2027 Quick Guide
Cookies



This is your simplified guide to the Cookie Program!

For more in-depth resources, scan the QR Code for the complete Troop Cookie Manager Guide, step-by-step instructions, videos, & resources to support your cookie season.



To participate in the Cookie Program, the Troop Cookie Manager must:

- [ ] Have each girl's caregiver complete the digital Legal Guardian Product Permission Form. →
- [ ] Have a bank account and current ACH information on file. ACH information must be submitted annually.
- [ ] Attend a virtual training or complete the gsLearn training.
- [ ] Complete the electronic Troop Cookie Manager Agreement after completion of training.

Troop Leaders!

The volunteer position of Troop Cookie Manager is essential to your Girl Scout Troop's experience. Ask a caregiver* to be the Troop Cookie Manager.
*Must be a registered adult member.

girl scouts heart of michigan

Important Dates to Remember

December

12/2 gsLearn Training Launches

- **12/2, 12/10** - Live Training (3+ yr)
- **12/3, 12/9** - Live Training (1-2 yr)
- **12/15** - Product Office Hour - Getting Started
- **12/15** - Initial Order Taking Begins
- **12/15** - DC Order Taking Opens

January

- **1/8** - Council Booth Sign-up
- **1/12** - Troop DC Links Open for Use
- **1/13** - Product Office Hour - Booth Selection
- **1/17** - DC Order Import Pauses
- **1/18** - Continue Goal Getter Sales
- **1/19** - Product Office Hour - Initail Order
- **1/19** - Submit Cookie Initial Order
- **1/19** - Reward Opt Out Deadline
- **1/22** - DC Order Import Restarts

February

- **2/6 - 2/11** - Delivery to Troops
- **2/12** - Booth Season Begins
- **2/16** - Product Office Hour - Allocation

March

- **3/3** - Product Office Hour - Inventory Management

April

- **4/2** - Strive For Five (Last Entry)
- **4/5** - Submit Final Rewards
- **4/6** - Product Office Hour - Rewards & Wrap Up
- **4/7** - Submit Final Rewards
- **4/7** - Strive For Five (Drawing)
- **4/8** - Strive For Five (Announcement)

May

- **5/25** - DC Closes

Girl/Family Troop

Platforms used to manage the cookie program

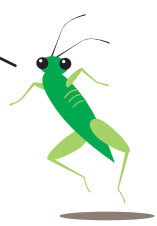
eBudde is the online system that Troop Cookie Managers use to manage the cookie sale. Use eBudde, to manage inventory, place the Initial Order, select an I/O delivery location, find cookie booth opportunities, and more. Troop Cookie Managers who have taken training and signed their TPM Agreement can access eBudde at www.ebudde.littlebrownie.com.

Troop Cookie Managers use the **Digital Cookie** (DC) platform to manage and support their troop's online cookie sales. *Troops may also use card processing feature of Digital Cookie to process sales at Cookie Booths. Girls use Digital Cookie to take online orders and run their storefront.

Level Up Your Cookie Business With Our Media ToolKit

Find ready-to-use social media graphics, virtual backgrounds, and Facebook cover photos designed to help you promote your Girl Scout's cookie business, reach more customers, and show off your Girl Scout spirit wherever you connect.

Scan the QR code



Why Participate in the Cookie Program?

The Girl Scout Cookie Program is the largest girl-led business in the world. It helps girls develop five business and leadership skills that they'll use for the rest of their lives:

GOAL SETTING

Girls work together to set a goal as a troop, how many products they need to sell as a troop to meet their goals.

Why it matters
Girl Scouts learn to set goals and create a plan to achieve them

DECISION MAKING

Girls decide how to market their business, what to do with their proceeds and where to sell the products.

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

MONEY MANAGEMENT

Girls develop a budget and work within their budget. Girls also take orders and handle customer's money.

Why it matters
Girl Scouts become confident working with a budget, handling money and making change.

