

SERVICE UNIT COOKIE PROGRAM CHAIR ORIENTATION MANUAL



Notes

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WELCOME TO THE SERVICE UNIT TEAM!

Thank you for your interest in serving as the Service Unit Cookie Program Chair for your Service Unit. This position is important to the Girl Scout movement. As a Service Unit Cookie Program Chair (SUCPC), you will facilitate service to girls through the cookie program.

So much happens behind the scenes in Girl Scouts. Most people have no idea how many adults it takes to keep our troops running smoothly. Thank you for taking on a role that supports leaders in building a great experience for girls. Your position is to manage and coordinate the cookie program within the Service Unit including:

- Overseeing the training and management of Troop Cookie Chairs (TCCs), product delivery, boothing program and distribution of girl rewards.
- Encouraging participation of eligible troops while working with the TCCs, parents, and other Service Unit Volunteers.
- Acting as the key liaison between the Product Sales Manager and TCCs.

There is an entire volunteer team available to assist you—your Service Unit Cookie Team. There are also staff members behind you, too. Your Product Sales Manager is your direct Service Unit liaison to Girl Scouts of Greater Los Angeles (GSGLA). The Membership Specialist as well as the Product Sales Director are also available to help and support you. This manual is a resource for the Cookie Program Chairs. The information in this manual will help you engage volunteers, connect them to the Service Unit, help them have a successful cookie program by answering

product sales questions and many other Girl Scout related questions.

SERVICE UNIT RESPONSIBILITIES AND FUNCTIONS

In order to fully understand your position as Service Unit Cookie Program Chair, it is imperative that you first understand the purpose of the Service Unit.

Girl Scout Pathways



Service Unit Responsibilities and Functions



The Service Unit is delegated the responsibility to organize and service Girl Scout troops/groups and girls within its boundaries. This includes troop organization, recruitment, and placement of girls and adults. This also includes supporting the volunteer on-boarding process, celebrating and recognizing volunteers, and annual reflection.

The Service Unit provides ongoing assistance to existing troops and other pathways, which includes consulting service, recognition of adults, community contact, and inter-troop programs.

The Service Unit serves as an important link between the Council and troops. It is important to communicate to the Council what triumphs and challenges your Service Unit is experiencing and to pay careful attention to notices and information that come from GSGLA and GSUSA. Participation in Council-wide meetings and events and administration of GSGLA annual product sales are also important Service Unit responsibilities.

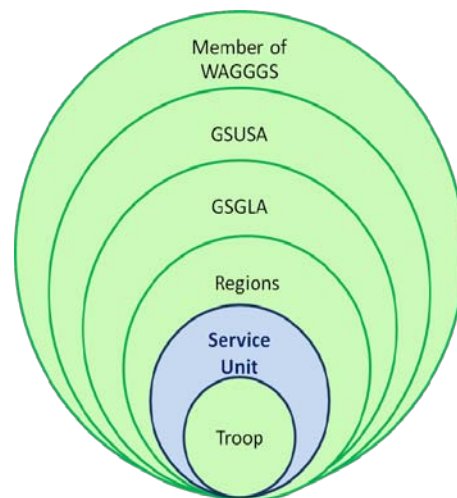
SERVICE UNIT FUNCTIONS

I. ADMINISTRATION

- Responsible for all aspects of Girl Scouting in a given geographic area
- Supervise and support volunteer leadership and Service Unit Team members
- Recommend volunteer leadership and Service Unit Team members for selection, appointment, and when needed, for reassignment
- Call meetings of Leaders and Service Unit Team
- Act as Liaison between Council and Service Unit
- Approve various troop/girl activities
- Partner with Mission Delivery

II. SERVICE UNIT

- Recruitment
- Meetings of volunteers
- Coaching of volunteers
- Peer group support and sharing
- Securing parent and adult support
- Establishing community contacts
- Ongoing support to direct service volunteers
- Inter-troop program



- Recognition of adult volunteers

III. TROOP ORGANIZATION

- Recruit and support on-boarding of Troop Leaders, Co-Leaders/Assistant Leaders and other pathway volunteers
- Assist in finding meeting places
- Recruit and place girl members
- Develop potential sponsors
- Cultivate volunteer support
- Membership registration (Online and Early Bird)
- Reengage lapsed membership within Service Unit

IV. SERVICE TO GIRLS

- Troop/Group and other pathway programs
- Girl Scout Leadership Experience
- Knowledge of Girl Scout program and standards
- Participation in the Girl Scout organization through workshops and the Service Unit structure

V. SERVICE TO VOLUNTEERS

- Provisions for interaction among Leaders
- Coaching for troops/groups
- Acquaint volunteers with existing and new resources
- Identification of learning needs
- Coordination of troop activities within Service Unit

VI. FINANCIAL COORDINATION

- Oversees troop finances
- Promotion and support of Council product sales activities

VII. COMMUNICATIONS

- Send all notification of meetings and activities
- Keep accurate and complete records of all meetings and make such records available to the Service Unit
- Handle all correspondence for Service Unit

VIII. GSGLA SUPPORT

- Keep accurate dates for terms of office of Service Team members
- SUM attends Quarterly Service Unit Manager meetings
- Recommendations for appointment for various other Council positions, including Product Sales, Program, Girl Scout volunteers, and other community relations

XI. APPROVAL REQUIRED BY SUM

- Service Unit Events
- Troop Camping
- Troop Travel
- Troops to participate in money-earning activities
- Intent to charter a bus
- Intent to conduct saddle animal activities
- Year-End Financial reports
- Troop Disband Notice
- May designate requisite approvals to other Service Team members

PURPOSE OF THE SERVICE UNIT TEAM

In the Service Unit there are essential responsibilities that must happen to ensure we are working towards the mission and goals of the Girl Scout organization. These functions are carried out by a group of volunteers working together as the Service Unit team. While each team member has a specific job, a solid support system and shared responsibilities make the Service Unit function more smoothly.

