

WELCOME!



The cookie program begins
January 9



Thank You, Volunteers!

We appreciate all you do!



Courage



Confidence



Character

Did you know? All proceeds from Girl Scout Cookies® stay local!

When you purchase Girl Scout Cookies from a young, budding entrepreneur, you're supporting her success today *and* tomorrow. Girl Scout Cookies' proceeds stay local to:



1 Cover the costs of running the Girl Scout Cookie Program, including the costs of cookies, materials, and logistics.



2 Fund Take Action projects for the community and amazing girl-led adventures for troops.



3 Help councils provide Girls Scout programs in STEM, the outdoors, life skills, and entrepreneurship, as well as camps, leadership training, and more!

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world!

Goal Setting



5 Skills for Girls

Money Management



Decision Making



People Skills



Business Ethics



Entrepreneurship Badges & Pins

	Cookie Business	Financial Literacy	Cookie Entrepreneur Family	Entrepreneur
Daisy				
Brownie				
Junior				
Cadette				
Senior				
Ambassador				

COOKIE ENTREPRENEUR Family

Experience the Girl Scout
Cookie Program with this
NEW pin collection.
Earn a unique pin with
your family every year!

Learn more at girlscoutcookies.org/entrepreneurfamily





OWN YOUR
magic





Communication and Resources

**OWN YOUR
magic**

Communication



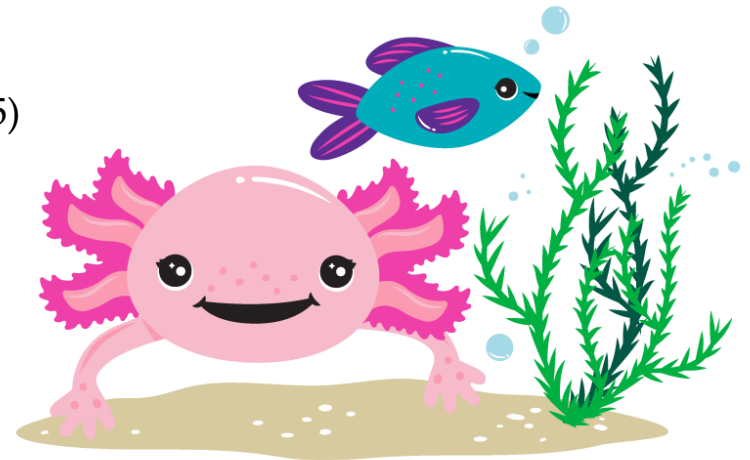
Council to TCM

- Email
- Cookie Bytes
- Text (cookie24 to 800-248-3355)

TCM to Caregivers

- Let caregivers know your preference

OWN
YOUR **magic**



Establish your Cookie Team

- Virtual and Troop Rally
- Distributing girl materials
- Distributing rewards
- Delivery
- Booth sales



Family Cookie Meeting

- Review policies and procedures with families.
 - ☐ Family Review Checklist – Troop Guide pg. 4



Tip: The Family Guide is a great tool to use when leading your family cookie meeting.



Cookie Materials



Troop Materials:

- 2024 Troop Cookie Manager Guide
- Girl Materials
- Receipt books
- OSA Box Wrap
- (Troop Cookie)



Girl Materials:

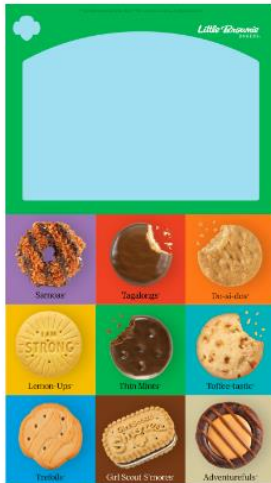
- 2024 Family Guide
- Girl order card
- Goal getter order card
- Money envelope



Little Brownie
BAKERS®

SOCIAL RESOURCES

Digital Marketing



[Download File](#)



[Download File](#)

Suggested Copy:
Do a happy dance, Girl Scout Cookie™ fans!! It's officially cookie time! ?
#GirlScoutCookieSeason



[Download File](#)

Suggested Post
Copy: Online shopping just got better. My Girl Scout will be offering Girl Scout Cookies online soon — stay tuned for details!



