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Karlyn Edmonds

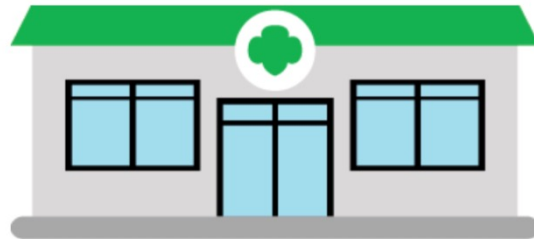
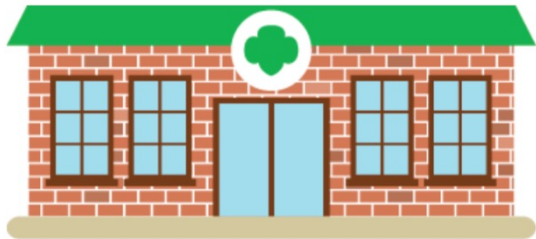
CEO

Girl Scouts of  
Southern Alabama



# Welcome & Introduction to the Girl Scout Cookie Program

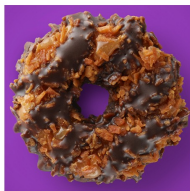
*Little  
Brownie*  
BAKERS®



## Little Brownie BAKERS®



THIN MINTS®



SAMOAS®



TAGALONGS®



DO-SI-DOS®



TREFOILS®



ADVENTUREFULS®



LEMON-UPS®



GIRL SCOUT S'MORES®



TOFFEE-TASTIC®



Trefoils®



Thin Mints®



Peanut Butter Patties®



Caramel deLites®



Peanut Butter Sandwich



Caramel Chocolate Chip



Toast-Yay®



Lemonades®



Adventurefuls®

# Benefits to Participating in the Girl Scout Cookie Program

# Girl Scouts Gain Skills



**Goal Setting**



**Decision  
Making**



**Money  
Management**



**People Skills**










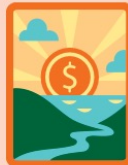








**Business Ethics**



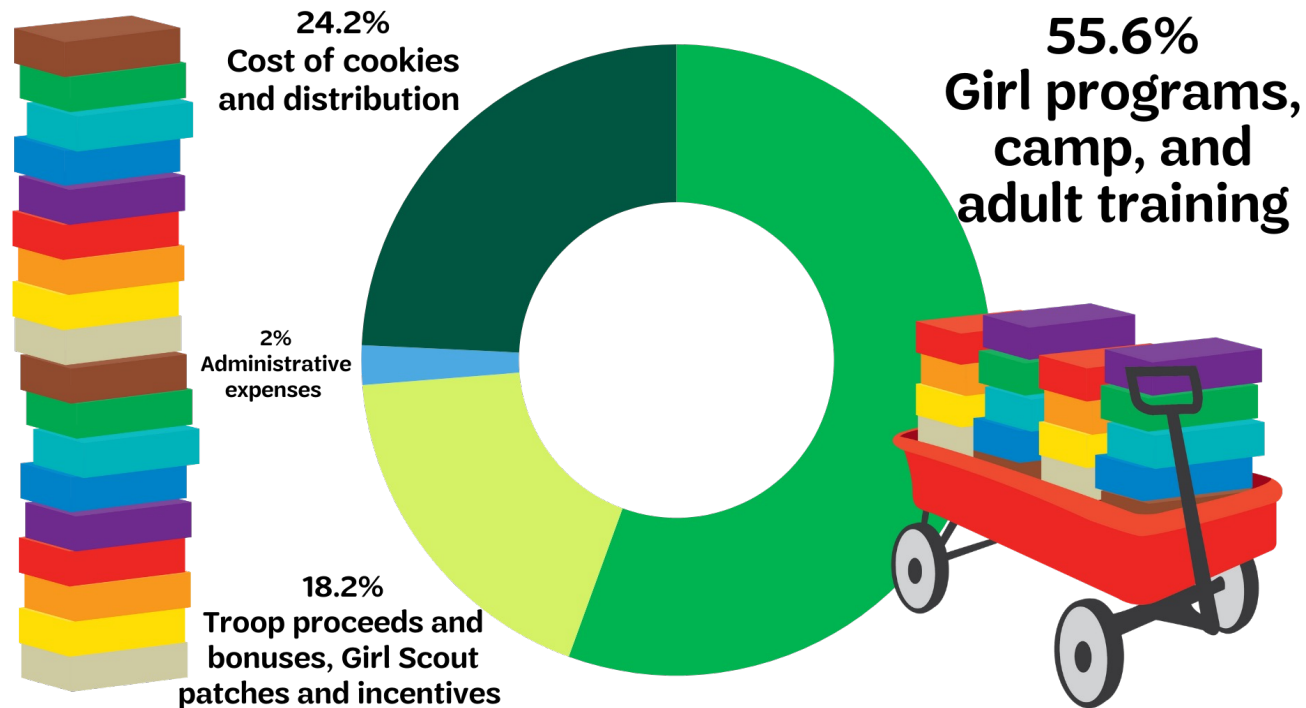
# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur
Daisy						
	My First Cookie Business	Cookie Goal Setter	Money Explorer	My Money Choices	Year 1 and 2 Cookie Entrepreneur Family Pins	Toy Business Designer
Brownie						
	My Cookie Customers	Cookie Decision Maker	Budget Builder	My Own Budget	Year 1 and 2 Cookie Entrepreneur Family Pins	Budding Entrepreneur
Junior						
	My Cookie Team	Cookie Collaborator	Budget Maker	My Money Plan	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Jumpstart

	Cookie Business			Financial Literacy			Cookie Entrepreneur Family	Entrepreneur
Cadette								
	My Cookie Venture	Cookie Market Researcher	Cookie Innovator	Budget Manager	My Money Habits	My Dream Budget	Year 1, 2, and 3 Cookie Entrepreneur Family Pins	Business Creator
Senior								
	My Cookie Network	Cookie Boss	Savvy Saver	My Financial Power		Year 1 and 2 Cookie Entrepreneur Family Pins	Business Startup	
Ambassador								
	My Cookie Business Resume	Cookie Influencer	Financial Planner	My Financial Independence		Year 1 and 2 Cookie Entrepreneur Family Pins	Entrepreneur Accelerator	

# Proceeds Stay Local



# Troop Proceeds: Girl Scouts Invest in Their Own Experience

Membership  
Renewal

Service  
Projects

Summer  
Camp

Troop  
Activities

Registration  
for GSSA  
Programs

Trips &  
Travel



8138

8138

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THANK YOU!



