

What can a girl do? **A world of good!**

**I'll show you
how!**



Cookie Contact Information

SU Cookie Program Chair

Name	Phone	Email
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SU Delivery Chair

Name	Phone	Email
------	-------	-------

Cupboard Manager

Name	Phone	Email
------	-------	-------

SU Boothing Chair

Name	Phone	Email
------	-------	-------

SU Rewards Chair

Name	Phone	Email
------	-------	-------

Product Sales Manager

Name	Phone	Email
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The Girl Scout Promise

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

*Girl Scouts makes no attempt to define or interpret the word "God" in the Girl Scout Promise. We look to individual members to establish for themselves the nature of their spiritual beliefs. When making the Girl Scout Promise, individuals may substitute wording appropriate to their own spiritual beliefs for the word "God."



The Girl Scout Law

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

Girl Scouts of the USA Mission

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

	Topic	Page #
Before	Cookie Varieties	4
	Timeline	5-6
	2014 Enhancements—What's New?	7
	Girl Program—5 Skills for Girls	8-10
	Girl / Parent Training	11-12
	Little Brownie Bakers' Resources	13
	Girl and Troop Rewards & Proceeds	14-15
	How to Sell Cookies & Selling Tips	16-17
Initial Orders	Box Details	18
	How the Cookie Crumbles	19
	Materials Provided	20
	eBudde Log-In & Set-Up	21-22
	Place the Initial Order	23
	Delivery Site & Initial Rewards	24
	Initial Order Delivery	25-26
	Safety	27
Boothing	Boothing & Booth Scheduler	28-34
	Cupboards	35-37
	Allocations, Payments, Troop to Troop Transfers	38
	Gift of Caring (GOC)	39-40
General	Banking and Monetary Policies	41-44
	Crisis Management	45
	Cookie Club	46
	Technology	47-48
	Marketing Initiatives	49-50
	Cookie Business Curriculum	51
	Cookie History	52-54
	FAQs	55-56
	Cookie Terminology	57-58
	Reference / Index	59
	Notes	60

Before

Cookies—These are the Super Six!

The Super Six have proven themselves as the most powerful Girl Scout cookies of all time. By carrying the Super Six instead of the Great Eight, troop inventory is less burdensome, with fewer roundup boxes to sell. Troop Leaders applauded the move to a simpler cookie sale by offering the flavors customers look forward to most.

GSGLA offers the six best-selling flavors that your customers must have.

**All cookies are \$4.00 per box...or five for \$20
(Same price since 2004)**

great cookies
doing a world of good

Your cookie purchase helps girls do great things!

Tagalongs®
Crispy cookies layered with peanut butter and covered with a chocolaty coating

Thin Mints®
Crisp wafers covered in chocolaty coating made with natural oil of peppermint

Samoas®
Crisp cookies coated in caramel, sprinkled with toasted coconut, and striped with dark chocolaty coating

Trefoils®
Traditional shortbread cookies

Do-si-dos®
Crunchy oatmeal sandwich cookies with creamy peanut butter filling

Savannah Smiles®
Crisp, zesty lemon wedge cookies dusted with powdered sugar

GreenPalm SUSTAINABILITY

GIRL SCOUTS CARE!
Although our use of palm oil is very limited, Little Brownie Bakers works to demonstrate good stewardship of our world's natural resources by purchasing GreenPalm certificates to cover 100% of our global palm oil use. GreenPalm certificates support farmers switching to sustainable palm oil practices.

1-800-962-1718

All products contain wheat, soy and milk ingredients. Do-si-dos and Tagalongs contain peanuts. Cookies contain coconut. Savannah Smiles may contain tree nuts. Go to www.LittleBrownieBakers.com for the most current cookie information.

- NO High-Fructose Corn Syrup
- NO Trans Fats
- NO Hydrogenated Oils in Three Varieties
- NO Artificial Colors in Six Varieties
- 100% Real Cocoa
- Nutritious Whole Grain Oats and Real Peanut Butter in Do-si-dos®
- Two Nut-Free Varieties

Little Brownie Bakers | **girl scouts**

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December 2013

- ☐ TCCs attend their Service Unit's Cookie Training and receive materials.
- ☐ TCCs contact parents to verify that girls will be participating; send invite to a special meeting for Cookie training. Collect Permission Forms if not already received.

January 2014

- ☐ TCCs attend their Service Unit's Cookie Training and receive materials.
- ☐ Girl / Parent Cookie Training—explain the Cookie Program and distribute materials.
- ☐ Attend Cookie Kick-off sponsored by your Service Unit.
- ☐ Talk to parents about their availability for booth days/times, so you are prepared for choosing booths.
- ☐ Collect signed Parent/Guardian Permission Form before girls begin participating in program. Do NOT give girls an order form until you have a signed permission form.
- ☐ Create Cookie Club accounts.
- ☐ January 22-24 –TCCs receive eBudde invitation access from SUCPC.
- ☐ Test eBudde log in and report any problems to SUCPC.
- ☐ January 24 - Initial Order taking begins. See page 16 for further instructions. No money is collected until cookies are delivered, except for Gift of Caring.
- ☐ TCCs visit <http://vipetraining.littlebrownie.com> to complete eBudde and other training online.

February 2014

- ☐ February 2 - eBudde Booth Scheduler opens for Round 1. See instructions p. 29.
- ☐ February 7 - Initial Orders due to TCC.
- ☐ February 9 - Last day for TCCs to enter Initial Orders into eBudde is February 9th. See instructions p. 23.
- ☐ February 20-23 - Initial Order cookie delivery to troops. Delivery dates and locations will vary. Verify with SUCPC.
- ☐ Distribute cookies to girls and families. Do NOT give cookies to a girl without a signed Permission Form. PARENTS SIGN A RECEIPT FOR COOKIES RECEIVED.
- ☐ Remind girls and parents/guardians of check acceptance guidelines and how to order additional cookies.
- ☐ Parents/guardians must count and sign for cookies each time they pick up. Have TCC and parents/guardians sign a receipt for cookies received. ONLY GIVE COOKIES TO THE PARENT/GUARDIAN THAT SIGNED THE PERMISSION FORMS.
- ☐ February 25 - Booting begins. Verify booting date, time and location in eBudde just prior to going to booth sale. For complete booting instructions, please see p. 28-34.
- ☐ Enter pending orders in eBudde 24-48 hours before picking up additional cookies. Cupboards will be very busy the first week!
- ☐ February 27 - Cookie Cupboards open. Troops only pick up in whole cases until March 6.
- ☐ February 28 - deadline for Cookie Mobile contest submission.

Before

Dates

March 2014

- ☐ March 2 - last day for Troops to deposit funds to cover first ACH debit.
- ☐ March 5 - first ACH debit from Troop accounts.
- ☐ March 6-19 - exchanges accepted at designated cupboards. Troops may pick up in box quantities until the close of the program.
- ☐ March 17: Consignment Cookie orders now available. See separate Guidelines for details
- ☐ March 23 - Cookie program ends—LAST DAY TO SELL.

April 2014

- ☐ April 1: Troops deposit all remaining funds to cover second ACH debit.
- ☐ April 1: Last day for TCCs to enter all Gift of Caring boxes, troop transfers and complete all girl allocations in eBudde.
- ☐ April 11: Final ACH debit. Discrepancy Reports due to PSM.

May/June 2014

- ☐ May 3: Club 500 FunFest V at Vasa Park, Agoura Hills
- ☐ Girl rewards are shipped to SURC.
- ☐ SURC will inform TCCs of a date the rewards will be distributed to troops. TCCs should distribute rewards to the girls immediately after receiving them.
- ☐ June 14: Elite 1000; Disney YES program at Disneyland
- ☐ Celebrate your troop's success!!!!



Dates are pushed back to “normal”

Our concerns over the “direct sales” of Orange County and San Geronio Council grew to where we continually moved up the start date. The experiment had very negative consequences by starting in mid-January. Troops simply were not trained in time, nor did SUs really have enough time to effectively hold Cookie Kick-offs. Many troops simply did not participate at all since they felt they were too late.

For 2014, we need to do what is best for our council as a whole, and not focus so much on what others are doing. Our start date for 2014 will be January 24 on a “traditional” Friday. The direct sales councils will begin on that weekend.

It is very difficult to not think of the different cookies in hand dates as being inherently unfair, because it is. We expect our neighbors to abide by the rules that have been negotiated. Your understanding and cooperation is most appreciated.

Opt Out Reserved for Cadettes, Seniors, and Ambassadors

In 2013, we experimented in allowing Juniors to opt out and two negative consequences came from it. First, many more Junior troops opted out than expected. This tells us that it was not a democratic, girl decision. We want Cookies to be girl-led which leads to the best decisions for the girls. And second, the sales of Junior troops fell precipitously. Their average sales were well below expectations for Juniors, who have the highest average of all age groups. This demonstrates that Juniors are better motivated by a personal goal, rather than a generic monetary incentive. For 2014, we are reversing the decision, and only Cadette, Senior or Ambassador troops can opt out of Rewards.

1 Adult Required for Senior/Ambassador Boothing—EXCEPTION

In the case of Senior and Ambassador Girl Scouts, if at least 2 girls are present at a booth, only 1 adult needs to be present at all times. Troop rules apply equally to Independents.

Gluten-free Cookie

ABC Bakers (not our LBB) is offering a pilot program for a gluten free “Chocolate Chip Shortbread” cookie and all ABC councils in California will participate. It will have very limited availability as a 9th cookie variety. We can expect a lot of press surrounding the introduction of this cookie. Additional information is provided in the troop boothing kit and on our website, designed to help our volunteers answer questions from customers.

ABC’s 2013 introduction of “Mango Crèmes with Nutrifusion” did not go as planned and has been pulled from their line up. A new “Cranberry Citrus Crisp” will replace it for 2014.

New Case Design

Just as the cookie box was reimagined for 2013, the case has been updated this year with more color, and a contemporary design. Please note that the box size is 100% the same. Boxes have NOT been reduced since 2009, with a one-ounce reduction for select varieties.



Consignment Cookies

A new system of taking cookies out on consignment (with the option to return) MAY be instituted at SOME cupboards. Details are not finalized at press time. Further information will be provided as it becomes available. Check at your Troop Training for details.



5 Skills for Girls

- 1 Goal Setting:** Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, in life.
- 2 Decision Making:** Girls decide where and when to sell cookies, how to market their sale, and what to do with the earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this skill helps them make good ones.
- 3 Money Management:** Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.
- 4 People Skills:** Girls learn how to talk (and listen!) to their customers, as well as learning how to work as a team with other girls. This matters because it helps them do better in school (on group projects, on sports teams, and on the playground) and, later, at work.
- 5 Business Ethics:** Girls act honestly and responsibly during every step of the cookie program. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

Why do these 5 Skills Matter?

Because when your Girl Scout has learned these skills, she'll be poised for success in her career. Think about it: When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, hospital, publishing house, car dealership, accounting firm—or even the local pet store! They look for someone who can set goals and meet deadlines, works well with others, understands customers, influences others, as well as someone who is honest, trustworthy and reliable.

