

# EMBRACE LIMBRACE POSSIBILITY



2025 Cookie Program  
Service Unit Guide

*(Updated 1/13/2025)*



## ***SU Cookie Team Contact Information***

<i>Title</i>	<i>Name</i>	<i>Phone</i>	<i>Email</i>
Product Programs Mgr			
SU Boothing Chair			
SU Delivery Chair			
SU Rewards Chair			
Cupboard Manager			
Juliette Advisor			
Troop Mentor			

### ***The Girl Scout Promise***

On my honor, I will try:  
 To serve God\* and my country,  
 To help people at all times,  
 And to live by the Girl Scout Law.

*\*Members may substitute for the word God in accordance with their own spiritual beliefs.*

### ***Girl Scout Family Promise***

On my honor, I will try:  
 To support my Girl Scout and her troop,  
 To help girls lead at all times,  
 And to always keep it fun!

### ***Girl Scouts of the USA Mission***

*Girl Scouting builds girls of courage,  
 confidence, and character  
 who make the world a better place.*

### ***The Girl Scout Law***

I will do my best to be  
 honest and fair,  
 friendly and helpful,  
 considerate and caring,  
 courageous and strong, and  
 responsible for what I say and do,  
 and to  
 respect myself and others,  
 respect authority,  
 use resources wisely,  
 make the world a better place, and  
 be a sister to every Girl Scout.

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# Welcome

Dear Service Unit Cookie Program Chair,

Welcome and thank you for stepping forward to make this year's Cookie Program a fun and rewarding experience for the Girl Scouts in your service unit! For more than 105 years, Girl Scouts have built skills, success, friendships, and dreams. We look forward to supporting the girls and helping them achieve their goals in 2025!

We cannot think of a better gift to Girl Scouts than helping them learn life and business skills that lead to a strong foundation for success. The Girl Scout Cookie Program **delivers exceptional training** and discipline to Girl Scouts' lives and helps set them up for future **success in life**. We are glad to have you as a critical part of the team.

A great Cookie Program is led by Girl Scouts, through the **dedicated leadership** and support by you, the adult volunteer. You are giving the troops in your service unit the benefits of the unique leadership experience that the Girl Scout Cookie Program offers. **The Cookie Program is a fun way** for Girl Scouts of all ages to earn the funds that fuel their dreams. Much more than a money-earning activity, it's a powerful hands-on leadership and entrepreneurial program unlike any other in the world. Girl Scouts gain a wealth of essential skills - not from a book, but from real-life experiences.

Many successful businesswomen say they got their drive for a business career by selling Girl Scout Cookies. By fully implementing the potential of this program - including goal setting, decision making, money management, people skills, and business ethics - you are helping pass on this valuable opportunity to the next generation of leaders. **The Cookie Program leads to bigger things in business, in society and in life.**

This guide is designed to assist you and your service unit team with all aspects of the Cookie Program. It is a ready reference to acquaint you with GSGLA guidelines and resources. **In conjunction with the *Cookie Program Troop Guides*, *Cookie Family Guide*, and the *eBudde Manual*, you will have the tools you need to train, coach and mentor troops.** Please refer to these guides and all other communications throughout the program and contact your Product Programs Manager (PPM) whenever you need additional assistance. We appreciate you so much and are here to support you!

## *Your Council Product Programs Team*

Product Programs Managers:

Alisa Abrenica

Chrissie Damon

Eileen Tovar

Jessica Garibay

Lily Ramirez

Stephanie Sollow

Teri Proffitt, Sr. Director of Retail and Product Programs

Cynthia Ortiz, Operations Specialist

Adrianne Harris, Sr. Administrative Assistant

# What's New in 2025

- **Cookies:** S'mores and Toffee-Tastic will be sold for \$7.
  - S'mores and Toffee-Tastic may not be exchanged into the cupboard.
  - Last year for S'mores
- **Rewards:** Some rewards levels have been changed.
- **Payment options:** Troops may use Venmo/Paypal to accept payments from customers. It must be linked to the troop's account and the troop assumes responsibility for risk. **Individual Girl Scouts may not use payment apps to collect payment from customers** because money received for cookies via payment apps must be deposited to the troop bank account.
- **Digital Cookie** has been updated:
  - Girl Scouts can send Thank You messages to supporters.
- **Booth Scheduler Round 1** opens on December 18.
- **eBudde:**
  - Girl Scouts will be uploaded beginning January 2. Girl Scouts will only be uploaded if they are registered and their troops are ready to participate. The functionality to assign cookies to individual girls will not be turned on until after the SIO is submitted.
  - Booth scheduler navigation has been streamlined.
  - It's easier to see that there are unread messages on the Dashboard.
  - Distribute Troop Link cookies in one transaction (instead of girl-by-girl).
  - eBudde App has been improved.
- **Enhancements**
  - Troop inventory management tools
  - Videos for Girl Scouts

## Service Unit Incentive

Service units have the opportunity to receive an incentive based on girl participation and per girl average (only girls with sales allocated to them count towards the service unit's PGA).

Criteria:

1. 85% participation (girls registered as of 2/1) and
2. PGA – Tiered Proceeds:

255-269	\$.05/case
270-309	\$.075/case
310+	\$.10/case

# Calendar

## November—December

Nov 18	Sales materials received by SU from LBB this week.
Nov 14-24	Attend GSGLA's SUCPC training. Submit <i>Position Description &amp; Agreements</i> for SUCPC, SUDC, SUBC, & SURC.
Dec	SUCPCs conduct trainings for troop cookie chairs (TCCs). Dates determined by SU.
Early Dec	SUCPCs receive eBudde access from the Product Programs Manager (PPM).
Dec 15	Boothing spreadsheets due from SUCPCs, containing as many sites as possible to be uploaded for Round 1. Continue submitting spreadsheets as sites are approved.
Dec 18	eBudde Booth Scheduler opens for Round 1 at 8:00 p.m.
Dec 31	<i>ACH Debit Authorization</i> eform, including voided troop check; and <i>Troop Cookie Chair Position Description &amp; Agreement</i> eform due. SUCPC to verify they have been submitted.
Dec 31	TCCs receive eBudde access from SUCPC (on or before Dec. 31).

## January

Jan 2	Girls uploaded to eBudde
Jan 3	eBudde Booth Scheduler opens for Round 2 at 8:00 p.m.
Jan 3	Starting Inventory Order (SIO) entered into eBudde by TCC by 11:30 p.m.
Jan 4 -6	SUCPCs to review/edit/SUBMIT Starting Inventory Orders and Initial Rewards (for all troops within SU) by Jan 6 at 11:30 p.m.
Jan 5	SUCPCs that finalize their SIO review by 11:30 p.m. on Jan 5 will be entered into a contest to win a \$50 gift card to the Girl Scout Shop.
Jan 22	Digital Cookie opens. Girl Scouts may start taking orders online and via phone/text or in person.
Jan 21	Deadline for SU Delivery Chairs to create Starting Inventory Order Pick-up schedule in eBudde, including date, time, & location.
Jan 24-26	Starting Inventory Order Delivery to service units.
Jan 26	<b>GO DAY!</b> Cookie Program Begins with cookies in hand. Girl Scouts may start to deliver cookies.
Jan 29	Cupboards begin to open. Refer to the cupboard schedule in eBudde for locations and dates/hours of operation.

## February

Feb 4-5	Starting Inventory returns.
Feb 7	<b>Boothing begins.</b>
Feb 17-Mar 9	Even exchanges at the cupboards. Full cases only.
Feb 21-23	National Girl Scout Cookie Weekend.
Feb 24-Mar 11	Individual package pick-ups at cupboards.

## March

Mar 3-9	Consignment orders accepted at designated cupboards.
<b>Mar 9</b>	<b>Cookie Program ends.</b>
Mar 11	Last day to return residual Consignment Cupboard orders — at designated cupboards only.
Mar 15	Last day for TCCs to enter all Cookies for the Community packages, troop transfers, and assign all cookie packages to Girl Scouts in eBudde. Must be completed by 11:30pm.
Mar 15-17	SUCPCs to ensure all troops have completed allocations, troop-to-troop transfers, and GOC packages. <b>SUBMIT</b> SU Rewards by <b>11:30 pm</b> .
Mar 17	ACH debit adjustment requests must be submitted by 12:00 p.m.
Mar 27	ACH Debit

## April

Apr 1	ACH Credit
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## Rewards Distribution and Events

Girl rewards are targeted to be shipped to the Service Unit Reward Chair in August. Timing is hard to predict as manufacturing timelines, supply chain, and timing of receipt affect reward distribution.

- ☐ **April 5**– Lunch with CEO Theresa Edy-Kiene & *Harry Potter and the Cursed Child* at Pantages Theater (2000+ package reward event)
- ☐ **May 3** — Sweet Elite event at Disney Resort (1250+ package reward event)
- ☐ **May 17** — Smart Cookie Club event at Six Flags Hurricane Harbor (550+ package reward event)
- ☐ **May 31** – Trip to the San Diego Zoo (3000+ package reward event)
- ☐ **August 2-3**– S'mores Adventure Weekend at Camp Lakota (1500+ package reward event)  
(*Note: S'mores Adventure Weekend will be held on August 2-3, 2025. Based on participation/capacity, August 16-17 may be added.*)

# *Team Position Descriptions*

We recommend that you team up with several volunteers and share the responsibilities of the Service Unit Cookie Program Chair (SUCPC). Use this list to delegate important Cookie Program tasks according to their role and/or function. (Detailed responsibilities are on the Position Description and Agreement for each position.) Your ultimate success can be far greater (and easier) with a team of trusted supporters.

