

2017 Cookie Program



Troop Cookie Chair Training

Theme, Mascot, & Colors for 2017

Meet Olita!!!



by **BUILT**
gIRLS!

Thank You!

Thank you for your time, dedication and contribution to the BIGGEST girl led program of the year.

Because of you, girls learn the 5 Skills:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics



TCCs are the ‘lieutenants who make this happen. You support girls and parents so that they can succeed in reaching their goals.

Remember WHY we do this.

Service Unit Team

We have a team to get the job done!

Service Unit Cookie Program Chair (SUCPC)

- Boothing Chair
- Delivery Chair
- Cupboard Manager
- Rewards Chair
- Troop Mentor
- Juliette Advisor
- SUM



Troop Cookie Chair (TCC)

This is YOU!

- Work with the girls to set goals for service, fun and learning. Remember to help the girls set individual goals, too!
- Collect signed permission forms
- Collect orders and enter into eBudde
- Receive cookies at delivery, count and sign for them
- Distribute cookies to girls
- Collect funds from parents
- Order additional cookies as needed from cupboards
- Distribute rewards

Timeline

January

- *Cookie Kick-offs*
- *Troops' Starting Inventory Order due*
- *Starting Inventory Order deliveries*
- *GO DAY*

February

- *Cupboards open*
- *Boothing begins*
- *1st ACH Debit*

March

- *Cookie Program ends*
- *Review troop allocations, transfers, GOC and rewards.*
- *Submit SU Rewards*
- *Final ACH Debit*

May

- *Cookie rewards delivered to SURC*
- *Club 500 and Elite 1000 events*

June

- *1500+, 2000+, and 3000+ events*

January

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6 Booth Scheduler Round 1	7 SIO due 11:30pm
8	9	10	11	12 Booth Scheduler Round 2	13	14
15	16 Booth Scheduler Round 3	17	18 Booth Scheduler Round 4	19	20	21
22	23	24	25	26	27 SIO Deliveries	28
29 GO Day	30	31				
Direct Sales by Girls, Jan 29 -Feb 9						

February

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1 Booth Scheduler Round 5	2 Cupboards Begin To Open	3	4
Direct Sales by Girls, Jan 29 -Feb 9						
5 Super Bowl	6	7	8	9	10 Boothing Begins	11
Direct Sales by Girls, Jan 29 -Feb 9					Even Exchanges; cases	
12	13	14	15	16	17	18
Even Exchanges; whole cases						
19	20	21	22	23	24 ACH Debit #1	25
Exchanges	Even Exchanges; to the box				Nat'l Cookie Weekend	
26	27	28				
Even Exchanges; to the box						

March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1 Exchanges	2	3	4
5	6	7	8	9	10	11
	Consignments					
12 SALE ENDS	13	14 Consignment Returns	15	16	17 Troop Alloc, T2T, GOC	18
Consign						
19	20	21	22	23	24	25
26	27	28	29	30	31 ACH Debit #2	

Cookie Varieties



super
SIX

\$5 / Box



Toffee-Tastic

- Specialty Cookie: Gluten Free
- Council ordered 7,500 cases
- Guaranteed troop SIO order, no limit
- Balance of cases in cupboards, ONLY if SIO is less than 7,500 cases
- Retail price is \$6/box
 - High cost of ingredients/production



S'mores

- Specialty Cookie
 - Made with natural flavors / Non-GMO
 - Whole Foods compliant
 - 5 outdoor badges embossed on cookies
- Council ordered 24,000 cases
- Guaranteed troop SIO order, no limit
- Balance of cases in cupboards, ONLY if SIO is less than 24,000 cases
- This year's Troop Cookie!
 - National Embargo – no social media, no pictures, no discussions with media
- Retail price is \$6/box
 - High cost of ingredients/production



Gift of Caring (GOC)

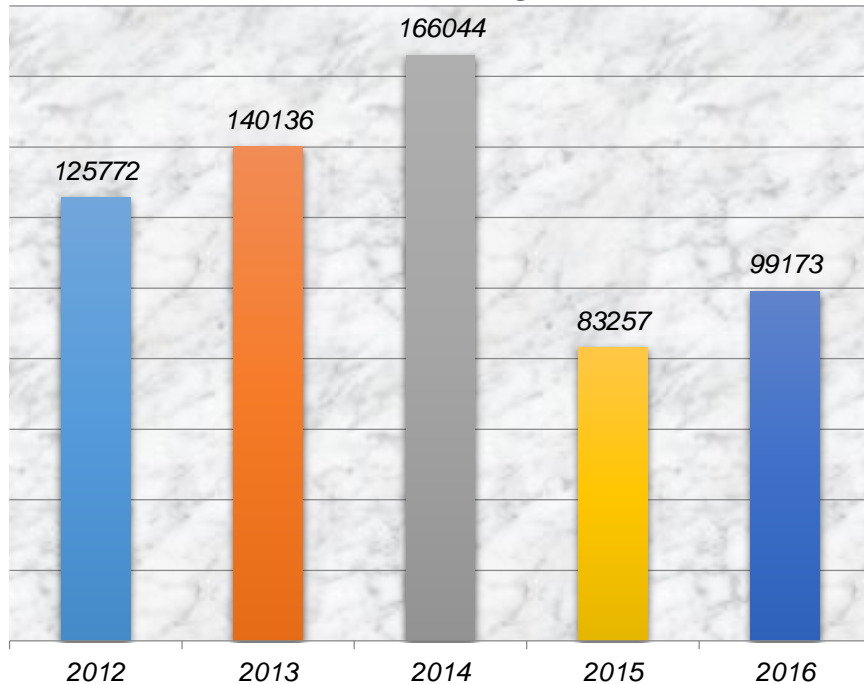
- **Our 9th variety of cookies!**
- **A “virtual” box is sold for \$5 and GSGLA donates to one of our 5 GOC partners.**
- Need to train girls/parents how to sell GOC.
- Sales happen so fast, make sure GOC does not get forgotten - it's important to ASK for support.
- Our partners depend on our girls!
- Set a troop and/or per girl GOC Goal to encourage participation.
- Set a SU participation goal!
- Girls can earn Special GOC Rewards!