PEOPLE SKILLS

Girls talk with their customers to place orders and answer questions about the products.

Why it matters
Girl Scouts find their voice and build confidence through customer interactions.

BUSINESS ETHICS

Girls Scouts use the Promise and Law to guide them during the Cookie Program Season.

Why it matters
Being an ethical person is valuable in the world and as an employee.

How to Get Started

- Collect materials from your Service Unit Product Manager or at your local Girl Scout Heart of Michigan regional center.
- Host an informational meeting with families. Explain the importance of the program and the 5 skills. Share dates and deadlines for the program.
- Have girls set their personal goal as well as a total troop goal, they can also start to discuss what they would like to do with their proceeds. Make sure to add their personal goals into eBudde!
- Once you have access to eBudde, ensure all emails for girls and caregivers are correct.



All Girl Scout Cookies are **$6.00**

Patch Pals Dog Treats are **$9.00**



Trefoils®



Thin Mints®



Toffee-tastics®



Samoas®



Tagalongs®



Adventurefuls®



Do-si-dos®



Exploremores®



Lemon-Ups®



Sparkables®



Patch Pals®

Troop Cookie Manager Success Checklist

Complete the following:

- ☐ Attend a virtual training or complete the gsLearn training.
- ☐ Use the Troop Roster in myGS to confirm all participants are registered.
- ☐ Have caregivers sign the Product Program Caregiver Agreement.
- ☐ Ensure the annual troop ACH form has been submitted to verify troop bank account.
- ☐ Submit the Troop Cookie Manager Agreement.
- ☐ Schedule the Caregiver Cookie Meeting.
- ☐ Review Key Deadlines.
- ☐ Make sure to have Troop Cookie materials (Receipt book, XL envelope, & 1 per girl of the following: Cookie Order Card, money envelope, Family Guide).
- ☐ Join the Troop Product Manager's GSHOM rally on Rallyhood.
- ☐ Confirm eBudde & Digital Cookie access, verify the Troop Roster, and send caregiver emails.
- ☐ Hold the Caregiver Cookie Meeting.

The volunteer position of Troop Cookie Manager is essential to your Girl Scout Troop's experience. Ask a caregiver* to be the Troop Cookie Manager.



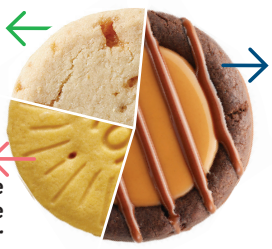
How the Cookie Crumbles*

100% of the proceeds from every package of Girl Scout Cookies sold stay local to Girl Scouts Heart of Michigan.

**based on averages*

22% goes toward troop proceeds and girl rewards

24% goes toward the Girl Scout Cookie Program and baker



54% is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services

Troop Proceeds

Troops earn proceeds based on the per girl selling average (PGA).

Per Girl Selling Average (PGA)	Troop Proceeds Per Package
1-224 packages	$0.95
225+ packages	$1.05
Troops opting out of Rewards	Additional $.10 per pkg.

Juliette* Proceeds

Juliettes earn proceed credits that are loaded to a Girl Scouts Heart of Michigan credit card.

Juliette Cookies Sold	Juliette Credits Issued per 25 Packages Sold
10-24 packages	$10.00
25-174 packages	$23.50
175-224 packages	$24.75
225+ packages	$26.00

*Juliette Girl Scouts are individual Girl Scouts that do not have a troop affiliation.