Do you think you already know the 5 Skills? Maybe, but you don't about these:

5 Skills for Daisies

5 Skills for Older Girls

5 Skills for Adults



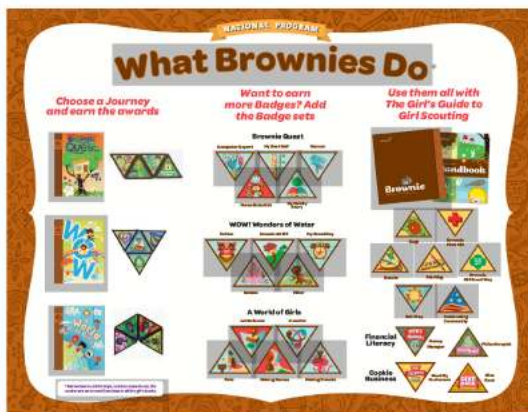
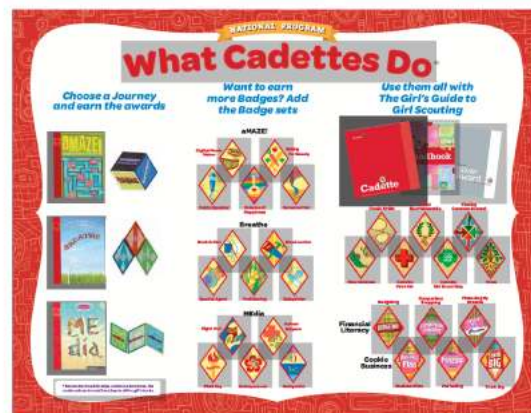
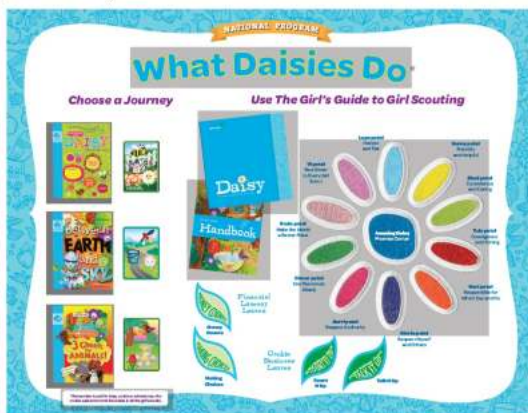


National Cookie Pin

All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin, which recognizes the "5 skills" learned and practiced during the sale. Girls can collect a different colored pin every year to recognize growth in these 5 skill areas. After she earns the pin, each girl should be able to discuss how she has earned it.

Girls Guide to Girl Scouting: Financial Literacy

Through Girl Scouting, girls become leaders in their daily lives and prepare for their bright futures! Girl Scout Product Activities, such as the Girl Scout Cookie Program or the selling of nuts or magazines through licensed vendors, provide an important ingredient for leadership by help girls develop five key skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.



Before

Girl Scout Badges and GSLE



Luna's List—Troop First Steps to Cookie Success

- ☐ Troop Leader verifies that every girl is registered for the 2013-2014 membership year.
- ☐ Parent & girl contact information—TCCs should collect names and contact information for every girl in the troop. Every participating girl must have a signed *Parent/Guardian Permission & Responsibility Agreement* on file with the Troop Leader.
- ☐ Paperwork—Each troop must turn in a signed *Troop Cookie Chair Position Description & Agreement*, *ACH Debit Authorization Form* and voided troop check to your SUCPC. This is essential to receive your eBudde access.
- ☐ Troop Bank Account—Every troop must have a bank account using Council's non-profit tax ID #. Brand new troops should start this process immediately as it can take some time to assign signatories.
- ☐ Attend TCC Training from your Service Unit Cookie Program Chair.
- ☐ Training—Schedule a troop training for girls and parents. Trained girls and parents are much less likely to make mistakes and consume valuable time during the sale. Save stress to set everyone on the right path from the start.
- ☐ VIP eTraining—Log on to complete the available online courses.
- ☐ Internet and Email—Each troop needs Internet access and an email account. All communications from Council will be via email. eBudde is an Internet-based software and is available 24/7.
- ☐ *Safety Activity Checkpoints*—Review the Computer/Online and Girl Scout Cookie/Council-Sponsored Product Sales sections.



Troop Training Steps

- Host a special Cookie Program training meeting for girls and families. Explain the purpose of the program (5 Skills for Girls) and hand out program materials to girls who have a signed parent permission.
- Strategize with girls for both girl and troop goals. Discuss the possible learning and charitable opportunities. Review last year's sales level and see what the next goal could be. By the way, Club 500 is even more fun as a group so encourage a few girls to make a commitment to reaching for it.
- Review important dates and deadlines. Meeting deadlines is critical to the success of the program. A due date means someone else is waiting for you to complete a step. Let's work together!
- Parents do not inherently know how to booth. Model a perfect booth at the training. Let the girls work together to cross-train new girls.
- Review *Safety Activity Checkpoints* with families.
- Encourage parents/guardians to submit Initial Orders to you via email. Girls can retain their order card for distribution. Girls can use the Goal Getter order card if they need additional selling tools.

5 Steps to the Best Cookie Season Ever

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 Volunteer Guide for troops, you are not only providing girls with opportunities to learn these valuable life skills through experience, it makes the Five Steps to Cookie Success easy and fun!

Step 1 – Set and Share Team Goals

One of the most important lessons you can teach a girl is how to set a challenging goal and reach it. Encourage girls to set two kinds of group goals. Ask the girls, “What can we do with our cookie money...”

1. to help others?
2. for fun and learning?
 - Which Journey would the girls like to work on next?
 - Is there a “destinations” program the girls would like to work towards?
 - Where can the troop go to celebrate their accomplishments together?
 - Is there a major trip that requires multiple years of proceeds to fund that the girls should start planning towards this year?

Step 2 – Set a Personal Goal

To reach a group goal, every girl must do her part. Help girls determine how many boxes each needs to sell. Guide each girl in also setting a personal learning goal, such as discovering how to reach new customers or how up-selling can lead to better sale results.

Step 3 – Hold a Family Meeting

When families are involved, girls succeed! Encourage girls to plan and lead a meeting that showcases their goals. Remind families that the Cookie Program helps girls develop five essential skills: goal setting, decision making, money management, people skills and business ethics. Families can help by returning paperwork in a timely manner, helping girls practice what they will say to customers, taking girls to their workplaces for sales, chaperoning cookie booths, and helping to deliver cookies.

Step 4 – Sell Beyond Family and Friends

Girl Scout families and friends love cookies! But if girls plan to reach an ambitious goal, they will need to expand their circle of customers. People love Girl Scout Cookies and are generally predisposed to buying them. The Cookie Club is a great tool for this.

Step 5 – Track Progress and Celebrate Your Success

It’s important for girls to see their progress along the way. Goal trackers are available in the Cookie Club. When girls reach their goals, be sure to celebrate all their hard work.



Little Brownie Bakers launches the fully digital experience for 2014. From the growing popularity of the Volunteer Blog to an interactive Volunteer Guide specifically for tablet viewing, it's all here and all digital.

Volunteers - www.littlebrowniebakers.com/volunteers

The Busy Volunteer How-To Guide is downloadable for printing or tablet viewing. The guide was 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 guide is based on the latest GSUSA leadership research.

- Videos of HOW the 5 Steps to Cookie Success helps girls reach their goal.
- Activities for younger or older girls, you have a wide range of choices.
- Each guide describes online support from LBB for free, **unlimited access to all the activity sheets** and resources from the Little Brownie online resource center, plus links to LBB's volunteer blog, Pinterest page, eBudde, VIP eTraining, and more.

What Can a Girl Do?



A World of Good!

Girls - www.littlebrowniebakers.com/girls

The girl section of the website has lots of adorable videos on how girls have made a difference when they use the power of the cookie. There's the Cookie Club portal and even advice to "Bling your Booth" for the next Cookie Mobile Contest. All girls should start their season by checking up on the latest information that's geared just for them.

Teens - www.littlebrowniebakers.com/teens

Teens become Cookie Entrepreneur Officers with online tools and dynamic materials. Cookie Entrepreneur is an engaging business literacy program for teens. Make the most of your social media connections to up your cookie game. Create a marketing plan to support your Gold Award ambitions. Cookies are not just for the younger Girl Scout. Seniors and Ambassadors show their dreams are just as important!

Families - www.littlebrowniebakers.com/families

Families can be the biggest supporter of Girl Scouts and the ambitions of their girl. Parents/guardians should view the material presented to become informed on what Girl Scouts has to offer by way of the Cookie Program. There's a whole lot of family fun just waiting. Learn how to coach your Girl Scout so that her participation is an annual opportunity for building greatness. Girls and troops that participate in Cookies report far greater self-confidence that will benefit her into her adult years.



Before

Girl & Troop Rewards and Troop Proceeds

Initial Order Reward

Canvas Tote
For each girl with an Initial Order of at least 200 boxes



GOC Rewards

GOC

10+ GOC
GOC Rocker



24+ GOC

Bracelet & Guitar Charm



130 Boxes

'Music' Journal



250 Boxes

Bling Silicone Watch



Cookie Club Patch

Send 24 emails

24 Boxes

Participation Patch



Opt Out

Cadettes, Seniors & Ambassadors
Troops who Opt Out forego ALL Rewards except patches, Club 500 & Elite 1000, and will receive an additional \$.05 per box.

160 Boxes

'Music' T-Shirt



45 Boxes

'Music' Collapsible Water Bottle



90 Boxes

Click-Itz Bracelet



200 Boxes

12" Luna Plush



325 Boxes

iWorld Headphones



Rocker Patches

for the highest level achieved from 160 and up





500+ Boxes

FunFest V at Vasa Park
May 10, 2014



650+ Boxes

MUSIC Beach Towel & Bling Goggles

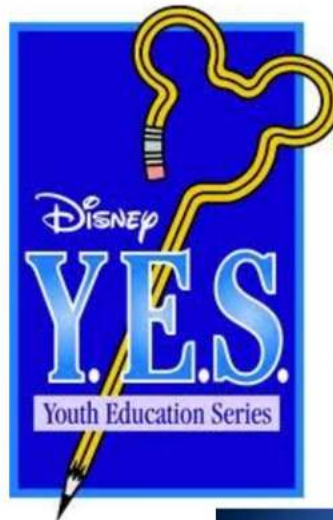


Before



800+ Boxes

Scarf, Silicone Purse & Fancy Nail Kit



1000 Boxes

Elite 1000—Disney YES
June 14, 2014
*Creating a Leadership
Legacy or
Disney's Approach to
Leadership & Teamwork
(based on girl's age)*

Troop Proceeds

# Boxes	Pro-ceeds
1	\$.75
24	\$18.00
55	\$41.25
90	\$67.50
130	\$97.50
160	\$120.00
200	\$150.00
250	\$187.50
325	\$243.75
400	\$300.00
500	\$375.00
650	\$487.50
800	\$600.00
1000	\$750.00
1500	\$1125.00
2000	\$1500.00
3000	\$2250.00

2000 Boxes

Acoustic Guitar &
DVD Lessons



3000 Boxes

Microsoft Surface 2



1500 Boxes

Trapeze School
New York
Santa Monica campus

Troop PGA Rewards

Troop average; for each girl participating



300 PGA

Peace, Love, & Cookie
Bling T-Shirt



230 PGA

\$15 Cookie Dough, paid via ACH Credit

Girl & Troop Rewards and Troop Proceeds

Ninety percent of the general public would gladly buy Girl Scout Cookies, but did you know that nearly 35% 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! Some Service Units will implement the new GRID strategy to organize troops and cover every street.
- Girls should take orders, door-to-door, at the beginning of the Cookie Program with their order cards. You can also ask for customer's contact information so you can "call back" later on, or to add into your Cookie Club list for email orders. Leave your Cookie "business card" so they can safely contact you to order more.
- 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 Annual Cookie Mobile Contest to win a pizza party for your whole troop. Details are in the Troop's Boothing Kit materials.

Telephone Sales

- One of the fastest ways to sell Girl Scout Cookies is by phone. Girls should review last year's order cards and use them to contact these customers.
- 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.

Using the Internet to Market Cookies

- Girls can use age-appropriate Internet tools to take orders (cookie delivery and payment transaction must be done in person).
- Girls will reach more customers faster when they use email as a communication tool. The Cookie Club works! It boasts the highest average box sale of any method.
- Girls of all ages (especially those 12 and under) can utilize the Cookie Club to email customers to ask for orders. The Cookie Club is a safe way for ALL 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 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 or Craigslist. Facebook, YES!