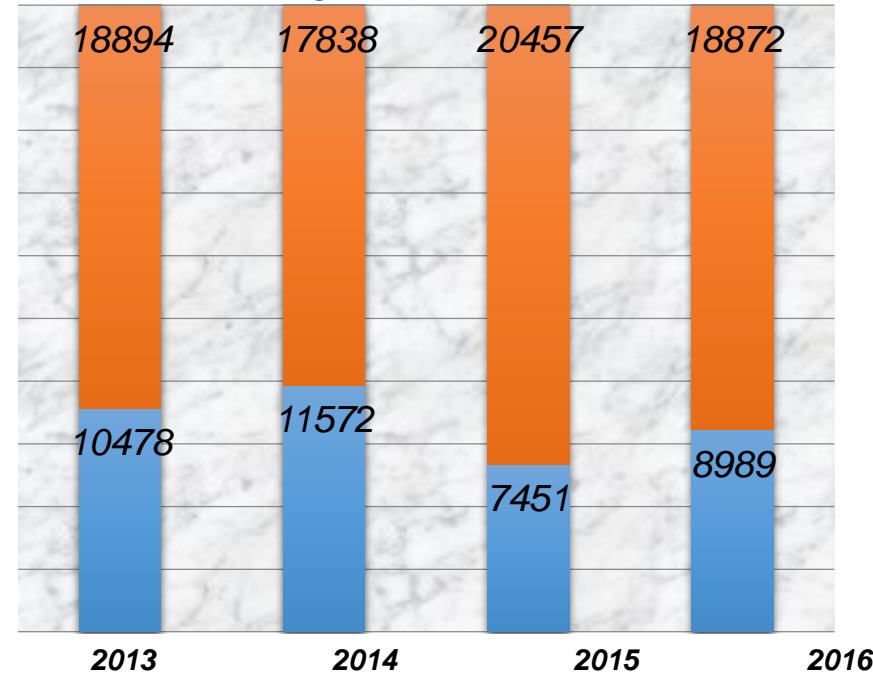
***Official Gift of Caring
Sponsor***

Gift of Caring (GOC)

Gift of Caring Boxes



Gift of Caring Girl Participation



- **2016 GOC girl participation was at 32%.**
- Means 68% didn't participate in GOC sales.
- 2,500 less girls than participated in 2014.

*2016: 99,173 GOC boxes / 8,989 participating girls =
11.03 PGAGOC*

Gift of Caring (GOC) Partners

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.



Bob Hope
Hollywood USO at LAX

The 5 Skills for Girls

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



The Cookie Program teaches girls
real-life skills.

Cookies 4 a Change

Bring service ideas to life!

- Discover
- Connect
- Take Action



- Allocate a percentage of proceeds to a charity of their choice
- Set of goal of feeding 10 animals at a local shelter
- Fund and plant a garden at the local senior center

Troop Proceeds

- \$.95/box
- 27 boxes = GSUSA membership dues for one girl
- Cadette, Senior and Ambassador troops may opt out of rewards for an extra **\$.10/box**
- Opt-out troops receive SIO rewards!
- Girls in opt-out troops receive all patches and Club 500 and Elite 1000 events (if earned)

