

Juliette Guide

Important Dates

February 5

Order Due

Caregiver DOC Access

February 6

Program begins

DOC opens for online purchases

Start using your Paper Order Cards

February 22

cookieWOW! At Corning Museum

February 23-27

Delivery Week (Troops will advise where and when to pick up)

February 23

Cupboards open

Troops can start selling at Booths

April 12

Girl Delivery Ends

April 14

Program end date

DOC closes

Caregiver Rewards Deadline

April 15

SU Rewards Deadline

Service Unit Cookie Coordinator

Service Unit Number _____

IRG Number _____

My favorite thing about Cookies is



Council Website



Digital Cookie



Phases of the Program

Initial Order Phase

During this phase, troops and Juliettes place an order for approximately 80% of their anticipated cookie sales.

- Returning troop/Juliettes base their order on last year's sales
- New troops/Juliettes order around 80% of last year's average per girl average for their level.

This ensures every Girl Scout starts with enough cookies for sales and booth opportunities. If troops run out-Cupboards are available.

Pre-Sale Phase (Before Cookies in Hand)

Girl Scouts begin selling cookies using their **order cards** and **Digital Cookie** sites. This is the perfect time to help your Girl Scout **build confidence** by:

- Reaching out to family and friends
- Practicing how to share her goals
- Learning how to talk about her cookie business

Girls gain hands-on experience in **goal setting, communication, and customer service**—all in a safe and supportive environment.

Digital Cookie

Digital Cookie is a fun and secure way for Girl Scouts to manage their cookie business online. With her personal site, she can:

- Share her cookie goals and story
- Learn basic marketing and entrepreneurship skills
- Collect online payments—reducing the need to handle cash

Encourage your Girl Scout to explore Digital Cookie and share her link with trusted contacts. It's a great tool for practicing responsibility and digital literacy!

Cookies in Hand

Once your Girl Scout receives her cookies, she can begin **in-person sales**—door-to-door or to friends and family. Each residence should be visited only once.

Girls gain valuable experience speaking confidently, managing money, and providing great customer service.

This is when the excitement truly begins, as girls see the results of their preparation and teamwork.

Cookie Booths

Cookie Booths offer an amazing opportunity for Girl Scouts to work in a retail setting. They'll practice:

- Communicating their goals
- Interacting with customers
- Handling money responsibly

Booth Guidelines:

- Booths with all Girl Scouts under the direct supervision of their own caregiver **do not** require registered volunteers.
- Booths where any Girl Scout is not with her own caregiver must have **two registered, background-checked volunteers** present.

Payments and Rewards

To help the program run smoothly:

- Submit all payments **weekly** to the bank
- Submit reward **selections** by the end of the program.

Your support ensures your Girl Scout receives the rewards they've earned and end the season successfully!

Benefits to Cookies

Rewards:

Girl Scouts can earn a variety of *cumulative mascot-themed rewards* based on their total cookie sales.

Experience Credits:

Earn Experience Credits that can be used toward Girl Scout opportunities, such as membership renewal, camp sessions, council programs or purchases at our retail store in Syracuse or online at nypennstore.org.

IRG Proceeds (Individually Registered Girl):

If you are not part of a troop, you'll still receive your own proceeds based on your total cookie sales. Details on IRG proceeds can be found on page 8.

Program Materials:

- Order Card
- Reward Flyer
- Payment Policy Agreement Form (PPA)
- Deposit Slips (M&T and Community Bank)
- Annual Permission Form
- Money Collecting Envelopes

Website Resources:

- Cookie Lineup and nutritional information
- Program Dates
- Bonus Incentives
- Digital Cookie Training videos & Tip Sheets
- eBudde Training videos & Tip Sheets
- Guides
- Marketing Materials
- Program Rewards
- Booth Guidelines, worksheets, and advertising toolkits
- Cookie Forms & Printables (Caregiver Collection Form, Opt-Out, Annual Permission Form, etc.)



