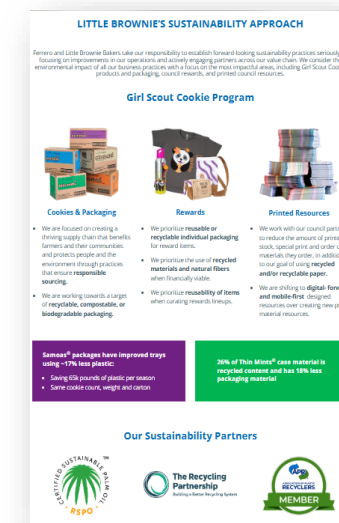
Softpack [New]



Sustainability: Being a BFF to the Planet

Ferrero and Little Brownie take our responsibility to establish forward-looking sustainability practices seriously by focusing on improvements in our operations and actively engaging partners across our value chain.

We consider the environmental impact of all our business practices with a focus on the most impactful areas, including **cookies and packaging, rewards, & printed resources.**



Cookies & Packaging



Adventurefuls® recyclable PET tray and less overall material leading to less waste.

Rewards



We prioritize reusable or recyclable individual packaging for reward items.

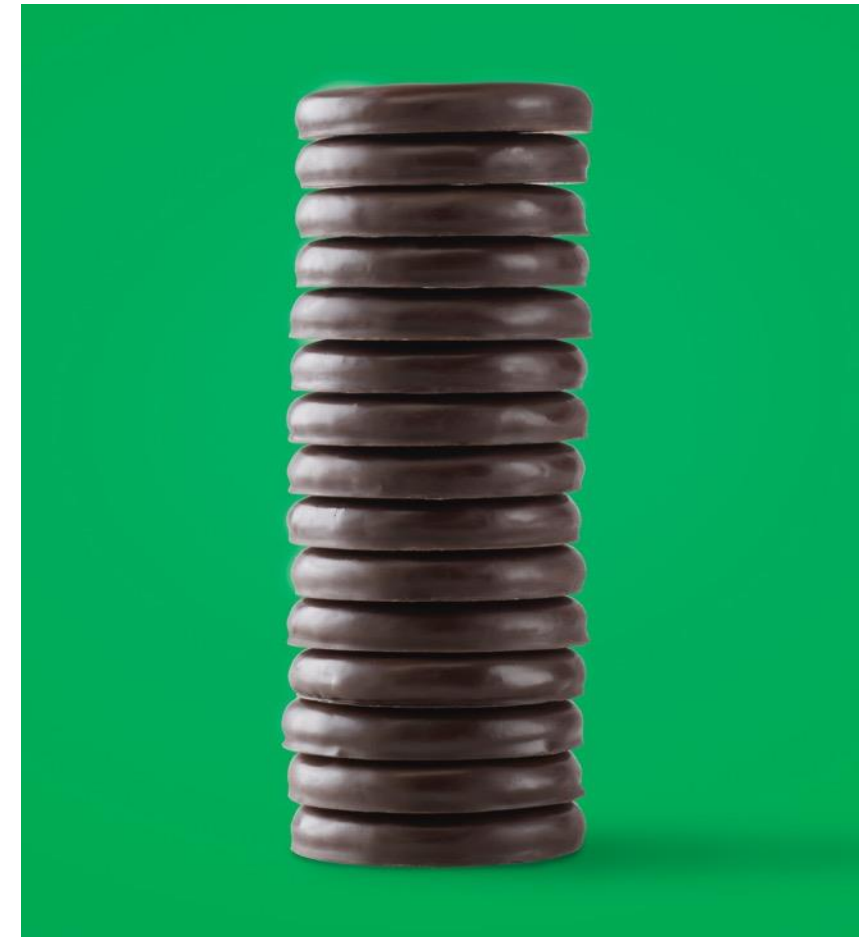
Printed Resources



Simplified 11x17 Order Card printed on recycled content paper.

Capturing More Cookie Customers

Resources



Cookie customers want:



Entertaining Animation

Grab their attention with movement through **GIFs and reels**.



Convenience

Flexible payments and ***"Bookmark for later"*** re-order reminders make it extra easy to stock up.



Craveable Content

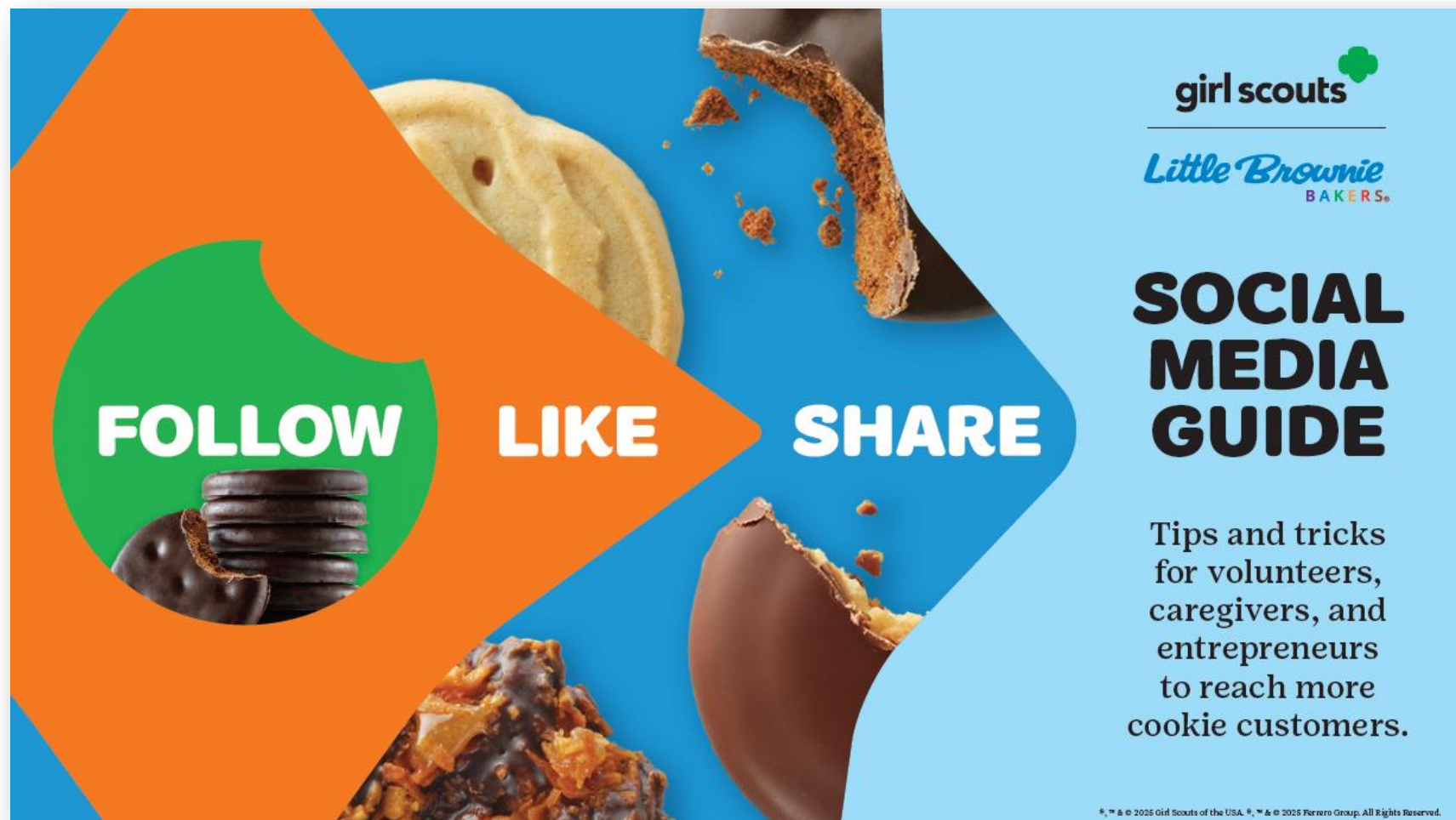
Appealing graphics make them stop scrolling on their feed and draw them to booths.