Jackie Lucas  
Director, Marketing &  
Communications  
Girl Scouts of Southern  
Alabama



# 2025 Girl Scout Cookie Program Volunteer Training

(for Cookie Rookies)





# Learn the Lingo: Cookie Program Terminology

## Package

Single  
container of  
Girl Scout  
Cookies

## Case

Twelve  
Packages of  
Girl Scout  
Cookies

## Digital Cookie (DOC)

online  
cookie sales  
platform

## eBudde

Little Brownie  
Bakers' online  
cookie program  
management  
tool for  
volunteers

## Initial Order

Troop's first,  
and typically  
largest, cookie  
order for the  
season

## Cookie Cupboard

cookie storage  
locations where  
cookies can be  
picked up to  
restock troop  
inventory

## Troop Proceeds

The portion of  
funds earned by  
the troop used  
to fund troop  
activities

## ACH

This process is  
used by GSSA  
for troops to  
receive  
proceeds and/or  
reimbursements

## Girl Incentives

Merchandise,  
experiences, or  
program credits  
given to  
acknowledge a Girl  
Scout's effort in  
the product  
programs

## Program Credits

Can be used as a  
form of  
payment for  
GSSA programs  
or retail items



## Pre-Sale

Orders taken on a Girl Scout's order cards to be delivered later.



## Girl-Delivery

Girl Scouts deliver orders placed in Digital Cookie or on order cards  
*Free to customers.*



## Cookies-in-Hand

In-person sale.  
Customers select, pay for, and receive cookies in the same interaction.



## Direct-Ship

Digital Cookie sale.  
Customers pay to have cookies shipped to them.



## 2025 GSSA Discounted Shipping Rate

4–12 Packages: \$6.49

13+ Packages: NO Discount

- Customers who would like to order more than 12 packages will only receive discounted shipping if they place multiple orders of 4-12 packages.





# Cookie Program Tech Review



## Little Brownie Baker online cookie program management software for volunteers

### What's it for?

- Placing Troop initial orders
- Troop cupboard orders
- Inventory Management
- Track Financial Transactions
- Booth reservations
- Allocation of booth cookies
- Managing girl incentives



## GSUSA cookie sales platform for Girl Scouts and Troops

### What's it for?

- Girl Scout online storefront
- Troop Site (online storefront)
- Cookie Links
- Process Customer Payments
- Girl Scouts enter order card sales



# Ways Girls Scouts and Families Participate in the Girl Scout Cookie Program

### **Text or Call Friends and Family**

Is this your Girl Scout's first time running their own cookie business? Texting or calling friends and family is a great way to help them feel comfortable connecting with cookie customers. If your Girl Scout has a busy schedule, this is a flexible option.

### **Digital Cookie®**

Is your Girl Scout ready to take their digital marketing skills to the next level? With the Digital Cookie platform, Girl Scouts can ship cookies directly to customers, accept orders for cookie donations, or schedule in-person deliveries. This way, your Girl Scout can reach their sales goals no matter what their schedule is like.

### **Door-to-Door Deliveries**

Going door-to-door is a great way for your Girl Scout to perfect their sales pitch! Get out in your community and sell in your own neighborhood. Use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course).

### **Cookie Stands**

Would your Girl Scout feel more comfortable on their own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood. They're a great way to ease more introverted Girl Scouts into connecting with their communities. This can be fun for the whole family!

### **Cookie Booths**

Cookie Booths are a great way to interact with new customers, develop teamwork, and have fun. Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, mall, bank, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: cookie booths must be coordinated by troop cookie managers; may only happen at council-approved locations; and must be legally open to, accessible, and safe for all girls and potential customers.

### **Connect With Your Community**

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. From preparing a corporate pitch to selling cookies in bulk to car dealerships, real estate agents, or financial institutions, there are so many ways to grow your cookie business.



# Cookie Volunteers: Get to Know Your Role

## Before Cookie Season Begins

- Be registered\*
- Complete background check\*
- Sign Position Description
- Complete training & Knowledge Check
- Set up bank account
- Submit troop ACH form to GSSA
- Receive girl/troop guides
- Recruit additional help
- Train/plan troop leadership
- Train adults/families
- Train Girl Scouts
- Identify where cookies will be stored
- Verify all girls are in eBudde
- Follow up with all girls who are not registered

*\*Required for all adult volunteers, regardless of role.*

## • Host Family Meeting

- Collect permission agreements and financial responsibility agreements
- Distribute Family Guides
- Lead individual & troop goal setting
- Determine troop opt out status (incentives)

## Starting Cookie Season

### • Initial Order

- Determine quantity
- Place initial order in eBudde
- Pick up initial order
- Sort initial order
- Distribute cookies to families

## During Cookie Season

### Manage Girl Scouts' Sales

- Collect reorders
- Place reorders in eBudde
- Pick up reorders from cupboards
- Distribute reorders to families
- Collect money from families
- Receipt money/product exchanges with families
- Record product/money exchanges in eBudde
- Deposit money in troop account
- Communicate with families/answer questions

### Cookie Booths

- Schedule booths w/ GSSA in eBudde
- Schedule booths w/ troop
- Coordinate booth volunteers
- Verify booth volunteers meet requirements
- Manage inventory
- Deposit money in troop account

## At the End of Cookie Season

### Finalizing Troop Cookie Program

- Settle troop/GSSA Financials
- Collect girl incentive choices
- Confirm girl incentives in eBudde
- Pick up girl incentives
- Sort girl incentives
- Distribute girl incentives

# Troop Proceeds & Bonuses



\$.75 per  
package  
sold

Standard Troop Proceeds

\$.78 per  
package  
sold

for Troops that opt out of baker  
and council incentives

- Troops must opt out of ALL baker and council incentives, including program credits.
- Must be entered in eBudde by Feb. 11

+ Product  
Program  
Bonuses

Bonuses earned through Fall Product  
Program and Cookie Program





## Fall Product Bonus

**Additional \$.25 per case sold**

- Troop Fall Product Coordinator is registered and approved
- 5 girls must have participated in M&M
- Minimum of \$250 of Fall Product sales
- Successful Fall Product Program ACH



## Cookie Bonus

**Additional \$.35 per case sold**

- Troop Cookie Coordinator is registered and approved
- Troop must have 80% of Girl Scouts participating in Cookie Program
- Initial order must be a minimum of 40 cases
- Host a minimum of 3 booth sales entered in eBudde with corresponding transactions
- Minimum of 2 cupboard orders placed and picked up from cupboard
- Troop Per Girl Average (PGA) of 150 packages or higher
- Successful final ACH (March 18)



## Product Program Bonus

**Additional \$.75 per case sold**

Troops that meet all requirements for Fall Product **and** Cookie Bonuses will receive MY25 Product Program Bonus, instead of individual Fall Product and Cookie Bonuses.



