

**BRAVE.  
FIERCE.  
FUN!**

2026 GSHG Girl Scout Cookie Program

# Volunteer Cookie Guide



**girl scouts**   
of historic georgia

*Little Brownie*  
BAKERS®

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V.7

# Table of Contents



Page	Information
2	Table of Contents
3	2026 Cookie Program Overview
4	Terms to Know
5	Welcome from our CEO
6	Notes for our Volunteers
7-8	2026 Cookie Calendar Checklist
9	Ferret Fun Facts!
10	Regional Product Program Managers
11	2025—2026 Girl Scout Cookies
12	Ingredients and Food Allergen Guide
13	Introducing <b>Exploremores!</b>
14	Market Your Business Online
15	GSHG Social Media Guidelines
16	Market Your Business in Person
17	Cookie Booth Flowchart and Booth Selector
18	Cookie Booth Program - Cookie Booths
19	Cookie Booth Program—Essentials Checklist
20	Cookie Booth Program—Be Cookie Booth Ready
21	Cookie Booth Program— Cookie Booth Etiquette
22	Cookie Booth Program—Code of Conduct
23	Cookie Booth Program—Damaged Cookies
24	Ordering Made Easy
25	eBudde Basics
26	Helpful Information for Volunteers
27	Necessary Forms
28	Cookie Program Credits
29	2026 GSHG Cookie Program Rewards (Cumulative)
30	2026 GSHG Cookie Program Extreme Team Rewards
31	Resources at a Glance

## 2025 GSHG COOKIE PROGRAM STATS

**Packages Sold:**  
**1,596,582**

**Troops Selling:**  
**359**

**Girls Selling:**  
**3,782**

**Per Girl Average:**  
**422 pkgs**

**Thin Mints Sold:**  
**328,769**

**Mei Lan Panda Plushies Earned:**  
**1,226**



# 2026 Girl Scout Cookie Program Overview



## The Girl Scout program helps girls develop 5 key skills

For over 100 years, the Girl Scout Cookie Program has been an important foundational program activity for girls where they learn valuable skills that help them become young women with courage and confidence while helping them develop character. Girl Scouts learn and practice the five skills: goal setting, decision making, money management, people skills, and business ethics, as they earn proceeds for their troop and exciting rewards for themselves.



### Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.



### Decision Making

Girl Scouts learn to make decisions on their own and as a team.



### Money Management

Girl Scouts learn to create a budget and handle money.



### People Skills

Girl Scouts find their voices and build confidence through customer interactions.



### Business Ethics

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

## Cookie business badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more about [cookie badges and pins](#).



## Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guide](#)
- [Cookie Entrepreneur Family Pins](#)



# Terms to know



**ACH:** Automated Clearing House; a safe, secure and quick method of electronic money transfer between bank accounts making collection of payments and reimbursement of proceeds easier for both volunteers and the council.

**CEM:** Community Engagement Manager; this is a council- level staff member who provides troop support in your local community.

**Digital Cookie (DOC):** This platform, originally known as *Digital Order Card*, is where Girl Scouts run and manage their cookie business online.

**eBudde:** The Little Brownie Bakers platform, or *LBB*, where volunteers must manage inventory, extra package allocations, rewards, and more for Girl Scouts in their troop(s) or neighborhood.

**Goal-Getter Orders:** Refers to orders Girl Scouts take after the troop submits their initial order. Each troop handles these orders differently.

**MyGS:** A tool located online at [gshg.org](http://gshg.org) that is used to renew membership, update your contact information, and make sure we have the correct information about all your Girl Scout volunteer roles.

**gsLearn:** An online learning platform for Girl Scout volunteers accessed through your login at MyGS.

**Initial Order (IO):** Refers to the orders (through Digital Cookie and order card) taken by Girl Scouts and submitted by the troop no later than January 13, 2026. These orders are submitted by the Troop Cookie Manager and picked up by the troop in bulk in mid-February.

**Little Brownie Bakers (LBB):** The bakery that our council partners with to supply all our tasty cookies.

**Packages:** Packages is another name for boxes of cookies. GSHG and many other councils use this phrasing when discussing the product sold during the Girl Scout Cookie Program.

**PGA:** Per Girl Average; total number of packages assigned to the troop divided by the number of Girl Scouts selling. A Girl Scout is selling if they have one or more packages of cookies assigned to them in eBudde.

**Service Unit:** A Service Unit (SU) consists of one or more Girl Scout troops and can cover a multi-county area. It is the term used in the eBudde platform.

**SUCPM:** Service Unit Cookie Program Manager; this person is part of the Service Unit Leadership Team and the person who receives the paperwork and orders from troops/volunteers. SUCPM's are great mentors for the TCPM.

**TCPM:** Troop Cookie Program Manager; the volunteer or parent/caregiver within the troop that takes on the responsibility of the Girl Scout Cookie Program within the troop and helps the troop leader train, distribute cookies, and collect money from the parent/caregivers.

**Volunteers:** Volunteers are troop leaders and other adult members of Girl Scouts that assist the troop leadership during the Fall Product and Cookie programs.







Dear Volunteers and Parents,

It's cookie season—the time of year when girls take center stage in the world's largest girl-led entrepreneurial program. Every box sold helps girls unbox the future by funding their dreams, building their confidence, and giving them real-world skills that last a lifetime.

This year brings something extra sweet: the brand-new Exploremores™ cookies, a tasty reminder that girls are always ready to try new things, push past limits, and explore a world of possibilities. Paired with our black-footed ferret mascot—clever, resourceful, and full of energy—this season is all about showing the world what it means to be Brave! Fierce! Fun!

Thank you for being the heart of cookie season. Your encouragement, guidance, and support help girls set big goals, face challenges with courage, and celebrate every success along the way. Together, let's make this cookie season one to remember!

Have a great day on purpose!

Krystal Crawford  
Chief Executive Officer



### It's a fact:

The cookie program couldn't happen without the hard work of our volunteers. You serve as a model for Girl Scouts developing important leadership skills.

**Thank you for serving as a troop volunteer!**



# Notes for Our Volunteers



With each new cookie season, Girl Scout entrepreneurs know it's about more than just the cookies—it's about being **BRAVE** enough to make their pitch, **FIERCE** enough to smash their biggest goals, and having loads of cookie **FUN** while doing it!

