



Little Brownie  
BAKERS®

2024–2025 Girl Scout Cookie Program®

# Troop Cookie Manager Manual





## Important 2025 Cookie Program Dates

**Thursday, December 19**  
Cookie Rally Shirt & Patch Orders Due

**Friday, January 3, 11:59pm**  
Troop Initial Order Due

**Monday, January 6**  
Service Unit Initial Order Due

**Saturday, January 25**  
Digital Cookie Turns On

**January 24-31**  
Delivery for out of area SUs

**Saturday, February 1**  
Cookie Warehouse Pickup

**Saturday, February 1**  
Cookie Sales Officially START

**Monday, February 3**  
Special Accommodations Council Cookie Pickup

**Tuesday, February 4**  
Council Cupboard Opens

**Wednesday, January 22**  
1st Online Booth Selection

**Friday, January 24**  
2nd Online Booth Selection

**Monday, January 27**  
3rd Online Booth Selection

**Thursday, January 30**  
Booth Selection Opens Fully

**Thursday, February 20**  
Last Day for Initial Order Exchanges/Returns

**Friday, February 7**  
Booth Sales Begin

**February 7 - March 23**  
S'mores-Themed Bling Your Booth

**February 27-28**  
ACH #1 (half of troop balance as of Feb. 21 with Digital Cookie payments deducted)

**April 1-3**  
ACH #2 (remaining balance)

**Sunday, March 23**  
Booths and Overall Cookie Program End

**Wednesday, March 26**  
Rewards Entered by Troop Leaders Due

**Tuesday, April 15**  
Parent Debt Reports Due  
& Troop Cookies Deposits Finalized

*This timeline is subject to change and all updates will be communicated through eBudde.*

# Table of Contents

- 2** Letter From our Cookie Support Team
- 3** Who Is Your Support  
& Resources at a Glance
- 4** Why Participate?
- 5** Cookie Consultant Checklist
- 6** Girl Scout S'mores
- 7** 2024-2025 Girl Scout Cookies
- 8-10** Important 2025 Cookie Program Dates
- 11** The Girl Scout Cookie Program in Action
- 12** Digital Cookie
- 13** eBudde™ Basics
- 14** Processes & Procedures
- 15** Calculating Your Troop's Initial Order
- 16** Cookie Pickup
- 17** Inventory Management
- 18** Booth Sale Basics
- 19** Collecting Payments & Troop Banking
- 20** Paying Your Troop's Cookie Bill &  
Financial Responsibility & Documentation
- 21** Girl Safety & Social Media Guidelines
- 22** Social Media Do's & Don'ts
- 23** Frequently Asked Questions
- 24** Glossary



With each new cookie season, Girl Scout entrepreneurs embrace the possibility of all the excitement that lies ahead.

The information in this guide is crafted to help you empower each and every Girl Scout to reach their goals — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

While planning a cookie season can seem daunting, the Troop Manual will help you conquer cookie season with helpful tips for Digital Cookie, taking credit card payments, using the eBudde™ app, digital marketing, and ensuring boothing success! Plus, we have ready-made resources that keep it simple and help volunteers and entrepreneurs have the most successful and fun cookie season ever.

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started and Embrace Possibility.

Yours in Girl Scouting,

**GSWESTOK Cookie Support Team**

Volunteers support endless possibilities!

It's a fact: Cookie season couldn't happen without the hard work of our volunteers.

**Thank you for serving as a Troop Volunteer!**





# Who Is Your Support?

## SU COOKIE CONSULTANT:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

### Product Program Team

The Product Program team is here to help with anything you need, whether it's navigating the Digital Cookie platform, picking up additional cookies or anything in between—all while ensuring girls have fun and develop the five skills the Cookie Program offers.

### Membership Support Team

The membership support team is here to assist troops during cookie season and throughout the year. New troops, don't worry—we offer specific support and guidance for those embarking on their first cookie season.

### Customer Care Team

Your Customer Care team is ready to assist you throughout the cookie season. They can answer basic questions about the sale, eBudde and the Digital Cookie app, as well as help you or troop

caregivers access Digital Cookie and reset app passwords. If they don't have the answer you need, they'll connect you with the right person at the council. Contact them by phone at 405-528-4475 or email at [info@gswestok.org](mailto:info@gswestok.org).

### Retail Team

Your council Retail team is ready to assist you during cookie season. They can provide all the essentials for a successful cookie business, including tablecloths, money bags and yard signs. They also offer a variety of cookie-themed promotional items, such as cookie carts, car magnets and window stickers. For those looking to showcase their Cookie Boss pride, the team has top-quality cookie-themed apparel available. The Retail team looks forward to seeing you when you visit the council Retail Shop or one of the camp trading posts to spend your hard-earned cookie reward money.

## Resources at a glance



All resources can be found at  
[girlscouts.org/cookieresources](https://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 great season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

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



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

Digital Marketing Basics

FAQs and Nutrition Information

Social Media Tools and Graphics

Embrace Possibility Resources

Resources for Girl Scouts to Grow Their Cookie Businesses

Cookie History

### Need Inspiration?

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

Follow us on social for shareable cookie content!



