

2012 Cookie Program Troop Guide



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

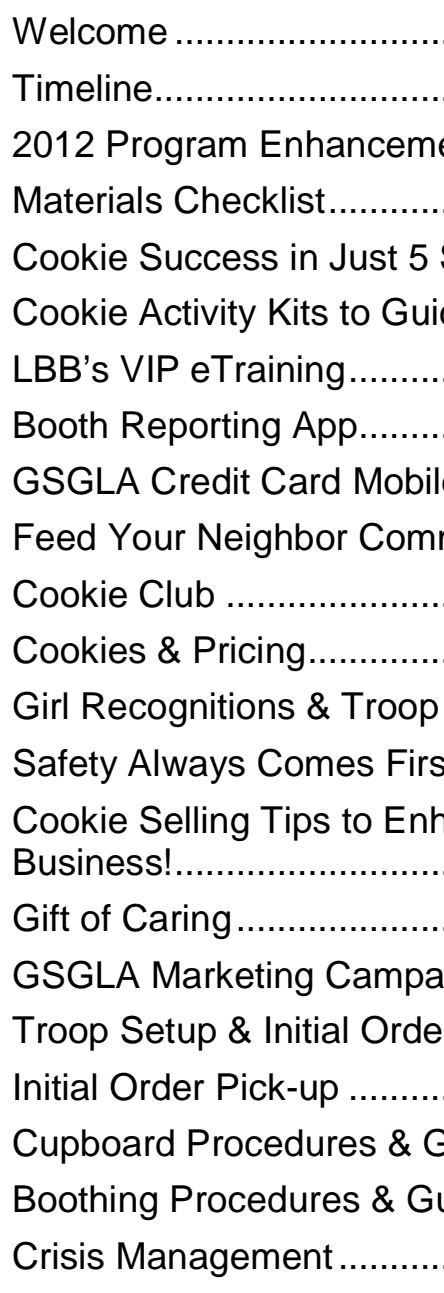
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SU Recognitions Chair

Name	Phone	Email
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Product Sales Manager

Name	Phone	Email
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Welcome

Dear Troop Cookie Chair,

Welcome and thank you for volunteering to make the 2012 Cookie Program a fun and rewarding experience for your Girl Scouts! 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 100th 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? Than You See!

This year girls will see the great opportunities that await them. Life experiences and learning adventures can be theirs because of their participation in the Cookie Program. Whether girls plan to use their proceeds to go camping, serve underprivileged children, or visit far away destinations, the Cookie Program teaches them they have the power and resources to achieve. The countless and exciting possibilities of tomorrow - from new business opportunities, to a healthier planet, to a  beautiful world - begin with the skills girls learn and the actions they take today. As they set goals, choose action projects, build marketing plans, and connect with their customers, they will develop knowledge and skills that will serve them well for a lifetime.

But not without your support! A great Cookie Program is led by girls, but through the dedicated encouragement and support by you, the adult volunteer, you are giving your Girl Scout troop all of the benefits of the unique leadership experience that the Girl Scout Cookie Program offers. Much  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.

This guide will assist you in coordinating all aspects of the Cookie Program for your troop. It serves as a ready reference to acquaint you with GSGLA policies, procedures and resources, including enhancements to the Council-wide program. In addition, it will provide you with guidance in goal setting, planning, safety and selling tips to ensure your troop's success! Please refer to this guide throughout the program and contact your Service Unit Cookie Chair or Product Sales Manager whenever you need additional assistance. All of us in Girl Scouting wholeheartedly thank you for your efforts!

Sincerely,

Your Council Product Sales Team

Katie Eckardt, Erlinda Frederick, Cheri Holland, Tamar Igoyan, Jacqueline Rivero, and Stephanie Sollow, Kate Herring and David Corey

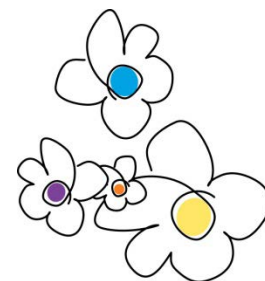


Timeline

December 13-January 13	Troop Cookie Chairs (TCCs) attend Service Unit Cookie Training. Date determined by Service Unit.
January 13	Signed <i>ACH Debit Authorization Form</i> , voided check & <i>Troop Cookie Chair Position Description & Agreement</i> due to SUCC
January 17-20	TCCs receive eBudde invitation (dates will vary slightly)
January 18	TCCs visit vipetraining.littlebrownie.com to complete training online.
January 20	Deadline for TCCs to test eBudde log in and report any problems to SUCC
January 20	Initial Order taking begins
January 29	eBudde Booth Scheduler opens. See instructions for boothing sign-ups
February 2	Initial Orders due to troop
February 5	Last day for TCCs to enter Initial Orders into eBudde – 11:30PM
February 23 - 28	Initial Order cookie delivery to Service Units. Delivery dates and locations will vary.
March 1	Cupboards open. Troops pick up in whole case quantity until March 15.
March 2	Boothing begins
March 12	Troops deposit funds to cover first ACH debit
March 14	First ACH debit by Council for 50% of Initial Order
March 15 - 22	Exchanges accepted at designated cupboards. Troops may pick up in box quantity until the close of the program.
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 2	Troops deposit all remaining funds to cover 2nd ACH debit
April 6	Final ACH debit. Discrepancy Reports due to PSM. Turn in alumni rosters.



2012 Program Enhancements



This is an exciting year for Girl Scout Cookies! The 100th 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 available 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, & Cookies. GSGLA has customized its section to include Troop Training PPTs, Booth Reporter App information, eBudde Training, etc.

You can feel completely confident that any and all training materials are available 24/7 to your Service Unit. In conjunction with GSGLA "Cookie Central" webpage, all information is readily available.

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. No more keeping track of sales, girls, and booth dates until the end of the program. How easy will the final wrap up be when the allocating is already done right the first time?

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. Potential customers can no longer claim that a lack of cash prevents them from buying cookies and supporting your girls! 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 21st century.

Cookie Mobile Contest

Last year's 1st 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 logo for "Cookie Mobile" features the words in a playful, rounded font. "Cookie" is in orange, "Mobile" is in blue, and "Mobile" is in purple. The entire logo is enclosed in a thin purple rectangular border.

Cookie Mobile

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 Cookie Pitch. Especially for troops in areas with limited boothing in their immediate Service Unit, Cookie Mobiles will keep those cookies sales rolling in.

