



girlscouts 
of nypenn pathways

2025 Cookie Manual for Volunteers

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Cookie Basics

Welcome to the 2025 Girl Scout Cookie Program!

We're so glad to have you as part of this amazing entrepreneurial opportunity! Volunteers are essential to the success of the cookie program, and we thank you for all you do. Now, let the fun begin! Use this guide to help you navigate through every aspect of the sale.

Annual Theme & Mascot

Each year, the cookie sale revolves around a special theme. This year, we'll "Embrace Possibility" as we teach Girl Scouts valuable life and business skills learned during the program. Embrace the possibility of learning new skills, reaching new goals and laughing with friends at a booth sale. Our cookie season mascot is Měi Lán the panda! Teach your Girl Scouts about the giant pandas of China, what they like to eat, where they live in Asia and that they are close to extinction.

Join Us for The MOST Amazing cookieWOW!

We're having a party and cookie rally to kick off the start of our program. **Pre-register on gsEvents for the "panda-monium" on January 11 from 10 a.m. to Noon at The MOST (Museum of Science and Technology) in Syracuse, N.Y.** Girl Scouts will become cookie experts with sales pitches, knowledge about our cookie varieties, money management and booth sales. They'll receive a super cute lanyard with their "expert" pins, see this year's rewards, sample the cookies and have a blast as we get started for the season!

Who Can Participate in the Cookie Program?

Girl Scouts in grades K-12 registered with Girl Scouts of NYPENN Pathways Council (GSNYPENN) for Member Year 2025 (MY25) are eligible and encouraged to participate. A signed Annual Permission/Health Form is also required. Girl Scouts with dual households should have each household complete a separate form.

Any adult registered with GSNYPENN for MY25 is eligible to participate as a volunteer during the program with council confirmation. If your troop is new or has a new bank account and/or a new bank account signer, an ACH form is required to process all cookie payments and refunds. Troops must work with their Membership Support Manager (MSM) to ensure this is completed.

Who Can I Contact for More Help?

If you need help with anything related to the cookie program, please contact your Service Unit Cookie Coordinator (SUCC). They're available to help you with all aspects of the program. Fill this section out with their information!

My SUCC is: _____

SUCC email: _____

SUCC phone #: _____

Access helpful
videos with our
[2025 Cookie Season
Playlist](#) on YouTube!



Need Further Assistance?

We're here to help!

During regular business hours:

- Email info@gsnypenn.org
- Call Customer Care at 315.698.9400 or 1.800.943.4414
- Use the Let's Chat feature on our website: gsnypenn.org

After hours:

- Call 315.698.9400 or 1.800.943.4414
- Follow the prompts and a staff member will contact you ASAP!



Important Program Dates

Month of December	Prepare Girl Scouts and caregivers for an awesome cookie program
January 9	Program starts, Girl Scouts take orders on paper order cards and personalize their Digital Cookie sites
January 11 10 a.m. to Noon	cookieWOW! at The MOST in Syracuse, N.Y.
January 21, 23, 25, 27	GSNYPENN booth sale signups
January 28 3 p.m.	Troop initial orders due in eBudde (including booth sale cookies) and cookie reward opt-out form due
January 29-February 14	Girl Scouts continue taking orders on Goal Getter sheets, Digital Cookie orders continue
February 14-20	Cookies arrive, girl delivery begins
February 21-23	National Girl Scout Cookie Weekend
February 21-March 30	Booth sales begin
March 12	Troop 1st ACH payment
March 20	Digital Cookie girl delivery ends
March 26	Troop 2nd ACH payment
March 30	Program ends, Digital Cookie closes, last day of booth sales
April 1	Troop final reward order due in eBudde
April 9	Troop 3rd ACH balance due, caregiver collections due
End of May (Six to eight weeks after April 1 submittal)	Rewards arrive, celebrate with your troop



Troop Cookie Manager Duties & Responsibilities

Volunteer Agreement

To participate in the 2025 cookie program, volunteers must agree to the following terms before they gain access to eBudde. This agreement is in place for the Troop Co-Leader and/or Troop Cookie Manager along with a small section for SUCCs.

Cookie Program Overview

The 2025 cookie program is an excellent way for friends and family to help support their favorite Girl Scout while they learn and practice valuable skills: goal setting, money management, people skills, decision making and business ethics. Through Digital Cookie, Girl Scouts can create personalized sites where their friends and family can purchase cookies online for direct shipment, donation and/or girl delivery. Troops earn proceeds for activities and our council receives funds to provide leadership programming, volunteer training, financial aid and maintain properties throughout the 26 counties we serve. Troops who set goals for the troop and each Girl Scout prove to be the most successful.

As a Troop Co-Leader and/or Troop Cookie Manager, I will support youth in Girl Scouting by doing the following:

- Attend training for the Girl Scout Cookie Program. This training can be through your Service Unit, by your SUCC or from your MSM.
- Verify that all Girl Scouts participating are registered for the current member year. Only those registered for the current member year are invited to participate.
- Ensure all Girl Scout t-shirt sizes are entered into eBudde (even if they do not earn one).
- Protect Girl Scouts and GSNYPENN assets (products, monies and documents always). Make frequent bank deposits to ensure that funds are handled correctly. If your troop does not meet before a cookie payment is due, set up a separate time to collect funds!
- Provide instructions to caregivers and youth to include the following:
- Girl Scout safety
 - Goal setting, individual youth goals as well as a troop goal
 - Promote five skills for Girl Scouts
 - Honor all deadlines for submissions, pickups and payments
 - Turn in money regularly
 - Follow council collection procedures for delinquencies/NSF
 - Enter all required data into the eBudde online system
- Submit all orders and documents to GSNYPENN by established due dates
- Pick up and distribute cookies and rewards promptly and appropriately
- Keep accurate records and follow all GSNYPENN guidelines for deposits, deliveries, receipts and delinquent balances.
- Cookies are \$6 per package and paid for at the time of customer delivery unless purchased and paid for online through Digital Cookie. Cookie prices cannot be adjusted at any time for any reason.
- Have regular access to a device with internet (phone, tablet, computer, etc.) including regular access to email.
- Assume full responsibility for cookies, money, rewards and documents while in your possession. If anything is stolen, file a police report immediately and contact GSNYPENN for further instructions.
- Promptly address any concerns with your MSM.



