

2027
Cookie Program

Troop Training

girl scouts
of northern illinois

AGENDA



1. Purpose of this training
2. Theme and Mascot
3. What is the Cookie Program?
4. Cookie Line-up & Online Exclusives
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. eBudde Updates
10. Stages of the Cookie Program
11. Cookie Booths and Cookie Cupboards
12. Troop Proceeds and Rewards
13. Girl Scout Rewards
14. Gift of Caring
15. More activities
16. Program Guidelines
17. GSNI Events
18. Your GSNI Product Program Team
19. Final steps of training

Purpose of Training

Virtual Office Hours

Tuesdays at 12-1 p.m. and 7-8 p.m.
December 1, 8, 15, and 29 and
January 5 – March 23
Members of the Product Program Team are available to assist you.

Special Weekend Office Hours

Saturday & Sunday at 3-5 p.m.
January 2 & 3 and January 23 & 24 and March 20 & 21
Program questions, eBudde and Digital Cookie help.

MicroSpotlights

Bite-sized guidance focusing on specific tasks
Pre-recorded and available on website and Rallyhood.

Resources

GSNI website

- www.girlscoutsni.org/cookieresources

Rallyhood – Cookie Program, GSNI

- https://rallyhood.com/157732

Little Brownie Bakers

- www.littlebrowniebakers.com

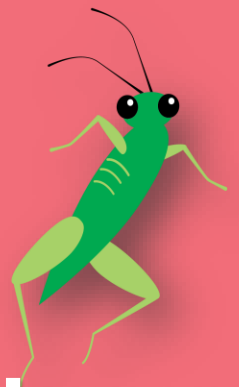
GSNI Troop Cookie Manual

Cookie Chat emails

- Sent to volunteers on Wednesdays and parents on Thursdays starting January 6.

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READY TO EXPLORE



Hopper

Sprig

Sally

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What is the Girl Scout Cookie Program?

The Girl Scout Cookie Program provides an opportunity for troops to raise funds, but most importantly it's a **PROGRAM where Girl Scouts develop a lifetime of skills**!



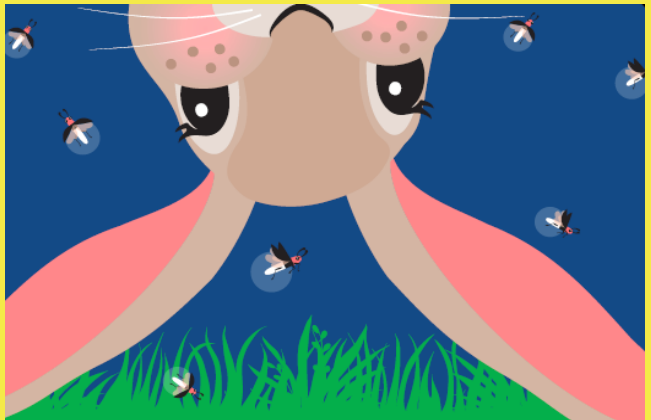
Girl Scouts learn these 5 Essential Skills through participation in the Girl Scout Cookie Program. They also EARN REWARDS for their successes, they are NOT GIVEN prizes.

Little Brownie BAKERS®

Veggie-Loving Friends

Rabbits love munching on fresh greens like clover. Dandelion leaves are one of their favorite snacks. They're full of vitamins and taste like candy to rabbits.





Ear-Resistably Cute

Lop-eared rabbits' signature ears don't just look cute—they help them stay cool by letting out extra heat.



Bunny Talk

When lop-eared rabbits are excited, relaxed, or feel safe they do a jump-and-twist move called a binky.

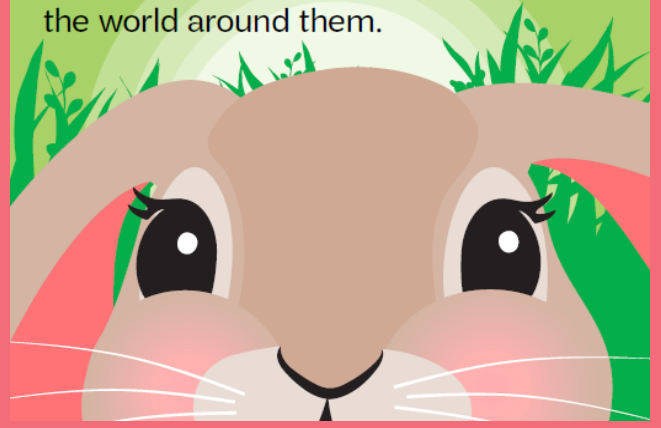
Chew Crew

A rabbit's teeth never stop growing. They're always chewing on things to keep them short and healthy.



