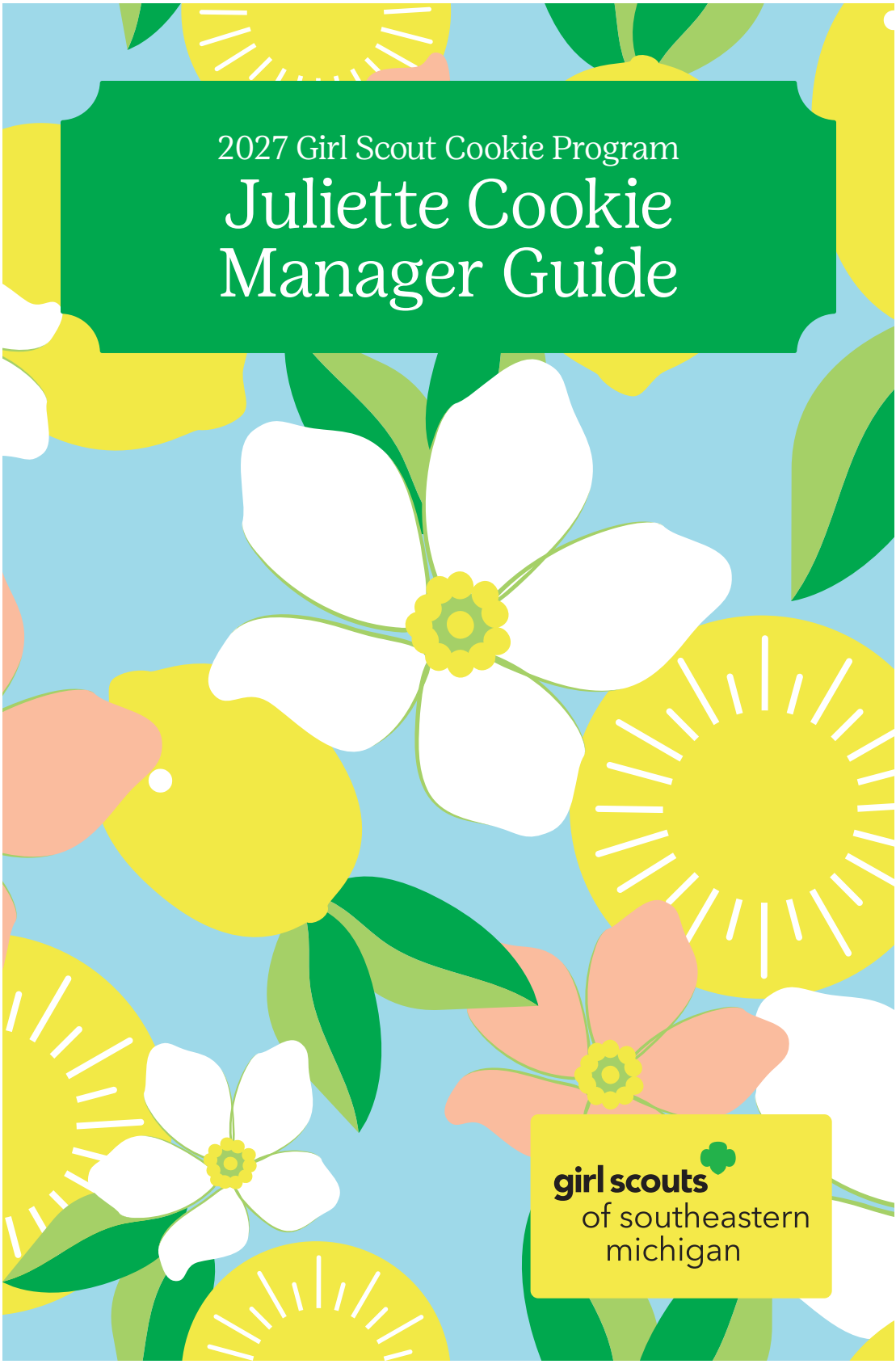

2027 Girl Scout Cookie Program
Juliette Cookie Manager Guide
girl scouts
of southeastern michigan

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Important Cookie Program Dates

January 12, 2027: Official Cookie Program kickoff; girls begin taking orders on their Order Card from family and friends and online through Digital Cookie.