Girl Scouts Learn 5 Skills Through Our Annual Cookie

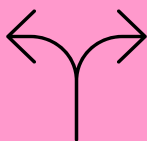
Goal Setting

Girls set individual goals with help from their families! Girls work to set goals based on what they want to do with their proceeds.



Decision Making

Girls help decide where and when to sell cookies, how to market their cookie business, and what to do with proceeds.



Money Management

Girls develop a budget, take cookie orders, handle customer money, and learn practical life skills about financial literacy.



People Skills

Girls learn to safely talk to their customers in person and virtually. These experiences help them develop healthy relationship and conflict resolution skills.



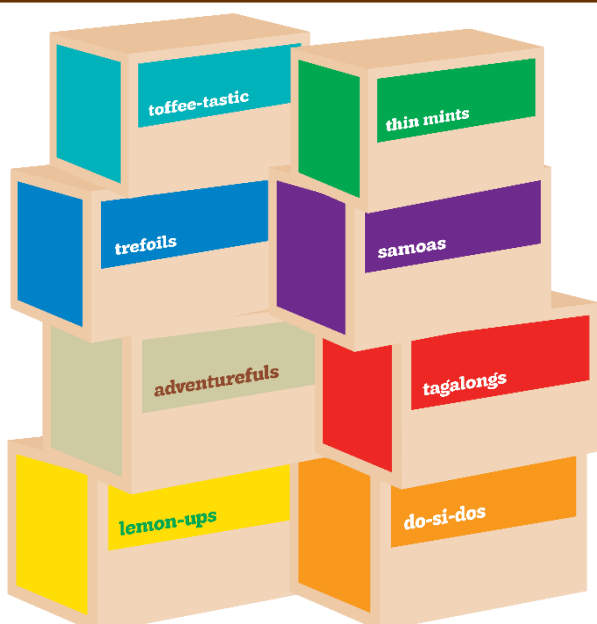
Business Ethics

Girls run their own small business using the Girl Scout Law as a guide, being honest and responsible every step of the way.



Cookie Information

- Girl Scout Cookies are \$6 per package
- 1 case of cookies = 12 packages
- 9 varieties
- NEW cookie: Exploremores®
- Gluten-free option: Toffee-tastic®
- IRGs are responsible for cookies by the package, not by the case
- IRGs can pick up cookies by the package at our cupboards



Exploremores™ Exploremores™ Exploremores™



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



**FIND NEW
RESOURCES
HERE:**



Caregiver and Juliette Responsibilities



NEW to Juliettes:

IRGs/Juliettes can now appear in eBudde as **their own troop number**.

This means they will have their own access to eBudde without the need for help from their SUCC.

Important:

IRGs cannot begin selling cookies until the Payment Policy Agreement (PPA) form is submitted.

This form is due on January 30, 2026.

Personal bank accounts will be linked for ACH withdrawals based on payment deadlines.

During the Cookie Program

- Follow all official program rules and guidelines.
- Schedule your selling opportunities such as:
 - Booths
 - Lemonade stands
 - Drive-through or pop-up booths
- Check eBudde for your Initial Order (IO) pickup details (date, time, location).
- If you need more cookies, place orders through your local cupboard.
- Deposit money weekly as you collect it.
- Email all deposit receipts (if deposits are made using council deposit tickets) to: productsales@gsnypenn.org
- End all cookie sales by April 14.
- Submit reward selections in eBudde by April 14.



Before the Cookie Program

- Have an active Girl Scout membership for the current year.
- Submit the Annual Permission Form (ensure it is filled out correctly).
- Set up your Digital Cookie (DOC) account, and double-check all information is accurate.
- Connect with your Service Unit Cookie Coordinator (SUCC) to receive:
 - Rewards
 - Program support
- Complete and submit your Payment Policy Agreement (PPA) form.
- Help your Girl set a cookie sales goal.

