2018 Cookie Program
Troop Cookie Chair Training
Theme, Mascot, & Colors for 2018
Meet Myrtle!!!

Altogether Awesome!
*Thank you!*

Thank you for your time, dedication and contribution to the BIGGEST girl led program of the year.
Resources
Service Unit Team

We have a team to get the job done!

Service Unit Cookie Program Chair (SUCPC)
- Booothing Chair
- Delivery Chair
- Cupboard Manager
- Rewards Chair
- Troop Mentor
- Juliette Advisor
- SUM
This is YOU!

• Work with the girls to set goals for service, fun and learning. Remember to help the girls set individual goals, too!
• Collect signed permission forms
• Collect orders and enter into eBudde
• Receive cookies at delivery, count and sign for them
• Distribute cookies to girls
• Collect funds from parents
• Order additional cookies as needed from cupboards
• Distribute rewards
What’s New

- Digital Cookie
- Updated guidelines for Walkabouts and Lemonade stands
- Additional rewards levels
- eBudde Troop App
- Cookie House Party
- Cookie Pro Contest
- Added booth scheduling rounds
- Debit Adjustment Request form
- Troop Parent Cookie Agreement
Resources

- Girl and Family Training Powerpoint*
- Quick Start Guide to Cookies
- Script for Selling Girl Scout Cookies*
- Pre-Recorded Just in Time Training Modules*
- Let’s Chat Webinars – dates to be published
- Weekly Communications – for SUCPCs and TCCs

*available online
Cookie Central

The place to go for info:

- Link for TCC/ACH eForms
- Link to VIP eTraining & eBudde
- Forms for Troops & SUs
- Cookie Locator & mobile app
- Link to Digital Cookie
- Tips & Activities from LBB
- Cookie recipes, Volunteer Guides, & more!
- EVERYTHING you need for a successful Cookie Program
# Timeline

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>• Cookie Kick-offs</td>
<td>• Cupboards open</td>
<td>• Cookie Program ends</td>
</tr>
<tr>
<td>• Troops’ Starting Inventory Order due</td>
<td>• Boothing begins</td>
<td>• Review troop allocations, transfers, GOC and rewards.</td>
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<tr>
<td>• Starting Inventory Order deliveries</td>
<td>• 1st ACH Debit</td>
<td>• Submit SU Rewards</td>
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<tr>
<td>• GO DAY</td>
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<td>• Final ACH Debit</td>
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<td><strong>April</strong></td>
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<td>• Elite 1000 at Disney Resort</td>
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<td><strong>May</strong></td>
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<td>• Cookie rewards delivered to SURC</td>
<td>• Club 500 event at Hurricane Harbor</td>
<td>• 1500+ event at Camp Osito Rancho</td>
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<td>• 2000+ event with GSGLA CEO</td>
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# January

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<td>Booth Schedular Round 1</td>
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<td>SIO due 11:30pm</td>
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- **GO Day**
- SIO Deliveries

*Direct Sales by Girls*
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<td>Super Bowl</td>
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<td>SIO Returns</td>
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<td>Nat’l Cookie Weekend</td>
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**March**

- **4th**: Consignment Returns end
- **11th**: SALE ENDS
- **16th**: Troop Alloc, T2T, GOC
- **29th**: ACH Debit #2
- **Exchanges**:
Cookies
Cookie Varieties

- **Thin Mints**: $5 / Box
- **Samoa**: $5 / Box
- **Tagalongs**: $5 / Box
- **Treoils**: $5 / Box
- **Do-si-dos**: $5 / Box
- **Savannah Smiles**: $6 / Box
- **Super Six**: $6 / Box
- **Specialty Cookies**: $6 / Box
Specialty Cookies

- Toffee-Tastic: Gluten free
- S’mores: Non-GMO ingredients
- Limited availability in cupboards
  - Order in SIO for guaranteed inventory
- Retail price is $6/box
  - High cost of ingredients/production
Gift of Caring (GOC)

• Our 9th variety of cookies!
• A “virtual” box is sold for $5 and GSGLA donates to one of our GOC partners.
• Need to train girls/parents how to sell GOC— it’s important to ASK for support.
• Girls can earn special GOC Rewards!
• Our partners depend on our girls!
• Set a troop and/or per girl GOC Goal to encourage participation.
GOC donations increasing since 2015
36% of girls sell GOC – great opportunity to enhance sales!
GOC Partners

Los Angeles Regional Food Bank
Fighting Hunger. Giving Hope.

