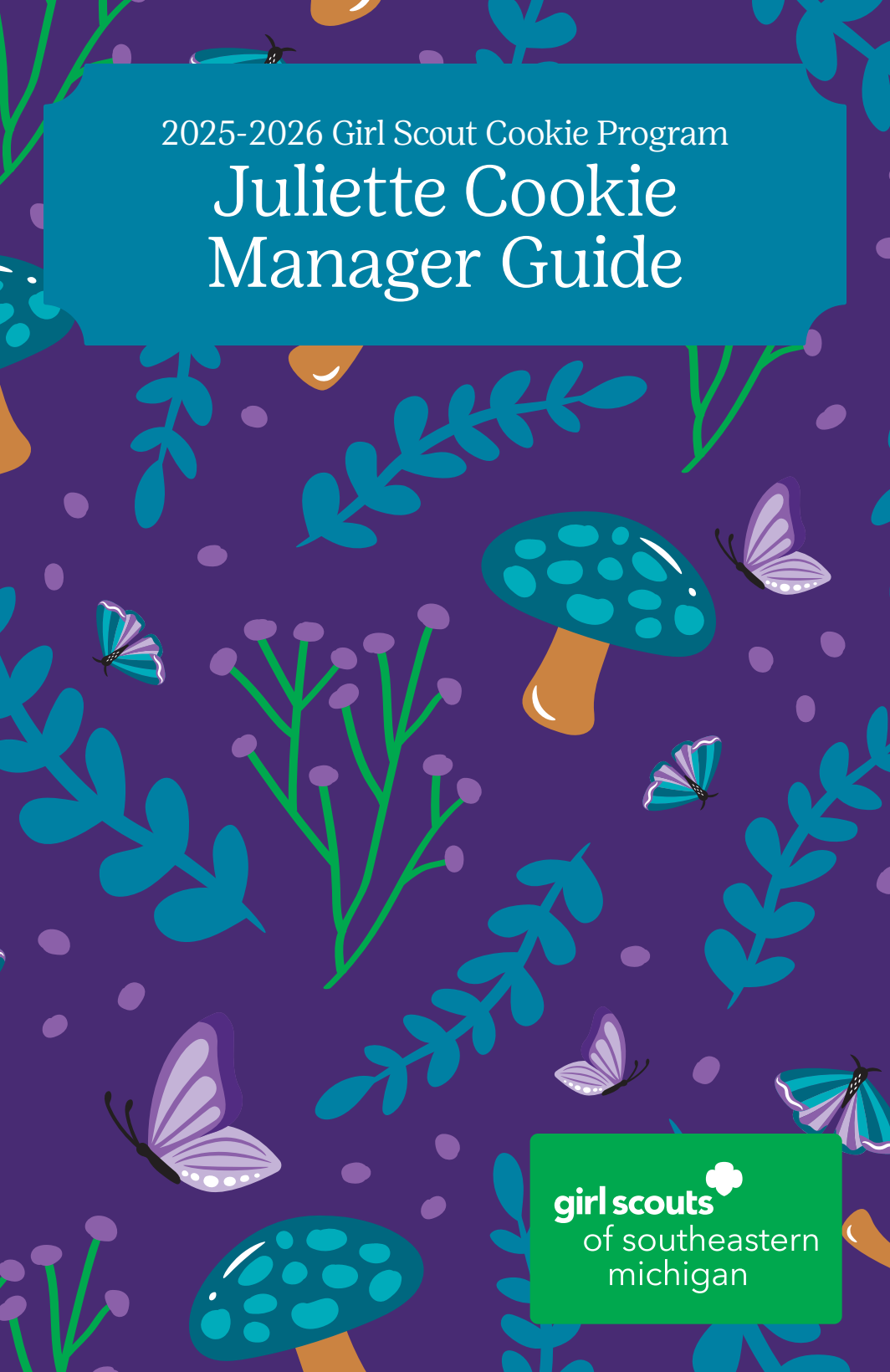


The background is a deep purple color, decorated with various forest-themed illustrations. There are several mushrooms with blue caps and orange stems, some with white spots. There are also green fern-like plants, purple and blue butterflies, and small purple dots scattered throughout. The overall style is whimsical and nature-inspired.

