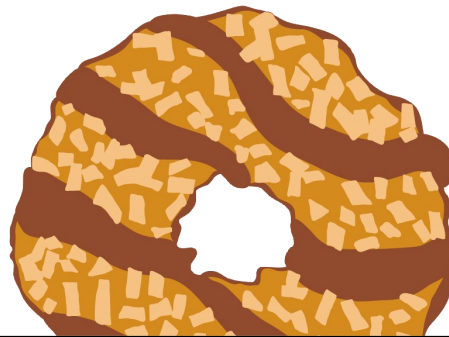
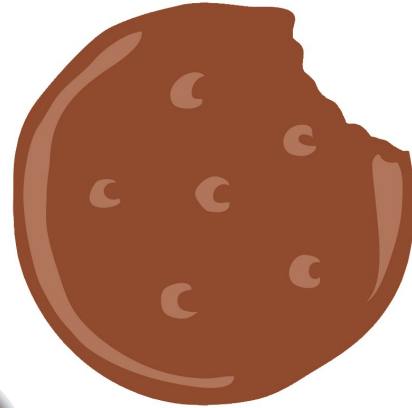
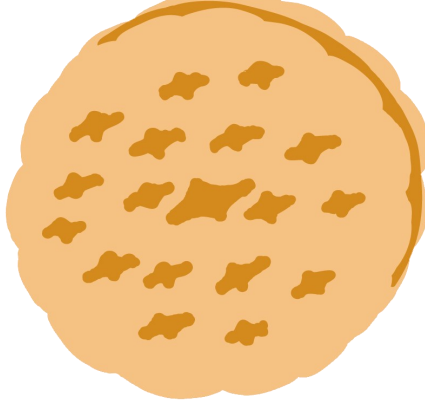


2016 Cookie Program

Troop Guide

Revised December 2015

worth
sharing™



The **2016 Cookie Program**
starts **January 24** and concludes **March 6**

Cookie Contact Information

SU Cookie Program Chair

Name

Phone

Email

SU Delivery Chair

Name

Phone

Email

SU Booting Chair

Name

Phone

Email

SU Rewards Chair

Name

Phone

Email

Product Sales Manager

Name

Phone

Email

The Girl Scout Promise

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

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

Girl Scouts of the USA Mission

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

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.

Where can I go for more help?

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

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

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Early start date and price to match with surrounding councils

GSGLA is starting our direct sale cookie program on January 24, which is the same as our surrounding councils. We are also happy to announce that all Southern California councils will be selling their cookies for \$5 / box, eliminating any cross-border price competition. For the first time since 2008, all SoCal council will be at the same price AND the same schedule. All girls will have “cookies in hand” for the January 24 on sale date.

Troop Cookie Chair Agreement and ACH form are now eForms

Troop Cookie Chairs will submit their TCC Agreement, ACH form and copy of a troop bank check online at: www.girlscoutsla.org. This will allow us to better track troop information and save a ton of paper at the same time.

Little Brownie Bakers supply improvements

In 2015, due to an unexpected increase in sales, many troops were impacted by a shortage of Thin Mints and other cookies. To make sure this year's cookie sale goes much more smoothly, Little Brownie Bakers are focused on the following key areas of improvement:

- **Redundancy.** If unforeseen changes in demand occur during peak season, LBB has secured other Kellogg production lines for popular cookie varieties. They also have identified alternative ingredient sources to reduce the risk of temporary outages.
- **Capacity.** LBB is baking and deploying 10% more inventory in advance of the sale. Added flexibility in the production schedule will enable LBB to respond more quickly to sale trends. They have increased staffing and added production shifts.
- **Efficiency.** Investments in new baking equipment and packaging systems will drive improved productivity.
- **Collaborative forecasting.** Since cookies are baked to meet expected demand, accurate demand forecasting is essential. LBB is working closely with GSGLA (and all their council customers) on a more robust forecasting model.

With these and other improvements to their processes, you can rest assured you will be well supported during the upcoming cookie season. Your Product Sales staff is also working to insulate our council from any national issues that we endured last year.

Cookie cupboards are Super 6

To keep cookie cupboards running more efficiently, we will only be placing the top six varieties in the cookie cupboard. This means that Toffee-Tastic and Rah Rah Raisins will not be available in the cookie cupboards. Troops should order what they expect to sell of these two varieties with their Starting Inventory Orders. This strategy worked exceptionally well in 2013 and 2014 when the whole sale only had six varieties. We want the best of both worlds. Troops need access to the gluten-free cookie, but we need to streamline operation where possible.

Family Guide

A new Family Guide is available for download at www.girlscoutsla.org, in Cookie Central. This guide will help girls and families understand how the Cookie Program works. It is also a great resource for Troop Cookie Chairs to refer to as they do their girl and parent trainings. Thank you GO Team for your work at writing this valuable resource.

December 2015

- ☐ 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.
- ☐ TCCs receive eBudde invitation access from SUCPC by January 6. Test eBudde log in and report any problems to SUCPC.
- ☐ TCCs contact parents to verify that girls will be participating; send invite to a Cookie training. Collect Permission Forms if not already received.

January 2016

- ☐ Girl / Parent Cookie Training – explain the Cookie Program and distribute materials.
- ☐ **Attend a Cookie Kick-off** sponsored by your Service Unit or a regional event.
- ☐ Talk to parents about their availability/commitments for booth days/times, so you are prepared for choosing booths.
- ☐ **January 7** – eBudde Booth Scheduler opens for Round 1.
- ☐ Collect signed Parent/Guardian Permission Form before girls begin participating in program. Do NOT give girls an order form until you have a signed permission form.
- ☐ Create Cookie Club accounts.
- ☐ **January 9** – **Starting Inventory Order due** in eBudde by 11:30pm.
- ☐ TCCs visit <http://vipetraining.littlebrownie.com> to complete eBudde training.
- ☐ January 15 – Mid-year financial report due to Council.
- ☐ January 15 – Corporate Booth applications due to Council.
- ☐ **January 22-23** – **Starting Inventory Order delivery** to troops. Delivery dates and locations will vary. Verify with SUCPC.
- ☐ Distribute cookies and order cards to girls and families. Do NOT give cookies to a girl without a signed Permission Form. PARENTS MUST SIGN A RECEIPT FOR COOKIES RECEIVED.
- ☐ **January 24** – **GO Day! Cookie Program begins**
- ☐ **January 27** – **Cookie Cupboards Open.** Enter pending orders in eBudde 24-48 hours before picking up additional cookies.

February 2016

- ☐ **February 5** – **Boothing begins.** Verify boothing date, time and location in eBudde just prior to going to booth sale.
- ☐ February 6 – Cookie Mobile contest submission due date
- ☐ **February 12** – Last day for Troops to deposit funds to cover first ACH debit.
- ☐ February 8-12 – Starting Inventory returns.
- ☐ **February 16** – **First ACH debit** from troop accounts.

February 2016 continued

- ☐ February 15-28 – Even exchanges accepted at designated cupboards. Troops may pick up in box quantities until the close of the program.
- ☐ February 26-28 – National Girl Scout Cookie Weekend! Look for our wildly popular-Golden Ticket promotion to return for 2016.
- ☐ February 29 – March 6 – Consignment Cookie orders now available. Troops may take out up to 10 cases of cookies on consignment from designated cupboards.

March 2016

- ☐ **March 6** – Cookie program ends – LAST DAY TO SELL.
- ☐ **March 8** – Last day to return consignment orders at designated cupboards.
- ☐ **March 11** – Last day for TCCs to enter all Gift of Caring boxes, troop transfers and complete all girl allocations in eBudde. Must be completed by 11:30 p.m.
- ☐ **March 14** – Troops deposit all remaining funds to cover second ACH debit.
- ☐ **March 18** – **Final ACH debit.** Discrepancy Reports due to PSM.

April 2016

- ☐ 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 2016

- ☐ **May 7** – Club 500 FunFest at Vasa Park, Agoura Hills
- ☐ **May 21** – Elite 1000; Disney Performing Arts program at Disneyland
- ☐ **Celebrate your troop's success!!!!**



Cookies are \$5.00 per box,
except the gluten-free Toffee-tastic is \$6.00 per box.



Samoas®

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



Thin Mints®

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



Trefoils®

Traditional shortbread cookies that are delightfully simple and satisfying



Do-si-dos®

Crunchy oatmeal sandwich cookies with creamy peanut butter filling



Savannah Smiles®

Crisp, zesty lemon wedge cookies dusted with powdered sugar



Tagalongs®

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



Rah-Rah Raisins™

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



Toffee-tastic™

Rich, buttery cookies with sweet crunchy toffee bits



Little Brownie
www.littlebrownie.com

girl scouts
 cookie program

Before

Cookies

Before

Girl Rewards & Troop Proceeds

GOC Rewards

10+ GOC
GOC Rocker



20+ GOC
Cookies 'n' Milk necklace



30+ GOC
Cookies 'n' Milk charm bracelet

24+ Boxes
Participation Patch



50+ Boxes
Milk bottle chalk-board decal



90+ Boxes
Cow bank



Opt Out

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

130+ Boxes
Daisy Belle Water Bottle



160+ Boxes
Cookies 'n' Milk T-Shirt



200+ Boxes
Daisy Belle Plush



250+ Boxes
Journal & Slider Pen



325 +Boxes
Cookies 'n' Milk Apron



400+ Boxes
Lunch Tote



Cookie Club Patch
Send 24 emails

Rocker Patches
for the highest level achieved from 160 and up



500+ Boxes
FunFest VII at Vasa Park
May 7, 2016
'girl & one adult'
or \$50 C/P Credit*



650+ Boxes
Coleman Rechargeable
LED Lantern
or \$65 C/P Credit*



800+ Boxes
Coleman Sleeping Bag
or \$80 C/P Credit*



1000+ Boxes
Elite 1000 — Disneyland
May 21, 2016
'girl & one adult'
or \$100 C/P Credit*



1500+ Boxes
American Girl Experience
June 11, 2016
Includes choice of 18" doll
or \$150 C/P Credit*



2000 Boxes
Coleman 6-Person
Tent
or \$200 C/P Credit*



Troop Proceeds \$.95 / box	
# Boxes	Proceeds
24	\$22.80
50	\$47.50
90	\$85.50
130	\$123.50
160	\$152.00
200	\$190.00
250	\$237.50
325	\$308.75
400	\$380.00
500	\$475.00
650	\$617.50
800	\$760.00
1000	\$950.00
1500	\$1425.00
2000	\$1900.00
3000	\$2850.00

3000+ Boxes
Kayak Catalina
Day trip, transportation and kayaking
"girl and /1 adult"
or \$300 C/P Credit*



Troop PGA Rewards *Troop average; for each girl participating*

240 PGA
\$15 Cookie Dough, paid via ACH Credit



320 PGA
Canopy (one for every 15 participating girls). Troops with five or fewer girls participating will receive \$10 Cookie Dough per girl.

