



2025-26 Girl Scout Cookie Season: Volunteer Kickoff



We Bake a Difference™

At Little Brownie Bakers, we do more than bake. We **bake a difference** through our powerful collaboration and shared goals that together, become shared successes.



Our People

We listen and strategically innovate to embrace the unique needs of our councils and their local communities.



Our Products

Care and quality are at the heart of everything we do.



Our Partnerships

Your success is our success, and we're with you every step of the way.



Agenda

- **A Claw-some Season Awaits** | Theme & Mascot
- **Ferret Fun for Go-Getters** | Rewards & Rallies
- **The Season to Explore More** | Cookies & Packaging
- **Capturing More Cookie Customers** | Resources
- **Technology BFFs** | LittleBrownie.com & eBudde™
- **Brave, Fierce, Fun Times Ahead** | Calendar Planning



A Claw-some Season Awaits

Theme & Mascot

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The 2025-26 Cookie Season is all about...



booth ideas...

selling strategies...

that cookie season offers!



Meet our newest BFF, Black-Footed Ferret: Shirley



DENS

Black-footed ferrets live in prairie dog dens in the American grasslands and prairies.



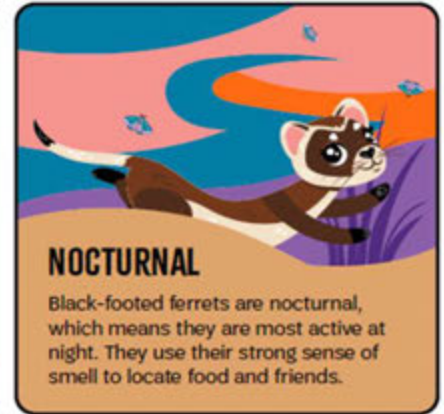
PLAYFUL

Black-footed ferrets are flexible, love to wrestle and play chase. They are also excellent climbers.



NOCTURNAL

Black-footed ferrets are nocturnal, which means they are most active at night. They use their strong sense of smell to locate food and friends.



ENDANGERED

The black-footed ferret is one of North America's most endangered animals, meaning there are not many of them in the wild. It's a good thing they are so brave.



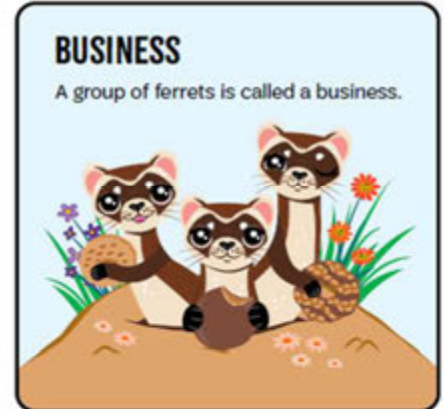
COMMUNICATION

Black-footed ferrets are known for their squeaks, hisses and chatter. They also use dance to communicate.



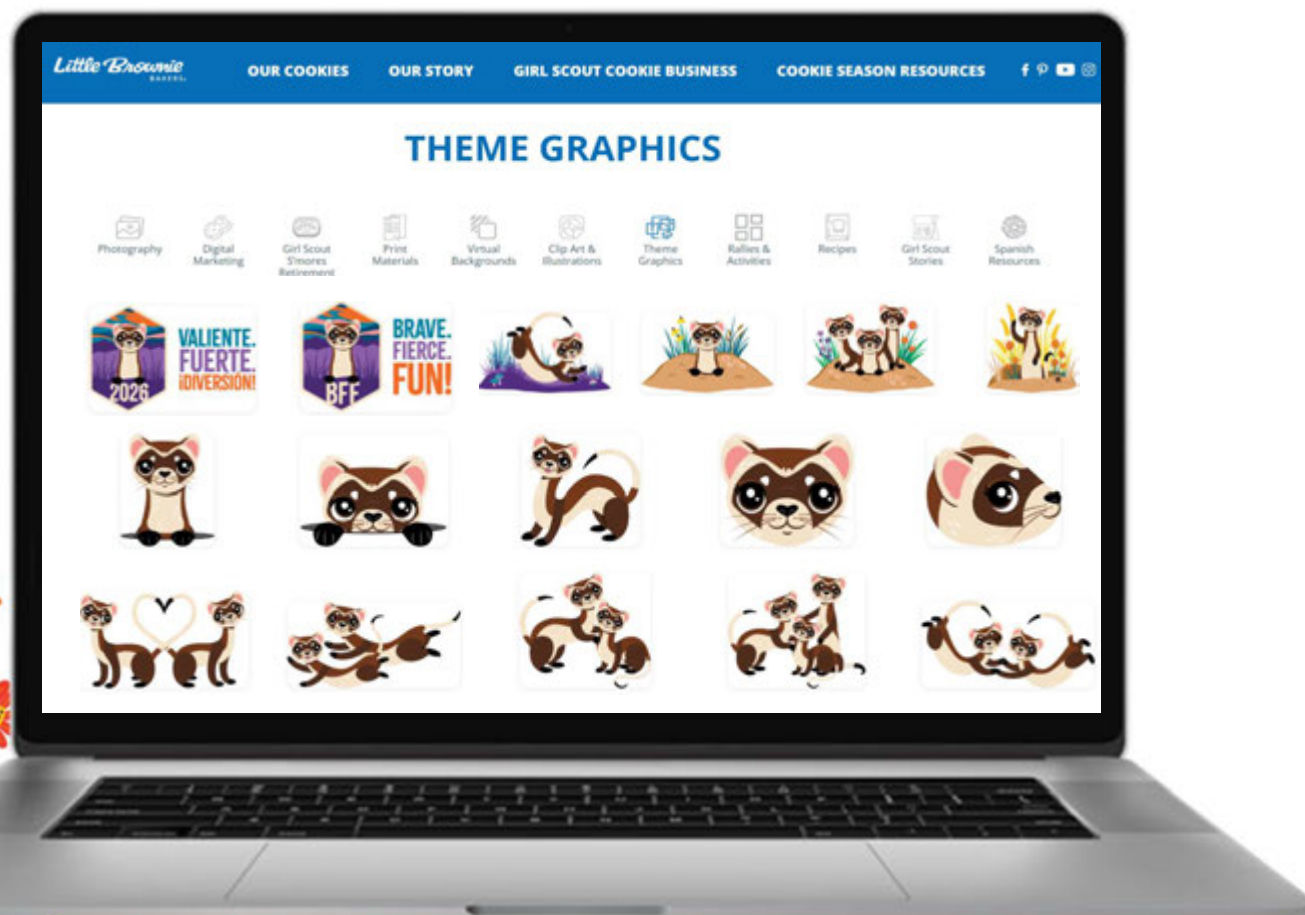
BUSINESS

A group of ferrets is called a business.



Surely, you'll love the Shirley Theme Graphics

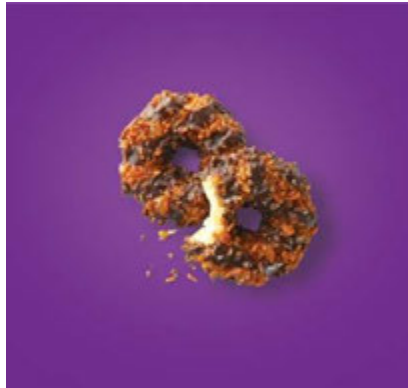
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Ferret Fun for Go-Getters

Rallies & Rewards

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Motivational rally activities for a *brave* & *fun* cookie season

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Individual activities will inspire entrepreneurs to:

✓ Build Brave Booth Skills


- Learn to confidently connect in-person with cookie customers

Customer Education — Play It Out

Customer conversation cards
This activity will help Girl Scouts get more comfortable with the in-person customer interaction. Girl Scouts will develop conversation skills through role play.

