



2022-2023 Girl Scout Cookie Program®

Family Cookie Manual



2022-2023 Calendar

Checklist of Important Dates

Activity	Date
Initial Order Taking Begins	December 19, 2022
Initial Order Due to Troop Cookie Coordinator	_____
Cookie Pickup for Parents	_____
Small Business Booth Weekend	February 18, 2023
Girl Scout Walk About Weekend	February 17-19, 2023
Cookie Sale Ends	March 6, 2023
Final Money Due to Troop Cookie Coordinator	_____
Highest Awards Ceremony to Honor Stellar Sellers	To Be Announced



To find online form links and more resources, scan the QR code or visit gsmidtn.org/cookies!



Cookie Team Contacts

Troop Cookie Coordinator: _____

Troop Cookie Coordinator Email: _____

Phone Number: _____ Best Time to Call: _____

Troop Booth Coordinator: _____

Troop Booth Coordinator Email: _____

Phone Number: _____ Best Time to Call: _____

Let's Go Bright Ahead!

Girl Scout Cookie™ entrepreneurs are forces of nature. They are bold, curious, and bring a go-getter spirit to every challenge, no matter how big or small.

We're willing to bet that you know Girl Scouts in your area—or a whole troop—who are leaping with joy to get started, so let's encourage them to go bright ahead!



Parent/Guardian Permission & Responsibility Link.....	4
Girl Scout Cookies® Build Skills.....	5
Getting Families Involved.....	6
Safety Rules.....	7
Market Their Cookie Business.....	8
Safety Tips for Online Marketing.....	9
Cookie Booth Etiquette.....	10
Thank You Cards.....	11
Girl Rewards.....	13
Meet the Girl Scout Cookies.....	14
Allergen Guide	15

Council Contacts

Tracy Tudder
Product Programs Manager
 TTudder@gsmidtn.org
 (615) 460-0202

Kathleen Roder
Product Programs Assistant
 KRoder@gsmidtn.org
 (615) 460-0209



Council Resources

Girl Scouts of Middle Tennessee

GSMIDTN Website: gsmidtn.org/cookies
Cookie Email: ProductPrograms@gsmidtn.org
Shop Email: NashvilleShop@gsmidtn.org
Shop Phone: (615) 460-0222

- Booth Sale Patch** • \$1.25
- Cookie Entrepreneur Patch** • \$1.25
- Cookies on the Go Patch** • \$1.25
- Cookie Rally Patch** • \$1.25
- Volunteer Patch** • \$1.25
- Cookie Entrepreneur Family Pin** • \$3.50
- Cookie Rookie** • \$1.25
- Cookie Captain** • \$1.25
- Cookie House Party** • \$1.25

Cabin Hours

Monday to Friday
8:30 a.m. to 4:15 p.m.
(1st and 3rd) Saturdays
10:00 a.m. to 2:00 p.m.

Check gsmidtn.org/shop
or call **(615) 460-0222**
for availability.



Fall Product & Cookies Crossover Patch

- Create M2 Avatar in the fall
- Send 15+ emails in the fall
- Use the "Share My Site" function in the M2 system during the 2022 Fall Product Program
- Sell 325+ packages of cookies during the 2023 Girl Scout Cookie Program