SIO Rewards *Based on Council Worksheet*

SIO 75%
Daisy Belle
Adjustable Ring



SIO 80%
Troop Pizza Party



Before

Girl Rewards & Troop Proceeds

*Camp/Program Credit



5 Skills for Girls

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

Why do these 5 Skills Matter?

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

Pins & Badges

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



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

Daisies	Brownies	Juniors	Cadettes	Seniors	Ambassadors

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

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

Before

Cookie Business Curriculum

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.” By utilizing the Volunteer Guide for troops, you are not only providing girls with these valuable life skills through experiential learning, it makes the Five Steps to Cookie Success. Let’s try to keep the FUN in cookies!

Step 1 – Set and Share Team Goals

One of the most important lessons you can teach a girl is how to set a challenging goal and reach it. Encourage girls to set two kinds of group goals.

Ask the girls, “What can we do with our cookie money...”

1. to help others?
2. for fun and learning?
 - Which Journey would the girls like to work on next?
 - Is there a Destinations program the girls would like to work towards?
 - 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 that the girls should start planning towards this year?

Step 2 – Set a Personal Goal

To reach a group goal, teams work together to plan what each team member will do to be successful. Every girl must do her part. Help girls determine how many boxes each girl plans to sell. Guide each girl in also setting a personal learning goal, such as discovering how to reach new customers or how up-selling can lead to better sale results.

Step 3 – Hold a Family Meeting

When families are involved, girls succeed! Encourage girls to plan and lead a meeting that showcases their goals. You can use the **new online Family Guide** as an outline. Families know that the Cookie Program helps girls develop five essential skills. Families can help by returning paperwork in a timely manner, helping girls practice what they will say to customers, taking girls to their workplaces for sales, chaperoning cookie booths, making a mid-day bank deposit, and helping to deliver cookies to a booth in progress that’s running low. (See guidelines for holding a Family Meeting on page 14.)

Step 4 – Sell Beyond Family and Friends

Girl Scout families and friends love cookies! But if girls plan to reach an ambitious goal, they will need to expand their circle of customers. People love Girl Scout Cookies and are generally predisposed to buying them. Cookie Club is a great tool for this. Use your network of customers from Fall Nuts and Magazines. These folks will love YOUR cookies, too.

Step 5 – Track Progress and Celebrate Your Success

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

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

Volunteers - www.littlebrowniebakers.com/volunteers

The 2015-16 Volunteer Guide is downloadable for printing or tablet viewing. The guide was created by award-winning youth educators and communication experts, with input from Girl Scout volunteers. **Packed with fun and inspiring activities that build the essential 5 Skills for Girls**, the guide is based on the latest GSUSA leadership research.

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

Girls - www.littlebrowniebakers.com/girls

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

Teens - www.littlebrowniebakers.com/teens

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

Families - www.littlebrowniebakers.com/families

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



Troop's First Steps to Cookie Success

- ☐ Verify that all **girls are registered** for the 2015-2016 membership year.
- ☐ Parent and girl contact information – TCCs should collect names and contact information for every girl in the troop. Every participating girl must have a signed **Parent/Guardian Permission & Responsibility Agreement** on file with the Troop Leader.
- ☐ **Troop Bank Account** – Every troop must have a bank account in the Council's non-profit tax ID #. Brand new troops should start this process immediately as it can take some time to assign signatories.
- ☐ Each troop must submit a **signed Troop Cookie Chair Position Description & Agreement, ACH Debit Authorization, and voided troop check online**. This is essential to receive your eBudde access.
- ☐ **Attend TCC Training** from your Service Unit Cookie Program Chair.
- ☐ Cookie Kick-Off – Plan to attend a local SU **Cookie Kick-Off** to motivate your girls and have a day of cookie-inspired fun with your troop, or host a Cookie Kick-off just for your troop.
- ☐ Troop training – **Schedule a troop training for girls and parents**. Trained girls and parents are much less likely to make mistakes and consume valuable time during the sale. Save stress by setting everyone on the right path from the start.
- ☐ VIP eTraining – Log on to complete the available online courses.
- ☐ Internet and Email – Each troop needs Internet access and an email account. All communications from Council will be via email. eBudde is an Internet based software and is available 24/7.
- ☐ **Safety Activity Checkpoints** – Review the Computer/Online and Girl Scout Cookie/Council-Sponsored Product Sales sections.

Troop Training Steps for Girls and Families

- Explain the purpose of the program (5 Skills for Girls) and hand out program materials to girls who have submitted a signed permission form.
- Use the Family Guide (available online) as an outline for your training.
- Strategize with girls for both girl and troop goals. Discuss the possible learning and charitable opportunities. Review last year's sales level and see what the next goal could be. Remember to set a Gift of Caring (GOC) goal. BTW, Club 500 is even more fun as a group so encourage a few girls to make a commitment to reaching for it.
- Review important dates and deadlines. Meeting deadlines is critical to the success of the program. A due date means someone else is waiting for you to complete a step. Let's work together!
- Parents do not inherently know how to booth. Model a perfect booth at the training. Let the girls work together to cross-train new girls.
- Review Safety Activity Checkpoints with families.
- Talk to the girls and adults about the troop's Starting Inventory Order. You will receive a recommendation from Council based on your troop's total sales last year. Does your troop feel comfortable with this Starting Inventory Order?

When does the Cookie Program begin? On GO Day!

Girls can begin selling cookies on Sunday, January 24, 2016. No one should start any form of selling until this date so that all GSGLA girls begin at the same time. The ONLY pre-selling activity allowed is letting customers know that “cookies are coming” on January 24. Girls should not take any early verbal orders.

Who can participate?

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



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



Materials Checklist

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

- Troop Cookie Chair Position Description & Agreement (online eForm)
- ACH Debit Authorization (online eForm)

For each **REGISTERED GIRL**

- Girl Order Card (to be distributed with cookies, not at training)
- Money Envelope
- Family Letter

For each **TROOP**

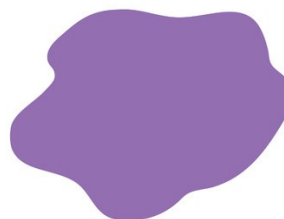
- Cookie Program Troop Guide (this publication)
- Jumbo Envelope
- Receipt Books—more are available from your Service Center or your SUCPC (see example)
- Gift of Caring Receipts -more are available from your Service Center or SUCPC
- One box of cookies for girls to sample at girl/parent training

MONEY AND/OR PRODUCT RECEIPT				CLIPBOARD#	RECEIPT NO.
TROOP NO.	REPORT CODE	DATE	FROM		
NO. OF CASES	NO. OF PWGS.	VARIETIES	AMOUNT DUE		
		LEMON			
		TREFOILS®			
		DO-SI-DOS®		AMOUNT PAID	
		SAMOAS®			
		RAH-RAH RAISINS™			
		TAGALONGS®		AMOUNT STILL DUE	
		THIN MINTS®			
		← TOTAL			

girl scouts
Little Brownie
RECEIVED BY (SIGNATURE)
RECEIVED FROM (SIGNATURE)
GIRLS NAME
©, TM, © 2014-2015 HELLOGGS NA CO.
(IMPORTANT: BE SURE TO SHOW TROOP NUMBER ON ALL RECEIPTS) M-3

ADDITIONAL RESOURCES available to download :

- Cookie Volunteer Guide (from littlebrowniebakers.com)
- Safety Activity Checkpoints
- Family Guide
- Girl sales script
- Thank You certificates
- Cookie Bundle tags, signs and cards
- Door Hangers and Girl Business Card templates
- Goal Getter Order Card
- Select Spanish materials
- Volunteer Essentials



Let's get Started with an SIO!

- ☐ Log in to eBudde: <https://ebudde.littlebrownie.com>
- ☐ Enter troop banking information in eBudde
- ☐ Enter girls' grades, shirt sizes and sales goals on the Girls tab
- ☐ Select booth sites in the Booth Scheduler
- ☐ Submit Starting Inventory Order
- ☐ Choose Delivery time
- ☐ Submit Starting Inventory reward order for all selling girls if you submitted the recommended 75% or 80-% SIO according to the Excel spreadsheet.

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

RETURNING USERS will be reset to a council default, temporary password which for 2016 is **5764@RahRah**. You will be required to answer four security questions upon login.

NEW USERS will use the same password, **5764@RahRah**. New users will enter their email address and temporary password. Click the **LOG ON** button. The system will then direct you to the Contact Information Page. Once you have completed this, you will be given access to the system. Troops that do not verify access to eBudde risk missing their first choices in Round 1 of the Booth Scheduler. **You must change your temporary password within 24 hours of accessing eBudde.**

The password requirements are as follows:

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

Login attempt rules are as follows:

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

Your Troop Dashboard now appears:

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

Fig 1

SETTINGS Tab

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

Settings

Number: 70066 #Girls Registered: 0

#Girls Selling: 0 Troop Goal (pkgs):

Level: Group Opt out of rewards for additional proceeds: ☐ You will receive rewards.

