

2025 Girl Scout Cookie Troop Guide



Important Cookie Reminders

Girl Scout Cookie Season begins:

DECEMBER 30, 2024

Approve Initial Orders and Submit in eBudde by:

January 27

Delivery Day pickup on: _____

Your scheduled dates to collect money from troop:



girlscoutsgwm.org

2025 Girl Scout Cookie Calendar

December 2024

December 30 Initial Orders begin and Digital Cookie opens

January 2025

January 4 or 5 Attend Council Cookie Rally
January 17 Sign up for Council Cookie booths begins
January 26 Parents' last day to enter Order Card orders in Digital Cookie.
January 27 Submit Initial Order and Rewards

February 2025

February 1-10 Cookies are delivered to service units. Consult your CPSC for pickup date/time
February 8-13 Local booths can begin for troops who ordered extra inventory in Initial Order
February 14 Cookie Cupboards open All booth sales begin council wide
February 21-23 National Girl Scout Cookie Weekend

March 2025

March 1-9 *Check what cookies are needed for girl-delivered orders.*
March 9 Last day for customers to select Girl Delivery option in Digital Cookie
March 14-16 Ensure girl-delivered orders have been distributed
March 16 Cookie sale ends – Digital Cookie closes
March 17 Submit final rewards in eBudde

April 2025

Rewards arrive Consult your CPSC for pick up date/time

May 2025

Program Credits emailed to primary guardian of eligible Girl Scouts.





The Girl Scout Difference

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

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

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. Through it, Girl Scouts learn five essential skills:



Goal Setting

Being able to set and reach goals will help girls succeed in school, and in the future on the job and in life.



Decision Making

Deciding how to market and sell through the Girl Scout Cookie Program will help empower girls and build confidence.



Money Management

Girls develop a budget and handle customers' money. This will help them manage their own money when they grow older.



People Skills

As girls talk and listen to their customers, they learn to perform better with group projects, teams and later at work.



Business Ethics

Behaving honestly and responsibly through every step of the Cookie Program will help them grow into conscientious, positive future leaders.

In this guide. . .

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How Girl Scout embrace possibilities



When can Girl Scouts participate?

December 30 - January 26 - Initial Order

Girl Scouts use order cards to take orders from customers that will be delivered at a later date. Money is not collected at this time. Families will help their Girl Scouts enter these orders into their Digital Cookie site by January 26. See page 7 how you will submit that initial order. Girl Scouts may also share a personalized, secure web page for online orders in Digital Cookie.

January 27 - March 16 - Post Initial Delivery

Girl Scouts can continue to share their Digital Cookie site with customers. In-person orders can still be taken on Goal Getter cards. Fulfill these orders from troop inventory. More in this guide about how troops obtain additional inventory. Check with your community product sale coordinator when the Initial Order cookies will arrive. Distribute to your Girl Scouts promptly.

Girl Scouts will have their Initial Orders to deliver, and can continue selling in person. Girl Scouts often will set up booth sales to reach more customers, either together with their troop or individually with a parent. Remind parents to let you know of any last orders their Girl Scouts need to fill. The program concludes March 16.

EMBRACE POSSIBILITY

2025 Cookie Rallies



January 4 & 5

Your troop will have hands-on activities to inspire them to reach their goals through the Girl Scout Cookie Program. Participate at your choice of eight locations. To register, visit www.girlscoutsgwm.org/cookieallies.

January 4

Burlington, VT	2-4 p.m.
Concord, NH	10 a.m.-12 p.m.
Hanover, NH	10 a.m.-12 p.m.
Keene, NH	1-3 p.m.
Rochester, NH	2-4 p.m.

January 5

Barre, VT	1-3 p.m.
Nashua, NH	1-3 p.m.
St. Johnsbury, VT	1-3 p.m.

\$10 per girl



Adult supervision is required.
Girls not attending with a troop must have parent/guardian attend with them.



What Girl Scouts gain, now and for a lifetime

How does my troop benefit

Troops earn proceeds based on the number of packages sold. Your troop can earn higher proceeds based on the per girl average (PGA) of all troop members who have sales in the program.

