girl scouts
greater los angeles

**2025 Cookie Program
Bite-Sized Cookie Guide***
*Refer to the *Cookie Programs Basics Guide*
for more details about the Cookie Program
(updated 1/13/2025)

EMBRACE POSSIBILITY

What's New in 2025

- **Cookies:** S'mores and Toffee-Tastic will be sold for $7.
  - S'mores and Toffee-Tastic may not be exchanged into the cupboard.
  - Last year for S'mores
- **Rewards:** Some rewards levels have been changed.
- **Payment options:** In addition to the Digital Cookie Take a Payment function, troops may use Venmo/Paypal to accept payments from customers. It must be linked to the troop's account and the troop assumes responsibility for risk. **Individual Girl Scouts may not use payment apps to collect payment from customers** because money received for cookies via payment apps must be deposited to the troop bank account.
- **Digital Cookie** has been updated:
  - Girl Scouts can send Thank You messages to supporters.
- **Booth Scheduler Round 1** opens on December 18.
- **eBudde:**
  - Girl Scouts will be uploaded beginning January 2. Girl Scouts will only be uploaded if they are registered and their troops are ready to participate. The functionality to assign cookies to individual girls will not be turned on until after the SIO is submitted.
  - Booth scheduler navigation has been streamlined.
  - Distribute Troop Link cookies in one transaction (instead of girl-by-girl).
  - eBudde App has been improved.
- **Enhancements**
  - Troop inventory management tools
  - Videos for Girl Scouts

Additional Resources

GSGLA Website / Cookies+	www.girlscoutsla.org	Resources for families
Little Brownie Bakers	www.littlebrowniebakers.com	Cookie info & inspiration
eBudde	ebudde.littlebrownie.com	Online cookie sale management and Forms, Guides, links to all resources
Facebook	www.facebook.com/GSGLA	Cookie info and news
Digital Cookie	www.gsdigitalcookie.com/gsgla	Online sales platform
Instagram	https://www.instagram.com/girlscoutsla	Cookie info and news
TikTok	https://www.tiktok.com/@girlscoutsla	Fun videos

Calendar Checklist

December

- ☐ Troop Cookie Chairs (TCCs) attend their service unit's cookie training or watch the training modules and complete the quiz on gsLearn.

- ☐ Troops must submit the *TCC Agreement* and *ACH Authorization* eForms (including a voided troop check) to receive materials and access to eBudde. (Troop must have also submitted their Year-End Financials for the 2023/2024 membership year.)

- ☐ TCCs contact parents/caregivers to verify that Girl Scouts will be participating; send invite to a girl/parent/caregiver cookie training. Collect *Parent/Guardian Permission/Responsibility Agreement* form if not already received.

- ☐ TCCs visit girlscoutsla.org to view/download the eBudde Manual.

- ☐ TCCs receive eBudde access email.

- ☐ **December 18, 8:00 p.m.** – eBudde Booth Scheduler opens for Round 1.

January

- ☐ Girl / Parent/Caregiver Cookie Training – explain the Cookie Program and distribute materials. Talk to parents/caregivers about their availability/commitments for booth days/times, so you are prepared for choosing booths.

- ☐ **Attend a Cookie Kick-off** sponsored by your service unit or a nearby service unit.

- ☐ **January 3, 8:00 p.m.** – eBudde Booth Scheduler opens for Round 2.

- ☐ **January 3 –** Starting Inventory Order (SIO) due in eBudde by 11:30 p.m.

- ☐ **January 22** – Digital Cookie opens and girls can start sending emails to customers. Girls may also take orders via order card or door-to-door.

- ☐ **January 24-26 –** Starting Inventory Order delivery to troops.

- ☐ **January 26 – GO Day! Cookie Program begins** with cookies in hand. Girls may start delivering cookies to customers.

- ☐ **January 29 –** Cookie Cupboards begin to open. See eBudde for specific dates.

February

- ☐ **February 4-5** – Starting Inventory Order returns.

- ☐ **February 7** – **Boothing begins.**

- ☐ **February 17-March 9** – Even exchanges of whole, sealed cases accepted at designated cupboards. Exchanges exclude bringing back S'mores and Toffee-Tastics.

- ☐ **February 21-23** – National Girl Scout Cookie Weekend.

- ☐ **February 21-March 9** – One girl/one parent boothing – Cadettes and above only (see *TCC Basics Guide* for guidelines).

- ☐ **February 24-March 11** – Individual package pick-ups allowed at cupboards.