Bank name: Bank routing number:

Bank Account No:

Fig 2

Girl data will NOT be rolled over from 2015, but imported from Personify based upon registrations for 2015-2016. It is imperative that your troop register on time so Council can import the troop data into eBudde before you need it.

GIRL Tab

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

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

Fig 3

Boothing begins on Friday, February 5, and ends Sunday, March 6

eBudde Online Booth Scheduler

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

How it works: To ensure equal opportunity for all troops, sign-ups are in five cumulative rounds. Each round is open for 24 hours, except for Round 5, which does not close.

ROUND 1: On **January 7** at 6:30 p.m., you may select **three** booth sites within your service unit boundaries. The round will close at 6:30 p.m. the following day. SU or council staff may drop troops from improper sign-ups without prior notification.

ROUND 2: On **January 9** at 6:30 p.m., you may select **two** additional booth sites anywhere in council boundaries.

ROUND 3: On **January 11** at 6:30 p.m., you may select **four** additional booth sites anywhere in council boundaries.

ROUND 4: On **January 15** at 6:30 p.m., you may select **11** additional booth sites anywhere within council boundaries.

ROUND 5: Beginning **January 27** at 6:30 p.m., booth selections are **unlimited**. It will remain open for the remainder of boothing.

Booth Sign-ups:

- Troops may only booth at sites listed in the eBudde Booth Scheduler.
- All boothing locations are arranged **ONLY** by your SU Boothing Chair or Product Sales Manager and must be pre-approved.
- Troops may access the Booth Scheduler at any time after the Rounds' start time and within the 24-hour period.
- **Booth sign-ups are cumulative** – EXAMPLE: if a troop misses Round 1, they may choose up to five shifts in Round 2 and catch up.
- Make every effort to use reserved sites. E.g., if you can only support one door of a two door site, consider partnering with another troop. Contact your SUCPC for assistance.
- **CHANGE YOUR MIND?** If a troop cancels a shift, they are able to schedule a replacement shift **ONLY** when the Booth Scheduler is open. Troops cannot add shifts between rounds even though you may have just released one.
- Troops that monopolize sites will be **penalized**. Be a good sister to everyone and do the right thing by only reserving sites that you intend to fulfill.
- **SPECIAL BOOTH SITE REQUESTS:** Troops can request a "special booth site" if they come across a unique opportunity (such as your church or a friend's business) that is not listed in the booth scheduler. Simply enter the special booth site information into eBudde under "My Booth Sales," and **WAIT FOR APPROVAL**. Your SU Boothing Chair will review and approve, as appropriate. If the Special Booth site requested is outside your SU area, it will require additional steps (and time) to get approval.
- **GSLA troops are never allowed to booth outside of council boundaries.**

Getting Started

Booth Scheduler

How to Select a Booth for Your Troop

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

BOOTH SITES Tab

- From the panel on the left (see Fig. 4), select the City, Location (store, bank, etc.), and Date from the list by clicking each level to explore the options.
- Available time slots will appear in the panel on the right (**available slots will be in green; slots that have been 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.

The screenshot shows the eBudde Booth Scheduler interface. On the left, a list of locations and dates is displayed, including 'Greater Los Angeles', 'Santa Fe Springs, CA', 'Santa Monica, CA', and '4th Street and Arizona (Santa Monica)'. The '4th Street and Arizona' location is selected, showing time slots for February 15, 16, 22, and March 1, 8, and 30, 2015. The 'Wed Sep 30, 2015 8:00am -- 12:00pm' slot is highlighted in green. On the right, a detailed view of the '4th Street and Arizona (Santa Monica)' booth is shown, including the address '1300 4th Street, Santa Monica, CA 90401' and a note: 'Due to Santa Monica city ordinance, you cannot sell on public property! All sales MUST be on private...'. Below this, there is a 'Submit' button and a table for selecting a time slot and troop number.

Time	Troop
8:00am	
10:00am	

Fig 4

Cancel a Reserved Booth

Plans change, girls become ill, and parents have other responsibilities. We understand that sometimes a booth obligation simply cannot be honored due to not having enough girls or parents to support the booth. When this occurs, you need to go into eBudde to release the booth for others who are seeking additional opportunities. **Every attempt should be made to cancel a booth as soon as you know you can't fulfil the booth.**

Motivated troops are constantly on the hunt to scoop up late breaking booths. Another reason to cancel your booth is so that customers using the Cookie Finder aren't directed to an empty booth. Let your SU Bothing Chair know that a booth has become available. They can communicate with other troops so that prime times and locations are utilized.

BOOTH SITES Tab

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

The Booth Scheduler is incredibly efficient and user-friendly. Please use it well!

This is GSGLA's second year following the direct sale model. We have learned some characteristics and best practices around a direct sale that we would like to share with you. As with many things in life, preparation goes a long way towards a smooth sale. **We are here to guide you the best way we can.**

1. **Faster and easier.** Girls have cookies in hand at the start of the sale, so they can complete customer transactions in one step. No more taking orders and tracking customers down for delivery and payment.
2. **Requires more inventory on hand.** Customers will purchase more cookies when they are presented with a variety of instant choices. Girls should have a good selection of cookies available at all times.
3. **Girls need access to cookies at all times.** It's not as simple as delivering a preset number of boxes. During the two weeks of direct sales (Jan. 24—Feb. 4), girls should plan to have an ample supply of cookies readily available. If you do not order enough up front, a girl will run out of inventory and her sale will stop.
4. **Girls need to envision what a walkabout will look like.** Back when girls took orders, it did not matter if the neighbor ordered 2 or 20 boxes. They were all delivered a month later. If today's customer wants lots of boxes, will the girl have the right variety mix? And after she sells those cookies, what does the girl have to offer the next door neighbor? **Inventory on hand is CRITICAL to momentum and success.**
5. More cookies are available at the cookie cupboards. If a customer wants a cookie that a girl doesn't have, all she has to do is write it on her order card and make arrangements to bring the cookies to the customer.
6. **Cookie cupboards will be busy.** As a best practice, troops are advised to order at least 75% of their anticipated 2016 volume as their starting inventory. This will help to avoid lines at the cupboards, and will enable the girls to keep up with their momentum. **It takes a leap of faith, but order the cookies up front — you will sell them!**
7. **Cupboards can only hold so much product.** Cupboards will only be open certain hours. We have limitations on how fast we can restock a cupboard. No one wants long lines of frustrated volunteers. Know that we are doing everything humanly possible to make it work, but there are limits to what we can plan for. If troops are too conservative in their Starting Inventory Order, we will all endure a very difficult, and long, cupboard season.
8. **The first ACH debit is \$2/box.** Remember, girls will be selling cookies as soon as they receive them, so they will be collecting payment right away, as well. We pushed back the first ACH debit date to be AFTER boothing starts. Troops will be able to make the first ACH debit.
9. Starting inventory return policy. To make troops feel easier about placing their starting inventory orders, a **limited return policy** has been put into place. Troops may return up to 10 cases from their starting inventory order, as long as they do not accept any additional inventory into their troop. See this Guide for return dates.
10. **Check in frequently with parents (Touch Base Tuesdays)** to see if they need more cookies, or if they need to return some to the troop. The troop may accept cookies back to sell at boothing or transfer to other girls, but they are not obligated to accept returns from parents. Set a clear return policy for your troop. Keep in mind that there are specific guidelines for troops to return cookies to a cupboard.

How to place a Starting Inventory Order

In order for girls to have the necessary inventory on hand, it is imperative that troops order enough cookies in the Starting Inventory. We recommend ordering at least **75%–80% of what you expect to sell in total**. History from other councils tells us that up to 75% of sales happen in the first two weeks of the Cookie Program! Ordering enough product for your Starting Inventory means you won't have to go to the cupboard that first week, and the girls will be able to keep up with the momentum.

1. All troops will have access to an Excel worksheet where they can enter their troop number to view last year's girl and sales numbers. The worksheet will calculate a 2016 Starting Inventory Order recommendation based on last year's total sales and the number of girls participating this year.
2. New troops (with no prior sales history) will be provided similar guidance based on their girls' program age level and their per girl average (PGA). You can feel confident in this process even though it's all brand new to you.
3. The Excel file breaks down your troop order into a **suggested** flavor assortment and an allotment for girls. You can modify this mix as you see fit. **The TOTAL # of CASES is the most important criteria to meet the SIO Reward.**
4. Troops should include a starting booth sale quantity as part of their Starting Inventory Orders. The intention is that your Starting Inventory Order should carry you from the start of sales on January 24 and through the end of the first weekend of boothing, February 7. That's a long time and a lot of cookies.
5. Even though cupboards open on January 27, you really do not want to be there in the earliest days. The cupboards are also very busy during the first week of booth sales. You do not want to spend your time picking up more cookies, when you could have had them delivered to you.
6. Ask girls and parents questions about their goals to determine the Starting Inventory Order. Allow girls/parents to take what they can sell and come back for more cookies as they sell them.
7. It is not necessary to assign all of the cookies to the girls for the Starting Inventory. Again, because individual girls are not taking orders, entering the Starting Inventory by girl is not quite right. If you are able to project some cookies at the girl level, that would help reduce allocations later. It may help to differentiate between girl responsibility and troop responsibility (for finances) at this time. But each troop needs to see what works best for them.
8. Starting Inventory Orders must be submitted via eBudde in whole cases only. This means each variety of cookies must be ordered in full cases (12 boxes per case). eBudde does this automatically.

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



INITIAL ORDER Tab

- See Fig. 5. With a Direct Sale, the Starting Inventory Order is much more at the troop level, than in the past. You can order the cookies by girl or as a troop. You should only enter at the girl level if the parents have committed to picking up that quantity.
- To enter the order by girl: Click on each girl's name. At the bottom of the screen, squares will appear where you may enter her order in **box quantity**. Click the **OK button** on the far bottom right side of the screen.
- Repeat this process for each girl.
- Click on **OTHER** to place the troop's cookie order if you didn't allocate all the cookies to girls. You can tab to each box to enter the number of **boxes** per variety.
- Click on the word **BOOTH** to enter the troop's boothing order. You should order enough extra cookies to get you through the first weekend of boothing. Note: there is no GOC column for Booth orders.
- Click the **OK button** on the far bottom right side of the screen.
- Click **SAVE** at top of the screen

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

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

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

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

To SUBMIT your Starting Inventory Order:

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

The Troop Chair must submit the Starting Inventory Order by 11:30 p.m. on Wednesday, January 9, 2015.