Girl Scouts Heart of Michigan
2027 Cookie Program Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Digital Cookie Reward



Firefly Charm
100+ pkgs

Booth Sales



Cookie Booth Charm
48+ pkgs

Hometown Heroes



Grasshopper Charm
12+ pkgs

Instant Reward



Friendship Set
95+ pkgs

Initial Reward



Firefly Action Patch
150+ pkgs

Troop Reward



Per participating Girl, plus 1 free adult shirt
225+ PGA



Charm Patch
35+ pkgs



Cookie Bunny Charm
65+ pkgs



Mini Plush Bunny OR $4 Cookie Cash
125+ pkgs



Scrunchie Set OR $5 Cookie Cash
175+ pkgs



Mascot Charm Bunny Plush OR $6 Cookie Cash
225+ pkgs



Handheld Fan OR $7 Cookie Cash
275+ pkgs



Mini Microscope OR $8 Cookie Cash
325+ pkgs



Waterbottle Pouch OR $9 Cookie Cash
400+ pkgs



Towel & Carrying Pouch OR $10 Cookie Cash
500+ pkgs

Ann Arbor Build-A-Bear OR Camping Hammock OR $20 Cookie Cash
600+ pkgs

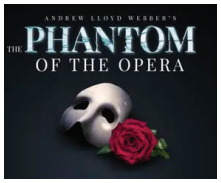


Dave & Busters Livonia, June 16, 2027 or Lansing, July 14, 2027 OR Summer Vibes Set OR $40 Cookie Cash
800+ pkgs



MY27 Membership OR Plus 1-Dave & Buster's Bring A Friend OR $60 Cookie Cash
1000+ pkgs

Cedar Point, July 19, 2027 OR $75 Cookie Cash
1250+ pkgs



Phantom of The Opera, Grand Rapids August 12, 2027 OR $100 Cookie Cash
1500+ pkgs



2027 Year Patch AND Beats Headphones OR Beats Earbuds OR $150 Cookie Cash
2027+ pkgs



Chicago w/ CEO, June 24-25, 2027 OR $300 Cookie Cash
3000+ pkgs

iPad OR $400 Cookie Cash
4000+ pkgs

$50 Cookie Cash for every 500 packages sold over 4000+ pkgs

Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability..

DOUBLE MINT CLUB

Cratejoy



Girl Scouts will have an opportunity to become part of the 2027 Double Mint Club and enjoy their choice of one of our Featured Subscription Boxes provided in partnership with Cratejoy!

To join the club, girls must participate in the Fall Product Program and Cookie Program:

- Sell $1,300+ in Fall Product Program by 11/15/26
- Sell 600+ packages of cookies by 4/5/27

What is opting out and how can I do so?

Cadette, Senior, and Ambassador troops can choose to opt out of girl rewards including cookie cash. Troops will earn an extra 10 cents per package in proceeds up to $1.15.

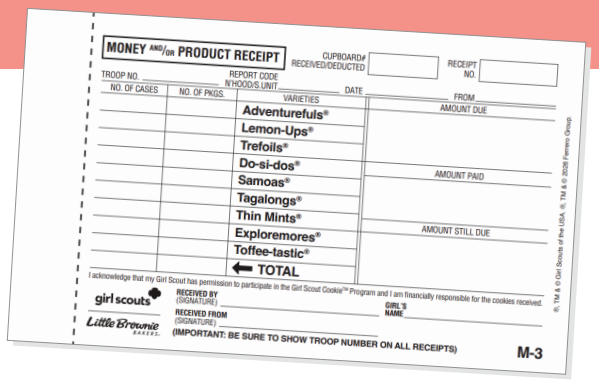
- Girls must decide, unanimously, to opt out.
- Caregivers must be notified of the troop's decision.
- **Girls will only receive the themed patch, NO other patches or troop rewards will be earned.**

In the settings tab in eBudde simply choose "opt out" by your Initial Order submit date. If girls are not Cadettes or above, troops will be opted back into rewards. Please note: *This will impact the amount owed to Girl Scouts Heart of Michigan.*

Finances

2026-2027 Product Program
Automated Clearing House (ACH) Payments Troop Instructions

ACH Sweep Dates			
Troop Payment Due to GSHOM	**Notice Date**	**Adjustment Deadline Date Includes OMR**	**Payment Date**
ACH Payment #1	11/23/2026	N/A	12/11/2026
ACH Payment #2 Initial Order	2/12/2027	3/5/2027	3/12/2027
ACH Payment #3	3/23/2027	3/30/2027	4/2/2027
ACH Payment #4	4/20/2027	4/27/2027	4/30/2027
ACH Payment #5	6/1/2027	6/8/2027	6/11/2027


MONEY AND/OR PRODUCT RECEIPT

CUPBOARD# RECEIVED/DEDUCTED

RECEIPT NO.