## *Cookie Chair (SUCPC) (This is your position)*

- Works closely with the Product Programs Manager (PPM).
- Attends GSGLA cookie training.
- Mentors and trains Troop Cookie Chairs (TCCs).
- Motivates troop participation and facilitates troop goal setting.
- Verifies submission of online *TCC Agreements* and *ACH Debit Authorization* eforms.
- Trains TCCs or confirms that they have taken online training.
- Distributes program materials to troops.
- Enters TCC contact information into eBudde.
- Reviews/edits eBudde data entered by troops and assists troops as needed.
- Assists troops in defining their Starting Inventory Order (SIO).
- Relays important email reminders to troops regarding due dates, next steps, etc.
- Monitors each troop's inventory to ensure troops do not have an excess of product.
- Helps to facilitate troop-to-troop transfers during the program, especially in the last week.
- Monitors that troops are following all the rules set forth in the *Parent/Guardian Permission and Responsibility Agreement*, the *Cookie Family Guide*, the *Cookie Program Basics Guide*, *Volunteer Essentials* and *Safety Activity Checkpoints*, and any other publications from GSGLA. SUCPCs may assign applicable consequences, with guidance from the PPM.
- Assists troops in completing final steps at the end of the program.
- Oversees all troop cookie chairs and all cookie volunteers.

## *Delivery Chair (SUDC)*

- Secures an appropriate site to stage cookie delivery.
- Creates Starting Inventory Order (SIO) pick-up schedule.
- Assigns SIO pick-up times to troops or monitors troop sign-ups.
- Recruits volunteers to assist on delivery day.
- Meets delivery agent to count and sign for service unit cookie delivery.
- Trains the volunteers in how to count cookies and load vehicles.
- Coordinates distribution of troop SIOs.
- Ensures all orders are counted and signed for by a troop representative.
- Retains SU delivery receipts from Delivery Agent.



### ***Boothing Chair (SUBC)***

- Attends GSGLA cookie training.
- Attends troop cookie chair training(s).
- Contacts businesses within the service unit to arrange for outdoor booth sale sites and obtains signed written approval to booth.
- Completes Boothing Location Spreadsheet to be uploaded to eBudde.
- Monitors boothing sign-ups to ensure adherence to Booth Scheduler guidelines.
- Maintains a master service unit booth location/contact list.
- Trains new troops regarding boothing procedures and guidelines.
- Writes thank you letters to businesses at the close of the program.

### ***Rewards Chair (SURC)***

- Receives all girl rewards on behalf of service unit.
- Inventories all items and reports discrepancies to PPM.
- Submits signed packing slips to PPM.
- Distributes Starting Inventory Order rewards at cookie delivery (if available).
- Sorts and distributes rewards and program credit cards to troop cookie chairs promptly.
- Returns unclaimed rewards to PPM by the designated date.

### ***Troop Mentor***

- Can be an experienced TCC paired one-on-one with a newer TCC.
- Seeks out newly formed troops and other troops that may need additional support, in order to encourage participation and provide extra guidance for a successful inaugural Cookie Program.
- Attends SU Cookie Training at GSGLA and helps SUCPC conduct troop training(s).
- Coaches TCCs, girls and parents on the basics of goal setting, inventory management, and financial responsibility.
- May assist SUCPC with making phone calls to troops that have not placed a Starting Inventory Order or completed final steps at the end of the program to query the reason and provide assistance.
- May reach out to troops who are close to reaching the next reward level mid-way through the program.

### ***Cupboard Manager (SUCM)***

- Stores product on behalf of GSGLA.
- Recruits and trains additional cupboard volunteers as needed.
- Fills troop orders. Troops may come from any service unit.
- Utilizes eBudde to manage inventory and record troop pick-ups.
- Reports inventory levels to the PPM daily.
- Works with PPM to restock Inventory as needed.

# *SU Cookie Program Team Checklist*

- ☐ Take council training
  - Receive troop training materials and cookie samples
  - Attend SUCPC Cookie Chats with the Product Programs team, starting in December (optional).
- ☐ Submit an *ACH Agreement* form for the service unit bank account.
- ☐ Reach out to all troops in the service unit to confirm their participation.
- ☐ Receive *Troop Cookie Chair* (TCC) and *ACH Agreement* form confirmations via email.
- ☐ Log in to eBudde, the cookie program inventory management system.
- ☐ Train troops
  - Use council provided presentation and/or *Troop Cookie Chair Guide*, or have troops watch the recorded training and take the quiz.
  - Distribute training materials and cookie samples.
- ☐ Enter TCCs into eBudde.
  - Troops must be registered for the 2025 membership year, have submitted their TCC agreement, ACH authorization, and Year-End Financials forms; and completed training to gain eBudde access.
- ☐ Review and submit troop Starting Inventory Orders in eBudde.
  - Confirm that troops have placed appropriate orders.
  - Check for orders that seem too large or too small.
  - Verify SIO rewards have been ordered if eligible.
- ☐ Delivery Day
  - Schedule SIO delivery day with Product Program Manager (PPM) and delivery agent.
  - Recruit a team to help with delivery.
  - Verify that all troops have selected or been given a time to pick up cookies.
  - Count all cookies with delivery agent before separating into troop orders.
  - Count cookies with troops and receipt.
- ☐ Boothing
  - Contact businesses within service unit to request approval for boothing and obtain signed boothing agreement forms.
  - Complete Boothing Location spreadsheet for upload to eBudde.
  - Monitor booth signups in the first two rounds to make sure only service unit troops have selected sites.
  - Frequently monitor booth signups to prevent stockpiling of boothing sites. Address with troops as needed.
- ☐ Rewards
  - Verify that troops have submitted final rewards.
  - Receive rewards and inventory, reporting discrepancies to PPM.
  - Sort and distribute rewards to troops.
- ☐ Troop support
  - Answer questions throughout the cookie program.
  - Receive and forward relevant communications from Product Program team to TCCs.
  - Follow up with troops to make sure they are fulfilling Digital Cookie girl delivered orders.
  - Help and encourage troops to reconcile their inventory frequently.
  - Check in with troops regarding their inventory status. Do they have too many cookies, if “yes”, let them know they can post varieties and quantities on the Cookie Exchange in eBudde. Troops should also be told that they should reach out to you (the SUCPC) for guidance with excess inventory.
  - Follow up with troops that have not submitted an SIO or final rewards.
  - Follow up with and administer consequences as applicable to troops not following the rules.

# *Kick off the Cookie Season*

A Service Unit Cookie Kick-off is one of the best ways to prepare girls and get them excited for the Cookie Program. A cookie kick-off usually has stations where girls can learn marketing techniques, sample the cookies, practice their sales pitches, and learn about the product. Girls who participate in a cookie kick-off are more engaged in the Cookie Program and sell 50 more packages (on average) than those that do not attend.

**Start a Cookie Captain program in your service unit!** Cookie Captains are older girls who are experienced cookie sellers. They mentor younger Girl Scouts or troops who are new to the Cookie Program. They are the perfect people to help run stations at your Cookie Kick-off and can be paired with new troops to share their expertise throughout the cookie season.

## ***Resources***

Little Brownie has created a *Rally Guide* containing a ton of great ideas to do at a Cookie Kick-off event! Some of these ideas include (just to name a few):

## ***Sample Agenda***

- Inspirational girl videos
- Campaign theme and mascot reveal
- Rewards
- Topics (below)
- Poll attendees with fun questions
- Sharing with a special hashtag

## ***Topics***

- Goal-setting
- Order Taking & Marketing
- Cookie Expert
- Online marketing and sales
- Creative boothing ideas
- Tell People About Cookies
- Cookies for the Community (C4C)
- Cookie Entrepreneur Family Pin
- Safety

## ***Sample Activities***

- Booth set up example
- Cookies for the Community donation box
- And more, found in the Rally Guide and on the Little Brownie website!

Check out:

<https://www.littlebrowniebakers.com/Rallies> for additional inspirations, instructions and templates.

# *Working with Juliettes*

GSGLA uses the title “Juliette” to reference a girl who individually registers in Girl Scouts. It’s great for Juliettes to have opportunities, like the Girl Scout cookie program, to build essential life skills and earn funds that will help her fulfill her goals. It’s important that each service unit extends the offer to participate in the Cookie Program to Juliettes registered in their service unit. You can get a list of Juliettes from your Service Unit Manager or GSGLA Membership Specialist.

Juliette money-earning activity from GSGLA's product programs (cookies and fall product) is coordinated through the service unit in which the Girl Scout is registered and is managed similar to that of a regular troop. Either the service unit cookie program chair, service unit treasurer, or service unit Juliette cookie program advisor or designee will manage and maintain the product programs and proceeds for the Juliettes. The proceeds earned by each Juliette will be deposited into the service unit account with the service unit team being accountable for the funds and to disburse them to support **all** Juliettes in their Girl Scout activities and are not earmarked for specific girls.