[Download File](#)

Suggested Copy:
Everyone's favorite minty treat is now available! My Girl Scout is now selling Thin Mints® to [insert goal].

littlebrownie.com

Cookie Technology



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Single Sign-on Portal

- New Users...Watch for your welcome email. Emails are user specific and cannot be shared.
- Returning Users... same email/password

The screenshot shows the login interface for the Little Brownie Bakers Cookie Tech Portal. At the top left is a large chocolate chip cookie. The header includes the 'Little Brownie BAKERS' logo and the title 'Cookie Tech Portal'. A green notification box states 'You have been logged out.' Below this are two input fields for 'email' and 'password', followed by a green 'Login' button. A link for 'Forgot your password?' is also present. The main body of text explains the single sign-on portal's purpose and provides instructions for users. A chocolate cookie is partially visible on the right side of the page.

Little Brownie
BAKERS[®]

Cookie Tech Portal

You have been logged out.

[Forgot your password?](#)

This single sign-on portal will connect you to eBudde™, eBudde™ DEMO, Girl Scouts® Ideal Cookie Sale™, Girl Scouts® VIP eTraining™, Girl Scouts® Cookie Locator or Cookie Club.

Your username (email address) and password designate your level of access to the Little Brownie Technology Tools.

If you would like to update your contact info please input your email and password above and [Click Here](#).

If you have not received an email with login instructions, please contact your council.

eBudde™, Girl Scouts® Ideal Cookie Sale™, Girl Scouts® VIP eTraining™ and Girl Scouts® Cookie Locator are provided as a service by Little Brownie Bakers™ and are intended for the sole use of their clients and staff. Please read the **End User License Agreement** for any questions regarding the use of these programs. You may also view our **Privacy Policy**.

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eBudde Continued...

- Add any *approved* troop leaders
- Missing girl? Contact Customer Care
- Email caregivers through eBudde



eBudde App

Users can do EVERYTHING desktop users can including pending orders!

digital 
cookie





“Girl Scout Cookie Program”
email@email.girlscouts.org

Emails are specific to each girl and cannot be shared.





Customers Order Online ~ Pay by Credit Card

- **Ship** (Customer pays shipping fees)
- **Girl Delivery** (No fees)
- **Donate to OSA** (No fees)



Digital Cookie Girl Delivery



Customers order and pay for cookies online



Caregivers receives email notice



Caregivers must approve or deny within 5 days



Girl delivers cookies from troop inventory

A pink, round, smiling cartoon character with spiky hair and a wide smile is holding a green-bordered sign. The sign contains text about the digital cookie delivery service.

This year, girls can continue to take girl delivery orders through March 17.

Digital Cookie Girl Delivery Orders / Initial Order



After the initial order has been submitted, all additional Digital Cookie Girl Delivery orders must be fulfilled using the troop's cookie inventory.



Cookie Inventory on DOC!

Caregivers can see additional in-person order inventory in Digital Cookie ONLY IF the leader/cookie manager checks the 'INV' box on the eBudde Girl Orders tab.

Printable Save

Add Trans. Add Payment

Below are transactions for Abiella A..

Abiella A.			\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	
DOC	Comment	Inv	Bth	C GOC	Advf	LmUp	Tre
	Init. Order *Locked*			10	10	10	10
	add pkgs	✓		0	0	1	0
	booth		✓	0	0	1	1
	payment	✓		0	0	0	0



Communicate with Caregivers

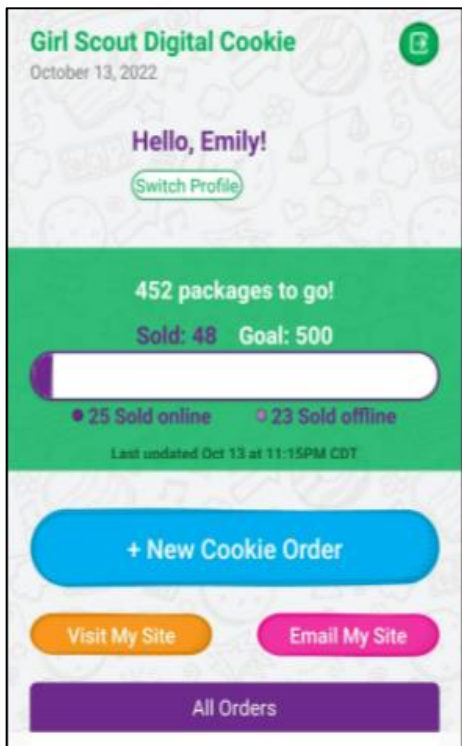
Need More Cookies?