Meet the Cookies



2025 Girl Scout Cookies

\$6 Per Package

Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
Approximately 15 cookies per 6.3 oz. pkg.
UD



Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits
Approximately 12 cookies per 6.2 oz. pkg.
UD



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.
UD



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

Oatmeal sandwich cookies with peanut butter filling
Approximately 20 cookies per 8 oz. pkg.
UD



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.
UD



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
Approximately 15 cookies per 6.5 oz. pkg.
UD



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.
U



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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling
Approximately 16 cookies per 8.5 oz. pkg.
UD



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.
UD



Note: Nutritional information can be found on littlebrowniebakers.com.

REMEMBER: Money from customers is collected when cookies are delivered, except for Digital Cookie orders, which are paid for online at the time of the order.

Safety First

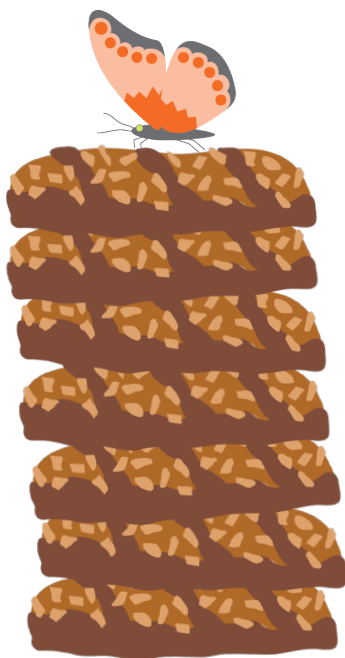
Teach these guidelines for safely selling Girl Scout Cookies!

The following safety tips are adapted from the Girl Scout publications *Volunteer Essentials*, *Risk Management at Girl Scout Councils* and *Safety Activity Checkpoints*.

Please review the full publications for more detailed information on these and other safety practices and procedures.

These safety tips should be shared and discussed with all Girl Scouts before any product sales.

To help them remember these guidelines, you can make a game out of it!



- 1. Show You're a Girl Scout:** Wear a Girl Scout membership pin, uniform or branded clothing (i.e., a Girl Scout t-shirt) to identify yourself.
- 2. Use the Buddy System:** Always use the buddy system. It is not just safe; it's fun!
- 3. Be Streetwise:** Become familiar with the areas and neighborhoods where you're selling Girl Scout products. Contact your local police department if you are unsure about an area or neighborhood.
- 4. Collaborate with Adult:** Adults must accompany Girl Scout Daisies, Brownies and Juniors when they're taking orders, selling or delivering products. Youth 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 booth sales.
- 5. Plan Ahead:** Be prepared for emergencies and always have a plan for safeguarding money.
- 6. Do Not Enter:** Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles (except at designated drive-thru cookie booths) or going into alleys.
- 7. Sell in the Daytime:** Sell only during daylight hours, unless accompanied by an adult.
- 8. Protect Your Privacy:** Girl Scout names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the product sale.
- 9. 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.
- 10. Be Net Wise:** Girl Scouts must have caregiver 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 all Girl Scouts 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.

Ways to Participate

Paper Order Cards & Goal Getter Sheets

Once paper order cards are submitted on **January 28**, Girl Scouts can use Goal Getter sheets to help keep the cookie season momentum going!



Booth Sales

Direct sales take place starting **February 14** once the cookies arrive. Booth sales are a great way for Girl Scouts to sell together.



Donate Cookies with Our Sweet Support Gift of Caring Program

Making a world of difference...one cookie package at a time! Our Sweet Support Gift of Caring program is a fun way for customers who may not want to take cookies home to support their local Girl Scouts and troops. They pay for cookies to be gifted to our council's designated Sweet Support recipient.

Each season, we partner with an organization that receives these donated cookies. Our 2025 Sweet Support designee is the Rescue Mission!

Plus, our Girl Scouts benefit from gifted cookies, too! Youth members who sell 25+ Sweet Support packages earn the Sweet Support Cookie Bundle Charm.

Digital Cookie

Girl Scouts personalize their online site and email friends and family anywhere in the country to help support their cookie sale and troop.



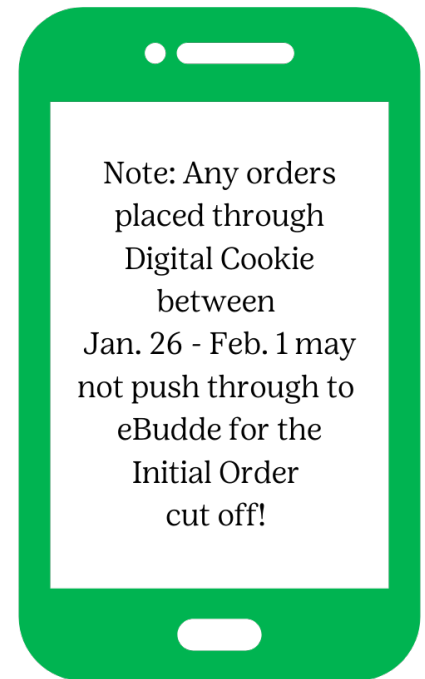
Digital Cookie

Expand Your Audience with Digital Cookie

Digital Cookie is an excellent way for Girl Scouts to take their cookie program to the next level! They can email friends and family and ask them to purchase cookies online. Customers pay for their cookie orders, and they ship directly to them within seven to 10 days!

Digital Cookie is a great experience for Girl Scouts! They can customize their site with additional photos, videos and goals. They can create and send marketing emails to customers and track their sales with a real-time dashboard. They can even analyze their sales!

Starting **January 7**, Girl Scouts gain access to the system to set up and personalize their site, add customer emails and learn how to navigate the platform. Emails will not be delivered to customers until the first day of the program on **January 9**. Please encourage all registered Girl Scouts to join the Digital Cookie fun!



Girl Delivery Option Through Digital Cookie

The girl delivery option is available through **March 20**. When ordering and paying online, customers can choose to have cookies delivered by the Girl Scout instead of shipping them. (Woohoo, no added shipping charges!) Once the caregiver approves* these girl delivery orders, payment will be credited to the troop, the order will show on a new line under the INITIAL ORDER tab in eBudde and the Girl Scout will deliver cookies to their customer.

