

**girl scouts**  
greater los angeles  
cookie program



# 2017 Cookie Program Troop Cookie Chair Guide

## 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.

## How the Cookie Crumbles

Here is the breakdown of where the price of cookies goes. **All proceeds stay in Los Angeles to fund and support girls, via**



- ✓ Camp Subsidy
- ✓ Girl Financial Aid
- ✓ Recruitment
- ✓ Adult Leader Development
- ✓ Property Repair & Maintenance
- ✓ Council Operations

56% Girl Program

25% Troop Proceeds & Girl Rewards

19% Cost of the Cookie & Sales Materials

## Additional Resources

Additional Resources		
GSGLA Website / Cookie Central	<a href="http://www.girlscoutsla.org">www.girlscoutsla.org</a>	Forms, Guides, links to all resources, etc.
Little Brownie Bakers	<a href="http://www.littlebrowniebakers.com">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
Facebook	<a href="https://www.facebook.com/GSGLACookieNutFriend">www.facebook.com/GSGLACookieNutFriend</a>	Up to date Cookie info
LA Pixie List	<a href="http://www.thepixielistla.com">www.thepixielistla.com</a>	Troop-to-troop transfers

# ***Table of Contents***

Calendar Checklist .....	4-5
Meet the Cookies .....	6
Gift of Caring.....	7-8
The 5 Skills for Girls.....	9
Cookies 4 a Change .....	9
Girl Rewards & Troop Proceeds .....	10-11
Cookie Business Curriculum (Pins & Badges).....	12
5 Steps to the Best Cookie Season Ever.....	13
Training Checklist for Family Meeting .....	14
Rules and Consequences .....	15
eBudde Login .....	16
Set Up Troop and Banking Information .....	17
Add/Delete Girl Information .....	18
eBudde Online Booth Scheduler .....	18
Select a Booth Location and Time for your Troop .....	19
Starting Inventory Order .....	20-21
Submit Starting Inventory Reward Order .....	22
Starting Inventory Order Delivery .....	23
Selling Girl Scout Cookies.....	24-25
Boothing .....	26-27
Drive-through Booths .....	28
Additional Guidelines for Boothing.....	29-31
Corporate Booths .....	32
Cupboard Basics .....	33
Add a Cupboard Order in eBudde.....	34
Guidelines for Cupboard Pick-ups.....	35
Returns/Exchanges/Consignments .....	36
Allocate Cookies and Payments.....	37
Allocate Booth Sales .....	38
Inventory Management.....	39
Troop-to-Troop Transfers .....	40
Submit Girl Rewards .....	41
Financial Responsibility .....	42
Monetary Policies.....	43
Critical Financial Dates and ACH Debit Schedule .....	44
Collection Issues .....	45
eBudde Wrap-up .....	46
Crisis Management.....	47
Internet Based Tools for Troops.....	48-49
Cookie Club .....	50
Council Based Marketing Initiatives .....	51
Cookie Terminology.....	52-53
Index.....	54



# Calendar Checklist

## December 2016

- ☐ Troop Cookie Chairs (TCCs) attend their Service Unit's Cookie Training. Troops must submit the TCC Agreement and ACH Form (eForms) and voided troop check to receive materials and access to eBudde.
- ☐ TCCs contact parents to verify that girls will be participating; send invite to a Cookie training. Collect Permission Forms if not already received.
- ☐ TCCs visit <http://vipetraining.littlebrownie.com> to complete eBudde training.

## January 2017

- ☐ Girl / Parent Cookie Training — explain the Cookie Program and distribute materials. Talk to parents about their availability/commitments for booth days/times, so you are prepared for choosing booths.
- ☐ **Attend a Cookie Kick-off** sponsored by your Service Unit or a regional event.
- ☐ TCCs receive eBudde invitation access from SUCPC by January 2. Test eBudde log in and report any problems to SUCPC.
- ☐ **January 6** — eBudde Booth Scheduler opens for Round 1.
- ☐ Create Cookie Club accounts.
- ☐ **January 7** — Starting Inventory Order (SIO) due in eBudde by 11:30pm.
- ☐ January 13 — Corporate Booth applications due to Council.
- ☐ **January 26-28** — Starting Inventory Order delivery to troops. Delivery dates and locations will vary. Verify with SUCPC.
- ☐ Distribute cookies and order cards to girls and families.
- ☐ **January 29 — GO Day! Cookie Program begins**

## February 2017

- ☐ **February 2** — Cookie Cupboards begin to open. Enter pending orders in eBudde 24-48 hours before picking up additional cookies. See online cupboard schedule for specific dates.
- ☐ February 7-9 — Starting Inventory returns. Troops may return up to 10 cases of cookies from SIO.
- ☐ **February 10 — Boothing begins.** Verify boothing date, time and location in eBudde just prior to going to booth sale.
- ☐ February 10 – March 1 — Even exchanges accepted at designated cupboards.
- ☐ February 11 — Cookie Mobile contest submission due date.
- ☐ February 17 – Last day to notify PSM of debit adjustment by 12pm.
- ☐ **February 24 — First ACH debit** from troop accounts.
- ☐ February 24-26 — National Girl Scout Cookie Weekend! Look for our wildly popular Golden Ticket promotion to return for 2017.

### March 2017

- ☐ March 6-12 — Consignment Cookie orders now available. Troops may take out up to 10 cases of cookies on consignment from designated cupboards.
- ☐ **March 12** — Cookie program ends — LAST DAY TO SELL.
- ☐ **March 14** — Last day to return consignment orders at designated cupboards.
- ☐ **March 17** — 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 24** — Last day to notify PSM of debit adjustments by 12 p.m.
- ☐ **March 31** — **Final ACH debit.** Discrepancy Reports due to PSM.

### May 2017

- ☐ 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 6 — Elite 1000 at Disney Resort
- ☐ May 20 — Club 500 at Six Flags Hurricane Harbor
- ☐ **Celebrate your troop's success!!!!**

### June 2017

- ☐ June 10 – 11 – S'More Adventure Weekend at Camp Osito Rancho (1500+ box reward event)
- ☐ June 17—Hogwarts Express VIP Experience at Universal Studios (3000+ box reward event)
- ☐ June 21—Limo Ride & Lunch with Lise Luttgens, CEO (2000+ box reward event)



# Meet the Cookies

Cookies are \$5.00 per box,  
except the premium S'mores and Toffee-tastic are \$6.00 per box.

## Thin Mints®

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

Vegan



## Samoas®

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



## Trefoils®

Traditional shortbread cookies that are delightfully simple and satisfying



## Tagalongs®

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



## Savannah Smiles®

Crisp, zesty lemon wedge cookies dusted with powdered sugar



## Do-si-dos®

Crunchy oatmeal sandwich cookies with creamy peanut butter filling



## Toffee-tastic

Rich, buttery cookies with sweet, crunchy toffee bits



## Did you know that our cookies have...

- Zero Grams Trans Fat per Serving
- NO High-Fructose Corn Syrup
- NO Artificial Colors
- RSPO Certified (Mass Balance) Palm Oil
- NO Artificial Flavors in Do-si-dos, Toffee-tastics or Girl Scout S'mores
- NO Partially Hydrogenated Oils in Trefoils, Do-si-dos, Savannah Smiles, Toffee-tastics and Girl Scout S'mores
- 100% Real Cocoa

## Plus...

- Thin Mints are Vegan
- Toffee-tastics are Gluten-Free
- Girl Scout S'mores are made with natural flavors
- Do-si-dos have Hearty Whole Grain Oats

## Girl Scout S'mores®

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling.



# ***Gift of Caring (GOC)***

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 Council, who coordinates delivery to our Gift of Caring community partners.

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

When your troop sells cookies through Gift of Caring (GOC), the troop does not pick up or take possession of the cookies. Collect the donation (money) and complete the customer 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 a girl credit in eBudde). This lets the council know how many boxes to send to these organizations. Girls are eligible for the GOC rewards 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 the charitable organizations!

## ***To increase Gift of Caring sales, consider these points:***

- GOC is your 9th cookie variety. It satisfies customers on a diet, with food restrictions, and any other reason why they don't want to buy a “real” box. ***It is sugar-free, fat-free, trans fat-free, and calorie-free!***
- You can sell GOC to those who want to support Girl Scouts, but just don't want to have the cookies around their house due to dietary restrictions.
- Showcase this 9<sup>th</sup> variety at your booth locations with donations jars and posters (resources available in troop marketing kit.)
- Girls should email relatives and friends (especially those out of the area). This is a great group to target for GOC without incurring the cost of shipping.

## ***Gift of Caring Service Project Challenge***

In 2016, GSGLA Girl Scouts collected donations of more than 99,000 boxes that were then distributed to the following five GOC partners. If girls focus on GOC as much as physical boxes, your total sales figures are sure to grow. **Imagine selling even 50 boxes (one to each customer?) and not having to transport, carry, and deliver them!**

***Note:*** Troops may donate their leftover cookies to an organization of their choice, but cannot solicit donations for any other organization. These boxes do not count towards the council's Gift of Caring program. The council-wide GOC 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 Media Sponsor***

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





# Gift of Caring Partners

All GSGLA Gift of Caring Partners are registered 501(c)3 non-profit organizations.

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

**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.



**Bob Hope**  
Hollywood USO at LAX

**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** 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 Council'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 Council'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.





# ***The 5 Skills for Girls***

- 1. Goal Setting:** Girls set cookie sales goals and, with their team, create a plan to reach them. 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. 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. 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. Exceptional people skills help girls 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. Employers want to hire ethical employees—and the world needs ethical leaders in every field.

## ***Why do these 5 Skills Matter?***

When your Girl Scout has learned these 5 skills, she'll be poised for success in her career. When employers interview job candidates, they all look for the same things. 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. 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!

# ***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 and inspiration for your troop to think about:**

- The troop could decide to allocate 10% of their proceeds towards a charitable cause of their choice.
- Girls can set a goal of feeding 10 animals at their local shelter for a month.
- Fund and plant a garden at a local senior center for the residents' enjoyment.

Leadership through cookies? That's Cookies 4 a Change! Remind girls to tell customers about their service goals. Customers will want to support the girls!