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 and on the Westside belong exclusively to Council's Corporate Booth Program. Troops can apply for these sites separately – check Council's Cookie Central website for details.
- Good examples for girls: approach a beauty salon owner, apartment lease office, or a car dealership. They can give a box to customers to reward loyalty, viewing a property to rent, 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 as girls sell cookies, not adults. (Remember not to list the girls' last names or phone numbers on the order card or note.)
- Girls should set a date and time to pick up the order card and to deliver the cookies so customers know what to expect.

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 their values about the world

Connect with others when selling cookies

Take Action to Make the World a Better Place with projects funded by cookie proceeds

Ideas & Inspiration for your troop to think about:

1. The troop can allocate 10% of their proceeds towards a charitable cause of their choice.
2. Girls can set a goal of feeding 10 animals at their local shelter for a month.
3. Girls could fund and plant a garden at a local senior center for the resident's enjoyment.

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!



Top 5 Tips from Club 500 Girls

1. Booth frequently
2. Ask for Family Support
3. Persevere and believe in yourself
4. Ask EVERYONE to support your goals
5. Be friendly and SMILE



The Cookie Program begins with the “Initial Order” phase where girls take orders for cookies using their Girl Order Card. Girls can reach customers through a variety of ways, but at this point, all orders should be recorded on the Girl Order Card. The Initial Order period is from January 24, 2014 through February 7, 2014. Troop Cookie Chairs should collect these orders from girls and input them into eBudde. Girls earn the Initial Order Reward for selling 200 or more boxes during Initial Orders.

Council suggests that girls scan and email their Initial Orders (clearly and properly subtitled) to the Troop Cookie Chair and retain their Girl Order Card so they can continue to take orders. Supplemental “Goal Getter Cards” are available if the original Girl Order Card is full or unavailable.

***The 2013 redesign of the box is a powerful tool itself.
Girls should be fluent in, and use, all of it’s great components.***



When does the Cookie Program begin?

For 2014, girls can begin taking orders on Friday, January 24, 2014. No one should start any form of selling until this date so that all GSGLA girls begin at the same time.

Who can participate?

All registered Girl Scouts with parent/guardian permission can participate in the Cookie Program. This includes Individual Girls, Journey Girls, and even girls in Series Pathways. All troops must be clear of any debt due to Council to participate. A girl and/or troop with outstanding debt cannot participate until the debt is paid in full. Council reserves the right to limit participation based on past debts.

How to place an Initial Order

Initial Orders must be submitted via eBudde in whole cases only. This means each variety of cookies must be ordered in full cases (12 boxes per case). eBudde does this automatically. The "extra" boxes are your first available inventory for additional orders or future booth sales.

Troops should include a starting booth sale quantity as part of their Initial Orders. The cupboards are very busy during the first week of booth sales. You do not want to spend your time picking up more cookies, when you could have had them delivered sooner.

What's Next?

Initial Orders are delivered out to your Service Unit. Troops are able to pick up additional cookies for booth sales and additional sales through a cupboard order. Refer to the cupboard section for more instructions.

How the Cookie Crumbles

Here is the breakdown of where the \$4 price goes:



Materials Checklist

Each Troop Cookie Chair attending Cookie Training will be given a Troop Cookie 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* (available online)
- *ACH Debit Authorization Form* (available online)
- *Cookie Program Troop Guide*
- Jumbo Envelope
- Receipt Books—more are available from your Service Center
- Gift of Caring Receipts -more are available from your Service Center
- Initial Order Promise Receipts – mostly for border SUs



ADDITIONAL RESOURCES available to download at www.girlscoutsla.org, including:

- *Safety Activity Checkpoints*
- Thank You certificates
- Cookie Bundle tags, signs and cards
- Door Hangers and Girl Business Card templates
- Goal Getter Order Card
- Select Spanish materials
- And other tools for cookie success at your fingertips!

The Troop Chair is financially responsible for each of the following:

- All cookies ordered. All cookies picked up at delivery.
- Troop Chairs must be aware of the total number of cookies submitted in the troop/group eBudde order. Check for extra large numbers before hitting submit!
- Troop Chairs must count and sign for all cookies received at delivery and from cookie cupboards. A signed delivery ticket is FINAL! There are no exchanges, or adjustments.
- All cookies picked up at cupboards by the troop's authorized adults.
- All girl payments received for cookies and all monies collected at booth sales.
- Troops should deposit all monies in the TROOP account promptly and frequently.
- Any lost or stolen money is the responsibility of the Troop Cookie Chair.
- All Girl Rewards earned by the troop/group.
- Troop Chairs must distribute all Girl Rewards to Girl Scouts with no outstanding debt upon receipt.

Each family is financially responsible for:

- All cookies ordered and received by their Girl Scout(s).
- All monies collected from customers.
- Turning in all payments to the Troop Chair by the given deadlines. Get a receipt!
- Cookies until they are properly transferred to another. Get a receipt!
- Any lost or stolen money is the responsibility of the parent/guardian who signed the girl permission slip.

Go to <https://eBudde.littlebrownie.com> to log onto eBudde

RETURNING USERS will be reset to a council default, temporary password which for 2014 is **151Samoas!!!**. You will be required to answer 4 security questions upon login.

NEW USERS will be notified by email of your temporary password. New users will enter their email address and temporary password. Click the **LOG ON** button. The system will then direct you to the Contact Information Page. Once you have completed this, you will be given access to the system.

Temporary passwords are only good for 24 hours.

The password requirements are as follows:

- Must be 8 characters long
- Must have at least one capital letter
- Must have at least one non-alphabetic character
- There is a strength meter to help create a strong password.

Login attempt rules are as follows:

- Limit to 5 consecutive bad login attempts
- Account disabled for 10 minutes



The form is titled 'eBudde' with a star logo. It contains fields for 'New Password', 'Confirm New Password', 'E-mail' (pre-filled with 't9480@lbb.com'), 'First Name', 'Last Name', 'Phone #', 'Cell #', 'Address', 'Address2', 'City', 'State', and 'Zip'. A 'Submit' button is at the bottom. A red text box on the left states: 'As a first-time user, you must change your password. This enhances security and creates a password that's easy for you to remember. Also, please take the time to enter your contact info.'

Your Troop Dashboard now appears:

The dashboard tab (Fig 1) is the screen you will see every time you log into eBudde. It will show you any important messages from council and/or your Service Unit. There is a troop checklist for tracking activity in eBudde.



SETTINGS Tab

- Click the **SETTINGS** tab. See Fig. 2.
- Verify that your FIVE DIGIT troop number is correct in the Number field
- **#Girls Registered** and **#Girls Selling** will be automatically updated
- Enter the Troop Goal (boxes)
- Choose the Troop/Group Age Level. Multi-level troop choose "multi."
- Check Opt Out for additional proceeds **ONLY** if your troop is opting out of girl rewards. (Only available to Cadettes and above).
- Enter the bank name, routing and account number. (This is **MANDATORY**: The troop initial order will NOT be submitted without the troop banking information entered into eBudde.)
- Add troop level users based on their role or your desired level of access you want to grant them.
- Click **UPDATE**

Fig 2

Girl data will NOT be rolled over from 2013. Girls will be imported from Personify based upon registrations for 2013-2014. It is imperative that your troop register on time so we can import the troop data into eBudde before you need it.

GIRLS Tab

- All registered girls as of December 1 will be automatically uploaded into eBudde. Additional girls will need to be added manually. See Fig. 3.
- Click on the **GIRLS** tab to see all the registered girls in the troop.
- Enter each girl's school grade level and her sales goal.
- Girls can be added at any time. Girls CANNOT be deleted once Initial Orders have been submitted.

Fig 3

First Name	Last Name	GSUSA Id	Grade	Cookie Club Login	Reg'd?	Shirt Size	Sales Goal	Delete?
Anna	Murray	2	7		<input checked="" type="checkbox"/>	YL/AS		
Becky	Harrigan	1	6		<input checked="" type="checkbox"/>	YM	2	
Cindy	Wright	5	6		<input checked="" type="checkbox"/>	YM		

INITIAL ORDER Tab

- See Fig. 4. Click on each girl's name. At the bottom of the screen, squares will appear where you may enter her order in box quantity. Tab through the columns for all six varieties, plus her Gift of Caring sales. GOC = Gift of Caring
- Packages in GOC will not be delivered to the troop
- Click the **OK** button on the far bottom right side of the screen
- Repeat process for each girl
- Click on the word **BOOTH** to enter the troop's boothing order. You should order enough extra cookies to get you through the first weekend. Note: there is no GOC column for Booth orders.
- Click the **OK** button on the far bottom right side of the screen
- Click **SAVE** at top of the screen
- Troop Order is now SAVED

Dashboard Contacts Settings Girls **Init. Order** Delivery Girl Orders Booth Sites Transactions Rewards Deposits Sales Report Reports

Printable Version Save as often as you like but Submit to your SU only Once!

Submit Order Save

Girl	GOC	SvSm	Tre	D-S-D	Sam	Tags	TMint	Total	CClub
Sally S.	0	0	0	0	0	0	0	0	0
OTHER	NA	0	0	0	0	0	0	0	NA
BOOTH	NA	0	0	0	0	0	0	0	NA
Sally S.	0	0	0	0	0	0	0	0	0
Pkgs. Ordered	0	0	0	0	0	0	0	0	0
Cases to Order	0	0	0	0	0	0	0	0	0
Extras	0	0	0	0	0	0	0	0	0

OK

Note that the bottom of the screen provides you a running total of your girls' orders (Pkgs. Ordered), extras that are automatically added to round your varieties to full cases (Extras) and the total number of cases in your order (Cases in Order). In short, row 1 plus row 3 equals row 2 divided by 12.

To SUBMIT your Initial Order:

- Review the totals at the bottom.
- Check to make sure you don't have an extra zero or accidentally order 10,000 boxes!
Remember once you submit your order the cookies belong to your troop!
- You can **SAVE** and **EDIT** as many times as you need to, but you can only **SUBMIT** your order once. After you SUBMIT the Troop Chair will not have access to change any order information.
- Click **SUBMIT ORDER**.

The Troop Chair must submit the initial order by _____ p.m. on _____, February ____, 2014.

Choosing your Delivery Site

Some SUs will pre-assign troops to a schedule; other SUs will allow troops to choose from a pre-set schedule.

DELIVERY Tab

- Click **WHO** is picking up your troop cookies
- Click if you will be picking up for more than one troop
- Select your **DELIVERY STATION** from the drop down. Usually there is only one location, please choose it.
- Choose a pick up time and lane (if applicable)
- Click the **SUBMIT MY INFO** button at the top of the screen

The system will confirm that your delivery information was updated. You can print the delivery confirmation (See Fig. 5) for your records. It details when and where to be for delivery, and exactly the number of cases for each variety that you will receive. This can be especially helpful if someone else will be picking up. It gives them complete instructions.

Aug 2, 2011 at 12:45PM

Signup Print Please print this page and bring it with you.

	SvSm	Tre	D-S-D	Sam	Dulce	TUBM	Tags	TMint	Troop Total
Your Cases	17	17	17	17	17	17	17	17	136

Pickup Name: Lemon Grove
 Pickup Location: 123 Any St., San Diego 88888
 Pickup Date: Saturday, March 10
 Pickup Time: 8:40am
 ESTIMATED Number of Vehicles:
 (you will need ONE of the following)

- 4 Compact Cars
- 3 Standard Cars
- 2 Station Wagons
- 2 Standard Pickups
- 1 SUV/Minivan
- 1 Standard Van
- 1 Moving Van

Message from your Delivery Clerk
 Please be prompt.