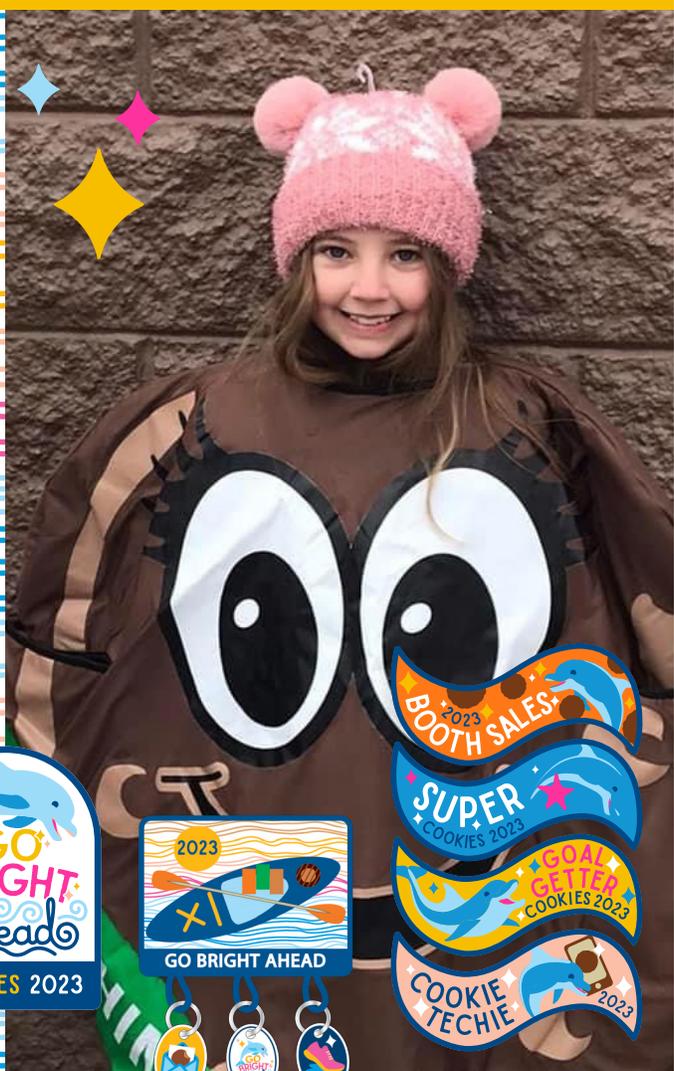
Parents, guardians, and caregivers!

To complete the online Parent Permission Form, scan the QR code or visit gsmidtn.org/cookie-parent-permission. You will then be able to receive your girl's order card and money envelope.





Inspire Girl Scouts to Think Like Cookie Entrepreneurs



Skills Development

The Girl Scout Cookie Program® helps girls develop real-world skills in five essential areas:

1 Goal Setting

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

How You Can Help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, such as weekly challenges.

2 Decision Making

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

How You Can Help: Talk about how they plan to spend the troop's cookie earnings.

3 Money Management

Girl Scouts learn to create a budget and handle money.

How You Can Help: Build on their interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

4 People Skills

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

How You Can Help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5 Business Ethics

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

How You Can Help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

Certificates and Patches

How can you inspire Girl Scouts to go bright ahead? Recognize their hard work with a certificate or patch at any point in the season, from the earliest planning meetings through the booth phase.

Learn more:
• gsmidtn.org/cookies
• LittleBrownie.com/volunteers

Cookie Business Badges

NEW

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses.

Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Check out the NEW Cookie Business and Financial Literacy badges!

Learn more:

- gsmidtn.org/cookies
- gsmidtn.org/cookie-pins-and-badges
- gsmidtn.org/badge-explorer
- girlscouts.org/cookiebadges
- girlscoutcookies.org/troopleaders

The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques.

Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their money as a team and overcome hurdles along the way.

Learning by Doing

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Learn more:

- girlscoutcookies.org/troopleaders

Getting Families Involved

The Girl Scout Cookie Program® is a team effort, and families play a major role. With the support, assistance and encouragement of their family, there's no stopping a Girl Scout!



To inspire Girl Scouts and their families, check out these helpful resources:

Cookie Entrepreneur Family Pins

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

Cookie Program Family Meeting Guides

Plan a fun and informative family meeting using these guides, which include resources tailored to each Girl Scout grade level.

Learn more:

- gsmidtn.org/cookies
- girlscoutcookies.org/entrepreneurfamily





Girl Scout Safety Rules

Show you're a Girl Scout

Wear a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.

Use the buddy system.

Always use the buddy system. It's not just safe, it's more fun.

Be streetwise.

Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.

Partner with adults.

