

2016 Cookie Program

Troop Cookie Chair Training

Theme, Mascot, & Colors for 2016

Meet DaisyBelle !!!



girl scouts
greater los angeles
cookie program

worth
♥♥♥♥♥
Sharing™



Thank You!

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

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

Recruitment Moment

Double-sided Business Card



Recruitment Button

We ALL want more girls to benefit from Girl Scouting. Use these tools to get other girls and parents interested.

What's New?

1. All SoCal starts Direct Sales on Jan 24

*San Diego, San Gorgonio, Orange County, LA, Central Coast;
we are one family again!*

2. All SoCal are at \$5 – *gluten-free will vary, \$5 or \$6*

3. TCC & ACH forms are eForms – *finally paperless!*

4. Cupboards will be Super Six



5. Family Guide is here! – *Superb tool for parents*



January

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

February

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5 Boothng Begins	6
	Direct Sales by Girls, Jan 24 -Feb 4					
7 Super Bowl Sunday	8	9	10	11	12	13
	SIO Returns					
14	15	16 ACH Debit #1	17	18	19	20
	Even Exchange; to the box					
21	22	23	24	25	26	27
	Nat'l Cookie Weekend					
	Even Exchange					
28 Even Exchange	29					
	Consignments					

March

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

The Cookies!!!



super
SIX

RRR & TT will only be available in cupboards if there is surplus. eBudde will tell you this, and it may change over time. Order as part of your SIO.

Gluten Free Toffee-tastic

A. Pilot, part 2.

B. 10,000 vs. 15,000 cases.

2015: 2700 cases left over

Balance of 10,000 cases in cupboards

C. Troops order with SIO, no limit.

4 vs. 6 boxes per girl recommended

D. Retail price is \$6/box.

High cost of ingredients/production



2016 SIO Rewards



75% SIO

Adjustable Cow Ring
Delivered with all rewards in April

80% SIO

**Pizza Certificates for
the Troop & Leaders**
Delivered with all rewards in April



2016 Reward Events

**Club 500 is May 7, 2016
for FunFest VII**



Elite 1000 is May 21, 2016

**Disneyland's Performing Arts
Learning Workshops**

Troop PGA Rewards

\$15 Cookie Dough
Troop PGA 240+



GS Canopy
Troop PGA 320+

One for every 15 participating girls.
Troops with five or fewer girls
participating will receive \$10 Cookie
Dough per girl.

**Please correct the levels in the Troop
Guide from 230+/300+ to be 240+/320+.
We apologize for the typo.**

Cookie Kick-offs

This is where the fun begins!

- **Best way to engage girls and get them excited before the Cookie Program begins.**
- **Attending girls have a PGA 48 boxes higher than those who do not attend a CKO.**



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.
- Run stations at the Cookie Kick-off
- Can be paired with new troops to share their expertise throughout the cookie season.
- Talk to your SUCPC about your participation!



Service Unit Team

We have a team to get the job done!

SUCPC

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



Why We Train Troops

Well-trained girls (and parents):

- Manage their money and inventory better.
- Desire leadership and follow 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.



Why We Train Troops

Key troop training messages:

- Meeting deadlines is key to just about everything.
- View eBudde materials so you feel confident.
- Set troop and girl goals:
 - Service Project goal for booth pitch.
 - Fun/adventure goal.
- Troops need to explain & 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.



It's Troop Training Time

At the training:

- TCC Agreement and ACH Debit **eForms** filed.
Submit online at the training via mobile phone.
- Troop packets once the eForms are done.
- Training Guide goes page by page.
- **It's very important to go into detail:**
 - **Dynamics of a Direct Sale**
 - **How to calculate a Starting Inventory Order**
- Sign up list for volunteers for Delivery Day.



JIT Training Opportunities

Cookie Chats – Just in Time trainings as reminders of important or technical processes.

Topics will include:

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

These helpful webinars are:

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



Communication Plan

Timely and clear communications will help all of us be our most effective.

