

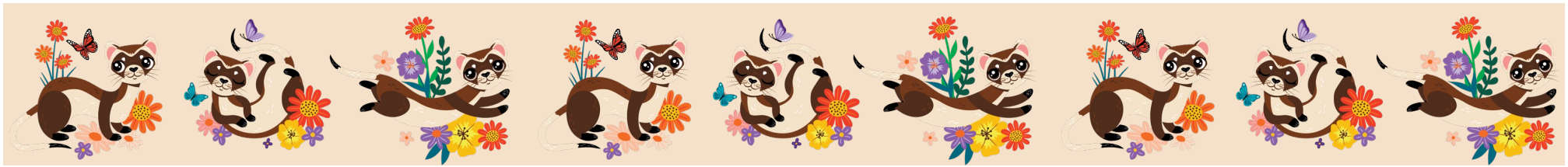
BRAVE.
FIERCE.
FUN!



2026
Cookie Program

Troop
Training

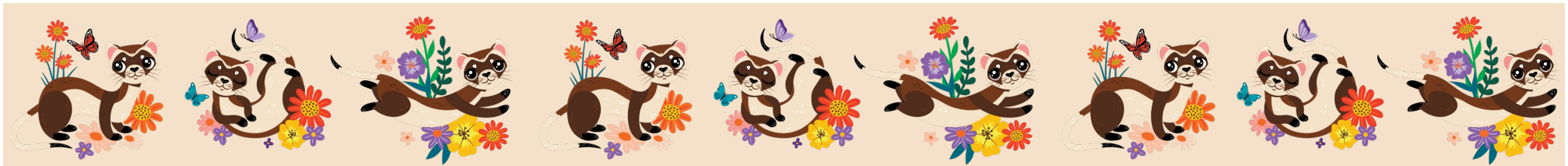
girlscouts
of northern illinois



AGENDA



1. Purpose of this training
2. Theme and Mascot
3. What is the Cookie Program?
4. Cookie Line-up & Exploremores
5. How do troops and Girl Scouts participate?
6. Program Schedule
7. What are responsibilities and procedures of Troop Cookie Chair?
8. Each Girl Scout council's Cookie Program is different.
9. Stages of the Cookie Program
10. Cookie Booths and Cookie Cupboards
11. Troop Proceeds and Rewards
12. Girl Scout Rewards
13. Gift of Caring
14. More activities
15. Program Guidelines
16. Your GSNI Product Program Team
17. Final steps of training



Purpose of Training

Virtual MicroTrainings

Thursday, January 15

Monday, February 2

Monday, March 2

12-1 p.m. and 7-8 p.m.

Link can be found on Rallyhood and GSNI website

Virtual Office Hours

Every Tuesday from January 6 – March 24

12-1 p.m. and 7-8 p.m.

Members of the Product Program Team are available to assist you.

Special Weekend Office Hours

Saturday & Sunday at 3-5 p.m.

January 3 & 4 and January 24 & 25

Program questions, eBudde and Digital Cookie help.

Resources

GSNI website

- www.girlscoutsni.org/cookieresources

Rallyhood – Cookie Program, GSNI

- <https://rallyhood.com/157732>

Little Brownie Bakers

- www.littlebrowniebakers.com

Manuals

- Troop Cookie Manual
- eBudde Troop Manual
- Digital Cookie Manual

Cookie Chat and Tip Tuesday emails sent to volunteers and parents starting January 6.



Theme & Mascot

BRAVE.
FIERCE.
FUN!



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

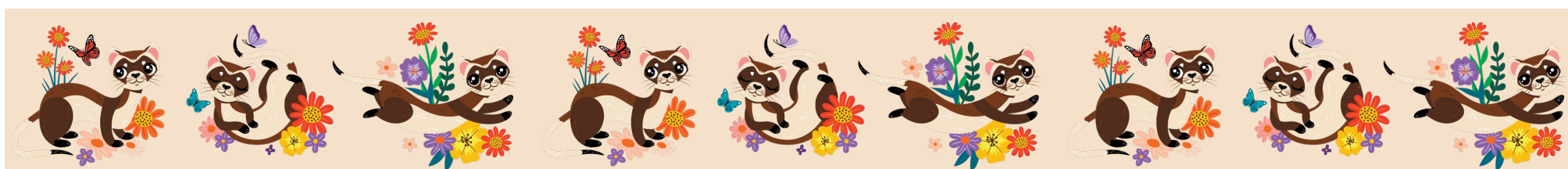
Black-footed ferrets are known for their squeaks, hisses and chatter. They also use dance to communicate.



BUSINESS

A group of ferrets is called a business.



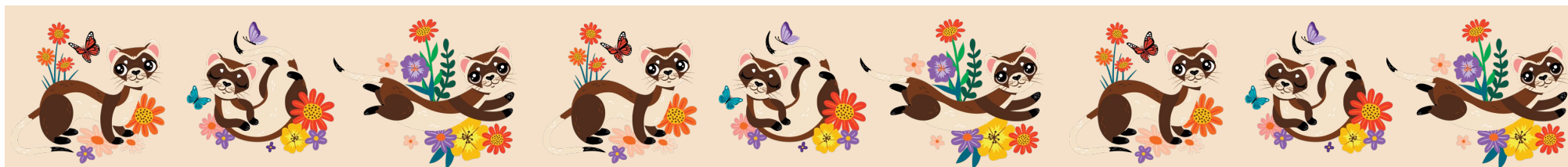


What is the Cookie Program?