TROOP NO.

REPORT CODE N'HOOD/S.UNIT

DATE

FROM

NO. OF CASES	NO. OF PKGS.	VARIETIES	AMOUNT DUE
		Adventurefuls®	
		Lemon-Ups®	
		Trefoils®	
		Do-si-dos®	AMOUNT PAID
		Samoas®	
		Tagalongs®	
		Thin Mints®	
		Exploremores®	AMOUNT STILL DUE
		Toffee-tastic®	
		← TOTAL	

I acknowledge that my Girl Scout has permission to participate in the Girl Scout Cookie™ Program and I am financially responsible for the cookies received.

girl scouts

Little Brownie Bakers

RECEIVED BY (SIGNATURE)

GIRL'S NAME

RECEIVED FROM (SIGNATURE)

(IMPORTANT: BE SURE TO SHOW TROOP NUMBER ON ALL RECEIPTS)

M-3

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Money Collection

- All checks should be made payable to "Girl Scouts Heart of Michigan" or "GSHOM". In an instance when a check bounces, GSHOM can only help if the check is made out to GSHOM. If the check is written to an individual, GSHOM is unable to help recover the funds. Complete the digital NSF Check Form Link by scanning the QR Code below.
- **Money should not be collected until cookies are delivered, except for Digital Cookie orders (DC).**
- Distribute product promptly to the girls. Initial cookie orders should be completely delivered to customers **within three weeks**. When caregivers pick up their cookies, the Troop Cookie Manager and caregiver **must** sign a receipt for the number of cookies taken.
- **Collect money from girls often.** Count all money received with the caregiver present. Use the receipt book to record payments, give caregivers the yellow copy, and retain the white copy.

NSF Checks

If a customer's check fails to clear the troop account, complete the digital NSF Check Form (available at www.gshom.org) and Girl Scouts Heart of Michigan will reimburse you for the check and return fee.

OMR

NSF Check Form

ACH

Outstanding Money

If a caregiver fails to turn in payment by the deadline:

- Notify the caregiver immediately, in writing, to remind them that payment was due.
- If payment becomes delinquent, complete an Outstanding Money Report (OMR) available online at www.gshom.org under Forms and Documents. Be sure to attach copies of all cookie transaction receipts in the submitted online form. Outstanding Money Report forms submitted without the required paperwork will be returned to the troop for completion. OMRs past June 8th, 2027, will not be accepted.
- **Do not** cover outstanding balances with troop or pensonal funds.

Note: If an Outstanding Money Report is **NOT** turned in with the final payment, the Troop Leader and Troop Cookie Manager will be held accountable for the delinquent funds.

READY TO explore

Pro Tips for Girls to Crush Their Goals!

Initial Order (12/15/26 - 1/19/27)

- Girls can sell using their digital or physical Order Card door-to-door, at caregivers' place of work, or to friends and family.
- Record any orders on the Order Card for easy delivery! Physical Order Cards should be tallied and submitted to their Troop Product Manager for review.
- Once the product arrives, deliver to customers as soon as possible with a thank you and a smile.
- Money is collected at the time of delivery and turned into your Troop Cookie Manager at the specific time and date communicated.
- Once cookies are delivered, leaders should collect money from girls at meetings. Use the Cookie Receipt Booklet when exchanging money and product.

Digital Cookie (DC) (12/15/26 - 5/25/27)

Girls can sell online through Digital Cookie (DC) during the whole cookie season.

- Girls launch their online store with the help of their guardian.
- Girls and caregivers should send out emails to friends and family via digital cookie.
- Girls and caregivers should use their unique DC link in text messages to friends and family, and social media posts. (Never shared publicly).
- Customers purchase and pay online.
- Customers have the choice of having cookies girl-delivered or shipped directly to them.