Before the Service Unit team can work to support girls and adults, each member must not only know and understand the role of the Service Unit team but also, the Girl Scout Leadership Experience and GSGLA Goals.

The Service Unit Team is responsible for:

- Extending membership – recruit volunteers and girls reflective of the diverse community
 - Service Unit Team members
 - Leaders and volunteers for a variety of pathways including troops and series
 - Girl membership at all grade levels
 - Supporting the on-boarding of volunteers
 - Assist girls' and volunteers' registration through eBiz
- Providing direct support to girls and adults
 - Enrichment training
 - Service Unit networking and discussion groups
 - Support to all volunteers through a variety of communication methods including Service Unit Leader Meetings
 - Girl planned Service Unit events that promote a connection between troops in the Service Unit and enhance the troop experience
 - Participation in council and community events, including the Girl Scout Cookie Sale, Fall Product Sale, and Family Partnership
 - Volunteer recognition
 - Provide Service Unit events which incorporate the Girl Scout Leadership Experience
 - Within each of the functions of the Service Unit, support will be consistent, flexible, and provide ease of access to the Girl Scout experience
- Community engagement
 - Educate the community about the benefits of Girl Scouting
 - Ensure messages and activities of the Service Unit reflect the Girl Scout Leadership Experience and Council goals



BEST PRACTICES AS A SERVICE UNIT COOKIE PROGRAM CHAIR

You are there to support the volunteers and council. You will pass on an extraordinary gift to your Service Unit ~ your time, knowledge, and experience.

Share - your knowledge and past experiences with volunteers

- Planning
- Your love of Girl Scouting
- Your leadership skills

Encourage – volunteers when they have moments of doubt

- Help problem solve
- Be positive
- Report unresolved issues to your service unit manager

Guide - volunteers in promoting a high-quality Girl Scout program in a safe setting

- Understanding and completing necessary forms
- Engaging parents
- Safety Activity Checkpoints

Create – a friendly, welcoming atmosphere for the Service Unit

- Monthly communication
- Respond promptly when contacted
- Share skills

Challenge – volunteers to expand their knowledge to better help girls lead

- Training opportunities
- Meeting ideas
- Level resources

Inspire – volunteers to become successful in Girl Scouting

- Informal recognition
- Share progress
- Recommend for formal recognitions

Take Action – with your Service Unit team and Mission Delivery team

- Plan yearly Service Unit calendar and budget
- Recruit and retain girls and adults
- Recognize deserving volunteers
- Your Service Unit Manager, Membership Specialist or Product Sales Manager can assist you with recruiting for these positions.

YOUR SERVICE UNIT TEAM

Your Relationship to the Service Unit Team

Your Service Unit Manager has the responsibility to ensure all duties of the Service Unit are carried out. S/he recruited you to fulfill some very critical functions that guarantee that the Troop Cookie Chairs will understand and be able to assist the girls and adults in their own troops. Your Service Unit Manager felt you would help promote health communication and be a role model to troop leaders and girls.

Service Unit Team Positions

This is a suggested listing of service team positions. Additional positions may be added to suit the needs of your Service Unit.

- Service Unit Manager
 - Directing all aspects of the Service Unit
 - Oversees Service Unit team and leaders
 - Oversees Service Unit events and finances
 - Promoting the Girl Scout Leadership Experience
 - Recruitment and retention of both girls and adults
 - Celebrating and recognizing volunteers
- Treasurer
 - Manages the Service Unit checking account
 - Assists troops with all financial matters
 - Facilitates Annual Troop/Group Finance reports (including collecting and reviewing with you)
 - Maintains accounting for Independent Girl Scouts within the Service Unit
- Registrar
 - Supports troop registration thru E-Biz
 - Analyzes monthly membership reports from council
- Events Coordinator
 - Manages and approves events for the service unit
 - Assists troops in hosting events
- Troop Consultant
 - Provides support to troop leaders
 - Reviews troop trips and activities
 - Approves overnight activities
 - Is familiar with Safety Activity Checkpoints
- Recruiter
 - Coordinates recruitment events
 - Manages girl and adult placement
- Product Chairs (Fall and Cookie)
 - Train and support troop product chairs and troop leaders
 - Manage products sales tasks per council guidelines
- And other positions...Cookie Mentor

With Your Service Unit Manager

Create a take action plan to:

- Create a welcoming environment – helps with leader retention
- Work as a team – helps the service unit run smooth
- Set goals – provides service unit direction
- Establish a yearly calendar – everyone is able to plan activities
- Solve Service Unit problems as a group – helps all team members develop problem solving skills
- Develop an agenda for Service Unit Leader meetings and Service Unit Team meetings – using a team approach keeps everyone involved

PROMOTING THE GIRL SCOUT LEADERSHIP EXPERIENCE

Everything we do is aimed at helping each girl develop her own unique leadership skills. The Girl Scout program – *what girls do in Girl Scouting* – is based on the Girl Scout Leadership Experience, a national model that helps girls become leaders in their own lives as they grow. The cookie program is no exception.

Using the Girl Scout Leadership Experience as our guide:

- Activities are designed to give girls the opportunity to **DISCOVER** themselves, **CONNECT** with others, and **TAKE ACTION** to make the world a better place.
- Activities are **GIRL-LED**, which give the girls the opportunity to **LEARN BY DOING** in a **COOPERATIVE LEARNING** environment.

