



Service Unit Cookie Program Chair Training

*Cheri Holland, Product Sales Manager
David Corey, Director of Retail & Product Sales*



Give Her 5 This Season!



we know you're busy

If you're like many volunteers, you're probably spending more and more time on your computer – and your mobile phone. Cookie technology meets you where you are and makes your job easier.

Volunteer Blog

blog.littlebrowniebakers.com

eBuddy™

ebuddy.littlebrownie.com

Booth Sale Recorder App

Android or iPhone versions

Cookie Club™

cookieclub.littlebrownie.com

VIP eTraining™

vipetraining.littlebrownie.com

how!

...can I learn from other volunteers and get some creative ideas?

Subscribe to Little Brownie's Volunteer Blog at blog.littlebrowniebakers.com and receive inspiring ideas from Little Brownie, right when you need them, right in your inbox. With selling tips, starter activities, crafts and lessons learned from other successful volunteers, the blog is sure to become one of your favorite Cookie Season resources.

how!

...do I manage cookie orders and girl rewards?

Run your entire Girl Scout Cookie Program – from placing orders to figuring out girl rewards – in eBuddy, the world's most popular cookie sale management software. eBuddy is the digital nervous system of the Cookie Sale, linking you, your council and the baker. Your council will tell you more about training on this system.

how!

...can I make booth sales easier?

Booth sales can be a record-keeping challenge! Now, it's easy with the Booth Sale Recorder app. There's no need to wait until you return to your computer to enter your sales in eBuddy. On your Smartphone, you can:

- Enter the number of cookie packages sold at the booth.
- Select which girls will receive credit and for how many packages.
- Send the information directly to your eBuddy account.

To learn more visit vipetraining.littlebrownie.com where you can view these videos:

- eBuddy
- Booth Sale Recorder
- Cupboard Keeper

how!

...can I help girls take online orders?

Cookie Club is the fastest, easiest way for girls to reach high goals. This password-protected website specially designed for girls makes it safe for them to send emails asking for cookie orders. Girls love to see the virtual cookie boxes stack up as they get closer to their goals.

Teach girls the following for selling Girl Scout Cookies:

show you're a Girl Scout

Wear the Girl Scout uniform and/or a Girl Scout sash to identify yourself as a Girl Scout.

look it up

Use the eBuddy system. It's not just sales, it's rewards.

be streetwise

Become familiar with the area and neighborhood where you will be selling Girl Scout Cookies.

partner with adults

Adults must accompany Girl Scout Cookies. Brownies and Juniors when they are being trained, setting up, delivering product. Girls who are Cookies and older must be accompanied by an adult and should never sell alone. Adults should monitor all cookie orders for any inappropriate items.

plan ahead

Establish a plan for handling money, and avoid walking around with large amounts of cash, keeping it hidden or behind the counter, to keep it safe from theft. Don't deposit it at the bank.

do not enter

Never enter the home or vehicle of a person when you are selling or making payments. Avoid selling Girl Scout Cookies in gang territories.

sell in the daytime

Never sell Girl Scout Cookies at night, unless accompanied by an adult.

protect privacy

Use your address, or email address, should you be asked for it by someone. Use a ground contact number or address someone to an adult for customers to request information, register or get comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never share their contact information.

be safe on the road

Always follow safe pedestrian practices, avoid walking alone during all hours of darkness, and walking along roadsides. Be aware of traffic when crossing streets and sidewalks.

be net wise

Never give out your email address. Girls should be taught to use the Girl Scout eBuddy system to collect money online.



GOAL SETTING

DECISION-MAKING

MONEY MANAGEMENT

PEOPLE SKILLS

BUSINESS ETHICS



5 Skills for Girls

how!

Cookies 2014

SUCPC Assigned Tasks

- *Recruits, mentors and trains Troop Cookie Chairs.*
- *Motivates troop participation and facilitates troop goal setting.*
- *Collects signed TCC Agreements, ACH Debit Authorization Forms, and voided troop checks.*
- *Controls distribution of program materials to troops.*
- *Reviews/edits eBudde data entered by troops and assists troops as needed.*
- *Relays important email reminders to troops regarding deadlines, etc.*
- *Oversees all Troop Cookie Chairs and all cookie volunteers.*
- *Recruits, mentors and trains SU Cookie Team.*



how!

Cookies 2014

Your Cookie Team

Delivery Chair

- *Scouts for appropriate site.*
- *Coordinates in advance of, and manages operations on day of Initial Order Delivery.*

Boothing Chair

- *Recruits/negotiates for sites.*
- *Manages community relationship with Girl Scouts.*
- *Influences public relations and image of the organization.*

Cupboard Manager

- *Manages local inventory.*
- *Fulfills troops' orders.*
- *Adheres to policy.*

Recognitions Chair

- *Accepts / receives rewards; inventory recognitions.*
- *Distributes rewards to troops.*

Troop Mentor

- *Provides extra guidance for troops as needed.*



how!