- ✓ Troop-to-troop Transfer
- ✓ Cookie Cupboard

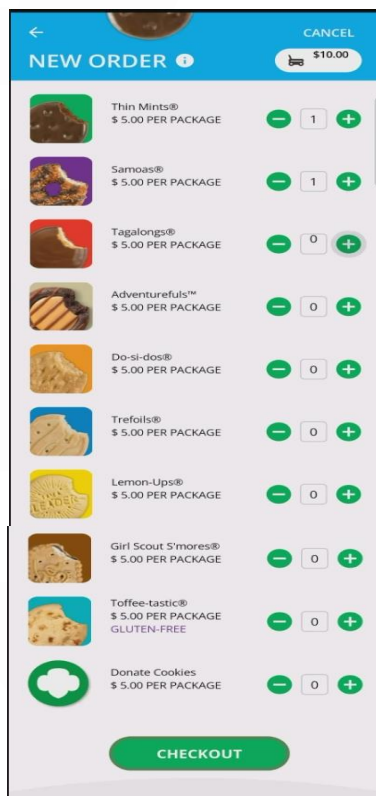


NEW Cookies In-hand

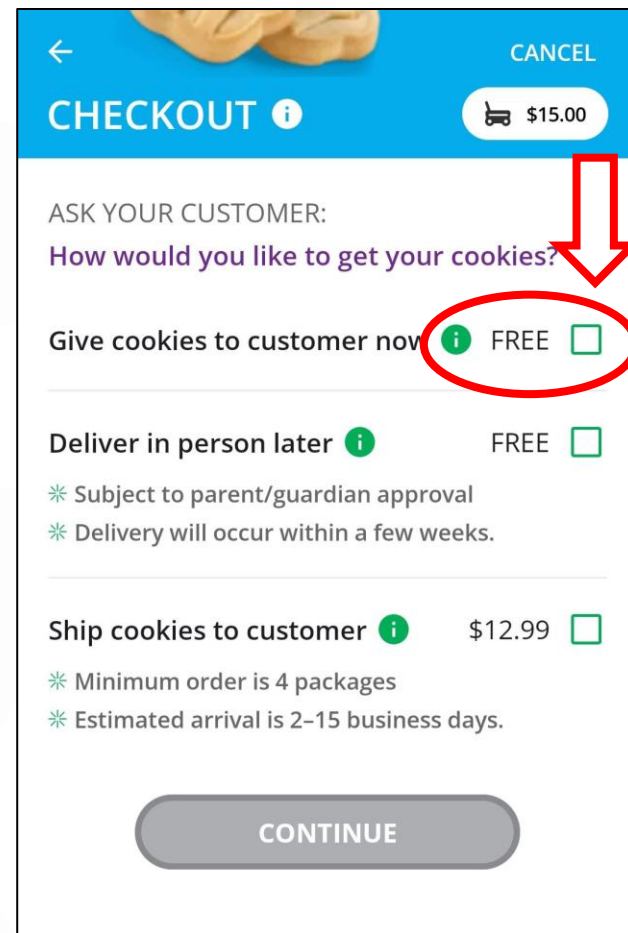
Girls and troops are now able to easily take credit cards at booth sales and while canvassing neighborhoods with cookies, and council will pay for the credit card fees processed through Digital Cookie.



Taking an order and viewing your orders are the main functions.



Enters the customer's order, click Checkout to continue.



Girl can select to "Give cookies to customer now" for face-to-face transactions.

My Cookies-Initial Order Entry











Online girl delivery orders are already included. Do not add them again.