2025-2026 Girl Scout Cookie Program

Juliette Cookie Manager Guide

girl scouts 
of southeastern
michigan

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BRAVE.
FIERCE. **FUN!**



Important Cookie Program Dates

December 15, 2025: Girls begin taking early online orders through Digital Cookie

January 5, 2026: Official Cookie Program kickoff; girls begin taking orders on their Order Card from family and friends

January 9, 2026: Big Game Booth application due

January 24, 2026: Cookie Rally event

January 25, 2026: The Girl Delivery option in Digital Cookie pauses

January 25, 2026: Optional Digital Cookie Order Card (Parent Initial Order) entry deadline

January 26, 2026: Mall booth reservations open

January 27, 2026: Booth reservations open (limit 2)

January 28, 2026: All booths open for reservation (no limit)

January 30 – April 5, 2026: Girls use Goal Getter Cards to gather additional orders, to be picked up at Cookie Cupboards starting on February 12

February 1, 2026: Girl Delivery resumes in Digital Cookie

February 4, 2026: Big Game Booth pick-up

February 4, 2026: Juliette Initial Order Pickup

February 5, 6, 7, 9, 10, 2026: Troop Initial Order pickup

February 7, 2026: Big Game Booth Day

February 12, 2026: Cookie Cupboards open

February 13, 2026: Booth sales begin

February 25, 2026: Initial Order ACH sweeps begin

March 12, 2026: Mixed cookie case pick-ups available from Cookie Cupboards

March 12, 2026: Cookie Exchange opens in eBudde

April 1, 2026: The Girl Delivery option in Digital Cookie turns off for the remainder of the season

April 3, 2026: Cookie Cupboards close

April 5, 2026: Booth sales end

April 10, 2026: Final Reward Order due

April 20, 2026: Final ACH sweep of 2026 Cookie Program

Mid-May 2026: Rewards Available

Important Contact Information & Resources

For the quickest response to inquiries, please email:
productsales@gssem.org.

Resources

- For print material files, tip sheets and booth resources, visit our Cookie Seller Resource page online at www.gssem.org/csr.
- Check out our baker's website for activities and printable resources at <https://www.littlebrowniebakers.com>

Cookie Program Checklist

- ☐ Complete the pre-recorded 2026 Juliette Cookie Rookie Training
- ☐ Ensure your Juliette has a current Girl Scout membership
- ☐ Complete the two financial forms required to participate in the Girl Scout Cookie Program:
 1. Juliette ACH Debit Authorization Form (www.gssem.org/juliettebanking)
 2. Juliette Agreement to Assume Debt Form (www.gssem.org/julietteresponsibility)
- ☐ 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 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 5 – January 29, 2026. There is an early online selling opportunity in Digital Cookie that will start December 15, 2025.

Booth Sale/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 13 – April 5, 2026.





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.
⑩D

\$ 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.
⑩D

\$ 5



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.
⑩D

\$ 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.
⑩D

\$ 5



Samoas®

• Real Cocoa
• Real Coconut

Crisp cookies with caramel, coconut, and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.
⑩D

\$ 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.
⑩D

\$ 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.
⑩

\$ 5



Exploremores™

NATURALLY AND ARTIFICIALLY FLAVORED

• Real Cocoa

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème
Approximately 18 cookies per 7.9 oz. pkg.
⑩D

\$ 5



Toffee-tastic®

• No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.
⑩D

\$ 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

Juliettes earn program credits that can be used to pay for events, camp, membership renewal, purchases from the council shops, approved High Awards projects, and Girl Scout destination travel.

Please see the Juliette Program Credits Guide for more information on program credit levels. Juliette credit balances can be checked by emailing gssem-finance@gssem.org.

Submitting your Final Reward Order

As an individual Scout, you have two options for submitting your Final Reward Order:

- **Email:** Send your Juliette's reward selections to productsales@gssem.org by **April 10, 2026, at 4:00 PM.**
 - If no choices are needed, the reward order will be submitted by council.
- **eBudde:**
 - Open the **Rewards** tab in eBudde.
 - Click **Fill Out** next to "Final Reward Order."
 - Click your girl's name to make any necessary selections.
 - Enter a "1" next to booth patch (if earned).
 - Select **Submit Troop Reward Order** at the bottom of the page
 - Submit by **April 10, 2026, at 11:59 PM.**

Top Cookie Seller Events

Girls will receive invitations for each event for which they qualify. Please see the Order Card and Top Sellers insert for more information.