After the Cookie Program

- Pick up earned rewards from your Service Unit.
- If your Girl earned a **trip or experience reward**, complete the additional required forms.

The Product Program Team will email forms for:

- | | |
|-----------------------|----------------------|
| - Uniform | - Camp Gear |
| - Build-A-Bear | - Experience Credits |
| - Ziplining | - Kalahari |
| - Me & My Trip to NYC | |

Final Check

You should have been **regularly depositing money** throughout the season.

Before finishing:

- Verify in eBudde that all orders correctly match what was physically sold.
- Ensure all cookies are allocated correctly to your Girl Scout.

What kind of Juliette do you want to be?

Juliette eBudde Access Option

With the approval of a parent or caregiver, Juliette may choose to have her own troop number and individual access to eBudde. This allows Juliettes caregiver to enter and manage their own information directly within the eBudde system.

This option is not required and is entirely optional for the Girl Scout and her parent or caregiver. To participate, the parent or caregiver will need to attend one of the in-person training courses, complete the Payment Policy Form and complete the annual permission form to be added to eBudde. If your Juliette would like to participate in this option, please email productsales@gsnypenn.org so that all required information can be completed prior to the start of cookie season. This work needs to be completed PRIOR to **February 2**. If you do not alert the product team no changes will be made to your Juliette and we will assume you to take the usual role following all previous seasons.

If you choose not to participate, there will be no change to the current process. Juliettes will continue to work with their Service Unit Cookie Coordinator (SUCC) for support and information. Please note that all Juliettes are required to submit a Parent Policy Agreement (PPA) form, regardless of this decision.

Juliettes who opt into this option will operate in eBudde in the same manner as a troop leader.

Initial Order Timeline and Access

Juliettes with eBudde access will be able to submit their Initial Order in eBudde between February 2 and February 5. This order is placed before the Cookie Program officially begins on February 6. Girls should not begin selling cookies or using order cards until February 6.

Orders should be placed using the Cookie Calculator, which provides guidance based on sales history and troop level.

Initial Order Guidelines

Returning Juliettes

Order 80% of last year's total sales

New Juliettes

Order 80% of last year's Per Girl Average (PGA) for your age level

There is no penalty for submitting an order below 80%. Troops and Juliettes may pick up additional cookies from council cupboards beginning February 23, if needed. However, placing an order at or near the recommended level offers several benefits:

Faster delivery of cookies to customers

Guaranteed cookies in hand for the first weekend of Council booths (beginning February 27)

Easier planning using the Cookie Calculator available in eBudde's Help Center or VTK

Trainings

If you are transitioning as a Juliette to have your own troop number, you must attend one of the cookie training courses. These training courses will be offered on the following dates: January 14, 15, 20, 21, 22. Please check out our events calendar on our council website for times and locations.

Rewards & Patches

Reviewing rewards will help them set their individual goal. The Digital Cookie system automatically calculates what each Girl Scout has earned based on their sales. Girl Scouts may have the opportunity to select prizes or need to provide t-shirt size. Families need to make selections by April 14th and ensure they are entered into the system. If selections are not made, GSNYPENN will determine the reward for the Girl Scout. Rewards will be available from your SUCC volunteer in June.

**Girl Scouts of
NYPENN Pathways
2026 Cookie Rewards**

My Personal Goal: _____

First Time Seller

Sweet Support
Gift of Caring (GOC)