Choosing your Delivery Site

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

DELIVERY Tab

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

The system will confirm that your delivery information was updated. You can print the delivery confirmation (See Fig. 6) for your records. It details when and where to be for delivery, and exactly the number of cases for each variety that you will receive. This can be especially helpful if someone else will be picking up. It gives them complete instructions.

	SvSm	Tre	D-S-D	Sam	RRR	Tags	TMint	Toff	Troop Total
Your Cases	1	0	0	0	0	0	0	0	1

Pickup Name: Uncategorized
Pickup Location: 20525 Nordhoff St., Chatsworth 91311
Pickup Date: Saturday, January 23
Pickup Time: 8:00am
ESTIMATED Number of Vehicles:
 (you will need ONE of the following)

- 1 Compact Car
- 1 Standard Car
- 1 Station Wagon

Message from your Delivery Clerk
 Enter on Mason

Fig 6

Submitting Starting Inventory Reward Order

Immediately after the Troop Starting Order is submitted, the TCC also submits the Initial Reward order. This reward is based on whether a troop submits the **recommended** quantity of 75% or 80% based on the Excel file council provided. eBudde cannot automatically calculate the girl initial reward order based this criteria. Therefore, troops that have ordered the recommended quantity should enter the number of rewards for the girls (one for every girl selling.) Council will verify this and correct eBudde as needed. Verification will be based on the number of girls selling matching the number of boxes ordered. **Troops who choose the opt out option do not receive Starting Inventory Rewards.**

To SUBMIT your Starting Inventory Rewards:

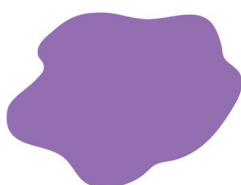
REWARDS Tab

- 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 selling girls.
- 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.

Cookies by the Carload

You need to use a vehicle large enough to transport your entire cookie order. Multiple vehicles must enter the line together. Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts use all space except the driver's seat and assumes that the vehicle has been cleaned out and emptied of all gear, car seats, etc.

Car Type		# of Cases
Compact Car	Ford Focus Honda Civic	22 cases
Mid-Size Car	Ford Fusion Chevy Impala	30 cases
Small SUV	Toyota Rav4 Honda CRV	35 cases
Station Wagon	Dodge Magnum Taurus Wagon	70 cases
Mid Size SUV	Ford Explorer Honda Pilot	55 cases
Mini Van	Dodge Caravan Honda Odyssey	75 cases
Pickup Truck	6 ft. Bed 8 ft. Bed	100 / 125 cases
Standard Van	Ford Econoline Dodge Ram Van	150 cases



Sales

Starting Inventory Order Delivery

Go to the cookie delivery location at your scheduled pick-up time. Delivery dates and locations vary by Service Unit. Your Service Unit Delivery Chair will coordinate a date for you to pick up the troop's Starting Inventory Order, and it will be listed in eBudde. Your SUDC may ask for volunteers to help with delivery day.

- When you pick up your troop's Starting Inventory Order, expect to get a bit dirty. Wear flat, comfortable shoes with traction.
- **Please be patient, flexible and ready to help out if needed.**
- **Count, count, count** the cases before you sign for anything! Print out your delivery confirmation and bring it with you to be sure you are getting the correct number of cases. Remember, you are financially responsible for whatever cookies you sign for, including errors. No exceptions!
- Do not separate girl orders at the delivery station. Take the cookies straight home—do not leave them in your car!
- Once home, assign a starting balance to girls for GO Day.
- Distribute the girls' order cards and money envelopes with their cookies.
- Prepare an M-3 receipt for each family picking up cookies.
- When parents/guardians pick up cookies: have them count, confirm totals, and sign for all cookies received. **KEEP ALL SIGNED RECEIPTS.** They are your only proof of your inventory should there be any discrepancies. We recommend that you use the Receipt Book (M-3) for this purpose. Also use this receipt to record additional cookies distributed to the girls and money collected.
- Remind parents to stay in touch with you regarding their inventory. If the troop is allowing returns, reiterate the due date to the families.

As you plan to have extra cookies in your home for boothing, please be sure to store them properly. Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place. Remember, you are responsible for these cookies, even if they 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*

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

Follow all Guidelines in Safety Activity Checkpoints

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

Use of Internet Tools for Cookie Orders

- Girls can use e-mail and age-appropriate Internet functions such as social networking sites to ask customers to make a promise to purchase cookies.
- Girls may not accept payment online. Payment transactions must be done in person. Girls of all ages can utilize the Cookie Club to ask customers for Girl Scout Cookie orders. Cookie Club is the completely safe way for girls to send emails asking for cookie purchase “promises.”

Selling in Your Neighborhood

- Girls should always wear their Girl Scout membership pin with their uniform, sash or vest, or Girl Scout T-shirt.
- Girls must be familiar with the neighborhoods where they sell.
- Sell door-to-door only during daylight hours, in residential areas only.
- Daisy, Brownie and Junior Girl Scouts must be accompanied by an adult when selling and delivering cookies.
- Cadettes, Seniors and Ambassadors must be supervised by an adult when selling cookies door-to-door.
- Girls should never enter a customer’s home.
- Girls should use the buddy system. There is safety in numbers.
- Girls should never approach customers in cars.

Boothing

- Two adults are to be present at all times, at least one of whom is female.
- Girls should never give out their last names, addresses or telephone numbers to customers. The adult volunteer’s telephone number or email address can be provided.
- See Boothing Policies for rare exceptions to these rules. Page 39.

Money Management

- Girls and adults must have a plan for safeguarding money and checks collected.
- Girls (or adults) should not carry around large amounts of cash.
- Frequently empty the register by giving money to adults to hold. You don’t want to make change with a \$20 bill in error because your register drawer was unorganized.
- Supervising adults should be in charge of the money container, and bank it “promptly and frequently.” Be aware that a cash box can be an obvious target for thieves.

Cookie Captains

Cookie Captains are experienced cookie sellers who mentor younger girls who are selling cookies for the first time. Service units or troops can start a Cookie Captain program for their older girls. This is a perfect opportunity for multi-level troops, and for experienced troops to reach out to new troops in their service unit. Your SUCPC has training materials and details about the Cookie Captain program.

Cookie Captains:

- Help new cookie sellers develop skills and confidence
- Show the ropes to new troop leaders
- Lead activities at a cookie kick-off
- Receive training that includes lots of fun game and activity ideas
- Cookie Captain training presentation and program support materials available on www.girlscoutsla.org



National Girl Scout Cookie Weekend

In celebration of this annual event, GSGLA will host our nationally recognized golden ticket contest. Your customers could win either a month supply of cookies. One grand prize winner will win a year supply of cookies..

Here's how girls/troop can host a golden ticket booth:

- Make sure you are signed up for a booth on February 27, 2016.
- Everyone scheduled to booth that day will automatically be entered for a chance to be a golden ticket booth (no separate application needed).
- Fifteen troops will be randomly selected to get a golden ticket to place on a box of Trefoils and hand to a winning customer. The GSGLA marketing team will reach out to these troops directly for instructions and details.
- GSGLA will tweet out location clues to customers to help drive them to your booth! Encourage them to post pics with their winning box using #GoldenTrefoil.



Sales booster: On Feb 27, tell customers that if they buy one more box of Trefoils, they could find the golden ticket and be a big winner!

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 employees, not that business' customers (that would be a considered a special booth).

- Approach places such as: parent or family workplace, a beauty salon owner, car dealership, doctor's office.
- With management 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 door-to-door or cubicle-to-cubicle); however, you can NOT sell directly to the establishment's customers.
 - ⇒ Remember, girls are to sell the cookies, not adults.
 - ⇒ Set a date to pick up the order card and deliver the cookies so customers know what to expect.
 - ⇒ 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 small 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. Cookies can only be sold to the establishment's employees.
- 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 38

Cookies 4 a Change

Girl Scouts can use the Cookie Program to bring their service ideas to life. Whether the girls are caring for their environment, promoting literacy or campaigning for social issues, the Cookie Program can help them:

Discover their values about the world

Connect with others when selling cookies

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

Ideas & Inspiration for your troop to think about:

1. The troop could decide to allocate 10% of their proceeds towards a charitable cause of their choice.
2. Girls can set a goal of feeding 10 animals at their local shelter for a month.
3. 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!

Ninety percent of the general public would gladly buy Girl Scout Cookies, but did you know that nearly 35% are never asked? Sometimes we expect girls to naturally know how to sell cookies. The fact is that most girls need at least some guidance in the selling process. Below, you'll find some tips and techniques to help your girls achieve their goals.

Door-to-Door Sales / "Walkabouts"

- Encourage girls to canvass their communities with buddies and adult partners, leaving no doorbell unring! Some Service Units will implement the GRID strategy to really organize troops and cover every street. **Certified BEST Practice!**
- Sell door-to-door with cookies in hand. After cookies are delivered, load up a wagon with cookies, make signs, and you are ready for a neighborhood walkabout! Submit your photo to the Annual Cookie Mobile Contest to win a pizza party for your whole troop.
- 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 walking, not a stationary booth.
- You can also ask for customers' contact information so you can "call back" later on, or to add into your Cookie Club list for email orders. Leave your Cookie "business card" so they can safely contact you to order more.
- Leave a doorhanger (available in the marketing kit or online) if a customer is not at home. This is one way to reach more customers.
- Girls should go door-to-door in residential areas only.