# Last Call!

2025 will be  
the last year  
for  
Girl Scout  
S'mores!



# Last Call for Girl Scout S'mores

**ANNOUNCING**  
**2024-2025 Cookie Season is the FINAL SEASON for**  
**Girl Scout S'mores®**

**Ready-Made Social Posts**

Cookie images featuring the "Last Chance" message are ready to help spread the word. Simply download and share to make sure all cookie fans know to stock up before it's too late.

**Other Resources**

To help spread the word, you'll find the "Last Chance" graphic on all Girl Scout order cards, along with fun stickers and table tents that share the news.



®, ™ & © 2024 Girl Scouts of the USA. ®, ™ & © 2024 Ferrero Group. All Rights Reserved.

**Girl Scout S'mores® Table Tent Assembly Instructions:**

1. Write in price per package on the cookie panel with a marker.
2. Trim outside shape.
3. Fold on dotted lines to make tent, complete with sides and bottom.
4. Glue or use double-sided tape where indicated to assemble the tent floor.
5. Tuck in flaps on sides of tent.

**FINAL SEASON**

**Girl Scout S'mores®**

**LAST CHANCE!**

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

Get a package today or a whole case!

girlscouts | Little Brownie BAKERS

\$ price per package

# Troop Initial Order (IO)

**Due: December 1**



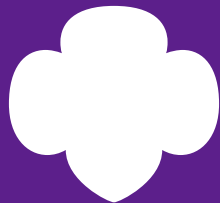
# NEW for 2025!

Troops that place an initial order of **75 cases** (or more!) will receive a Cookie Season **2025 Booth Kit**, including “It’s COOKIE Time” tablecloth, money bag, and signage.

*Booth kit items subject to change, based on availability.*



Booth Kits made possible by  
**FIRST HORIZON**



# How many cookies?

A guide to placing your initial cookie order

## **FACTORS TO DETERMINE YOUR TROOP'S INITIAL ORDER:**

- Sales goal for the Troop
- Number of planned cookie booths
- Number of girls selling

## **HOW TO ESTIMATE YOUR FIRST ORDER:**

GSSA's per-girl selling average (PGA) is about 25 cases. Review your archived data (if you are a returning troop) to see your troop's PGA and let that be your guide. Since each troop is different, ordering the correct amount is not an exact science.

*GSSA retains the right to modify your troop's initial order if it appears excessive for the number of girls selling.*