Operation Gratitude
Saying "Thank You" to all who serve

Goodwill Southern California

Blue Star Mothers

Bob Hope
Hollywood USO at LAX
The 5 Skills for Girls

The Cookie Program teaches girls real-life skills.

1. Goal Setting
2. Decision Making
3. Money Management
4. People Skills
5. Business Ethics
Cookies 4 a Change

Bring service ideas to life!

- **Discover**
- **Connect**
- **Take Action**

• Allocate a percentage of proceeds to a charity of their choice
• Set of goal of feeding 10 animals at a local shelter
• Fund and plant a garden at the local senior center
2018 Rewards

Starting Inventory Rewards – 75%

Girl Scout Cookies Tote Bag

Altogether Awesome Volunteer T-shirt (2/troop)
**Patch Rewards**

2017 Fall / 2018 Cookie Combo Patch
Girls must have met the 2017 Fall Program criteria AND Sell 250+ boxes of cookies

24+ Participation Patch

Cookie Club Patch
24+ valid emails sent via Digital Order Card
GOC Rewards

12+ GOC boxes – Patch
24+ GOC boxes – Seas the Day Dog Tags
36+ GOC Boxes – Seas the Day Drawstring Backpack

Troops averaging 20+ GOC boxes / GOC selling girl – GOC Troop Sharing Patch and Year Bar
Must-have Rewards

200+ Boxes
2018 Cookie Program—T-shirt

250+ Boxes
Hatching Turtle Plush
Rewards Events

Club 500
May 19, 2018
Six Flags Hurricane Harbor

Elite 1000
April 21, 2018
Disney Resort
Rewards Events

1500+
S’More Adventure Weekend
June 9-10, 2018
Camp Osito Rancho

2000+
Special Ride, Lunch, and Theatre with Lise Luttgens, CEO
May 5, 2018

Camp Osito Rancho
June 9-10, 2018

School of Rock
The Musical
Troop PGA Rewards

**$15 Cookie Dough**
Troop PGA 240+

**New!**

$10 Cookie Dough
Troop PGA 350+

Smart Cookie Bling
Sweatshirt
Troop PGA 325+
Each participating girl plus 2 Troop Leaders

PGA = Per “Selling” Girl Average (NOT registered girls)
Troop Proceeds

- $.95/box 27 boxes = GSUSA membership dues for one girl
- Cadette, Senior and Ambassador troops may opt out of rewards for an extra $.10/box
- Opt-out troops receive SIO rewards!
- Girls in opt-out troops receive all patches and rewards events (if earned)
Program Credit

An optional reward for levels that offer only an event (500+, 1000+, 1500+, and 2000+)

- A GSGLA Gift Card will be issued
- Can only be used internally (GSGLA) for:
  - Retail In-Store Purchases
  - Girl Annual Membership
  - GSGLA events
  - GSGLA specialty and resident camps
  - Destinations
- Detailed use and redemption procedures will be provided to recipients
Program
Girls learn the 5 Skills and earn the Cookie Activity Pin

Cookie Business and Financial Literacy badges help girls hone their skills and gain an understanding of the world of business.

*Dont forget the latest Cookie Activity pin for all levels, found on the Girl Scout Web page at http://www.girlscouts.org/program/gs_cookies/cookie_activity.asp*
Cookie Captains

- Older girls who are experienced cookie sellers
- Mentor younger girls
  - Assist troops to earn cookie badges using the High Five Series books
- Can be paired with new troops to share their expertise throughout the cookie season
- Run stations at your Cookie Kick-off
- Talk to your SUCPC about your participation!
Training
5 Steps to the Best Cookie Season Ever

1. Set and share team goals
2. Set a goal for each girl
3. Educate families
4. Sell beyond family and friends
5. Track progress and celebrate your success
Just-in-Time Training

Training webinars for important or technical processes.