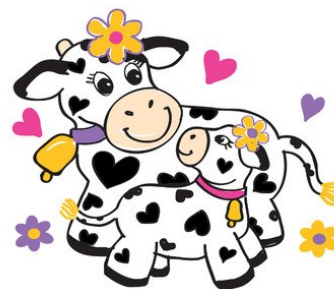
Telephone Sales

- One of the fastest ways to sell Girl Scout Cookies is by phone. Girls should review last year's order cards and contact these reliable customers.
- Once cookies have been delivered, girls may want to call customers, thank them for their past orders and ask when you can deliver a 2016 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!"

Do Well with Daisy Belle:
"Girls learn how to sell Cookies by previously selling Fall Nuts and Magazines."

The Fall Product Program is not JUST a troop opportunity for start up funds. Let's admit that nuts are harder to sell than cookies. Girls that have sold nuts and magazines have a built in network of customers.

Use you network! It's not called building PEOPLE SKILLS for nothing



Using the Internet to Market Cookies

- Girls can use age-appropriate Internet tools to take orders (cookie delivery and payment transaction must be done in person).
- Girls will reach more customers faster when they use email as a communication tool. The Cookie Club works! **It boasts the highest average box sale of any method.**
- Girls of all ages (especially those 12 and under) can utilize the Cookie Club to email customers to ask for orders. Cookie Club is the safe way for ALL girls to send emails.
- Online social networking sites are a great place for teens (13 and older with parent permission) to ask for cookie orders. Girls will want to communicate they are selling Girl Scout Cookies using these age-appropriate Internet functions.
- Be sure to follow Computer/Online Use guidelines in Safety Activity Checkpoints. For additional resources, visit GSUSA's Basic Online Guidance for Product Sales at www.girlscouts.org. Facebook and Twitter, YES! No eBay, Craigslist or Amazon.
- Girls may tell friends and family now that they will have Girl Scout Cookies beginning January 24, but they should not take any orders until the Cookie Program begins.

"Lemonade Stands"

Set up a simple "lemonade" type stand to sell on property where the girl currently resides (ONLY), as their city and/or homeowners' association permits.

A lemonade stand can be set up anytime throughout the sale.

- Both the adult and the girl must be present at all times.
- Cookies and money must never to 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.
- Can NOT be set up on someone else's property.
- Can NOT be set up on the street corner, sidewalk, street medians, or outside of fencing or walls.
- Any signage must follow city and/or homeowner association signage rules.
- Adhere to local city/government ordinances.

Do Well with Daisy Belle: "Find out first on Facebook"

The cookie program is dynamic and fun. There's also a lot of information that needs to be communicated right away. Daisy Belle will post to our dedicated cookie Facebook page when there's something really important to know. She also posts her best tips and girl stories for inspiration.

Please LIKE our **"GSGLA Cookie & Nut Friends"** page. And find out FIRST.



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” should be added to the Gift of Caring collections. The Cookie Program is not a direct solicitation for troop funds. All sales or donations must be reported and translated into cookies.

When your troop sells cookies through Gift of Caring, the cookies are not picked up. Collect the donation and complete the Gift of Caring Receipt (if requested). Then record the quantity sold in eBudde under GOC (make sure the troop has received the funds before you give the girl credit in eBudde). This lets the council know how many boxes to send to these organizations. Girls are eligible for the Gift of Caring recognitions for selling ten or more boxes. The troop receives its proceeds and the donor can feel good that their tax-deductible donation is supporting Girl Scouts AND the charitable organizations listed on the next page at the same time!

To increase sales:

- 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.
- 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.
- 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.
- GOC donations are tax-deductible; receipts can be provided to customers (upon request).

Remember these subtle, but powerful facts:

- The public WANTS to help Girl Scouts
- The public KNOWS that Girl Scouts are community service oriented
- The public WANTS to show appreciation for the troops
- You just need to connect the dots for them, and watch what happens!

Gift of Caring Service Project Challenge

In 2015, GSGLA Girl Scouts collected donations of more than 83,000 boxes that were then allocated to these five GOC partners. If you focus on GOC as much as selling physical boxes, your total sales figures are sure to grow. Imagine selling even 50 boxes (1 to each customer?) and not having to transport, carry, and deliver them. They are all virtual – genius!!!

63% of all girls do not sell GOC; this is the biggest missed opportunity of the Program! Want to sell more? You need to sell GIFT OF CARING!

Note: Troops may donate their leftover cookies to an organization of their choice, but cannot solicit donations for any other organization, and these boxes do not count towards the council's Gift of Caring program. The Gift of Caring council-wide service project is the only activity of this type approved by GSGLA and follows both GSUSA and the US Department of Defense Guidelines.

Los Angeles Regional Food Bank mobilizes resources to fight hunger in our communities by distributing food to people in need through charitable agencies or directly through programs, including nearly 900 charitable agency sites throughout Los Angeles County. They also conduct hunger education and awareness campaigns and advocate for public policies that alleviate hunger. The Food Bank feeds 1 MILLION People in LA County every year.



Operation Gratitude seeks to lift morale and put smiles on the faces of individual soldiers, sailors, airmen and marines deployed around the world. Through collection drives, letter writing campaigns and donations of funds for shipping expenses, Operation Gratitude provides civilians anywhere in America a way to express their respect and appreciation to the men and women of the U.S. Military in an active, hands-on manner. Operation Gratitude care packages contain food, hygiene products, entertainment items and personal letters of appreciation, and, of course, Girl Scout Cookies. Operation Gratitude has sent over 1.5 MILLION care packages.



Bob Hope USO at LAX provides a comfortable area for service personnel to spend quality time with family before they ship out, or as a private area to reunite with loved ones as they return. It is a place where emotions run high and small creature comforts of home mean a lot. Gift of Caring cookies provide that special taste of home that tells military personnel that someone cares and appreciate their service beyond words – and only a Girl Scout Cookie can convey that!



Goodwill of Southern California enhances the dignity of individuals, families and communities by eliminating barriers to opportunity and helps people in need reach their fullest potential through the power of work. The organization seeks to improve the quality of life for people with disabilities by providing education, training and job opportunities to assist them in becoming self-sufficient and productive members of society. Girl Scout Cookies donated to Goodwill through 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.

All Girl Scouts of Greater Los Angeles Gift of Caring Partners are registered 501(c)3 non-profit organizations.

Troops may pick up cookies at any of the council cupboard locations. Please make sure to verify the days and hours of operation at your preferred cupboard prior to picking up cookies. As not all cupboard locations have phone and/or computer access, procedures may vary slightly. In order to facilitate smooth operation for all cupboards, please follow the guidelines below.

Cupboards open Wednesday, Jan. 27 (see online schedule for details)

Guidelines for Cupboard Orders

- Orders for additional cookies must be placed by Troop Cookie Chairs using eBudde. Troops should not phone/email the Council or Cupboard Managers directly.
- 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** until February 15. Troops can then pick up in individual box quantity through the end of the sale.
- Troop Cookie Chairs should **enter all authorized adults** to pick up cookies on the Troop Settings tab in eBudde prior to the start of boothing.
- Authorized contacts should be prepared to show photo ID to cupboard staff when asked.
- We are investing in greater efficiencies and we will expand our use of the Cupboard Keeper App. Cupboard transactions will be paperless in many locations. Utilizing a tablet, you will acknowledge your cookie order via your eBudde password which will send an email receipt to you. **YOU MUST KNOW YOUR EBUDDE PASSWORD** to complete these transactions.
- **Cupboards will be Super Six'd** like we had in 2013 and 2014. This means:
 1. The gluten-free Toffee Tastic will only be available until our 10,000 case order is exhausted. We cannot order more. Based on the SIO, there may be little to no availability of 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. Rah Rah Raisin will not be stocked in the cupboard, and is available only as part of SIO.
 3. Both of these cookies may come back into stock when we get to Even Exchanges. The 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.
- Cupboards maintain their cookie inventory based on the amount of cookies requested by troops through the eBudde pending order system.
- Enter your pending order quantities in eBudde and enter your desired pickup date. Troops should make their cupboard pending orders 24-48 hours in advance.



Place a Pending Order for Cupboard Pickup, Exchange or Return

Help us help you to avoid low or delayed availability. 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.

Cookie cupboards need a pending order to help ensure cookies are available. If inventory at your local cupboard runs very low, troops who do not submit a pending order may be asked to wait until all pending orders are filled. 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:

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. This system will only allow pickups to be scheduled days on which each cupboard is open. Please check your published Cupboard Schedule for an accurate calendar.
- Choose your desired Cupboard from the **SECOND PARTY** drop down. Click the **HOURS OF OPERATION** link to get the exact address, hours of operation and map.
- Enter your cookie order in cases and packages, as applicable.
- For **PRODUCT MOVEMENT**, choose **ADD PRODUCT** (since you are adding cookies to your troop). 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.
- Enter your contact info—name, phone and/or email.
- Click **OK**, then click **SAVE**. Your pending order is now placed with the cupboard.

When you view the transaction grid, you will see a “yes” under the pending column. See Fig. 8. This is your indicator that this order is still awaiting pickup at the cupboard. Troops are not financially responsible for cookies until they have been picked up and the order is no longer pending.