The Nose Knows

When rabbits are curious and *Ready to Explore* their noses can wiggle up to 120 times a minute to get a better sense of the world around them.



Fluffle

Groups of rabbits go by many names like a warren, a colony, and (Girl Scouts' favorite) a fluffle.



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Cookie Business Badges

Financial Literacy Badges

Entrepreneur Badges

Cookie Entrepreneur Family Pin

Digital Cookie
Online Exclusive cookies

Available for Direct Ship orders only.
Quantities are limited.

Girl Scout Sparkables™



$6

Patch Pals™



$9


Girl Scout
Sparkables™

Patch Pals™



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A Lineup to Fuel Exploration

Same delicious in-person lineup from last season, made with high-quality ingredients



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Use or Freeze By



The following varieties will have both *Use or Freeze By June 2027* and *September 2027 dates*

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

Please always double check these varieties so **June packages are distributed first**!

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How do troops and Girl Scouts participate?

Is your troop Product Ready?

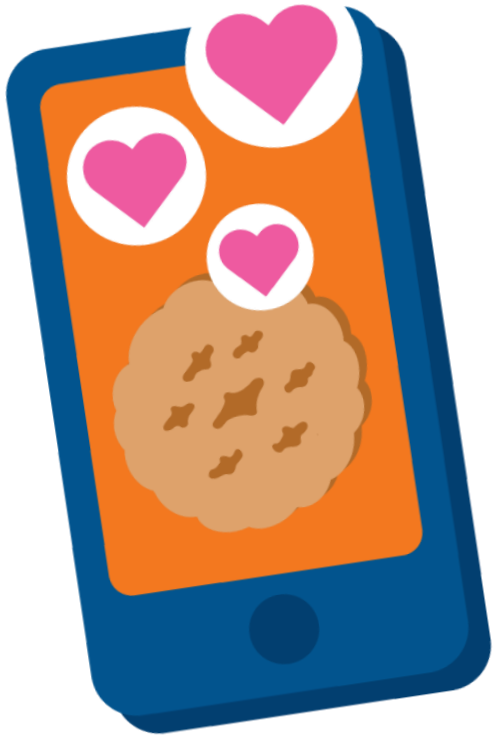
- Two registered troop leaders with current background checks
- Troop leaders must have completed all required trainings
- Current troop bank account
- Returning troops submitted financial documents from previous membership year (MY26)
- Troop must meet minimum size requirement (to earn troop proceeds)



All Girl Scouts must be a registered members for the 2026/2027 membership year (MY27).

