




**2025 Cookie Program
Troop Training**

girlscouts
of northern illinois



**Welcome
and Thank you!**

As a Troop Cookie Chair, you are facilitating experiences in support of the largest girl-led entrepreneurial program in the WORLD!



AGENDA

1. Purpose of this training
2. Theme and Mascot
3. What is the Cookie Program?
4. Cookie Line-up
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
All trainings will be held at 12-1 p.m. and 7-8 p.m.

Tuesday January 14

- Initial Order submission
- Council Cookie Booth sign-up
- Other upcoming deadlines

Tuesday February 4

- Troop Links
- Cookie Booths
- Cookie Cravers
- Allocating Cookies

Tuesday February 25

- Girl Delivery orders after Initial Order
- Allocating Cookies
- End of season tasks

Resources
GSNI website

- www.girlscoutsni.org/councilresources

Rallyhood - Cookie Program, GSNI

- <https://rallyhood.com/15732>

Little Brownie Bakers

- www.littlebrowniebakers.com

Manuals

- Troop Cookie Manual
- eBadde Troop Manual
- Digital Cookie Manual

Emails sent to volunteers and parents.

Theme & Mascot

**EMBRACE
POSSIBILITY**



Wild Pandas in China

Little Brownie BAKERS

ENVIRONMENT
Pandas found in the wild live in bamboo forests high in the mountains of southwest China.


COLORING
Some experts think the panda's distinct coloring helps it hide. Its white body and face disappear in snowy habitats. Its dark arms and legs camouflage it in shade.

DIET
Pandas spend a lot of time eating, like a lot. They spend 10-16 hours a day sniffing and crunching on food, mostly bamboo.



What is the Cookie Program?

The Cookie Program is not only a fundraiser, but most importantly a PROGRAM where Girl Scouts develop a life time 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 Badges
Financial Literacy Badges
Entrepreneur Badges
Cookie Entrepreneur Family Pin

Cookie Line-up



All nine cookie varieties are to be sold at \$6/package, including the specialty cookies Toffee-tastics (gluten free) and S'mores.

2025 will be the final season for S'mores.

How do troops and Girl Scouts participate?

A Troop must be Product Ready to participate in the Cookie Program.

All participants must be a registered Girl Scout member for the 2024/2025 membership year (MY25).

The Girl Scout's parent(s) 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
- Cookie Booth
- Cookie Stand
- Gift of Caring
- Parent Workplace
- Businesses
- Virtual Cookie Booth

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 Thursday, January 2**, to login and get started!



Important Program Dates

Friday, January 3	Cookie Program begins!
Sunday, January 19	Initial Order taking ends
Monday, January 20	Deadline for troops to submit Initial Orders
Thursday, January 30- Monday, February 3	Service Unit Cookie Deliveries (varies by SU)
Wednesday, February 19	First Bank Sweep; 50% Initial Order due to council
Friday, February 7- Sunday, March 9	Cookie Booths (Troop booths only February 7-13)
Sunday, March 9	Cookie Program ends
Wednesday, March 12	Deadline for troops to submit Final Rewards
Wednesday, March 26	Final Bank Sweep of all money due to council

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 2024/2025 membership year (MY25) 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.




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 Thursday, January 2, to login to the program.

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!



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
5. Virtual Cookie Booth

NEW Cookie Booth Guide available on website and Rallyhood.

Council Booths vs. Troop Booths


Cookie Booths available for 5 weeks!
Friday, February 7-Sunday, March 9

Only Troop Booths can be held Friday, February 7-Thursday, February 13.

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.



Cookie Cupboards

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

Cupboard orders may be placed starting Monday January 27.



**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.-12 noon

Lake Zurich (Cookie Crawler ONLY)
 Monday—CLOSED
 Tuesday & Thursday
 11 a.m.-3 p.m. & 3:30-7 p.m.
 Wednesday & Friday
 9 a.m.-12:30 p.m. & 1-5 p.m.
 Saturday 9 a.m.-12 noon

**Cupboards open
Thursday, February 6**


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)	Additional \$.10 per cookie package
<ul style="list-style-type: none"> Girl Scouts, as a troop, make a decision to opt-out of receiving rewards other than patches and charms. 	
NEW Fall Product Program Participation Incentive <ul style="list-style-type: none"> Troop reached \$2,500 total sales for 2024 Fall Product Program. AND troop achieves 200 cookie packages PGA (per Girl Scout average of Girl Scouts selling for 2025 Cookie Program. 	Additional \$.05 per cookie package
NEW BONUS Troop Proceeds for All Troops* <ul style="list-style-type: none"> As a council, we match 2024 Cookie Program total sales of 1.25 million cookie packages. 	Additional \$.05 per cookie package


*GSNI will be sharing cookie package fee increases with troops and Girl Scouts through proceeds, as part of maintaining our commitment to financial responsibility. Every cookie season brings unknown variables such as weather and current economics, challenging GSNI to plan and budget appropriately. However—if as a council—you represent our Girl Scouts match our 2024 Cookie Program total sales, GSNI is dedicated to sharing additional profits with all participating troops.

Troop Rewards



Troop Initial Order Reward
Troops with a submitted Initial Order PGA (per Girl Scout average of Girl Scouts selling) of 175+ packages will receive one car magnet.

Troop Experience Reward
Troops make a Girl Scout-led decision and arrange an experience of their choice. GSNI will reimburse the troop for up to \$25/Girl Scout.



Girl Scout Rewards



All Girl Scouts will receive rewards based on the number of cookie packages sold as entered and assigned in eBuddy®.



Cookie Craver & Cookie Business Challenge



Cookie Craver submission forms may be brought to a GSNI Council Cupboard, Thursday, February 6-Saturday, March 8, 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

<p>Anna Jarratt, Product Program Manager home base Oswego ajarratt@girlscoutsni.org</p> <p>Debbie Kamer, Senior Product Program Manager home base South Elgin dkamer@girlscoutsni.org</p> <p>Michele Doonan, Product Program Manager home base Rockford mdoonan@girlscoutsni.org</p> <p>Samantha LeHew, Product Program Manager home base Oswego slehew@girlscoutsni.org</p> <p>Nicole Murphy, Director of Revenue nmurphy@girlscoutsni.org</p>	<p>GSNI Product Program Team productteam@girlscoutsni.org Cookie Hotline 847-214-9295 (during regular business hours)</p> <p>GSNI Customer Care (for membership, finance-related or general questions) customerservice@girlscoutsni.org 844-476-4469 (during regular business hours)</p> <p>Little Brownie Baker Customer Service (for cookie quality concerns) 800-962-1718</p> <p>Digital Cookie Technical Support & Customer Order Support https://digital.cookie.girlscouts.org/help/customer</p>
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Thank you!

EMBRACE POSSIBILITY

and have an amazing
2025 Cookie Program!