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 hosts or co-hosts 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 Geronio 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 their Council 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

Pre-planning Checklist

-  Open a troop bank account if you or your troop leader has not already done so. GSUSA policy requires each troop to have a troop bank account under the Council's tax ID #.
-  Collect names, addresses, phone numbers, email addresses for every registered girl participating in the Cookie Program. Remember, all girls who wish to participate must be registered with GSUSA and have a signed *Parent/Guardian Permission & Responsibility Agreement* on file with the Troop Leader.
-  Contact your SU Manager or SU Cookie Chair to find out the date of your SU's Cookie Training and plan to attend. Training dates are individually determined by your SU.
-  Turn in the following completed forms to your SU Cookie Chair by the due date to ensure that your troop receives access to eBudde
 -  Signed *ACH Debit Authorization* form and voided troop check (copy OK)
 -  Signed *Troop Cookie Chair Position Description & Agreement*. Your eBudde invite will be sent to the email address provided on this form.
-  You must have internet access and an email address to set up your troop in eBudde, attend eBudde training and to receive important updates from your SU Cookie Chair and Council throughout the program.
-  Visit vipetraining.littlebrownie.com to complete online trainings
-  Arrange with Troop Leader the date, time and location for training your Girl Scouts and their parents/guardians
-  Please review both the Computer/Online and Girl Scout Cookie/Council – Sponsored Product Sale sections of *Safety Activity Checkpoints*. It is available online at www.girlscoutsla.org under For Volunteers/Forms and Publications/Resources and Tools/Safety Activity Checkpoints

Training Checklist



-  Host a Cookie Program Training night for girls and their families. Explain the purpose of the program and hand out program materials.
-  Set both troop and girl goals. Reinforce how individual sales help the troop reach its overall goal and fund troop program activities.
-  Review all important dates and deadlines. Meeting these deadlines will be critical to the success of the program. Stress the importance of timeliness with families.
-  Review Safety Activity Checkpoints as outlined above with all families
-  Encourage parents/guardians to submit Initial Orders to you via email. This allows girls to retain their order cards so they can fulfill their Initial Orders quickly and provides you with documentation should there be any questions regarding possible discrepancies with orders.










Materials Checklist

Each Troop Cookie Chair attending Service Unit Cookie Training will be given a Troop 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
-  Troop Cookie Program Guide (this guide)
-  Cookie Activity Kit (distributed at Nov/Dec Service Unit Meeting or at SU Cookie Training)
-  Jumbo Envelope
-  Receipt Book
-  Gift of Caring Receipts

Additional forms and resources available for download at www.girlscoutsla.org, including:

-  Safety Activity Checkpoints (Replaces Safety-Wise)
-  Thank You certificates
-  Cookie Bundle tags, signs, box wrap and cards
-  Cookie Catcher cards and instructions
-  Recipes, and  more for cookie success at your fingertips!!





Cookie Success in Just 5 Steps

Everything girls do in Girl Scouting is designed to help them grow into leaders of courage, confidence and character. Through their participation in the Girl Scout Cookie Program, girls learn **The 5 Skills for Girls: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics**. By utilizing the *Cookie Activity Kits* for troops, you are not only providing girls with opportunities to learn these valuable life skills through experience, it makes the Five Steps of Cookie Success easy and fun!

Step 1 — Set and Share Team Goals

Goal-setting is a valuable life skill. Begin by helping girls brainstorm what they could do with cookie proceeds. Then help them select two goals that inspire them – one for fun and learning, and one for making the world a better place. Each girl writes the team’s goals on her order card, where customers will see them.

Step 2 — Set Personal Goals

Inspire the girls to imagine how they can be even **more** successful than last year. What would they like to learn? Be sure to remind a girl that achieving a team goal requires that every person achieves her personal goal. Personal goals can be written on the **Goal Tracker** (see the Goal Tracker craft on the “Set Personal Goals” page in the *Cookie Activity Kit*).

Step 3 — Hold a Family Meeting

Adults need to understand the importance of an activity before they give it their full support. Engaging families in the Cookie Program encourages them to be involved and stay informed. Encourage girls to plan the family meeting, play leading roles and make it fun for everyone. Remind families that the Cookie Program helps girls develop five essential skills: **goal setting, decision making, money management, people skills and business ethics**.

Step 4 — Sell Beyond Family and Friends

People love Girl Scout Cookies and are generally predisposed to buying them. Many women say their first business success was getting a “yes” from an unknown customer. Encourage your girls to market beyond people they know.

Step 5 — Track Your Progress and Celebrate Your Success!

Using a **Goal Tracker** to watch sales grow keeps everyone focused on the goal. When girls reach their goals, remember to celebrate! Goal Trackers are available in the *Cookie Activity Kit*, online, or when girls use the *Cookie Club*.

5 Skills for Girls



Cookie Activity Kits to Guide Your Way

Cookie Activity Kits that inspire leadership, learning AND link to earning badges!

Each troop at every age level will receive a specially designed *Cookie Activity Kit* at their Service Unit Cookie Training. (Some Service Units distributed the kits in November/December). The kits were created by award-winning youth educators and communication experts, with input from some of the nation's most successful Girl Scout volunteers. **Packed with fun and inspiring activities that build the essential *5 Skills for Girls***, the kits are based on the latest GSUSA leadership research.

Cookie Activity Guides Feature:

- ♥ The Cookie Program helps girls learn **more** than entrepreneurial and life skills. You can use activities from the *Cookie Activity Kit* to **help girls fulfill some requirements for earning Girl Scout awards/badges**, and GSUSA Leadership Journey awards. Look for the new Program Links in your kit with each activity description. For a listing of 2011/2012 Program Links visit the Volunteer Section at www.littlebrownie.com.
- ♥ With unique activities for each age level, you have an even wider range of activity choices.
- ♥ Each kit comes with an **exclusive VIP code** that gives you free, **unlimited access to download all the activity sheets** and *Cookie Activity Kit* resources from the Little Brownie online resource center.

Teens become Cookie Entrepreneur Officers

With online tools and dynamic materials, Cookie Entrepreneur is an engaging business literacy program for teens.

- ♥ **Cadette, Senior and Ambassador Cookie Activity Kits include the complete Cookie Entrepreneur Officer program book.** Volunteers can also locate a copy of the book or print additional copies for each of their Girl Scouts when they go online at www.littlebrownie.com.





LBB's VIP eTraining

Our training for 2012 has gone virtual and online. Little Brownie Bakers has offered the VIP eTraining site for a few years, but this will be our first year of truly using the power that's here. The 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 will add the Troop training PowerPoint (plus other training information) to the 5th **Council** lesson.



You can feel completely confident that any and all training materials are available 24/7. Once your Service Unit has conducted their Troop training, you are free to browse these topics in any order and at any time. You can complete these trainings at your leisure, and in your PJs. In conjunction with GSGLA's "Cookie Central" webpage, information is readily available to troops.



Your Service Unit Cookie Chair will add your email address into the VIP eTraining website. You will then receive an email to provide the link for you to log on and set a password. Once you are in, all of the above lessons and content are your single best source for online training. Conversely, log on to vipetraining.littlebrownie.com to request access and create your account. Returning users can access the site with the prior login, or request a new password.



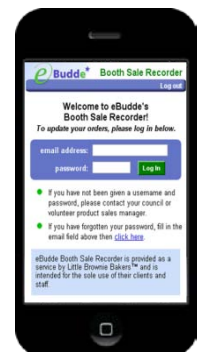
Booth Reporting App

GSGLA has been invited by Little Brownie Bakers to test out their latest eBudde trick technology. How would you like it most of your allocations were already done BEFORE the end of the Cookie Program? How many phone calls would it save to not have to determine WHICH girls were at a booth and HOW MANY boxes they sold?

LBB has provided a smart phone app to solve all these hassles!

1. Troops will log in to the app.
2. They "check in" to their boothing location in eBudde.
3. When complete, they enter the number of boxes sold, and choose the girls who participated.
4. Then you simply allocate to those girls right there – the app enters the data into eBudde for you!




Be sure to get our flyer that provides more information on this exciting new technology!





GSGLA Credit Card Mobile App

For the first time, Girl Scouts propel their Cookie Program with the power of today's payment solutions. GSGLA is offering troops access to cutting edge technology that turns any smart phone into a debit/credit card accepting machine.