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



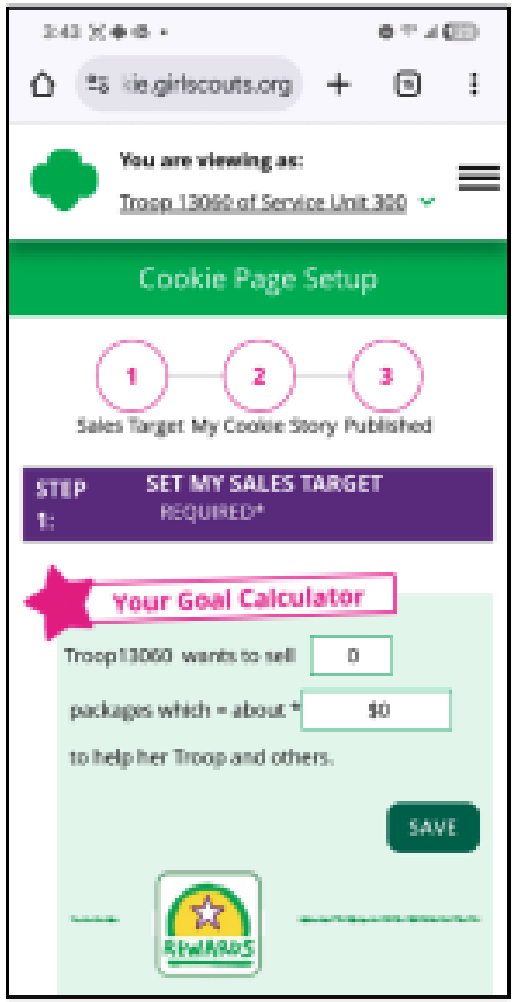
Digital Cookie

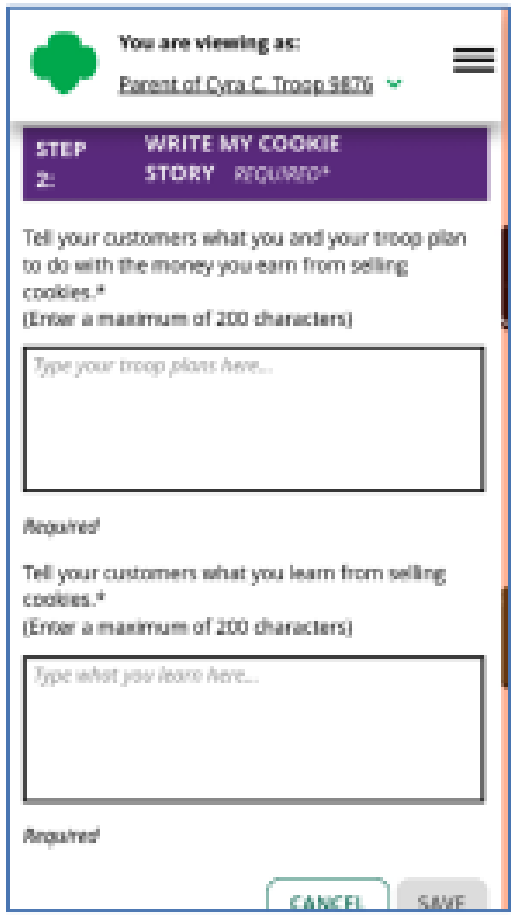
The Digital Cookie platform allows Girl Scouts to create a customized website, send emails to customers, and take online orders for cookies. Refreshed and mobile forward!

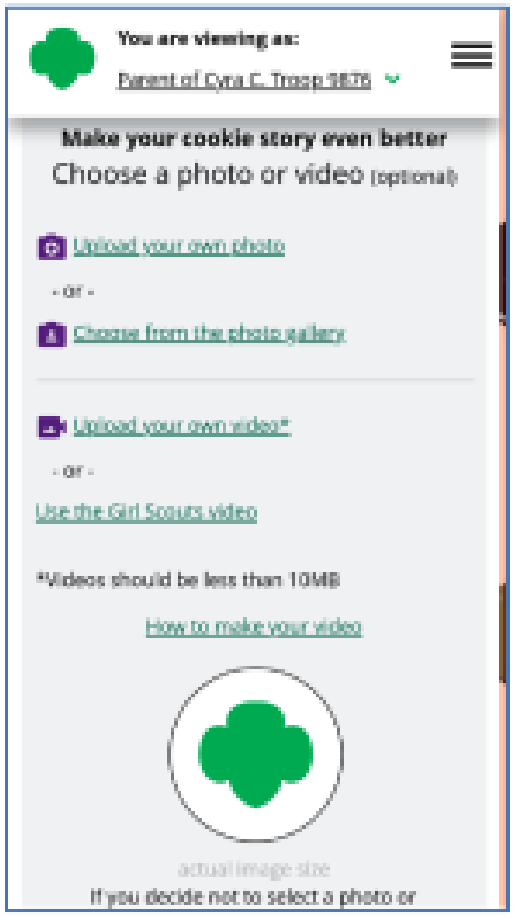
Use of Digital Cookie and the Digital Cookie Mobile App gives Girl Scouts the ability to use Digital Cookie with almost every participation method.

Parents of Girl Scouts and volunteers will receive an **Invite email from Digital Cookie on Tuesday, December 29,** to login and get started!

