

# 2015 Cookie Program Troop Guide



**The \$5 Direct Sale is HERE!**

The **2015 Cookie Program**  
starts **February 1** and concludes **March 8**

## **Cookie Contact Information**

SU Cookie Program Chair

Name

Phone

Email

SU Delivery Chair

Name

Phone

Email

SU Boothing Chair

Name

Phone

Email

Cupboard Manager

Name

Phone

Email

SU Rewards Chair

Name

Phone

Email

Product Sales Manager

Name

Phone

Email

### ***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.*



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***The Direct Sale format is here!***

In response to our volunteers' ongoing concern about the start dates of all SoCal councils, we are switching to the direct sale format, and away from initial orders. Troops will still place a "starting inventory" order, and booting is as important as ever during this shorter sale. Our girls will now have cookies in hand to sell within one week of all other SoCal councils. The dynamics of how fast girls will sell through their cookies will change dramatically. Look for updated guidance to Troop Cookie Chairs on how to best navigate this new format.

***\$5 / box price***

As you all know by now, the reality of ever increasing costs has finally affected the cookie price. We announced in June that for 2015, the price of Girl Scout cookies would be adjusted to reflect market conditions. This is the first price increase in ELEVEN years, which was 2004. No one is happy to see a price change, but it also had to happen at some time. Troop proceeds, girl rewards, and the opt out credit have also increased proportionately. San Diego and Orange County Councils are also moving to the \$5 price.

***New Rah Rah Raisin cookie!***

Little Brownie Bakers is introducing its first new flavor in three years. The Rah Rah Raisin cookie is an oatmeal raisin recipe with added Greek yogurt-flavored bits. It's a very classic cookie merged with the contemporary Greek yogurt phenomenon. This means we are no longer a "Super Six" council, but we also do not lose the two retired flavors. We will offer seven cookies on the girl order card, plus the gluten free pilot as a stand alone product.

***Our first gluten-free cookie!***

Based on continuing interest in gluten-free products, LBB has introduced its first gluten-free cookie, the Toffee-Tastic! This is a first year pilot and **quantities are strictly limited**. Please check out how your troop can participate in the pilot of a brand new product. Toffee-Tastic cookies will sell for \$6.00 per box to reflect the more expensive nature of certified gluten-free ingredients and production.

***ABC Baker's new cookies***

GSGLA is completely surrounded by ABC Baker councils. For informational purposes, you should be aware of the changes in their cookie lineup. To replace the Chocolate Chip Shortbread gluten-free cookie from last year, there will be a new "Trios" cookie which is a combination of peanut butter, oatmeal, and chocolate chip. ABC Baker councils will offer eight flavors, plus this gluten-free pilot.

***Digital Order Card (DOC)/COCODirect***

You may have heard about the new online sales channel that GSUSA is promoting. Although we are very excited to see new technology introduced, GSGLA is not participating this first year. Based on what we know at this time, we expect to adopt "DOC 2.0" in time for 2016.





Volunteers have been asking for a Direct Sale for a few years now. Always be careful what you wish for as the Direct Sale changes things A LOT. It is not just a simple “get my cookies sooner.” We have summarized some things that you experience differently and how to be prepared. Please reach out and talk to your Service Unit or staff with your thoughts. We are here to guide you the best way we can. The Direct Sale is nothing to be afraid of, but as in most situations, preparation goes a long way to solve problems.

1. **Faster and easier.** Girls have cookies in hand at the start of the sale, so they can complete customer transactions in one step. No more taking orders and tracking customers down for delivery and payment.
2. **Requires more inventory on hand.** Customers will purchase more cookies when they are presented with a variety of instant choices. Girls should have a good selection of cookies available at all times.
3. **Girls need access to cookies at all times.** It’s not as simple as delivering a preset number of boxes. During the 2 weeks of direct sales (Feb 1-12), girls should plan to have an ample supply of cookies readily available. If you do not order enough up front, a girl will run out of inventory and her sale will stop.
4. With a direct sale, cookies are always available at the cookie cupboards. If a customer wants a cookie that a girl doesn’t have, all she has to do is write it on her order card and make arrangements to bring the cookies to the customer.
5. **Girls need to envision what a walkabout will look like.** Back when girls took orders, it did not matter if the neighbor ordered 2 or 20 boxes. They were all delivered a month later. If today’s customer wants lots of boxes, will the girl have the right variety mix? And after she sells those cookies, what does the girl have to offer the next door neighbor? **Inventory on hand is CRITICAL to momentum and success.**
6. **Cookie cupboards will be busy.** As a best practice, troops are advised to pick up 75% of last year’s total orders as their starting inventory. This will help them avoid long lines at the cupboards, and will enable the girls to keep up with their momentum.
7. Cupboards open immediately after GO Day, on February 2. We hope that troops place logical Starting Inventory Balances and the cupboards are not slammed right away, but that’s not what we are planning for. History shows that troops simply don’t plan enough and are spending their time in a cupboard line. **It takes a leap of faith, but order the cookies up front—you will sell them!**
8. **Cupboards can only hold so much product.** Cupboards will only be open certain hours. We have restrictions on how fast we can restock a cupboard. No one wants long lines of frustrated volunteers. Know that we are doing everything humanly possible to make it work, but there are limits to what we can plan for. If troops are too conservative in their Starting Inventory Balance, we will all endure a very difficult, and long, cupboard season.
9. **The first ACH debit is only \$1.50/box.** Remember, girls will be selling cookies as soon as they receive them, so they will be collecting payment right away, as well. Troops will be able to make the first ACH debit. If you do have trouble making the first payment, contact your PSM at least 48 hours in advance of the payment date.
10. New starting inventory return policy. To make troops feel easier about placing their starting inventory orders, a **limited return policy** has been put into place. Troops may return up to 10 cases from their starting inventory order, as long as they do not accept any additional inventory into their troop. See this Guide for return dates.

In addition to our famous Super Six, we are excited to announce the arrival of a new cookie to our line-up—Rah-Rah Raisin! It is an oatmeal cookie with plump raisins and Greek yogurt flavored chunks. In other cookie news, the beloved Thin Mint is now vegan and the Samoa is celebrating its 40th birthday!

**These seven cookies are \$5.00 per box.**

**Customers**  

**love**

**our amazing,  
name-brand  
Girl Scout  
Cookies®**

**Committed to responsibly  
sourced palm oil**

Although use of palm oil in our Girl Scout Cookies is very limited, we want to demonstrate our commitment to baking with environmentally responsible, socially beneficial, and economically viable Mass Balance palm oil, by working with suppliers to source fully traceable palm oil. Kellogg is working through its supply chain—from suppliers to processors to growers—to ensure that the palm oil it uses is sourced from plantations that uphold the company's commitment to protect forests and peat lands, as well as human and community rights.

For the 2014-15 cookie season, Little Brownie cookie boxes will display the RSPO Mass Balance palm oil logo shown here, highlighting this cookie's contribution to the production of certified sustainable palm oil.




- No high fructose corn syrup
- Zero grams trans fat per serving
- No hydrogenated oils in select varieties
- 100% real cocoa
- Nutritious whole grain oats in Rah Rah Raisins & Do-si-dos\*
- A selection of nut-free varieties\*\*

\* No hydrogenated oils in Do-si-dos, trefoils & Rah Rah Raisins. \*\* No peanuts or tree nuts in Thin Mints, Trefoils or Rah Rah Raisins. Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information.