To Know their Impact

Messaging that their purchase **supports their local community** matters.

Connecting to Customers with Shares

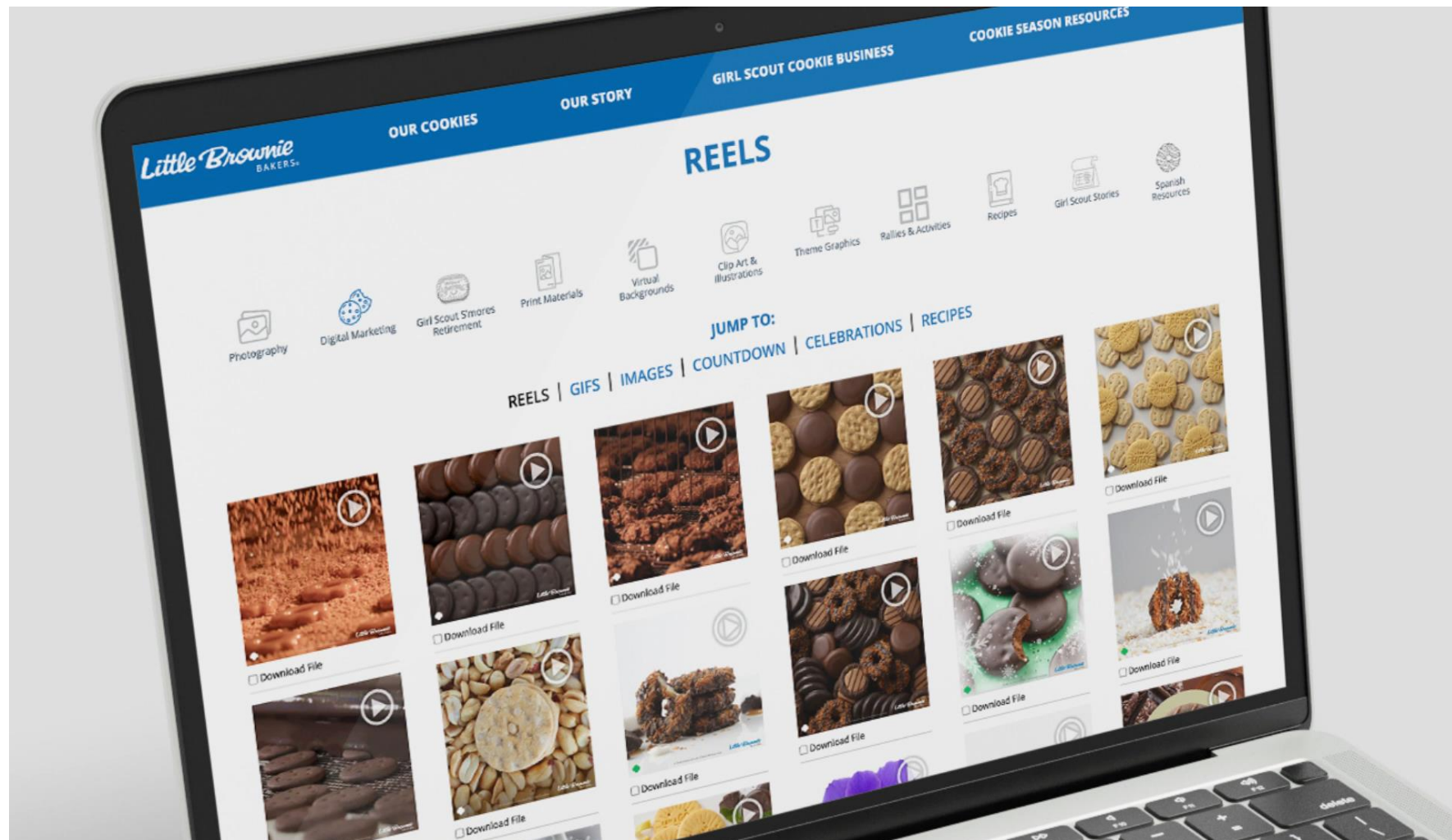


Maximize sharing across personal networks

- ☐ **FOLLOW** council and LBB social channels
 - ☐ **LIKE** posts to increase popping on feeds
 - ☐ **SHARE** posts daily to your network during season and ask followers to share
-
- ☐ **Promote** the Social Media Guide at rallies and troop meetings
 - ☐ **Reach** customers daily by popping on their feeds

The average U.S. adult consumes media for 13 hours per day!

Connecting to Customers with Appeal



- ☐ **Use** animated content to capture attention while scrolling
- ☐ **Use** deliciously appealing images to create craveability
- ☐ **Include** direct Digital Cookie troop or girl links

No time to create your own post?