[< Back to Dashboard](#) [My Cookies help](#)

Emma's Cookies


Enter Your Offline Initial Order:

Using your paper order card, enter the number of cookie packages you are requesting from the troop. Do not enter the packages from your approved [Digital Cookie in-person delivery orders](#). Those packages are automatically included in your Initial Order.

 Adventurefuls® - <input type="text" value="0"/> +	 Lemon-Ups® - <input type="text" value="0"/> +
 Trefoils® - <input type="text" value="0"/> +	 Do-si-dos® - <input type="text" value="0"/> +
 Samoas® - <input type="text" value="0"/> +	 Tagalongs® - <input type="text" value="0"/> +
 Thin Mints® - <input type="text" value="0"/> +	 Girl Scout S'mores® - <input type="text" value="0"/> +
 Toffee-tastic® - <input type="text" value="0"/> +	 Donate Cookies - <input type="text" value="0"/> +

Total packages entered (updates after saving): 0
Digital Cookie in-person delivery packages: 0
Total packages in your Initial Order: 0

You can update and save your Initial Order as often as you wish prior to 10/02/2023.
You will need to submit the order to your troop volunteer on or before 10/02/2023.

 Initial Order not yet sent to your troop volunteer.
Please finalize and send this information before the Initial Order Date.

Once submitted, the order will flow to the baker's ordering system.

Cookie Line-up

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GIRL SCOUT COOKIES®

All cookie varieties are \$6/pkg.



<p>Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p>Crispy lemon flavored cookies with inspiring messages to lift your spirits Approximately 12 cookies per 6.2 oz. pkg. Ⓢ ⓓ</p> 	<p>Trefoils®</p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. Ⓢ ⓓ</p> 	<p>Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats</p> <p>Oatmeal sandwich cookies with peanut butter filling Approximately 20 cookies per 8 oz. pkg. Ⓢ ⓓ</p> 
<p>Samoas® • Real Cocoa • Real Coconut</p> <p>Crisp cookies with caramel, coconut and dark chocolaty stripes Approximately 15 cookies per 7.5 oz. pkg. Ⓢ ⓓ</p> 	<p>Tagalongs® • Real Cocoa • Real Peanut Butter</p> <p>Crispy cookies layered with peanut butter and covered with a chocolaty coating Approximately 15 cookies per 6.5 oz. pkg. Ⓢ ⓓ</p> 	<p>Thin Mints® • Made with Vegan Ingredients • Real Cocoa</p> <p>Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. Ⓢ</p> 
<p>Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa</p> <p>Graham sandwich cookies with chocolaty and marshmallow flavored filling Approximately 16 cookies per 8.5 oz. pkg. Ⓢ ⓓ</p> 	<p>Toffee-tastic® • No Artificial Flavors GLUTEN-FREE</p> <p>Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. Ⓢ ⓓ</p> 	<p>Adventurefuls™ • Real Cocoa</p> <p>Indulgent brownie-inspired cookies with caramel flavored crème filling and a hint of sea salt Approximately 15 cookies per 6.3 oz. pkg. Ⓢ ⓓ</p> 

Samoas®
REDUCED PLASTIC Tray
Coming Soon!



- ✓ New, improved tray uses 15% less plastic
- ✓ 65,000 lbs of plastic saved annually
- ✓ Same cookie count, weight & carton
- ✓ Using remaining old tray inventory before inserting new tray

Cookie Rally

Visit littlebrownie.com for ideas



Rally patch available in GSWPA shops!



Troop Cookie Rally

Beginning of Girl Order Taking

Little Brownie
BAKERS®

In-person Rallies – yes!

Find rally activity ideas on
littlebrownie.com.



Virtual Rallies

*Zoom Virtual Backgrounds for Hosting
At-Home Activities & Social Interactions*

COUNCIL COOKIE RALLY

January 8, 2024
Open to all GSWPA Members
Free!

FUN!

Rally Patch
available in
council shops!



Cookie Rookies & Cookie Captains

Engaging girls of all experience levels

Cookie Captains

Experienced teens are great mentors for first-time sellers. Accomplished girls/troops pair up with first-time cookie sellers/troops to show them the ropes.



Patch available in council shops.

Cookie Rookies

If your girls are new to the cookie program, there's a fun, 10-minute video to help them understand the basics.



Patch available in council shops.

