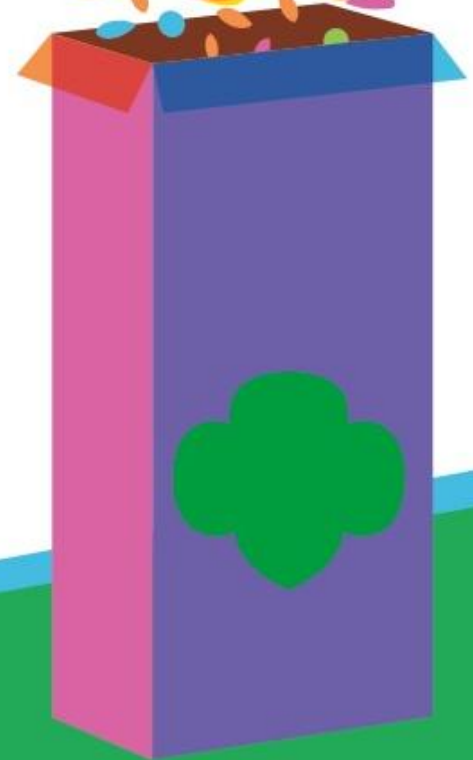


2015 Cookie Program

Troop Cookie Chair Training

THERE'S
SOMETHING
Amazing
INSIDE





Welcome!

Thank you for your time, dedication and heart.

Because of you, girls learn the 5 Skills: Goal setting, decision making, money management, people skills and business ethics.

TCCs are the backbone of the Cookie Program. You support girls, parents and volunteers so that they can succeed in reaching their goals.



2015 Theme

Theme, Mascot & the 40th Birthday for Samoas



5 Skills for Girls

This is what it's all about!

1. **Goal Setting**
2. **Decision Making**
3. **Money Management**
4. **People Skills**
5. **Business Ethics**































*Girls learn these 5 Skills today, that will serve them for the rest of their lives. Future employers are looking for people who can lead, get along with others, and influence outcomes. **Let's change the world!***

Pins & Badges

Girls earn the Cookie Activity Pin as they learn the 5 Skills.



Cookie Business and Financial Literacy Badges are a way for girls to prepare for the Cookie Program.

Daisies	Brownies	Juniors	Cadettes	Seniors	Ambassadors
					
					
					
					
	 Inventor Badge	 Product Designer Badge		 Social Innovator Badge	
					
			 Entrepreneur Badge		

Cookie Kick-offs

This is where the fun begins!

- Rally to excite, encourage & motivate girls.
- Attendees average 50 box higher PGA.
- Watch the Samoas Bash online party on January 10.
- Our Kick-Off is on **XXXXXXX**, located at **XXXXXXX**.




Cookie Mobile Contest

“Bling Your Booth”

- **Direct sale begs for Cookie Mobiles!**
 - Girls need lots of cookies on hand;
 - Can't carry them all;
 - Knock on every door
- **4 themed categories.**
- **Submissions due Feb 6.**
- **Winners earn a pizza party for their troop.**



What's New?

1. **\$5 / box price** – *more troop proceeds.*
 2. **Rah Rah Raisin** – *classic with a twist!*
 3. **Gluten-free Toffee-tastic** – *finally!*
 4. **Direct Sale format** – *you asked for it, here it is!*
 5. **Starting Inventory Order** – *Lots of tools to navigate the change*
 6. **Best Rewards ever!**
 7. **ABC's new Trio gluten-free** – *oatmeal, peanut butter & chocolate chip*
- 

Price Change

- 1. Last change was 2004, eleven years ago**
increase from \$3 to \$4; "it's time"
- 2. Consumer Price Index has increased 25.2%**
(LA CPI, all items)
a 2004 \$4 box "should" cost \$5.36 (LA CPI, cookie inflation)
- 3. Wholesale cookie cost has increased 18%**
1-2 penny increases per year add up!
- 4. More money for what's important**
 - *Troop proceeds: \$.75 to \$.95*
 - *Opt out: \$.05 to \$.10 per box*
 - *Rewards: budget increased 25%*

2015 Cookies

Vegan

Thin Mints®

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



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

Tagalongs®



Trefoils®

Rich, buttery flavor with classic shortbread aroma



Crunchy oat meal sandwich cookies made with baby rolled oats and creamy peanut butter filling

Do-si-dos®



HAPPY 40TH

Samoas®

Caramel mixed in copper kettles, crunchy toasted coconut and a premium dark-chocolaty coating



Customers

love

our amazing,

name-brand

cookies.

