

Crisis Management

In the food industry, product complaints are not unusual. GSGLA and GSUSA expect a certain number of product complaints every year. These include, for example, reports that the product does not taste right or was found damaged when the package was opened. Occasionally, there are reports of foreign objects in the product. Customers may mistake crystallized sugar for glass or oat hulls and nutshells for wood. Containment - confining a difficult incident to the situation and the locale in which it took place - is the key to the successful resolution of product complaints.

Immediately notify your Service Unit Cookie Program Chair of any irregularities with cookies or any other situation to ascertain a course of action - whether an exchange or a refund is appropriate. Contact your Product Programs Manager as needed.

Customers may call Little Brownie Bakers at 800-962-1718 or visit www.littlebrowniebakers.com to file a complaint about a product.

Any and all media contact must be handled by GSGLA staff. Do not respond to media questions or inquiries but refer them to the External Relations Department, who will work with the Product Program Team. Media inquiries may be directed to call Kenya Yarbrough, Marketing Director, at 626-677-2266.

Copy your SUCPC on any crisis communication.



Internet Based Tools for Troops

Digital Cookie

Digital Cookie is a fun, interactive learning experience where girls can learn first-hand about the power of goal-setting. Using Digital Cookie, a girl will be able to send out emails soliciting sales, record customer information, set goals, track sales and see the “cookie packages” stack up as she progresses toward her goals. Visit www.girlscoutsla.org and look for the link to Cookie Central, where you will find the link to Digital Cookie.

VIP eTraining

Little Brownie Baker’s VIP eTraining is a single source for any and all training the troops, girls, or parents would need. Standardized lessons are posted by LBB on the topics of **Program, Marketing, Technology and Cookies**. You can feel completely confident that you will be prepared to lead your girls. Once your Service Unit has conducted Troop training, you are free to browse these topics in any order and at any time. You can complete these trainings at your leisure, and in your PJs. Log on to <http://vipetraining.littlebrownie.com> to request access. Returning users can access the site with the prior login, or request a new password

Just in Time Training (JIT) training webinars

These FAST reminders will help you at critical times. They will speed you through the more complicated processes. JIT trainings start in January!

Emails

GSGLA will send communications from Claudia, our clouded leopard mascot, via CookiEgrams, as well as timely notices directly from eBudde. You will also receive regular communications from your SUCPC, so be sure to check your email often.

FAQs

Lots of questions come up around cookie time, and GSGLA has the answers to the most frequently asked questions on our website at www.girlscoutsla.org.

eBudde Troop App Plus

All features that are available to volunteers on the desktop version of the eBudde cookie management system are now also included in the eBudde Troop App Plus.

Cookie Locator/Finder

The public is able to locate active booths in real time through a search via ZIP code. The data from the Booth Scheduler is fed into the Cookie Finder system. It can be accessed through a free Cookie Finder app for your smart phone or through the GSGLA Cookie Central and home page will have a direct link during booting.

GSUSA’s www.girlscoutcookies.org has the ZIP code locator on its homepage and works across the USA.

LBB’s Online Cookie Planner for Troops—www.cookieplanner.littlebrowniebakers.com

Help girls build the best cookie season ever with the new Built By Me cookie planner. Built by Me is a new online tool made especially for volunteers that helps create a customized plan for the cookie season.

LBB’s Volunteer Blog

Blog.littlebrowniebakers.com has tons of resources for you to browse for ideas and support. It’s the best cookie blog on the planet. Your contributions are equally inspirational to other volunteers across the country.

Digital Cookie

This year, we have the opportunity to partner with GSUSA and M2 Media to use the M2OS platform for Digital Cookie for shipment and Gift of Caring only. Girls and customers will see the same format that they have used for the Fall Product Program. Now there is one more way to superpower your girls' sale—by adding online selling with the M2OS Digital Cookie platform. Parents love the convenience of using Digital Cookie and girls who participate in Digital Cookie sell significantly more than girls who participate in traditional sales alone. The platform is a fun, educational tool that helps girls run and manage their Girl Scout Cookie business online. Help the girls in your troop reach their goals with Digital Cookie.

You play a key role in encouraging and supporting girls and parents with this channel. Remind them that it's easier for girls and parents to participate at their convenience and to reach friends and family near and far. It's really simple, with just four easy steps! They'll register, set up their sites, invite customers, and track their goals. That's it!

What can she do with the Digital Cookie platform?

On the platform, girls can create their personalized avatar, set their cookie goals, track their progress, manage orders and inventory, learn Internet safety skills, and more.

