

2024–2025 Girl Scout Cookie Program®

# Troop Cookie Manager Guide





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

### **The Girl Scout Promise**

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

### **The Girl Scout Law**

I will do my best to be  
honest and fair,  
friendly and helpful, considerate and  
caring, courageous and strong, and  
responsible for what I say and do, and  
to  
respect myself and others, respect  
authority,  
use resources wisely,  
make the world a better place, and be a  
sister to every Girl Scout.

**Volunteers support endless possibilities!**

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

**Thank you for being a Troop Cookie Manager!**



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# Dates and Deadlines

| <b>NOVEMBER/DECEMBER</b>          |                                                                           |
|-----------------------------------|---------------------------------------------------------------------------|
| <b>Wednesday, Nov. 6</b>          | <b>eBudde goes live</b>                                                   |
| <b>Week of Nov. 18</b>            | <b>Service Unit cookie manager (SUCM) training</b>                        |
| <b>Nov. 25—Nov. 29</b>            | <b>GSCO offices closed, Thanksgiving week</b>                             |
| <b>Dec. 5, 10, 11, 6-8 p.m.</b>   | <b>NEW Troop Cookie Manager (TCM) Training live webinars</b>              |
| <b>Saturday, Dec. 7</b>           | <b>Girl Scout Daisy Cookie Rallies (register on GSCO events calendar)</b> |
| <b>Week of Dec. 9</b>             | <b>Experienced TCM Training live in gsLearn</b>                           |
| <b>Wednesday, Dec. 11, 8 p.m.</b> | <b>Last day to transfer girls between troops</b>                          |
| <b>Wednesday, Dec. 11, 8 p.m.</b> | <b>Deadline for Rally Cookie orders</b>                                   |
| <b>Sunday, Dec. 29</b>            | <b>Digital Cookie/DOC volunteer access, site set-up</b>                   |

| <b>JANUARY</b>            |                                                                           |
|---------------------------|---------------------------------------------------------------------------|
| <b>Sunday, Jan. 5</b>     | <b>Digital Cookie/DOC caregiver access, Girl Scout site set-up</b>        |
| <b>Thursday, Jan. 9</b>   | <b>Digital Cookie/DOC opens for girl delivery, shipped, and donated</b>   |
| <b>Tuesday, Jan. 14</b>   | <b>Troop Initial Order (IO) and delivery site selection due in eBudde</b> |
| <b>Wednesday, Jan. 15</b> | <b>SUCM submits IOs for troops/Juliette caregivers in service unit</b>    |

| <b>JANUARY</b>            | <b>BOOTH SELECTION DATES</b>                                                                                          |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Thursday, Jan. 23</b>  | <b>Round one booth selection (6-11:59 p.m.) – pick one booth – one total</b>                                          |
| <b>Friday, Jan. 24</b>    | <b>Round two booth selection (6-11:59 p.m.) – pick two booths – three total</b>                                       |
| <b>Monday, Jan. 27</b>    | <b>Round three booth selection (6-11:59 p.m.) – pick three booths – six total</b>                                     |
| <b>Tuesday, Jan. 28</b>   | <b>Round four booth selection (6-11:59 p.m.) – pick four booths – ten total</b>                                       |
| <b>Wednesday, Jan. 29</b> | <b>Round five booth selection (6–5:59 p.m. on 2/5) – limit 100 total until Feb. 5, when unlimited opens at 6 p.m.</b> |



# Dates and Deadlines

| <b>FEBRUARY</b>                         |                                                                    |
|-----------------------------------------|--------------------------------------------------------------------|
| <b>Saturday, Feb. 1</b>                 | <b>Main Cookie Delivery Day</b>                                    |
| <b>Sunday, Feb 2</b>                    | <b>Cookie Program begins</b>                                       |
| <b>Sunday, Feb. 2</b>                   | <b>Select Council Booths and My Sales Booths start</b>             |
| <b>Wednesday, Feb. 5</b>                | <b>Booth selections open up to unlimited number (after 6 p.m.)</b> |
| <b>Thursday, Feb. 6</b>                 | <b>Cupboards start to open</b>                                     |
| <b>Friday, Feb. 7</b>                   | <b>Additional Council Booths start</b>                             |
| <b>Friday, Feb. 21— Sunday, Feb. 23</b> | <b>Girl Scout Cookie weekend</b>                                   |

| <b>MARCH</b>               |                                                                                                                                                     |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sunday, March 9</b>     | <b>Digital Cookie girl delivery orders end at 8 p.m. Girl delivery option will be shut off. In-hand, shipped, and donated ordering remain open.</b> |
| <b>Sunday, March 16</b>    | <b>Cookie Program ends at 8 p.m.</b>                                                                                                                |
| <b>Tuesday, March 18</b>   | <b>TCMs to closeout in eBudde by 8 p.m. Girl Scout reward selections also due by 8 p.m.</b>                                                         |
| <b>Wednesday, March 19</b> | <b>SUCMs closeout in eBudde by 8 p.m.</b>                                                                                                           |
| <b>Friday, March 21</b>    | <b>Money problem reports due by 8 p.m.</b>                                                                                                          |
| <b>Thursday, March 27</b>  | <b>ACH debit date</b>                                                                                                                               |

| <b>APRIL/MAY/JUNE</b>      |                                                                             |
|----------------------------|-----------------------------------------------------------------------------|
| <b>Wednesday, April 30</b> | <b>Cookie Credits held at council are applied to GSCO camp registration</b> |
| <b>Wednesday, April 30</b> | <b>Last day to sell excess cookie inventory</b>                             |
| <b>Early/mid-May</b>       | <b>Cookie Credits are sent to Girl Scouts/caregivers</b>                    |
| <b>Late May/June</b>       | <b>Girl Scout rewards start to ship to SUCMs</b>                            |
| <b>June</b>                | <b>Top Cookie CEO event</b>                                                 |
| <b>Early/mid-June</b>      | <b>SUCMs start to distribute rewards to TCMs/troops/Juliette caregivers</b> |
|                            |                                                                             |

# Cookie Program Prep

## Get Ready!

- Ensure all information is current with your troop bank account and all signers on the account are updated. All bank account signers must also complete a BASA form.
- Submit ACH authorization form for the 2024-2025 membership year (ACH forms are submitted annually) and TCM agreement. *Make sure both bank account signers are renewed too!*
- Once ACH form and TCM agreement are approved, TCMs will receive eBudde login information from Girl Scouts of Colorado.
- Log in to eBudde to verify/edit information. Check the troop roster (in eBudde and myGS) *before* mid-December to ensure all girls in your troop have a current membership.
  - Deadline to transfer girls between troops is Dec.11, 2024. No girls can be transferred between troops after the deadline.
- Take required TCM training.
- Check in with your service unit cookie manager (SUCM) and get your printed TCM guide. Read the guide and refer to it throughout the Cookie Program. You will also receive Family Guides to distribute, along with order cards.
- Meet with troop leadership team and schedule a date and time for troop training AND plan the Cookie Program schedule. Have a family meeting in December or January.
  - Ask caregivers/parents to sign a Cookie Program Permission form!
- Collaborate with the troop leadership team in coaching girls to discuss their goals and what they want to do with their cookie proceeds.
- Log-in to Digital Cookie/DOC and get set-up. TCMs with approved agreement forms will gain access in early January, a week ahead of caregivers and Girl Scouts.
  - Digital Cookie tip sheets and tutorial videos are linked to the Cookie Resources page.
- Plan and confirm with troop leader the number of packages to be ordered on the Initial Order (IO). Use the IO calculator on the GSCO cookie resources page as a planning tool!

## **TCM TIP:** Discuss the benefits of attending a Cookie Rally (or helping to host one!)

Girl Scouts who participate in cookie rallies consistently reach higher goals. At rallies, girls get excited about the upcoming cookie season, sample cookies, participate in activities, and the Five Skills at activity stations.

- Rallies are hosted around the state. Troops might organize and host a rally in collaboration with the service unit.
- Check in with your service unit about rally events in your area, and also look for rallies on the [events calendar](#) on the Girl Scouts of Colorado website for details.
- To help with planning, Little Brownie Baker's (LBB's) rally guide has themed activities for service unit or troop rallies! Find the guide on the Cookie Resources page!

# Resources at a glance



girl scouts 

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®](#)

[Digital Marketing Tips for Cookie  
Entrepreneurs](#)

## 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)



Little Brownie  
BAKERS®

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](#)

FOLLOW  
Little Brownie Bakers®  
on Facebook  
[@LittleBrownieBakers](#)



## Girl Scouts of Colorado Resources and Volunteer Support

Cookie Resources page



**Troop and Family Guides**  
**"How to" videos**  
**Digital Cookie tip sheets**  
**Permission forms**  
**Booth resources**

Cookie Chats!

**Every Wednesday at noon**

Dec. 4 - March 12

**Join the Product Program Specialist team for open discussions on different topics each week.**

No need to register! Find the link to join the chats on the Cookie Resources page.

# What's New

## **2025 Cookie Program — Final season for Girl Scout S'mores Cookie**

This year will be the last for the iconic Little Brownie Baker (LBB) S'mores cookie, making way for a new cookie in 2026. No word yet from our baker on what the new cookie flavor will be. We asked for just a hint, but they wouldn't budge!

Girl Scout S'mores cookies make up an average of 5% of GSCO cookie sales overall. Ordering 5% S'mores in your total Initial Order (IO) of cookies is recommended, or order the percentage of S'mores cookies that has historically fit the inventory needs of your troop and cookie booths best. Cookie Cupboards will be stocked with S'mores cookies too.

## **Cookie Price Increase**

- Due to the increased cost of ingredients such as cocoa and sugar, Girl Scouts of Colorado must raise the price per package of Girl Scout Cookies.
- The cost for core variety cookies for the 2025 season will be \$6 per box. The cost for specialty cookies will be \$7 per box. 82% of Girl Scout councils across the nation are already at this price point or higher.
- The cost of cocoa and sugar has increased more than 200% in the last year, and that has caused an increase in the amount Girl Scouts of Colorado pays for each package.
- 100% of cookie proceeds stays right here in Colorado to fund an amazing Girl Scout experience for girls across our state.

## **Troop Proceeds Increase**

- All Girl Scout troops will earn \$0.95 per package sold. Troops with a selling girl average of 400+ packages will earn \$1.00 per package sold.