5 for Five! Customer Contest



This is a great way to boost your booth sales!

The 5 for Five! promotion runs the entire sale... girl order taking through the last day of booth sales

5 for Five! entry forms

- sent as an attachment in Cookie Bytes



Donation Programs

Operation: Sweet Appreciation
& Troop Gift of Caring



Little Brownie
BAKERS.

OPERATION: SWEET APPRECIATION



Girls earn a charm by sending collecting OSA packages through Digital Cookie.



The OSA Program is expanding to include local law enforcement and firefighters, in addition to active military and veterans!

- ✓ Recognize additional groups
- ✓ Expand customer interest in making donations

Troop Gift of Caring

Last year, Girl Scouts in council donated to the charities of their choice including

- Local Food Pantries
- Meals on Wheels
- First Responders
- Non-profit Community Service Organizations



Gift of Caring
Patch

Available for purchase
in council shops.

Abbreviations in eBudde



OSA (Operation: Sweet Appreciation) – Virtual Donation



TGOC (Troop Gift of Caring) – Uses troop cookie inventory

Girls Init. Order Delivery Girl Orders Transactions Txn Pickups Cookie Exch Rewards Booth Sites Payments GOC Org Sales Report Reports Help Center																
Printable Version		<i>Below are your troop sales broken down by Girl. To view/edit a Girl's Transactions click on the appropriate row.</i>										<input type="checkbox"/> Package Sales <input type="checkbox"/> Financials <input type="checkbox"/> FYI Programs				
Record Booth Sale		Export														
		\$ 5.00 \$ 5.00 \$ 5.00 \$ 5.00 \$ 5.00 \$ 5.00 \$ 5.00 \$ 5.00 \$ 5.00 \$ 5.00														
Uses DOC	▼ Girl	OSA	LmUp	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	TGOC	♦Total	Total Due	Paid	♦Bal. Due	
✓	Allysen P.	0	0	0	0	0	0	0	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00	▲
✓	Aylah S.	0	0	0	0	0	0	0	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00	
✓	Annalisa C.	0	0	0	0	0	0	0	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00	
✓	Aubrev A.	0	0	0	0	0	0	0	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00	

Why should your girls participate in a donation program?

- ✓ Higher girl PGA
- ✓ Girl Rewards
- ✓ Troop Proceeds



Celebrate each step of the way!

Percentage	Description
10%	Number of pkgs
20%	Number of pkgs
30%	Number of pkgs
40%	Number of pkgs
50%	Number of pkgs
60%	Number of pkgs
70%	Number of pkgs
80%	Number of pkgs
90%	Number of pkgs
100%	My Personal Goal

Keeping track of your goals is easy! Start by writing in your total Girl Scout Cookie™ package goal in the space that says 100%, and be sure to include your smaller goals along the way. (Ask a grown-up to help if you need it.) Celebrate by coloring the banners as you make your magic.

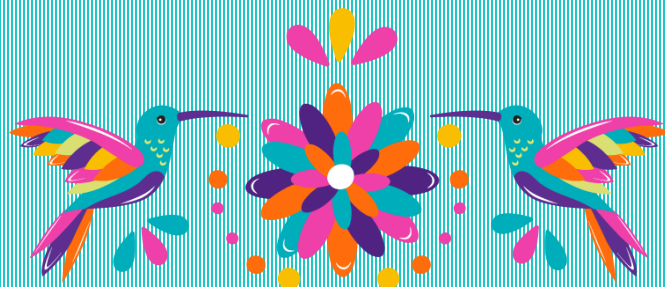
Finances

OWN YOUR
magic



Bank Account Information and ACH Authorization Form

All troops are **REQUIRED** to have the
**Bank Account Information
and ACH Authorization
form on-file** to participate in the
MagNut and Cookie Programs.



Bank Account Information and ACH Authorization

This form must be completed by all Girl Scouts Western Pennsylvania service units/troops/groups that have successfully completed all the required steps to open a bank account in the council's name. Please complete this form as soon as a new bank account is opened or there are any changes in authorized signers of existing accounts.

Your Name *

First Name

Last Name

Email *

example@example.com

Phone Number *

Please enter a valid phone number.