Crisp, zesty lemon wedge cookies dusted with powdered sugar

Savannah Smiles®



Happy 40th Birthday

Samoas



Rah Rah Raisin

- A. Oatmeal Raisin with Greek yogurt flavored chips.**
- B. First new cookie since 2012.**
that was Savannah Smiles
- C. Replaces 2 retired cookies.**
no change for Super 6 councils
- D. On Goal Getter Card and will be in the cupboards.**
normal cookie intro



Gluten Free Toffee-tastic

A. Pilot.

not on the Order Card

B. We purchased 15,000 cases.

4 times LBB's recommendation, and no, we cannot get more

C. Retail price is \$6/box.

High cost of ingredients/production

D. Troops order as part of SIO, up to 10 cases.

don't over estimate the demand

E. No returns or even exchanges.



Direct Sale Dynamics

1. Faster & easier!

this means more intense

2. Requires more inventory on hand!

customers buy more for instantaneous gratification

3. Girls need access to cookies at all times.

don't know what you will need, when

4. Envision what a walkabout will look like.

10 Thin Mints won't work

5. Cupboards open Feb. 2 and WILL BE BUSY.

Is this how you want to spend your time?

6. Reduced 1st ACH Debit - \$1.50 per box

vs. 50% of council proceeds; less pressure to collect so fast

Goal Getter Cards

- Girls receive in place of the large Order Card at SIO delivery.
- Girls can track customer orders and contact information for call backs/Digital Cookie next year?
- Rewards displayed on the back of the card.
- Another “simpler” feature of a Direct Sale.

[illegible]

2015 girl rewards		ALL REWARDS ARE CUMULATIVE		Starting Inventory Order	
 Participation Patch 24+ boxes	 Bandana 50+ boxes	 Samosa Water Bottle 50+ Boxes	 Samosa Pillow 130+ boxes	 Amazing T-Shirt 160+ boxes	 Savannah Plush 200+ boxes
 Samosa Spirit Hat 250+ boxes	 Samosa Truck Bank 325+ boxes	 Wristlet Wallet 450+ boxes	 Funfest W at Vasa Park May 8, 2015 "Girl & One Adult" 500 CJP Credit* 500+ boxes	 Travel Case & Wrist Side-Outline Bag OR 500 CJP Credit* 650+ boxes	 Troop Reward Based on Girl Scout Troop Earning Girl's \$10 Cookie Dough (for each participating girl) Troops averaging: 230+ boxes  Penny Levey Goodies Along Leaders (for each participating girl plus two Troop Leaders) Troops averaging: 300+ boxes
 Clock Radio w/Bocking Station (includes alarm clock) OR 500 CJP Credit* 800+ boxes	 Elite troop at Olneyland May 30, 2015 "Girl & One Adult" OR 1000 CJP Credit* 1000+ boxes	 Design Your Own TSHIRT OR 150 CJP Credit* 1500+ boxes	 Horseback riding Lessons OR 5200 CJP Credit* 2000+ boxes	 Cookie Club Patch 24+ valid emails sent via Cookie Club	 Gift of Caring Rewards Applies only to Gift of Caring boxes  GOC Poster Patch 10+ boxes  Brazoslet & Samosa Charm 10+ boxes  Samosa Charms 30+ boxes

*Camp/Program Credit

Girl Scouts of Greater Los Angeles www.girlscoutsla.org

Sale begins February 1, 2015

Troops and Direct Sales

“Money Mondays”

- Girls and parents should remit to the Troop for the prior week’s sales.
- Supports the “promptly and frequently” mantra.

“Touch base Tuesdays”

- TCCs should check in with parents to see what their inventory is.
- Troop may take back inventory that a girl can’t sell, to use for boothing.
- Facilitates “next steps” to place a new pending order at a cupboard and plan out the upcoming week.



Starting Inventory Order

- 1. Troops need to place an order up front, this is what going direct means.**

Don't think of it as an Initial Order – they are different.

- 2. SIO should cover troops for 2 weeks plus opening booths weekend.**

This is more than you think – 75% of the total.

- 3. Cupboards open immediately, but DO NOT rely on them as SIO.**

Decimate the cupboards & jeopardize the whole sale for all.



SIO Excel File

Returning Troops

STEP 1 - Enter your 5-digit troop #: **Service Unit:** Burbank

Here is your sales data from last year:

Total Sales	158	cases
# Girls Selling	10	PGA 190.0 boxes

STEP 2 - How many girls do you expect to sell in 2015:

STEP 3 - Enter into eBudde your Starting Inventory, in whole cases:

+/- 5 girls	Sav Sm	Trefoils	DSD	Samoas	Rah Rah	Tags	TM	Total Cases	Toffee
3	3	4	4	8	2	5	10	36	1
4	4	6	5	11	3	6	13	48	2
5	4	7	7	13	4	8	16	59	2
6	5	8	8	16	4	9	20	70	3
7	6	10	9	18	5	11	23	82	3
8	7	11	11	21	6	13	26	95	4
9	8	13	12	24	7	14	30	108	4
10	9	14	13	26	7	16	33	118	5
11	10	15	15	29	8	17	36	130	5
12	11	17	16	32	9	19	40	144	6
13	12	18	17	34	10	20	43	154	6
Max = 10									
per girl	11	17	17	32	9	20	39	145	6

Enter these BOXES for each girl in the Initial Order Tab of eBudde.