# Suggested order for each girl selling

**Thin Mints®**



**4-5 CASES**

**Lemon-Ups®**



**1-2 CASES**

**Do-si-dos®**



**2-3 CASES**

**Samoas®**



**4-5 CASES**

**Girl Scout  
S'mores®**



**1-2 CASES**

**Trefoils®**



**2-3 CASES**

**Tagalongs®**



**3-4 CASES**

**Toffee-tastic®**

GLUTEN-FREE



**1-2 CASES**

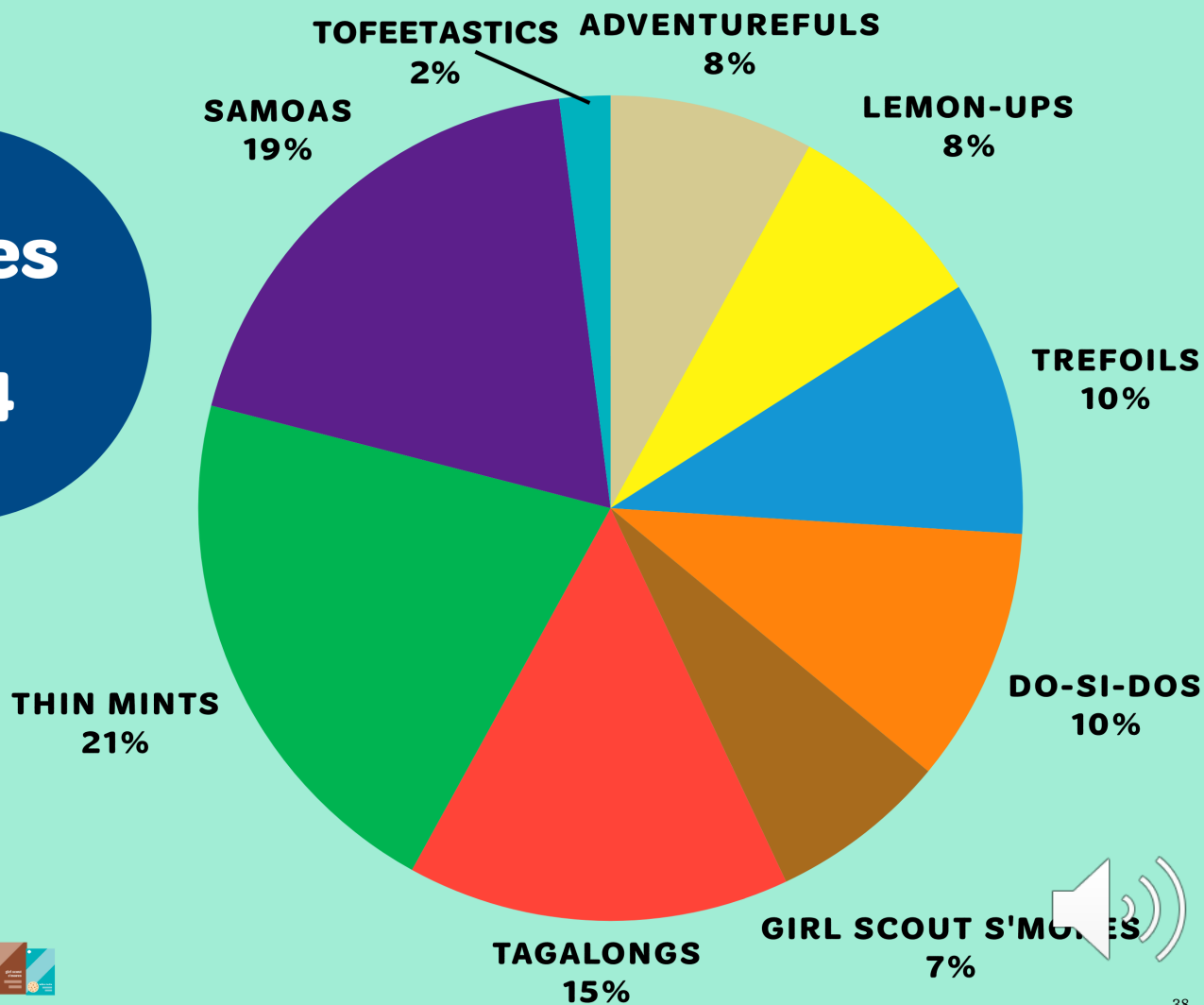
**Adventurefuls™**



**2-3 CASES**

The above model is merely a suggestion based on averages from past cookie sales when troops use the booth divider. Please consult with your Service Unit as these averages might differ in each geographic location.

# Cookies Varieties Picked Up by Troops in 2024



## At a minimum, troop initial orders should include enough cookies to:

- Stock your troops first weekend of booth sales
- Meet bonus requirements (40 cases)
- Get a FREE troop booth kit (75+ cases)
  - No minimum for first year troops!
- **Stock up on Toffee-tastics, as they will not be reordered!**

**Cookies transferred to troops cannot be returned.**



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BAKERS.

presents



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[YouTube](#)

Initial Order





## You must select a Delivery Station

- Available under the “Delivery” tab in eBudde.
- You may also be prompted to select a preferred pick-up time.



Troop Initial Order Pickups  
are due January 6-10, 2025.

**Mark your calendars!**

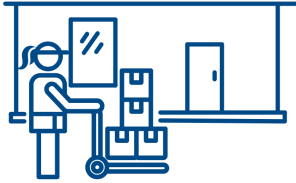


# Cookies by the Carload

Car Type	# of Cases
Compact Car	25
Hatchback Car	30
Mid-sized Sedan	35
Sport Utility Vehicle	60
Station Wagon	75
Minivan (seats in)	75
Pickup Truck (full bed)	100
Cargo Van (seats in)	200

# GSSA Cupboard Locations & eBudde Cupboard Orders





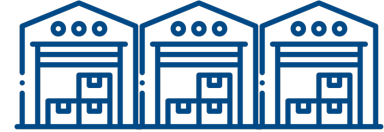
## Montgomery

GSSA Office  
2501 Bell Road



## Opelika

Lambert Transfer  
1103 Fox Trail



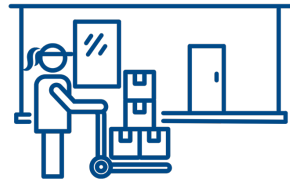
## Dothan

Likely to be Storage Master on Ross  
Clark Circle (same as 2024). Will  
confirm one month prior to open.



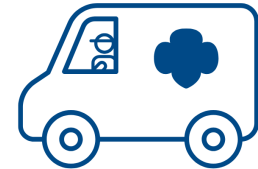
## Enterprise

Likely to be Mini Mall Storage on Geneva  
Hwy. (same as 2024). Will confirm one  
month prior to open.



## Mobile

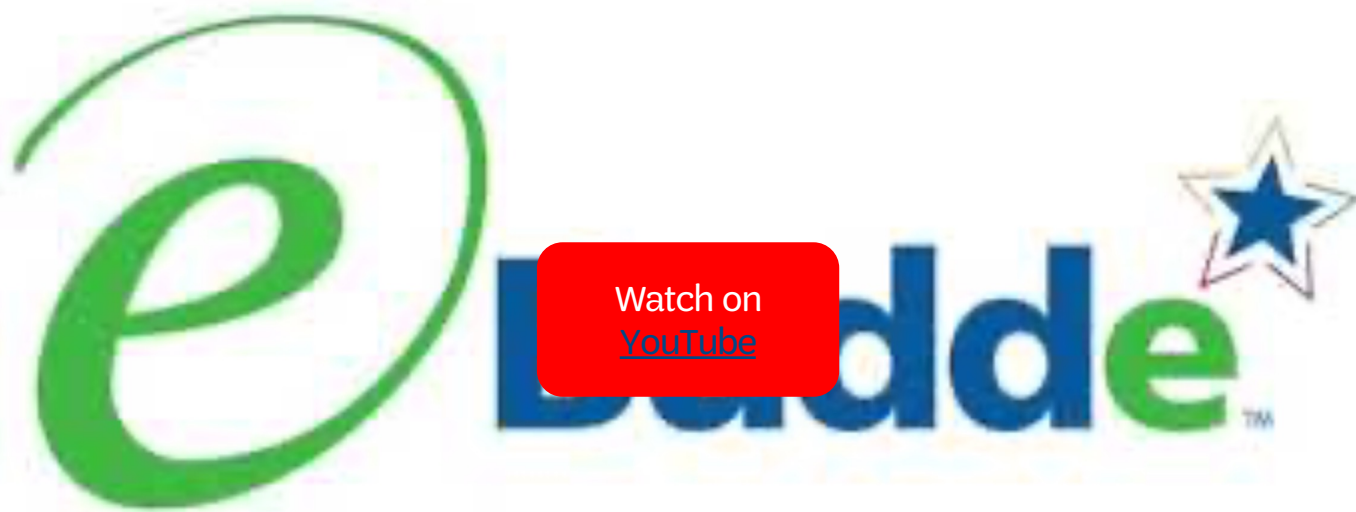
GSSA Volunteer Center  
3483 Springhill Ave.



## Baldwin County

Rolling Cookie Cupboard  
Still Scheduled in eBudde.





**Cupboard Order Scheduling**

## Cupboard Orders

- **Due Sunday nights (before Midnight)**
  - Placing cupboard orders in eBudde helps GSSA staff and cupboard managers ensure that your cookies will be available at your scheduled time
  - Planned orders are prioritized over walk-in requests
- **Cupboard orders submitted in eBudde will show as “pending” until the pickup has been made and confirmed by the cupboard manager**
  - If necessary, quantities may be adjusted when you arrive at the cupboard for pick up

**ALWAYS** get a signed receipt!





INTRODUCING THE ALL NEW

★ COOKIE CUPBOARD ★  
**Golden Ticket**



Find the **COOKIE CUPBOARD GOLDEN TICKET** and get a surprise treat!