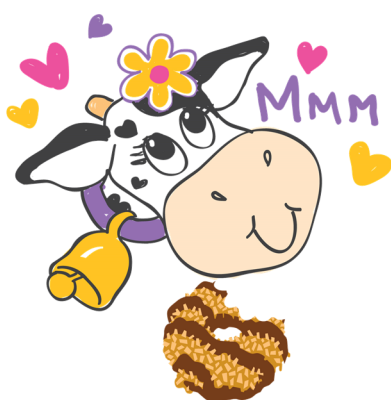
♦Receipt	♦Pending	♦Type	♦Date	♦2nd Party	♦Pickup	SvSm	Tre	D-S-D	Sam	RRR
Init. Del.			08/28	--		0	0	0	0	0
NVE100	yes	normal	08/28	C500	08/28	12	24	24	60	12

Fig 8



Guidelines for Cupboard Pick-ups

- Print out your troop's pending order and bring it to the cupboard. If other volunteers are assisting you with the pick-up, make sure they have a copy of the pending order from eBudde and know the troop number, Service Unit name, and eBudde password (especially those who may not be familiar with Girl Scout terms).
- Give your complete troop number to the cupboard staff. Your pending order will be reviewed with you, and you may have an opportunity to adjust quantities.
- Once you have confirmed your pending order is accurate, the cupboard staff will process your "pending order" into an "actual order," and it will be filled for you.
- **Count, count, count!** Verify and sign for your order before you load your vehicle and leave the cupboard! You are financially responsible for what you sign for, not for what you take. Orders will not be adjusted once you leave the cupboard!
- Keep your receipts.
- **KNOW YOUR EBUDDE PASSWORD.** Cupboards that use the "Cupboard Keeper" will ask you to enter your eBudde password as an electronic signature, and an email will be sent to your Troop Cookie Chair. Lack of the password renders this technology unusable and will slow the cupboard experience for all.
- Troop Cookie Chairs can authorize several adults in eBudde to pick up cookies on behalf of the troop. Enter them in the Contacts section on the **Settings tab** and give them the appropriate rights. Cookies must be picked up by adults who are 18 and older.
- 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.



Do Well with Daisy Belle:

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

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

Help us to help you. Place a pending order within 24-48 hours so we can anticipate and plan for that day's demands.

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

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

Returns—February 8-12

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

1. Up to 10 cases of cookies may be returned from the Starting Inventory Order, as long as the troop has not added any cookies into their inventory via cupboard pick-ups or troop-to-troop transfers.
2. The gluten-free Toffee-Tastic can be returned.
3. From February 8-12 only.
4. Whole cases only will be accepted at designated cupboards. Check the official Cupboard Schedule for which cupboards can accept returns.
5. Enter a pending order in eBudde as a "Remove Product" for cases that you need to return. It will be processed for you at select cupboards.

Even Exchanges—February 15-28

1. Troops may make even exchanges of damaged cookies for another box/case at any time, but only of the same variety. No eBudde transaction is needed – just come to the cupboard.
2. Troops should actively pursue Troop-to-Troop transfers to resolve surplus inventory. Use the www.thepixielistla.com to post about your needs, or contact your SUCPC. S/he will be a great resource on troop-to-troop transfers.
3. Even exchanges are permitted at designated cupboard locations only from Feb. 15-28. Verify that the cupboard you plan to visit accepts exchanges. (Most do.) All orders after the exchange period ends are FINAL.
4. All orders and exchanges must be signed for by an authorized troop contact at the cupboard.
5. Cupboard pickups "to the box" begin on February 15, and continue to the end.
6. There are no minimums or maximums for exchanges.
7. Individual girl exchanges/returns must be done at the troop level, not at the cupboard.

Consignments—February 29–March 6

1. Troops may check out up to 10 cases of cookies on consignment from designated cupboards from February 29–March 6.
2. Consignment orders must be returned to the original cupboard during that cupboard's scheduled hours, no later than March 8.
3. See the Consignment Inventory Form for details.

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

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

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

What is a Cookie Booth?

Cookie booths allow girls an opportunity to reach their goals and make a difference in their community! This is an opportunity for troops to bring Girl Scout Cookies to the public. The Girl Scout Cookie Booth is not just a "booth," but the most highly anticipated girl run business of the year!

How should I prepare for a Cookie Booth?

- ☐ Talk to your Troop Leader, girls and parents about 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 Gift of Caring. It is the simplest "up sell" they will ever do. Many adults think it is "too much to ask for" in addition to selling a box of cookies. This is an unfounded anxiety. The public wants to help Girl Scouts this one time of year so let the customer decide about GOC.
- ☐ Select your booths
- ☐ Print a copy of your booth schedule just prior to attending the booth.

Corporate Booths

Council 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.

Some Corporate Booth basics:

- Preference is given to older girls, Cadettes and above.
- Booths are held during school hours. Prior arrangements must be made with schools.
- Cookies may be delivered and waiting for you. Isn't that convenient?
- Troops can leave unsold cookies behind, or take them into inventory.
- **Application is due January 15, 2016.**
- See the Corporate Booth applications for full details.

Hours/Days

- Troops are limited to boothing between the hours of 8 AM and 8 PM (store/location hours permitting).
- Only Junior level Girl Scouts and older may booth after 6 PM.
- Girls may only booth outside of regular school hours, Monday through Friday, after 2 PM. Homeschooled girls or girls on a school track schedule break may booth before 2 PM 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 several hours. Happy girls are good sellers!

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.
- 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.
- Adults must handle ALL money for Daisy Girl Scouts.
- Adults should supervise girls closely at all times, including restroom.
- 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.

One Girl / One Parent (1G/1P) Boothing

Boothing is primarily a troop activity that encourages teamwork and learning for all girls, 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, 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 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 regulations 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.
- Girl must be a **Cadette or older**. 1G/1P is not available to Juniors and under.
- Booths must be scheduled by the Troop Cookie Chair on behalf of the girl. Check in with the TCC before and after the booth to verify sales to be credited to the girl, to true up inventory, and to remit proceeds to the troop.
- The girl and her parent needs to be “able” to handle the expected volume. For example, a busy Wal-Mart location can NOT be taken by a lone girl who cannot reasonably manage that many customers. This is a good opportunity to partner with another girl.
- The first two weeks of boothing is reserved for troops. Individual girls may booth as 1G/1P beginning Feb. 19.
- Booths should be no longer than two hours long. Ask your SUCPC to break up longer booths into 2-hour increments so that these can be readily reserved for the 1G/1P.
- Encourage using the 1G/1P option to help girls sell extra product they may have at the end of the sale.

Appearance

- Girls should be easily identifiable as Girl Scouts by wearing a Membership Pin and/or official uniform, tunic, sash, vest or other Girl Scout clothing.
- Always dress neatly and be prepared for the weather at all times.

Conduct

Boothing is a privilege! Always respect each other and your host businesses:

- Always arrive on time to your assigned location and stay until your shift is complete.
- Upon arrival, check in with the store/location manager or previous troop to advise them of your presence and thank them for supporting Girl Scouts. Ask them where they would like you to set up your booth. Before leaving, notify the next troop of any store management requirements.
- Follow all rules and requirements of the location. Some requirements may have been entered into eBudde if they are non-negotiable on behalf of the management. Be aware of this as you choose your sites. **Remember, we are guests!**
- Troops should bring all of their own supplies to set up their booth.
- Do not hang anything on the walls of the location. If you have posters to display, neatly attach them to your table or use a table tent. Girls may also hold signs.
- 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 purchase.
- Only Girl Scouts and supervising adults should 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 cards on their smart phone.
- Do not eat, drink or smoke near the booth, or where visible to girls or customers.
- Adults may assist, but cannot sell Girl Scout cookies.
- **Be on the lookout for Council's Booth Sleuths!** Our "secret shopper" program quizzes girls, checks on your booth's appearance, gives instant rewards for troops that are doing things the best they can.
- Respect the next scheduled troop by being prepared to turn over the booth site on time. Do not stay longer than your scheduled shift.
- **Clean up ALL trash.** Do not leave empty boxes or trash at the booth site or use trash cans at the boothing location to dispose of your trash. Clean up should be completed as part of your booth time, so the next troop can start on time. Girl Scouts always leave a place cleaner than they found it.
- At the end of your shift be sure to thank the management for the opportunity to booth at their site. A box of cookies, certificate of appreciation, card or poster from the troop is also a nice addition to saying thank you!

Girls/Adults must know before they arrive at a booth:

- Expected behavior at the boothing site.
- How to approach and speak to customers. Girls should develop their “Cookie Pitch.”
- Cookies being offered and their prices.
- What the troop plans on doing with their proceeds.
- Council-wide Gift of Caring Program. Make it part of your “Cookie Pitch.”
- Sign up for 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:

- A table, chairs and Girl Scout or other colorful tablecloth.
- Place extra cookies, boxes and supplies under the table out of sight.
- Make a poster to display the troop’s goal and plans for cookie earnings. Customers are more inclined to make a purchase if they know how the girls plan to use their proceeds.
- Every Girl Scout Shop has professional marketing tools you may want to purchase to really punch up your booth. They work great when you complement them with your personal advertisements.
- Provide information about the Gift of Caring program and have girls suggest the option to potential customers who may not want to purchase cookies for themselves. GOC is the fat-free, sugar-free cookie your customers want!
- Cookie costumes are available from every Service Center free of charge (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.

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. 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. One-use bags are great when recycled for cookies. Start saving them now. Customers will buy more if they have an easy way to carry them.
- Copy of troop booth site confirmation from eBudde.
- Important telephone numbers: Troop Leader, 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 receipts and collection canister and/or sign.
- Masking/Painter’s tape for affixing signs to your table, pen, sharpie marker.
- Place all your extra supplies under the table, out of sight– **keep your booth neat!**
- RECOMMENDED: Counterfeit detector for large bills.

You will want to include enough cookies in your troop's Starting Inventory Order to stock the first booth sale. Below is a suggested quantity for a two to three hour booth sale during the first and subsequent weekends. Amounts may differ based on the date, time, location and weather. This is a guideline for what to bring 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.

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
Rah Rah Raisin	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 bring it with you. The troop with the printed confirmation has the permission to be at the site. **Be kind, respectful and considerate at all times and do not involve the host business.** Settle any disputes away from the girls and then explain to them how you resolved the conflict. You are the face of Girl Scouts! Girls are watching and learning from adults – you need to demonstrate model behavior at all times. Thank you.

Booth Reporting App

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



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 2015 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.

- Customer doesn't have cash – no problem!
- Customer would buy more if they had more cash on hand – no problem!
- Your troop shies away from accepting checks – no problem!

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.**

Allocate Boxes of Cookies

Each box of cookies must be assigned/allocated to a girl. You need to differentiate financial responsibility between girls and the troop. Cookies that are sold through a booth "belong" to the troop, not the girls, and the troop has the common financial responsibility. Girl Starting Inventory Orders belong to each girl and she (parents) bear financial responsibility for them. However, girls earn Rewards and they deserve credit for their boothing commitments and volume of cookies sold.