Implementing the Girl Scout Leadership Experience:

- **Girls First** – Build a team relationship. Allow girls to benefit from adult guidance and mentoring.
- **Girl Choice** – with younger girls, use girl choice.
- **Journeys & Badges** – Use *Journey* and *Girls Guide to Girl Scouting* to facilitate girl development. Use the *Adult Journey Guide*.
- **Feedback** – Solicit girl and parent feedback. Everyone's feedback counts.
- **Team Work** – Work with younger/older troops to help facilitate bridging requirements and girl development. Requirements are found in *Girls Guide to Girl Scouting*.

The National Program Portfolio has two main parts – the National Leadership Journeys and *The Girl's Guide to Girl Scouting*. Complemented by the Girl Scout Cookie program, Girl Scout travel, and Girl Scout awards, the National Program Portfolio is designed to help girls develop as leaders and build confidence by learning new skills. It also ensures that Girl Scouts at every level are sharing a powerful, national experience—*girls together changing the world!*

The Girl's Guide **Handbook Section** is designed just for girls, and allows girls to personalize their Girl Scout experience by scrapbooking and documenting their activities

- **Legacy Badges:** Artist, The Girl Scout Way, Citizen, Cook, First Aid, Athlete, Naturalist,
- **Financial Literacy Badges:** Girls can earn a different Financial Literacy Badge each year. Daisies earn Financial Literacy "leaves."
- **Cookie Business Badges:** Girls can earn a different Cookie Business Badge each year. Daisies earn Cookie Business "leaves."
- **Skill Building:** Brownie through Senior: Outdoors, Performance, Animals, Practical Life Skills, Healthy Living, Manners, Do It Yourself, Digital Arts, Adventure, Craft, Storytelling, Creative Play, Investigation, Science & Technology, Innovation
- **PLUS:** Make Your Own, My Promise, My Faith Pin, Journey Summit Pin, PA, CIT, VIT, Bronze/Silver/Gold Awards

Journeys include three series of subjects for each Girl Scout program level:

- **It's Your World – Change It!**
- **It's Your Planet – Love It!**
- **It's Your Story – Tell It!**

5 SKILLS – SHAPING A GIRLS' FUTURE

Many schools now endorse fundraisers at the beginning of the school year to supplement their budgets, but the Girl Scout cookie Program is very different. The Girl Scout Cookie Program is a real PROGRAM that TEACHES life skills in the context of running a girl-led business. As the largest financial literacy program for girls in the country, the Girl Scout Cookie Program contains powerful components that no school fundraiser can match, including primed and willing consumers ready to support this generation of Girl Scouts. The Girl Scout Cookie Program has a proven history of developing young entrepreneurs who go on to make a difference in their lives and in their communities.

Today, GSUSA promotes the benefits of educating adults on the *5 Skills for Girls* that girls acquire by participating. Parents need to hear and understand these dynamic benefits. Girl Scouts teaches many wonderful qualities to maturing girls, but the Cookie Program can uniquely boast the *5 Skills for Girls*.



GOAL SETTING: Your Girl Scout will set sales goals when she participates in the Cookie Program. Learning how to set a goal individually and as a group and then creating a plan to reach them helps her develop cooperation and team Building.

Goal Setting – Sounds simple, doesn't it? But it is so powerful! We emphasize goal setting at the girl, troop, Service Unit, and Council level. Everyone needs goals in life to get where you want to go. Otherwise, how do you know when you've achieved anything? The fundamental goal to set is 'what Girl Scout activity do you want to do with your troop and how many boxes do you need to sell to make that happen?' This is supported by many interim goals. When a girl sets a goal and then makes a plan to achieve it, she learns that the goal can be anything she wants it to be.

In Real Life: When there is a school science project due a week from Monday, she will have the skills to allocate her time towards its completion. She won't tell you Sunday night that there is a project due in the morning and needs to go to the store for supplies. Wouldn't it be nice to never be in that situation again?

Decision Making – As a girl-led experiential program, Girl Scouts empowers girls to make decisions on all their troop's activities. In order to achieve the girl and troop goals, many decisions need to be researched, pondered, and finalized (During the program, if a specific booth sale is successful, or not, or a presentation to a business owner is successful, or not, the girl finds herself at a new decision point). Girls find themselves making and reevaluating decisions constantly. She learns to appreciate good results, and more importantly, to adjust to disappointing results of her decisions. Decision-making skills will help her every day throughout her life.

In Real Life: As she evaluates career opportunities, she can more effectively process all the possibilities. She can research colleges and determine the criteria needed to help with college applications because she knows a complicated decision requires preparation and consideration.

Money Management – All of Girl Scouting is girl-led whereas they collectively determine what their Girl Scouting year will entail, and if they want to travel somewhere for their experience. As the girl gets older, travel becomes a more common goal. Younger girls typically take local troop trips together. All of these experiences cost money. Together with their adult leaders, the girls plot through a budget process to determine how much funding they will need, and then determine how many boxes will need to be sold. As girls develop the concepts around having to work to earn money for something they want, that is an important life skill.

In Real Life: Girls will appreciate the effort it takes to earn money the next time she asks for something because she knows that everything we want in life costs money and we have to work for it.

People Skills – Younger girls can be naturally shy with people they do not encounter regularly. Asking Grandma to support her Cookie Program may be easy, but what about a neighbor she hardly knows? At a booth sale, there can be an indifferent customer. Girls learn to read people's expressions and body language and find ways to turn the situation into a positive. She can explain she is raising money to fund her Gold Award, and how that Gold Award will make a lasting improvement on her community. The customer will see they can make a direct impact on their community by supporting a girl in a small way.