Troops earn:

1-285 PGA - \$0.85 per package

286-325 PGA - \$1.00 per package

326 PGA and above - \$1.10 per package

For 2025, cookies are \$6 per package

All troop proceeds are retained in the troop's bank account and are used by the entire troop for activities. Troop proceeds are not portioned to individual Girl Scouts based on their amounts sold. Cadette, Senior, and Ambassador troops may choose to waive rewards and program credits for an additional 15 cents per package. The form is found at girlscoutsgwm.org and must be submitted by January 26. This is a troop choice.

Additionally, all council proceeds remain local within Girl Scouts of the Green and White Mountains.

25%

Cost of Cookies, Warehouse and Transportation expenses, Credit Card fees for troops processing on Digital Cookie, and Cookie Staff.



75%

Troop Proceeds, Girl Rewards, Program Credits, Girl Funds, Council Investments to GSGWM Programs, Training, and Properties.

First, make time for planning

Begin to set the stage with a discussion about what activities the troop hope to do this year. With that in mind, what expenses are needed to accomplish those possibilities?



Dedicate time in a troop meeting to talk about these goals and how the cookie program can help the troop reach those goals. Share with parents what the troop decides and involve parents in helping navigating the process. Share with parents the tasks that may help their Girl Scouts reach their goal such as:

- Helping pick up cookies at a cupboard
- Helping at a booth sale
- Helping during Initial Order delivery day
- Helping find community partners who might host a booth or welcome the girls to pitch their sale.

A lot of opportunities - how do I keep track of it all?

As troop leaders, make use of all the resources at hand. First, as troop volunteers, rally together and divide the cookie program tasks between you. Who will track inventory, who will manage the sale in eBudde, who will schedule booth sales, who will track finances.

There are quick tip sheets and videos at girlscoutsgwm.org and in gsLearn. They are just-in-time resources for you to help your Girl Scouts to a successful cookie experience.

Engage your parents! You aren't expected to do this alone. The more the merrier!



How Girl Scouts can embrace entrepreneurship



Options for Girl Scouts to participate

The cookie program gives your troop the ability to power unique opportunities and adventures while learning to think like entrepreneurs. Exploring the many options of the cookie program builds curiosity, confidence, and problem-solving skills—qualities that prepare them for academic and career success. There are multiple ways for a Girl Scout to participate and gain business know-how. Supporting your troop collectively or individually expands their opportunities to learn!



Text or Call Friends and Family

If your Girl Scout has a busy schedule, this is a very flexible option.



Digital Cookie

Girl Scouts share their personal web page for customers to purchase and ship to them directly, make donations, or schedule an in-person delivery.



Door-to-Door Deliveries

Visit friends in your neighborhood. Leave door hangers and business cards for customers who aren't home.



Cookie Stands

Like lemonade stands, Cookie Stands are set up by a Girl Scout and a caretaker in front of their residence or private property.



Cookie Booths

Troops or groups team together to market their cookies outside a pre-approved location or even a drive-through location.



Connections In Your Community

Girl Scouts prepare a business pitch and invite local businesses to purchase cookies. Think of local car dealerships, real estate office or other.

What is Digital Cookie?

Digital Cookie allows Girl Scouts to share their online cookie shop via email, text, and on social media with caregiver approval. This information flows in to eBudde, your troop management system. There are three types of orders in Digital Cookie:

Online Shipped - ordered by a customer and fulfilled by our baker. Customers pay a shipping fee and will receive their cookies within 5-7 days of purchase. Families do not need to obtain or deliver these cookies.