# Girl Rewards & Troop Proceeds



**2017 Patch**  
12 – 23 boxes

OR



**Participation Patch**  
24 + boxes



**100 Yummy Years  
Playing Cards**  
50+ boxes



**Desk Organizer Box**  
90+ boxes



**Powered by Cookies  
Thermal Cup**  
130+ boxes



**S'mores Lunch Box**  
160+ boxes



**Olita Powered by Cookies  
T-shirt**  
200+ boxes



**Olita Plush/Pillow  
With 100 year Emblem**  
250+ boxes



**Girl Scout Cap**  
325+ boxes



**Sling Bag**  
400+ boxes



**Club 500 at Six Flags Hurricane Harbor**  
May 20, 2017  
Girl & One Chaperone OR  
\$50 C/P Credit \*  
500+ boxes



**S'More Adventure Camp Chair  
w/ Cup Holder**  
650+ boxes



**Fleece Throw &  
100 Yummy Years Scarf**  
800+ boxes



**Elite 1000 at Disney Resort**  
May 6, 2017  
Girl & One Chaperone OR  
\$100 C/P Credit\*  
1000+ boxes



**S'More Adventure Weekend at  
Camp Osito Rancho**  
June 10-11, 2017  
Girl & One Chaperone OR  
\$150 C/P Credit\*  
1500+ boxes



**Limo Ride & Lunch with  
Lise Luttgens, CEO**  
June 21, 2017  
Girl Only OR  
\$200 C/P Credit\*  
2000+ boxes



OR



**38 mm Apple Sport Watch**  
Choice of band color  
3000+ boxes

**VIP Experience at Universal Studios**  
June 17, 2017  
Girl Only  
3000+ boxes

### 2016 FALL / 2017 COOKIE COMBO PATCH

Girls must have met the  
2016 Fall Program criteria  
AND  
sell 250+ boxes of  
cookies



### STARTING INVENTORY ORDER

75% Troop SIO Order (based on council SIO worksheet)



**Cookie Character Tote Bag**  
(both sides shown)  
1 / participating girl  
AND



**Vintage Cookie Tray**  
2 / troop  
\*NEW: Troop Leader  
Reward

### TROOP REWARD

Based on Final Sales of Participating Girls  
Opt Out Troops are not eligible for Troop Reward



**\$15 Cookie Dough**  
Per participating girl  
Troops averaging  
240+ boxes



**Powered by Cookies Sweatshirt**  
Each participating girl plus 2  
Troop Leaders  
Troops averaging  
320+ boxes

### Troop Proceeds \$.95 / box

# Boxes	Proceeds
24	\$22.80
27	GSUSA Membership fee for one girl
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

### COOKIE CLUB PATCH



24+ valid emails sent  
via Cookie Club



**Bar patch given at  
highest level earned  
starting at 160+**

### Note for opt-out troops:

Girls in troops that have  
opted out of rewards will  
receive SIO reward, ALL  
patches, and invitations to  
Club 500 and Elite events  
(if earned).

### GIFT OF CARING REWARDS

Applies only to Gift of Caring boxes



**10+ boxes – "New" GSGLA GOC Patch**  
**20+ boxes – Patriotic Sunglasses**  
**30+ boxes – Bubble Pen**

**ALL REWARDS ARE CUMULATIVE**  
(except the 12-23 and 24 box participation patches)  
\*Camp/Program Credit



# Cookie Business Curriculum



## 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



# ***5 Steps to the Best Cookie Season Ever***

Girl Scouting helps girls grow into leaders of courage, confidence and character. Through their participation in the Girl Scout Cookie Program, girls learn “The 5 Skills for Girls.” At the same time, it is also important to keep the FUN in cookies! The Five Steps to Cookie Success will help make selling cookies both a learning AND fun experience.

## ***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. Customers will often ask girls what the troop intends to do with the money they earn from cookies. Encourage girls to set goals for the troop. Girls should ask themselves “*What can we do with our cookie money: (1) to help others and (2) for fun and learning?*” Consider:

- Which Journey the girls would like to work on next?
- Is there a Destinations program the girls would like to work towards?
- Would the girls have more fun if more of their troop attended Club 500?
- Is there a major trip that requires multiple years of proceeds to fund starting this year?
- Does our troop want to cover membership costs for the entire troop for the next Girl Scout year or Lifetime Adult Membership for graduating Ambassadors?
- 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.

## ***Step 2 – Set a Goal for Each Girl***

Every girl must do her part to help the troop reach its goal. Help girls determine how many boxes each girl should sell in order for the troop to reach its goal. This will help to determine if the troop goal is reasonable. Note: troops cannot require girls to sell or commit to a specified number of boxes. Also, guide each girl in setting a personal *learning* goal, such as learning better money management, discovering how to reach new customers, or how up-selling can lead to better sale results.

## ***Step 3 – Educate Families***

When families are involved, girls succeed! Explain the purpose of the program (i.e., the 5 Skills for Girls) and explain how participating in the cookie program is not just another fundraiser. Let the families know before the cookies arrive what will be expected of them during the sale. Use the online *Greater Cookie Family Guide* as a guide for the meeting. Encourage girls to help plan and lead the meeting so they can showcase their goals. Also see page 14, Training Checklist for Family Meeting, for a detailed list of the items for the meeting.

## ***Step 4 – Sell Beyond Family and Friends***

People love Girl Scout Cookies and are generally predisposed to buying them. If girls plan to reach an ambitious goal, they will need to expand their circle of customers beyond just family and friends. Consider using your network of customers from the Fall Product Program. Cookie Club is also a great tool.

## ***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 Greater Cookie Family Guide, Cookie Club, and online. When girls reach their goals, be sure to celebrate all their hard work.

# ***Training Checklist for Family Meeting***

It is very important that the girls and their parents/guardians are clear on their responsibilities and what will be expected of them during cookie sales. Trained girls and parents are much less likely to make mistakes. Providing the families with clear dates and information before the cookie program begins will prevent situations which may cause hard feelings or may result in consequences being applied (like reduced proceeds). You can use the online *Greater Cookie Family Guide* or the new parent training presentation as a guideline. Below is a list of topics that should be covered in the training meeting:

- ☐ Every participating girl must have a signed Parent/Guardian Permission & Responsibility Agreement on file with the Troop Leader before selling. Go through this document with the families since some parents/guardians may sign it without realizing that it is more than just a permission slip.
- ☐ Explain the purpose of the program (i.e., the 5 Skills for Girls, page 9) and hand out program materials only to girls who have submitted a signed Parent/Guardian Permission & Responsibility Agreement.
- ☐ Explain the best method for parents/guardians to communicate with you, the Troop Cookie Chair.
- ☐ Explain that no cookies may be sold until Go Day, January 29, 2017.
- ☐ Go over all the cookie due dates, including those imposed by council and those within the troop. (Council dates can be found on pages 4 – 5).
- ☐ Explain the Starting Initial Order (SIO) that the troop will be submitting and discuss how it will be calculated (see page 20).
- ☐ Explain the process for cookie distribution day, including that every cookie and money transaction will be recorded on a receipt.
- ☐ Explain how often and when girls can get more cookies and the process they have to follow to get them.
- ☐ Explain under what circumstances/timeframes the girls can return and/or exchange cookies within the troop.
- ☐ Explain the money handling policy. (See pages 42-45.) This should include:
  - How often cookie money must be turned in;
  - How much inventory each girl will be allowed to have before she must turn in money;
  - When money for orders from the SIO is due;
  - The troop's policy regarding accepting checks and large bills;
  - When money will be collected and the final payment is due; and
  - The steps the troop is required to take when money is not turned in.
- ☐ Review the online Safety Activity Checkpoints.
- ☐ Explain the boothing policies (pages 26-32). This is very important. Parents/guardians need to understand the boothing policies and procedures to ensure they know what is expected of them and that violations could result in the loss of boothing sites for the service unit and/or consequences for the troop. Parents do not inherently know how to booth. Model a perfect booth at the training.
- ☐ Have parents sign the Parent Permission form for boothing.
- ☐ Explain how rewards are earned by the girls and get the girls' t-shirt sizes.
- ☐ Discuss how the troop should celebrate its successful cookie season!

# Rules and Consequences

All girls and troops must follow the rules and guidelines listed on the Parent/Guardian Permission and Responsibility Agreement, in the Family Guide, and in this Troop Guide. The rules and regulations are put in place for girl safety and to ensure a successful, fair, fun, and safe cookie season. There will be **consequences** for those that do not follow the rules.

## Consequences

If girls and/or troops are not selling in accordance with the established rules and regulations, girls and/or troops can be penalized by having one or more of the following consequences enforced:

- Removal of the highest reward level earned
- No future boothing
- Reduction in troop proceeds or opt out proceeds
- Reduction in boxes sold for girl and/or troop
- Forfeiture of girl and/or troop proceeds/rewards

Most common examples of rules or regulations NOT complied with are as follows. NOTE: This is **NOT** an exhaustive list, only a few examples.

- Taking orders or selling before Sunday, January 29, 2017
- Selling cookies for the incorrect price
- Selling cookies outside of authorized areas. For example:
  - Selling on a sidewalk or street corner
  - Setting up a Lemonade Stand on someone else's property
  - Conducting a walkabout in a commercial/business area
  - Selling in front of a school
  - Boothing outside of GSGLA borders (see *Greater Cookie Family Guide* for details)
  - Adults selling without a girl present
- Selling at a booth location not scheduled for your troop in eBudde and/or without first submitting and receiving a special request approval
- Girls selling or delivering cookies alone
- Boothing with the incorrect girl/adult ratio or inappropriate behavior at a booth location
- Failure to pay for cookies and submit money as stated outlined by Council

## Application of Consequences

In the event a consequence needs to be applied, the decision on which consequence to impose will be decided by the Service Unit Cookie Program Chair (SUCPC), Product Sales Manager and/or Director of Product and Retail Sales. The weight of the consequence will be based on the rules and regulations broken, impact to others, safety, and if one or multiple infractions were made.

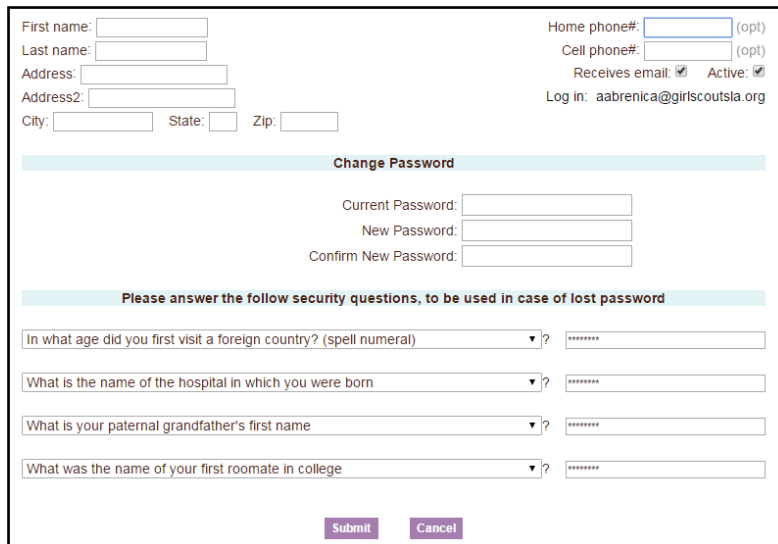


# eBudde Login

All transactions, including ordering and allocating cookies and money management, are handled through one website: <https://eBudde.littlebrownie.com>.

## Accessing eBudde

User accounts will be activated by your SUCPC only after your troop has submitted BOTH the Troop Cookie Chair Agreement and ACH Form. When you have been granted access to eBudde, you will be sent an email to the email account you listed on your Troop Cookie Chair Agreement. Use your email address as your login, and the temporary password: **Dosi@4232**. Once you receive your email, you will have 24 hours to access the site and change your temporary password to a permanent one. You will be required to answer four security questions upon login.