Cookies 2014

Cookie Go Team

Volunteer led

- *Meet 1-2 times / month via webinar and phone*

Projects to date

- *TCC and SUCPC Guides*
- *Boothing Script*
- *Boothing Rounds*
- *Consignments*
- *TCC Training Outline*

Want to join?

- *Pick your favorite project*
- *Contact your Product Sales Manager*



how!

Cookies 2014

New for 2014



1. Troop & SU Cookie Guides have a new look

Thank you GO Team

2. Change in dates

3. Walmart/Sam's Club booths secured by Council

Same as Ralphs / Food4Less

4. Consignment cookie orders now available

Thank you GO Team

5. Change in rounds for Booth Scheduler

3,2,4 vs 2,3,4

6. 1 adult/2 girls required for Senior/Ambassador boothing

7. Opt-out limited to C/S/A

Reverse 2013 decision – back to 2012 and prior

8. Troops may use any credit card vendor

how!

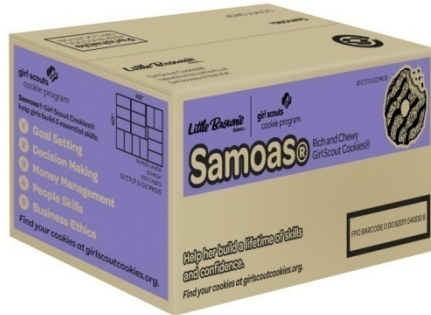
Cookies 2014

New for 2014



9. New case design

- Like the 2013 boxes, same exact size on all varieties



10. Gluten-free cookie from ABC Bakers

- Chocolate Chip Shortbread
- Pilot of 40,000 cases
- Pre-sold to Councils
- \$5 per bag
- Cranberry Citrus Crisp is also new



how!

Cookies 2014

Calendar - January

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11 Kick-offs
12 2013 Start	13	14	15	16	17	18
19 TCCs trained	20	21	22	23	24 I/O Start	25
26	27	28	29	30	31	

Calendar - February

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2 Booth Scheduler Rounds 1-3	3	4	5	6	7 I/O End	8
9	10	11	12	13	14	15
16	17	18	19	20 Initial Order Deliveries	21	22
23	24	25 Boothing	26	27 Cupboards	28	

Calendar - March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6	7	8
				Exchanges ----->		
9	10	11	12	13	14	15
16	17	18	19	20	21	22
	Consignments ----->					
23	24	25	26	27	28	
End						



Service Unit Goals

Why does the Service Unit need funding?

- *What could the SU do if it had \$100 or \$1000?*

What has your SU done for girls?

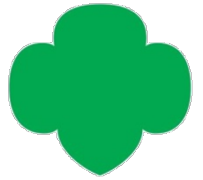
- *Examples of CKOs or other programs*

Who here has earned a SU Recognition in the past?

- *What have you done for girls because of it?*

Who is prepared to state their SU goal and inspire others?

Service Unit Recognition



Formula:

1. Requires 85% girl participation of Feb. 1, 2014 Personify troop roster
2. Based on 5% growth in sales at Initial Orders, or
3. 10% growth in sales at the end

Meant to be fair to all Service Units

- SU that hits 5% at I/O, earns \$.05 per case on the I/O volume (2013 I/O vs. 2014 I/O)
- SU that surpasses 10% growth over the entire program, earns \$.10 per case for entire SU volume



Thank you for asking....

- SU earns either \$.05 **OR** \$.10, not both
- Paid to SU after all sales, troops, and monies are reconciled (May?)
- Funds are to be used at the Service Unit level for girls
- Merged SUs will be manually computed



how!

Cookies 2014



Adult Educator

*Lynn Mack Costello,
SUM, Palisades-Malibu SU*

“How to Train Troops”



Little Brownie
Bakers +
www.littlebrownie.com



Why Train Troops

Well-trained troops (and parents):

- *Trained volunteers manage their girls and the sale better*
- *Follow your instructions*
- *Make fewer mistakes*
- *Are more effective Program ambassadors; they 'get' Cookies; they sell more because they are confident in their abilities*

Your troop training messaging must include:

- *Meeting deadlines is key...to just about everything*
- *View eBudde training materials so they feel confident*
- *How to set troop and girl goals*
 - *Service Project goal - to speak about at boothing*
 - *Fun/adventure goal*
- *Troops need to be able to explain Gift of Caring*
- *VIP eTraining does so much of this for you*
 - *Incorporate it by making a challenge of who brings the most completed quizzes*



how!