New Troops

STEP 1 - Choose your girls' program age level:

STEP 2 - What Service Center do you work with:

STEP 3 - How many girls do you expect to sell in 2015:

STEP 4 - Enter into eBudde your Starting Inventory, in whole cases:

+/- 5 girls	Sav Sm	Trefoils	DSD	Samoas	Rah Rah	Tags	TM	Total Cases	Toffee
1	1	1	1	2	1	1	3	10	-
2	1	2	2	4	1	2	5	17	1
3	2	3	3	6	2	4	8	28	1
4	3	4	4	8	2	5	10	36	2
5	3	5	5	10	3	6	13	45	2
6	4	6	6	12	3	7	15	53	3
7	5	8	7	14	4	9	18	65	3
8	6	9	8	16	5	10	20	74	4
9	6	10	9	18	5	11	23	82	4
10	7	11	10	20	6	12	26	92	5
11	8	12	11	23	6	13	28	101	5
Max = 10									
per girl	8	12	12	24	6	14	30	106	6

Enter these BOXES for each girl in the Initial Order Tab of eBudde.

1. Very intuitive.
2. Returning troops or new troops.
3. Gives you details so you feel comfortable with the result.

Troop's Starting Inventory Order

Be confident in your order because:

- Typically, a Direct Sale would ask for 80% up front; we don't want to over tax troops in the first year. 75% is the right goal.
- ACH Debit #1 was reduced 37%, (\$1.50 per box), vs. 50% of council proceeds (\$2.08).
- SIO return policy - up to 10 unopened cases – just in case.
- eBudde will not limit Toffee-tastic. Manually, SU will cap orders at 10 cases. Council will automatically cut it down if more than 15,000 cases are ordered in total.

75% “feels” like a lot, but in reality it is comparable to an Initial Order, and the Direct Sale Dynamics require that we do things differently.

2015 Rewards

**200+
Savannah Plush**



**400+
Wristlet Wallet**



**75% SIO
Cookie Clipboard**



**650+
Travel Case &
Duffle Bag**



**250+
Samoas Cap**

2015 Rewards



90+
Water Bottle

130+
Samoas Pillow



24+
Main Patch

50+
Theme Bandana



★ 160+

160+
**Achievement
Rocker Patch**

2015 Rewards



160+
Amazing T-Shirt



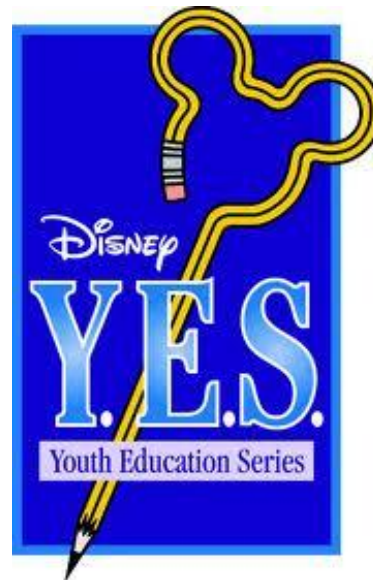
300 Troop PGA
Peace, Love, Cookie
Bling Sweatshirt



325+
Samoas Delivery
Truck Bank

2015 Reward Events

**Club 500 is May 9, 2015
for FunFest VI**



Elite 1000 is May 30, 2015

- Disneyland, not CA Adventure
- completely revised lunch

Timeline

December

- *Contact parents to confirm each girl's participation.*

January

- *Attend a Cookie Kick-off for Samoa's 40th birthday.*
- *Girl & parent trainings held.*
- *Jan 9 – Booth Scheduler Round 1 opens.*
- *Jan 14 – Troop Starting Inventory Order due.*
- *Jan 15 – Mid-year financial report due to council.*
- *Jan 16 – Corporate Booth applications due.*
- *Jan 29-31 - Starting Inventory Order deliveries.*



Timeline

February

- *Feb 1 - GO DAY*
- *Feb 2 - Cupboards open*
- *Feb 13 - Bothing begins and 1st ACH Debit*

March

- *Mar 8 - Cookie Program ends*
- *Mar 11 – girl allocations, T2T transfers, GOC and rewards.*
- *Mar 20 – Final ACH Debit*