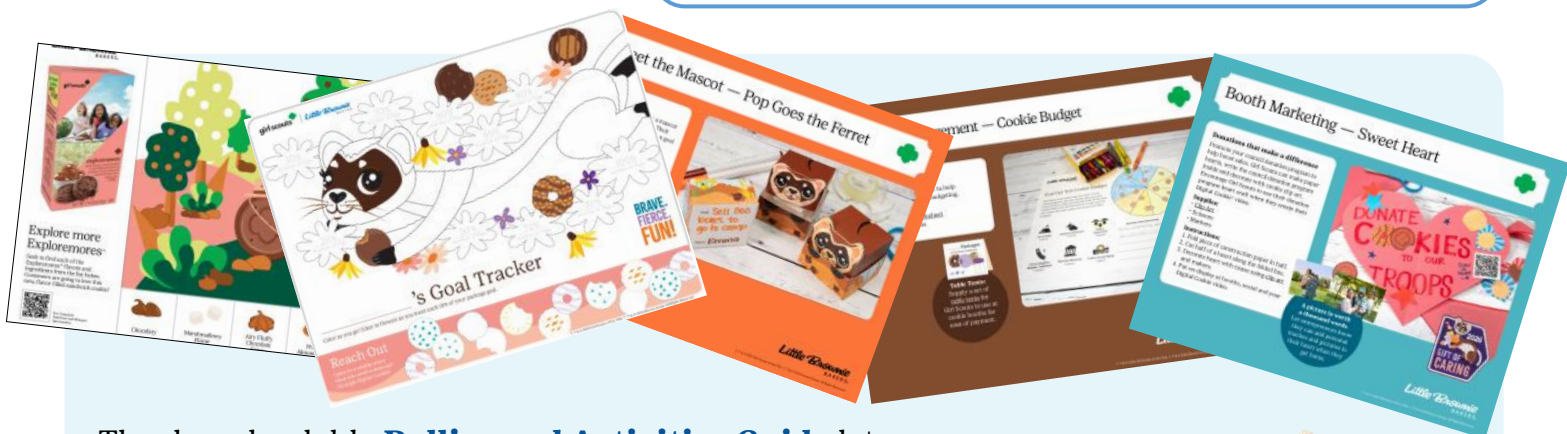
This guide is designed to help you, the volunteer, empower every Girl Scout, from new cookie entrepreneurs planning their first cookie booth to experienced Girl Scouts boosting their social media marketing strategies to reach more consumers.

There's no limit to what Girl Scouts can achieve. With your support, this cookie season promises to be **BRAVE**, **FIERCE** and oh-so-**FUN**!

Your one-stop shop for cookie program resources:

[LittleBrownie.com](https://www.LittleBrownie.com)

Everything you'll find is designed to help make your cookie program a little easier. Find QR codes throughout the manual to guide you to specific print and digital resources.



The downloadable [Rallies and Activities Guide](#) lets you “exploremore” and help get your girls excited about the 2026 GSHG Girl Scout Cookie Program.

Build a “ferret fun” goal tracker, design a QR bracelet to help market cookies, create exciting and colorful signs for your cookie booth, and much more!



# 2026 Cookie Calendar Checklist



Use this calendar checklist to help your Girl Scouts and parents/caregivers stay on deadline.

December	December-first week	GSHG 2026 Girl Scout Cookie Program training opens the first week of December
	December 19	All paperwork due to council; Cookie Booth Program spreadsheet due to council
	December Notes	Check your email for updates from the Product Programs team

January	January 2	<b>2026 Girl Scout Cookie Program OPENS</b>
	January 7	Must be Product Program Ready to continue in the Girl Scout Cookie Program
	January 10	Cookie Booth Selector: <b>Initial Round</b> opens at 10 a.m. to 11:59 p.m.; 15 booths allowed
	January 12	RPPMs open office hours by appointment
	January 13	Parents submit Initial Cookie Order and Rewards
	January 14	Troops submit Initial Cookie Order and Rewards; Troop Reward opt-out deadline
	January 15	SUs submit Initial Cookie Orders and Rewards
	January 16-19	MLK Weekend
	January 22	Cookie Booth Selector: <b>Final Round</b> —open to all service units from 6:00 p.m. through the end of the program on March 8
	January 30-February 4	Initial Cookie Order deliveries to SUs
	January Notes	Check your email for updates from the Product Programs team

February	February 6	<b>Cookie Booths open</b>
	February 8	Cookie Cupboard (CB) re-orders due by midnight
	February 11	Council and Warehouse Cookie Cupboards open for re-order pick ups
	February 15	Cookie Cupboard (CB) re-orders due by midnight
	February 16	Troop must request decrease in withdrawal of Initial Payment through submission of <i>ACH Reduction Request Jotform</i>
	February 17	First half of Initial Order payment due in troop account
	February 18	Council and Warehouse Cookie Cupboards open for re-order pick ups
	February 22	Cookie Cupboard (CB) re-orders due by midnight
	February 20-22	National Girl Scout Cookie Weekend!
	February 25	Council and Warehouse Cookie Cupboards open for re-order pick ups
	February Notes	Check your email for updates from the Product Programs team

# 2026 Cookie Calendar Checklist



March	March 1	Cookie Cupboard (CB) re-orders due by midnight
	March 2	Close out week!
	March 4	Council and Warehouse Cookie Cupboards open for re-order pick ups
	March 6	ALL Cookie Cupboards close
	March 8	<b>2026 GSHG Girl Scout Cookie Program CLOSES</b>
	March 9	All money due in troop account; Parents submit Final Reward selections in Digital Cookie by 11:59 p.m.; Troops must submit <i>ACH Reduction Request Jotform</i> to notify council for decrease in final ACH draft; <i>Delinquent Account Jotform</i> due
	March 10	Troops submit Final Rewards and ALL paperwork by midnight; <i>Extreme Team Reward Jotform</i> due by 11:59 p.m.
	March 11	Service Units submit Final Rewards and ALL paperwork by midnight
	March 12	Girl Scouts' Birthday!
	March 20	<i>Service Unit Bonus Jotform</i> due by 11:59 p.m.
	March Notes	Check your email for updates from the Product Programs team

April	April 1	Initial and Final Rewards begin shipping to Service Units
	April Notes	After May 1, council will <b>NOT</b> be able to replace missing or damaged rewards.

May	May 1	After May 1, Council will <b>NOT</b> be able to replace missing or damaged rewards.
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# Ferret Fun Facts!



This year's Girl Scout Cookie Mascot is Shirley, the black-footed ferret. Shirley is a very friendly, playful, night-time mammal.

The black-footed ferret, once thought extinct, is now making a comeback. This makes Shirley and her friends even more special!

Read through the pictures and learn about Shirley, her friends and her family. You'll see why she's Brave, Fierce, and Fun!

## DENS

Black-footed ferrets live in prairie dog dens in the American grasslands and prairies.



## COMMUNICATION

Black-footed ferrets are known for their squeaks, hisses and chatter. They also use dance to communicate.



## PLAYFUL

Black-footed ferrets are flexible, love to wrestle and play chase. They are also excellent climbers.



## ENDANGERED

The black-footed ferret is one of North America's most endangered animals, meaning there are not many of them in the wild. It's a good thing they are so brave.