Allocate Booth Sales

This is achieved in eBudde by "allocating" booth cookies to individual girls. This gives her credit towards Rewards, but the financial responsibility stays with the troop as the girl never holds onto these funds. All boothing proceeds should be held by the adult at the booth and deposited directly into the troop bank account promptly after the booth.

Some troops keep track of girls' hours and then determine how many cookies were sold in total. Each girl receives an allocation based on how much time she boothed instead of tracking actual sales.

Council also suggests that troops download and utilize the Booth Recorder App which empowers allocation in real time. See page 54 for details. Allocating boothing cookies 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 or click **RECORD BOOTH SALE** from the Girl Orders tab. (See Fig. 7)

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

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

Record Sales ▼

<< Back to Site List

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

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

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

Fig 7

Recording Girl Transactions 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 promptly and frequently to keep the troop's inventory up to date and to keep the girl information as accurate as possible.

GIRL ORDERS tab

- Select the girl by clicking her name. See Fig. 9.
- Select **ADD TRANS.** or **ADD PAYMENT**.
- 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.

*Comment	*Bth	*GOC	*SvSm	*Tre	*D-S-D	*Sam	*RRR	*Tags	*TMint	*Toff	*Total	*Total Due	*Paid	*Bal. Due
Init. Order *Locked*	0	0	0	0	0	0	0	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00
	2	8	10	5	1	0	3	9	0	0	38	\$ 190.00	\$ 30.00	\$ 160.00

Troop-to-Troop Transfers

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

TRANSACTIONS tab

- Select **ADD A TRANSACTION**. A new window appears. See Fig 10.
- Change the option in **SECOND PARTY** to Troop.
- 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**.

Cookie Transaction

Date: 2015-08-31 Pickup: Receipt: OVE100 #

Type: Normal 2nd Party: Troop Troop #: 11111

Product Movement: Remove Product

Variety	Cases	Pkgs
Savannah Smiles	0	0
Trefoils	0	0
Do-Si-Dos	0	0
Samoas	0	0

Submitting Girl Rewards

eBudde automatically calculates rewards for girls based on the number of boxes allocated to each girl. TCCs have to 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 events. Multi-level troops may opt out if the majority of their girls are Cadette, Senior, or Ambassadors and the girls vote to opt out of rewards.

REWARDS tab

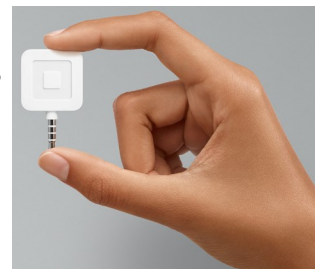
- Select **FILL OUT** on the Final Rewards Order line. A new screen will appear that will list all of the girls' rewards.
- If a size or selection is needed, it will be noted in red next to a girl's name
- Click on a girl's name to see her rewards
- Select the girl's size and/or choice(s). We will only order what you enter, so be sure that the selection is correct.



Do Well with Daisy Belle: "Can I accept Credit Cards?"

Absolutely! We strongly recommend that troops secure their own smart phone credit card reader. As the world's best financial literacy program for girls, troops should strive to teach girls the many ways to pay for sales. Council does not endorse any one service, but there are several available. Below is sample of our research from Square.com which offers a free reader.

The caveat is that **the credit card Reader must be connected to the troop bank account**, and funds must flow directly to the troop. Parents who may already have a reader for personal business cannot use it as it is not connected to the troop account.



Start selling today.
Take care of your business anywhere with Square.

www.square.com

Summary of Cookie Finances

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

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 is financially responsible for:

1. All cookies ordered as part of Starting Inventory, and all cookies picked up.
2. Troop Chairs must be aware of the total number of cookies submitted in the troop/group eBudde order. Check for extra large numbers before hitting submit!
3. Troop Chairs must count and sign for all cookies received at delivery and from cookie cupboards. A signed delivery ticket is FINAL! There are no exchanges, or adjustments.
4. All cookies picked up at cupboards under the troop number.
5. All girl payments received for cookies and all monies collected at booth sales.
6. Troops should deposit all monies in the TROOP account promptly and frequently.
7. Any lost, stolen, or counterfeit money.
8. All Girl Rewards earned by the troop/group.
9. Troop Chairs must distribute all Girl Rewards to Girl Scouts with no outstanding debt upon receipt.

Each family is financially responsible for:

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

Do Well with Daisy Belle:

"What is a Money Monday?"

Troops can have a lot of cash floating with their girls' parents. TCC's 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. Daisy Belle will issue Facebook posts to remind everyone to deposit money on Mondays. Do not let cash linger without collecting it "promptly and frequently."



Troops' Monies

1. All troops must submit an ACH Debit Authorization, and a voided troop check (copies OK), at www.girlscoutsla.org. New eForms for 2016.
2. Troops must enter accurate banking information (e.g. bank name, routing number, and account number) into eBudde.
3. Troops must deposit all Cookie Program funds **promptly and frequently** into their troop bank account.
4. Troops may accept credit cards (and debit cards displaying a VISA/MC logo) if they have signed up for a credit card reader with their smart phone device. Payments via credit card are deposited directly into the troop's bank account.
5. All council proceeds will be collected from troops via ACH debit. Council reserves the right to require a certified check/money order for troops who are delinquent.
6. Troops must pay in full or turn in a Discrepancy Report on time in order to receive Early Bird Registration or Cookie Dough incentives.

Girls' Monies

1. All participating girls must be registered with GSUSA and have a Parent/Guardian Permission and Responsibility Agreement on file with their Troop Leader.
2. Payment is collected only when **girls deliver cookies (COD)**. However, for Gift of Caring orders, payment should be collected immediately.
3. **Credit cards** may be accepted by troops via a smart phone if they have set up an account with a major 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!**
4. Girls may accept **cash and/or checks** made payable to "Girl Scout Troop XXXX" as payment for cookies. Girls should accept only preprinted checks with issuer's address. It is required that girls record the telephone number of the issuer on the face of the check. The driver's license number is recommended, if possible. Council cautions against accepting out-of-state checks.
5. Cookie Program funds should be collected from girls and **safeguarded by parents** immediately. Council encourages girls to write their first name and last initial on the front of the check to help identify payments.
6. **Girls should not accept \$50 or \$100 bills.** \$100 bills are the most commonly counterfeited denomination. Girls have received counterfeit bills in the past and it is not Council's responsibility. Counterfeit bills cost the girls. Likewise, Council suggests that troops and girls do not accept large checks.
7. Cookie Program funds should be submitted for deposit to the Troop Treasurer, in their original form (e.g. cash and checks from customers), **promptly and frequently**. Parents must never deposit program funds into their personal bank accounts. Troops should receipt every transaction (e.g. cookies given to girls, money received from girls) for clarity and reconciliation.

Critical Financial Dates and ACH Debit Schedule

1. Council will debit the troop account automatically according to the Master Calendar.
2. If troops need to edit their payment amounts, you must contact your PSM at least 48 hours in advance so there is time to modify our bank's instructions. If you do not notify us in time, and the ACH debit is not honored by your bank, the ACH debit will be rejected. See #8 below.
3. Troops must deposit sufficient funds no later than **Wednesday, Feb. 12, 2016** to cover the first ACH debit later in the week.
4. \$2 per box from the Starting Inventory Order will be debited from troop accounts on **Tuesday, Feb. 16, 2016**. We will follow up on troops who do not submit a payment as part of the first debit—no free passes—until a payment is completed. Troops who do not make a payment will be placed on hold at the cupboards until this is resolved.
5. Troops must deposit remaining Cookie Program funds into troop accounts no later than **Monday, March 14, 2015**.
6. The final balance due of all council proceeds will be debited from troop accounts on **Friday, March 18, 2015**.
7. Additional ACH debits will occur at council's discretion during both payment periods to accommodate missed troops, troops with collection issues, and ACH returns.
8. Troops will be charged for all NSF fees related to the ACH debit on the troop bank account. Due dates are well published, and troops need to be aware of their financial obligations. Council will automatically process the ACH debits according to the calendar, and troops need to plan for it. Again, if the troop does not have the full debit amount, you **MUST** contact your PSM in time to intercept the automatic process. Council will not back charge NSF fees to troops that act in good faith. Negligent troops who allow an ACH debit to be rejected will be charged for Council's bank fee.
9. Troops that are delinquent are subject to Council intervention. Rewards will be withheld. Club 500 and Elite 1000 invites will not be issued. Troops will forfeit their Early Bird Registration or Cookie Dough incentives if they do not make their payments on time. Certified checks can be required for late payments.

Returned Checks

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

- If you know the issuer of the check, then contact them discreetly as it's probably an embarrassing oversight that they will correct quickly. You can probably redeposit the "legal copy" of the check you received back.
- If the issuer of the check is a stranger, you should forward the original or bank "legal copy" to 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.

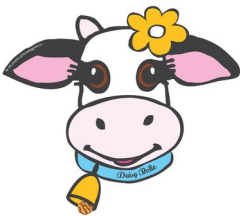
Parent/Guardian Collection Issues

1. Troop Leaders must ensure that all participating girls are registered with GSUSA and keep a signed Parent/Guardian Permission & Responsibility Agreement on file for each registered girl. This document will help protect the troop in the event of parent/guardian non-payment.
2. Should payment concerns arise with a parent/guardian in the troop, Troop Leaders/Troop Cookie Chairs are asked to document the situation and first try to resolve the issues within their own troop.
3. If problems persist, notify your Service Unit Cookie Program Chair as soon as possible.
4. If the matter has not been rectified by the end of the program, Troop Leaders/Troop Cookie Chairs must submit a Discrepancy Report to their Product Sales Manager by the due date. This form contains all pertinent information and a detailed documentation of collection attempts, e.g. signed receipts for cookies, emails with requests for cookies or attempts to collect, dates when parent was called for re-payment, etc.
5. Troops should understand that unless a Discrepancy Report is submitted to council by the due date, the troop will be held liable for the total amount due. **DO NOT WAIT!** It becomes progressively more difficult to collect as time passes.
6. Council will contact the parent/guardian and try to collect the debt. Payment plans and/or promissory notes may be used, or in extreme cases the debt may be referred to a collection agency, local police, or brought to Small Claims Court.