May

- *Cookie rewards delivered to SURC's home.*



January

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9 Booth Scheduler Round 1	10
11 Booth Scheduler Round 2	12	13 Booth Scheduler Round 3	14 Start Inv Order Due	15 Mid-year Fin'l Report	16 Corporate Booth App	17
18	19	20	21	22	23	24
25 Booth Scheduler Round 4	26	27	28	29	30	31

Starting Inv Order Deliveries

OC, San G,
SD start

February

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1 GO Day	2 Cupboards Open	<----- Direct Sales by Girls, Feb 1 – 12 ----->				
8	9 Deposit of ACH #1	10 Start Inv Returns	11	12	13 Boothng Begins	14
15	16	17	18 SIO Returns End	19 Even Exchange; to the box	20	21
22	23	24	25	26	27	28
				ACH Debit #1	National Cookie Weekend	

March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1 Even Exchanges End	2 Consignment Orders	3	4	5	6	7
8 END; Cupboards Close	9	10 Consignment returns	11 Troop Alloc, T2T, GOC	12	13	14 SU Alloc, T2T, GOC
15	16 Deposit for ACH #2	17	18	19	20 ACH Debit #2	21
22	23	24	25	26	27	28
29	30	31				

Girl & Parent Training

What to cover:

- *Explain the importance of the 5 Skills.*
- *Watch the Cookie Rookie video on littlebrowniebaker.com.*
- *Distribute sales materials.*
- *Help set troop, girl and GOC goals.*
- *Review timeline and due dates.*
- *Model a great cookie booth.*
- *Discuss Safety Activity Checkpoints.*
- *Offer guidance on setting the Starting Inventory Order and discuss Direct Sale Dynamics.*
- *Go to VIP eTraining for so much more...*



JIT Training Opportunities

“Just in Time” trainings as reminders of important or technical processes.

Topics will include:

- *Starting Inventory Order*
- *Boothing Scheduler*
- *Allocating to Girls, and more...*

These helpful videos will be:

- *5-10 minutes each*
- *Available on the website*
- *Located on **VIP eTraining**, Council section*
- *Announced via Facebook, email, CookiEGram, etc.*



Selling Tips

Workplace Sales

- *Ask businesses to buy cookies as giveaways for loyalty.*
- *Sell direct to employees.*

Cookies for a Change

- *Gift of Caring is a product – sell it!*
- *Customers want to support Troop Service Projects.*

Door-to-Door / Walkabouts / Cookie Mobiles

- *Knock on every door.*
- *Leave a door hanger / business card behind.*
- *Residential areas only.*

Internet

- *Cookie Club works!*
- *Facebook & twitter, YES! Craigslist, eBay, Amazon, NO!*



Standards & Responsibilities

Girls & Parents:

- *Must follow all rules & guidelines listed on Parent/Guardian Permission Form and in the Troop Guide.*
- *Consequences will apply if rules are ignored.*
- *Are responsible for all cookies received and monies collected.*

TCCs are responsible for:

- *All cookies until a parent signs a receipt.*
- *All monies until they are remitted to council.*
- *All Girl rewards until they are distributed and a parent signs a receipt.*



Consequences

Troops, girls and parents must follow all of the rules and policies of the Cookie Program.

- **SUCPCs have been empowered to apply consequences.**
- **Possible consequences:**
 - *loss of proceeds, and/or*
 - *loss of boothing opportunities, and/or*
 - *loss of rewards*
- **Goal is to inspire “proper” selling, compliance with the rules, and to ensure equity for all girls.**



Materials

Each girl receives:

- *Girl Order Card (Goal Getter Card this season)*
- *Money Envelope*

Each troop receives:

- *Cookie Program Troop Guide*
- *Jumbo Envelope*
- *Receipt Books*
- *Gift of Caring Receipts*
- *Boothing Kit*
- *Box of Rah Rah Raisins to sample with girls*



eBudde Login

- Login with password, access is governed by your SUCPC.
- Edit Settings, Contacts. Enter correct age level.
- Girls will be imported if they are early registered.
- Enter girl shirt size.

Dashboard	Contacts	Settings	Girls	Init. Order	Delivery	Girl Orders	Booth Sites	Transactions	Incentives	Deposits	GC
-----------	----------	----------	-------	-------------	----------	-------------	-------------	--------------	------------	----------	----

[Update](#)[Printable](#)

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

eBudde Booth Scheduler

- Schedule your booths starting Jan 9, 6:30 PM in Round 1.
- Home SU for Round 1, if applicable to your SU.
- 5 rounds in total. See schedule on p. 28.
- Sign-ups are cumulative; DO NOT HOARD sites.