If you are a Girl Scout Daisy, Brownie or Junior, you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior or Ambassador, you must "buddy up" when selling door to door. Adults must be present at all time during cookie booth sales.

Plan ahead.

Be prepared for emergencies, and always have a plan for safeguarding money.

Do not enter.

Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles (except at designated drive-thru cookie booths) or going into alleys.

Sell in the daytime.

Sell only during daylight hours, unless accompanied by an adult.

Protect privacy.

Never give your full name, home address, or email address to customers. Protect customer privacy by not sharing their information, except as necessary for the product sale.

Be safe on the road.

Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.

Be web-wise.

In order to participate in any online activities, you must have your parent's guardian's permission, and you must read and agree to the GSUSA Internet Safety Pledge.



Inspire Girl Scouts to Market Their Cookie Businesses



Bright ideas abound!

Whether girls decide to set up shop digitally or in-person—or a combination of both!—the possibilities are endless.



Ways to Participate Digitally

Texting or Phoning Friends and Family

This is a great way to help girls feel comfortable connecting with cookie customers. Experienced entrepreneurs with busy schedules can also benefit from this option.



Social Channels



Social media offers teen girls the opportunity to reach their goals while building digital skills at the same time. Find ready-made cookie graphics, announcements and other social resources for promoting their cookie businesses on LittleBrownie.com and girlscoutcookies.org.



Get inspired by the bright stories of Girl Scouts and volunteers! Visit girlscouts.org/poweredbysamoaas.

FOLLOW GSMIDTN

facebook.com/gsmidtn
instagram.com/gsmidtn
twitter.com/gsmidtn



FOLLOW GIRL SCOUTS®

facebook.com/girlscoutsusa
instagram.com/girlscouts
twitter.com/girlscouts



FOLLOW LITTLE BROWNIE BAKERS®

facebook.com/littlebrowniebakery



FOLLOW SAMOAS®

facebook.com/samoascookies
instagram.com/samoas_cookies
twitter.com/samoascookies





Options for In-Person Participation

If your troop is planning in-person cookie sales events, there are lots of ways they can creatively rise to the occasion!

Here are just a few ideas to get started:

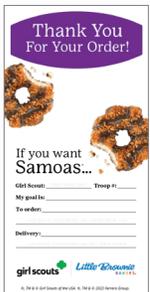


Door-to-Door

Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course.)

Cookie Stands

Would your Girl Scouts feel more comfortable on their own turf? Cookie stands, much like lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood.



Cookie Booths

Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers.

Cookie booths must be coordinated by Troop Cookie Managers, may only happen at council-approved locations and must be legally open to, accessible, and safe for all girls and potential customers. For more details, visit gsmidtn.org/cookies.

In-Person Cookie Sale Guide

Use the tools and tips in this action planner to help girls organize booths for both in-person and virtual cookie sales. You'll find resources to support a wide range of selling environments, from DIY workplace order stations to customizable social media posts.



Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/guardian must read, agree to and abide by the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge* and the *Supplemental Safety Tips for Online Marketing* before engaging in online marketing and sales efforts through the cookie program. You'll find all of these documents—and everything else you need—in your council's Safety Activity Checkpoints.



Learn more:

- gsmidtn.org/cookies
- gsmidtn.org/troop-resources
- LittleBrownie.com/social-resources
- girlscoutcookies.org/troopleaders
- girlscouts.org/cookiebadges

Essential Volunteer Safety Information

Ask your council about the Volunteer Essentials and Safety Activity Checkpoints. You'll get just about everything you need, including basic facts, forms and tips for planning outdoor activities, managing troop finances, promoting safety, arranging trips and selling cookies.



Cookie Booth Etiquette



At my cookie booth, I will...

- Identify myself as a Girl Scout by wearing my uniform, vest or sash, or my pins
- Arrive and leave on time; set up where directed
- Be polite and friendly at all times
- Say THANK YOU to everyone I approach
- Keep table and area neat
- Remove empty packages, posters, or similar items; Recycle if possible
- Remember that my behavior reflects on ALL Girl Scouts

At my cookie booth, I will NOT...