2017 Rewards

Starting Inventory Rewards – 75%



Tote Bag



Troop Leader
Vintage Cookie Tray

Participation & Special Patch Rewards



12 - 23
Participation Patch

OR



24+
Participation Patch

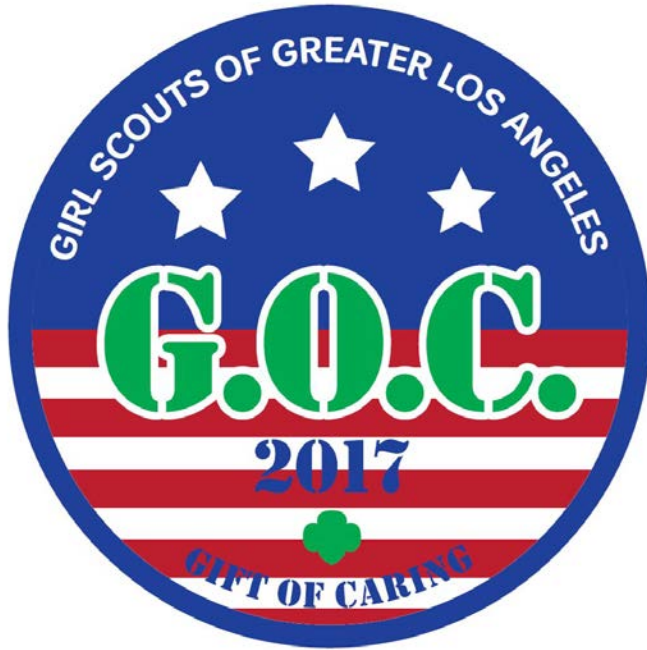


2016 Fall / 2017 Cookie Combo Patch
Girls must have met the
2016 Fall Program criteria AND
Sell 250+ boxes of cookies



Cookie Club Patch
24+ valid emails sent
via Cookie Club

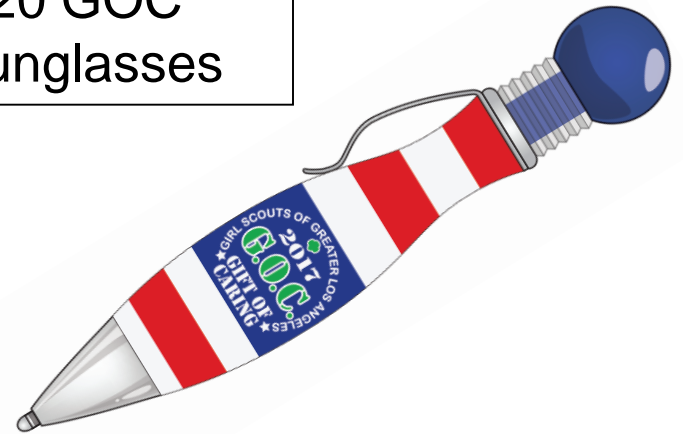
2017 Gift of Caring Rewards



10 GOC
Patch



20 GOC
Sunglasses

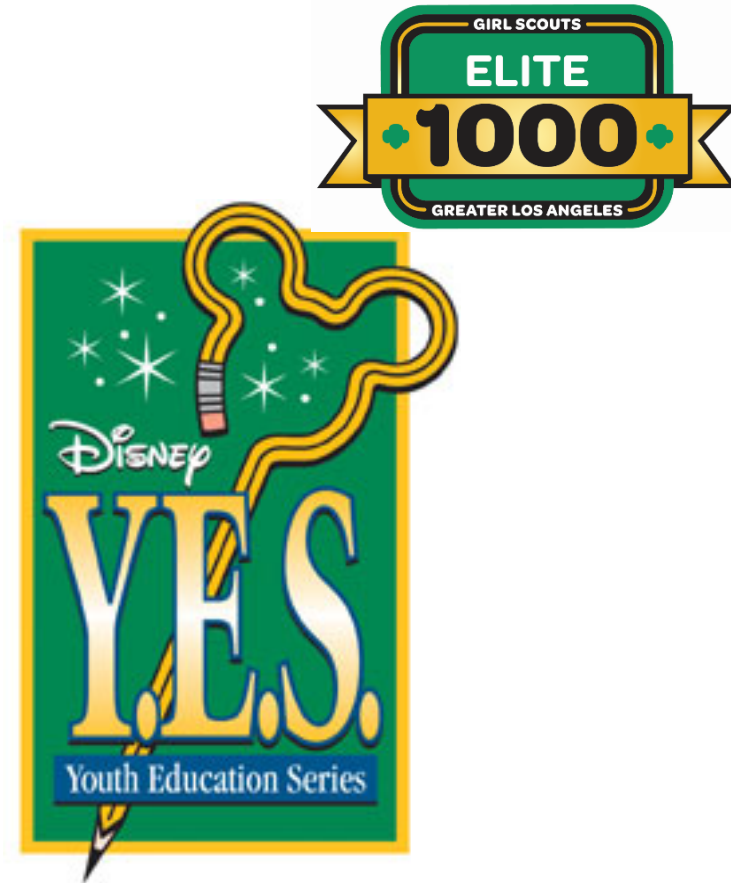


30 GOC
Pen

2017 Rewards Events



Club 500 is May 20, 2017
Six Flags Hurricane
Harbor



Elite 1000 is May 6, 2017
Disney's Yes Program
Disney Resort

2017 Rewards Events



1500+
S'More Adventure Weekend
June 10-11, 2017
Camp Osito Rancho

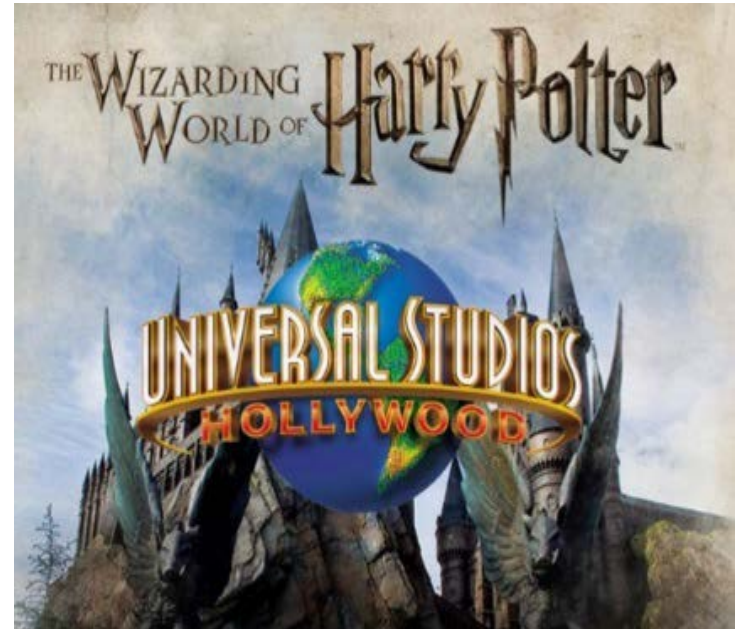


2000+
Limo Ride & Lunch with
Lise Luttgens, CEO
June 21, 2017

2017 Reward Event Option



OR



3000+
38mm Apple Sports Watch

3000+
VIP Experience at
Universal Studios
June 17, 2017

Troop PGA Rewards



\$15 Cookie Dough
Troop PGA 240+

Hoodie Sweatshirt
Troop PGA 320+
Each participating girl
plus 2 Troop Leaders



PGA = Per “Selling” Girl Average (NOT registered girls)

Program Credit - Reward

An optional reward for levels that offer only an event (500+, 1000+, 1500+, and 2000+)

- A GSGLA Gift Card will be issued.
- Can only be used internally (GSGLA) for:
 - Retail **In-Store** Purchases
 - Girl Annual Membership
 - GSGLA events
 - GSGLA specialty and resident camps
 - Destinations
- Detailed use and redemption procedures will be provided to recipients.