Cookies 2014

Troop Training

- *Train everyone! Even experienced volunteers will learn something new!*
- *New! Training outlines for rookie and experienced volunteers.*
- *Don't rush through your training. Saves time in the long run.*
- *Send TCCs to Cookie VIP eTraining – prepackaged trainings with quizzes.*



Go to: <http://vipetraining.littlebrownie.com>

Request access, create your account and GO!

Communication is key!



- SUCPCs should check their email **EVERY** day for updates from PSMs and requests for help from their troops.
- SUCPCs should create an email distribution list to make forwarding emails/info easier without missing someone.
- Train your troops to check their email **EVERY** day.
- Train your troops to communicate with their girls and parents.
- Train your troops to hold a parent meeting.

Parent meetings are a great way to introduce parents to the Cookie Program, share what the troop's goals are and recruit volunteer help. Troops who hold parent meetings are more successful at reaching their goals!

- Emails to council should include Troop # in subject line
- Like the *GSGLA Cookie & Nut Friend* Facebook page

User friendly for volunteers!

- *Excellent support: online, manuals & live webinar learning*
- *Demo site access <http://ebdemo.littlebrownie.com>*
- *No waiting for invites! SUCPCs add TCCs to the system*
- *Service Units, troops and registered girls are pre-loaded;
edit as needed*
- *New roles allow visibility for additional troop volunteers*
- *Direct connection to Cookie Locator app*
- *Manage rewards order*

Setting Troops up for Success



Set up for your training:

- *Sign in sheet - get troop contact info*
- *Volunteer sign-up sheet to recruit help w/ tasks - ASK!*
- *Product samples for tasting*
- *Mock cookie booth*

Collect from each troop prior to distributing order cards:

- *ACH Debit Authorization*
- *Voided Troop Check (or copy)*
- *Troop Cookie Chair Agreement*

Council will verify that TCC is registered and background checked.

- *Submit Excel list to PSM with first/last name, troop #, email, phone*



TCC Training Curriculum



- 1. Trainer and TCC Introductions**
- 2. Troop Cookie Chair Responsibilities**
- 3. Cookie Theme**
- 4. Cookies & Price**
- 5. Important Dates & Checklist**
- 6. Program Enhancements**
- 7. Program**
8. Steps to getting started
- 9. Rewards**—why are they important;
Girl Rewards vs. Troop Rewards
10. Selling Tips
11. Materials
- 12. Steps for Initial Order in eBudde**
13. Initial Order Delivery Procedures
14. Boothing Guidelines
15. What is a Cookie Booth?
- 16. Booth Scheduler**
17. Boothing Procedures & Guidelines
18. Money Management
- 19. Safety**
- 20. Cookie Technology**
21. Cookie Cupboard
22. eBudde Transactions to close out the sale
23. Inputting Girl Rewards in eBudde
24. Money Management
25. Council Credit Limit Policy
26. Crisis Management
27. Websites
28. Boothing Kits and Marketing Support
29. Reference Materials
- 30. Frequently Asked Questions**

eBudde Webinars 2014

For Service Unit Cookie Program Chairs

<i>December 16 (Mon)</i>	<i>6:30 – 8:00 PM</i>
<i>January 8 (Wed)</i>	<i>6:30 – 8:00 PM</i>
<i>January 12 (Sun)</i>	<i>12:00 – 1:30 PM</i>

Telephone and internet access required



Cookie Kick-Off Kits

Kick off the season with a Service Unit Cookie Rally!



Rally Kits include:

- *Cookie samples*
- *Program Resources*
- *Sample activities*
- *5 Skills for Parents*

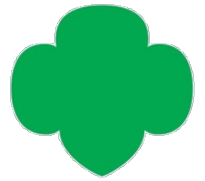
Retail Store at select CKOs with special cookie-themed merchandise.



how!

Cookies 2014

Cookie Wonderland



- Scheduled for January 11
- Lively, interactive video
- Virtual field trip to 3 Cookie Lane
- Learn the secrets behind the taste sensations.
- Girls learn **how** to run their own successful cookie businesses.
- Use this video as the centerpiece of your own cookie rally.
- Lots of great Cookie Wonderland party ideas at the volunteer blog – blog.littlebrowniebakers.com.
- Pinterest #CookieWonderland



Leading up to Initial Orders



By January 23, make sure all your troops are invited into eBudde

By January 27, verify they have set themselves up, added Contacts, add/edit girls. - Troops will **SUBMIT** I/O by Feb. 9.

On/by Feb. 11, check all troop orders for accuracy.