FOLLOW  
Little Brownie  
Bakers®  
on Pinterest  
[@lbbakers](https://www.pinterest.com/lbbakers)

FOLLOW  
Little Brownie Bakers®  
on Facebook  
[@LittleBrownieBakers](https://www.facebook.com/LittleBrownieBakers)





# Why Participate?

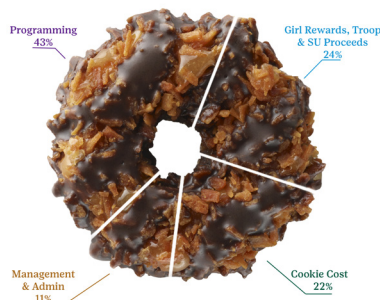


## Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

- 1 **Goal Setting**  
Girl Scouts learn how to set goals and create a plan to reach them.  
*How you can help:* Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins like weekly challenges.
- 2 **Decision Making**  
Girl Scouts learn to make decisions on their own and as a team.  
*How you can help:* Talk about how they plan to spend the troop's cookie earnings.
- 3 **Money Management**  
Girl Scouts learn to create a budget and handle money.  
*How you can help:* Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.
- 4 **People Skills**  
Girl Scouts find their voices and build confidence through customer interactions.  
*How you can help:* Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5 **Business Ethics**  
Girl Scouts learn to act ethically, both in business and life.  
*How you can help:* Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

## How the Cookie Crumbles



Troop PGA	Proceeds per Package
1-380	\$1.00
381-430	\$1.05
431+	\$1.10

## Cookie business badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills. Learn more at [girlscouts.org](https://girlscouts.org)!

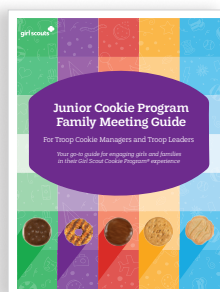


## Getting families involved

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](#)



## The Girl Scout Leadership Experience

The Cookie Program offers a hands-on leadership experience, teaching girls essential business skills the Girl Scout way.

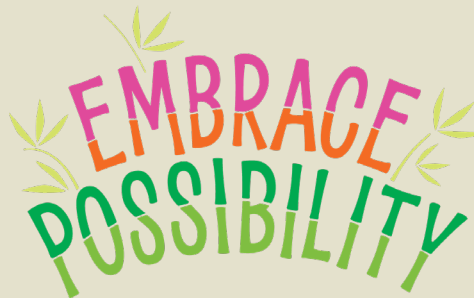
**Girl-Led:** Girls lead by managing budgets, creating business plans and developing marketing strategies.

**Cooperative Learning:** Girls work together to set goals, manage their business, tackle challenges and decide how to use their earnings.

**Learning by Doing:** Real-life activities help girls connect their cookie entrepreneur experience to future careers and businesses.

# Set Up For Success

## Cookie Consultant Checklist



### Purpose of a troop Cookie Consultant:

To provide leadership and manage the troop throughout the Cookie Program season.

### 2025 Troop Participation Checklist:

- ☐ Current membership with a completed background check
- ☐ Good financial standing with the council
- ☐ Submission of year-end financials
- ☐ Troop bank account with designated signers
- ☐ Completion of required training

### Troop Cookie Season To-Do List

- ☐ Verify troop info: girl rosters & bank accounts
- ☐ Conduct a troop goal-setting meeting
- ☐ Submit initial order by January 3, 11:59 p.m.
- ☐ Attend SU Cookie Rally
- ☐ Host a family meeting
- ☐ Collect permission/agreement forms
- ☐ Log in to and prepare Digital Cookie
- ☐ Pick up initial order cookies
- ☐ Select booth locations
- ☐ Distribute cookies (use receipts)
- ☐ Collect payments (use receipts)
- ☐ Send payment/collection reminders to guardians
- ☐ Maintain and update eBudde records weekly
  - ☐ Track cookie pickup receipts
  - ☐ Record payment receipts
  - ☐ Deposit booth earnings
- ☐ Input rewards data into eBudde

# Girl Scout S'mores

LAST CHANCE!



**ANNOUNCING**  
**2024-2025 Cookie Season is the FINAL SEASON for**  
**Girl Scout S'mores®**

## Ready-Made Social Posts

Cookie images featuring the “Last Chance” message are ready to help spread the word. Simply download and share to make sure all cookie fans know to stock up before it’s too late.



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

## Other Resources

To help spread the word, you’ll find the “Last Chance” graphic on all Girl Scout order cards, along with fun stickers and table tents that share the news.



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



LAST SEASON TO GET GIRL SCOUT S'MORES®

## S'mores-Themed Bling Your Booth

Bling your booth anytime during the 2025 season and submit your photos to [info@gswestok.org](mailto:info@gswestok.org) with the subject line: **Bling Your Booth 2025 Troop [###]**. Be sure to include at least one image of your decorated booth to enter. Winners will be announced one week after the cookie season ends.







# 2024–2025 Girl Scout Cookies®

## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

## The World's Most Flavorful Lineup



### Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

Approximately 15 cookies per 6.3 oz. pkg.

UD



### Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

Approximately 12 cookies per 6.2 oz. pkg.

UD



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

UD



### Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling

Approximately 20 cookies per 8 oz. pkg.

UD



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

UD



### Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating

Approximately 15 cookies per 6.5 oz. pkg.

UD



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.

UD



### Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

Approximately 16 cookies per 8.5 oz. pkg.

UD

LAST CHANCE!



### Toffee-tastic® • No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

UD



Little Brownie BAKERS®

The GIRL SCOUTS® name, mark, and all associated trademarks and logotypes, including the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers, a division of Ferrero U.S.A., is an official GSUSA licensed vendor. LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, are trademarks of Ferrero Group. © 2024 Girl Scouts of the USA.