-  Customer doesn't have cash – *no problem!*
-  Customer would buy more if they had more cash on hand – *no problem!*
-  Your troop shies away from checks – *no problem!*

This technology is available for most iPhone, Android, and Blackberry models. Once you are set up, payments will go directly to the troop's bank account. Full reporting is available for your review. Check with your PSM for detailed information on how your troop can participate in this exciting new adventure.

Turn your cell phone
into a mobile
payments device.



Feed Your Neighbor Community Service Project

On March 10, 2012 GSGLA will again participate in a **Feed Your Neighbor** food collection program. Normally conducted in early December, and displaced by Girltopia, we have scheduled it on the closest Saturday to the official 100th Anniversary of Girl Scouts. Please watch for more information on how your troop can participate in this important community service program. Details will be shared on how to incorporate food collection with your cookie boothing activities.









Cookie Club




What is the Cookie Club?

The Cookie Club is a Web site where girls can:

-  Learn about goals and selling tips
-  Set selling and personal goals
-  Track their progress
-  Record their customer lists so they can be saved and reused each Cookie Season

What will Girls do in the Cookie Club?

Cookie Club is a fun, interactive learning experience where girls can learn first-hand about the power of goal-setting. The heart of the Cookie Club is the Command Center. Here, a girl will be able to track her sales and see the “cookie boxes” stack up as she progresses toward her goals.

At any time, she can adjust her goals or explore the site and learn  more about goal-setting. She can even discover some cookie-selling tips from other successful Girl Scouts. Girls can record their customer lists and contact information and save them on their personal computers for easy access next year.

What About Safety?

The Cookie Club is a password-protected, private area only for Girl Scouts, their parents, and authorized council staff. In order to use the Cookie Club, a girl must have parental permission. Adult volunteers provide passwords only to those girls from whom they have received written parental permission.

In addition, before entering the Cookie Club, girls must take a safety quiz, which provides assurance she understands the safety rules. A girl may not enter the Cookie Club until she succeeds in her safety certification.

How Can Girls Get Started?

Before entering the Cookie Club, each girl must be set up by her Troop Cookie Chair. The TCC acquires permission from parents and then enters the girls into the system. Next, each Girl Scout receives a login and password from the volunteer.

Why participate?

The Cookie Club assists girls in learning essential life skills such as goal-setting, business and communication strategies, and teamwork. Adult volunteers can use the Cookie Club to see at a glance how girls are progressing and keep everyone focused on their goals. Best of all, it’s fun for everyone! Cookie Club has proven to be the single most effective marketing tool girls can use. It returns the highest number of boxes sold per customer of any selling technique. And it’s just waiting for girls to have fun with it!



Cookies & Pricing

What a difference Girl Scout Cookies make! We have the cookies customers look forward to every year. Girl Scout Cookies throughout GSGLA are **\$4.00 per box....or five for \$20!** Try bundling your favorites...your customers will thank you!



Do-Si-Do – Peanuttty excitement!! Crisp and crunchy oatmeal cookies with creamy peanut butter filling. No artificial color or flavor. 8 oz. Approx. 20 cookies



Thin Mints – A thin wafer covered with a smooth chocolaty coating. Made with natural peppermint.

9 oz. Approx. 28 cookies



Dulce De Leche – Inspired by the classic confections of Latin America, rich with milk caramel chips. 6 oz. Approx. 22 cookies



Thank U Berry Munch – Real premium cranberries provide a delightful tartness in these cookies sweetened with white fudge chips.

6 oz. Approx. 14 cookies



Samoas – Tender vanilla cookies, covered with caramel, rolled in toasted coconut, & striped with a rich chocolaty coating. 7.5 oz. Approx. 15 cookies



Trefoils – Delicate tasting shortbread that is delightfully simple and satisfying.

9 oz. Approx. 36 cookies



Tagalongs – Tasty cookies topped with creamy peanut butter and covered with a luscious chocolaty coating.

6.5 oz. Approx. 15 cookies



Savannah Smiles – This lemon wedge cookie is cool and crisp, with lemon chips to deliver tiny bursts of flavor.

6 oz. Approx. 28 cookies



New for 2012
Exclusive 100th
Anniversary
Cookie



Girl Recognitions & Troop Proceeds

GIRL INITIAL ORDER INCENTIVE



Themed Canvas Tote

Each girl who sells 200+ boxes at Initial Order will receive this delivery tote.



Participation Patch 15+ Boxes

PopArt Bandana 45+ Boxes



Autographed Georgia Giraffe Frisbee 85+ Boxes



PopArt Sneaker Pencil Case 125+ Boxes

Giraffe LED Flashlight 325+ Boxes



Custom Insulated Backpack 400+ Boxes



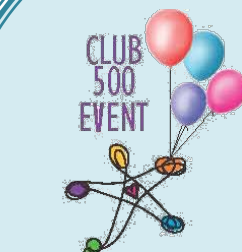
Beach Set: Towel, chair, cooler, waterproof iPod speaker, & Giraffe Tote 750+ Boxes

TROOP INCENTIVES



Troops averaging 200+ boxes per participating girl earn \$12 for each participant

Troops averaging 220+ boxes per participating girl earn a PopArt Peace Sign T-shirt for each participant



funfest 2012
May 12, 2012
500+ Boxes



slumber party
June 2, 2012
1000+ Boxes

Council goal is 155 boxes per girl



Georgia Giraffe Cap
200+ Boxes



GSGLA Cookie
Mobile Bank
155+ Boxes



PopArt Flex Bracelet
250+ Boxes

ROCKER PATCHES



500+
750+
1000+
1500+
2000+
or
3000+

One Rocker Patch given
at highest level earned.



Beach Cruiser
(2 sizes available)
1500+ Boxes

Wii

Collection

Wii, Wii Fit &
extra
controller
3000+ Boxes



\$400 Gift Card Choice
Disneyland or GSGLA Summer 2012 Camp
2000+ Boxes



Camp Osito-Rancho

GOC ROCKER



Gift
of
Caring
Patch

Awarded to girls
that sell 6+ boxes
for the Gift of
Caring Program



Top 100
Sterling Silver Bracelet & Charm
???? Boxes
Actual Design will Differ

Inspired by girls! The 2012 Girl Recognition plan has all of the top items voted on by girls during the annual online "Great Girl Scout Vote" - including **more** levels and excitement! All recognitions are cumulative, except Rocker Patches which are awarded at the highest level earned.



Troops earn 75 cents per box. Cadette, Senior and Ambassador Troops may opt out of receiving Girl Recognitions, providing ALL girls in the troop agree. Opt out troops earn 80 cents per box and are still eligible to earn all patches, the Initial Order Delivery Bag, Top 100, and attend the Club 500 and Elite 1000 events.

All girls, including individually registered Juliettes, are eligible to participate in the Cookie Program and receive Girl Recognitions. Contact your Product Sales Manager for details!






Safety Always Comes First









Remember to follow all Guidelines in Safety Activity Checkpoints

-  Do not collect money until cookies are delivered
-  Girl Scout Daisies sell only to people they know. They can use the telephone with a grown-up's permission.