2014-2015

**Vegan**

**Thin Mints®**

Crisp wafers covered in chocolatey coating made with natural oil of peppermint

**Trefoils®**

Traditional shortbread cookies

**Do-si-dos®**

Crunchy oatmeal sandwich cookies with creamy peanut butter filling

**Rah-Rah Raisins®**

Hearty oatmeal cookies with plump raisins and Greek yogurt-flavored chunks

**Samoas®**

Crisp cookies coated in caramel, sprinkled with toasted coconut, and striped with dark chocolatey coating

**Savannah Smiles®**

Crisp, zesty lemon wedge cookies dusted with powdered sugar

**Tagalongs®**

Crispy cookies layered with peanut butter and covered with a chocolatey coating

All cookies baked by Little Brownie Bakers feature the too-free number for Consumer Affairs right on the box. We are happy to be held accountable for the quality of our cookies.

**1-800-962-1718**

**Little Brownie**

[www.littlebrownie.com](http://www.littlebrownie.com) Bakers®

**girl scouts** 



# GLUTEN-FREE Toffee-tastic!™ Girl Scout Cookies®

**Fantastic flavor  
for everyone!**

There's another new cookie in town: **Toffee-tastic Girl Scout Cookies** are **gluten-free**, crispy, buttery cookies packed with golden toffee bits.

With a growing number of people avoiding gluten for a variety of reasons, Girl Scouts recognized a need for a gluten-free option for customers. More than just a fad, gluten-free products are quickly becoming a way of life for many people. With increasing numbers of people avoiding gluten, Toffee-tastic will open new sales opportunities for girls as well.



The sale of **Toffee-tastic Girl Scout Cookies** is a **pilot program**, and the cookies will be offered only in select Girl Scout councils for as long as supplies last. They will be offered through starting inventory orders only, in limited amounts. Every troop may order Toffee-tastic cookies. **We suggest each troop order up to 6 boxes per girl, up to a preset maximum of 10 cases per troop.** Toffee-tastic cookies will not be listed on the order card, nor will they be available in the cookie cupboards.

The indulgently rich flavor of Toffee-tastics will appeal to all customers, but Girl Scouts are especially excited they can offer this option to those avoiding gluten.

**Toffee-tastic will be sold  
for \$6 per box.**



**Before**

**Cookies**

**December 2014**

- ☐ TCCs attend their Service Unit's Cookie Training and turn in TCC Agreement and ACH Form to receive materials.
- ☐ TCCs receive eBudde invitation access from SUCPC by January 4. Test eBudde log in and report any problems to SUCPC.
- ☐ 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 2015**

- ☐ 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.
- ☐ **January 9** - eBudde Booth Scheduler opens for Round 1. See instructions p. 25.
- ☐ 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 14** - Starting Inventory Order due in eBudde by 11:30pm. See page 27-28 for further instructions.
- ☐ TCCs visit <http://vipetraining.littlebrownie.com> to complete eBudde and other training online.
- ☐ **January 15**—Mid-year financial report due to Council.
- ☐ **January 16**—Corporate Booth applications due to SUCPC.
- ☐ **January 30-31** - Starting Inventory 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 MUST SIGN A RECEIPT FOR COOKIES RECEIVED. Remind girls and parents/guardians of check acceptance guidelines and how to order additional cookies.

**February 2015**

- ☐ **February 1**—GO Day! Cookie Program Begins
- ☐ **February 2**—Cookie Cupboards Open. Troops only pick up in whole cases through February 18. Enter pending orders in eBudde 24-48 hours before picking up additional cookies. Cupboards will be very busy the first week!
- ☐ **February 6**—Cookie Mobile contest submission due date
- ☐ **February 9** - Last day for Troops to deposit funds to cover first ACH debit.
- ☐ **February 10-18**—Starting Inventory returns. See page 36.



**February 2015 continued**

- ☐ **February 13-** Booting begins. Verify booting date, time and location in eBudde just prior to going to booth sale. For complete booting instructions, see p. 37-45.
- ☐ **February 13 -** First ACH debit from troop accounts.
- ☐ **February 19-March 1—**Exchanges accepted at designated cupboards (excluding Toffee-tastic). Troops may pick up in box quantities until the close of the program.

**March 2015**

- ☐ **March 2-8—**Consignment Cookie orders now available. Troops may take out up to 10 cases of cookies on consignment from designated cupboards.
- ☐ **March 8-** Cookie program ends—LAST DAY TO SELL.
- ☐ **March 10—**Last day to return consignment orders at designated cupboards.
- ☐ **March 11-** Last day for TCCs to enter all Gift of Caring boxes, troop transfers and complete all girl allocations in eBudde. Must be completed by 11:30 p.m.
- ☐ **March 16-**Troops deposit all remaining funds to cover second ACH debit.
- ☐ **March 20-** Final ACH debit. Discrepancy Reports due to PSM.

**May 2015**

- ☐ Girl rewards are shipped to the Service Unit Reward Chair. 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.
- ☐ **May 9-** Club 500 FunFest at Vasa Park, Agoura Hills
- ☐ **May 30** Elite 1000; Disney YES program at Disneyland
- ☐ **Celebrate your troop's success!!!!**





# 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, and 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 decisions in their future.
- 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, responsibly, and follow the rules 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.



# 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](http://forgirls.girlscouts.org/badges).

To learn more about the Girl Scout Cookie Program, go to [girlscoutcookies.org](http://girlscoutcookies.org) today!

Before

Cookie Business Curriculum

### ***Savannah Says—Troop First Steps to Cookie Success***

- ☐ Troop Leader verifies that all girls are registered for the 2014-2015 membership year.
- ☐ Parent and 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.
- ☐ Troop Bank Account—Every troop must have a bank account in the Council's non-profit tax ID #. Brand new troops should start this process immediately as it can take some time to assign signatories.
- ☐ Paperwork—Each troop must turn in a signed *Troop Cookie Chair Position Description & Agreement* and *ACH Debit Authorization Form* and voided troop check to your SUCPC. This is essential to receive your eBudde access.
- ☐ Attend TCC Training from your Service Unit Cookie Program Chair.
- ☐ Cookie Kick-Off—Plan to attend a local SU Cookie Kick-Off to motivate your girls and have a day of cookie-inspired fun with your troop.
- ☐ Troop training—Schedule a troop training for girls and parents by mid-Jan. Trained girls and parents are much less likely to make mistakes and consume valuable time during the sale. Save stress by setting 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 submitted a signed parent permission form.
- 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. Remember to set a Gift of Caring (GOC) goal. BTW, 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.
- Talk to the girls and adults about the troop's Starting Inventory Order. You will receive a recommendation from Council based on your troop's total sales last year. Does your troop feel comfortable with this Starting Inventory Order?



**The biggest Girl Scout cookie party ever!**

**January 10, 2015  
See you there!**



Are you ready for the biggest birthday party of the year? Check with your Service Unit Cookie Program Chair if your Service Unit is hosting a Cookie Kick-Off this year. If not, there may be an adjacent Kick-Off that you are welcome to attend.

History proves that girls who attend a Kick-Off have a 50 box higher PGA than those that pass the opportunity. Invest in your girls and they will enjoy a better Cookie Program success.

**Before**

**Cookie Kick-Offs**

## 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. 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 girl 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, making a mid-day bank deposit, and helping to deliver cookies to a booth in progress that’s running low.

### 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. 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 and online. When girls reach their goals, be sure to celebrate all their hard work.



Little Brownie Bakers has the fully digital experience for 2015. 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](http://www.littlebrowniebakers.com/volunteers)**

The 2014-2015 Volunteer 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.

### **Girls - [www.littlebrowniebakers.com/girls](http://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](http://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 is not just for the younger Girl Scout. Seniors and Ambassadors show their dreams are just as important!