March

- [ ] **March 3-9** – Consignment cookie orders now available. Troops may take out up to 10 whole cases of cookies on consignment from designated cupboards.

- [ ] **March 9** – Cookie program ends.

- [ ] **March 11** – Last day to return consignment orders at designated cupboards.

- [ ] **March 11** – Last day to pick up cookies for girl delivered orders at designated cupboards.

- [ ] **March 15** – Last day for TCCs to enter all C4C packages, troop transfers, and complete all girl cookie assignments in eBudde. Must be completed by 11:30 p.m.

- [ ] **March 17** – Last day to submit ACH Debit Adjustment Request form to PPM by 12:00 p.m.

- [ ] **March 27 –** ACH debit for troops owing money. Parent Discrepancy Reports due to PPM.

- [ ] **End of March** – Print girl rewards report from eBudde. (Note: eBudde will go dark in July/August and you will not have access after then.)

April

- [ ] **April 1** – ACH credit for troops that are owed money.

2025 Reward Distribution and Events

- [ ] Girl rewards are targeted to be shipped to the Service Unit Reward Chair in August. Timing is hard to predict as manufacturing, supply chain and timing of receipt affect reward distribution.

- [ ] **April 5** – Lunch with CEO Theresa Edy-Kiene & *Harry Potter and the Cursed Child* at Pantages Theater (2000+ package reward event)

- [ ] **May 3** – Sweet Elite event at Disney Resort (1250+ package reward event)

- [ ] **May 17** – Smart Cookie Club event at Six Flags Hurricane Harbor (550+ package reward event)

- [ ] **May 31** – VIP experience at the San Diego Zoo (3000+ package reward event)

- [ ] **August 2-3** – S'mores Adventure Weekend at Camp Lakota (1500+ package reward event)
  (**Note:** *S'mores Adventure Weekend will be held on August 2-3, 2025. Based on participation/capacity, August 16-17 may be added.*)

Are you in a new troop or new to the Cookie Program? Here are some additional resources to round out your cookie knowledge:
- *Cookies 101* (girlscoutsla.org) – recorded webinar and guide that covers cookie basics, including frequently used terms.
- *Cookie Rookie* (littlebrownie.com) – fun video for girls to watch and learn.
- *Cookie Chats* (girlscoutsla.org) – live Q&A sessions with members of the Product Programs team. Get all of your cookie season questions answered!

Meet the Cookies

Core cookies are sold for $6 per package. S'mores and Toffee-Tastic are sold for $7 per package due to their specialty ingredients and production.

All our cookies have...
- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup

Adventurefuls® · Real Cocoa
Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
Approximately 15 cookies per 6.3 oz. pkg.
Ⓤ D
$_____

Lemon-Ups®
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS
Crispy lemon flavored cookies with inspiring messages to lift your spirits
Approximately 12 cookies per 6.2 oz. pkg.
Ⓤ D
$_____

Trefoils®
Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.
Ⓤ D
$_____

Do-si-dos®
· Made with Natural Flavors
· Real Peanut Butter
· Whole Grain Oats
Oatmeal sandwich cookies with peanut butter filling
Approximately 20 cookies per 8 oz. pkg.
Ⓤ D
$_____

Samoas®
· Real Cocoa
· Real Coconut
Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.
Ⓤ D
$_____

Tagalongs®
· Real Cocoa
· Real Peanut Butter
Crispy cookies layered with peanut butter and covered with a chocolaty coating
Approximately 15 cookies per 6.5 oz. pkg.
Ⓤ D
$_____

Thin Mints®
· Made with Vegan Ingredients
· Real Cocoa
Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.
Ⓤ
$_____

Girl Scout S'mores®
· Made with Natural Flavors
· Real Cocoa
Graham sandwich cookies with chocolaty and marshmallowy flavored filling
Approximately 16 cookies per 8.5 oz. pkg.
Ⓤ D
LAST CHANCE!
$_____

Toffee-tastic® · No Artificial Flavors
GLUTEN-FREE
Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.
Ⓤ D
CERTIFIED NSF GLUTEN-FREE
$_____

Troop Cookie Chair Checklist

- [ ] Submit *Troop Cookie Chair* (TCC) and *ACH Agreement* form.
  - www.gsglavolunteerapps.org/trpcookiechairagreement/
  - www.gsglavolunteerapps.org/cookieachdebitautho/

- [ ] Take training from your Service Unit Cookie Program Chair (SUCPC).
  - Receive troop training materials and cookie samples.