ACCEPTED

# Important 2025 Cookie Program Dates

## January 2025

**Thursday, December 19**  
Cookie Rally Shirt & Patch Orders Due

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 Troop Initial Order Due <b>11:59 p.m.</b>	4
5	6 Service Unit Initial Order Due	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 1st Online Booth Selection	23	24 2nd Online Booth Selection Delivery for out of area SUs	25 Digital Cookie Turns On
26	27 3rd Online Booth Selection	28	29	30 Booth Selection Opens Fully	31	
Delivery for out of area SUs						

*This timeline is subject to change and all updates will be communicated through eBudde.*

### Office Hours: Zoom Meetings

eBudde/ Receipting/ Cupboards  
Saturday, Jan. 4: 10 - 11 a.m.



All Things Cookie Booths & Digital Cookie  
Thursday, Jan. 16: 6 - 7 p.m.



Open Conversation  
Monday, Jan. 27: 6 - 7 p.m.



# Important 2025 Cookie Program Dates

## February 2025

**February 7 - March 23**  
S'mores-Themed Bling Your Booth

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Cookie Warehouse Pickup <hr/> Cookie Sales Officially <b>START</b>
2	3 Special Accommodations Council Cookie Pickup	4 Council Cupboard Opens	5	6	7 Booth Sales Begin	8
9	10	11	12	13	14	15
16	17	18	19	20 Last Day for Initial Order Exchanges/Returns	21	22
23	24	25	26	27 ACH #1 (half of troop balance as of Feb. 21 with Digital Cookie payments deducted)	28	

*This timeline is subject to change and all updates will be communicated through eBuddy.*

### Office Hours: Zoom Meetings

ACH/ Cookie Exchange & Return  
Thursday, Feb. 13: 6 - 7 p.m.



Midway Check-In & Inventory Balance  
Monday, Feb. 24: 6 - 7 p.m.





# Important 2025 Cookie Program Dates

## March 2025

**February 7 - March 23**  
S'mores-Themed Bling Your Booth

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 Booths and Overall Cookie Program End	24	25	26 Rewards Entered by Troop Leaders Due	27	28	29
30	31					

## April 2025

**April 1 -3**

ACH #2 (remaining balance)

**April 15**

Parent Debt Reports Due

Troop Cookie Deposits Finalized

*This timeline is subject to change and all updates  
will be communicated through eBudde.*

### Office Hours: Zoom Meetings

Preparing for Rewards & Final Inventory Movement

Thursday, March 13: 6 - 7 p.m.



Cookie Debt & Post Sale

Thursday, March 25: 6 - 7 p.m.



# The Girl Scout Cookie Program in Action

Participating in the cookie program empowers Girl Scouts' adventures throughout the year as they learn key skills to excel in future careers and in life. Through using different sales methods, Girl Scouts gain people skills, learn to set goals, make smart decisions, and more. Girl Scouts, like all entrepreneurs, are always coming up with new and innovative ways to reach additional customers and market their businesses.

These are some of the ways they participate in the Girl Scout Cookie Program with support from caring adults.



## Phone or Text Friends and Family

First-time cookie sellers can text or phone friends and family as they become comfortable connecting with cookie customers. For a seasoned cookie seller with limited free time, this option has maximum flexibility.

## Door-to-Door

Door-to-door sales are the perfect way for Girl Scouts to hone their sales pitch. 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).

## Community Connections

Girl Scouts team up with their guardians to sell cookies to their employees and coworkers, at places of worship, and in 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!

## Cookie Stands

Cookie stands, similar to lemonade stands, are set up in front of a residence on private property where Girl Scouts can market their cookies to customers in their neighborhood.

## Digital Cookie

Girl Scouts learn about digital marketing with the Digital Cookie® platform. They can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. Girl Scouts can also learn about online safety.

## Cookie Booths

This option has maximum customer interaction and teamwork. 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 to, and safe for all Girl Scouts and potential customers.)

# EMBRACE POSSIBILITY

Become a true cookie boss in four easy steps!

## Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

### 1. Register for Digital Cookie®

Create your **Digital Cookie** Password  
for email address: parentsemail@domain.com

When you create your password, a confirmation email will be sent.

Password

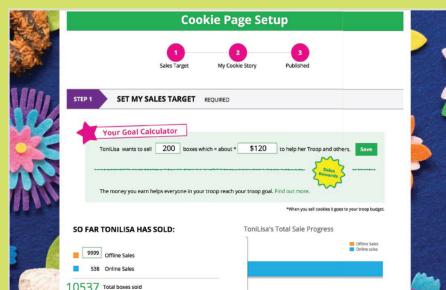
Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, @, or \$

Confirm password

**SUBMIT**

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

### 2. Set Up Your Site



Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

Use the **Digital Cookie®** app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



### 3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

### 4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Trefoils, Digital Cookie® and the Trefoil design and mark are owned by Girl Scouts of the USA.



# eBudde™ basics



## A must-have for Girl Scout Cookie™ volunteers

The eBudde™ cookie management system offers calendar reminders, reports, training and much more — on either your desktop or mobile device. It's also where sales are recorded so Girl Scouts get full credit for their hard-earned rewards.

## Easy as 1, 2, 3



1

**Download the eBudde app.**

2

Once you've been added to the system, you will receive an email with a link and login information from **do\_not\_reply@littlebrowniebakers.com**.

3

**Set up your troop** — review your roster, enter your troop's package goal and individual goals, and edit your troop's reward settings.

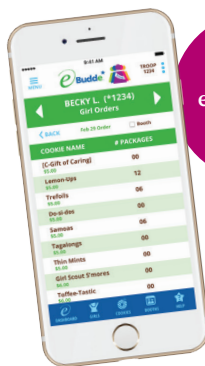
## Quick tips

- Explore the dashboard on both the desktop and app versions, where you'll find important messages, links to tools and resources you'll need throughout the season.
- Check the accuracy of each Girl Scout's name, member ID, grade and t-shirt size.
- Visit eBudde Help Center for any questions related to tech and training.
- Visual Learner? Check out this playlist for step-by-step training videos.