Dashboard

Contacts

Settings

Girls

Init. Order

Delivery

Girl Orders

Booth Sites

Transactions

Rewards

Deposits

Browse and signup for Council Booth Sales

Use drop down for My Sales or the Booth Sale Recorder.

Free Slots

Current Signups

Council Sales

Greater Los Angeles

Green Branches have openings

Sat Mar 22, 2014 8:00am – 11:00am

Sat Mar 22, 2014 11:00am – 1:00pm

Sat Mar 22, 2014 1:00pm – 3:00pm

Sat Mar 22, 2014 3:00pm – 5:00pm

Sun Mar 23, 2014 8:00am – 11:00am

Sun Mar 23, 2014 11:00am – 1:00pm

Sun Mar 23, 2014 1:00pm – 3:00pm

Sun Mar 23, 2014 3:00pm – 5:00pm

Mon Mar 2, 2015 1:00pm – 3:00pm

[+] Amber's Cove (King Harbor SU) 203 ...

[+] Centinela Feed & Pet (King Harbor S...

[+] Ralphs (N Redondo SU) 1413 Hawthorne Blvd

[+] Smart & Final (King Harbor SU) 332...

[+] Vons (King Harbor SU) 1212 Beryl Street

[+] Vons (New Holly SU) 245 Palos Verdes Blvd

[+] Vons (North Redondo SU) 4001 Inglewood Ave

[+] Wahoo Tacos (King Harbor SU) 1767 ...

[+] Reseda, CA

Albertsons Riviera
(King Harbor S

1516 South PCH
Door: Front Grocery Side
Redondo Beach, CA 90277

permission to post an 11by17 poster at the
entrence. Permission to set up booths Friday(3-6) ,
Satu...

Choose a time slot and then

Submit

To opt out click on that slot again and re-submit".

Time

Troop

1:00pm

Review & Submit Troop Orders

Very fast and easy for troops to submit their SIO. No need to chase down individual girls' orders. We switched to a Direct Sale to simplify Cookies.

This is a simplified part.

- Troops SUBMIT their SIO by 11:30 p.m. on Jan 14.
- Each & every troop submits an order!
- If the troop orders the 75% recommendation, they should submit a Starting Inventory Reward for all girls.
- If they order less than 75%, do not submit SI Reward. Council will delete wrong reward orders, as needed.
- There shouldn't be any GOC orders.



Starting Inventory Order Delivery

- **January 29-31;** added Jan 29 to facilitate schedules.
- **Sign up for a delivery time, or SU will assign a time.**
- **Be on time!**
- **Verify your count of the cases, then sign for them.**
- **Take cookies straight home, and distribute to girls ASAP. Sale starts right away. Don't leave in a car.**
- **Parents should sign receipts for all cookies received.**
- **Store cookies properly at all times.**



Safety

- Collect money as cookies are sold.
- Payment must be collected in person, not online.
- Always wear Girl Scout membership pin, vest, sash or t-shirt.
- Sell door-to-door in daylight hours only, with a buddy.
- Never enter a customer's home or approach a car.
- Two adults must be present at a booth at all times.
some exceptions apply
- Safeguard money and checks collected.
- Bank money promptly and frequently.



Cupboard Guidelines

- Cupboards open Monday, Feb. 2. See schedule for details.
- Troops may pick up from any cupboard.
- Place pending orders 24-48 hours in advance.
- Troop representatives picking up cookies must be listed in eBudde, and show an ID.
- There are specific dates for returns, exchanges and consignments.
- Damaged cookies may be exchanged at anytime.
- Bring your troop # and ebudde PW to the cupboard to facilitate an expanded use of the Cupboard Keeper App. Council is trying to streamline the lines!

Returns, Exchanges, & Consignments

SIO Returns – Feb 10 – 18

- *Troop can not have accepted additional product into inventory.*
- *Up to 10 unopened cases per troop (no Toffee-tastic).*

Even Exchanges – Feb 19 – Mar 1

- *Enter a pending order in eBudde.*
- *Not all cupboards will accept Even Exchanges.*
- *Damages are not EE – any time, any cupboard.*

Consignments – Mar 2 – 8

- *Up to 10 cases.*
- *Not all cupboards will offer consignments.*



Boothing Basics

Hours / Days

- 8AM – 8 PM
- *Outside regular school hours.*
- *Only Junior and older after 6 PM.*
- *Daisies should booth only for one hour at a time.*

Lemonade Stands

- *Booth on private, residential property of someone you know.*
- *No special permission needed.*

Corporate Booths

- *High-rise buildings Downtown, Long Beach, Burbank, Westside.*
- *Separate application due Jan 16.*
- *Preference to older girls; this requires a mature seller.*