750 + Choice of 1 Movie Day Cookie Celebration OR JBL Speaker

Cookie Celebrations will be held at Emagine Theaters (Girl Scouts may select 1 date/location):

Emagine Novi – June 12, 2026
Emagine Macomb – June 13, 2026
Emagine Woodhaven – June 19, 2026
Emagine Royal Oak – June 20, 2026

1250+ Fun Day at Cedar Point OR Michigan's Adventure OR King's Island

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

King's Island – July 11, 2026
Michigan's Adventure – July 14, 2026
Cedar Point – July 23, 2026

1600+ Rebel Nell Experience OR GSSEM Summer Camp

Girl Scouts may select 1 of the experiences below:

Rebel Nell Experience – July 25, 2026
GSSEM Summer Camp – TBD

2026+ CJ Barrymore's Cookie Stars Party OR Fitbit Activity Tracker

CJ Barrymore's - June 27, 2026

3,000+ Mackinac Island Trip (Mackinac City, MI; August 2-4, 2026; girl + adult; all levels) OR Nex Playground Active System OR Meta Quest VR Headset

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 cannot attend on any of the scheduled dates, they should choose an alternative reward option.

Gift of Caring - Troops 2 Troops

GSSEM's Gift of Caring program, otherwise known as Troops 2 Troops, is a donation program built into the cookie sale. Council partners with Soldiers' Angels to provide donations to veterans, military members, and their families.

How it works:

When taking orders, girls can ask customers if they'd like to purchase packages for the council's Troops 2 Troops project. Girls will record the packages ordered and collect payment, but will not give cookies to the customer. When T2T orders are submitted, they are not picked up by the Juliette but are held at the warehouse for distribution by council.



Paper order cards, Digital Cookie, and eBudde (T2T) all include a place to enter donations. Donations via paper order card will be included in the Juliette's Initial Order sales. Donations via booth/direct sales will be recorded as regular orders are. All donations are paid for at the end of the sale, in the final payment, and GSSEM distributes the cookies.

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. New Juliettes must email productsales@gssem.org to request eBudde access.

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

Here are some quick steps to get you started:

- ☐ Download the eBudde app wherever you typically search for apps
- ☐ You may log in with an existing password or, if new to eBudde, select "Forgot Password." Enter your personal profile information and click update profile.

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 15, 2025. Juliettes can sell to family and friends with the Paper Order Card from January 5, 2026 – February 4, 2026.

Picking up your Juliette Initial Order

Juliette Initial Orders, along with any *Girl Delivered* Digital Cookie orders, can be picked up at a GSSEM service center on **February 4, 2026, between 12 – 6 PM.**

Bring your **completed Order Card** to your preferred service center cupboard and pick up the cookies you need. Let the

cupboard manager know if your Girl Scout also has Girl Delivered Digital Cookie orders—having the variety totals ready will make the process faster.

Juliettes can pick up single & mixed boxes for this pick-up.

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

Booth Sales

Booth Sales/Direct Sales refers 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 troops can reserve and set up a cookie booth at a GSSEM authorized location to sell cookies to the public. The dates for this year's Direct Sale are February 13 – April 5, 2026.

Goal Getter Cards

Your Juliette Cookie Kit contains a Goal Getter Card. 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 caregiver at a Cookie Cupboard. See more on the cupboard ordering process on page 11.

Mall Kiosks

GSSEM will host Girl Scout Cookie kiosks at a few 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 26, 2026, at 7 PM**. In an effort 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

GSSEM will arrange cookie booth opportunities at businesses 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. Booth slots for stores and



drive-up sites listed in eBudde will be available for selection on **January 27, 2026, at 7 PM**; on this day, you may select two booth slots total. If you select a mall cookie kiosk on **January 26**, you will only be able to select one additional booth opportunity on **January 27**, for a total of two. On **January 28 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 them. NEW: You can now release a booth site that you can no longer attend from the calendar on the dashboard.

Contact productsales@gssem.org if you have council booth location suggestions.

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 28, 2026, 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:

1. Click on the “Booth Sales” tab.
2. Click on “Sign up for a council booth”
3. Use the down arrow to select the city where you’d like a booth.
4. Click the down arrow next to the store/location you’re interested in.
 - Check the *Hide Unavailable* box to filter out currently unavailable locations.
5. Click directly on the listed date/time range. A small window will appear on the right showing available slots.
6. Click in the space next to the desired time. (Click again to deselect if needed.)
7. **Submit your request** – Click Submit to reserve the booth.
8. **Confirm reservation** – Wait for the confirmation message. Click OK to finalize.
 - If you don’t see the message, your slot was **not** reserved.