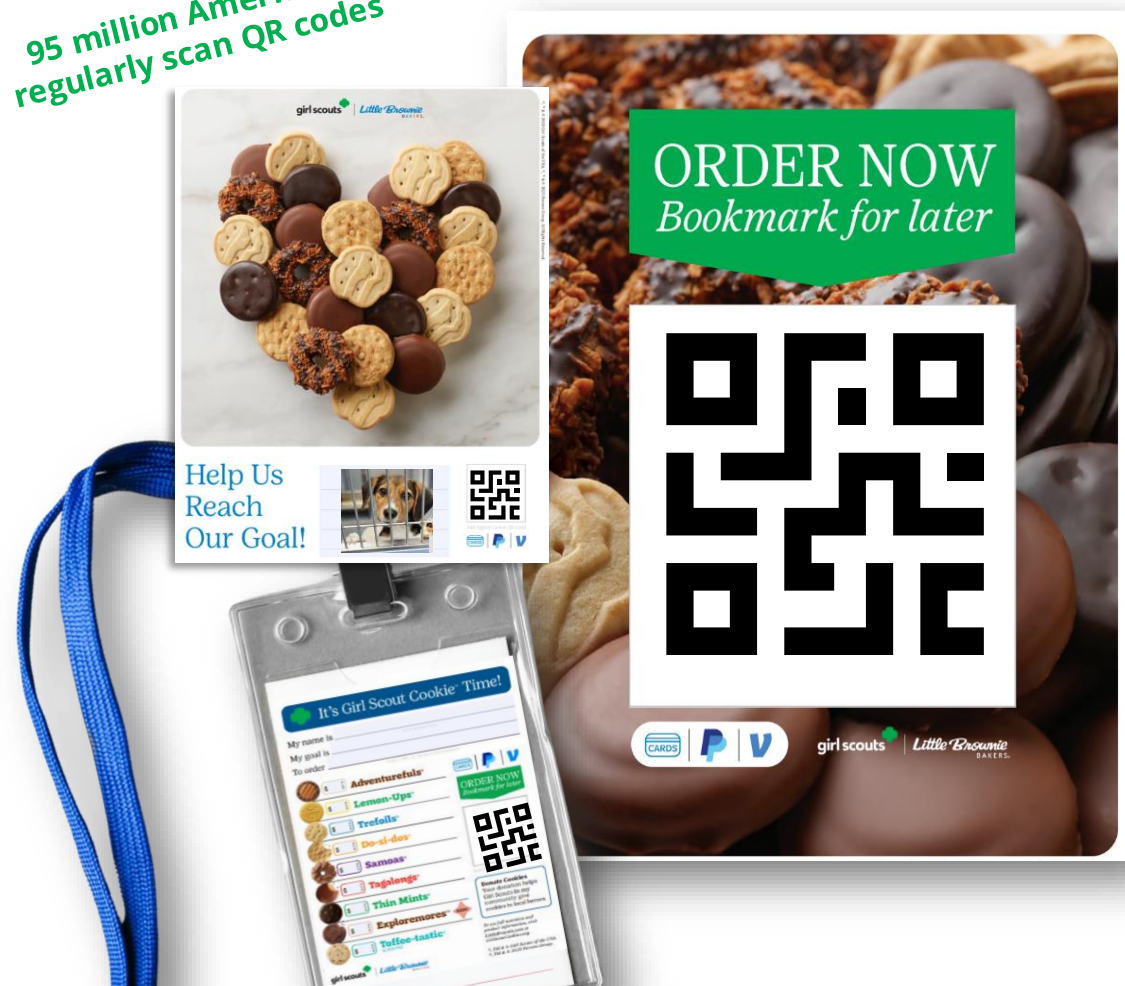
- 1) **Follow** @LittleBrownieBakers
- 2) **Tap** "Share"
- 3) **Embed** Digital Cookie link

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

4 of 5 shoppers report they prefer shopping on social!

Connecting to Customers with Convenience

95 million Americans
regularly scan QR codes



Ordering made convenient:

- ☐ Make the **Digital Cookie QR Code** your BFF this season and put it on all booth + order materials
- ☐ Use and promote **"Bookmark for Later"** to encourage restocking
- ☐ Promote digital payment options, like credit card, Venmo + PayPal over cash

97% of shoppers have abandoned a purchase due to lack of convenience

Connecting to Customers with Impact



Belonging to something bigger:

- ❑ Encourage entrepreneurs to remind customers that **cookie proceeds stay local**
- ❑ Promote every purchase **supports your community** with booth signs & social templates

77% of shoppers are interested in proceeds of products they purchase

Tips for a Smooth Initial Order Cookie Pickup

- Print or screenshot your delivery ticket from eBudde in the Delivery Tab.
- Know exactly how many cases you ordered of each variety.
- Arrive exactly at your assigned or chosen time and location.
- Make sure you have enough vehicles to load your order, and that you all line up at the same time (*see left*). Be sure your vehicle(s) are cleared out and ready to be loaded!
- Dress for the weather, as you may be asked to step out of your vehicle to verify counts, and locations are outdoors.
- Check in and receive your pickup ticket.
- Give your pickup ticket to the loader and count cases as they're loaded in.
- Sign for your order and take your receipt.
- If your troop misses your scheduled pick-up time, please contact Member Care or your Council Product Sales Specialist right away. If the person that was originally supposed to come no longer can, then you can send a backup person.
- If you are concerned about counts, pull off to the side before leaving the premises to recount and verify your inventory.

77% of shoppers are interested in proceeds of products they purchase

Cars Case Capacity

Compact Car **23**



Hatchback Car **30**



Standard Auto **35**



Sport Utility Vehicle **60**



Station Wagon **75**



Minivan **75**



Pickup Truck **100**



Cargo Van **200**



77% of shoppers are interested in proceeds of products they purchase

Technology BFFs

LittleBrownie.com &
eBudde™



LittleBrownie.com : One-stop shop for resources

The screenshot displays the LittleBrownie.com website interface. At the top, the navigation bar includes links for OUR COOKIES, OUR STORY, GIRL SCOUT COOKIE BUSINESS, and COOKIE SEASON RESOURCES. Below this, a grid of icons represents different resource categories: Photography, Digital Marketing, Print Materials, Virtual Backgrounds, Clip Art & Illustrations, Theme Graphics, Rallies & Activities, Recipes, Girl Scout Stories, and Spanish Resources. A central banner promotes social media engagement with Facebook and Instagram. Below the banner, a grid of 12 resource thumbnails is shown, each with a 'Download File' button. These resources include various cookie photos, a purple flower graphic, and a stack of cookies. To the right, a sidebar titled 'It's Girl Scout Cookie™ Time!' features a form for users to enter their name and goal, and a list of cookie varieties: Adventurefuls®, Lemon-Ups®, Trefoils®, Do-si-dos®, Samoas®, Tagalongs®, Thin Mints®, Exploremores®, and Toffee-tastic®. A 'Donate Cookies' section encourages users to support local heroes. At the bottom left, a 'Chocolate Lovers!' banner promotes stocking up before the season ends. The bottom right corner shows a close-up of various Girl Scout cookies.