### **Families - [www.littlebrowniebakers.com/families](http://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

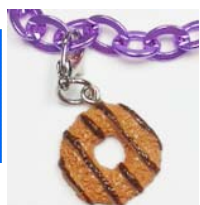
Girl Rewards & Troop Proceeds

## GOC Rewards

**10+ GOC**  
GOC Rocker



**20+ GOC**  
Bracelet & Samoas Charm



**30+ GOC**  
Smoes Charm

**24+ Boxes**  
Participation Patch



**50+ Boxes**  
Amazing Bandana



**90+ Boxes**  
Samoas Water Bottle

## Opt Out

Cadettes, Seniors & Ambassadors  
Troops who Opt Out forego ALL Girl & Troop  
Rewards except patches, Club 500 & Elite  
1000, but will receive an additional \$.10 per box.



**200+ Boxes**  
"Savannah"  
Cheetah Plush



**130+ Boxes**  
Samoas Pillow

**160+ Boxes**  
Amazing T-Shirt



**250+ Boxes**  
Samoas Spirit Hat

**325 +Boxes**  
Samoas Truck Bank



**400+ Boxes**  
Wristlet Wallet



**Cookie Club Patch**  
Send 24 emails

**Rocker Patches**  
for the highest level  
achieved from 160 and up

**160+**





**500+ Boxes**  
FunFest VI at Vasa Park  
May 9, 2015  
'girl & one adult'  
Or \$50 C/P Credit\*

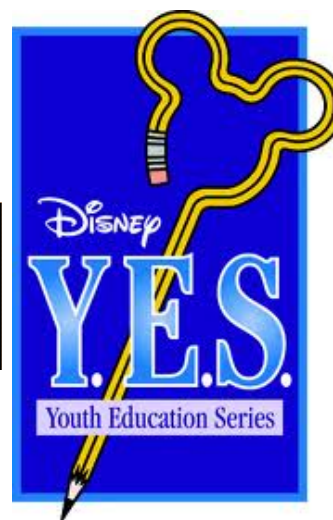


**800+ Boxes**  
Clock Radio w/ Docking Station  
Or \$80 C/P Credit\*



**650+ Boxes**  
Travel Case and Duffel  
Or \$65 C/P Credit\*

**1000+ Boxes**  
Elite 1000—Disney YES  
May 30, 2015  
'girl & one adult'  
Or \$100 C/P Credit\*



Troop Proceeds	
# Boxes	Proceeds
24	\$22.80
50	\$47.50
90	\$85.50
130	\$123.50
160	\$152.00
200	\$190.00
250	\$237.50
325	\$308.75
400	\$380.00
500	\$475.00
650	\$617.50
800	\$760.00
1000	\$950.00
1500	\$1425.00
2000	\$1900.00
3000	\$2850.00



**1500+ Boxes**  
Design your own  
TOMS Shoes  
Or \$150 C/P  
Credit\*

**2000 Boxes**  
Horseback Riding  
Lessons (4)  
Or \$200 C/P  
Credit\*

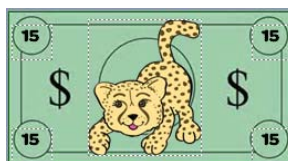


**3000+ Boxes**  
GoPro Hero3+  
Black Edition  
Or \$300 C/P  
Credit\*



### Troop PGA Rewards

Troop average; for each girl participating



**230 PGA**  
\$15 Cookie Dough, paid via ACH Credit



**300 PGA**  
Peace, Love, & Cookies  
Bling Sweat-Shirt

**Before**

**Girl Rewards & Troop Proceeds**

\*Camp/Program Credit

## Workplace Sales

- Girls can contact business owners or managers to request permission to take orders for cookies at a workplace (including a parent's 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. See page 38.
- Good examples for CEO 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 direct sales are completed, the business may allow girls to leave an order card in a spot visible to employees (not walk-in customers). 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.) Cookies may not be left on a counter for customers to purchase.
- 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 residents' enjoyment.

### 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





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 / "Walkabouts"***

- Encourage girls to canvass their communities with buddies and adult partners, leaving no doorbell unrung! Some Service Units will implement the GRID strategy to really organize troops and cover every street. **Certified BEST Practice!**
- 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! Submit your photo to the Annual Cookie Mobile Contest to win a pizza party for your whole troop.
- You can also ask for customers' 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.
- Leave a doorhanger (available in the booting kit or online) if a customer is not at home. This one way to reach more customers.
- Girls should go door-to-door in residential areas only.

### ***Telephone Sales***

- One of the fastest ways to sell Girl Scout Cookies is by phone. Girls should review last year's order cards and contact these reliable customers.
- Once cookies have been delivered, girls may want to call customers, thank them for their past orders and ask when you can deliver a 2015 supply.
- Try a Text-a-thon – older girls may want to text their friends and family to let them know "It's Cookie Time" or "I have cookies NOW—no waiting!"

### ***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. Cookie Club is the 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](http://www.girlscouts.org). Facebook and Twitter, YES! No eBay, Craigslist or Amazon.
- Girls may tell friends and family that they will have Girl Scout Cookies beginning February 1, but they should not take any orders until the Cookie Program begins.

**When does the Cookie Program begin? On GO Day!**

For 2015, girls can begin selling cookies on Sunday, February 1. 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.

**Cookie Program standards**

All girls and troops must follow the rules and guidelines listed on the Parent/Guardian Permission Form and in this Troop Guide, which are put in place for girl safety and to ensure fairness for each girl. Disregard of the rules will result in **consequences/penalties** up to and including loss of proceeds, loss of boothing opportunities, and loss of rewards.

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





### ***The Troop Chair is financially responsible for:***

1. All cookies ordered as part of Starting Inventory, and all cookies picked up.
2. 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!
3. 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.
4. All cookies picked up at cupboards under the troop number.
5. All girl payments received for cookies and all monies collected at booth sales.
6. Troops should deposit all monies in the TROOP account promptly and frequently.
7. Any lost, stolen, or counterfeit money.
8. All Girl Rewards earned by the troop/group.
9. Troop Chairs must distribute all Girl Rewards to Girl Scouts with no outstanding debt upon receipt.

### ***Each family is financially responsible for:***

1. All cookies received by each Girl Scout.
2. All monies collected from customers.
3. Families must turn in payments to the Troop Chair frequently, with final payment remitted by the given deadlines.
4. Families must sign receipts for cookies received and monies turned in.
5. Any lost, stolen, or counterfeit money.

### ***How the Cookie Crumbles***

Here is the breakdown of where the \$5 price goes:



## Materials Checklist

Each Troop Cookie Chair attending Cookie Training will be given a Troop Cookie Packet with the following forms and information after turning in:

- *Troop Cookie Chair Position Description & Agreement* (available online)
- *ACH Debit Authorization Form* (available online)

For each **REGISTERED GIRL**

- Girl Order Card
- Money Envelope

For each **TROOP**

- *Cookie Program Troop Guide* (this publication)
- Jumbo Envelope
- Receipt Books—more are available from your Service Center or your SUCPC
- Gift of Caring Receipts -more are available from your Service Center or SUCPC

**ADDITIONAL RESOURCES** available to download :

- *Cookie Volunteer Guide* (from [littlebrowniebakers.com](http://littlebrowniebakers.com))
- *Safety Activity Checkpoints*
- Thank You certificates
- Cookie Bundle tags, signs and cards
- Door Hangers and Girl Business Card templates
- Goal Getter Order Card



### Savannah Says: Let's get Started!

- ☐ Log in to eBudde: <https://ebudde.littlebrownie.com>
- ☐ Enter troop banking information in eBudde
- ☐ Enter girls' grades, shirt sizes and sales goals on the Girls tab
- ☐ Select booth sites in the Booth Scheduler (see schedule on page \_\_\_\_)
- ☐ Submit Starting Inventory Order
- ☐ Choose Delivery time
- ☐ Submit Starting Inventory reward order for all selling girls if you submitted the recommended Starting Inventory Balance according to the Excel spreadsheet.