In Real Life: An ability to work with and see other points of view will help her find the solution when there is a disagreement on her sports team. In her career, she will benefit because businesses want employees who are persuasive, can get along with others, and build consensus.

Business Ethics – We can all share a bad customer service story that happened to us recently. We also know which businesses have lost our faith forever. Girls will learn first-hand how hard it can be to earn a customer and how easy it is to lose one. When a customer complains that a box is damaged, the girl knows to replace it without hesitation and with a smile. Friendly customer service when making sales and keeping promises to deliver product as the customer expects, teaches these basic business ethics.

In Real Life: Girls learn that if she doesn't keep her commitments, there are consequences. She becomes a more responsible young adult in all kinds of situations. Her friends, classmates and teachers count on her and think of her as trustworthy. This will make her a natural leader as people gravitate towards her when looking to solve problems.

When a troop embraces the Cookie Program well, they follow the program materials available, and utilize the marketing materials from council. The program curriculum can make troop meetings a breeze, as there is enough material to last the whole year. We strive hard to make the Cookie Program as clear and simple as possible even though there are so many moving parts. After years of experience, we have witnessed thousands of girls learn the *5 Skills for Girls* and have a blast at the same time. It is the consummate Girl Scout experience!



Volunteer Position Description

Service Unit Cookie Program Chair

Summary:

To manage and coordinate the Cookie Program within the Service Unit including training, product delivery, boothing program and distribution of girl recognitions. Encourage participation of eligible troops while working with the Troop cookie Chairs (TCCs), parents, and other Service Unit Volunteers (e.g. Boothing Chair, Delivery Chair, Recognitions Chair and Cupboard Manager). Act as the key liaison between the Council Product Sales Manager and SU Volunteers and troops.

Term of Appointment:

The Service Unit Cookie Chair position is appointed from October 1 through September 30 for a term of 1 year with re-appointment occurring annually. January to March is the most concentrated time commitment. Final responsibility is ensuring distribution of girl recognitions and collection of Council proceeds.

Appointed by/ Accountable to:

Service Unit Manager (SUM) and Council Product Sales Manager (PSM)

Duties and Responsibilities:

- Attend Cookie Program and eBudde software trainings provided by GSGLA
- Provide Cookie Program training for TCCs and/or Troop Leaders in the service Unit including GSUSA safety guidelines, Council procedures, program activities, goal setting, customer service, courtesy and respect for customers and each other
- Distribute and collect signed Troop Cookie chair agreements and ACH Debit Authorization forms from TCCs *prior to distributing the Girl Order Cards to troops and turn in to Council PSM by the specified date (see timeline)*
- Distribute Cookie Program materials to Troop Cookie Chairs
- Maintain close contact with TCCs and offer support throughout the program; mentor new TCCs as necessary
- Check all troop orders for accuracy using eBudde
- Coordinate boothing program in accordance with GSGLA
- Identify and secure area boothing sites, defining dates and times for each boothing slots, trouble shoot with troops and booth location to resolve issues, visit booth sites to ensure boothing guidelines are being followed during boothing periods (may appoint Boothing Chair)
- Arrange product delivery with Council PSM and schedule troop pick-ups. Count, sign and retain receipts for all transactions including delivery and pick-ups (may appoint Delivery Chair)
- Coordinate acceptance and delivery of girl rewards to troop chairs (may appoint Reward Chair)
- Mentor new troops, independent girls, and struggling troops through a successful product sales program. Call troops that do not submit an initial order to query the reason, call mid-boothing to encourage troops to reach the next reward level for the troop determine with Product Sales Manager who is best to make these calls (may appoint Cookie Mentor or designee)

Core Competencies: All GSGLA Volunteer will effectively demonstrate these behaviors:

- **Girl focused:** Empower girls to choose and adapt activities, learn by doing, cooperate with others, and reflect on what they've accomplished (as well as on current issues that involve their interests and needs) while having fun.
- **Demonstrates personal integrity:** Demonstrate dependability, honesty, and credibility.
- **Demonstrates adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
- **Demonstrates effective oral communication:** Express ideas and facts clearly and accurately.
- **Fosters diversity:** Understand, respect, and embrace differences.
- **Demonstrates adequate computer skills:** Access to e-mail and the Internet, plus knowledge of social media.

Volunteer Position Description Service Unit Cookie Program Chair

- **Additional requirements:**

- Must be in good standing with Girl Scouts of Greater Los Angeles (GSGLA), be a registered adult member of Girl Scouts of the United States of America (GSUSA), complete a Volunteer Application/Criminal Background Check and update these items every three years.
- Believe in the purpose and philosophy of Girl Scouting, and adhere to the principles of the Girl Scout movement and the goals of GSUSA and GSGLA
- Have a working knowledge of the goals, objectives and policies of GSGLA. Is accepting and willing to promote these items with a focus on One Mission, One Goal.
- Is familiar with the appointed service area.
- Performs tasks willingly and effectively; and is a team player.
- Ability to communicate effectively under pressure while maintaining good working relationships with volunteers, staff, and parents.
- Demonstrates planning, organizing, recruiting, problem solving, human relations, and supervisory skills.
- Is willing to bring issues to the appropriate person and respect decisions made.
- Has the ability and willingness to make decisions, handle multiple tasks, and delegate responsibility.
- Has the commitment and the time needed to perform specified duties.
- Has extensive knowledge of eBiz procedures
- Is able to work as part of the Service Unit Team in partnership with the Service Unit Manager
- Is thorough, and can demonstrate attention to detail in record-keeping abilities
- Complete Council Registrar training annually

As a supportive partner with the Service Unit Team, I agree to fulfill my duties in the Service Unit listed below for the upcoming membership year.