- Cookie Photography
- Booth Signs & Table Tents ★
- Allergen Guide
- Order-Taking Materials ★
- Theme Graphics
- Clip Art
- GIFs, Stickers, Reels ★
- Recipes
- Rally Guide + Individual Activities
- Spanish Resources
- And more...available to download in bulk!

★ Popular resources that will attract more cookie customers!

eBudde™ App: your cookie season BFF



Download and use the eBudde app today. Enjoy all the same functionality but access anytime. Perfect for using on-the-go!

- Find Booth Locations
- Record Booth Sales
- Manage Cookie Inventory
- Order Cookies Easily
- Exchange Cookies
- Contact Caregivers
- And more!

eBudde™ Enhancements



Help is a Click Away

NEW “help” bubbles for quickest access to tips + info within the platform



Learning Made Easy

30+ quick YouTube tutorials on Little Brownie’s channel



Improved Digital Cookie Connections

Ability to indicate Troop Volunteer has allocated Digital Cookie packages



A Splash of Color is More Than Fun

Cookie colors added to dashboards to improve visibility & comprehension



Welcome Exploremores!

Exploremores is in place of Girl Scout S’mores®

How do I get access to eBudde?

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.

All Service Unit and Troop Cookie Chairs will gain access to eBudde as long as they have completed the following requirements:

1. Be a currently registered and background checked volunteer with GSHH
2. Submit a Product Program Agreement
3. Complete their assigned training in gsLearn

Once access is granted, the first task for Troop Cookie Chairs is to confirm their roster and ensure all participating girls in their troop are listed in eBudde.

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

Service Unit Cookie Chair In a Nutshell

Summary: The Girl Scouts Heart of the Hudson, Inc. (GSHH) Service Unit Cookie Chair (SU Cookie Chair) is responsible for implementing and promoting the Cookie Program within the Service Unit by leading Service Unit Cookie Trainings, communicating cookie information to the Service Unit, serving as liaison to the GSHH Product Sales Team and educating volunteers on how to maximize the Cookie Program for their girls. The nature of this position requires the individual to provide direct service to adults who manage their troop cookie sale within the service unit.

Term of appointment: Three-year term with a yearly review for reappointment. A new volunteer should shadow in the third year of the term. A volunteer may serve up to two terms (6 years).

Supervision: The Service Unit Cookie Chair reports to the Service Unit Manager and Girl Scouts Heart of the Hudson Product Sales Team.

Support: The Service Unit Cookie Chair receives support, guidance, and encouragement from the Product Sales Team. They have access to relevant learning opportunities and materials to prepare for and support this role.



Troop Cookie Chair Requirements

- Be a currently registered Girl Scout member of GSUSA and active member of GSHH.
- Behave in a manner consistent with the Girl Scout Mission, Promise, and Law.
- Be at least 18 years old.
- Have a council-approved volunteer application (may include application, background check nondisclosure agreement and references) on file.
- Experience as a Girl Scout volunteer Troop Leader is preferred.
- Experience with volunteer management/supervision, delegation. The Troop Cookie Chair is responsible for:
- Being a registered and background-checked volunteer.
- Completing the online troop cookie chair agreement form.

Troop Cookie Chair Responsibilities

- 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!) and public speaking are a plus.