The Cookie Program is not only a fundraiser, but most importantly
a **PROGRAM** where
Girl Scouts develop a lifetime of skills!



Girl Scouts learn these 5 Essential Skills through participation
in the Cookie Program. They also **EARN REWARDS** for their
successes, they are **NOT GIVEN** prizes.



	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		

Cookie Business Badges

Financial Literacy Badges

Entrepreneur Badges

Cookie Entrepreneur Family Pin

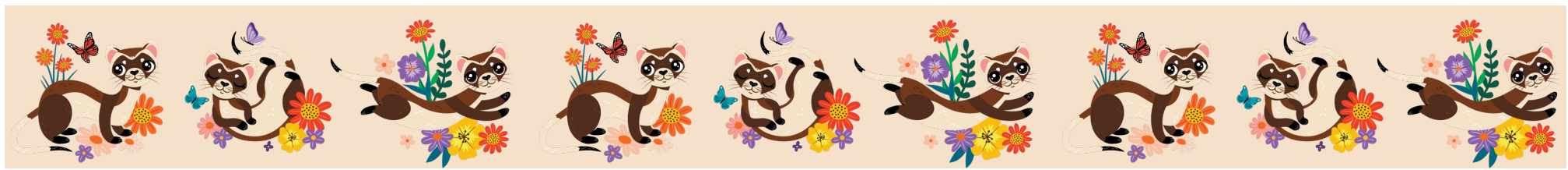


NEW!

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.

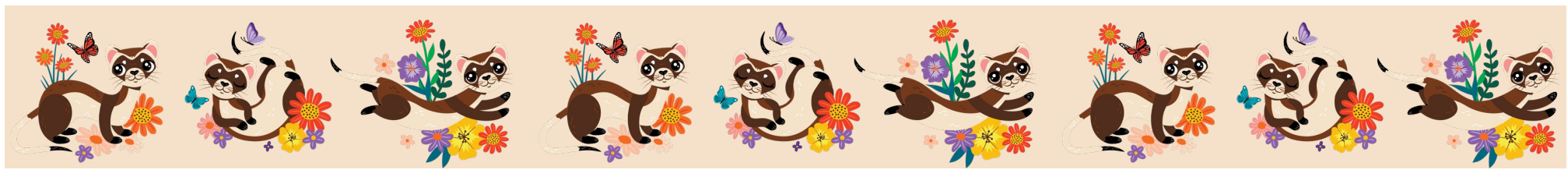


Cookie Line-up



All nine varieties of cookies will be available on the Girl Scout's order card, Digital Cookie for both girl delivery and shipped orders, and in Cookie Cupboards for cookie booths.

The cost per package is \$6.



How do troops and Girl Scouts participate?

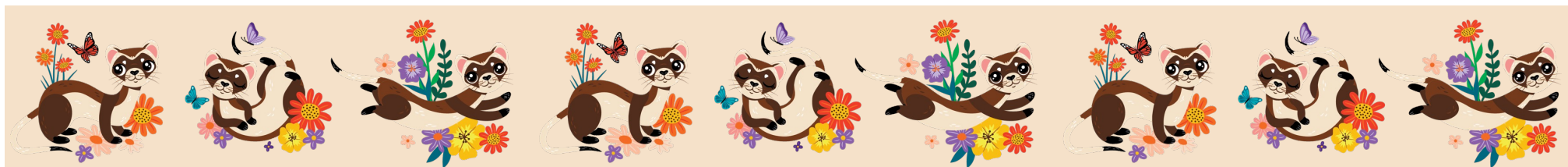
Is your troop Product Ready?

- Two registered troop leaders with current background checks
- Troop leaders must have completed all required trainings
- Current troop bank account
- Returning troops submitted financial documents from previous membership year (MY25)
- Troop must meet minimum size requirement (to earn troop proceeds)

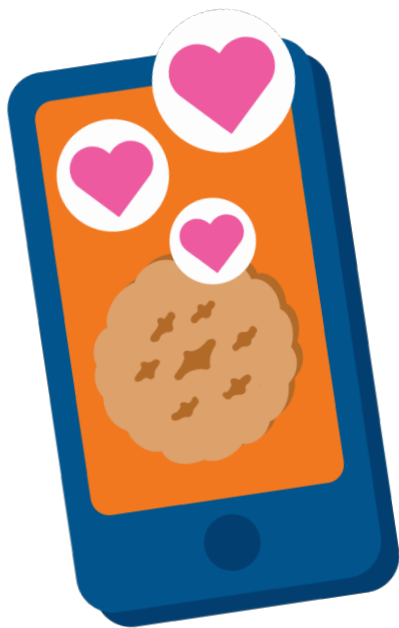
All Girl Scouts must be a registered member for the 2025/2026 membership year (MY26).

To protect your troop, parents of Girl Scouts must complete the Product Program Permission/Financial Responsibility form.



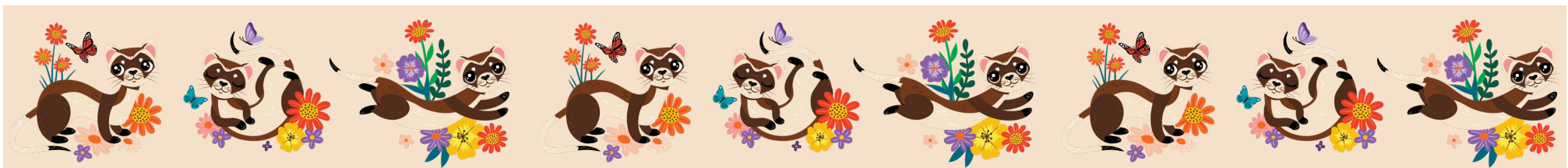


Cookie Program Participation Methods



- Digital Cookie
- Door-to-Door
- By Phone
- Social Media
- Email
- Cookie Craver
- Walk-About
- Cookie Booth
- Cookie Stand
- Gift of Caring
- Parent Workplace
- Businesses





Digital Cookie

The Digital Cookie platform allows Girl Scouts to create a customized website, send emails to customers, and take online orders for cookies.