Cookie Business Curriculum

Girls learn the 5 Skills and earn the Cookie Activity Pin



Cookie Business and Financial Literacy badges help girls hone their skills and gain an understanding of the world of business.

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

Best Cookie Season Ever – 5 Steps

1. Set and share team goals
2. Set a goal for each girl
3. Educate families
4. Sell beyond family and friends
5. Track progress and celebrate your success



What's New?

- New cookie – S'mores! (replaces Rah-Rah Raisins)
- Greater Magazine – Full Cookie Family Guide
 - Mailed to all registered girls in October, also available online
- High Five Series Books (Daisies – Cadettes)
 - Cookie Business and Financial Literacy Badges (available online)
- Starting Inventory Order
 - Only one level – 75% of 2016
 - Opt-out troops eligible for SIO Reward
 - Troop Leader SIO Reward
 - Orders entered in one lump sum and in case quantity, to be allocated when cookies are delivered
 - Girls will be uploaded into eBudde *after* SIO
- Rewards
 - New reward events – 1500+, 2000+, and 3000+ boxes
 - Rewards Choice Sheet – each girl to complete for reward choices and sizes

Volunteer Feedback – We Hear You!

- Girl and Family Training Powerpoint*
- Quick Start Guide to Cookies (replaces Family Letter)
- Juliette Family Guide*
- Script for Selling Girl Scout Cookies*
- Pre-Recorded Just in Time Training Modules*
- Let's Chat Webinars – dates to be published
- Weekly Communications – targeted mid week for SUCPCs and TCCs
- Cupboard Exchanges
 - Added 7 additional days for cupboard exchanges
 - First portion in whole cases, then at box level
- Final ACH Debit
 - Added 6 additional days between end of sale and final ACH Debit, for troops to collect funds

*available online

Just-in-Time Training Opportunities

Just in Time training webinars as reminders of important or technical processes.

Topics will include:

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

These helpful webinars are:

- *10-15 minutes each*
- *Available on the website*
- *Located on VIP eTraining, Council section*



Why We Train Troops

Well-trained girls (and parents):

- Manage their money and inventory better.
- Desire leadership and follow your instructions.
- Make fewer mistakes.
- Can “co-train” parents who are not fluent in Cookies.
- Are effective program ambassadors; they sell more because they are confident in their abilities.



Training Checklist for Family Meeting

Key troop training messages:

- Use the new Girl/Parent Training PowerPoint
- Communication and meeting deadlines is key to just about everything.
- View eBudde materials so you feel confident.
- How to set troop and girl goals:
 - Service Project goal for booth pitch.
 - Fun/adventure goal.
- Troops need to explain and sell Gift of Caring.
- **VIP eTraining** does so much of this for you.
 - Incorporate it by making a challenge of who brings the most completed quizzes.

Communication Plan

- Train troops and parents on the best way to communicate with you, and how you will communicate with them.
- Council will communicate with troops via:
 - *Greater Cookie Program Family Guide*
 - *CookiEgrams from Olita*
 - *GSGLA Cookie & Nut Friends Facebook page*
 - *Cookie Central, the GSGLA cookie website*
 - *Webinars on VIP eTraining*
 - *Targeted eblasts via eBudde*
 - *Step-by-step instructions*

Communication Plan

- Timely and clear communications:
 - Are critical to the success of the Cookie Program!
 - Helps everyone to be most effective.
- Council will send regular/timely email/eBudde reminders and helpful hints to SUCPCs
 - Will contain both SUCPC, TCC and Parent information.
 - **TCCs must check emails daily**, for important updates and take action as applicable.
 - Forward on (via cut/paste) information directed to Parents.
- Send out additional emails to parents/girls with service unit/troop specific information and overall status of how the troop is doing, fun challenges, etc.

Cookie Captains

Looking for girl Cookie Captains to help produce our SU Cookie Kick-Off.

- Older girls who are experienced cookie sellers.
- Mentor younger girls.
 - Assist troops to earn cookie badges using the High Five Series books.
- Run stations at your Cookie Kick-off.
- Can be paired with new troops to share their expertise throughout the cookie season.
- Talk to your SUCPC about your participation!



Sales Materials

For each **REGISTERED GIRL**

Distribute at TCC Training:

- Quick Start Guide
- Money Envelope
- Reward Choices document

Distribute at Cookie Delivery:

- Girl Order Card

NOTE: Girl Order Cards are NOT available from Service Centers. Troops need to get them from their service unit.

For each **TROOP**

Distribute at TCC Training:

- Troop Guide
- Jumbo Envelope
- Receipt Book(s)
- Gift of Caring Receipts

Distribute at Cookie Delivery:

- Marketing Kit



Rules and Consequences

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

- SUCPCs can apply consequences.
- Possible consequences:
 - loss of proceeds, and/or
 - loss of boothing opportunities, and/or
 - loss of rewards
- Our goal is to inspire compliance with the rules, and equity for all girls.



eBudde Setup

eBudde is the system used to manage your Cookie Program.