Submitting Initial Reward Order

eBudde will calculate the girl initial reward orders based on the number of packages submitted at Initial Orders. After the Troop Initial Order is submitted, the Troop Chair will also submit the Initial Reward order.

Troops who choose the opt out option do not receive Initial Rewards.

To **SUBMIT** your Initial Rewards:

REWARDS Tab

- Click **FILL OUT** next to Initial Reward Order
- Review total initial rewards earned
- Click **SUBMIT** to submit your troop's initial reward order
- Click **OK** in the pop up box to confirm your submission

Once the girl rewards are submitted, NO changes can be made



Luna's List: Initial Order Basics

- ☐ Schedule an Initial Order cookie pick-up time with parents.
- ☐ Recruit help for cookie pick-up if you will need more than one vehicle.
- ☐ Log into eBudde and click the DELIVERY tab
- ☐ Click VIEW CONFIRMATION
- ☐ Print this report and bring it with you.

If you did not choose a delivery location when you submitted your initial order, one was selected for you and you will need to abide by that scheduled time.

**Initial Order deliveries are held February 20-23, 2014
depending on your specific Service Unit.**

**Cookies by the Carload**

You need to use a vehicle large enough to transport your entire cookie order. Multiple vehicles must enter the line together. Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts use all space except the driver's seat.

Car Type		# of Cases
Compact Car	Ford Focus Honda Civic	23 cases
Mid-Size Car	Ford Fusion Chevy Impala	30 cases
Small SUV	Toyota Rav4 Honda CRV	35 cases
Station Wagon	Dodge Magnum Taurus Wagon	75 cases
Mid Size SUV	Ford Explorer Honda Pilot	60 cases
Mini Van	Dodge Caravan Honda Odyssey	75 cases
Pickup Truck	6 ft. Bed 8 ft. Bed	100 / 125 cases
Standard Van	Ford Econoline Dodge Ram Van	150 cases



Go to the cookie delivery location at your scheduled pick-up time. 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.

- When you pick up your troop's Initial Order (IO), 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 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, including errors. 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, even if they melt and become unsaleable. **Melted cookies are not damaged.**



What's the Return Policy?

There is a NO return policy on cookies. If a box is damaged, the box will be exchanged for a non-damaged package of the same cookie variety. This policy is consistent with Councils nationwide.

What if a package is damaged?

If a package is damaged, the package can be exchanged at a cookie cupboard for a non-damaged package of the same cookie variety only. Damaged means:

- *Crushed box*
- *Sealed but empty box*
- *Unsealed box*
- *Returned by customer for any reason*

Here are the most common safety-related policies and how to apply them.

Follow all Guidelines in Safety Activity Checkpoints

- Do not collect money until cookies are delivered. GOC is the only exception.
- Girl Scout Daisies sell only to people they know. They can use the telephone with an adult's permission.

Use of Internet Tools for Cookie Orders

- Girls can use e-mail and age-appropriate Internet functions such as social networking sites to ask customers to make a promise to purchase cookies.
- Girls may not accept payment online. Payment transaction must be done in person. Use of a credit card reader app is acceptable and encouraged.
- Girls of all ages can utilize the Cookie Club 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 home.
- Girls must sell with a buddy.
- Girls should never approach customers in cars.

Boothing

- Two adults are to be present at all times, at least one of whom is female. **New:** In the case of Senior and Ambassador Girl Scouts, if at least 2 girls are present, only 1 adult needs to be present at all times. In the case of Independents, the same rules apply as they do to troops.
- 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 (or adults) should not carry around large amounts of cash.
- Frequently empty the cash box by giving money to adults to hold. You don't want to make change with a \$20 bill in error because your register drawer was unorganized.
- Supervising adults should be in charge of the money container, and bank it "promptly and frequently." Be aware that a cash box can be an obvious target for thieves.

Luna's List—Boothing Basics

What is a Cookie Booth?

Cookie booths allow girls an opportunity to reach their goals and make a difference in their community! Troops can pick up more cookies from the Cookie Cupboard and bring Girl Scout Cookies to the public. The Girl Scout Cookie Booth is not just a "booth," but the most highly anticipated girl run business of the year!

How shall I prepare for a Cookie Booth?

- ☐ Talk to your Troop Leaders, girls and parents about boothing procedures, guidelines, schedule, and boothing etiquette.
- ☐ Collect boothing permission slips and recruit parent help if needed.
- ☐ Select your booths (see page 34).
- ☐ Print a copy of your booth schedule just prior to attending the booth.

What happens at a Cookie Booth?

- ☐ Take all of your own supplies: table, tablecloth, money box, change, signs for marketing your cookies, Gift of Caring box and receipts, shopping bags, cookies, etc. Don't forget the girls -- with their UNIFORMS! (See p. 30-31 for more details.)
- ☐ Arrive on time to your boothing location and stay until your shift is complete.
- ☐ Check in with the location manager/previous troop and ask about site-specific requirements.
- ☐ Clean up and take all trash with you! DO NOT USE TRASH CANS ON SITE!
- ☐ Thank the management for the opportunity to booth at their site.
- ☐ Enter the booth sales on the eBudde Booth Recorder App or on eBudde (Booth Sites tab > Record Sales) when you get home.



Boothing begins on Tuesday, February 25 and ends Sunday, March 23

eBudde Online Booth Scheduler

All available boothing shifts will be listed in the eBudde “Booth Scheduler” in time for the start of troop selections. Troops log into eBudde and choose the location(s) and shift(s) you want to reserve for your troop. Your booth shift will automatically show in the GSGLA Cookie Finder in real time, allowing customers to find your booth when they want cookies!

How it works: To ensure equal opportunity for all troops, sign-ups are in four cumulative rounds:

- ROUND 1:** On February 2 at 6:30 p.m., you may select up to three booth shifts within your service unit boundaries. The round will close at 6:30 p.m. the following day. Service Unit Team or GSGLA staff may drop troops from improper sign-ups.
- ROUND 2:** On February 4 at 6:30 p.m., you may select two additional booth shifts anywhere in GSGLA. The round will close at 6:30 p.m. the following day.
- ROUND 3:** On February 6 at 6:30 p.m., you may select four additional booth shifts anywhere in GSGLA. The round will close at 6:30 p.m. the following day.
- ROUND 4:** Beginning February 17 at 6:30 p.m., booth selections are unlimited. It will remain open for the remainder of boothing.

Booth Sign-ups:

- Troops may access the Booth Scheduler at any time after the Rounds’ start time and within the 24 hour period.
- **eBudde sign-ups are cumulative** – EXAMPLE: if a troop misses Round 1, they may choose up to five shifts in round two.
- **CHANGE YOUR MIND?** If a troop cancels a shift, they are able to schedule a replacement shift **ONLY** when the Booth Scheduler is open. Troops are unable to add shifts between rounds even though you may have just released one.
- All boothing locations are arranged **ONLY** by your SU Boothing Chair or Product Sales Manager and must be pre-approved.
- Troops may only booth at sites listed in the eBudde Booth Scheduler.
- Troops that hoard sites will be penalized. Be a good sister to everyone and do the right thing by only reserving sites that you intend to fulfill.
- **SPECIAL BOOTH SITE REQUESTS:** If your troop is invited to booth or would like to booth at a location not listed in the eBudde Booth Scheduler, please submit it to your SU Boothing Chair via eBudde for permission. **GSGLA troops are never allowed to booth outside of GSGLA council boundaries.**

Troops can request a “special booth site” if they come across a unique opportunity (such as your church, school, a friend’s business). Simply enter the special booth site information into eBudde under “My Booth Sales,” and **WAIT FOR APPROVAL** from your SU Boothing Chair. S/he will review and approve, as appropriate.

If the Special Booth site requested is outside your SU area, it will require additional steps to get approval. In this instance, please expect minor delays.

Boothing

Booth Scheduler

NEED TO CANCEL A BOOTH?

- If you are signed up for a booth in eBudde, the Cookie Finder is telling customers that you will be there. If your troop cancels a booth, **YOU MUST ALSO CANCEL THAT BOOTH IN THE eBUDDE BOOTH SCHEDULER** which will remove it from the Cookie Finder.
- Give another troop the opportunity for that great location.
- We don't want Cookie Finder to send a customer to a site with no girls! We receive many, many complaints. Cancel the booth in eBudde – *do the right thing!*

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 older 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. Rotate girls after their one hour shift to cover a booth that lasts several hours. Happy girls are good sellers!

Safety

- At least two girls PER DOOR are required to be present at all times – boothing is intended to be a troop activity. This includes when a business has two doors. It must be the minimum number of girls and adults at **each** door.
- FOR DAISY/BROWNIE/JUNIOR/CADETTE: Two adults are required to be present at all times, at least one of whom is female. **New Exception** FOR SENIOR/AMBASSADOR ONLY: minimum 2 girls but only 1 female adult need to be present **PER DOOR** at all times. Two adults are preferred, however.
- In the case of Independents, the same rules apply as they do to troops. Connect with another Independent girl to be partners!
- 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 an additional adult to bank money, particularly from high traffic booth sales. Know where the closest ATM is to your booth to facilitate a bank run during the booth if needed..
- 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 complete.
- 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. Some requirements have been entered into eBudde if they are non-negotiable on behalf of the management. Be aware of this as you choose your sites. 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 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. No tag-alongs like friends or siblings.
- Do not block doorways or stand more 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 smartphone.
- 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.** Do not leave empty boxes or trash at the booth site or use trash cans at the boothing location to dispose of your trash. Clean up should be completed as part of your booth time, so the next troop can start on time.
- 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!

Girls (and parents!) must be very familiar with the following before they arrive at a 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. Be sure you can explain the Super Six.
- What the troop plans on doing with their proceeds.
- Council-wide Gift of Caring Program. Make it part of your “Cookie Pitch.”
- Sign up for the smartphone credit card app so your troop can accept debit/credit cards.
- Cookie costumes are available from every Service Center free of charge (deposit required). Call the Receptionist to reserve.
- Banners are available for rent from every Service Center. Call the Receptionist to reserve.
- 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.
- Every Girl Scout Shop has professional marketing tools you may want to purchase to really punch up your booth. They work great when you complement them with your personal advertisements.
- Make a poster to display the troop’s goal and plans for cookies earnings. Customers are more 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. GOC is the fat-free, sugar-free cookie your customers want!

What else to bring:

- Cash box and extra cash to make change for customers.
- Shopping bags. One-use bags are great when recycled for cookies. Start saving them now. Customers will buy more if they have an easy way to carry them.
- Copy of troop booth site confirmation from eBudde.
- Important telephone numbers: SU Boothing Chair, Cookie Program Chair, SU Manager and PSM.
- Extra and enough cookies!
- Booth Inventory sheet to record “before and after” inventory and money. (Available at GSGLA’s Cookie Central website).
- Poster to display the troop’s goal and plans for cookie earnings.
- Gift of Caring collection canister and/or sign.
- Masking/Painter’s tape for affixing signs to your table, pen, sharpie marker.
- Place all your extra supplies under the table, out of sight – **keep your booth neat!**
- RECOMMENDED: Counterfeit detector for large bills.

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.

Variety	First Weekend	Subsequent Weekends
Savannah Smiles	1 case	1 case
Trefoils	2 case	1 case
Do-si-Dos	2 case	1 case
Samoas	3 cases	2 cases
Tagalongs	2 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.

Booth Recording App

Little Brownie Bakers has developed the greatest little app to help organize your allocations. The Booth Sale Recorder app is available free of charge for both iPhones and Androids. You can record actual booth sales (allocate) to the girl level in real time. This eliminates writing down what was sold, or remembering which girl was at each booth. At the conclusion of your boothing time, you simply log in, click a few options, and save. All data is pushed out and recorded in eBudde. How simple is that? Search and download "booth sale recorder" from the Android play Store or Apple iTunes.