Cookie Booth

Digital Cookie Rewards



Flower Charm
First Time Sellers



Gift of Caring Patch
10+ Sweet Support pkgs



Booth Charm
36+ Cookie Booth pkgs



Action Patch
18+ Emails sent through Digital Cookie



Techie Patch
60+ Digital Cookie pkgs



Charm Patch
24+ pkgs



Brave Charm
60+ pkgs



BFF Bracelets & Hair Ties
100+ pkgs



Bracelet Hair Tie Set AND Fierce Charm
100+ pkgs



Wristlet Strap
150+ pkgs



Ferret Pouch AND Fun Charm
200+ pkgs



Ferret Plush AND Mini Ferret Plush AND Theme Patch
250+ pkgs



Duffel Bag
300+ pkgs



Glow-in-the-Dark Blanket
375+ pkgs



Build-A-Bear Experience OR \$25 Experience Credit
450+ pkgs



Theme Charm PLUS Camp Gear OR Girl Scouts Uniform Items
550+ pkgs



BFF T-Shirt PLUS Ziplining Experience OR \$60 Experience Credit
700+ pkgs



Goal Getter Patch AND \$300 Experience Credit
1000+ pkgs



Super Patch AND 50% off Camp or Travel of your choice (up to \$700 value)
1500+ pkgs

Stellar Sellers



2026 Bar Patch AND Kalahari Experience
2026+ pkgs



Paddle Board OR Me and My Trip to NYC
2500+ pkgs



Bar Patches
Awarded at highest level 100 to 1000+ pkgs

GSNYPENN reserves the right to change a reward experience at any time. Substitution requests are not permitted for any reward or if you are not able to attend a scheduled experience. Experience Credits expire on November 1, 2026.

Crossover Patch:

During the 2025 TRM Program

- Using the M2 system Create your avatar
- Send 18+ unique emails
- Use the "Share My Site" function to ask friends and family for support

During the 2026 Cookie Program, use Digital Cookie and:

- Send 18+ unique emails
- Sell 60+ DOC packages

BONUS REWARD:

Completing the Crossover patch requirements earns a Girl Scout **FREE** membership renewal for 2027!



Crossover Patch

Experience Credits:

Experience Credits are earned based on program participation and cannot be transferred or redeemed for cash. They expire November 1, 2026.

Experience Credits can be used for Council programs, camp, approved travel, membership renewal, or purchases at the GSNYPENN Store (in-store or online).

To use Experience Credits, you must submit the JotForm that will be emailed to you after the program ends, around the same time rewards are distributed.

Credits earned from TRM 2025 and Cookies 2026 must be used before the expiration date.

Proceeds

Juliette proceeds are divided by a PGA of those participating within the tier and not the direct proceeds earned by the individual Girl Scout.

Therefore, all packages sold by Girl Scouts selling 24-149 packages will be added up, multiplied by \$0.85 and divided by the number of Girl Scouts in this grouping; they will all receive the same dollar amount of proceeds. Then the Girl Scouts with 150-224 packages will share the proceeds earned in that group and so on.

Juliette/IRG Proceeds	
<24	Certificate of Participation
24-149	\$0.85
150-224	\$0.90
225-299	\$1.00
300+	\$1.05

ACH Withdrawals

Council will make three ACH withdrawals from bank accounts during the Cookie Program. If you have concerns about the ACH, contact productsales@gsnypenn.org by the Friday *before* the withdrawal date. ACH transactions may take three to five business days to clear your account once initiated. GSNYPENN requires a signed payment policy on file with accurate account and signer information. Payment Policy **MUST** be completed in eBudde!

First ACH: March 18

- GSNYPENN will ACH 50% of the initial order at \$6/package from the bank account on file. This will only include the initial order (no Digital Cookie orders).

Second ACH: April 1

- GSNYPENN will ACH 50% of the current outstanding balance from the bank account on file.

Final ACH: April 24

- GSNYPENN any remaining outstanding balance from the bank account on file.



Proceeds & Financials

Outstanding Accounts

If a Girl Scout or caregiver has an outstanding balance from a previous product program, the Girl Scout may not participate until the balance is resolved.

If payment arrangements have been made during the collection process, the Girl Scout may participate in online sales only.

If there have been prior issues with payment or money handling, the Girl Scout may still participate, but sales will be limited to online only.

Caregivers are required to sign the Payment Policy Agreement.