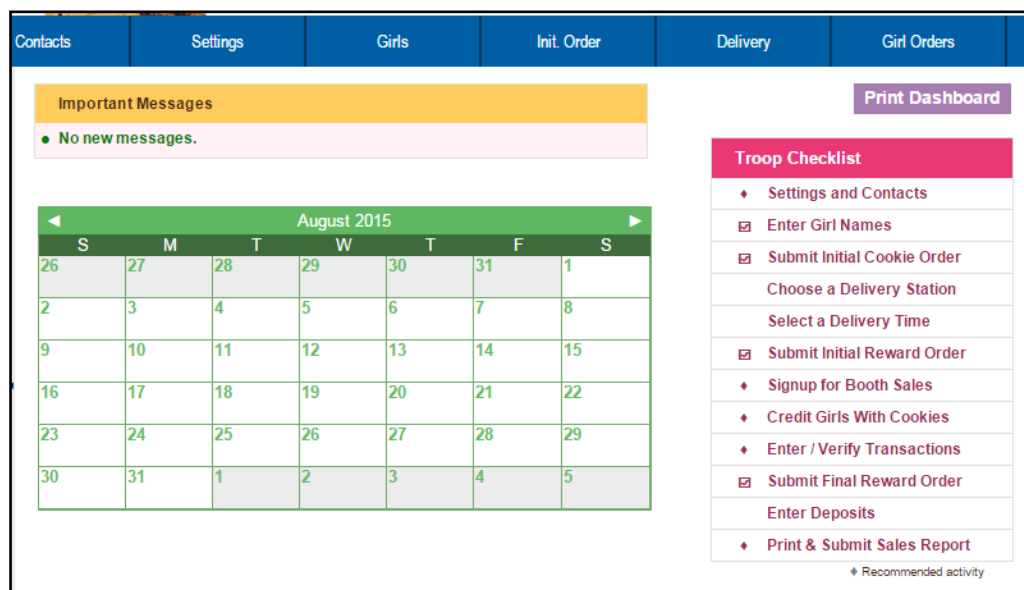


The form contains the following fields and sections:

- Personal Information:** First name, Last name, Address, Address2, City, State, Zip, Home phone#, Cell phone# (all optional), Receives email (checked), Active (checked), Log in: aabrenica@girlscoutsla.org
- Change Password:** Current Password, New Password, Confirm New Password
- Security Questions:** Four dropdown menus with corresponding text input fields for answers.
  - In what age did you first visit a foreign country? (spell numeral)
  - What is the name of the hospital in which you were born
  - What is your paternal grandfather's first name
  - What was the name of your first roommate in college
- Buttons:** Submit, Cancel

Once you have logged in and changed your password, you will be taken to the Troop Dashboard page (See Fig 1). This is the screen you will see every time you log into eBudde. It will show you important messages from Council and/or your service unit. There is also a troop checklist on the right side of the dashboard to help you track upcoming steps during the sale.

FIGURE 1



The dashboard features a top navigation bar with tabs: Contacts, Settings, Girls, Init. Order, Delivery, and Girl Orders. A 'Print Dashboard' button is located in the top right.

**Important Messages:** A yellow box indicating 'No new messages.'

**Calendar:** A calendar for August 2015, showing days from 26 to 5.

**Troop Checklist:** A list of tasks with checkboxes and a 'Recommended activity' icon.

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

- Settings and Contacts
- Enter Girl Names
- Submit Initial Cookie Order
- Choose a Delivery Station
- Select a Delivery Time
- Submit Initial Reward Order
- Signup for Booth Sales
- Credit Girls With Cookies
- Enter / Verify Transactions
- Submit Final Reward Order
- Enter Deposits
- Print & Submit Sales Report



# Set Up Troop and Banking Information

The first time you log in to eBudde, you will need to set up your troop and banking information.

- Click on the **SETTINGS Tab** and then click the **EDIT SETTINGS** button. (See Fig. 2.)

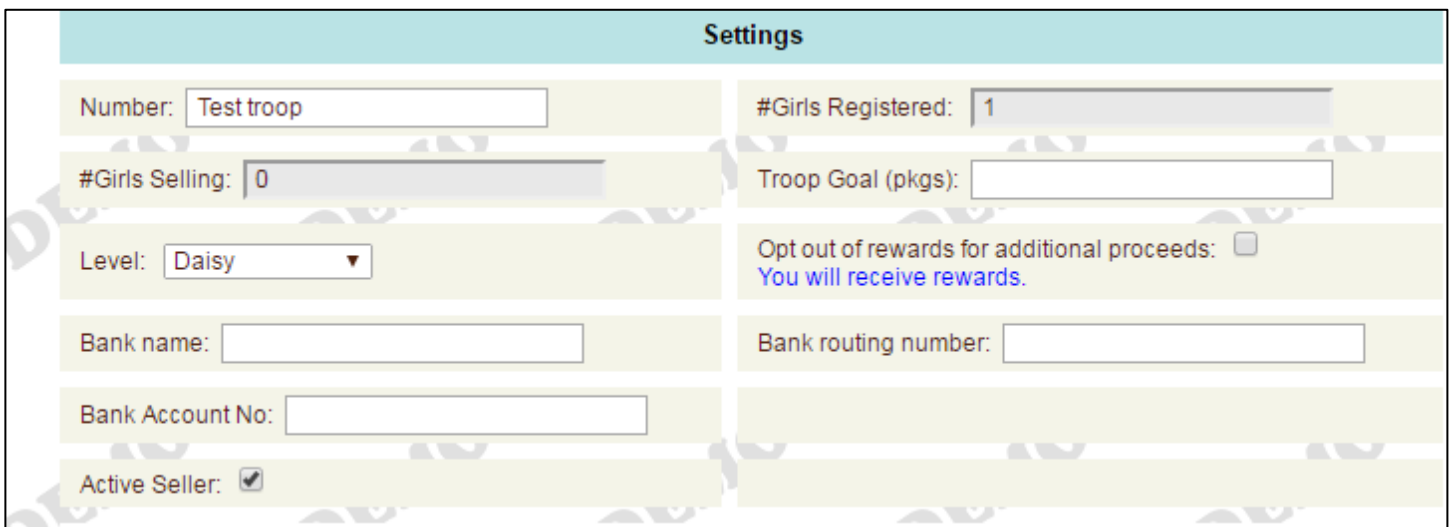
## Troop Information

- Verify that your five digit troop number is correct in the Number field.
- Ignore the “#Girls Selling” and “#Girls Registered” fields. These will automatically update later.
- Choose the Troop/Group Age Level (i.e., Brownies, Juniors, etc.)
- Check "Opt Out" for additional proceeds **ONLY** if your troop is opting out of girl rewards. (Only available to Cadettes and above.)

## Banking Information

- Troops that submit their eForms (both TCC Agreement and ACH Authorization) by 11:59pm, December 16, 2016, will have their banking info uploaded into eBudde on or about December 19, 2016. Troops need to make sure their banking info is in eBudde on or before January 7, 2017 or their SIO will not be placed. If they were **not** part of the upload on/about December 19, they will need to manually enter the information (instructions follow).
  - Enter your troop's bank name, routing and account number. (This is **MANDATORY**: The troop starting inventory order will **NOT** be accepted without the troop banking information entered into eBudde.)

FIGURE 2



The screenshot shows the 'Settings' page in eBudde. It features a light blue header with the word 'Settings' in white. Below the header, the page is divided into two columns of input fields. The left column contains: 'Number' (text box with 'Test troop'), '#Girls Selling' (text box with '0'), 'Level' (dropdown menu with 'Daisy'), 'Bank name' (text box), 'Bank Account No.' (text box), and 'Active Seller' (checkbox with a checkmark). The right column contains: '#Girls Registered' (text box with '1'), 'Troop Goal (pkgs)' (text box), 'Opt out of rewards for additional proceeds' (checkbox), and 'Bank routing number' (text box). Below the 'Opt out' checkbox, there is a blue link that says 'You will receive rewards.'

## Granting eBudde Access to Other Troop Users

- Add/update information for the troop leader and troop cookie chair
  - Add anyone who will be picking up cookies for the troop from the cookie cupboard as a “Troop Cookie Pick Up Only User.”
  - **WARNING:** If you add a person as Troop Cookie Pick Up Only User that person will **ONLY** be allowed to view eBudde and cannot make any changes or add any orders, even if that person was also listed as the cookie chair or leader. Only add someone as Troop Cookie Pick Up Only User if their **sole role** is to pick up cookies at the cupboard. Do not list yourself or the troop leader in this section.
- Click **UPDATE** once all modifications have been made.

## Add/Delete Girl Information

All girls registered with your troop by January 2, 2017, will automatically be uploaded into eBudde the week of January 9. You will need to manually add any additional girls. (See Fig. 3.) You will not have access to add girls until after they have been uploaded.

- Click on the **GIRL Tab**
- Review the girls listed for your troop.
- Enter each girl's name, school grade and her sales goal. Leave GSUSA ID blank.
- Missing girls can be added at any time throughout the sale.
- Girls cannot be deleted from eBudde (even at the council administrative level).

FIGURE 3

First Name	Last Name	GSUSA Id	Grade	Cookie Club Login	Reg'd?	Sales Goal
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>

## eBudde Online Booth Scheduler

Your troop will have many opportunities to sell cookies at Booths, which are council-approved, non-residential areas/sites. To help you estimate the size of your Starting Inventory Order (SIO), you will have access to the eBudde Booth Scheduler before your SIO is due. The eBudde Booth Scheduler will list the locations and shifts available and will be updated throughout the cookie sale. Boothing locations are arranged **ONLY** by your SU Boothing Chair and must be pre-approved (if you find a one-off booth opportunity such as at a school or small business, contact your SU Boothing chair for approval). If you have a suggestion for a site, share your recommendation with your SU Boothing Chair and they will contact the site/business.

**Boothing begins on Friday, February 10, and ends Sunday, March 12**

**How it works:** To ensure equal opportunity for all troops, sign-ups are in five cumulative rounds, which means if you miss Round 1, you will be able to select up to five shifts in Round 2 and catch up with other troops. Each round is open for 24 hours, except for Round 5, which does not close.

During Round 1, you may only sign up for booths within your service unit or geographic boundaries. After Round 1, you may sign up for any booths listed in the Booth Scheduler. SU or council staff may drop troops from improper sign-ups without prior notification.

- ROUND 1:** On **January 6** at 6:30 p.m., you may select three (3) booth sites within your service unit boundaries. The round will close at 6:30 p.m. the following day.
- ROUND 2:** On **January 12** at 6:30 p.m., you may select two (2) additional booth sites anywhere in council boundaries. The round will close at 6:30 p.m. the following day.
- ROUND 3:** On **January 16** at 6:30 p.m., you may select four (4) additional booth sites anywhere in council boundaries. The round will close at 6:30 p.m. the following day.
- ROUND 4:** On **January 18** at 6:30 p.m., you may select 11 additional booth sites anywhere within council boundaries. The round will close at 6:30 p.m. the following day.
- ROUND 5:** Beginning **February 1** at 6:30 p.m., booth selections are unlimited.