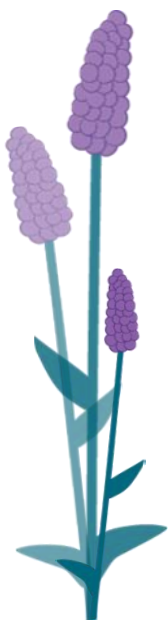
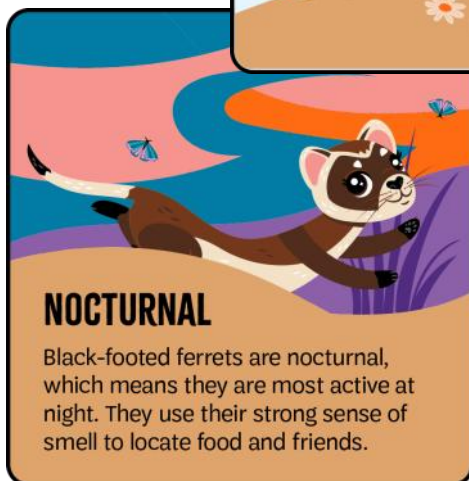
## BUSINESS

A group of ferrets is called a business.



## NOCTURNAL

Black-footed ferrets are nocturnal, which means they are most active at night. They use their strong sense of smell to locate food and friends.



# Regional Product Program Managers



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Contact your regional product program manager with  
questions regarding the Girl Scout Cookie Program

**Customer Care 1-888-689-1912**  
**[customercare@gshg.org](mailto:customercare@gshg.org)**







# 2025–2026 Girl Scout Cookies®

## 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.  
UD

\$5



### 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.  
UD

\$5



### Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg.  
UD

\$5



### 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.  
UD

\$5



### Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut, and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg.  
UD

\$5



### 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.  
UD

\$5



### Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
Approximately 30 cookies per 9 oz. pkg.  
U

\$5



### Exploremores™ • Real Cocoa NATURALLY AND ARTIFICIALLY FLAVORED

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème  
Approximately 18 cookies per 7.9 oz. pkg.  
UD

\$5



### Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg.  
UD

\$5



**New!**

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# 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](http://littlebrowniebakers.com) or [girlscoutcookies.org](http://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	UD	UD	UD	UD	UD	UD	UD	UD

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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INTRODUCING

# Exploremores™ Exploremores™ Exploremores™

**NEW!**



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



**FIND NEW  
RESOURCES  
HERE:**



# Market your business online



## NEW Social Media Guide



The Little Brownie Social Media Guide is all new with tips and tricks for volunteers, caregivers and entrepreneurs to reach more cookie customers this season.

Today's consumers spend an average of over three (3) hours on social media per day, and more than half of cookie customers say their phone is their most important shopping tool. Whether or not you are social media savvy, the new Social Media Guide will help you **Follow, Like, Share** your way to cookie season success.



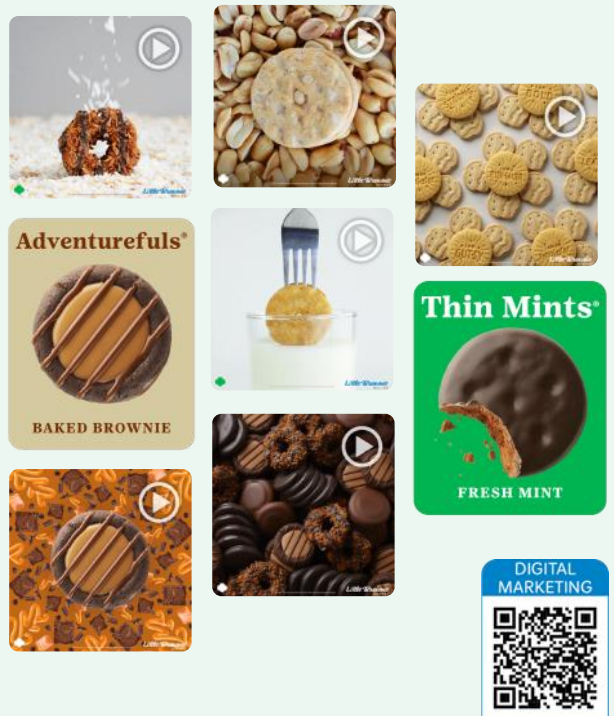
## NEW virtual backgrounds



## Ready-to-share gifs and reels

Ready-to-share gifs and reels make social media a snap. Fact: When Girl Scout entrepreneurs promote their businesses online it boosts sales. More frequent posts equate to increased sales. Check out the video below to see all the social content Little Brownie has to offer.

- [Social Sizzle Reel](#)



## Safety resources

Before launching their Digital Cookie site and engaging in online marketing and sales efforts, Girl Scouts and caregivers must read and agree to the guidelines below.

- [Safety Guidelines from GSUSA](#)
- [Digital Cookie® Pledge](#)

# GSHG Social Media Guidelines



The following chart shows how Girl Scouts, parent/caregivers, and volunteers may use social media when promoting the girl's online Girl Scout Cookie site. Remember, the **only** information to be shared publicly is the Girl Scout cookie booth location, date and time. This is the **same** information shared in the Cookie Finder.

<b>Girl Scouts Parents/ caregivers</b>	Promotes in- person delivery to the people she knows	Promotes in- person delivery to the people she DOES NOT know	Promotes Direct Ship	Promotes a Troop Cookie Booth	Respond to inquiries from someone they DO NOT know	Promotes a Lemonade Stand to people she knows
Facebook	✓		✓	✓		✓
Facebook Events (private Events)			✓	✓		✓
Facebook Community Groups (location, date and time, only)				✓		
Facebook Marketplace						
Instagram	✓		✓	✓		✓
X (formerly Twitter)	✓		✓	✓		✓
Snapchat			✓	✓		
TikTok						
LinkedIn	✓		✓	✓		
Nextdoor				✓		✓
Craig's List						

<b>Volunteers/ Troop Leadership</b>	Promotes in- person delivery to the people she knows	Promotes in- person delivery to the people she DOES NOT know	Promotes Direct Ship	Promotes a Troop Cookie Booth	Respond to inquiries from someone they DO NOT know	Promotes a Lemonade Stand to people she knows
Facebook	✓		✓	✓		✓
Facebook Events (private Events)			✓	✓		✓
Facebook Community Groups (location, date, and time only)				✓		
Facebook Marketplace						
Instagram	✓		✓	✓		✓
X (formerly Twitter)	✓		✓	✓		✓
Snapchat			✓	✓		
TikTok						
LinkedIn	✓		✓	✓		
Nextdoor				✓		✓
Craig's List						



