



# Troop Cookie Manager Guide

girl scouts of southeast florida

Digital Cookie® launches on December 1, 2024 / Booth Sales January 30 - March 2, 2025

## Welcome to the 2025 Girl Scout Cookie Program!

The Cookie Program is an amazing opportunity for your Girl Scouts to develop life skills and help raise funds for troop activities. When you guide girls through the Cookie Program, you will get a firsthand look at the skills and confidence girls develop along the way. Your support during the program means all the difference and we truly appreciate your time and dedication to the girls in your troop.

## Launch your Online Sales in December and Surpass your Goals with Booth Sales in 2025!

While girls won't have cookies in-hand until January, they can set up their Digital Cookie site, use their paper order card and participate in the Corporate Cookie Connections program beginning December 1st, 2024.

## It Takes a Team! The Girl Scout Cookie Program season is a group effort.

A Troop Leader will benefit from having a Troop Cookie Manager to coordinate the logistics of the program. A Troop Cookie Manager will benefit from parents helping with picking up Girl Scout Cookies, supporting booth sales, and more. Build your team and you will build a great experience for the girls.

To participate, a troop will need:

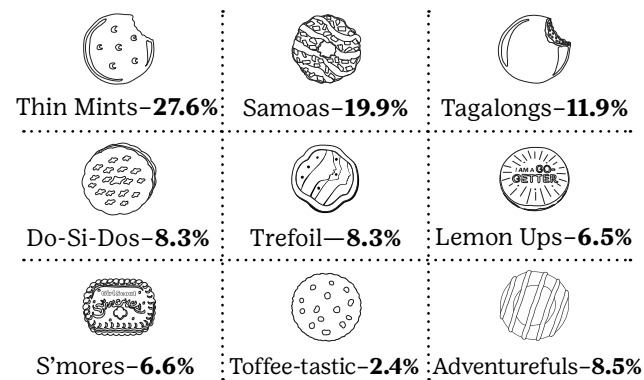
- At least one registered adult volunteer to manage the Cookie Program for your troop. It is best to also have a back-up person who can help during the season.
- The Troop Cookie Manager must complete training to participate. If the assistant can also attend, that is helpful.
- Participating girls must be registered Girl Scouts for the 2024-2025 membership year and a parent/guardian must complete the online permission form before they can begin selling (DL# required).



## How Much Do I Order?

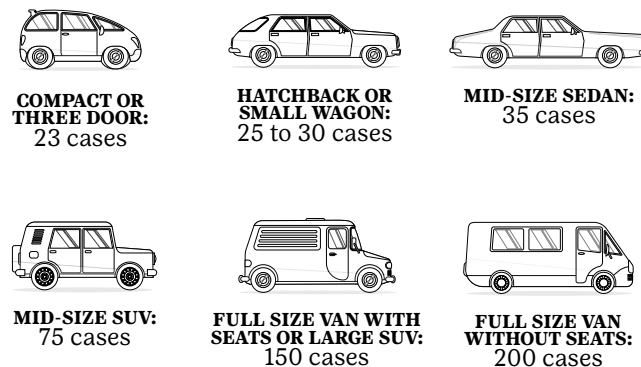
Troops often plan their sale with a specific goal of selling enough cookies to generate the proceeds they need for planned activities or by using an average number of boxes girls can be asked to sell. The per girl average in 2024 was 371 boxes of cookies.

### Percentages by variety recommended for the 2025 Cookie Sale:



*\*Troops are responsible for cookie orders.  
No returns.*

## How many cases fit into a vehicle?



*These figures are approximate and assume that all passenger and cargo space is available.*

## Important Dates

Late November/  
Early December

- Schedule a parent meeting to explain the GSSEF Cookie Program and encourage participation. Have parents/guardians complete online permission forms and distribute girl materials at the start. Family cookie training videos are available on the GSSEF YouTube channel and through your SU Team.
- Make sure you have a current ACH Authorization Form on file with GSSEF. If not, fill out the online form located on our website at [www.gssef.org](http://www.gssef.org).
- Digital Cookie® set-up emails get sent to Troop Leaders and parents. Make sure your email address is up-to-date so you get this email. Contact [customer@gssef.org](mailto:customer@gssef.org) to update your email address.
- You will find more resources on our website at [gssef.org](http://gssef.org)
- New this Year** - yard signs will be available for troops and families to purchase for \$7 this Cookie Season. Please submit the total number of yard signs for your troop by completing the Qualtrics survey form by November 30, 2024. Collect the yard signs monies from your families and deposit them into the troop bank account. The GSSEF Council ACH pull will be on 12/10/24. *Note: GSSEF provides 2 signs to each troop at no cost during initial order pickup.*