Use of Digital Cookie and the Digital Cookie Mobile App gives Girl Scouts the ability to use Digital Cookie with almost every participation method.

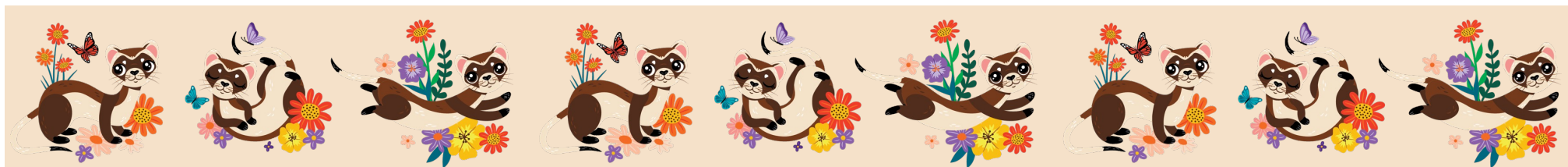
Parents of Girl Scouts and volunteers will receive an **Invite email from Digital Cookie** on **Friday, January 2,** to login and get started!



Important Dates:



Friday, January 2	Digital Cookie email sent
Tuesday, January 6	Program Begins!
Every Tuesday starting January 6	Virtual Office Hours
Monday, January 26	Initial Order ends- Program Continues
Monday, February 2	Cupboard Orders can be placed
February 5-9	Service Unit Cookie Deliveries (varies by SU)
Thursday, February 12	Cookie Cupboards open
Friday, February 13- Sunday, March 22	Cookie Booths (Council booths start Feb.27)
Sunday, March 22	Cookie Program ends
Tuesday, April 7	Bank Sweep of troop accounts, balance of total amount due



What are my responsibilities as Troop Cookie Chair?

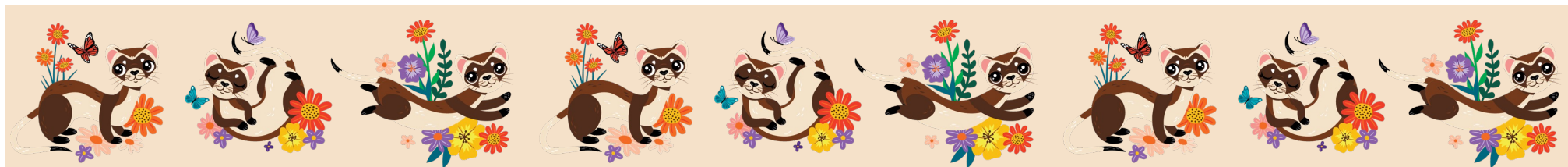
The Troop Cookie Chair encourages and supports participation of the Girl Scouts and their families in the troop.

The Troop Cookie Chair must be a registered Girl Scout adult member for the 2025/2026 membership year (MY26) with the role of Troop Cookie Chair or Troop Leader. A background check must also be completed.

The Troop Cookie Chair must complete this training and agree to the responsibilities of the role at the end of the training.

Once this training is completed, the Troop Cookie Chair may receive the troop's materials from their Service Unit Cookie Coordinator.

A Troop Cookie Chair Checklist is available in our resources.



eBudde

eBudde is the program management system volunteers use to implement the Cookie Program.

Troop Cookie Chairs and Troop Leaders will receive a Welcome email on Friday, January 2, to login to the platform.

This login link expires in 48 hours.

Once logged in, volunteers can also use the eBudde app to manage the Cookie Program on the go!



eBudde™ App: your cookie season BFF



Download and use the eBudde app. 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

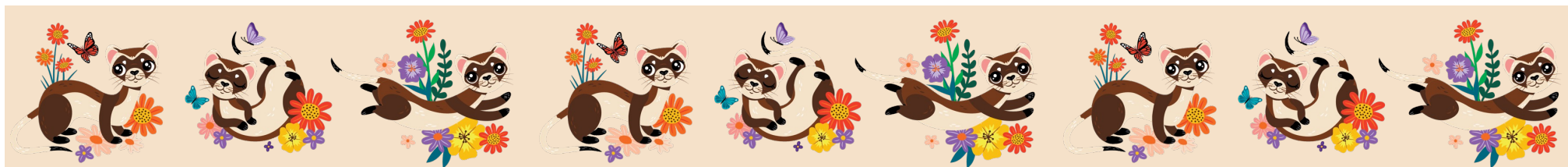
Ability to indicate Troop Volunteer has allocated Digital Cookie packages

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®



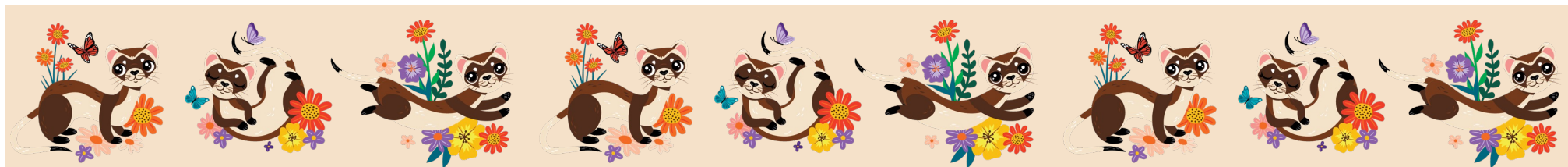
Each Girl Scout Council is Different

Each Girl Scout council
operates their Cookie Program differently.

