

The background is a vibrant, tropical-themed illustration. It features a large, stylized white flower with green and yellow polka dots in the center. Surrounding it are various other flowers, including a large pink and orange flower on the right and several smaller pink and orange flowers at the bottom. Green leaves and palm fronds are scattered throughout. A Girl Scout cookie character, a white cookie with black and white markings and a smiling face, is visible in the top right corner and another one is partially visible at the bottom center.

2024-2025 Girl Scout Cookie Program

Juliette Cookie Manager Guide

girl scouts 
of southeastern
michigan

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Important Cookie Program Dates

December 16, 2024: Girls can begin taking early online orders through the Digital Cookie platform

January 6, 2025: Cookie Program officially begins; girls can begin taking orders on their Order Card from family and friends

January 19, 2025: Big Game Booth application due

January 25, 2025: Cookie Rally event

January 26, 2025: The Girl Delivery option in Digital Cookie will pause

January 27, 2025: Mall booth reservations open

January 28, 2025: Booth reservations open (limit 2)

January 29, 2025: All booths open for reservation (no limit)

January 31 – April 4, 2025: Goal Getter Cards are used to gather additional orders, which can be picked up at Cookie Cupboards starting on February 13

February 2, 2025: Girl Delivery will resume in Digital Cookie

February 3, 2025: Juliette Initial Order pick-up

February 3, 2025: Big Game Booth pick-up

February 8, 2025: Big Game Booth Day

February 13, 2025: Cookie Cupboards open

February 14, 2025: Booth sales begin

February 26, 2025: Initial Order ACH sweeps begin

March 13, 2025: Mixed cookie case pick-ups available in the Cookie Cupboards

March 13, 2025: Cookie Exchange opens in eBudde

April 2, 2025: The Girl Delivery option in Digital Cookie will turn off for the remainder of the season

April 4, 2025: Cookie Cupboards close

April 6, 2025: Booth sales end

April 9, 2025: Final Reward Order due

April 21, 2025: Final ACH sweep of the 2025 Cookie Program

Mid-May 2025: Rewards available

Important Contact information

For the quickest response to inquiries, please email:

productsales@gssem.org

Cookie Program Checklist

- ☐ Complete the pre-recorded 2025 Juliette Cookie Rookie Training or Juliette Cookie Refresher training
- ☐ Ensure your Juliette has a current membership
- ☐ Complete the **two** financial forms required to have access to eBudde and participate in the Girl Scout Cookie Program:
 1. Juliette ACH Debit Authorization Form
 2. Juliette Agreement to Assume Debt Form

For inquiries about the Cookie Program, contact the Product Program team at productsales@gssem.org.



Girl Scout Cookie Glossary

eBudde: The online platform used to assign cookies to your Girl Scout, document payment of cookies, schedule booths, and order Girl Scout rewards.

Cookie Cupboard: Locations around the council where Juliettes can pick up additional cookies throughout the cookie season.

Cookie Finder: Website where customers can enter their zip code to find the nearest cookie booth, or virtual cookie booths. Only cookie booths entered in eBudde will show up on the Cookie Finder.

Digital Cookie (DOC): The Girl Scout platform where girls can set up their online business to sell cookies to friends and family.

Initial Order: Pre-selling cookies and collecting orders on the Paper Order Card from January 6, 2025 – February 3, 2025. There is an early online selling opportunity in Digital Cookie that will start December 16, 2024.

Booth Sale or Direct Sale: On the spot selling, no pre-orders required. Cookie inventory for booths can be ordered and picked up at a Cookie Cupboard! The Booth Sale will run from February 14 – April 6, 2025.





2024–2025 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.

\$ 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.

\$ 5



Trefoils®

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

\$ 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.

\$ 5



Samoas®

• Real Cocoa
• Real Coconut

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

\$ 5



Tagalongs®

• Real Cocoa
• Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating
Approximately 18 cookies per 6.5 oz. pkg.

\$ 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.

\$ 5



Girl Scout S'mores®

• Made with Natural Flavors
• Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling
Approximately 16 cookies per 8.5 oz. pkg.