If additional cookies are needed to fulfill digital orders, the Troop Cookie Manager will need to acquire more cookies from a cupboard and issue them to Girl Scouts. Be sure to write receipts when issuing additional cookies. Cookies ordered through Digital Cookie after **March 20** must be added as an additional order by the troop leader and be fulfilled from the troop's extras.

***Caregiver approval is time-sensitive so check the site every day!**



How Does Digital Cookie Work?

Any Girl Scout registered with GSNYPENN for MY25 is eligible to participate. Participating youth must have a valid caregiver email address included in their registration.

Caregivers will receive an email from the “Girl Scout Cookie Program” with the subject line, “Ready. Set. Register for Digital Cookie.” This email will provide a link and instructions for accessing Digital Cookie and setting up their Girl Scout’s account. If they do not receive this email, make sure they check their junk mail folders.

Orders placed through Digital Cookie are paid for online. All payments and post-initial orders flow directly into eBudde. No additional paperwork is needed; it’s quick and easy!

For more helpful resources, visit the links below:

[Digital Cookie Mobile App for Troop Volunteers](#)

[Digital Cookie Mobile App for Cookie Booths](#)



Digital Cookie Rewards

- 15+ emails sent through Digital Cookie = Action patch
- 60+ packages sold through Digital Cookie = Techie Charm & Panda Decal set

Issues with Digital Cookie?

Click the [HELP](#) button to connect with Digital Cookie Customer Service through an online chat! You can also check our [council website](#) for Quick Tip Guides to help you navigate through the system!

Check out our [2025 Cookie Season Playlist](#) on YouTube!



Learn more about [Digital Cookie](#) and [eBudde](#) here!



Learn more about your [Troop Dashboard](#) in this video!



“Panda-tastic” Girl Scout Rewards

Embrace possibilities with patches and charms!

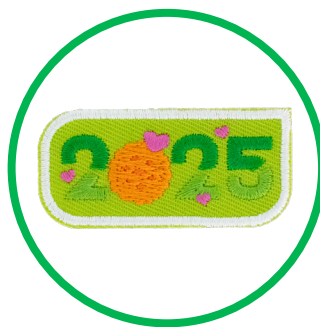
Earned Girl Scout Cookie Program Patches



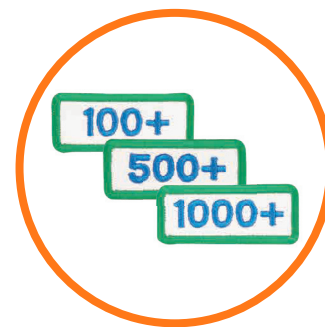
Action Patch
15+ Emails sent through
Digital Cookie



Super Patch
1000+ pkgs



2025 Patch
2025+ pkgs



Bar Patches
Awarded at highest level
100+ to 1000+ pkgs



Charm Patch
30+ pkgs



Cookie Bundle Charm
25+ Sweet Support pkgs



Cookie Booth Charm
25+ Cookie Booth pkgs



Cookie Techie Charm
60+ Digital Cookie pkgs



Embrace Possibility Charm
60+ pkgs



Do-si-dos Panda Charm
80+ pkgs



Rock Cairn Charm
440+ pkgs



Butterfly Charm
600+ pkgs

Add Fun to Your Goal-Setting Meeting: Have Girl Scouts Circle Their Favorites!

Girl Scouts can earn amazing rewards as shown on their order form. Rewards earned are based on individual sales. The troop also earns proceeds for their sales that the troop can use for fun experiences.

A Girl Scout's Cookie Business = Exciting Family Activities

Meet the Cookie Entrepreneur Family Pin! This year-by-year pin was inspired by and designed for families to work together. The activities/requirements support Girl Scouts throughout all aspects of the cookie program. They can earn a different pin for their uniform every season. The simple, age-specific guidelines have been tailored for each grade level, making success a snap. Encourage your families to try it. Visit our [council webpage](#) to learn more!

Seven Steps to Success

Step 1: Planning & Excitement

Planning is key! Troops must plan with their Girl Scouts to set up a successful cookie sale. Consider the list provided here.

- 1. Set & Track Goals** - Review personal rewards on the order card and help Girl Scouts set their goals. Be sure to write them down and review them at troop meetings, track progress throughout the sale, set troop goals and decide ways to spend troop proceeds. This could be a celebratory party, camping trip, covering membership dues or new uniform items for next MY or planning a service project to make the community a better place.
- 2. Get Excited About Pandas** - Our 2025 program mascot is Mèi Lán the panda! Many of the rewards are mascot-themed. **Encourage Girl Scouts to meet Mèi Lán at our cookieWOW! kickoff at The MOST (Museum of Science and Technology) in Syracuse on January 11 from 10 a.m. to Noon!** This interactive event will help them learn more about the cookie program, selling cookies, the five skills and this year's theme and mascot. Girl Scouts must pre-register and pay to attend via gsEvents.
- 3. Prep Girl Scouts with a Winning Sales Pitch** - Brainstorm with Girl Scouts who they should ask to buy cookies. Prepare a sales pitch and practice at the troop meeting. They also sell cookies online, so have them come up with some ideas for a winning marketing email, too!
- 4. Review the Safety Rules** - Make sure you review safety, both online sales and in-person. Girl Scouts must be accompanied by adults, safeguard money and never share personal information. Look for the full page of safety guidelines in this manual. Make a fun trivia game to help make these more memorable.
- 5. Teach the Five Skills** - Introduce Girl Scouts to the five skills they gain through the cookie program: 1. Goal Setting, 2. Decision Making, 3. Money Management, 4. People Skills and 5. Business Ethics.



Step 2: Engaging the Caregivers



Caregiver support is essential! Informing caregivers about the cookie program helps their Girl Scout reach their goals, gives caregivers a structured way to help within the troop and ensures deadlines are met. Set a time to meet and discuss the list below. Make it fun! Have the Girl Scouts make invitations, decorate the room and provide some snacks (optional).