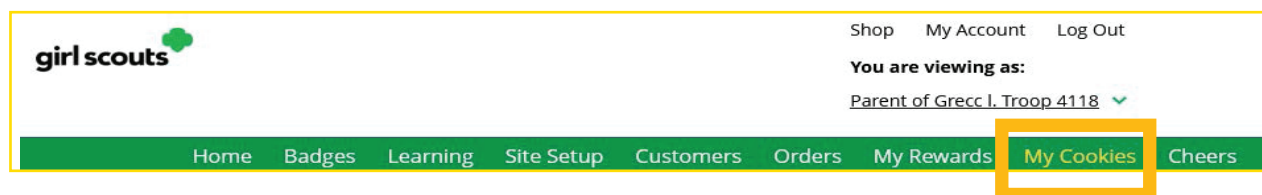
Donated - cookies purchased for donation will be donated by council to various hometown heroes across Vermont and New Hampshire. Families do not need to obtain or deliver these cookies.

In-person Girl Delivery - local friends, family purchase online, then ask for girls to deliver packages to them. These orders must be approved by a caregiver. Families will need to obtain inventory from the troop. They are responsible for delivering these cookies in a timely manner to customers.

Initial orders made easy

Easy as 1, 2, 3

During the Initial Order from December 30 to January 26, Girl Scouts will take orders on order cards as well as their Digital Cookie site. Parents/guardians will help their Girl Scout enter orders from their order card into Digital Cookie. Once submitted, you will see their orders in eBudde and must save them before you submit the troop's initial order. They only need enter the paper order card orders - all packages paid for online will automatically be included in their order. In Digital Cookie, parents/guardians will select the “My Cookies” tab.



1

Parents/guardians will enter the cookies their Girl Scout needs to fill the orders from their paper order card. They can save their entries and add to their order up until January 26.

Parents will then need to click the “**Submit to Troop Volunteer**” button no later than January 26. They will no longer be able to edit the packages in their Digital Cookie panel. Their order will now be visible to you in eBudde.

It is important that parents understand they must click the Submit to Troop Volunteer button for their order to be visible to the troop in eBudde. If not, the order will not move to eBudde and is not retrievable on this form after January 26.

The troop can either manually enter the order in eBudde per the parent's instruction before January 27, or fill the order after the Initial Order from troop inventory, but it will not count toward Initial Order rewards.

A screenshot of the 'Grecc's Cookies' digital order form. The title is 'Grecc's Cookies' in a green header. Below it, the instruction says 'Enter Your Offline Initial Order:'. A 'VIEW SAVED INITIAL ORDER' link is in the top right. The form lists various cookie packages with their quantities: Cookie Share (20), Adventurefuls® (5), Caramel Chocolate Chip (5), Caramel deLites® (5), Lemonades® (10), Peanut Butter Sandwich (10), Thin Mints® (20), Toast-Yay!® (5), Peanut Butter Patties® (15), and Trefoils® (10). At the bottom, it shows 'Total packages entered (updates after saving): 105', 'Digital Cookie in-person delivery packages: 0', and 'Total packages in your Initial Order: 105'. There are buttons for 'Cancel', 'Save Updates', and 'Submit to Troop Volunteer'. A warning message at the bottom states: 'Initial Order not yet sent to your troop volunteer. Please finalize and send this information before the Initial Order Date.'

Can my troop get extra cookies in the Initial Order?

Service units will receive Initial Orders between February 1-10

The Initial Order will be the only time a delivery of cookies will come to your service unit. When troops need cookies beyond this time, they obtain them from a Cookie Cupboard. If a troop would like to order additional cookies to have on hand instead of traveling to a cupboard, they may do so in the Initial Order. If a troop does order extra cookies, they will have the option to hold an early local booth sale on February 8 or 9. Council locations are not included in early booths. Please note: any cookies ordered in the Initial Order are not returnable. However, the season has just begun. There's lots of time to benefit from inventory on hand.

Submit Initial Order in eBuddle



2

On your Initial Order tab, you will see the orders from Digital Cookie. They will be in red. Note that you will see a status reminder to Review Parent IO. This is your indication that they are not complete yet. Click on the Girl Scout's name.

The packages for this Girl Scout are entered by the parent. *(noted in gray is the "PIO=10" meaning the Parent Initial Order entered was 10)* You have the ability to edit this should the parent ask to change their order after they've submitted. If you do edit, the gray text will not change as it was the parent's original entry. Once you have reviewed the order, simply click Save.