Cancelling a booth

- *Take it out of the Booth Scheduler to be fair to others.*

Boothng Safety

Rule: Minimum of 2 girls and 2 adults at each door

- **Safeguard the money** – adults hold large bills and make plans to deposit quickly.
- **Adults handle all money for Daisies.**
- **Girls do not approach cars, nor follow customers to their car.**

Exceptions:

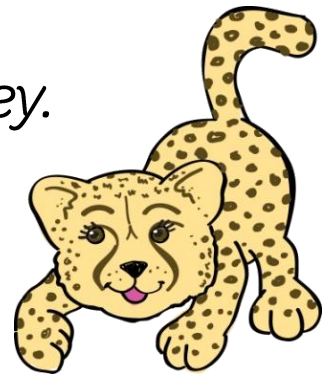
- **Senior/Ambassadors** – OK for 2 girls and one female adult.
- **One Girl / One Parent**
 - *See details on page 39.*
 - *Parents must be registered.*
 - *Cadette and older.*
 - *TCC must schedule the booth for the girl/parent.*

Appearance & Conduct

- **Girls should wear a membership pin, uniform, sash, vest or Girl Scout T-shirt.**
- **Arrive on time;** be prepared to leave when your shift is over.
- **Check in with management** or prior troop.
- **Follow the rules** and requirements of that location.
- **No tagalongs!**
- **Clean up all trash** – do not use location's trash cans.
- **Greet people warmly, smile and remain pleasant under all circumstances.**
- **Thank management** at the end of the shift.

Boothing Recommendations

- **Pitch Gift of Caring to each customer.**
- **Accept credit cards!**
- **Make booths appealing – boothing kits and council shops have marketing tools.**
- **Cookie costumes / banners available at each Service Center**
- **Bring:**
 - *Extra cash to make change.*
 - *Troop booth site confirmation from eBudde.*
 - *Important phone numbers.*
 - *Extra and enough cookies!*
 - *Booth Inventory sheet to record inventory and money.*
 - *Booth Sale Recorder App.*



Allocate Boxes to Girls

Allocate boxes to girls using the Booth Sales Recorder App or directly in eBudde.

[Dashboard](#) [Contacts](#) [Settings](#) [Girls](#) [Init. Order](#) [Delivery](#) [Girl Orders](#) [Booth Sites](#) [Transactions](#) [Rewards](#) [Deposits](#) [Sales Report](#)

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

Record Sales ▼

[<< Back to Site List](#)

Stater Bros (Las Caballeras SU) **Sat, Mar 1 @ 2:00pm**

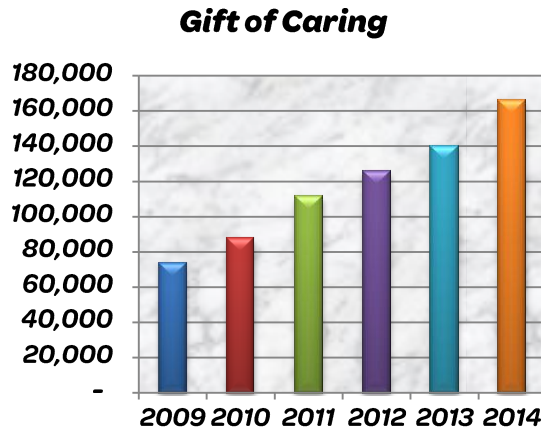
20677 Amar Rd.
Grocery Side
Walnut, CA 91789

[Distribute](#) [Submit Sale](#)