Council Booth Waitlist

- Toggle “*Email if slots open up*” to **on** for a specific booth/date.
- eBudde™ emails you if a slot opens (note: multiple troops may receive the same email).
- **Claim quickly** – Log into eBudde™ or the Troop App to reserve; slots are **first come, first served**.
- **NEW:** The *Notify* button now shows how many troops are on the waitlist.
- To turn off emails, return to the booth site and toggle the option **off**.

How to Add your Own Booth

- Click on the “Booth Sites” tab.
- Click “My Sales” from the drop-down box.
- Enter business and booth information.
- Click “Add.”
- Approval will show as pending. Approvals are every Monday, Wednesday, and Friday.
- This will ensure that your booth shows up on the GSUSA Cookie Finder.

Cookie Cupboards

Cookie Cupboards are mini-cookie warehouses located at GSSEM Service Centers or volunteer locations. After picking up your Initial Order, you can go to a local Cookie Cupboard if you need more cookies for a booth or for additional orders. A complete list of cupboard locations will be sent through an email from the eBudde system.

Cookies must be checked out in full cases up until March 12, 2026. After March 12, troops may pick up mixed variety cases: for example, you may place a pending order for 3 boxes of Trefoils, 3 boxes of Samoas, 4 boxes of Thin Mints, and 2 boxes of Tagalongs, totaling 12 boxes, which equals a full case.

Cookie cupboards will be open February 12 – April 3, 2026.

Most cupboards will be open for pick-ups on Thursdays and Fridays, as well as the first four Saturdays of the cupboard season. Specific operating day and hours may vary by location; the exact cupboard schedule will be released before Direct Sales period begins.

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 weekly 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 Product Program Committee, or productsales@gssem.org.

Cookie Quality Control

You may exchange clearly damaged cookie packages at a cookie cupboard during cupboard hours. These exchanges may only be swapped with the same variety.

For any customer quality concerns, we ask that customers contact Little Brownie Bakers directly. Their contact information is on the side panel of every cookie package.

For product inquiries or concerns call us at 1-800-962-1718 or visit littlebrowniebakers.com.

Cookie Exchange

On March 12, 2026, 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.**

Entering a Troop Cookie Exchange Transaction:

- Open the “Transactions” tab
- Click “+Add”
- “Cookie Transaction” window appears
- Select “Troop”

- Input the troop number you are transferring the cookies to
- Under “Cookie Order,” select “Remove Product” (removes the cookies from the troop inventory)
- Fill in the correct number of boxes the other troop received from you
- Click “Save”

Product	Cases	Packages
Adventurefuls	0	1
Lemon-Ups	0	2
Trefoils	0	3
Do-Si-Dos	0	4
Samoas	0	5
Tagalongs	0	6
Thin Mints	0	7
S'mores	0	8
Toffee-tastic	0	9
Totals	0	45

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

Girl Delivered Orders work just like **Digital Order Card** sales—customers pre-pay online, and it's your responsibility to pick up and deliver the cookies.

- **Caregiver approval:** Orders must be approved in Digital Cookie within **five days**, or they'll be canceled or donated based on the customer's checkout choice.
- **Tracking orders:** All Girl Delivered Orders can be tracked and managed directly in Digital Cookie
- **Picking up cookies:**
 - Orders placed during the **Initial Order period (Dec 15, 2025–Feb 4, 2026)** can be picked up at Juliette Initial Order pick-up on **Feb 4, 2026**. (see page 8 for IO pick-up details)
 - Orders placed after **Feb 4, 2026** should be picked up from a Cookie Cupboard as needed. (See page 11 for cupboard pick-up details)

Direct Shipping Orders

When customers choose “Direct Shipping” in Digital Cookie, the packages and payment will automatically be credited to their account. 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.

Donation Orders

When customers choose to donate cookies in Digital Cookie to GSSEM's Gift of Caring program, otherwise known as “Troops 2 Troops”, the order and payment will automatically be credited to their account.

- These orders will count toward the girl's Gift of Caring packages for reward purposes.

For more resources, please visit the Digital Cookie section on the Cookie Seller Resources page at www.gssem.org/csr.

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 2026 Cookie Program

- **Initial Order Sweep:** Funds must be available in the bank account (checks cleared) by **Monday, February 23, 2026**. Electronic withdrawal for Initial Order cookies will begin on **Wednesday, February 25, 2026**.
- 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**. Juliette caregivers will be notified three business days before the sweep is set to take place. Caregivers 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 **Wednesday, April 15, 2026**. The remaining balance due will be debited from the bank account beginning on **April 20, 2026**.
- 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

Juliettes may 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.





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