## **eBudde updates**

- Booth selection, can now go “back one step” rather than “all the way back” to start with each booth selection, by choosing “add another day” option in “success” pop-up window.
- Troop site transactions, can now split distribution of donations separate from shipped
- Cupboard transactions, “X” will only show over varieties *not* available
- Dashboard, unread messages banner will pop-up on dashboard.

## **Digital Cookie/ DOC updates**

- GSUSA focused on fixing issues from last cookie season
- Streamlined customer information input process and added Venmo and PayPal transaction options in app



# 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)



# TCM Role and Responsibilities

Thank you for being a troop cookie manager (TCM) for the 2024-2025 membership year! Below is an outline of TCM responsibilities. To review a complete description of the TCM role and responsibilities, go to the GSCO website, Cookies Resources page to download a copy.

TCMs also receive a copy of the position description when they complete the TCM agreement. The full volunteer job description is included in the body of their approval email.

**Position Summary: Troop cookie managers work directly with girls, families, and troop volunteers to provide Cookie Program information, training, materials, guidance, and support. This role coaches Girl Scouts to understand, learn, and master the 5 Skills: Goal setting, Decision-making, Money Management, People Skills, and Business Ethics.**

**Support and Training:** As a troop cookie manager, you will receive support from other troop volunteers, your service unit cookie manager SUCM, and the product program team. You must attend required cookie training and you will have access to additional learning opportunities ahead of and during the program, as well as guides, tip sheets, and other resources to reference.

## TCM Responsibilities

- **Attend required TCM training**, utilize program guides and resources, and take advantage of supplemental online trainings throughout the program. Not completing required TCM training may result in not being eligible for this role in the future.
- **Train the girls in your troop and their families on the Cookie Program** (including safety tips, policies and procedures, Digital Cookie, cookie inventory management, important dates)
- **Troop cookie managers (TCMs) are financially responsible for all cookies received and retained in troop cookie inventory.** When TCMs collect the required Cookie Program permission form from parents/caregivers and cookies, financial responsibility for cookies distributed to Girl Scouts is transferred to parents/caregivers.
- ***Do not distribute cookies to parents/caregivers until they fill out, sign, and turn in a permission form.***
- Receipts must be completed and signed by both TCM and parent/caregiver when cookies are distributed. ***A receipt is needed for every distribution of cookies and payment for cookies! Keep all receipts!***
- Read all financial responsibilities outlined in more detail below.
- Adhere to all deadlines and submit all required paperwork.
- **Submit an initial order (IO) for your troop.**
- Make sure that your delivery day ticket/receipt accurately reflects the quantity and variety of initial order (IO) cookies picked up. There are no returns on cookies.
- Arrange for timely and secure pick-up/distribution of cookies to/from families and cookie cupboards.
  - ***Inform parents/caregivers that only TCM coordinates troop-to-troop transfers, and only parents/caregivers designated by TCM are allowed to do cupboard pickups.***

# TCM Role and Responsibilities

- **Organize booth sales, following all guidelines.**
- **Keep accurate records and receipts for each cookie transaction in eBudde.** Allocate cookies to girls and keep other inventory records in eBudde updated throughout the program.
- **Coach girls/families on best customer service practices, including booth etiquette, and Digital Cookie girl delivery.**
- Complete closeout process, submit girl rewards order and check-in with service unit cookie manager at end of program.
- **Arrange for pick-up of earned rewards and promptly distribute to the girls.**
- **Accept and respond to communications (incl. calls and emails)** from GSCO staff, volunteers and Girl Scout families. Important information and updates are communicated throughout the program. *Volunteers may not "opt-out" of GSCO/eBudde emails.*
- **Communicate important information to council, other volunteers, and Girl Scout families in a timely way.**
- Ensure that all verbal or written communications (including telephone conversations, emails, texts, and electronic and social media) do not contain profanity or condescending remarks.
- Refrain from inappropriate displays of anger, aggression, or berating of individuals.
- Volunteers may not use any information received for personal or monetary gain.

Volunteers must notify GSCO if they have a potential conflict of interest or if they believe anyone else is facing a potential conflict of interest.

***Volunteers may be asked to support other duties or activities that meet the goals and/or objectives of the service unit and/or GSCO.***

## **Financial Responsibilities**

- ***There are no returns on cookies.***
- TCMs are financially responsible for all cookies the troop receives and retains in troop cookie inventory until it is distributed to Girl Scout families.
  - The signed permission form is required and serves as an agreement that parents/caregivers are financially responsible for the order money collected, for turning that money in to TCM/troop, and for all cookies that are distributed to them/their Girl Scout.
  - Collect the required Cookie Program participation permission form from parents/caregivers (online forms or paper forms) at the START of the program!
  - ***Do not distribute cookies to parents/caregivers until they fill out, sign, and turn in a permission form.***
- **Receipts must be completed and signed by both TCM and parent/caregiver when cookies are distributed. Keep all receipts!**
- TCMs must collect, record in eBudde, and receipt all money from booth sales and family sales.
- Ensure that the money accurately corresponds to the number of cookies issued.
- **Ensure that all cash and checks are deposited into troop account on at least a weekly basis.**
- TCMs *must report any unpaid cookie bills* by submitting a Money Problem Report with receipts and/or other documentation, on or before the MPR deadline (March 21, 2025, 8 p.m.)

# Troop Training Checklist

**Communicating with girls and their families is important and having a troop/family meeting is key! GSCO recommends having a family meeting *before the start of the program and after the program ends*.** Share important updates throughout the program. If extra support is needed for training, contact your SUCM.

- **Every participating Girl Scout must turn in a signed caregiver/parent Cookie Program permission form before they are given cookie inventory and start selling. The printable form is in this TCM guide.** Tear out and make copies to share. Or, share the link to the digital form with parents/caregivers.
- ***Go over the permission form with the families to ensure they understand their financial responsibility.***
- Explain the purpose of the program (i.e., the 5 Skills) and hand out the order card and Family Guide. Ask caregivers/parents to read the guide!
- Explain the best method for parents/caregivers to communicate with you.
- ***Go over all the cookie due dates, including GSCO deadlines and troop deadlines.***
- **Explain the Initial Order (IO) that the troop will be submitting and discuss how it will be calculated.**
- Explain the process for cookie delivery (cookie pick-up) day.
- **Explain that a complete and signed receipt is needed for every cookie and money transaction.**
- Explain how often and when girls can get more cookies and the process to get them.
- Explain that no cookie returns are accepted by GSCO.
- **Explain the troop's money handling policy. This should include:**
  - **How often cookie money must be turned in;**
  - ***How much inventory each girl will be allowed to have before she must turn in money;***
  - The troop's policy about accepting checks and large bills, (GSCO recommends not accepting checks or \$50 or \$100 bills.)
  - ***When final payments for cookie inventory/sales are due***—must have before the ACH debit on March 27, 2025, but best to have final payments by March 16, 2025!
  - The steps the troop is required to take when money is not turned in.
- **Review safety guidelines.**
- Explain booth policies and best practices, at storefront booths, drive-thru booths, or virtual “booths” and share booth tips sheets too.
- Parents/caregivers need to understand the booth policies and procedures to ensure they know what is expected of them.
- **Train parents/caregivers/Girl Scouts by modeling what “best practices” at a booth are.** Make it a fun role-play game!
- Explain how rewards are earned by the girls and get the girls' sizes and other reward choices.
- **Discuss how the troop should celebrate its successful cookie season and talk about what the girls would like to do with the troop proceeds that they earn!**



# The Purpose

## **The Purpose of the Girl Scout Cookie Program**

While girls are meeting customers, they are bound to get asked questions. It's important for adults to be aware of the questions that people may ask and to help the girls be prepared to answer the questions.

### ***“Why do girls participate in the Girl Scout Cookie Program?”***

Troop proceeds and individual girl rewards are important but are not the only reason. Girls develop the Five Skills and confidence as they participate in the Cookie Program:

- **Goal setting:** Girls learn how to set goals and create a plan to reach them!
- **Decision-making:** Girls learn to make decisions on their own and as a team!
- **Money management:** Girls learn to create a budget and handle money!
- **People skills:** Girls find their voice and build confidence through customer interactions.
- **Business ethics:** Girls learn to act ethically, both in business and life.

### ***“How much money do the Girl Scouts get?”***

This question is frequently asked by customers. The answer is not \$0.95 or \$1.00 per package. The answer is: Girl Scouts get all of it!

- 100% of the Cookie Program proceeds stay in Colorado to provide the Girl Scout Leadership Experience to girls in our communities.
- Cookie money provides financial assistance for membership when needed and opportunity grants for girls to attend GSCO events, camps, and council-wide girl programs, as well as funding for Girl Scout programming, properties, camps, and events.
- The only portion of the \$6 or \$7 cost per package that doesn't stay in Colorado, is what we pay to the bakery to make the cookies.

### ***“What is your troop going to do with the Cookie Program proceeds?”***

Girls should decide as a troop how they want to spend the proceeds they earn. Troop proceeds are deposited into the troop bank account and can be used to fund lots of activities girls want to do throughout the year, and proceeds can be used to purchase, badges, or uniforms, save for a troop trip or camp out - whatever girls choose!

### ***“What have you learned in Girl Scouts” or “What do you like about Girl Scouts?”***

Girls can tell customers about adventures they've had, friends they've met, skills they've learned, and the ways they've given back to their communities. Each girl's story is her own and each troop's story is its own.

**When Girl Scouts share their stories,  
the community learns the *true impact* of Girl Scouts!**

# Why Participate?

## **Why Participate in the Girl Scout Cookie Program?**

The Girl Scout Cookie Program is the premier entrepreneurial program for girls in the world. What do we mean by entrepreneurial? The definition of an entrepreneur is someone who creates and manages a business. The Cookie Program offers girls the opportunity to do just that as well as learn about and market their product, engage customers, and set and accomplish goals.

## **Delivering on Our Promise**

Girl Scout Cookies and the annual Cookie Program play a crucial role in Girl Scouts of Colorado's ability to:

- Deliver quality programming for girls;
- Train adult volunteers;
- Provide financial assistance for girls' fees for camps, other activities, and events.

