



GIRL SCOUTS®

# Cookie

# 101™



A Guide to the Girl Scout  
Cookie Program For  
Adults

**Welcome to the Girl Scout Cookie Program!** You are joining over 105 years of tradition that includes thousands of Girl Scouts and adults. Our goal is to give you an overview of the Cookie Program so that you feel ready to jump into the fun and adventure. Are you ready?

Why do girls sell Girl Scout Cookies?

Girls sell Girl Scout Cookies to earn proceeds to support their fun activities and Take Action goals. When they engage in the Cookie Program, Girl Scouts learn five essential life skills: Goal Setting, Decision Making, Money Earning, Business Ethics, and People Skills. Let's take a look at some of the outcomes of these skills:

*Goal Setting* means that your Girl Scout won't come to you the night before her science project is due. She will learn how to set a goal and make a plan to succeed. This would include mapping out a plan to gather her supplies and complete her project ahead of the due date.



*Decision Making* will help your Girl Scout decide which college to apply to. She will know how to carefully consider different factors that will influence her choice.



*Money Management* translates into your Girl Scout learning to save her allowance to buy a new phone, and then to pay for her phone bill each month. How does that sound?



*People Skills* will serve your Girl Scout well in school, in her career, and in her life. Everyone wants to interact with someone who knows how to listen attentively, make her point persuasively, and build consensus.



*Business Ethics* will teach your Girl Scout to honor commitments. She will demonstrate the ability to be a leader who people gravitate to for guidance.



Please note that while every Girl Scout is encouraged to participate in the Cookie Program, it is up to her and her parents/caregivers to decide if it is the right activity for her. While some Girl Scouts may choose not to actively participate in the Cookie Program by selling cookies, they can still support the troop's goals by helping to make marketing signs and listening their sister Girl Scouts practice their sales pitches.

Cookie crew and resources

The *Troop Cookie Chair* (TCC) is the troop volunteer who manages the Cookie Program for the troop. Working with the troop leader, s/he will train the Girl Scouts and parents/caregivers on the Cookie Program, place the troop's orders and any re-orders, track the cookies given to Girl Scouts and their payments, schedule boothing opportunities, and order and distribute the rewards.

The TCC is supported by the *Service Unit Cookie Program Chair* (SUCPC), who is a volunteer in your service unit (local community of troops). The SUCPC will train your troop's TCC, offer guidance and reminders of due dates, share communications from the GSGLA product programs team, and answer questions. S/he will coordinate the delivery of cookies to the troop, arrange for permission to booth at businesses, and

distribute the rewards at the end of the program. The SUCPC is a vital contact for a TCC.

*Girl Scouts of Greater Los Angeles (GSGLA)* offers many resources to inform Girl Scouts, parents/caregivers, and volunteers about the Cookie Program. Every registered Girl Scout will receive a copy of the *Cookie Family Guide*, which lists important information such as dates, ways to sell cookies, and guidelines. Parents/caregivers will receive regular Cookiegrams from GSGLA as well as emails and texts from TCCs. TCCs will receive frequent communications from their SUCPC and have the *Troop Cookie Guide* as a handy reference. Additional resources include the *Parent/Guardian Responsibility and Permission Form*, which each Girl Scout must have signed and on file with the troop, *Volunteer Essentials*, and *Safety Activity Checkpoints*. All girl resources are available on GSGLA's website, [www.girlscoutsla.org](http://www.girlscoutsla.org), in the *Cookies+* section.

Girl Scouts, parents/caregivers, and volunteers are expected to follow all of the guidelines outlined in the resources listed above. Disregard of the guidelines may cause the application of consequences such as loss of proceeds, rewards, and/or future boothing privileges.

#### Calendar overview

The Cookie Program is a season unto itself. TCCs get trained in December, then in January things really start moving. The end of January through mid-March is when the Girl Scouts are actively selling cookies. Rewards are distributed several months after the end of the Cookie Program.

#### The Cookies

There are two bakers in the US that are licensed to bake Girl Scout Cookies. The baker used by GSGLA is Little Brownie Baker. Each Girl Scout council decides which baker to partner with, and you may find that people ask for cookies that you don't recognize. These are probably from the other baker and are not sold by GSGLA. It's a great opportunity to share how delicious our cookies are!

GSGLA sells seven varieties of cookies for \$6/package:

*Thin Mints* are the iconic chocolate cookie covered in minty chocolate. Thin Mints are vegan.

*Tagalongs* are everyone's favorite pairing of chocolate and peanut butter.

*Samoas* have a combination of caramel, toasted coconut, and dark chocolate.

*Trefoils* are traditional shortbread cookies. Delightfully simple and satisfying.

*Do-Si-Dos* have peanut butter sandwiched between two oatmeal cookies.

*Lemon-Ups* are crispy lemon cookies baked with inspiring messages to lift your spirits.

*Adventurefuls* have a brownie-inspired base, caramel crème, and a hint of sea salt.

And two specialty varieties for \$7/package:

*Toffee-Tastic* is a buttery gluten free cookie with toffee bits.

*S'mores* are two graham cookies that sandwich chocolate and marshmallowy filling, with natural ingredients.

*Cookies for the Community (C4C)* is our council-wide community service program. Customers purchase a virtual box of cookies to be donated to one of our C4C partners: Operation Gratitude, Los Angeles Food Bank, USO, Blue Star Mothers, and other local community organizations. Girl Scouts collect and turn in the payment and receive credit for the cookies. The troop tracks the donations, then GSGLA will distribute the cookies to the C4C partners. The troop, Girl Scout, and customer never touch the box – it's a win-win-win!