1. Encourage caregivers to support their Girl Scouts to reach their personal goals and contribute to those of the troop. They can help them personalize their Digital Cookie site and brainstorm who to email. They can also help them reach out to their community with their paper order card.
2. Share important dates so caregivers know all program deadlines—especially when orders and payments are due! If the cookie payment deadline does not fall within your normal meeting time, set up a special payment drop-off time to avoid missing a payment!
3. Let caregivers know that written permission is required for Girl Scouts to participate in the cookie program. Participation is voluntary, so families can choose to opt out. However, the more participation we have = the more our council can do to promote Girl Scouting = more fun activities for troops to attend!
4. Ask caregivers to help by passing around a signup list of volunteer projects. These projects could include picking up cookies, sorting orders, hosting booth sales, collecting money, writing receipts during troop meetings or sorting rewards. Have a signup sheet on hand at the meeting to get firm commitments.
5. Make sure caregivers understand the safety rules for in-person and online sales.
6. Share with caregivers how you plan to communicate during the program. Are you sending a weekly update email? Will you be texting with important reminders? Communicate how you would like replies and best hours to reach you.

Ensure Caregivers Know the Social Media Policy

Girl Scouts may only post about their participation in Digital Cookie and the cookie program on social media sites that restrict posts to friends and family—not to sites open to anyone. This includes—but is not limited to—Next Door; Facebook Marketplace; apps like Let Go, eBay and Craigslist; online yard sale sites, etc.

Digital Cookie is the ONLY exception for online sales. It's a secure platform specifically developed for the Girl Scouts with safety and experience in mind. Caregivers and youth can share their Digital Cookie link to their Facebook page if it's a private profile.

Also keep in mind that volunteers, parents/caregivers and Girl Scouts may not secure paid opportunities to enhance troop or individual positioning in the media.

Step 3: Place Order

How to Submit Your Initial Order

Before the initial order is submitted on **January 28 at 3 p.m.**, be sure to review the list of your youth members under the GIRLS tab in eBudde. Email info@gsnypenn.org before **January 22** if you notice any youth members not listed within your troop. Once you've checked for accuracy; enter their paper orders on the INITIAL ORDER tab. Only troop volunteers have access to eBudde.

Caregivers can also enter paper order cards directly into Digital Cookie! Any paper order card entered by **January 27** will automatically push to eBudde. Troop volunteers will only need to verify/update as needed.

Please note that once a caregiver enters an order, it can only be adjusted by the troop volunteer. Check out a video for more information using the QR Code here.

Ordering Booth Cookies on the Initial Order

Troops can order booth sale cookies when they place their initial order! These additional cookies will arrive with your initial order starting **February 14**.

In eBudde:

1. Scroll to the bottom of the list of girls on the INITIAL ORDER tab until you see the BOOTH row. Add the quantity of booth sale BOXES by variety in that row. If you placed a booth order last season, eBudde lists it as a reminder!
2. Click SAVE. Remember: you can always get more cookies after they arrive through the Cookie Exchange in eBudde and at cupboards throughout our council footprint.

The number of sales at booths depends on the location, time, weather, etc. If you're new or unsure of how many cookies to order for booths, follow the national data on cookie popularity to help guide you. Or you can contact your SUCC, GSNYPENN Product Program staff or another leader for advice.

National Data on Cookie Popularity (Based on Average Sales)



DO NOT over-order cookies!
You cannot return them once you order them!
You can always get more if you need them!



Learn more about the initial order in this video!



How to Submit Initial Order Rewards

Each Girl Scout who sells 220+ packages of cookies will earn a t-shirt. Be sure they enter a t-shirt size before the **January 28** deadline. Even if the troop has no Girl Scouts qualify for the initial reward, your troop's reward order must be submitted. Submit the rewards **AFTER** completing the troop's initial order.

1. Click the REWARDS tab.
2. Click FILL OUT for INITIAL Rewards. This will list every Girl Scout in your troop and if they earned the t-shirt. It will then ask for a size. Even if no one earned the t-shirt, still click SUBMIT.
3. Click the orange SUBMIT INCENTIVE ORDER button.

SUCCs will let you know when the initial rewards arrive! Be sure to get them to your Girl Scouts as soon as possible so they can wear them for deliveries and at booth sales.

NOTE: Any orders placed through Digital Cookie the week that Initial Orders are submitted may temporarily be held. Check back the following week.



Step 4: Pickup Cookies

Initial Order Deliveries & Pickup

Cookies will be delivered starting **February 14**. Your SUCC will inform your troop of the day, time and location to pick up your initial order! SUCCs are always looking for help sorting cookies and loading cars. Check with your SUCC to see how you can help during this busy time!

What You Will Receive at Pickup

Besides a whole carload of cookies, you will receive what is known as a BILLING PACKET. Inside that packet, you'll find flyers for any GSNYPENN updates along with a two-part receipt that must be signed (white copy goes to your SUCC, troop keeps yellow copy), a bubble sheet that will help with counting your cookies and an invoice for your 1st ACH.

What To Bring to Cookie Pickup

An empty car is the best way to pick up your troop's order! Leave grandma, sports equipment, groceries, kids and car seats at home, if possible. It's also advised to bring your order from eBudde to double-check what your troop should expect for the initial order! Be sure to sign for cookies after you've counted the whole order and reviewed it with your SUCC.

Cookie Problems

Check your orders for correct counts and potential damages. You will only have 48 hours to report all overages, shortages and damages. Please email info@gsnypenn.org if you need a replacement or an adjustment on your bill.

Product Complaints

If you have a customer who is unhappy with their package of cookies, please offer them a replacement or refund. You can also bring the empty package to your nearest Service Center for a replacement or GSNYPENN staff will adjust your bill. Customers can also contact Little Brownie Bakers directly by calling 1.800.962.1718. DO NOT discuss complaints with the media. Direct all media-related questions to marketing@gsnypenn.org.

Distribute Cookies to Girl Scouts

Be sure to sort the cookies by each Girl Scout's initial order, set up a pickup time with families and always provide a receipt for cookies taken and money collected. Receipts are required for any potential caregiver collection, just in case. Proper storage of cookies is also important. Make sure the area is climate-controlled, free of toxic fumes and smokefree, away from pets and children and off the ground with a pallet or tarp. Delivering quality products to our customers is priority number one!