How does the Digital Cookie platform work?

With Digital Cookie, the girls initiate the cookie sale. Girls use Digital Cookie to invite customers to visit their personalized cookie websites where customers can place their order and pay using credit cards to have their order shipped, or donate cookies to Gift of Caring.

Online sales and payment are automatically added to the Girl Order Tab in eBudde. Credit for payments will appear on the Deposits tab and Sales Report and will reduce the amount a troop owes on the second ACH debit.

Accessing Digital Cookie as a volunteer:

Watch for an email with your username and a link to create a password. The "from" email address will be noreply@mail.gsdigitalcookie.com. You should receive the email on January 16, 2019.

If you are also a parent, you can go to www.gsdigitalcookie.com/gsgla to participate on or after January 27, 2019. You do not need to wait for an email. You will be able to participate with the same email addresses that you use to login to the volunteer site. On the landing page for this site, you will be able to select your role as a girl / parent or a volunteer. If you have additional roles, you will be able to select your role once you are in the volunteer site.



Council Based Marketing Initiatives

GSGLA has prepared a diversified marketing and communications strategy to support our girls and volunteers this cookie season. It is projected to provide a highly visible presence in the community designed to connect customers to our girls so they can reach their goals. In fact, many of these strategies are guided by our research and are some of the same tools our girls are learning to put into action! Our research shows that Girl Scout Cookies are in demand because customers can only buy them once a year, and they buy cookies because they want to support our girls and Girl Scouting. This year's marketing campaign will support the cookie season with creative and cost-effective strategies.

Communication Tools & Resources

- Cookie Program Family Guide
- Emails from Claudia, our clouded leopard mascot (the famous CookiEgram)
- GSGLA Facebook page – you will want to “LIKE” this page!
- Etools and resources on the GSGLA website, www.girlscoutsla.org
- Program level newsletters
- Messages from eBudde

Troop Marketing Kit Components (subject to change; distributed at training):

- *Cookie 101*: Cookie Description Sheet, Cookie FAQs, Cookie Goal Poster, and Digital Cookie Flier
- *Booth Essentials*: Cookie Booth Checklist, Cookie Booth Guidelines, Cookie Box Price Displays, Gift of Caring Booth Sign, and Cookie Shop Flier
- *Contest Fun*: Golden Ticket 100-Box Giveaway, Cookie Mobile Contest, Cookie Pro Contest
- *New*: Tips for Selling Cookies, Online Sales Rules & Guidelines, GOC Ripple effect flier, and GOC “Ask About Me” sticker

Media Placement

GSGLA creates a visible presence in the community with a diversified media campaign, which may include newspaper and television coverage, billboards, mall network ads, radio commercials and contests, and online and print ads. Space is generously donated or significantly discounted. Placement is still being determined based on availability.

Cookie Mobile Contest

The Annual Cookie Mobile Contest rolls out again this year. Every girl has the opportunity to “bling her booth” and submit a photo for judging in one of several themed categories. Please check the flyer in the troop's Marketing Kit for details. Winning girls earn their troop a fabulous pizza party!

Cookie Finder

When customers crave cookies...they look to the Internet. The Cookie Finder on the GSUSA website allows customers to search by ZIP code to find cookie booths. www.girlscoutcookies.org

Cookie Pro Contest

Girls will have a chance to win an adventure with the DC Super Hero Girls at a behind-the-scenes VIP event at Warner Bros. Studios, meet prominent entrepreneurs, and attend a special Girl Scout Cookie Pro Recognition event.



Cookie Terminology

Girl Scouts has a unique language, and the Cookie Program is no exception. Here are some of the more common terms we use on a daily basis, but can be confusing until you know what we mean.

ACH DEBIT – an eBanking transfer from one bank account to another. ACH stands for Automatic Clearing House which is the federal system of sending funds electronically. GSGLA gives instructions to our bank to ACH Debit the troop accounts and deposit funds into the council's bank account.

Allocations – a process that takes packages that have been signed out to a troop, and gives credit for their sale to individual girls. The total of cookie packages and Gift of Caring sales determines each girl's final sales quantity and her reward level.

Boothing – the process where girls sell their product to customers in a face-to-face transaction at an approved council booth site. Troops will booth based upon the motivation levels of their girls and in direct relationship to their goals. The average troop holds four booths, but many large troops will have dozens of booths every weekend and even each day of the Cookie Program.