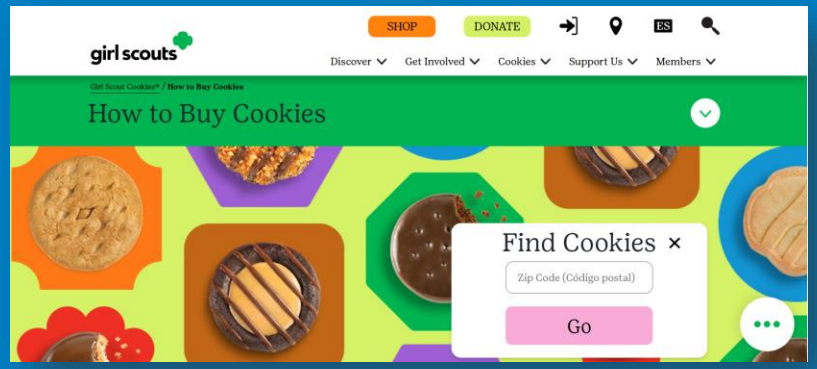
Digital Cookie Troop Links







Cookie Finder with Troop Links Live on January 12



National launch generates ***billions of impressions*** driving to Cookie Finder.

Customers can order for direct ship and **support your troop from any zip code!**

Set up your Troop Link in Digital Cookie by **January 12.**

Important Dates:



Tuesday, December 29	Digital Cookie email sent
Tuesday, January 5	Program Begins!
Every Tuesday, December 1, 8, 15, 29 and January 5 - March 23	Virtual Office Hours
Monday, January 25	Initial Order ends- Program Continues
Tuesday, January 26	Troop deadline to submit initial order and rewards and opt-out of rewards for eligible troops.
Monday, February 1	Cupboard Orders can be placed
February 4-8	Service Unit Cookie Deliveries (varies by SU)
Thursday, February 11	Cookie Cupboards open
Friday, February 12- Sunday, March 21	Cookie Booths
Sunday, March 21	Cookie Program ends
Tuesday, April 6	Bank Sweep of troop accounts, balance of total amount due- No extensions allowed.

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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 2026/2027 membership year (MY27) 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.

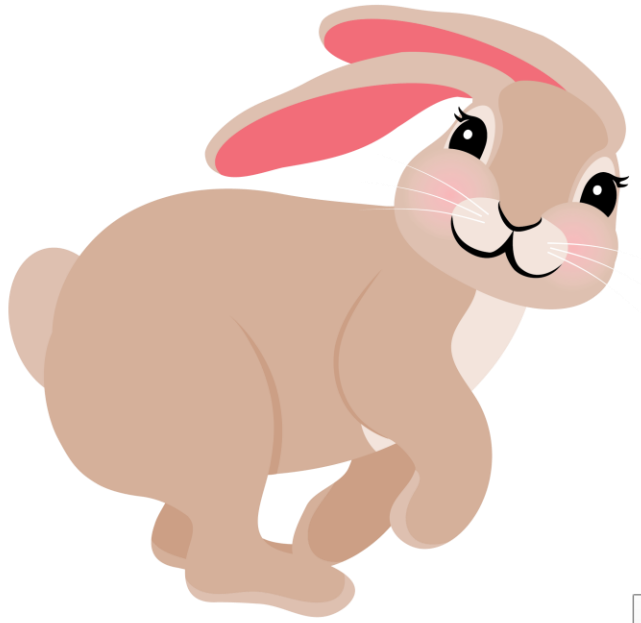


Each Girl Scout Council is Different

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.



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 Tuesday, December 29, 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!

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2026-27 Updates

The 2026–27 season brings exciting enhancements designed for both councils and volunteers. Enhancements have **modernized** the user experience, **streamlined** workflows, and **enhanced** the platform's useability and efficiency.