Goal Getter Sales After Initial Order

- Girls keep working towards their goals, diversify their sales strategy and seek out new customers.
- Collect money at time of delivery.
- Place order for Goal Getters through the eBudde system under the transaction tab.
- Girls will continue to earn rewards and troops will continue to earn proceeds.





Cookie Booths (12/15/27 - 4/4/27)

- Secure the troop's first four promised council sponsored booth slots in eBudde between 7:00 PM 1/13/27 and 7:00 PM 1/15/27.
- Continue to select additional council sponsored booth slots starting 1/15/27 at 7:01 PM.
- Submit troop sponsored booth locations through the eBudde system under the 'Booth Site' tab to be reviewed and approved.
- Keep a count of what items are sold and how much should be collected.
- Return eligible unsold product to the Cookie Cupboard you received cookies from the following Monday after pick up.
- Deposit all money in the troop bank account.

Troops can secure their own booth location or sign up for a council-sponsored booth. They check out a selection of cookies from their local cookie cupboard and set up shop outside a high traffic area. Customers order, purchase, and enjoy cookies the same day. To meet consumer demand, **troops should host a minimum of 4 cookie booths.** **Check the full guide for a complete list of locations you may not contact to host a cookie booth.*

Materials to collect from Service Unit Product Manager or your local Regional Center.

Each Troop will receive:

- ✓ Quick Guide to Cookies
- ✓ Girl Scout Cookie Receipt Booklet
- ✓ XL Envelope

Each Girl will receive:

- ✓ Cookie Order Card
- ✓ Money Envelope
- ✓ Family Guide

rallyhood®

Be one of the cool kids and join the Product Rally today!

Don't forget to join the Troop Product Manager Rally to stay connected and get all the updates you need.



GSHOM Secret Shopper Patch Program



Learn more

Get ready! Girl Scouts Heart of Michigan's Secret Shoppers are gearing up to visit random cookie booths during the Cookie Booth portion of the Girl Scout Cookie Program!

These surprise visits are a fun way to recognize Girl Scouts who:

- Demonstrate strong knowledge of the Cookie Program.
- Exemplify the Girl Scout Promise and Law.
- Make a great impression on their community.

Girls who stand out will be rewarded with the Official GSHOM Secret Shopper Patch - a special honor for a job well done!

Bring your best smiles, knowledge, and Girl Scout spirit - you never know when a Secret Shopper might stop by!

How to Participate:

- Hold a Cookie Booth or Cookie Drive-Thru.
- Cookie Booth must be listed in eBudde and approved.
- Follow booth etiquette guidelines and GSHOM Safety Activity Checkpoints.

Safety Comes First in Girl Scouting!

Be sure girls understand and follow these safety rules:

1. **Show you are a Girl Scout** by wearing your Girl Scout gear.
2. **Buddy Up:** Use the buddy system when selling cookies.
3. **Be streetwise:** Look both ways & sell in a familiar area.
4. **Partner with adults:** Especially door-to-door & booths.
5. **Plan ahead:** Have a plan for dealing with cookie money.
6. **Do not enter** anyone's home or vehicle.
7. **Sell during the daytime.**
8. **Protect your privacy:** Only give first name & troop number.

Community Service Project: Gift of Caring

Hometown Heroes is Girl Scouts Heart of Michigan's council-wide community service project. For various reasons, some customers do not want to buy cookies for themselves, or they have only a limited need. With Hometown Heroes, they have a chance to give to others while supporting Girl Scouting at the same time. Troops will have the option to help donate these cookies and decide where the cookies will be donated at the end of the season.

Cookie season is more fun with family!



Bring the whole family together for tons of fun and learning through our Girl Scout Cookie Program pin collection!

Girls can earn all 13 pins in the collection - one unique pin for every year they participate!

Learn more