Use of Internet Tools for Cookie Orders

-  Girls can use e-mail and age-appropriate Internet functions such as online social networking sites to ask customers to make a promise to purchase Girl Scout Cookies
-  Girls may not accept payment for Girl Scout Cookies online (cookie delivery and payment transaction must be done in person)
-  Girls of all ages (especially 12 and under) can utilize the Cookie Club as an internet tool to ask customers for Girl Scout cookie orders. Cookie Club is the completely safe way for girls to send emails asking for cookie purchase "promises."




Selling in Your Neighborhood

-  Girls should always wear their Girl Scout membership pin with their uniform, sash or vest, or Girl Scout T-shirt.
-  Girls must be familiar with the neighborhoods where they sell.
-  Sell door-to-door only during daylight hours.
-  Daisy, Brownie and Junior Girl Scouts must be accompanied by an adult when selling and delivering cookies.
-  Girls 11-17 must be supervised by an adult when selling cookies door-to-door.
-  Girls should never enter a customer's house.
-  Girls must sell with a buddy.
-  Girls should never approach customers in cars.

Booths

-  TWO adults must be present at all times when Girl Scouts operate a booth at a store, mall or any other public place.
-  Girls should never give out their names, addresses or telephone numbers to customers. The adult volunteer's telephone number or email address can be provided.

Money Management

-  Girls must have a plan for safeguarding money and checks collected
-  Girls should not carry around large amounts of cash
-  The supervising or accompanying adults should be in charge of the money container, and bank "promptly and frequently."






Cookie Selling Tips to Enhance your Cookie Business!

Ninety percent of the general public would gladly buy Girl Scout Cookies, but did you know that nearly 35 percent are never asked? Sometimes we expect girls to naturally know how to sell cookies. The fact is that most girls need at least some guidance in the selling process. Below, you'll find some tips and techniques to help your girls achieve their goals.




Door-to-Door Sales

Encourage girls to canvass their communities with buddies and adult partners, leaving no doorbell unring!

-  Girls should take orders, door-to-door, at the beginning of the Cookie Program with their order cards
-  Sell door-to-door with cookies in hand. After cookies are delivered, load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout! Check out how to submit your photo to the 2nd Annual Cookie Mobile Contest to win a pizza party for your whole troop.
-  Encourage parents to email you their Girl Scout's Initial Order, so she can hold on to her order card and continue to ask customers while they wait for cookies to arrive!





Telephone Sales

One of the fastest, easiest ways to sell Girl Scout Cookies is by phone.

-  Girls should review last year's order cards & use them to contact these customers again
-  Once cookies have been delivered, girls may want to call customers, thank them for their orders and ask if they need additional cookies
-  Try a Text-a-thon – older girls may want to text their friends and family to let them know "It's Cookie Time," and to collect their orders. (Be sure to get a parent's permission first.) Check out great text messages in your Cookie Entrepreneur Officer book.

Using the Internet to Market Cookies

Girls can now use age-appropriate Internet tools to take orders for Girl Scout Cookies (cookie delivery and payment transaction must be done in person).

-  Girls will reach **more** customers when they use email, a dominant technology used in today's business world, as a communication tool.
-  Girls of all ages (especially those 12 and under) can utilize the Cookie Club to email customers to ask for orders. Cookie Club is the safe way for girls to send emails.
-  Online social networking sites are a great place for teens (13 and older with parent permission) to ask for cookie orders. Girls will want to communicate they are selling Girl Scout Cookies using these age-appropriate Internet functions.
-  Be sure to visit www.girlscoutsla.org to follow Computer/Online Use guidelines in Safety Activity Checkpoints. For additional resources, visit GSUSA's Basic Online Guidance for Product Sales at www.girlscouts.org. No eBay. No Craig's List.

Workplace Sales

- 🌸 Girls can contact business owners or managers to request permission to take orders for cookies at a workplace. However, high rise buildings in downtown LA, Burbank, Woodland Hills, Long Beach & on the Westside belong exclusively to Council's Corporate Booth Program.
- 🌸 Good examples for girls would approach a beauty salon owner in your SU or a car dealership. They can give a box to customers to reward loyalty, or for test driving a car.
- 🌸 Girls can either make a quick "sales pitch" at a staff meeting, or sell "office door-to-door" (or cubicle-to-cubicle), depending on the wishes of the business
- 🌸 Once employee sales are completed, the business may allow girls to leave an order card in a visible spot. Leave a note from your troop outlining your goals and plans for the cookie proceeds (Remember not to list the girls' last names or phone numbers on the order card or note).
- 🌸 Girls should establish a date and time to pick up the order card and to deliver the cookies



Cookies 4 a Change

Girl Scouts can use the Cookie Program to bring their service ideas to life. Whether the girls are caring for their environment, promoting literacy or campaigning for social issues, the Cookie Program can help them:

- 🌸 **Discover** *more* about their values and the world
 - 🌸 **Connect** with others when selling cookies
 - 🌸 **Take Action** to Make the World a Better Place with projects funded by cookie proceeds
- Leadership through cookies? That's Cookies 4 a Change!

Remind girls to tell customers about their service goals. Customers will want to support the girls!



Gift of Caring

The Gift of Caring program is a council-wide community service project that gives Girl Scouts the opportunity to learn philanthropy and community service. Troops collect monetary donations from customers for cookies to be purchased by GSGLA, who coordinates delivery to our Gift of Caring community partners.

When your troop sells cookies through Gift of Caring, the cookies are not picked up. Collect the donation, complete the Gift of Caring Receipt, give a copy to the customer and keep one for the troop records. Then record the quantity sold in eBudde under GOC. This lets the council know how many boxes to send to these organizations and gives girls credit for boxes sold. Girls are eligible for the Gift of Caring Rocker Patch for selling ten or **more** boxes. The troop receives its proceeds and the donor can feel good that their tax-deductible donation is supporting Girl Scouts AND these charitable organizations at the same time!

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Los Angeles Regional Food Bank mobilizes resources to fight hunger in our communities by distributing food and other products to people in need through charitable agencies or directly through programs, including nearly 900 charitable agency sites throughout Los Angeles County. They also conduct hunger education and awareness campaigns and advocates for public policies that alleviate hunger.

Operation Gratitude seeks to lift morale and put smiles on the faces of individual soldiers, sailors, airmen and marines deployed around the world. Through collection drives, letter writing campaigns and donations of funds for shipping expenses, **Operation Gratitude** provides civilians anywhere in America a way to express their respect and appreciation to the men and women of the U.S. Military in an active, hands-on manner. **Operation Gratitude** care packages contain food, hygiene products, entertainment items and personal letters of appreciation, and, of course, Girl Scout Cookies. Operation Gratitude sent over 100,000 care packages to soldiers in 2011.



Bob Hope USO at LAX provides a comfortable area for service personnel to spend quality time with family before they ship out, or as a private area to reunite with loved ones as they return. It is a place where emotions run high and small creature comforts of home mean a lot. Gift of Caring cookies provide that special taste of home that tells military personnel that someone cares and appreciate their service beyond words – and only a Girl Scout Cookie can convey that!.



Goodwill of Southern California enhances the dignity of individuals, families and communities by eliminating barriers to opportunity and helps people in need reach their fullest potential through the power of work. The organization seeks to improve the quality of life for people with disabilities by providing education, training and job opportunities to assist them in becoming **more** self-sufficient and productive members of society. Girl Scout cookies donated to Goodwill through GSGLA's Gift of Caring program are used at Goodwill's Worksource & Job Service Centers in Los Angeles who mentor at-risk youth.