- [ ] Log in to eBudde, the cookie program inventory management system.
  - ebudde.littlebrownie.com

- [ ] Train Girl Scouts and parents/caregivers.
  - Use council provided presentation and/or *Cookie Family Guide*, or have families watch the recorded training at www.girlscoutsla.org.
  - Distribute materials and sample cookies with the Girl Scouts.
  - See next page for Training Checklist.

- [ ] Submit troop Starting Inventory Order (SIO) in eBudde.
  - The troop leader should work with the girls to decide their individual and troop goals.
  - Use the SIO worksheet to determine your troop's order based on the targeted per girl average (PGA) using troop goals.
  - Order SIO rewards, if eligible.

- [ ] Delivery Day
  - Schedule your troop's cookie pick-up time in eBudde.
  - Take enough empty vehicles to pick up the troop's cookies.
  - Count the cookies and receive a receipt.
  - Distribute cookies to Girl Scouts and parents/caregivers; TCC and parent/caregivers sign receipt.

- [ ] Cookie Cupboards
  - Pick up additional cookies from cookie cupboards or assign a parent/caregiver to pick up cookies for the troop (add them as a Pick-up Only user in eBudde).
  - Place a cupboard order in eBudde at least 48 hours ahead of pick-up.

- [ ] Boothing
  - Sign up for booths in the eBudde Booth Scheduler.
  - Make sure girls and parents/caregivers understand boothing rules and etiquette.

- [ ] Rewards
  - Submit final rewards.
  - Receive rewards and distribute to Girl Scouts.

- [ ] Throughout the Cookie Program
  - Answer parent/caregiver questions throughout the cookie program.
  - Receive and forward relevant communications from your SUCPC and GSGLA to parents/caregivers.
  - Follow up with Girl Scouts to make sure they are fulfilling Digital Cookie girl delivered orders.
  - Check in with Girl Scouts and parents/caregivers to see if they have any unsold inventory or need more. Collect funds due from parents/caregivers before giving them additional cookies.
  - Frequently reconcile the troop's inventory.

Training Checklist for Family Meeting

It is very important that the Girl Scouts and their parents/caregivers are clear on their responsibilities and what will be expected of them during the cookie program. Trained Girl Scouts and adults are much less likely to make mistakes and miss important due dates. Providing the families with clear dates and information <u>before</u> the cookie program begins will prevent situations which may cause hard feelings or may result in consequences being applied (like reduced proceeds). You can use the *Cookie Family Guide* and/or the parent/caregiver training presentation as a guideline. Below is a list of topics that should be covered in the training meeting:

☐ Every participating Girl Scout must have a signed *Parent/Guardian Permission & Responsibility Agreement* on file with the troop leader before selling. Go through this document with the families since some parents/caregivers may sign them without realizing that they are more than just permission slips. Be sure to review expected behavior guidelines and potential consequences.

☐ Explain:
- The purpose of the program (i.e., the 5 Skills for Girls) and hand out program materials only to Girl Scouts who have submitted signed agreements.
- Have the Girl Scouts decide on their individual goals based on the reward levels they want to reach and troop goals–how many packages they need to sell to support their program activities.
- The best method for parents/caregivers to communicate with you.
- The Starting Initial Order (SIO) that the troop will be submitting and how it will be determined.
- The process for cookie distribution day, including that every cookie and money transaction will be recorded on a signed receipt.
- That no cookies may be delivered until Go Day.
- Where Girl Scouts can and cannot sell cookies.
- How often and when Girl Scouts can get more cookies and the process to get them.
- Under what circumstances/timeframes the families can return and/or exchange cookies within the troop.
- The money handling policy. This should include:
  - How often cookie money must be turned in;
  - How much inventory each family will be allowed before they must turn in money;
  - The troop's policy regarding accepting checks and large bills;
  - That individual Girl Scouts may not collect payment from customers using payment apps not linked to the troop bank account;
  - When money will be collected and when the final payment is due; and
  - The steps the troop is required to take when money is not turned in.
  - Parents/caregivers need to understand the boothing policies and procedures to ensure they know what is expected of them. Violations could result in the loss of boothing sites for the service unit and/or consequences for the troop or individual Girl Scouts. We are guests at booth locations and must abide by any site-specific requirements made by the management.
- How rewards are earned by the Girl Scouts and get the girls' sizes and other reward choices.