# Market your business in person



## Create booth buzz

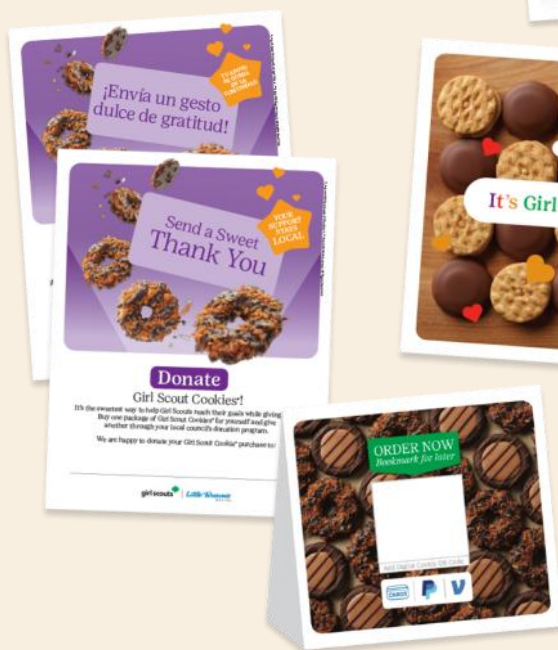
Having a Girl Scout cookie booth or neighborhood stand? Any way your troop does it, we have lots of resources to entice cookie lovers! Find resources like mouthwatering cookie photography, fun clip art, and attention-grabbing booth signage all in one place.

*\*For more details on how cookie booths are coordinated, talk to your council and visit [girlscoutcookies.org](https://girlscoutcookies.org).*

The **2026 GSHG Cookie Booth Program Request for Dates** form can be found in gsLearn. This form allows you, as a council representative, to seek locations for establishing cookie booths during the 2026 GSHG Girl Scout Cookie Program which runs from February 6 through March 8, 2026.

## Booth materials

- Materials available in English and Spanish.
- Use Digital Cookie® QR codes at booths.
- Bundle cookies to boost sales.
- Remind customers proceeds stay local.



## Craveable photography



## Cookie bakery

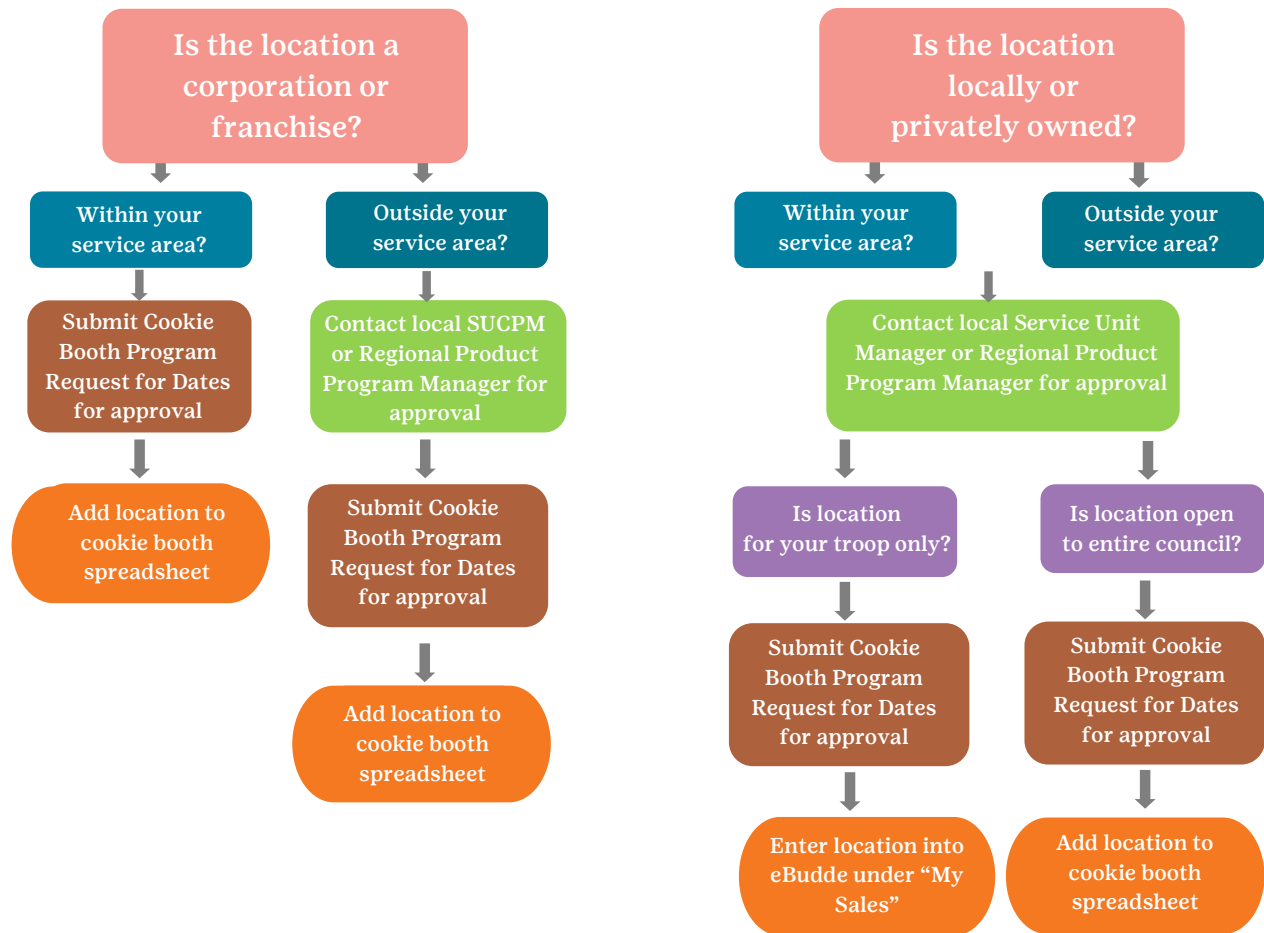




# Cookie Booth Flowchart and Booth Selector



Your Service Unit cookie program manager has council authorization to inquire about cookie booth sites within the community. Please work directly with your volunteers to acquire booth locations!



## Initial Round

Saturday, January 10, 2026  
10:00 a.m. to 11:59 p.m.  
Troops can schedule up to 15 booths; limit 5 per chain store.

### What is considered a chain?

A chain, like Walmart, has the same name, but includes different locations. Other chains include Kroger, Lowe's, Sam's Club, etc. A chain can also be a locally owned business with multiple locations.

Savannah Visitor's Center and Service Loans are single booth sites and **not** a part of a chain.

## Final Round

Thursday, January 22, 2026  
Opens at 6:00 p.m. and remains open for the duration of the program. Selections can be made outside of your service unit.