For a chance to get a GOLDEN TICKET, place a planned order before midnight on Sunday and pick up by Friday afternoon!



# Managing Girl Scout Cookie Booths



# GSSA-Secured Booth Locations

**Secured by GSSA staff and volunteers  
for ANY troop to reserve**

*Unless you are requested to to secure booth space by a GSSA staff member, volunteers should **NOT** approach these locations:*

Walmart, Sam's Club, Winn Dixie, Bass Pro Shops, Lowe's, Rouse's Markets, Joann's, and Piggly Wiggly

Costco, Publix, Hobby Lobby, and Aldi have non-solicitation policies and will **NOT** host booths.

# Troop-Secured Booth Locations

**Secured by volunteers for their troop to use**

- **MUST** be entered in eBudde at least 1 week before
- **ONLY** enter the dates and times your troop will be hosting cookie booths
- **MUST** be approved by GSSA





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# Troop Booth Sales

Watch on  
[YouTube](#)



# GSSA-Secured Booth Invitation & Approval Form

[Community Cookie Booths Needed -  
girlscoutssa.org](https://girlscoutssa.org)

[Cookie Booth Approval Form](#)

## Community Cookie Booths Needed



### Did you know you can support today's young entrepreneurs by hosting Girl Scout Cookie booths?

Please help us continue the Girl Scout Mission as we build girls of courage, confidence and character who make the world a better place. Girl Scouts are in every community across Southern Alabama, from every background and in every economic circumstance.

You may have heard about our iconic Girl Scout Cookie Program; however, you may not know it is the largest girl-run entrepreneurial program in the world. 100% of proceeds earned by the girls stay local, powering girl leadership experience.

#### The Cookie Program's Five Core Skills

The Girl Scout Cookie Program allows girls to experience entrepreneurship by running their own cookie "business." Girl Scouts learn to think like entrepreneurs, practice a variety of skills and build on them year after year.

**Goal Setting:** Girl Scouts learn how to set goals and create a plan to reach them.

**Decision Making:** Girl Scouts learn to make decisions on their own and as a team.

**Money Management:** Girl Scouts learn to create a budget and handle money.

**People Skills:** Girl Scouts find their voice and build confidence through customer interaction.

**Business Ethics:** Girl Scouts learn to act ethically, both in business and in life.



Scan here to become a community cookie booth location



### How Can Your Business Support Our Cookie Entrepreneurs?

Your business can support these young entrepreneurs by allowing Girl Scouts to host cookie booths in front of your stores. Our booths are from January 18 - March 9, 2025.

#### It is Easy to Host a Cookie Booth

- Determine if the booth location will be inside, outside, or a drive through option.
- Determine the best dates based on the store's availability.
- Volunteers will be onsite to supervise Girl Scouts and cookie inventory.

Cookie booths can also increase retail traffic to your location! Once you approve your business as a cookie booth partner, your business will be added to the Girl Scouts of the USA national Find Cookies link at [girlscouts.org](https://girlscouts.org). Last year over 8.4M cookie booth lookups happened on the national site, and this year your location could be included when a cookie customer is searching for a cookie booth.

By partnering with Girl Scouts of Southern Alabama you would allow us to schedule troops and girls to set up their cookie booths at your location. But more importantly, you are investing in the next generation of female entrepreneurs and helping them reach their dreams.

Support today's cookie entrepreneurs!

  
girlscouts  
of southern alabama



# Reserving GSSA-Secured Booths in eBudde

**Starting  
January 5**

Opens at 12 p.m.  
You may reserve 3 booths per day at  
3 different locations

**Starting  
January 12**

Opens at 12 p.m.  
You may reserve up to 5 booths per  
day at 5 different Locations

**Starting  
January 19**

Opens at 12 p.m.  
Booth site reservations are  
unrestricted.

*Please do not reserve booth locations  
you do not intend to use.*





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Troop

Council  
Booth Sales

Watch on  
[YouTube](#)



# Important!

**If you must cancel a cookie booth,  
PLEASE cancel the booth in eBudde  
so that it will no longer appear in the  
Girl Scout Cookie Finder.**

*If possible, cancel 24-48 hours in advance so another  
troop will have an opportunity to reserve that location.*



## Managing Girl Scout Cookie Booths

# Staffing Cookie Booths

- **Let families know how many Girl Scouts are needed for each troop booth and give them plenty of time to sign up.**
- **Be careful not to overstaff or understaff booths.**
- **Girl Scouts take the lead, not grownups!**
  - Ensure to review and follow all guidance available in [Safety Activity Checkpoints](#) page 76

## Managing Girl Scout Cookie Booths

# Important Reminders for Responsible Adults at Cookie Booths

- Girl Scouts take the lead – not grownups!
- All cookie booths should have 2 unrelated adult volunteers *unless* all Girl Scouts present are members of the same household and are with their caregiver(s).
- If there are Girl Scouts from more than one household at a cookie booth, use troop cookies.
- Troop numbers should be displayed at cookie booths.
- Set up booth sale in the designated area, DO NOT block the entrance, and follow all business rules.
- Please begin to pack up 10-15 minutes prior to the end of your designated time slot and allow next troop to begin selling *at their designated start time*.
- Do not rush or pressure the current troop to finish their time slot early.
- Be sure take all trash and leave your booth site better than you found it.

*Complete “Cookie Booth Etiquette” flyer is included in Booth Kit*



**Quantities  
vary based on  
booth location  
and duration**

## Cookie Booth - # of Cases to send

(Box totals in red)

	Sam's	Walmart	5 Guys	Winn Dixie
Thin Mint	6 (72)	4 (48)	3 (36)	3 (36)
Samoa	6 (72)	4 (48)	3 (36)	3 (36)
Tagalong	6 (72)	4 (48)	3 (36)	3 (36)
Trefoil	4 (48)	2 (24)	2 (24)	2 (24)
S'more	3 (36)	2 (24)	2 (24)	2 (24)
Do Si Do	4 (48)	3 (36)	2 (24)	2 (24)
Adventureful	5 (60)	3 (36)	2 (24)	2 (24)
Lemon-Up	5 (60)	3 (36)	2 (24)	2 (24)
Toffee-tastic	2 (24)	1 (12)	1 (12)	1 (12)
TOTAL	41	26	20	20

If multiple shifts back to back at one location, 1<sup>st</sup> shift will take full amount, 2<sup>nd</sup> shift takes ½ amount listed above. Repeat rotation for 3<sup>rd</sup> and 4<sup>th</sup> shifts if at a continuous booth location such as Five Guys.