- SUCPCs give TCCs access to eBudde between Dec 5 and Jan 2 **AFTER:**
 - TCC Agreement, ACH Debit Authorization and a troop check (eForms) are confirmed submitted.
 - TCCs are fully trained (for this years sale) by SUCPC.
- TCCs verify login as soon as possible and update password – plan ahead for Booth Scheduler Round 1, Jan 6, and SIO is due Jan 7
 - Notify SUCPC of unsuccessful system access.
- TCCs add other troop volunteers and assign a role.



eBudde Setup

- Troop numbers will be transferred to eBudde before Dec 1, from last year's sale.
 - SUCPC will add any new troops and can delete disbanded troops.
- Girls will be added to eBudde week of Jan 9, **after the SIO is submitted.**
- Council will import troop banking information during the week of Jan 9 (from ACH Authorizations received by Jan 2).
 - TCC/Troops submitting their ACH Authorization after Jan 2 will have to manually add banking information to eBudde.
- Recorded eBudde webinars will be on the website.



Booth Scheduler

- Each round is open for 24 hours, then closed for 24 hours.
- eBudde limits the number of choices each round.
- First round is limited to home SU. Violators may be deleted without notice.
- Sign-ups are cumulative.

One round BEFORE
SIO is due

Round #	Start Time		# Choices	End Time	
1	January 6	6:30 PM	3	January 7	6:30 PM
2	January 12	6:30 PM	+2	January 13	6:30 PM
3	January 16	6:30 PM	+4	January 17	6:30 PM
4	January 18	6:30 PM	+11	January 19	6:30 PM
5	February 1	6:30 PM	Unlimited	N/A	N/A

Scheduling Booths

- Shifts are generally **2-3 hours** with **shorter shifts on the first weekend**.
- All boothing locations must be entered into eBudde.
- **Troops can only booth at sites listed in the Booth Scheduler.**
- Troops are to **cancel shifts** they will not use.
- **Hoarding booths** (taking more shifts than a troop can support, based on # of girls) is NOT allowed.
 - SUBC will regularly monitor eBudde and work with troop to reduce, as needed.
 - SUBC has the right to reduce sites for non-responsive troops.
- Troops may request “special sites” directly in eBudde.

Direct Sale Dynamics

- 1. Sale begins with “Cookies in Hand,” requiring more inventory on hand!**

Customers buy more for instantaneous gratification

- 2. Girls need access to cookies at all times.**

Don't know what you will need, when

- 3. Envision what a walkabout will look like.**

Example: 10 Thin Mints won't work

- 4. Cupboards WILL BE BUSY.**

Save time—order enough cookies up front (note: cupboards don't start opening until Feb 2!).

- 5. Have faith in your girls.**

You will sell lots of cookies



Starting Inventory Order (SIO)

Troops need to place an SIO by Jan 7 for girls to start selling on Go Day (Jan 29).

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

Recommend 75% of total 2016 troop sales.

- Cupboards “begin to open” on Thursday, after GO Day; DO NOT rely on the cupboards for SIO.

Girls need cookies in hand on Go Day.

Don't get stuck in the long cupboard lines, submit an SIO.



Starting Inventory Order (SIO)

Troops should rely heavily on the excel SIO Worksheet

They can be confident in their order because:

- 75% of our volunteers stated they had the right amount, or needed more cookies last year.
- ACH Debit #1 (\$2/SIO box) is 2 weeks after boothing starts.
- SIO return policy - up to 10 unopened cases.

75% “feels” like a lot, although this is typically what is sold within the first 2 weeks.

Work with parents and girls to set goals and provide assurance that the troop can take on the recommended volume with confidence.

Starting Inventory Order (SIO)

Returning

girl scouts
greater los angeles
cookie program

Recommended Starting Inventory Worksheet

Returning Troops

To determine an appropriate Starting Inventory for your direct sale, please follow these 3 simple steps. We strongly recommend that troops place a Starting Inventory of at least 75% of their total anticipated 2017 sale. This is based on last year's performance. You want a proper amount up front so your valuable time is spent selling the cookies with your girls and not returning to the cupboards too frequently.

STEP 1 - Enter your 5-digit troop #: **00083** **SU:** Alamitos/Marina

Here is your sales data from 2016:

	Boxes	Cases	
Grand Total # sold	2,549	212.4	14 # Girls Selling
Less: # GOC sold	(113)	(9.4)	
Net Total # sold	2,436	203.0	2016 PGA 174.0 Contains no GOC

STEP 2 - How many girls will participate in 2017: **14**

152

This is 75% of your expected 2017 sales.

Suggested mix of cookies:

Sav Sm	Trefoils	DSD	Samoas	Tags	TM	S'Mores	Toffee	Total	
10	15	14	35	21	44	9	4	152	Cases
9	13	12	30	18	38	8	3	131	Boxes per girl

STEP 3 - Plan for your first ACH Debit.

ACH Debit #1 Information:
Based upon the above exact recommended SIO, the first debit amount (\$2/box) will be: \$ **3,648.00**
Therefore, the troop needs to sell and collect funds for approximately **730** boxes to meet this goal.
This represents approximately **53** boxes per selling girl.

Please be sure these funds are deposited and available for the February 24, 2017 ACH withdrawal.

New Troops

girl scouts
greater los angeles
cookie program

Recommended Starting Inventory Worksheet

New Troops

To help troops in determining an appropriate Starting Inventory, please follow these 3 simple steps. We are strongly recommending that troops place a Starting Inventory of 75% of their total anticipated sale, based on the average sales of girls in your troop's age level, and your local area. A Starting Inventory that is too low, will result in chasing down cookies at cupboards that will be very busy. Don't spend your time getting your cookies, you want a proper amount up front so your valuable time is spent selling the cookies with your girls.