## *Responsibilities of the Service Unit Cookie Program Chair (SUCPC)*

- Ensure Juliettes are provided the opportunity to participate in GSGLA's cookie program.
- Confirm submission of the *ACH Debit Authorization* eform by the service unit’s authorized signers and submission of the *Troop Cookie Chair Agreement* by the volunteer who will be working directly with the Juliettes.
- Create and manage a special eBudde “troop” account for the service unit for overseeing product taken and money received for the Juliettes.
  - This account should have "95" inserted before the service unit's three-digit number (for example, 95407).
- Give access to the service unit treasurer and service unit Juliette advisor.

## *Responsibilities of the Service Unit Treasurer (SUT)*

- Complete an *ACH Debit Authorization* eform (including submitting a copy of a SU check).
- Input the service unit's checking account information into eBudde (if submitted after the deadline for the bank account information to be automatically uploaded into eBudde).
- Receive money collected by Juliettes for product sold and deposit the money into the service unit's bank account often and frequently as money is received.
- Distribute funds as requested by each Juliette. Funds may be spent on Girl Scout activities, camp, GSGLA events, destinations, membership fees, and at the Girl Scout Shop. This will occur throughout the course of the Girl Scout year or even the following years. While records of disbursements need to be maintained, money may not be earmarked for a Juliette based on the number of cookies sold.
- In the absence of a service unit Juliette advisor, serve as the mentor and guide for Juliettes throughout the cookie program.

## *Responsibilities of the Service Unit Juliette Cookie Program Advisor*

- Complete the *Troop Cookie Chair Agreement* eform.
- Attend the Troop Cookie Chair training.
- Manage the cookie program sales in the same way as a troop cookie chair manages for a troop. Refer to the *Cookie Program Basics Guide* for complete guidelines.
- Reach out to all Juliettes in the service unit to see if they want to participate in the cookie program.
- Confirm all participating Juliettes are registered members of GSUSA. Work with the service unit manager to determine this.
- Obtain a *Parent/Guardian Permission and Responsibility Agreement* for each Juliette (prior to distributing materials and cookies).
- Create a spreadsheet listing the Juliettes, the names of the parents, and contact information.
- Schedule a meeting with the Juliettes and their parents. Use the *Juliette Guide* as the basis for this meeting (found at [www.girlscoutsla.org](http://www.girlscoutsla.org)).
- In eBudde:
  - Verify the information for all participating Juliettes (Girl Tab).
  - Input the names and contact information of individuals who may be picking up product from the cupboards. This can be done when needed but must be done before the person goes to the cupboard.
- Distribute all needed materials and provide ongoing/frequent support to Juliettes.
- Order, pick up, and distribute the cookies to the Juliettes to sell.
  - Make sure to receive signed receipts.
  - Juliette Advisors can limit the number of packages given to a Juliette until a payment history has been established. This number may be adjusted up or down at the Juliette advisor's discretion, depending on the payment patterns of the Juliette's family. A suggested amount is \$300 in unsold product—packages that have already been paid for via Digital Cookie would not count towards this limit.
- Sign the Juliettes up for booths in eBudde. Juliette Girl Scouts must follow the same bothing guidelines as Girl Scouts in troops. The Juliette Advisor can connect Juliettes with other Juliettes or troops to booth together.
- Collect monies owed from the Juliettes and ensure all funds are deposited into the service unit checking account often and frequently. Work with the service unit treasurer to determine who will actually make the deposits.
- Note: Juliette advisors may distribute a limited number of packages to a Juliette until a payment process and history is established. GSGLA recommends a guideline of \$300 worth of product at a time to mitigate loss. The service unit is financially responsible for the product given to Juliettes.
- Write a receipt for every transaction between the service unit and the Juliette.
- Enter all orders and money collected into eBudde.
- Meet deadlines as set by the SUCPC and as outlined in the *Cookie Program Basics Guide*.

# Materials Checklist

Sales materials were shipped to the SUCPC in November. Please inventory these items and report any discrepancies to your Product Programs Manager immediately.

SUCPCs should provide each troop a Cookie Program packet with the following forms and information needed:

For each **REGISTERED GIRL**

- *Quick Start Guide*
- Money Envelope
- *Parent Reward Option Selection* document
- Girl Order Card
  - Distribute order cards at Troop Cookie Chair (TCC) training.
  - Girl Order Cards are NOT available for troop or parent/caregiver pick-up at Service/Community Centers. Troops need to get them from their service unit. SUCPCs can obtain more Girl Order Cards from their PPM. Downloadable order cards will also be available on eBudde.

For each **TROOP** — distribute at troop training.

- *Cookie Program Basics Guide*
- *Bite-Sized Cookie Guide*
- Jumbo Envelope
- Receipt Book(s)
- Marketing Kit (distributed at cookie delivery)

For each **SERVICE UNIT**

- *SUCPC Guide*
- Delivery Day Circle forms

Additional forms, resources, and marketing kit items available for troops to download at [www.girlscoutsla.org](http://www.girlscoutsla.org) in the *Cookies+* section, including:

- *Troop Cookie Chair Position Description & Agreement*
- *ACH Debit Authorization*
- *Safety Activity Checkpoints*
- *Cookie Family Guide* (also mailed to registered Girl Scouts' homes in early January)
- Doorhangers and business cards (in Digital Cookie)
- Tools for cookie success at your fingertips!
- *ACH Debit Adjustment Request*
- *Discrepancy Report*
- And more.... **if there's something you need, check Cookies+!**

# Training TCCs

It is the responsibility of the service unit cookie program chair to ensure the troop cookie chairs (TCCs) are trained. The Product Programs team will provide a recorded TCC training and a quiz that TCCs can do on their own, or you can do a live training in person, or via Zoom or a similar platform. In preparation for training your troop cookie chairs:

- **SET A SERVICE UNIT GOAL.** Discuss with your service unit's leadership what you specifically would like to do for your girls in the coming year if you achieve the additional funding from the [SU Incentive](#).
- Prior to training, obtain a roster of the registered troops and number of registered girls per troop from the SU Manager or your council Membership Specialist. Contact leaders for their current troop cookie chair name and contact information.

SUCPCs have the option of conducting two different levels of troop cookie training. It is up to the discretion of the SUCPC how to conduct the trainings. Review the outlines and determine what works best for you and your training style. In-person training has proven to be the most effective way to share information with other volunteers. Some SUCPCs will:

1. Hold one training for all TCCs. Experienced TCCs (have been in the position since 2022 or earlier) can assist the newer TCCs (in the position since 2023 or later) by relating their best practices, **OR**
  2. Have two completely separate trainings, one for each group, **OR**
  3. Overlap the curriculum where everyone attends the first part of "essential" information, dismiss the experienced TCCs and the newer TCCs continue for complete training.
- Ask a few of your experienced TCCs if they would be willing to take on a new TCC to mentor throughout the Cookie Program. This has been a proven best practice.
  - In agreement with your SU Manager, set the troop cookie training date(s) to be no later than December 20. Also consider having an additional training in early January for new troops. Have the meeting separate from the SU meeting. Invite TCCs, Leaders and Co-Leaders, and Troop Mentors. Encourage leaders to attend, especially for new troops. Your Product Programs Manager is available if you need additional support at your training.
  - Encourage new TCCs to read/watch the Cookies 101 training materials ahead of troop training. This will help familiarize them with the Cookie Program and terminology.
  - Notify the Troop Leaders within your service unit of the training date(s). This notification should also request that the following information be emailed to you:
    - \* The name, email address, and phone number for the troop cookie chair (TCC).
    - \* Number of prior years as TCC.
    - \* The level(s) of the troop.
    - \* The number of registered girls/number of participating girls.
  - Troops must complete and submit their online *Troop Cookie Chair Position Description & Agreement* and *ACH Debit Authorization Form* (including the voided check) and Annual Financial Report **before receiving materials or access to eBudde**.
  - One week prior to the training, email the TCCs reminding them of the training. **The person attending the training must be the active TCC.** Additional troop members may attend as support.

Remind troops that all participating girls must be registered with GSUSA and have a current signed *Parent Guardian Permission & Responsibility Agreement* form on file with their Troop Leader.

Prepare troop training packets prior to the training date and according to the Materials Checklist on page 14.

- Review *Girl Scout Cookie/Council-Sponsored Product Sale* in [Safety Activity Checkpoints](#) available on our website: [www.girlscoutsla.org](http://www.girlscoutsla.org).
- Notify the PPM of your training date(s) and time(s) if you would like them to attend.
- Prepare the TCC roster, which is a summary all of the troop information as well as noting whether necessary documents are received. Use this to track distribution of packets.

#### **Troop eForms:**

You will receive a confirmation email as each troop submits their *TCC Agreement* and *ACH Authorization* form. This signals you to give them troop paperwork and access to eBudde (provided the troop has submitted their Year-End Financials as well). The TCC form will have a space to indicate how many girls are participating so that you know what quantity of materials to distribute to troops and help when reviewing the troops' SIO. **DO NOT** provide a TCC with the troop's paperwork **OR give them access to eBudde** until the TCC submits these required documents.

ACH data will be imported into eBudde before the SIO is due.

**Bottom-line:** Send the links out early and often. TCCs can even do it with their mobile phones on the spot at your training.

**Note:** If troops enter the incorrect service unit on their forms, you will not receive a copy. Train troops on their service unit name and number to avoid confusion.



# Training TCCs

## During the Training

If you decide to conduct a live (in person or virtual) training, the *Troop Cookie Chair Training* PowerPoint presentation, *Cookie Program Basics Guide*, and *What's New Guide* are available for you to use. It is recommended that you use both tools when training your troop chairs.

Please follow these outlines to assist you in discussing the training curriculum. The following important topics are covered in an effort to help set your troops up for success!

1. Verify that each troop has submitted the *Troop Cookie Chair Position Description & Agreement* and *ACH Debit Authorization* eform (which includes submitting a copy of a voided troop check), **prior to distributing sales materials**. If you give out materials without these documents, you may be faced with issues down the road. (Troops must also have submitted their Year-End Financials.)
  - All TCCs *must* be registered and background checked. Product Programs will submit a roster of TCCs to the Membership team for their follow-up.
2. The *Cookie Program Basics Guide* is designed with checklists and important information to keep TCCs on track throughout the Cookie Program. Troops should utilize the *Cookie Program Basics Guide* as a hands-on tool for success.
3. **Meeting deadlines** is critical to the success of the program. Review all dates and deadlines. A due date means someone else is waiting for it to be completed and they need to continue the work. **Business Ethics** means we care about our impact on the whole. Train TCCs to contact you if they know they will miss a due date, to mitigate the impact. TCCs should not just let it pass and require you to track down the troop to tie up a loose end.
4. **Stress the importance of timely communication**. TCCs should plan to check their email accounts every day for updates. **People Skills** means we care that others are dependent on information, and we want the flow of communication to be smooth and timely.
  - Consider setting up a Cookie Facebook or Band page just for your service unit or some other communication vehicle that will help to expedite communications to the TCCs throughout the sale and can facilitate answering commonly asked questions.
5. Discuss the **5 Skills for Girls**, why these 5 Skills matter, and how participating in the Cookie Program helps Girl Scouts learn life skills that are critical to their success as an adult. Also review how to have the best cookie season ever and work with troops to **set both troop and individual girl goals**.
6. How and why to place a **Starting Inventory Order** is very important. Review pages 10-11 in the *Cookie Program Basics Guide* and any additional training materials provided. Help troops understand how the SIO eform works by taking into account the troop and girls' goals and why it is recommended that they order enough cookies to enable the Girl Scouts' success.
7. TCCs must practice good inventory management. Frequent check-ins with parents/caregivers will help the troop to determine if they have more cookies to sell before going to a cookie cupboard.
8. Stress the importance of timely and frequent collection of funds due from parents. Troops should know their parents' payment patterns or limit the number of packages distributed before money is collected. Troops should set a deadline for parents to return cookies if they allow returns, at least 2 weeks before the end of the program.
9. Troops should view the online eBudde training and view/print the *Troop eBudde Manual* before January 3 from our website (or in the Help Center in eBudde itself). Also, in the Help Center troops will find various resources to help them navigate eBudde. TCCs should review

this material as much as possible, especially newer TCCs.

10. The Girl Rewards were voted on by Girl Scouts. From Daisies to Ambassadors, there is something for everyone! Refer to the order card for pictures of the rewards and their package levels. Also discuss the proceeds that troops receive for each package of cookies.
11. The Cookies for the Community program is a great way for customers to support girls while giving back to the community. Train how to sell C4C. Refer to pages 5-6 in the *Cookie Program Basics Guide*.
12. Review eBudde Booth Scheduler, Starting Inventory Order Pick-up Guidelines, Cupboard, Boothing, and inventory management procedures with troops. Refer to pages 24, 13, 25-26, 18-23, and 31 in the *Cookie Program Basics Guide*.
13. Go over how to train the girls and families, where girls can sell, and the importance of the guidelines and subsequent consequences if they are not followed. Set expectations for parent/caregiver behavior. Ensure families are aware of the *Cookie Family Guide* (sent to homes in early January, and available on our GSGLA website). Refer to page 7 in the *Cookie Program Basics Guide*.
14. The eBudde Booth Scheduler links to the Cookie Finder and enables customers to find local cookie booth locations! If they can't find you, they can't buy from you. Refer to page 41 in the *Cookie Program Basics Guide*.
15. *Safety Activity Checkpoints* are available on our website. TCCs should refer to the *Computer/Online Use* and *Girl Scout Cookie/Council-Sponsored Product Program* chapters.
16. Create a sign-up sheet (in Google Sheets or Signup Genius) for volunteers to assist with delivery day and/or your SU Cupboard. Specifically recruit Boothing, Delivery and/or Rewards Chairs, or volunteers for any other cookie tasks as needed. Your Cookie Program works better with excess talent available.
17. Train troops to not give out all their SIO cookies to parents/families right away. They should keep some back for boothing. They should also not give families large amounts of cookies at one time; they should establish a payment pattern before picking up more cookies.

## *Training Follow-up*

Within 48 Hours after the Training:

- Send an email to the TCCs to:
  - \* Thank them for attending the training.
  - \* Provide them with the address to pick up their troop packets if needed.
  - \* Let them know they should enter important deadline dates to their calendar, and/or post a copy of the checklist somewhere they will constantly see it in order to remain on top of due dates.
  - \* Check their email daily for important updates.
  - \* Remind them to first **consult the *Cookie Program Basics Guide*** for answers to any questions, but that you are always available.
  - \* Contact you if they cannot find answers to their questions.
- Remind TCCs to remind their troops/Girl Scouts – ***NO SELLING OR TAKING ORDERS BEFORE JAN 22!*** It is OK to set up “Save the Date” or “coming soon” communications, just NO active selling or order taking. Girls may not deliver cookies until Go Day, January 26.
- Offer support and encouragement!

# Training Outline

Topics in **bold** should be covered at a training for experienced TCCs. All topics should be reviewed when training new TCCs.

<p><b>Trainer and TCC Introductions</b></p> <p><b>Troop Cookie Chair Responsibilities</b></p> <p><b>Cookie Theme</b></p> <ul style="list-style-type: none"> <li>- Embrace Possibility theme</li> <li>- Panda mascot</li> </ul> <p><b>Important Dates &amp; Checklist</b></p> <p>Cookie Kick-off</p> <p><b>Cookies &amp; Prices</b></p> <p><b>Cookies for the Community (C4C)</b></p> <p><b>Participation</b> and its importance</p> <p><b>Rewards — why are they important, Girl</b></p> <p><b>Rewards vs. Troop Rewards and proceeds</b></p> <p>Girl and Parent training</p> <ul style="list-style-type: none"> <li>- 5 Skills</li> <li>- Ways to sell</li> <li>- Expectations of parent behavior</li> </ul> <p><b>Steps for Starting Inventory Order (SIO) in eBudde</b></p> <ul style="list-style-type: none"> <li>- Setting Up Troop in eBudde</li> <li>- Editing girls</li> <li>- Booth Scheduler — Sign up for Cookie Booths / <b>Canceling</b></li> <li>- <b>Starting Inventory Calculation Worksheet</b></li> <li>- <b>Placing SIO with Initial Booth inventory</b></li> <li>- Scheduling SIO Delivery</li> <li>- <b>Starting Inventory Reward Order</b></li> <li>- <b>SIO Delivery Procedures</b></li> </ul> <p><b>Selling Tips</b></p> <ul style="list-style-type: none"> <li>- Door-to-Door Walkabouts</li> <li>- Cookie Stands</li> <li>- Workplace Sales</li> <li>- Digital Cookie</li> <li>- Marketing on social media</li> <li>- Delivering/transporting cookies</li> <li>- Adult-oriented businesses</li> </ul>	<p><b>Boothing Basics</b></p> <ul style="list-style-type: none"> <li>- What is a Cookie Booth?</li> <li>- <b>Boothing Procedures &amp; Guidelines</b></li> <li>- <b>One Girl/One Parent Boothing Rules</b></li> <li>- <b>Appearance &amp; Conduct</b></li> <li>- Setting up a Booth</li> <li>- Drive-through Booths</li> <li>- eBudde Booth Sale Recorder</li> <li>- Credit Cards</li> </ul> <p><b>Allocating Booth Sales</b></p> <p><b>Allocating Girl Orders</b></p> <ul style="list-style-type: none"> <li>- Receipting</li> <li>- Recording Girl Payments</li> <li>- Troop to Troop Transfers</li> </ul> <p><b>Safety</b></p> <p><b>Cookie Cupboard</b></p> <ul style="list-style-type: none"> <li>- Cupboard Schedule with open/closed days, times, contacts, limitations</li> <li>- Submit a Pending Order</li> <li>- Who Can Pick up?</li> <li>- Returns, Exchanges and Consignments</li> </ul> <p><b>Submit Girl Rewards</b></p> <ul style="list-style-type: none"> <li>- Review <i>Parent Reward Size/Option Selection</i> form</li> </ul> <p>Financial Responsibility</p> <p><b>Inventory Management</b></p> <p>Troop return and exchange policies and deadlines</p> <p><b>Money Management</b></p> <ul style="list-style-type: none"> <li>- Girl Scouts/Parents/caregivers</li> <li>- ACH debits and credits</li> <li>- Parent Collection Issues &amp; Credit Limit Guidelines</li> <li>- Returned Checks</li> </ul> <p><b>Crisis Management</b></p> <p>Internet Based Tools for Troops</p> <p>Digital Cookie</p> <p>Marketing Initiatives</p> <p>Cookie Terminology</p> <p><b>What's available in the GSGLA Retail Stores</b></p>
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# Applying Consequences

As the Service Unit Cookie Program Chair (SUCPC), you are empowered to establish consequences when troops, parents, or Girl Scouts disregard the published guidelines.

The first step is to always assume positive intent. They might not have realized that they did something wrong. Start with a coaching conversation with the troop chair to remind them of the guidelines and the resources available to them. If another incident occurs, whether it is the same behavior or something new, then the troop/Girl Scout may have a consequence applied. Keep in mind that consequences affect the girls directly and should be a final step. Coaching is critical to ensure fairness to all Girl Scouts.

Suggested consequences include:

- Loss of proceeds
- Loss of highest reward earned
- Loss or limitation of future boothing/selling opportunities

Report infractions to your Product Programs Manager (PPM) and work with them to determine appropriate consequences. Do not post the infraction on Basecamp! Remember, when applying consequences, it is a confidential situation to protect girls' privacy. The only people that should be aware of the consequence are the troop leader/Girl Scout, the TCC/SUCPC and your PPM.

## eBudde Setup

### *Log in to eBudde*

- You will receive an email from eBudde to log in and set your password.

### *eBudde Setup for Troop Access*

- SUCPCs add TCCs into eBudde. All troops must submit a signed *Troop Cookie Chair Position Description & Agreement*, *ACH Debit Authorization*, and voided troop check before getting access to eBudde. Troops and girls will be pre-loaded into eBudde based on MyGS data, however SUCPCs oversee TCC access. (Troops must also have submitted their Year-End Financials.)
- Advise your troops to verify their access and set up troop information in the system prior to the opening date of the Booth Scheduler.
- SUCPCs verify that TCCs have logged into eBudde and set up their troop prior to the Troop Starting Inventory Order deadline.
- Troops who do not verify eBudde access risk missing their first choices in Round 1 and 2 of the Booth Scheduler.

### **Add a troop**

- Click on the **Troops** tab and select **Add a Troop**.
- Enter the five-digit troop number (include leading zeros, if necessary; e.g., 00234) and TCC contact information.
- If eBudde tells you that the troop number already exists, contact your PPM for assistance. The troop number may have been previously assigned to a different service unit.

### **Add a new contact**

- Select the **Settings** tab and click **Edit Settings**
- Enter the new contact information

# *Starting Inventory Order (SIO) Review*

## *Helping Troops to Determine an SIO*

To ensure ALL Girl Scouts within GSGLA have enough cookies to begin their program on Go Day, a healthy Starting Inventory Order (SIO) is critical (both for troops to order and for GSGLA to have on hand to fill troop reorders).

The cookies ordered in the troop's SIO must be ample enough to fill their customer needs for at least the first two weeks of the program. History tells us that 75%+ of all cookies sold (through orders placed online or in-person sales) are sold in the first two weeks of the program.

**Troop and girl goal setting is a crucial step in determining the troop's SIO and is the first of the 5 Skills for Girls.**

- In the beginning of the Girl Scout year, troop leaders should work with their Girl Scouts and parents/caregivers to plan the activities the girls would like to do during the year, setting a budget, and determining the funds needed to support their goals.
- To support the girl's cookie program, the girl's individual goals (i.e., which rewards she wants to achieve) are then taken into account with the overall troop activity planning to determine the troop's SIO.

### **Prior to the 2023 Cookie Program:**

Troops may have focused on the previous year's cookie sales to help determine their SIO, and troops were provided an SIO Worksheet with past year's data. Prior to COVID-19, that was a fairly reliable source of data to help inform what to order for the current season, as projected volumes were fairly consistent and predictable year over year.

### **Troop Starting Inventory Order (SIO) 2023 and Beyond:**

Given all the changes we have experienced in the last several years with ways to participate, family comfort level, global supply chain issues, etc., focusing on prior year data to determine the current year possibilities is no longer a reliable data source.

Therefore, we must change how we look at determining the SIO to a goal setting model (looking forward), using past data ONLY as a tool to aid. To ensure the girls' program success, establishing the girl and troop goals is a way to accurately determine an adequate SIO. Once the goal is established, troops should calculate the per girl average (PGA) needed to reach their goals.

Troop and Girl goal setting is imperative for two reasons:

1. To ensure girls have enough cookies on Go Day to support their customer needs.
2. To ensure GSGLA can adequately gauge potential cupboard supply needs to support ALL troop and girl goals.

Historical data can still be used as a reference; however, it should not be used to define the troop/girl goals and troop SIO, as this historical data may be skewed due to the level of girl participation in the past three years.

**Troops should order at least 75% of their target PGA** to ensure their Girl Scouts' success. The SIO worksheet has been updated to help troops calculate what that would look like in cookie cases and the council-wide variety mix.

The way GSGLA forecasts and orders for the cookie program has changed in recent years. Troops are encouraged to place significant SIOs because that informs our council's forecast on how many cookies to order from the baker to support the entire program. Where we used to be able to call a delivery agent at 3pm the day before a cupboard needed to be filled, now we are required to order cookies at least 48 hours ahead of a cupboard restock. A significant SIO decreases reliance on the cupboards and more forward planning will help to make sure your troops have what the Girl Scouts will need.

**Troops must place an SIO of at least 195 packages per participating girl to qualify for the SIO reward.** 195 packages is 75% of the 2024 Cookie Program per girl average (PGA). This is their contribution toward the success of all girls in our council. This type of SIO reward criteria is consistent with many councils across the nation.

### ***Review and Submit Troop Starting Inventory Orders***

Troops need to actively "SUBMIT" their SIOs and SIO Rewards. This function alerts the SUCPC that the TCC is done editing and agrees that all information in eBudde is complete and accurate. SUCPC review begins as the troops submit. You may have to chase down some troops who skip the SUBMIT step (or submit for them). All troops must be submitted, even those that did not place an SIO.

As with the TCC Agreement and ACH Authorization, you will receive email notifications when a troop uses the SIO Worksheet eForm. The Product Program Team will also send you a summary of all entries received. Encourage troops to use the SIO Worksheet eform, but be aware that not all troops will. When reviewing Troop SIO orders in eBudde, use the SIO worksheet submissions to look for the following:

- Did the troop place an SIO that is 75% of their anticipated per girl average (PGA) based on the girl and troop goals? If a troop is close to the SIO recommendation from the worksheet, encourage them to reach that level. This will help set the girls up for success.
- If the troop placed the package PGA required for the SIO Rewards, make sure they submitted the SIO Rewards order using the same number of participating girls as used to calculate their SIO (for example: if the troop assumed 10 girls for the SIO, they would enter 10 for the reward). This information is available on the TCC Agreement form.

Also check with them to ensure that they based their SIO on the girl and troop goals, not just to earn the SIO reward.

- Work with troops that did not place an SIO to understand why. If they are planning to participate in the program, they should place a substantial SIO and not depend on the cookie cupboards to pick up cookies.

**Note:** Troops that are formed before December 1, 2024, must place an SIO in order to pick up at the cupboard before February 1. Troops that don't place an SIO must wait until February 1 to pick up cookies at a cupboard. Troops formed on or after December 1, 2024, are exempted from this restriction and may pick up starting the first day the cupboards open.

# *Starting Inventory Order Delivery*

The dates and locations for Starting Inventory Order delivery vary by service unit with most of them occurring on Saturday, January 25. Your PPM and/or delivery agent will contact you to confirm your delivery location, date, and time. If you have a SU delivery chair, they will manage this process. **Do not begin scheduling troops until your delivery time is confirmed by your delivery agent approximately one week prior to the delivery date.**

## *Guidelines for Starting Inventory Order Distribution*

Before troops actually receive any cookies, you should plan to organize the distribution ahead of time.

- GSGLA suggests a drive-through style delivery as an efficient way to distribute cookies. Your Product Programs Manager can work with you on how to organize it.
- Location — you need an area large enough to handle the expected flow of traffic and to complete the distribution.
- Recruit volunteers or require troops to help with delivery. Schedule 1-2 volunteers for each variety in two-hour shifts. People get tired!
- Utilize eBudde to create a SIO pick-up schedule. Troops can choose a pick-up time from your range of times, or you may assign times based on order size (stagger large orders).
- Allow 10-15 minutes in your schedule for each troop to arrive, pick up their orders, verify the count, and move on. Too many cars backed up and waiting is frustrating and dangerous.
- You may schedule simultaneous troop pick-ups for more than one troop to pick up at the same time if your assigned site has space for two pick-up points, or two lanes in the case of a drive-through.
- Prepare Troop Pickup Forms (aka “Bubble Forms”) and/or receipts for each troop prior to delivery. The Troop Pickup Forms/Bubble Forms are available for printing from eBudde. You should make two copies of each receipt. SUCPC should retain one copy, and the troop should receive the other copy.
- Plan for one hour between your delivery time and first troop pick-ups so that you have time to count the SU’s total cases, organize your volunteers, and down-stack pallets for easy moving.
- Be on time for your service unit delivery. Ensure your troops know the importance of being on time or even a little early. Everyone is dependent on each other on this day. Let’s all respect each other’s time.
- When the product is delivered, **count and recount** the number of cases by variety. Delivery quantities must be verified and signed for before the delivery truck driver departs your location. If there is a shortage, the delivery agent may have extras on board or will return to correct it. **Document variances** and have the agent acknowledge it.
- Do not distribute to troops until your entire order is unloaded and counted. This is why you arrived early to prepare for troops.
- If the discrepancy cannot be corrected quickly, contact your Product Programs Manager to resolve the matter. Again, document your needs as soon as you are aware of a problem.
- During delivery, you may find **damaged cases**. Notify the delivery agent immediately so that you may exchange the product. **Do not accept** or open the damaged cases.
- If, at the end of distribution, you find that you are short but your order was complete when delivered, please contact all of the troops in your SU and ask them to recount their cases, then return the additional cookies to you. Contact your Product Programs Manager with issues.

- During the actual distribution process, there are several key reminders that can prevent a major problem:
  - Carry a cell phone with you for volunteers to contact you. Be sure to have their cell phone numbers with you, and they have yours. Last-minute changes to the schedule can be made if you have ready communication to your troops.
  - Bring E-Z Ups if rain or extreme heat is threatened and extra hand-trucks or dollies. Box cutters and a stepladder are also useful items to have on hand. Make sure to label your equipment. Consider using safety cones to guide traffic flow.
  - Remind troops of the importance of timeliness. At your discretion, late troops will be accommodated when possible or at the end of day.
  - Encourage troops to bring larger vehicles to limit the number of vehicles in line.
  - When troops pick up their orders, the number of cases by variety must be counted again and verified by a person from the troop who is not the driver. **Signatures must be obtained for all troop pick-ups!** Make sure that each troop's representative understands the importance of counting and verifying their quantities. Both copies of the receipts must be signed by the SUCPC and the TCC and they each retain a copy of the receipt.
  - **Do not store product in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place.** Remember, you are responsible for this product until it is officially transferred to a troop.

### *Service Unit Delivery Checklist*

- ☐ Print Service Unit Pick-up Schedule from eBudde.
- ☐ Print Troop Pickup Forms ("Bubble Forms") for each troop. Each troop's data can be printed from eBudde. You may have to adjust the print settings, so printing practice sheets on blank paper is advised.
- ☐ Receipts verifying each troop's order (bring extra receipt books!).
- ☐ Your cell phone and TCCs' contact information.
- ☐ List of product program staff and Delivery Agent contacts and their phone numbers.
- ☐ EZ-Ups in case of rain or heat.
- ☐ Box cutters.
- ☐ Step ladders.
- ☐ Water and snacks for your volunteers.



# *Booth Scheduler*

## *Scheduling a booth*

Please watch for communications that give guidance on boothing throughout the program.

We need your service unit's **booth data by December 15** (for Round 1 selections) so we can properly format and upload the data in time for the Booth Scheduler to open for Round 1. Thank you for making this goal deadline.

- To ensure equal opportunity and basic fairness, sign-ups are done in multiple rounds to minimize stockpiling.
- The Booth Scheduler opens and closes at the same time of day. We have found that 8:00 p.m. is a family-friendly time for most people to be online.
- eBudde limits troops to a specified number of shifts each round (see Note below).
- Sign-ups in the first two rounds are limited to the **home service unit only**. Service unit boothing chairs (SUBCs) will monitor the first two rounds of sign-ups and delete any out of area reservations as necessary. The first and second rounds will open prior to the Starting Inventory Order (SIO) deadline to give troops the opportunity to place their SIO.
- SUBCs are encouraged to stress fairness to all troops during Round 2. Examples of ways that SUBCs can implement procedures within their service unit include limiting each troop to only one "large" or "good" boothing site, or to ask troops to only make one selection for the first weekend.

**Note:** eBudde sign-ups are cumulative. If the troop missed Round 1, they will have the opportunity to sign up for those shifts plus the Round 2 allotment in Round 2. If the troop cancels a shift, they will automatically have the ability to schedule a new shift to replace the cancelled shift (when the Booth Scheduler is open). Troops are unable to add additional shifts between scheduled rounds. Troops should be sure to cancel any shift they are unable to attend out of courtesy to both potential customers and other troops.

## *Excessive Booth Sign-ups*

Troops may reserve a reasonable number of booths by taking into consideration their Girl Scouts' and parents'/caregivers' availability, the troops' goals, and the number of Girl Scouts/age level who wish to participate in boothing.

SUCPCs/SUBCs should regularly review the numbers of booths that each troop has reserved to determine if a troop has scheduled more booths than they can reasonably be expected to fulfill or are monopolizing sites. When necessary, work with the troops to reduce that number or the number of booths at a specific site. If a troop is unresponsive or unwilling to work with you, you may delete excessive booths based on your judgment and in agreement with the PPM.

# Boothing Approvals

*Boothing begins on Friday, February 7, and ends Sunday, March 9*

## *Guidelines for Service Unit Boothing Chairs (SUBCs)*

- Boothing chairs are asked to secure booths within their service unit borders.
- GSGLA secures charitable solicitation permits (where necessary) in all communities served by GSGLA, allowing troops to booth. Request copies from your PPM if you need to have physical possession of our permit.
- All boothing locations will be secured by the SUCPC or the boothing chair. You may encourage assistance from troops to get booth site approvals for the service unit as well.
- The SUBC should use the *Booth Site Permission Form* when requesting permission to use a location. SUBCs will request that the location's management complete and sign the *Booth Site Permission Form*. This form is kept on file with the SUCPC/SUBC.
- The SUBC, along with input from the SUCPC and SUM, will determine the length of boothing shifts for their service unit. Shifts of 2 to 3 hours in length are suggested. **Opening weekend should have shorter booths (2 hours)** to allow more troops a fair chance to get a preferred booth slot. Shifts will be entered into the Booth Scheduler based on the decision made for the area by the service unit. If booths need to be longer than three (3) hours, an exception is needed from the PPM.
- **All boothing locations must be entered into eBudde.** Start securing your booth locations as early as possible. SUBCs will provide store names, address, dates, time, and duration via spreadsheet by Dec. 15 for guaranteed upload for the opening of Round 1. After the initial upload, additional boothing locations can be provided to your PPM as they are secured and will be imported as time allows. Please work together to follow instructions for completing the booth location spreadsheet accurately and make this fundamentally monumental task easier to complete.
- **GSGLA will provide specific guidance when it becomes available for securing Ralphs/Food4Less, Stater Bros., Gelson's and Walmart** (must be approved prior to approaching), under separate cover. GSGLA secures approvals for these stores with their corporate offices, so do NOT approach them until they have been approved.
- Troops may booth only at sites listed in the Booth Scheduler. eBudde allows troops to request permission for a special booth, which is a one-time, unique opportunity. If a troop makes a special booth request for a location outside of your SU, you must obtain permission from the SUBC or SUCPC in that area — a list of service units, zip codes and SUCPC contact information is available on the SUCPC Basecamp.
- Troops that cannot fulfill their commitment to a scheduled booth shift must log into eBudde to release their slot as soon as they know they will not be able to support it. The booth will then be immediately available to another troop.

## *SUBC Checklist to Complete the Job*

- ☐ Submit the *SUBC Description & Agreement* online.
- ☐ Familiarize yourself with the boothing and safety requirements for troops outlined in the *Safety Activity Checkpoints* and additional communications from GSGLA.
- ☐ Assist your SUCPC at your TCC training to explain the eBudde Booth Scheduler sign-up procedures and boothing guidelines as outlined in the GSGLA communications.
- ☐ Contact businesses and organizations within your service unit to obtain permission to booth. Your Product Program Manager will provide you with a letter to take to businesses to request permission. You can also request cookies to give to businesses for PR or as a thank you.
- ☐ As you confirm sites, the host business should complete and sign a *Booth Site Permission Form*. Keep the original on file to assist at the time of boothing for any contradictions that may arise. Turn in a copy to your PPM.
- ☐ Complete the *Certificate of Insurance Request* eform at [girlscoutsla.org](http://girlscoutsla.org) when required by a site manager. Allow up to two weeks for it to be completed and sent back to you.
- ☐ Keep a spreadsheet of all contacts made; include the business name, address, phone number, contact person, restrictions, Certificate of Insurance requirements and notes.
- ☐ SUBCs may want to provide a list of stores/locations in the service unit to troops before the Booth Scheduler opens to facilitate troops' pre-planning of what they will look for when Round One is open.
- ☐ Obtain a list of participating troops in your service unit from your SUCPC prior to the first round of sign-ups. Monitor shift sign-up by troops to ensure adherence to all guidelines for sign-ups.
- ☐ After Round 1 and 2 of the Booth Scheduler close, review sites chosen by the troops in your SU to ensure that they have complied with the home SU rule.
  - Boothing chairs have the authority to remove selections made by **their** troops that are out of SU.
  - Boothing chairs from neighboring service units may contact one another to report out-of-area troops, but do not have the ability to remove a troop that is not from their own SU.
  - SUCPCs are strongly encouraged to give notice to a troop that is being deleted to avoid conflict. Attempt to email any troop that you delete as a courtesy to tell them why they lost the booth.
- ☐ Continue to submit spreadsheets with new locations/shifts to your PPM as they are secured throughout the program, and we can import them.
- ☐ At the conclusion of boothing, write thank you letters to all host businesses. Girl Scouts can do this, too!

# How to Secure Booth Sites

## *Ideas for Organizations to Approach*

Here are some ideas for types of organizations you can approach to request boothing. This is not a comprehensive list—go to any business you can think of. **We recommend requesting drive-through booths as well**, which could include vacant lots, empty storefronts, and parking lots.

Community Colleges / Universities Car Dealerships Movie Theaters Amusement Parks / Centers Schools & Churches Sporting Events Banks	Hardware stores Dollar stores Toy stores Craft stores Pharmacies Restaurants Convenience stores	Grocery Stores Chamber of Commerce Thrift Stores Local Government Websites (for one-time events) Service organizations City properties
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When creating the service unit list of perspective organizations and stores to approach, keep in mind girl safety and where it is appropriate for a Girl Scout to participate in a booth. GSUSA and GSGLA **do not** allow Girl Scouts to sell cookies outside of any adult-oriented business, including but not limited to a bar, strip club, casino, liquor store, gun shop/show, or marijuana dispensary. We recognize these are legitimate businesses; however, we feel they are inappropriate places for Girl Scouts and the Girl Scout brand.

## *Help in Securing a Booth Site Location*

On the next few pages is a recommended script you can use to practice your “cookie pitch” of making contact with a business to secure a distanced booth site. This is only a guideline. Your personality should shine through; your passion for Girl Scouting really pays off when you communicate the importance of boothing. First, you will take cues from the person with whom you are talking. Some booths can be secured in two minutes, another in 20 minutes, yet others can take days. You will have to use your discretion whether to make contact via phone or in person, or both.

The service unit boothing chair (SUBC) must be personable, cordial, friendly, flexible, and patient. Persistence and patience will be needed but measure your assertiveness when dealing with someone who is indecisive. This person could be persuaded one way or the other just by the tone of voice. Therefore, always talk with a smile, even on the phone. It comes across as warm, inviting, and will be better received.

This script is assuming a phone call is being made to the potential boothing site location. However, the SUBC and/or the SUCPC will need to make the final determination as to whether sites should receive phone calls or whether face-to-face contact should be made. Even if a meeting is agreed upon, it is best to make a phone call to set up an in-person meeting with the person in charge.

# *How to Secure Booth Sites*

## *Sample Script*

Hello, my name is \_\_\_\_\_, I am a Girl Scout volunteer for the \_\_\_\_\_ (SU name or your city area). We are reaching out to our community retailers on behalf of the Girl Scouts of Greater Los Angeles to secure safe boothing locations for our upcoming Cookie Program.

Managing a booth sale provides Girl Scouts the opportunity to learn life lessons such as people skills, money management, communication, and business ethics.

GSLGA volunteers like myself are asking our community partners for your support and permission for Girl Scouts to conduct booth sales. We would like to be able to provide the girls with safe locations to enable them to have a successful Cookie Program.

We are asking you to be a partner with us to allow our Girl Scouts to sell their cookies at your place of business (at your store front, parking lot). We hope that you will consider supporting your local Girl Scout entrepreneurs as they develop into responsible community members.

If you agree to allow Girl Scouts to booth at your facility, we are partnering together in teaching girls lifelong skills as well as helping each other with business. Girl Scouts provides professional and online marketing to let customers know exactly where cookies are being sold. Therefore, someone might find your location by looking for a cookie booth, and they may just become your next customer! This is a win-win for both your company as well as Girl Scouts.

## **How can the store manager support the girls:**

- Cookie season begins January 26 but boothing only runs from February 7 to March 9.
- We will schedule troops only during the dates and times that are permitted.
- Ideally, we would prefer to offer booths on weekends from 8:00 a.m. until 8:00 p.m. and from 3:00 p.m. to 8:00 p.m. weekdays because the girls are in school.

## **Other details that get you to a YES faster:**

- Businesses don't have to coordinate the scheduling; I will take care of that.
- When troops arrive, they will check in with you and go to the designated area where you want them to set up. They will bring everything they need.
- They will not block the entrance to your facility but will be set up in close proximity. Girl Scouts will be identifiable by their Girl Scout uniform, pin or a Girl Scout T-shirt.
- Girl Scouts will not be selling on their own. There will be trained adult supervision at all times.
- As part of our Girl Scout law, all attendees will be courteous and respectful.
- The troop will take all trash with them and will not use your receptacles.
- If you have any questions or concerns throughout the cookie sale period, you can always contact me.
- We want to work together to make this the best possible experience for everyone.
- **Can we count on your support for this year's cookie program?**

## **If the answer is "YES":**

- Thank you so very much for supporting the Girl Scout mission. Your support is very much appreciated.

- There is one form that GSGLA needs you to sign which reflects that you are granting permission for Girl Scouts to sell at your establishment.
- What is the easiest method to complete the paperwork? Email or in person?
- Do we need to obtain approval from your property management company? If so, may I have the contact information?
- I will contact you again at least one week prior to booth sales beginning. In the meantime, should you have any questions, please do not hesitate to contact me. Again, my name is \_\_\_\_\_, and my telephone number is \_\_\_\_\_.

**If the answer is "NO"** but the business **DOES NOT** have a written and posted "no solicitation" policy, proceed with trying to secure the site:

- If liability is a concern, we can issue a Certificate of Insurance (COI) for your business.
- Do you have any questions that I can answer to help you make an informed decision?
- Our Girl Scouts and adults will follow Girl Scouts' safety guidelines. They would also follow any guidelines that you put into place. You would also reserve the right to change your mind at any time.
- Your location would be posted in our online Cookie Finder, which customers use to find cookie booths. This may bring additional foot traffic to your business and it lets members of the community know that you support Girl Scouts.
- Would it be possible for me to contact you in a week or so to discuss the possibility of selling cookies? This way, it will give you an opportunity to think it over. The local Girl Scouts as well as the organization as a whole would greatly appreciate your support, and it costs you nothing to help us.
- If the answer is absolutely "NO," then state the following (definitely with a smile): Thank you for your time. We hope you will consider supporting Girl Scouts in another way by purchasing cookies when we begin selling. Have a great day!

If you are unable to speak with the owner or manager on the phone or if the location has difficulty reaching a decision, walk into the business to make face-to-face contact. Make sure you have your "game" face on. It is crucial that you are all smiles and friendly.

**If the answer is "NO"** because the business **DOES** have a "no solicitation" policy, then state the following (definitely with a smile):

- Thank you for your consideration. Although we'd greatly appreciate boothing at your facility, we understand why you cannot allow us to sell cookies. Girl Scouts definitely understands and respects policies and procedures.
- Just to let you know, we will likely contact you again in the future. However, you can still help support the Girl Scouts by purchasing cookies when you see us out and about in February and March. Have a great day!

**Many stores are tenants, and we need both the store and landlord's permission:**

Most store managers are community oriented and will gladly give permission IF their landlord (or the landlord's policies) will allow it. In this case you may have to make phone calls back and forth to secure permission. The same approach provided here is applicable to either landlords, property managers, or stores.

**If the business asks about insurance, please respond with the following:**

"Girl Scouts of Greater Los Angeles will be more than happy to provide you with an insurance certificate naming your company as an additional insured. All we need is your required information to have this prepared."

Get their information and insurance requirement and allow at least two weeks to get the certificate of insurance forwarded to you. Submit the *Certificate of Insurance (COI) Request* eform found on the GSGLA website, [www.girlscoutsla.org](http://www.girlscoutsla.org).

**For the "Yes" vendors who were difficult to obtain and/or others whom you definitely want a "Yes" from in the future:**

After the cookie program is completed, take the business a package of cookies with a thank you note. Ask your PPM for extra packages of cookies that can be used.

**For exceptionally difficult sites that are critical to your Service Unit's success:**

Contact your PPM. Sometimes a phone call from council staff can lend a hand. We have several tools to leverage. Your personal connection is vital and the best method to get a booth site, but we can sometimes step in to help make it happen.

**If the manager tries to restrict the site to "local" Girl Scouts:**

Assure them that all girls and parents in GSGLA are trained in good boothing etiquette. If they have special requirements for their store, site specific notes can be put in eBudde that all troops will see and follow.

# *Cupboard Guidelines*

## *Cupboard Overview*

Troops will be able to pick up cookies at any of the GSGLA cupboard locations. Hours and days of operation vary, so please advise troops to check the Cupboards report in eBudde (**Reports** tab) to view a list of cupboards (which includes day/times of operation and address) prior to making a cupboard pending order at least 48 hours in advance of pick-up. eBudde will only let troops place a pending order for days and times that the cupboards are open.

Not all cupboard locations have phone and/or computer access, and procedures may vary slightly. In order to facilitate a smooth operation for all cupboards, please train troops to follow the guidelines below.

## *General Information for Cupboard Managers*

- The first day that cupboards begin to open is **Wednesday, January 29** (troops must check the cupboard schedule in eBudde). It is vital for troops to place a sufficient Starting Inventory Order (SIO) and not depend on the cupboards to supply them with their starting inventory to ensure the girls' program success on Go Day. Cupboards will be very busy the first week and can only hold finite amounts of product at one time before they need to be replenished. Restocking a cupboard is dependent on product availability, the delivery agent's availability, and time of delivery. When troops place a substantial SIO, it makes it fair for all troops.
- Troops will make cupboard pending order appointments through eBudde and cupboards will use eBudde to process pending orders into completed orders at the time of troop pick-up. A troop is not financially responsible for a "pending order" until the order has been picked up.
- Troops must place a pending order/appointment for cookie pickup at least 48 hours in advance, which helps the product programs staff plan for distribution and cookie inventory and delivery agent availability. A pending order is not a guarantee that the product will be available for pick-up.
- Troops will be required to make an appointment for the cupboard to help manage wait times and lines. Troops will pick their appointment time when they place their pending order.
- All pick-ups must be confirmed electronically by an authorized troop representative before leaving the cupboard. This individual **must** be authorized (listed) in eBudde and have the eBudde app on their phone.
- Order quantities may be reduced according to available inventory at the time of pick-up.
- Troops may pick up individual packages during approved dates only.
- Troops may exchange damaged cookies for the same variety only and at any time. All other **even exchanges** are at designated cupboards only and only during the set time period. Troops should enter their exchanges in eBudde prior to coming to the cupboard.
  - Note: S'mores and Toffee-Tastic may not be exchanged into the cupboard but may be picked up as part of an exchange.
- Any product returned or exchanged must be in factory sealed whole cases, with the exception of damaged cookies, which may be exchanged for the same variety at the package level.



## *Service Unit & Volunteer Managed Cupboards*

- Approval for service units to host a cupboard is granted by your PPM. Even though this is a service unit managed cupboard, troops from all service units may pick up product from this cupboard.
- Service units must notify their PPM of their intent to have a cupboard by December 1.
- Cupboard managers will work with their PPM to determine appropriate Initial Cupboard Order, delivery dates and reorder quantities.
- Service units may work together to co-host a cupboard tailored to their needs.
- Service unit cupboards must establish set operating hours - needs of troops, service units, cupboard manager and volunteer workers may be taken into consideration when determining the schedule.
- Cupboard manager will count product and report inventory daily to their PPM.
- For restocking the cupboard, check with your PPM for specific reordering guidelines. Depending on anticipated demand, the cupboard's schedule, and the days left in the program, additional cookies will be placed into the cupboard.
- GSGLA reserves the right to close SU cupboards and begin the consolidation process so that ending quantities are manageable.

## *Cupboard Location Requirements*

- Easy access for delivery truck and volunteers picking up product.
- A climate-controlled environment that is clean, well-lit and accessible.
- Watertight, insect and rodent free.
- Ability to store product off the ground on original pallets.
- Cross-ventilation.
- Follow all Cupboard Procedures and Guidelines as outlined in this guide.

### **eBudde “Out of Stock” Feature**

**We can mark individual cookie varieties “out of stock” at each cupboard.**

- Pending orders can NOT be placed for out of stock cookies.
- Once the cupboard has been re-stocked, troops will be able to place a pending order.

## *eBudde Wrap-Up*

Now that the Cookie Season is over, there are still several critically important tasks that SUCPCs must complete to wrap up the program in a timely manner and in the best interests of the girls.

Troops have clear instructions in their *Cookie Program Basics Guide* to finalize eBudde data. It is the SUCPC's responsibility to assist with those tasks, realizing it has been several weeks since training so troops may have forgotten how to complete these steps.

- **Troop-to-troop Transfers** are entered in eBudde by the troop who is “transferring away” the cookies. The receiving troop only needs to verify that the entry is correct.
- **Cookies for the Community** — C4C from girls' individual orders as well as from boothing need to be recorded. These sales count towards the C4C Rewards AND the girls' overall sales level. All C4C sales need to be recorded and assigned to a Girl Scout. All donations received by the troop should be converted into C4C. Every “keep the change” or direct contribution should be converted into C4C. Troops should not collect direct cash contributions during the cookie program.
- **Opt out** — Cadette, Senior, and Ambassador troops have one final opportunity to switch between opting to receive rewards, or not. These troops may opt out of rewards if all girls in the troop agree. Troops that earn the PGA monetary reward should double check their math. Usually, it is more advantageous to OPT IN to earn the rewards than to OPT OUT and take the extra \$.10 per box.
- **EVERY PACKAGE** must be assigned to a Girl Scout. Packages from the Troop Link must all be assigned to Girl Scouts so that they receive credit for those cookies. Even if a troop is opting out of rewards, assigning each package is important to make sure each Girl Scout earns the right level rocker patch (earned for the highest level sold starting at 170), and is invited to the reward events, if applicable. We don't want Girl Scouts to miss their earned reward because a TCC skipped this step.
- Troops must record all **payments** throughout the sale to properly account for the amount due from each Girl Scout. eBudde tracks each girl's financial responsibility. This can make troop collections very clear.
- Troops should have received size and option information from the Girl Scouts' parents/caregivers to ensure they were ordering the right size or choosing the correct option, based on the Girl Scouts' choice rather than just guessing. Be sure your TCCs have distributed the form provided, collected it from the parents, and have used it to guide their submitting of Final Rewards. **Choices made in eBudde are final once submitted.**
- Troops must review their **Rewards tab**. Some items may require a size, or a choice may be offered between a reward and program credit. Each choice is independent at each level. Once a troop SUBMITS their Final Rewards order, it is locked.

After troops finish assigning packages to girls, troop-to-troop transfers and submitting rewards, it's up to the SUCPC to do a final review and submittal for the SU as a whole.

# *SUCPC wrap up checklist*

## *What to look for:*

- ☐ If a troop opts out of rewards, they must be Cadette level or above and **ALL** girls must agree. eBudde cannot be programmed to automatically prevent younger troops from opting out. Double-check the **Settings** tab to verify the troop's eligibility. Multi-level troops should be reported as "Multi." If a *majority* of the girls are Cadette or above, they can opt out like any older troop. Override any troop if they are not eligible based on their actual age level.
- ☐ Check the **Girl Orders** tab to make sure all of the packages have been assigned to the girls. Either unsubmit the troop to have them go back and complete it, or you can do it based on the TCC's instructions. If the troop does not complete assigning all packages by the due date, the SUCPC may allocate packages equally amongst the Girl Scouts.
- ☐ Check the Booth Recorder on the **Booth Sites** tab to verify that troops tracked the sales.
- ☐ When troops transfer cookies to another troop, the transaction should be entered on the **Transactions** tab **ONLY** by the troop transferring cookies **OUT**. Make sure there are no obvious duplicate troop-to-troop transactions that have caused the troop to be out of balance.
- ☐ Each troop must submit rewards on the **Rewards** tab, even if they have opted out (they must select and submit patches and events if applicable). Verify that all girl rewards have been selected so that you can **SUBMIT** the service unit's Reward Order.
- ☐ Review balances due for each Girl Scout and contact troops that have parent outstanding balances to remind troops to submit a Discrepancy Report (if needed).

## *Submit the Rewards Order*

When you have finished reviewing all of the troops' data, you must submit the service unit Rewards order.

From the service unit home page, click on the **Rewards** tab.

- You may review the rewards order by clicking **Review Rewards Order**.
- **Verify your service unit Rewards delivery address** so we ship it to the right place.
  - The Product Programs team will also reach out about a month before Rewards delivery to re-confirm the address.
- When you are sure that the rewards order is complete, click **Submit Rewards Order**. Changes cannot be made once submitted.

# Rewards

Girl rewards will be targeted to be shipped to the Service Unit Rewards Chair (SURC) August. Some delays in ordering, manufacturing, and shipping may occur due to supply chain challenges. Some specific recognitions may be delivered to a service center for pick up.

- Rewards are targeted to be delivered in one shipment from our warehouse.
- Some items may be delivered to the nearest service or community center for pick-up.
- Using eBudde, print out a list of reward items by troop. You will receive a packing list from GSGLA — the two should match.
- **Inventory all items received *prior* to separating and distributing to troops. Notify your PPM immediately of overages or shortages and note them on the packing slip.**
- Sign and return your signed packing slip to your PPM upon verification.
- Sort every troop's order prior to distribution.
- Include the packing slip provided with every troop's order.
- Schedule a convenient date and time for reward distribution to your troops.
- Troops who have not paid in full, or who have financial irregularities, may not receive their recognitions immediately. Work with your PPM towards resolution.
- Have each troop count what they receive and sign a copy of the packing slip.
- Establish a deadline for troops to pick up. Items left after the deadline are to be returned to the PPM (include troop contact info and clearly label with troop number).
- Please note: Due to storage limitations, unclaimed recognitions returned to a service center will be donated to charity if not picked up by November 1.
- Information is emailed to Girl Scouts who earn reward events (e.g., Smart Cookie Club, etc.).

# *Crisis Management*

In the food industry, product complaints are not unusual. Councils and GSUSA expect a certain number of product complaints every year. These include, for example, reports that the product does not taste right or is 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.

If you should receive a complaint, remain calm and get the facts according to the *Product Quality Incident Report* (on our website). Offer to exchange the product for another package or refund the individual for the cost. Damaged product can be exchanged at the cupboard. Immediately notify your Product Programs Manager of any situation that causes you concern. Any reports of foreign material in a package must be immediately reported.

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 Programs Team. Media inquiries may be directed to call our external relations team at 213-213-0123.

# *Product Programs Manager Contacts*

## *Arcadia Service Center*

Eileen Tovar  
626-677-2352  
[etovar@girlscoutsla.org](mailto:etovar@girlscoutsla.org)

## *Antelope Valley Area*

Chrissie Damon  
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[cdamon@girlscoutsla.org](mailto:cdamon@girlscoutsla.org)

## *Canoga Park Community Center*

Alisa Abrenica  
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## *Inglewood Service Center*

Lily Ramirez  
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## *Long Beach Service Center*

Jessica Garibay  
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## *Santa Clarita Service Center*

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## *Upland Service Center*

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