# Select a Booth Location and Time for Your Troop

- Click on the **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. (Remember, during Round 1, you may only chose booths located in your Service Unit's geographical area.)
- Available time slots will appear in the panel on the right (available slots will be in green; slots that have been reserved by others are in blue).
- Click on a green booth and select your booth time slot in an empty box; your troop number will appear in the space.
- Click **SUBMIT** to reserve your time slot.

FIGURE 4

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

[ - ] Council Booth Sales  
[ - ] Sunland, CA  
[ - ] ABC Hardware 845 Spring St.  
Fri Feb 3, 2017 4:00pm -- 6:00pm

ABC Hardware   845 Spring St.  
Door: Both doors  
Sunland, CA 91040

...

Choose a time slot and then **Submit**  
To opt out click on that slot again and re-submit".

Time	Troop
4:00pm	TTest troop

## Hoarding Booths

Troops may reserve a reasonable number of booths by taking into consideration their girls' and parents' availability, the troops' goals, and the number of girls who wish to participate in boothing. SUCPCs may determine if a troop has scheduled more booths than they can reasonably be expected to fulfil, and will work with the troops to reduce that number if necessary. If a troop is unresponsive or unwilling to work with their SUCPC, a SUCPC may delete excessive booths based on their judgment and in cooperation with the Product Sales Manager for that service unit.

## Cancel a Reserved Booth

Every attempt should be made to cancel a booth as soon as you know you can't fulfil the booth. Other troops are constantly on the hunt to scoop up late breaking booths. 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.

The information in the Booth Scheduler drives the Cookie Finder run by GSUSA. 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 driving 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 as soon as you know you will not be able to use that booth.

- Click on the **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.

# Starting Inventory Order

## Place a Starting Inventory Order (SIO)

In order for girls to have the necessary inventory on hand, it is imperative that troops order enough cookies in their starting inventories. We recommend ordering at least **75% of what you expect to sell in total**. History tells us that at least 75% of the sale happens during the first two weeks. Ordering enough cookies in your SIO means you may not have to go to the cupboard that first week, and the girls will be able to keep up with the momentum. When determining your SIO, keep these things in mind:

1. All troops will have access to an Excel worksheet where they can enter their troop number to view last year's number of participating girls and troop sales numbers. The worksheet will calculate a 2017 Starting Inventory Order recommendation based on last year's total troop 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 region's per girl average (PGA).
3. The Excel file breaks down your troop order into a **suggested** variety assortment and an allotment for girls. You can modify this mix as you see fit. **The TOTAL NUMBER of CASES is the most important criteria to meet the SIO Reward requirement.**
4. Troops should include a starting booth sale quantity as well as inventory for girls to sell individually as part of their SIO. Ideally, the troop's SIO should carry them from the start of sales on January 29 through the end of the first weekend of boothing, February 12. That's a long time and a lot of cookies!
5. Even though cupboards begin to open on February 2, you really do not want to be there in the earliest days. The cupboards are very busy during the first week of booth sales.
6. Since individual girls have not started taking orders, **you will not enter the SIO by girl**. Instead input the order as "Other" to cover the individual sales for the girls and "Booth" to cover what is being ordered for the booth sale.

**You must both "enter" and "submit" your SIO in eBudde by the deadline for your troop to receive cookies on delivery day.**

## ENTER your Starting Inventory Order

- Click on the **INITIAL ORDER** Tab (See Fig. 5).
- Your order will be entered as a troop, not by individual girls.
- Click on **OTHER** to input the total cookies you anticipate distributing to the girls to sell. Tab to each box to enter the number of **cases** per variety. There is no option to enter GOC orders during the SIO.
- Click on **BOOTH** to enter the troop's booth order. These are cookies that may not be distributed to the girls immediately, but will get you through the first weekend of boothing. Note: there is no GOC column for Booth orders.
- The SIO must be submitted via eBudde in **whole cases** (12 boxes per case).
- Click the **OK button** on the far bottom right side of the screen.
- Click **SAVE** at top of the screen.

FIGURE 5

	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 6.00	\$ 6.00	
Girl	Sv Sm	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	Total
IMPORTED	0	0	0	0	0	0	0	0	0
OTHER	10	10	17	60	40	80	20	2	239
BOOTH	0	0	0	0	0	0	0	0	0
	10	10	17	60	40	80	20	2	239
Pkgs. Ordered	10	10	17	60	40	80	20	2	239
Cases to Order	1	1	2	5	4	7	2	1	23
Extras	2	2	7	0	8	4	4	10	37



### SUBMIT your Starting Inventory Order

- Review the totals at the bottom.
- Check to make sure you don't have an extra zero or ordered boxes instead of cases. (For example, if the suggestion was 7 cases of Samoas, you would enter 7, not 84.) **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.
- Once you have verified that the order is accurate, click **SUBMIT ORDER**.
- Once you SUBMIT the order, you will not have access to change the order. If you discover a major error after you have submitted the order, immediately contact your Service Unit Cookie Program Chair (SUCPC).

The Troop Chair must submit the Starting Inventory Order by 11:30 p.m. on January 7, 2017.

### Choose your Delivery Time

Some service units (SU) will pre-assign troops to a schedule; others will allow troops to choose from a pre-set schedule. Your SUCPC will notify you of your SU's process.

- Click on the **DELIVERY Tab**
- Click **WHO** is picking up your troop cookies
- Click if you will be picking up for more than one troop
- If it is not already filled in, select your **DELIVERY STATION** from the drop down. Usually there is only one location option.
- If one has not already been assigned, 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 for your records. See Fig. 6. It details when and where to be for delivery, and the exact 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.

FIGURE 6

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

	Sv Sm	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	Troop Total
Your Cases	1	1	2	5	4	7	2	1	23

Pickup Name: Uncategorized  
Pickup Location: 20525 Nordhoff St., Chatsworth 91311  
Pickup Date: Saturday, January 28  
Pickup Time: 8:10am  
ESTIMATED Number of Vehicles:  
(you will need ONE of the following)

- 1 Compact Car
- 1 Hatchback Car
- 1 Mid-size sedan
- 1 Sport utility vehicle
- 1 Station Wagon
- 1 Mini van (seats in)
- 1 Pick-up truck (full-size bed)
- 1 Cargo van (seats in)

Message from your Delivery Clerk  
Enter on Mason

## Submit Starting Inventory Reward Order

Immediately after the SIO is submitted, the TCC must also submit the Initial Reward order in order for the troop to receive the SIO rewards. This reward is based on whether a troop submits the **recommended** quantity of 75% based on the SIO worksheet provided by Council. eBudde cannot automatically calculate the SIO reward order. Therefore, troops that have ordered the recommended quantity should enter the number of rewards for the girls (one for every girl who is planning to sell; this should be the same number you used to calculate your SIO order). Your SUCPC and Council will verify this and correct eBudde as needed. Verification will be based on the number of girls who will be selling corresponding with the number of boxes ordered. Troops who choose to opt out of rewards will receive Starting Inventory Rewards.

### SUBMIT your Starting Inventory (SIO) Rewards

- Click on the **REWARDS** Tab
- Click **FILL OUT** next to Initial Reward Order
- If you ordered the **recommended** number of cookies, enter the number of rewards you need for your girls selling. The number of rewards should correspond to the number of girls you used to calculate 75% levels. This number of rewards will not change, even if you increase the number of girls selling after you submit your SIO.
- 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.

FIGURE 7

TROOP ORDER:		
Box Level	Quantity	Reward
1	<input type="text" value="1"/>	SIO - Character Tote Bag (75%)
	<input type="text" value="2"/>	SIO - Vintage Cookie Tray (75%) (no more than 2)
<input type="button" value="Cancel"/>		<input type="button" value="Submit Reward Order"/>

# ***Starting Inventory Order Delivery***

Go to the cookie delivery location at your scheduled pick-up time. Delivery dates and locations vary by Service Unit so view eBudde as noted above or check with your Service Unit Cookie Program Chair (SUCPC) or Delivery Chair. Your SU may ask for volunteers to help with delivery day.

- Print out your delivery confirmation and bring it with you to be sure you receive the correct number of cases.
- **Please be patient, polite, flexible and ready to help out if needed.**
- When you pick up your troop's SIO, expect to get a bit dirty. Wear flat, comfortable shoes with traction.
- Bring enough vehicles to pick up your entire order at the same time (see vehicle capacity chart on Delivery Confirmation in eBudde). Vehicles must enter the line together.
- You will be required to load your troop's order in your vehicle(s).
- **Count, count, count** the cases before you sign for anything!
- 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!
- Distribute the Girl Order cards, money envelopes and cookies to the girls as soon as possible.
- When parents/guardians pick up cookies, have them count and confirm totals. Using the Receipt Book you were provided, prepare a receipt for each family picking up cookies. **KEEP ALL SIGNED RECEIPTS.** They are your only proof of your inventory should there be any discrepancies. Also use this receipt to record additional cookies distributed to the girls and any money collected. The receipts will help you reconcile what each girl owes and has paid throughout the program.

## ***Storage of Cookies***

**IMPORTANT:** Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place or location where animals, bugs or water can get to them. Remember, you are responsible for these cookies, even if they get wet, melt from heat, or otherwise 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
- Missing cookies
- Returned by customer for any reason

NOTE: Melted cookies are **not** considered damaged. You are responsible for any melted cookies, and they will not be exchanged.

## ***Cookies by the Carload***

When you pick up your cookies, you need to use a vehicle large enough to transport the entire cookie order. Multiple vehicles must enter the line together. Use the recommendation on the delivery confirmation (Fig. 6—click on View Confirmation on the Delivery tab) to **approximate** how many cases of cookies will fit in your vehicle. The amounts use all space except the driver's seat and assumes that the vehicle has been cleaned out and emptied of all gear, car seats, pets, children, etc.

# ***Selling Girl Scout Cookies***

Ninety percent of the general public would gladly buy Girl Scout Cookies, but did you know that nearly 35% are never asked? Below, you'll find some tips and techniques to help your girls achieve their goals.

It is vitally important for girls to remain safe as they market and sell Girl Scout cookies. Please follow all guidelines as outlined in Safety Activity Checkpoints, this Troop Guide, and the Greater Cookie Family Guide.

**Safety is first and foremost. Now, let's get started selling those cookies!!**

- Collect money as cookies are sold, not before (except GOC).
- Money for GOC boxes is to be collected when the customer places the order.

## ***Using the Internet for Cookie Orders***

- Girls can use email and age-appropriate Internet tools to take orders.
- Cookie delivery and payment transactions **must** be done in person.
- Girls may **not** accept payment online.
- Girls will reach more customers faster when they use email as a communication tool.
- Girls of all ages (especially those 12 and under) can utilize the Cookie Club to email customers to ask for orders. It boasts the highest average box sale of any method! 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! eBay, Craigslist or Amazon, NO!
- Any time prior to the sale beginning, girls may tell friends and family that they will have Girl Scout Cookies beginning January 29, but they are **not** taking any orders until the Cookie Program begins.