Watch videos:

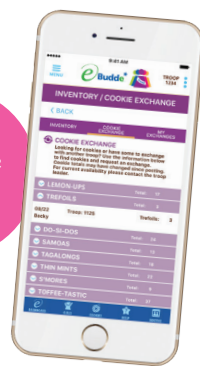


## Why eBudde™ makes it easy



Order cookies easily, even at the booth

Exchange cookies



Record booth sales

Find booth locations



Order rewards



Little Brownie  
BAKERS®

# Processes & Procedures

Notes

# Calculating Your Troop's Initial Order

## How to Place Your Troop's Initial Order

You will use eBudde to place your initial order. The initial order is due in eBudde Friday, January 3, 2025, by 11:59 p.m.

- **Initial Order Tab**

Choose the "Initial Order" tab.

- **Enter the number of packages you wish to order IN THE "OTHER" COLUMN for each variety.**

There are 12 packages per case of cookies. Cookies must be ordered in multiples of 12.

- **Do not enter cookies next to individual girls' names while doing your troop's initial order.**

You'll be able to allocate cookies to the girls who sell/pay for them AFTER the initial order is delivered.

- **After you have reviewed your initial order, click "Submit Order."**

You cannot make changes after this. IF you need to change or add to your order after you've submitted, contact your SU Cookie Consultant who can make changes by noon on Jan. 6.

Initial order cookies may be exchanged/returned until Thursday, Feb. 20

- If your troop plans to return/exchange cookies from your initial order, you must contact us at [info@gswestok.org](mailto:info@gswestok.org) first for approval before you can do so.
- Troops can only return up to 10% of their initial order.
- If a troop is returning/exchanging initial order cookies, they may not have checked out more of the same variety from any cupboard since receiving their initial order.
- Cases must be unopened and undamaged.
- Limited to availability of cupboard varieties.

## Average sales per cookie variety

Deciding how many packages to order for booths isn't an exact science, but here are average sales per cookie variety to give you an idea of how many to order:

Thin Mints*	26%	Lemon-Ups*	7%
Samoas*	20%	Adventurefuls*	9%
Tagalongs*	13%	Girl Scout S'mores*	7%
Trefoils*	6%	Toffee-tastic*	3%
Do-si-dos*	8%		

\*Data from 2023-2024 Girl Scout Cookie Season



Consider ordering more Girl Scout S'mores since it's their final season!





# Cookie Pickup



## Girl Scout Cookie™ pick-ups

Picking up your cookie order is exciting, and there are a few steps you can take to make sure everything goes smoothly. First, be aware that troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

### Choosing your delivery site (applies to OKC metro troops only)

**Troops in the OKC metro area must choose one of the warehouse pickup times (Feb. 1) after submitting your initial order on Jan. 3.**

- After you place your initial order, the system will prompt you to choose your delivery site/date.
- On the “Delivery” tab, click who is picking up the order.
- Enter item to click if you will be picking up for more than one troop.
- Choose your delivery station.
- Choose a time.
- Click the “Submit My Information” button at the top of the page. The system will confirm your submission. You can click “View Confirmation” and print this page to bring with you to the pickup.

\*An additional day for special circumstances will be available to pick up Initial Orders at the Council Cookie Cupboard on Feb. 3.

**Delivery to areas outside of the OKC Metro will be delivered between Jan. 25 - Feb. 2.**

Specific dates for each SU will be set by our delivery agent and communicated to Service Unit Cookie Consultants. You will receive an email notice from your SU Cookie Consultant or from eBudde when delivery dates and times have been scheduled for troops outside of the OKC metro.









### Ordering Additional Cookies for your Troop

There are Cookie Cupboards throughout your council that are prepared to assist in your troop getting additional cookies. You can place an order in eBudde with the cupboard closest to you. Please be sure to read all information provided as many of these locations are managed by volunteers and hours of availability may vary per cupboard.

### Tips for a smooth pick up

- Know exactly how many cases you ordered of each variety.
- Arrive at your scheduled pickup time.
- Make sure you have enough vehicles to load your order (*see below*).
- Line up your vehicles at the same time.
- 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.

### Number of cases my car can carry

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

girl scouts 

Little Brownie  
BAKERS

# Inventory Management



Inventory management is key to a successful Cookie Program. Service Unit Cookie Consultants have experience in this area and are happy to help troops navigate throughout the sale.

The Troop Cookie Consultant and Troop Leader should agree on a plan for how cookies will be distributed to the girls. We recommend you seek a sales goal from the girl and her caregiver. Once the money for those initial cookies has been turned in, the girl/caregiver may be given more inventory to sell.

**Explain the procedure to girls and caregivers to alleviate confusion and create accountability.** We strongly encourage that you do not check out additional cookies to a caregiver until funds have been turned in for their previous check-out of cookies.

Each troop will be provided with cookie receipt books that must be used to track cookie and money transactions within the troop. They are carbon copied so that both the Troop Cookie Consultant and the caregiver can retain a copy. This paper trail is very important and is for the protection of everyone involved.

## Suggestion/Tip

**Keep a digital record of transactions using a spreadsheet.**

This can serve as a backup to the paper copies and be accessible to those who might need it. For example, if the Troop Treasurer is out of town, but a caregiver asks about a transaction, a troop leader can assist.