### What you see in eBudde Booth Sites tab:

#### Chain

Historic Georgia Green Branches have openings  
[-] Walmart Neighborhood Market  
[+] 3130 ATLANTA HWY ATHENS, GA  
[+] 300 S Belair Rd Augusta, GA  
[+] 11 Glynn Plaza BRUNSWICK, GA

#### Not in a Chain

Historic Georgia Green Branches have opening  
[-] 104 W Broughton St Savannah, GA  
[-] Savannah Visitor's Center  
[+] 301 MLK Blvd Savannah, GA  
[-] Service Loans  
[+] 1494 Big A Road Toccoa, GA

## Cookie Booth Site Approval

All potential cookie booth sites require Council final approval. Return the Cookie Booth Program Request for Dates form to your SUCPM before December 19 to have your cookie booth locations available in eBudde's Booth Sites locator for the January 10 Cookie Booth Selector day.

# Market your business in person



## Cookie Booth Program

### COOKIE BOOTHS

The Girl Scout Cookie Program is all about the Girl Scouts, and Girl Scouts are what people want to see!

Girls get excited when setting up their booths. They use all types of creativity, from balloons and streamers to posters and goal charts. Some girls even dress up in cookie costumes to bring business to their booths!

Troops reserve their cookie booth time through eBudde, and because of the various styles of cookie booths, ALL girls can shine like the entrepreneur they are!

Aside from the Troop Cookie Booths, which are reserved through eBudde, Girl Scouts can also participate in the following:

**Mommy and Me** cookie booths give opportunities to any girl who strives to reach her personal goal. The “mom” can also be a dad, or any caregiver, and needs to be registered with an approved background check.

These cookie booths are approved by the SUCPM and can be found listed in Troop Sales under Booth Sites in eBudde. You must fill out a **Cookie Booth Program Request for Dates** form.

**Lemonade Stands** are cookie booths held at your residence or on private property for which prior permission has been granted. This type of cookie booth does not require submission into eBudde as a cookie booth site, but notice should be given to the troop leader so the girl will receive cookie booth credit.

**Individually Registered Girls (IRGs)** can sell at a Lemonade Stand at their residential property or run a Mommy and Me Booth set up at approved council sites.



The Cookie Booth Selector Initial Round will open January 10 at 10:00 a.m. For more information, see page 17.

Troops can only schedule booths inside their service unit until the Final Round of the Cookie Booth Selector on January 22. This gives troops a chance to obtain booth slots within their own area first. Only cookie booth locations reserved in eBudde will show in the Cookie Finder.

Adults are not allowed to work a cookie booth without Girl Scouts. Girls must remain at the cookie booth at all times with adults present.



Visit [Check Safety Activity Checkpoints](#) pages 87-91, or scan this QR code.

The adult-to-girl ratios are two (2) non-related adults (at least one (1) of whom is female) to every:

- 12 Girl Scout Daisies
- 20 Girl Scout Brownies
- 25 Girl Scout Juniors
- 25 Girl Scout Cadettes
- 30 Girl Scout Seniors
- 30 Girl Scout Ambassadors

Plus one (1) adult to each additional:

- 6 Girl Scout Daisies
- 8 Girl Scout Brownies
- 10 Girl Scout Juniors
- 12 Girl Scout Cadettes
- 15 Girl Scout Seniors
- 15 Girl Scout Ambassadors

**\*Multiple-level troops will always default to adult-to-girl ratios for the youngest age level present.**

# Market your business in person



## Cookie Booth Program— Essentials Checklist

The following information is designed to help Girl Scouts, parents/caregivers, and volunteers provide the best experience possible during the 2026 GSHG Girl Scout Cookie Program. A successful cookie campaign allows our girls to put their people skills into action while running the most highly anticipated girl-run business of the year! The following tables provide a checklist of essentials that will make every Girl Scout a super seller!

Use this checklist to be “Cookie Booth Ready”	
	Cookies! Use the 3-2-1 rule for deciding your inventory. Select 3 cases of the most popular cookie, 2 cases of the mid-range cookie, and 1 case of a less popular cookie.
	Table (chairs, if necessary) - girls will receive more cookie orders if they can stand at the booth and are visible to customers.
	Tablecloth, decorations, posters—colorful booths attract attention!
	Troop signage with troop number, troop cookie goals, cookie prices, and membership flyer.
	Donation display for Gift of Caring.
	Moneybox—be sure to have plenty of change available for cash sales.
	Bags for cookies—start gathering plastic grocery bags now for customer sales—this could be a troop activity.
	Plastic covering for cookies in case of bad weather.
	First aid kit.
	Small box or tub to hold cookie booth supplies: tape, markers, pens, scissors, paper, etc.
	<b>2026 Cookie Inventory Management sheet</b> —count inventory ahead of time, fill out this sheet, and keep it on-hand at your cookie booth. This sheet can be found in gsLearn and the Help Center in eBudde.
	Print out the eBudde Cookie Booth Confirmation—just in case there is an issue with your booth location.
	List of important phone numbers: troop leader, parent/caregiver, SUCPM.
	Ensure you have Digital Cookie setup to collect credit/debit card payments.
	Make sure the girls know their cookie business—go over prices, flavors, and money handling with the girls.
Use this checklist to your get parents /caregivers and Girl Scouts “Cookie Booth Ready”	
	Girl Scouts should be in uniform, or at least wearing their Girl Scout pin on their clothing.
	Parents/caregivers should be in some type of Girl Scout attire: sweatshirt/tee shirt, etc.
	Wear comfortable <b>closed-toe</b> shoes—cookie cases can get heavy and are painful when dropped on a foot.
	<b>No</b> food or drinks are to be consumed at the cookie booth. Step away from the booth if you must eat or drink.
	Use the <b>2026 Cookie Inventory Management sheet</b> and count the cookie inventory before and after your shift is over at the cookie booth.
	Make sure that your girls are taking the lead at the cookie booth. This is a girl-led program!

# Market your business in person



## Cookie Booth Program—Be Cookie Booth Ready

Before the excitement of the Cookie Booth Program begins, take time to prepare your Girl Scout. The following information will help ensure that the cookie booths you have scheduled will be a big success!

	Preparing your Girl Scouts to be “Cookie Booth Ready”
	Provide the <b>Code of Conduct Agreement</b> for the Girl Scout and parent/caregiver to read and sign.
	Simulate a cookie booth and have the girls practice taking orders. Have them take turns being the seller. Let the parents/caregivers rotate being the customer to see how the girls are running the cookie booth.
	Discuss cookie booth activities: inviting a customer to your table, displaying product knowledge for the customer to help in decision making, having knowledge of what the troop plans to do with proceeds, practicing money counting, practicing inventory management, going over what to do if a restroom break is needed.
	Discuss what is expected as a Girl Scout. Each girl is different, so please consider their abilities, fatigue factors, and goals to keep your cookie booth fun and not a chore.
	Discuss with the girls where they would like their “Gift of Caring” donations sent. Be sure to display this information at your cookie booth.
	Create fun signs and posters to grab customer’s attention.
	Most importantly have fun! A big smile and great attitude go along way in reaching those cookie goals.

