

2027 Cookie Rookie Guide



Your first year guide to the Girl Scout Cookie Program



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Why Cookies?
Five Skills of the Cookie Program

The Girl Scout Cookie Program is so much more than a way for your Troop to earn money. It's a program that gives girls the skills they need for a lifetime of success! There are five key skills that girls learn and develop by participating in the program: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics. Below is a description of each skill and an example of badges from the Cookie Entrepreneur Badge Series.

Goal Setting: Girls learn how to set goals and create a plan to reach them!

Whether you're a new Daisy Troop earning the Cookie Goal Setter badge by deciding how you will use your money and setting a package goal or you're a Cadette writing a business plan in the My Cookie Venture badge, your Troop will be sure to power amazing experiences for themselves and others all year long!

Decision Making: Girls learn to make decisions on their own and as a team!

Girl Scout entrepreneurs are leaders in the making! They make decisions about how to run and promote their cookie sale, interact with customers, and spend their earnings. If you're a Junior Troop, girls will learn how to build their team with the My Cookie Team badge.

Money Management: Girls learn to create a budget and handle money!

Girl Scouts are always sharpening their money smarts! By running their own cookie business, they learn how to make correct change for customers, count and manage cash flow, and create a budget to fund the experiences they want to participate in with their Troop. Check out the Daisy My First Cookie Business badge.

People Skills: Girls find their voice and build confidence through customer interaction!

Girl Scout Cookie entrepreneurs are relationship builders. In badges like the Brownie My Cookie Customers or the Senior My Cookie Network, girls gain valuable practice communicating with customers, talking about their product and goals, and resolving conflict in a positive and productive way. All skills that will help them succeed in school, in business, and in life!

Business Ethics: Girls learn to act ethically, both in business and in life!

Girl Scout entrepreneurs are honest, fair, and responsible. Through their cookie business, they learn to always do the right thing by their Troop members, customers, and communities. The Cadette Cookie Innovator badge is a perfect example of girls getting to explore the ethics in their cookie business.

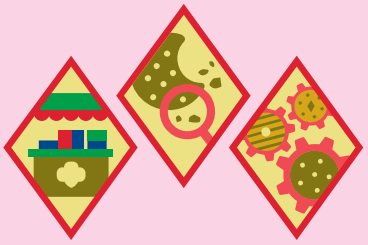
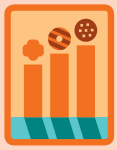
**Earning badges is not required to participate in the Cookie Program and girls will learn all 5 skills just through participation in the Cookie Program.* ▲



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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
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

Ways to Participate: Make it work for you and your Troop!

1. **Order Card:** Girls can begin taking pre-orders from November 23 – December 8 for the Troop's Initial Order. They can continue to take orders once the Troop receives their cookies on January 9 and continue throughout the Cookie Program in order to help them reach their goals and increase earning potential.

   What makes this easy? Girls work primarily with their family to collect orders and you can order exactly what you sold!

2. **Digital Cookie:** With the help of their caregiver, Girl Scouts can manage their online storefront starting December 1 (pending GSUSA). Customers can access a Girl Scout or Troop cookie page and can buy all their cookies online. They can opt to have their cookies shipped, donated, or choose Girl Delivery.

   What makes this easy? This is a safe and secure way for girls to reach customers near and far. Even better, all orders are paid for online so there is no money to collect.

3. **Cookie Booths**: Set up outside of a local business with a cookie stand to greet customers. Girls work in a small group in shifts. You can sign up for council sponsored booths or work with your Community Cookie Coordinator to contact your own businesses.

   What makes this easy? Choose the dates, times, and locations that work for your Troop. Do as many as you like, all while customers just come to you!

4. **Walkabouts:** Girls have cookies in hand that they can sell to customers, without having to worry about the order card. Caregivers assist the Girl Scout while they wheel their wagon or cart around the neighborhood selling their cookies.

   What makes this easy? Orders and payment happen at the same time. You can take cash or even use Digital Cookie for credit card payments right there and then! ▲



girl scouts

Ways to Participate in the Girl Scout Cookie Program



Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, she'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year!

Phone or Text Friends and Family

Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—school, sports, and extracurriculars!—this option has maximum flexibility.

Digital Cookie

Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. And she can reach her sales goals no matter what her schedule is like.