Volunteer - Print Name _____

Email _____ Service Unit _____

Signature _____ Date _____

Service Unit Manager - Print Name _____

Signature _____ Date _____

Product Sales Manager - Print Name _____

Signature _____ Date _____

INTERACTION WITH COUNCIL

Throughout the cookie program, you will be in direct communication with a Product Sales Manager from GSGLA. Here are a few things that you will engage in with the Product Sales Manager:

- Keep Product Sales Manager (PSM) abreast of any issues and/or concerns within the Service Unit.
- Provide the following to the PSM by the deadline:
 - Agreements signed by Service Unit Cookie Program Chair, Cookie Team Members, and Troop Cookie Chairs
 - Troop ACH Debit Forms with voided checks
 - Service Unit Cookie Chair List
 - Boothing Location Spreadsheet
- Coordinate the delivery date for initial orders.
- Coordinate the receipt of rewards.
- If there are restrictions on your availability during the cookie program, please advise the PSM.

GENERAL RESPONSIBILITIES

A complete list of the job duties and guidelines will be provided to you at the actual Service Unit Cookie Program Chair training which is usually conducted the December prior to the start of the cookie program. However, there are a few things that you will do:

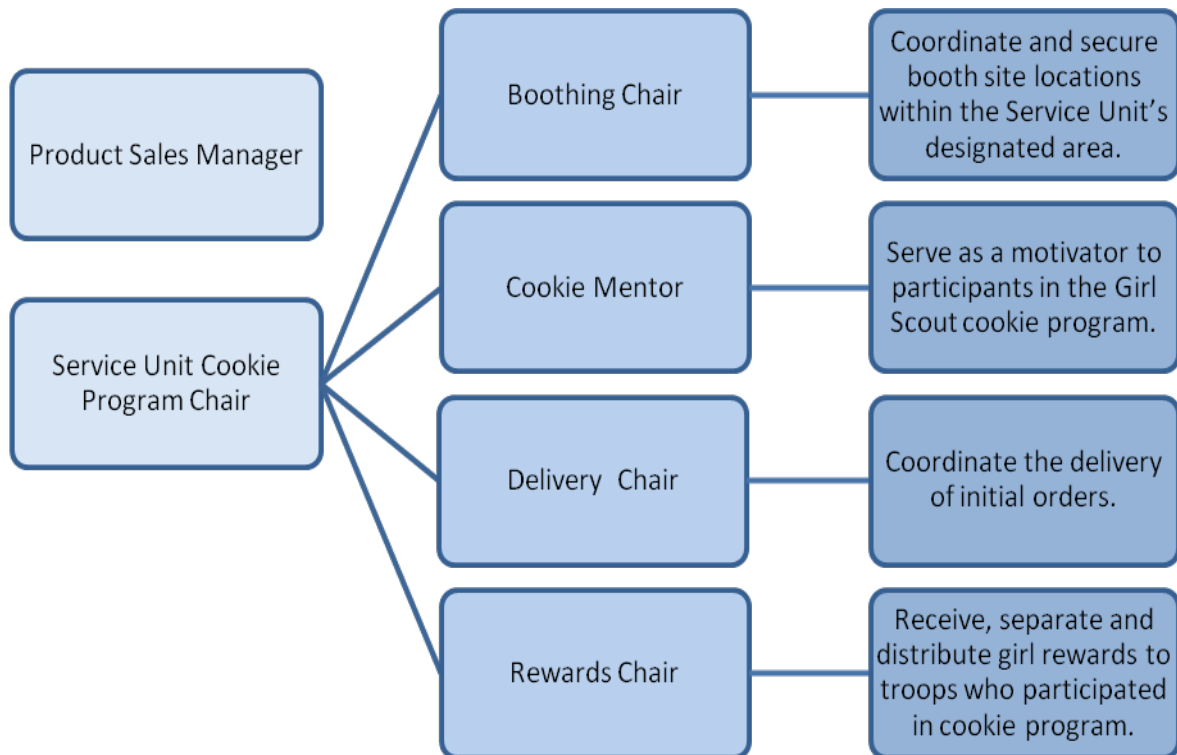
- Conduct Training for Troop Cookie Chairs and organize and provide all troop/girl materials.
- Set up troops in eBudde
- Periodically review each troop in eBudde for current sales information and work with TCCs on ways to continually increase sales and troop/girl best practices
- Review Initial Orders (I/Os) inputted into eBudde, glancing for amounts that are excessive.
- Ensure troops have rounded-up, if needed.
- Send emails about important activities, with reminders within 48 hours of a specific event
- Ensure the Delivery Chair has inputted the initial order pick-up times and location in eBudde.
- Periodically review eBudde to determine if the Boothing Chair has approved or denied special booth requests.
- Ensure troops have allocated all product to girls and submitted their final rewards order.
- Work with the Rewards Chair to coordinate the distribution of rewards by Troop.

HELPFUL HINTS

- Create a separate email account for cookies aside from your own personal email.
- Ensure your TCCs have your email address and phone number for questions.
- Inform TCCs to include their troop number in the subject line of emails they send and provide their contact information in the body of the email.
- Establish a policy for responding to emails and/or questions.
- Stress to TCCs and your Cookie Team the importance of receipting and counting the product as well as depositing funds promptly and frequently.
- Be prepared to share best practices and helpful hints in having a great cookie season.