This looks like a great place to pickup some Girl Scout cookies!





# Market your business in person



## Cookie Booth Program—Cookie Booth Etiquette

### GSHG COOKIE BOOTH PROGRAM ETIQUETTE

The Cookie Booth Program is conducted by troops or a parent/caregiver and their Girl Scout. We ask that volunteers and Girl Scouts follow Girl Scouts of Historic Georgia's Cookie Booth Etiquette Standards:

- Girl Scouts should be identifiable by wearing their membership pin, uniform (sash or vest), or other Girl Scout clothing.
- There must be two (2) registered adults— one (1) with an approved background check) at each cookie booth site. If you set up at a large retail chain such as Walmart, covering two (2) doors, then you must have four (4) registered adults on site.
- Girl Scouts who are 18 years of age **do not** qualify as an adult.
- **No** siblings or other non-registered people are allowed at your cookie booth.
- Your girls are encouraged to accept payments and make change, and an adult should be carefully watching all financial transactions.
- Never leave Girl Scouts alone unsupervised at a booth site, and never leave a girl with a stranger at a booth.
- Never turn your back on your cookies.
- **No** food items are to be consumed at the cookie booth. If a Girl Scout or adult needs a break, then step away from the cookie booth table.
- Restroom breaks should involve the *Buddy System*. Remember that only girls are allowed to sell cookies; if necessary pause your cookie booth to ensure proper safety checkpoints are met.
- **NO** vaping/smoking at cookie booths.
- If two troops show up to the same location, please work it out as sisters to every Girl Scout, and have the cookie booth confirmation available (use appropriate language).
- Local store managers have the right to ask anyone participating in a troop to leave the site.
- If theft occurs at a cookie booth site, **do not** attempt to physically recover the stolen items. Instead get a good description of the offender(s) and call **911** immediately. Then call **866-236-7944**.
- Make sure the Girls Scouts know what to do if a theft or other unwarranted action occurs. Their safety is our top priority.
- If approached by individuals challenging the Girl Scout(s) or marketplace competition, adults are asked to **not** engage in debate.
- Girl Scouts should always behave in a manner appropriate for a public place. Adults are responsible for the actions of themselves and the girls who are with them. Keep in mind that girls and adults who are not willing to follow the procedures and etiquette should not be permitted to participate in the Girl Scout Cookie Booth Program.
- If a Girl Scout needs to be reprimanded by an attending parent/caregiver, the conversation should occur away from the other Girl Scouts and the cookie booth site.
- Your time at your cookie booth includes set up and breakdown. Be on time to start your scheduled shift, and be ready to pack up and move out once your booth time is up; never stay past your time when another troop is waiting to set up.

#### Releasing a Scheduled Booth:

If you find that you cannot work a previously scheduled cookie booth, please cancel your time slot in eBudde. If we are given the opportunity to set up at a business and we do not show up, it appears that we don't appreciate their efforts to support Girl Scouts and that we do not appreciate their business.

# Market your business in person



## Cookie Booth Program - Code of Conduct

### GSHG CODE OF CONDUCT

Girl Scouts of Historic Georgia encourages girls to take part in the Girl Scout Cookie Program as an excellent opportunity to put their people skills into action while participating in the most highly anticipated girl-run business of the year!

It is important that Girl Scouts, volunteers, and parents/caregivers remember that everyone is expected to uphold the tenets of GSHG and GSUSA. For this reason, it is suggested that volunteers use the *2026 GSHG Code of Conduct Agreement*, a guideline of expected behaviors to be followed before, during, and after your scheduled time at a cookie booth. This form is available in gsLearn and the eBudde Help Center.

### GSHG's Disciplinary Action for Improper Cookie Program Participation

If a troop, parent/caregiver, or Girl Scout displays repeated behavior that does not honor the Girl Scout Cookie Program policies and guidelines, GSHG will consider what disciplinary action is warranted.

These consequences could include: cancellation of cookie booths, non-participation in future product programs, and/or dismissal from volunteer positions. The consequence(s) will be carefully considered according to the degree of poor conduct displayed.

The consequences are broken down into two tiers and will be enforced based on continued improper conduct.

#### Cookie Booth violations can include the following:

- Selling before the 2026 GSHG Girl Scout Cookie Program start date
- Improper social media posting
- Cookie booth sales complaint from business, customer, parent/caregiver, etc.
- Troop, Girl Scout, parent/caregiver not following cookie booth program guidelines

#### Improper behavior/not adhering to the GSHG/GSUSA procedures for the Cookie Booth Program:

##### First offense:

- Warning

##### Second offense (can include the following):

- Sales will move to Digital Cookie only
- Cookie program will end and girls will be moved to IRG status for the remainder of the cookie program
- Troop will not be allowed to sell next year

#### Not adhering to the GSHG/GSUSA cookie booth etiquette guidelines:

##### First offense:

- Warning

##### Second offense (can include the following):

- Loss of the ability to host a cookie booth at that location
- Cancellation of any future cookie booths during the current Cookie Program
- Loss of sales from that day (This is determined on a case-by-case basis)

# Market your business in person



## Cookie Booth Program—Handling damaged/missing product

### How to Handle Damages:

It is not uncommon for a troop to find a case or package of damaged cookies. Oftentimes, the product was damaged in transport and cannot be sold to the public. In this case, you can indicate that you have damaged cases/packages and your troop will not be responsible for money owed for those cookies.

If damaged product is discovered, do the following:

1. If damaged cases are discovered **during initial** pick up at the warehouse/cupboard, notify the warehouse/cupboard personnel and replace those cases **before** leaving the pickup location.
2. If damaged cases or packages are discovered **after** leaving the warehouse/cupboard, report this immediately to your SUCPM with supporting photos and any documentation.
3. To receive replacement cookies, you must return the packages/cases to the location where you picked up the product.
4. If a customer contacts you about damaged/missing cookies, direct them to the Customer Care Team at Little Brownie Bakers: 1-800-962-1718 or [littlebrowniebakers.com](http://littlebrowniebakers.com).



Damaged packages



Damaged cases

Please photograph and document any damages received and return to place of origin for replacement.

## Reducing our footprint

Packages of Samoas have reduced plastic packaging. Cases of Thin Mints use 26% recyclable content (and 18% less packaging material).



Samoas® packaging reduces 65k pounds of plastic.

100% of our individual rewards packaging is recyclable or reusable!



Adventurefuls NEW packaging uses a recyclable PET tray.

# Market your business in person



## Ordering made easy

### Order materials can help increase sales.

Entrepreneurs can use order materials at booths and encourage customers to scan their QR code to visit their Digital Cookie® site. Customers make a purchase and bookmark their site for future purchases. It's especially handy if booth inventory is running low in a certain flavor.