Supplies:

- Customer Role Play Cards
- Girl Scout Response Cards
- Timer or stopwatch (optional)
- Props (optional): cookies, donation jar, QR code signs, phone, credit card



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✓ Learn Fierce Selling Strategies on Social

- Caregivers and Girl Scouts 13+ can reach more customers online

Digital Marketing

Scan to Pay

Content Creator: Girl Scouts can use the bakery-themed graphics or virtual backgrounds on LittleBrownie.com to create a fun, professional video. Have Girl Scouts write their pitch on cue cards and include their goals. Girl Scouts should remind customers to bookmark digital cookie links for easy reorders and use their donation heart2heart.org as a video prop. Volunteers, or older Girl Scouts can assist with recording. Provide the video to caregivers to share on social media or as a Digital Cookie!

Follow, Like, Share Dance:
For younger Girl Scouts that are not online, just have fun with this group dance that is truly social. Yes, we follow in a line. It's Cookie Season. Time to shine. Two-Hands up, I Like your post. It's Girl Scout Cookies. We like most! Now give a clap, And bust this rhyme. Share your video. It's Cookie Time!




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✓ Have Fun & Set Goals

- Activities for troops & individuals to help achieve their goals


Goal Setting — Motivational Book

Motivational messages
Ask Girl Scouts to decorate several envelopes and fill each with a motivational message. Glue each envelope together to make a goal book. When a milestone is reached, Girl Scouts can read the message to stay motivated to reach their goal. Optional: Girl Scouts can swap messages with other Girl Scouts at the rally.

Supplies:

- 4 Envelopes
- Glue Stick
- Markers
- Scissors

The goal poster and order forms are other great resources to help Girl Scouts track and reach their goals.



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Easy education & entrepreneur excitement



New Entrepreneurs

- **4-chapter mini-series** to educate new Girl Scouts on program basics: the cookies, building a business and connecting with customers
- Check out **NEW Chapter 2: Cookie Lineup**



Experienced Entrepreneurs

- Video to encourage returning entrepreneurs to support new entrepreneurs

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Girl Scouts of Black Diamond 2025-26 Cookie Program Rewards

My Personal Goal: _____

NUMBER OF BOXES

Troop Reward



T-shirt Troops with a final Per Girl Average of 210 boxes or higher will earn their choice of T-shirts,

Bar Patch

500+

1000+

500+ through 1000+ Bar Patches are awarded to the highest level achieved

Gift of Caring



Charm, Fierce
12+ GOC

Initial Order Rewards



Headband w Pocket
192+ IO



Mini Pluxh
240+ IO



Clear Case AND
Letter Appliques
360+ IO

Digital Cookie Rewards



Charm, Brave
20+ Emails

Black Diamond Dollars

Level 348 | \$10 Black Diamond Dollars

Level 545 | \$12 Black Diamond Dollars

Level 708 | \$15 Black Diamond Dollars

Level 900 | \$20 Black Diamond Dollars



FREE 2027 Girl Scout
Membership
36+ boxes



Charm Patch
48+ boxes



Wristlet Strap
72+ boxes



Pop in Cookie Charms
108+ boxes



Lanyard Strap
168+ boxes



Ferret ClipOn Pouch
228+ boxes



Plush, Ferret
276+ boxes



Journal Duo OR
\$10 Diamond Dollars
348+ boxes



Crossbody, Convertible
OR \$12 Diamond Dollars
546+ boxes



Duffle Bag OR \$15
Diamond Dollars
708+ boxes



Blanket, Glow in Dark OR
\$20 Diamond Dollars
900+ boxes

More Rewards Fun!

Pick one Package at the Highest Level
Once girls reach 1000+ boxes and above, they can choose one reward from their selected category



1000+ Boxes

Pick One Reward:

- \$100 American Girl Gift Card
- \$100 Black Diamond Dollars
- 2 Tickets to your choice of Amusement Park, Zoo or Sporting Event
- \$100+ value Amazon Catalogue Gift Code for your choice of GSBDC available items.



1500+ Boxes

Pick One Reward:

- American Girl Doll of the Year
- \$150 Black Diamond Dollars
- 2 Tickets to your choice of Amusement Park, Zoo or Sporting Event, and choice of additional perks.
- \$150+ value Amazon Catalogue Gift Code for your choice of GSBDC available items.



2000+ Boxes

Pick One Reward:

- American Girl Doll of the Year AND \$25 Gift Card
- 2 Tickets to your choice of Amusement Park, Zoo or Sporting Event additional perks or 2 additional tickets
- \$200+ value Amazon Catalogue Gift Code for your choice of GSBDC available items



2500+ Boxes

Pick One Reward:

- American Girl Doll of the Year, one additional doll AND \$25 Gift Card
- \$250 Black Diamond Dollars
- 4 Tickets to your choice of Amusement Park, Zoo or Sporting Event, perks adjust to ticket numbers.
- \$250+ value Amazon Catalogue Gift Code for your choice of GSBDC available items

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.

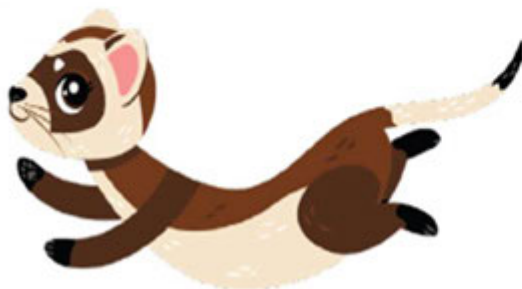
More Rewards Fun!



**FREE 2027 Girl Scout
Membership
36+ boxes**

Troop Proceeds

Troop Proceeds are based on the per girl average (PGA) of your participating Girl Scouts. At the end of the program, all cookies should be properly transferred to girls so that rewards can calculate accordingly.



$$\frac{\text{Total packages sold}}{\text{Number of girls selling}} = \text{Troop PGA}$$

PGA	Rate per Package
37 - 199	\$0.95
200 - 299	\$1.00
300+	\$1.05

See page
19!

Fall Participation Bonus

Troops who participated in the 2025 Fall Product Program with a per girl average (PGA) of \$150 and at least 50% participation, and that also participate in the initial order phase of the 2026 Girl Scout Cookie Season, will see the troop bonus listed as Fall Participation under proceeds after February 20.

Fall Participation Bonus

Rate per Package: **\$0.10**

J/C/S/A Opt-Out Bonus Proceeds

Girl Scout Junior, Cadette, Senior and Ambassador troops can make a decision to opt out of rewards and earn an additional \$0.10 per package sold. When choosing to opt out, girls will earn all patches and Troop PGA rewards. Girls who sell 36 boxes will earn their free membership. If a troop decides to opt out, inform a Cookie Chair before the start of the season. Troops must request an opt-out form from the Director of Product Programs and Retail Experience and return it before submitting initial orders in eBudde.

J/C/S/A Opt Out

Rate per Package: **\$0.10**



Ferret Fun: Pop in Chat!

I can find and download the Rally Guide and Activities on:

- A) LittleBrownie.com
- B) Little Brownie's Pinterest
- C) Both A & B

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The Season to Explore More

Cookies & Packaging

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Care and quality is at the heart of Little Brownie

Journey of a Girl Scout Cookie:
Together We Bake a Difference



Good Luck Girl Scouts –
Bakery Team



Care & Quality are the
Heart of Little Brownie





NEW!

INTRODUCING a new
cookie for the core
lineup...
EXPLOREMORES™!

Inspired by **rocky road ice cream**, these **delicious, crispy chocolate** sandwich cookies are filled with a **layer of chocolate, marshmallow, and toasted almond flavored crème** for an incredible taste combination in every bite.



Exploremores™ Launch Resources

Brave Booth Ideas

Grab customer attention with craveable booth signage that includes delicious descriptors.



Fierce Selling Strategies

Share Exploremores™ with your followers!
Use delicious cookie photography – customers will be sure to stop scrolling!



& Cookie FUN!

Girl Scouts learn ingredient & allergen information so they can be a BFF to their customers!



