

Troop Cookie Manager Manual

2024–2025 Girl Scout Cookie Program



2025 Girl Scout Cookie Program Key Dates

January 7

Cookie program begins; Digital Cookie opens.

January 11

Digital Cookie girl-delivered pauses.

January 12, 9:00 p.m.

Deadline for troops to input initial cookie orders into eBudde; deadline for troops to input ACH information into eBudde.

January 17

Digital Cookie girl-delivered resumes.

January 27-January 31

Council-wide cookie pick-up week; troop pickup day will vary.

February 7, 4:00 p.m.

Cookie booths begin.

February 20

First ACH—\$1.75 per box of cookies ordered on initial order.

February 21-23

National Girl Scout Cookie Weekend.

March 5

Digital Online Cookie Girl Deliver closes.

March 9

Cookie program ends at midnight.

March 15, 9:00 p.m.

Deadline to collect money from girls; deadline for troops to submit final rewards orders in eBudde. Final troop cookie report due to service unit.

March 25

Final ACH cookie payment due to council.

April 8

Deadline for troops to report unpaid funds.

Summer 2025

Due to ongoing global supply chain interruptions, reward delivery timeframe cannot be guaranteed.

Getting Started Checklist

- ☐ Set your troop's calendar with key deadlines and troop specific dates
- ☐ Hold a Troop Cookie Meeting with Girls and Parents/Caregivers. Be sure to:
 - O Share your troop's important dates
 - O Set troop and girl goals
 - O Highlight the different ways girls can participate (online, in-person)
 - O Review social media guidelines
 - O Review cookie booth etiquette
 - Review money handling procedures
 - O Discuss Direct Sale orders with parents
- ☐ Get Your Troop Set Up in eBudde
 - O If you need to add or remove a girl from your eBudde roster, email customercare@gsgcf. org with the subject line "eBudde Roster"
- ☐ Deadline to move girls: January 7
- Get your troop's Digital Cookie link set up so you'll appear in the cookie finder it's easy sales

Girl Safety

Safety has always been the main focus and priority for our council. Detailed information on our council's safety procedures can be found in Volunteer Essentials and Safety Activity Checkpoints on our website at www.gsgcf.org.



In-person, Online, and Social Media Marketing

We understand that online marketing is an important business skill for girls to develop and our goal is for them to do so safely and fairly.

Girls/Troops may not pay for any ad placement, online or in-person, to market their cookie program. This includes boosted social media posts or paying influencers to market their cookie program.

In the event of national or local media opportunities, GSGCF must be contacted in advance of speaking to the media.

Girl Scouts may not advertise their cookie program in online marketplaces, including Facebook Marketplace, eBay, Craigslist, and Amazon.

Girls may share their cookie program within online groups, such as Facebook Groups and Nextdoor, where the group permits them to do so.

Friends and family of a girl participating in the cookie program may not market or share a girl's contact information, sales links, or sales information on public facing online sites. They also may not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines). Public-facing sites are defined as any website that is not a personal page.

Should any online marketing activities be deemed in violation of our guidelines, GSGCF and GSUSA reserve the right to intervene and request removal or remove the post. Girls who do not follow these rules may have their Digital Cookie page deactivated and may be suspended from further participation in any GSGCF Product Program.



Participation in Product Programs at GSGCF is 100% voluntary for all Girl Scouts. All girls are encouraged to participate; however, troops may not require any level of participation.

Troop Proceeds

All troops participating in the cookie program will earn base proceeds of \$.75 per package.

Troops have the opportunity to earn additional proceeds by qualifying for our Team Player Bonus.

Troop proceeds belong to the troop and cannot be allocated to individual girls within the troop.

Reward Opt-Out

Cadette, Senior, and Ambassador level troops with 5 or more registered girls (3 girls for S/A) may opt-out of rewards for an additional \$0.05 per package. This option is not available to multi-level troops containing younger girls. This option must be a unanimous troop decision. Troops who opt-out of rewards will still receive initial order incentives and all patch rewards. Girls in troops who opt-out will NOT receive Cookie Credits or admission to earned events.