- Did troop order 1000 cases? (extra “0”), or in boxes, not cases.
- Did troop enter a booth order – they should!
- Make sure all troops **SUBMIT** their order – view from the Dashboard
- If not, contact troop to assist them and **SUBMIT** their initial order.
- When all I/O are reviewed by you, click your **SUBMIT** button.

Auto Roundups are perpetual, not a separate step. Listed below girl & booth orders, at the bottom of the screen.

Watch for Cookie Rookies’ activities

By Feb. 12, Create the Pickup schedule to set up I/O Delivery



Cookies 2014

Initial Order Delivery



1. Have contact info with you to track down your troops
2. Print-out of troop orders using the “Bubble Sheets”
3. Count your SU volume to verify you have what you should
4. Pull each troop order as they arrive
5. If space allows, 2 troops can take delivery at same time
6. If weather could be bad, plan for the worst
7. KEEP ALL SIGNED RECEIPTS

Chocolate will melt in sunlight even if temp is cool

Boxes get wet very fast even in light rain

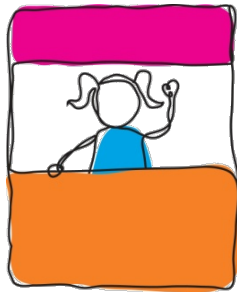
More considerations are in your Service Unit Guide, pgs. 20-21



Booth Scheduler



- Troops **choose** and **schedule** their own booth sale shifts.
 - *Compare your calendar to available shifts and reserve!*
 - *Know what your boothing schedule is immediately.*
- Cancellation is a click! - Just sign into eBudde, click to release the shift, and you are done.
 - *The cancelled shift immediately shows up as available to other troops!*
- Council-wide boothing opportunities for everyone!
 - *Limited to their home service unit for first round of sign-ups.*
- Real-time data into the Cookie Finder and mobile app
 - *Allows customers looking for cookies to find your booth from the listing.*
- Watch deadline to submit booths to PSM – **January 14**



How does the Booth Scheduler work?

- *First round - sign-ups are limited to the home SU.
SUBCs will monitor the sign-ups and report any out of area reservations.*
- *Open/close time is always 6:30PM*
- *First three rounds will be completed prior to initial order being submitted so that troops' initial orders will INCLUDE an initial booth order.*

Round	Opens	Closes	# Choices	Where
1	Sun, Feb 2	Mon, Feb 3	3	Home SU
2	Tues, Feb 4	Wed, Feb 5	2	Cross SU
3	Thurs, Feb 6	Fri, Feb 7	4	Cross SU
4	Mon, Feb 17	Does Not Close	N/A	Cross SU

AVERAGE TROOP = 4 BOOTHS



how!

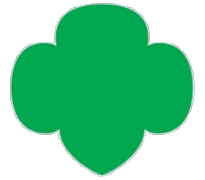
Cookies 2014

Who needs a Boothing Chair or 2?



- *Secure all booth site locations within their SU AND work to cultivate new opportunities for troops. Use the new Booth Script in the SU Guide to help you approach new locations.*
This is the most valuable use of their time and will benefit all Girl Scouts!
- *Enter booth locations and boothing shift information onto eBudde spreadsheet prior to first-round sign-ups*
Continue to add booths as secured; troops will still be looking for more!
- *Monitor boothing schedule sign-ups & assist troops as necessary*
Reviews Round 1 for 'home SU' compliance
- *Review requests for special booths (any booth not listed in eBudde)*
- **2nd position “Booth Sleuth” visits booth sites to encourage troops on proper boothing etiquette and good sales techniques**
- *Thank businesses after the boothing program is completed.*
Follow-up is critical to preserve relationship!

SUBCs Train Troops How to Booth



***SUBCs help troops avoid common problems
when at a Cookie Booth.***

- *Show examples of how to set up a successful cookie booth.*
 - *Suggest possible ways to decorate their booths.*
 - *Show examples of what the girls should wear when selling at a booth.*
- *Discuss with troops about proper booth etiquette:*
 - *What girls should / should NOT do at a booth sales.*
 - *Train troops to practice with their girls how to talk to customers.*
 - *Train troops to clean up the location when booth sales is over. Never leave ANYTHING behind and don't use their trash bins for empty boxes.*
- *Train troops how to handle possible conflicts at a booth sale.*
 - *Who to contact, etc.*
- *Train troops to coach parents on what is expected from them.*