Topics will include:
- *Starting Inventory Order*
- *Boothing Scheduler*
- *Allocating to Girls, and more…*

These helpful webinars are:
- Pre-recorded
- 10-15 minutes each
- Available on the website and on VIP eTraining, Council section
**Troop Training**

Well-trained girls (and parents):

- Manage their money and inventory better.
- Desire leadership and follow your instructions.
- Make fewer mistakes.
- Can “co-train” parents who are not fluent in Cookies.
- Are effective program ambassadors; they sell more because they are confident in their abilities.
Troop Training

• Use the Girl/Parent Training PowerPoint and *Greater Cookie Family Guide*
• Have parents initial and sign the new Troop Cookie Agreement
• Communication and meeting deadlines is key to just about everything.
• How to set troop and girl goals:
  ➢ Service Project goal for booth pitch.
  ➢ Fun/adventure goal.
• Troops need to explain and sell Gift of Caring.
Communication Plan

• Train families on the best way to communicate with you, and how you will communicate with them.

• Council will communicate with troops via:
  - Greater Cookie Program Family Guide
  - CookiEgrams from Myrtle
  - GSGLA Cookie & Nut Friends Facebook page
  - Cookie Central, the GSGLA cookie website
  - Webinars on VIP eTraining
  - Targeted eblasts via eBudde
  - Step-by-step instructions
Communication Plan

• Timely and clear communications:
  • Are critical to the success of the Cookie Program!
  • Helps everyone to be most effective.

• Council will send regular/timely email/eBudde reminders and helpful hints to SUCPCs
  • Will contain both SUCPC, TCC and parent information.
  • **TCCs must check emails daily**, for important updates and take action as applicable.
    • Forward on (via cut/paste) information directed to parents.

• Send out additional emails to parents/girls with service unit/troop specific information and overall status of how the troop is doing, fun challenges, etc.
**Sales Materials**

For each **REGISTERED GIRL**
Distribute at TCC Training:
- Quick Start Guide
- Money Envelope
- Reward Choices document

Distribute at Cookie Delivery:
- Girl Order Card

For each **TROOP**
Distribute at TCC Training:
- Troop Guide
- Jumbo Envelope
- Receipt Book(s)
- Gift of Caring Receipts
- Marketing Kit

**NOTE:** Girl Order Cards are NOT available from Service Centers. Troops must request them from their service unit.
Rules and Consequences

Troops, girls and parents must follow all of the rules and policies of the Cookie Program.

- SUCPCs can apply consequences.
- Possible consequences:
  - loss of proceeds, and/or
  - loss of boooting opportunities, and/or
  - loss of rewards

- Our goal is to inspire compliance with the rules, and equity for all girls.
Altogether Awesome!
eBudde
**eBudde Setup**

**eBudde is the system used to manage your Cookie Program.**

- TCCs receive access to eBudde between Dec. 5 and Jan. 2 **AFTER the following eForms are confirmed submitted:**
  - TCC Agreement
  - ACH Debit Authorization
  - A troop check
  - **AND** TCCs are fully trained by SUCPC.

- TCCs log in as soon as possible – be ready for Booth Scheduler Round 1, Jan. 5, and SIO is due Jan. 6
  - Notify SUCPC of unsuccessful system access.

- TCCs add other troop volunteers and assign a role.
eBudde Setup

- Girls will be added to eBudde week of Jan. 9, **after the SIO is submitted**.
  - Girls may be deactivated, not deleted, if they are not participating
  - Non-participating girls do not affect the troop’s Per Girl Average
  - Number of girls registered and number of girls selling will be automatically populated in the Settings tab
- Banking information will uploaded on Dec. 18 for troops that submit their eForms (both TCC Agreement and ACH Authorization) by Dec. 15
- Banking info must be in eBudde on or before Jan. 6, or troops’ SIO will not be placed.
  - Troops that were not part of the upload will need to manually enter the troop banking information (instructions in TCC Guide).
**Booth Scheduler**

- eBudde limits the number of choices for each round.
- First round is limited to home SU. Troops that schedule booths outside of their home service unit may be deleted without notice.
- Sign-ups are cumulative.