This confirms the Girl Scout's order. You will see a green status of "Saved" on the row. You can see the totals are included in the Packages Ordered row for your troop - note that no other orders are included yet because they are not saved yet.

3

Repeat for each Girl Scout with orders. Once all are "Saved", click the Submit Troop IO button.

Girls Init. Order Delivery Girl Orders Transactions Cookie Exch Txn Pickups Rewards Booth Sales Payments Sales Report Reports Help Center

Troop Initial Order

Print Submit Troop IO

All Girl IO orders should be reviewed and **Saved**.

Uses DOC	Girl		C_GOC	Advf	LmUp	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	Total
✓	Cindy W.	Order Card	10	10	10	10	10	10	10	10	10	10	100
		DOC Girl Del.	0	0	0	0	0	0	0	0	0	0	0
		Total Order	0	0	0	0	0	0	0	0	0	0	0
✓	Patty W.	Order Card	20	20	20	20	20	20	20	20	20	20	200
		Pkgs. Ordered	0	0	0	0	0	0	0	0	0	0	0
		Cases To Order	0	0	0	0	0	0	0	0	0	0	0
		Extras	0	0	0	0	0	0	0	0	0	0	0

Girls Init. Order Delivery Girl Orders Transactions Cookie Exch Txn Pickups Rewards Booth Sales Payments Sales Report Reports Help Center

Cindy W. Initial Order

Cancel Save

You have provided the sale values from the Girl's Order Card.

Product	Order Card	Girl Delivery	Total
Gift of Caring \$ 5.00 PIO=10	10	0	10
Adventurefuls \$ 5.00 PIO=10	10	0	10
Lemon-Ups \$ 5.00 PIO=10	10	0	10
Trefoils \$ 5.00 PIO=10	10	0	10
Do-Si-Dos \$ 5.00 PIO=10	10	0	10
Samoas \$ 5.00 PIO=10	10	0	10
Tagalongs	10	0	10

Girls Init. Order Delivery Girl Orders Transactions Cookie Exch Txn Pickups Rewards Booth Sales Payments Sales Report Reports Help Center

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Uses DOC	Girl		C_GOC	Advf	LmUp	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	Total
✓	Cindy W.	Order Card	10	10	10	10	10	10	10	10	10	10	100
		DOC Girl Del.	0	0	0	0	0	0	0	0	0	0	0
		Total Order	10	10	10	10	10	10	10	10	10	10	100
✓	Patty W.	Order Card	20	20	20	20	20	20	20	20	20	20	200
		Pkgs. Ordered	10	10	10	10	10	10	10	10	10	10	100
		Cases To Order	1	1	1	1	1	1	1	1	1	1	9
		Extras	2	2	2	2	2	2	2	2	2	2	18

Submit your troop's Initial Order by January 27.

Add to your troop's experience



What is Girl Delivery?

Customers can pay for cookies online but request a Girl Scout to deliver them. Parents must approve all girl-delivery orders. Parents have five days to approve these orders in Digital Cookie. The order is rejected and will be either canceled or donated depending on customer's selection during checkout if the order is not approved.

During the Initial Order, girl-delivery orders are automatically included for the Girl Scout. Parents do not include these orders when they submit their initial order to the troop. This inventory will arrive on delivery day.

After the Initial Order is submitted, troops will see a payment applied to the Girl Scout in eBudde. The example below shows this Girl Scout needs more cookies. The troop must take action to:

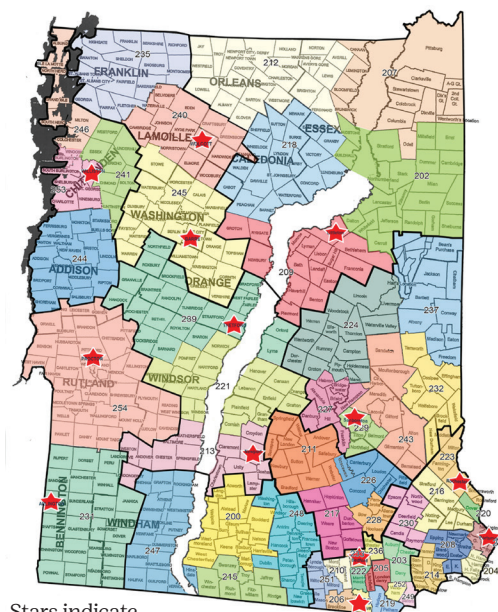
- Supply the Girl Scout with the packages they need to fill the order. (this Girl Scout needs 95 more packages)
- Apply the packages given to the Girl Scout on the Girl Orders tab. (add 95 packages to this Girl Scout, making her total packages sold 508. The Balance Due should then read \$0.00)