**It is important Girl Scouts understand the program dates,
pricing, policies, and cookies
for Girl Scouts of Northern Illinois.**

All in-person participation, including door-to door sales and
Cookie Booths, must be done within the boundaries of
Girl Scouts of Northern Illinois.

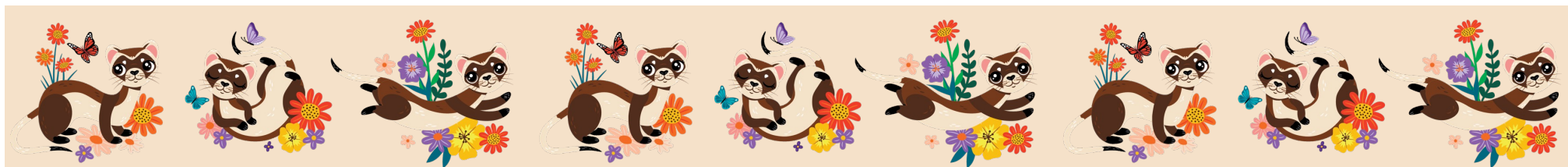




Stages of the Cookie Program

1. Pre-program Preparations
2. Initial Order
3. Delivery
4. Distribution of Initial Orders and payment collection
5. Cookie Booths and other opportunities
6. Cookie package allocation and final rewards submission
7. Finalize program and

**Celebrate success of Girl Scout
Entrepreneurs!**

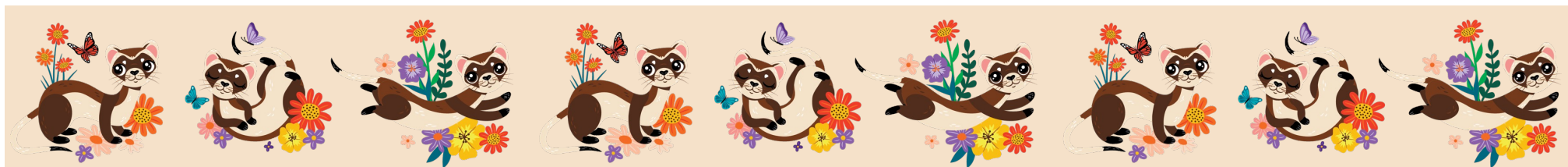


Types of Cookie Booths



Cookie Booths are a fast and easy way for Girl Scouts to sell cookies to customers.

1. Traditional Cookie Booth
2. Cookie Stand
3. Drive-thru Cookie Booth
4. Digital Cookie Troop Link



Council Booths vs. Troop Booths

**Cookie Booths available for 6 weeks!
Friday, February 13-Sunday, March 22**

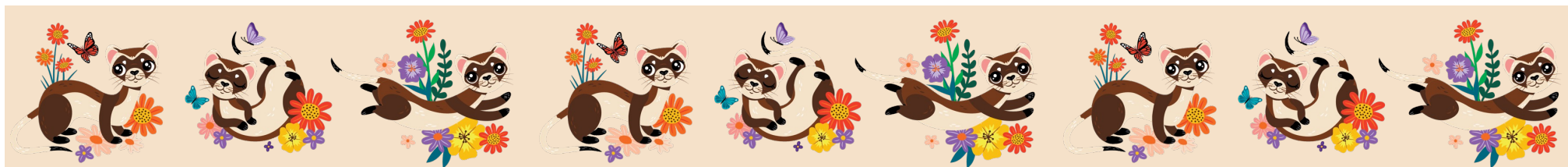
Only Troop Booths can be held Friday, February 13-Thursday, February 26.

Two ways for Troops to reserve a Cookie Booth.

Council Booths—booth sites secured by council. Troops may sign up for these in two rounds.

Troop Booths—booth sites secured by the troop and entered into eBudde for approval by council.





NEW for Cookie Booths

Bling Your Booth

Weekly Cookie Booth Themes

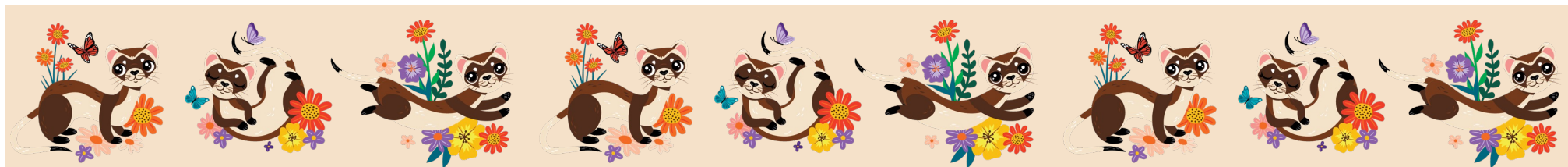
Weekly themes are planned for each of the six cookie booth weekends.

- February 13-19—Winter Wonderland
- February 20-26—National Girl Scout Cookie Weekend
- February 27-March 5—Power your Brain with Girl Scout Cookies
- March 6-12—ExploreMORE, Go Explore!
- March 13-19—YeeHaw for Cookies!
- March 20-22—Brave. Fierce. Fun!