Special thanks to Mary Baker of Troop 9750 for this amazing chart!

# Booth Tally Sheet

Do some cookie math!  
Encourage Girl Scouts to  
track inventory before,  
during, and after a booth  
sale.

## Booth Inventory Sheet

Booth Location: \_\_\_\_\_ Date: \_\_\_\_\_ Troop #: \_\_\_\_\_



	Adventurewafers	Lemon-ups	Trefolds	De-st-dos	Samoas	Tagalongs	Thin Mints	Girl Scout S'mores	Toffee-tastic
Starting Inventory									
Packages Sold (Use Tally Marks)									
Donations (Use Tally Marks)									
Ending Inventory									
Total Packages Sold									

Girl Scout On Duty	Start Time	End Time

Adult Supervisors


Ending Cash	
Starting Cash	=
Total Cash Collected	=
Credit Cards	+
Checks	+
Total Collected	=

Notes:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Adult Signature: \_\_\_\_\_

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# Back for 2025: Customer and Troop Incentives

for 5



# Great News!

“Buy 5” is back  
and better than ever!

## For Customers

When customers buy 5 packages of cookies, they can enter an online drawing to win 5 cases (60 packages)!

## For Troops

Troops that sell to the 5 winners will also receive 5 cases of cookies to donate to the non-profit of their choice!

Flyers will be included in booth kits and available to pick up at cupboards.



# 5 for 5 Flyer included in booth kit

This flyer is also a great way  
to display your troop  
number!



The flyer is divided into three horizontal sections. The top section has a purple background and features the text 'BUY 5 packages and you could WIN 5 cases (60 packages!)'. It includes illustrations of three cookie boxes labeled 'samoas', 'do-yi-dos', and 'tagalong' on the right, and a stack of three boxes labeled 'trefoils', 'thin mints', and 'tagalong' on the left. A large white arrow points from the '5 packages' to the '5 cases'. The middle section has a white background and features the text 'SUPPORT TROOP#' in orange, with a cookie icon replacing the letter 'O'. Below this is the text 'TODAY' in large, colorful letters (blue, orange, and purple) with a cookie icon replacing the letter 'O'. The bottom section has a purple background and features a QR code on the left, the text 'SCAN HERE SO YOU CAN BE CONTACTED IF YOU WIN!' in white, and 'DON'T FORGET OUR TROOP NUMBER!' in small white text. On the right side of the bottom section, there is a large green number '5' and a stack of three cookie boxes labeled 'samoas', 'do-yi-dos', and 'tagalong'.

**BUY 5 packages and you could WIN 5 cases (60 packages!)**

**You'll also be helping our troop win 5 cases to donate to a local non-profit!**

**SUPPORT TROOP#**

**TODAY**

**SCAN HERE SO YOU CAN BE CONTACTED IF YOU WIN!**

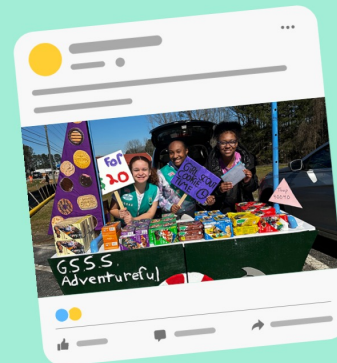
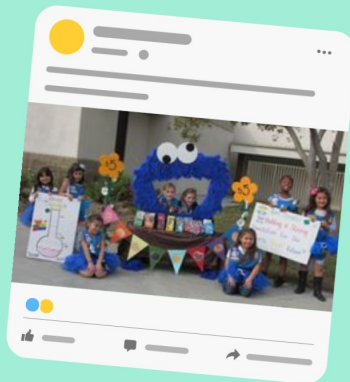
**DON'T FORGET OUR TROOP NUMBER!**

# BLING YOUR BOOTH

Share photos of your Blinged Out Booth on  
social media and tag  
**GIRL SCOUTS OF SOUTHERN ALABAMA**



3 lucky troops will win pizza party!



# Payment Options



# Cash

Girl Scouts and troops may receive cash payments. Deposit cash into troop bank account often. Always get a receipt.

# Checks

## **NOT RECOMMENDED for Girl Scouts or Troops**

- No checks from strangers
- No amounts larger than \$25
- Checks should be made out to troop account
- GSSA will not cover the cost of fraudulent or bounced checks

# Digital Cookie

Girl Scouts can process payments for in-person, girl-delivery, and direct-ship sales.

Troops can process payments by setting up Troop Site. *Your troop site will also make your troop available for direct-ship sales from customers using the Cookie Finder.*

# Clover Go

## **GSSA pays processing fees for troop credit card payments processed using Clover Go.**

Troops will be responsible for all processing fees incurred from the use of other payment processing services (CashApp, Square, etc).



## Payment Options

# Important Updates to Clover Go

- Clover Go is no longer accepting new Girl Scout Troop accounts.
- If your troop has already registered to use Clover Go, there will be NO changes for you this year.

Email questions to  
[customercare@girlscoutssa.org](mailto:customercare@girlscoutssa.org)



## Payment Options

# Important Updates to Digital Cookie Payments

- Girl Scouts and Troops can now accept Venmo & PayPal as payment options when processing “Give cookies to customer now” (cookies in-hand) orders via the mobile app.
  - This does not require any additional setup for councils or users and all the financial reconciliation will be handled by Digital Cookie similarly to a credit card order.
  - ONLY available with cookies in-hand
- Users will no longer be required to fill in customer name, email, or zip code when processing “Give cookies to customer now” (in-hand) orders paid by credit card via the mobile app.
- When processing a “Give cookies to customer now” (in-hand) order, the order will now move from payment authorized to payment captured with delay.