Door-to-door

This is the perfect way to hone her sales pitch! With door-to-door sales, Girl Scouts can stay local and sell in their neighborhoods—and 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 her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where she'll market her cookies to customers in her neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

This option has maximum customer interaction, teamwork, and all the fun! Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall, 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.

Connecting with Her 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. They could prepare a corporate pitch to sell cookies in bulk to car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!

Participating in the cookie program powers Girl Scouts' adventures throughout the year as they learn key business skills to excel in future careers and in life. By participating in different sales methods, girls gain more skills, including: goal setting, decision making, money management, people skills, and business ethics. **Don't forget:** adult supervision is required at all times.



Hometown Heroes Gift of Caring

What is it? You may have customers that would like to support Girl Scouts but do not want to buy cookies for themselves. In this case, they can donate a box, or a few, to our Hometown Heroes. Encourage girls to tell every customer about our Hometown Heroes cookie donation program.

How does it work? Girls ask customers to donate to Hometown Heroes, collect the funds, and turn in the money to their Troop Cookie Manager. Customers can purchase donations for the program through the Order Card, at a Cookie Booth, or on Digital Cookie. While your Troop will get the credit for the boxes donated, the cookies will NOT come out of the girl or Troop's inventory.

Your Troop can choose to pick up donated cookies from Council at the end of the season to personally deliver to the Hometown Heroes of your choice. You can read more about this in the Cookie Manual.

Who are Hometown Heroes? Active U.S. military, veterans, teachers, firefighters, police officers, first responders, healthcare workers, and other essential workers all fall under being our Hometown Heroes.

**Important reminder: All donations must be earmarked for the Hometown Heroes Gift of Caring program. Troops are not permitted to solicit cash donations for the Troop as per GSUSA.* ▲

Quick Tips for a Successful Cookie Season

***Review your 2027 Troop Cookie Manager Manual and attend the 2027 Cookie Program training:** Don't be afraid to get in the book and tag a few pages with sticky notes or highlight important information. The book outlines the program for you, along with helpful tips and best practices. Make sure to attend our New Troop Cookie Manger Training on October 22. This training will be a great help with eBudde - the system you will be using to track cookie sales. The training video will be available on our website during the entirety of the Cookie Program if you need to brush up at any point.

***Keep an eye on your email:** Email communications will be sent out every week during the Cookie Program, and as needed, to help you keep on track. These emails will include reminders of important deadlines and tips for a successful season.

***Hold a caregiver meeting:** This is your first chance to inform girls and caregivers about the expectations for this cookie season and get everyone on the same page. It's an excellent opportunity for your Troop Cookie Manager to assist with setting goals too. You are here to help the girls with their cookie business, but it's okay to set clear guidelines and expectations for girls and families. Be sure to review with the caregivers the Family Responsibility form.

***Ask for help:** Throughout the Cookie Program you have plenty of opportunities to recruit helpers in your Troop. Parents who are registered can help with picking up cookies at cupboards, Cookie Booths, and planning activities recognizing the Troop's successful season.



Also be sure to tune in to our Cookie Chat Virtual Office Hours throughout the season to ask any questions you may have and hear helpful tips. Register for the Cookie Chat Virtual Office Hours on our website. Click here to register.

You can always email us at customercare@girlscoutsfl.org if you have questions or need guidance.

***Stay organized:** The most tried and true tip for any Troop Cookie Manager is to stay organized! Make sure you have all Family Responsibility & Permission Agreements forms, are giving out receipts when girls take cookies or caregivers make a payment, and are allocating cookies consistently throughout the season. The Troop Cookie Manager Manual has lots of detail to help with organization.

Visit the Council website for helpful resources and tip sheets for eBudde and Digital Cookie! ▲

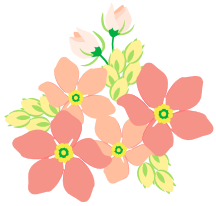


Photo Credit: Chantal Lawrie

Cookie Program Checklist

Use this handy checklist as a quick guide to help navigate and keep organized throughout the entire Cookie Program.

