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/Credit – 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, or to reverse the transaction by crediting funds to troop accounts as appropriate.

Assignments – a process that gives Girl Scouts credit for their sales. The total of cookie packages and Cookies for the Community sales determines each Girl Scout's final sales quantity and her reward level.

Boothing – the process where Girl Scouts sell their product to customers in a face-to-face transaction at an approved booth site. Troops will booth based upon the motivation levels of their Girl Scouts and in direct relationship to their goals. The average troop holds four booths, but many large troops will have many 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 in eBudde 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 Cupboard – locations throughout GSGLA where cookies are warehoused, and troops are able to pick up additional product during designated days and hours.

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

Cookie Stand – a "lemonade" type stand at a Girl Scout's home or at the residence of someone she knows.

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

Digital Cookie – an online sales platform that can be used by Girl Scouts of all ages. Girl Scouts send emails to family and friends to invite them to visit their personalized site and purchase cookies with a credit card for shipment or delivery. Customers also have the opportunity to donate cookies to Cookies for the Community. Girl Scouts may post their links on social media and ask friends and family to share.

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.

Cookies for the Community (C4C) – Council-wide 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.

gsLearn – An online learning platform accessible through MyGS.

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. Girls in opt-out troops still receive all patches, SIO rewards, and invitations to recognition events (if achieved).

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

Position Description and Agreement – eform submitted by Troop Cookie Chairs 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 area to deliver the Cookie Program. SUCPCs work closely with the PPM on all operational needs.

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

Reward – a comprehensive term that includes all items received by a Girl Scout, 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 are set by zip codes.

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 550 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 (SIO) - the volume of cookies that troops order before the sale begins to be ready for GO DAY.

Starting Inventory 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 1250 packages, and who are the invitees to a customized, 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/caregivers 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.