\$300 Credit Limit Policy

Council imposes credit limits on troops as it relates to parental bad debt. Some troops continue to disregard money handling procedures and have developed bad habits whereas they only collect funds from girls/parents at the end of the program. Council will only accept a maximum \$300.00 in uncollectible debt. **Troops must be proactive and collect funds from girls throughout the program**, which has been our guideline for the past five years. Troops cannot ignore a parent who does not remit funds promptly. Let Council help you.

As Troop Cookie Chairs, you should clearly set expectations with parents and guardians during your girl/parent training. You can regulate this as you see fit, but we strongly suggest that you collect money from girls immediately after the Starting Inventory Order delivery so the troop can pay its first installment to Council. Girls should remit to the troop promptly and frequently – ideally at least once a week.



Do Well with Daisy Belle:

TOUCHBASE 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.**

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 in eBudde by the troop who is “transferring away” the cookies. The receiving troop only needs to verify that the entry is 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 need to be recorded and allocated to the girl level. All donations received by the troop should be converted into GOC. Every “keep the change” or direct contribution should be converted into GOC. Troops should not collect direct cash contributions during Cookies.
- **Opt out (Settings tab)**—Cadette, Senior and Ambassador troops have one final opportunity to opt out of Rewards. Troops that earn the 230 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.
- **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. Levels from 500 and up offer a choice between a recognition and Camp/Program credit. Each choice is independent at each level. Once a troop SUBMITS their final Rewards order, it is locked. 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 will be returned to council and donated to a charity if not picked up by July 1.
- Print and keep a copy of the Sales Report on the **Sales Report tab**. This information will be necessary to complete end of year financial reports.

Crisis Management

In the food industry, product complaints are not unusual. Councils and GSUSA expect a certain number of product complaints every year. These include, for example, reports that the product does not taste right or was found damaged when the package was opened. Occasionally, there are reports of foreign objects in the product. Customers may mistake crystallized sugar for glass or oat hulls and nutshells for wood. Containment - confining a difficult incident to the situation and the locale in which it took place - is the key to the successful resolution of product complaints.

Immediately notify your Service Unit Cookie Program Chair of any irregularities with cookies or 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.

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

And cc your Product Sales Manager on any crisis communication.

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

General

Crisis Management

Rules and Consequences

All girls and troops must follow the rules and guidelines listed on the Parent/Guardian Permission Form, in the Family Guide, and in this Troop Guide, which are put in place for girl safety and to ensure fairness for each girl. Disregard of the rules will result in **consequences/penalties** up to and including loss of proceeds, loss of boothing opportunities, and loss of rewards. **The rules and regulations put in place are to ensure all girls can run a successful, fair, fun, and safe cookie business.**

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 24, 2016
- 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, adults selling without a girl present.
- Conducting a booth without 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 by GSGLA and/or your Troop Cookie Chair

Enforcement of Consequences

In the event a consequence needs to be enforced, the decision on which consequence to impose will be decided by the Product Sales Manager and/or Director of Registration, and Product and Retail Sales. The severity of the consequence imposed will be based on the rules and regulations broken, impact to others, safety, and if one or multiple infractions were made.

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 second year of use in 2016. 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!



General

Cookie Club

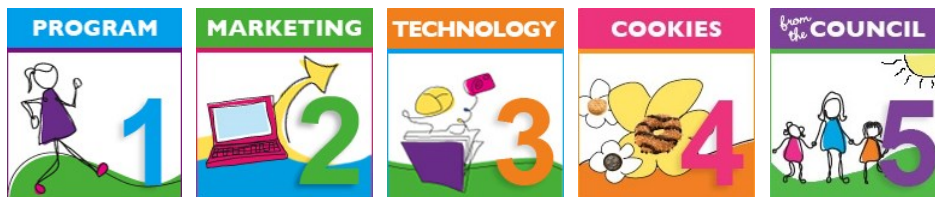
High Tech Cookies

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

VIP eTraining

Our training is online with Little Brownie Baker's VIP eTraining. The website is up and running **now**. This is a single source for any and all training the troops, girls, or parents would need. Standardized lessons are posted by LBB on the topics of **Program**, **Marketing**, **Technology** and **Cookies**. Council will add the Troop training PowerPoint (plus other training information) to the 5th **Council** lesson.

You can feel completely confident that you will be prepared to lead your girls. Once your Service Unit has conducted Troop training, you are free to browse these topics in any order and at any time. You can complete these trainings at your leisure, and in your PJs.



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

Do Well with Daisy Belle

Watch for our announcements for **JUST IN TIME** 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!



Booth Reporting App

How would you like it if most of your allocations were already done BEFORE the end of the Cookie Program? How many phone calls would it save to not have to determine WHICH girls were at a booth and HOW MANY boxes they sold?

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

Cupboard Keeper

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

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

GSGLA Cookie & Nut Friends on Facebook

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

Cookie Locator/Finder

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

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

LBB's Interactive Volunteer Guide for Tablets

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

LBB's Volunteer Blog

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

The Pixie List—www.thepixelistla.com

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

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

Welcome to the world of business done Girl Scout style! Council has prepared a diversified marketing and communications strategy to support our girls and volunteers this cookie season. It is projected to provide a highly visible presence in the community designed to connect customers to our girls so they can reach their goals. In fact, many of these strategies are guided by our research and are some of the same tools our girls are learning to put into action! Our research shows that Girl Scout Cookies are in demand because customers can only buy them once a year, and they buy cookies because they want to support our girls and Girl Scouting.

And, as we know, Girl Scout Cookies are a tradition that clearly ties into the Girl Scout Leadership Experience. The cookie program can lead to bigger things in business, in society and in life. Just think 5 Skills!

This year's marketing campaign will support the cookie season with creative and cost-effective strategies. We encourage you to utilize the provided tools, many of which are provided through program partnerships and sponsorships. And, stay tuned for additional announcements and resources throughout the cookie season!

Communication Tools & Resources

- Cookie Program Family Guide
- Emails from Daisy Belle, our cow 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

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

- **Cookie Program Quick Facts, FAQs, and Bundling Ideas**
Basic information that every girl should be familiar with when the customers' questions come.
- **Gift of Caring Receipts**
For use when a customer requests a receipt for their tax returns. Gift of Caring purchases are tax deductible. Regular cookie purchases are NOT tax deductible. Available for download at 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.

Cookie Finder Campaign

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

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



General

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

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.

Gift of Caring Media Sponsor

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



Special Fun Patches

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



Cookie Mobile Contest

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

Marketing Initiatives

Girl Scout Cookie History

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



To get the full history of Girl Scout Cookies, go to http://www.girlscouts.org/program/gs_cookies/history.asp

As we gear up for the 100th Anniversary of the iconic Girl Scout Cookie Sale in 2017, you can expect several exciting announcements in the coming month as we mark this epic event.



How the Cookie Crumbles

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

All proceeds stay in Los Angeles to fund & support girls, via

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

56%
Girl Program

19%
Cost of the cookie & sales materials

25%
Troop Proceeds & Girl Rewards



Q. Why do Girl Scouts sell cookies?

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

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

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

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

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

Q. Why are debts limited to \$300.00 per troop?

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

Q. Are Girl Scout cookies tax deductible?

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

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

- A. By closing down smaller cupboards as the boothing period progresses, we are able to manage our inventories for minimal leftovers. The cookies on hand after the sale then go towards the Gift of Caring donations.

Q. Can troops accept donations directly at booths?

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

Q. What is the Digital Order Card (DOC)?

A. The Digital Order Card program allows girls to send emails to customers and links them to a girl's individual sales website. Through that website, customers can place orders for cookies and choose an option to have them delivered by the girl, or shipped (for an extra fee). Customers can also get connected to a girl's sales page to place an online order via girlscoutcookies.org. It is only available to Little Brownie Bakers (LBB) councils, not councils who get their cookies from ABC Bakers, the other licensed Girl Scout cookie baker.

Q. Why isn't GSGLA participating in 2016? Will we ever opt in to an online sales program?

A. GSGLA has made the strategic decision to opt out of Digital Order Card (DOC) for 2016 for the following reasons:

- The system is under development (designed summer 2014) and the 2016 launch is considered a "Phase 2" test of the system. GSGLA feels the risk is too high to jump into a system in its early stage of development. Like all pilots, there is an inherent risk to taking on projects too early in their development.
- There are still many unanswered questions about the Digital Order Card system related to shipping costs and process, additional processing fees, finance system details, logistics, etc.
- We have the option to opt in for 2017 once the system has been more fully developed.

Q: What are the rules with councils selling cookies outside of their geographic territory?

A: Girls who have a DIRECT, tangible customer in another council's region may still contact them and sell cookies to them. For example, if the girl lives in Temecula (San Geronio council), but her grandmother lives in San Diego (San Diego council), the girl is allowed to sell to her grandmother and grandmother's immediate friends. However, the girl cannot set up a booth, go door-to-door, or market her sale publicly in another council's territory.

Boothing in a different council's geographic region of any format is strictly prohibited, from simple lemonade stands on private property, to setting up at a grocery store without permission, to loading a cargo van and driving to a market parking lot. None of this is permitted. More information on cross-border sales can be found in the Family Guide.

The full FAQs are available at Girlscoutsla.org.

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.

Circle Sheet – a convenient form used during Starting Inventory Order delivery for easy troop pick up. It has 8 colored circles to count out the number of cases the troop should be picking up. Colored circles correspond to the cookie box color. Also known as a 'bubble sheet.'

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

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

Cupboard – locations throughout 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, Club 500 and Elite 1000 recognition events (if achieved).

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

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

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

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

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

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

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

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

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

Starting Order Delivery Site – a special location within each service unit where 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.

VIPeTraining – 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.

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General

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