Blue Ribbon Booth

The Blue Ribbon Booth program will be a new addition for 2026 Cookie Program where GSNI staff and Board members will be visiting cookie booths and distribute a Blue Ribbon Booth patch to the Girl Scouts present at the cookie booth.



Planning and Guidelines for Cookie Booths

A Cookie Booth Guide has been created to assist with the planning of Cookie Booths. This includes steps to take starting with the planning stages to the day of the cookie booth. A Planning and Inventory Sheet, pictured here, is also available to use for each booth.

Our Cookie Booth retail locations
are important partners.
Represent Girl Scouts in a Positive Manner!

Cookie Booth Guide and Inventory Sheet
available on website and Rallyhood.

girlscouts
of northern illinois

Cookie Booth Inventory Sheet

Booth Location _____ Date & Time _____ Troop # _____

Girl Scouts Attending

Name	Parent phone number	Start time	Ending Time

Adults Attending

At least two adults must be present if multiple Girl Scouts and one must be a registered volunteer. Avoid having too many adults.

Name	Position (volunteer, parent, etc.)	Start time	Ending time

Cookie Inventory

Cookies	Package Price	Starting Inventory	Packages Sold (tally during booth)	Donation Packages Sold	Ending Inventory	Total Packages Sold
Adventurefuls	\$6.00					
Lemon-Ups	\$6.00					
Trefoils	\$6.00					
Do-Si-Does	\$6.00					
Samoas	\$6.00					
Tagalongs	\$6.00					
Thin Mints	\$6.00					
Exploremores	\$6.00					
Toffee-Tastics	\$6.00					

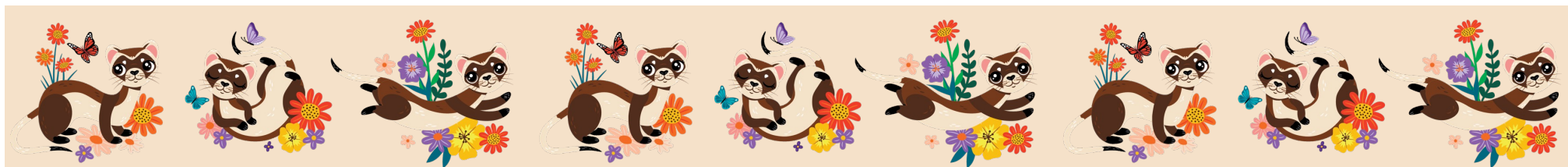
Money Management

Ending Cash	
Starting Cash	-
Total Cash Collected	=
Total \$ Credit Card sales	+
Total \$ Checks	+
Total Money Collected	=
Expected Total Amount (packages sold x \$6.00)	-
Over/Short Amount Collected for total packages sold	=

Supply Checklist:

- o Cookies
- o Table & chairs
- o Tablecloth, display, signs
- o Money pouch or cash box
- o \$ change, especially \$1 and \$5 bills
- o Bags for customers
- o Inventory worksheet & pens/pencils
- o Technology needs for processing credit card payments (cell phone, card reader, etc.)
- o Weather needs

Record any notes such as weather, changes/ideas for next booth or next year, issues experienced, etc. on back of sheet.

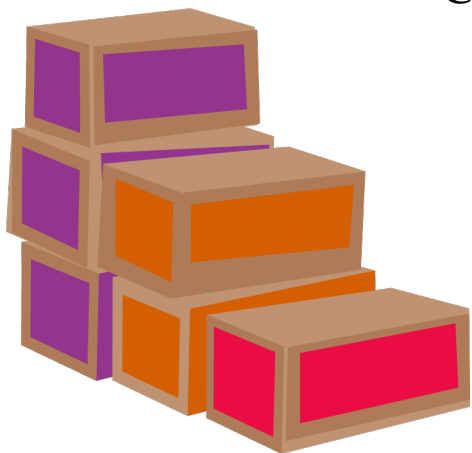


Cookie Cupboards

Troops may order additional cookies
after Initial Order from a Cookie
Cupboard.

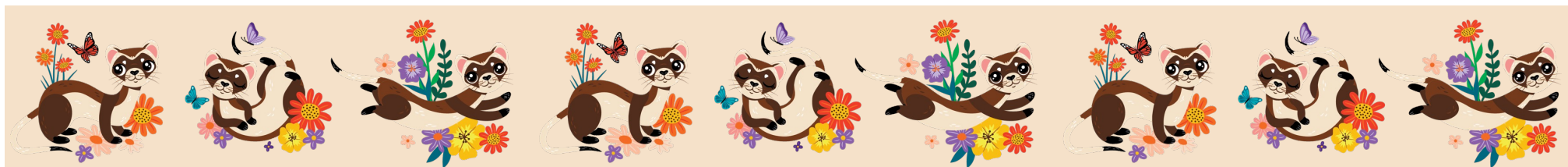
Cupboard orders may be placed
starting Monday, February 2.

**Cupboards open
Thursday, February 12.**



Resource Center Council Cupboards

South Elgin, Rockford and Oswego
Thursday 11 a.m.-3 p.m.-3:30-7 p.m.
Friday 9 a.m.-12:30 p.m.-1-5 p.m.
Saturday 9 a.m.-1 p.m.