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



Cookie Central

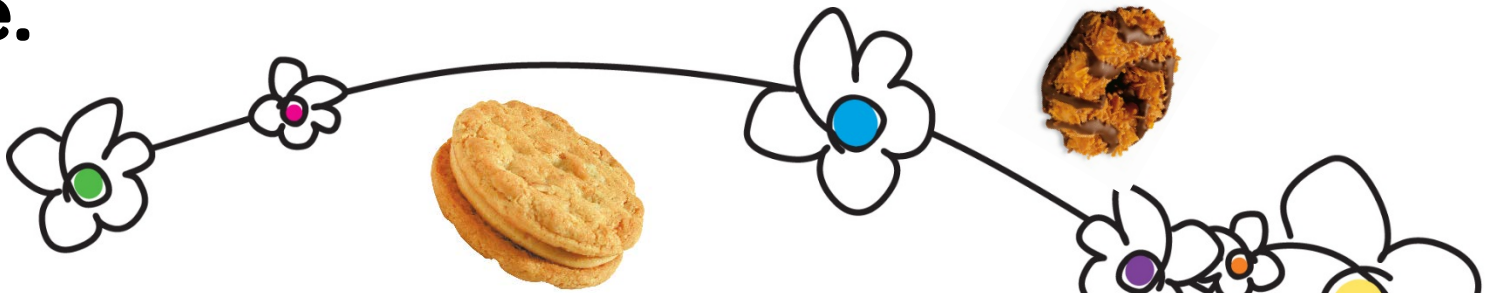


The place to go for info:

- *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*

eBudde Setup

- *TCC Agreement, ACH Debit Authorization, and a troop check (eForms) are required.*
- **Troops and most girls** (registered at Dec 1) **will** be in eBudde.
- **Council will import troop banking information on Dec. 18.**
- **TCCs verify their login, update the password.**
- **TCCs add other troop volunteers & assign a role.**



Boothing Procedures

- Shifts are generally 2-3 hours with shorter shifts on the first weekend.
- All boothing locations will be entered into eBudde as troops may only booth at sites listed in the Booth Scheduler.
- Troops cancel shifts they will not use.
- Hoarding is not good GS behavior.
- Troops may request “special sites” directly in eBudde.



Corporate Booths

High-rises in Downtown, Long Beach, Woodland Hills, Burbank and the Westside.

- *Application due Jan. 15; get it from Cookie Central*
- *Preference given to Cadette and above.*
- *Parents cannot usurp Council and take the site.*
- *Cookies may be delivered to booth site, depending on the site's ability to store them.*
- *Unsold cookies may be returned; troop's choice.*



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.

2 rounds BEFORE
SIO is due

Round #	Start Time		# Choices	End Time	
1	January 7	6:30 PM	3	January 8	6:30 PM
2	January 9	6:30 PM	+2	January 10	6:30 PM
3	January 11	6:30 PM	+4	January 12	6:30 PM
→ 4	January 15	6:30 PM	+11	January 16	6:30 PM
5	January 27	6:30 PM	Unlimited	N/A	N/A

Direct Sale Dynamics

1. Faster & easier!

this means more intense

2. Requires more inventory on hand!

customers buy more for instantaneous gratification

3. Girls need access to cookies at all times.

don't know what you will need, when

4. Envision what a walkabout will look like.

10 Thin Mints won't work

5. Cupboards WILL BE BUSY.

Save time—order enough cookies up front

6. Have faith in your girls.

you will sell lots of cookies



Starting Inventory Order

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

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

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

This is more than you think – 75%-80% of the total.

3. Cupboards open Wed, not Mon, after GO Day; DO NOT rely on them for SIO.

Decimate the cupboards & jeopardize the whole sale for all.



Troops' Starting Inventory Order

Troops should rely heavily on the Excel file.

They can be confident in their order because:

- 68% of our volunteers stated they had the right amount, or needed even more cookies last year.
- ACH Debit #1 is moved to after boothing starts.
- SIO return policy - up to 10 unopened cases.

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

TCC acceptance and support for a 75-80% SIO is CRITICAL, but SIO is still a RECOMMENDATION.

Starting Inventory Order

Returning Troops

STEP 1 - Enter your 5-digit troop #:		12345	SU: Peninsula						
Here is your sales data from 2015:									
	Boxes	Cases							
Grand Total # sold	3,740	311.7	46	# Girls Selling					
Less: # GOC sold	(77)	(6.4)							
Net Total # sold	3,663	305.3	2015 PGA 79.6	Contains no GOC					
STEP 2 - How many girls will participate in 2015:		16							
81		This is 75% of your expected 2016 sales.							
Suggested mix of cookies:									
Sav Sm	Trefoils	DSD	Samoas	Rah Rah	Tags	TM	Toffee	Total	
6	9	8	17	4	10	22	5	81	Cases
5	7	6	13	3	8	17	4	63	Boxes per girl
87		This is 80% of your expected 2016 sales.							
Suggested mix of cookies:									
Sav Sm	Trefoils	DSD	Samoas	Rah Rah	Tags	TM	Toffee	Total	
6	9	9	19	5	11	23	5	87	Cases
5	7	7	14	4	8	17	4	66	Boxes per girl
STEP 3 - Plan for your first ACH Debit. Will you order 75% or 80% as your SIO?									80%