Customers can order for direct ship on 1/8

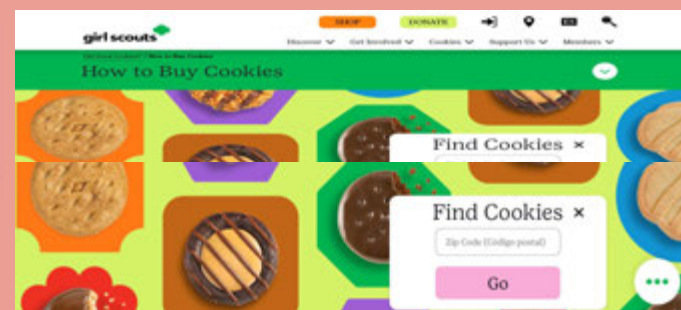


Jan 8th



National start of Girl Scout Cookie Season

ExploreMores national media launch will generate **billions** of impressions!



Cookie Finder will host Troop Links on 1/8

Customers can order ExploreMores and **support your troop** from any zip code!

High Quality Lineup: High Quality Ingredients

2025-2026 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 fudge swirl and a hint of sea salt. Approximately 10 cookies per 6.2 oz. pkg. \$5.99	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. \$5.99	Trefoils® Iconic shortbread cookies inspired by the original Girl Scout recipe. Approximately 20 cookies per 9 oz. pkg. \$5.99
Do-si-dos® • Made with Natural Flavors • Real Coconut Butter • Real Coconut Oatmeal sandwich cookies with peanut butter filling. Approximately 20 cookies per 6 oz. pkg. \$5.99	Samoas® • Real Cocoa • Real Coconut Crisp cookies with caramel, coconut, and dark chocolate swirls. Approximately 10 cookies per 6.2 oz. pkg. \$5.99	Tagalongs® • Real Cocoa • Real Peanut Butter Crispy cookies layered with peanut butter and covered with a chocolate coating. Approximately 10 cookies per 6.2 oz. pkg. \$5.99
Thin Mints® • Made with High Quality Cocoa • Real Cocoa Crisp, chocolate cookies made with natural oil of peppermint. Approximately 30 cookies per 9 oz. pkg. \$5.99	Exploremores® • Real Cocoa Thick, chewy ice cream inspired cookies filled with flavors of chocolate, almond butter and roasted almond cream. Approximately 10 cookies per 6.2 oz. pkg. \$5.99	Toffee-tastic® • No Artificial Flavors • Nut-Free Rich, buttery cookies with sweet, crunchy toffee bits. Approximately 14 cookies per 6.2 oz. pkg. \$5.99

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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

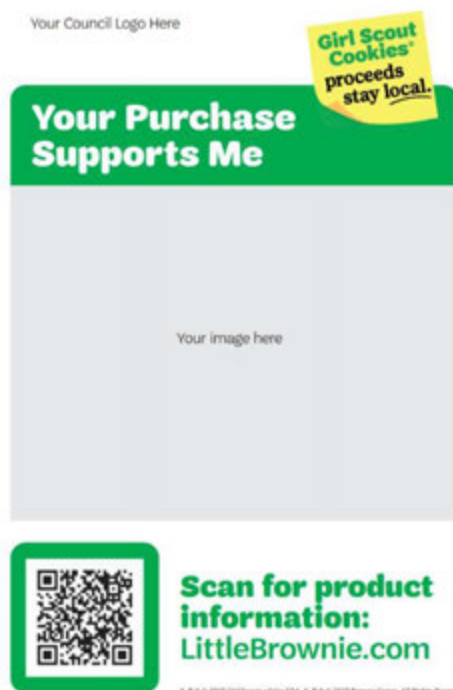
	Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Exploremores®	Toffee-tastic®
NO ARTIFICIAL FLAVORS		●							●
MADE WITH NATURAL FLAVORS		●		●				●	
REAL COCOA	●				●	●	●	●	
MADE WITH VEGAN INGREDIENTS							●		
GLUTEN-FREE									
KOSHER CERTIFIED	U D	U D	U D	U D	U D	U D			

Some varieties may have alternate June 2026 Use or freeze by date:

- Thin Mints®
- Tagalongs®
- Trefoils®
- Do-si-dos®
- Adventurefuls®
- Samoas®



Every purchase supports entrepreneurs and benefits your local community



Customers care about the impact of their purchase. This customizable booth resource reminds customers that their support makes a difference in their community.

Use the QR code to direct product related questions to: LittleBrownie.com

Adventurefuls® New Packaging:



- **Both the cookie count & package weight remain the same**
- **NEW recyclable PET tray**
 - Designed for sustainability & enhanced strength to keep cookies safe
 - Reduces waste and decreases packaging material
 - Lighter – trucks can carry more product and use fewer resources
- **Pallet quantity increases to 180 cases** (carton was 160)
- **Digital Cookie will ship both carton and softpack**
- **1: Our council is forecasted to receive only softpack in initial order**
 - Subject to change in November (volunteers will be notified if changes occur).
- **2: Our council will receive both carton and softpack in initial order**
 - Volunteers should ensure accurate case count when receiving. *Use pallet comparison visual for reference.*



Sustainability: Being a BFF to the Planet

Ferrero and Little Brownie take our responsibility to establish forward-looking sustainability practices seriously by focusing on improvements in our operations and actively engaging partners across our value chain.

We consider the environmental impact of all our business practices with a focus on the most impactful areas, including **cookies and packaging, rewards, & printed resources.**



Cookies & Packaging



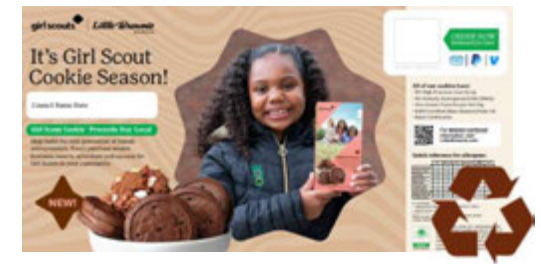
Adventurefuls® recyclable PET tray and less overall material leading to less waste.

Rewards



We prioritize reusable or recyclable individual packaging for reward items.

Printed Resources



Simplified 11x17 Order Card printed on recycled content paper.



Ferret Fun: Pop in Chat!

True or False: Adventurefuls® new soft pack has the same number of cookies as the carton did.

- A) True
- B) False

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Capturing More Cookie Customers

Resources

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Cookie customers want:



Entertaining Animation

Grab their attention with movement through **GIFs and reels**.



Convenience

Flexible payments and **"Bookmark for later"** re-order reminders make it extra easy to stock up.



Craveable Content

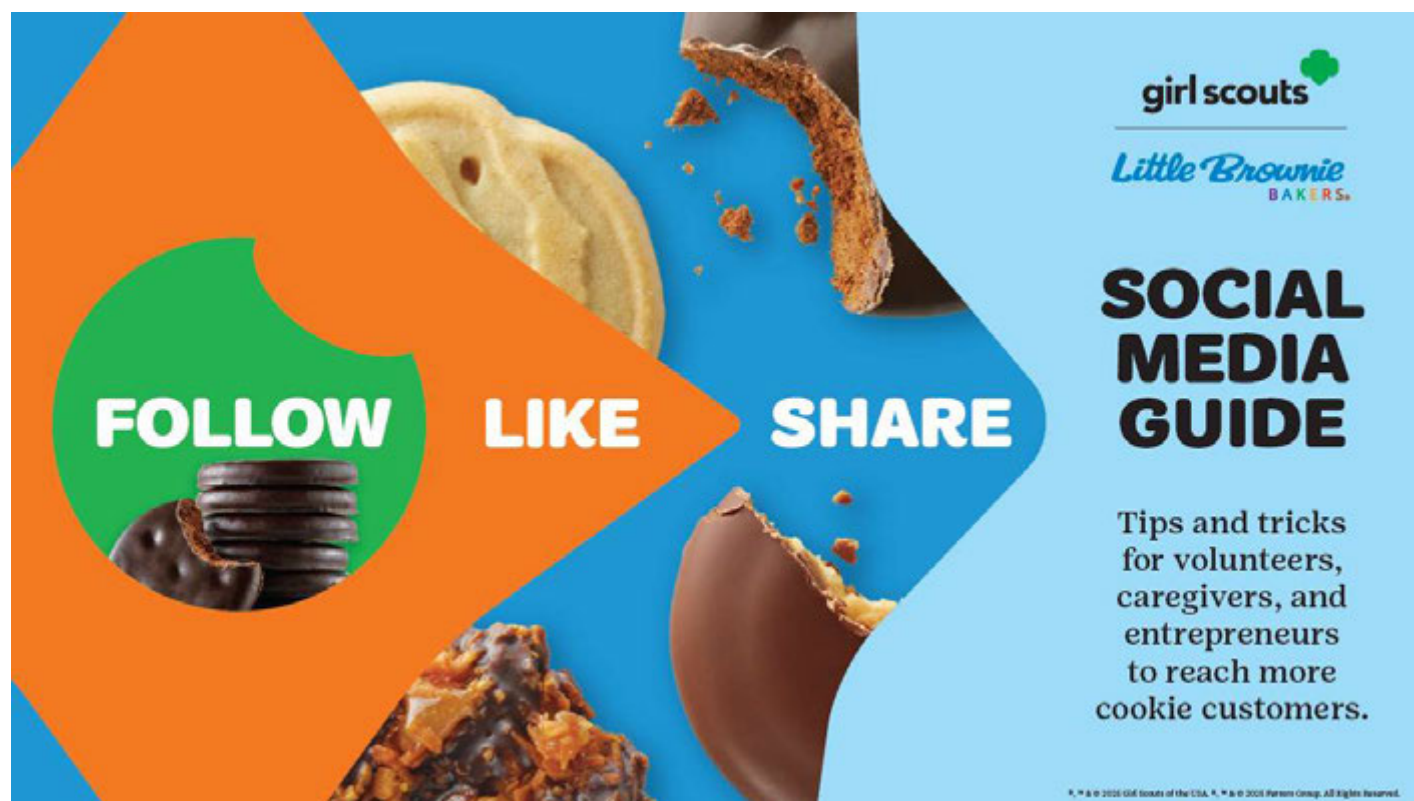
Appealing graphics make them stop scrolling on their feed and draw them to booths.