Reason for Submitting *

- New Account
- Change of Bank or Account Number
- Change of Account Signers
- No Change: Updating Online Records Only

Accepting Checks



- Troop decision
- Payable to 'Troop xxxxx'
- Troop incurs NSF Fees, *if applicable*

Accepting Credit Cards

- Troops report an increase in sales
- Accepting credit cards outside of the Digital Cookie platform and paying all fees associated is a troop decision.



Troop Proceeds

Outlined on pg. 5 in the
TROOP COOKIE MANAGER GUIDE



NEW Troop Proceeds Structure!

Troop proceeds help fund a troop's community service projects and activities. This year, troops can earn up to \$1.18 per package!

Troop Proceed Tiers

Troops earn the following proceeds for participating in the 2024 Girl Scout Cookie Program:

\$.90 per package	Base rate for troop proceeds
\$1.00 per package	Super Troop—Troops that reach a PGA* selling of 195 packages or more
\$1.05 per package	Super Troop—Troops that reach a PGA* selling of 240 packages or more
Additional \$.10 per package	Additional Proceeds Option (see below)
\$.02 per package MagNut bonus	Troops that reach a PGA* selling of \$185 in the MagNut program and a PGA* selling of 250 packages in the cookie program will receive a \$.02 bonus per package of cookies.
\$.01 (total \$.03) per package MagNut bonus	Troops that reach a PGA* selling of \$275 in the MagNut program and a PGA* selling of 250 packages in the cookie program will receive a \$.01 (total \$.03) bonus per package of cookies.

PGA = Per-Girl Average

Super Troop Tiered Levels

- PGA selling 185 ~
Each girl selling and two troop volunteers receive the Super Troop T-shirt
- PGA selling 195 ~
T-shirts (above) AND an additional \$.10/pkg. of cookies the troop sold (total = \$1.00/pkg.)
- PGA selling 240 ~
T-shirts (above) AND an additional \$.05/pkg. of cookies the troop sold (total = \$1.05/pkg.)



Additional Proceeds Option

Open to Junior, Cadette, Senior and Ambassador troops



200+ Additional

\$.10

per package

A collection of items including a purple bag, a purple and orange bag, a purple and orange bag, and a purple and orange bag. A purple and orange bag with 'OWN YOUR MAGIC' text and '2024' is also shown. These items are included in the current option.

Service Unit Bonus

Outlined on pg. 5 in the
TROOP COOKIE MANAGER GUIDE



How your troop can help:

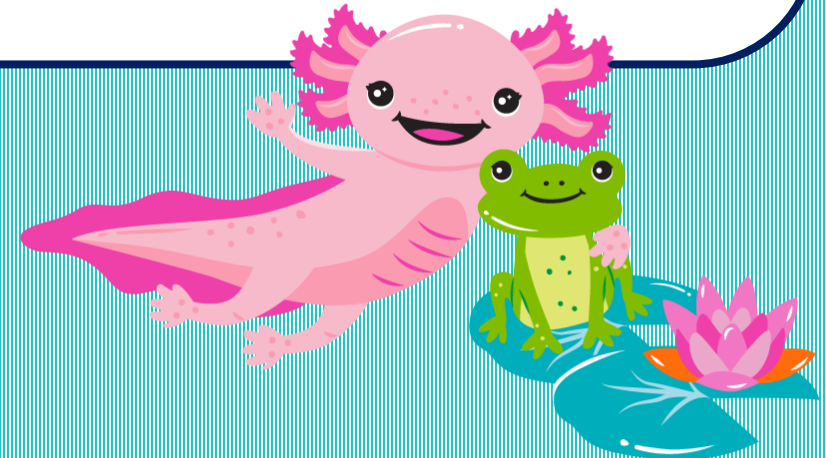
- ✿ Have a combined troop sales increase of 10 percent or more.
- ✿ Be sure your troop is paid in full by April 15 or have submitted the required caregiver outstanding balance paperwork by April 4.
- ✿ Encourage girls to participate. (For participation, girls must sell at least one package of cookies.)
- ✿ Attend the service unit Cookie Rally.