Troops considering this option should have a discussion that includes all girls and parents. Girls' individual goals should be taken into account—girls with high package goals may get a better benefit out of keeping rewards (including Cookie Credits) rather than a higher troop proceed.

Older girl troops who would like to opt-out of rewards must complete the online Reward Opt-Out Form and submit it by February 1, 2025.



The Business of Cookies

Team Player Bonus

Troops have the opportunity to earn up to an additional \$0.12 per package by meeting certain benchmarks in the Team Player Bonus.

.03 Cent Bonus – To earn an additional \$0.03 per package troops must meet all requirements below.

- Troop Cookie Manager must have completed cookie training by 1/7/25 (New troops formed during Cookie Season must complete cookie training within 1 week of joining the Cookie Program.)
- 60% of registered girls on your troop roster have participated in the 2025 Cookie Program*
- Ensure accurate banking information is uploaded to eBudde by 1/12/25
- 75% of participating girls must send 20+ DOC emails
- Hold a troop caregiver/girl training meeting
- Set up your troop DOC link
- Must have at least 5 registered girls (3 girls for S/A troops)
- Meet all published Cookie Program Deadlines
- Submit the Initial Order and Initial Order Reward T-Shirt sizes on Jotform for qualifying girls by the due date of January 12th at 9:00pm.
- Allocate all cookies to the girls and submit Final Rewards by the due date of March 15th at 9:00pm
- Initial ACH must process on first try

.06 Cent Bonus – To earn an additional \$0.06 per package troops must meet all the requirements above plus:

- ◆ 70% of registered girls on your troop roster have participated in the 2025 Cookie Program*
- 50% of participating girls must participate in at least two cookie booths*
- Troop PGA of 450
- Attend a SU Cookie Rally
- Proper use of Cookie Booth Recorder for the duration of the 2025 Cookie Program

.09 Cent Bonus – To earn an additional \$0.09 per package troops must meet all the requirements above plus:

- 80% of registered girls on your troop roster have participated in the 2025 Cookie Program*
- Every participating girl must have 20 or more Gift of Caring packages assigned in eBudde*
- Troop must secure 1 or more cookie booths that are added to the council wide Cookie Lottery
- 3 or more girls have participated in the 2025 Business Partner Program**
- Host a table or activity at a SU Cookie Rally

.12 Cent Bonus – To earn an additional \$0.12 per package troops must meet all the requirements above plus:

- 90% of registered girls on your troop roster have participated in the 2025 Cookie Program*
- 75% of participating girls must participate in at least two cookie booths*

*Registered girls are defined as listed on troop roster in myGS. This may differ from what is listed in eBudde. Participation is defined by girls who have sold a minimum of 50 packages, as recorded in eBudde.

**Participation in the Business Partner Program is defined as submitting at least one completed Business Partner Agreement per girl.

Selling Cookies

- Order Card
- Digital Cookie
- Traditional Cookie Booths
- Drive-thru Cookie Booths
- Pop-up Cookie Booths
- Virtual Cookie Booths
- Lemon-Up Stands
- Walkabouts

Girl Scout Cookies are \$6 per package for traditional varieties (Thin Mints, Samoas, Tagalongs, Trefoils, Do-si-dos, Lemon-Ups, and Adventurefuls). Specialty cookies are \$7 per package (Girl Scout S'mores and gluten-free Toffee-tastic). There are 12 packages in each case of cookies.

Girl Scouts must abide by the set price for cookies and may not offer discounts, coupons, or special offers. Selling cookies for any price other than the Girl Scouts of Gulfcoast Florida set price may result in suspension from future GSGCF product programs.