January 18, 2027: Big Game Booth application due at 8AM

January 23, 2027: Cookie Rally event

February 7, 2027: The Girl Delivery option in Digital Cookie pauses

February 7, 2027: Optional Digital Cookie Order Card (Parent Initial Order) entry deadline

February 8, 2027: Booth reservations open – Juliettes may select up to 2 council booth slots

February 9, 2027: Juliettes may select up to 2 additional council booth slots

February 10, 2027: Booth reservations open without limit

February 10, 2027: Big Game Booth pick-up

February 12, 2027: Girl Delivery resumes in Digital Cookie

February 12 – April 18, 2027: Girls use Goal Getter Cards to gather additional orders, to be picked up at Cookie Cupboards starting on February 26

February 13, 2027: Big Game Booth Day

February 21, 2027: Juliette Initial Order submission deadline

February 26, 2027: Cookie Cupboards open; Juliette Initial Order pickup

March 15, 2027: Initial Order ACH sweeps begin

March 25, 2027: Mixed cookie case pick-ups available from Cookie Cupboards

March 25, 2027: Cookie Exchange opens in eBudde

April 14, 2027: The Girl Delivery option in Digital Cookie turns off for the remainder of the season

April 16, 2027: Cookie Cupboards close

April 18, 2027: Booth sales end

April 18, 2027: Final Reward Order due

May 3, 2027: Final ACH sweep of 2026 Cookie Program

Late May-Early June 2027: Rewards Available

Important Contact Information & Resources

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

Resources

- For recorded training, printable cookie kit 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 www.littlebrowniebakers.com
- For updates and/or additional information, join our Product Program Facebook Support Group by searching "GSSEM-Product Program Support."
- GSSEM often uses eBudde email blasts to send updates troop leadership
  - Add do_not_reply@littlebrowniebakers.com to your email contact list to be sure you don't miss any council updates!

Juliette Cookie Program Checklist

☐ Ensure your Juliette has a current Girl Scout membership

☐ Complete the **two** financial forms required to participate in the Girl Scout Cookie Program:

- Juliette ACH Debit Authorization Form – www.gssem.org/juliettebanking
- Juliette Agreement to Assume Debt Form – www.gssem.org/julietteresponsibility

- ☐ If your Juliette does not already have a Juliette "troop" number assigned to her for council Product Programs, she will be assigned one when your forms are processed. This process can take about a week.
- ☐ Complete the pre-recorded 2027 Juliette Cookie Rookie Training.
- ☐ Decide whether you would like access to eBudde (this is optional; see the eBudde section)
- ☐ 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 (DC): The Girl Scout platform where girls can set up their online business to sell cookies to friends and family.

Initial Order: Selling cookies online and for pre-order in person from January 12 to February 11, 2027. Both Digital Cookie and Paper Order Card sales will begin on January 12.

Booth Sale/Direct Sale: On the spot selling, in addition to continued online sales and preorders. Inventory for booths can be ordered and picked up at a Cookie Cupboard. The Booth Sale will run from February 26 to April 18, 2027.

2026-27 Cookie Lineup



Please welcome this season's brand new, digital exclusive cookies: the allergy-friendly **Girl Scout Sparkables**, a crunchy oatmeal cookie with chocolate chips and colorful sprinkles, and **Patch Pals**, the first Girl Scout cookie for dogs!





Rewards

Based upon their individual sales, Juliette Girl Scouts 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 18, 2027, at 4:00 PM.**
  - If no choices are needed, the reward order will be automatically 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 18, 2027, 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 a Cookie Celebration event OR a 3Doodler 3D Pen Kit

This season, GSSEM will host Cookie Celebrations at four locations (Girl Scouts may select 1 date/location):

- May 18, 2027 – Trenton High School
- May 20, 2027 – Henry Ford II High School
- May 22, 2027 – Troy High School
- May 25, 2027 – Walled Lake Central High School

1250+ Day at the Theme Park OR a Fujifilm Instax Mini Camera

Day at the Theme Park (Girl Scouts may select 1 date/location):
- Cedar Point | Sandusky, OH – June 19, 2027
- Michigan's Adventure | Muskegon – July 18, 2027
- King's Island | Mason, OH – July 31, 2027