- Sell Girl Scout Cookies at booth sales before February 5, 2023
- Block the store entrances or exits
- Get in the way of customers
- Ask a customer multiple times to buy cookies
- Go into the store while working the cookie booth, unless to use the bathroom or invited in by the store manager during inclement weather
- Talk loudly, run around, or play while at a cookie booth
- Chew gum, eat, or drink while at the cookie booth

Please Remember

- Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, to live the Girl Scout Promise and Law, and to sell additional cookies. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.
- Please keep in mind selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses and merchants. If this privilege is abused, even unintentionally, all Girl Scouts could lose the opportunity for additional booth sales at these business locations.
- Please be considerate of the business customers and property. If complaints arise, you may be asked to leave the booth sale site. Your behavior DOES reflect on ALL Girl Scouts, not just your troop.
- Tagalongs, friends, or siblings not registered with the participating troop are NOT allowed.
- All Girl Scout events, including Cookie Booth sales, are non-smoking!
- Any girl and adult participating at a Cookie Booth Sale must follow procedures per Safety Activity Checkpoints. Each girl MUST have a signed parent permission slip for booth sales.

Additional Booth Locations:

If a troop wants to host a booth location that is not listed on EBudde or is outside of your Service Unit area, email a request with the following information to ProductPrograms@gsmidtn.org:

- Date & Times
- Location
- Troop Leader Name and Phone Number

Thank You for Purchasing Cookies!

Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____



Thank You for Purchasing Cookies!

Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____



Thank You for Purchasing Cookies!

Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____



Thank You for Purchasing Cookies!

Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____



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Cookie Delivery Date _____

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Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____



Thank You for Purchasing Cookies!

Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____



Thank You for Purchasing Cookies!

Troop _____ Girl _____

Cookie Delivery Date _____

Contact _____



Girl Scouts of Middle Tennessee 2023 Girl Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Initial Order Rewards



Clicker the Mini Dolphin
With screen-cleaning belly
190+ packages



Dolphin Mood Ring Set
210+ packages

Troop Initial Order Rewards



Troops with a PGA of 190+ packages on the Initial Order will receive a **Dolphin Tail Bracelet** for each girl selling



Plus one troop volunteer will earn a **Go Bright Ahead T-Shirt**

Gift of Caring Rewards



Gift of Caring (GOC) Patch
15+ GOC packages



Glow-in-the-Dark Flying Disk
30+ GOC packages



Dolphin Carabiner
60+ GOC packages



GSMIDTN HUGS Patch
100+ GOC packages

Online Cookie Rewards

Follow GSUSA and council guidelines for online marketing.



Cookie Techie Patch
25+ online packages



Dolphin Craft Punch Kit
75+ online packages



Rechargeable Headlamp
150+ online packages



Long Sleeve Hooded Tee
300+ online packages

Stellar Sellers

All girls selling 1000 boxes or more will be honored as a "Stellar Seller" at the Girl Scouts Honors Day Awards ceremony.

CEO Lunch

Girls selling 1600+ packages will be invited to a special lunch with the CEO of Girl Scouts of Middle TN and receive a special gift.

All rewards are cumulative up to the 799 packages. Reward levels of 800+ packages are non cumulative. 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. Girls can choose to turn in their resident camp choice for Destination Credits if they are registered for a GSMIDTN Destination Trip. (25% = \$131; 50% = \$262; 100% = \$525) **Camp and Destination Credits if not used cannot be refunded/exchanged/transferred. All electronics will be distributed by GS of Middle TN. Troops choosing Rewards Opt-Out receive patches only



2023 Year Bar Patch
40+ packages



Charm Patch
75+ packages



Kayak Pouch
110+ packages



Go Bright Ahead Charm
150+ packages



Pocket Scrunchie and Mini Scrunchie Set and Paddleboard Stand
160+ packages



Go Bright Ahead T-Shirt and Super Patch
195+ packages



Coral the Dolphin
250+ packages



Dolphin Sunrise Journal and Dolphin Tail Pen
Glitter stickers and bookmark included
300+ pkgs



