

2026–2027 Girl Scout Cookie Program Service Unit Cookie Manager Manual





Adventurefuls
Brownie-inspired cookies with caramel crème and sea salt



Do-si-dos
Oatmeal sandwich cookies with peanut butter filling



Exploremores
Rocky road cookies with chocolate, marshmallow and almond crème



Lemon-Ups
Crispy lemon cookies with inspiring messages on top



Samoas
Crisp cookies with caramel, coconut and dark chocolate stripes



Tagalongs
Crispy cookies layered with peanut butter and chocolate coating



Thin Mints
Crisp, chocolaty cookies with natural oil of peppermint



Trefoils
Iconic shortbread cookies inspired by the original Girl Scout recipe



Toffee-Tastics
Gluten-free buttery cookies with sweet, crunchy toffee bits

Online Only | Limited Supply



NEW! Patch Pals
Soft-baked blueberry muffin-flavored dog treats



NEW! Sparkables
Crunchy oatmeal cookies with chocolate chips and sprinkles

The Five Skills

The Girl Scout Cookie Program is the world's largest girl-led entrepreneurship program, building five essential skills that provide girls with a strong foundation for life.

1

Goal Setting – Learning how to set goals and create a plan to reach them

2

Decision Making – Learning to make decisions on their own and as a team

3

Money Management – Learning to create a budget and handle money

4

People Skills – Finding their voices and build confidence with customers

5

Business Ethics – Girl Scouts learn to act ethically, both in business and in life.



Explore Cookie Badges

girlscouts.org

Welcome to the 2026–2027 Cookie Season!

Cookie Training | Required

Saturday, November 7, 9:30 a.m. to 2:00 p.m. | Girl Scout DreamLab
Service units and troops together in-person for a general overview

Monday, November 9, 6:30 to 7:30 p.m. | Zoom make-up training for SU

Tuesday, November 10, 6:30 to 7:30 p.m. | Zoom make-up training for TCM

Micro Training | Online via Zoom

Monday, November 30, 6:30 to 7:30 p.m. | eBudde Overview

Monday, December 7, 6:30 to 7:30 p.m. | eBudde deep dive (I.O., Girl Tab, Booth)

Monday, December 14, 6:30 to 7:30 p.m. | Digital Cookie

In-Person Office Hours at the Girl Scout DreamLab, Huntsville Office, and Tuscaloosa Office

Volunteers may come by in person for help with cookies.

Monday, January 18, 10:00 a.m. to 4:00 p.m. | Focused on I.O. and getting started

Monday, February 15, 10:00 a.m. to 4:00 p.m. | Focused on ACH and other questions

Monday, March 8, 10:00 a.m. to 4:00 p.m. | Focused on ACH & final rewards

Product Programs on Rallyhood

Stay up to date on the latest Product Program news, access resources and files, ask questions, share ideas, and connect with volunteers across GSNCA—including other Troop Cookie Managers for cookie swaps. Scan to join the group now!

rallyhood.com



Council Support

Reach Us by Email
customercare@girlscoutsnca.org

Reach Us by Phone
800-734-4541

Online Resources

Girl Scout Cookie Info
girlscoutsnca.org

Little Brownie Baker Info
littlebrowniebakers.com

girlscoutsnca.org





Sweeten Your Success

SU Growth Bonus

SUs that grow their sales over the 2026 final case total and have at least 80% troop participation will be rewarded as follows:

Increase over last year's sales	Bonus / case
+ 5-9.99%	\$0.05 / case sold
+ 10-14.99%	\$0.10 / case sold
+ 15 or more %	\$0.15 / case sold

SU bonuses will be adjusted for delinquent troops by subtracting unpaid cases from the Service Unit's total cases sold.

No SU bonus will be paid without a prior-year financial report for the SU and at least 90% of its troops.

Troop Growth Bonus

Troops that increase total sales over the 2026 Cookie Program earn:

- 4% increase: \$0.03 per package
 - 8% increase: \$0.04 per package
 - 12% increase: \$0.05 per package
- + \$50 camp rental credit

Fall Product Bonus

Troops with \$1,900+ in 2026 Fall Product sales and a 2027 Cookie Initial Order PGA of 250+ earn an additional \$0.03 per package.