THE SERVICE UNIT COOKIE TEAM

In conjunction with the Product Sales Manager and Service Unit Manager, you are encouraged to establish a Cookie Team to help you run a smooth and productive cookie program. To do this, you must identify and understand the positions held by your Service Unit Cookie Team. Thereafter, you will be able to select Cookie Team Members who will promote healthy communication and will be a role model to troop leaders, TCCs, and girls. These positions are only recommendations, not mandated to be filled:



DESCRIPTION OF RECOMMENDED COOKIE TEAM POSITIONS

Boothing Chair

- Contact local businesses requesting permission for Girl Scouts to conduct booth sales.
- Obtain the necessary signatures from business owners and/or property managers confirming the permission to conduct booth sales.
- Provide the Product Sales Manager (PSM) and SUCPC a spreadsheet itemizing the booth sites by location, date, and time.
- Update the PSM and SUCPC of any new booth locations that are acquired during the cookie program.
- As “special” booth requests are inputted in eBudde, determine whether the request should be approved or denied within a 48 hour period of time.
- At the cookie training, provide instructions to TCCs regarding what to do and not do at booth sales.
- On an as-needed basis, answer questions about boothing.
- Serve as liaison between troops and businesses as no troop is to contact a business directly.

Cookie Mentor

- Understand the cookie program.
- Attend the Service Unit Cookie Program training usually facilitated by the PSM.
- Serve as a motivator (cheerleader) to help new TCCs perform their duties.
- Encourage TCCs to establish and strive to reach goals.
- Work closely and provide support to TCCs.
- Advise the SUCPC of any concerns that may warrant additional training.

Delivery Chair

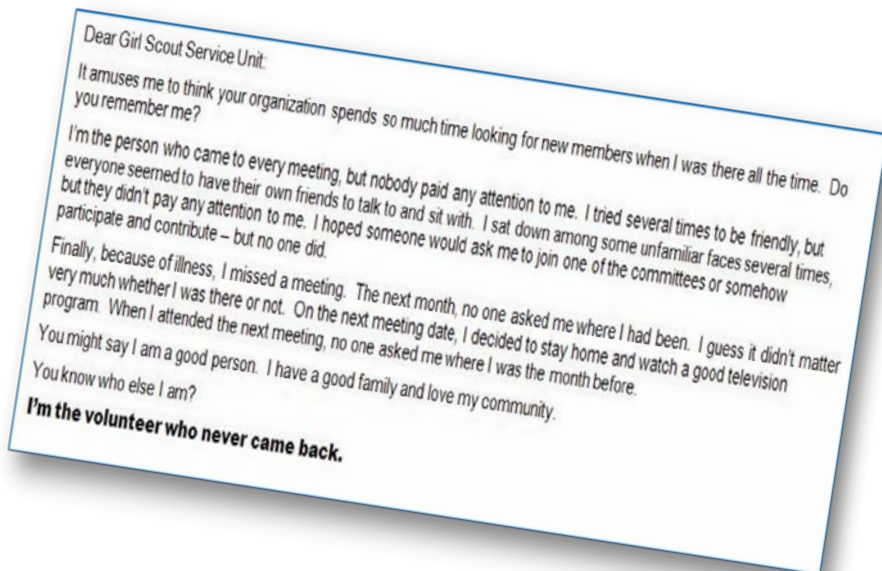
- Work with the SUCPC and/or PSM to determine the best location, date and time for the delivery
- Create the initial order pick up schedule.
- Work with the SUCPC to recruit and train Volunteers.
- Meet the Delivery Agent at your designated count time to verify and sign for the Service Unit order.
- Coordinate and oversee the actual delivery to troops.

Rewards Chair

- Work with the SUCPC to determine when the rewards will be delivered.
- Pick up any rewards from the respective Council office.
- Sort rewards by Troop.
- Schedule a date for distribution of rewards to the various Troops.
- Ensure Troops receive their earned rewards.

PROVIDING A WELCOMING TROOP COOKIE CHAIR TRAINING

One of the very first things that you will do with the Troop Cookie Chairs is conduct a Troop Cookie Training. *Do you remember what it was like when you attended your first troop cookie training?* Wouldn't it have been easier if there was someone there you knew who could introduce you and explain the ins and outs? As the Service Unit Cookie Program Chair, you set the atmosphere for the Service Unit cookie training and program.



Don't let the individuals you engage with be the volunteer who never came back or the Troop Cookie Chair who quit before s/he even got started! Take action with your team and brainstorm welcoming ideas to make the Troop Cookie Chair training a positive experience!

Here are some ideas to get you started:

- Provide time in the training to share best practices, ideas, and

concerns

- Include a “fun thing” such as showing a video as the Troop Cookie Chairs gather for the training or have a mock booth sale set up to distribute cookies for tasting for the attendees
- Regularly thank Troop Cookie Chairs and recognize special achievements (i.e., recognize the troop who (1) sold the most product, (2) conducted the most booth sales or (3) added the most girls during the last year's cookie program)
- Be enthusiastic about the cookie program. Troop Cookie Chairs will take their cue from you.

PREPARING FOR TROOP COOKIE TRAINING

- Determine how you will facilitate the training:
 - Separate trainings can be conducted based on level of Troop Cookie Chair experience.
 - Review the training outlines which will be provided to you during your in depth training in December to determine how you want to schedule the trainings.
 - Determine the best date, time, and location for the training.
- Email Troop Cookie Chairs notifying them of the training and the required documentation that is needed.
- Prepare a Service Unit Troop Cookie Chair List which includes:
 - Troop number, Troop Cookie Chair's name and contact information
 - Whether the pertinent documents are collected
 - Troop Cookie Chair Agreement
 - ACH Debit Agreement (with two signatures)
 - Voided Check
- Prior to the training, assemble packets to be distributed at the training.
- Conduct a successful training.
 - Utilize PowerPoint provided by Product Sales Team.
 - Have notes to keep you on track.
 - Highlight important topics.
 - Frequently refer Troop Cookie Chairs to the Troop Cookie Guide.