\$ 6



Toffee-tastic®

• No Artificial Flavors

GLUTEN-FREE

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

\$ 6





Rewards

Based upon their individual sales, girls who participate in the Cookie Program are eligible to earn rewards. A full list of reward items and levels can be found on the back of each cookie Order Card.

Program Credits

Please see the Juliette Program Credits Guide for more information on program credits that can be earned.

Submitting your Final Reward Order

1. Open the “Rewards” tab in eBudde
2. Click “Fill Out” next to “Final Reward Order”
3. Click on your girl’s name to select any choices that need to be made (if applicable)
4. Input a booth patch (if applicable)
5. Select the “Submit Troop Reward Order” button at the bottom of the page
6. Submit Final Reward Order by **April 9, 2025, at 11:59 PM**
OR email selections to productsales@gssem.org by April 8, 5 PM.

Top Cookie Seller Events

Girls will receive invitations for each event for which they qualify:

750+ = Choice of 1 Cookie Celebration OR Snow Cone Maker

Cookie Celebration options (Girl Scouts may select 1 date/location):

Urban Air (Sterling Heights) – June 18, 2025

Urban Air (Livonia) – June 20, 2025

IFLY (Novi) – June 21, 2025

Rev’d Up Fun (Woodhaven) – June 26, 2025

**1250+ = Fun Day at Cedar Point OR Michigan’s Adventure
OR Vlogging Kit & Accessories**

Fun Day options (Girl Scouts may select 1 date/location):

Michigan’s Adventure – June 29, 2025

Cedar Point – July 19, 2025

**3,000+ = Mall of America Trip (Bloomington, MN;
August 3-6, 2025; girl only; J/C/S/A levels only) OR Great
Wolf Lodge Trip (Sandusky, OH; August 19-21, 2025; girl &
guardian; all levels) OR Beats Headphones OR Smart-Phone
Enabled Telescope**

The cookie events are hosted by GSSEM to honor our top cookie sellers. We are providing these dates well in advance so that families may plan accordingly; there are no make-up dates. If your Juliette is not able to attend on any of the scheduled dates, she may choose the alternative reward option.

Troops to Troops (Gift of Caring)

This project was developed for Girl Scouts as a community service project. This year, our donations will either go to Soldier's Angels, an organization that will send the cookies to military members serving overseas, or to local police and fire rescue departments.

How it works:

Donations via Paper Order Cards: When taking orders, girls can ask customers if they would like to purchase additional packages for the council's Troops to Troops project. There is a donation column on the Order Card for this purpose. The total number of packages of cookies donated through the Order Card will be included in your Juliette's Initial Order sales. These cookies are not picked up by the guardian of the Juliette, but are held at the warehouse for distribution to the partner agencies. They are paid for at the end of the sale, in the final payment.

Donations via Booth/Direct Sales: Cookie booths are also a great place to promote the Troops to Troops project. You can print out cards (available online on the Cookie Seller Resources Page) that customers can write their names on when they buy cookies to donate. Display the cards around the booth throughout the day. After the booth is over, count the Troops to Troops cards. These cookie sales are virtual (you take the order and the money, but don't give the cookies to the customer). Enter the total number of boxes from the cards under the "T2T" column in eBudde. This will add the cost to your total amount due; you will pay for them at the end of the sale, and GSSEM will arrange for the cookies to be delivered to the partner agencies, as mentioned above. Give credit to your Juliette in the same way you would for traditional booth sales.



eBudde

eBudde is the online system that troops use to manage the cookie sale. Please note that the eBudde database is set up for troop use. However, Juliettes may have access to eBudde to find cookie booth opportunities and place pending orders to Cookie Cupboards for more cookies. Juliettes must email productsales@gssem.org to be added to eBudde.

The Juliette ACH Debit Authorization form and Juliette Agreement to Assume debt form must be completed in order to have access to eBudde.

Here are some quick steps to get you started:

- Download the eBudde app wherever you typically search for apps
- Enter in your personal profile information. Be sure to enter your current password. Click update profile.
- Check your Girl Roster to ensure your Juliette is listed; only registered Juliettes may be added to eBudde.