## Receipt Document Requirements

- Receipts with signatures are required for all cookie checkouts and/or returns along with all money transactions.
- On every receipt, include cookie variety, how many packages of each, troop number, date, the signature of the adult accepting the cookies or money, as well as the person giving the cookies or money.
- Both parties should count the cookies and money together.
- The troops should keep the white copy of the receipt and give the yellow copy to the caregiver.
- Keep all copies of all receipts, including starting inventory order, cupboard, and troop transactions.
- Encourage caregivers to keep a copy of all receipts for their use for at least one year.
- Update eBudde frequently.

## Donated Cookie Documentation

If a troop ends up donating cookies outside of Gift of Caring, they should submit an email to [info@gswestok.org](mailto:info@gswestok.org) that contains:

- Pictures of girls during donation
- Quantity of donation
- Location/receiver
- Purpose

## Return Policy

There is a **No Return Policy** on all cookies. (With one exception; see note on initial troop order cookies on page 15). Troops and caregivers who sign for cookies assume financial liability for the cookies and cannot return them to the troop or to the cupboards/council. If a package is damaged, it can be replaced at any cookie cupboard.

# Booth Sale Basics

## Ways to Participate

### Booths

**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. For more details, talk to your council and visit [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders).

### Troop Booth (Previously MySale)

**This is a booth that a troop secures with their own vendor.** Troops cannot reach out to council sponsored booths. All Troop Booths should be entered in eBudde for council approval a minimum of 3 business days before the booth takes place. Booth sales cannot take place before February 7.

**Through the Cookie Program, girls have an opportunity to show the world that Girl Scouts are leaders in their communities, committed to always doing the right thing.** When working cookie booths, girls are expected to conduct themselves in a positive and professional manner, always remembering they are guests at someone else's business. We ask that girls familiarize themselves with the points outlined below and commit to honoring this code of conduct.

## Be Prepared

**Girls are required to be present at every booth sale.** A minimum of two adults and two girls for a troop booth sale at one time. Three to five girls are recommended.

**Have a cash box or money bag with approximately \$60 in change.** Be sure to carry enough small bills such as 1s, 5s, & 10s. Do not go into the store to ask for change. Come prepared. Large bills and additional cash should be kept separate and secure with an adult.

**All adults at booth sales must be registered and background checked volunteers, since they are handling money and will be around girls.**

**Count cookies and money before and after each booth sale and or shift.** Be sure money balances and write a receipt. Keep track of who was at each booth sale.

**If two adults switch in the middle of the booth sale, you should count and verify that the cookies and money balance.**

**For petty cash for booth sales, DO NOT use an ATM to make a cash withdrawal.** It is best practice to write the check to another signer with the memo line "cookie booth petty cash." When deposited back into the account, use a separate deposit slip to show the money going back into the account.

**Have nutritional information and ingredients handy to assist supporters.**

## Be Responsible

**Be on time for your booth.** Do not arrive early and expect to set up while the other troop is conducting their booth sale.

**Wear uniforms, Girl Scout t-shirts or Girl Scout pins** – let everyone know who you are.

**Girls and caregivers should only speak using positive statements.**

**Troops are guests at booth locations.** If a store representative asks your troop to leave or move to another spot or to stop doing something, please do so. As a council we work hard to secure council booths and foster relationships with retailers. If the store representatives aren't respected, it could cause our council to lose that booth location which impacts all troops. Please remind the girls and caregivers to adhere to a professional and kind manner.

## Be a Sister

**If a troop cannot attend a booth, the booth must be released in eBudde.** Troops that do not attend booths could result in loss of booth privileges for the remainder of the council scheduled booth sales.

**All booths start on February 7.** This includes council, Troop Booth and personal booths in a person's front yard.

**Don't be a Cookie Momster.** Your girl is watching you, and this is a great opportunity to lead by example and show her the right way to be a respected businesswoman.

## Be Respectful

**Do not stand in front of doorways or run to customers.** Let them come to you and the girls. Instruct the girls on how to ask and what to say when the customer doesn't wish to buy any cookies from them. Suggest Gift of Caring for the customer.

**Do not eat, drink, smoke, vape, chew gum, or be on cell phone at a booth sale.** You and your troop are representing Girl Scouts to your community.

**Do not leave empty packages, cases, or trash at your booth sale.** The entire council may be asked to cancel all booth sales at that store or chain if there are issues! Do not ruin it for other troops.

**If we receive a customer or store complaint about your troop during a booth sale, your troop may be removed from the remainder of your council scheduled booth sales.**

## Booth Selection Dates (All times are 9 p.m.)

**Wednesday, January 22:** 1st Online Booth Selection

**Friday, January 24:** 2nd Online Booth Selection

**Monday, January 27:** 3rd Online Booth Selection

**Thursday, January 30:** Booth Selection Opens Fully

# Collecting Payments & Troop Banking

Every troop should have an active troop bank account.

## Handling Checks

All troops should have a completed Checks, Inc. form on file before the start of the cookie sale, January 3, 2025.

A new form must be submitted if the account is new or any of the account signers have changed.

Cookie payments by check are strongly discouraged. If a check is accepted, it should be written to "Girl Scouts Troop \_\_\_\_" (your troop number).

All checks must be deposited within 30 days of receipt to adhere to state guidelines. Driver's license or State ID number is required on all checks.

Any checks deposited after 30 days returned for insufficient funds will become the troop's responsibility. The most common money issue during the cookie sale is NSF Checks (a deposited check which has not cleared the bank). This is why we use Checks, Inc., a fee recovery service to aid in the collection of bounced checks to a troop or group account.