Complete nutritional information on all nine varieties can be found at LittleBrownieBakers.com



Donating Cookies: Gift of Caring Program

Girl Scouts of Gulfcoast Florida's Gift of Caring program allows customers to purchase cookies to be donated to support our local hometown heroes, local active military personnel, and veterans. Cookies are donated locally and overseas.

Because there is no product to deliver, girls should collect payment for the donation when the customer places the order.

Troops do not set these cookies aside out of their inventory. They must record them inside of eBudde. At the end of the program, GSGCF will partner with troops to deliver cookies to local hometown heroes and military organizations, such as Soldier's Angels, to ensure that cookies are delivered to the military!



Starting Inventory Order (IO)

January 12

Troops will place a starting inventory order based on what they think the troop will need to get them through the cookie program. Refer to your training for details on how to place a starting inventory order!

Parent Input IO – Parents/Guardians are able to input their Girl Scout's offline orders into Digital Cookie. This information will transfer over to eBudde.



Digital Cookie

January 07 — March 09

The primary parent/guardian of girls will receive an email invitation to participate in the Digital Cookie platform. Digital Cookie allows girls to set up an online storefront, let customers know about their goals, and complete activities that can help them earn financial literacy badges. Through the website and accompanying app, girls can accept credit card payments directly from customers utilizing the girl-delivered and cookies-in-hand features. Digital Cookie also offers a Troop Cookie Link that will allow troops to appear on the virtual booth finder. Don't forget to log in to Digital Cookie and set yours up!

Cookie Booths

February 07 — March 09

Booth sales are a privilege, and you represent the Girl Scout movement while at them. Please be respectful of everyone in the area and thank the location for allowing you to sell.

Cookie booths come in many different forms. Booth sales are NOT permitted after March 9, 2025.

Traditional Cookie Booths - Service Unit Approval Required. This is the traditional table in front of a store. These booths are secured through Council Staff and Service Unit volunteers and are offered to troops for sign-up through a council wide cookie booth lottery. Traditional cookie booths are limited to a maximum of two girls and two adults. Adults must be registered, background checked Girl Scout members. When securing cookie booths, the troop cookie manager (TCM) should take care to review eBudde for any additional rules that may be listed on the location. Locations may have asked for specific rules to allow cookie booths. Cookie booth attendees must be informed about the rules and be ready to follow them. Failure to do so may result in loss of booth locations. Troops are not allowed to set up their own traditional cookie booth locations. They must go through the SU (service unit) cookie coordinator.

Pop-up Booths – Service Unit Approval Required. Troops may hold a pop-up booth a maximum of two times throughout the cookie season. These can be held in public locations or businesses. They must be submitted through eBudde via the "Troop Booth Sale" feature and approved by either the Service Unit or GSGCF staff before hosting. Pop-up booths are a great concept for a location, such as, a park or business that is only able to support the cookie program once or twice and not through the whole season.

Drive-thru Booths – Service Unit Approval Required. Drive-thru booths are held in places that allow customers to purchase cookies without leaving their vehicles. These may be secured by your service unit or can be secured on the troop level as well. If secured by the troop, be sure to submit for approval as a troop booth in eBudde so it will appear on the Cookie Booth Locator.

Lemon-Up Stands – Lemon-Up stands are a cookie-themed name for "Mom and Me" cookie booths. These are manned by a parent/caregiver and their Girl Scout(s). These are typically hosted in locations such as a yard/garage sale. These booths do not need prior approval. Booths held at public business locations are not considered Lemon-Up stands.

Virtual Cookie Booths – Virtual cookie booths are cookie booths that are hosted digitally. These can take a few different forms—including Zoom, Discord, Facebook pages, groups, events, and live sessions. They can be hosted on private pages or sponsored by a business. The idea behind a virtual cookie booth is to get customers to buy cookies during a set period. They can be set up so customers utilize the shipped option or the girl-delivered option. With girl-delivered, consider setting up a pickup time when customers can drive up and get their cookies without leaving their car.