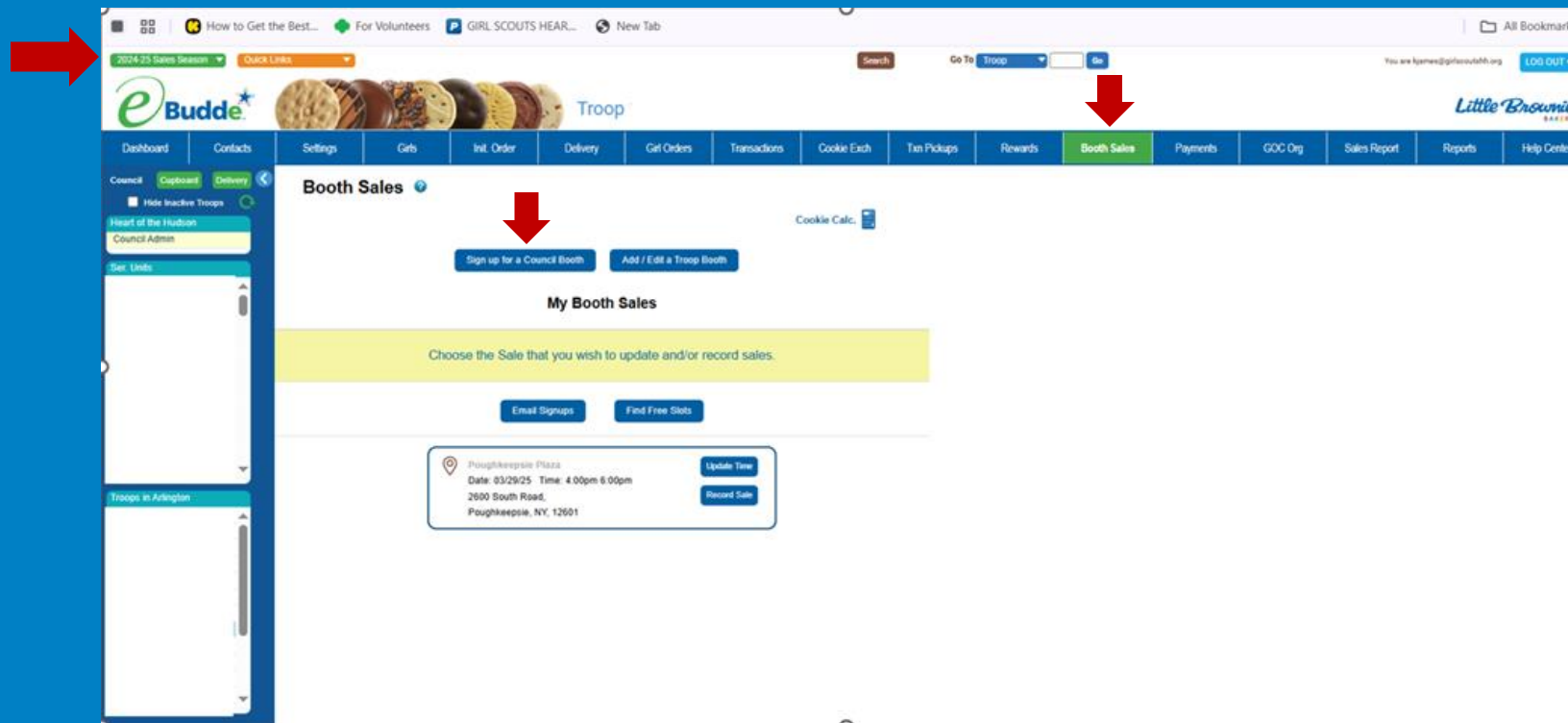


- Features: Volunteers can use eBudde to manage orders, payments, rewards, inventory planning, booth scheduling, and more.
- Accessibility: Volunteers can access eBudde through the eBudde website or app.
- Integration: eBudde is integrated with the Girl Scouts digital cookie platform.
- Support: Volunteers can access a help system and a quick sheet for [tips and instructions](#). [Girl Scouts Heart of the Hudson](#)
- 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.

Council Cookie Booths

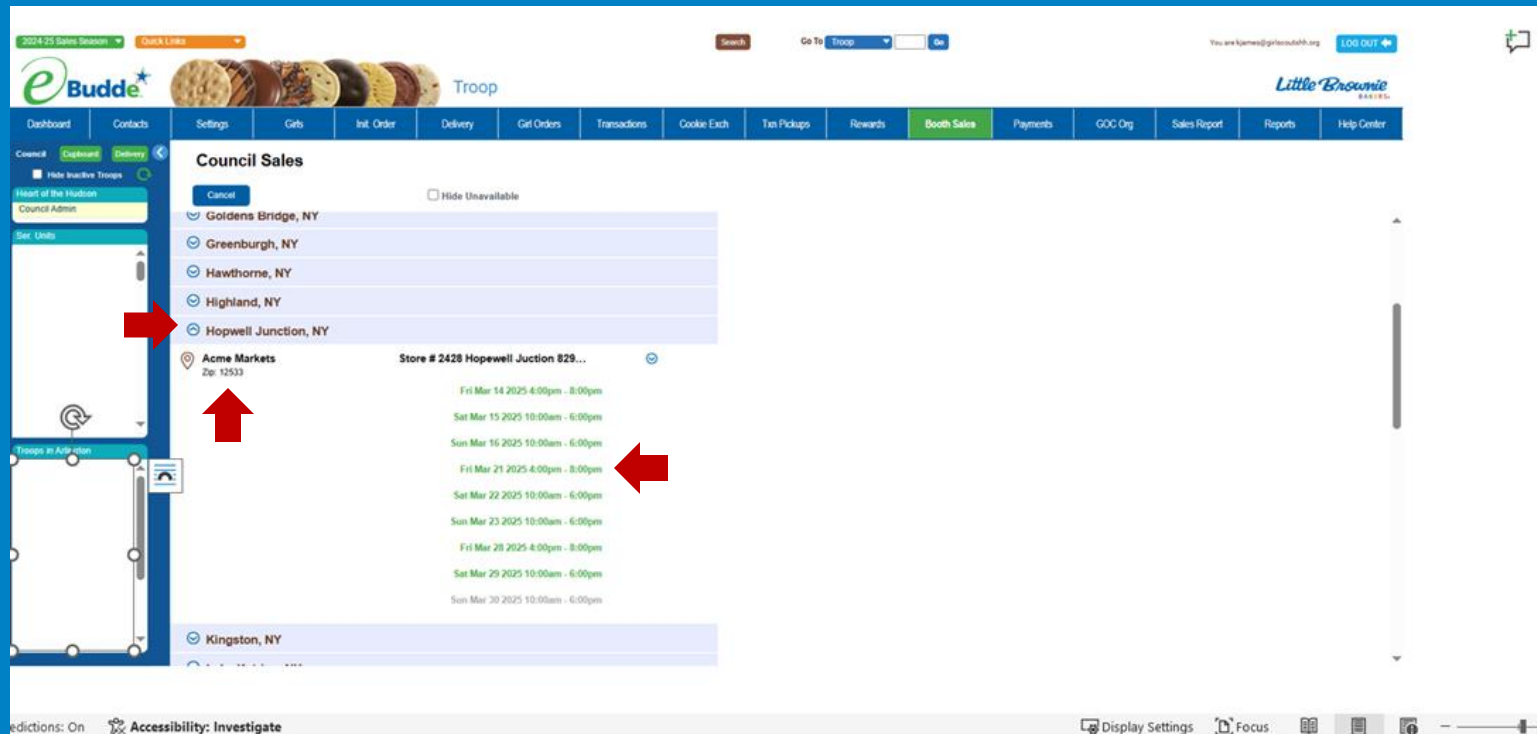
Selecting a Booth Location & Time For Your Troop Council Secured Booth Locations

- Click on the upper left corner on the green tab to be sure you're in the correct season (2025 - 2026 Season)
- Click on "Booth Sites" tab
- Click to select "Sign up for a Council Booth"