To Know their Impact

Messaging that their purchase **supports their local community** matters.

Connecting to Customers with Shares



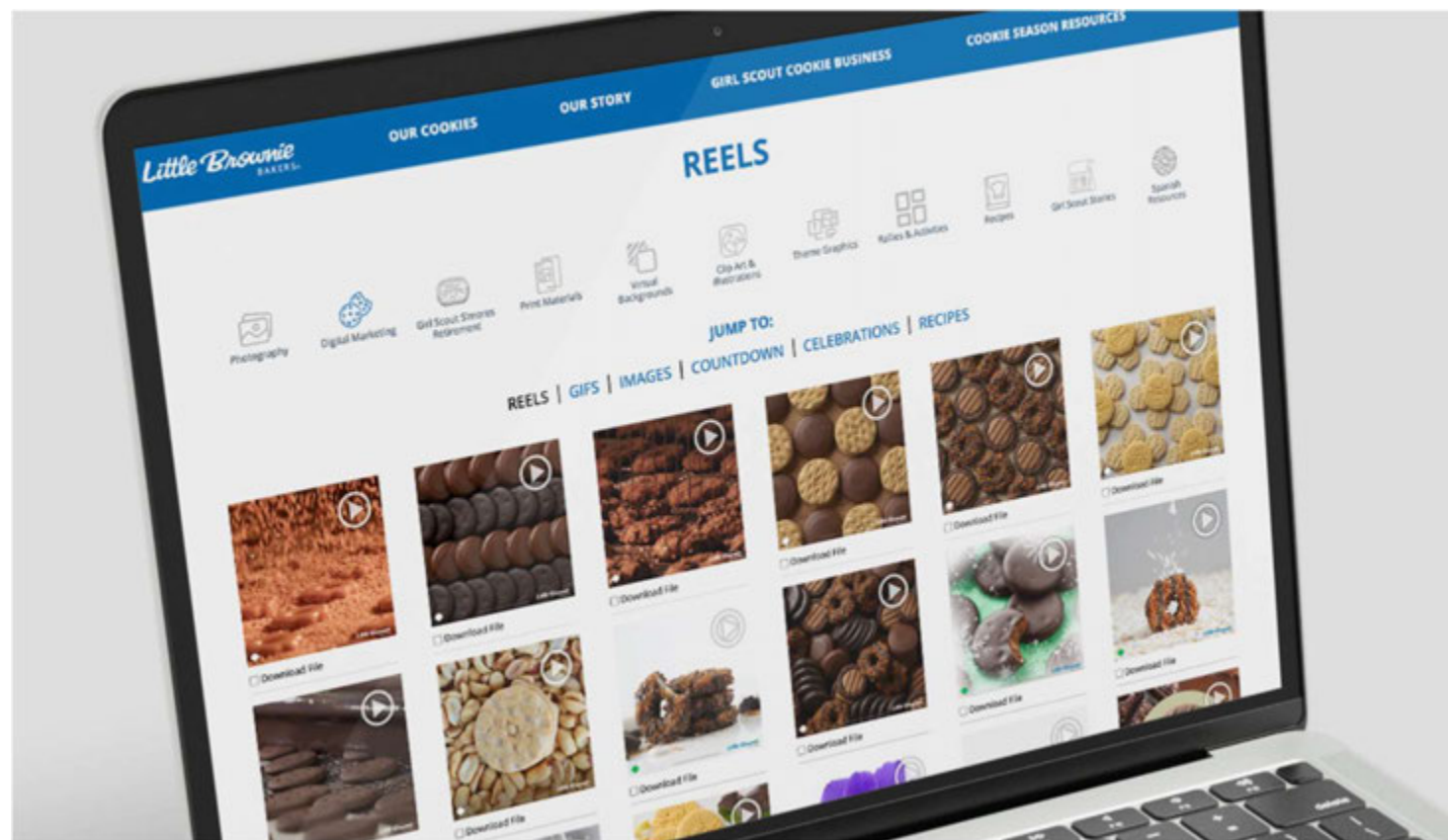
Maximize sharing across personal networks

- ☐ **FOLLOW** council and LBB social channels
- ☐ **LIKE** posts to increase popping on feeds
- ☐ **SHARE** posts daily to your network during season and ask followers to share

-
- ☐ **Promote** the Social Media Guide at rallies and troop meetings
 - ☐ **Reach** customers daily by popping on their feeds

The average U.S. adult consumes media for 13 hours per day!

Connecting to Customers with Appeal



- ☐ **Use** animated content to capture attention while scrolling
- ☐ **Use** deliciously appealing images to create craveability
- ☐ **Include** direct Digital Cookie troop or girl links

No time to create your own post?

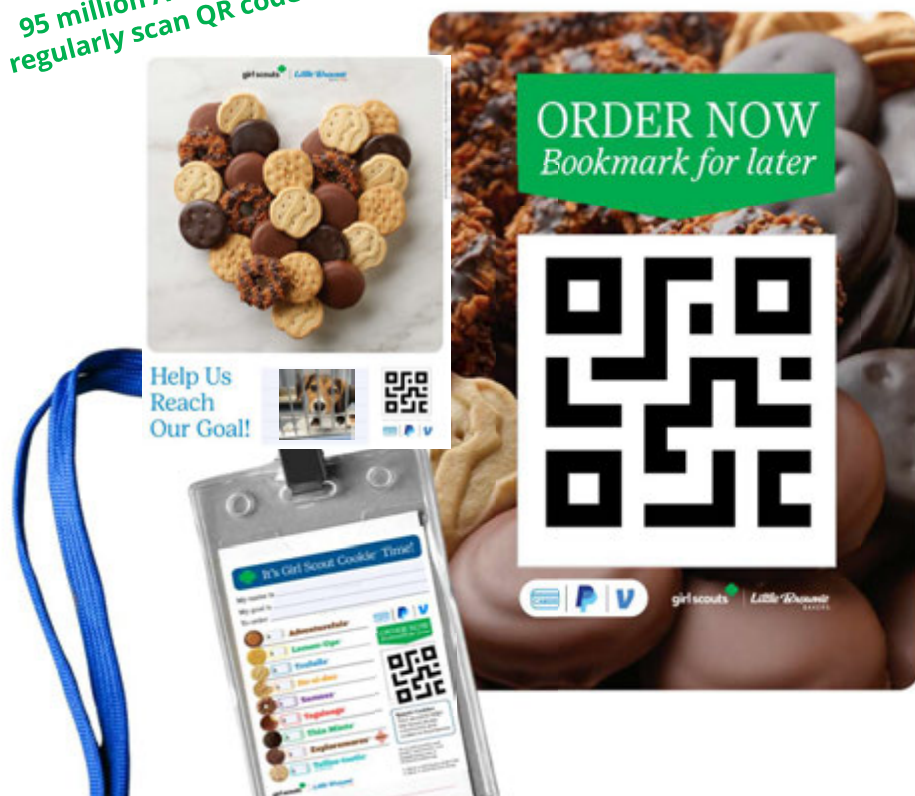
- 1) **Follow** @LittleBrownieBakers
- 2) **Tap** "Share"
- 3) **Embed** Digital Cookie link

[LittleBrownie.com](https://www.LittleBrownie.com)

4 of 5 shoppers report they prefer shopping on social!