This signature:

- Confirms understanding of all financial expectations
- Allows the IRG/Juliette to participate in the program
- Holds the caregiver financially responsible for any missing or unaccounted funds associated with the Girl Scout's sales

Theft/Loss

Caregivers are responsible for funds and cookies in their possession.

It is the caregiver's responsibility when cookies are in participants' possession.

Notify Productsales@gsnypenn.org immediately in the event of loss or theft.



Organizing Cash

New!

Handling cash during cookie season can sometimes get tricky. To help with this, Digital Cookie (DOC) now includes a **cash entry** feature that allows you to record every cash payment directly in the system. We strongly encourage **Girl Scouts and caregivers to use this feature every time a cash transaction occurs**. By entering each cash exchange into DOC, total sales will stay accurate and up-to-date, and it reduces confusion later in the season.

Payment Methods

Cash:

Use the **“Give Now”** option in Digital Cookie when a customer chooses to pay with cash.

- Enter the **amount received**
- The system will automatically **calculate any change due**
- You may also **add the customer's name and email** (optional) for your records

View Cash Sales Summary

View a snapshot of the amount of cash that has been collected along with the type of cookies sold.

Cookie Varieties	Price	Qty	Cash
Adventurefuls®	\$5.00	0	\$0.00

Digital Cookie (DOC/DC)

Become a Digital Entrepreneur in a Flash!

This cookie season, superpower your sale by adding Digital Cookie to your toolkit.



STEP 1

Register for Digital Cookie

Look for the Digital Cookie registration email in your inbox on or after **February 6th** to register.

If you can't find it, contact your council or visit **digitalcookie.**

girlscouts.org

and click the "Need help" link.



In Season

Use the Digital Cookie app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies. Girl Scout's sites must be published before logging into the mobile app.



Track Orders and Inventory

- View/approve your orders.
- See what your customers are buying.
- Make sure you have enough cookies to fill your orders.
- Prepare to deliver to customers.

Send Cheers

Cheer on your troop mates by sending encouraging messages and gifts to boost their confidence. It all helps your troop reach their goals by working together.



STEP 2

Set Up Your Site

Take a few minutes to set your sales goal, write your cookie story, upload a fun picture or video. Then publish and be ready to go!

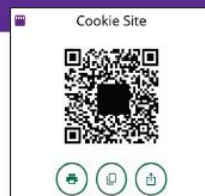
Prepare now by talking with your family about your goals and create a fun video telling customers why they want to support your business.



STEP 3

Add Customers

Add customers to your list and once sales have begun, use Digital Cookie to email them to visit your site. Or share your link or QR code directly with customers.



Need Help?

Look for the Digital Cookie Support button for step-by-step instructions, tutorials, videos, tip sheets, and more.

Need 1:1 help? Click on the customer support button to talk live to a representative or submit a ticket for more support.

Social media and Digital Cookie offer a great opportunity for Girl Scouts to reach their goals while strengthening their digital skills and learning more about staying safe online. With permission, Girl Scouts can go to

www.littlebrowniebakers.com for cookie season resources to promote their sale.



Little Brownie
BAKERS

OUR COOKIES

OUR STORY

GIRL SCOUT COOKIE BUSINESS

COOKIE SEASON RESOURCES

f p y i

BOOTH & PRINT MATERIALS



Photography



Digital Marketing



Welcome ExploreMores



Booth & Print Materials



Virtual Backgrounds



Clip Art & Illustrations



Theme Graphics



Rallies & Activities



Recipes



Girl Scout Stories



Spanish Resources

Delivery

Cookie delivery begins February 23

Your **Service Unit Cookie Coordinator (SUCC)** will notify you with the date, time, and location for picking up your cookie order.

SUCCs often appreciate extra help sorting and loading cookies. If you're available, ask how you can assist during delivery day.