Blue Star Mothers is an organization comprised of mothers who now have, or have had, children honorably serving in the military. The organization's mission is to support through service, Members and their sons and daughters who serve or have served honorably in the Armed Forces of the USA. Cookies donated through GSGLA's Gift of Caring program will be sent to United States' military personnel in care packages along with other items to brighten the soldiers' day.

All Girl Scouts of Greater Los Angeles Gift of Caring Partners are registered 501(c)3 non-profit organizations.

Note: Troops may donate leftover cookies to an organization of their choice, but cannot solicit donations for any other organization. The Gift of Caring council-wide service project is the only activity of this type approved by GSGLA and follows both GSUSA and the US Department of Defense Guidelines.

Gift of Caring Service Project Challenge

In 2011, GSGLA Girl Scouts collected donations of more than 111,000 boxes that were then allocated to these five GOC partners. But did you know that 20 Girl Scouts sold over 100 GOC packages! 3 girls sold 500 or more! And the top GOC seller reached 1294 boxes! If you focus on GOC as much as selling real boxes, your total sales figures are sure to grow. Imagine selling 1294 boxes and not having to transport, carry, and deliver them. They are all virtual – genius!!!

Remember these subtle, but powerful facts:

- ♥ The public WANTS to help Girl Scouts
- ♥ The public WANTS to show appreciation for the troops
- ♥ The public KNOWS that Girl Scouts are community service oriented
- ♥ You just need to connect the dots for them, and watch what happens!

Be sure to collect messages of THANKS from your customers when they make a GOC donation. Included with your troop's boothing kit are sample message tags that you can print to offer to customers. It's yet another venue to market your GOC program: "Buy a box for the troops, AND write them a thank you note of appreciation" – who could turn that down?



GSGLA Marketing Campaign Initiatives

Welcome to the world of business done Girl Scout style! GSGLA has prepared a diversified marketing and communications strategy to support our girls and volunteers this cookie season and to provide a highly visible presence in the community designed to connect customers to our girls so they can reach their goals.





In fact, many of these strategies are guided by our research and are some of the same tools our girls are learning to put into action! Our research shows that Girl Scout cookies are in demand because customers can only buy them once a year and they buy cookies because they want to support our girls and Girl Scouting.

And, as we know, Girl Scout cookies are a Girl Scout tradition that clearly ties into the Girl Scout Leadership Experience. The cookie program can lead to bigger things in business, in society and in life.







Last year's marketing campaign supported a successful cookie season with creative and cost-effective strategies. This year's campaign will expand upon those aspects. We encourage you to utilize the provided tools, many of which are provided through program partnerships and sponsorships. **And, stay tuned for additional announcements and resources throughout the cookie season!**

Communication Tools & Resources

-  Cookie Program Family Guide
-  Weekly Emails from Georgia the Giraffe (the infamous CookEgram)
-  Etools and Resources on the GSGLA website, www.girlscoutsla.org
-  Troop Boothng Kit

Kit components (subject to change; distributed during training):

-  **Gift of Caring Receipt Can Wrapper**
Receipt box to be displayed on boothing table; includes Gift of Caring Program information and serves as a receptacle for donation receipts. Additional can wrappers will be available at service center cupboards while supplies last.
-  **Bundle Purchase Poster**
Promote the Gift of Caring Program or bundle purchase and boost your sales!
-  **Alumni Recruitment Addresses**
Troops often hear stories from their customers' memories of selling cookies. We would love to reconnect with these alumni. Your boothing kit includes a roster for recording alumni contact information.
-  **Gift of Caring Message Tags**
Encourage your customers to write a THANK YOU message to the troops. As they donate towards GOC, what better way to seal the deal than to give the customer a direct venue to touch a soldier's heart.

Expanded Cookie Locator Campaign

When customers crave cookies...they look to the Internet. The Cookie Locator on the GSGLA website allows customers to search by zip code to find cookie booths near them.

Thousands of customers have used this tool. Perhaps they visited your booth! This year's campaign will expand with a mobile marketing campaign. LBB's mobile Cookie Locator has been downloaded more than 100,000 times by your customers craving to find their favorite delicious Girl Scout Cookies. It's compatible with all iPhone, Android, and Blackberry models. Your customers are looking for you, but you have to be part of the Booth Scheduler program. Sign up for your booths with the eBudde Booth Scheduler. Check with your Service Unit for more information.



Media Placement

Did you see it? GSGLA will again have a visible presence in the community with a diversified media campaign, which may include billboards, bus displays, mall network ads, cinema ads, coffee sleeves, radio and TV commercials, and online and print ads. Space is generously donated or significantly discounted. *Placement is still being determined based on availability.*



Official Cookie Booth Site Posters

Looking for cookies? "Official Cookie Booth Site" Posters will be displayed at booth locations based on store manager approval. To be distributed to service unit booth chairs in February.

Gift of Caring Media Sponsor

Go Country 105 FM will return for the fourth year as our Gift of Caring Media sponsor, generously donating air time and other promotional spots to support Girl Scouts and the program.







For more information about the **marketing resources**, contact Noreen Tham, Manager of Marketing, at (626) 677-2248 or ntham@girlscoutsla.org.

All **media inquiries** should be sent to Carol Dedrich, Chief External Relations Officer, (626) 677-2374, cdedrich@girlscoutsla.org.



Troop Setup & Initial Order Instructions

We have switched software this year to Little Brownie Bakers' gold standard of Product Sales software, the eBudde system. The website is at <https://ebudde.littlebrownie.com>. Here's the quick list of how to get in, and what to do first.



-  Receive invite from SUCC (not PSM) after your paperwork has been submitted
-  Most data will be rolled over from GBs if you participated in 2011. Check your **SETTINGS** for any adjustments/corrections. New troops will need to add all data.
-  Under the **SETTINGS** tab, verify your Banking information, and contacts as needed.
-  Under the **GIRL** tab, verify that all girls are current and correct. Add/delete as needed.
-  On the **INITIAL ORDER** tab, enter your Initial Order by girl. You must click the SUBMIT to send your order to your Service Unit. This step will automatically create the ROUNDUP to whole cases. It is NOT a separate step.
-  On the **DELIVERY** tab, choose your preferred time from those available. You must submit your Initial Order first in order to be able to do this.

Your Initial Order is now submitted, and you know when to pick it up. Please view the eBudde documentation to continue on with Cupboards, and the rest of the program.



Initial Order Pick-up

Delivery dates and locations vary by Service Unit. Your Service Unit Delivery Chair will coordinate a date for you to pick up the troop's Initial Order and it will be listed in eBudde. Troops are able to choose their specific pick up time from the schedule set by your SU. Please stick to your scheduled pick-up time. If need be, recruit someone in your troop to help you.

-  When you pick up your troop's Initial Order, expect to get a bit dirty. Wear flat, comfortable shoes with traction.
-  Please be patient, flexible and ready to help out if needed

- 🍪 **Count, count, count** the cases before you sign for anything! Print-out of your delivery confirmation and bring it with you to be sure you are getting the correct number of cases. Remember, you are financially responsible for whatever cookies you sign for. No exceptions!
- 🍪 Do not separate girl orders at the delivery station. Once home, separate girl orders before notifying families that cookies are in
- 🍪 Distribute the girls' money envelopes with their cookies
- 🍪 Prepare an M-3 receipt for each family picking up cookies
- 🍪 When parents/guardians pick up cookies... have them count, confirm totals, and sign for all cookies received. **KEEP ALL SIGNED RECEIPTS.** They are your only proof of your inventory should there be any discrepancies. We recommend that you use the Receipt Book (M-3) for this purpose.