2027 Troop Proceeds

PGA	\$/package	\$/case
1-199	\$0.70	\$8.40
200-299	\$0.85	\$10.20
300-399	\$0.90	\$10.80
400-499	\$1.00	\$12.00
500+	\$1.15	\$13.80

Troops forfeit all troop bonuses due to returned ACH Debits for insufficient funds through the Fall Product and/or the Cookie Program, non-payment of approved extensions, and/or not having the previous year's Troop Financial Report on file with GSNCA. Bonuses are added after the program ends.

Opt Out of Rewards

Junior, Cadette, Senior and Ambassador troops may opt out of rewards for an additional \$0.05 per package by March 14, 2027. Multi-level troops must complete a separate opt-out process by December 3, 2026. Contact Angie Hines at ahines@girlscoutsnca.org to opt out.

IO Incentive & Reward

Troops with a PGA of 175+ will receive an additional \$0.02 per Initial Order packages sold. Troops with a PGA of 200+ will get an additional \$0.03 per package. Girls who sell 150+ Initial Order packages will receive a backpack.

Cookie Marketing Kits

At Count & Go, all troops receive two laminated cookie menus, two 4x6 laminated troop QR codes, a Gift of Caring poster, and a tabletop Buy 5 promo flyer. Substitutions may be made.

Supporting IRGs

Individually Registered Girls participate using Troop 30600, with a GSNCA staff member serving as TCM. Parent permission forms are required, and girls receive cookies and rewards from GSNCA. IRGs may accept payments through Digital Cookie and earn rewards.

IRG proceeds go to the IRG Fund, not individual girls. Girls may request funds by emailing ahines@girlscoutsnca.org.

Funds may be used to:

- Complete service projects
- Help fund Highest Awards projects
- Attend GSNCA summer camp
- Pay annual Girl Scout membership
- Purchase items from the GSNCA shop
- Attend GSNCA events and activities

SU and Troop Booths

SU and troop members arrange booths with local businesses. Coordinate within the SU to avoid multiple requests to the same business and represent GSNCA well.

Once approved, TCMs enter booth details in eBudde for SUCM review. Enter business names and addresses accurately; information is customer-facing.

SUCMs should verify:

- Business owner/manager permission
- Booth setup is safe for girls, adults and customers
- No adult-only businesses are nearby
- Booths are appropriately spaced, considering operating hours

For booths outside the SU, contact that area's SUCM to coordinate.



Reviewing Orders

SUCMs review troop orders for accuracy and submission. Discuss any issues with the TCM before submitting the SU order.

Initial Cookie Order

- **Order unusually large?** Remind TCMs they can restock at cupboards.
- **New troop or TCM?** Offer help planning the Initial Order.
- **Varieties seem unusual?** Check for excess less-popular cookies.
- **Only Digital Cookie orders entered?** Confirm no paper orders, Other or Booth cookies were missed.
- **Order not submitted?** Verify it is complete and submit it.
- **Asked to enter a troop's Initial Order?** Do not enter it. Direct the troop to Customer Care. If no TCM appears in eBudde Contacts, requirements for eBudde access have not been completed.

Final Rewards Order

- **Girl orders submitted?** Verify orders and reward selections.
- **Troop order submitted?** Once the troop confirms all girl reward selections are complete, submit the rewards order.

eBudde Instructions

Troop Cookie Manager — Full access to view and change troop records

Troop View Only — View troop records; cannot make changes

Troop Cookie Pickup — Cupboard pickup only; no eBudde access

TCM access has additional requirements. View Only and Troop Cookie Pickup require only active membership. Contact Customer Care to request access.

eBudde is also available as a mobile app!