**Reimbursement from Checks, Inc. is not automatic.** Funds must be collected by Checks, Inc. before they are returned to the troop. Checks, Inc. may contact the volunteer on record for the troop to see if you have more information, especially if there is no phone number on the check. If a payment is made to the troop on a bounced check, it is the volunteer's responsibility to contact Checks, Inc. Otherwise, the collections will continue.

Do what you can to avoid bad checks by not accepting counter checks and/or checks with no personal information printed on them. It is good practice to get a phone number for all checks.

When writing receipts, put any check #s on the girls receipt as cross reference.



## Handling Cookie Payments

All payment collected during the Cookie Program should be deposited into the troop account regularly and final deposits completed by April 15.

All payment collected from families and booth sales should be deposited into the troop account within 48 hours of receipt. This includes both cash and checks.

To prevent theft or misplacement of funds, **DO NOT** keep large sums of money in homes or vehicles. You remain financially responsible.

Cookie money should never be deposited into a personal bank account.

For cash change at booth sales, **DO NOT** use an ATM or make a cash withdrawal. A best practice is to write the check to another signer with the memo line "cookie booth petty cash." When deposited back into the account, use a separate deposit slip to show the money going back into the account for the same amount as the petty cash withdrawal.

Use **troop or bank deposit slip**. Deposit all money into troop account listing troop and SU numbers on the deposit slips. Troops keep copies of their deposit for troop records.

Use a **Counterfeit Bill Detector Pen for use on bills \$20 and larger at booth sales**. GSWESTOK does not reimburse for counterfeit bills.

## Using Payment Apps

The use of payment apps outside of Digital Cookie is **strongly discouraged**. Despite it being more of a convenience, it is not a recommended practice to use an app like Square, Cash App, Venmo, etc. Year-End Reporting obligations, platform fees, and potential tax liabilities could result in a loss of proceeds to your Troop. It is the troop's responsibility when fees and expenses of this nature are incurred.

Caregivers should not use Digital Cookie or digital payment platforms to pay for cookie money owed to troop in place of giving cash and checks to the troop leader. This reflects on council digital participation and commonly causes errors and could result in fees to the troop.



# Paying Your Troop's Cookie Bill

GSWESTOK will use an Automated Clearing House (ACH) transaction to remove the specified amount directly from the troop account and deposit it into the council account.

This year the council will withdraw cookie payments by ACH two times, but troops should make weekly deposits.

ACH amounts will be uploaded into your "Payments" tab in eBudde 3-5 business days BEFORE the ACH is scheduled. Please let the Product Program department know by sending e-mail directly to [info@gswestok.org](mailto:info@gswestok.org) the week before the ACH deadline if the amount posted is incorrect or if you are unable to make the full payment. Title your email ACH Cookie Request. Call if you do not receive a response within two business days.

Bank charges for insufficient funds will be the responsibility of the troop unless the troop has sent in writing an adjusted ACH amount the week before ACH deadline or the charge is the result of council staff error.

A caregiver **MUST** sign and receive a yellow copy of every receipt. Girls must turn in money weekly to receive more cookies.

If a troop misses or adjusts an ACH payment, the troop must have paid at least 75% of the original ACH amount before checking out additional cookies from any cupboard.

Feb. 27-28:

ACH #1 (half of troop balance as of Feb. 21 with Digital Cookie payments deducted)

April 1-3:

ACH #2 (remaining balance)

## Trouble Collecting Money from a Caregiver?

If a troop is unable to collect money from a caregiver, the Troop Cookie Consultant should gather all receipts associated with the caregiver and keep a record of all communication. Continue attempts to collect with caregiver until a Caregiver Debt Form has been filled out. The form will be emailed through eBudde after the Final ACH has been completed. The form must be returned to the Product Sales office by the deadline given in the email. Upon collection, troops will be refunded up to nine cases per girl with completed receipts, forms, original documentation submitted and completed Cookie Seller agreement permission slip. There will be a 15% administrative fee set by the council upon collection.

# Financial Responsibility & Documentation

The Girl Scout Cookie Program is designed to be a positive learning experience for girls and adults, and in keeping with their responsibilities under the Girl Scout Law, including "to be honest and fair." As part of this responsibility, a Girl Scout's caregiver grants permission to volunteers to handle funds and are accountable for forwarding payment from the sale of products to the troop. Troops may NOT ask caregivers to pay for cookies before they are sold or at the time of pick up. Girl Scouts Western Oklahoma reserves the right to use available alternatives to ensure proper collection of funds.

## Receipts

Receipts should be given for every cookie and money transaction. Caregivers should keep a copy of all signed receipts for their records for one year (yellow for family, white for troop). Troop number, girl name, caregiver signature, and signature of the person who distributed the cookies are required for receipts. Girls may check out up to nine cases (\$648) at a time. Money should be turned in before more cookies are checked out. If troops choose to check out more than nine cases at a time (\$648) to a girl, the troop will be held responsible for anything over the nine cases if the girl/caregiver fails to pay.

Council is not responsible if a troop checks out more than nine cases (\$648) to a girl and does not collect payment.

## Important Note

Following these structured financial processes will streamline and simplify the process for the troop Year-End Financials which are due on June 30 every year. Troops that do not meet this deadline will not be able to participate in the Fall Product Program until the Year-End Financials are finalized.



Take time to receipt accurately!



# Girl Safety

**Show You're a Girl Scout.** Wear the Girl Scout membership pin and/or Girl Scout clothing/uniform to identify you are a Girl Scout.

**Buddy Up!** Always use the buddy system. It's not just safe, it's more fun. Be streetwise. Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies®.