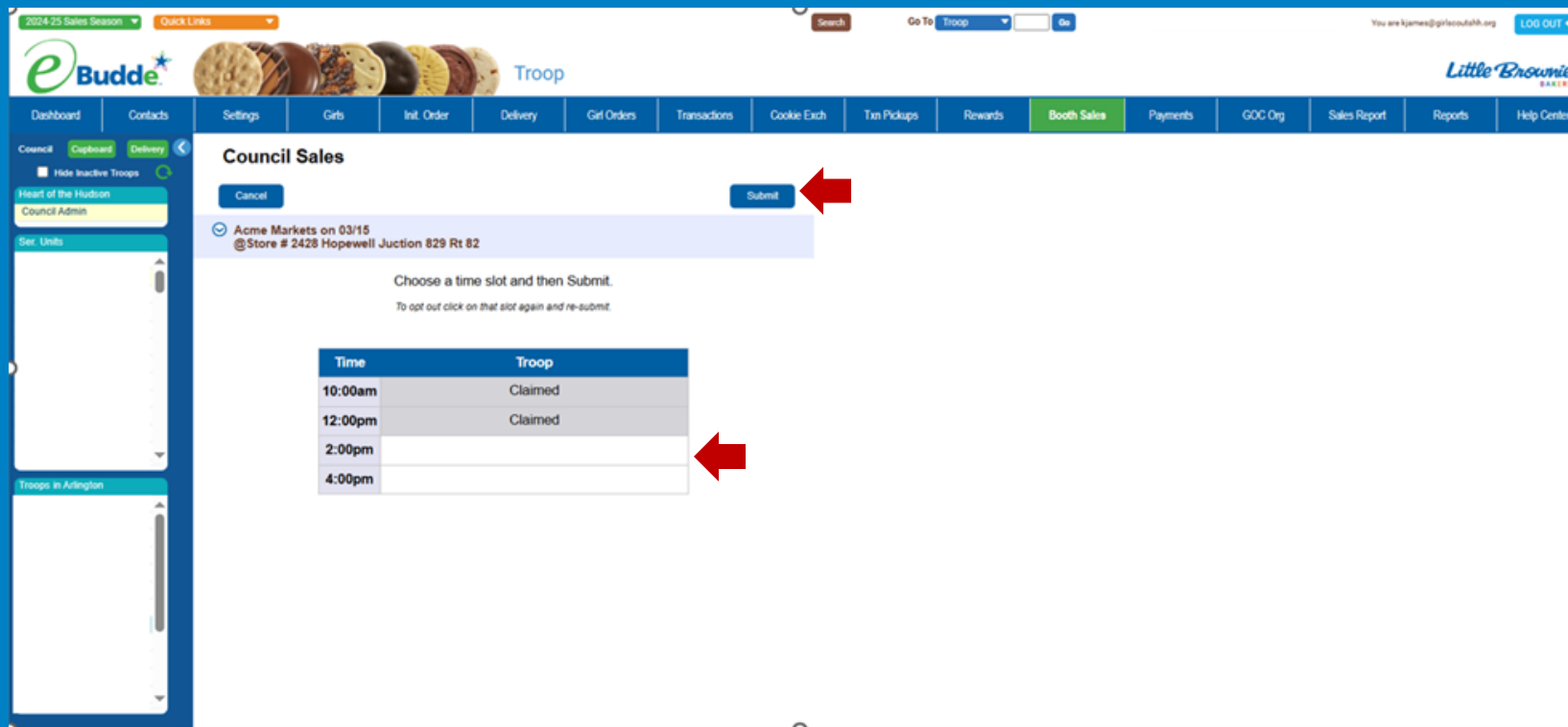
Selecting a Booth Location & Time For Your Troop Council Secured Booth Locations

- Click on the down arrow next to the right of the City where you would like to hold a booth
- Choose the location
- Choose the date and time. This will bring up a new screen with available times.



Selecting a Booth Location & Time For Your Troop Council Secured Booth Locations

- Click on your preferred time and “Submit”
- You will receive a message that your time is reserved.



The screenshot shows the eBuddy Troop Council Sales interface. The top navigation bar includes links for Dashboard, Contacts, Settings, Girls, Init. Order, Delivery, Get Orders, Transactions, Cookie Exch, Tin Pickups, Rewards, Booth Sales (highlighted), Payments, GOC Org, Sales Report, Reports, and Help Center. The left sidebar shows the Council Admin section with options for Hide Inactive Troops, Heart of the Hudson, and Ser. Units. The main content area is titled "Council Sales" and displays a "Submit" button with a red arrow pointing to it. Below the button, there is a section for "Acme Markets on 03/15 @ Store # 2428 Hopewell Junction 829 Rt 82". The instructions state: "Choose a time slot and then Submit. To opt out click on that slot again and re-submit." A table lists the available time slots and their status:

| Time | Troop |
|---------|---------|
| 10:00am | Claimed |
| 12:00pm | Claimed |
| 2:00pm | |
| 4:00pm | |

A red arrow points to the 2:00pm time slot, indicating it is the preferred time for selection.

Troop Cookie Booths

How to Find and Secure Troop Arranged Booth Locations

Be sure to check out the list of Council locations in eBudde. Council already has agreements with these business locations with approved dates and times. Do not contact these pre-approved businesses.

To keep sales fair for all Troops, check eBudde to make sure that you choose Troop Booth locations far enough away from Council Booth locations at their scheduled times, so you are not competing for sales with a Troop utilizing a that location.

Contact friends or family business owners or places you do business with to see if they will allow you to set up shop at their location.

Check out locations in high-traffic areas that have a safe space for a booth and ask to speak with the manager or owner.

Consider places of worship, school sporting events, assisted living facilities, and other community events or venues.

Look for open parking lots and contact the property or leasing manager for approval to host a drive-through booth.

Ask businesses when their busy times are and see if you're able to set up a booth during those times.

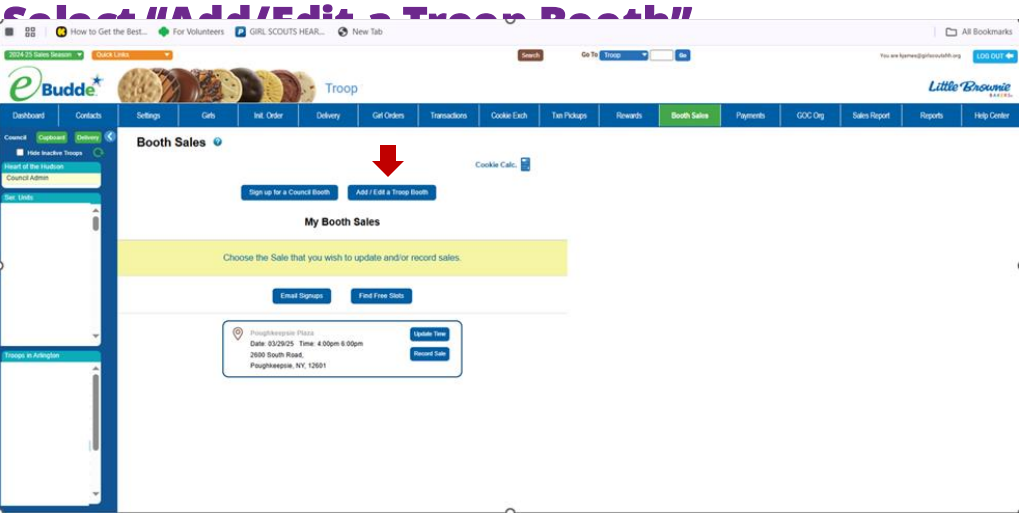
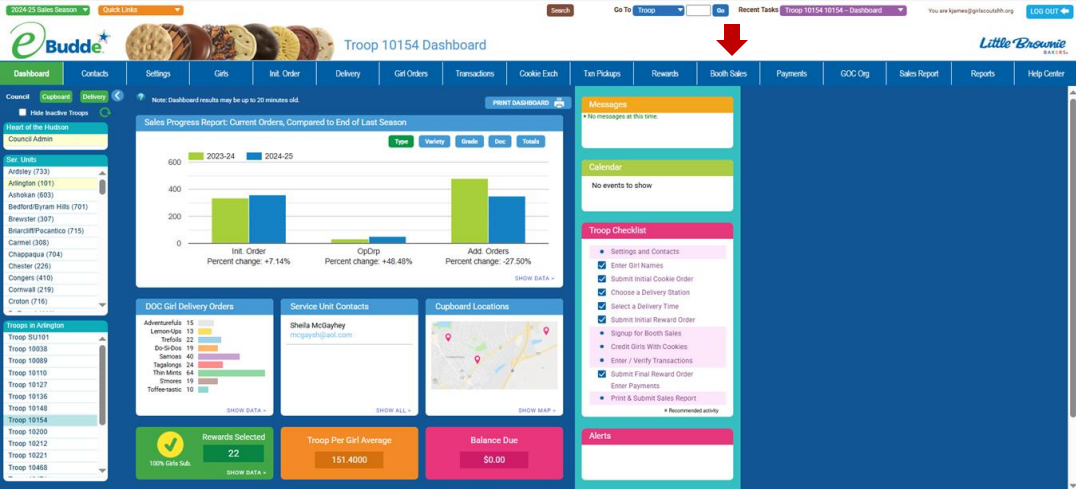
Booths can be set up indoors or outdoors, whichever is most convenient for the business.