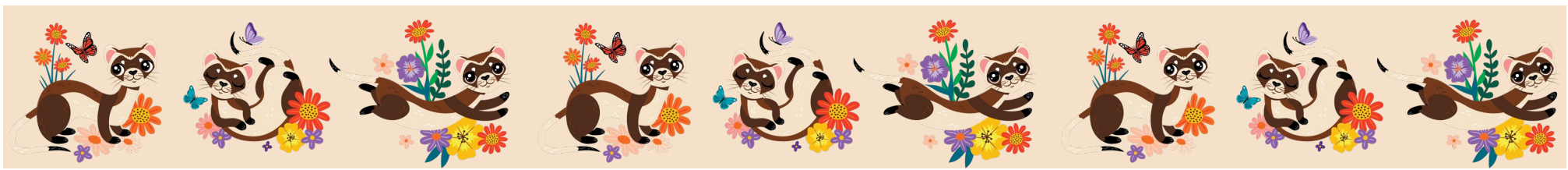


Troop Proceeds

Troops earn proceeds based on the number of packages sold by Girl Scouts in the troop.

Troop Proceeds	\$.95 per cookie package
Reward Opt-out Option (available to CAD, SR, AMB troops only) Girl Scouts, as a troop, make a decision to opt-out of receiving rewards* other than patches and charms.	Additional \$.10 per cookie package
Fall Product Program Participation Incentive - Troop reached \$225 PGA (per Girl Scout average of Girl Scouts selling) for 2025 Fall Product Program. - AND troop achieves 225 cookie package PGA for 2026 Cookie Program.	Additional \$.05 per cookie package
BONUS Troop Proceeds for All Troops As a council, we achieve total sales of 1.125 million cookie packages.	Additional \$.05 per cookie package

*If a troop opts-out of rewards, Girl Scouts do not receive an invitation to rewards events including Cookie All-Stars, Color Dash Bash, and Build-A-Bear and troop does not receive Troop Membership Rewards.

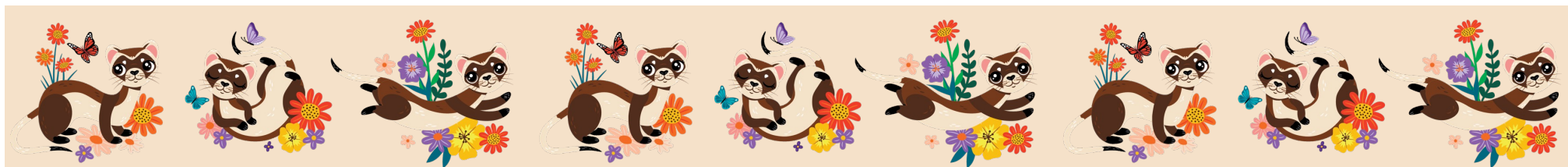


Troop Membership Reward

Troop Membership Reward

Troops reach a final PGA (per Girl Scout average of Girl Scouts selling) of 400+ packages. \$40 off membership renewal for 2026/2027 Girl Scout membership year for all Girl Scouts in the troop that participated in the 2026 Cookie Program.



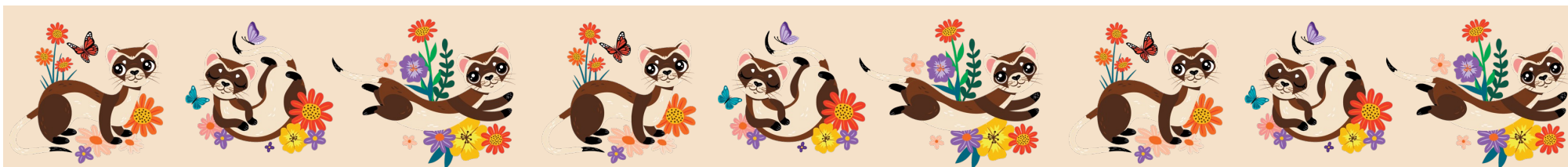


Girl Scout Initial Order Reward

NEW Girl Scout Initial Order Reward
Girl Scout Life t-shirt

\$150+ Packages Sold on Initial Order
by January 26, 2026





600-799 Package Level Rewards

Cookie All-Stars

Main Event, Hoffman Estates

- Entire Family can attend (at own expense) with Girl Scout
- Will be open to the public while we are there
- Sisters with 1,000+ packages combined will receive an invitation to Cookie All-Stars
- As a reward, opting-out will only receive patches
- Will not be holding Super Seller-bration, replaced with Cookie All-Stars

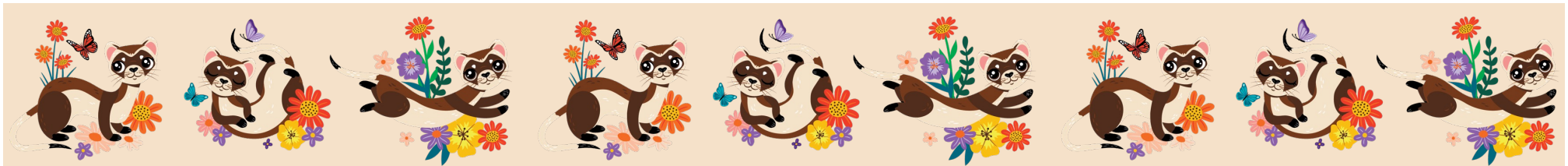
OR

Create your own Hoodie and Hat

South Elgin Resource Center Creation Station



Together We Play



800-999 Package Level Rewards

Color Dash Bash

Create a tie-dye shirt and participate in a Color Dash obstacle course through the trails of Camp McCormick

- Sisters with 1,200+ packages combined will receive an invitation to Color Dash Bash