▲ More efficiency, accuracy, insight

▼ Less manual effort

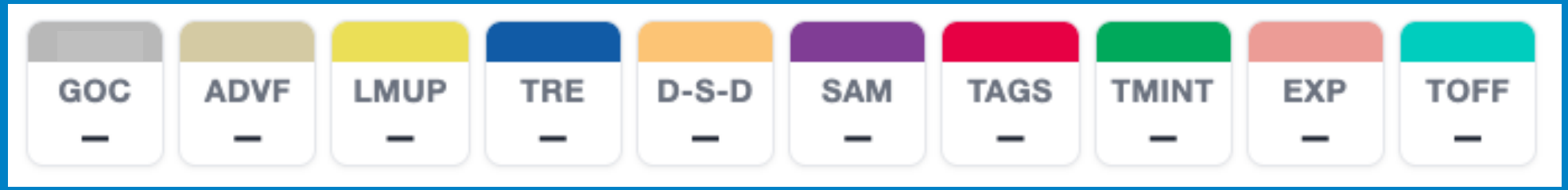
- ✓ **Inventory Management**
- ✓ **Initial Order Tab**
- ✓ **Booth Sales Tab**
- ✓ **Reward Tab**
- ✓ **Communications / Notifications**
- ✓ **Electronic Receipts**

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A Fresh Look for Inventory Management

More products, simpler navigation, and a seamless experience across devices!

- Redesigned to simplify inventory management – supporting the **LBB in-person lineup** and **Online Exclusives.**
- New design is mobile-friendly, improving inventory navigation on the app, as well as desktop!



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3 Tab Changes. Big Volunteer Wins

Updates that save time, reduce frustration, and make eBudde easier to use.

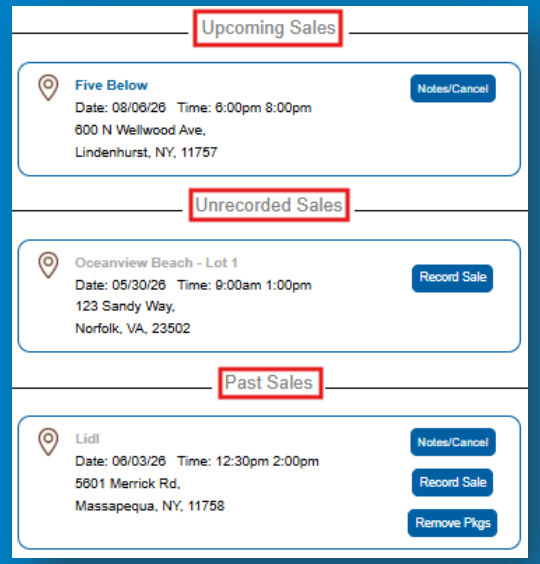
Initial Order Tab | *Instantly see submitted troop orders*

✓ A new visual indicator makes it easy to see when a troop has submitted.



Booth Sales Tab | *Goodbye endless scrolling!*

✓ Booths organized by status (*upcoming, unrecorded, past*) and date.



Reward Tab | *Save as you go. Stress less.*

✓ Save progress anytime and avoid accidental submissions.