## ***Door-to-Door Sales / "Residential Walkabouts"***

- Daisy, Brownie and Junior Girl Scouts must be accompanied by an adult when selling and delivering cookies.
- Cadettes, Seniors and Ambassadors must be supervised by an adult when selling cookies door-to-door.
- Girls should never enter a customer's home or approach customers in cars.
- Girls should always wear their Girl Scout membership pin with their uniform, sash or vest, or Girl Scout t-shirt.
- Encourage girls to canvass their communities with Girl Scout buddies and adult partners, leaving no doorbell unring! **Certified BEST Practice!**
- Sell door-to-door only during daylight hours, in residential areas only. College campus residences are not considered residential, as they are on the campus.
- Girls must be familiar with the neighborhoods where they sell.
- Sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a residential neighborhood walkabout!
- If a customer stops a girl while walking around a neighborhood, the girl can sell them cookies; however, the girl is NOT permitted to stay in that spot and continue to sell. A walkabout means you are constantly walking, not setting up a stationary booth.
- You can also ask for a customer's contact information so you can "call back" later or add them to your Cookie Club list for email orders. Leave your cookie "business card" so the customer can contact you to order more. The contact information given to customers should be that of an adult, not the girl's own personal information.
- Leave a door hanger (available online) if a customer is not at home. This is one way to reach more customers.



### Residential “Lemonade Stands”

- A lemonade stand can be set up anytime throughout the sale.
- Set up a simple “lemonade” type stand to sell on residential property where the girl currently resides (**ONLY**).
- An adult must be present at all times with the girl.
- Cookies and money must never be left unattended.
- Girls who reside in an apartment, gated community or any other property requiring management approval, **MUST** obtain management approval prior to setting up.
- Apartment, Condominium, and Townhome set-up must be in a common area inside the complex, not on the street or sidewalk.
- Lemonade Stands can **NOT** be set up on someone else’s property.
- Lemonade Stands can **NOT** be set up on the street corner, sidewalk, street medians, or outside of fencing or walls.
- Any signage must follow local city and/or homeowner association signage rules.
- Adhere to local city/government ordinances.

### Telephone Sales

- One of the fastest ways to sell Girl Scout Cookies is by phone. Girls should review last year’s goal getter cards and contact these reliable customers.
- Girls can call customers, thank them for their past orders, and ask when they can deliver a 2017 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!”

### 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). Girls may only sell to the employees, **not** to the business’ customers (that would be considered a special booth).

- Approach places such as: parent or family workplace, a beauty salon owner, car dealership, doctor’s office.
- Do **NOT** contact businesses being contacted by your Service Unit or Council. Consult with your SUCPC with locations you would like to contact.
- With the business’ approval, **girls** can:
  - Make a quick “sales pitch” at a staff meeting or leave an order card in a location visible to employees (**not** walk-in customers). Leave a note from the girl outlining the troop/girl goals and plans for the cookie proceeds. **DO NOT** list the girl’s last name or phone number on the order card or note.
  - Sell cookies to the employees of these locations (office-to-office or cubicle-to-cubicle).
  - Girls can **NOT** sell directly to the establishment’s customers. Cookies can only be sold to the establishment’s employees.
    - Set a date to pick up the order card where the employees will leave their orders and notify the employees when to expect delivery of the cookies.
    - Remember, girls are to sell the cookies, not adults.
  - A parent may have cookies to sell at their place of work, but any displays must include a message from the girl and must not be visible to the business’ customers.
  - Setting up a table display in front of a business is considered a special booth and needs advanced approval. Consult with your SUCPC to obtain the necessary approval.
- Cookies can never be displayed on the counter for patrons/customers even if the family owns the business.
- There are several high rise buildings in downtown LA, Burbank, Woodland Hills, Long Beach, and on the Westside that belong exclusively to Council’s Corporate Booth Program. Older girl troops can apply for these sites separately. See page 32 for more details.

# ***Boothing***

Cookie booths allow girls an opportunity to reach their goals and make a difference in their community! A cookie booth usually takes place in front of a business, like a grocery store or bank. This is an opportunity for troops to bring Girl Scout Cookies to the public. The Girl Scout Cookie Booth is not just a "booth;" it is an excellent opportunity for a girl to put her people skills into action while participating in the most highly anticipated girl run business of the year! Here is some key information regarding booth sales:

- ☐ Talk to your Troop Leader, girls, and parents about boothing procedures, guidelines, schedule, and boothing etiquette. Keep in mind the minimum number of girls and parents required at each door.
- ☐ Collect parental boothing permission slips and recruit parent help if needed.
- ☐ Teach girls how to speak about the cookies they are selling and Gift of Caring (GOC). GOC is the simplest "up sell" they will ever do. The public wants to help Girl Scouts this one time of year so let the customer decide about GOC.
- ☐ Select your booths through eBudde (see page 18-19).
- ☐ Print a copy of your booth reservation just prior to attending the booth.
- ☐ Make sure you have enough cookies to cover the booth and money to make change. See page 30 for other items to have at the booth.
- ☐ Have fun and no matter the amount of sales, allow the girls to have an exceptional learning experience.

## **Hours/Days**

- Troops are limited to boothing between the hours of 8am and 8pm (store/location hours permitting).
- Only Junior level Girl Scouts and older may booth after 6pm.
- Girls may only booth outside of regular school hours, Monday through Friday after 2pm. Homeschooled girls or girls on a school track schedule break may booth before 2pm provided they advise inquisitive 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 recommended. Rotate girls after their one hour shift to cover a booth that lasts in excess of one hour. Happy girls are good sellers!

## **Special Booths**

- Special booths are unique opportunities that your troop has found to set up a booth, such as at a school, place of worship, or small business owned by someone you know.
- You must enter special booths in eBudde for your SUCPC to approve or deny. Additional time may be required if you request a special booth outside of your service unit boundaries, because your SUCPC will need to get approval from that service unit's SUCPC.
- Enter your request in eBudde by clicking the Booth Sites tab and changing the drop-down menu on the upper right hand side to read "My Sales." Click Add a Location and enter the information for your request.
- Your SUCPC will approve or deny your request. You will be notified via eBudde.

## **Donations at Booths**

Any and all donations received by the troop during the cookie program period are to be converted into GOC. Every "keep the change" or direct contribution should be converted into GOC. Troops should not keep direct cash contributions during the Cookie Program.

## 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. If you are unsure, please check ahead of time.

Level	Min. # girls at each door	Min. # adults at each door
Daisy—Cadettes	2	2
Seniors/Ambassadors	2	1

- One of the adults must be female. One adult should be a registered member. These adults do not need to be background checked by GSGLA.
- Troops should have a plan for safeguarding money. Adults take direct responsibility for cash at all times with the intent to deter a theft. 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 pick up and 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. Be extra cautious with a cash box since those can be easily stolen.
- Adults must handle ALL money for Daisy Girl Scouts.
- Adults should supervise girls closely at all times, including restroom 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.
- Safeguard cookies; never turn your back to the cookies, including the extra cases not on display.

## One Girl / One Parent (1G/1P) Boothing **February 24 – March 12**

Boothing is primarily a troop activity that encourages teamwork, and Council 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 (i.e., Juliettes) and/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 boothing opportunities over individual girl boothing. For registered Juliette girls, work with your SUCPC or Product Sales Manager (PSM) to possibly network with other Juliettes. These are great opportunities to work together as a team for your common high goals.

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

- The attending parent **MUST** be a registered member of GSUSA.
- The girl must be a **Cadette or older**. 1G/1P is not available to Juniors and under. This applies to Juliettes as well.
- The first two weeks of boothing is reserved for troops. 1G/1P begins Feb. 24 until the end of the sale.
- 1G/1P booths must be scheduled by the Troop Cookie Chair (TCC) 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.
- The girl and her parent need to be “able” to handle the expected volume. For example, a busy Wal-Mart location cannot be taken by a lone girl who cannot reasonably manage that many customers. This is a good opportunity to partner with another girl.
- Booths should be no longer than two hours long. If the booth is scheduled longer than two hours, you must have enough girls to rotate in and out in order for the entire shift to be covered.
- Encourage using the 1G/1P option to help girls sell extra product they may have at the end of the sale.

# Drive-through Booths

## Location

- Look for a spot that would NOT normally host a booth sale in order to avoid conflict with nearby booths. Check eBudde to confirm!
- Parking lots with good visibility and easy ingress and egress are perfect.
- Large enough to handle the anticipated volume of cars and booth set-up safely. When looking for a location for a drive-through booth, always keep the girls' and adults' safety in mind.
- Suggested locations might be a school, place of worship, or bank parking lot without other businesses to avoid excess parking lot traffic.

## Obtaining Permission

- Print out the Booth Site Permission form from [www.girlscoutsla.org](http://www.girlscoutsla.org).
- Obtain written permission from property manager/owner.
- Enter it in eBudde following the instructions for special booths (page 27).
- Your SUCPC or SUBC will review your request to determine the feasibility and approve or deny on a case by case basis.

## Suggested Equipment

- Signs, Bow Banner, etc.
- Cookie Costumes
- "Easy-up" type awning(s)
- Tables (6' or 8' long)
- Traffic cones to help direct traffic flow

## Adult Supervision

- Be sure to have enough adult supervision at all times as this type of booth requires much more supervision than a regular store-front type booth.
- Adults to direct incoming traffic to the booth
- Adults to supervise girls at the booth
- Adults to direct traffic exiting booth area

## Location Set-up

- Booth must be set up in such a way that girls NEVER approach vehicles.
- Set tables up between where the girls will stand and cars will pass by.
- If booth is a parking lot sale rather than a drive-through, be sure to indicate proper parking locations to customers.





# ***Additional Guidelines for Boothing***

## **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.
- Girls should follow Girl Scout guidelines and wear closed toed shoes and not wear tank tops.
- Always dress neatly and be prepared for the weather.

## **Conduct**

- Boothing is a privilege! Always respect each other and the host business.
- 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! If management imposes a requirement on you once you arrive at the location, please adhere to it and notify your SU Boothing Chair or SUCPC immediately thereafter. Behave in a manner that is befitting a Girl Scout and appropriate to a public place. No roughhousing, running, climbing, or inappropriate language, 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 make a purchase.
- Only Girl Scouts and supervising adults are to be present at cookie booths. **No tagalongs 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 card payments on their smart phone. Reminder: credit card payments must go directly into the troop's checking account.
- Do not eat, drink or smoke near the booth.
- Adults may assist, but cannot sell Girl Scout cookies. This is the girl's business; allow her to manage and run it!
- 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. Begin to pack up your cookies and everything you brought 10 minutes before the end of your shift. 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!

# ***Additional Guidelines for Boothing (cont.)***

## ***What 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 (GOC) Program. Make it part of your “Cookie Pitch.”
- Sign up for a 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***

- Troops should bring all of their own supplies to set up their booth.
- 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.
- 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.
- Provide information about the Gift of Caring (GOC) 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 (refundable 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.
- Every Girl Scout Shop has professional marketing tools you may want to purchase to really punch up your booth. Marketing materials are also available on Council's Cookie Central website and in the Marketing Kit you received with your troop training materials.