DC Mobile App  
Watch on  
[YouTube](#)



Refunds in DC  
Watch on  
[YouTube](#)

# Managing Troop Finances



# Troop Bank Account Requirements

## Minimum of 2 Signers Required

- **Signer Requirements**
  - Active Membership with GSSA
  - Eligible background check with no restrictions
  - Completed Finance Coordinator Training in gsLearn

## Managing Troop Finances

# Troop Account Reminders

- **“Cash & Carry” for Troops with no Bank Account**
  - Meaning, cookie cupboard orders must be paid in-full before they can be picked up

If you need help with your troop account, please email [customercare@girlscoutssa.org](mailto:customercare@girlscoutssa.org) with the subject line “Troop Finances” or call 1-800-239-6636

*Do not include detailed account information, including account numbers, in email.*



# Cookie Program ACH Dates

- **First ACH: On or after February 11**
  - includes ½ the amount due to GSSA for Initial Order and all cupboard pickups through Friday February 8
- **Final ACH: On or after March 18**
  - Includes all outstanding balances owed

**Special Note:** Troops are required to have an up-to-date ACH form on file with GSSA to place troop Initial Orders.



## Managing Troop Finances

# Managing Caregiver Payments

- Troops determine the method and frequency of cookie pickups and caregiver payments.
- Troop cookie coordinators should collect a caregiver agreement for every Girl Scout caregiver supporting the cookie program before you distribute ANY cookies to families.
- Collect money for the cookies in-hand before allowing caregivers to receive more inventory.
- If you have a caregiver who has not complied with a payment deadline, DO NOT distribute more cookies to them.

**ALWAYS** get a signed receipt!



# Managing Troop Finances

## Caregiver Permission/Agreement Form

### Caregiver Permission & Financial Responsibility Agreement

As the caregiver of a Girl Scout participating in the 2025 Girl Scout Cookie Program, I agree to the following:

- I will adhere to the Cookie Season start date of December 9, 2024. I will respect and comply with all order submission and payment deadlines communicated by my Troop Cookie Coordinator. I will request a receipt any time I receive cookies or turn in payments.
- I will follow the Safety Activity Checkpoints regarding cookie sales (pages 78-81).
- I understand that cookies must be sold for \$5.00 per box. No discounts or mark-ups are allowed; no fees or surcharges may be charged to customers for any reason.
- I understand that any donations received during Cookie Season must be applied to Hometown Heroes.
- I accept full financial responsibility for all cookies and payment I receive. I will treat cookies responsibly and with proper handling and storage practices. I understand cookies may not be returned.
- I understand that my Girl Scout will not earn individual proceeds; all proceeds belong to the troop and/or council. I agree to collect all physical rewards my Girl Scout earns during the designated timeframe set by the Troop Cookie Coordinator.

My Girl Scout, \_\_\_\_\_, has my permission to participate in the Cookie Program. I confirm that I have read and agree to the statements above. \_\_\_\_\_

Initials

By signing below, I acknowledge and agree that failure to pay for all received cookies and money will result in my Girl Scout's earned rewards to be withheld until the amount due has been satisfied. Further, I understand that legal action may be taken by the troop and/or Girl Scouts of Southern Alabama. Should legal action be taken, I am fully liable for all costs incurred, including but not limited to attorney fees, court costs, and collection fees.

Name Address Phone

Signature Driver's License # Date

Please make your Girl Scout's prize choices below in the event your troop cookie coordinator needs to make those entries for you. (check one)				
400+	<input type="checkbox"/>	Panda Neck Pillow	<input type="checkbox"/>	OR <input type="checkbox"/> Do-si-dos Duffle Bag
800+	<input type="checkbox"/>	Write in preferred T-shirt Size:	<input type="checkbox"/>	
1000+	<input type="checkbox"/>	Blue Girl Scouts of Southern Alabama Hoodie	<input type="checkbox"/>	OR <input type="checkbox"/> \$25 Program Credit
1300+	<input type="checkbox"/>	Sticker Printer	<input type="checkbox"/>	OR <input type="checkbox"/> \$25 Program Credits
1600+	<input type="checkbox"/>	Snow Cone Machine	<input type="checkbox"/>	OR <input type="checkbox"/> \$50 Program Credits
2000+	<input type="checkbox"/>	Inflatable Paddle Board	<input type="checkbox"/>	OR <input type="checkbox"/> \$100 Program Credits
3000+	<input type="checkbox"/>	Beats FitPro Wireless Headphones	<input type="checkbox"/>	OR <input type="checkbox"/> 3 days/ 2 nights GSSA Resident Camp
4000+	<input type="checkbox"/>	Passes to Alabama Shakespeare Festival	<input type="checkbox"/>	OR <input type="checkbox"/> Electric Scooter
5000+	<input type="checkbox"/>	OWA Park & Resort Season Passes	<input type="checkbox"/>	OR <input type="checkbox"/> \$350 Girl Scout Getaway Credit



# Important Reminders

## Important Reminders



Girl Scout  
cookies are \$5  
per package  
statewide

### No Exceptions

Cookies can never be sold for  
any other amount.



Cookie booths,  
stands, and  
walkabouts may  
**ONLY** take place in  
Southern Alabama.

### Stay within our 30- county Council Area

This does not restrict customer  
orders placed in Digital Cookie for  
direct-shipment or girl-delivery.



Businesses may  
**NOT** sell packages  
or cases of cookies.

**This includes family/friends'  
businesses selling to the public  
“for” girls.**

Local businesses **may** purchase  
cookies from Girl Scouts to be  
incorporated into custom dishes,  
given as client gifts, and more!

Business may **NOT** purchase  
packages or cases of cookies with  
the intent to resell them.



## Important Reminders



Girl Scout Cookie links can NOT be shared on public sites or community groups.

You may share the Cookie Finder [GirlScoutCookies.com](https://GirlScoutCookies.com)

Cookie links CAN be shared with family and friends using personal social media pages, text, and email. Links cannot be shared on public sales sites, such as Facebook Marketplace, eBay or local buy/sell/trade pages (*this list is not exhaustive*).



Girl Scout Cookie links can NOT be shared with news media.

You may share the Cookie Finder [GirlScoutCookies.com](https://GirlScoutCookies.com)

If approached, Girl Scouts and volunteers may proudly discuss their personal Girl Scouting experience. Please do not comment on topics outside of *your* troop and *your* experience.



All donations accepted during the cookie program must be applied to Hometown Heroes.

Troops, Girl Scouts, and Caregivers may not keep donated funds.