Girl Scouts helps girls learn more about themselves and their abilities through skill-building activities and opportunities to try new things, connect with others to create change, and take action by developing projects that make their communities and the world a better place.

The Girl Scout Cookie Program is the core of the Entrepreneurial Pillar that is part of the Girl Scout Leadership Experience along with STEM, outdoor experiences, and life skills. As cookie entrepreneurs, Girl Scouts gain essential skills and work as a team to accomplish common goals and solve problems, while building the confidence they need to shine as girls, as young women, and as future leaders. They have lots of fun along the way too.

Participation in the cookie program is voluntary. Caregiver permission is required to participate is Parents/caregivers MUST complete a permission form and turn it into their TCM. The Cookie Program permission form is included in the family guide, along with the QR code to the digital version of the form.

## **Learning Life Skills**

The Girl Scout Cookie Program helps girls learn and practice the life skills embodied in the Promise and Law. During cookie activities, girls are members of a team working toward a common goal, with each girl striving to do her best. So, when Girl Scouts go to friends, family, and door-to-door with this year's best-selling cookies, they're becoming the business leaders of tomorrow!

The Girl Scout Cookie Program helps ensure the future of Girl Scouting. All the proceeds from our Cookie Program remain in Colorado. The revenue is used to benefit girls, some is used to fund troop activities, and some of it indirectly by subsidizing the cost of providing Girl Scout programs to girls statewide.

# Inspire Cookie Entrepreneurs



## Skills they build

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

### 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.

### 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.

### 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.

### 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.

Learn more!



## 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://www.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](#)



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# Ways to Participate

## **Digital Cookie | Jan. 9-March 16 (*Girl delivery orders will end Sunday, March 9, 8 p.m.*)**

Girl Scouts and their caregivers will gain access to Digital Cookie/DOC as early as Jan. 5, giving them time to personalize the Girl Scout's site ahead of Digital Cookie opening for orders.

On Jan. 9, Digital Cookie opens for cookies sales. Girl Scouts can send emails to invite customers to buy cookies and support their goals, with the option of choosing either in-person delivery (starting Feb. 2 or later), direct ship to their homes, or customers can buy cookies to donate to Gift of Caring.

## **Door-to-Door | Jan. 9-March 16**

Girl Scouts can go door-to-door in their neighborhood and use the Digital Cookie app, to make girl delivery cookie sales, take payments through the app, and then return to customers starting Feb. 2 or after, with cookies in-hand to fulfill orders.

Girl Scouts can also promote orders for cookies with the paper order card, but should not take payment for cookies until they have cookies in-hand to give to customers to fulfill orders.

If a customer isn't home when a Girl Scout knocks, they can leave a door hanger or a Digital Cookie business card with the QR code/link to the Girl Scout's online store. Customers can then place a cookie order through Digital Cookie at their convenience!

Do respect no solicitation signs and don't leave anything in mailboxes!

## **Cookie Booths | Feb. 2-March 16**

Girl Scouts can build on the momentum of their initial orders by getting creative with a booth event. They can set up shop as a family (My Sale booths) or as a troop in front of retail stores or other community spaces. Girls will enjoy working towards their goals together.

**Booth Resources for Girl Scout families and TCMs** - cookie boards, goal charts, and signage to share on the Little Brownie Baker website.

**Cookie Captains, Girl Scout Cadettes, Seniors, and Ambassadors, are experienced, cookie business experts, and they're available to mentor younger Girl Scouts at a troop meeting and/or cookie booths!** Contact your service unit cookie manager (SUCM) to connect with Cookie Captains in your area and request their support.

## **Five Fab Booth Tips**

- 1) **Be prepared!** (Dress for weather, bring enough cookies and change, show up with time to set-up)
- 2) **Bling your Booth!** (Decorate booth and be sure to include your goal and Hometown Hero)
- 3) **Know your cookies!** (Be ready to talk about favorite flavors and cookie ingredients)
- 4) **Make the ask!** (Ask every customer and say thank you whether they buy cookies or not)
- 5) **Girl and adult safety is our priority.** (Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the TCM Guide, and Family Guide, as well GSUSA internet safety guidelines. )

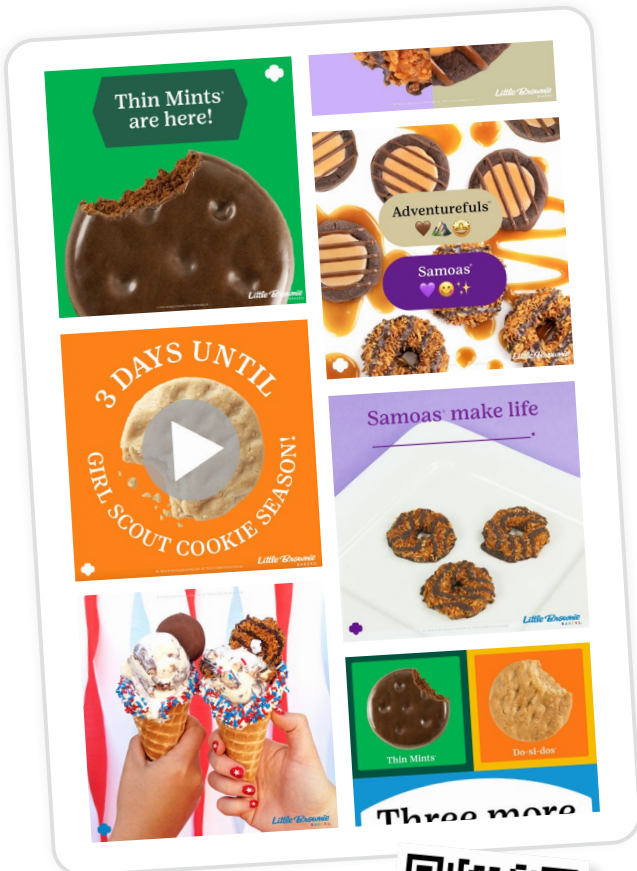


# Market their business



Attract customers with ready-made graphics

Tools for door-to-door sales



LittleBrownie.com



Troop volunteers and caregivers are encouraged to follow and share posts to help entrepreneurs kickstart their digital campaign.



Girl Scouts®



Little Brownie Bakers®



Menus available in English and Spanish

Menus are interactive so entrepreneurs can edit before printing

Materials have a place to add QR codes for easy online purchasing.

## Safety resources

Girl Scouts and their caregivers will be prompted when launching their Digital Cookie site to read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)

# Safety

## Girl Scout Cookie Program Safety Tips

Before participating in the Girl Scout Cookie Program, it is imperative for adults and girls to become familiar with and follow the safety guidelines listed below. This not only ensures girls' safety, but also creates a fun and successful experience for all.

**Show you're a Girl Scout.** Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as 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'll be selling cookies.

**Partner with adults.** Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.

**Plan ahead.** Be prepared for emergencies, and always have a plan for safeguarding money.

**Do not enter any homes or vehicles.** Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.

**Sell in the daytime.** Sell only during daylight hours, unless accompanied by an adult.

**Protect privacy.** Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.

**Be safe on the road.** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.

**Be aware of traffic.** When unloading products and passengers from vehicles, watch out for traffic.

**Be safe online.** Girls must have their parent's or caregiver's permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Digital Cookie, girls must read and abide by the Girl Scout Digital Cookie Pledge, and caregivers must read and abide by the Digital Cookie Terms and Conditions for caregivers.

# What if?

## **Theft, Robbery, Counterfeit Money, Burglary, or Fire**

GSCO does not take financial responsibility for any of the circumstances of a theft, robbery, burglary, or fire, but we will evaluate each circumstance on a case-by-case basis to provide assistance to a troop.

- A few recommendations to assist a troop in recovering the loss:
- The police/fire department must be called, and a report taken within 48 hours of the incident.
- The number of packages and/or money lost must be specified on their report and/or insurance claim.
- A copy of the police/fire report must be submitted with a Money Problem Report by 8 p.m., March 21, 2025.
- In some cases, homeowner's or rental insurance will cover the cost.

## **Do you have other concerns about booths, safety, or media? *For emergency situations***

***call 9-1-1 and notify council by calling the emergency hotline at 303-607-4818.*** For non emergency situations or to report an incident related to cookie sales, contact your volunteer support specialist, product program specialist, or contact GSCO customer care at 877-404-5708 [inquiry@gscolorado.org](mailto:inquiry@gscolorado.org)

## **Customer Complaints**

GSCO expects a certain number of product complaints every year that range from a customer not liking the taste of a cookie to finding an empty package in a case of cookies. Some customers call the Little Brownie Bakers Consumer Affairs number, which is listed on the cookie package. Many customers call a GSCO office or return the package directly to the girl or troop. Regardless of the nature of the complaint, if a customer informs a troop that there is something wrong with the cookies they received, please follow the steps below.

- 1) Record the customer's name, contact information, and nature of the problem.
- 2) Ask the customer to save the package of cookies if possible and let them know a Customer Service Representative from Little Brownie Bakers will contact them.
- 3) Call or email a Product Program team member immediately to relay the information.
- 4) Replace the cookies for the customer - any variety- or offer a refund.
- 5) Bring the returned product to a cookie cupboard and exchange for a replacement or to an SUCM for credit in eBudde.
- 6) Please fill out the Cookie Action Report:  
[https://girlscoutsofcolorado.formstack.com/forms/cookie\\_action\\_report](https://girlscoutsofcolorado.formstack.com/forms/cookie_action_report)

**TCM Tip: How to handle difficult questions or situations**—If any of the girls and/or adults in your troop have an uncomfortable experience or are asked difficult questions while participating in the Cookie Program, please contact your service unit cookie manager and product program specialist at Girl Scouts of Colorado. ***We are here to support you!***

# Policies and Procedures

## Cookie Program Policies and Procedures

With thousands of Colorado Girl Scouts participating in the Cookie Program, it is essential to have guidelines to ensure every Girl Scout has a chance to be successful. GSCO appreciates everyone abiding by our policies and procedures, incorporating the Girl Scout Promise and Law into the Cookie Program, and sharing them with the families in each troop.