Corporate Booths

1. *Locations are in DTLA, Long Beach, Woodland Hills, Burbank, or on Westside (during business hours).*
2. *Buildings are council exclusive; troop cannot reserve.*
3. *Requires a high degree of maturity, experience & organization.*
4. *Girls must be in uniform, and follow the building's requested code of conduct.*
5. *Need 3-5 girls and 2 adults; cannot leave it unattended.*
6. *Cookies are delivered to approx. 50% of sites.*
7. *Unsold cookies can be returned to the cupboard.*
8. *Booths are assigned via 'Corporate Booth Application'*
9. *Coordinated out of Marina Service Center, but this program is **open to all troops**, especially with the more diversified locations. Older girls given preference.*

Cupboards



OPEN Feb 27 – 2 Days AFTER Booths Start

- Case quantity until March 6; then to the box until the end
- Troops may pick up product at any GSGLA cupboard
- Pending Orders in eBudde are strongly suggested/requested
48 hr in advance; pending order is not a guarantee; deleted 2 days post
- Names MUST be entered in eBudde to pick-up cookies
- Authorized contacts should be prepared to show ID

Exchange Policy

- Damages are exchanged for like product only
- March 6-19 only!
- At designated cupboards only. Noted on Cupboard Schedule.
- Place exchange pending order to speed you through


Select Cupboards are Paperless

- Pending Orders are completed via a tablet & eBudde PW



Cookies 2014

Cupboards

- 
- Find cupboard locations and schedules on the GSGLA Cookie Central website www.girlscoutsla.org
 - Cupboard days/hours differ at each location, check before you go!
 - Place a “Pending Order” – 48 hours notice is preferred
 - Troops should not contact the Cupboard Manager unless a telephone number is listed. Cupboards are not staffed to handle telephone calls and/or emails.
 - Cupboard customers should remember that most Cupboard Managers are volunteers, too, and should be treated with courtesy, respect and gratitude.

Consignments at the Cupboards

Pick Ups



- *Pick up from March 17-22 only*
- *Booths must be reserved for this purpose*
- *Only one open consignment order per troop*



- *Select Cupboards only*
- *Whole cases only; 10 case maximum order, place a pending order as usual; note in the comment section "consignment"*



Returns



- *Can return to the box level, not to exceed the original consignment order*
- *Return date set by Cupboard Manager, or NLT March 25*
- *No late returns; no exceptions*

2014 Order Card



2014 girl rewards

Girl Scouts of Greater Los Angeles

www.girlscoutsla.org

ALL REWARDS ARE CUMULATIVE



Participation Patch
24+ boxes



Collapsible Water Bottle
50+ boxes



Click-Itz Bracelet
90+ boxes



Journal
130+ boxes



T-Shirt
160+ boxes



12" 'Luna' Arctic Fox Plush
200+ boxes



Bling Watch
250+ boxes



iWorld Headphones
325+ boxes



Insulated Lunch Tote
400+ boxes

Initial Order Reward



Canvas Bag
200+ boxes at Initial Order

EVENT



FunFest V at Vasa Park
May 10, 2014
'Girl & One Adult'
OR
\$50 C/P Credit*
500+ boxes

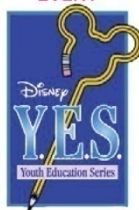


Beach Towel & Bling Goggles
OR
\$65 C/P Credit*
650+ boxes



Purse, Scarf & Nail Set
OR
\$80 C/P Credit*
800+ boxes

EVENT



Elite 1000 at Disneyland
June 14, 2014
'Girl & One Adult'
OR
\$100 C/P Credit*
1000+ boxes



Trapeze School
OR
\$150 C/P Credit*
1500+ boxes



Daisy Rock Guitar & Lesson Book
OR
\$200 C/P Credit*
2000+ boxes



Windows Surface 2
OR
\$300 C/P Credit*
3000+ boxes

Troop Reward

Based on Final Sales of Participating Girls



\$15 Cookie Dough
(for each participating girl)
Troops averaging
230+ boxes



Peace/Love/Cookies Bling shirt
(for each participating girl plus two Troop Leaders)
Troops averaging
300+ boxes

Gift of Caring Rewards

Applies only to Gift of Caring boxes

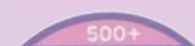


GOC Rocker Patch
10+ boxes

Bracelet & Guitar Charm
24+ boxes



Rocker Patch



One Rocker Patch given at highest level earned starting at 160+.

Cookie Club Patch



24+ valid emails sent via Cookie Club

*Camp/Program Credit

Order taking begins January 24, 2014

how!

Cookies 2014

2014 I/O & Troop Recognitions

GIRL INITIAL ORDER RECOGNITION



Themed Canvas Tote Bag Girl Incentive

200+ boxes at Initial Order ONLY

TROOP RECOGNITIONS



Troops averaging 230+ boxes per participating girl earn \$15 for each participant

Troops averaging 300+ boxes per participating girl earn a 'Peace/Love/Cookies' bling shirt for each participant



Troop Recognition
230 and 300+ PGA levels

how!