If you plan to have extra cookies in your home for boothing, please be sure to store them properly. Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place. Remember, you are responsible for these cookies!

Cookies by the Carload

Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts below assume the car will be empty except for the driver and uses all space except the driver's seat.

Car Type	Number of cases
Compact car	23
Hatchback car	30
Mid-size sedan	35
Sport utility vehicle	60
Station wagon	75
Mini van (seats in)	75
Pick-up truck (full bed)	100
Mini van (seats out)	125
Cargo van (seats out)	150











Cupboard Procedures & Guidelines








Troops may pick up cookies at any of the GSGLA cupboard locations. Please make sure to verify the days and hours of operation at your preferred cupboard prior to picking up cookies. 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.

Opening day for all GSGLA cupboards is Thursday, March 1st

Guidelines for Cupboard Orders

-  All cupboard orders for additional cookies must be placed by Troop Cookie Chairs using eBudde
-  All cupboards will operate in WHOLE CASES ONLY until March 15. Troops can then pick up in individual box quantity until the end.
-  Troops should not contact the Council or Cupboard Managers directly to place orders.
-  Troop Cookie Chairs should enter all adults authorized to pick up cookies the Troop "Contacts" section in eBudde prior to the start of boothing.
-  Authorized contacts should be prepared to show photo ID to cupboard staff when asked
-  Cupboards maintain their cookie inventory based on the amount of cookies requested by troops through the eBudde pending order system. Troops are asked to make their cupboard pending orders 48 hours in advance - especially for large orders - to allow time for cupboards to re-stock their inventory if needed.

Guidelines for Cupboard Pick-ups

-  Print out your troop's pending order and bring it to the cupboard. If volunteers are assisting with the pick-up, make sure they have a copy of the pending order from eBudde and know the troop number.
-  At the cupboard, give your troop number to the cupboard staff. Your pending order will be reviewed with you and you will have an opportunity to adjust quantities desired if cookies are available.
-  Once you have confirmed your pending order is correct, the cupboard staff will process your "pending order" into an "actual order" and it will be filled for you.
-  **Count, count, count!** Verify and sign for your order before you load your vehicle and leave the cupboard! You are financially responsible for what you sign for, not for what you take. Orders will not be adjusted once you leave the cupboard! Keep your receipts.
-  Troops are only financially responsible for cookies once the pending order has been converted to an actual order and the cookies have left the cupboard.
-  Pending orders not picked up within 48 hours of the scheduled pick-up date may be deleted at the discretion of the Cupboard Manager.
-  The cupboards will make every attempt to accommodate same day pick-ups.

Returns/Exchanges

- 🌸 Troops may exchange damaged cookies for another box/case at any time, but only of the same variety.
- 🌸 All other even exchanges are permitted at designated cupboard locations only from March 15 - 22. Verify that the cupboard you plan to visit accepts exchanges. (Most do.)
- 🌸 There are NO returns. Troops are financially responsible for all cookies ordered at Initial Order and/or taken from the cupboard.
- 🌸 All orders and exchanges must be signed for by an authorized troop contact at the cupboard

Authorization to Pick up Cookies Form

In order to accommodate last minute cookie needs (such as running out of cookies while boothing) at cupboards without computer access, troops may use the *Authorization to Pick up Product Form* to authorize a contact not already listed in eBudde. Obtain this form from your or Troop Cookie Chair.

Note: Only cupboards without Internet access will accept this form.





Boothing Procedures & Guidelines









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

The eBudde Online Booth Scheduler





Signing up for boothing has never been easier! Your SU Boothing Chair or Product Sales Manager enters all available boothing sites into the eBudde Booth Scheduler and all you have to do is log into eBudde and choose the location and shift desired! Your booth site will automatically update to the GSGLA Cookie Locator in real time, allowing customers to connect with cookies instantly!

How it works: To ensure equal opportunity, sign-ups will be done in multiple rounds. Troops are limited to two choices within their home Service Unit only for the first round. In the second and third rounds, troops may sign up for additional shifts in any GSGLA area. Troops may access the Boothing Scheduler at anytime after their designated start time within the 24 hour period. Both the home Service Unit and rolling schedule restrictions will be “on your honor,” and it is the responsibility of the TCC to understand and adhere to the detailed schedule below when signing up for shifts. Service Unit Personnel or GSGLA staff may release troops from improperly scheduled sign-ups.







Participation and sign-ups

-  eBudde sign-ups are cumulative, so if a troop misses round one, they may sign up for up to five shifts in round two
-  If a troop cancels a shift, they automatically are able to schedule a replacement shift when the scheduler is open. Troops are unable to add shifts between rounds.
-  All boothing locations are secured by your SU Boothing Chair or Product Sales Manager.
-  Troops may only booth at sites listed in the eBudde Booth Scheduler.
-  Troops can request a booth if they come across a unique opportunity. Simply enter the booth site into eBudde under “My Booth Sales,” and it will prompt your SU Boothing Chair to review and approve, as appropriate.
-  If your troop is invited to booth or would like to booth at a location not listed in the eBudde Booth Scheduler boundaries please contact your SU Boothing Chair or Council Product Sales Manager for permission. GSGLA troops are never allowed to booth outside of GSGLA council boundaries.
-  If your troop is unable to fulfill your scheduled booth shift for any reason, PLEASE log in to eBudde right away and release your troop from the site to make it available for other troops. It is unfair to other troops who could utilize the site and to customers who are counting on a troop to be at their scheduled location!
-  Girls of all ages may participate in multiple booth sales in order to reach personal goals and help move their troops closer to proceed sharing goals



Hours/Days

-  Troops are limited to boothing between the hours of 8 AM and 8PM (store/location hours permitting).
-  Only Junior level Girl Scouts and above may booth after 6 PM
-  Girls may only booth outside of regular school hours, M-F after 2PM. Homeschooled girls or girls on a school track schedule may booth before 2PM provided they display a poster that advises customers that the girls are out of school legitimately
-  Individual Daisy Girl Scouts should not be scheduled longer than one hour during the assigned boothing shift; additional adult supervision is advised

Safety




-  Two adults are required to be present at all times, at least one of whom is female
-  Troops should have a plan for safeguarding money. Adults should exercise caution in holding large quantities of money at the point of sale. If need be, make arrangements for additional adults to bank money, particularly from high traffic booth sales.
-  Adults must handle ALL money for Daisy Girl Scouts
-  Adults should supervise girls closely at all times, including while visiting the restroom or on breaks
-  Girls should not follow customers into a store or parking lot, even if promised a sale. Ask customers to return to the booth to make their purchase
-  Never approach cars to make a sale

















Appearance

-  Girls should be easily identifiable as Girl Scouts by wearing a Membership Pin and/or official uniform, tunic, sash, vest or other Girl Scout clothing.
-  Always dress neatly and be prepared for the weather at all times

Conduct








Boothing is a privilege! Always respect each other and our host businesses by following these guidelines:

-  Always arrive on time to your assigned location and stay until your shift is over
-  Upon arrival, check in with the store/location manager to advise them of your presence and thank them for supporting Girl Scouts. Ask them where they would like you to set up your booth
-  Follow all rules and requirements of the location. Remember, we are guests!