## Receiving Donations

If a customer donates instead of purchasing cookies, the funds **must** be applied to the Hometown Heroes, Gift of Caring in eBudde:

- Your troop will be credited with a sale
- GSSA will facilitate the donation of cookies

If your troop is *considering* using troop inventory for Hometown Heroes donations:

- You **must** email [CustomerCare@girlscoutssa.org](mailto:CustomerCare@girlscoutssa.org) NO later than February 23.
- Cookies **must** be donated to service members, first responders, or a local non-profit.



# Hometown Heroes Weekend

## February 14-16

The troop with the most Hometown Heroes donations  
will receive free GSSA Hometown Heroes patches!



Hometown  
Heroes  
Wrapper  
included in  
Booth Kits





# 2025 Cookie Program Girl Incentives



# Together We Embrace Possibility



# EMBRACE POSSIBILITY



**Embrace Possibility Patch AND  
2025 Year Patch AND Decal Set**

**50+ pkgs**



**Cooling Headband AND  
Bamboo Dangler Keychain**

**100+ pkgs**



**Action Patch AND Panda Pouch**

**150+ pkgs**





Flower Press Craft Kit

275+ pkgs



or



Panda Neck Pillow  
OR Do-si-dos® Duffle Bag

400+ pkgs

500+



“Mei Lán” the Panda AND Happy  
Bamboo Push AND Fidget Beanbag  
Stones AND 500+ Bar Patch

550+ pkgs



800+



Embrace Possibility T-shirt AND  
800 Club Party AND Goal Getter  
Patch AND 800+ Bar Patch

800+ pkgs



**1000+ Bar Patch AND Choice of:  
GSSA Hoodie OR \$25 Program Credits**

**1000+ pkgs**



**Sticker Printer OR \$25 Program Credits**

**1300+ pkgs**



or



**Snow Cone Machine OR \$50 Program Credits**

**1600+ pkgs**



or



**Super Seller Patch AND Choice of:  
Inflatable Paddle Board OR \$100 Program Credits**

**2000+ pkgs**



Beats FitPro Headphones OR Camp Session Credit

3000+ pkgs



Passes to Alabama Shakespeare Festival OR  
Electric Scooter

4000+ pkgs





**OWA**  
*Parks & Resort*

or



**\$350 CREDIT**

**Luggage Set AND Choice of:  
OWA Park & Resort Season Pass OR  
Girl Scout Getaway Credit**

**5000+ pkgs**

## Digital Cookie



**Bento Box, Utensil Set,  
AND Sandwich Shaper**  
200+ pkgs sold in Digital Cookie

## Hometown Heroes



**2025 Bumper Patch**  
25+ pkgs donated

*All rewards are cumulative with the exception of the achievement bars.  
Girl Scout Getaway Credit may be applied to any GSSA travel or camp experience.*



# Program Credits

Can be used as payment for membership renewal, GSSA Programs, camps, trips, and items in the GSSA shops.

Cookie Program Credits expire August of the *next* membership year (2026).

# Sister Credits

Allow multiple-Girl-Scout households to combine the number of total packages sold and receive higher, accumulated Program Credits.

EXAMPLE of “Sisters Sally & Sara”:

- Sally sells 500 packages, and Sara sells 500 packages. Combined, they can receive \$25 Program Credits awarded at the 1000-package level.

*Please Note, this only applies to GSSA Program Credits - NOT girl incentives, provided by Little Brownie Bakers and GSSA, including the 800 Club Party.*





# Review Important Cookie Program Dates





**November 3**

Cookie Rookie LIVE  
Training (ZOOM)



**November 12**

AUBURN  
Cookie Coordinator  
Connection



**November 14**

ENTERPRISE  
Cookie Coordinator  
Connection



**November 19**

MONTGOMERY  
Cookie Coordinator  
Connection



**November 21**

MOBILE  
Cookie Coordinator  
Connection



**December 7**

DOTHAN  
PANDAmonium Painting  
Girl Scout Cookie Rally



**December 7**

MOBILE  
PANDAmonium Painting  
Girl Scout Cookie Rally



**December 8**

MONTGOMERY  
PANDAmonium Painting  
Girl Scout Cookie Rally

Cookie Rally Financial Skills Programming Sponsored by **FINRA Investor Education Foundation**



**November 17, 2024**

Volunteer access to  
eBudde begins

**November 27, 2024**

Volunteer access to Digital  
Cookie begins



**December 1, 2024**

Initial Orders Due in  
eBudde



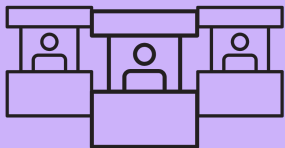
**December 9, 2024**

Digital Cookie, Direct-Ship  
Sales Begin



**January 2, 2025**

Presales for Girl-Delivery  
begin



**12 pm | January 5, 2025**

Booth Site Selection Opens  
3 per day @ 3 different  
locations



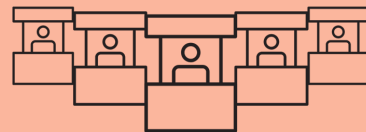
**January 6-10, 2025**

Troop Cookie Pickups



**January 10-12, 2024**

Walkabout Weekend



**12 pm | January 12, 2025**

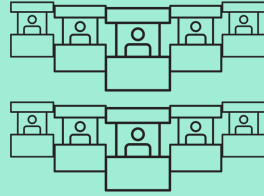
Booth Site Selection Opens  
5 per day @ 5 different  
locations





**January 18, 2025**

Booth Sales Begin



**12 pm | January 19, 2025**

Booth Site Selections  
restrictions lifted



**February 11, 2025**

First ACH Begins  
Transactions through 2/8



**February 14-16, 2025**

Hometown Heroes  
Weekend & National GS  
Cookie Weekend



**March 9, 2025**

Program Ends



**March 16, 2025**

Incentive Submissions due  
to GSSA from Troops



**March 18, 2025**

Final ACH Begins



**April 15, 2025**

Girl Incentives received  
from LBB



Exciting News!



Direct-Ship Orders  
of 4-12 packages

**FREE**  
**Shipping**

December 10-15



This Christmas,  
I want  
Girl Scout  
Cookies!

Orders placed by Dec. 15 are not *guaranteed* to arrive before Dec. 25



# Thank You!

[CustomerCare@girlscoutssa.org](mailto:CustomerCare@girlscoutssa.org)

1-800-239-6636