STEP 1 - Choose your girls' program age level: **Daisy**

STEP 2 - What Service Center do you work with? **Arcadia**

STEP 3 - How many girls will participate in 2017? **14**

106

This is 75% of your expected 2017 sales.

Suggested mix of cookies:

Sav Sm	Trefoils	DSD	Samoas	Tags	TM	S'Mores	Toffee	Total	
7	10	10	25	15	31	6	2	106	Cases
6	9	9	21	13	27	5	2	91	Boxes per girl

Troops that place the recommended Starting Inventory Order based on the actual number of girls participating will receive the Cookie Character Tote Bag, as detailed in the Troop Guide. In addition, the troop will receive two (2) Vintage Cookie Trays

ACH Debit #1 Information:
The above exact recommended SIO sets up a first debit amount (\$2/box) of: \$ **2,544.00**
Therefore, the troop needs to sell and collect funds for approxi **509** boxes to meet this goal.
This represents approximately **37** boxes per selling girl.

Please be sure these funds are deposited and available for the February 24, 2017 ACH withdrawal.

1. Excludes GOC.
2. Returning troops based 2016 total troop sales.
3. New troops based on 2016 troop sales for level/area.
4. Provides details, including first ACH Debit amount due.

eBudde – Troop SIO Entry

- The order will be entered as a troop, *not* per individual girl.
- From the **INITIAL ORDER** Tab click on **OTHER** to input the total number of **whole cases** per variety (these are the totals from your SIO Worksheet).
- Click the **OK** and **SAVE** buttons.
- Don't forget to click **SUBMIT** when you sure your order is complete (note deadline is 11:30pm on January 7).

Printable Version

Submit Order Save

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

5

Cases	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 72.00	\$ 72.00	
	SvSm	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	Total
IMPORTED	0	0	0	0	0	0	0	0	0
OTHER	3	5	3	10	8	12	10	5	56
BOOTH	0	0	0	0	0	0	0	0	0

1

2

3

OK

Cases to Order

3	5	3	10	8	12	10	5	56
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Review & Submit Troop Orders

Submitting SIO made easy:

- TCCs enter in the cookie order in whole cases by flavor.
- *Remember: No limit on Toffee-tastic and S'mores.*
 - *May not be available in the cupboards!*
- TCCs enter the SIO reward quantities - number of girls **MUST** match SIO worksheet girl count.
- Troops **SUBMIT** their SIO order & SIO rewards by 11:30 p.m. on Jan 7.



Submit Troop SIO Reward

- From the **REWARDS** Tab click **FILL OUT** next to Initial Reward Order
- If troops ordered the **recommended** number of cookies, enter the number of rewards needed for your girls selling. This number **MUST** correspond to the number of girls used to calculate the 75% level.
- Click **SUBMIT** and **OK** to submit your troop's initial reward order
 - Once the girl rewards are submitted, NO changes can be made to this field.
 - The Number of SIO rewards will not change, even if the number of selling girls increases during the sale.

TROOP ORDER:

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

Starting Inventory Order Delivery

- January 26 – 28
- Troops select a delivery time working with SUCPC.
- Be on time for exact pick up time.
- Bring enough vehicles to carry your entire order.
- Deliveries will happen rain or shine! Be prepared!



Safety Around Cookies


Whether at cookie pick-ups, delivering cases to girls and/or booth sites, helping girls sell, or simply moving cookies around in your own home:


- Know who is in charge of the location.
- Understand your role – ask for clarification, if needed.
- Be aware of your surroundings – watch for trip hazards, areas you can bump into, strangers, or unusual behavior of any type.
- Remove or report unsafe conditions immediately.
- Don't take on more than you are physically able to do.
- Use safe lifting, carting and packing techniques.
- Keep clear aisles, pathways and driveways.
- Call 911 or ICE-GSGLA if an emergency needs more response than you can handle.





Girl Order Card


- Girls receive at SIO delivery, not training.
- Girls can track customer orders & use for call backs.
- Contains pricing, cookie types and nutrition facts.
- Rewards displayed on the back of the card.




SAVANNAH SMILES® \$5.00
Crisp, zesty, lemon cookies. These bite-sized, lemon-wedge cookies are dusted with powdered sugar and bursting with zesty lemon flavor.
Approximately 28 cookies per 6 oz. pkg. 



TREFOILS® \$5.00
Traditional shortbread cookies. Delicate-tasting shortbread that is delightfully simple and satisfying.
Approximately 36 cookies per 6 oz. pkg. 




DO-SI-DOS® \$5.00
Peanut butter sandwich cookies. Crunchy oatmeal sandwich cookies with creamy peanut butter filling.
Approximately 20 cookies per 6 oz. pkg. 

Thank you for helping me achieve my personal goal of: _____ My Name: _____ Troop#: _____

packages which will help us reach our troop goal of: _____ packages Delivery: _____

so we can: _____ *We are happy to deliver your donated cookies to: _____

 **girl scouts**
cookie program

FULL NAME (PRINT) PHONE / EMAIL ADDRESS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1																			
2																			
3																			
4																			
5																			
6																			
7																			
8																			
9																			
10																			
11																			
12																			
13																			
14																			
15																			
16																			
17																			
18																			
19																			

PRICE PER PACKAGE: \$5.00 \$6.00

NUMBER OF PACKAGES ORDERED

SAVANNAH SMILES TREFOILS DO-SI-DOS SAMOAS TAGALONGS THIN MINTS GIRL SCOUT SMORES TOFFEE-TASTIC

Cookie EXCitement is building!