-  Troops should bring all of their own supplies to set up their booth
-  Do not hang anything on the walls of the location. If you have posters to display, neatly attach them to your table or use a table tent
-  Girls and adults should behave in a manner that is befitting a Girl Scout and appropriate to a public place. No roughhousing, running, inappropriate language or loud voices, etc.
-  Greet people warmly, smile and remain pleasant and helpful under all circumstances
-  Girls should approach customers only as they are leaving the location. Thank everyone, even those who don't purchase.
-  Only Girl Scouts and supervising adults should be present at cookie booths
-  Do not block doorways or stand  than 5 feet away from your booth
-  Keep your boothing site neat at all times.
-  Never leave your booth or cookies unattended
-  Cell phones, iPods or other electronic devices should not be used during your boothing shift. *Exception:* Adults who are accepting credit cards on their smart phone.
-  Do not eat or smoke anywhere near the booth site or anywhere visible to girls or customers.
-  Adults may assist, but cannot sell Girl Scout cookies.
-  Respect the next scheduled troop by being prepared to turn over the booth site on time. Do not stay longer than your scheduled shift.
-  ***Clean up ALL trash before leaving the boothing site.*** Do not leave empty boxes or trash at the booth site or use trash cans at the boothing location to dispose of your trash.
-  At the end of your shift be sure to thank the management for the opportunity to booth at their site. A box of cookies, certificate of appreciation, card or poster from the troop is also a nice addition to saying thank you!

Hints for successful boothing






Girls should be very familiar with the following before they arrive at the booth site:

-  Expected behavior at the boothing site
-  How to approach and speak to customers. Girls should develop their "Cookie Pitch."
-  Cookies being offered and their prices
-  What the troop plans on doing with their proceeds
-  Council-wide Gift of Caring Program
-  **NEW!** Sign up for the smart phone credit card app so your troop can accept debit/credit cards
-  **NEW!** Learn how to use the Booth Sale Recorder App to facilitate girl allocations

Set up your booth to appeal to customers with the following:

-  A table, chairs and Girl Scout or other colorful tablecloth
-  Place extra cookies, boxes and supplies under the table out of sight
-  Make a poster to display the Troop's goal and plans for cookies earnings. Customers are  inclined to make a purchase if they know how the girls plan to use their proceeds
-  Provide information about the Gift of Caring program and have girls suggest the option to potential customers who may not want to purchase cookies for themselves

What else to bring:

-  Cash box and extra cash to make change for customers
-  Shopping bags
-  Copy of troop booth site confirmation from eBudde
-  Important telephone numbers: SU Boothing Chair, Cookie Chair, SU Manager and PSM
-  Make sure that the Troop Cookie Chair has listed any adults authorized to pick up additional cookies in the Troop Contacts section of eBudde. In the event that extra cookies are needed from a cupboard during your boothing shift, they will already be authorized to pick up.

You will want to include enough cookies in your troop's Initial Order to stock the first booth sale. Below is a suggested quantity for a two to three hour booth sale during the first and subsequent weekends.

<i>Variety</i>	<i>First Weekend</i>	<i>Subsequent Weekends</i>
Savannah Smiles	1 case	1 case
Trefoils	1 case	6 boxes
Do-si-Dos	1 case	1case
Samoas	3 cases	2 cases
Dulce de Leche	1 case	3 boxes
Thank U Berry Munch!	1 case	6 boxes
Tagalongs	1 case	1 case
Thin Mints	4 cases	3 cases

What if another troop is in our spot when we arrive?

To avoid misunderstandings, print out a copy of your booth site confirmation from eBudde and bring it with you. The troop with the printed confirmation has the permission to be at the site. Be kind, respectful and considerate at all times and do not involve the host business. Settle any disputes away from the girls and then explain to them how you resolved the conflict. You are the face of Girl Scouts! Girls are watching and learning from adults – you need to demonstrate model behavior at all times. Thank you.



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.

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

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

Southeast Region

Arcadia Service Center

101 E. Wheeler Ave.
Arcadia, CA 91006
(626) 677-2233
Tamar Igoyan

Montclair Service Center

9525 Monte Vista Ave.
Montclair, CA 91763
(909) 399-0808 x 2356
Stephanie Sollow

North Region

Woodland Hills Service Center

20931 Burbank Blvd. Ste. A
Woodland Hills, CA 91367
(818) 886-1801 x 2324
Jacqueline Rivero

Antelope Valley Service Center

2330 Mall Loop Road #119
Lancaster, CA 93536
(661) 723-1230 x 2362
Cheri Holland

Santa Clarita Service Center

21515 Soledad Canyon Rd
#118
Santa Clarita, CA 91350
(661) 287-1985 x 2362
Cheri Holland

Southwest Region

Marina Service Center

4551 Glencoe Ave, Suite 140
Marina del Rey, CA 90292
(310) 450-3720 x 2250
Erlinda Frederick

Long Beach Service Center

4040 N. Bellflower Blvd.
Long Beach, CA 90808
(562) 421-8456 x 2272
Katie Eckardt



Banking Procedures

Girls' Monies

1. All participating girls must be registered with GSUSA and have a *Parent/Guardian Permission and Responsibility Agreement* on file with their Troop Leader.
2. Payment is collected only when girls deliver cookies and payments should not be accepted during Initial Order, nor should cookies be delivered without receiving payment in full. For Gift of Caring orders, payment should be collected immediately.
3. Girls may accept cash and/or checks made payable to "Girl Scout Troop XXX" as payment for cookies. Girls should accept only preprinted checks with issuer's address. It is required that girls record the telephone number of the issuer on the face of the check. The driver's license number is recommended, if possible. Council cautions against accepting out-of-state checks.
4. **NEW!** Troops may accept credit cards (and debit cards displaying a VISA/MC logo) if they have signed up for a smart phone device. Please check with your SUCC to take advantage of this exciting new technology. Payments via credit card are deposited directly into the troop's bank account.
5. Cookie Program funds should be collected from girls and safeguarded by parents immediately. Council encourages girls to write their *first* name on the check to help identify payments.
6. Cookie Program funds should be submitted for deposit to the troop Treasurer, in their original form (e.g. cash and checks from customers), promptly and frequently. *Parents must never deposit program funds into their personal bank accounts.* Troops should receipt every transaction (e.g. cookies given to girls, money received from girls) for clarity and reconciliation.

Troops' Monies

1. Troops will deposit all Cookie Program funds into their individual troop bank accounts "promptly and frequently."
2. Troops will enter banking information (e.g. bank name, routing number, and account number) into eBudde.
3. All troops will sign an *ACH Debit Authorization*, attach a voided troop check, and submit to the Service Unit Cookie Chair.
4. SUCC will submit *ACH Debit Authorizations* and *Troop Cookie Chair Agreements* to their Product Sales Manager. Please see ACH debit schedule on next page.
5. All council proceeds will be collected from troops via ACH (Automatic Clearing House) debit. ACH is a nationwide electronic funds transfer network which enables banks to distribute electronic charges (debits) to bank accounts and to settle such entries.