ings	Girls	Init. Order	Delivery	Girl Orders	Transactions	Cookie Exch	Txn Pickups	Rewards	Booth Sales	Payments	GOC Org	Sales Report	Reports	H		
Below are your troop sales broken down by Girl. To view/edit a Girl's Transactions select the appropriate row.																
					\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00			
Uses GOC	Girls	VGOC	Advf	LmtUp	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	TGOC	Totalo	Total Due	Paid	Bal. Dueo
✓	A	5	5	8	18	15	39	45	60	7	4	0	206	\$1236.00	\$822.00	\$414.00
✓	A	8	30	20	12	34	97	84	102	25	1	0	413	\$2478.00	\$3048.00	\$-570.00
✓	A	0	5	4	5	6	10	7	49	4	4	0	94	\$564.00	\$576.00	\$-12.00
✓	A	1	22	4	2	3	53	56	108	7	2	0	258	\$1548.00	\$2244.00	\$-696.00
✓	B	0	0	0	0	1	15	6	12	5	0	0	39	\$234.00	\$390.00	\$-156.00
✓	C	1	9	14	5	13	71	52	85	5	4	0	259	\$1554.00	\$1554.00	\$0.00

How does my troop get more cookies?

After the Initial Order, your troop will acquire additional cookie from a Cookie Cupboard. These additional cookies are used to fill girl-delivery orders, booth sales held by the troop, booth sales held by a single Girl Scout and her parent/guardian, or more in-person sales.

The troop will enter a transaction (i.e. a request for more cookies) in eBudde. Choose the cupboard nearest to you. The transaction should be entered by Monday morning to pick up that Friday. If, after a booth sale, the troop has a large surplus left over, a return may be made to the cupboard. Up to 25% of what the Friday transaction was, in full, same flavor, unopened cases will be accepted. Returns may not be made after that next business day from the transaction date. You do not need to submit the return in eBudde - your cupboard manager will take care of that for you.



Stars indicate
Cookie Cupboard locations for 2025

Entrepreneurial know-how



Girl Scouts look forward to meeting their customers in person, either by sharing their order card or setting up a booth sale. Girl Scouts practice their people and money management skills as they build confidence.



Ready to try a booth?

1. Reserve a booth location in eBudde for either the troop or individual troop members.
2. Submit a cupboard transaction in eBudde if you need inventory.
3. Engage your Girl Scouts to make posters or decorations for your booth. Be prepared with a table cloth, a money pouch or cash box and obtain a small amount of petty cash. Donations should only be packages to donate to charity or hometown heroes (no "tip jar").
4. Yes, you can take credit cards! Set up your Troop Site link through your troop Digital Cookie dashboard. Download the app to your cell phone.
5. Any cash from the booth sale should be deposited into the troop bank account promptly.
6. Use the Booth Recorder in eBudde to allocate the packages sold to the girls.
7. If you have a large surplus, up to 25% may be returned to the cupboard by the next business day

How to organize a booth sale

Plan with the troop who will attend the sale

It's recommended that booth sales be attended by 3-4 Girl Scouts. Not only do businesses prefer this, it also assures that each Girl Scout has an opportunity to engage with customers. A good practice is to schedule shifts for those participating. This also helps younger Girl Scouts who may not be able to do a full shift.

How many cookies do I need?