Cookies 2014

2014 Patch Design

160+ Achievement Rocker Patch

160+, 200+, 250+, 325+, 400+, 500+, 650+, 800+, 1000+, 1500+, 2000+, 3000+

One per girl at the highest level achieved



24+ Participation Patch

10+ Gift of Caring



how!

Cookies 2014

2014 Rewards



160 +MUSIC T-Shirt
Council Goal!



200+
12" "Luna" Plush

400+ Insulated
Lunch Tote



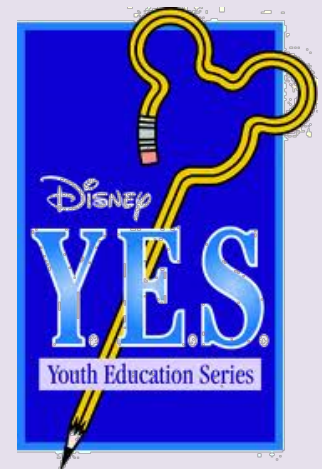
EVENT Elite 1000

Disney YES

June 14, 2014

1000+ boxes

(or \$100 Program Credit)



how!

Cookies 2014

Little Brownie Bakers

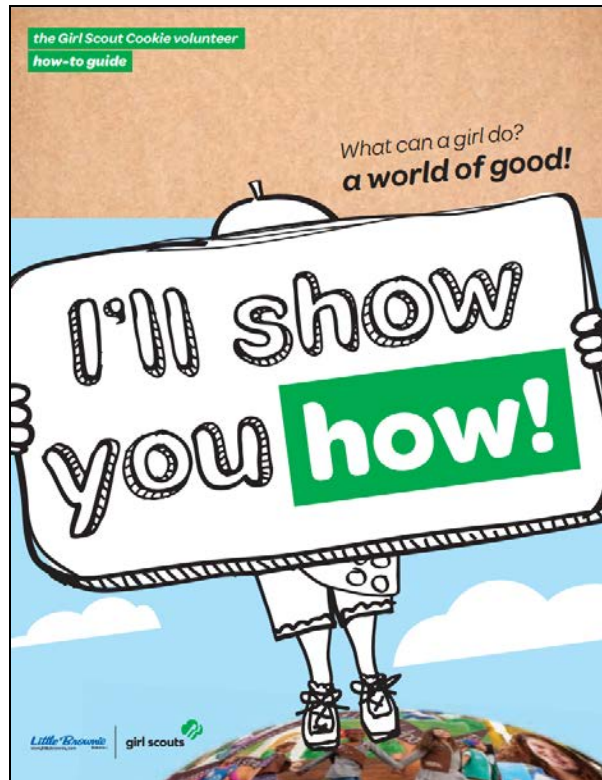


Kit Thompson, Key Account Executive

how!

Cookies 2014

Volunteer Guides



See what a girl can do by visiting www.littlebrownie.com

Volunteers



Girls



Families



Cookies



Super Six

2013 Estimate



2013 Actual



	<i>Tag</i>	<i>DSD</i>	<i>SavSm</i>	<i>TM</i>	<i>Tre</i>	<i>Samoa</i>
Estimate	16.0%	12.8%	9.2%	27.5%	12.3%	22.2%
Actual	14.2%	12.1%	8.7%	29.4%	12.2%	23.4%

Cookie Club



COOKIE CLUB™ FOR ONLINE ORDER-TAKING!

Features

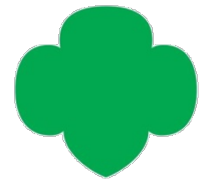
- Online “ASK” Home Page
- Electronic Cookie Order Form
- “My Promises” Dashboard
- Follow-up/Reminder emails
- Troop Leader Reporting
- Email gets thru spam filters
- eBudde will ‘push’ girl data to Cookie Club



Proven technique for **DOUBLE** the sales per customer



how!
Cookies 2014



2014 Girl Scout Cookie Central

You Are Here : Home : Cookies & Nuts : 2014 Girl Scout Cookie Central



- The place to go for information:*
- *Link to VIP eTraining & eBudde*
 - *App information*
 - *Forms for Troops & SUs*
 - *Cookie Locator & mobile app*
 - *Link to Cookie Club*
 - *Tips & Activities from LBB*
 - *Cookie recipes, Volunteer Guides, & more!*
 - *EVERYTHING you need for a successful Cookie Program*

Direct Sale Information

Cookies on the Street

Orange County, & San Gorgonio – **January 26**

San Diego – **February 2**

Central CA Coast – Initial Order starts **January 11; Delivery Feb. 7**

Our Key Messaging

- SanG & OC have different bakers – different cookies.
The public knows our brand!!! e.g. Samoas & Tag, no Savannah Smile
- Boothing starts as soon as I/O Deliveries are complete (Tuesday)