New Troops

STEP 1 - Choose your girls' program age level:		Cadette							
STEP 2 - What Service Center do you work with?		Marina							
STEP 3 - How many girls will participate in 2016?		15							
147		This is 75% of your expected 2016 sales.							
Suggested mix of cookies:									
Sav Sm	Trefoils	DSD	Samoas	Rah Rah	Tags	TM	Toffee	Total	
11	16	15	32	8	19	41	5	147	Cases
9	13	12	26	6	15	33	4	118	Boxes per girl

1. Takes out GOC.
2. Returning (75 or 80%) or new troops (75%).
3. Gives you details so you feel comfortable with the result.

Goal Getter Cards

- **Girls will receive at SIO delivery, not training.**
- **Girls can track customer orders and contact information for call backs.**
- **Rewards displayed on the back of the card.**
- **Another “simpler” feature of a Direct Sale.**

[illegible]

2016 Girl Rewards

ALL REWARDS ARE CUMULATIVE

STARTING INVENTORY ORDER



Participation Patch
24+ boxes



Milk Bottle
Chalkboard Decal
50+ boxes



Cow Sack
90+ boxes



Delish'able Water Bottle
130+ boxes



Cookies n' Milk T-Shirt
160+ boxes



Delish'able Plush
200+ boxes



Big Ideas Journal & Slider
250+ boxes



Cookies n' Milk Apron
325+ boxes



Lunch To Go
400+ boxes



Fun Feet Villet Yarn Purl
May 7, 2016
"Girl's One Adult"
\$50 C/P Credit*
500+ boxes



Coleman Rechargeable LED Lantern
OR
\$65 C/P Credit*
650+ boxes



Coleman Sleeping Bag
OR
\$80 C/P Credit*
800+ boxes



EEEs 5000 in Disneyland
Ends 2/15/16
"Girls One Adult"
OR
\$100 C/P Credit*
1500+ boxes



American Girl Experience
Includes choice of one
"B" AS Doll
June 11, 2016
OR
\$180 C/P Credit*
1900+ boxes



Coleman 6 Person Dome Tent
OR
\$200 C/P Credit*
2000+ boxes



Kayak Day Trip to Catalina Island
OR
\$300 C/P Credit*
3000+ boxes



60C No Sew Patch
10+ boxes



Cookies n' Milk Backpack
270+ boxes



Cookies n' Milk Backpack
270+ boxes

*Camp/Program Credit

Girl Scouts of Greater Los Angeles www.girlscoutsofala.org

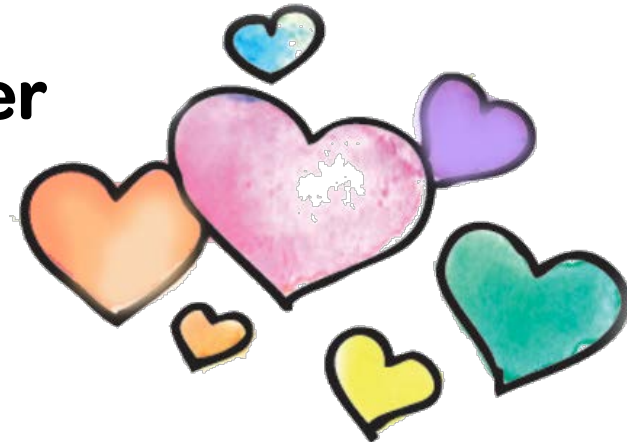
Sale begins January 24, 2016

SIO Return Policy

“Insurance policy” for Direct Sale

- Troops may return up to 10 whole cases.
- Feb. 8 – 12 only, at designated 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 75-80% SIO.

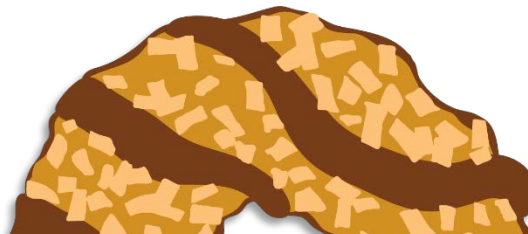


Review & Submit Troop Orders

5 minutes to submit the SIO:

We switched to a Direct Sale to simplify Cookies – this is part of it.