Accepting Credit Cards

Customers may not have cash, but they sure do have a debit or credit card! Research proves that customers purchase more when they can charge it. Troops who accepted credit cards in 2013 had a 25 box per girl average higher than those troops who did not accept credit cards. What are you waiting for?

For 2014, GSGLA is encouraging troops to research and partner with several companies that offer superior service, free hardware, at very reasonable rates. GSGLA is not renewing our contract with Sage this year. Your three top choices are from:

- Intuit www.payments.intuit.com
- PayPal <https://www.paypal.com>
- Square <https://squareup.com>

How to Select a Booth for Your Troop

Now that you have discussed a boothing strategy with your girls, and trained parents on how to create an appealing booth, it's time to select your booths from the eBudde Booth Scheduler.

BOOTH SITES Tab

- From the left-side panel, select the City, Location (store, bank, etc), and Date from the list by clicking each level to explore the options.
- Available time slots will appear in the panel on the right (available slots will be in green; slots that have been chosen by others are in blue).
- Select an empty box to reserve your booth time; your troop number will appear in the space.
- Click **Submit** to reserve your time slot

Cancel a Reserved Booth

Plans change, girls become ill, and parents have other responsibilities. We understand that sometimes a booth obligation simply cannot be honored. When this occurs, you really need to go into eBudde to release the booth for others who are seeking additional opportunities. Motivated troops are constantly on the hunt to scoop up late breaking booths. It's also a good idea to let your SU Boothing Chair know that a booth has become available. They can communicate with other troops so that prime time and location are utilized.

BOOTH SITES Tab

- As when you selected your booth, navigate to that location, date, and time.
- Select the time slot you reserved (your troop number shows), which will remove your troop from that time.
- Click **SUBMIT** to save your changes.
- The booth is now immediately available to other troops to reserve.

Allocate Booth Sales

Cookies that are sold through a booth "belong" to the troop, not the girls, until they are allocated to the girls. You also need to differentiate financial responsibility between girls and troops. Girl Initial Orders belong to each girl and she (parents) bear financial responsibility for them. Boothing order cookies belong to the troop and the troop has the common financial responsibility. However, girls earn Rewards and they deserve credit for their boothing commitments and volume of cookies sold. This is achieved in eBudde by "allocating" booth cookies to individual girls. This gives her credit towards Rewards, but the financial responsibility stays with the troop as the girl never holds onto these funds. All boothing proceeds should be held by the adult at the booth and deposited directly into the troop bank account promptly after the booth.

Some troops keep track of girls hours and then determine how many cookies were sold in total. Each girl receives an allocation based on how much time she boothed instead of tracking each booth. Council also suggests that troops download and utilize the Booth Recorder App which empowers allocation in real time. See page 47 for details.

See the eBudde Manual for detailed instructions on how to allocate.

Luna's List: Cupboard Basics

- ☐ Enter all adults authorized to pick up cookies in the Settings tab in eBudde as Troop Cookie Pickup Only Users (only if this is their only role; Troop Leaders and Troop Cookie Chairs in eBudde are already authorized to pick up cookies).
- ☐ Look up your cupboard's schedule on Cookie Central.
- ☐ Place your cupboard order in eBudde 24-48 hours ahead of your pick-up time.
- ☐ On the Transactions tab, select Add a Transaction
- ☐ Select desired pick-up date and time
- ☐ Select cupboard (tip: clicking "Map It" will display that cupboard's schedule)
- ☐ Enter cookie order (must be in whole cases until March 4)
- ☐ Enter authorized pick-up adult's name and phone number
- ☐ Click the Save/Print button on the order form to print your pending order—this is the only time you can print it! Bring it with you to the cupboard.
- ☐ If another authorized adult is picking up the cookies from the cupboard, make sure they know their eBudde login and password.
- ☐ Go to the cupboard at your pre-selected time.
- ☐ Give the cupboard staff your troop number. They will pull your order.
- ☐ Count your cookies!
- ☐ Sign the receipt or confirm your order on the eBudde Cupboard Keeper app.

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.

First open day for all GSGLA cupboards is Thursday, February 27

Guidelines for Cupboard Orders

- Orders for additional cookies must be placed by Troop Cookie Chairs using eBudde. Troops should not contact the Council or Cupboard Managers directly to place orders.
- All cupboards will operate in WHOLE CASES ONLY for five days - until March 4. Troops can then pick up in individual box quantity until the end of the program.
- Troop Cookie Chairs should enter all adults authorized to pick up cookies on the Troop "Settings" tab 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.
- Enter your pending order quantities in eBudde and enter your desired pickup date. Troops should make their cupboard pending orders 24-48 hours in advance.

Place a Pending Order for Cupboard Pickup

Cookie cupboards need a pending order to help ensure cookies are available. If inventory at your local cupboard runs very low, troops who do not submit a pending order may be asked to wait until all pending orders are filled. Placing a pending order 24 hours in advance of your needs helps us plan for distribution. A troop can create a pending cookie order request for a cupboard on the transaction tab. Follow these steps to correctly enter a pending order:

TRANSACTIONS Tab

- Click **ADD A TRANSACTION**. A new Cookie Transaction Window appears.
- Click **PICKUP** to enter the date of your intended cupboard visit. This system does not limit to days on which each cupboard is open. Please check your published Cupboard Schedule for an accurate calendar. Entering a time is optional.
- Choose your desired Cupboard from the **SECOND PARTY** drop down. Click the **MAP IT** link to get the exact address, hours of operation and map.
- Enter your cookie order in cases and packages, as applicable.
- For **PRODUCT MOVEMENT**, choose **ADD PRODUCT** (since you are adding cookies to your troop). Or **REMOVE PRODUCT** to initiate an Even Exchange.
- Enter your contact info—name, phone and/or email.
- Click **OK**, then click **SAVE**. Your pending order is now placed with the cupboard.

When you view the transaction grid, you will see a “yes” under the pending column. See Fig. 6. This is your indicator that this order is still awaiting pickup at the cupboard. Troops are not financially responsible for cookies until they have been picked up and the order is no longer pending.

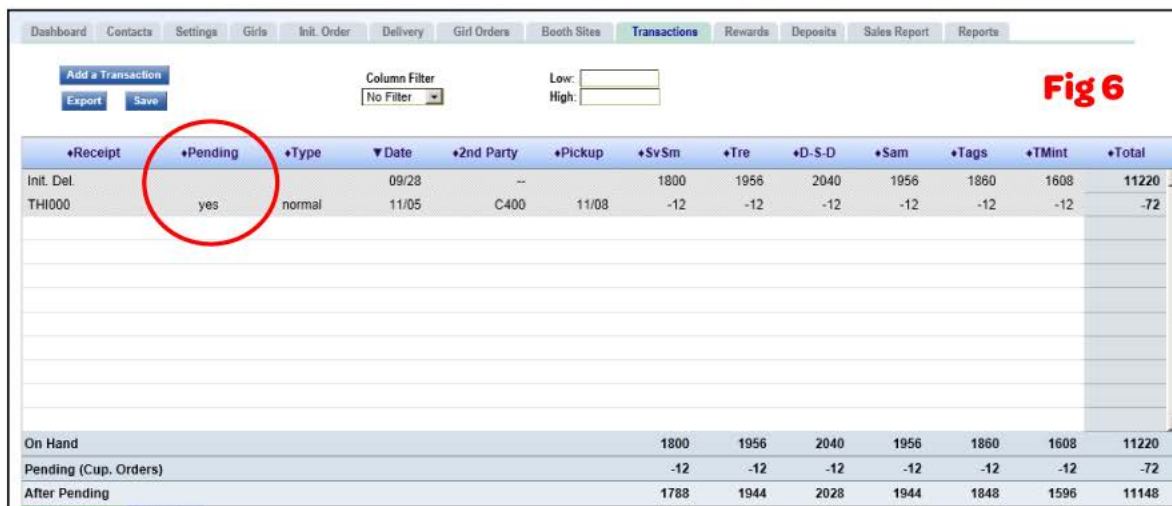


Fig 6

•Receipt	•Pending	•Type	▼Date	•2nd Party	•Pickup	•SvSm	•Tre	•D-S-D	•Sam	•Tags	•TMint	•Total
Init. Del.			09/28	--		1800	1956	2040	1956	1860	1608	11220
TH1000	yes	normal	11/05	C400	11/08	-12	-12	-12	-12	-12	-12	-72
On Hand						1800	1956	2040	1956	1860	1608	11220
Pending (Cup. Orders)						-12	-12	-12	-12	-12	-12	-72
After Pending						1788	1944	2028	1944	1848	1596	11148

Guidelines for Cupboard Pick-ups

- Print out your troop's pending order and bring it to the cupboard. If other volunteers are assisting you with the pick-up, make sure they have a copy of the pending order from eBudde and know the troop number, Service Unit name, and eBudde password (especially Dads who may not be familiar with Girl Scout terms).
- Give your troop number to the cupboard staff. Your pending order will be reviewed with you, and you may have an opportunity to adjust quantities.
- Once you have confirmed your pending order is accurate, 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.
- Cupboards that use the "Cupboard Keeper" will ask you to enter your eBudde password as an electronic signature, and an email will be sent to your Troop Cookie Chair.
- Troops are only financially responsible for cookies once the pending order has been converted to an actual order.
- Pending orders not picked up within 48 hours of the scheduled pick-up date may be deleted at the discretion of the Cupboard Manager.

Returns/Exchanges

- Troops may make even exchanges of damaged cookies for another box/case at any time, but only of the same variety. No eBudde transaction is needed – just come to the cupboard.
- Troops should actively pursue Troop-to-Troop transfers to resolve surplus inventory. Use the www.thepixielistla.com to post about your needs.
- Even exchanges are permitted at designated cupboard locations only from March 4 - 18. Verify that the cupboard you plan to visit accepts exchanges. (Most do.) All orders after the exchange period ends are FINAL.
- 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.



Recording Girl Payments

eBudde accounts for each girl's (parent's) financial responsibility, and Troops should record girl payments received via the Girl Orders tab

GIRL ORDERS tab

- Select the girl by clicking her name. See Fig. 7.
- Select **ADD PAYMENT**.
- Two boxes will open at the bottom of the screen; enter a note (optional) in the left box and the amount paid in the right box. Click **OK** to record the data.

Fig 7

Below are your troop sales broken down by Girl.
To viewedit a Girl's Transactions click on the appropriate row.

Girl	GOC	Initial	Booth	Other	+Total	Total Due	Paid	+Bal. Due	CClub
Brittany B.	12	0	0	3000	3012	\$ 12048.00	\$ 0.00	\$ 12048.00	0

Switch to Girl: **Brittany B.**

You may add transactions or click a previous transaction to edit.

Comment	Initial	GOC	Booth	Other	Total	Total Due	Paid	Bal. Due
Init. Order "Locked"	0	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00
	0	12	0	3000	3012	\$ 12048.00	\$ 0.00	\$ 12048.00

Troop to Troop Transfers

In order to help with troop inventory control, troops can transfer product to another troop via eBudde's Transactions tab. Troops will want to make sure they *also* have each party sign a receipt. Note: only the troop "giving away" product should enter the transaction—not both troops.

TRANSACTIONS tab

- Select **ADD A TRANSACTION**. A new window appears. See Fig 8.
- Change the option in **SECOND PARTY** to Troop.
- Find the 5-digit number of the troop you are *giving product to* from the drop down.
- **PRODUCT MOVEMENT** should be Remove Product.
- Enter the cases and packages, as applicable.
- Click **OKAY**. Click **SAVE**

Fig 8

Cookie Transaction

Date: 2013-09-27 Pickup: Receipt: RH1000

Type: Normal 2nd Party: Cupboard

Troop #

Product Movement: Add Product

Variety	Cases	Pkgs
Savannah Smiles	0	0
Trefoils	0	0
Do-Si-Dos	0	0
Samoas	0	0
Tagalongs	0	0
Thin Mints	0 = 0	0 = 0

Contact Info (Optional)

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.