We are here to help

- SoCal Operating Principles to handle cross border issues
- Help us & report detailed infractions to OC/San G directly
- Order Receipts to reinforce our Girl Order card
- Report to OC or San G directly
- Inform troops of rules and what to expect – instill confidence



Gift of Caring Partners

Los Angeles Regional Foodbank

Distributes to 100+ LOCAL food banks

Bob Hope Hollywood USO at LAX

Hospitality Suite for arriving/departing service men & woman

Operation Gratitude

Send care packages to those on active duty in conflict areas

Blue Star Mothers

Hospital visits, care packages

Goodwill Southern California

At-risk youth mentor programs

In 2013, over 140,000 boxes were sold
389 girls had 50+ GOC

Gift of Caring is not just an add on sale, it's a Business Model!

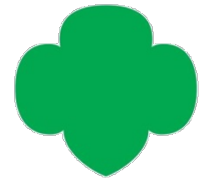
21,603 girls had no GOC sales, REALLY???



how!

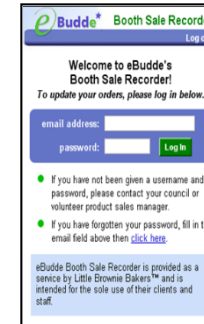
Cookies 2014

Cookies + Technology = Success



Allocate from the booth

Doing it in real time saves headaches later



Customers find booths in real time

www.girlscoutcookies.org



Online training that fits your schedule

Consider requiring that troops visit and take the tests prior to training.



Simply the best cookie software

Minor changes for 2014



Cookies 2014

Non-Troop Program



Guided by an adult mentor who will:

1. *Assist girls with appropriate goal setting*
2. *Provide program delivery*
3. *Schedule Boothing sign-ups*
4. *Distribute Initial Order; manage inventory*
5. *Collect and turn in funds to Council*
6. *Distribute girl rewards*

Individual Girls earn Program Credits, not “Proceeds”

1. *IRS Determination mandates benefits are Program related*
2. *\$15 in Program Credit per 20 boxes*
3. *Funds managed by SU Treasurer*
4. *Girls should research and apply for ‘Destinations’ and save towards long-term goal*

Groups, too, receive Program Credits, not “Proceeds”

1. *Council will manage their Program Credits*



destinations Events

Apprenticeships

Event Name	Location	Date
CampHERO	Madison, Wisconsin	July 2013
Hollywood Dreamin'	Hollywood, California	July 2013
Virgin Islands Sailing Adventure	Virgin Islands, United States Territory	June 2013
Wilderness Adventure Photography	Sacramento, California	July 2013

International

Event Name	Location	Date
Adventure in Peru	Lima, Peru	July–August, 2013
Amazon Adventure: Peru	Lima, Peru	July 2013
Andes Trekking: Peru	Cusco, Peru	July 2013
Catching Waves in Costa Rica	San Jose, Costa Rica	June–July, 2013
Costa Rica Service Challenge	San Jose, Costa Rica	June–July, 2013
Galapagos Islands	Santa Cruz, Galapagos, Ecuador	July–August, 2013
Germany Castles in the Sky	Munich, Germany	July 2013

Outdoors

Event Name	Location	Date
Adrenaline Rush	Atlanta, GA	July–August, 2013
Alaska All-Around Adventure Expedition	Anchorage, Alaska	August 2013
Apostle Island Kayak Adventures	Elton, WI	July 2013
Canyon Odyssey 2013	Phoenix, Arizona	July 2013
Caribbean Multisport	San Juan, Puerto Rico, USA	August 2013
Channel Islands Adventure Expedition	Los Angeles, CA	July 2013
Equestrian Gymnastics	Luthersville, GA	July–August, 2013
Happy Trails	Atlanta, Georgia	July–August, 2013
North Country Rock-N-Wilderness	Duluth, Minnesota, U.S.A.	July–August, 2013
One If By Land, Two If By Sea	Boston, Massachusetts	July 2013
San Juan Kayak Pack	Anacortes, WA	July–August, 2013
Vegas Lights thru Teenage Girl Scout Eyes	Las Vegas, Nevada	June–July, 2013

People

Event Name	Location	Date
Midwest Madness	La Crosse, Wisconsin	July–August, 2013

Science

Event Name	Location	Date
Advanced Space Academy	Huntsville, Alabama	June–July, 2013
Space Academy	Huntsville, Alabama	June–July, 2013
Wyoming's Wildlife Wonders	Jackson Hole, Wyoming, USA	July 2013

Samples of current Destinations available to every girl!