Critical Dates and ACH Debit Schedule

1. Note – There is no longer an ability to “authorize” the ACH debit. GreenBeans required the troop to actively submit an ACH debit; eBudde does not. Therefore, watch the dates closely, and Council will debit the troop account automatically according to the Master Calendar. If troops need to edit their payment amounts, you must contact your PSM at least 24 hours in advance so we have time to modify your payment. If you do not notify us in time, and the ACH debit is not honored by your bank, the ACH debit will be rejected. See #8 below.
2. Troops deposit sufficient funds into troop accounts no later than **Monday, March 12, 2012** to cover the first ACH debit.
3. 50% of the balance due to council for Initial Orders only (gross sales less troop proceeds) will be debited from troop accounts on **Wednesday, March 14, 2012**.
4. Troops deposit remaining Cookie Program funds into troop accounts no later than **Monday, April 2, 2012**.
5. The full balance of council proceeds will be debited from troop accounts on **Friday, April 6, 2012**.
6. Additional ACH debits will occur during both payment periods to accommodate missed troops, troops with collection issues, and ACH returns.
7. ACH debits will continue until all council proceeds have been collected.
8. **NEW!** – Troops will now be charged for all NSF fees related to the ACH debit on the troop bank account. Note that eBudde does require the manual process to “authorize” the ACH debit as did GreenBeans in the past. Due dates are well published, and troops need to be aware of their financial obligations. Council will automatically process the ACH debits according to the calendar, and troops need to plan for it. Again, if the troop does not have the full debit amount, you **MUST** contact your PSM to intercept the automatic process. Council will not back charge NSF fees to troops that act in good faith. Negligent troops who allow an ACH debit to be rejected will be charged for Council’s bank fee.

Tracking Sales

1. Each troop in GSGLA will use eBudde as its cookie program management system.
2. All transactions must be done through eBudde to ensure accurate and real-time data, and eliminate the reconciliation process.
 - a. All additional cookies obtained through cupboards must be done through the pending order or order component of eBudde. Cupboard Managers are responsible for processing troop pending orders into orders and entering them into eBudde. Troops will acknowledge cookie pick-up by the troop’s signature on a printed cupboard receipt.
 - b. All troop-to-troop transfers will be entered into eBudde by the troop giving away the cookies. The troop giving away the cookies will be responsible for completing the M-3 receipt and making sure both the giving and receiving troops

have copies of the transaction. Both troops should retain their receipts for reconciliation purposes.

- c. GSGLA's Finance Team will record all ACH debits (payments) to allow for precise accounting of balances due.
- d. Troops cannot edit orders once they have been picked up from the Cupboard.
- e. Troops cannot edit the amount due to council. In the event the full amount due cannot be debited for any reason, troops must email their PSM at least 24 hours in advance to communicate the reason as well as the amount that can be safely debited from the account.

NEW \$300 Credit Limit Policy

Council will impose credit limits on girl's parents as it relates to bad debt. Some troops continue to disregard money handling procedures and have developed bad habits whereas they only collect funds from girls/parents at the end of the program. Council will only accept a maximum \$300.00 in uncollectible debt from any one parent. Troops must be proactive and collect funds from girls throughout the program, which has been our guideline for the past three years. Troops can no longer ignore a parent who does not remit funds promptly.

As Troop Cookie Chairs, you should clearly set expectations with parents and guardians during your girl/parent training. You can regulate this as you see fit, but we strongly suggest that you collect money from girls immediately after Initial Order delivery so the troop can pay its first installment to Council. And girls should remit to the troop promptly and frequently – ideally at least once a week.





Returned Checks & Parent Guardian Issues

Returned Checks

1. Should a customer's check not be honored for any reason troops should forward the original or bank "legal copy" to their Product Sales Manager within **7 days of the return date** for collection. Troops should include troop number and contact information with the returned check.
2. Council will attempt to collect the amount of the check, plus bank charges, through a succession of phone calls and letters to the issuer of the check. If successful, council will refund the troop 100% of recovered funds.
3. All amounts not collected within 45 days will be forwarded to a collection agency. If the collection agency is able to recover funds, council will refund to the troop recovered funds up to the face value (only) of the check.
4. The troop should understand that collection may be **more** difficult if the telephone number and/or driver's license number is not recorded on the face of the check.







Parent/Guardian Collection Issues

1. All troops must ensure that all participating girls are registered with GSUSA and keep a signed *Parent/Guardian Permission & Responsibility Agreement* on file for each registered girl. This document will help protect the troop in the event of parent/guardian non-payment.
2. Should payment concerns arise with a parent/guardian in the troop, Troop Leaders/Troop Cookie Chairs are asked to document the situation and first try to resolve the issues within their own troops.
3. If problems persist, troops are asked to notify their Service Unit Cookie Chair as soon as possible.
4. If the matter has not been rectified by the end of the program, Troop Leaders/Troop Cookie Chairs **must submit a Discrepancy Report** to their Product Sales Manager by the due date. This form must contain all pertinent information and a detailed documentation of collection attempts. E.g. signed receipts for cookies, girl order card, emails with requests for cookies or attempts to collect, dates when parent was called for re-payment, etc.
5. Troops should understand that unless a *Discrepancy Report* is submitted to council by the due date, the troop will be held liable for the total amount due. **DO NOT WAIT!** It becomes progressively **more** difficult to collect as time is allowed to pass.
6. Council will contact the parent/guardian and try to collect the debt. Payment plans and/or promissory notes may be used, or in extreme cases the debt may be referred to a collection agency, or brought to Small Claims Court.









Cookie Program Wrap-up Checklist

Critical Deadlines Checklist – See Master Calendar for Specific Due Dates

-  Set up your troop in eBudde prior to signing up for booth-sales.
-  Enter Initial Orders into eBudde – you DON'T want to have to get these from a cupboard.
-  Pick up Initial Order cookies during the Service Unit Delivery Site
-  Make sure all adults that can pick up cookies for your troop are entered in the Troop "Contacts" section in eBudde.
-  Make sure that **at least 50%** of your troop's Initial Order monies are deposited into your troop account for the first ACH direct debit. Debits happen automatically.
-  End your Cookie Program on a good note. Complete allocations and transfers. Collect all money from every girl and deposit it well before the final ACH debit.

Cookie Program Wrap-up Checklist

-  Make sure all girl orders have been entered in to eBudde and that all Gift of Caring, troop to troop transfers (T2T), and booth sales have been allocated to girls so they will receive credit for their orders. You **MUST** allocate in order for your girls to receive their proper recognitions!
-  Incomplete allocations will result in girls not receiving the proper recognition. Council reserves the right to NOT fix this as it is the troop's responsibility to complete all allocations.
-  Forward the original or bank copy of any NSF (non-sufficient funds) check(s) to your PSM within 7 days of the return date for collection. Include your troop number and contact information.
-  If you have a parent with money outstanding to the troop make sure you turn in a *Discrepancy Report*.
-  Girl recognitions for your troop are typically shipped to your Service Unit for distribution in May. Please pick up and distribute promptly! Girls have worked very hard for their recognitions and deserve to receive them as timely as possible.
-  We'll see girls and adults at the Club 500 and Elite 1000 events. New surprises are already being planned!

Please contact your Service Unit Cookie Chair with any questions you may have and be sure to visit www.girlscoutsla.org throughout the program for important updates and resource information!

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