Ways to get cookies

*eBudde* is Little Brownie Baker's online cookie program management tool. The TCC will use eBudde to order cookies, assign them to girls, record payments, schedule booths, and order rewards.

The first, and very important, way to order cookies is through the *Starting Inventory Order* (SIO). We have a great tool (the *Starting Inventory Order* eform, available on our website) that can help troops decide what to order based on individual Girl Scout and troop goals.

- It's critical to order enough cookies in the SIO so that the Girl Scouts have cookies in hand to fill orders on Go Day and you don't have to wait in long lines to restock your supply.
  - Each troop will set their SIO based on the Girl Scouts' goals and interest in participating in the Cookie Program. Troops may not insist that Girl Scouts take a certain quantity of cookies—it's a family decision.

Your SUCPC will tell your TCC when and where to pick up the SIO, just before the Cookie Program begins. Girl Scouts will have cookies in hand on Go Day and can sell cookies directly to customers without taking orders.

*Cookie cupboards* are locations where additional cookies are stored for troops to add to their inventory. If your troop needs more cookies after receiving your SIO, the TCC must place an order for the cookies in eBudde and find the most convenient cupboard location.

During certain days, troops will also have the opportunity to return limited amounts of cookies or exchange them for other varieties. Damaged cookies may be replaced at any cupboard during operating hours.

Another way to get more cookies is to transfer them from another troop. Just let troops know what you are looking for, and if they have excess cookies, they can transfer the product and the financial responsibility to you. Likewise, if you have too many cookies, let other troops know what you have and you may be able to transfer them to another troop.

## Ways to market cookies

Girl Scouts have several avenues through which they can let friends, family, and customers know that they have cookies for sale:

*Text, phone, and email* are easy and quick ways to reach out to personal contacts.

*Social media platforms* are a great way to let a wide net of people know that cookies are available. Girl Scouts must never share personal information, such as phone number, email address, or physical address. Cookies may not be listed on resale sites such as Craigslist, eBay, and Facebook Marketplace.

*GSGLA shops* carry a variety of colorful, cute, and creative marketing items to help draw attention and boost sales.

Looking for more great ideas or guidance on how to help your Girl Scout improve their marketing skills? Check the events calendar to register for our upcoming marketing webinars.

## Ways to sell cookies

*Digital Cookie* – GSGLA’s online platform where Girl Scouts can send secure emails to friends, family, and customers. Customers may purchase cookies with a credit card for girl delivery, direct shipment or donation (C4C).

Girl Scouts may post their Digital Cookie links on public social media accounts to reach a wide range of customers. Cookie links may not be posted on resale sites such as Craigslist, eBay, and Facebook Marketplace.

*Workplace sales* – Girl Scouts may get permission to sell to the employees of a workplace (not the customers).

*Walkabouts and Cookie stands* – Girl Scouts may sell cookies door-to-door to residential customers (or leave a doorhanger with their Digital Cookie link), and they may hold lemonade-type cookie stands at their home or the residence of someone they know.

*Booths* – sales to the public by the troop are called booths. Booths are pre-approved and in partnership[ with the retailer and GSGLA. They may be at a table in front of a store or in a parking lot as a drive-through. All booth opportunities must be arranged by the TCC. There is a Cookie Finder on our website that helps customers find a booth near them.

## Finances

Cookies are paid for at the time of delivery to the customer, except for Digital Cookie orders, which are paid for at the time of the order. This means that the troop does not pay for the cookies up front, nor do the families. Troops should collect money from parents/caregivers and deposit into the troop account promptly and frequently. Parents/caregivers may pay troops for cookies via Paypal/Venmo/Zelle, but may not accept these methods of payments from customers. Troops are may take credit card



payments from customers via Digital Cookie, swipers connected to a troop account, and Venmo/Paypal, where the money goes directly to the troop bank account.

GSGLA will debit each troop via *ACH* around 10 days after the conclusion of the Cookie Program. Dates will be published in the *Troop Cookie Guide*. Some troops may receive a credit because of their Digital Cookie payments.

TCCs will assign cookies to the Girl Scouts in eBudde, as well as track payments from families. This will allow TCCs to see balances owed and will give the Girl Scouts credit towards their rewards.

### Proceeds and rewards

Troops earn \$1 per package of cookies sold. These proceeds are to fund activities and program for all of the Girl Scouts in the troop. Girl Scouts receive individual rewards based on the number of packages sold by each Girl Scout. The rewards are voted on by Girl Scouts every year, and there is always something for everyone.

Older Girl Scout troops (Cadette, Senior, and Ambassador) may decide to opt out of rewards in order to earn an additional \$.10 / package. Girl Scouts in these troops are still eligible for some reward items (such as patches) and invitations to reward events earned. Opt-out troops are not eligible for program credit or troop money rewards.

In addition to physical rewards, Girl Scouts can earn rewards events, like an outing with the GSGLA CEO, Theresa Edy-Kiene. If Girl Scouts cannot attend rewards events, they have the option of receiving program credit to use at GSGLA shops, or at GSGLA events, activities and camps. They may also designate their program credit as troop funds to directly deposit the value of their program credit in the troop bank account.

### In conclusion

That's it! You are now versed in the basics of the Cookie Program. We hope you are ready to become part of this time-honored tradition that Girl Scouts look forward to all year. Cookie Program FAQs and other resources are available on our website: [www.girlscoutsla.org/cookies](http://www.girlscoutsla.org/cookies) You will have all the help and support you need to have a successful Cookie Program.