Scan for Order Form



December 1

Girls may begin marketing the Cookie Program and may launch their digital site. Digital Cookie® lets her market her sale anywhere using the Direct Delivery option or locally using the Girl Delivered option. See the Digital Cookie® flyer for more details.

January 1

eBudde Booth Lottery Begins.

January 2

Test ACH withdrawal of \$0.02.

January 5

- Bank information cutoff for Initial Order Submission.
- Troop Initial Orders are due in eBudde. Troops must have banking information in eBudde to place an initial order.**

January 25/26

Initial Order pickup. See the graphic on this envelope for guidelines on how many cases will fit in a vehicle. Your Service Unit Product Sale Coordinator (SUPSC) will share instructions on the pickup process at training.

January 30

**First day of Cookie Booth Sales.** Reorders available. Cupboards are open. Check cupboard hours of operation and submit reorders in eBudde.

February 18

GSSEF will withdraw, via ACH, from your troop account, 60% of the initial order that your troop placed on January 5. If you earned the Initial Order reward, the ACH withdrawal will be only 35%. See flyer on our website for details at [www.gssef.org](http://www.gssef.org). Financial reporting will be pulled from eBudde on 2/17/25 at 9am for ACH purposes.

March 2

- Booth sales end. Digital Cookie® closes.**
- Last day for Junior, Cadette, Senior, and Ambassador troops to opt out of rewards.

March 6

Final ACH payment - all funds due from your troop for the 2025 Cookie Sale Program.

March 9

Troop reward selections **DUE** in eBudde.

April 1

All Extreme Team rewards earners must have a confirmed address and email address submitted by this date.

## IMPORTANT CONTACT INFORMATION

My Service Unit Product Sale Coordinator: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
eBudde Website: <https://ebudde.littlebrownie.com/> eBudde Login: \_\_\_\_\_ my email address  
My Password: \_\_\_\_\_ prior year password- if new or if password forgotten, please select "forgot your password" to reset and gain access.  
Initial Order Pick-Up Time/Location: \_\_\_\_\_

For additional information and copies of any important materials you might need, visit [www.gssef.org](http://www.gssef.org).

Checklist

- ☐ Check your troop roster and ensure that all girls are registered/renewed for the 2024-2025 membership year.
- ☐ Register your Girl Scouts to attend: S.M.A.R.T. Cookie on November 16, 2024. Register at [www.gssef.org](http://www.gssef.org).
- ☐ Login to eBudde. Check troop contact information, settings (including banking information), and girl roster for accuracy.
- ☐ Make sure you have a current ACH Authorization Form on file with GSSEF. If not, fill out the online form located at [www.gssef.org](http://www.gssef.org). Your troop will not receive cookies to sell without a bank account on file.
- ☐ Hold a parent meeting to explain the details and benefits of participating in the Cookie Program. Be sure to have a guardian complete the online permission form for each Girl Scout at the beginning of this meeting. Family cookie training videos are available on the GSSEF YouTube channel. Feel free to use these videos if needed. A family training PowerPoint is also available for your use through your SU Team.
- ☐ Discuss goal setting with the girls and families.
- ☐ Launch Digital Cookie and encourage your families to login and help their girl setup her site.
- ☐ Encourage girls to complete the Corporate Cookie Connections Patch Program to learn the 5 P's and earn a patch while increasing sales opportunities.
- ☐ Ensure your troop's current banking information is entered into eBudde by 1/5/2025 to ensure initial order eligibility.
- ☐ Participate in the eBudde Lottery, beginning 1/1/2025.
- ☐ Initial Troop Orders are due in eBudde by January 5, 2025.
- ☐ Cookie pick-up location selection will be available in eBudde, on the "delivery" tab, right after entering your troop's initial order. If no selection is made, a pickup location/time will be assigned to you.
- ☐ Plan for initial order pickup and set up a schedule to distribute cookies to your families. Ask for help. Only open cases as they are needed to fill girl orders.
- ☐ After the first week of the sale, ask your families for an update of unsold cookies. If needed, move cookies between girls or between troops in your service unit. Use the eBudde Cookie Exchange tab to help trading among troops.
- ☐ Allocate all cookies to girls in eBudde to ensure girls receive the rewards they earned. Rewards calculate automatically based on the allocation of the cookies sold by each girl.
- ☐ Submit girl rewards in eBudde by 3/9/25.