1600+ iFly on June 20, 2027 **OR Dave and Buster's** on June 26, 2027 **OR a set from the Lego Botanicals Collection**

2027+ Ohio Caverns Tour on June 22, 2027 **OR Nintendo Alarmo**

3,000+ Hersheypark Trip (Hershey, PA; August 3-5, 2027; **all levels; see top seller insert for details) OR a 3D Printer OR Beats Headphones**

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 a Girl Scout 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 (T2T), 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 troops use to manage the cookie program. The eBudde database is set up for troop use, however, Juliette caregivers need access to place cookie orders to pick up at cookie cupboards and to select cookie booths.

To access eBudde, a Juliette caregiver must be a registered adult member of GSUSA. If you need assistance to register for your adult membership, please email: customercare@gssem.org.

In addition to an adult membership, you must also complete the 2026-2027 Agreement to Assume Debt and ACH banking forms.

Once these steps are completed, please email productsales@gssem.org for access 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 from January 12 – February 21, 2027; those cookies will be included in the Juliette's Initial Order.

Placing and Picking up your Juliette Initial Order

You must enter your Juliettes Initial Order as a pending cupboard order by 10pm on February 21. See page 9 for instructions on submitting your pending order. Be sure to set Feb 26 as your pick up date for this pending order. When submitting this pending order, you should include all cookies needed to fill orders taken on your paper order card, as well as any cookie needed to fill Digital Cookie Girl delivered orders taken by Feb 21. You will pick up this pending order the cookie cupboard you selected on Feb 26. If you need assistance in submitting this pending order, please email productsales@gssem.org.

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 26 – April 18, 2027.

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 12.

Cookie Booth Process

GSSEM will arrange cookie booth opportunities at malls and businesses in each community. 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 (Troops/Juliettes sign-up through eBudde), or to request that Troops/Juliettes contact them directly to arrange dates and times for booths. All booth slots, including mall kiosks, will open on February 8, 2027 at 7 PM; on this day, troops can select up to two booth slots. On February 9 at 7 PM, troops will be able to select an additional two booth slots, and on February 10 at 7 PM, booth reservations will be open without limit. Please only select sites that your Juliette can work; please cancel the booths in eBudde as soon as you know you cannot staff them.

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/Juliettes will not approach individual store managers about additional dates. You may reserve booths at these stores through eBudde or by contacting productsales@gssem.org.

Setting Up Your Own Booth

After February 10, 2027, 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**.
- 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 will be open February 26 – April 16, 2027.

Cookie Cupboards are mini cookie warehouses located at GSSEM Service Centers or volunteer locations. After picking up your Initial Order, you can continue visiting your local Cookie Cupboard(s) if you need to pick up cookies for a booth or additional orders. You'll use the same process as you did for the Initial Order to pick up cupboard orders (instructions below). A complete list of cupboard locations will be sent through an email from the eBudde system. Most cupboards will be open for pickups on Wednesdays 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 the Direct Sales period begins.

Cookies must be checked out in full cases up until March 25, 2027. After March 25, 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.

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" tab in eBudde.
- You will see a screen come up with all your cookies ordered to date.
- Click on the blue "Add Transaction" button at the top of the page.

- Fill in the quantity of cookies needed by variety, pickup location, and pickup date and time.
- Click the "Save Transaction" button.
- You are all set for the pickup 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.