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

**RETURNING USERS** will be reset to a council default, temporary password which for 2015 is **5317@RahRah**. You will be required to answer 4 security questions upon login.

**NEW USERS** will be notified by your SUCPC of your 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 at least 8 characters long
- Must have at least one capital letter
- Must have at least one non-alphabetic character
- There is a clever strength meter to help create a strong PW.

Login attempt rules are as follows:

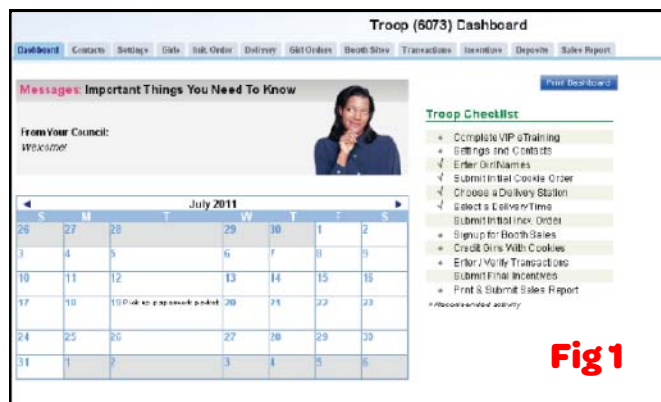
- Limit to 5 consecutive bad login attempts
- Account disabled for 10 minutes



The image shows the eBudde registration form. It includes the eBudde logo, a note for first-time users about password requirements, and a note about contact information. The form fields are: New Password, Confirm New Password, E-mail (pre-filled with ts480@lbb.com), First Name, Last Name, Phone #, Cell #, Address, Address2, City, State, and Zip. A Submit button is at the bottom.

### ***Your Troop Dashboard now appears:***

The dashboard tab (Fig1) 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.



The image shows the Troop (5073) Dashboard. It has a navigation bar with links: Dashboard, Contacts, Settings, Edit, Bulk Order, Delivery, Gift Orders, Booth Sales, Transactions, Services, Deposits, Sales Report. The main content area includes a 'Messages: Important Things You Need To Know' section with a photo of a woman, a 'Troop Checklist' with tasks like 'Complete VIP Training', 'Enter Ordinance', 'Submit Initial Cookie Order', etc., and a calendar for July 2011. A 'Print Dashboard' button is in the top right.

**Fig1**

## SETTINGS Tab

- Click the **EDIT SETTINGS** button. See Fig. 2.
- Verify that your FIVE DIGIT troop number is correct in the Number field. If the troop number has less than five digits, please add the leading zeros to make it five digits.
- #Girls Registered and #Girls Selling will be automatically updated
- Enter the Troop Goal (boxes)
- Choose the Troop/Group Age Level
- 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 starting order will NOT be accepted 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**

Girl data will NOT be rolled over from 2014, but imported from Personify based upon registrations for 2014-2015. It is imperative that your troop register on time so we can import the troop data into eBudde before you need it.

## GIRL Tab

- All early registered girls will be automatically uploaded into eBudde. Additional girls will need to be added manually. See Fig. 3.
- Click on the **GIRL** tab to see all the registered girls in the troop.
- Enter each girl's school **grade level**, **shirt size**, and her **sales goal**.
- Girls can be added at any time. Girls CANNOT be deleted once Starting Orders have been submitted. Please edit your roster accordingly for only girls that are participating.

First Name	Last Name	GSUSA Id	Grade	Cookie Club Login	Reg'd?	Shirt Size	Sales Goal	Delete?
Anna	Murray	2	7		✓	YL/AS		
Becky	Harrigan	1	6		✓	YM	2	
Cindy	Wright	5	6		✓	YM		



**Boothing begins on Friday, February 13 and ends Sunday, March 8**

### **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 five cumulative rounds:

- ROUND 1:** On **January 9** at 6:30 p.m., you may select **three** booth sites within your service unit boundaries. The round will close at 6:30 p.m. the following day. SU or GSGLA staff may drop troops from improper sign-ups without prior notification.
- ROUND 2:** On **January 11** at 6:30 p.m., you may select **two** additional booth sites anywhere in GSGLA. The round will close at 6:30 p.m. the following day.
- ROUND 3:** On **January 13** at 6:30 p.m., you may select **four** additional booth sites anywhere in GSGLA. The round will close at 6:30 p.m. the following day.
- ROUND 4:** On **January 25** at 6:30 p.m., you may select **11** additional booth sites anywhere within GSGLA. The round will close at 6:30 p.m. the following day.
- ROUND 5:** Beginning **January 27** 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 and catch up.
- **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 or a friend's business). Simply enter the special booth site information into eBudde under "My Booth Sales," and WAIT FOR APPROVAL. Your SU Boothing Chair will review and approve, as appropriate. If the Special Booth site requested is outside your SU area, it will require additional steps (and time) to get approval.

**Before**

**Booth Scheduler**

## 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 panel on the left (see Fig. 4), 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.

The screenshot shows the eBudde Booth Scheduler interface. At the top, there's a navigation bar with tabs: Dashboard, Contacts, Settings, Girls, Init. Order, Delivery, Girl Orders, **Booth Sites**, Transactions, Rewards, and Deposits. Below the navigation bar, there's a section for 'Browse and signup for Council Booth Sales' with a dropdown for 'Council Sales' and buttons for 'Free Slots' and 'Current Signups'. The main content area is divided into two panels. The left panel, titled 'Greater Los Angeles', lists various locations and times. The right panel, titled 'Albertsons Riviera (King Harbor S)', shows the location details and a 'Submit' button. A yellow banner in the right panel reads: 'permission to post an 11by17 poster at the entrance. Permission to set up booths Friday(3-6), Satu...'. Below the banner, there's a table with columns 'Time' and 'Troop'. The 'Time' column shows '1:00pm' and the 'Troop' column is empty.

**Fig 4**

## 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. Another reason to cancel your booth is so that customers using the Cookie Finder aren't directed to an empty booth. 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 times and locations 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.



### ***How to place a Starting Inventory Order***

In order for girls to have the necessary inventory on hand, it is imperative that troops order enough cookies in the Starting Inventory. We recommend ordering at least **75% of your troop's total sales from last year**. History from other councils tells us that up to 75% of sales happen in the first two weeks of the Cookie Program! Ordering enough product for your Starting Inventory means you won't have to go to the cupboard that first week, and the girls will be able to keep up with the momentum.