<table>
<thead>
<tr>
<th>Round #</th>
<th>Start Time</th>
<th># Choices</th>
<th>End Time</th>
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<td>January 11</td>
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<td>January 12</td>
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<td>3</td>
<td>January 15</td>
<td>+4</td>
<td>January 16</td>
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<td>January 31</td>
<td>+11</td>
<td>February 1</td>
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Remaining rounds open each Sunday at 11:30 PM through the following Sunday at 11:29 PM from February 4 – March 4
Scheduling Booths

- Shifts are generally **2-3 hours** with **shorter shifts on the first weekend**.
- **All** booting locations must be entered into eBudde.
- **Troops can only booth at sites listed in the Booth Scheduler.**
- Troops are to **cancel shifts** they will not use.
- **Hoarding booths** (taking more shifts than a troop can support, based on # of girls) is NOT allowed.
  - SUBC will regularly monitor eBudde and work with troop to reduce excessive sign-ups, as needed.
  - SUBC may reduce sites for non-responsive troops.
- **Troops may request “special booths” in eBudde.**
Starting Inventory Order
Troops need to place an SIO by Jan 6 for girls to start selling on Go Day (Jan 28).

- Use the SIO Worksheet to determine what to order
- SIO should cover troops for 2 weeks **plus** opening booth weekend.
  
  *Recommend 75% of total 2017 troop sales.*
- Cupboards **begin** to open on Thursday after GO Day; DO NOT rely on the cupboards for SIO.
  - Girls need cookies in hand on Go Day.
  - Submit a substantial SIO to avoid the long cupboard lines
  - Cupboards have the capacity to house a finite amount of cookies
- Order all of the S’mores and Toffee-Tastics that you think your troop will sell—space to hold these cookies in the cupboards is limited
Starting Inventory Order (SIO)

**Returning**

**Recommended Starting Inventory Worksheet**

<table>
<thead>
<tr>
<th>Troop #</th>
<th>Boxes</th>
<th>Cases</th>
<th>Recommended Starting Inventory</th>
<th>This is 75% of your expected 2017 sales.</th>
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<td>152</td>
<td>14</td>
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**STEP 1**: Enter your 5-digit troop #: 00063

**STEP 2**: How many girls will participate in 2017: 14

**STEP 3**: Plan for your first ACH Debit.

**Excludes GOC**

**Returning troops based on 2017 total troop sales**

**New troops based on 2017 troop sales for level/area**

**Provides details, including first ACH Debit amount due**

**New Troops**

**Recommended Starting Inventory Worksheet**

<table>
<thead>
<tr>
<th>Troop #</th>
<th>Boxes</th>
<th>Cases</th>
<th>Recommended Starting Inventory</th>
<th>This is 75% of your expected 2017 sales.</th>
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</thead>
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<td>106</td>
<td>152</td>
<td>152</td>
<td>14</td>
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**STEP 1**: Choose your girls' program age level: Daisy

**STEP 2**: What Service Center do you work with? Arcadia

**STEP 3**: How many girls will participate in 2017? 14

** Troop sales for level/area**

**Provides details, including first ACH Debit amount due**
Submitting SIO made easy:

- TCCs enter in the cookie order in whole cases by flavor, as a troop, not by girl.
- **Remember:** No limit on Toffee-tastic and S’mores.
  - *Limited availability in the cupboards!*
- TCCs enter the SIO reward quantities - number of girls **MUST** match SIO worksheet girl count.
- Troops SUBMIT their SIO order & SIO rewards by 11:30 p.m. on Jan 6.
Submit SIO Rewards

• Troops must enter SIO rewards orders—eBudde will not automatically calculate and submit.

• If troops ordered the **recommended** number of cookies, enter the number of rewards needed for your girls selling. This number **MUST** correspond to the number of girls used to calculate the 75% level.