Initial Order

Order Taking

In your Juliette Cookie Kit, you should have received an Order Card for your Juliette. Juliettes can use these cards to take orders from family and friends. Juliettes may start selling early online via Digital Cookie starting December 16, 2024. Juliettes can sell to family and friends with the Paper Order Card from January 6, 2025 – February 3, 2025.

Picking up your Juliette Initial Order

Your Juliette's Initial Order, along with any Girl Delivered orders for Digital Cookie, can be picked up at a GSSEM service center location on February 3, 2025, from 10 AM – 6 PM. You'll receive an email a week prior to select your pickup location. Simply bring your Order Card and pick-up the cookies that you need. You can pick-up single & mixed boxes during the Juliette cookie pick-up.

To ensure product quality, GSSEM cannot accept cookie returns from Initial Orders or cupboard pick-ups.

Booth Sales

Booth Sales/Direct Sales refer to selling cookies to customers “on-the-spot” without requiring them to pre-order and wait for delivery. Girls can sell cookies to individual customers using their Goal Getter Card, or you can reserve and set up a Cookie Booth at a GSSEM authorized location and sell cookies to the general public. The dates for this year’s direct sale are February 14 – April 6, 2025.

Goal Getter Cards


Your Juliette Cookie Kit contains a Goal Getter Card. You should hold onto this and give it to your Juliette once her Initial Order is submitted. Juliettes can continue to take orders after the Initial Order period has ended by using their Goal Getter cards. These cookies will be picked up by the Juliette’s parent/guardian at a Cookie Cupboard.

Mall Kiosks

GSSEM will host Girl Scout Cookie kiosks at most major malls across the council. A complete list will be available in eBudde in mid-January. Mall kiosks are open to all Juliettes and will be selected through eBudde. Mall kiosk time slots will be available for selection on eBudde on January 27, 2025, at 7 PM. In order to give as many troops and Juliettes as possible the opportunity to sell at a mall kiosk, sign-ups are limited to one slot on the first day of sign-ups.

Cookie Booth Process

Girl Scouts of Southeastern Michigan will arrange cookie booth opportunities at places of business in each community, including drive-up opportunities. Store management at all locations that have hosted cookie booths in the past have been given the option to request that GSSEM organize booths at their store (Juliettes sign-up through eBudde), or to request that Juliettes contact them directly to arrange dates and times for booths. Dates and times for stores and drive-up sites that wish to be selected through eBudde will be available for selection on January 28, 2025, at 7 PM; on this day, you may select two booth slots total. If you selected a mall cookie kiosk on January 27, you will only be able to select one additional booth opportunity on January 28, for a total of two.



On January 29 at 7 PM, the remaining slots will be open for selection. Please only select sites that your Juliette can work; please cancel the booths in eBudde as soon as you know you cannot staff it.

Chain Store Locations

All Kroger, Walmart, Lowes, and Sam's Club cookie booths are coordinated between GSSEM and the chain's corporate headquarters. GSSEM has been given specific dates for each store from the chain's corporate headquarters. In exchange for the guarantee of these dates, GSSEM has agreed that troops will not approach individual store managers about additional dates. To summarize, all booths at Kroger, Walmart, Lowes, and Sam's Club will be arranged by GSSEM and selected by troops through eBudde. Troops may not visit or contact stores for extra dates.

Setting Up Your Own Booth

After January 29, 2025, Juliettes are welcome to make their own arrangements for cookie booths with local stores in their area not listed on eBudde, at their schools, places of worship, and local community events (crafts fairs, sporting events, etc.). Please remember that guardians cannot make cookie booth inquiries at any corporate chains listed above. Failure to honor this policy may prevent GSSEM from being able to set up booths with these stores in future years. In addition to the stores mentioned above, the following stores have a national corporate non-solicitation policy, and do not allow non-profit groups, including Girl Scout cookie booths: Home Depot, Meijer, and Target.

How To: Select a Cookie Booth on eBudde

For GSSEM organized booths:

- Click on the "Booths Sites" tab.
- Click on "Free Slots."
- Select a booth that works for your schedule and click "Submit."
- Click on "Current Signups" to ensure the booth has been reserved.