- ❑ Register and attend one of the Cookie Trainings Virtual New Troop Cookie Manager Training on October 22 or In-Person Troop Cookie Manager Training on October 15
- ❑ Hold a caregiver meeting, share important deadlines, expectations and review the Family Form.
- ❑ Set up the Troop's Digital Cookie site.
- ❑ Sign up for Cookie Booths if your Troop chooses to do them. Choose available booth slots in eBudde under the Booths Sales tab.
- ❑ Coordinate adult volunteers to help at Cookie Booths. Check out the Troop Cookie Manager Manual for Cookie Booth guidelines.
- ❑ Schedule girls to work Cookie Booths, in shifts if needed.
- ❑ When submitting your Troop's Initial Order, don't forget to:
  - Order booth cookies (if applicable)
  - Select delivery location and time slot
  - Submit Initial Order rewards



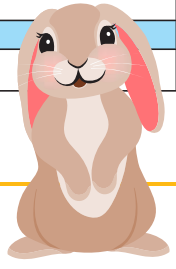
- ❑ Pick up cookies at your designated Cookie Pick-Up Day site and time.
- ❑ Sort cookies by girl, then have caregivers pick up cookies from you for delivery to their customers. *Don't forget to use the receipt book to keep track of the cookies given to each girl.*
- ❑ Collect money from caregivers throughout the program and deposit in your Troop bank account regularly. *Don't forget to use the receipt book to keep track of the payments received.*
- ❑ Give girls credit for sales by allocating all sold cookies in eBudde throughout the season to ensure credit for rewards and ensure all numbers match up.
- ❑ Make final deposit of money to your Troop bank account and be aware of the March 5 final ACH balance due to council.
- ❑ Make any Final Rewards selections in eBudde.
- ❑ Pick up rewards, sort, and give to girls.
- ❑ Celebrate everyone's hard work and dedication!



Cookie Dates

Save these dates in your calendar or agenda to help you stay organized throughout the Cookie Program:

October	October 15	*In-Person* Volunteer Cookie Program Training
	October 22	*Virtual* ***New*** Volunteer Cookie Program Training
	October 31	Troops must be Cookie Ready
November	November	Schedule a Troop Cookie meeting for girls and caregivers
	November 20	eBudde access to Volunteers
	November 23	Girls can start taking orders
December	December 1	Digital Cookie opens for volunteers, girls and caregivers
	December 2	Cookie Chat
	December 5	Booth selection open in eBudde
	December 10	**Troop Initial Order Due in eBudde by 11:59pm**
January	January 6	Cookie Chat
	January 9	**Cookie Pick-up** • Verify location and time • Have enough vehicles to transport the entire troops order **Cookie Sale Starts**
	January 18	Cookie Cupboards Open
	January 26	1st Cookie Payment via ACH – 25%
	January 27	Cookie Chat
February	February 9	2nd Cookie Payment via ACH - 60%
	February 17	Cookie Chat
	February 18	Cookie Cupboards Closed
	February 21	Direct, Booth and Digital Cookie Sales End
	February 28	**eBudde Close to Volunteers at 11:59pm** • Give girls credit for all the packages sold • Select and submit all girl final rewards
March	March 5	3rd Cookie Payment via ACH - 100%
	March 15-19	Hometown Heroes distribution to Troops
	March 30	**All Troop Cookie Profits must be in Troop Bank Account**
April	April	Team Player Bonus for the qualifying Troops
May	May	Girl Rewards distribution



2026-2027 Girl Scout Cookies

$6

Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



$6

Lemon-Ups®

Crispy lemon flavored cookies with inspiring messages to lift your spirit



$6

Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



$6

Do-si-dos®

Oatmeal sandwich cookies with peanut butter filling



$6

Samoas®

Crisp cookies with caramel, coconut, and dark chocolaty stripes



$6

Tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



$6

Thin Mints®

MADE WITH VEGAN INGREDIENTS

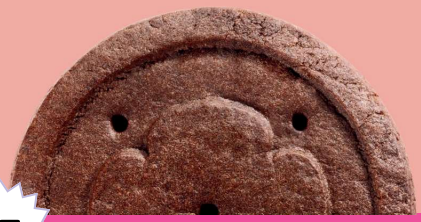
Crisp, chocolaty cookies made with natural oil of peppermint



$6

Exploremores®

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and nutty toasted crème



$7

Toffee-tastic®

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits



New!

Limited Edition

Online Exclusive

$7

Girl Scout Sparkables®

ALLERGEN-FRIENDLY

Crunchy oatmeal chocolate chip cookies dotted with colorful sprinkles



$9

Patch Pals® Dog Treats

Soft-baked, blueberry muffin flavored treats



Save my store to buy more!

Add Digital Cookie QR Code

Exclusive NEW Cookies
Offered Online Only

Shipped to your door!

Girl Scout Cookies® nutrition and product information available at GirlScoutCookies.org.