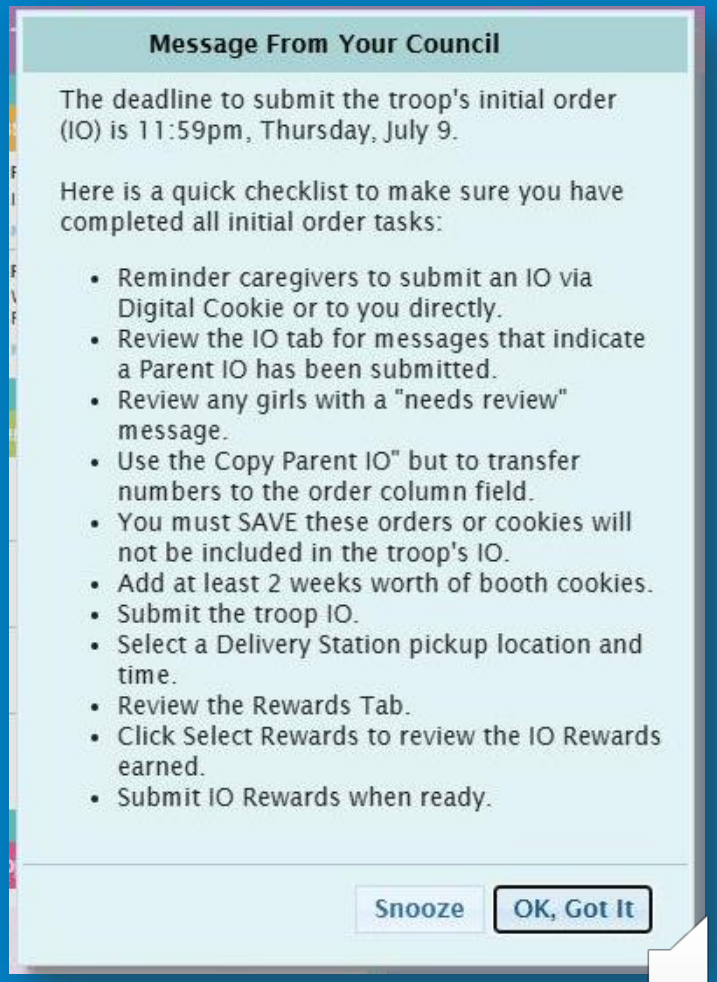


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Clear, Council Communications

Manage notifications on your time!

- Key messages will be designated as **pop-up notifications**, ensuring critical updates stand out.
- You can ***acknowledge*** the message **or** ***snooze*** it for later – providing flexibility while ensuring important updates are received.



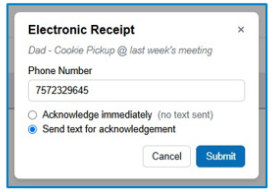
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Electronic Receipts

Less manual work!

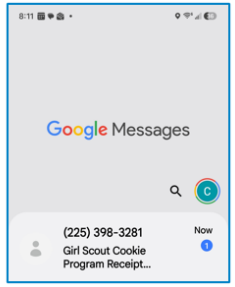
- Electronic receipts for orders and payments means **less time** required for writing, filing, and storing paperwork.

- Digital records streamline transactions, reduce steps, and support a more environmentally friendly cookie program!



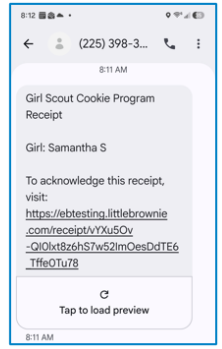
Hand device to caregiver to enter their phone number.

Choose:
- Acknowledge immediately (no text)
- Send text

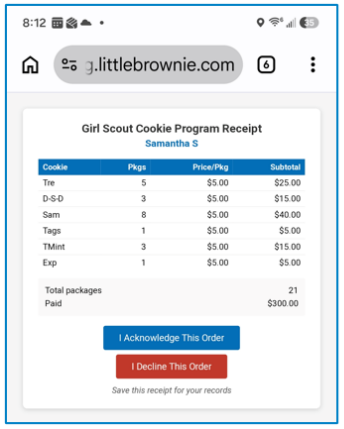


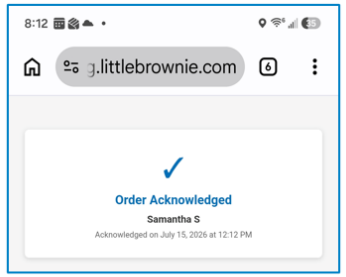
Text is from "Girl Scout Cookie Program" and from 225-398-3281.

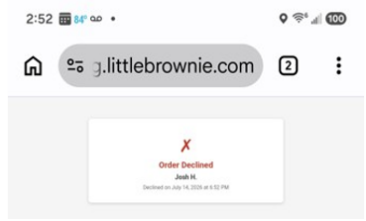
The same number is used for all texts.



The message contains a link to the acknowledgement page.







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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

Celebrate success of Girl Scout Entrepreneurs!

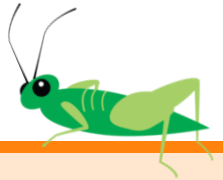
Types of Cookie Booths



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



All Cookie Booths available for 6 weeks!
Friday, February 12-Sunday, March 21

<u>Two ways for Troops to reserve a Cookie Booth.</u>

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 Booths

Bling Your Booth – Ready to Explore!

Decorate your cookie booth using this year's Ready to Explore cookie season theme!

Submit photos and stories for a chance to win a Fun Bundle! Entries due each Thursday, with winners announced the following Monday. Final entries due March 21; drawing March 23.