Money Handling and Banking Procedures

Payment for Cookies

- » Customer payment for cookies may be made in cash or CC through Digital Cookie or Clover. GSSEF covers transaction fees for both platforms.
- » We do not recommend that troops accept checks from anyone that they do not have a personal relationship with. If a check is accepted, it must be payable to the troop and deposited into the troop bank account. GSSEF will not reimburse troops for bad/ bounced checks accepted as a form of payment for cookies.
- » All monies collected by parents should be turned in to the Troop Leader or deposited into the troop bank account regularly throughout the sale. Weekly deposits are recommended.

ACH Withdrawal Schedule

- » **February 18, 2025**  
GSSEF will withdraw, via ACH, from your troop account, 60% of the initial order that your troop placed on January 5, 2025. Funds should be in the account no later than February 14, 2025 to ensure availability on February 18, 2025. If you earned the Initial Order reward, the ACH withdrawal will be 35%. See flyer on [www.gssef.org](http://www.gssef.org) for details. *Financial reporting will be pulled from eBudde on 2/17/25 at 9am for ACH purposes.*
- » **March 6, 2025**  
GSSEF will withdraw, via ACH, from your troop account, all remaining funds due from your troop for the 2025 Cookie Sale. Funds should be in the account no later than March 3, 2025 to ensure availability of funds on March 6, 2025.

Record Keeping

- » GSSEF will record your ACH withdrawals and deposits into eBudde. The deposits and current balance owed will be reflected on your Troop Sales Report.
- » ALWAYS collect and provide a signed receipt for cookies or money that changes hands throughout the season.
- » Allocate cookies and payments to each girl order record in eBudde throughout the sale.
- » At the end of the sale, view or print the Troop Sales Report and verify that all of the information is accurate.
- » The Troop Sales Report should have a zero balance.



Worried about over ordering?

Initial order is a very important component of a successful sale. Varieties can be limited during active selling. To ensure that you have the varieties you need when you need them, initial order is critical.

We recommend an initial order of 90-100% of what you expect to sell throughout the sale. If you are a returning troop, base your initial order on what your **troop's final sales were the previous year**. If this is your first-time selling cookies, we recommend that you use our 2024 per girl average of 371 boxes per girl as a guide for your troop order. Doing this will ensure that you have plenty of cookies to see you through the first and second weekends of the sale. Don't waste precious time at a cookie cupboard when you could be at a cookie booth!

Troop Proceeds let girls do panda-stic things!

- All troops will receive a base proceeds price of 78 cents per box sold.
- Troops who met the requirements for the 2024 Sweets & Treats incentive will receive a base proceed of 83 cents per box sold.
- Troops who met Early Bird renewal requirements are eligible to receive additional proceeds for every box sold.
- Junior, Cadette, Senior, and Ambassador troops who opt-out of rewards will receive an additional 2 cents per box sold. Girls will still be eligible to earn patches, Extreme Team and Top Seller rewards. Troops must opt out by the last day of the sale on March 2, 2025.



Cookies for the Military

Our successful Cookies for the Military program sent over 57,000 boxes to the women and men serving in our U.S. Armed Forces last year. Help us reach the 2025 goal of 75,000 boxes! Check out the flyer at [www.gssef.org](http://www.gssef.org) for a list of rewards you can earn by collecting donations for our Cookies for the Military program! *All donations collected during the cookie season must be allocated to Cookies for the Military.*



NEW! Super Sisters Patch

New for 2025, earn the Super Sisters patch when two or more Girl Scout siblings participate in the Cookie Program.

More Resources

Check out our website at [www.gssef.org](http://www.gssef.org) for more resources that can help support your troop's sale.