### Troops

- What is a troop? A troop consists of two unrelated, registered, and background checked adults as well as a minimum of three registered girls.
  - Troops must meet the minimum definition of a troop to earn troop proceeds.
- If a Girl Scout leaves a troop, proceeds earned during the Fall Product and Girl Scout Cookie Program, or any other troop money-earning endeavor, DO NOT follow the girl. Troop funds are not the property of any individual girl. Troops earn proceeds. Girl Scouts earn rewards and Cookie Credits.

### Online Cookie Sales

- All online cookie sales must go through Digital Cookie/DOC site. A Girl Scout's online storefront URLs may be posted on public and private social media sites (including NextDoor), per GSUSA, except:
  - Digital Cookie/DOC links should not be posted on resale sites - for example, eBay, Facebook Marketplace, Facebook Swap, etc., as they are high buy and trade retail environments that pose a safety risk to girls.
- Girls and their caregivers should continue to follow safety guidance outlined in:
  - Heath guidelines page on the GSCO website for COVID-19 guidelines and updates
  - Girl Scout Internet Safety Pledge
  - Digital Cookie Pledge
  - Supplemental Safety Tips for Online Marketing
  - Girl Scouts' Safety Activity Checkpoints.
- Full name, personal emails or street addresses of girls should never be used. Instead, use an adult's account, or a group account that is managed by an adult.

### Paid Media

Volunteers, parents/caregivers, and Girl Scouts may NOT secure paid media to enhance a troop or individual positioning in the media.

### Cookie Booths

Girl Scouts of Colorado allows troop leaders and families to determine the best location for My Sales booths. All My Sales sites are subject to approval, and they will not be denied only on the fact they may be located near an adult-oriented business.



# Policies and Procedures

- All booths must meet safety and security guidelines and not conflict with another booth location.
  - Additionally, DO NOT keep the cash box for cookie sales on the booth table.
  - Any form of a troop donation jar is not allowed at cookie booths.
- Girl Scouts of Colorado reminds all participants that when you are selling Girl Scout Cookies you are representing Girl Scouts. Council reserves the right to remove any booth, for any reason, at any time.

## In-Person Order Taking

Girls should NOT leave any items in people's mailboxes. Leave a business card or door hanger at the door instead if that is permitted in area. Be respectful of no soliciting signs.

Girl Scouts should be a sister to all other Girl Scouts they encounter when selling cookies!

Per established policies by GSUSA, girls cannot sell cookies to a business that plans to resell the product.

## Girl Delivery

- Communicate with customer and coordinate time and location of cookie delivery. Also communicate any delays or changes and schedule a new time/date if necessary.
- Remind customers to bring the cookies inside as soon as possible.
- Find a special way to say thank you! Girls can leave a personalized note with the cookie delivery or send a thank you text or email after delivery.
- Adults should accompany Daisies, Brownies, and Juniors on all cookie deliveries and/or at any scheduled customer product pickups. It's recommended that Cadettes, Seniors, and Ambassadors make deliveries with a friend or an adult.

## Additional Money Earning

- No additional money-earning activities may take place from Feb. 2 (Cookie Program start date) to March 16, 2025 (end of Cookie Program).
- Girl Scout/troop participation in the Fall Product and Girl Scout Cookie Programs is optional. However, GSCO/GSUSA does ask that troops, groups, and Juliettes not detract during Girl Scout product programs with additional money earning of their own.

## No Returns

- **Girl Scouts of Colorado does not allow cookies to be returned.** Cookies distributed through the initial order (I.O.) or cupboard belong to and are the financial responsibility of the troop.
  - When cookies are distributed to the Girl Scout, allocated in eBudde, and with signed receipt, they become the financial responsibility of the Girl Scouts' caregiver(s).
  - ***Get signed Cookie Program permission form.***



# 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

U D



\$ 6

### Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

U D



\$ 6

### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

U D



\$ 6

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

Oatmeal sandwich cookies with peanut butter filling

U D



\$ 6

### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

U D



\$ 6

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

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

U D



\$ 6

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

Crisp, chocolaty cookies made with natural oil of peppermint

U



\$ 6

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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

U D



\$ 7

### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

U D



\$ 7



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ACCEPTED

# Girl Rewards

## Graduating High School Senior reward:

Sell 500+ packages of cookies, earn a lifetime Girl Scout Membership!



**Troops will earn \$.95 per package sold.**

**Troops with a per selling girl average of 400+ packages will earn \$ 1.00 per package sold.**

**All rewards are cumulative**

\* The highest percentage camp discounts earned during the Fall Product and Girl Scout Cookie Programs, will be applied to cost of camps with GSCO-run camp registration through Camp-InTouch, no volunteer run camps.

| Level/Pkgs                            | Items                                                                                                                              |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>24+ pkgs</b>                       | "2025" Year Bar                                                                                                                    |
| <b>50+ pkgs</b>                       | Charm Patch                                                                                                                        |
| <b>85+ pkgs</b>                       | Embrace Possibility Charm                                                                                                          |
| <b>100+ pkgs</b>                      | Bar Patch                                                                                                                          |
| <b>125+ pkgs</b>                      | Decal Sticker set of 10                                                                                                            |
| <b>175+ pkgs</b>                      | Cooling Headband                                                                                                                   |
| <b>250+ pkgs</b>                      | Happy Bamboo Plush or 15 Cookie Credits                                                                                            |
| <b>300+ pkgs</b>                      | Panda Plush OR 20 Cookie Credits                                                                                                   |
| <b>375+ pkgs</b>                      | T-Shirt (Do-Si-Dos Panda) OR 25 Cookie Credits                                                                                     |
| <b>450+ pkgs</b>                      | Charm Collector Journal with Pop-in Charms or 30 Cookie Credits                                                                    |
| <b>525+ pkgs</b>                      | Bento Box, Utensil Set, and Panda Sandwich Shaper or 35 Cookie Credits                                                             |
| <b>625+ pkgs</b>                      | Build-A-Bear Experience OR ULTA Beauty Experience OR 40 Cookie Credits                                                             |
| <b>750+ pkgs</b>                      | Hanging Panda Spa Hand Towel, Panda Paw Wash Mitt and Panda Hair Drying Towel Hat or Shoe That Grows donation OR 45 Cookie Credits |
| <b>1000+ pkgs</b>                     | Panda Neck Pillow AND Panda Action Patch OR 50 Cookie Credits                                                                      |
| <b>1250+ pkgs</b>                     | 1250+ Top Achiever Experience of Choice OR 75 Cookie Credits and Medallion and 10% Camp Discount                                   |
| <b>1250+ pkgs</b>                     | 10% Camp Discount                                                                                                                  |
| <b>1500+ pkgs</b>                     | Bamboo Crossbody Bag and Water Bottle and 15% Camp Discount*                                                                       |
| <b>2000+ pkgs</b>                     | Do-si-dos Duffle Bag and Travel Case with Panda Toothbrush and 20% Camp Discount*                                                  |
| <b>2500+ pkgs</b>                     | Top Cookie CEO Event OR 200 Cookie Credits                                                                                         |
| <b>3000+ pkgs</b>                     | 350 Cookie Credits                                                                                                                 |
| <b>4000+ pkgs</b>                     | 450 Cookie Credits                                                                                                                 |
| <b>5000 + pkgs</b>                    | 50 Cookie Credits for every 500 packages sold beyond 5000                                                                          |
| <b>Digital Cookie Send 18+ emails</b> | Cookie Phone Charm                                                                                                                 |
| <b>20 HTH pkgs with Data Input</b>    | Butterfly Charm                                                                                                                    |
| <b>30 GOC pkgs</b>                    | Gift of Caring Charm                                                                                                               |

GSCO reserves the right to substitute items for a different item of equal value with or without notice.

# Cookie Credits

## Cookie Credits

Cookie Credits are rewards earned as part of the Girl Scout Cookie Program and Fall Product Program. They are issued on a card, similar to a gift card, and are mailed directly to the girl or held at council for camp, if that option is requested during the reward selection process of the program.

Girls can use the Cookie Credit reimbursement form to get reimbursed for their Girl Scout membership fee. Complete the form on the GSCO website. See information below.

- Any GSCO camp that uses registration in CampInTouch (overnight, day, and troop camps)
- EF Tours
- GSUSA Destinations travel
- GSCO service unit trip, event, or activity with a per girl fee
- GSCO sponsored program events
- GSCO shop purchases
- GSUSA youth membership dues and lifetime membership
- Girl Scout related field trips or activities
- Completed Girl Scout Bronze Award projects
- Approved and completed Girl Scout Silver Award and Gold Award projects

## Cookie Credit reimbursement form:

Troops and girls can be reimbursed for these activities using the Cookie Credit Reimbursement Form: [www.girlscoutsofcolorado.org/cookie-credit-reimbursement](http://www.girlscoutsofcolorado.org/cookie-credit-reimbursement)

- Requests for reimbursements for a girl membership fee, GSCO event fee, travel, Highest Award project expense, or GSCO day camp or summer camp should be submitted within 90 days and/or within the same membership year.

## Also note:

- Cookie Credits may not be used to pay for or renew adult memberships, pay fees to outside vendors, or purchase items not in the GSCO Retail Shop.
- They also cannot be used to pay for fees or travel expenses for children without a GSCO membership or for adults with or without memberships.
- Cookie Credits do not have a cash value.
- 2024-2025 Cookie Credits expire 5 years from date of issue. Cookie Credits issued prior for the 2023 -2024 product programs, or earlier, expire 10 years from date of issue.

For questions about what Cookie Credits can be used for or the Cookie Credit Reimbursement Form, please contact: [financial.followup@gscolorado.org](mailto:financial.followup@gscolorado.org)



# Troop Proceeds and Additional Rewards

## **Troop Proceeds**

Troops can earn \$0.95 per package for every package sold by the troop. In addition, troops have the opportunity to earn an additional \$0.05 per package, raising proceeds to \$1.00 per package, if the troop per girl selling average is 400+ packages.

## **Troop Super Seller Reward**

Troops with a selling girl average of 475+ packages will receive a Super Seller Patch for each selling girl, plus \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults. Troops with a selling girl average of 675+ packages will receive \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults.

## **Product Program Troop Reward**

Troops that participate in the 2024 Fall Product Program and meet all the criteria below, will earn one early cookie booth pick for the 2025 Girl Scout Cookie Program!

### ***Criteria:***

TFPM takes training, sends the Parent/Adult Email Campaign (log-in email) through M2 to all caregivers, communicates reminders and deadlines with caregivers and girls, and fulfills all other TFPM responsibilities AND troop sells 40 or more items during the Fall Product Program.