Connecting to Customers with Convenience

95 million Americans
regularly scan QR codes



Ordering made convenient:

- ☐ Make the **Digital Cookie QR Code** your BFF this season and put it on all booth + order materials
- ☐ Use and promote **"Bookmark for Later"** to encourage restocking
- ☐ Promote digital payment options, like credit card, Venmo + PayPal over cash

97% of shoppers have abandoned a purchase due to lack of convenience

Connecting to Customers with Impact



Belonging to something bigger:

- ❑ Encourage entrepreneurs to remind customers that **cookie proceeds stay local**
- ❑ Promote every purchase **supports your community** with booth signs & social templates

77% of shoppers are interested in proceeds of products they purchase



Ferret Fun: Pop in Chat!

Which payment methods are now available on all Little Brownie's print and order-taking materials?

- A) Cash
- C) Credit Cards
- B) Cash & Credit Cards
- D) Credit Cards, Venmo, PayPal

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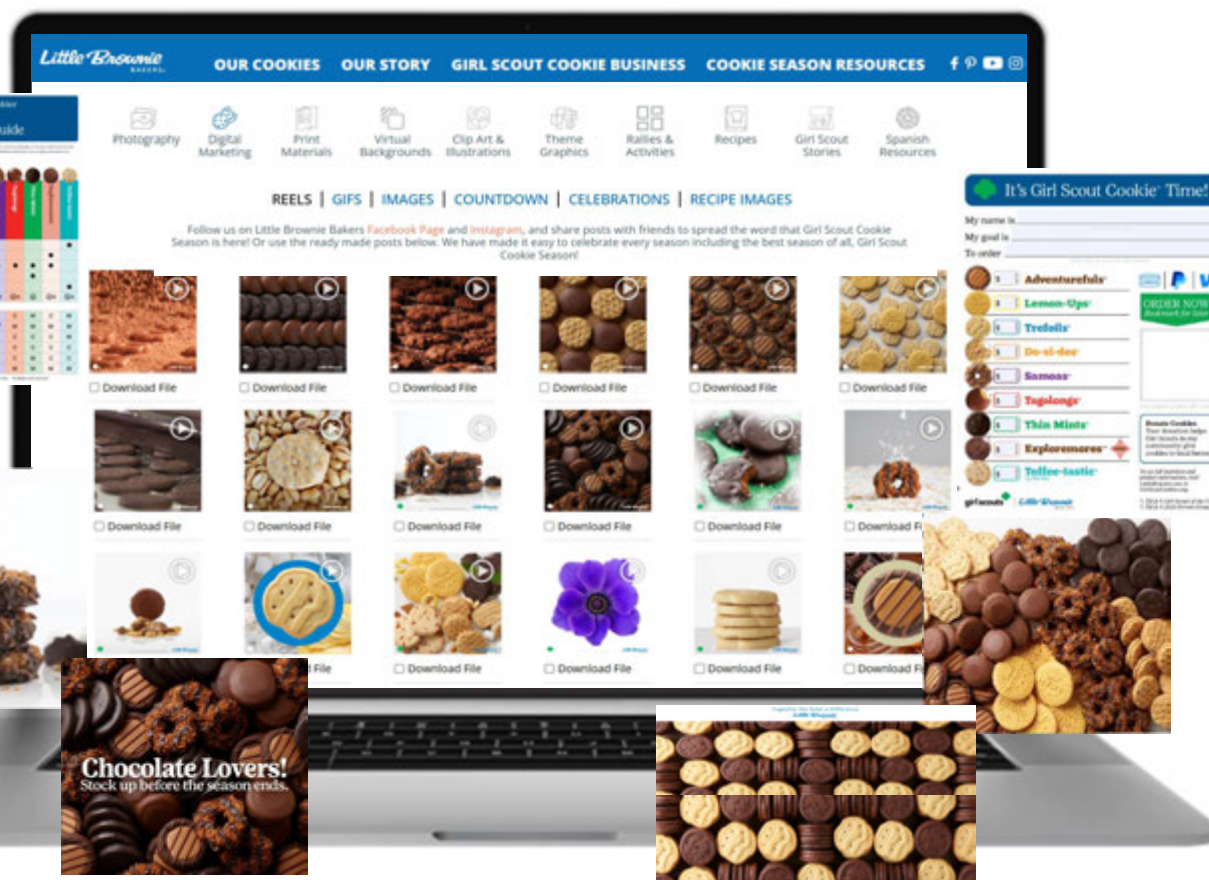
Technology BFFs

LittleBrownie.com &
eBudde™

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LittleBrownie.com : One-stop shop for resources



- Cookie Photography
- Booth Signs & Table Tents ★
- Allergen Guide
- Order-Taking Materials ★
- Theme Graphics
- Clip Art
- GIFs, Stickers, Reels ★
- Recipes
- Rally Guide + Individual Activities
- Spanish Resources
- And more...available to download in bulk!

★ **Popular resources that will attract more cookie customers!**

eBudde™ App: your cookie season BFF



Download and use the eBudde app today. Enjoy all the same functionality but access anytime. Perfect for using on-the-go!

- Find Booth Locations
- Record Booth Sales
- Manage Cookie Inventory
- Order Cookies Easily
- Exchange Cookies
- Contact Caregivers
- And more!

eBudde™ Enhancements



Help is a Click Away

NEW “help” bubbles for quickest access to tips + info within the platform

Learning Made Easy

30+ quick YouTube tutorials on Little Brownie’s channel

Improved Digital Cookie Connections

Ability to indicate Troop Volunteer has allocated Digital Cookie packages

A Splash of Color is More Than Fun

Cookie colors added to dashboards to improve visibility & comprehension

Welcome Exploremores!

Exploremores is in place of Girl Scout S’mores®



Ferret Fun: Pop in Chat!

If you stacked LBB Girl Scout Cookies from one season side by side, how many times would you go around the world?

- A) Once
- B) Twice
- C) Two and a half times
- D) Half way

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A Brave, Fierce, Fun Season Ahead

Next Steps & Planning

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Troop Cookie Chair Responsibilities

Before the Program Begins

- Read and complete the Troop Cookie Chair Volunteer Agreement form online at <https://girlscouts.info/agreement>.
- Attend Service Unit meetings and sign up for all cookie program webinars at <https://girlscouts.info/cookieresources>.
- Verify your troop roster in myGS to ensure all girls are properly listed in your troop. Once the cookie program begins and eBudde opens, members can no longer be moved between troops.

New for 2026, permission forms will serve as the caregiver permission and ownership of financial responsibility for cookies—this applies to digital and physical forms. Access the form by visiting us online at <https://girlscouts.info/permission26>.

Caregiver Meeting/Training

Schedule a meeting with your troop and caregivers prior to the start of the cookie program to review the Cookie Family Guide and share important deadlines.

Discuss Varieties and Costs

- There are two Girl Scout Cookie Bakers that serve the entire country. We have partnered with Little Brownie Bakers again this year!
- Review the cookie lineup with the girls and discuss the flavors, names and more!
- Prices are \$6.00 for each individual package of cookies, regardless of flavor.
- Starting in 2026, we will offer the NEW Exploremore cookie—be sure to mention this delicious treat to customers!