## ***What else to bring***

- Extra cash to make change for customers. Do not ask the host business for change.
- Cash container. Fanny packs and money belts are good options for holding large amounts of cash. Be extra cautious if using a cash box as they can easily be stolen. Adults should take direct responsibility for all cash at all times with the intent to deter theft. For high volume sites, have another adult pick up the money mid-way through the sale. Do not put money in a car.
- Shopping bags. Single-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, Cookie Chair, SUCPC and Boothing Chair.
- Extra and enough cookies!
- Booth Inventory sheet to record “before and after” inventory and money. (Available at Council’s Cookie Central website.)
- Gift of Caring (GOC) receipts and collection canister and/or sign.
- Masking/painter’s tape for affixing signs to your table and a pen or sharpie for taking notes and writing.
- RECOMMENDED: Counterfeit detector for large bills.

### Boothing Inventory Recommendations

You will want to include enough cookies in your troop's SIO 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. Amounts may differ based on the date, time, location and weather. This is a guideline for the number of cookies to take to a booth, not necessarily what you will sell. Refer to last year's booth sales, if data is available, to help you determine how much to bring to a booth site, or ask your SUCPC for guidance.

Variety	First Weekend	Subsequent Weekends
Savannah Smiles	1 case	1 case
Trefoils	2 cases	1 case
Do-si-Dos	2 cases	1 case
Samoas	3 cases	2 cases
S'mores	1 case	1 case
Tagalongs	2 cases	1 case
Thin Mints	4 cases	3 cases
Toffee-Tastic	1 case	1 case

#### ***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 take it with you. The troop with the most recent 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.

### Booth Reporting App

Little Brownie Bakers has developed the greatest 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? Refer to page 38 regarding allocations.

### Accepting Credit Cards

- Council encourages Girl Scouts to propel their Cookie Program with the power of today's payment solutions. Research proves that customers purchase more when they can charge it. Troops who accepted credit cards in 2016 had a 25 box per girl average higher than those troops who did not accept credit cards. Use of a credit card reader app (linked to a troop bank account) is acceptable and encouraged for in person transactions only.
- Troops may use a credit card vendor of their choice. Square, PayPal Here, and Intuit Go Payment are among the available vendors. Troops must do research to find the right vendor for them. **Credit card readers must be linked to the troop bank account. All fees are the troop's responsibility.**
- The cost of the cookies can not be increased to cover the fees (prohibited by law).

# 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 council website.

## 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 return unsold cookies or take them into inventory.
- **Application is due January 13, 2017.**
- Troops selected to participate in Corporate Booths will be notified by email no later than two weeks prior to the scheduled booth.
- See the Corporate Booth applications for full details.



# Cupboard Basics

After Starting Inventory Delivery day, additional cookies are stored and can be picked up from cupboards. Days and hours of operation varies from cupboard-to-cupboard. Therefore, you should check the schedule before placing an order. Also, since 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 begin to open February 2 (see online schedule for details, [www.girlscoutsla.org](http://www.girlscoutsla.org))**

## Guidelines for Cupboard Orders

- Orders for cookies from the cupboard must be placed by Troop Cookie Chairs (TCC) using eBudde. Troops should not phone/email the Council or Cupboard Managers directly.
- Troops should contact girls before placing an order at the cupboard to see if the girls have any extra inventory that the troop could use. The troop could absorb the girls' extra cookies for booth sales or to transfer to another girl.
- All cupboards will operate in WHOLE CASES ONLY through February 19. Beginning February 20, troops can pick up in individual box quantity through the end of the sale.
- TCCs should enter all authorized adults to pick up cookies on the **Troop Settings** tab in eBudde prior to the start of boothing.
- Authorized adults should be prepared to show photo ID to cupboard staff when asked.
- Cupboard transactions will be paperless in some locations, using the Cupboard Keeper App. Utilizing a tablet, you will acknowledge your cookie order via your eBudde password which will send an email receipt to you. Whoever picks up cookies from the cupboard must know their eBudde log-on and password to complete these transactions.
- 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 place their cupboard pending orders 24-48 hours in advance.

## Cupboards will be Super Six'd. This means:

1. The S'mores and gluten-free Toffee-Tastic specialty cookies will only be available until our initial order is exhausted. **We cannot order more of these two varieties.** Based on the SIO, there may be little to no availability of S'mores or Toffee-Tastic in the cupboard. eBudde now allows us to mark it as "out of stock" so troops know up front of its availability.
2. Both of these cookies may come back into stock when we get to Even Exchanges. Our best advice is to order what you want up front as part of your SIO, and then watch eBudde for details on their changing availability.
3. Sometimes cupboards temporarily run out of a certain type of cookie, but in most cases are able to receive a delivery of additional cookies by the next day. Keep an eye out for cupboard inventory emails from eBudde, which will inform troops when a cupboard is out of a variety.

## Touch base Tuesdays

It can be hard to track how many cookies a girl still has on hand. Before a troop takes more from a cupboard, the parents should communicate weekly to see if cookies are being sold as expected. No one wants too many cookies on hand at any given time. Work as a team to manage inventories.



# Add a Cupboard Order in eBudde

## Place a Pending Order for Cupboard Pickup, Exchange, or Return

Cookie cupboards need a pending order to help ensure cookies are available. If inventory at your local cupboard runs low, troops who do not submit a pending order 24-48 hours in advance may be asked to wait until all pending orders are filled. The Pending Order system is not perfect, but it is the best method to help us to manage the availability of cookies.

**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 on the **TRANSACTIONS** Tab
- Click **ADD A TRANSACTION**. A new Cookie Transaction Window appears.
- Click **PICKUP** to enter the date and time of your intended cupboard visit. The system will only allow pickups to be scheduled on days and times during which the cupboard is open. See the Hours of Oper. Section for that cupboard's schedule.
- Choose your desired Cupboard from the **SECOND PARTY** drop down. Click the **Map it** link to get the address and map.
- Enter your cookie order in cases and packages, as applicable. Note, you may only order in whole cases until the February 20.
- For **PRODUCT MOVEMENT**
  - Choose **ADD PRODUCT** (if you are adding cookies to your troop).
  - Select **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, with the added product being more than or equal to the removed product.
- Click **Okay**, then click **SAVE**. Your pending order is now placed with the cupboard.

FIGURE 8

Variety	Cases	Pkgs
Savannah Smiles	5	0
Trefoils	5	0
Do-Si-Dos	5	0
Samoas	20	0
Tagalongs	15	0
Thin Mints	50	0
S'mores	0	0
Toffee-tastic	0	0

Product Movement: Add Product

Contact Info: Alisa Abrenica, aabrenica@girlscoutsla.org, 20931 Burbank Blvd. Ste. A, Woodland Hills

Hours of Oper.: 11:00am-5:00pm Tu,Th,F,Sa; from 02/02/17 to 03/11/17

When you view the Transactions tab, you will see a “yes” under the Pending column. This is your indicator that this order is still awaiting pickup at the cupboard and may be edited or deleted if necessary. Troops are not financially responsible for cookies until they have been picked up.

# ***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.
- Troop Cookie Chairs can authorize several adults in eBudde to pick up cookies on behalf of the troop. Cookies must be picked up by adults who are 18 and older.
- **KNOW YOUR EBUDDE PASSWORD.** Cupboards that use the "Cupboard Keeper" will ask the individual to enter their eBudde password as an electronic signature, and an email will be sent to the Troop Cookie Chair. Lack of the password renders this technology unusable and will slow the cupboard experience for all.
- Give your complete troop number (i.e., five digits) 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.
- Troops are only financially responsible for cookies once the pending order has been picked up.
- Pending orders not picked up within 48 hours of the scheduled pick-up date may be deleted at the discretion of the Cupboard Manager.

## ***Volunteer at a Cupboard***

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

When you are picking up cookies at a cupboard and there is a long wait time, consider parking your car and jumping in to help fill orders until your car would have been at the front of the line. This will help speed up the wait time for all.

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



# Returns / Exchanges / Consignments

Please be aware of the different 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.

## Returns—February 7 – 9

GSLA offers limited returns of the troop's SIO. All cookies are the troop's responsibility, and there are no returns except:

1. Up to 10 whole/full cases of cookies may be returned from the SIO, as long as the troop has not added any cookies into their inventory via cupboard pick-ups or troop-to-troop transfers.
2. Whole cases only will be accepted at designated cupboards. Check the official Cupboard Schedule for which cupboards can accept returns.
3. Returning cases has two steps:
  - You must record the transaction in eBudde
  - You must physically return the cases to a cupboard accepting returns within the time period for designated for returns. Each step must be completed before the deadline. Use the same process for adding a transaction as set forth on page 34, but enter a return in eBudde as a "Remove Product" for cases that you intend to return. Remember, only certain cupboards will accept returns.

## Even Exchanges—February 10 – 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 when you are returning damaged cookies – just go to the cupboard. *Remember, melted cookies are not damaged cookies.*
2. Troops should actively pursue Troop-to-Troop transfers to resolve surplus inventory. Use the [www.thepixielistla.com](http://www.thepixielistla.com) to post about your needs or contact your SUCPC. S/he will be a great resource on troop-to-troop transfers as s/he might know if other troops are looking for product.
3. Even exchanges are permitted at designated cupboard locations only from Feb. 10 – March 1. Verify that the cupboard you plan to visit accepts exchanges (most do). All orders after the exchange period ends are FINAL.
4. Cupboards will exchange whole cases only (12 boxes of the same variety) from Feb. 10 – 19.
5. Cupboard exchanges "to the box" begin on February 20 and continue to March 1.
6. There are no minimums or maximums for exchanges.
7. All orders and exchanges must be signed for by an authorized troop contact at the cupboard.
8. Individual girl exchanges/returns must be done within the troop, not at the cupboard.

## Consignments—March 6 – 12

1. Troops may check out up to 10 cases of cookies on consignment from designated cupboards from March 6 – 12 to support them through the last weekend of boothing, while decreasing risk of having excess inventory.
  - Complete the Consignment Inventory Form available at [www.girlscoutsla.org](http://www.girlscoutsla.org)
  - Add the transaction to eBudde
  - Troops may only have one open consignment at a time
2. Consignment orders must be returned to the original cupboard during that cupboard's scheduled hours, but no later than March 14 (check that cupboard's schedule for consignment returns after March 12). Consignment cookies not returned by originating cupboard's final day will be absorbed into the troop's inventory.
3. See the Consignment Inventory Form for complete details.



## ***Allocate Cookies and Payments***

Cookies that are sold through a booth “belong” to the troop, not the girls, and the troop has the common financial responsibility. Cookies taken by each girl are the financial responsibility of that girl (parent). Girls earn Rewards for the number of cookies sold, and they deserve credit for selling troop cookie boxes at the troop booths. For this reason, each box of cookies must be assigned/allocated to a girl before the end of the cookie sale.