## **Troop - S'mores Club Reward**

Troops that meet all the criteria below will earn an additional two cents (\$.02) in troop proceeds for each package of cookies sold during the 2025 Cookie Program:

Troop sells \$1000+ in combined sales during the 2024 Fall Product Program and troop has 500+ packages per selling girl average during the 2025 Cookie Program.

## **Girl Scout - S'mores Club Rewards**

Girl Scouts who meet all the following criteria will earn the S'mores Club patch and a hoodie:

- Create your avatar in M2
- Sell 30+ items during the 2024 Fall Product Program
- Participate in the 2025 Cookie Program and sell 500+ packages of cookies.

## **Girl Scout Ambassador Reward**

Girl Scout Ambassadors who sell 500+ packages of cookies this cookie season, and are graduating from high school in 2025, can earn a Girl Scout lifetime membership!

## **Top Achiever Experience**

Each girl who sells 1,250 packages is a Top Achiever and will receive two tickets (one adult and one youth) to one of the following locations: Renaissance Festival, Water World, Elitch Gardens, Cheyenne Mountain Zoo, or Glenwood Caverns.

## **Top 2,500+ Cookie CEO Event**

Each girl who sells 2,500 packages is a Cookie CEO and will be invited to a celebration event with one adult guest in the summer of 2025.



# Philanthropic Opportunities

## Philanthropic Opportunities

Service is at the core of the Girl Scout experience. There are several ways that Girl Scouts can serve their community through the Cookie Program, including Hometown Heroes, Gift of Caring, and Shoe that Grows.

### Hometown Heroes

The Hometown Heroes (HTH) Program was created for girls to learn philanthropy and community service through the Girl Scout Cookie Program. Customers who do not want to buy cookies for themselves can purchase HTH packages to give to others while supporting Girl Scouts at the same time.

HTH donations may be tax deductible. Customers should consult their tax advisor.

Troops should not take possession of HTH cookies until the end of the program. These cookies should not be part of their cookie inventory during the program.

### ***Follow these easy steps to participate in the Hometown Hero program:***

- Girls/troops choose a group/organization to receive donated cookies. Recipients can be heroes in the community such as nonprofit organizations, shelters, firefighters, local military groups, blood banks, or food banks. Contact the selected organizations to get their approval prior to collecting cookie donations.
- Tell customers they can buy cookies to be donated to this group/organization.
- Enter all HTH cookie orders in the HTH column in eBudde under each girl who sold them and record the money collected for these packages in the same line.
- At the end of the program, use unsold packages of cookies in your troop inventory to fill the HTH order. Additional HTH cookies may be picked up from a local cupboard to complete the order.
- All arrangements for selection, delivery, and shipment of HTH cookies are the troop's responsibility.
- Last day to deliver HTH cookies is June 30.

### Gift of Caring

Through Gift of Caring (GOC), customers can purchase virtual packages of cookies which GSCO will deliver to the military, both local and overseas, and nonprofit organizations on behalf of Girl Scouts. Girls collect the money, but do not physically take possession of the cookies.

- Tell customers they can buy cookies from your troop to be donated to the military.
- Enter all GOC cookie orders in the GOC column of eBudde under each girl who sold them and record the money collected for these packages in the same line.
- No need to order from a cupboard to account for these virtual packages. eBudde allows this to be automatically calculated.
- Please check the rewards page in this guide to see the rewards available to each girl who sells GOC cookies.

# Philanthropic Opportunities



## Shoe That Grows

Girl Scouts can choose to donate shoes through Because International, to fund the cost of needed children's shoes, in place of a reward item based on the structure of our rewards. GSCO will submit a single donation, on behalf of all girls who choose this reward. In 2024, Girl Scouts donated 126 pairs of shoes!

- Once Because International receives the donation, they will work with their staff to identify a school or orphanage in Kenya where children would benefit from receiving the shoes and the shoes will be delivered.
- After the shoes are delivered, they'll be able to share details with GSCO, which we will in turn share with girls and caregivers - including any photos, testimonials, or messages of thanks from the children who received the shoes.

## A 2024 donation thank you letter from Because International

Dear Girl Scouts of Colorado,

I'm thrilled to share the wonderful news that thanks to the overwhelming generosity of your Girl Scouts, 959 pairs of The Shoe That Grows were distributed to kids in Kenya last month. *Girl Scouts from Colorado donated 126 of those pairs of shoes!*

Part of the distribution happened in a small Maasai community where many of the kids, who were dressed up to compete in a music competition, were wearing borrowed or worn-out clothing. The Shoe That Grows provided each of them with the dignity of having their own pair of quality, durable shoes that will last years as they grow.



The rest of the shoes were distributed to a small, rural village near Vihiga, Kenya. In this area, children often suffer from jiggers—a sand flea that can cause long-term health problems if not treated properly. Most of the children in this community walk several miles to and from school each day. Because International partnered with a local nonprofit to distribute The Shoe That Grows, providing them with a safer and healthier way to walk to school. I am deeply touched by the selflessness of your girls in making these distributions possible. Each of them chose to give shoes to another child, who will now be positively impacted for years to come. Thank you from the bottom of our hearts!

*With gratitude,*  
Kelly Crane  
Customer Success Manager

# 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.

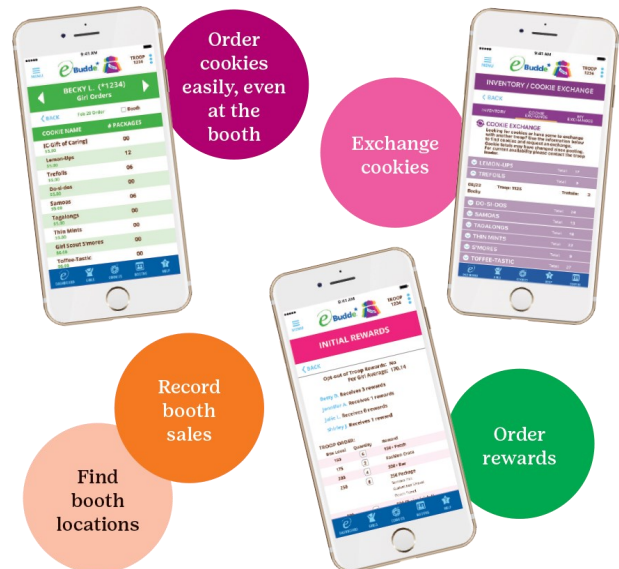
## Quick tips


- 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



|                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Dashboard</b></p> | <p>This is each troop's default screen. Here you will see important messages from GSCO and/or your service unit, as well as quick links tools and resources you'll need throughout the season.</p> <p><b>You will also find:</b></p> <ul style="list-style-type: none"> <li>• A calendar with important dates</li> <li>• A brief checklist of tasks to get you through the program</li> <li>• Your troop's upcoming Cookie Booths</li> <li>• Your service unit cookie managers (SUCM) contact information</li> </ul>                     |
| <b>Contacts</b>                                                                                          | Allows you to edit your contact information. This includes name address and phone number. This DOES NOT include changing the email address.                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Settings</b>                                                                                          | This is where you can see your banking information and view troop contacts.                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Girls</b>                                                                                             | The Girls tab allows you to see the names of the girls in your troop, their grade, GSUSA ID, goal and more.                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Initial Order</b>                                                                                     | The Initial Order tab is used to enter the troop's initial order by girl. <b>Troop IOs are due by 8 p.m., Jan. 14.</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Delivery</b>                                                                                          | The Delivery tab is where troops will request the pick-up location, date, and time of their initial order. This time is not guaranteed and may change. Print delivery site/pick-up confirmation and bring it with you on delivery day.                                                                                                                                                                                                                                                                                                   |
| <b>Girl Orders</b>                                                                                       | This tab will track the total of a girl's sales efforts; initial orders, cookie booth credit, Digital Cookie sales and any other additional cookie orders received. This screen will also allow troops to track girl payments to the troop to provide a clear picture of a girl's individual balance due. <b>Note:</b> Orders received through Digital Cookie will automatically be recorded on this tab for you. Additionally, Digital Cookie orders for "Girl Delivery" will only reflect the payment received through Digital Cookie. |
| <b>Cookie Exchange</b>                                                                                   | The Cookie Exchange allows you to post excess cookie inventory that you are offering to other troops, OR, a place where you can find additional cookies.                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Booth Sites</b>                                                                                       | Allows you to select council booth sale sites and/or request My Sales booths.                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Rewards</b>                                                                                           | Troop reward ordering for both initial and final rewards.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Reports</b>                                                                                           | <p>The reports tab allows troops to run helpful reports.</p> <ol style="list-style-type: none"> <li>1. The CUPBOARD report – shows a listing of all open cupboards as well as their location &amp; hours of operation.</li> <li>2. The DELIVERY STATION report – shows a listing of locations available for your troop to choose from for delivery day (IO Pick-Up).</li> </ol>                                                                                                                                                          |
| <b>Transactions</b>                                                                                      | List all cookie transactions, initial order, cupboard pickups, Digital Cookie orders as well as troop-to-troop transfers.                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Sales Report</b>                                                                                      | The sales report reflects all transactions for the troop in the system. It includes the initial order, any additional orders, deposits, troop proceeds, total money to be collected for cookie orders and the balance due to GSCO.                                                                                                                                                                                                                                                                                                       |

# Initial Order

## Initial Order

An Initial Order (IO) is the cookie order that the TCM places prior to the beginning of the program. Cookies from the Initial Order are distributed to girls in the troop after delivery day pick-up, for girls to use to fulfill Digital Cookie/DOC girl delivery orders, and to have for “in-hand” door-to-door sales and at booth sales.

TCMs can place the troop IO as soon as they have access to eBudde, however, it's best to place the IO after TCMs have taken time to consider multiple factors relevant to their troop, and to also consider what is discussed and decided between the troop leadership team and during the family cookie meeting.