Funds from customers who generously tell troops to “keep the change” should be added to the Gift of Caring collections. The Cookie Program is not a direct solicitation for troop funds. All sales or donations must be reported and translated into cookies.

When your troop sells cookies through Gift of Caring, the cookies are not picked up. Collect the donation and complete the Gift of Caring Receipt (if requested). Then record the quantity sold in eBudde under GOC (make sure the troop has received the funds before you give the girl credit in eBudde). This lets the council know how many boxes to send to these organizations. Girls are eligible for the Gift of Caring Recognitions 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 Food Bank mobilizes resources to fight hunger in our communities by distributing food 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 advocate for public policies that alleviate hunger. The Food Bank feeds 1 MILLION People in LA County every year.



programs, including nearly 900 charitable agency sites throughout Los Angeles County. They also conduct hunger education and awareness campaigns and advocate for public policies that alleviate hunger. The Food Bank feeds 1 MILLION People in LA County every year.

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 has sent over 1 MILLION care packages.



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 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 and 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 their leftover cookies to an organization of their choice, but cannot solicit donations for any other organization, and these boxes do not count towards the council's Gift of Caring program. 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 2013, GSGLA Girl Scouts collected donations of more than 140,000 boxes that were then allocated to these five GOC partners. If you focus on GOC as much as selling real boxes, your total sales figures are sure to grow. Imagine selling even 50 boxes (1 to each customer?) 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 KNOWS that Girl Scouts are community service oriented*
- *The public WANTS to show appreciation for the troops*
- *You just need to connect the dots for them, and watch what happens!*



Luna's List: Banking Basics

- ☐ Turn in a completed *ACH Debit Authorization* and voided troop check to your SUCPC.
- ☐ Enter/verify your troop banking information on the Settings tab in eBudde.
- ☐ Collect money from girls at least once a week after cookies have been distributed. Remember the \$300 "credit limit" for parents and don't keep distributing cookies without collecting payment.
- ☐ Troops must deposit sufficient funds to cover the first council payment (50% of the balance due to council for the Initial Order only) by March 2. If your troop does not have enough money to make this payment in full, you must contact your Product Sales Manager at least 48 hours ahead.
- ☐ The first ACH debit will be collected from troop accounts on March 5, 2014.
- ☐ Troops must deposit sufficient funds to cover the final council payment (balance due to council) by April 1. If your troop does not have enough money to make this payment in full, you must contact your Product Sales Manager at least 24 hours ahead.
- ☐ The final council payment via ACH debit will be on April 11, 2014.

Summary of Cookie Finances

Troop Cookie Chairs are challenged to motivate girls to sell as many boxes as possible AND to keep an eye on the flow of cash, checks, and credit card payments. If TCCs place too many restrictions on how troop funds flow into the treasury, they risk suppressing the eagerness of girls to sell their hearts out. If no guidance is given for financial responsibility, the troop can risk losing the entire Cookie Season to a careless parent who didn't know how to handle lots of cash on the kitchen table.

Council advises every TCC to set logical, attainable goals for depositing all funds into the proper troop bank account as promptly as possible. When in doubt, please ask us for additional guidance. Council can be supportive and instrumental in minimizing risk.

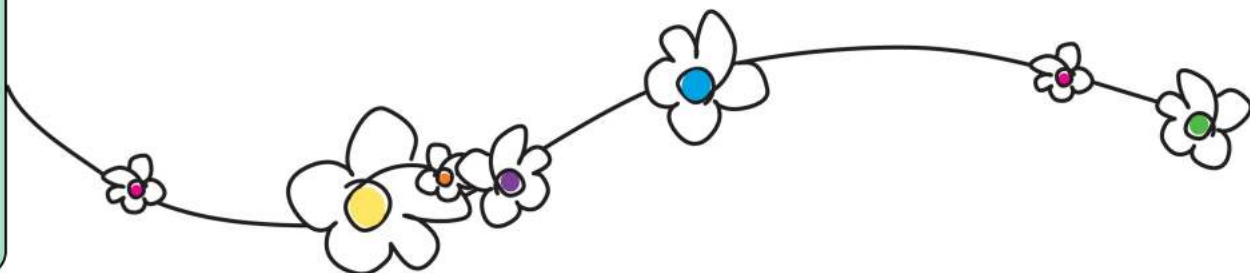


Girls' Monies

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. However, for Gift of Caring orders, payment should be collected immediately.
3. Girls may accept cash and/or checks made payable to "Girl Scout Troop XXXX" 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. Cookie Program funds should be collected from girls and safeguarded by parents immediately. Council encourages girls to write their first name on the front of the check to help identify payments.
5. Girls should not accept \$50 or \$100 bills. Girls have received counterfeit bills in the past and it is not Council's responsibility. Counterfeit bills cost the girls. Likewise, we suggest that troops and girls do not accept large checks.
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. All troops must sign an *ACH Debit Authorization*, attach a void troop check, and submit it to the SU Cookie Program Chair.
2. Troops will enter accurate banking information (e.g. bank name, routing number, and account number) into eBudde.
3. SUCPC will submit *ACH Debit Authorizations* and *Troop Cookie Chair Agreements* to their Product Sales Manager. Please see ACH debit schedule on next page.
4. Troops will deposit all Cookie Program funds into their individual troop bank account promptly and frequently
5. Troops may accept credit cards (and debit cards displaying a VISA/MC logo) if they have signed up for a credit card reader with their smartphone device. Payments via credit card are deposited directly into the troop's bank account.
6. All council proceeds will be collected from troops via ACH debit. Council reserves the right to require a Certified Check/Bank Money Order for troops who are delinquent.



Critical Dates and ACH Debit Schedule

1. Council will debit the troop account automatically according to the Master Calendar.
2. If troops need to edit their payment amounts, you must contact your PSM at least 48 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 #9 below.
3. Troops deposit sufficient funds into troop accounts no later than **Saturday, March 2, 2014** to cover the first ACH debit.
4. 50% of the balance due to council for Initial Orders only (gross sales less troop proceeds) will be debited from troop accounts on **Tuesday, March 5, 2014**.
5. Troops must deposit remaining Cookie Program funds into troop accounts no later than **Tuesday, April 1, 2014**.
6. The full balance of council proceeds will be debited from troop accounts on **Friday, April 11, 2014**.
7. Additional ACH debits will occur during both payment periods to accommodate missed troops, troops with collection issues, and ACH returns.
8. ACH debits will continue at Council's discretion until all council proceeds have been collected.
9. Troops will be charged for all NSF fees related to the ACH debit on the troop bank account. 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 in time 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.
10. Troops that are delinquent are subject to Council intervention. Rewards will be withheld. Club 500 and Elite 1000 invites will not be issued. Certified checks can be required for late payments.



\$300 Credit Limit Policy

Council imposes credit limits on troops as it relates to parental bad debt. Some troops continue to disregard money handling procedures and have developed bad habits where as 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 five years. Troops can not ignore a parent who does not remit funds promptly. Let us help you.

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 start to collect money from girls throughout 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

If a customer's check is not honored for any reason:

- If you know the person who paid by check, then contact them discreetly as it's probably an embarrassing oversight that they will correct quickly. You can probably redeposit the "legal copy" of the check you received back.
- If the check's maker is a stranger, you should forward the original or bank "legal copy" to your PSM within 3 days of the return date for collection. Troops should include troop number and contact information with the returned check.
- 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.
- 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.
- 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, notify your Service Unit Cookie Program 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, emails with requests for cookies or attempts to collect, dates when parent was called for repayment, 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 passes.
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, local police, or brought to Small Claims Court.



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 was 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 Program 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.

Contact: Carol Dedrich
Chief External Relations Officer
(626) 677-2374
cdedrich@girlscoutsla.org.

And cc your Product Sales Manager on any email communication.

<i>Southeast Region</i>	<i>North Region</i>	<i>Southwest Region</i>
<i>Arcadia Service Center</i> 101 W. Wheeler Ave. Arcadia, CA 91006 Tamar Igoyan 626-677-2233	<i>Woodland Hills Service Center</i> 20931 Burbank Blvd, Suite A Woodland Hills, CA 91367 Alisa Abrenica 626-677-2330	<i>Marina Service Center</i> 4551 Glencoe Ave, Suite 140 Marnia del Rey, CA 90292 Jacqueline Rivero 626-344-2324
<i>Montclair Service Center</i> 9525 Monte Vista Avenue Montclair, CA 91763 Stephanie Sollow 626-677-2356	<i>Santa Clarita Service Center</i> 21515 Soledad Canyon Rd, #118 Santa Clarita, CA 91350 <i>Palmdale Service Center</i> 41307 12th St. West, Suite 105 Palmdale CA 63551 Cheri Holland 626-677-2362	<i>Long Beach Service Center</i> 4040 N. Bellflower Blvd. Long Beach, CA 9080 Erlinda Frederick 626-677-2250

What is the Cookie Club?

The Cookie Club is a website where girls can:

- Learn about goals and selling tips
- Set selling and personal goals
- Record their customer lists so they can be saved and reused each Cookie Season
- Send secure “ask” emails to customers, receive orders and track their progress



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 about goal-setting. She can even discover some cookie-selling tips from other successful Girl Scouts. Girls record their customer lists and contact information and save them on their personal computers for easy access next year. Go to <https://cookieclub.littlebrownie.com/> to get started.

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. The Cookie Club complies with the federal COPPA rules (Child Online Privacy Protection Act of 1998.)

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!

Nobody offers more digital and technological solutions to makes cookies faster, easier, and more fun than Little Brownie Bakers. See the many opportunities to use technology to provide a contemporary experience for girls, and volunteers.

VIP eTraining

Our training is online with Little Brownie Baker's VIP eTraining; the 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 you will be prepared to lead your girls. Once your Service Unit has conducted 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.



Your Service Unit Cookie Program 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. All of the above lessons and content are your single best source for online training. Or, log on to <http://vipetraining.littlebrownie.com> to request access. Returning users can access the site with the prior login, or request a new password.

Booth Recording App

How would you like it if 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 smartphone app to solve all this! Download the "Booth Sale Recorder" app from iTunes or the Google Play Store to start. Troops who select Wal-Mart and Sam's Club locations will be required to report their sales via this app.

Credit Card Readers

Girl Scouts propel their Cookie Program with the power of today's payment solutions. GSGLA allows troops access to cutting edge technology that turns any smartphone into a debit/credit card accepting machine. Customer payments MUST be set up to go directly into the troop bank account, and NOT an individual account.

- 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!*



Cupboard Keeper

Introduced in 2013, the Cupboard Keeper is the simplest tool to speed you through a cupboard. At select drive-thru cupboards, council is able to process your pending order with no paper—all on a small tablet. No ID is required.

Please note that troops must have placed a pending order, and you must know your eBudde password. Entering your password constitutes your signature to acknowledge the pickup. Receipts are immediately emailed to all troop contacts who receive email so everyone is current with what others are doing. We recommend that you set up your troop's "cookie runners" with eBudde permission. This will enable them to pick up cookies in the heat of a booth that is running low.

"GSGLA Cookie & Nut Friends" on Facebook

LIKE us on Facebook to stay ahead of timelines and be in the know of everything that's happening in the wonderful world of Cookies here in Los Angeles.