☐ Go over all the cookie due dates, including those imposed by GSGLA and those within the troop.

☐ Review the online *Safety Activity Checkpoints*.

☐ Have parents/caregivers sign the *Parent/Guardian Permission* form for boothing.

☐ Distribute materials: order cards, money envelopes, *Rewards Selections* and *Quick Start Guide*.

eBudde Booth Scheduler

Your troop may have opportunities to sell cookies at booths, which are council-approved, non-residential areas/sites, dependent upon the approval of the locations. To help you estimate the size of your Starting Inventory Order (SIO), you will have access to the eBudde Booth Scheduler before your SIO is due for an initial booth selection opportunity.

The eBudde Booth Scheduler will list the locations and shifts available and will be updated throughout the cookie program. Boothing locations are arranged **ONLY** by your SU Cookie Program Chair (SUCPC) or Boothing Chair (SUBC) and must be pre-approved (if you find a one-time booth opportunity such as at a school or small business, contact your SUBC for approval). If you have a suggestion for a site, share your recommendation with your SUBC and they will contact the site/business. Reach out to your SUCPC/SUBC to see how you can help to secure locations.

How it works: To ensure equal opportunity for all troops, sign-ups are in multiple cumulative rounds, which means if you miss Round 1, you will be able to select those shifts in Round 2 and catch up with other troops. Each round is open for a set amount of time, except for the final round, which does not close.

During Rounds 1 and 2, you may only sign up for booths **within your service unit** or geographic boundaries. Service Unit volunteers or GSGLA staff may drop troops from improper sign-ups without notification. After Round 2, you may sign up for any booths listed in the Booth Scheduler.

Troops with 25 or more registered girls as of Dec. 30 may select additional sites in the first four rounds. Eligible troops will be added to the extra rounds in eBudde. **Cookies must be assigned to at least 25 Girl Scouts based upon signed receipts from parents/caregivers, before boothing starts, or additional sites will be deleted.**

Refer to the *Cookie Program Basics Guide* for details about boothing.

Boothing Inventory Recommendations

Determining how much inventory is needed for a booth

You will want to include enough cookies in your troop's SIO to stock the first weekend's booth sales. Below is a suggested quantity for a two-to-three-hour booth sale during the first and subsequent weekends. Amounts may differ based on the date, time, location and weather. This is a *guideline* for the number of cookies to take to a booth, not necessarily what you will sell. Refer to last year's booth sales, if data is available, to help you determine how much to bring to a booth site or ask your SUCPC for guidance.

Variety	First Weekend	Subsequent Weekends
Adventurefuls	2 cases	1 case
Lemon-Ups	2 cases	1 case
Trefoils	2 cases	1 case
Do-Si-Dos	2 cases	1 case
Samoas	3 cases	2 cases
S'mores	2 cases	1 case
Tagalongs	2 cases	1 case
Thin Mints	4 cases	3 cases
Toffee-Tastic	1 case	1 case

Booth Rounds

Round	Date opens	Time opens	Date closes	Time closes	# of choices
1a	12/18/24	8:00 PM	12/19/2024	7:59 PM	1 (home SU)
1b (25+ girls)	12/19/2024	8:00 PM	12/20/2024	7:59 PM	1 (home SU)
2a	1/3/2025	8:00 PM	1/4/2025	7:59 PM	2 (home SU)
2b (25+ girls)	1/11/2025	8:00 PM	1/12/2025	7:59 PM	2 (home SU)
3a	1/16/2025	8:00 PM	1/17/2025	7:59 PM	3
3b (25+ girls)	1/17/2025	8:00 PM	1/18/2025	7:59 PM	3
4a	1/23/2025	8:00 PM	1/24/2025	7:59 PM	5
4b (25+ girls)	1/24/2025	8:00 PM	1/25/2025	7:59 PM	5
5	1/30/2025	8:00 PM	1/31/2025	7:59 PM	10
6	2/6/2025	8:00 PM	2/9/2025	7:59 PM	10
7	2/9/2025	8:00 PM	2/10/2025	7:59 PM	10
8	2/10/2025	8:00 PM	2/13/2025	7:59 PM	15
9	2/13/2025	8:00 PM	2/20/2025	7:59 PM	15
10	2/20/2025	8:00 PM	2/27/2025	7:59 PM	15
11	2/27/2025	8:00 PM	3/5/2025	7:59 PM	15
12	3/5/2025	8:00 PM	3/9/2025	7:59 PM	15