• Click **SUBMIT** and **OK** to submit your troop’s initial reward order.
  - The order is final once it has been submitted.
  - The number of SIO rewards will not change, even if the number of selling girls increases during the sale.
SIO Delivery

- January 26 – 27
- Troops work with the SUCPC to select a delivery date, time, and location
- Be on time for pick up
- Bring enough vehicles to carry your entire order
- Deliveries will happen rain or shine! Be prepared!
Selling Cookies
Safety Around Cookies

Be safe at cookie pick-ups, delivering cases to girls and/or booth sites, helping girls sell, or simply moving cookies around in your own home:

• Know who is in charge of the location.
• Understand your role – ask for clarification when needed.
• Be aware of your surroundings – watch for trip hazards, areas you can bump into, strangers, or unusual behavior of any type.
• Remove or report unsafe conditions immediately.
• Don’t take on more than you are physically able to do.
• Use safe lifting, carting and packing techniques.
• Keep clear aisles, pathways and driveways.
• Call 911 if an emergency needs more response than you can handle.
Safety is first and foremost! It is vitally important for girls & volunteers to remain safe.

• Ensure parents and volunteers are following all documented safety rules found in:
  – Greater Cookie Family Guide
  – Troop Cookie Chair Guide
  – Safety Activity Checkpoints
  – Volunteer Essentials
  – Posted materials
**Girl Order Card**

- Girls receive at SIO delivery, not before.
- Girls can track customer orders & use for call backs.
- Contains pricing, cookie types and nutrition facts.
- Rewards displayed on the back of the card.
Selling Girl Scout Cookies

- Girls may sell cookies via email, social media and Digital Order Card
- No Craigslist, or Amazon sales
- Door-to-Door / Residential Walkabouts
  - Community parks allowed, provided local ordinances permit
- Residential Lemonade Stands
  - At the property where the girl or a close relative resides
  - Starting on Go Day (Jan. 28)
- Telephone/text friends, family and former customers
- Cookie House Party
  - Encourage customers to purchase cookies by the case
- Workplace
  - To employees only, not the business’ customers
  - Girl must post a message to employees
Digital Cookie

- Customers purchase cookies with a credit card for shipment only, or GOC
  - No “girl delivery” option
  - Replaces Cookie Club
- Girls set up their storefront, play games, and earn badges in Digital Order Card
- Girls send emails to family, friends and customers through the Digital Order Card platform
- Credit for girl sales and proceeds flow automatically into eBudde
- **Parents must ensure information in MyGS is current!**
- Girls/parents will receive a login email in early January
**Cookie House Party**

- Girls invite customers to buy by the case
- Download the Cookie House Party resources from Cookie Central:
  - Hostess Guide
  - Pitch Planner
  - Invitations
  - Posters
  - And more!
12 boxes in a Case & 12 Months of Recipes
Available from LBB
Boothing Procedures

Troops must adhere to all boothing policies as outlined in the Greater Cookie Family Guide and Troop Guide, including (but not limited to):

• Adult/Girl ratios (by girl level)
• 1 Girl / 1 Parent Policy: ONLY Cadettes and above (2/23– 3/11)
• Appearance and conduct
• Conflict resolution away from girls and the public
• Be ready to leave a booth right at the end of the scheduled shift
• Take trash with you (do NOT leave in a trash can)
• Ensure parents and girls know:
  ➢ What to bring to a booth
  ➢ How to set up a booth to appeal to a customer
Special Booths

• Unique, one-time opportunities
• Must be approved by SUCPC
• Enter in eBudde

Drive-through Booths

• Safety first!
• Bring extra adults
• Must be approved by SUCPC
• Enter in eBudde as a Special Booth
Corporate Booths

• High-rise, corporate buildings.
• Application due Jan 13.
• Preference given to Cadette and above.
• Parents cannot take the site, council reserves.
• Cookies may be delivered to booth site, depending on the site’s ability to store them.
• Unsold cookies may be returned; troop’s choice.
Accepting Credit Cards