**The Troop IO is due in eBudde by 8 p.m., Jan. 14, 2025.**

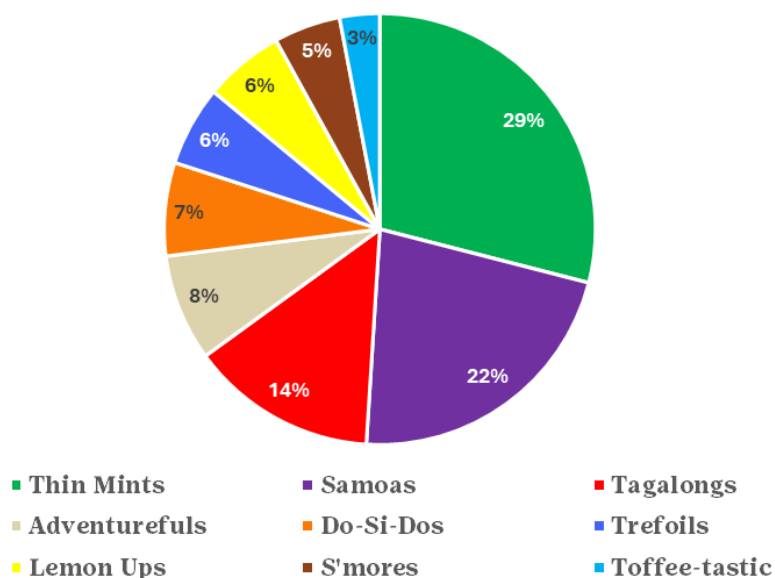
## How much to order for the IO?

Things to consider:

- What is each girl's individual goal?
- What is the troop goal?
- Does the troop wish to earn the IO rewards?
- How many booths does the troop plan to have?



2024 Cookie Sales by Variety



Experienced troops should also reference troop sales from previous years and how many packages of cookies were sold through Digital Cookie/DOC ahead of the Cookie Program kick-off.



# Initial Order

## IO Calculator

If you are a new troop, or unsure of how much to select of each variety of cookies for your initial order, our website has an IO calculator that recommends how many packages of each variety you should order. This is a recommendation based on 80% of the previous years' PGA for new troops/girls. Scan the QR code and go to the IO calculator on the Cookie Resources page.



## TCM Tips and reminders:

- Colorado Girl Scout Cookie customers LOVE their chocolate cookie varieties: Thin Mints, Samoas, Tagalongs, and Adventurefuls!
- Cupboards will start opening on Thursday, Feb. 6. You want to be sure you have enough cookies to allocate to girls and to cover booth sales during the first two weeks.
- GSCO makes every effort to keep up with inventory needed during the cookie program.

**IMPORTANT:** We can only guarantee the quantity of each variety of cookie that you order through the Initial Order. Keep that in mind when deciding on quantities in your initial order.

| IO Reward Criteria                                                                              | Rewards                            |
|-------------------------------------------------------------------------------------------------|------------------------------------|
| First year troop with an IO of 125+ pkgs per registered girl<br><i>Ships with final rewards</i> | <b>Cookie Rookie patch (girls)</b> |
| First year troop with an IO of 125+ pkgs per registered girl                                    | <b>1 GSCO Tablecloth (troop)</b>   |
| Troops with an IO of 350+ pkgs per registered girl<br><i>Ships with final rewards</i>           | <b>Charm (girls)</b>               |
| Troops with an IO of 350+ pkgs per registered girl<br><i>Ships with final rewards</i>           | <b>T-Shirt (adults)</b>            |

**Remember!** IO Rewards are calculated based on registered girls in troop girls, not per selling girl. The deadline to transfer girls between troops or make other roster changes is Dec. 11, 2024. Girls cannot be transferred between troops after the deadline.

# Delivery Day

Now that the troop IO has been placed and you've selected a delivery time and location, it is time to sit back and relax until cookies are to be picked up.

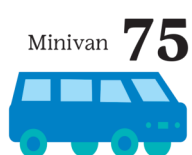
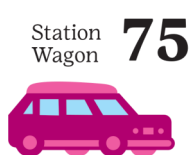
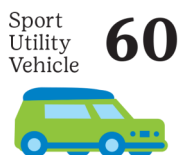
**Remember: The troop ACH authorization *MUST* be submitted and approved prior to any cookies being picked up!**

- Delivery of cookies will begin with the outlying communities and Cookie Cupboards. These distribution sites will receive cookies starting Wednesday, Jan. 22.
- Main cookie delivery day is on Saturday, Feb. 1, 2025.

## 2025 Main Cookie Delivery Day - inclement weather

- On the TCM agreement form, TCMs were asked to include their cell phone number and give permission for GSCO to send text notifications should there be a delay or emergency.
- Frequent updates will also be posted to: <https://www.girlscoutsofcolorado.org/en/cookies/cookie-alerts.html>
- In the event of weather related delays, main cookie delivery day might be rescheduled.
  - Again, updates and additional contingency plan details will be posted to the Cookie Alert page on the GSCO website. Check the page frequently and look for text messages from GSCO.

**Safety first!** Our distribution sites are drive-through, pick-up stations, and delivery agents may use forklifts to move cookies. This is an adult activity. Bring only adults with you to help. Do not bring small children or pets. Be sure that your vehicle(s) is emptied and there are no hazardous materials in it (e.g. gas can, paint, etc.)



- The amounts given assume the vehicle will be completely empty (no car seats, pets, children, etc.) except for the driver.
- Make sure there is sufficient room in the vehicle for the cookies to be picked up.
- Cookies must be picked up in one trip, so have additional vehicles ready for pick up if necessary.
- You will not be able to pick up cookies if you do not bring the appropriate number of vehicles.

*IOs not picked up as scheduled on delivery day will be returned to the warehouse and those cookies will not be available for pick up again until Feb. 4, 2025. or later.* Contact your SUCM for assistance with coordinating pick-up. Pick-up will need to be coordinated with the warehouse.

# Delivery Day

## Delivery Day Checklist

- ❑ Be on time! If arriving early to pick up cookies, do not block the loading area. Do not pull in until assigned time.
- ❑ Wait for all vehicles in your party to arrive. All vehicles must drive through together.
- ❑ Be patient and courteous with volunteers at the delivery site.
- ❑ *New this year*—Adults picking up cookies *will be allowed to step out of vehicle and count cookies* as they are loaded. Or, a delivery site volunteer will be assigned to walk with your vehicles and count cookies.

## When you get home

Take the cookies out of the vehicle IMMEDIATELY. Many are chocolate and can melt quickly.

Double count the cookies to make sure they are all accounted for. If there is a discrepancy, return to delivery site for correction. If the delivery site is already closed, or if there are extenuating circumstances, contact your SUCM immediately. Any discrepancies must be reported within 24 hours.

- Fill in due dates and your contact information on the girl order cards and money envelopes.
- Make sure every package of cookies that leaves TCM possession is signed for on a receipt.
- Damaged packages may be exchanged at any cupboard.

## What to do if a caregiver doesn't pick-up cookies?

If cookies are not picked up by a caregiver within four days:

- Use the cookies for additional orders from other girls.
- Use the cookies for booths.
- Use the Cookie Exchange tab in eBudde to complete a troop-to-troop transfer.
- Reach out to other troops in your SU, your SUCM will assist you with this.



# Cookie Booths

## Cookie Booths

A Cookie Booth is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies.

### What is a Council Booth?

GSCO staff coordinates with certain corporations to establish the dates and times they will allow booths at their locations during the Girl Scout Cookie Program.

Council booth locations include but are not limited to: City Market, King Soopers, Safeway, Albertsons, Walmart, Red Robin, Alta, ARC Thrift Stores, and Sam's Club locations in the state of Colorado. *These locations are NOT to be contacted by any troop, girl or adult, at any time, for any reason.*

Booth selections begin Jan. 23. Some council booths will start as early as Feb. 2. All other council booths will begin starting on Feb. 8.

### What is a My Sales Booth?

My Sales booths run from Feb. 2 to March 16. GSCO encourages Girl Scouts to use their creative, entrepreneurial spirit by holding "My Sales" at unique community locations.

### How to reserve a My Sales Booth:

- Must receive approval from location/manager
- Caregiver must contact TCM for assistance
- TCM can request a girl/family site in eBudde
- SUCM or PPS approves the site within 48 hours of request.

TCMs: ask SUCMs to honor requests to add/approve My Sales booths to eBudde after the booth has happened. Doing so means that the TCM can use the booth recorder to distribute cookie sales to girls.

### Releasing Council Booths

- TCMs/troops should release a booth right away if they know they are not going to be able to work one of their selected booths. The TCM can release the booth from the eBudde dashboard calendar. My Sales booths can be released by contacting your SUCM.
- Once a Council booth is released, it updates Cookie Finder AND any troop on the waitlist is notified when the booth is available for selection on a first-come basis.
  - Releasing booths to update Cookie Finder is KEY, as it also helps customers looking for cookies! They are disappointed when they go to a booth location and no Girl

# Cupboards

**TCM Tips:** Know your eBudde password when going to pick up cookies from cupboards. You will have to enter password into the eBudde app when picking up. Make sure your cookie helpers who are picking up cupboard orders also know their log-in and password!