**Partner With Adults.** At least two registered and approved volunteers should be present at every troop cookie booth sale. Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are selling or delivering cookies door-to-door.

**Plan Ahead.** Always have a plan for safeguarding money. Avoid walking around with large amounts of it or keeping it at home or school. Do not leave money in cars unattended. Give proceeds to supervising volunteers to deposit into your troop account as soon as possible. Sell only during daylight hours unless accompanied by an adult.

**Do Not Enter.** Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.

**Protect Privacy.** Girls' names, addresses, email addresses or any information should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information.

**Be Safe on The Road.** Always follow safe pedestrian practices especially when crossing at intersections or walking along roadways. Be aware of traffic and passengers from vehicles. Girls should never sell cookies in medians, sell near traffic or approach vehicles without an adult.

**Be Net-Wise.** Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online.

## Social Media Guidelines



Girls may use the Internet to share their Cookie Program sales links, stories, and learnings with the following guidelines:

Girl sales links should never be posted to online resale or garage sale sites even if it is a closed/private group such as Craig's List, eBay, Facebook Marketplace, or any sites or social media platforms of this nature.

Girls may utilize personal social media pages, Ring apps, Next Door, neighborhood platforms, and city/town informational groups to post girl links to as long as the girl lives in the posting area.

The Girl Scout Cookie Program is a girl-led program, and online marketing and sales efforts should always be led by a girl while also being supervised by her caregiver.

Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families to their strategies.

Girls, volunteers, and caregivers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie® Pledge, the Supplemental Safety Tips for Online Marketing, and the Girl Scouts Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).

Girls and Caregivers must adhere to all terms and conditions on Digital Cookie® platforms. Links can be posted to personal social media accounts if you adhere to the guidelines, terms, and conditions. For copies of terms and conditions, please contact GSUSA or Little Brownie Bakery.

GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if the sales and marketing activity goes viral and otherwise creates unanticipated disruption.

Caregivers, girls, and volunteers should contact and collaborate with their councils and GSUSA in advance on any national news and local media opportunities tied to girls online marketing and sales efforts.

# Social Media Do's & Don'ts

Places and Sites	Can I Post?	Notes
My own personal Facebook, Instagram, or similar forums	YES	1. Make it shareable. 2. Do not include "\$" in your post. Many times, this directs a post to Marketplace with no further action.
Family members' social media	YES	
Church newsletter or social media	YES	Must have the approval of the site's management.
Nextdoor and HOA neighborhood pages	YES	Use the girl's link and do not disclose the exact girl's location.
Doctor's office memo boards	YES	Must have the approval of the site's management.
Marketplace, Craigslist	NO	
Buy/Sell/Trade sites and pages	NO	
Garage sale or swap meet sites	NO	
School parent or PTA sites	YES	Must have school admin approval. We highly suggest SU representatives reach out to the moderators on community forums to start one thread, including links from all girls in that community who want to post their link.
Community hot topic pages	NO	
Support groups (e.g., Moms of Moore)	YES	Only links can be shared. No public comments or dealings. All activity should be through the girl's digital link.
Can I post in a community site I do not live in?	NO	Be a sister to every Girl Scout.
Community pages (e.g., Yukon Happenings)	YES	1. Only links can be shared. No public comments or dealings. All activity should be through the girl's digital link. 2. We highly suggest SU representatives reach out to the moderators on community forums to start one thread, including links from all girls in that community who want to post their link.

# Frequently Asked Questions



**How are we supposed to charge someone \$6 for a box of cookies? They could get cookies for much less at a store!** Remember — this is not a “value of goods” based pricing model. Our customers understand they are supporting Girl Scouts. Girls are learning Five Key Skills (Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics) and can tell the customer their cookie plans – encourage the girls to share when a customer approaches them.

**Why don't the troops get all or most of the funds from the Cookie Program?** After the council has paid the baker for Girl Scout Cookies, revenue generated through the program provides troop and service unit proceeds, and girl rewards. The remainder of the proceeds are utilized to support services and programs for girls and volunteers, and the associated council staffing and expenses.

**What does the council do with its part of the Girl Scout Cookie proceeds?** The Council uses proceeds from the Cookie Program for various purposes, including volunteer training opportunities, council staffing, maintaining local Girl Scout properties, general membership resources, and more. Aside from the direct cost of the cookies, 100% of the proceeds from the Cookie Program stay within our council.

**How are other councils pricing their cookies?** Every council is different and has different pricing structures based on their operating budgets.

**Is Toffee-tastic the only gluten-free cookie offered?** Yes, Toffee-tastic is the only gluten-free cookie. The bakery follows special food safety testing protocols of the production line and the product, and specially sourced ingredients. The cookies are certified gluten-free by a third-party.

**Will girls still participate in door-to-door and booth sales?** Yes, but it is completely optional for the girls. Digital Cookie® doesn't replace in-person sales; it enhances them! The online experience simply expands girls' experiences by offering new ways to learn and sell.

**Can anyone go online, buy Girl Scout Cookies and have them delivered to their house?** No. Customers must be sent a link to a girl's Digital Cookie website to purchase Girl Scout Cookies. Our cookie sale is girl-driven and girl-led, as well as safety conscious.

Because of this, girls must initiate contact with people they know. Girls will invite customers via email to visit her personalized cookie website. Should they choose to purchase, customers can select to have their cookies shipped to their home or delivered to them in person. A caregiver must approve each order before the customer is charged; this is especially important if the customer has chosen in-person delivery!