## Recording Girl Transactions (Orders) and Payments

eBudde accounts for each girl's (parent's) financial responsibility, and troops should record cookies allocated and girl payments received via the **GIRL ORDERS** tab. Box allocations and payment should be recorded daily to keep the troop's inventory up to date and to keep the girl information as accurate as possible.

- Click the **GIRL ORDERS** tab
- Select the girl by clicking her name.
- Select **ADD TRANS.** (to add or remove product) or **ADD PAYMENT** (to track money received from the girl).
- Boxes will open at the bottom of the screen; enter a note (optional) in the left box and number of cookies or payment in the other boxes.
- Click **OK** to record the data.
- Tip: the Difference line at the bottom of the screen should be zero for each type of cookie.

FIGURE 9

[illegible]



# Allocate Booth Sales

This is achieved in eBudde by allocating booth cookies to individual girls. 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 was able to booth instead of tracking actual sales.

Council also suggests that troops download and utilize the Booth Recorder App which enables allocation in real time. Allocating cookies sold at a booth from either the Booth Recorder App or on the Booth Sites tab assigns cookies and payment to the girls in one easy step. It also gives the troop the ability to look back at a booth site at a glance to see how it performed.

## To use the Booth Sales Recorder from inside of eBudde

- **BOOTH SITES** tab (select Record Sales from the drop-down menu) or click **RECORD BOOTH SALE** from the **GIRL ORDERS** tab.
- Select the booth site that you wish to allocate boxes or GOC.
- 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**, eBudde will allocate the cookies evenly amongst the girls selected.
- Click **SUBMIT SALE**.

[<< Back to Site List](#)

**ABC Hardware**   **Fri, Feb 3 @ 4:00pm**

845 Spring St.  
 Both doors  
 Sunland, CA 91040

\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 6.00	\$ 6.00		\$ 5.00			
SvSm	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	Tot Pkgs	GOC	Sold	Rec.	CCE
18	3	12	65	18	70	3	1	190	18	208	\$ 1044.00	0

SvSm	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	GOC	CCE	Girl	<input checked="" type="checkbox"/> (De)select all
6	1	4	22	6	23	1	0	6	0	<input checked="" type="checkbox"/> Amy B.	
6	1	4	21	6	24	1	1	6	0	<input checked="" type="checkbox"/> Elena S.	
										<input type="checkbox"/> Suzy S.	
										<input type="checkbox"/> Tricia T.	
6	1	4	22	6	23	1	0	6	0	<input checked="" type="checkbox"/> Yakima B.	

# Inventory Management

Balancing your inventory of cookies on hand is critical. Regularly count the number of boxes/cases on hand in the troop inventory and compare that to the number of boxes/cases that eBudde says the troop should have in inventory. What eBudde "thinks" the troop has in inventory is noted in the Difference row at the bottom of the **GIRL ORDERS** tab.

Timely entry of the girl orders (based on the signed receipts) in the **GIRL ORDERS** tab, and entry of the booth sales (using the Booth Sales Recorder App or the "Record Sales " option of the eBudde Booth Sites tab), should make balancing much easier.

## Balancing the Troop Inventory on a Regular Basis

- Will help the troop to know how many cookies are in inventory (to determine if more cookies are needed or the troop has too many and needs to start troop to troop transfers) .
- Will make wrapping up the sale so much easier (no scrambling at the end of the sale to find a problem).

If there is a difference, double check the following:

- Recount your actual on-hand inventory.
- Compare all girl orders and booth boxes sold have been entered according to the signed receipts or boothing worksheets.
  - If a girl has returned cookies, you can add a "-" in a girl's transaction to take cookies away from a girl and put them back into the troop's inventory.
  - You can also make corrections to an entry by clicking on that line and entering your edits.
- Confirm cupboard pickups using the signed receipts and review the **TRANSACTIONS** tab (Note: if there is a pending cupboard order, that order will be included in the Total Order row on the **GIRL ORDERS** tab). Some cupboards use the Cupboard Keeper app, which means there are no signed receipts, but they do receive an email upon digitally signing for the product. It does not break down by variety, just total number of boxes picked up.



# 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 should be entered right away.

- Click the **TRANSACTIONS** tab
- Select **ADD A TRANSACTION**. A new window appears.
- Change the option in **SECOND PARTY** to Troop.
- Enter the 5-digit number of the troop you are giving product to.
- Product movement should be **REMOVE PRODUCT**.
- Enter the cases and packages, as applicable.
- Click **OKAY**.
- Click **SAVE**.

FIGURE 10

Cookie Transaction

Date: 2016-10-11

Pickup: 2017-02-17 12:00am

Receipt: QHI000

#

Type: Normal

2nd Party: Troop

Troop #: 00345

Variety	Cases	Pkgs
Savannah Smiles	0	5
Trefoils	0	0
Do-Si-Dos	0	0
Sam oas	0	0
Tagalongs	0	8
Thin Mints	0	0
S'mores	0	0
Toffee-tastic	0	0
	= 0	= 13

Product Movement

Remove Produc

Contact Info

Alisa Abrenica  
aabrenica@girlscoutsla.org  
20931 Burbank Blvd. Ste. A  
Woodland Hills

+

Save/Print

Okay

Cancel

# Submit Girl Rewards

eBudde automatically calculates rewards for girls based on the number of boxes allocated to each girl at the close of the sale. TCCs must enter choices or sizes for some of the rewards (i.e. t-shirt sizes or Program Credit instead of the Club 500 event). Cadette, Senior, and Ambassador troops may decide to opt out of rewards and earn an additional \$.10/box. These girls are still eligible for patches and Club 500 and Elite 1000 reward events, as well as the Starting Inventory Order rewards. Multi-level troops may opt out if the majority of their girls are Cadette, Senior, or Ambassadors and ALL the girls vote to opt out of rewards.

- Click the **REWARDS** tab
- Select **FILL OUT** on the Final Rewards Order line. A new screen will appear that will list all of the girls' rewards.
- If a size or selection is needed, it will be noted in red next to a girl's name (see t-shirt and sweatshirt size charts, below)
- Click on a girl's name to see her rewards
- Select the girl's size and/or choice(s). **We will only order what you enter**, so be sure that the selection is correct.

## Youth (child) t-shirt sizes

Size	A	B	C
YSM	17 "	22 "	14.5 "
YMD	18 "	23.5 "	15.5 "
YLG	19 "	25 "	16.5 "

A- Width B- Height C- Sleeve Center Back



## Adult t-shirt sizes

Size	A	B	C
SM	18"	28"	16.5"
MD	20"	29"	18"
LG	22"	30"	19.5"
XL	24"	31"	21"
2XL	26"	32"	22.5"
3XL	28"	33"	24"
Tol.	+/- 0.75"	+/- 1"	+/- 0.75"



A- Width  
B- Height  
C- Sleeve Center Back

## Sweatshirt sizes

### HOODIE SIZING CHART (YOUTH)

Size	A	B	C
YSM	15"	18"	23.5"
YMD	17"	21"	26.5"
YLG	19"	24"	29.5"



A- Width  
B- Height  
C- Sleeve Center Back

### HOODIE SIZING CHART (ADULT)

Size	A	B	C
SM	20"	26"	33"
MD	22"	27"	34"
LG	24"	28"	35"
XL	26"	29"	36"
2XL	28"	30"	37"
3XL	30"	31"	38"
Tol.	+/- 0.75"	+/- 1"	+/- 1"



A- Width  
B- Height  
C- Sleeve Center Back



# ***Financial Responsibility***

## **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 as well as the cookie product, all at the same time. 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.

Every TCC should set logical, attainable goals for depositing all funds into the proper troop bank account as promptly as possible. When in doubt, please ask your Troop Leader or SUCPC for additional guidance.

## **The Troop Chair's Financial Responsibility**

- All cookies ordered as part of SIO and picked up.
- All cookies picked up at cupboards under the troop number.
- All girl payments received for cookies and all monies collected at booth sales.
- Any lost, stolen, or counterfeit money.
- All Girl Rewards earned by the troop/group.
- Troop Chairs must distribute all Girl Rewards to Girl Scouts with no outstanding debt upon receipt.

## **Each Family's Financial Responsibility**

- All cookies received by each Girl Scout.
- All money received from customers.

## **Receipts**

- Always complete a receipt whenever a girl receives cookies or a payment is made to the troop. Both parties should sign and keep a copy of the receipt.
- Log receipts on the **GIRL ORDERS** tab daily.

## **Money Mondays**

Troops can have a lot of cash floating with their girls' parents. TCCs are personally, financially responsible for all cookie money. Protect yourself and your troop's financial integrity.

Set the expectation to collect from girls/parents every Monday. After a weekend of boothing, work together to get that money into the troop bank account and safeguard it. Do not let cash linger without collecting and depositing it promptly and frequently. Communicate with your Troop Leader if a family is late turning in money.

# ***Monetary Policies***

1. 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 and then write a check for the amount.**
2. Troops must deposit all Cookie Program funds promptly and frequently into their troop bank account.
3. 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. Troops that are delinquent may be prevented from participating in future product programs.
4. Troops must pay in full, on time, in order to receive Early Bird Registration or Cookie Dough incentives.
5. Payment is collected only when girls deliver cookies (COD). However, for Gift of Caring orders, payment should be collected immediately.
6. Credit cards may be accepted by troops via a smart phone if they have set up an account with a major credit card reader company. Payments must go straight into the troop bank account. Fees are paid by the troop and may not be transferred to the customer. **Certified BEST Practice!**
7. 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.
8. 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.
9. Girls should not accept \$50 or \$100 bills. Girls have received counterfeit bills in the past, and it is not Council's responsibility. Counterfeit bills cost the girls. Likewise, Council suggests that troops and girls do not accept large checks. See guidelines for preventing counterfeiting at [www.girlscoutsla.org](http://www.girlscoutsla.org).
10. Troops should receipt every transaction (e.g. cookies given to girls, money received from girls) for clarity and reconciliation.



# ***Critical Financial Dates and ACH Debit Schedule***

1. \$2 per box from the Starting Inventory Order will be debited from troop accounts on Feb. 24. Council 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.
2. Troops must deposit sufficient funds in their troop bank accounts in time for funds to be available for debit on Feb. 24.
3. Troops must deposit remaining Cookie Program funds into troop accounts in time for funds to be available for the second debit on March 31.
4. The final balance due of all council proceeds will be debited from troop accounts on March 31.
5. If troops need to edit their payment amounts, you must contact your council PSM by the dates listed immediately below, so there is time to modify the bank's instructions. Council will not charge NSF fees to troops that act in good faith. If you do not notify the PSM in time, and the ACH debit is not honored by your bank, the ACH debit will be rejected. See #8 below.
  - a. 12pm on Feb. 17 (for the first debit)
  - b. 12pm on March 24 (for the second debit)
6. Additional ACH debits will occur at council's discretion during both payment periods to accommodate missed troops, troops with collection issues, and ACH returns.
7. 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. Negligent troops who allow an ACH debit to be rejected will be charged for Council's bank fee.
8. Troops that are delinquent are subject to Council intervention. Rewards will be withheld and girls will not be allowed to attend any reward events. Troops will forfeit their Early Bird Registration or Cookie Dough incentives if they do not make their payments on time. Certified checks may be required for late payments. Troops that are delinquent in their payments may be prevented from participation in future product sales.