Dry Pouch
360+ packages



Aluminum Water Bottle and Fashion Shades
400+ packages



Beach Bag, Bandana and Dolphin Charm
500+ packages



Hooded Blanket
650+ packages

Girl Reward Levels of 800+ Packages and above are NON CUMULATIVE



\$75 Amazon Gift Card OR Hula Hoop and Beach Towel OR 25% off of Resident Camp
800+ packages



\$125 Amazon Gift Card OR 50% off of Resident Camp
1000+ packages



Design your own Chacos OR Record Player & 2 Records
1200+ packages



Week at Resident Camp OR 3-D Printer
1500+ packages



Telescope OR Bluetooth Vanity Mirror
1800+ packages



CEO lunch (see info above)
1600+ packages



Oculus OR Apple Watch OR iPad
2023+ packages

Girl Reward Levels of 800+ packages and above are NON CUMULATIVE. All electronics will be distributed by GSMIDTN. Rewards brands and colors may vary due to availability. Troops choosing Rewards Opt-Out receive patches only.



2022–2023 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

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.

U D



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.

U D



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

U D



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.

U D



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

U D



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.

U D



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.

U



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.

U D



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

U D



Raspberry Rally™ • Made with Vegan Ingredients NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating

Approximately 30 cookies per 9 oz. pkg. U

Available While Supplies Last



NEW!

EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



RSPO-1106186

Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers or visit girlscoutcookies.org.

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies® is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, LEMON-UPS®, ADVENTUREFULS®, RASPBERRY RALLY™, Girl Scout Cookie Program®, Digital Cookie® and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers LLC is an official GSUSA Licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrero Group. ©2022 Ferrero Group. All Rights Reserved._052022

Girl Scout Cookie™ Food Allergen Guide (2022–2023)

Little Brownie Bakers updated the precautionary allergen disclosure on its Girl Scout Cookie packaging labels. All packaged foods in the U.S., including Girl Scout Cookies®, are required to identify any of the top eight food allergens present as ingredients either in the ingredients list or through a “Contains” statement. A precautionary allergen disclosure (“Manufactured in a shared facility with” statement) was added to our labels to declare the presence of allergens in the bakery where Girl Scout Cookies are made. This update was made to continue to prioritize safety and to be transparent and sensitive to the needs of our customers. Little Brownie Bakers confirms that customers will be buying the same cookies they know and love — and purchase year after year — with no changes made to the manufacturing process.

		PEANUT	TREE NUT	WHEAT	SOY	MILK	EGG	SESAME
Adventurefuls™ • Real Cocoa 	CONTAINS:			●	●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●	
Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats 	CONTAINS:	●		●	●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:		●				●	
Girl Scout S'mores® • Made with Natural Flavors • Made with Real Cocoa 	CONTAINS:			●	●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●	●
Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS 	CONTAINS:			●	●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●	
Samoas® • Real Cocoa • Real Coconut 	CONTAINS:		●*	●	●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:	●					●	
Tagalongs® • Real Cocoa • Real Peanut Butter 	CONTAINS:	●		●	●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:		●				●	
Thin Mints® • Made with Vegan Ingredients • Real Cocoa 	CONTAINS:			●	●			
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●			●	●	
Toffee-tastic® GLUTEN FREE • No Artificial Flavors 	CONTAINS:				●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●	●			●	
Trefoils® 	CONTAINS:			●	●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●	
Raspberry Rally™ • Made with Vegan Ingredients • Real Cocoa 	CONTAINS:			●	●			
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●			●	●	

*Made with Coconut.

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers.

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Volunteer Action Plan

The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support girls as they go bright ahead!



Primary Contacts

Key Dates

eBudde™ Sign-Up Info

Key Actions

Thank you for all you do as a Girl Scout Cookie™ volunteer to support girls!