1. Each troop will receive an Excel worksheet where they can enter their troop number to access last year's girl and sales numbers. The worksheet will calculate a 2015 Starting Inventory Order recommendation based on last year's total sales and the number of girls participating this year.
2. New troops (with no prior sales history) will be provided similar guidance based on their girls' program age level and their per girl average (PGA). You can feel confident in this process even though it's all brand new to you.
3. Starting Inventory 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.
4. If your troop wants to participate in the Toffee-tastic pilot, plan to order about 6 boxes per girl. Troops are limited to a maximum of 10 cases in your Starting Inventory Order. These cookies will not be available in the cupboards and may not be returned or exchanged. We have pre-ordered exactly 15,000 cases of Toffee-tastic, and there are about 3000 troops. We expect and have planned for the AVERAGE order to be 5 cases per troop.
5. Troops should not be overly zealous with their desire for this cookie. If troops order more than the available 15,000 cases, council will start trimming troop orders until we total 15,000 cases. This is beyond our control, and we apologize in advance.
6. Troops should include a starting booth sale quantity as part of their Starting Inventory Orders. The intention is that your Starting Inventory Order should carry you from the start of sales on February 1 and through the end of the first weekend of boothing, February 16. That's a long time and a lot of cookies.
7. Even though cupboards open early on February 2, you really do not want to be there in the earliest days. The cupboards are also 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 to you.
8. The Excel file breaks down your troop order into a suggested allotment for girls.
9. It is not necessary to assign all of the cookies to the girls for the Starting Inventory. Again, because individual girls are not taking orders, entering the Starting Inventory by girl is not quite right. If you are able to project some cookies at the girl level, that would help reduce allocations later. It may help to differentiate between girl responsibility and troop responsibility (for finances) at this time. But each troop needs to see what works best for them.

Please contact your Service Unit Cookie Program Chair with any questions about placing your Starting Inventory Order.

**INITIAL ORDER Tab**

- See Fig. 5. Click on each girl's name. At the bottom of the screen, squares will appear where you may enter her order in **box quantity**. We recommend that some boxes be ordered in each girl's name, but recognize that she has not personally ordered them. With a Direct Sale, the Starting Inventory Order is much more at the troop level, than in the past. You can always re-allocate boxes to the girls later.
- Click the **OK button** on the far bottom right side of the screen.
- Repeat this process for each girl.
- Click on **OTHER** to place the girls' cookie orders. You can tab to each box to enter the number of boxes per variety.
- 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 of boothing. Note: there is no CGOC column for Booth orders.
- Click the **OK button** on the far bottom right side of the screen.
- Click **SAVE** at top of the screen

Dashboard Contacts Settings Girls **Init Order** Delivery Girl Orders Booth Sites Transactions Rewards Deposits Sales Report Reports **Fig 5**

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

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 Starting Inventory Order:**

- Review the totals at the bottom.
- Check to make sure you don't have an extra zero or order cases instead of boxes  
**Once you submit your order the cookies belong to your troop!**
- You can **EDIT and SAVE** 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 Starting Inventory Order by 11:30 p.m. on Wednesday, January 14, 2015.**



## 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. Your SUCPC will notify you of your SU's process.

### 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. 6) 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.

Dashboard Contacts Settings Girls Init. Order **Delivery** Girl Orders Booth Sites Transactions Incentives

Aug 2, 2011 at 12:45PM

Signup Print Please print this page and bring it with you. **Fig 6**

	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 Starting Inventory Reward Order

Immediately after the Troop Starting Order is submitted, the TCC also submits the Initial Reward order. This reward is based on whether a troop submits the **recommended** quantity based on the Excel file council provided. eBudde cannot automatically calculate the girl initial reward order based this criteria. Therefore, troops that have ordered the recommended quantity should enter the number of Samoa clipboards for the girls (one for every girl selling.) Council will verify this and correct eBudde as needed. *Troops who choose the opt out option do not receive Starting Inventory Rewards.*

To SUBMIT your Initial Rewards:

### REWARDS Tab

- Click **FILL OUT** next to Initial Reward Order
- If you ordered the **recommended** number of cookies, enter the number of clipboards you need for your selling girls. Verified/edited by Council.
- 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 to this field.



**Savannah Says: Delivery Basics**

- ☐ Schedule a Starting Inventory Order Delivery 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 Starting Order, one was selected for you and you need to abide by that scheduled time.*

**Starting Inventory Order deliveries are January 30-31, 2015 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	22 cases
Mid-Size Car	Ford Fusion Chevy Impala	30 cases
Small SUV	Toyota Rav4 Honda CRV	35 cases
Station Wagon	Dodge Magnum Taurus Wagon	70 cases
Mid Size SUV	Ford Explorer Honda Pilot	55 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 Starting Inventory Order, and it will be listed in eBudde.

- When you pick up your troop's Starting Inventory Order, expect to get a bit dirty. Wear flat, comfortable shoes with traction.
- Please be patient, flexible and ready to help out if needed.
- **Count, count, count** the cases before you sign for anything! Print out 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. Take the cookies straight home—do not leave them in your car!
- Once home, assign a starting balance to girls for GO Day.
- Distribute the girls' money envelopes with their 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.
- Prepare an M-3 receipt for each family picking up cookies.



As 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.

### ***What if a package is damaged?***

If a package is damaged, it can be cheerfully 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*
- *Stepped on by a prancing Cheetah*
- *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***

- Collect money as cookies are sold, not before. GOC is the only exception.
- Daisies require additional close supervision from parents. Commonsense always rules. See pages 38-39 for Daisy-specific guidance.

### ***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 transactions must be done in person. Use of a credit card reader app (linked to a troop bank account) is acceptable and encouraged for in person transactions only.
- 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, in residential areas only.
- 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 should use the buddy system. There is safety in numbers.
- Girls should never approach customers in cars.

### ***Boothng***

- Two adults are to be present at all times, at least one of whom is female.
- 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.
- See Boothng Policies for rare exceptions to these rules.

### ***Money Management***

- Girls and adults must have a plan for safeguarding money and checks collected.
- Girls (or adults) should not carry around large amounts of cash.
- Frequently empty the register 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.



**Savannah Says: 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 February 19)
- ☐ Edit 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.

***Cupboards open Monday, February 2 (see schedule for details)***

**Guidelines for Cupboard Orders**

- Orders for additional cookies must be placed by Troop Cookie Chairs using eBudde. Troops should not phone/email the Council or Cupboard Managers directly.
- All cupboards will operate in WHOLE CASES ONLY until February 19. Troops can then pick up in individual box quantity through the end of the sale.
- 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.

Help us help you to avoid low availability or rationing. The Pending Order system is not perfect, but it is the best method to help us to manage the availability of cookies.

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 24-48 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 Transactions tab. Follow these steps to correctly enter a pending order:

- 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 or Return. If you are exchanging product, you must enter two transactions—an Add Product and a Remove Product.
- 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. 8. 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.

Dashboard

Contacts

Settings

Girls

Init. Order

Delivery

Girl Orders

Booth Sites

Transactions

Rewards

Deposits

Sales Report

Reports

Add a Transaction

ExportSave

Column Filter  
No Filter

Low:  
High:

Fig 8

+Receipt	+Pending	+Type	▼Date	+2nd Party	+Pickup	+Sv Sm	+Tre	+D-S-D	+Sam	+Tags	+TMint	+Total
Init. Del.			09/28	--		1800	1956	2040	1956	1860	1608	11220
THI000	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

**Fig 8**

### 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 complete 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.
- **KNOW YOUR EBUDDE PASSWORD.** 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. Lack of the password renders this technology unusable and will slow the cupboard experience for all.
- Troop Chairs can authorize several adults in eBudde to pick up cookies on behalf of the troop. Enter them in the contacts section and give them the appropriate rights.
- Troops are only financially responsible for cookies once the pending order has been converted to an actual order.

#### **Savannah Says:**

**"I know how a Direct Sale works and what it feels like."**

Cupboards take up a lot of time, but are vital. We create a schedule of hours to offer a variety of days and hours to meet your schedule.

**Help us to help you.** Place a pending order so we can anticipate and plan for that day's demands.

Patience and understanding is necessary as many cupboards are run by volunteers, and they deserve respect and cooperation.