- **Use and discuss the excel SIO recommendation in December; get parent buy-in and consensus.**
- **Enter in the cookie order in whole cases by flavor.**
- **Troops SUBMIT their SIO by 11:30 p.m. on Jan 9.**
- **Each and every troop submits an order!**

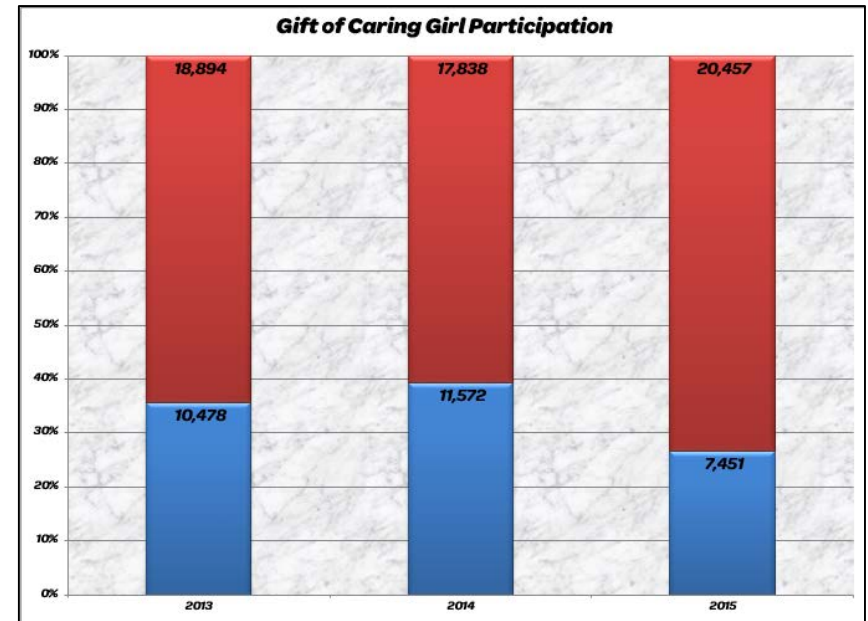
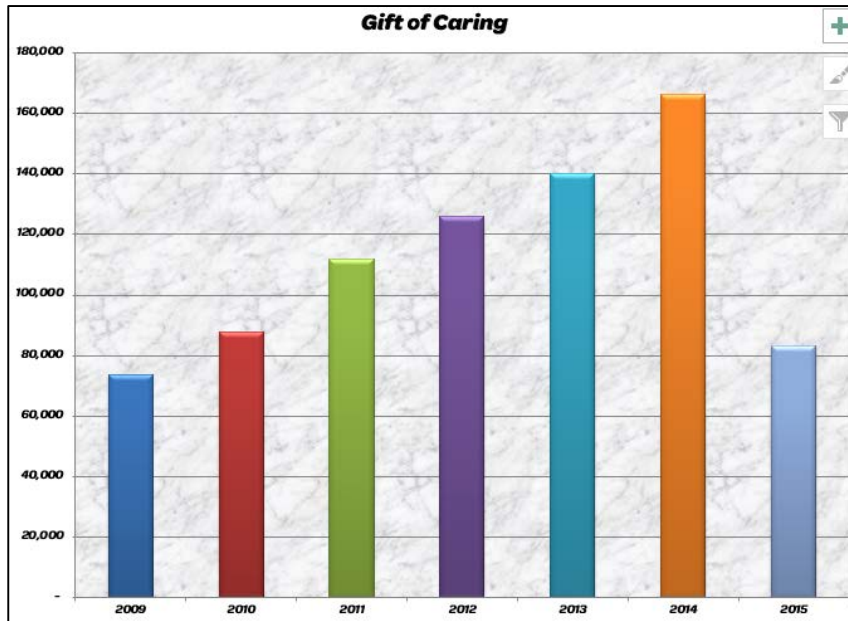


Starting Inventory Order Delivery

- January 21-24
 - Recruit a team to help ahead of time (Dads!)
 - Troops are scheduled 5-15 minutes apart to count and receipt each one.
 - Be on time for exact pick up time.
 - Verify your count of the cases, then sign.
 - Swap damaged cases with the delivery agent.
-  Deliveries will happen rain or shine! Be prepared!



Gift of Caring



- ***GOC sales fell 50%***
- ***GOC participation fell from 39% to 27%.***
- ***Means 73% didn't participate in GOC sales.***

Gift of Caring is a ninth item; it is your no excuse, fat-free, calorie-free, I'm on a diet-free product!

Gift of Caring

- ***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.
- How can we improve on the ***27% of girls*** that participate GOC sales?
- Set a troop and/or per girl GOC Goal to encourage participation.
- Reward levels are at 10/20/30 boxes.