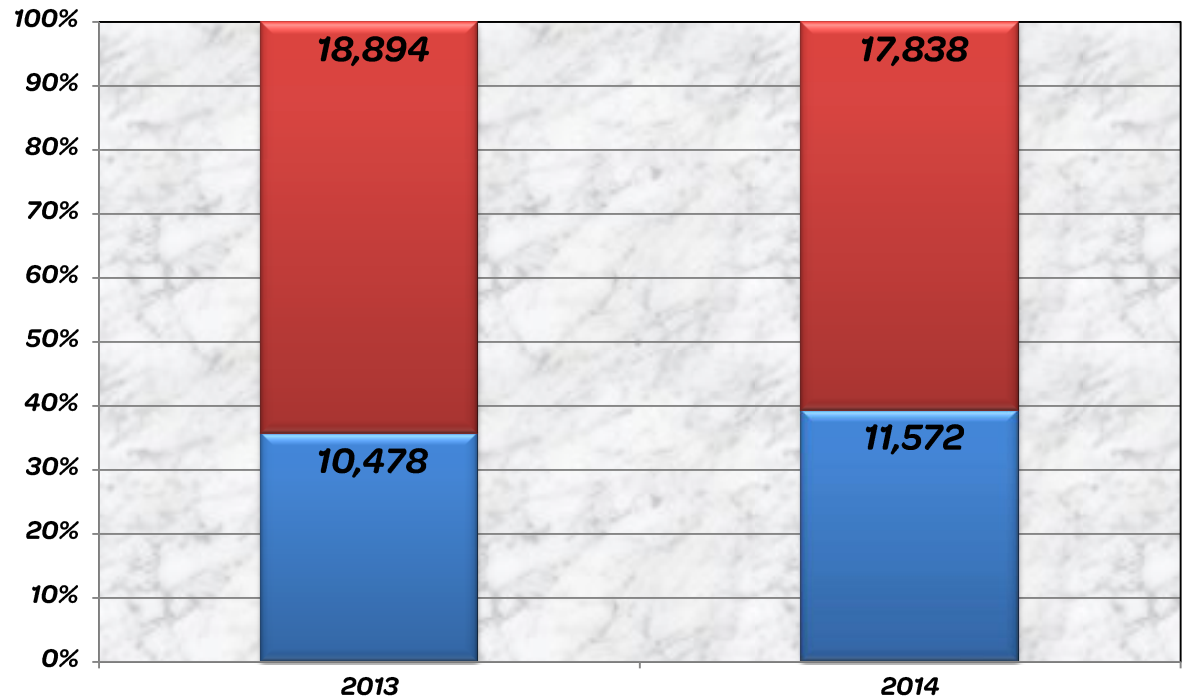
SvSm	Tre	D-S-D	Sam	Tags	TMint	Tot Pkgs	GOC	Sold	Rec.	CClub
<input type="text" value="12"/>	<input type="text" value="15"/>	<input type="text" value="16"/>	<input type="text" value="35"/>	<input type="text" value="18"/>	<input type="text" value="36"/>	132	<input type="text" value="5"/>	137	\$548.00	<input type="text" value="0"/>

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

Gift of Caring



Girl Participation



- *GOC participation moved from 36% to 39%.*
- *Still means 61% do not report GOC sales.*

2014: $166,000 / 11,572 = 14.3 \text{ PGA}_{\text{GOC}}$

who doesn't want an additional 14 boxes per girl?

Gift of Caring

\$5-Direct Sale impacts girl's ability:

- Customers are not filling out the order card so they don't even see it.
- D2D sales happen so fast, that **GOC gets forgotten.**
- **There is less "keep the change for GOC" at \$5.**
- Makes it all the more important to **ASK for support.** It won't happen by "rounding up."
- Our partners **depend** on our girls.
- How can we improve the **61% of girls** that don't report any GOC sales? Can every girl reach the 10 box rocker patch?
- Reward levels changed from 10/24 to 10/20/30.

In a Direct Sale, you have to sell GOC, not assume it.



GOC Rewards

10 GOC
Rocker Patch



20 GOC
Bracelet &
Samoa Charm



30 GOC
S'mores Charm

Accepting Credit Cards

- **5 for \$20 doesn't work any more!**
- **Girls need to focus on the multiple purchase customer to not lose volume.**
- **Free readers available from vendors.**
 - *Credit card readers must be linked to troop account.*
- **Accepting CCs is a vital necessity:**
 - *If troop prefers to not accept checks.*
 - *Customers not limited to the cash in their pocket.*
 - *Customers purchase more when they can use a card.*
 - *Credit cards increase sales by 25 boxes PGA (average).*
 - *This is the year to use them!*



Banking Basics

- Turn in a completed ACH Debit Authorization and voided troop check.
- Enter troop banking information on Settings tab in eBudde.
- Collect money from girls at least once a week (Money Mondays).
- Give receipts for everything and keep a copy.
- Deposit enough funds by Feb 9 for first ACH debit on Feb 13.
- Deposit all funds by Mar 16 for the final ACH debit on Mar. 20
- Contact your PSM 48 hours ahead if you do not have enough money for any debit.

Girl & Troop Monies

- **Payment is collected only when cookies are delivered.**
- **Credit cards may be accepted by troops via smart phone. Payments must go straight into troop bank accounts.**
- **Checks should be made payable to “Girl Scout Troop XXXX.”**
- **Girls should not accept bills larger than \$20.**
- **Monies should be submitted and deposited in their original format, and never deposited into a personal bank account.**
- **Receipt every transaction.**
- **Deposit into troop account promptly and frequently.**



eBudde Sales Report

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

Council Greater Los Angeles, Troop 0 Sales Report

Girls Selling: 24
Girls Reg.: 25
Init. Girls Sellg: 22
Level: GRP
SU Name: Alhambra/Rosemead
SU Number: 401
Sales Goal: 600
PGA Selling: 105.9583
PGA Registered: 101.7200
Initial PGA: 96.6364
CClub Pkgs: 262