Remind businesses that approved locations in our eBudde system will connect with the online Cookie Finder to help drive consumers to their location too.

Work with other Troops in your area to share time slots at successful locations!

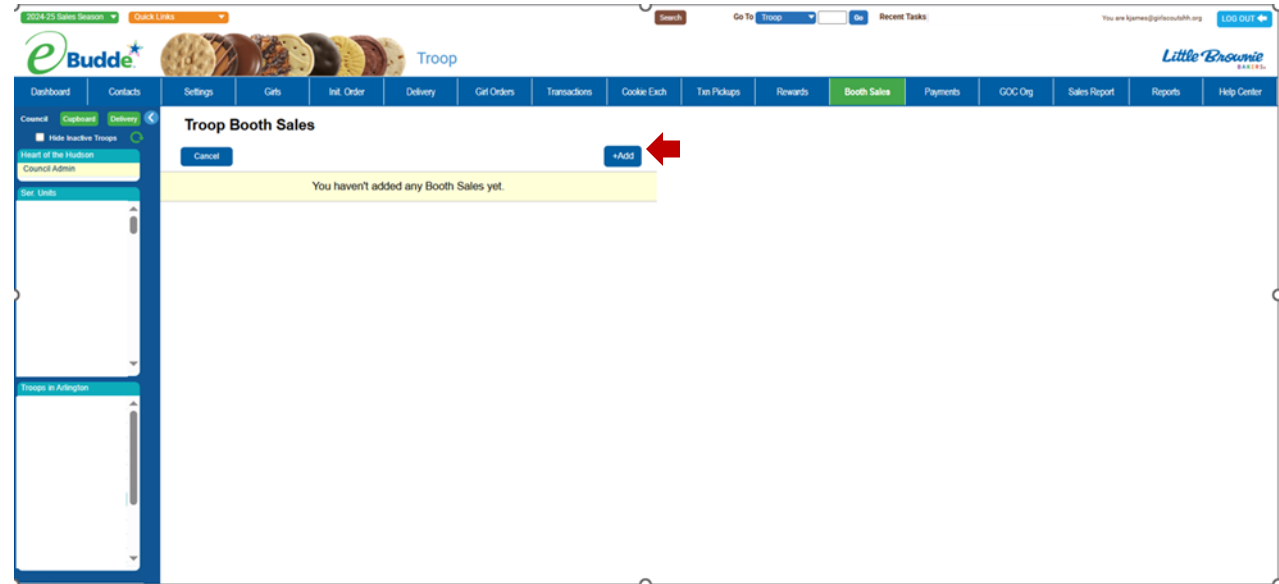
After obtaining approval from a location, submit the location for approval in eBudde at least 36 hours prior to the Booth date.

Setting up a Troop-Arranged Booth in eBudde



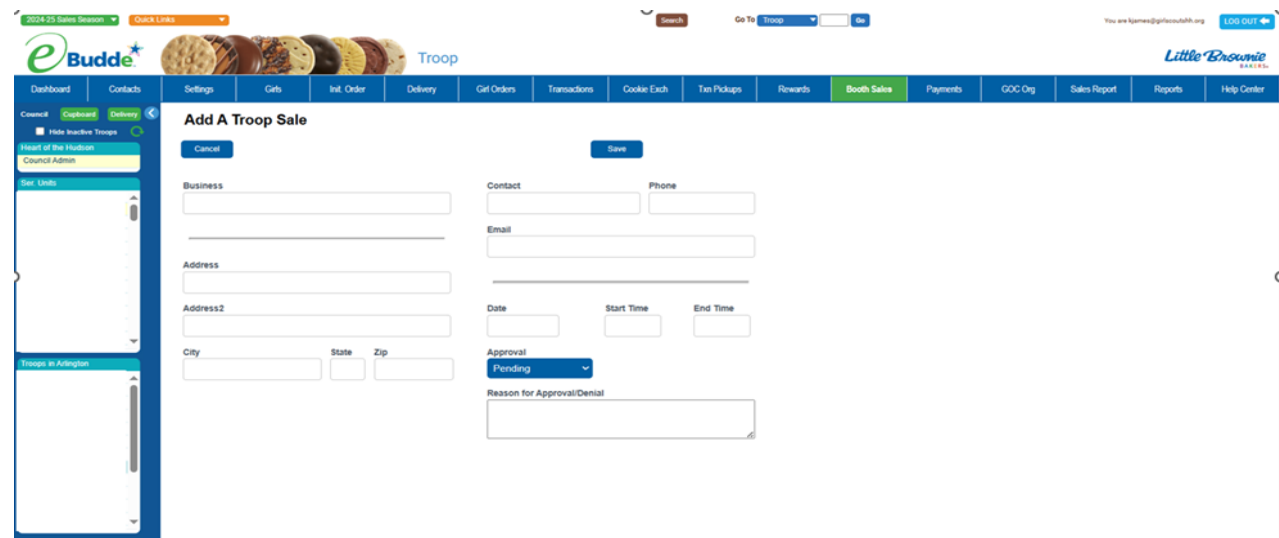
Setting up a Troop-Arranged Booth in eBudde

Click "+Add" to enter the booth information.