Select a Booth

- Click Booth Sites
- Select city
- Select business
- Select date
- Select time slot(s)
- Click Submit

Add a Troop/SU Booth

- Click Booth Sites
- Select My Sales
- Click Add a Location
- Enter information
- Click Add
- SUCM approves or denies booth

Distribute Booth Sales

- Click Booth Sites
- Select Record Sales
- Select booth
- Enter quantities sold
- Select girls

Initial Order

- Click Initial Order
- Select order card line
- Enter paper orders
- Do not enter Digital Cookie orders
- Repeat for each girl
- Enter booth cookies on Booth line
- Enter other cookies on Other line
- Click Submit Order

Delivery Station

- Click Delivery
- Answer prompts
- Select Count & Go location
- Select pickup date/time
- Click Submit My Info
- Print confirmation for Count & Go

Rewards Orders

- Click Rewards
- Click Fill-Out beside the correct order type
- Select girls in red
- Click Distribute
- Click Submit Sale

Cupboard Transaction

- Click Transactions
- Click Add a Transaction
- Select cupboard
- Select pickup date/time
- Enter cases needed
- Click Save/Print

Cookies & Payments

- Click Girl Orders
- Click + Order to assign cookies
- Click + Payment to add payments
- Enter Amounts
- Add note/description
- Click Save

Delivery Station

Select Count & Go pickup by January 18 at 11:59 p.m. Changes require approval.

SUs/troops ordering 600+ cases may request a direct drop after Count & Go. Email Director of Product Programs Angie Hines ahines@girlscoutsnca.org by January 11 at 11:59 p.m. Do not select a Count & Go location.



Gear Up for Cookie Season!

GSNCA Shops are stocked with cookie gear to help make your season a hit! Shop signage, tablecloths, totes, aprons, money pouches, fun accessories, and more in Birmingham or Huntsville, or order by email at retail1@girlscoutsnca.org.

Here are a few favorites!

Long Tablecloth \$22.00



Yard Sign \$13.00



Tote Bag \$5.00



Square Tablecloth \$19.00



Car Magnet \$14.00



Apron \$10.00



Money Pouch \$6.00



2027 Cookie Season Calendar

Cookie Sales

Monday, December 7
Order taking begins –
Digital Cookie & Girl Order
Card

February 1–March 1
Cookies on the Go

Friday, February 5
Council-wide booths begin

Cookie Booth Scheduling

Saturday, January 23
Round 1: 6:00 p.m.

Monday, January 25
Round 2: 6:00 p.m.

Thursday, January 28
Round 3: 6:00 p.m.

Monday, February 1

Tuesday, February 2

Wednesday, February 3

Thursday, February 4

Friday, February 5

Saturday, February 6

Sunday, February 7

Open Selection: 6:00 p.m.
10 Slots Per Day

Initial Order & Count & Go

Monday, January 18
TCM submits Initial Order
by 11:59 p.m.

Wednesday, January 20
SUCM submits Initial
Order. No edits after 11:59
p.m.

Wednesday, January 20
TCM deadline to select
Count & Go location in
eBudde

Friday, January 29
Count & Go/Direct Drop
Anniston & Birmingham

Saturday, January 30
Count & Go
Birmingham & Madison

Sunday, January 31
Count & Go/Direct Drop
Florence & Tuscaloosa

Cupboards

Wednesday, February 3
Council cupboards open

Thursday, February 4
Warehouse and volunteer
cupboards open

ACH Debits

Thursday, February 18
1st ACH Withdrawal ½ IO -
DC Payments through
February 12

Thursday, March 11
2nd ACH Withdrawal
½ IO + 1st Week Cupboard -
DC payments through
March 7

Thursday, April 1
3rd ACH Withdrawal
Remaining Balance Due

Wrap-Up & Rewards

Sunday, March 14
Cookie Program Ends

Thursday, March 18
TCM Submits Final
Rewards by 11:59 p.m.

Monday, March 22
SUCM Submits Final
Rewards by 11:59 p.m.

Monday, March 29
Digital Cookie Sites Closed

Late April/Early May
Rewards to SUCM

Thank You, Volunteers!

The Girl Scout Cookie Program wouldn't be possible without you. Thank you for the time, energy and care you give throughout cookie season.

Every cookie counted, booth coordinated and question answered helps girls build confidence, learn new skills and reach their goals.

Thank you for showing up for girls and making the Cookie Program possible!