- Cookie order materials are fun to personalize.
- Add QR codes for easy online purchasing. Bookmark for later messaging. Encourage customers to bookmark for reorders.
- Order forms available in English and Spanish.
- Order materials are useful and engaging.

Encourage customers to bookmark Digital Cookie® link



## Make your Digital Cookie® QR code your BFF

Over 95 million Americans regularly scan QR codes.



The printable lanyard makes reorders easy for Girl Scouts on the go!



Before booth sales, Girl Scouts can make a bracelet, add their QR code, and tell customers to bookmark it for reorders.

## Leave-behinds make reorders easy

- Leave behind order forms
- Door flyer order forms
- Business cards
- Notecards
- QR code stickers
- Thank you slips





# eBudde™ basics



## The eBudde app is a must-have for Girl Scout Cookie™ volunteers

Use eBudde to manage your entire cookie program! The eBudde™ cookie management system offers calendar reminders, reports, training, and much more — on either your desktop or mobile device. It's also where sales are recorded so Girl Scouts get full credit for their hard-earned rewards.



### Easy as 1, 2, 3

#### 1 Download the eBudde app.

#### 2 Watch eBudde Training Videos on YouTube

Watch videos



#### 3 Set Up Your Troop — once you've been added to the eBudde system, you'll receive an email with your login information. Login to set up your roster, goals and reward settings.

### Top tips

#### Contact Caregivers

Use eBudde to communicate directly to caregivers. You can send deadline reminders, booth openings, cookie inventory info, and more! Use this eBudde feature in place of a text group or Facebook group.

#### Top Reports for Managing the Troop Sale

- Use the Girl Initial Order report to sort cookies for easy pickup and receipt writing.
- Check the Sales Report to see troop proceeds and amount due to council.
- Run the Cupboard Report for a list of cupboard locations, hours, and contact information.

#### Cookie Exchange

A troop-to-troop transfer can help with excess inventory.

- Log your extra cookie inventory.
- Check the cookie exchange before visiting a cupboard.

#### Help is a Click Away ?

Simply tap the question mark icon for quick access to helpful information

### Your One-Stop Shop

Find booth locations

Record booth sales

Order cookies easily, even at the booth

Exchange cookies

Order rewards



# Helpful information for Volunteers











## Girl Scout Cookie™ pick-ups

Picking up your cookie order is exciting, and there are a few steps you can take to make sure everything goes smoothly. Be aware that troops are responsible for counting and verifying the total number of cases received. When in doubt, **count it out!**

### Tips for a smooth pick up

- Arrive at your **scheduled** pickup time.
- Know exactly how many cases you ordered of each variety.
- Bring your bubble sheet/pick up ticket with your **troop number** on it.
- Make sure you have enough vehicles to load your order (*see capacity below*).
- Line up your vehicles at the **same time**.
- Give your pickup ticket to the loader and **count the cases** as they're loaded into your vehicle.
- You must **sign** for your order and receive your receipt.
- Volunteers are permitted to pick up inventory for the TCPM with the permission of the TCPM.
- Once cookies leave the warehouse/cupboard they **CANNOT** be returned, for any reason.

### Suggested case capacity for vehicles

Compact Car <b>23</b>	Hatchback Car <b>30</b>	Standard Auto <b>35</b>
		
Sport Utility Vehicle <b>60</b>	Station Wagon <b>75</b>	Minivan <b>75</b>
		
Pickup Truck <b>100</b>	Cargo Van <b>200</b>	
		

### The Great ROI or How the Cookie Crumbles \*

Troop proceeds are based on a Per Girl Average (PGA). The PGA for GSHG was 422. The higher the PGA, the more the troop earns!

- 40% Council-sponsored programs, events, priorities, training and other support
- 37% Girl Scout Cookies\*
- 4% Rewards
- 19% Troop Earnings

Cookie proceeds fund programmatic council experiences, and troops can earn between \$0.65 and \$0.75 per package sold.

\* Based on 22% increased cost of cookies

PKGS	Proceeds	CASES	Proceeds
<b>1-1799</b>	<b>\$0.65</b>	<b>1-149</b>	<b>\$0.65</b>
<b>1800-3599</b>	<b>\$0.70</b>	<b>150-299</b>	<b>\$0.70</b>
<b>3600+ PKGS</b>	<b>\$0.75</b>	<b>300+ CASES</b>	<b>\$0.75</b>

Troops can choose to **opt-out** of rewards and receive an additional \$0.10 in troop proceeds. Troop must be majority Cadette-level and up and the decision is due by January 14, 2026.

### Average sales per cookie variety

Deciding how many packages to order for cookie booths isn't an exact science, but here are average sales per cookie variety to give you an idea of how much to order:

Girl Scouts of Historic Georgia 2024—2025			
Total sales: a lot of packages			
Thin Mints	20.8%	Adventurefuls	7.7%
Samoas	19.3%	Lemon Ups	6.8%
Tagalongs	13%	S'Mores	6.6%
Trefoils	11.6%	Toffee-tastics	2.9%
Do-Si-Dos	11.3%		<b>100%</b>

# Necessary Forms



This QR code links to the forms needed for participation in the 2026 GSHG Girl Scout Cookie Program. These forms are accessible through gsLearn, eBudde Help Center, and our website:

**gshg.org > forms and documents> Product Program**

**Parents: All parent information can be found on our website: [gshg.org/cookies+](https://gshg.org/cookies+2025-2026-Product-Program-Parent-Permission-form)**

**[2025-2026 Product Program Parent Permission form](#)** This online Jotform must be completed by the parent/caregiver. If the personal credentials (valid driver's license or social security card) cannot be provided, cookies **must** be paid for in advance.

**[2026 Parent Debt Procedure form](#)** This Wufoo requires the parent's/caregiver's signature as acceptance of financial responsibility for cookies. If the form is not submitted, cookies **must** be pre-paid. A separate form must be completed for each girl.



**Troops: All troop/volunteer forms can be found in gsLearn**

**[2026 Troop Debt Procedure form](#)** This Wufoo form requires a signature by the troop leader or troop cookie program manager (TCPM). If the troop defaults or does not follow proper procedures outlined in this form, the person (s) completing this form is solely responsible for **ANY** uncollected debt.

**[2025-2026 Product Program Manager Agreement](#)** Volunteers requiring access to eBudde must have the assigned role of troop or service unit cookie program manager, submit this online Jotform, be a registered Girl Scout volunteer, and have a current background check on file.

**[2025-2026 Cookie Booth Program Request for Booth Dates](#)** Council members, including volunteers, can use this form to secure locations for our troops to use during the Cookie Program to sell cookies.

**[2026 Cookie Program Extreme Team Rewards](#)** Super Seller Girl Scouts who surpass 1,200+ packages during the 2026 GSHG Girl Scout Cookie Program must submit this Jotform if they wish to receive a reward from this achievement level. The form must be completed by the Girl Scout's parent/caregiver or the troop leader(s).