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

Cupboard Guidelines

- **Most cupboards open Wednesday, Jan. 27**
(see Cupboard Calendar for complete schedule)
- **Troops may pick up from any cupboard.**
- **Please 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 for returns, exchanges and consignments.**
- **Damaged cookies may be exchanged at any cupboard, anytime.**

Troops and Direct Sales

“Money Mondays”



- Girls and parents should turn in to the Troop any monies collected from the prior week's sales.
- Supports the “promptly and frequently” mantra.

“Touch base Tuesdays”



- TCCs should check in with parents to see what their inventory is *before* going to the cupboard to pick up additional product.
- Troop may take back inventory that a girl can't sell to use for boothing.
- Plan out the upcoming week's inventory; make good decisions when ordering more cookies.

Accepting Credit Cards

- **Accepting credit cards helps focus on the multiple purchase customer so you won't lose volume.**
- **Self-service systems for troops to use what is best for them.** (e.g. Square, Sage, Paypal)
- **Accepting credit cards is *easy* and a useful tool :**
 - *If the troop prefers to not accept checks.*
 - *Customers not limited to the cash in their pocket.*
 - *Customers purchase more when they can use a card.*
 - *Credit cards increase sales by 25 boxes PGA.*
 - *Credit card readers must be linked to troop account.*



Debt Management

\$300 credit limit for bad debt per troop.

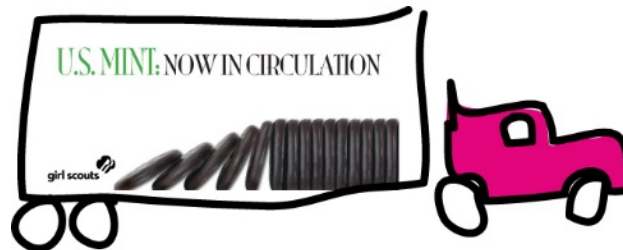
- *Does NOT mean families can only have 60 boxes at a time.*
- *Troop cannot ignore collecting (i.e. “they didn’t turn it in”).*
- *TCCs set expectations up front (Money Mondays).*

Troops responsible for fees caused by negligence.

- *Troop knows due dates and amount due.*
- *Cannot claim we took the funds without authorization, caused the NSF.*
- *Council can reduce the debit amount, but troop still has to make a payment on time.*

Deposits

- *Deposit all checks and cash together weekly, not one check at a time, or by girl.*



Wrap Up

What to look for:

- **Opt-out troops are Cadettes or above only.**
eBudde does not control it, but we enforce it.
- **All boxes have been allocated** (including opt-out troops).
two prices, not all boxes are the same.
- **Troops giving product enter T2T transfers.**
Do not duplicate to/from transactions.
- **Each troop must submit Rewards, even if they opt out.**
You can't opt out of patches, 500, & 1000.
- *SIO rewards are received with other rewards*



Wrap Up

How to submit the Rewards order:

- Review the Rewards order:

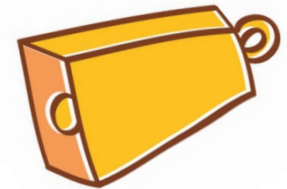
- **Sizes** for the 160-T-shirt.
- 500 **and above** choose recognition **or** program credit.
- Opt outs with 240 PGA might do better to opt in (\$15 cookie dough per girl vs. \$.10 per box).

- **Submit Rewards Order.**



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.



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
- 911 girls participated in 2015



Digital Order Card ~~1.0~~ 2.0

- GSGLA opted out of 1.0 and 2.0
- Very steep learning curve for troops, learning from others
- DOC will replace Cookie Club some day
- Our volunteers have said they really don't want it

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



National GS Cookie Weekend

February 26, 27, & 28

- *Mostly a national online social event “holiday.”*
- *Several SUs are planning serious walkabouts using the GRID technique introduced in 2015.*
- *Expect national media stories, segments on the morning talk shows. E.g. Today, GMA*
- *MarComm will repeat the “Golden Ticket” promotion to support your booths on Feb 27 via twitter.*
- *Troops need a booth reservation for Feb 27 to participate.*



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 6.**
- **Winners earn a pizza party for their troop.**



Cookie Retail Merchandise

Car Flag \$9.95



Stop Sign \$7.95



4 sided tablecloth sign \$11.95



Fun Patches!!!



Car Window Sign \$3.00



Rewards Order

- **Delivered to the SU in late April**
- **Packing slips provided. Troops must count and sign for their rewards.**

Updated financial policies require documentation.

- **Distribute to your girls promptly. They deserve their rewards.**





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