## Cookie Cupboards:

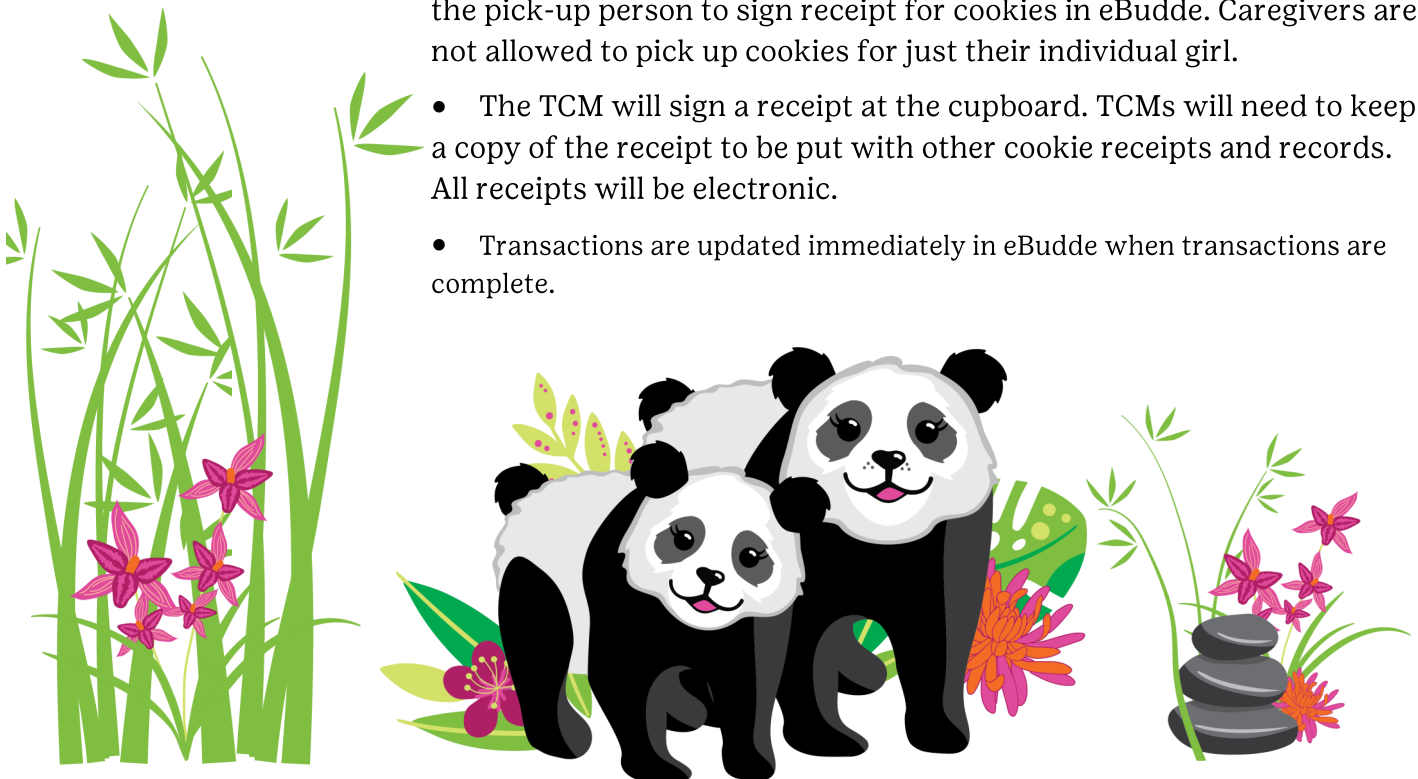
Cookie Cupboards are locations strategically placed statewide where additional cases of cookies are maintained by an appointed cookie cupboard manager. Troops can obtain additional packages of cookies from a cupboard during the program.

Cupboards across the state will begin opening on Thursday, Feb. 6, 2025. Days and hours of operation for each cupboard may vary due to the type of cupboard and location. Check eBudde for the latest information.

Place all orders to pick up from a cupboard through the Transactions tab in eBudde, 72 hours prior to your intended pick-up time.

## General Cupboard Guidelines:

- Damaged packages or cases may be exchanged for non-damaged packages or cases of the same variety. Cookie Cupboards will not accept returns or exchanges for different varieties.
- Any discrepancies in cupboard orders must be reported within 24 hours AFTER pick-up.
- Cookies may be ordered in either packages or cases from a cupboard.
- Cookie pick-ups should be made by TCM or troop leader. If another volunteer is picking up cookies, the TCM must designate that pick-up person in eBudde. The cupboard manager will ask the pick-up person to sign receipt for cookies in eBudde. Caregivers are not allowed to pick up cookies for just their individual girl.
  - The TCM will sign a receipt at the cupboard. TCMs will need to keep a copy of the receipt to be put with other cookie receipts and records. All receipts will be electronic.
  - Transactions are updated immediately in eBudde when transactions are complete.





# Managing Cookie Inventory

## Inventory Management

Inventory management is key to a successful cookie program. The Little Brownie Baker eBudde platform is the main tool for TCMs and other volunteers to use to manage the Girl Scout Cookie Program. It can be accessed through a computer or through a mobile app.

**TCM Tip:** SUCMs have years of experience using eBudde and are happy to help troops navigate the system and to share best practices throughout the program. Reach out to your SUCM with questions and for support!

### A few key points to keep in mind:

- The TCM and troop leader should agree on a plan for how cookies will be distributed to the girls/ caregivers.
- Review the caregiver/parent permission form and explain expectations. TCMs should have caregiver sign the form and return it, before giving caregivers/girls cookies.
- Experienced TCMs recommend you seek a commitment from the girl and her caregiver for the minimum number of cookies she will sell.
- TCMs are strongly encouraged to NOT give additional cookie inventory to girls/families until payment is received.
- Set deadlines for girls and their families to turn in order money collected. Remind troop about the deadlines and stick to them! Remind Girl Scouts and their families that anyone storing cookies must store them in a temperature-controlled, food safe, smoke-free environment.

## Receipts

Each troop will be provided with cookie receipt books to be used to track cookie and money transactions within the troop. They are carbon copied so that both the TCM and the caregivers can keep a copy. This paper trail is very important and is for the protection of everyone involved. The signed receipt transfers the financial responsibility from one to the other and must be kept for reference.

**WRITE OUT A RECEIPT FOR EVERY PACKAGE OF COOKIES DISTRIBUTED TO GIRL SCOUTS AND THEIR FAMILIES AND FOR EVERY MONEY TRANSACTION!**



### Every receipt should include:

- Troop number
- Date
- Cookie variety
- Number of packages
- Signature of adult accepting cookies or money
- Signature of adult giving cookies or money

# Managing Cookie Inventory

## Receipts (cont'd)

Both parties should count the cookies and money together. The troops should keep the white copy of receipt and give the yellow copy to the caregiver. Keep copies of ALL receipts, including starting inventory order, cupboard orders, and troop cookie allocations (or keep electronic records of all transactions).

**Remember:** There is a no-return policy on cookies, EXCEPT when a package of cookies is damaged. The package may be exchanged at any Cookie Cupboard for a non-damaged package of the same cookie variety.

## Damaged means:

- Crushed package
- Sealed, but empty package
- Unsealed package
- Missing package in a case of cookies
- Returned by customer for any reason

## When more cookies are needed for booths, Girl Delivery, and door-to-door

A few weeks after the start of the program, and before you place a cupboard order for additional cookies, first check in with the girls in your troop and their families - get a status report on how much cookie inventory they have.

- Do they need more cookies?
- Do they have inventory that could be used at an upcoming cookie booth?
- Or do they have they have "extra" cookies that another girl in the troops needs?
- Do they have enough cookies to fulfill their Digital Cookie girl delivery orders?
  - Have they delivered those orders?

## Cookie Exchange Tab

Next, consider checking the Cookie Exchange tab in eBudde. It's a great tool for troops looking for more product or who have excess product. It enables troops to list what they have, and for other troops to "pick-up" cookies from a troop with excess inventory first, before taking more cookies from a cupboard. Or vice-versa!

## Troop-to-Troop Transfers

To help with troop inventory control, troops can transfer product to another troop via eBudde's Transactions tab. Troops will want to make sure they also have each party sign a receipt. Practice safe handling of product received from a troop. Note: Transactions should be entered right away!

# Digital Cookie/DOC

## Digital Cookie/Digital Order Card (DOC)

Digital Cookie, or DOC, is an online platform and educational tool that helps girls run and manage their Girl Scout Cookie business and sell cookies to friends and family. There are many benefits to using the DOC, including:

- Girls can learn 21st century entrepreneurship skills and have the opportunity to expand their cookie business.
- It is the perfect solution for selling to out-of-town relatives and friends who want to support a girl, but for whom personal delivery is not an option. These special customers can order cookies from a girl and pay online.
- Digital Cookie also allows individuals to support girls/troops by donating cookies through the Gift of Caring program.

## Once the DOC program is activated:

- Council must have her registration data correct and complete. This includes the accurate name, birth date, troop number, grade level, and caregiver email address for each girl.
- Changes may be made by visiting their myGS site.
- If additional assistance is required, or if you have a caregiver or leader who does not receive the DOC link, please click on the “contact us” or “help” link at the bottom of the login page.
- In order for a girl to participate in DOC:
  - Caregivers will receive a message to the email address GSCO has on file.
  - This message will contain instructions on creating a girl’s DOC site and how to begin to receive and accept orders.

**Note:** All DOC online orders will automatically be imported into eBudde and credited to the girl and funds credited to troop in eBudde. Shipping/handling fees are paid by customer.

## Accessing the Digital Cookie as a volunteer:

- Watch for an email that will have Girl Scout Cookie Program as the sender  
and the “from” email address will be: email@email.girlscouts.org.
- Click on the green button in the email.
- Create a password and use your email address and password to login.
- Watch the safety video and sign the terms and conditions.



# Digital Cookie/DOC

## Customers have four options:

- Donated cookies (DOC DON): Purchase virtual cookies that will be donated to Gift of Caring.
- Direct shipped delivery (DOC SHIP): Purchase cookies that are shipped to customer address as provided.
- Mobile app, direct delivery (DOC INHAND): Customer must meet with girl in person to purchase cookies using the digital cookie mobile app. The mobile app allows customers to use a credit card as payment. Cookies come out of girl's on-hand inventory.
- Girl delivery (DOC DLVR): Customers can order cookies online and have them delivered by the Girl Scout. Caregivers must confirm Girl Delivery for each order. If a caregiver declines delivery, the customer is given the option of having their order shipped or they can donate the cookies.

## TCMs/Parents/Caregivers - Girl Delivery - Important Message:

The Digital Cookie system sends notification emails to parents/caregivers to approve orders for girl delivery as they come in. Last year, Girl Scout families did a great job of staying on top of those approvals! One thing that created confusion for customers is once an order is approved customers get automated emails regarding their order. This led some customers to believe that their order would be delivered very soon after it was approved, but that wasn't always the case. Here are some recommendations for parents/ caregivers to follow, to prevent misunderstandings:

- Check cookie inventory before you approve order. If you don't have enough cookies on hand, check with TCM
- Communicate with customer right after order approval about timeline for cookie delivery. Stay in communication with customer until cookies are delivered.