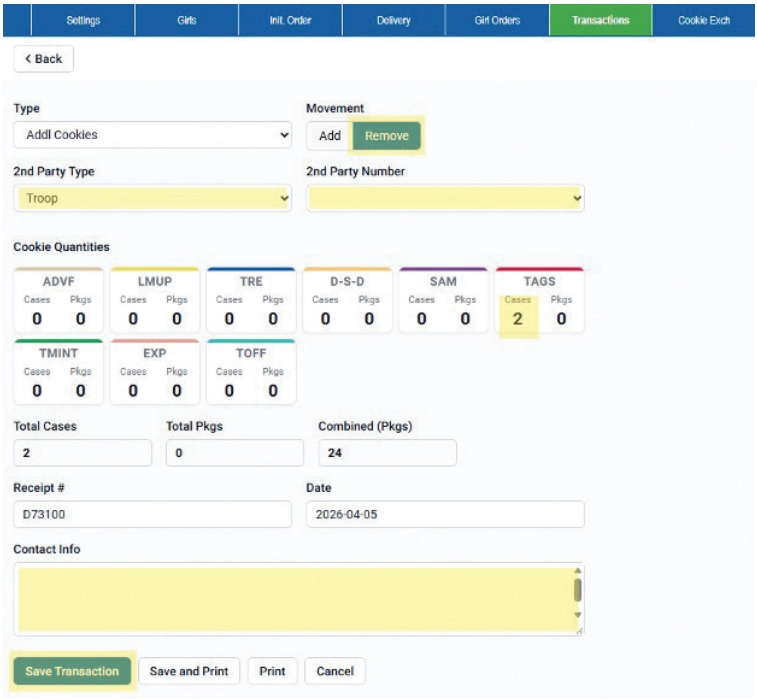
Cookie Exchange

On March 25, 2027, 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:

- Click on the "Transactions" tab in eBudde.
- Click on the blue "Add Transaction" button at the top of the page.
- Under "Movement," select "Remove"

- Use the “2nd Party Type” drop-down menu to select “Troop” and enter the number of the troop you’re transferring the cookies to under “2nd Party Number”
- Fill in the quantity of cookies you transferred to the other troop
- Make any relevant notes in the “Contact Info” comment box.
- Click “Save Transaction”



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

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 2027 Cookie Program

- **Initial Order Sweep:** Funds must be available in the bank account (checks cleared) by **Wednesday, March 10, 2027**. Electronic withdrawal for Initial Order cookies will begin on **Monday, March 15, 2027**.
- 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 28, 2027**. The remaining balance due will be debited from the bank account beginning on **Monday, May 3, 2027**.
- 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 Juliette funds extremely seriously. If misuse of Juliette money occurs, GSSEM will begin collection procedures and take legal action as necessary. Legal action may include collection efforts from GSSEM Corporate Attorneys

and/or legal action in the judicial system in the form of a lawsuit. GSSEM will pursue collection efforts for all funds from the cookie program. Juliette caregivers who misuse funds for which they are responsible will be removed as a member of GSSEM. Your Juliette will also not be allowed to remain a member of GSSEM.

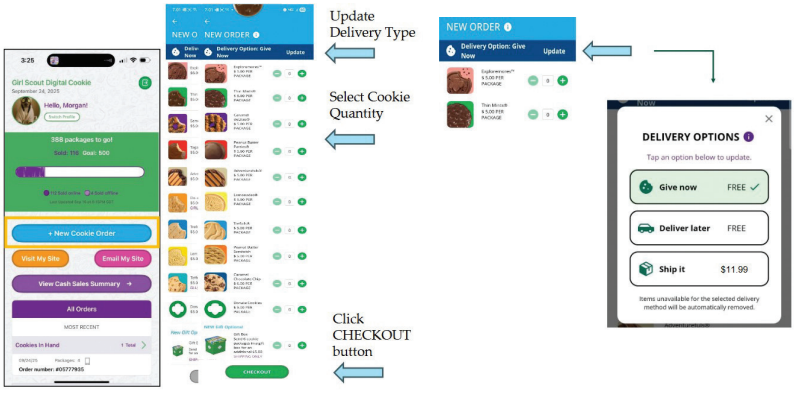
Credit Card Sales

Juliettes may accept credit card payments for cookies. To accept credit card payments directly, our recommended service provider is Square. You may also accept Credit Card, PayPal, and Venmo payments using the Digital Cookie app's "Give Now" feature.

How to accept credit card payments using the Digital Cookie Mobile App:

1. Click 'New Cookie Order' to open the order screen.
2. Review Delivery Option – Defaults to 'Give Now' or last selected. Tap 'Update' to change.

   Note: Deliver later orders still need to be approved within five days or the order will be canceled.
3. Select Cookie Quantities – Use '+' and '–' buttons, then click 'Checkout'.
4. Review Order and Enter Customer & Payment Details – For shipped or delivery orders, enter address. For 'Give Now', customer info is optional."





READY TO EXPLORE

girl scouts of southeastern michigan