LEVEL OF TRAINING

Proper training is imperative in order to have a successful cookie program. GSGLA has developed two levels of training for Troop Cookie Chairs: (1) experienced and (2) rookie/new. The order in which you conduct the training is your preference. The definition of each level is as follows:

Experienced Troop Cookie Chair: Served as a Troop Cookie Chair for at least the last two years.

Rookie Troop Cookie Chair: Has less than two year's experience as a Troop Cookie Chair.

Outlines are available for each level of training. Therefore, you don't have to wonder what should be covered in the training. This information will be provided to you during your more in-depth training with your Product Sales Manager.

AVAILABLE RESOURCES

There are resources available to help in your Girl Scouting experience. For the cookie program, GSGLA's Product Sales Team conducts an in-depth training with helpful PowerPoint presentations and reference materials. The Troop Cookie Chair Guide is distributed to all Troop Cookie Chairs. There is also the Service Unit Cookie Program Chair Guide that will provide you with additional insight and helpful information in fulfilling your role as the Service Unit Cookie Program Chair.

Troop Cookie Chair Guide

- One of the primary resources that you will refer to often is the Troop Cookie Guide.
- The guide will:
 - List important dates and activities.
 - Progress you through the cookie program from beginning to end while providing detailed steps.
 - Provide a reference list at the end of the book.
 - Include necessary forms to be used during the cookie program.
 - Include step-by-step instructions on providing eBudde transactions.
 - Provide a glossary of words and acronyms used during the cookie season.
- Several reference materials will be provided to ensure a successful cookie business for all participants.
- The online version can be used to hyperlink to the appropriate section by using the Table of Contents page.

Service Unit Cookie Program Chair Guide

- This guide is not all inclusive of the Troop Cookie Chair Guide. These are two separate and distinct guides.
- The Service Unit Cookie Program Chair guide only pertains to information that should be known by the Service Unit Cookie Program Chair.
- Instructions are provided for documentation needed by GSGLA.
- eBudde instructions are provided for running reports.
- Tips are included for conducting the Troop Cookie Chair training as well as appropriate outlines for each level. You do not have to wonder what should be said at the training. Just follow the outline, and you will cover all the necessary parts.
- Tips for securing booth site locations are provided.
- Basically, anything that is needed at the Service Unit level is included in this guide.
- If you cannot find something in the guide, you can always contact your local Product Sales Manager.

COMMUNICATION

Now, the training is completed and the questions start coming -- how do you respond? It's important for the Troop Cookie Chairs to know how you will communicate with them during the cookie program. Everyone is different ~ establishing how to communicate with Troop Cookie Chairs from the beginning will prevent problems in the future.

Do you know how each generation communicates?

Generations	Communications	Messages that Motivate
<i>"The Greatest Generation"</i> Prior to 1945	Formal - written	Your experience is respected
<i>Boomers</i> 1946 - 1964	In person	You are valued, you are needed
<i>Gen X</i> 1965 - 1980	Direct and immediate E-mail Voice Mail	Forget the rules. Do it your way.
<i>Nexters – Gen Y</i> 1980 - 2000	Text messaging Twitter Facebook	You will work with other bright, creative people.

Communicating by social media is becoming popular and is an acceptable way to communicate for adults as well as girls. The term "social media" refers to the tools that allow the sharing of information and creation of communities through online networks of people. It is a method to have two way conversations online. For more information regarding social media and computer safety, refer to the Girl Scout Safety Activity Checkpoint for "Computer/Online Use."

Consistent communication with Troop Cookie Chairs is just one way to be successful. Here are others:

- Understand and support the Girl Scout mission, vision, and values
- Promote the Girl Scout Leadership Experience
- Provide timely and effective communication
- Provide guidance; not directive
- Be willing to invest time, energy, and personal know-how to assist the growth of another person
- Be discreet and maintain confidences

No matter what communication method is used, make certain the Troop Cookie Chairs are aware how you will be corresponding with them throughout the cookie program.



WORKING WITH TROOP COOKIE CHAIRS AND HELPING THEM TO WORK WITH THE PARENTS IN THEIR TROOPS

One of the most important goals is to set the expectation of the Troop Cookie Chairs to be active and engaged participants. Your key responsibility in this area is to work with the Troop Cookie Chairs and to maintain frequent contact. You should also encourage the Troop Cookie Chairs to develop a troop support committee – parents who have specific, assigned tasks, such as cookie mom, treasurer, cookie booth parent, and driver. It is very important that those relationships are built early on.

Most leaders/volunteers are helpful and supportive and sincerely appreciate your time and effort on behalf of Girl Scouts. And you almost always have the same goal, which is to make Girl Scouting an enriching experience for girls.

Perhaps the most important tip for communicating with leaders/volunteers is to use “I” statements instead of “you” statements. You want to clearly communicate what you observe or need and how they can help.

- “You” statements may make a person feel defensive. Here are examples of “you” statements:
 - “Your daughter just isn’t responsible enough to work at a cookie booth.”
 - “You’re not doing your share to sell Girl Scout cookies.”
- “I” statements tell someone what you need from her/him. Here are examples of “I” statements:
 - “I’d like to help your daughter learn to take more responsibility. I’d like to practice booth selling.”
 - “I’d really appreciate your help with a cookie booth sale on Saturday at Petco.”