• Helps focus on the multiple-purchase customer and increased sales

• Is an easy and useful tool:
   Customers not limited to the cash in their pocket
   Customers purchase more with a card
   Additional payment source - if the troop prefers to not accept checks

• Troops can obtain a credit card reader(s) to attach to smartphones.
   Credit card readers must be linked to the troop bank account
   Troops absorb credit card processing fee (usually under 3%) and may not up-charge the customer
Cookie Cupboards
Cupboard Guidelines

• Cupboards begin to open Thursday, Feb 1
  ➢ See eBudde Cupboard Calendar for complete schedule
• Troops may pick up from any cupboard
• Place pending orders 24-48 hours in advance
• There are specific dates and requirements for returns, exchanges and consignments
  – If a cupboard is closed the final day of a transaction period, i.e. exchange period, the last day to complete that type of transaction will be the last day the cupboard is open during that period
• Troop representatives picking up cookies must be listed in eBudde. Know your eBudde password.
• Damaged cookies may be exchanged at any cupboard, anytime cupboard is open (melted product is not damaged product).
“Peace of mind” policy
• Troops may return up to 10 whole cases from the SIO
• Feb. 6 – 8 only, at designated cupboards during their scheduled operating hours
• Troop is not eligible to return if they have added to their inventory, via:
  ➢ Cupboard pickups
  ➢ T2T transfers

This is meant to relieve anxiety over ordering the recommended 75% SIO
Consignments

Troops can check out up to 10 cases of cookies on consignment from designated cupboards – March 5 - 11

• Encourages troops to continue to sell the last week
• Decreases risk of having excess inventory
• Troops complete the Consignment Inventory Form
  ➢ Detailed procedures are located on this form
  ➢ Can ONLY have one OPEN consignment at a time
• Consignment returns MUST be returned to the original cupboard, no later than Mar 13
  ➢ Check cupboard schedule for dates/times
• Troops should work with the SUCPC to do troop to troop transfers before consignments
Tracking Inventory & Payments
Allocating Cookies and Payments

Record all girl orders and payments on the Girl Orders tab in eBudde.
Inventory Management

• Troops MUST balance their inventory of cookies on hand, on a regular basis
  ➢ Daily update eBudde with girl orders and payments
  ➢ Regularly count the number of boxes/cases on hand
  ➢ Compare inventory on hand to eBudde
• Troops will know if more cookies are needed or has too many and troop to troop transfers are needed
• Will make wrapping up the sale so much easier!
• The goal is for every troop to end up with ZERO excess inventory!
Best practices:

• Ways to track booth sales
  • Booth Sales Recorder app
  • Booth feature on the Girl Orders tab
  • “Booth” form to track sales and money

• Take whole cases to the booth to make it easier to calculate what was sold

• Receipt cookies taken by the adult in charge of the booth, cookies returned, and money turned in
Submit the Rewards Order

• Use the Rewards Choice document received from each girl/parent (do not guess)
• Review the Rewards order and select girl/parent requested option for:
  ➢ Sizes for the T-shirt and PGA Sweatshirt
  ➢ 500, 1000, 1500 and 2000 choice of recognition or program credit
  ➢ Opt out troops with 240 PGA might do better to opt in ($15-$25 cookie dough per girl vs. $.10 per box)

• Submit the Rewards Order
Financial
**ACH Debits**

- Troops pay for cookies via two ACH debits
- Debit amounts may be adjusted if needed
  - Troops must contact SUCPC or PSM no later than one week before the debit
  - Submit the new Debit Adjustment Request form
- Troops must deposit funds to troop bank account in time for funds to be available on debit date
- Troops responsible for fees caused by negligence
Credit Limit Guidelines

• Use caution in how much product is distributed to a parent before collecting money
• Until comfortable with a parent’s payment patterns, recommend limiting the troop liability to $300
• Does NOT mean all families can only have 60 boxes at a time!
• Troops MUST collect funds from parents on a regular basis
• TCCs should set expectations up front
"Money Mondays"

- Girls and parents should turn in to the troop any monies collected from the prior week’s sales.
- Money turned in MUST be in the same form received directly from the customer. Parents are NOT to keep funds received and write a personal check for the balance due.
- Money should be collected and deposited into the troop bank account *promptly and frequently*.