Walkabouts – Walkabouts may be done in any neighborhood that permits girls to sell cookies. If troops would like to have a walkabout in a neighborhood with a "no soliciting" policy, permission should be granted by the property management before the walkabout. Walkabouts may not be done at events, festivals, parades, or other public events without first getting permission from the event organizer and the SU cookie coordinator. We would consider these to be "mobile booths" and need permission before the event.



Cookie Booth Code of Conduct

Be sure to review the following code of conduct with girls and adults who are participating in cookie booths:

- Girl Scouts must wear their vest or sash while participating at cookie booths.
- Chaperones must be wearing appropriate Girl Scout attire and be fully clothed.
- Tag-a-longs (non-Girl Scouts, including infants) are not allowed to attend cookie booths.
- Girl Scouts participating in a cookie booth should not be eating. Necessary drinks are okay but be sure to store them out of sight and away from cookie packages to avoid contamination.
- Technology use at cookie booths should be limited to calculators and card processing. Girls should not make phone calls or play games for the duration of the cookie booth.
- Girls must be directly involved in the sale. Chaperones cannot sell cookies on a girl's behalf. If girls need to take a break for any reason, the booth must also go on break.

Returns/Leftovers

Girl Scout Cookies cannot be returned. Troops that have cookies leftover are financially responsible for those cookies, so it's important to order them carefully. Be sure to keep a close eye on your troop's inventory once you have cookies-in-hand. If your troop has too many cookies, reach out to your SU cookie coordinator for help. They can assist with helping you list the cookies on the cookie exchange or identifying another troop who may be able to take on your product. Once the program has concluded, it is much harder to move cookies from your troop, so be sure to ask for help early if you need it.

Damaged Cookies

Troops are responsible for all of the cookies they pick up from cookie cupboards and they should be careful to inspect them and refuse any with visible damages. As you open cases of cookies, you may come across one that is in a damaged condition. If you encounter a cookie package that is damaged in an otherwise good case, you may take them back to the cupboard you received them from for an exchange. In the event that cookies cannot be exchanged at the cupboard, they may need to be removed from Troop Inventory within eBudde by the Council.

Customer Complaints

Girl Scout Cookies are not returnable from customers. Do not accept returns of opened boxes of cookies or offer an exchange for them. If a customer has a complaint about the cookies they've purchased (they are stale, crushed, melted, or the customer is generally not pleased), direct them to contact Little Brownie Bakers at 1-800-962-1718. This information can also be found on the side of every package of cookies.



Money Guidelines

For in-person sales, payment for Girl Scout Cookies is only accepted at the time of delivery. For Digital Cookie girl-delivered, payment is collected online at the time of order.

Troops may decide which forms of payment are acceptable for their cookie program.

Money Handling – it matters!

Handling money safely and responsibly is a key component of the Girl Scout Cookie Program. Use the guidelines below to help ensure smooth transactions. Encourage the girls in your troop to get involved in money handling. Provide plenty of support and check for accuracy.

- Payment for cookies should always be collected at the time of delivery, excluding Digital Cookie girl delivered options.
- Ask parents and girls to turn in collected money regularly—at least once a week! Always count money as it is turned in and in front of the parent. Utilize Cheddar Up or the receipt book to record payments. Give the parent a copy and retain a copy for troop records.
- Make a point to visit the bank after troop meetings and cookie booths where you know you'll be collecting cookie funds.
- Use your best judgment on how many cookies to release to parents at a time. For example, if a family has \$500 worth of cookies in their possession, it's a good idea to collect payment for those cookies before they are allowed to pick up additional cookies.
- Stay in touch with girls and parents. This is the best way to be aware of and address any payment issues early. If you suspect a problem with a parent, talk to your SU cookie coordinator for advice immediately!
- Store money safely and securely. Do not leave cookie money in a car, home, or other unsafe location. Remember, the TCM is responsible for storing money safely until funds can be deposited. Deposit often to avoid lost funds.