Cookie Locator/Finder

This technological wonder has been discussed elsewhere, but let's review it here quickly. The public is able to locate active booths in real time through a search via ZIP code. The data from the Booth Scheduler is fed into the Cookie Finder system. There are several ways to access this:

- A free app for your smartphone. Search for "Cookie Finder" and download from iTunes or Google's Play Store
- The GSGLA Cookie Central and home page will have a direct link during Boothing.
- GSUSA's www.girlscoutcookies.org has the ZIP code locator on its homepage and works across the USA.

LBB's Interactive Volunteer Guide for Tablets

This technological wonder has short videos, goal setting plans, inspiration, all the motivation that a volunteer could need to survive and thrive a Cookie Season. Go to www.littlebrowniebakers.com/volunteers.

LBB's Volunteer Blog

When you are up at midnight and you need to connect with others, here's the place to go. blog.littlebrowniebakers.com has tons of resources for you to peruse for ideas and support. It's the best cookie blog on the planet. Your contributions are equally inspirational to other volunteers across the country. Log on tonight!

The Pixie List—www.pixielistla.com

This is GSGLA's own internal classified section. It makes an ideal site for troops to post for Troop-to-Troop (T2T) transfers. Whether you need more product or would like to relinquish it to another troop, check out this simple site to post what you are looking for.

Before using The Pixie List, first attempt to transfer with another troop within your Service Unit. Check with your SUCPC for possible troops needing cookies. If your troop needs small quantities, you can also advertise your needs so troops with surplus can contact you to fill that demand and everyone ends the program with no leftovers.

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. It is projected 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 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. Just think 5 Skills!

This year's marketing campaign will support the cookie season with creative and cost-effective strategies. 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
- Emails from Luna, our mascot Arctic Fox (the infamous CookEgram)
- "GSGLA Cookie & Nut Friends" Facebook page – you will want to "LIKE" this page!
- Etools and Resources on the GSGLA website, www.girlscoutsla.org

Troop Boothing Kit Components (subject to change; distributed at training):

- **Gift of Caring Container Label**
Can be displayed on boothing table; includes Gift of Caring Program information and serves as a receptacle for donation receipts/change. Additional wrappers available at service center cupboards while supplies last.
- **Cookie Program Quick Facts, FAQs, and Bundling Ideas**
Basic information that every girl should be familiar with when the customers' questions come.
- **Online Marketing Resources Sheet**
How to access the Online Cookie Marketing Resource Center. When you want to get creative in your marketing, there are lots of graphics and photos that you can use.
- **Gift of Caring Receipts**
For use when a customer requests a receipt for their tax returns. Gift of Caring purchases are tax deductible. Regular cookie purchases are NOT tax deductible.
- **Gift of Caring Box Wrap**
We describe GOC as the fat free, sugar free, gluten free alternative. Now you have an actual box to show for it! Wrap this around a Thin Mint to display as the totally guilt-free cookie option for your customers.



Cookie Finder Campaign

When customers crave cookies...they look to the Internet. The Cookie Finder on the GSUSA website allows customers to search by ZIP code to find cookie booths.

Thousands of customers have used this tool. Perhaps they visited your booth! GSUSA's Cookie Finder will help YOUR customer's craving to find their favorite delicious Girl Scout Cookies. It's compatible with all iPhone and Android models. Your customers are looking for you, so you have to be part of the Booth Scheduler program. Customers can also find you by using GSUSA's www.girlscoutcookies.org webpage.



The Booth Scheduler data drives the Cookie Finder. Accuracy is critical. If you cannot fulfill a booth, you must release the booth in eBudde so that another troop can take the spot, and so that customers are not driven to a booth that will not be open for business. Council receives hundreds of complaints each year because troops do not keep their promise to host a booth. We want to look good for the public, so please cancel the booth in eBudde.

Media Placement

GSGLA creates a visible presence in the community with a diversified media campaign, which may include newspaper and television coverage, billboards, mall network ads, radio commercials and contests, and online and print ads. Space is generously donated or significantly discounted. *Placement is still being determined based on availability.*

Gift of Caring Media Partner

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



Special Fun Patches

Additional patches are available from the Council Shop. These are updated each year. If you see a patch that you really like, it is best to purchase it right away; availability is limited.



Cookie Mobile Contest

The Fourth Annual Cookie Mobile Contest rolls out this year. Every girl has the opportunity to "bling her booth" and submit a photo for judging in one of several themed categories. Please check the flyer in the troop's Boothing Kit for details. Winning girls earn their troop a fabulous pizza party!

Pins & Badges

When girls sell Girl Scout Cookies, they utilize the 5 Skills—**goal setting, decision making, money management, people skills, and business ethics**—and earn the Cookie Activity Pin.



Cookie Business and Financial Literacy badges are a further opportunity for girls to hone their skills and gain an understanding of the world of business.

Daisies	Brownies	Juniors	Cadettes	Seniors	Ambassadors

For more about these and other badges girls can earn as Girl Scouts, see the Badge Finder at forgirls.girlscouts.org/badges.

To learn more about the Girl Scout Cookie Program, go to girlscoutcookies.org today!

Where can I go for more help?

Hopefully you will find everything you need here in this guide. However, there are plenty of complementary resources available for you to use, including the following:

Council Website / Cookie Central	http://www.girlscoutsla.org	Forms, Guides, etc.
Little Brownie Bakers	http://www.littlebrowniebakers.com	Cookie info & inspiration
eBudde	https://ebudde.littlebrownie.com	Online cookie sale management
VIP eTraining	http://vipetraining.littlebrownie.com	Online training
Cookie Club	https://cookieclub.littlebrownie.com	Girl online ordering
Facebook	https://www.facebook.com/GSGLACookieNutFriend	Up to date Cookie info
LA Pixie List	http://www.pixielistla.com	Girl Scout's classified ads

Girl Scout Cookie History

http://www.girlscouts.org/program/gs_cookies/history.asp

Girl Scout Cookies® had their earliest beginnings in the kitchens and ovens of our girl members, with mothers volunteering as technical advisers. The sale of cookies as a way to finance troop activities began as early as 1917, five years after Juliette Gordon Low started Girl Scouting in the United States. The earliest mention of a cookie sale found to date was that of the Mistletoe Troop in Muskogee, Oklahoma, which baked cookies and sold them in its high school cafeteria as a service project in December 1917.



In July 1922, *The American Girl* magazine, published by Girl Scout national headquarters, featured an article by Florence E. Neil, a local director in Chicago, Illinois. Miss Neil provided a cookie recipe that was given to the council's 2,000 Girl Scouts. She estimated the approximate cost of ingredients for six- to seven-dozen cookies to be 26 to 36 cents. The cookies, she suggested, could then be sold by troops for 25 or 30 cents per dozen.



In the 1920s and 1930s, Girl Scouts in different parts of the country continued to bake their own simple sugar cookies with their mothers. These cookies were packaged in wax paper bags, sealed with a sticker, and sold door to door for 25 to 35 cents per dozen.



1930s

In 1933, Girl Scouts of Greater Philadelphia Council baked cookies and sold them in the city's gas and electric company windows. Just 23 cents per box of 44 cookies, or six boxes for \$1.24! Girls developed their marketing and business skills and raised funds for their local Girl Scout council. A year later, Greater Philadelphia took cookie sales to the next level, becoming the first council to sell commercially baked cookies.

In 1935, the Girl Scout Federation of Greater New York raised money through the sale of commercial cookies. Buying its own die in the shape of a trefoil, the group used the words "Girl Scout Cookies" on the box. In 1936, the national Girl Scout organization began the process to license the first commercial baker to produce cookies that would be sold nationwide by girls in Girl Scout councils.

Enthusiasm for Girl Scout Cookies spread nationwide. By 1937, more than 125 Girl Scout councils reported holding cookie sales.

1940s

Girl Scout Cookies were sold by local councils around the country until World War II, when sugar, flour, and butter shortages led Girl Scouts to begin selling calendars to raise money for activities. After the war, cookie sales resumed, with the national organization licensing local bakers to produce and package cookies. By 1948, a total of 29 bakers were licensed to bake Girl Scout Cookies.

1950s

In 1951, Girl Scout Cookies came in three varieties: Peanut Butter Sandwich, Shortbread, and Chocolate Mints (now known as Thin Mints). With the advent of the suburbs, Girl Scout Cookies began being sold by girls at tables in shopping malls.

Five years later, flavors had evolved. Girl Scouts sold four basic types of cookies: a vanilla-based filled cookie, a chocolate-based filled one, shortbread, and a chocolate mint. Some bakers also offered another optional flavor.

1960s

During the 1960s, when Baby Boomers expanded Girl Scout membership, cookie sales increased significantly. Fourteen licensed bakers were mixing batter for Girl Scout Cookies. And those bakers began wrapping Girl Scout Cookie boxes in printed aluminum foil or cellophane to protect the cookies and preserve their freshness.

By 1966, a number of varieties were available. Among the best sellers were Chocolate Mint, Shortbread, and Peanut Butter Sandwich cookies.



1970s

In 1978, the number of bakers was streamlined to four to ensure lower prices and uniform quality, packaging, and distribution. For the first time in history, all cookie boxes—regardless of the baker—featured the same designs and depicted scenes of Girl Scouts in action, including hiking and canoeing. And in 1979, the brand-new, Saul Bass–created Girl Scout logo appeared on cookie boxes, which became more creative and began promoting the benefits of Girl Scouting.

Cookies for sale during the 1970s included Thin Mints, Do-si-dos®, and Trefoils® cookies, plus four additional choices.

1980s

In 1982, four bakers still produced a maximum of seven varieties of cookies—three mandatory (Thin Mint®, Do-si-dos®, and Trefoils®) and four optional. Cookie boxes depicted scenes of Girl Scouts in action.

1990s

In the early 1990s, two licensed bakers supplied local Girl Scout councils with cookies for girls to sell, and by 1998, this number had grown again to three. Eight cookie varieties were available, including low-fat and sugar-free selections that never sold well enough to continue producing.

GSUSA also introduced official age-appropriate awards for Girl Scout Brownies, Juniors, Cadettes, and Seniors, including the Cookie Activity Pin, which was awarded for participating in cookie activities.

2000s

Early in the 21st century, every Girl Scout cookie had a mission. New cookie box designs, introduced in fall of 2000, were bold and bright, capturing the spirit of Girl Scouting. Two licensed bakers produced a maximum of eight varieties, including three that were mandatory ones (Thin Mints®, Do-si-dos®, and Trefoils®). All cookies were kosher. And, much to the excitement of our youngest Girl Scouts, Daisies started selling cookies!

2010s

GSGLA introduces the world to the greatest team of American heroes. They demonstrate the “5 Skills for Girls” that empower girls to take on leadership roles in their own lives. Every Cookie Season, they advocate for positive change by making the world just a bit sweeter with Cookies!



Q. Why do Girl Scouts sell cookies?

- A. The Girl Scout Cookie Program is a fun way for Girl Scouts of all ages to earn money that fuels girl-led initiatives, including community service and travel opportunities. This entrepreneurial spirit inspires girls to set important goals and put leadership skills into action. The Girl Scout Cookie Program is the largest girl-led business in the country which prepares girls for their future by developing five business skills: goal setting, decision making, money management, people skills and business ethics.

Q. How do girls benefit from selling Girl Scout Cookies?

- A. The Girl Scout Cookie Program is the best leadership development and entrepreneurial experience for girls. Selling Girl Scout Cookies is a unique and valuable way that girls can experience the power of goal-setting, develop self-confidence and learn early business skills. Many successful business women got their start selling Girl Scout Cookies. And, the proceeds from the Girl Scout Cookie program remain in the community and support only Girl Scout activities.

Q. How do you come up with the Cookie Reward program?

- A. Very carefully! All of the cookie rewards offered by our bakery must be approved by GSUSA. We hold to the same child safety standards. Awards are program-related and selected to motivate girls to set and achieve goals for their troop as well as for themselves. GSGLA conducts research on girl trends and the girls are surveyed each year on our findings. Council is always searching for creative items that the girls will love. It is a year-round process.