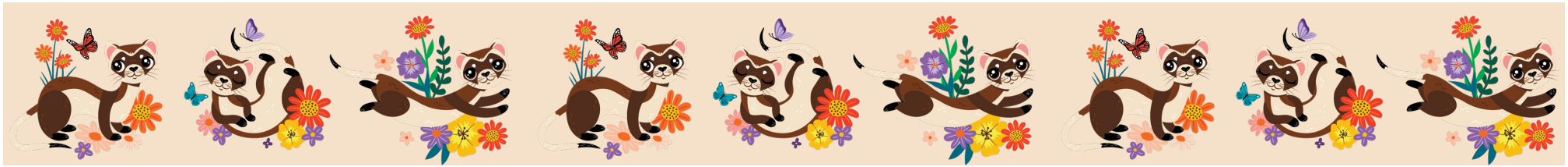


BFF Blanket AND Shoe That Grows

Donate a pair of shoes to a child in Kenya (Girl Scout receives a patch)

OR





1,000-1,499 Package Level Rewards

Kendra Scott Color Bar

Create your own bracelet, necklace or earrings



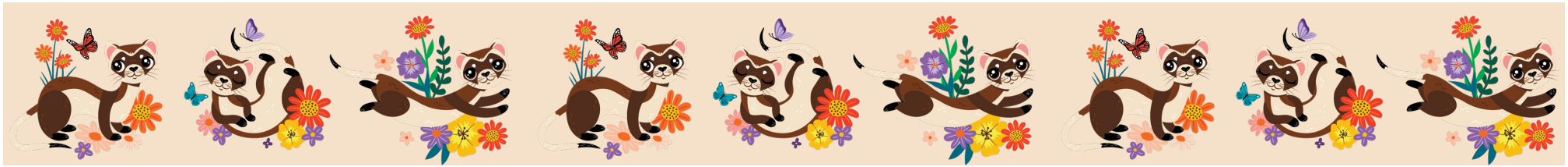
Build-A-Bear Event

South Elgin Resource Center

OR



Non-cumulative rewards start at
1,000-1,499 package level.



1,500-1,999 & 2,000-3,499 Package Level Rewards

1,500 – 1,999 Package level

Safari Adventure & Pizza Night Lake Geneva



OR

Beats Studio 3 Headphones



2,000 – 3,499 Package level

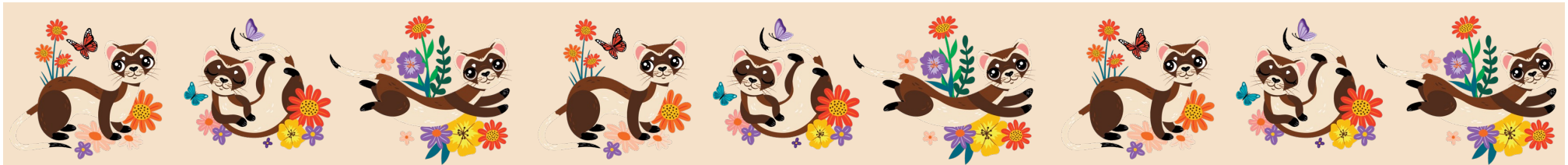
Build Your Own Camping Kit Choose from a wide selection of items on curated Amazon list



OR

Six Flags Great America Gold Season passes (for Girl Scout and Chaperone)





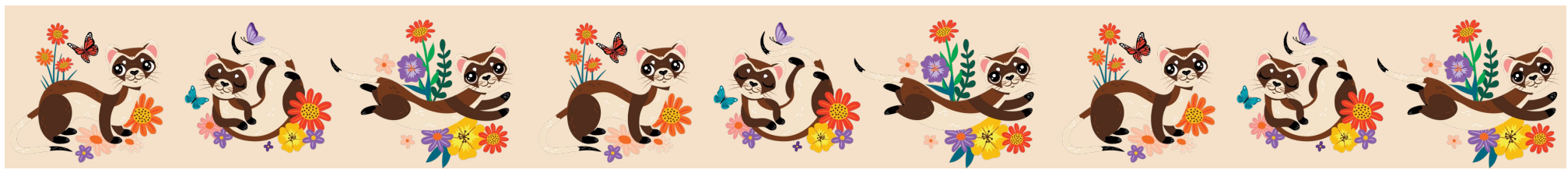
3,500+ Package Level Rewards

After reviewing feedback from Girl Scouts, we wanted to offer new places and adventures for Girl Scouts to experience instead of offering the usual Disney trip. This year there will be two adventure options at the 3,500+ reward level. Both options include BFF themed Crocs and their own Stanley Cup. Trips support the Girl Scout and one (1) chaperone. Transportation not included.

Choose Your Adventure

- Louisville, KY Adventure
 - Louisville Zoo Adopt a Black Footed Ferret with 4-night stay in Louisville, Louisville Zootickets, one night dinner, and Kentucky Kingdom tickets.
- OR
- Great Wolf Lodge Adventure
 - 4-night stay at Great Wolf Lodge (includes unlimited access Waterpark and free KidsActivities) with Wolf Pass for Girl Scout.





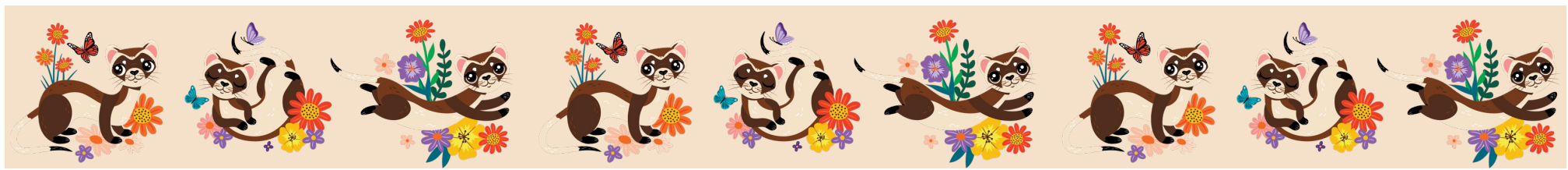
Gift of Caring and GOC Opportunity

Girl Scouts may collect donations or “sell” packages of cookies to be donated to military troops through local military organizations, local first responders, essential workers, and other local organizations.