## ***Returned Checks***

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

- If you know the issuer of the check, respectfully contact the issuer to see if the item can be redeposited. You may be able to redeposit the "legal copy" of the check if this is the first time returned.
- If the issuer of the check is a stranger or if the check can no longer be presented to the bank, you should forward the original or bank "legal copy" to your Product Sales Manager within three 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.**

# Collection Issues

## Parent/Guardian Collection Issues

1. Should payment concerns arise with a parent/guardian in the troop, Troop Leaders and/or Troop Cookie Chairs are asked to document the situation and first try to resolve the issues within their own troop.
2. If problems persist, notify your Service Unit Cookie Program Chair as soon as possible.
3. 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.
4. Troops should understand that it is critical that a Discrepancy Report is submitted to council by the due date. **DO NOT WAIT!** It becomes progressively more difficult to collect as time passes. Please note: submission of a Discrepancy Report is not a guarantee that funds will be recovered; refer to the Credit Limit Guideline section below for ways to mitigate loss to the troop.
5. 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.

### Credit Limit Guideline

As Troop Cookie Chairs, you should set clear 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 SIO 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.

Council recommends using caution in how much product you distribute to a parent before collecting money. Until you are comfortable with a parent's payment patterns, a best practice is to limit liability to \$300. Some troops disregard money handling procedures whereas they only collect funds from girls/parents at the end of the program. Troops must be proactive and collect funds from girls throughout the program, which has been our longstanding guideline. Troops cannot ignore a parent who does not remit funds promptly and frequently.

Remember Money Mondays and Touch Base Tuesdays to keep in touch with parents and mitigate loss.





# eBudde Wrap-up

Wrapping up the cookie program is easy if you have kept up with girl allocations and payments along the way. Use this checklist to make sure you have completed all of the required steps.

- ☐ **Troop-to-troop Transfers** are entered on the **TRANSACTIONS** tab by the troop who is “transferring away” the cookies. The receiving troop only needs to verify that the entry is correct.
- ☐ **Cupboard orders** are correct on the **TRANSACTIONS** tab.
- ☐ **Final Gift of Caring**—GOC from girls’ individual orders as well as from boothing need to be recorded on the **GIRL ORDERS** Tab. These sales count towards the GOC Rewards AND the girls’ overall sales level. All GOC sales must be recorded and allocated to the girl level.
- ☐ **Opt out** Cadette, Senior and Ambassador troops have one final opportunity to opt out of Rewards. Troops that earn the 240 PGA Cookie Dough should double check their math. Usually it is more advantageous to OPT IN to earn the Cookie Dough (and Rewards), than to OPT OUT, and take the extra \$.10 per box. Eligible troops may opt out using the **SETTINGS** Tab.
- ☐ **Allocations** must be done on the **GIRL ORDERS** Tab so that EVERY BOX is allocated to a girl. **Even if a troop is opting out of Rewards, allocations are important** to make sure each girl earns the right number rocker patch (160+), and she will receive her invitation to Club 500 or Elite 1000. Every year, we see a couple of girls miss their grand Reward because a TCC skipped this step.
- ☐ Troops should record all girl payments on the **GIRL ORDERS** Tab to properly account for the amount due from each girl. eBudde tracks each girl’s financial responsibility. This can make troop collections very clear. With two prices (\$5 and \$6), it becomes a bit more complicated to account for each girl’s financial responsibility. Stay ahead of it by recording every girl payment as you receive them.
- ☐ Troops must review their **REWARDS** Tab. Some items may require a size, while levels from 500+ may offer a choice between a recognition and Camp/Program credit. Once a troop SUBMITS their final Rewards order, it is locked. We cannot accept changes to a selection in eBudde once the final reward order has been submitted. Troops will be notified by their SUCPC to pick up the rewards. Once received, rewards should be distributed promptly to the girls. Due to storage limitations, unclaimed rewards can be returned to council and will be donated to a charity if not picked up by July 1.



Troops with girls that reach the 200+ box level need to communicate with the girl’s family to determine what size and selection should be ordered. **Please do not guess!** It is extremely important that the selection in eBudde be based on direction received from the girl’s family. New this year we will be providing a Rewards Selection form to be completed by each parent (when applicable). We sincerely appreciate your help with making accurate and final reward selections on behalf of your girls!

- ☐ Print and keep a copy of the **Sales Report** on the **SALES REPORT** Tab. This information will be necessary to complete your troop’s end-of-year financial reports.



# ***Crisis Management***

In the food industry, product complaints are not unusual. Council 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 any 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. Media inquiries may be directed to call Kenya Yarbrough, Marketing Director, at 626-677-2266.

***And copy your Product Sales Manager on any crisis communication*** (see below).

<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  Susan Bradley 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 OR 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
Teri Proffitt, Director of Product and Retail Sales	626-677-3608	tproffitt@girlscoutsla.org

# ***Internet Based Tools for Troops***

## ***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 where a girl will be able to send out emails soliciting sales, record customer information, set goals, track sales and see the “cookie boxes” stack up as she progresses toward her goals. Visit [www.girlscoutsla.org](http://www.girlscoutsla.org) and look for the link to Cookie Central, where you will find the link to Cookie Club.

## ***VIP eTraining***

Little Brownie Baker’s VIP eTraining 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**. 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. 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

## ***Just in Time Training (JIT) training webinars***

These FAST reminders will help you at critical times. They will speed you through the more complicated processes. JIT trainings start in January!

## ***Emails***

GSGLA will send communications from Olita, our wise owl mascot via CookiEgrams, as well as timely notices directly from eBudde. You will also receive regular communications from your SUCPC, so be sure to check your email often.

## ***FAQs***

Lots of questions come up around cookie time, and GSGLA has the answers to the most frequently asked questions on our website at [www.girlscoutsla.org](http://www.girlscoutsla.org).

## ***Booth Reporting App***

Download the Little Brownie Baker “Booth Sale Recorder” app from iTunes or the Google Play Store to start recording your troop’s booth sales. 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.

## ***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***

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. It can be accessed through a free Cookie Finder app for your smart phone or through the Council Cookie Central and home page will have a direct link during Boothing.

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 Online Cookie Planner for Troops***—[www.cookieplanner.littlebrowniebakers.com](http://www.cookieplanner.littlebrowniebakers.com)

Help girls build the best cookie season ever with the new Built By Me cookie planner. Built by Me is a new online tool made especially for volunteers that helps create a customized plan for the cookie season.

***LBB's Volunteer Blog***

[Blog.littlebrowniebakers.com](http://Blog.littlebrowniebakers.com) has tons of resources for you to browse for ideas and support. It's the best cookie blog on the planet. Your contributions are equally inspirational to other volunteers across the country.

***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***

# Cookie Club

## 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. GSUSA’s Digital Order Card is in its third year of use in 2017. Council plans to review its outcomes and will likely replace the Cookie Club with the DOC in the future.

## 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. Go to <https://cookieclub.littlebrownie.com> to get started.

## 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!



# ***Council Based Marketing Initiatives***

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. This year's marketing campaign will support the cookie season with creative and cost-effective strategies.

## ***Communication Tools & Resources***

- Cookie Program Family Guide
- Emails from Olita, our wise owl mascot (the infamous CookEgram)
- GSGLA Cookie & Nuts Friends Facebook page – you will want to “LIKE” this page!
- Etools and Resources on the council website, [www.girlscoutsla.org](http://www.girlscoutsla.org)
- Program level newsletters

## ***Troop Marketing Kit Components (subject to change; distributed at training or at cookie delivery):***

- **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. *Available for download at [www.girlscoutsla.org](http://www.girlscoutsla.org).*
- **Gift of Caring Wrap & Case Label**  
We describe GOC as the fat free, sugar free alternative. Wrap this around an oatmeal can 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 parent or TCC's phone number. She can leave them behind with customers to gain additional sales. She is a CEO after all!
- **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.

## ***Media Placement***

Council 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.

## ***Cookie Mobile Contest***

The Annual Cookie Mobile Contest rolls out again 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 Marketing Kit for details. Winning girls earn their troop a fabulous pizza party!

## ***Cookie Finder***

**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. [www.girlscoutcookies.org](http://www.girlscoutcookies.org)

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 webpage.

# ***Cookie Terminology***

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. The total of cookie boxes and Gift of Caring sales determines each 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 council 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.

**Club 500** – 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 council 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 troops. 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 to record customer orders. 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 council 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, SIO rewards, and 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 takes possession of based on signed receipts.

**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.

**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 Starting Inventory 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, Council is able to upload additional training resources such as troop training Powerpoints. If you need training, this is the first place to go.

# ***Index***

5 Skills for Girls	9	Exchanges	36
ACH Debits	4-5, 44	Facebook	2, 24
Allocating Booth Sales	38	Go Day	4, 15
Banking Information	42-45	Gift of Caring	7-8
Boothing	26-32	Goals	9
Booth Sale Recorder	31, 38, 48	Girl Rewards	10-11
Booth Sign up	18-19	Gluten-Free	6
Cancelling a Booth	19	Starting Inventory	20-21
Consignment Cookies	36	Internet	24, 48, 49
Cookies	6	Lemonade Stands	15, 25
Cookie Club	50	Little Brownie Bakers	2, 48-49, 52
Cookie Kick-Off	4	Marketing	24, 51
Cookie Locator	51, 52	Marketing Kits	51
Cookie Mobile Contest	4, 51	National Cookie Pin	12
Cookie Pins/Badges & Patches	12	One Girl/One Parent Boothing	27
Corporate Boothing	32	Opt Out	11, 17, 22, 41, 46
Cost per package	6	Pending Orders	33-34
Credit Cards	31, 43	Pixie List	2, 36, 49
Crisis Management	47	Product Sales Manager	47
Cupboard Keeper	33, 35	Resources	2
Cupboard procedures	33-36	Returned Checks	44
Damages	36	Returns	36
Dates	4-5	Rewards	10, 11, 22, 46
Delivery Location Selection	21	Rewards Distribution	5
Delivery Procedures	23	Safety	14-15, 24, 27
Discrepancy Reports	5, 43, 45	Varieties	6
Door-to-door Sales	24	Tax Deductible	7
eBudde		Timeline	4-5
Booth Scheduler	18-19	Toffee-Tastic	6
Dashboard Tab	16	Troop Proceeds	11
Delivery Tab	21	VIP eTraining	2, 4, 5, 48
Girl Payments	37	Volunteer Blog	49
Girl Tab	18	Walkabouts	15, 24
Log in	16	Websites	2, 48-49
Rewards, Starting Inventory	22		
Sales Report	46		
Settings Tab	17		
Starting Inventory Submitting	21		
Starting Inventory Tab	20-21		
Transactions Tab	34, 39-40		
Troop-to-Troop Transfers	40		

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