**[2026 Service Unit Bonus form](#)** Service unit cookie program managers must complete this online form by March 20, 2026, to qualify. A functioning SU will have in place by October 15 the following volunteers in SU roles: Manager, product program manager, and treasurer.

**\*The forms below must be submitted prior to deadline**

**[2026 ACH Reduction form](#)** In the event a troop will not have sufficient funds to cover the first or final ACH withdrawal, an ACH Reduction form needs to be submitted prior to the date of the ACH draft.

**[2026 Delinquent Account form](#)** In the event a parent or caregiver does not pay for cookies by your troop's deadline, a completed Delinquent Account form is required. Failure to complete the Delinquent Account form by March 11, 2025, will result in the Troop Cookie Program Manager being solely responsible for any missing funds. Please see Troop and Parent Debt Procedure Forms for specific procedures.



# Cookie Program Credits



## 2026 Cookie Program Credits

Girls may choose **Cookie Program Credits** when selecting Final Rewards in place of another item within a specified point level. These Cookie Program Credits allow girls to visit any one of five (5) council shops and make purchases using these credits towards the final price. Cookie Program Credits can also be used for: Council Events and activities, Service Unit sponsored events, GSHG camps, Girl Scout Destinations, Silver and Gold Award expenses, GSHG Membership, and GSHG Lifetime membership. Cookie Program Credits are **not** a 1:1 dollar equivalent.



If visiting one of our GSHG shops, please print your Rewards email and bring it with you! Or you can make your purchase online. Contact one of the five council shops and make your payment over the phone or via email. Scan this QR code to find our retail locations and hours. Our shops are located in Athens, Lizella, Albany, and Savannah including First headquarters.



Albany  
888-689-1912



Athens  
706-548-7297



FHQ  
First Headquarters  
888-223-3883



Liberty Street  
Savannah Shop  
706-548-7297



Macon  
478-254-9944



If using Cookie Program Credits for **GSHG Summer Camp, GSHG Events, EF Tours or GS Destinations**, please scan the QR code and fill out the online form. **GSHG Summer Camp** will require a deposit to be made first, then the credit is applied to your account balance.



If using Cookie Program Credits for **Lifetime Membership**, please scan the QR code and fill out the form. Ambassador Girl Scouts who are graduating from high school can use their Cookie Program Credits toward their lifetime GSUSA membership.

\$15.00 of a girl's Cookie Program Credits can be applied towards her total \$50.00 GSHG Girl Scout Membership. These credits cannot be applied towards an Adult Girl Scout Membership



**Online** Cookie Program Credits allow a girl and her parent/caregiver access to the GSUSA online shop where she can see all the ways she can use her Cookie Program Credits, including great events!

Cookie Program Credits are non-transferrable.

**All** Cookie Program Credits expire on **December 15, 2026**.



Girl Scouts of  
Historic Georgia  
2026 Cookie  
Program Rewards

Gift of Caring

50+ pkgs



Initial Order  
Rewards

250+ pkgs



350+ pkgs



Troop PGA  
Rewards

450+ pkgs



Additional PGA  
shirts can be  
purchased in  
ADULT sizes  
only. Must earn  
Troop PGA to  
make request.



26+ packages "Brave, Fierce, Fun!" Theme Patch



60+ packages Pop-up Ferret Action Patch



100+ packages Charm Patch with "Fun" Charm



150+ packages \$5 Trefoil Fun Find Credit



210+ packages Mini Fidget Plush Ferret



280+ packages Cookie Lanyard Strap



355+ packages Ferret Clip-on Pouch



435+ packages "Shirley" the Plush Ferret



550+ packages "Shirley's" Stationery Kit



650+ packages Water Bottle Pouch or \$20 Council Program Credits



750+ packages GSHG Membership or Vest Kit



850+ packages Bubble Pouch or \$25 Council Program Credits



950+ packages Wireless In-ear Buds or \$30 Council Program Credits

Girl Scouts of  
Historic Georgia  
2026 Cookie Program  
Extreme Team Rewards

All Girl Scouts who have surpassed 1200+ packages are eligible to select one (1) item from these Extreme Team Rewards based on their final achievement level. **Extreme Team Reward JotForms** are due to council by 11:59 p.m. on March 10, 2026.

1200+ pkgs

200 Camp



\$200  
Summer  
Camp

OR

Letterman  
Jacket



1500+ pkgs



Cotton  
Candy  
Machine

OR

Vlogging  
Kit



2000+ pkgs



400 Camp

\$400  
Summer  
Camp

OR

Karaoke  
Machine



3000+ pkgs



Beats On-ear  
Headphones

OR

Ninja  
Ice Cream  
Maker



4000+ pkgs



Apple  
iPad  
Mini

OR

Girl Scout  
Experience

Six Flags Over Georgia



5000+ pkgs



Meta Quest  
VR Headset

OR

Girl Scout Experience

Universal Volcano Bay

May 31-June 3

(Dates subject to change)

Minimum 10 girls required to  
Make an epic splash!



Juliette's Super Seller  
5K Superstars

Choice of 2 Extreme Team  
Rewards

Rewards must be from be  
from different levels



BRAVE.  
FIERCE.  
FUN!





# Resources at a glance



All resources can be found at [girlscouts.org/cookieresources](https://girlscouts.org/cookieresources)

[About Girl Scout Cookies®](#)

[Troop Leader Resources](#)

[Cookie Business Badges](#)

[Cookie Entrepreneur Family Pin](#)

[Digital Cookie®](#)

[Digital Marketing Tips for Cookie Entrepreneurs](#)

## Girl Scouts' safety guidelines

One of the most essential steps you can take to have a great season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

For more information visit: [girlscouts.org/cookieresources](https://girlscouts.org/cookieresources)

GSHG Volunteer resources can be found in gsLearn, including the 2026 Cookie Program Volunteer Guide, all debt procedure forms, Troop 101, and connections to register Girl Scouts for the 2026 GSHG Cookie Program.

GSHG Parent/caregiver resources can be found on the Girl Scouts of Historic Georgia website: [www.gshg.org](https://www.gshg.org).



Found at [LittleBrownie.com](https://LittleBrownie.com)

[NEW Social Media Guide](#)

[Exploremores™ Launch Resources](#)

[FAQs and Nutrition Information](#)

[Social Media Tools and Graphics](#)

[BRAVE. FIERCE. FUN! Resources](#)

[Resources for Girl Scouts to Grow Their Cookie Businesses](#)

[Cookie History](#)

[Cookie Recipes](#)



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[@samoas\\_cookies](#)



FOLLOW

Little Brownie Bakers®  
on Pinterest  
[@lbbakers](#)



Dare to dream  
beyond the box.



**BRAVE.**  
**FIERCE.**  
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**girl scouts**   
of historic georgia

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