Girl Scouts earn the Gift of Caring patch for selling 18+ donation packages.



GSNI encourages troops to deliver GOC cookies. For troops that deliver GOC Cookies and complete the GOC Delivery form, participants will receive the Thank you patch!



Cookie Craver & Cookie Business Challenge

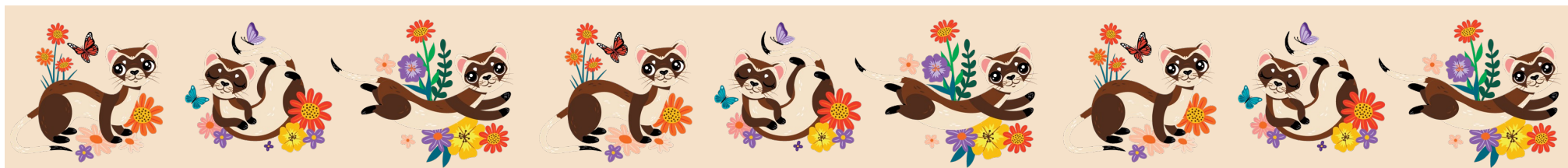


Cookie Craver submission forms may be brought to a GSNI Council Cupboard, Thursday, February 12-Saturday, March 21, to receive cookies for additional customer orders.

Girl Scouts can be a Cookie Entrepreneur by participating in the Cookie Business Challenge!

Girl Scouts ask businesses to purchase or make a Gift of Caring donation of a case (12 packages) or more of cookies.





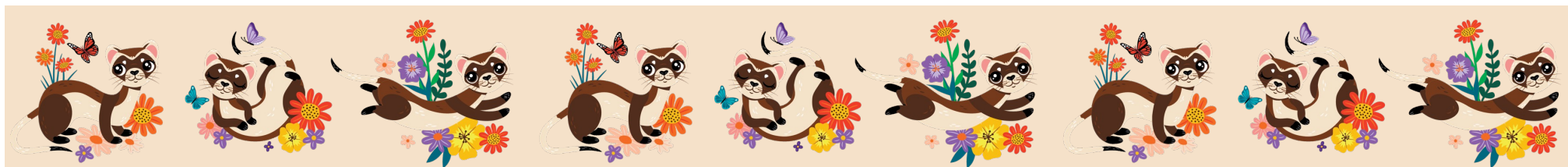
Other Program Guidelines

Social and General Media Policies—Most postings to local social media are allowed. However, posting to national sites, such as eBay, Craigslist, Facebook Marketplace, etc. is not permitted. No paid advertising of any kind is permitted.

Troop Size Requirement for Product Program—To receive troop proceeds, Daisy/Brownie/Junior troops must have at least 5 Girl Scouts registered to the troop and Cadette/Senior/Ambassador troops must have at least 3 Girl Scouts registered to the troop.

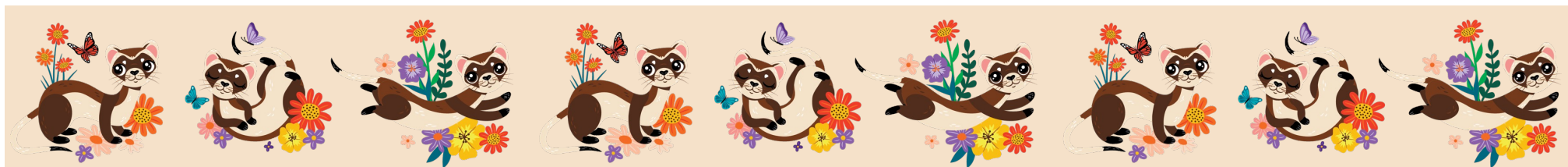
Requirement for Additional Money Earning Activities—Troops must participate in both the Fall Product and Cookie Programs at minimum levels to apply to conduct additional money earning activities.

Troop Penalties—Troops are subject to a possible loss of troop proceeds if things like program dates, package price, selling outside or council boundaries, etc. are not followed.



GSNI Product Program Team & Vendor Contacts

cookies4you@girlscoutsni.org	847-214-9295 (during regular business hours)
Chelsea Bomher, Product Program Manager	Michele Doonan, Product Program Manager
Debbie Karner, Product Program Manager	Samantha LeHew, Product Program Manager
Nicole Murphy, Chief Revenue Officer	
GSNI Cookie Program Rally https://rallyhood.com/157732	Girl Scouts of Northern Illinois www.girlscoutsni.org/cookieresources
GSNI Customer Care (for membership, finance-related or general questions) customercare@girlscoutsni.org or 844-476-4463	
Little Brownie Bakers https://www.littlebrowniebakers.com/	Little Brownie Bakers Customer Service (for cookie quality concerns) 800-962-1718
eBudde – https://cookieportal.littlebrownie.com/	
Digital Cookie https://digitalcookie.girlscouts.org/login	Digital Cookie, Technical & Customer Order Support https://digitalcookie.girlscouts.org/help/customer



Thank you!



Have an amazing
2026 Cookie Program!