ACH Schedule

2024 Cookie Program Sweep Schedule:

Sweep:	Sweep Date:	Sweep Value:
1 st Sweep	March 21	25 percent of the troop's total outstanding balance due
2 nd Sweep	April 11	Remaining balance due



ACH Adjustment Form

- Troop doesn't have enough money in the account
- Customer checks have not cleared
- Girl/caregiver owes money to the troop

It's your responsibility to complete and send the ACH Adjustment form at least five (5) business days before a scheduled sweep.

Outstanding Cookie Balance Form

Documentation Required:

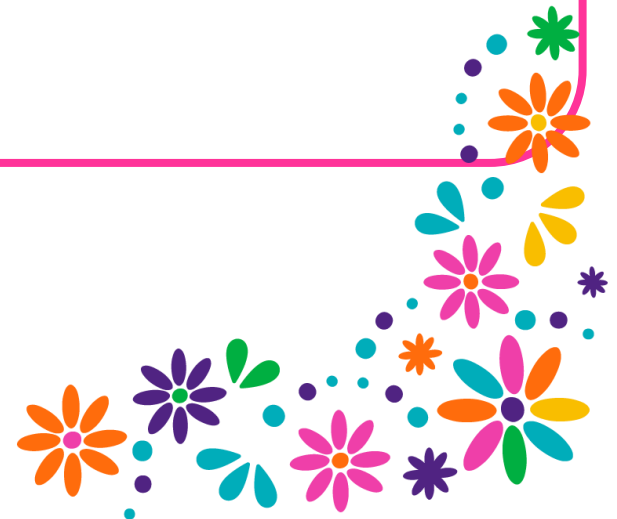
- copy of the collection letter from the troop
- the Outstanding Cookie Balance Form
- a copy of the receipts (pick-ups and payments)
- a copy of the signed caregiver Permission slip
- Proof of NSF fee and returned check, if applicable



****All Girl/caregiver Outstanding Balance paperwork is due by April 4.****



Rewards & Girl Experiences





Revised Structure!



Initial Order
200+ pkgs

- ✓ One desirable, easier to achieve Initial Order Reward
- ✓ Simplified Digital Cookie reward based on participation – not sales
- ✓ NEW Operation: Sweet Appreciation reward for individual girls replaces troop challenge
- ✓ Super Seller level now has a Girl Scout Bucks option

Final Rewards



Initial Reward



200+
pkgs



Digital Cookie & OSA Special Rewards



Girls earn this
techie charm by sending
18 unique customer emails



Girls earn this Samoas heart
charm by collecting
15 OSA donations





IMPORTANT...

If final rewards selections are not submitted by the deadline:

- SUCM or council will guess
- Girls T-shirts – Our best guess
- Volunteer T-shirts – 1 large and 1 x-large
- Cannot exchange





Cookies, Cookies, Cookies!

Cookie Initial Order
Cookie Delivery
Cookie Cupboards
Troop-to-Troop Transfers
Cookie Exchange

Initial Cookie Order

Troop initial orders will be locked on Jan. 30:at 11:59 p.m.

SUCMs can make changes until Jan. 31at 11:59 p.m.

eBudde rounds up to a full case
(12 packages = 1 case)





Cookie Delivery

February 17-25

Traditional

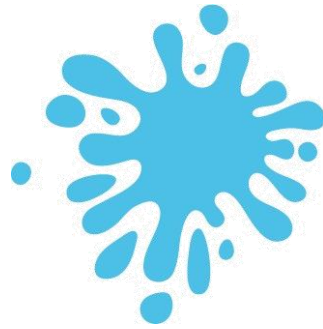


Count-n-Go



Warehouse





Treat cookies with care!



Count, count, count...



...and sign the receipt!

council and the delivery agent are not responsible for shortages!

Got extras... they're not 'extra'... they belong to another troop/SU.

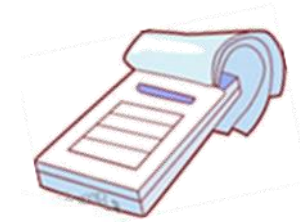
Damaged Cookies - Exchange at any Cookie Cupboard



Cookie Delivery

Prior to delivery...

- Print out the troop's Initial Order from eBudde
- Fill out receipts for each girl



At delivery...