Accepting Check Payments for Cookies

For your troop's safety, use extra caution when accepting checks from customers you don't know. Troops will be responsible for checks that are returned for insufficient funds. When accepting checks, here are some tips:

- It is required that all checks must have a name, address, driver's license number, a phone number on the front of the check.
- Write the troop number and Girl Scout's name on the memo line.
- Checks must be made payable to the Girl Scout troop.
- Checks are deposited into the troop's checking account. Do not deposit them into your personal account.

Accepting Credit Card Payments for Cookies

It is strongly encouraged for troops to offer a contactless payment method for customers to purchase cookies.



Cheddar Up

GSGCF has partnered with Cheddar Up to provide troops a point of sale system at no cost to them. Returning troops should utilize their reader from the 2024 Cookie Program. New troops may receive a free one. Troops may purchase additional credit card readers. When using Cheddar Up, all credit card fees are covered by GSGCF.

For additional information, see the Cheddar Up module on gsLearn, found by logging into your myGS account.

The Digital Cookie app has options for girls and troops to accept credit cards via OCR or manual entry.

Troops may also choose to accept credit cards using companies like Square, Intuit, or other similar apps for their smartphones. If troops choose to utilize a platform other than Cheddar Up, the following guidelines apply:

- Troops are responsible for all credit card processing fees.
- Credit card payments must be deposited directly into the troop bank account, not to a parent's or volunteer's personal bank account.
- Troops are required to follow all local, state, and federal laws regarding credit card payments.
- Troops cannot sell cookies for more than \$6 per package (\$7 per package for specialty cookies) to cover the credit card processing. The cost of doing business should be absorbed by the troop.
- The TCM is responsible for maintaining all cookie program financial records, including documentation of funds received via credit card payment.
- Credit card payments may only be accepted in person or through Digital Cookie.

Paying For Cookies

- eBudde will be pre-loaded with troop bank accounts for troops who participated in the 2023-2024 cookie program. Troops who have had bank account changes and new troops will need to verify the correct information is entered into eBudde by 9:00 p.m. February 1, 2025.
 Personal checking account information may not be used.
- Troops will deposit ALL Girl Scout Cookie payments received into their Wells Fargo troop checking account so that there is a financial record. Cash should not be held outside of the account.
- Payments owed to the council for cookies will be collected via ACH transaction from the troop bank account according to the schedule below.
- It is the TCM's responsibility to ensure that cookie funds are deposited in a timely fashion to ensure the sweeps clear the account. GSGCF will not reimburse for overdraft fees incurred due to failure to deposit money in a timely manner.

Use the "Sales Report" tab in eBudde to see your balance owed to the council at any time during the sale.

 Troops who do not have sufficient funds for a sweep will not be permitted to pick up additional cookies or cookie rewards until their balance is paid. The council will pursue collections actions for any balances not paid promptly.

Date	Amount
February 20	\$1.75 per box ordered on initial order
March 25	Total remaining balance



Delinquent Accounts

There are occasions where cookie funds go missing or are not submitted to the troop on time. Use the guidelines below to reduce the odds of a delinquent account and handle the situation if it does arise.

- Don't give out large quantities of cookies all at once. Set a troop limit and let parents know they must pay for the cookies before they can pick up more.
- Any parent account that is not 100% paid by March 16, 2025, is delinquent. You must complete the unpaid funds form on the council website to begin the process of collecting these funds.
- Delinquent parents must be reported to council no later than April 8, 2025.
- The TCM is responsible for reporting the outstanding debt. Any troop balance that is not reported by April 1, 2025, as unpaid funds will be considered troop debt, and the TCM will be held responsible for those funds.

Remember: Delinquent parents who have not paid their funds hurt the whole troop. The best way to prevent the situation is to be proactive, keep good records, and make sure to have a Permission Form for the cookie program on file for each girl.