"Touch-base Tuesdays"

- Check in with parents to see what their inventory is *before* going to the cupboard to pick up additional product.
- A troop may take back or exchange inventory that a girl can’t sell to use for booths. Troops should set a return and exchange policy with parents.
- Plan out the upcoming week’s inventory; make good decisions when ordering more cookies.
Troops are encouraged to accept only small bills to avoid possible counterfeit bill passing.

GSGLA does not accept responsibility for troops receiving counterfeit bills.
Wrap-up
Wrap Up

What to look for:

• Opt-out troops are Cadettes and above only
• All boxes and GOC have been allocated to girls – including opt-out troops
• The troop giving product enters T2T transfers
  Do not duplicate to/from transactions
• Review payments, submit Discrepancy Reports for family owing balances
• Each troop must submit Rewards, even opt-out
  Can’t opt out of patches and rewards events
Crisis Management

- Notify your SUCPC of complaints about cookies
- Media must be handled by GSGLA
- Contact 213-213-0123 with media inquiries
- Copy your Product Sales Manager on correspondence
Rewards Distribution

• SIO Rewards targeted to be delivered on Delivery Day *.
• Attempt to deliver end of sale reward items during May.
• Program credits will be provided separately.
• All other monetary troop rewards will be directly deposited to troop bank accounts.
• Packing slips provided. Troops must count and sign for their rewards.
• Distribute to your girls promptly.
• Rewards not picked up will be returned to council.

* Council estimates the number of each reward item needed the previous June; actuals are determined after SIO is submitted/by end of March (respectively). If additional rewards need to be ordered, some SUs/troops may experience a delay in receipt. Girl rewards are first priority.
Technology
Technology

Cupboard Keeper App
*Paperless cupboard transactions*

Cookie Locator/Finder App
*Customers can find cookie booths in real time*

LBB’s Interactive Volunteer Guide
*Videos, goal setting plans, inspiration for volunteers*

LBB’s Volunteer Blog
*Connect with other volunteers, resources, ideas*

The Pixie List
*thepixielistla.com—Troops can post for Troop-to-Troop transfers (encourage working within SU before posting)*
**eBudde Troop App**

- Track and submit girl cookie orders for both traditional and digital sales
- Easily track amounts due and paid
- Order girl rewards
- Monitor troop sales data and generate troop sales reports
- See when and where cookies will be delivered
- Access to eBudde calendar dates and messages
Fun Stuff
Cookie Mobile Contest

“Bling Your Mobile Booth”

- Direct sale begs for Cookie Mobiles!
  - Girls need lots of cookies on hand
  - Can’t carry them all
- 4 themed categories
- Submissions due Feb 4
- Winners earn a pizza party for their troop
Cookie Pro Contest

- Girls have the opportunity to be featured on a Girl Scout Cookie box!
- Unlock the Cookie Pro patch
- Travel to NYC to be recognized as a Top Cookie Pro 2018
- Girls complete their Cookie Pro Resume Survey online and submit with a photo
- Girlscouts.org/cookiepro
National GS Cookie Weekend

February 23-25

- A national online “social event holiday”
- The “Golden Ticket” promotion to support your booths will be Feb. 24 via Twitter
  - Troops need a booth reservation for Feb. 24 by Feb. 9 to participate
- Plan coordinated walkabouts using the grid technique
  - Create a “grid” map of your SU
  - Organize troop walkabouts
  - Leave no doorbell unrung!
- Expect national media stories
Cookie Retail Merchandise

Car Magnet $5
Money Pouch $6.50
Rollabanas $6.95
Car Flag $7.95
Cookie Cart $35

Build brand awareness and boost your sales!
These marketing tools can be found in our GSGLA stores in December.
Cookie Retail Merchandise

Tablecloth $11.95

Button Pin $1

Stop Sign $8.95

Yard Sign $8

Car Magnet $8.95
Let’s make the 2018 cookie season... Altogether Awesome!