For booths you setup on your own:

- Click on the “Booth Sites” tab.
- Click on “My Sales.”
- Enter the requested information.
- This will ensure that your booth shows up on the Cookie Locator.

How To: Add Your Own Booth

- Click on the “Booth Sites” tab.
- Click “My Sales” from the drop-down box.
- Enter in all information.
- Click “Add.”
- Approval will show as pending. Approvals are every Monday, Wednesday, and Friday.

How To: Credit Juliettes for Booth Sales

- Click the “Booth Sites” tab.
- Select the cookie booth for which you wish to record a sale.
- Input total amount of cookies sold.
- eBudde will then distribute the cookies to your Juliette, or you can input the boxes manually on the Girl Orders tab.



Cookie Cupboards

Cookie Cupboards are mini-cookie warehouses located at GSSEM Service Centers or volunteer locations. After picking up your Initial Order on February 3, 2025, you can go to a local Cookie Cupboard if you need more cookies for a booth or additional orders. A complete list of cupboard locations will be sent through an email from the eBudde system and by productsales@gssem.org. Cookies must be checked out in full cases up until March 13. After March 13, you may pick-up mixed varieties that total a full case; for example, you may place a pending order for 3 boxes of Trefoils, 3 boxes of Samoas, 4 boxes of Thin Mints, and 2 of boxes Tagalongs, totaling 12 boxes, which equals a full case.

Cookie cupboards will be open February 13 – April 4, 2025.

Pending Orders

In order to ensure inventory is available at each cupboard, Juliettes must place a pending order. Juliettes must enter their pending order by 10 PM on Sunday to pick-up the following week during cupboard hours. When placing your pending order, you will select a date and time slot to pick-up your cookies.



Placing a Pending Order

Juliettes are required to place a pending order to pick-up cookies from a Cookie Cupboard. Pending orders are due by 10 PM on Sunday for pick-up the following week. You may use the eBudde system to place a pending order, or email productsales@gssem.org by the deadline.

- Click on the “Transactions” button.
- You will see a screen come up with all your cookies ordered to date.
- Click on “+Add.”
- You will see a new screen that says “Add Transaction.”
- Fill in the pick-up date.
- Select where you would like to pick-up.
- Select your preferred pick-up date and time.
- Enter the amount of cookies needed by flavor.
- Click the “Save” button.
- You are all set for the pick-up date you selected.

If you need to change or cancel your pending order, please email productsales@gssem.org.

Cookie Returns

To ensure product quality, GSSEM cannot accept cookie returns from Initial Orders or cupboard pick-ups. For support in ordering appropriately for your cookie booth, please contact a member of the GSSEM Cookie Committee, or productsales@gssem.org.

Cookie Exchange

On March 13, 2025, the Cookie Exchange tab will go live in eBudde. If you have packages of cookies to transfer to other troops, you would use the “Cookie Exchange” tab to list the flavors you have available. As you give cookies to other troops, make sure to update your packages available. Juliettes looking for cookies can go to the tab and see what is available nearby. A cookie transaction receipt should be completed; both troop/ Juliette should retain a copy of the receipt for their records.

The party giving the cookies is responsible for entering the transaction in eBudde.



Digital Cookie

Digital Cookie is an online sales platform for girls. After setting up their Digital Cookie site, girls will be able to sell cookies online to friends and family who do not live locally, or to those that prefer to purchase online. All orders on Digital Cookie require payment by card at time of check out, regardless of what type of order is placed. Guardians do not have to collect any money for Digital Cookie orders; no money should be collected for Digital Cookie orders.

There are three ways customers can purchase cookies on Digital Cookie: Girl Delivery, Direct Ship, and Donation.

Girl Delivered Orders

When customers choose “Girl Delivered” on the Digital Cookie platform, guardians **MUST** approve the order in Digital Cookie for it to be a successful order. Guardians have **five** days to approve the order, or it will be canceled.

Once the order is approved, the payment from the customer will show under the girl’s name in eBudde.