Blue Ribbon Booth

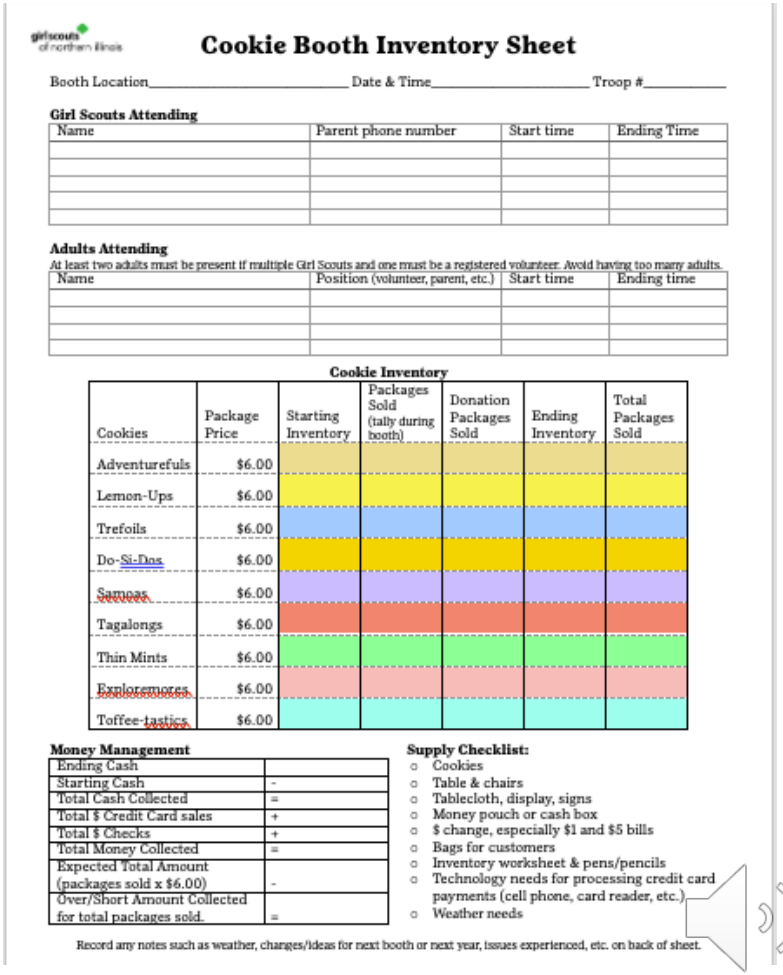
The Blue Ribbon Booth program will continue again for 2027 Cookie Program where GSNI staff and Board members will be visiting cookie booths and distribute a Blue Ribbon Booth patch to the Girl Scouts present at the cookie booth.

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-Dos	$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:

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

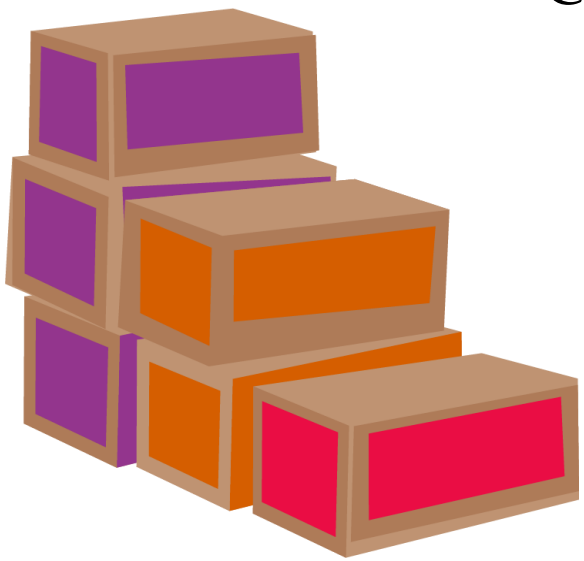
Record any notes such as weather, changes/ideas for next booth or next year, issues experienced, etc. on back of sheet.

Cookie Cupboards

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

Cupboard orders may be placed starting Monday, February 1.

Cupboards open Thursday, February 11.