Did you know that our cookies have...*

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

Cookie Type	Total Fat	Saturated Fat	Trans Fat	Total Sugar	Total Sodium
Savannah Smiles®	11g	4g	0g	18g	100mg
Trefoils®	11g	4g	0g	18g	100mg
Do-si-dos®	11g	4g	0g	18g	100mg
Samoas®	11g	4g	0g	18g	100mg
Tagalongs®	11g	4g	0g	18g	100mg
Thin Mints®	11g	4g	0g	18g	100mg
Girl Scout Smores®	11g	4g	0g	18g	100mg
Toffee-tastic®	11g	4g	0g	18g	100mg

*Although the use of palm oil in our Girl Scout Cookies® is very limited, the palm oil used in our Girl Scout products is Mass Balance palm oil. This demonstrates our commitment to sustainable palm oil production, upholding our commitment to protect the environment as well as human and community rights.

Selling Girl Scout Cookies

- Girls may sell cookies via email, social media
- No Craigslist, or Amazon sales
- Door-to-Door / Residential Walkabouts
- Residential Lemonade Stands at the property where the girl resides starting on Go Day
- Telephone friends, family and former customers
- Parents' workplace



Safety

Safety is first and foremost! It is vitally important for girls & volunteers to remain safe.

- Ensure parents and volunteers are following all documented safety rules found in:
 - Greater Cookie Family Guide
 - Troop Cookie Chair Guide
 - Safety Activity Checkpoints
 - Volunteer Essentials
 - Posted materials



Boothing Procedures

Troops need to adhere to all boothing policies as outlined in the Greater Cookie Family Guide and Troop Guide, including (but not limited to):

- Adult/Girl ratios (by girl level)
- 1 Girl / 1 Parent Policy: ONLY Cadettes and above (2/24 – 3/12)
- Appearance and Conduct
- Conflict resolution
- Be ready to leave a booth right at the end of the scheduled shift; take trash (do NOT leave in a trash can)
- Ensure parents and girls know:
 - What to bring to a booth
 - How to set up a booth to appeal to a customer
 - ❖ Suggest that troops practice a booth

Boothing Procedures

Special Booths

- Unique opportunities
- Must be approved by SUCPC
- Enter in eBudde

Drive-through Booths

- Safety first!
- Bring extra adults
- Must be approved by SUCPC
- Enter in eBudde as a Special Booth

Accepting Credit Cards

Accepting credit cards:

- Helps focus on the multiple-purchase customer and increased sales.
- Is an easy and useful tool:
 - Customers not limited to the cash in their pocket.
 - Customers purchase more with a card.
 - Credit cards can increase PGA sales by 25 boxes.
 - Additional payment source - if the troop prefers to not accept checks.
- Troops can purchase a credit card reader(s) to attach to smartphones.
 - Credit card readers must be linked to the *troop* bank account.
 - Troops absorb credit card processing fee (usually under 3%) and can NOT up-charge the customer.



Corporate Booths

- High-rises in Downtown, Long Beach, Woodland Hills, Burbank and the Westside.
- **Application due Jan 13.**
- Preference given to **Cadette and above.**
- Parents cannot take the site, council reserves.
- Cookies may be delivered to booth site, depending on the site's ability to store them.
- Unsold cookies may be returned; troop's choice.



Cupboard Guidelines

- Cupboards **begin to open Thursday, Feb 2**
 - See eBudde Cupboard Calendar for complete schedule
- Troops may pick up from any cupboard.
- **Place pending orders 24-48 hours in advance.**
- Troop representatives picking up cookies must be listed in eBudde. ***Know your PASSWORD.***
- **There are specific dates and requirements for returns, exchanges and consignments.**
- Damaged cookies may be exchanged at any cupboard, anytime cupboard is open (melted product is not damaged product).

SIO Return Policy

“Insurance policy” from the SIO Order

- Troops may return up to 10 whole cases.
- Feb. 7 – 9 only, at designed cupboards.
- Troop is not eligible to return if they have added to their inventory, via:
 - Cupboard pickups
 - T2T transfers

This is meant to relieve anxiety over taking on the recommended 75% SIO.



Cupboard Consignment Process

Troops can check out up to 10 cases of cookies on consignment from designated cupboards – March 6 - 12.

- Encourages troops to continue to sell the last week.
- Decreases risk of having excess inventory.
- **Troops complete the Consignment Inventory Form.**
 - Detailed procedures are located on this form.
 - **Can ONLY have one OPEN consignment at a time.**
- Consignment returns **MUST** be returned to the original cupboard, no later than Mar 14.
 - Check cupboard schedule for dates/times.
- **Troops should work with the SUCPC to do troop to troop transfers before consignments.**

Allocating Cookies and Payments

Record all girl orders and payments on the Girl Orders tab in eBudde

[illegible]

Inventory Management

- **Troops MUST balance their inventory of cookies on hand, on a regular basis.**
 - **Daily** update eBudde with girl orders and payments.
 - **Regularly** count the number of boxes/cases on hand.
 - **Compare** inventory on hand to eBudde.
- Troops will know if more cookies are needed or has too many and troop to troop transfers are needed.
- **Will make wrapping up the sale so much easier!**
- **NO troop should end up with excess inventory!**



Parent / Girl Check Ins

“Money Mondays”

- Girls and parents should turn in to the troop any monies collected from the prior week's sales.
- Money turned in **MUST** be in the same form received directly from the customer. Parents are **NOT** to keep funds received and write a personal check for the balance due.
- Money should be collected and deposited into the troop bank account following the “promptly and frequently” mantra.
 - Do not deposit one check at a time, or by girl.