We now have 9 girls registered, up from 3!

<http://www.girlscouts.org/for girls/travel/destinations/>

how!

Cookies 2014

4th Annual Cookie Mobile Contest



*"Bling that Booth"
and take it on the road!*



Contest rules can be found at www.girlscoutsla.org



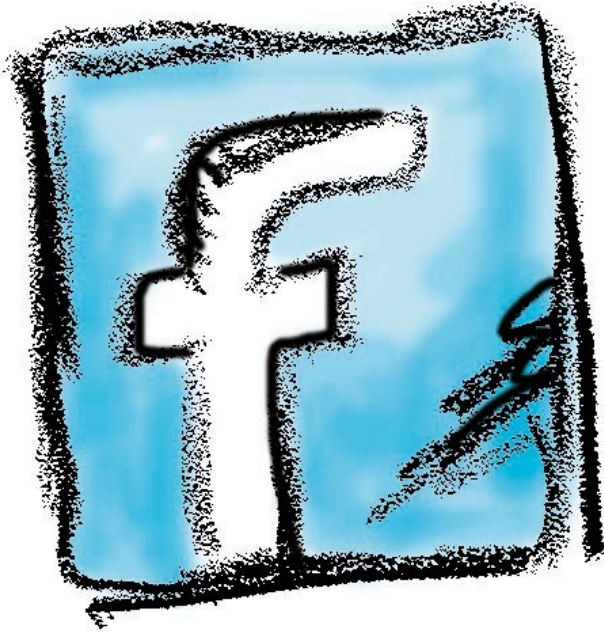
how!
Cookies 2014

Into the 21st Century



“GSGLA Cookie & Nut Friends”

***Join the Conversation!
Over 2100 already have!***



**LIKE our page
“GSGLA Cookie & Nut Friends”**

*Leaders, Cookie Chairs, parents & girls!
Get the latest GSGLA Product Program
information delivered directly to your
Facebook newsfeed.*

- *Share your stories & photos*
- *Get marketing ideas for troops & girls*
- *Program Information*
- *Deadline heads-up*
- *And More!*

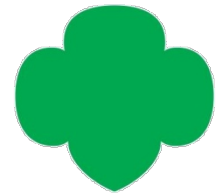


how!
Cookies 2014

Visit the link below to watch the marketing
presentation portion of the
SU Cookie Chair Training:

<http://youtu.be/hnbL1WpD3wA>

Heading for the Finish Line



- *Complete Troop-to-Troop transfers.*
- *Allocations for proper girl counts – encourage the **Booth Sale Recorder App** to streamline. Allocate down to zero.*
- *Opt out girls should still be allocated for events & patches.*
- *Finalize girl recognitions – enter sizes, or make choices, if applicable. **SUBMIT** when ready.*
- *Payments to Council are “automatic” – on the calendar. No debit “authorizations” – must email PSM for payment issues.*
- *Troops must take ownership of their obligations, pay on time and deliver Discrepancy Reports when needed.*

Service Units SUPPORT the troops by training them properly and working TOGETHER towards the same goals.

Debt Management

Payment Policies

1. \$300 parental credit limit for bad debt
 - *Troop cannot not collect (i.e. “they didn’t turn it in”)*
 - *Girl order should have a customer behind it*
 - *Pushes troop to follow through*
2. Troops responsible for NSF fees caused by negligence
 - *Troop knows due dates & amount due*
 - *Troop cannot claim we took the funds w/out authorization, caused the NSF*
 - *Troop Chair agrees to “managing my troop’s Cookie Program including all sales proceeds and ensuring that the funds are deposited into our troop account by the deadlines outlined”*
 - *Like any mortgage or bill, Council proceeds are due on the dates specified*

Policies are working!

*In 2013 – ONE troop with bad debt
\$2300 out of nearly \$17M*

Wrap Up the Season Well

Recognitions Chair

- *Virtually all Rewards will be shipped IN ONE DELIVERY directly to the SURC*
- *Notify PSM of shortages/overages*
- *Print out Rewards report for each Troop*
- *Set a deadline to pick up*
 - *Girls deserve a speedy Reward*
 - *You are not a warehouse*
- *Return unclaimed Rewards to Council*
- *Council will store only until July 1*



Conclusion

Box of Cookies

\$4

Week at Camp

\$400

Girls who have conquered unrelenting shyness,
found their voice in what is meaningful to them,
and learned that she can impact her life
because she runs her own business - at 8 years old PRICELESS

We want all girls to have the opportunity that GS
Cookies bring via the *5 Skills for Girls* .

Thank you for all you do to benefit girls. Know that
YOU make it all happen. Happy Holidays!!!