You can make a difference by personally volunteering to assist at a cupboard. **We need you!**





**Returns—February 10-18**

The Direct Sale is new to everyone. As insurance, GSGLA offers limited returns against the Starting Inventory order. All cookies are the troop's responsibility and there are no returns except:

1. Up to 10 cases of cookies may be returned from the Starting Inventory Order.
2. The gluten-free Toffee-Tastic cannot be returned.
3. From February 10–18 only, as long as the troop has not added any cookies into their inventory via cupboard pick-ups or troop-to-troop transfers.
4. Whole cases only will be accepted at designated cupboards. Check the official Cupboard Schedule for which cupboards can accept returns.
5. Enter a pending order in eBudde as a "Remove Product" for cases that you need to return. It will be processed for you at select cupboards.

**Even Exchanges—February 19-March 1**

1. 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.
2. Troops should actively pursue Troop-to-Troop transfers to resolve surplus inventory. Use the [www.thepixelistla.com](http://www.thepixelistla.com) to post about your needs, or contact your SUCPC. S/he will be a great resource on troop-to-troop transfers.
3. Even exchanges are permitted at designated cupboard locations only from Feb. 19–Mar. 1. Verify that the cupboard you plan to visit accepts exchanges. (Most do.) All orders after the exchange period ends are FINAL.
4. All orders and exchanges must be signed for by an authorized troop contact at the cupboard.
5. Cupboard pickups "to the box" begin on February 19, and continue to the end.

**Consignments—March 2-8**

1. Troops may check out up to 10 cases of cookies on consignment from designated cupboards from March 2–8.
2. Consignment orders must be returned to the original cupboard during that cupboard's scheduled hours, no later than March 10.
3. See the Consignment Inventory Form for details.

**Savannah Says:**

Please know the difference between transaction types, and the dates that you can complete them.

Transaction types do not overlap so the cupboard can be organized and efficient.

Please do not ask your Cupboard Manager to do a transaction if its time has passed, or is not yet available.



## ***Savannah Says—Boothng Basics FAQ***

### ***What is a Cookie Booth?***

Cookie booths allow girls an opportunity to reach their goals and make a difference in their community! This is an opportunity for troops to 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 should I prepare for a Cookie Booth?***

- ☐ Talk to your Troop Leader, girls and parents about boothng procedures, guidelines, schedule, and boothng etiquette.
- ☐ Collect parental boothng permission slips and recruit parent help if needed.
- ☐ Teach girls how to speak about Gift of Caring. It is the simplest "up sell" they will ever do. Many adults think it is "too much to ask for" in addition to selling a box of cookies. This is an unfounded anxiety. The public wants to help Girl Scouts this one time of year so let the customer decide about GOC.
- ☐ Select your booths (see page 26).
- ☐ 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. 41 more details.)
- ☐ Arrive on time to your boothng location and stay until your shift is complete. Be prepared to leave when the next troop's shift starts.
- ☐ 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.
- ☐ Use the Boothng Worksheets available for download to organize your inventory and to keep good accounting records of cash receipts.
- ☐ Recount your money collected to verify you have what you should. Place it in a sealed envelope and remit to the TCC on **Money Mondays**. Get a receipt.
- ☐ Report your current cookie inventory to your TCC and let her know what you need for cookies. She can disburse from the troop's on hand quantity or set you up for a Cupboard pickup. Quality communication is vital to an efficient sale.

## Corporate Booths

GSGLA has relationships with high-rise buildings in Downtown, Long Beach, Woodland Hills, Burbank and on the Westside, where girls may booth. These are called “corporate booths” and follow a separate application process. Troops may apply for corporate booth opportunities by downloading the application from the GSGLA website.

Some Corporate Booth basics:

- Preference is given to older girls, Cadettes and above.
- Booths are held during school hours. Prior arrangements must be made with schools.
- Cookies may be delivered and waiting for you. Isn’t that convenient?
- Troops can leave unsold cookies behind, or take them into inventory.
- **Application is due January 16, 2015.**
- See the Corporate Booth applications for full details.

## “Lemonade Stands”

- “Lemonade stands” are booths held on the private, **residential** property of someone the girl knows and has personal approval for a booth.
- Lemonade stands may not be set up on sidewalks or streets.
- Lemonade stands occur during boothing dates (Feb. 13–Mar. 8).
- Lemonade stands do not need to be entered into the eBudde 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, and customers won’t go to an empty booth site.
- Give another troop the opportunity for that great location.

## Hours/Days

- Troops are limited to boothing between the hours of 8 AM and 8 PM (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 2 PM. Homeschooled girls or girls on a school track schedule break may booth before 2 PM provided they display a poster that advises customers that the girls are out of school legitimately.
- Each Daisy Girl Scout 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!



**Cookie Super Heroes make it fun and educational!  
And cute—don’t forget cute!**





## Safety

- At least two girls PER DOOR are required to be present at all times. This includes when a business has two doors. The minimum number of girls and adults should be at **each** door. Some large sites (such as Wal-Marts) are designated as to which door the booth is to be held. If you are unsure, please check ahead of time.
- FOR DAISY/BROWNIE/JUNIOR: Two adults are required to be present at all times, at least one of whom is female.
- **Exception** FOR SENIORS/AMBASSADORS ONLY: a minimum of two girls but only one female adult needs to be present at all times. Two adults are preferred, however.
- 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 deposit money, particularly from high traffic booth sales. Bring a deposit slip and ATM envelope with you to facilitate a bank run by another parent.
- 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.
- Girls should never approach cars to make a sale.

## New Boothling Ability: One Girl / One Parent (1G/1P) Boothling

Boothling is primarily a troop activity that encourages teamwork and learning for all girls, and GSGLA encourages all girls to booth with their troop to get the most from this experience. We also recognize that girls who are not registered with a troop, or girls with high reaching goals would like the opportunity to booth independently to meet their goals.

In the case of girls that belong to a troop, all girls in the troop must be given the opportunity to participate in the booth. Priority will be given to troop boothling opportunities over individual girl boothling. For true Independently registered girls, work with your PSM to possibly network with other Independents. These are great opportunities to work together as a team for your common high goals.

For girls that still want to booth individually, additional regulations on one girl/one parent boothling are intended to impart fairness and safety for the girl. These are:

1. The attending parent **MUST** be a registered member of GSUSA.
2. Girl must be a Cadette or older. 1G/1P is not available to Daisies, Brownies or Juniors.
3. Booths must be scheduled by the Troop Cookie Chair on behalf of the girl. Check in with the TCC before and after the booth to verify sales to be credited to the girl, to true up inventory, and to remit proceeds to the troop.
4. The girl and her parent needs to be “able” to handle the expected volume. For example, a lucrative Wal-Mart location can NOT be taken by a lone girl who can not reasonably manage that many customers.
5. The first two weeks of boothling is reserved for troops. Individual girls may booth as 1G/1P after the first 2 weeks.
6. Booths should be no longer than two hours long. Ask your PSM to break up longer booths into 2-hour increments so that these can be readily reserved for the 1G/1P.

## 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 your host businesses:

- Always arrive on time to your assigned location and stay until your shift is complete.
- Upon arrival, check in with the store/location manager or previous troop 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. Before leaving, notify the next troop of any store management requirements.
- Follow all rules and requirements of the location. Some requirements may 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 may also hold signs.
- 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 smart phone.
- Do not eat or smoke anywhere near the booth site or anywhere visible to girls or customers.
- Adults may assist, but cannot sell Girl Scout cookies.
- Be on the lookout for Council's Booth Sleuths! Our "secret shopper" program quizzes girls, checks on your booth's appearance, gives instant rewards for troops that are doing things the best they can.
- 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. Girl Scouts always leave a place cleaner than they found it.
- 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/Adults must know before they arrive at a booth:***

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

***Set up your booth to appeal to customers:***

- A table, chairs and Girl Scout or other colorful tablecloth.
- Place extra cookies, boxes and supplies under the table out of sight.
- Make a poster to display the troop’s goal and plans for cookie earnings. Customers are more inclined to make a purchase if they know how the girls plan to use their proceeds.
- 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.
- 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!
- Cookie costumes are available from every Service Center free of charge (deposit required). Call Customer Care at 213-213-0123 to reserve.
- Banners are available for rent from every Service Center. Call Customer Care at 213-213-0123 to reserve.