Step 5: Deliveries & Booth Sales

Cookie Deliveries

Once cookies are sorted and picked up by the caregiver, encourage them and their Girl Scouts to deliver and return money within two weeks. This allows the troop to make their first ACH payment and gives you more time to concentrate on booth sales.

Booth Sales

Booths are essential for a successful cookie season! Get ready for a fantastic experience! Here's how to make the most of your booth, connect with customers and keep everyone safe.

Learn more about getting more cookies in this [video](#)!



- **Ratios**

Every booth sale is required to have two adults (including one who is a registered member with a background check on file) with a maximum of four Girl Scouts. Daisies should be rotated hourly and limited to three Girl Scouts. These guidelines are for the safety of our youth members during public sales. Having two adults helps safeguard money and allows for unexpected issues that may pull one adult away from the booth, such as restocking cookies and bathroom trips. When last-minute issues arise, use your best judgment to maintain ratios, when possible, to keep the experience enjoyable for all.

- **Money Safeguards & Cash Donations**

It's important to keep cash in a safe place and out of sight during the booth sale. Adults need to help always safeguard money. Deposit cash after each booth sale to prevent potential theft from homes or vehicles. Occasionally, customers will donate funds over the cookie cost. (i.e., keep the change!) This money stays with the troop and the council encourages using it to buy additional Sweet Support cookies for donation. Girl Scouts may not directly ask for donations (verbally or through a tip jar).



Helpful hint: Take a total inventory of your products before the booth sale starts. This helps at the end when you need to count money and track your inventory.

- **Locations to Avoid**

Certain locations may be inappropriate for Girl Scouts and might risk the reputation of our brand. Girl Scouts should not sell in or in front of establishments that they cannot legally patronize. This includes casinos, wineries, bars, liquor stores, dispensaries, etc.

- **Electronic Payment**

Using credit card apps such as Pay Anywhere, Square, Spark Pay, etc., is permissible for troops to collect funds at booth sales. If the troop uses an app, it must be linked to the troop bank account. App fees need to be covered by the troop, so Girl Scouts will need to weigh that decision. However, using the Digital Cookie app is easy and free. And, not just at booth sales. This app can be used on a walkabout and when delivering preordered cookies. It also links to eBudde to keep track of payments and sales automatically.

Drive-Thru Booths

Drive-thru booths are a unique and safe option for Girl Scouts and convenient for customers on the go. Here's how to set it up:

- **Location:** Choose safe locations like empty lots, seasonal businesses or areas with sidewalks.
- **Safety:** Volunteers should place Girl Scouts and tables in visible, secure spots with cones or signs to guide cars.
- **Order & Payment:** Customers scan a QR Code to pay, the Girl Scouts prepare the order and place the cookies in the trunk.



With these tips, you can create a fun, safe and successful drive-thru booth experience!

New Booth Options This Year

Don't miss this chance to get involved and boost your cookie sales! Happy selling!

- **Booth “Bring Back Mondays”**
Troops picking up cookies from a cupboard on Thursday through Saturday can return up to five full cases on Monday! Just follow the “Bring Back Mondays” hours at your cupboard and make sure the cases are in good, sellable condition. Note: Troops cannot return more cases than they initially picked up for the weekend.
- **“Drop-In” Booth Sales for Juliettes & New Troops**
We're thrilled to introduce “Drop-In” booths specifically for Juliettes (independently registered youth members) and troops new to cookie booths! This is a fantastic opportunity to dive into the cookie program sales experience with support from the council.



Here's how it works:

- **Sign Up:** Troops and Juliettes can easily register using our online JotForm.
- **Show Up & Sell:** When you arrive, you'll receive cookies the council provides to sell during your booth shift.
- **Earnings:** All cookies sold during your shift will be credited to your troop/Juliette, allowing troops/Juliettes to earn proceeds while helping Girl Scouts work toward their cookie rewards and goals!



Cookie Booth Sign-Ups

We're excited to announce the eBudde Booth Scheduler for GSNYPENN-organized booth locations! This is a fantastic opportunity for troops to secure prime booth spots for sales.

Important Dates

Troops can sign up for THREE timeslots during the following sessions:

- **January 21 at 9 p.m.**
- **January 23 at 9 p.m.**
- **January 25 at 9 a.m.**
- **January 27 - No restrictions to booth selections**

GSNYPENN-Organized Booth Locations

Starting in **early January**, eBudde will list booth locations and available dates. Please note that these are subject to change without notice. Certain booth locations are organized by GSNYPENN staff or designated SU volunteers, so we kindly ask that you don't contact these businesses directly.

At the time of this publication, our Product Program team is actively working to secure new booth locations. Here are a few examples:

- Destiny USA and other mall locations
- Walmart
- Midstate Athletic Community Center
- Sam's Club
- AmeriCU Credit Unions

Stay tuned for more exciting announcements!

How to Sign Up for a Booth Location in eBudde:

1. Log into eBudde and click on the BOOTH SITE tab in the top navigation bar.
2. Select a LOCATION (e.g., Walmart) and choose the CITY (e.g., Ithaca).
3. Click on the desired DATE.
4. A time slot will show as CLAIMED if it is full.
5. Click on an available time slot, and your troop number will populate the window.
6. Submit to reserve your slot!
7. If all times are booked, move on to the next date until you find an open slot.
8. Locations displayed in green have openings available.
9. After securing your time(s) and location(s), click on CURRENT SIGNUPS to see your reservations.

Tip: Print your troop's signup sheet before each booth sale. This printout includes a date stamp to ensure the correct troop is at the booth location.

Cancellations

If you need to cancel a booth sale, please do so as soon as possible so another troop can take your spot. Cancellations can be made on the Troop Dashboard.

Learn More

Check out this helpful [website](#) for additional information about booth sales. Thank you for your dedication to make this cookie season a success!



SU & Troop Booths in eBudde

If your troop has secured an individual booth location (through a local business), please remember to add that booth location to eBudde at least 24 hours before the sale begins.

Here's how:

1. Log in to eBudde.
2. Click on the BOOTH SITE tab in the top navigation bar.
3. Select Add/Edit a Troop Booth.
4. Click +Add and fill in the required information.
5. Your SUCC will approve your booth. Only approved booths show up on the Cookie Locator.