Share What the Cookie Program Means for Girls

- The Girl Scout Cookie Program teaches girls life skills and provides them a fun opportunity to earn official financial literacy Girl Scout Cookie badges.
- All proceeds earned from the 2026 cookie program stay local with troops and council!
- Girls decide how to spend their troop funds through adventurous trips, exciting programs and important community service.

Fun Facts

- The Girl Scout Cookie Program is the largest girl-led business in the world!
- Thin Mints have been around since 1939 and continue to be the #1 fan-favorite cookie (regardless of the baker) in the USA!
- Famous Girl Scouts include Taylor Swift, Queen Elizabeth II, Carrie Underwood, Venus Williams, Abigail Breslin, Queen Latifah, Sally Ride, Michelle Obama and Laura Bush, just to name a few!
- Girl Scouts was founded by Juliette Gordon Low in 1912; the first cookie program was held in 1917!

Resources for Families

- 2026 Cookie Family Guide
- Paper order cards
- Additional downloads and graphics at <https://girlscouts.info/cookieresources>.

Note: In divorced/separated families, cookie materials should be provided to each caregiver participating with their Girl Scout, and each should sign a permission form. Unfortunately, only one caregiver can access a digital order card. Each caregiver should sign receipts every time they pick up cookies from you or turn in funds. Contact your Service Unit Cookie Chair if more cookie materials are needed.

During the Program

- Collect signed receipts for all cookies or money exchanged with families.
- Collect funds from caregivers often — even on a weekly basis, if possible.
- Use eBudde and Digital Cookie to reconcile all cookie orders.
- Deposit all cookie funds into troop bank account as you receive them. Do NOT hold cash.
- Follow all important dates and deadlines.
- Communicate with families regularly for any additional cookie orders or needs.
- For Customer Care, contact 304-345-7722 or customercare@bdgsc.org.

After the Program Ends

- Ensure all funds are in a troop bank account prior to ACH withdrawal from council. The first will happen on April 1 and will be \$2 per box of cookies ordered during initial order; remaining balance will be drafted on April 22, 2026.
- Distribute rewards within two weeks of receiving them from your Service Unit Cookie Chair.
- Document cookie rewards shortages within two weeks of receiving deliveries by contacting Customer Care.

Any Girl Scout with an unpaid balance as of April 17 must have a Parent Concern Form completed in order for GSBDC to adjust the amount owed to council. If the form is not submitted, the troop will be responsible for the full balance due. Submit a form online at <https://girlscouts.info/concerns>.

Calendar Planning

November

VIRTUAL TRAININGS

- Nov 11 7pm cookie 101
- Nov. 13 7 pm
- Nov. 17 7pm
- Nov. 20 12 PM

December

eBudde opens Dec. 15th

Virtual Trainings

- Dec. 11 7 PM
 - Dec, 16 12 PM
 - Dec. 16 7 PM
- ### IN Person Training
- Dec. 4 6:30 PM Wheeling

January

Virtual Trainings

- Jan. 5 7 pm cookie 101
- Jan 6 7 pm Last chance
- Jan. 5 Volunteer Access to DOC
- Jan 8th Program Starts Girl Access to DOC starts
- Jan 8th troop booth

February

- Feb. 6 Girl Initial Order Due
- Feb. 7 Goal Getter starts.
- Feb. 9 Troop Initial order and rewards due
- Feb. 10 SU Initial order and Rewards due

Calendar Planning

February

- Feb. 9 Walmart and council booths open
- Feb. 13-15 National cookie weekend
- Feb 27 Delivery Starts, Cupboards open
- Feb. 27 Goal Getter Ends

March

- March 8th – 14th Girl Scout week
- March 12th Girl Scouts Birthday
- March 14th end of IO deliveries
- Troops plan Walkabouts on a weekend.
- Troops plan for Booths

April

- **April 1st first ACH**
- April 9th Closing out the program 7 pm
- April 10-12 Last chance weekend
- April 13th Troop Final rewards DUE
- April 14th SU Final rewards due
- **April 17th DELENQUENTS DUE**

April/May

- **April 22nd FINAL ACH**
 - Late May Rewards arrive Except for crossover patches
- JUNE**
- Top Entrepreneurial events. June 6th OR 13th**



Cookies & Fall Product

[← Council-Wide Groups & Events Hub | GSBDC](#)

Cookies & Fall Product | GSBDC



Basic Cookie and Fall Product Program information and the annual sales campaign calendar will be reflected in this rally for all Girl Scout adults to access.

 344 MEMBERS |  YOU HAVE RALLY ADMIN ACCESS |  A YEAR AGO

Digital Cookie

Setting Up Your Volunteer Account

1. Watch for the registration email starting January 5.
2. Click "Register Now." For best results, use the most up-to-date version of your web browser.
3. Create your password and login using the same email address.
4. Read and accept the Terms and Conditions, then watch a safety video.

Note: Parent access opens at the start of the program. If you are also a caregiver of a girl, you will not see your Girl Scout's information or be able to access their site until January 8. Once parent access opens, you will see an option for the "role selector" screen.

Assisting Caregivers with Setting Up Their Accounts

1. Caregivers should watch for an email (email@email.girlscouts.org) with the subject "It's time to register your Girl Scout for Digital Cookie!" at the start of the program on January 8. Check spam/junk, too!
2. Create a login using the same email address.
3. Follow prompts.

4. Click the green "Activate" button.

Note: Families have the option to activate all girls in their household as long as they are registered with Girl Scouts under the same caregiver. Each Girl Scout can have only one Digital Cookie account.

5. Once the caregiver has registered, they should watch their inbox for a registration confirmation email and save this email where it can be found during cookie season!



Who Uses Digital Cookie

Girl Scout's use Digital Cookie to supercharge their cookie business!

Girl Scouts create their own sites and send marketing emails to customers.

Girl Scouts and caregivers can manage their online sales, inventory, and financials using Digital Cookie.

Girl Scouts take orders and track purchases (**Customers** purchase cookies).

Troop Cookie Managers use it to set up and manage sales for their troop's online sales site, including taking payments at a cookie booth on the mobile app.

Troop Cookie Managers support Girl Scouts and families with visibility to their online activities.

SU Volunteers can monitor their SU's digital sales and run reports.

Councils set the structure of their online sale as well as support and manage Girl Scout members and troop access.

Getting Started

Receive Email

::INSERT VOLUNTEER
ACCESS DATE::

Sender: “Girl Scout Cookies”
email@email.girlscouts.org

Subject: Cookie season is almost here! Help your troop reach their goals with Digital Cookie.

Registration Tips

- Make sure myGS account is updated with the correct email.
- Add the sender’s email to your contacts list.
- Check promotions, junk, and spam folders for email.
- Tip Sheet: [No Registration Email](#)

Click “Register Now” From Email

Create Password and Login

All users must register through their Digital Cookie registration email every year.

REGISTER NOW

Volunteer Terms and Conditions

Read and Accept T&Cs

If you have a Girl Scout in your household and access for parents/caregivers has opened, you will need watch a safety video with your Girl Scout, accept the parent T&Cs and read and accept the Girl Scout Safety Pledge with your Girl Scout.

Service Unit Volunteer Experience

Monitor your service unit's digital sales, as well as run Order Data reports for troops from the dashboard.