Boothing Chair – a service unit volunteer who manages the relationship of host businesses who grant written permission for troops to booth on their private property.

Booth Scheduler – a function that allows troops to sign up for available booth sites and times. Very specific timelines determine when the Booth Scheduler is available to troops.

Cookie Entrepreneur Officer (CEO) - a girl in business for herself, learning transferrable life skills, while building self-confidence and having fun with her other troop members.

Cupboard – locations throughout GSGLA where cookies are warehoused and troops are able to pick up product during designated days and hours.

Cookie Locator – aka Cookie Finder—a database of booths that have been chosen by troops. The Locator is on our website during the boothing period or by downloading the Cookie Locator App for your smart phone. Potential customers can type in their ZIP code, and the Locator will return all current and future active Booths within that ZIP code. It is our best way to connect customers to the product.

Cupboard Manager - a volunteer or GSGLA staff person who manages the local cookie warehouse.

Digital Cookie – an online sales platform that can be used by girls of all ages. Girls send emails to family and friends to invite them to visit their personalized site and purchase cookies with a credit card for shipment. Customers also have the opportunity to donate cookies to Gift of Caring.

eBudde – Internet-based product sales software used to track sales, inventory, booth sites, booth scheduling, rewards, and payments. Every facet of the Cookie Program is managed within eBudde.

Gift of Caring – Council-wide troop service program where other partnering non-profits receive cookie donations toward their mission.

Girl Order Card – Customized form that is used to record customer orders. It contains information about the cookies for the customer and details of the reward plan for girls.

Little Brownie Bakers (LBB) – the council cookie bakery partner located in Louisville, KY. Only two bakeries produce all Girl Scout cookies in the USA. The other baker is ABC Bakers.

Opt out – Older girl troops (Cadette and above) can elect to waive the rewards they would otherwise earn, and instead receive an additional \$.10 per package sold in proceeds. Opt out troops still receive all patches, SIO rewards, and invitations to recognition events (if achieved).

Parent/Guardian Permission and Responsibility Agreement – form that parents or guardians sign to grant permission for their girl to participate in the Cookie Program, and accept financial responsibility for all cookies their girl takes possession of based on signed receipts.

Position Description and Agreement(s) – various online documents submitted by SUCPC, SUBC, SURC, SUCM, and TCC that defines their role and responsibilities to GSGLA for the cookie program.

Product Programs Manager (PPM) – the GSGLA staff member who has primary responsibility for working with volunteers in her service center to deliver the Cookie Program. SUCPCs work closely with the PSM on all operational needs.

Recognition – carefully screened and selected item received by girls for reaching a specific sales goal.

Reward – a comprehensive term that includes all items received by a girl, a troop, or a service unit such as recognitions, troop proceeds, and program credit.

Service Unit (SU) – a geographic area set by GSGLA to create manageable groups of troops. Boundaries can be set by town lines, school districts, roadways, or other demarcation.

Service Unit Cookie Program Chair (SUCPC) – a volunteer who coordinates the Cookie Program for the service unit. Chosen by the SUM, and appointed by GSGLA, this position trains and supports Troop Cookie Chairs.

Smart Cookie Club – a recognition event for girls who sell at least 500 packages, and who are the exclusive invitees to a custom, spectacular experience. Invited girls are welcome to bring an adult chaperone, including dads.

Starting Inventory Order - the volume of cookies that troops order before the sale begins to be ready for GO DAY.

Starting Order Delivery Site – a special location within each service unit where Starting Inventory Orders are sorted and distributed to troops.

Sweet Elite – a recognition event for girls who sell at least 1200 packages, and who are the invitees to a custom, unique, and exclusive Girl Scout experience.

Troop Cookie Chair (TCC) – a volunteer who coordinates the Cookie Program at the troop level. Chosen by the Troop Leader, and appointed by GSGLA, this position trains and supports girls and parents through the Cookie Program.

Troop Proceeds – monies earned by a troop on their total cookie sales, including opt out proceeds.

Troop-to-Troop Transfer – the flexibility to move cookies (and their financial responsibility) from one troop with an excess supply of cookies to another troop with a demand for those cookies. This can be very helpful at the end of the program when a troop would otherwise be left with excess inventory and few prospects to sell them.

VIP eTraining – a website created by Little Brownie Bakers that provides a comprehensive overview of all facets of the Cookie Program. There are areas devoted to girls, families, and cookies. In addition, GSGLA is able to upload additional training resources such as troop and parent training PowerPoints. If you need training, this is the first place to go.