Keep in mind that troop participation is allowed only at sites approved by your SUCC. If your troop wants to set up a booth outside your SU area, please contact your SUCC to help facilitate that partnership.

Cookie Booth Ordering Reminder

Troops can order additional cookies for booth sales when submitting their initial order in eBudde by **January 28 at 3 p.m.** Otherwise, troops can order cookies from their preferred cookie cupboard.

Note: Use best manners, wear uniform, membership pins or Girl Scout branded clothing, abide by the Girl Scout Promise & Law and remind Girl Scouts that troops are guests at the store. Select a fun patch to reward them for their best behavior at the booth!



Cupboards & Excess Cookies

Need More Cookies?

If you've sold your initial cookie order, there are three easy ways to get more cookies.

First, check with your SUCC. These individuals know the troops that have extra cookies and can facilitate the transfer. The actual transfer in eBudde requires that person's assistance.

Second, check the Cookie Exchange in eBudde! This tool allows troops across GSNYPENN to share their extra, unsold cookies by variety. Here's how:

- Browse available cookies listed by other troops.
- Reach out to troops with the cookies you need, using the email listed.
- Arrange pickup if you can take their cookies—coordinate a time and location.
- Document the exchange by signing a receipt and giving it to your SUCC so they can transfer the cookies to your troop in eBudde.

Third, to get more cookies from a Cookie Cupboard in eBudde, you simply need to place an order using the CUPBOARD tab.

- Check cupboard details: Find the cupboard's location, operating hours and contact information all through eBudde.
- Order in advance: Place your order well before you plan to visit the cupboard to ensure availability.
- Get a receipt along with your cookies and then verify later that they showed up in your troop inventory in eBudde.
- Don't forget about the "Bring Back Mondays" where troops can return up to five full, unopened cases of cookies checked out from the cupboard the previous Thursday through Saturday.

Have Too Many Cookies?

If your troop has surplus cookies, communication is critical!

- Notify your SUCC as soon as possible so they can help find another troop that needs your extras.
- List extras in the Cookie Exchange in eBudde and make them visible to other troops. If you find a match, transfer cookies and both parties sign the receipt. Get the receipt to your SUCC to make the electronic transfer.
- Help last-minute booth sales. Troops hosting booths at the end of the program can often use extra cookies from other troops. Listing them in the exchange early helps everyone make the most of their sale!
- Call preorder customers. Pull out your order card and make calls. See if your customers need additional cookies.
- Act before the program ends to give other troops time to pick up any extra cookies they may need. The last day to sell is March 30, so give yourself time.



Step 6: Payment & Rewards

Money Management & Financial Responsibility

Money from customers is collected when cookies are delivered—except for Digital Cookie orders, which are paid for online at the time of the order. Through Digital Cookie, customers pay for cookies with a credit card, PayPal or Venmo at checkout. This is designed to give customers multiple options to pay when using a Girl Scout or troop link!



Be sure to write a receipt every time troop members pick up cookies from you or make a payment. Keep all receipts for your records. Do not keep large amounts of cash lying around. Plan for many trips to the bank and encourage troop members to do the same. Set up a time to turn in money if a troop member has a large amount of cash in between meetings.

GSNYPENN Check Policy

- All checks accepted must be made payable to the Girl Scout Troop #XXXXX
- All checks must have the following information about the customer:
 - Their name and address printed on the check
 - Their phone number (including area code) printed or written on the check
 - Their driver's license number printed or written on the check
- No starter checks accepted
- In the event a check bounces in the troop account, GSNYPENN will reimburse the troop for the face value of the bounced check if all the above information is on the check!

Responsible Money Management Tips

- Set up meeting times for caregivers and Girl Scouts to turn in money collected (i.e., at the end of each meeting).
- Set up meeting times to coordinate with GSNYPENN payment due dates to be sure all ACH transactions are covered for **March 12, 26 and April 9**.
- Give caregivers a receipt each time money is collected, don't rely on memory.
- Make deposits into troop accounts frequently, do NOT hold on to cash and checks!
- Keep a lockbox or zippered pouch to keep cash safe at booth sales.
- An adult should always be near the money!

Payment Policy

The troop is responsible for depositing all monies into the troop account. Reference our [Volunteer Essentials](#) page for additional information. ACH transactions may take three to five business days to clear your account once initiated. GSNYPENN requires a signed payment policy on file with accurate account and signer information. If any information changes (account # or signer) or if you are a new troop, a Payment Policy MUST be completed in eBudde! Check with your MSM or SUCC for more information!

Troop Payments

Only cookies ordered under the INITIAL ORDER tab (minus booth cookies) in eBudde will be processed via ACH on **March 12**. GSNYPENN will ACH cookies at \$6 per package for the first payment only.

Example: If your troop sold 1,500 girl order packages, the ACH will be half of 1,500 packages which is 750 packages at \$6 per package equals \$4,500 for the 1st ACH payment.

ACH Dates

- **March 12** – 50% of initial order packages
- **March 26** – 50% of troop balance due
- **April 9** – Any remaining troop balance



To see a full accounting of balances and payments, look in the SALES REPORT tab in eBudde.

Concerns about your ACH payment?
Contact productsales@gsnypenn.org on the Monday prior to each ACH date.

Caregiver Collection Policy

If a caregiver does not pay for their portion of the cookies, fill out the [Caregiver Collection Form](#) found on our website and email the form, along with a copy of the signed Permission Form and copies of signed cookie receipts, to troopbanking@gsnypenn.org. All requested documentation must be submitted by **April 9**.

How the Cookie Crumbles

Our cookie program is not a prepaid sale. Girl Scout Cookies are paid for at the time of delivery to the customer (excluding Digital Cookie orders, which are paid for online at the time of ordering). The price of a package cannot be altered in any way for any reason and there is no resale of cookies. Every box needs to be sold by a Girl Scout.

