

Initial Order Instructions

Submitting Your Initial Cookie Order | Due by December 14, 2026

During the 2026-2027 Girl Scout Cookie Program, Girl Scouts Hornets' Nest Council will transition to a **Hybrid Direct Sale Cookie Program**. This new approach combines a troop initial order with direct sales, allowing girls to have cookies available earlier in the sale season. To learn more and get your questions answered about what a Hybrid Direct Sale Program means, visit our website.

How should our troop determine its Initial Order?

Existing Troops

A successful Initial Order begins with thoughtful planning and realistic goal setting. Use the following steps to help determine the right amount of inventory for your troop.

1. Talk with Girls and Caregivers Early

Start the conversation before the cookie season begins.

- **Determine who will participate in the Cookie Program.**

Discuss with girls and caregivers:

- Their interest in participating.
- The amount of time they can commit to selling cookies.
- Their willingness to participate in booth sales.

- **Discuss individual girl goals.**

Ask:

- What is each girl hoping to achieve this season?
- Are those goals realistic and attainable?

- **Discuss troop goals.**

Consider:

- Is the troop working toward a special activity or celebration this year?
- Are girls saving for a future trip, event, or larger experience?
- Is the goal realistic based on your troop's past participation and sales performance?

- **Remember**, it is okay to start with a realistic goal and increase it later if your troop exceeds expectations

2. Review Your Troop's Historical Sales Data

- Past performance can be a helpful planning tool.
- Consider:

- How many packages did your troop sell during the past two to three cookie seasons?
- What was your troop's Per Girl Average (PGA)?
- Were there any unusual circumstances that impacted sales?
- You can find this information in **eBudde** by selecting a previous cookie season from the dropdown menu located at the top of your dashboard.

3. Consider Other Factors

- Every troop is unique.
- Think about:
 - Your troop's overall enthusiasm for the Cookie Program.
 - Whether your troop is transitioning to a new age level.
 - Changes in participation among returning girls.
 - For example, troops transitioning into the Cadette or Senior levels may see participation change as girls take on additional school, extracurricular, and community commitments.

4. Calculate Your Troop Goal

Once you have established a realistic troop goal:

- Determine the total number of packages your troop hopes to sell.
- Divide that number by the number of participating girls.
- This will give you your troop's target **Per Girl Average (PGA)**.
- **Plan to submit an Initial Order that is 50% to 75% of your overall troops goal.**

5. Use the Council Initial Order Calculator

- The [Council Initial Order Calculator](#) can help determine how many cases of each cookie variety to include in your Initial Order. (Add QR code to Initial Order Calculator)
- The calculator:
 - Uses local council sales trends to recommend quantities by variety.
 - Provides a starting point for inventory planning.
- Can be adjusted based on your troop's historical sales patterns and customer preferences.

What If I'm a New Troop?

New troops can follow the same planning steps. Since you won't have historical sales data, use the council's average sales by program level as a starting point.

Average Packages Sold Per Girl (2026)

- **Daisy:** 177 packages
- **Brownie:** 243 packages
- **Junior:** 250 packages

- **Cadette:** 295 packages

Historically, many of our highest-selling Girl Scouts are at the **Cadette level**, demonstrating the value of experience, confidence, and strong customer relationships

Important Reminder

- You can always obtain additional cookies from a cookie cupboard throughout the sale.
- However, **cookies are not returnable to either the troop or the council**, so it is important to place a thoughtful Initial Order and replenish inventory as needed rather than over-ordering.

Ordering Your Cookies

- After you decide how many cookies to order go to the Initial Order tab in eBudde.
- Girls will not have any sales entered yet, so skip those lines and scroll to the bottom of the page.
- Click the Booth/Other line to open the cookie varieties.
 - Enter the number of packages you want for each variety. eBudde will automatically calculate the number of cases you need to order.
 - When you are finished, click SUBMIT.
- After you submit your initial order, you cannot make changes yourself.
 - Your Service Unit Cookie Manager can reopen your order until the initial order deadline so you can make updates.
 - After the deadline, your Service Unit Cookie Manager can make changes for you through December 16.
 - Council staff can make changes through the morning of December 18.
 - After that, no changes can be made to initial orders.

Girl Scout Cookies cannot be returned or exchanged once they are picked up. You are financially responsible for all cookies signed out, so be careful not to over order. You can always get more.

Troops must have their 2025-26 Annual Troop Report on file with the Council before submitting their Initial Order. If your ATR has not been submitted, the troop will not be allowed to order place an initial order.

Average Sales Per Cookie Variety

Deciding how many packages to order for booths isn't an exact science, but here are average sales per cookie variety in Hornets' Nest Council to give you an idea of how many.

	Thin Mints® - 25%
	Samoas® - 19%
	Tagalongs® - 14%
	Exploremores - 9%
	Do-Si-Dos® - 8%
	Trefoils® - 8%
	Adventureful - 8%
	Lemon-Ups - 7%
	Toffee-Tastic - 3%
	Cookies for a Cause - 3%