The screenshot shows the eBudde interface for Troop Booth Sales. The sidebar on the left contains links for Dashboard, Contacts, Settings, Girls, Init. Order, Delivery, Girl Orders, Transactions, Cookie Exch, Tin Pickups, Rewards, Booth Sales (highlighted), Payments, GOC Org, Sales Report, Reports, and Help Center. The main content area is titled 'Troop Booth Sales' and contains a 'Cancel' button and an '+Add' button. A red arrow points to the '+Add' button. Below the buttons, a message states: 'You haven't added any Booth Sales yet.'

Enter location information, then click "Save."



The screenshot shows the 'Add A Troop Sale' form in eBudde. The form contains the following fields: Business, Address, Address2, City, State, Zip, Contact, Phone, Email, Date, Start Time, End Time, Approval (a dropdown menu currently set to 'Pending'), and Reason for Approval/Denial. A 'Save' button is located at the top right of the form. The sidebar on the left is the same as in the previous screenshot.

Setting up a Troop-Arranged Booth in eBudde

Your booth will show as pending until it has been reviewed by the SU Cookie Chair. You will receive email confirmation of approval or denial. If denied, a reason will be included in the email. Approvals will show in green and denials will be in orange.

The screenshot shows the 'Add A Troop Sale' form in the eBudde system. The form is titled 'Add A Troop Sale' and has a 'Cancel' button on the left and a 'Save' button on the right. The form fields are organized into two columns. The left column contains: Business, Address, Address2, City, State, and Zip. The right column contains: Contact, Phone, Email, Date, Start Time, End Time, and a dropdown menu for 'Approval'. The 'Approval' dropdown is currently set to 'Pending', and a red arrow points to it. Below the 'Approval' dropdown is a text field for 'Reason for Approval/Denial'. The form is part of a larger dashboard with various navigation tabs at the top, including 'Dashboard', 'Contacts', 'Settings', 'Gifts', 'Init. Order', 'Delivery', 'Girl Orders', 'Transactions', 'Cookie Exch', 'Tin Pickups', 'Rewards', 'Booth Sales', 'Payments', 'GOC Org', 'Sales Report', 'Reports', and 'Help Center'. The 'Booth Sales' tab is currently selected and highlighted in green. The top of the page also shows the 'eBudde' logo, a '2024-25 Sales Season' dropdown, a 'Check Links' button, a search bar, and a 'Go To Troop' dropdown. The user's name 'You are kjames@girlscoutshk.org' and a 'LOG OUT' button are visible in the top right corner.



Why should you use Digital Cookie®?

- Studies show girls who use Digital Cookie® in combination with traditional sales often sell more cookies and reach their goals faster.
- Bonus: On your personalized cookie site you can set goals, upload a pitch video, track your progress, and more—all while earning cool cookie business badges and pins along the way.
- Take your GIRL SCOUT COOKIE SALE® to the next level with this powerful and versatile online tool.
- When you use Digital Cookie® to supercharge your cookie business, you'll be able to take Girl Scout Cookie orders, track purchases and deliveries, and forge a more direct digital connection with your most valuable customers.
- Packed with fun, easy-to-use tools, Digital Cookie® delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn!



More About Digital Cookie®?

- 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!
- Packed with fun, easy-to-use tools, Digital Cookie® delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn!



- 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.
- If your troop runs out of cookies, you can get additional cookies from another troop or cupboard.



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Housekeeping

- Make sure you're registered as SUCC in Salesforce & eBudde
- If already registered, make sure all contact information in eBudde is correct (correct any changes within past year)
- Make sure banking & ACH process is completed
- Most troubleshooting reference materials can be found in the Troop Cookie Guide for immediate reference, if needed.
- Additional access to all Cookie Sale information is readily available in the Troop and Service Unit Cookie Guides as well as individual PDF instructions which will be broken down into smaller, more specific topics, such as "Cookie Booths," "Rewards," "Goal Getter," "Everything Juliettes." Access to all these resources can be found on our website at <https://www.girlscoutshh.org/>.



Important Dates

January

- 1/24 Cookie Rally – Palisades Mall
- 1/25 - Cookie Rally – Jefferson Valley Mall
- 10am-12pm

February

- 2/1 - Initial Order Begins
- 2/20-2/22 - National Girl Scout Cookie Weekend

March

- 3/1 - Initial Order Ends
- 3/2 - Goal Getter Begins
- 3/6 - Cookie Booths Begin
- 3/19-2/21 - Initial Order Cookie Delivery

April

- Closing out the Cookie Program Training

May

- 5/10 Cookie Booths End and Close of Sale

Training and Q&A Dates

1/13/26 - Using eBudde / Digital Cookie and Initial Order 6:30-7:30

1/15/26 - All About Juliettes 6:30 – 7:30

1/20/26 - Signing Up for Booths 6:30 – 7:30

1/27/26 - Cookie Sale Q&A Café 1:00-2:00

1/27/26 - Cookie Sale Q&A Café 6:30 – 7:30

2/24/26 - How to Submit Initial Order 1:00-2:00

2/24/26 - Cookie Sale Q&A Café 6:30-7:30

2/26/26 - Cookie Sale Q&A Café 1:00-2:00

2/26/26 - Cookie Sale Q&A Café 6:30 – 7:30

3/11/26 - Goal Getter Phase & Finance Overview 6:30-7:30

4/28/26 - Closing Out the Cookie Sale 6:30-7:30

5/5/26 - Cookie Sale Q&A Café 1:00-2:00

5/5/26 - Cookie Sale Q&A Café 6:30-7:30

BRAVE booth ideas, FIERCE selling strategies, & lots of FUN

- ❑ **Follow, Like, Share** on social is the BEST way to reach more cookie customers
- ❑ Customers want **delicious product appeal, animation, and a connection to the impact of their purchase**
- ❑ Bookmark **LittleBrownie.com** for tons of resources to grow cookie businesses
- ❑ **Exploremores™** delicious new cookie – made for consumers
- ❑ **Adventurefuls®** has new packaging, but cookie count & net weight are the same!
- ❑ **Thank you for being a part of the largest girl-led entrepreneurial development program in the world! (ferrets and business)**



Thank you for baking a difference!