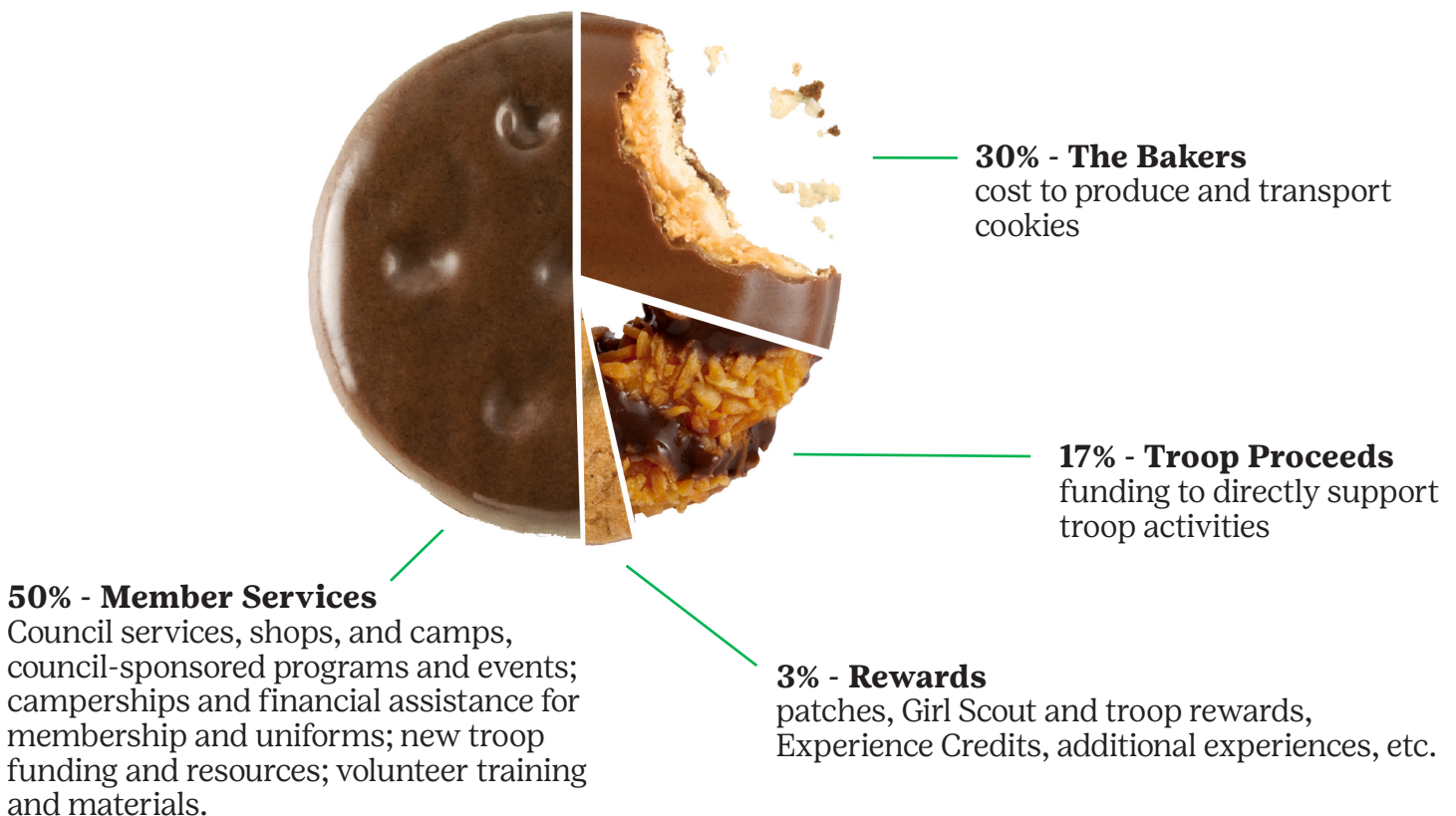
100% of the proceeds from the cookie program, after payment to Little Brownie Bakers, stay local within GSNYPENN to help support Girl Scouting in the 26 counties served by our council! Research from Little Brownie Bakers shows that customers purchase cookies to support Girl Scouting. They want to invest in helping Girl Scouts achieve their goals and develop those essential leadership skills we all know are so important.

Troop Proceed Levels

1-224 PGA = \$.90 per package
225-275 PGA = \$1.00 per package
276+ PGA = \$1.05 per package

Rewards Opt Out:

Junior level (and older) troops can earn an extra five cents per package by opting out of rewards (minimum sales required). See Opt Out form for details.



How to Assign Booth/Extra Cookies & Submit Your Final Reward Order

For Girl Scouts to receive rewards for their total cookie sales, cookie sales must be added for each individual youth member through eBudde. This is required and must be submitted before **3 p.m. on April 1**.

1. Click on the GIRL ORDERS tab.
2. Click on a Girl Scout's name.
3. Click +ORDER, select the appropriate column and type the number of packages sold.
4. Click OK.
5. Click SAVE and repeat as needed until all cookies in your inventory are assigned to Girl Scouts. (eBudde will not allow you to assign more cookies than available in your inventory, the difference row should be all zeros!)

To Order Rewards for Your Girl Scouts

1. Click on the REWARD tab and click FILL OUT for FINAL Rewards. It will list every youth member in your troop and how many recognitions they earned (if applicable). If you see a Girl Scout with a red warning size/catalog selection needed, click their name and select their t-shirt size and/or the reward they would like.
2. Once that is complete, scroll down and click SUBMIT for that Girl Scout. Repeat until all red warnings are green!
3. When that is complete, click the SUBMIT INCENTIVE ORDER button.
4. That's it!

Be sure to select the item they earned (and would like) and enter it in eBudde! If a reward is not selected for a Girl Scout in eBudde, they will receive the default item listed in eBudde. After rewards are submitted, they cannot be changed to a different item!



Step 7: Celebrate

You and your Girl Scout troop put in an amazing effort this cookie season! Now it's time to celebrate!

The cookie program is a team effort, with Girl Scouts, volunteers and families all working together. Encourage your Girl Scouts to show appreciation by sending thank you notes to the adults, organizations and customers who helped make this season a success! You can also write a thank you note to each Girl Scout to recognize their hard work.

Your SUCC will reach out when rewards arrive. Be sure to distribute them promptly—consider hosting a picnic or another fun event to celebrate together!

Consider using your troop proceeds to offset membership dues and uniform items for next MY, on fees for camp or a special trip or to engage in a community service project to make the world a better place.