***What else to bring:***

- Cash box and extra cash to make change for customers. Please do not ask the host business for change. Adults should take direct responsibility for a cash box at all times with the intent to deter theft. Fanny packs and money belts are good options for holding large amounts of cash.
- 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: Troop Leader, 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.)
- 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!**



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

<i>Variety</i>	<i>First Weekend</i>	<i>Subsequent Weekends</i>
<b>Savannah Smiles</b>	1 case	1 case
<b>Trefoils</b>	2 cases	1 case
<b>Do-si-Dos</b>	2 cases	1 case
<b>Samoas</b>	3 cases	2 cases
<b>Rah Rah Raisin</b>	1 case	1 case
<b>Tagalongs</b>	2 cases	1 case
<b>Thin Mints</b>	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 Reporting 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***

GSGLA encourages Girl Scouts to propel their Cookie Program with the power of today's payment solutions. Customers may not have cash, but they sure do have a credit or debit card! Research proves that customers purchase more when they can charge it. Troops who accepted credit cards in 2014 had a 25 box per girl average higher than those troops who did not accept credit cards.

- 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!*

GSGLA has negotiated a low rate with Sage and has free readers available for troops to borrow. Troops also may use a different credit card vendor of their choice. Credit card readers must be linked to the troop bank account. All fees are the troop's responsibility.

## Allocate Booth Sales

You need to differentiate financial responsibility between girls and troops. Cookies that are sold through a booth “belong” to the troop, not the girls, and the troop has the common financial responsibility. Girl Starting Inventory Orders belong to each girl and she (parents) bear financial responsibility for them. 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 actual sales. Council also suggests that troops download and utilize the Booth Recorder App which empowers allocation in real time. See pages 43 and 53 for details.

To use the Booth Sales Recorder from inside of eBudde:

**Booth Sites tab** or click **RECORD BOOTH SALE** from the Girl Orders tab. (See Fig. 7)

- Select the booth site that you wish to allocate boxes for
- Enter the number of boxes of cookies sold, by variety
- All of the girls in the troop will be listed with check marks by their names. Uncheck any girls who were not at that booth.
- Click **DISTRIBUTE**
- Click **SUBMIT SALE**

Below are the currently defined Booth Sales  
To view or signup for Council Troop sales chose Council Sales in the drop down.

Record Sales ▼

**Stater Bros (Las Caballeras SU) Sat, Mar 1 @ 2:00pm** 20677 Amar Rd. Grocery Side Walnut, CA 91789 **Distribute** **Submit Sale**

SvSm	Tre	D-S-D	Sam	Tags	TMint	Tot Pkgs	GOC	Sold	Rec.	CClub
12	15	16	35	18	36	132	5	137	\$548.00	0

Pkgs	GOC	CClub	Girl	Pkgs	GOC	CClub	Girl
44	1	0	<input checked="" type="checkbox"/> Alina Rodriguez	44	2	0	<input checked="" type="checkbox"/> Grace Mendoza
44	2	0	<input checked="" type="checkbox"/> Christine Yang				

**Fig 7**

## 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. 9.
- 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 9**

Below are your troop sales broken down by Girl.  
To view/edit 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
Daisy D.									
Dolly D.									
Jan M.									
Liz L.									

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 10.
- 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 10**

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

Type: Normal 2nd Party: Cupboard Troop #

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

Product Movement: Add Product **REMOVE**

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.



**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 2014, GSGLA Girl Scouts collected donations of more than 166,000 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!!! **63% of all girls do not sell any GOC; this is so underutilized! Want to sell more? You need to sell GIFT OF CARING!**

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!*





### Savannah Says: Banking Basics

- ☐ Turn in a completed *ACH Debit Authorization* and voided troop check to your SUCPC. Copies of check are acceptable as well as a Bank Form with the correct information.
- ☐ 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. Use the phrase **“Money Mondays”** to prompt parents to remit to the troop at least weekly for the weekend’s sales.
- ☐ Troops must deposit sufficient funds to cover the first council payment (\$1.50 per box of the Starting Inventory Order) by February 9. 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 to tell us how much the troop can pay at this time.
- ☐ The first ACH debit will be collected from troop accounts on February 13, 2015.
- ☐ Troops must deposit sufficient funds to cover the final council payment (balance due to council, listed on the Sales Report in eBudde) by March 16. 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 to let us know how much can be debited.
- ☐ The final council payment via ACH debit will be on March 20, 2015.

### 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 (COD)**. However, for Gift of Caring orders, payment should be collected immediately.
3. **Credit cards** may be accepted by troops via a smart phone if they have set up an account with a major online company. Payments must go straight into the troop bank account. Fees are borne by the troop. **Certified BEST Practice!**
4. 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.
5. Cookie Program funds should be collected from girls and **safeguarded by parents** immediately. Council encourages girls to write their first name and last initial on the front of the check to help identify payments.
6. **Girls should not accept \$50 or \$100 bills.** \$100 bills are the most commonly counterfeited denomination. 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.
7. 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 voided troop check (copies OK), and submit it to the SU Cookie Program Chair.
2. Troops must enter accurate banking information (e.g. bank name, routing number, and account number) into eBudde.
3. Troops must deposit all Cookie Program funds into their troop bank account **promptly and frequently**.
4. 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 smart phone device. Payments via credit card are deposited directly into the troop's bank account.
5. All council proceeds will be collected from troops via ACH debit. Council reserves the right to require a certified check/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 our bank's instructions. If you do not notify us in time, and the ACH debit is not honored by your bank, the ACH debit will be rejected. See #8 below.
3. Troops must deposit sufficient funds no later than **Monday, February 9, 2015** to cover the first ACH debit later in the week.
4. \$1.50 per box from the Starting Inventory Order will be debited from troop accounts on **Friday, February 13, 2015**. We will follow up on troops who do not submit a payment as part of the first debit—no free passes—until a payment is completed. Troops who do not make a payment will be placed on hold at the cupboards until this is resolved.
5. Troops must deposit remaining Cookie Program funds into troop accounts no later than **Monday, March 16, 2015**.
6. The final balance due of all council proceeds will be debited from troop accounts on **Friday, March 20, 2015**.
7. Additional ACH debits will occur at council's discretion during both payment periods to accommodate missed troops, troops with collection issues, and ACH returns.
8. 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.
9. 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 whereas they only collect funds from girls/parents at the end of the program. Council will only accept a maximum \$300.00 in uncollectible debt. Troops must be proactive and collect funds from girls throughout the program, which has been our guideline for the past five years. Troops cannot 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 collect money from girls immediately after the Starting Inventory Order delivery so the troop can pay its first installment to Council. Girls should remit to the troop promptly and frequently – ideally at least once a week.

**MONEY MONDAYS—Train parents to remit to the troop every Monday for sales in the past week. It's an effective, friendly reminder to stay current with the flow of funds.**

## Returned Checks

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

- If you know the issuer of the 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 issuer of the check is a stranger, you should forward the original or bank "legal copy" to Troop Support 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. Troop Leaders 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 troop.
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 contains 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 re-payment, etc.
5. Troops should understand that unless a *Discrepancy Report* is submitted to council by the due date, the troop will be held liable for the total amount due. DO NOT WAIT! It becomes progressively more difficult to collect as time 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.