Q. Can troops return extra cookies at the end of the sale?

- A. No, so please order carefully. GSGLA pays for every case of cookies we put in our cookie cupboards. The money that could be used for great programs or providing more adult support would be diverted to pay for unsold cookies. While we can't take back cookies, we do facilitate troop to troop transfer and the self-regulated classifieds at www.pixielistla.com.

Q. Does Little Brownie Bakers bake cookies for all the Girl Scout Sales?

- A. Little Brownie bakes cookies for many of the Girl Scout councils in the U.S. There are two licensed bakers that Councils can choose from. Each baker produces three cookies that are "standard" Thin Mint, Trefoil and Do-Si-Do (although the other baker calls them something else!). The other flavors are developed by the bakery, and can vary over time as new flavors are introduced.

Q. If someone returns a box of cookies to us and says it is damaged, what do we do with them?

- A. Replace the cookies immediately with those you already have. Then return the damaged box to the closest cookie cupboard. They will do a one-for-one exchange for you. There is a no questions asked policy regarding damaged boxes.

Q. Why are debts limited to \$300.00 per family, troop or business?

- A. It is to share accountability and limit losses. It is unfortunate but some troops are not clear on girl payment expectations to the family. People are uncomfortable asking others for payment. Council understands that sometimes things go wrong, but we are also available to mediate. Troops need to take responsibility and be held accountable like any business. Every dollar that is lost to bad debts costs the Council and girls in lost opportunities that the Council can now not afford.

Q. My troop wants to have a booth sale at a coffee shop. Why can't I make the arrangements myself?

- A. The Service Unit Cookie Booth Chairs are appointed and trained to know the best way to approach owners and managers of local shops to get permission for a booth sale. Having one contact person per Service Unit ensures that businesses don't receive multiple phone calls. Repetitive calls could be very irritating and possibly jeopardize all booth sale opportunities. If you have a great idea for a location or a particular "in" with a local business, share that information with your Service Unit Booth Coordinator so that all the troops in the area can benefit.

Q. Are Girl Scout cookies tax deductible?

- A. It depends on if the customer takes the cookies with them. According to the IRS and GSUSA:
- **Customers that accept cookies:** If individuals buy cookies for personal consumption, they have purchased a product at fair market value. For this reason, no part of the price of a box of Girl Scout cookies is tax deductible.
 - **Customers that leave cookies with the Girl Scouts:** Those customers that do not receive any Girl Scout cookies, but purchase a box for the Gift of Caring program, do not benefit directly from paying for the cookies. Those individuals may treat the purchase as a charitable contribution. Troops may want to receipt larger GOC donations for their customers.

Q. What happens with Council's leftover unsold cookies?

- A. By closing down smaller cupboards as the boothing period progresses, we are able to manage our inventories for minimal leftovers. The cookies on hand after the sale then go towards the Gift of Caring donations. For example, in 2013 we ended with about 50,000 boxes on hand, but we needed 140,000 for GOC. Council ordered an additional 90,000 from the bakery to fulfill GOC deliveries in April.

Q. Can troops accept donations directly at booths?

- A. Council understands that the public really wants to support Girl Scouts and Cookie Season is the best time to receive donations. However, it is Cookie time and girls are boothing to sell cookies, not accept direct donations. We strongly encourage girls to ask customers to support the troop by purchasing Gift of Caring cookies. All cash contributions should be placed in the GOC container.

Likewise, customers' generosity in letting troops "keep the change" should be added to the GOC effort.

Q. Are adults required to be registered members in order to booth?

- A. GSGLA always strongly suggests that adults are registered, however, it is not required for adults in order to supervise girls at a booth. TCCs can encourage/require it to help protect the troop from risk. Likewise, non-registered adults need to understand the additional liability they assume by not being registered. Registered parents may not want their girl being driven and then supervised by a non-registered adult. This should be discussed during the Parent Training and a kind of peer pressure can assist with more adult registrations.

Girl Scouts has a unique language, and the Cookie Program is no exception. Here are some of the more common terms we use on a daily basis, but can be confusing until you know what we mean.

ACH DEBIT – an eBanking transfer from one bank account to another. ACH stands for Automatic Clearing House which is the federal system of sending funds electronically. Council gives instructions to our bank to ACH Debit the troop accounts and deposit funds into council's bank account.

Allocations – a process that takes boxes that have been signed out to a troop, and gives credit for their sale to individual girls. When added to her Initial Order and Gift of Caring sales, this determines the girl's final sales quantity and her reward level.

Boothing – the process where girls sell their product to customers in a face-to-face transaction. Troops will booth based upon the motivation levels of their girls and in direct relationship to their goals. The average troop holds four booths, but many large troops will have dozens of booths every weekend and even each day of the Cookie Program.

Boothing Chair – a service unit volunteer who manages the relationship of host businesses who grant written permission for troops to booth on their private property.

Booth Scheduler – a function that allows troops to sign up for available booth sites and times. Very specific timelines determine when the Booth Scheduler is available to troops for this process and can change with each season.

Circle Sheet – a convenient form used during Initial Order delivery for easy troop pick up. It has 6 colored circles to count out the number of cases the troop should be picking up. Colored circles correspond to the cookie box color. Also known as a 'bubble sheet.'

Club 500 FunFest – a recognition event for girls who sell at least 500 boxes, and who are the exclusive invitees to a custom, spectacular experience. Invited girls are welcome to bring an adult chaperone, including Dads.

Cookie Entrepreneur Officer (CEO) – a girl in business for herself, learning transferrable life skills, while building self-confidence and having fun with her other troop members.

Cupboard – locations throughout GSGLA where cookies (or nuts) are warehoused and troops are able to pick up product during designated days and hours.

Cookie Club – an online sales program that can be used by girls of all ages. Girls send emails to family and friends to market their cookie program and receive 'promises' to purchase in return.

Cookie Locator – aka Cookie Finder—a database of booths that have been chosen by a troop. The Locator is on our website during the Boothing period or by downloading the Cookie Locator App for your smartphone. Potential customers can type their ZIP code in, and the Locator will return all current and future active Booths within that ZIP code. It is our best way to connect customers to the product.

Credit Card App – a smartphone application that will process a customer's credit or debit card and deposit the funds into the troop bank account.

Cupboard Manager – a volunteer or council staff person who manages the local cookie warehouse.

eBudde – Internet-based product sales software used to track sales, inventory, booth sites, booth scheduling, rewards, and payments. Every facet of the Cookie Program is managed within eBudde.

Elite 1000 – a recognition event for girls who sell at least 1000 boxes, and who are the exclusive invitees to a custom, unique and exclusive Girl Scout experience.

Gift of Caring – Council-wide troop service program where other partnering non-profits receive cookie donations toward their mission.

Girl Order Card – Customized form that is used primarily to take the girl's Initial Order. It contains information about the cookies for the customer and details of the reward plan for girls.

Initial Order – the first cookie orders that are turned in to council for service unit delivery. These are the very first cookies that will be delivered to customers.

Initial Order Delivery Site – a special location within each service unit where Initial Orders are sorted and distributed to troops. It has intrinsic qualities that make it a suitable staging area.

Little Brownie Bakers (LBB) – the GSGLA cookie bakery partner located in Louisville, KY. Only two bakeries produce all Girl Scout cookies in the USA. The other is ABC Bakers.

Opt out – Older girl troops (Cadette and above) can elect to waive the **rewards** they would otherwise earn, and instead receive an additional \$.05 per box sold in proceeds. Opt out troops still receive all patches, Club 500 and Elite 1000 recognition events (if achieved), and are eligible for the Initial Order recognition.

Parent/Guardian Permission and Responsibility Agreement – form that parents or guardians sign to grant permission for their girl to participate in the Cookie Program, and accept financial responsibility for all cookies their girl sells.

Position Description and Agreement(s) – various written documents signed by SUCPC, SUBC, SURC, SUCM, and TCC that defines their role and responsibilities to council for the cookie program.

Product Sales Manager (PSM) – the council staff member who has primary responsibility for working with volunteers in her service center to deliver the Cookie Program. SUCPCs work closely with the PSM on all operational needs.

Recognition – carefully screened and selected item received by girls for reaching a specific sales goal.

Reward – a comprehensive term that includes all items received by a girl, a troop, or a service unit such as recognitions, troop proceeds, and program credit.

Round-Up – an eBudde process that rounds up the troop's Initial Order of each cookie variety into whole case increments. Initial Orders are only transacted in whole (12-box) cases.

Service Unit (SU) – a geographic area set by council to create manageable groups of troops. Boundaries can be set by town lines, school districts, roadways, or other demarcation.

Service Unit Cookie Program Chair (SUCPC) – a volunteer who coordinates the Cookie Program for the service unit. Chosen by the SUM, and appointed by council, this position recruits and trains Troop Cookie Chairs.

Troop Cookie Chair (TCC) – a volunteer who coordinates the Cookie Program at the troop level. Chosen by the Troop Leader, and appointed by council, this position trains girls and parents.

Troop Proceeds – these are monies earned by a troop on their total cookie sales, including opt out proceeds.

Troop-to-Troop Transfer – the flexibility to move cookies (and their financial responsibility) from one troop with an excess supply of cookies to another troop with a demand for those cookies. This can be very helpful at the end of the program when a troop would otherwise be left with excess inventory and few prospects to sell them. Troops working together to clean out stock and wrap up their program collectively is a source of pride and an example of Girl Scout sisterhood.

VIP eTraining – this is a website created by Little Brownie Bakers that provides a comprehensive overview of all facets of the Cookie Program. There are areas devoted to girls, families, and cookies. In addition, GSGLA is able to upload additional training resources such as troop training Powerpoints. If you need training, this is the first place to go.

REFERENCE/INDEX

5 Skills for Girls	8, 51
ACH Debits	43
Allocating Booth Sales	34
Banking Information	41-44
Bling my Booth	50
Booth Sale Information	28-40
Booth Sale Recorder	33,47
Booth Sign up	29
Booth tips	28,31-33
Car Sign	25
Consignment Cookies	7
Cookie Box	18
Cookie Club	46
Cookie History	52-54
Cookie Locator	48,50
Cookie Mobile Contest	50
Cookie Packaging	7,18
Cookie Pins/Badges	51
Corporate Boothing	17
Cost per package	19
Council	45
Credit Cards	33,47
Crisis Management	45
Cupboard Keeper	48
Cupboard procedures	35-38
Damages	26,55
Dates	5,6
Delivery Location Selection	24
Delivery Procedures	26
Delivery to Customers	27
Delivery, Crew	25
Delivery, Vehicle Suggestions	25
Discrepancy Reports	44
eBudde	
Booth Scheduler	29
Dashboard Tab	21
Delivery Tab	24,34
Girl Payments	38
Girl Tab	23
Instructions	21-24
Initial Order Tab	22
Initial Order, Submitting	22
Log in	21
Rewards, Initial	24
Sales Report	41
Settings Tab	23
Transactions Tab	36
Troop-to-Troop Transfers	38

Facebook	16, 48
FAQs	55-56
Gift of Caring	39-40, 49-50
Goals	12
Girl Rewards	14-15
Gluten-Free	7
Rewards	14-15
Initial Order	22
Internet	16
Little Brownie Bakers	13
Leadership	10
Materials List	20
National Cookie Pin	9, 51
Opt Out	7
Participation Requirements	18
Pending Orders	35-37
Pixie List	48
Product Sales Manager	45
Resources	20
Returned Checks	44
Returns	26,37,55
Safety	30
SuperSix	4
Troop Cookie Chair	20
Troop Proceeds	15
VIP eTraining	47
Volunteer Blog	48
Websites	13, 52
Wrap-Up	41

General

References

Notes