Also, TCMs/Parents/Caregivers, coach your Girl Scouts on best girl delivery customer service practices! Girl Scouts:

- Double-check that your customer orders are correct as you prep them for delivery.
- Contact customers before you deliver cookie orders. That way, they can plan to be home when you deliver and bring their cookies inside!
  - Do not click on "order delivered" in Digital Cookie until the order has been delivered! It's confusing to customers when that button is hit well in advance of the delivery happening.
  - You can take a photo of the cookies delivered and email it to your customer too.
- Include a thank you note with your cookie deliveries. Sign with your first name and a caregiver's email address or phone number, in case your customer needs to contact you.
  - Neighbors might order cookies from a few Girl Scouts in the neighborhood. It helps them to know who just delivered cookies, so they can thank you too!
- Please do not leave fliers, door hangers, business cards or cookies in people's mailboxes!

# Cookie Program Money Management

## Cookie Program Money Management

Every GSCO troop should have a troop bank checking account (no savings accounts) into which all money collected during the Cookie Program should be deposited frequently.

All cookie money belongs to Girl Scouts of Colorado, and any misuse or failure to appropriately deposit funds into the troop bank account will result in legal action taken by Girl Scouts of Colorado.

**RECEIPTS!** Make sure you get completely filled-out and signed receipts for every transaction – cupboard pick-ups, cookie inventory given to girls/families, payment for cookies distributed, cookie exchanges (troop-to-troop transfers) and all sales.

## Collecting/Handling Money

### *Bank Deposits*

- All money collected from the sale of cookies should be deposited into the troop's account as soon as possible (at least weekly). Be sure to keep all bank deposit receipts!
- Do not keep large sums of money in homes or vehicles. Weekly deposits are mandatory.
- Cookie money should never be deposited into a personal bank account.

## Credit Card Payments

GSCO allows troops to accept credit cards as a form of payment for cookie purchases.

Girls/troops may choose to accept credit cards using the Digital Cookie/DOC mobile app, with no fees.

Any decisions made regarding the use of providers (Digital Cookie/DOC) to use to run credit cards, as well as fees associated with any choices made, belong to the troop, and may not be passed on to the customer. GSCO cannot recommend nor endorse any provider.

**Do not accept any bills larger than \$20. Most counterfeit bills are \$50 and \$100 bills.** Ask the customer to go into store and exchange large bill for smaller bill. Use a pen to detect counterfeit bills. **GSCO no longer accepts money problem reports (MPR) for counterfeit bills.**

## Checks

- GIRL SCOUTS OF COLORADO DOES NOT REIMBURSE TROOPS FOR NSF RETURNED CHECKS. TROOPS ACCEPT CHECKS AT THEIR OWN RISK.
- If a troop chooses to accept checks, do not accept checks that are not pre-printed and/or checks for large amounts of money (anything more than \$50). All checks should be made out to "Girl Scouts of Colorado - Troop #####."





# Cookie Program Money Management

## Unsold Cookies

- Girls should make every possible attempt to sell the cookies they have picked up.
- TCMs need to check in with girls and families weekly to how many cookies they have and how their sales are going.
- Knowing how many cookies are with each girl and their upcoming plans for selling, the better you can judge if there might be excess inventory and can act before close out.
- Notify your SUCM and your Volunteer Support Specialist (VSS) right away. They can offer you advice and assistance and help you to navigate all options.
- If cookies are leftover at the end of the program, the troop must pay for them by March 21, 2025 the ACH debit date. Cookies may continue to be sold until April 30, 2025. *There are no returns on cookies.*

## Suggestions for girls/troops managing excess cookies include:

### ***Before Program Ends***

- Notify SUCM for assistance.
- Notify all caregivers that the troop is having trouble selling their cookies or that the troop has extra cookies.
- Use extra inventory first before doing additional cupboard pick-ups.
- Post extra inventory to cookie exchange in eBudde.

### ***Before and After Program Ends***

- Notify the closest Girl Scout office so inquiring customers may be referred to a troop with extra cookies.
- Door-to-door sales with a caregiver.
- Sell cookies to business (Businesses CANNOT resell any product).
- After-program booth (troops/caregivers will need to make arrangements with retailers for these - absolutely NO Council contracted locations may be used for this!)



# Cookie Program Money Management

## TCM Outstanding Balances

- **TCMs are financially responsible for all cookies taken into the troop inventory until they are signed out by a caregiver or transferred to another troop.** Receipts must be filled out and signed by both parties for EVERY transaction/movement of cookies!
- Failure to pay GSCO any portion of the amount owed council (found on the Final Sales Report tab in eBudde) by March 27, 2025, will result in the TCM being considered to have an outstanding balance unless proper paperwork has been submitted documenting transfer of financial responsibility to another party *through signed receipts*.
- Any TCM with an outstanding balance must contact council immediately to make the payment, or they are at risk of being referred to a collection agency for the debt and could be pursued to maximum extent of the law.
- GSCO takes misuse of troop, group funds seriously and follows up on reported concerns and inquiries by conducting financial audits and investigations when required.
  - GSCO might also conduct a troop financial audit. See page 15 of the [GSCO Financial Guide](#) for more information.
- Troops will not receive proceeds for unpaid cookies.



## Caregiver Outstanding Balances

- ***It is important to not give caregivers any additional cookies until money for all previously picked up packages has been turned in.***
- Caregivers should submit payment in the original form it was received. *Do not accept a personal check to pay for the girl's cookie bill. **Should payment concerns arise with a caregiver in the troop, notify your SUCM immediately.***
- Work on resolving the issue within the troop first, by being in immediate contact with the caregiver and document the situation and all attempted contacts.
- If money remains uncollected, complete and submit a Money Problem Report. **All Money Problem Reports are due no later than March 21, 2025, 8 p.m.**
- If the caregiver fails to pay the money owed, GSCO will refer the debt to a collection agency and be pursued to the maximum extent of the law.

## Final Troop Debit

**GSCO will debit all troop accounts on March 27, 2025.** All funds must be in troop accounts at this time. A troop will be fined \$25 each time the debit does not clear on or after the initial debit date.

GSCO uses a program called Automated Clearing House (ACH). Using an ACH with the bank allows an electronic transfer between troop accounts and GSCO accounts.

# Glossary

|                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ACH</b> - Automated Clearing House (ACH) is the banking system GSCO uses for electronic fund transfers during the cookie season. Must be a checking account.                                                                                                      | <b>Booth Recorder App</b> - The Booth Recorder App can be used at a booth, so adults can keep track of sales and girl participation via a smart phone. It allows for immediate recording of the number of packages sold and will divide them evenly between the girls participating. |
| <b>Case</b> - There are 12 packages of cookies in one case.                                                                                                                                                                                                          | <b>Cookie Booth</b> - A stationary sale of Girl Scout Cookies at a public location.                                                                                                                                                                                                  |
| <b>Cookie Credits</b> - A girl reward choice that can be used to pay for GSCO camp, GSCO program events, and other activities, or purchases at the GSCO Shop.                                                                                                        | <b>Cookie Cupboard</b> - Local sites where additional inventory is stored and where troops can pick up additional cookies.                                                                                                                                                           |
| <b>Cookie Cupboard Manager (CCM)</b> - Person responsible for managing a Cookie Cupboard.                                                                                                                                                                            | <b>Cookie Delivery Day</b> - The day troops will pick up their Initial Order (IO) from a designated location.                                                                                                                                                                        |
| <b>Cupboard Receipt</b> - This is a two-part carbon copy receipt that must be signed any time a troop picks up cookies from a cupboard. Keep a copy for troop records. Troops are responsible for ALL cookies taken from a cupboard.                                 | <b>Delivery Agents</b> - These are the transport companies that handle product delivery for Girl Scouts of Colorado.                                                                                                                                                                 |
| <b>Digital Order Card (DOC)</b> - Where girls can create a custom website and send out a link to their site via email to customers. Customers can order cookies by the variety to be shipped to them or choose to donate cookies through the Gift of Caring program. | <b>Direct Sale</b> - GSCO uses the direct sale model, meaning girls have cookies in hand when the program starts rather than taking pre-orders. Troops are able to restock their cookie supply throughout the program by acquiring cookies at a cupboard.                            |
| <b>eBudde</b> - Bakery website used by TCMs to order cookies, select booth sites, track girl/troop sales, record troop finances, and calculate, order, and submit rewards.                                                                                           | <b>Gift of Caring Cookies (GOC)</b> - Customers can purchase virtual packages of cookies that GSCO will deliver to the military on behalf of our troops. The girls collect the money, but do not physically take possession of the cookies.                                          |
| <b>Hometown Heroes (HTH)</b> - GSCO term for the charitable donation program that allows troops to donate cookies to a local non-profit organization.                                                                                                                | <b>Initial Order (IO)</b> - This is the initial troop inventory order.                                                                                                                                                                                                               |
| <b>Juliette</b> - A girl who is a member of GSCO, participates in Girl Scouts, but is not part of a troop.                                                                                                                                                           | <b>Little Brownie Bakers (LBB)</b> - Little Brownie Bakers is our bakery partner for the cookie program. They supply our council with cookies for girls and volunteers.                                                                                                              |
| <b>Package</b> - A single container (box) of Girl Scout Cookies.                                                                                                                                                                                                     | <b>Per Girl Average (PGA)</b> - Average number of packages sold by each girl based on the number of girls <i>selling</i> in that troop.                                                                                                                                              |
| <b>Rewards</b> - Merchandise or Cookie Credits given to acknowledge a girl's efforts in the cookie program. Rewards are based on the number of packages sold.                                                                                                        | <b>Service Unit Cookie Manager (SUCM)</b> - Volunteer mentor for troops and Juliettes in an assigned service unit.                                                                                                                                                                   |
| <b>Troop Cookie Manager (TCM)</b> - Volunteer manager responsible for monitoring the cookie program for a single troop.                                                                                                                                              | <b>Troop-to-Troop Transfers (T2T)</b> - Transfer of cookies between troops                                                                                                                                                                                                           |

# Volunteer action plan

The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support entrepreneurs as they embrace possibility!



## Troop Information

|                                                  |                 |
|--------------------------------------------------|-----------------|
| Five Digit Troop #:                              | Leader's Name:  |
| Leader's Phone:                                  | Leader's Email: |
| Troop Cookie Support Team                        |                 |
| <b>Service Unit Cookie Manager (SUCM) Name:</b>  |                 |
| Phone:                                           | Email:          |
| <b>Volunteer Support Specialist (VSS) Name::</b> |                 |
| Phone:                                           | Email:          |

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