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.
NEW HOURS Saturday 10 a.m.-3 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 2026 Fall Product Program. • AND troop achieves 225 cookie package PGA for 2027 Cookie Program.	Additional $.05 per cookie package
Second Tier • Troop achieves 400+ cookie package PGA (per Girl Scout average of Girl Scouts selling)	Additional $.05 per cookie package

*If a troop opts-out of rewards, Girl Scouts do not receive an invitation to reward events listed on the order card.

Girl Scout Rewards



Girl Scout Initial Order Reward
Girl Scout Memories t-shirt

200+ Packages Sold on Initial Order
by January 25, 2027

Opt-out of Rewards

Girl Scout troops at levels Cadette, Senior, or Ambassador have the option to opt-out of rewards and the troop will receive an additional $.10 per package in proceeds. Girl Scouts will not receive an invitation to the reward events listed on the order card, and troop does not receive the Troop Membership Reward. A multi-level troop which includes Girl Scouts at the Daisy, Brownie, or Junior levels may not opt-out of rewards.

NEW Glow & Glamp event

This special overnight event (Friday, April 30-Saturday, May 1) at GSNI's Mary Ann Beebe Center Activity Center is only available for Girl Scouts in troops that opt-out of rewards and Juliette Girl Scouts opting out of rewards.

- The Girl Scout must achieve 800 packages of cookie sold.
- The troop (or the Juliette Girl Scout) **must opt-out of rewards by the deadline Tuesday, January 26**, for Girl Scouts to be eligible for the reward.
- Girl Scouts qualifying for this special reward event, will be contacted directly after the program has ended, it will not be listed in eBudde or Digital Cookie.
- If a Girl Scout earned the reward but is unable to attend the event, there is no substitute reward.



Gift of Caring and Cookie Craver

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 25+ donation packages.





Cookie Craver submission forms may be brought to a GSNI Council Cupboard, Thursday, February 11-Saturday, March 20, to receive cookies for additional customer orders.

Digital Cookie girl delivery orders can now be filled with Cookie Cravers.

GOC Opportunity



GSNI encourages troops to deliver Gift of Caring donation cookies to local first responders and essential businesses at the end of the program.

NEW! One form to request and schedule pick up time for cookies and well as the patches. Patches will be distributed when cookies are picked up.

Donation cookies will be available to pick up from Oswego, Rockford, South Elgin council cupboards and McHenry cupboard April 6-8.

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.



Events


SWEET COOKIE SHOWDOWN
Returning for the first time since 2019!
Create an original dessert using Girl Scout Cookies from GSNI's cookie line-up and compete for a chance to be GSNI top baker!
Five judging categories: Originality, Use of Cookies, Presentation/Outside Appearance, Inside Appearance (color, texture), and Taste.
Advanced registration is required on gsEvents!
$10 per Girl Scout
Northwest Camp McCormick | Monday March 8, 2027 6:30-8:30 P.M. | Northeast Mary Ann BeeBe Center
Southwest Mills and Peterie Memorial Library | Monday March 15, 2027 6:30-8:30 P.M. | Southeast Camp Dean
GRAND FINALE
Sunday, April 25, 2027
Rockford Resource Center
Three Girl Scouts from each region will be selected to compete in the finale.
Cookie Bake Off
Questions?
cookies4you@girlscoutsni.org
girl scouts of northern illinois


My Cookie Business Creative Lab
Advanced registraion on gsEvents
$25/Girl Scout
December 30
10 A.M.-12 P.M.
South Elgin Resource Center
6-8 P.M.
Plum Creek Club
641 Palmyra Rd, Dixon
January 10
1-3 P.M.
Oswego Resource Center
Rockford Resource Center
GSNI will provide all the supplies for each Girl Scout to create
1 Cookie Poster
1 Cookie Lanyard
10 Business Cards
10 Thank you cards
1 QR Code sign
1 Goal Chart
girl scouts of northern illinois

GSNI Product Program Team & Vendor Contacts

cookies4you@girlscoutsni.org	847-214-9295 (during regular business hours)
Michele Doonan, Samantha LeHew & Debbie Karner	Product Program Team
Nicole Murphy, Chief Experience 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!



Hop into an
Awesome
2027 Cookie Program!