Pkg price: 4.00 Case price: 48.00
Trp Proceeds Rate: 0.750 No Reward Proceeds: 0.000

Bank Name: Pasadena Federal Credit Union
Routing No.: XXXXX0728 Acct No.: XXXXXX1482

Pkgs Received					Deposits Made		
02/11	Initial Order	---		2088	Date	Reference	Amount
02/24	C100	Ly	ro	180	2014-03-11	Debit IO	\$ 3,454.75
02/24	C100	Ly	ro	216	2014-04-11	Debit-Final	\$ 4,810.00
03/08	T15491	NFS000		-24			
03/11	T01521	64U000		24	Total Deposits		\$ 8,264.75
	GOC pkgs.			59			
	Total Pkgs Received			2543			

Total Troop Sales	\$ 10,172.00	Council Proceeds	\$ 8,264.75
Troop Proceeds	- \$ 1,907.25	Deposits Made	- \$ 8,264.75
Council Proceeds	\$ 8,264.75	Amount You Owe Council	\$ 0.00

Signature: _____

[View report in CASES](#) [Print Page](#) [Show as PDF](#)

Contains the basic data points of your sale.

- Total Sales = sum of all deposits in the troop bank account.
- Troop Proceeds = net amount after council debits.
- Troop Treasurer needs to reconcile this report to the bank statement.

Debt Management

\$300 credit limit for bad debt.

- *Does NOT mean families can only have 60 boxes at a time.*
- *Troop cannot ignore collecting (i.e. "they didn't turn it in").*
- *TCCs set expectations up front (Money Mondays).*

Troops responsible for NSF fees caused by negligence.

- *Troop knows due dates and amount due.*
- *Cannot claim we took the funds w/out authorization, caused the NSF.*
- *Like any mortgage or bill, Council proceeds are due on the dates specified.*
- *Council can reduce the debit amount, but troop still has to make a payment on time.*

Policies are working!

- *2014 – three debts; \$4000 out of \$18M.*
- *2013 – ONE troop; \$2300 out of \$17M.*
- *We will again be training the country at the 2015 PS Conference.*

Cookie Central



The place to go for information:

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

Cookie Club

Features

- online "ASK" Home Page
- Electronic Cookie Order Form
- "My Promises" Dashboard
- Follow-up/Reminder emails
- Troop Leader Reporting
- Email gets thru spam filters
- eBudde will 'push' girl data to Cookie Club



Digital Cookie 1.0

- GSGLA opted out of 1.0; probably in for 2.0 in 2016
- Too many core changes in 2015; system under development
- 2.0 will replace Cookie Club
- Check out the FAQ at Cookie Central

National GS Cookie Weekend

February 27, 28 & March 1

- *Mostly an online social event “holiday.”*
- *Several SUs are planning serious walkabouts using the GRID technique introduced in 2014. Ask for details on how to organize your troops.*
- *Expect national media stories, segments on the morning talk shows. E.g. Today, GMA*



Technology

Cupboard Keeper App

paperless cupboard transactions

Cookie Locator/Finder App

customers can find cookie booths in real time

LBB's interactive Volunteer Guide

videos, goal setting plans, inspiration for volunteers

LBB's Volunteer Blog

Connect with other volunteers, resources, ideas

The Pixie List

thepixielistla.com—Troops can post for Troop-to-Troop transfers



Marketing Partnerships



*Official Gift of Caring
Sponsor*



\$5000 Facebook Contest



*Program interviews
News stories*

Under
Development



*Thin Mint Shake
Cause Related Marketing*

*Millions of impressions creates great awareness
that it really is Girl Scout Cookie Time!*

Cookie Retail Merchandise

Yard sign & stake \$5.00



4 sided tablecloth sign \$11.95



Key Chain \$5.00



Fun Patches!!!



Coffee Time Mug \$16.00



Wrap Up

How to submit the Rewards order:

- **Enter/choose the Rewards at each level.**
 - **Sizes** for the 160-T-shirt and 300 PGA Hoodie.
 - 500 **and above** choose recognition **or** program credit.
 - Opt outs with a 230 PGA usually do better to opt back in.
- **Submit Rewards Order.**
- **Turn on gleeful anticipation of receiving rewards in May!**



Wrap Up

- **Complete all allocations, GOC entries, troop transfers and girl rewards by March 11.**
- **Deposit everything by March 16.**
- **Final ACH debit is on March 20. Discrepancy reports due.**
- **Pick up girl rewards from SUCPC for Spring ceremonies.**
Unclaimed rewards will be donated
- **Sort and distribute rewards promptly.**
- **Celebrate your troop's success!**



Thank you
for all you do
for the future
of our girls.