Every location varies. Check with your CPSC for any sales history in your community. Whatever your average is for total sales, you will likely sell proportionately as follows:

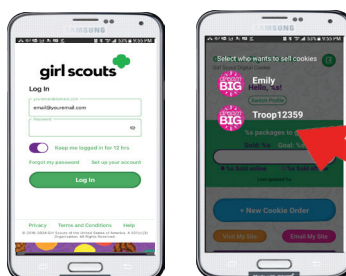
Thin Mints*	35%	Lemon-Ups*	3%
Samoas*	25%	Adventurefuls*	3%
Tagalongs*	14%	Girl Scout S'mores*	3%
Trefoils*	8%	Toffee-tastic*	3%
Do-si-dos*	6%		

How do I pay for extra cookies my troop obtains?

Troops will deposit all money into their troop bank account. The council office will conduct scheduled debits (ACH sweep) for only what your troop owes. Your proceeds remain right in your account.

Using the Digital Cookie Mobile App

As leaders, you will have a troop access in Digital Cookie. From the dashboard, you will activate a Troop Site link to accept credit card sales during your booth sales. The set up for this is similar to setting up a girl - designate a leader to manage the Troop Site link, then accessing it will be like a parent accessing their Girl Scout. Activate the Troop Site link, then all parents will see this on their app and be able to accept credit cards.



More detailed instructions are available in a quick tutorial at girlscoutsgwm.org.

When at a booth sale, use the Troop link for accepting credit cards, Paypal, or Venmo.

Resources at a glance



Resources for cookie entrepreneurs can be found at girlscoutsgwm.org under Cookies+

About Girl Scout Cookies

Tips for Digital Cookie and eBudde

Cookie Business Badges

Quick How-To videos for both volunteers, girls and families right when you need them.



Girl Scout safety guidelines

One of the most essential steps you can take to have a great season is to review all safety guidelines with your Girl Scouts.

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

Find these and more at girlscoutsgwm.org.

Online safety

Girl Scouts, with the guidance of a parent or caretaker, may use their Digital Cookie links on social media. Posts should only link to their Digital Cookie page and not request direct messages or other messaging that the Girl Scout would not be managing.

Parents and caretakers must approve all sales requesting girl delivery within five days of customer order.

Sharing their digital cookie link with friends and family is always the best practice. Girl Scouts should not post to online resale, auction, or marketplace sites. Town forums

are acceptable when they provide news or happenings around the community.



girl scouts
of the green and
white mountains

Got questions?

Contact your community's product sale coordinator.

Check out our website girlscoutsgwm.org.

Call Customer Care at 888-474-9686 or email at customercare@girlscoutsgwm.org.

What is Gift of Caring?

Customers may wish to purchase cookies that will be donated either by the troop (TGOC) or by our council (VGOC). The troop receives proceeds and packages apply to the Girl Scouts' rewards. A troop may choose to deliver Troop Gift of Caring packages to their own charity or hometown heroes. Virtual Gift of Caring packages are distributed by council to military, Red Cross, and various hometown heroes within our council footprint. **Be sure to share this option at your booth sales!**

Help is available at our Drop-In calls

Staff is available to help answer any questions you have during the sale in a live Zoom call. Find the registration links on the Events calendar on our website for Drop-Ins on **January 22, February 5, February 19, and March 5, all at 6:30 p.m.**

Tools you can use!

Whether you're a brand new leader or have many cookie seasons under your belt, here are some tried-and-true tips to sail through this season.

Receipt books

Use a receipt pad when issuing cookies or collecting money being turned in to the troop. This helps you reconcile your inventory and your finances. If you need more receipt pads, let your CPSC know or call Customer Care.

Recipe cards

Boost sales by printing and handing out recipe cards at your booth. That's a sure way for customers to buy a few extra packages to create something special for their next event. Find more at littlebrowniebakers.com/Recipes.



Booths can be a breeze

Use helpful inventory and quick reference charts to help young entrepreneurs learn inventory and money management. Have

the girls count their inventory at the beginning of the sale, then at the end of the sale. Track by flavor. This is a handy reference for you when you count money from the sale and to upload packages sold to the eBudde booth recorder.

Have a simple guide for Girl Scouts to know how much money to collect for multiple packages times \$6.