“Touch base Tuesdays”

- Check in with parents to see what their inventory is *before* going to the cupboard to pick up additional product.
- A troop may take back or exchange inventory that a girl can't sell to use for boothing. Troops should set a return and exchange policy with parents.
- Plan out the upcoming week's inventory; make good decisions when ordering more cookies.

Wrap Up

How to submit the Rewards order:

- Use the Rewards Choice document received from each girl/parent **(do not guess)**.
- Review the Rewards order and select girl/parent requested option for:
 - Sizes for the 200 T-shirt and 320 PGA Sweatshirt.
 - 500, 1000, 1500 and 2000 choice of recognition or program credit.
 - Opt out troops with 240 PGA might do better to opt in (\$15 cookie dough per girl vs. \$.10 per box).
- **Submit the Rewards Order.**



Rewards Order

- SIO Rewards targeted to be delivered on Delivery Day *.
- Attempt to deliver end of sale reward items during May.
- Program credits will be provided separately.
- All other monetary troop rewards will be directly deposited to troop bank accounts.
- Packing slips provided. Troops must count and sign for their rewards.
- Distribute to your girls promptly.
- Rewards not picked up will be returned to council.

* Council **estimates the number of each reward item needed** in June; actuals are determined after SIO is submitted/by end of March (respectively). If additional rewards need to be ordered, some Sus/troops may experience a delay in receipt. Girl rewards are 1st priority.

Financial Dates

- Troops pay for cookies via two ACH debits
- Debit amounts may be adjusted if needed.
Troops must contact SUCPC or PSM no later than one week before the debit
- Troops must deposit funds to troop bank account in time for funds to be available on debit date
- **Troops responsible for fees caused by negligence**

Debt Management

Credit Limit Guidelines

- Use caution in how much product is distributed to a parent before collecting money.
- Until comfortable with a parent's payment patterns, recommend limiting the troop liability to \$300 – **Confirmed Best Practice.**
- Does NOT mean all families can only have 60 boxes at a time!
- Troops MUST collect funds from parents on a regular basis.
- TCCs should set expectations up front (“Money Mondays”).

Wrap Up

What to look for:

- **Opt-out troops are Cadettes and above only.**
- **All boxes and GOC have been allocated to girls – including opt-out troops.**

Two prices, not all boxes are the same (S'Mores & Toffee-Tastic are \$6).

- **The troop giving product enters T2T transfers.**

Do not duplicate to/from transactions

- **Review payments, submit Discrepancy Reports for family owing balances.**
- **Each troop must submit Rewards, even opt out**
Can't opt out of patches, 500, & 1000 events.

Crisis Management

- Notify your SUCPC of complaints with cookies
- Media must be handled by GSGLA
- Contact 213-213-0123 with media inquiries
- Copy your Product Sales Manager on correspondence



Technology

Cupboard Keeper App

Paperless cupboard transactions

Cookie Locator/Finder App

Customers can find cookie booths in real time



LBB's Interactive Volunteer Guide

Videos, goal setting plans, inspiration for volunteers

LBB's Volunteer Blog

Connect with other volunteers, resources, ideas



The Pixie List

thepixielistla.com—Troops can post for Troop-to-Troop transfers (encourage working within SU before posting)

Cookie Central



The place to go for info:

- *Link for TCC/ACH eForms*
- *Link to VIP eTraining & eBudde*
- *Forms for Troops & SUs*
- *Cookie Locator & mobile app*
- *Link to Cookie Club*
- *Tips & Activities from LBB*
- *Cookie recipes, Volunteer Guides, & more!*
- *EVERYTHING you need for a successful Cookie Program*

Cookie Club

Features

- online “ASK” Home Page
- Electronic Cookie Order Form
- “My Promises” Dashboard
- Follow-up/Reminder emails
- Troop Leader Reporting
- Email gets through spam filters
- Great way to increase sales!



Digital Order Card

- GSGLA opted out for the 2017 sale
- Still many “wrinkles;” we’ll re-evaluate for 2018
- When implemented by GSGLA, will replace Cookie Club

Cookie Mobile Contest

“Bling Your Mobile Booth”

- **Direct sale begs for Cookie Mobiles!**
 - Girls need lots of cookies on hand;
 - Can't carry them all;
 - SUs implementing the GRID strategy.
- **4 themed categories.**
- **Submissions due Feb 11.**
- **Winners earn a pizza party for their troop.**



National GS Cookie Weekend

February 24, 25, & 26

- Mostly a national online “social event holiday.”
- Several SUs plan serious walkabouts using the GRID technique.
 - Create a “grid” map of your SU.
 - Organize troop walkabouts.
- Expect national media stories.
- The “Golden Ticket” promotion to support your booths will be Feb 26 via Twitter.
- Troops need a booth reservation for Feb 27 to participate.



Recruitment

- Make Girl Scouts available for everyone.
- Share the POWER of GIRL SCOUTS!
- Each Service Unit will be provided with fliers from their recruiter to hand out to interested parents before Cookie Booths start.



Cookie Retail Merchandise

Ready!
Set!
Cookie!



Car Magnet \$5



Rollabanas \$7.95



2017 T-Shirt \$20 - \$24
(price is dependent on size)



Tote Bag \$2.95



Cookie Cart \$35

Build brand awareness and boost your sales!

These marketing tools can be found in our GSGLA stores beginning Dec. 1.

Cookie Retail Merchandise

Ready!
Set!
Cookie!



Tablecloth \$11.95



Button Pin \$1



Stop Sign \$7.95



Car Flag \$7.95



Yard Sign \$8

Build brand awareness and boost your sales!

These marketing tools can be found in our GSGLA stores beginning Dec. 1.

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

100
yummy
years

100
yummy
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