Suggestions for TCCs for some specific situations:

If a parent or guardian....	You can say...
Is uninvolved and asks how s/he can help but seems to have no idea of how to follow through or take leadership of even the smallest activity.	“I do need your help. Here are some written guidelines on how you could help me prepare for our cookie booth sales this year.”
Constantly talks about all the ways you could make the troop better.	“I need your leadership. Can you give some ideas for helping the girls exceed their cookie goals? That would be really helpful!”
Tells you things like, “Denise’s mother is on welfare, and Denise really doesn’t belong in this troop because they can’t afford to buy cookies.”	“I appreciate your letting me know. Girl Scouting is for all girls. I could use your help to teach the girls to be sensitive to others’ feelings. Also let’s make sure we have enough parents to chaperone at the booth sales so Denise and the other girls can booth since this doesn’t cost them a thing, but time.”
Shifts parental responsibilities to you and is so busy with his/her own life that s/he allows no time to help.	“I love volunteering for Girl Scouts and want to make a difference. I especially love seeing the girls set and reach goals. Could you take a few moments from your busy schedule to let me know how you can help the troop reach its full potential during the cookie program; I’d really appreciate it?”

TIPS AND TOOLS

One of the most important functions of a Service Unit Cookie Program Chair is to provide Troop Cookie Chairs with support so as they work with girls in their own troops they have the resources they need to deliver a high-quality Girl Scout cookie program in a safe setting.

Sharing your knowledge and experience by answering questions and clarifying information helps Troop Cookie Chairs become successful in the cookie program as well as in Girl Scouting as a whole.

Many Troop Cookie Chairs will establish relationships with you because of the interaction the two of you will share. Since a very important part of what you do is helping leaders, you need to become familiar with GSGLA's website. Here are some links to get you started:

GSGLA Website

There is a wealth of information accessible to all volunteers at a given time on the GSGLA website:
<http://girlscoutsla.org>

- Adult Learning
- Become a Leader or Volunteer
- Cookies & Nuts
- Cool Tools
- eBiz (see Resource section in this Workbook)
- Family Partnership
- Forms
- On-line Event Calendar
- Pixie List – GSGLA classifieds
- Registration information
- Safety Activity Checkpoints
- Volunteer Essentials
- Volunteer of The Month

Encourage Troop Cookie Chairs to like *GSGLA Cookie and Nut Friends* on Facebook for breaking cookie news and fun updates throughout the program!



YEAR-ROUND CALENDAR OF SERVICE UNIT COOKIE PROGRAM CHAIR TASKS

September/October

- Begin recruiting individuals to serve on the Service Unit Cookie Team
- Follow-up with the Product Sales Manager to confirm the date for your training
- Work with the Service Unit Manager to determine the best date(s), time(s) and location for the Troop Cookie Chair training
- Create an email to be forwarded to Troop Leaders asking for Troop Cookie Chair information (i.e., name, email address, level of girls, and troop number)

December

- Attend the Service Unit Cookie Program Chair training conducted by the GSGLA Product Sales Team
- Begin organizing the troop materials to be distributed at the training

January

- Conduct the Troop Cookie Chair training(s) for your Service Unit (can also be done in December, after the SUCPC training)
- Launch the cookie program
- Collect Troop Cookie Chair Agreements, ACH Debit Authorization Forms and voided checks from troops
- Begin creating eBudde accounts for Troop Cookie Chairs
- Submit the above forms to Product Sales Manager by deadline
- Submit Troop Cookie Chair list and boothing spreadsheet to the Product Sales Manager via email
- Advise troops to review their Initial Orders.
- Submit Service Unit Initial order by deadline.
- Oversee rollout of booth scheduler for Service Unit (may be done by Boothing Chair)

February

- Work with Product Sales Manager to confirm delivery date and time.
- Work with the Delivery Chair to ensure delivery day is scheduled and organized
- Advise troops to review their Initial Orders.
- Submit Service Unit Initial order by deadline.
- Oversee rollout of booth scheduler for Service Unit (may be done by Boothing Chair)

March

- Assist Troop Cookie Chairs, support as needed, with wrapping up the cookie program. (Allocations and Final rewards order)

May/June

- Ensure the Rewards Chair receive the girl rewards and distributes them to the troops

WHAT YOU CAN DO NOW....

- Yes, there seems to be a lot to do.
- Keep in mind that you have a complete support team to help you throughout the process.
- If you start now, the job will not be so daunting.
- What can you do now:
 - Recruit your Cookie Team
 - Have Team Members Sign Agreements
 - Help Boothing Coordinator Find New Sites
 - Discuss expectations with your PSM
 - Determine your training location, date(s) and time(s)

RECOGNITIONS

ADULTS

There are many ways to recognize volunteers for their time and dedication. Whether in the form of a simple “thank you” for a small job well done or a formal commendation for years of faithful service in a key position, acknowledgment is a signal to the recipient that she/he is noticed and appreciated.

You can honor any Girl Scout leader, Service Unit Team member or adult volunteer by nominating her/him for an award or by making a special recognition of your own! Recognitions usually take the form of pins, badges, certificates, or other tangible tokens. They may be presented at a special Service Unit ceremony, Girl Scout meeting, or recognition event such as the GSGLA Recognitions Ceremony, held in conjunction with the annual meeting.

It is important to let your leaders, Service Unit Team members, and other volunteers know the information about the awards and adult recognitions in a timely manner. Nominations and requests for awards are due the second Friday in January. Information about the awards is posted on the GSGLA website.

A few of the awards are below.



Volunteer
of Excellence



Thanks
Badge



Platinum
of Service



Appreciation
Pin



Honor
Pin



First Year
Leader Award



Years of
Service