What You'll Receive

At pickup, you'll receive your cookie order and a **Billing Packet** that includes:

- A **two-part receipt** (white copy to your SUCC, yellow copy for you)
- A **bubble sheet** to help count your cookies
- An **invoice** for your first ACH payment

What to Bring

- An **empty vehicle** — cookies take up more space than expected
- A printed copy of your **order summary** for verification
- Time to **count and confirm** your entire order before signing the receipt

Confirm all totals with your SUCC before leaving the pickup location.

Cookie Issues

Inspect your cookies immediately for missing cases, overages, or damages.

You have **48 hours** to report any discrepancies.

Contact info@gsnypenn.org if replacements or billing adjustments are needed.

Product Complaints

If a customer is unhappy with their cookies:

- Offer a **replacement or refund**
- Bring the empty package to your **nearest Service Center** for an exchange

GSNYPENN staff can make adjustments to your account if necessary.

Customers may also contact **Little Brownie Bakers** at 1-800-962-1718.

Do not discuss complaints with the media. Direct all media inquiries to marketing@gsnypenn.org.

After Pickup

- Sort cookies by paper order and girl delivery
- After you have signed your receipts take a picture and send them to productsales@gsnypenn.org
- Store cookies in a cool, dry place to maintain product quality.
- Need more cookies? Request an order with your local cupboard



Cupboards & Inventory

Need More Cookies?

If you've sold through your initial inventory—great job! Here are three simple ways for IRGs (Juliettes) to get more cookies:

1. Contact Your SUCC

Your Service Unit Cookie Coordinator (SUCC) often knows which IRGs or troops have extra inventory available.

They can help coordinate the cookie transfer and complete the official transfer in eBudde.

2. Use the Cookie Exchange in eBudde

The Cookie Exchange is where IRGs and troops across GSNYPENN can list and request extra cookies by variety.

How to use it:

- Browse available cookie varieties posted by others.
- Email the IRG/troop listed to arrange a pickup.
- Pick up the cookies and sign a transfer receipt.
- Turn the signed receipt into your SUCC so the transfer can be entered into eBudde.

3. Pick Up More from a Cookie Cupboard

To get more cookies from a cupboard

- Reach out to your SUCC to place your request in eBudde using the CUPBOARD tab
- If you have opted in, place your request in eBudde using the CUPBOARD tab

Helpful reminders:

When you pick up cookies, get a receipt, and later verify that the inventory appears correctly in your eBudde account.

Bring Back/Exchange: Only two days of the Cookie Program- On March 19 and April 2, you may return up to **60 packages** of cookies to a cupboard.

Have Extra Cookies?

If your IRG has more cookies than you need, act quickly and communicate early.

Notify your SUCC as soon as possible. They can help match you with someone who needs more cookies.

Have your SUCC list your extras in the Cookie Exchange on eBudde to make them visible to others.

When cookies are transferred, both parties sign the receipt.

Turn the signed receipt in to your SUCC for the electronic transfer.

Help with end-of-program booth sales. IRGs and troops hosting booths toward the end of the season may need more inventory.

Reach out to your customers again. Many customers are happy to purchase more cookies! Act early to give others time to pick up cookies they need.

Final day of the sale: April 15

Make sure any transfers, returns, or inventory adjustments happen *before* the sale closes.



2025–2026 Girl Scout Cookies® Ingredients and Food Allergen Guide

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, visit littlebrowniebakers.com or girlscoutcookies.org.

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



Ingredients	NO ARTIFICIAL FLAVORS		●						●
	MADE WITH NATURAL FLAVORS		●		●			●	
	REAL COCOA	●				●	●	●	
	MADE WITH VEGAN INGREDIENTS						●		
	GLUTEN-FREE								●
	KOSHER CERTIFIED	ⓈD	ⓈD	ⓈD	ⓈD	ⓈD	Ⓢ	ⓈD	ⓈD

Food Allergens	PEANUT	M	M	M	C	M	C	M	C	M
	TREE NUT	M	M	M	M	C*	M	M	M	M
	WHEAT	C	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C	C
	EGG	M	M	M	M	M	M	M	M	M

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)



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