If the order was placed during the Initial Order period, the Girl Delivered order will show under the girl’s name on the “Initial Order” tab in eBudde. If the order was placed after the Initial Order period, the Girl Delivered order will show under the “Girl Order” tab in eBudde. **NOTE: the Initial Order tab is meant for troops. There is nothing Juliettes will need to do with this tab; it’s just for reference.**

If the Girl Delivery Cookies were placed during the Initial Order selling period (December 16, 2024 – February 3, 2025), you will pick these cookies up during Juliette Initial Order pick-up on February 3, 2025. After that date, you should place a pending order for any additional Girl Delivery orders. All Girl Delivered cookies should be assigned to your Juliette in eBudde (under the “Girl Order” tab). The Product Program team will assign them to the girl if you are unable to!

Direct Shipping Orders

When customers choose “Direct Shipping” in Digital Cookie, the packages and payment will automatically appear under the girl’s name on the “Girl Orders” tab in eBudde. Direct Shipped cookies are sent directly to the customer for a shipping fee. Shipping fees are based on average FedEx/UPS/USPS shipping fees to send food products; these fees are set by GSUSA and FedEx.

- Direct Shipping orders will be locked; you will not be able to make edits to these orders.

Donation Orders

When customers choose to donate cookies to GSSEM’s Gift of Caring in Digital Cookie, otherwise known as “Troops 2 Troops,” the online order and payment will automatically appear under the girl’s name in eBudde under the “GOC” column of the “Girl Order” tab.

- Donation orders will be locked; the troop leader will not be able to make edits to these orders.
- These orders will count toward the girl’s Gift of Caring packages.

For more information on participating in Digital Cookie, please view the Digital Cookie handouts and tip sheets, and/or watch the recorded Cookie Café training on Digital Cookie, online on the Cookie Seller Resources page.





Financials

As the Juliette Caregiver, you are responsible for reviewing and understanding the money handling procedures outlined in this handbook and discussed during training for the Juliette Cookie Program.

Funds owed to GSSEM for council proceeds from the Cookie Program will be collected via ACH debit from your Juliette bank account.

ACH Debit Schedule for 2025 Cookie Program

Funds must be available in the bank account (checks cleared) by **February 21, 2025**. Electronic withdrawal for Initial Order cookies will begin on **February 26, 2025**.

After the Initial Order ACH sweep, bi-weekly ACH sweeps will be done for an **account with a balance of \$5,000 or more owed to GSSEM**. Parents will be notified three business days before the sweep is set to take place. Parents will not be able to get additional cookies from the Cookie Cupboard until an ACH sweep is completed.

The remaining balance must be available in the bank account (checks cleared) by **April 18, 2025**.

The remaining balance due will be debited from the bank account beginning on **April 21, 2025**.

ACH debits will continue until the balance due to GSSEM has been collected. Bank NSF charges (\$20) incurred by GSSEM will be added to debt for each ACH rejection.

SPECIAL NOTE: Juliette Girl Scouts do not keep any cash funds from Product Programs. The full balance of all sales is submitted to GSSEM via ACH sweep. Juliette Girl Scouts will earn program credits for Girl Scout merchandise, camps, and programs. The amount earned is based on ranges published annually for each Product Program. **Juliette Girl Scouts and parents should NOT refer to balance due numbers provided in the eBudde system, as these are designed for troops, and not accurate for Juliette Girl Scouts.**

GSSEM takes misuse of funds extremely seriously. If personal use of funds occur, GSSEM will begin collection procedures, taking legal action as necessary. GSSEM will pursue all available criminal and/or civil charges involving misuse of funds.

Credit Card Sales

GSSEM offers the opportunity for Juliettes to accept credit card payments for cookies. If your Juliette would like to accept credit cards this year, our recommendation for a service provider is Square. You're responsible for setting up this service.

Volunteer Resources

- For recorded trainings, print material copies, tip sheets, and booth resources, visit our Cookie Seller Resources online at www.gssem.org/csr.
- For advice, commentary, and updates, join our Product Program Facebook Support Group by searching "GSSEM-Product Program Support."
- Check out our baker's website for activities and printable resources at www.littlebrowniebakers.com.





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