- Distribute initial rewards (if received from the SUCM)
- Have caregivers sign for cookies and initial rewards



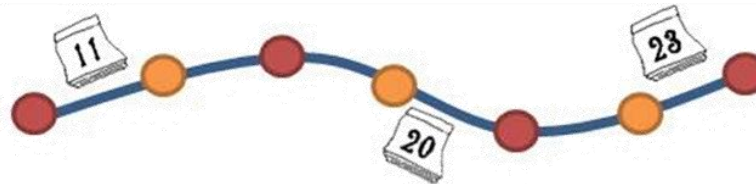


Cookie Cupboards

- ✓ Boxes or cases
- × Cookies cannot be returned
- ✓ Damaged Product can be exchanged
- × Lemon-ups, Toffee-tastic & GS S'mores limited



Cookie Cupboards



Pending orders placed by Monday 9am are given consideration in the 'cookie shuffle' for cupboards that may be restocked.

Troops can still place orders after Monday 9am BUT inventory might not be available.

Cupboard Manager may use Low-contact/Contactless Cupboard Pickup

(Contactless receipting, text messaging and eSignature confirmation)



Who Can Pick Up Cookies?

Anyone! However, an eBudde user must place the pending order and edit the Contact Info box.



Can cookies be returned?

No, troop owned cookies cannot be returned.

Cookie Exchange

Girls	Init. Order	Delivery	Girl Orders	Transactions	Cookie Exch	Troop Pickups	Rewards	Booth Sales	Payments	GOC Org	Sales Report	Rep
-------	-------------	----------	-------------	--------------	--------------------	---------------	---------	-------------	----------	---------	--------------	-----

COOKIE EXCHANGE

Have packages of cookies to exchange with other Troops? Use the form below to post what packages you have to the exchange.
The numbers in the form always reflect your last update so after you've given away some packages please come back here to update your offerings!

Did you give away ALL of your packages? Fantastic! If you would like to opt out simply [Remove My Offering](#)

Adventurefuls	Lemon-Ups	Trefoils	Do-Si-Dos	Samoas	Tagalongs	Thin Mints	S'mores	Toffee-tastic	<input type="checkbox"/> Inc. my phone number
<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	Update Pkgs to Exchange

Looking for cookies? Use the information below to find cookies and request an exchange. Cookie totals may have changed since at volunteer last posted.
For current availability please contact the troop leader.

ADVENTUREFULS	Total: 375
LEMON-UPS	Total: 327
TREFOILS	Total: 368
DO-SI-DOS	Total: 379
SAMOAS	Total: 323
TAGALONGS	Total: 265
THIN MINTS	Total: 364
S'MORES	Total: 12
TOFFEE-TASTIC	Total: 173

Cookie Booths

March 1-24



OWN YOUR
magic

National Girl Scout COOKIE Weekend

February 16-18

(Before the council's Booth Sale period)

Troops can NOT

x Have a physical booth sale

Troops can

- ✓ Promote up-coming scheduled booth sales
- ✓ Promote Operation: Sweet Appreciation
- ✓ Promote Troop Gift of Caring
- ✓ Promote Cookie Finder Troop Link



Council Partnerships

GSUSA Partnerships - pending

- GNC
- JoAnn



- Walmart – Yes!



GSWPA Partnerships - pending

- Giant Eagle
- Goodwill



Service Unit Arranged Cookie Booths

All booth sales at large businesses and outside of council-sponsored booths are considered to be service unit booths sales.

Troops **may NOT** approach large businesses/big box stores for cookie booths.



Troop Arranged Booths

Troops may approach small, mom-and-pop type businesses

- ✓ Check with your SUCM
- ✓ Ask permission from the location
- ✓ Enter the details on eBudde

Booth
Sales



Cookie Finder

Potential cookie customers find booth sites by entering their zip code.



eBudde will send a reminder email to troops three days before their booth site sale occurs



Troop Link on the Cookie Finder

OWN
YOUR **magic**



Customer
Search



GSUSA
Cookie Finder



Fair
Selection



Share
Sales



After the booth sale,
record girls' sales
in eBudde



THANK YOU!



OWN YOUR
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