**Can I share my daughter's Digital Cookie® link on Facebook or other social media?** You may only share her link on your personal page. Public groups such as community swap or yard sale groups are strictly off limits. Our goal is to keep the sale girl-driven, so we ask that you consider encouraging your girl to create a video to share with your friends and family that features her Digital Cookie® link, goal, and what her troop is planning to do with the funds she raises.

**Can we share Digital Cookie® links with other customers, such as booth sale patrons, and encourage them to purchase more cookies later online?** Yes. However, safety is the most important thing when using Digital Cookie®. Be aware of who is purchasing cookies from your daughter, and do not allow any in-person delivery to anyone you don't know.

**What are the caregiver's responsibilities regarding Digital Cookie®?** Registering and setting up their girl's Digital Cookie® site, contacting customers for in-person delivery orders, and approving orders.





# Glossary



**Automated Clearing House (ACH)** – ACH is the banking system GSWESTOK uses for electronic fund transfers during the cookie season.

**Booth Locator** – Customers can visit [girlscoutcookies.org](https://girlscoutcookies.org) and type in their zip code to locate a cookie booth.

**Case** – There are 12 packages (boxes) of cookies in one case.

**Cookie Booth** – A stationary sale of Girl Scout Cookies® at a public location. Booth sales are any sale that you are set up at one location and customers come to you.

**Cookie Cupboard** – Local sites where additional cookie cases are stored and where troops can pick up additional cookies.

**Cookie Cupboard Manager (CCM)** – Person responsible for managing a cookie cupboard.

**Cookie Warehouse Pickup** – Troops in the OKC metro area will pick up their Initial Order (IO) from a designated location.

**Cupboard Receipt** – This receipt must be signed any time a troop picks up cookies from a cupboard. Make sure a copy of the receipt is kept and attached to the troops' cookie cupboard credit card for troop records. Troops are responsible for all cookies taken from a cupboard.

**Delivery Agent** – This is the transport company that handles product delivery for Girl Scouts Western Oklahoma. GSWESTOK uses Armstrong Logistics.

**Digital Cookie®/ Digital Order Card (DOC)** – Girls can create a custom website and send out a link to their site via email to customers. Customers can order cookies to be delivered in-person, shipped to them, or choose to donate cookies through Operation Cookie Drop.

**Direct Sale** – GSWESTOK uses the direct sale model, meaning girls have cookies in hand when the sale starts rather than taking pre-orders. Troops can re-stock their cookie supply throughout the sale by acquiring cookies at a cupboard.

**DOC** – Digital Order Card.

**DOC DLVR** – In-person delivery option. Will post payment only, the cookies will come out of the cookies the girl has checked out from the troop.

**DOC DON** – Customer donated cookies. Cookies will appear in the Gift of Caring column and payment will be posted. Cookies will be donated from the council inventory.

**DOC INHAND** – Girl used Digital Cookie® app to collect credit card payment and hand the cookies directly to

the customer, i.e., at a booth sale. Will post payment only, the cookies will come out of the cookies that a girl has checked out from her troop.

**DOC SHIP** – Customer shipped cookies. Cookies will appear in the other column and payment will be posted. Cookies will be shipped directly from the supplier.

**DOC SHIP+** – Customer shipped cookies and donated. Cookies will be shipped directly from the supplier.

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

**Initial Order (IO)** – This is the initial troop cookie inventory order.

**Little Brownie Bakers (LBB)** – Little Brownie Bakers is our bakery partner for the Cookie Program. They supply our council with cookies and resources for girls and volunteers to be successful in the sale. Learn more at [littlebrowniebakers.com](https://littlebrowniebakers.com).

**Gift of Caring** – This council-wide service project, customers can purchase packages of cookies that GSWESTOK will donate to our local community organizations, military partners, and The Regional Food Bank of Oklahoma. The girls collect the money, but do not physically take possession of the cookies.

**Package** – A single package of Girl Scout Cookies®.

**Per Girl Average (PGA)** – Average number of packages sold by each girl in a troop. The total number of cookies sold by a troop is divided by the number of girls that sold in the troop.

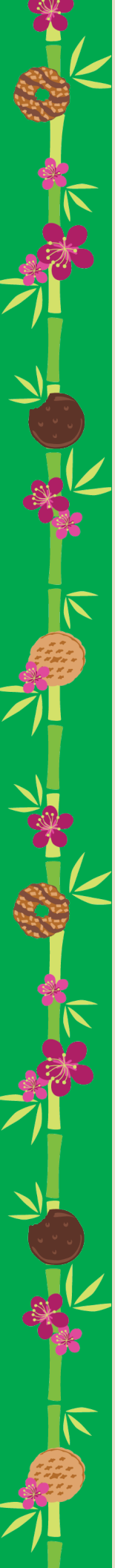
**Rewards** – Items or Reward Card money given to acknowledge a girl's efforts in the Cookie Program. Rewards are based on the number of packages sold during the annual Cookie Program.

**GS Reward Card** – Council credits that can be used to pay for girl membership renewal, GSWESTOK camp, GSWESTOK program events and other mission-related activities, or purchases through the GSWESTOK shop.

**Service Unit Cookie Consultant** – Volunteer mentor for troops in an assigned service unit.

**Troop Cookie Consultant** – Volunteer manager responsible for monitoring the Cookie Program for a single troop.

**Troop-to-Troop Transfers** – Transfer of cookies (packages and/or cases) between Girl Scout troops. Financial responsibility follows the cookies. A receipt is written by the troop giving the cookies. Both troops sign the receipt. The troop giving the cookies is responsible for entry into eBudde.



**girl scouts**   
western oklahoma



PROUDLY SUPPORTED BY:

