

## 2012 Cookie Program Service Unit Guide

**What can a cookie do?**



*SU Cookie Chair*

Name	Phone	Email
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*SU Delivery Chair*

Name	Phone	Email
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*SU Boothing Chair*

Name	Phone	Email
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*Cupboard Manager*

Name	Phone	Email
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*SU Recognitions Chair*

Name	Phone	Email
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*Product Sales Manager*

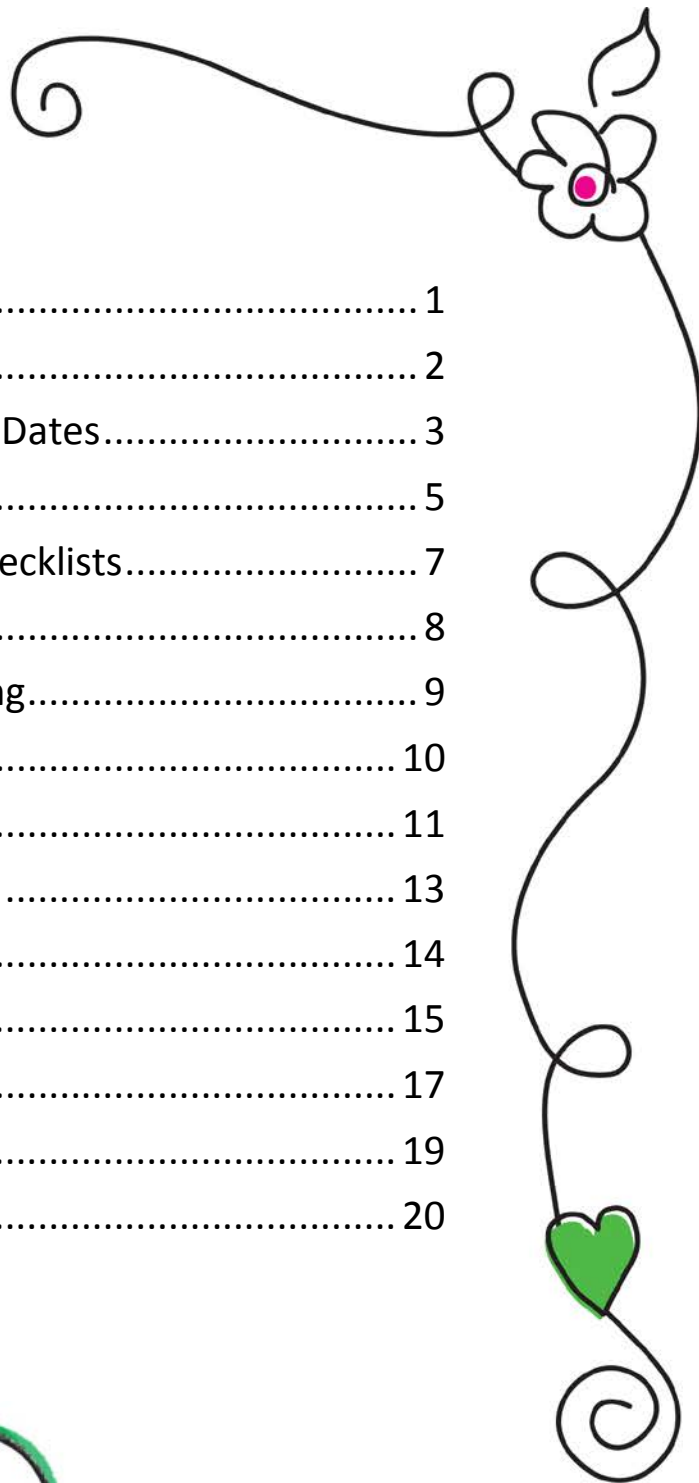
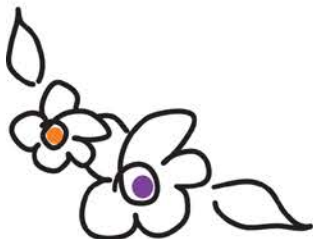
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**What can a cookie do?**






## Welcome

Dear Service Unit Cookie Chair,

# 5 Skills for Girls

Welcome and thank you for volunteering to make the 2012 Cookie Program a fun and rewarding experience for the Girl Scouts in your Service Unit! We can think of no better gift to girls than helping them build life-skills and business skills – through the Girl Scout Cookie Program – that build a strong foundation for success. As the 100<sup>th</sup> Anniversary year of Girl Scouts, 2012 will be a historic and pivotal milestone for all girls. We are glad to have you as a critical part of the team.

## What Can A Cookie DO? More Than You See!

A great Cookie Program is led by girls, but through the dedicated leadership and support by you, the adult volunteer, you are giving the troops in your Service Unit all of the benefits of the unique leadership experience that the Girl Scout Cookie Program offers. Much  more than a fundraiser, the Cookie Program is a fun way for girls of all ages to earn the money that fuels their dreams. And it's a powerful hands-on leadership and entrepreneurial program unlike any other in the world. Girls gain a wealth of essential skills – not from a book, but from real-life experiences.

Many successful businesswomen and community leaders 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, people skills, and business ethics – you are helping pass on this valuable opportunity to today's generation of girls. The Cookie Program can lead to bigger things in business, in society and in life.

This guide is designed to assist you and your Service Unit team with coordinating all aspects of the Cookie Program for your Service Unit. It will serve as a ready reference to acquaint you with GSGLA policies, procedures and resources. Used in conjunction with the Cookie Program Troop Guide, you will have the guidance you need to train troops in goal-setting, planning, safety and selling tips to ensure their success. Please refer to this guide throughout the program and contact your Product Sales Manager whenever you need additional assistance. We appreciate you so much and are here to support you!

Yours in Girl Scouting,

### Your Council Product Sales Team

Katie Eckardt

David Corey, Director

Erlinda Frederick

Kate Herring, Administrative Assistant

Cheri Holland

Tamar Igoyan

Jacqueline Rivero

Stephanie Sollow



## Cookie Team Position Descriptions

As Service Unit Cookie Chair, you may coordinate the entire Cookie Program, or you may have several volunteers who share responsibilities. The roles are defined below. Use this list to delegate important Cookie Program tasks.

### **Cookie Chair (SUCC)**

- Recruits, mentors & trains Troop Cookie Chairs
- Distributes Cookie Program Materials to troops
- Collects signed *TCC Agreements*, *ACH Debit Authorization Forms*, voided troop checks
- Reviews/edits eBudde data inputted by troops and assists troops as needed
- Relays important email reminders to troops regarding deadlines, etc.

### **Delivery Chair (SUDC)**

- Creates Initial Order Pick-up schedule in eBudde
- Assigns Initial Order Pick-up times to troops at delivery site
- Recruits volunteers to assist on delivery day
- Meets delivery agent to count and sign for Service Unit Cookie Delivery
- Coordinates distribution of troop Initial Orders;
- Ensures all orders are counted and signed for by a troop representative
- Submits SU delivery receipts from Delivery Agent to PSM

### **Boothing Chair (SUBC) & Assistant**

- Contacts businesses within the Service Unit to arrange for booth sale sites
- Completes *Boothing Location Spreadsheet* to be uploaded to eBudde Booth Scheduler
- Monitors boothing sign ups to ensure adherence to Booth Scheduler Guidelines
- Maintains a master Service Unit Booth location/contact list
- Writes thank you letters to businesses at the close of the program
- Assistant – visits booths to coach girls on proper etiquette, and works to improve the appearance and stature of GSGLA booths to the public.

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

- Stores product on behalf of Service Unit and the Council
- Fills Troop orders on an as- needed basis
- Utilizes eBudde to manage inventory and report troop pick-ups
- Reports inventory levels to the council daily and works with PSM to restock inventory as needed

### **Recognitions Chair (SURC)**

- Receives all girl recognitions on behalf of Service Unit
- Inventories all items and reports discrepancies to council
- Distributes items to Troop Cookie Chairs PROMPTLY; returns unclaimed recognitions



## Timeline – Master Calendar of Due Dates

Utilize this timeline to help your Service Unit Cookie Team and troops stay on top of important deadlines. (Specific Service Unit Responsibilities are in **BOLD** typeface).

December 12 - January 13	<b>Service Unit Cookie Chairs (SUCCs) conduct Trainings for Troop Cookie Chairs (TCCs). Dates determined by SU.</b>
January 13	Signed <i>ACH Debit Authorization Form</i> , voided troop check and <i>Troop Cookie Chair Position Description &amp; Agreement</i> due to Service Unit Cookie Chair (SUCC)
January 15	Last day Service Units should schedule local Kick-Offs
January 17	<b>SUCCs turn in completed <i>TCC Position Description &amp; Agreement</i>, <i>ACH Debit Authorization</i> form and voided troop check for each participating troop to Council</b>
January 17 - 20	TCCs receive eBudde invitation from SUCC
January 18	TCCs and SUCCs visit <a href="http://vipetraining.littlebrownie.com">vipetraining.littlebrownie.com</a> to complete online training.
January 20	<b>Deadline for TCCs and SUCCs to test eBudde log ins. SUCCs report any problems to PSM.</b>
January 20	Initial Order taking begins
January 27	<b>Booth data added to eBudde – 11:30 PM</b>
January 29	eBudde Booth Scheduler opens
January 31	<b>Boothing Chair reviews sign-ups in Booth Scheduler to ensure adherence to “on your honor” home SU rule, if applicable</b>
January 31	<b>Deadline for Service Units to request a Cookie Cupboard</b>
February 2	Initial Orders due to troop
February 5	TCCs to submit Initial Orders into eBudde – 11:30 PM
February 6 - February 7	<b>Deadline for SUCCs to review/edit/submit troop Initial Orders in eBudde. Feb 7 – 11:30 PM</b>
February 18	<b>Deadline for SU Delivery Chairs to create Initial Order Pick-up schedule in eBudde, including date, time, &amp; location</b>
February 23 - 28	<b>Initial Order cookie delivery to Service Units (delivery dates and locations vary by region – check with PSM)</b>

March 1	Cupboards open. View <a href="http://www.girlscoutsla.org">www.girlscoutsla.org</a> for a list of current cupboard locations and dates/hours of operation.
March 2	Boothing begins
March 5	Cookie Mobile submissions due
March 15 - 22	Exchanges accepted at designated cupboards. Troop may pick-up in box quantity until the close of the program.
March 12	Troops deposit funds to cover first ACH debit
March 14	First ACH debit from Troop Accounts by Council for 50% of Initial Order
March 25	Cookie Program ends
April 2	Last day for TCCs to enter all Gift of Caring boxes, troop transfers and complete girl allocations in eBudde
April 3 - 4	<b>Deadline for SUCCs to ensure all troops have completed allocations, T2T transfers and GOC boxes – 11:30 PM</b>
April 2	Deadline for troops to deposit all remaining monies in Troop Accounts in preparation for final ACH debit.
April 6	Final ACH debit from Troop Accounts. Deadline for troops to turn in <i>Discrepancy Reports</i> & Alumni Rosters to PSM.







## 2012 Program Enhancements

This is an exciting year for Girl Scout Cookies! The 100<sup>th</sup> Anniversary of Girl Scouts is just the beginning. There are several new initiatives that should see the girls' cookie success reach new heights. Additional information on each of these is provided separately, but here's the essential scoop that you need to know.

### **VIP eTraining**

Little Brownie Bakers' VIP eTraining website is up and running **now**. This is a single source for any and all training the troops, girls, or parents would need. Standardized lessons are posted by LBB on the topics of **Program**, **Marketing**, **Technology** and **Cookies**. GSGLA has customized its section to include Troop Training PPTs, Booth Reporter App information, eBudde Training, etc. **See the Cookie Program Troop Guide, page 9 for details.**



### **LBB Booth Reporter App**

Little Brownie Bakers is always at the forefront of evolving technology. This year LBB has created a smart phone app that allows you to post booth sales data directly into eBudde. At the conclusion of a booth, you simply login via the app, enter the # of boxes sold, and post them to the girls that attended that booth. **See the Cookie Program Troop Guide, page 9 for details.**

### **Feed Your Neighbor Community Service Project**

On March 10, 2012 GSGLA will again participate in a **Feed Your Neighbor** food collection program. Please watch for more information on how your troops can participate in this important community service program. Details will be shared on how to incorporate food collection with your cookie boothing activities. **See the Cookie Program Troop Guide, page 10 for details.**

### **GSGLA Credit Card Mobile App**

You've asked and now it's here! Troops are able to accept debit/credit cards for payment via their smart phone. A simple one-page form, download a free app, and a tiny piece of (free!) hardware – then you're fully prepared to move your girl's business into the 21<sup>st</sup> century. **See the Cookie Program Troop Guide, page 10 for details.**

### **Cookie Mobile Contest**

Last year's 1<sup>st</sup> Annual Contest was so cute, we had to bring it back. Girls are encouraged to "bling that booth" and put it on wheels. We know that the public at large adores the traditions of the past, and this contest invites girls to showcase their creativity. While boothing is critically important, there are lots of other valuable ways for girls to make their pitch. Especially for troops in areas with limited boothing in their immediate Service Unit, Cookie Mobiles keep those cookies sales rolling in.

**Cookie Mobile**



### **Service Unit Cookie Kick-Offs**

Service Unit Managers and Cookie Chairs should be actively planning for a local Cookie Kick-off. There is no council-wide kick-off for 2012. We have provided lots of ideas and inspiration, so you can expect a great event. We hope that **more** girls will participate in a Kick-off because the event now comes to a town near you. Service Units that host or co-host a Kick-off are eligible for a monetary incentive. Service Units that earn the 2012 growth incentive AND hosts/co-hosts a Kick-off, a 20% bonus will apply!

### **GSGLA Cookies are now on Facebook!**

Find out First on Facebook! Calling all leaders, Cookie Chairs, parents & girls! Get the latest GSGLA Product Program information delivered directly to your Facebook newsfeed. Marketing ideas, product information, important dates, tools, national cookie stories, etc.!



**"GSGLA Cookie & Nut Friends"**

**"LIKE" us on Facebook for the latest Product Program Info.**

### **Border Issues with Sister Councils**

There have been territorial issues with our neighboring councils the past two years. Both Girl Scouts of Orange County and Girl Scouts of San Geronimo Council conduct their Cookie Programs on a "Direct Sale" format. This means that girls do NOT place Initial Orders as we do.

The conflict arises as these two councils will deliver cookies out to their troops on January 29, 2012. This is more than 3 weeks ahead of our deliveries to troops. While this is an issue mostly for the Service Units who directly border GSOC and GSSGC, we should all know about the issue and what GSGLA is doing about it to help lessen confusion in the marketplace. The general public is not aware of our territory boundaries, and about the separate bakeries. It can be a hassle to explain that all Girl Scouts are not all part of the same organization and that the cookies are different, etc.

All troops need to be aware of these cross border rules that all of our Councils have agreed to enforce:

1. There is no cross border booting under any circumstances.
2. Girl may sell to immediate family and immediate friends who are cross border. Your friend's neighborhood is *not* an immediate friend.
3. Girls must adhere to EACH of their Council's starting sale date.



In practical terms, Orange County will be reporting alleged violations by our girls using the Girl Order Card from January 20, and our folks will be reporting their cookies starting January 29. Our troops should work to insulate their sales across the borders with the *Order Receipt* that we provide. This provides a written commitment from customers so they do not forget their orders to our girls just because they can get the cookies in hand sooner from another girl.










Troops who suspect violation should document the incident, but you **MUST** include a troop number and a name with your report. Otherwise, there is absolutely nothing we can do to help. Troops who violate the policy will be disciplined by their Council. This works both ways. Our Program begins **NINE DAYS** ahead of theirs, but we should abide by our Girl Scout principles and follow the rules.









## Cookie Program Planning Info & Checklists

### Planning Checklist

-  It is required for all Service Unit Cookie Chairs to have internet access and an email address in order to manage the Service Unit's Cookie Program, attend online training, receive important updates from Council and communicate with Troop Cookie Chairs. It is recommended that you set up an email account or Yahoo group specifically for Cookie Program correspondence to avoid overloading your personal email.
-  Sales materials were shipped to your Service Unit at the end of November. Please inventory these items and report any discrepancies to your Product Sales Manager immediately.
-  Attend Service Unit Cookie Chair Training in December.
-  Obtain a roster of the registered troops and number registered girls per troop from the SU Manager or SU Registrar. Contact Leaders for their TCC name & contact information.
-  Contact your SU Manager to **set the Troop Cookie Training date prior to January 13<sup>th</sup>**. If possible, have the meeting separate from the SU meeting. Invite TCCs, Leaders & Co-Leaders.
-  Encourage troops to visit [www.girlscoutsla.org](http://www.girlscoutsla.org) to print and complete their *Troop Cookie Chair Position Description & Agreement* and *ACH Debit Authorization Form* ahead of time. Have them bring the completed forms along with a voided troop check (copies OK) on the day of the training.
-  All participating girls must be registered with GSUSA and have a signed *Parent Guardian Permission & Responsibility Agreement* on file with their Troop Leader in order to participate in the Cookie Program. Invite your SU Registrar to your SU Cookie training to collect adult/girl registrations as needed.
-  Prepare troop training packets according to the *Materials Checklist* on the next page
-  Review *Girl Scout Cookie/Council-Sponsored Product Sale in Safety Activity Check Points* available on our website. This replaces *Safety-Wise*.

### Day of Training

-  Set up a sign-in sheet and collect the name, phone number, email address and troop number of each TCC. Put out sign-up sheets for volunteers to assist with Delivery day. Specifically recruit Boothing, Delivery and/or Recognition Chairs, or any other cookie tasks as needed. Your Cookie Program works better with  talent available.
-  Have the troop training packets available when they sign in. Collect signed *ACH Debit Authorization*, voided troop check, and signed *Troop Fall Product Chair Position Description & Agreement* from each troop prior to distributing girl order cards and program materials.
-  Create a display table with your sample Girl Recognitions, a sample order card, and put out cookie samples for tasting!



## Materials Checklist

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

For each **REGISTERED GIRL**



Girl Order Card



Money envelope

For each **TROOP**



*Troop Cookie Chair Position Description & Agreement*



*ACH Debit Authorization Form*



*Cookie Program Troop Guide*



*Cookie Activity Kit (distributed at November/December Service Unit Meeting)*



Girl Order Card (one per registered girl)



Jumbo Envelope



Receipt Book



Gift of Caring Receipts



Initial Order Receipts – mostly for border SUs

Additional forms and resources available for troops to download at [www.girlscoutsla.org](http://www.girlscoutsla.org), including:



*Safety Activity Checkpoints (replaces Safety-Wise)*



Thank You certificates



Cookie Bundle tags, signs and cards



Cookie Catcher cards and instructions















And **more** tools for cookie success at your fingertips!
















## Steps to a Successful Cookie Training

Utilize the *Cookie Program Troop Guide* and the *Troop Cookie Chair Training PowerPoint* presentation on our website for facilitating a fun and informative training for your troops! Make sure to cover these important topics to set your troops up for success!

-  The *2012 Cookie Program Troop Guide* is designed with checklists and important information to keep TCCs on track throughout their Cookie Program. It is also a great resource for goal setting and tips to enhance their cookie selling business! Begin with the importance of utilizing the guide as hands on tool for success.
-  **Meeting these deadlines will be critical to the success of the program.** Review all important dates and deadlines. Stress the importance of timeliness and communication. TCCs should plan to check their email accounts every day for updates.
-  Collect a signed *Troop Cookie Chair Position Description & Agreement, ACH Debit Authorization* form and voided troop check (copies OK) from each participating troop prior to distributing sales materials.
-  All TCCs must be registered and background checked. If the TCC has not been background checked, provide the information to complete it online – safe & secure.
-  Troops should view the online eBudde training and view/print the eBudde Guide by January 18<sup>th</sup> at [vipetraining.littlebrownie.com](http://vipetraining.littlebrownie.com). Several trainings are available – troops should review this material as much as possible, especially Cookie Rookies.
-  The *Cookie Activity Guide* is your way to plan an easy troop Cookie Meeting for volunteers and a fun learning opportunity for girls! Encourage troops to set both troop and girl goals. Set a Service Unit Goal. Reinforce how individual sales help the troop reach its overall goal. (Refer to page 8 in the *Cookie Program Troop Guide*).
-  The 2012 Girl Recognitions were voted on by girls and includes  levels and excitement! Girls, Troops, Family, the Service Unit ... there is something for everyone! (Refer to pages 13-14 in the *Cookie Program Troop Guide*).
-  The Gift of Caring Program is a great way for customers to support girls while giving back to the community. (Refer to page 18 in the *Cookie Program Troop Guide*).
-  The eBudde Booth Scheduler, plus the Cookie Locator, times the support of the GSGLA Marketing Team equals great reasons for huge success! For 2012, the 100<sup>th</sup> Anniversary brings countless opportunities and Girl Scouts' messaging will be everywhere. As Marketing brings our brand into public awareness, customers are led directly to booth sales through the Cookie Locator. (Refer to page 26 in the *Cookie Program Troop Guide*).
-  Review Initial Order Pick-up Guidelines, Cupboard and eBudde Booth Scheduler procedures with troops. (Refer to pages 22 in the *Cookie Program Troop Guide*).
-  *Safety Activity Checkpoints* has replaced *Safety-Wise* and is available on our website. TCCs should refer to the *Computer/Online Use* and *Girl Scout Cookie/Council-Sponsored Product Sale* chapters. (Refer to page 15 in the *Cookie Program Troop Guide* for council guidelines).



## eBudde Checklist

-  SUCCs are fully responsible for adding TCCs into eBudde. All troops must complete a signed *Troop Cookie Chair Position Description and Agreement*, *ACH Debit Authorization* form and voided troop check to gain access to eBudde. Troops are strongly encouraged to set themselves up in the system prior to the opening date of the Booth Scheduler.
-  Ensure that TCCs have logged in to eBudde and set up their troop PRIOR to the Troop Initial Order Deadline. Encourage TCCs to enter girls prior to their Initial Orders.
-  When reviewing Troop Initial Orders in eBudde, look for the following:
  -  Troops are in control of when they complete their Initial Orders. They will SUBMIT the data to you. Changes after that must go through you.
  -  Gift of Caring boxes are virtual boxes that girls should collect money for up front. It is a good idea to check with troops who have entered large quantities of GOC boxes to ensure they have collected money for these orders and/or are not over-ordering.
  -  Watch for girls with exactly 500 or 1000 box orders. Are these sales supported by real orders? Are they experienced sellers who can move this many boxes? Sometimes parents make commitments for their girls, and then they are left with cookies that they don't know how to sell.
-  Pay closer attention to new troops who may be ordering for the first time.
-  Ensure the Initial Order Pick-up Schedule is created in eBudde for delivery day, and that troops are assigned pick-up times. Print IO Pick-up schedule for SU Delivery Chair.
-  Troops no longer authorize the direct debit in the system. Council will simply debit their accounts on the defined dates. Troops need to be aware of the deposit dates in anticipation of the actual ACH Debit dates.
-  All troops (including opt out troops) should complete allocations in order for girls to receive patches and recognitions. Troops must enter any Gift of Caring boxes, Troop to Troop Transfers and allocate any Auto Round-up and Initial Booth sale boxes to girls.
-  Ensure that Girl Recognitions are received, inventoried and distributed to troops. Print recognitions summary for SU Recognitions Chair.



















## Initial Order Delivery

### February 23 - 28

The dates and locations for Initial Order delivery to SUs vary by SU. Your PSM 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.

### Guidelines for Service Unit Delivery Chairs (SUDCs)

-  Recruit volunteers or require troops to help with delivery.
-  Schedule a minimum of 3 - 5 volunteers for every 1,000 cases to be processed.
-  Plan for a minimum of one (1) hour between your delivery start-time and Troop pick-ups so that you have the time to count cases, and to organize your volunteers.
-  Utilize eBudde to create an Initial Order pick-up schedule. Troops choose a pick-up time from your range of times.
-  Allow 10-15 minutes in your schedule for each troop to pick-up their orders in order.
-  You may schedule simultaneous troop pick-ups if your assigned site has space for two or **more** pick-up points.
-  Carry a cell phone with you or have another method for volunteers to contact you. Be sure to have their cell phone numbers with you, and that they have yours. Last minute changes can be facilitated if you have ready communication to your troops.
-  Bring E-Z Ups in case rain is threatened, and extra hand trucks or dollies. Make sure to label your equipment to prevent loss or confusion.
-  Remind troops of the importance of timeliness and that late troops will be accommodated when possible or at the end of day.
-  When product is delivered, **count and recount** the number of cases by variety. Delivery quantities must be verified and signed for before the truck driver departs your location. **Do not distribute any product to troops until your entire order is unloaded and counted.**
-  When troops pick up their orders, the number of cases by variety must be counted again and verified. **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.
-  **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!

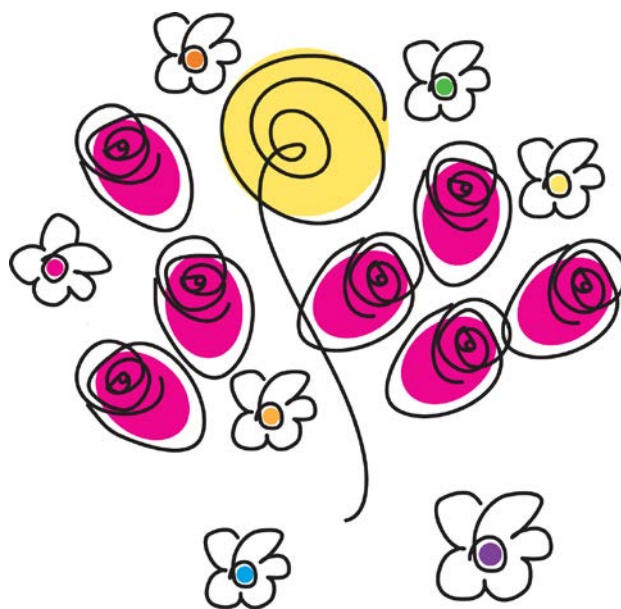
### ***Helpful Info & Guidelines***

- 🌸 Be on time for your Service Unit Delivery
- 🌸 Prepare Circle Forms (Quick pick-up/bubble sheets) and/or receipts for each troop prior to delivery
- 🌸 If there is a discrepancy, the delivery agent will correct it and adjust the order. If the discrepancy cannot be corrected, ask your Product Sales Manager to resolve the matter.
- 🌸 During delivery, you may find damaged cases. Notify the delivery agent immediately so that you may exchange the product. Do not open the damaged cases.

### ***Service Unit Delivery Checklist***

- 🌸 Print Service Unit Pick-up Schedule from eBudde
- 🌸 Circle Forms for each troop (optional form available online)
- 🌸 Receipts verifying each troop's order (bring extra blank M-3 receipts!)
- 🌸 List of TCCs and contact information
- 🌸 List of Council and Delivery Agent contacts
- 🌸 EZ-Ups in case of rain or heat

# **Feed Your Craving Fuel Her Future!**






















## ***Cupboard Procedures & Guidelines***

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 view the list of cupboards on the GSGLA website prior to making a cupboard pending order. eBudde will let troops place a pending order on any date. This DOES NOT mean the cupboard will be actually open that day. As not all cupboard locations have phone and/or computer access, procedures may vary slightly. In order to facilitate smooth operation for all cupboards, please follow the guidelines below.






### ***General Guidelines for Cupboard Managers***

-  The first day that all cupboards may open is Thursday, March 1.
-  Troops may pick-up cookies from any cupboard location throughout GSGLA.
-  Cupboards reorder product in full cases only; troops may pick-up individual boxes during approved dates only.
-  Troops may exchange damaged cookies for the same variety only at any time. All other even-exchanges at designated cupboards only, March 15 - 22.
-  The *Cupboard Pick-up or Exchange* form is required for all exchange transactions in cupboards without computer access – all others will be processed through eBudde.
-  Troops will place cupboard “pending orders” through eBudde and Cupboards will use eBudde to process pending orders into completed orders at the time of troop pick-up.
-  If a computer is not immediately available at the cupboard location, the Cupboard Manager should enter all transactions into eBudde by the end of the day.
-  Cupboard Manager will count product and report inventory daily to their PSM.
-  For restocking the cupboard, check with your PSM for specific reordering guidelines.

### ***Service Unit Managed Cupboards***

-  Approval for Service Units to host a cupboard is granted by Council.
-  Service Units must notify their PSM of their intent to have a cupboard by January 31.
-  Cupboard Managers will work with their PSM to determine appropriate Initial Cupboard Order and reorder quantities and delivery dates.
-  Service Units may work together to host a cupboard tailored to their needs.
-  Service Unit Cupboards must establish set operating hours – needs of troops, SU, Cupboard Manager and volunteer workers may be taken into consideration when deciding the schedule.
-  Council reserves the right to close down SU Cupboards and begin the consolidation process so that ending quantities are manageable within our contract with LBB.

### **Cupboard Location Requirements**

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

### **Guidelines for Troop's Cupboard Orders**

*Please refer to page 24 of the Cookie Program Troop Guide*

### **Guidelines for Troop's Cupboard Pick-ups**

*Please refer to pages 24 of the Cookie Program Troop Guide*

### **Returns/Exchanges**

*Please refer to page 25 of the Cookie Program Troop Guide*

### **Authorization to Pick up Cookies Form**

*Please refer to page 25 of the Cookie Program Troop Guide*



## **The eBudde Booth Scheduler**

### **How it works**

To ensure equal opportunity, sign-ups will be done in multiple rounds. eBudde will limit troops to two, three or four shifts depending on the round, and the first round sign-ups will be limited to the home service unit only (on your honor). Service Unit Boothing Chairs (SUBCs) will monitor the first round of sign-ups and delete any out of area reservations as necessary. The rounds will be completed prior to the Initial Order deadline to give troops the opportunity to place their Initial Boothing Order and will reopen for unlimited sign-ups once the system is closed for entering Initial Orders.











**Note:** eBudde sign-ups are cumulative. If the troop missed Round 1, then they will have the opportunity to sign-up for five shifts 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 scheduler is open). Troops should be sure to cancel any shift they are unable to attend out of courtesy to both potential customers and other troops. Troops are unable to add additional shifts between scheduled rounds.




## Boothing Procedures & Guidelines

**Boothing begins on Friday, March 2 and ends Sunday, March 25**

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













-  SUBCs turn in *Service Unit Boothing Chair Description and Agreement*. Agreements must be received in order to receive access to eBudde.
-  The council secures charitable solicitation permits (where necessary) in all communities served by GSGLA, allowing troops to booth. You may request copies from your PSM as needed.
-  All boothing locations will be secured by the SU Cookie Chair, Boothing Chair or Product Sales Manager. High rise buildings in downtown LA, Burbank, Woodland Hills, Long Beach & on the Westside belong exclusively to Council's **Corporate Booth** Program.
-  The SUBC should use the *Booth Site Permission Form* when requesting permission to use a location. The letter may be mailed or hand delivered to the management of the location at the discretion of the SUBC.
-  SUBCs will request that the location's management complete and sign the *Booth Site Permission Form*. This form is kept on file by the SUBC. SUBCs can also verify if the management will allow the "Official Girl Scout Boothing Site" sign be posted.
-  The SUBC, along with input from the SUCC and SUM, will determine the length of boothing shifts for the Service Unit. Shifts of 2 to 4 hours in length are suggested. Shifts will be entered into the Booth Scheduler based strictly on the decision made for the area by the Service Unit.
-  **All boothing locations must be entered into eBudde.** Plan ahead! Don't wait to secure your boothing locations. Council will have entered Boothing locations (store names, addresses), SUBC will provide dates, time, and duration via spreadsheet. After initial upload, additional boothing locations are provided to Council who will import booths as time allows. Work with your PSM to facilitate the import. Please work together to follow instructions, and make this fundamentally monumental task easier to complete.
-  Troops may only booth at sites in the eBudde Booth Scheduler, unless given special permission by their SUBC. eBudde allows for troops to request permission online.
-  Troops should contact the SUBC or Council PSM for permission to booth at any location not listed in the eBudde Booth Scheduler. The SUBC or PSM should review and approve ALL individual troop requests for special boothings. Special booths are granted to a particular troop for a one-time only special event, etc. Contact your PSM with any questions regarding boothings not listed in the eBudde Booth Scheduler.
-  Troops that cannot fulfill their commitment to a scheduled booth shift **must** log into eBudde to release their troop. 24-hour notice is appreciated, if possible. eBudde will automatically make the shift available to another troop.

-  Cancelling the shift will also prevent customers from going to a booth site when a troop is not scheduled. Troops should NOT contact the SU Boothing Chair for cancellations.

### **Boothing Guidelines for Troops**

***Please refer to pages 26-27 of the Cookie Program Troop Guide***

### **Boothing Chair Checklist**

-  Turn in *SUBC Description & Agreement* to PSM.
-  Familiarize yourself with the boothing and safety requirements for Troops outlined in the *Cookie Program Troop Guide and Safety Activity Checkpoints*
-  Assist your SUCC at your TCC training to explain the eBudde Booth Scheduler sign-up procedures and boothing guidelines as outlined in the *Cookie Program Troop Guide*.
-  Contact businesses and organizations within your Service Unit to obtain permission to booth. Your Product Sales Manager will provide you with a letter that you may customize to send to businesses to request permission.
-  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. Ask for permission to display the “*Official Girl Scout Boothing Poster*” in a conspicuous spot. It will promote the girls’ booths, and use of the Cookie Locator.
-  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 SUCC 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 One of the Booth Scheduler closes, review chosen sites to ensure that troops have complied with the “on your honor” home SU rule. Boothing Chairs have the authority to delete out-of-SU troops. Boothing Chairs from adjoining Service Units may contact one another to report out-of-area troops. Council strongly encourages that SUBCs give notice to a troop that is being deleted to avoid conflict. Attempt to email any troop that you delete as a courtesy to them why they lost the booth.
-  Continue to add new locations/shifts into eBudde as they are secured throughout the program.
-  In eBudde, troops may request a special site as opportunities present themselves. These requests will forward directly to the SUBC who may or may not approve them.
-  At the conclusion of boothing, write thank you letters to all host businesses. Girls can do this too!



## 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 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* (see sample on next page). Offer to exchange the product for another box or refund the individual for the cost. Damaged product can be exchanged at the cupboard. Immediately notify your Product Sales Manager of any situation that causes you concern.

Any and all media contact must be handled by the Council. Do not respond to media questions or inquiries but refer them to the External Relations Department, who will work with the Product Sales Team.

Carol Dedrich, Chief External Relations Officer, (626) 677-2374, [cdedrich@girlscoutsla.org](mailto:cdedrich@girlscoutsla.org)

<b>Southeast Region</b>	<b>North Region</b>	<b>Southwest Region</b>
<u><b>Arcadia Service Center</b></u> 101 E. Wheeler Ave. Arcadia, CA 91006 (626) 677-2233 Tamar Igoyan	<u><b>Woodland Hills Service Center</b></u> 20931 Burbank Blvd. Ste. A Woodland Hills, CA 91367 (818) 886-1801 x 2324 Jacqueline Rivero	<u><b>Marina Service Center</b></u> 4551 Glencoe Ave, Suite 140 Marina del Rey, CA 90292 (310) 450-3720 x 2250 Erlinda Frederick
<u><b>Montclair Service Center</b></u> 9525 Monte Vista Ave. Montclair, CA 91763 (909) 399-0808 x 2356 Stephanie Sollow	<u><b>Antelope Valley Service Center</b></u> 2330 Mall Loop Road #119 Lancaster, CA 93536 (661) 723-1230 x 2362 Cheri Holland	<u><b>Long Beach Service Center</b></u> 4040 N. Bellflower Blvd. Long Beach, CA 90808 (562) 421-8456 x 2272 Katie Eckardt
	<u><b>Santa Clarita Service Center</b></u> 21515 Soledad Canyon Road #118 Santa Clarita, CA 91350 (661) 287-1985 x 2362 Cheri Holland	

**PRODUCT QUALITY/INCIDENT REPORT**  
**2012 Cookie Program**

**Report Details**

Date of this Report \_\_\_\_\_

Complainant \_\_\_\_\_ Registered GS Adult? ☐ Yes ☐ No

Address \_\_\_\_\_

Telephone: (Day) \_\_\_\_\_ (Email) \_\_\_\_\_

Are there any children in the household? ☐ Yes ☐ No Age(s) \_\_\_\_\_

Complaint / Incident \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**GSGLA Discovery Details**

Region \_\_\_\_\_ Service Unit \_\_\_\_\_ Troop # \_\_\_\_\_

Date of Discovery \_\_\_\_\_ Product involved \_\_\_\_\_

Has can been discarded? ☐ Yes ☐ No Code # from Product \_\_\_\_\_

Date of Purchase \_\_\_\_\_ Date of Receipt by Customer \_\_\_\_\_

Purchased by \_\_\_\_\_ Received by \_\_\_\_\_

Product Replaced? ☐ Yes ☐ No Date Replaced \_\_\_\_\_

Replaced with? \_\_\_\_\_ Refund approved? \_\_\_\_\_

Call / Report Taken by: \_\_\_\_\_

**Office Use Only**







CEO & CERO Notified?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Date Notified _____
LBB Notified?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Date Notified _____
GSUSA Notified?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Date Notified _____



## Wrap Up

### **Guidelines for Service Unit Recognition Chairs (SURCs)**

Approximately 4-6 weeks after the close of the program, girl recognitions will be shipped to the SURC. Some recognition items (e.g. gift cards for the 2000 level, beach cruiser, and Wii) will be delivered to council for pick up.

-  Using eBudde, print out a list of recognition items by troop.
-  Inventory all items prior to separating and distributing to troops. Notify PSM immediately of overages or shortages.
-  Notify troops when items are ready for pick-up.
-  Establish a deadline for troops to pick-up.
-  Return unclaimed recognitions to Council. Include troop contact info and make sure all bags are labeled as specifically as possible.
-  Please note: Due to storage limitations, unclaimed recognitions returned to council will be donated to charity if not picked up by July 1.

### **Banking Procedures**

*Please refer to pages 31-33 of the Cookie Program Troop Guide*

### **Returned Checks & Parent Guardian Issues**

*Please refer to page 34 of the Cookie Program Troop Guide*

# Every box opens an opportunity.





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