Zero Tolerance

GSGCF has a zero-tolerance policy for misuse of girl funds, any adult accepting responsibility for handling money is accountable for its proper use and safekeeping. Unresolved debt will be referred to a collections agency and misuse of funds may result in legal action and termination of volunteer service. To minimize the risk of loss, TCMs should regularly collect payments from caregivers throughout the program and make prompt deposits into the troop's bank account. Please provide weekly/monthly financial updates to families for full transparency.

Business Partner Program

GSGCF is excited to bring back the Cookie Business Partner Program! Girls can expand their skills by approaching businesses, increasing troop sales, and earning Cookie Entrepreneur Kits. There are 2 levels of kits that can be earned. A girl can earn the first level by reaching 240+ packages sold in this program. The second level is earned by reaching 480+ packages sold in this program.

How do we participate in the Cookie Business Partner Program?

Interested girls must actively be participating in other areas of the cookie sale to qualify for this incentive, including online, booths, or order card.

Businesses must be registered with Sunbiz.

- Submit Cookie Business Partner Intent to Participate form prior to approaching the business by March 9, 2025
- Complete provided Cookie Business Partner Program training.
- Review and update Cookie Business Partner Program Spreadsheet with intended business before approaching. Do not approach a business someone else has submitted. Results must be updated within 3 days of date visiting location or the listing will be removed giving other Girl Scouts the opportunity to approach the business.
- Submit Cookie Business Partner form for each business successfully approached including a signed agreement, 2-3 sentences about the business, and a picture of the Girl Scout with the business owner/manager who signed the agreement.
- Girls may begin to approach businesses on December 1, 2024.



Rewards

Girls who participate in the cookie program earn rewards based on both personal and troop successes! Girls should be encouraged to review the rewards before setting their goals or making decisions about reward opt-out.

GSGCF Cookie Credits

GSGCF Cookie Credits are a credit that Girl Scouts can earn as a reward through the Girl Scout Cookie Program. Registered Girl Scouts can use Cookie Credits to reduce or pay for the cost of approved Girl Scout activities.

2024 Girl Scout Cookie Program Rewards



Resources

Be sure to take advantage of all the resources available online to guide you through a fun and successful Girl Scout Cookie Program[®]. Girl Scouts of the USA: Locate info on the Girl Scout Cookie Program and national cookie badges and pins.

Baker Website:

The website of our official Girl Scout Cookie baker. Find girl activities, marketing ideas, Girl Scout Cookie facts, cookie sale resources, and clip art to help girls prepare for the cookie sale. LittleBrownie. com

GSGCF Website:

Visit our site to find procedures, forms, manuals, and other helpful information

eBudde™:

Your command center for managing the cookie sale. Order cookies, track girl activity, and order girl rewards. ebudde. LittleBrownie.com

Digital Cookie®:

Girl Scouts can set up their own personalized website, take credit card payments, and ship cookies directly to their customers

Digital Cookie:

GirlScouts.org Little Brownie Bakers® YouTube Channel: Check out our library of inspiring videos featuring real Girl Scout stories and selling tips. youtube.com/ LittleBrownieBakers



Business Partner Program

Thank you to our 2024 Business Partner Program participating businesses. These businesses supported local Girl Scouts by purchasing 12-16 cases (144-192 packages) of cookies through the Business Partner Program. Their support helped girls reach their high goals.







































The Girl Scout Cookie Program helps Girl Scouts develop five key skills:



Goal Setting • Decision Making • Money Management People Skills • Business Ethics

GSGCF Council Product Staff

(Business Hours: Tuesday-Friday from 7:30 a.m. - 5:30 p.m.)

Ashley Gill – Director of Member Experience

Jodi Miller – Product Program Manager

To reach our council staff:

Email customercare@gsgcf.org

Or call 941.921-5358

GSGCF Product Program Team would like to send a special thank you to our hard-working volunteers and Service Unit Product Coordinators. We say it all the time, but we truly could not do any of this without all of you. The benefits of your hard work will be felt in the lives of the girls for many years to come.



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