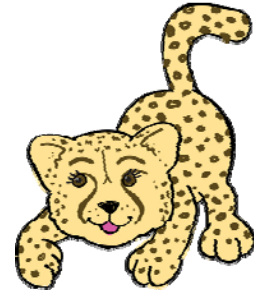
## Crisis Management

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](mailto:cdedrich@girlscoutsla.org).



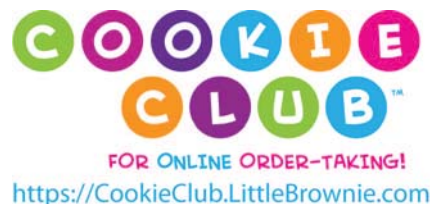
And cc your Product Sales Manager on any crisis communication.

<b><i>Southeast Region</i></b>	<b><i>North Region</i></b>	<b><i>Southwest Region</i></b>
<b><i>Arcadia Service Center</i></b> 101 E. Wheeler Ave. Arcadia, CA 91006 Tamar Igoyan 626-677-2233	<b><i>Woodland Hills Service Center</i></b> 20931 Burbank Blvd, Suite A Woodland Hills, CA 91367 Alisa Abrenica 626-677-2330	<b><i>Marina Service Center</i></b> 4551 Glencoe Ave, Suite 140 Marina del Rey, CA 90292 Alisa Abrenica 626-677-2330 Erlinda Frederick 626-677-2250
<b><i>Montclair Service Center</i></b> 9525 Monte Vista Avenue Montclair, CA 91763 Stephanie Sollow 626-677-2356	<b><i>Santa Clarita Service Center</i></b> 21515 Soledad Canyon Rd, #118 Santa Clarita, CA 91350  <b><i>Palmdale Service Center</i></b> 41307 12th St. West, Suite 105 Palmdale CA 93551 Cheri Holland 626-677-2362	<b><i>Long Beach Service Center</i></b> 4040 N. Bellflower Blvd. Long Beach, CA 90808 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 troop and individual 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.

GSUSA’s Digital Order Card is in its first year of use in 2015. GSGLA plans to review its outcomes and probably replace the Cookie Club with the DOC in 2016.

### **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. Troop Cookie Chairs provide passwords only to those girls from whom they have received written parental permission. The Cookie Club complies with the federal COPA rules (Child Online 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 TCC.

### **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!

## High Tech Cookies

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.

Watch for our announcements for **JUST IN TIME** trainings. These FAST reminders will help you at critical times. They will speed you through the more complicated processes. JIT trainings start in January!

## Booth Reporting 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 smart phone app to solve all this! Download the "Booth Sale Recorder" app from iTunes or the Google Play Store to start. Troops report back that this easy app has streamlined their allocation process as it is done in real time. All information from the app feeds directly into eBudde. Users need to be in eBudde as a contact with at least this authority to properly use the app features.



### ***Cupboard Keeper—expanded capability in 2015***

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 should 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 smart phone. 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 Booting.
- GSUSA's [www.girlscoutcookies.org](http://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.

### ***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](http://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.thepixielistla.com](http://www.thepixielistla.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 Savannah, our cheetah mascot (the infamous CookEgram)
- GSGLA Cookie & Nuts Friends Facebook page – you will want to “LIKE” this page!
- Etools and Resources on the GSGLA website, [www.girlscoutsla.org](http://www.girlscoutsla.org)

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

- **Cookie Program Quick Facts, FAQs, and Bundling Ideas**  
Basic information that every girl should be familiar with when the customers' questions come.
- **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 & Case Label**  
We describe GOC as the fat free, sugar 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.
- **Girl Business Cards**  
Personalize these gems with the girl's first name and a TCC's phone number. She can leave them behind with customers to gain additional sales. She is a CEO afterall!
- **Door Hangers**  
A must have for door to door sales. For any doorbell that is unanswered, leave behind a door hanger to still make that sale. Businesses need to invest in smart marketing and this is one of your BEST.

### 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](http://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.*

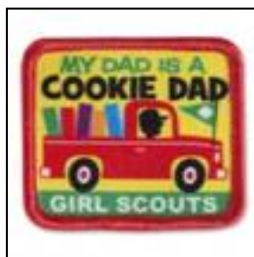
### Gift of Caring Media Sponsor

Go Country 105 FM will return for the seventh 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 Fifth 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 Bothing Kit for details. Winning girls earn their troop a fabulous pizza party!



### 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	<a href="http://www.girlscoutsla.org">http://www.girlscoutsla.org</a>	Forms, Guides, links to all resources, etc.
Little Brownie Bakers	<a href="http://www.littlebrowniebakers.com">http://www.littlebrowniebakers.com</a>	Cookie info & inspiration
eBudde	<a href="https://ebudde.littlebrownie.com">https://ebudde.littlebrownie.com</a>	Online cookie sale management
VIP eTraining	<a href="http://vipetraining.littlebrownie.com">http://vipetraining.littlebrownie.com</a>	Online training
Cookie Club	<a href="https://cookieclub.littlebrownie.com">https://cookieclub.littlebrownie.com</a>	Girl online ordering
Facebook	<a href="https://www.facebook.com/GSGLACookieNutFriend">https://www.facebook.com/GSGLACookieNutFriend</a>	Up to date Cookie info
LA Pixie List	<a href="http://www.thepixielistla.com">www.thepixielistla.com</a>	Girl Scout's classified ads
Badge Finder	<a href="http://forgirls.girlscouts.org/badges">http://forgirls.girlscouts.org/badges</a>	Cookie badges

### Girl Scout Cookie History

[http://www.girlscouts.org/program/gs\\_cookies/history.asp](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 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! 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.

**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.

**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.

**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.

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.

**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.

**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.

**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! Rah-Rah Raisin and gluten-free Toffee-tastic join the line-up.



**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 awards offered by our bakery must be approved by GSUSA. 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.thepixielistla.com](http://www.thepixielistla.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 troop?**

- 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 2014 we ended with too many boxes on hand. We were able to negotiate a sale to San Diego Council to fulfill their GOC needs, and to reduce our sunk costs.

**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. How can troops make Reward Delivery faster and easier?**

- A. Girls deserve their Rewards in a timely fashion and even though many things are beyond Council's control, we strive to do better than before. Troops can help to:
- Pick up Rewards from their SU promptly after being notified that they are ready
  - Sort all girl Rewards prior to distribution, double checking for accuracy
  - Girls should receive them within seven days
  - Have parents sign that the correct items are received. Always receipt everything!

Council can fix most mistakes, but please realize that as time passes, that capability decreases dramatically. We place orders of fixed quantities and we do not stock surplus. If something is wrong, we must know as soon as possible. Thank you for your understanding and cooperation.

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 at an approved GSGLA booth site. 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 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 smart phone. 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 smart phone 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.

**GO DAY** – the first day of sales. Troops have their cookies and girls are ready to start selling!

**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 baker 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 \$.10 per box sold in proceeds. Opt out troops still receive all patches, Club 500 and Elite 1000 recognition events (if achieved).

**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 Starting Inventory Order of each cookie variety into whole case increments. Starting Inventory 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 trains and supports Troop Cookie Chairs.

**Starting Inventory Order** – the volume of cookies that troops order before the sale begins to be ready for GO DAY.

**Starting 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.

**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 and supports girls and parents through the Cookie Program

**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.



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