Three sections:

- Online Sales and Marketing
- Troop Reports
- Girl Scouts



Digital Cookie Shipping Fees

Package Bracket	Digital Cookie 2024-2025 Consumer Charged Flat Fee
4-8	\$11.99 (tier A)
9-12	\$13.99 (tier B)

NEW

For orders of 13 packages or more shipping is calculated as follows:

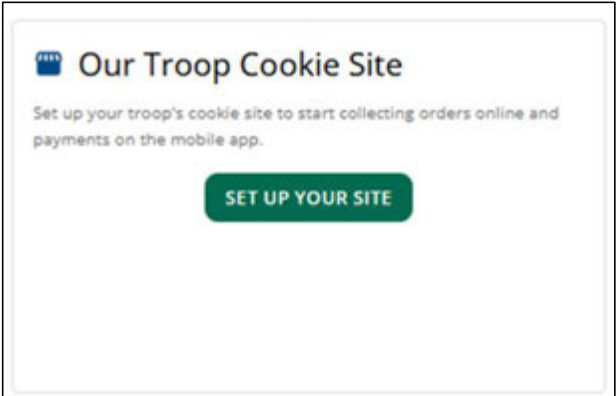
13 packages of cookies: tier B (12 packages) + tier A (1 more package) = \$25.98

25 packages of cookies: tier B x 2 (24 packages) + tier A (1 more package) = \$39.97

\$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands

- Don't make the decision for your customers, the answer is always no unless you ask.
- Customers want the cookies and are willing to pay shipping
- They have the option to not purchase shipped and still donate-that is more sales than not asking

Click SET UP YOUR SITE



Activate the Site

Digital Cookie Registration

Register your Girl Scout to participate in Digital Cookie. She'll get access to the Digital Cookie Platform where each Girl Scout can set up her cookie site and goals, manage orders and learn marketing business skills.

Girls 13 and older can add their own email address. This allows them to manage details for their cookie site.

Digital Cookie Status	Girl Scout	Date of Birth	GSUSA ID:	Troop	Preferred First Name*	Girl Email Address	Action
ACTIVATE	Therese Bright	10/03/2015	121003466	2011	---	---	---
ACTIVATE	Amara Glasses	11/17/2017	121186129	2011	---	---	---
ACTIVATE	Troop2011 Site	08/19/2015	TRP2011C319	2011	---	---	---

ACCESS SITE

Set up Site

The screenshot shows the 'Set up Site' process in two steps. At the top, a progress bar indicates three steps: 1. Sales Target, 2. My Cookie Story, and 3. Published.

STEP 1: SET MY SALES TARGET (REQUIRED*)

Your Goal Calculator

Troop2011 wants to sell packages which is about to help her Troop and others.

[SAVE](#)

The money you earn stays local, funding amazing experiences for you and your troop.

[Learn more](#)

*When you sell cookies, it goes to your troop budget. Together, you can accomplish big things!

[Step 1 help](#)

STEP 2: WRITE MY COOKIE STORY (REQUIRED*)

Tell your customers what you and your troop plan to do with the money you earn from selling cookies.* (Enter a maximum of 200 characters)

Required

Tell your customers what you learn from selling cookies.* (Enter a maximum of 200 characters)

Required

[CANCEL](#) [SAVE](#)

Customers want to hear how you're using cookie money — the more you tell them, the more inspired they'll be to support your cookie sales efforts! It also reminds them that all cookie proceeds stay local.

Make your cookie story even better
Choose a photo or video (optional)

camera-enhance [Upload your photo](#) - or - [Choose from the photo gallery](#)

[Upload your own video*](#) - or - [Use the Girl Scouts video](#)

*Videos should be less than 10MB
[How to make your video](#)

[Step 2 help](#)

Confirm/Edit Zip Code

STEP 3: SET ZIP CODE, REVIEW YOUR DIGITAL COOKIE PAGE AND PUBLISH (REQUIRED*)

Troop Site Zip Code [SEE YOUR SITE](#)

Your troop must set a **troop site zip code** if you want your cookie site to be visible to customers in the [Cookie Finder](#).

Digital Cookie site update history

Site setup has no update history.

Troop Cookie Site QR Code and Link




You can send Cheers to Girl Scouts in your troop!

Send a Cheer to Girl Scouts in your Troop

Cheer on the members of Troop 2011!
Your Girl Scouts are working hard this cookie season. Send your troop members some words of encouragement!

Search for a Troop Member:
 SEARCH

TROOP MEMBER ▼ GOAL PROGRESS ▲



Alma

2%

Close ▲

Choose a Message

So proud of you ▼

So proud of you

You're awesome







Keep it Up

Wow


Great Job

You Rock

Choose a Picture



Preview your Cheer



SEND THIS CHEER

Pick a cheer to send ▼


Choose message and picture


send cheer


56


Payment Type: Credit Card

CHOOSE A WAY TO PAY:

☐  Cash


☒  Credit card


☐  Venmo

☐  PayPal

All sales are final.



REVIEW ORDER ⓘ  \$20.00

Card Number 

CVV or 3CSC

Expiration Date Month Year

Name on credit card and contact details:

First Name (optional)

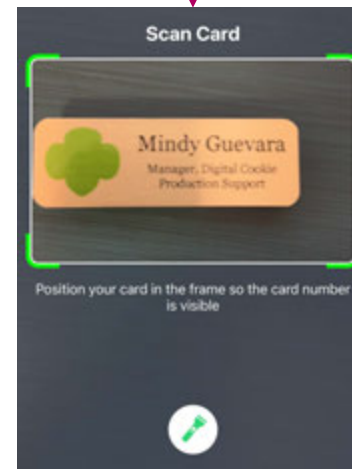
Last Name (optional)

Billing Email (optional)

ZIP (optional)

All sales are final.

PLACE ORDER



Use the Scan Card feature instead of typing all the numbers.

Tip: Have good lighting and double-check the numbers before placing the order.

Contact details are now optional. Girl Scouts should still ask if the customer would like an email confirmation.

Payment Type: PayPal or Venmo

CHOOSE A WAY TO PAY:

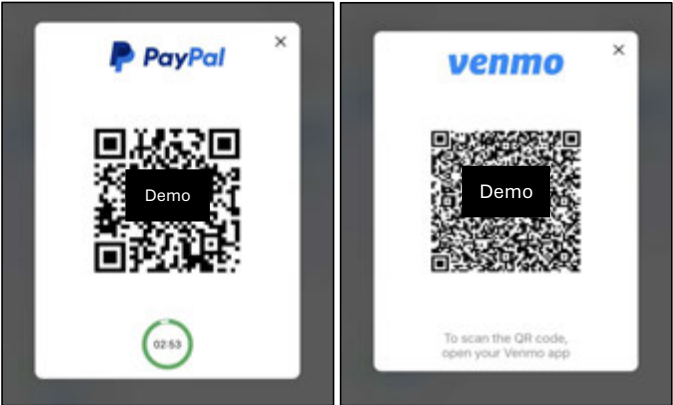
☐ Cash

☐ Credit card

☒ Venmo

☐ PayPal

All sales are final.



8:04 Unmute

Pay with PayPal

With a PayPal account, you're eligible for Purchase Protection and Rewards.

sb-g1lq825145403@business.exempl... Change

Password

Forgot password?

Log In

or

Pay with Debit or Credit Card

sandbox.paypal.com

8:04 Unmute

Pay with \$15.00

CREDIT UNION 1 \$15.00

Checking ****3611 Preferred

Backup: Visa ****4570

PayPal balance

PayPal Credit

See More

Add debit or credit card

Pay Later

Pay in 4

Complete Purchase

Payment method rights

8:05 Unmute

Thanks for your order!

Thanks so much for supporting Girl Scouts with your cookie order.

All proceeds stay local, helping me and my troop experience incredible programs and amazing experiences all year round, all while gaining important life and leadership skills-thanks to you!

If you'd like to purchase additional Girl Scout cookies from my online store, please click the link below.

VISIT MY COOKIE SITE

Join Privacy Help

cuat.digitalcookie.girlscouts.org

Ferret Fun!

Be the first to respond correctly in the chat

Which payment methods are now visible on order-taking materials?