Talk to your Girl Scouts to get their feedback regarding the cookie program! See what worked this season and what you can improve on for next.



Online Resources

2024-2025 Cookie Season YouTube Playlist: bit.ly/3TtuVai

Learn everything you need to know to have a successful cookie program! Our playlist includes training and promotional content to share with customers.



GSNYPENN: gsnypenn.org/cookies

Caregivers and volunteers can find helpful program information in the cookie section of our council website! Customers can locate booth sales in their communities to help support their local Girl Scouts. When troop booth sites are entered into eBudde, they're uploaded here!



Digital Cookie: digitalcookie.girlscouts.org/login

Digital Cookie allows Girl Scouts to email friends and family and ask them to purchase cookies online. Customers pay for their cookie orders online and they ship directly within days!



Little Brownie Bakers: littlebrowniebakers.com

Little Brownie Bakers has videos and learning opportunities, along with sales tips for a great cookie season and easy recipes using our delicious cookies right on their website! Plus, you can download delightful graphics and suggested captions to help your Girl Scouts market their cookies on social media. Perfect for volunteers, families and troops.



- **Blog: blog.LittleBrownieBakers.com**

Check out exciting goal-setting games, cookie crafts, selling tips, bling your booth ideas and how to hold a house party!



- **eBudde: ebudde.littlebrownie.com**

This is the troop website for ordering cookies and rewards, scheduling booth sales, keeping track of sales, accessing your cookie invoice (Sales Report) and more!



- **eBudde Troop App for Volunteers: Download via Apple App Store (iPhone users) or Google Play Store (Android users)**

Every Troop Cookie Manager should have this on their phone! It allows troops to manage cookie orders in real-time and on the go! Troops can also place additional cupboard orders, sign up for booth sales and much more.



Cookie Finder: girlscouts.org/en/cookies.html

Customers visit this site to locate booth sales in their communities. When troop booth sites are entered into eBudde, they are uploaded here!

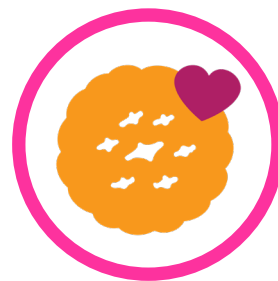


Help Center

ebudde.LittleBrownie.com/help_nodes/

Designed to guide volunteers through the basics and help them overcome any special challenges that may come up during the cookie season!

Notes



January 2025



SUN	MON	TUE	WED	THU	FRI	SAT
<p>Don't forget! Check eBudde to ensure all registered youth members are listed. If any registered Girl Scouts are missing, email info@gsnypenn.org. Remember: newly registered youth members are uploaded daily throughout the program! Volunteer eBudde login opens December 20.</p>			1	2	3	4
5 Volunteer access to Digital Cookie begins!	6	7 Caregiver & youth access to Digital Cookie begins! Girl Scouts can personalize their sites!	8	9 Program begins—paper order cards & Digital Cookie!	10	11 The MOST Awesome cookieWOW! (Syracuse, N.Y.) Pre-registration required!
12	13 Last day for Early Bird troops to order early cookies	14	15	16	17	18
19	20	21 1st Booth Scheduler – Sign up for three GSNYPENN booths starting at 9 p.m.	22	23 2nd Booth Scheduler – Sign up for three additional GSNYPENN booths starting at 9 p.m.	24	25 3rd Booth Scheduler – Sign up for three additional GSNYPENN booths starting at 9 a.m.
26 Last day for caregivers to enter order cards into Digital Cookie!	27 4th Booth Scheduler – Sign up for three additional GSNYPENN booths starting at 9 p.m.	28 Troop Cookie Manager's initial order submitted by 3 p.m.	29	30 SUCC initial order submitted by 3 p.m.	31	

February

2025



SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5 Pre-season & Early Bird troops can pick up cookies!	6 Pre-season & Early Bird troops can pick up cookies!	7 Early Bird booth sales! Pre-season & Early Bird troops can pick up cookies!	8 Early Bird booth sales!
9 Early Bird booth sales!	10	11	12	13	14 Delivery Week begins! Troop booths begin!	15 Delivery Week begins!
16 No Sunday deliveries	17 Delivery Week continues!	18 Delivery Week continues!	19 Delivery Week continues!	20 Delivery Week continues!	21 Begins: National Girl Scout Cookie Weekend Council-sponsored booths begin!	22
23 Ends: National Girl Scout Cookie Weekend	24	25 Cookie Cupboards open!	26	27	28	

March 2025



SUN	MON	TUE	WED	THU	FRI	SAT
Booth sales continue all month!						1
2	3 Bring Back Monday	4	5	6	7	8
9	10 Bring Back Monday	11	12 1st ACH - 50% of initial order due	13	14	15
16	17 Bring Back Monday	18	19	20 Last day of girl delivery option through Digital Cookie!	21	22
23	24 Bring Back Monday	25	26 2nd ACH - 50% outstanding balance due	27	28	29
30 Program ends! Digital Cookie closes! Last day of booth sales!	31					

April 2025



SUN	MON	TUE	WED	THU	FRI	SAT
		1 Troop Cookie Manager final rewards submitted by 3 p.m.	2 SUCC final rewards submit by 3 p.m.	3	4	5
6	7	8	9 3rd ACH - Any remaining balance due Caregiver collection due	10	11	12 Begins: Trip to Washington, D.C. for Girl Scouts who sold 3,000+ packages
13	14	15	16	17	18	19 Ends: Trip to Washington, D.C. for Girl Scouts who sold 3,000+ packages
20	21	22	23	24	25	26
27	28	29	30	May-July End of May: Anticipated arrival of rewards Build-A-Bear: May 17, June 7 & June 18 for Girl Scouts who sold 440+ packages Cookie Camp: May 30-June 1 for Girl Scouts who sold 600+ packages Kalahari: July 10-11 for Girl Scouts who sold 2,025+ packages		

EMBRACE POSSIBILITY

Questions?

Contact Customer Care at info@gsnypenn.org, 315.698.9400 or 1.800.943.4414 or visit us online at gsnypenn.org and use Let's Chat to interact during regular business hours.

**Program, rewards and dates are subject to change without notice.*



girl scouts 
of nypenn pathways