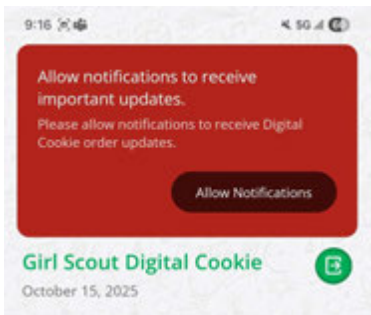
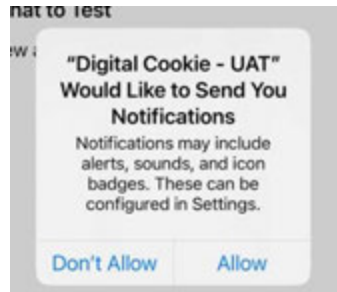
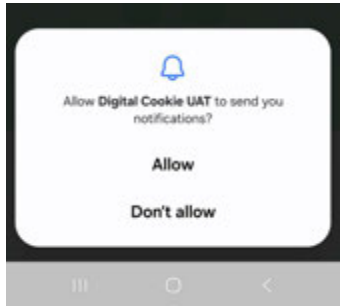
- A. Credit Cards
- B. Venmo
- C. PayPal
- D. All of the above



Notifications

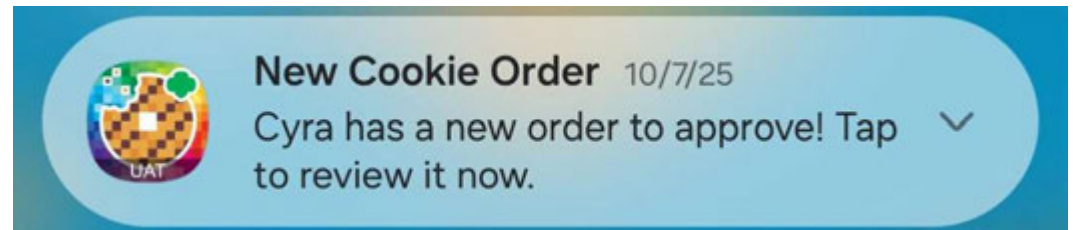


Make sure to allow notifications.

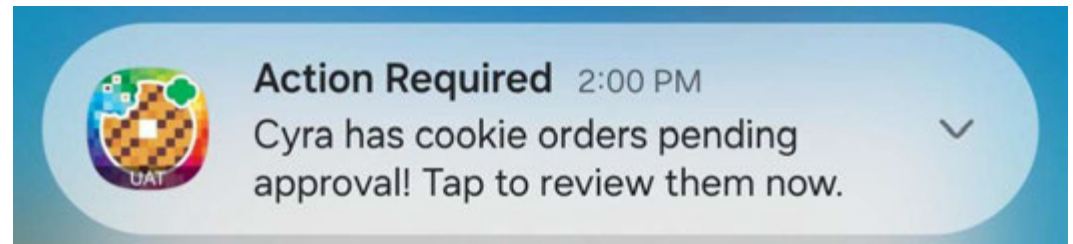


3 possible new order notifications

1



2



3





[girlscouts.info/
concerns](https://girlscouts.info/concerns)

Payments and Finances

Important Dates:

April 17 – File any caregiver concerns at <https://girlscouts.info/concerns>

Collecting Cookie Funds

When collecting payments for cookies from customers or caregivers, remember that safety and protection are the most important! Keep all money stored in a safe, locked place and make deposits to the troop bank account often. There are several ways troops and girls can accept payments for cookies.

- **Credit Cards:** Through Digital Cookie, customers can purchase cookies and pay for them conveniently online with their credit card. Funds from credit card purchases made through Digital Cookie will deposit to council and be applied as credit towards your troop's amount due, therefore reducing it by that payment.
- **Checks:** Troops and girls can accept personal checks for payment, if you are comfortable doing so. Checks should be written to "GSBDC Troop XXXX" (insert troop number). Deposit checks into your troop bank account right away!
- **Cash:** Troops and girls are always welcome to accept cash as payment for delivered cookies or at booths. Deposit to your troop bank account often and keep receipts for your records. Consider purchasing a counterfeit pen to verify bills at cookie booths. If you unfortunately receive a counterfeit bill at a booth and are informed of this upon making your troop deposit, contact productpayments@bdgsc.org with information regarding the counterfeit bill.

Best Practices

Important Receipt Reminders

Whenever cookies, payments or rewards are given or accepted from/to caregivers, both parties must complete and sign a receipt. These receipts will be needed should any concerns arise later. All bank account deposit receipts should also be saved and stored for proper record keeping.



Recording Girl Payments in eBudde

1. Navigate to **Finances** and select **Financial Transactions** from the drop-down.
2. There are two header tabs, click on **Girl Transactions** to select.
3. Click on **Add Girl Transaction** to add payments made by girls/caregivers.
4. Enter the required information: **Girl**, **Type**, **Payment Method**, **Transaction Date** and **Amount**. Add any notes for your records, and click **Save**.
5. You should see a line item listed for each deposit you record. You can edit or delete any transaction in the right-hand column if needed.



Council ACH Withdrawal

Deposit all funds collected into the troop bank account throughout the program. Your Sales Report tab in eBudde will continue to update throughout the cookie program as cookies are added or transferred into or out of your troop. The first ACH will be withdrawn on April 1, 2026 for \$2.00 per package on each package picked up with your initial order. At the end of the season, you will be able to see the amount the troop owes to council and how much will be withdrawn on April 22, 2026 by viewing the Sales Report tab in eBudde. The Digital Cookie sales amount already remitted to council will be shown on the Sales Report tab.

Unpaid Cookie Funds

If an unfortunate circumstance arises where a caregiver does not pay the funds owed for the cookies they signed for, you will need to complete a Caregiver Concerns form and include all communications, signed receipts and agreements. This form should be completed for any caregiver who has an outstanding payment of any amount by April 17, 2026. Complete this form at <https://girlscouts.info/concerns>.

- The troop's proceeds should not be penalized because of a caregiver who did not pay. If the Caregiver Concerns form is completed by the deadline and includes all necessary documentation, the troop will not be responsible. Any unpaid funds submitted via the form will be deducted from the troop balance owed to council for the ACH withdrawal and council will take over collection attempts with the caregiver.
- If this form is not submitted to council by April 17, 2026 the troop will be held responsible for these funds.



Restrictions:

If cookie funds remain unpaid from caregivers or volunteers, restrictions will apply. Council will communicate consequences with individuals and appropriate troop and Service Unit leadership.

Ferret Fun!

Be the first to respond correctly in the chat

Where can entrepreneurs learn about the ingredients & allergens in Exploremores™?

- A. LittleBrownie.com
- B. Allergen & Ingredient Guide
- C. Rally Guide Activity
- D. All of the above



BRAVE booth ideas, FIERCE selling strategies, & lots of FUN

- ❑ **Follow, Like, Share** on social is the BEST way to reach more cookie customers
- ❑ Customers want **delicious product appeal, animation, and a connection to the impact of their purchase**
- ❑ Bookmark **LittleBrownie.com** for tons of resources to grow cookie businesses
- ❑ **Exploremores™** delicious new cookie – made for consumers
- ❑ **Adventurefuls®** has new packaging, but cookie count & net weight are the same!
- ❑ **Thank you for being a part of the largest girl-led entrepreneurial development program in the world! (ferrets and business)**



girl scouts

Little Brownie
BAKERS.

2025–2026 Girl Scout Cookie Program®

BRAVE.
FIERCE.
FUN!

Rallies and Activities



Thank You!

Denise Davis
Director of Product Programs and Retail
Experience:
Denise.Davis@bdgsc.org
Direct Dial 304-553-7012

girl scouts
of black diamond

Volunteer Support Regions



Volunteer Engagement

Training Invitation

Introduction

During Training

Closing

Virtual Background Challenge

Instructions: Encourage volunteers to set a fun or meaningful virtual background and allow a few to explain why they chose it as you open the virtual meeting. You can also have them put their answer in the chat if time is challenging.

Materials Needed: Virtual Background Images – [download from LittleBrownie.com!](https://www.littlebrownie.com/)

Timing Suggestion: 10 mins

Chat Storm

Instructions: Pose a question like 'What's your superpower?' and have everyone type their answer in the chat at the same time.

Materials Needed: None

Timing Suggestion: 5 mins

'Would you Rather?' Polls

Instructions: Use [ferret pop up slides](#) to share quick polls with light-hearted questions to spark conversation and feedback.

Materials Needed: Polls (via Teams or Zoom)

Timing Suggestion: 5-10 mins

Emoji / GIF Check-in

Instructions: Ask volunteers to drop an emoji or GIF in the chat that represents how they're feeling or what they're excited about.

Materials Needed: None

Timing Suggestion: 5 mins

Thank you for baking a difference!



Thank you for baking a difference!



Thank you for baking a difference!

