



girl scouts  
of eastern iowa  
and western illinois

# Cookie Connections

GIRL SCOUT COOKIE PROGRAM | 2023

# Where to find...

## About the Program

- The Five Skills page 4
- Benefits of the Cookie Program page 5
- The Cookies page 6
- Cookie Entrepreneur Pin page 7

## Getting Ready

- Webinars & Online Training Resources page 8
- How Much Will My Troop Earn? page 9
- The Family Cookie Meeting page 10
- Troop Rewards page 11

## Placing your Initial Inventory Order

- Calculating Initial Inventory Order page 12
- Logging in to eBudde page 13
- Placing the Initial Inventory Order in eBudde – 3 Easy Steps page 14
- Cookie Delivery page 15
- Working with Girls and Families page 16
- Distributing Cookies to Girls page 16

## Selling Cookies

- Ways to Sell Cookies page 17
- Digital Cookie page 18
- Setting up Digital Cookie page 19
- Digital Cookie Rewards page 19
- Digital Cookie for Troops page 20
- Setting up Digital Cookie for Troops page 21-22
- Discover Digital Cookie Links page 23
- Frequently Asked Questions page 24

## Inventory Management

- Cookie Booths page 25-26
- Cookie Cupboard page 28
- Pending Orders page 28
- Allocating Cookies in eBudde page 29
- Booth Sale Recorder in eBudde page 30
- Troop to Troop Transfer page 30
- Cookie Exchange page 31
- Rewards page 31
- Submitting Final Cookie Rewards page 33

## Finance

- Collecting Payment page 34
- Determining Council Payment/ACH page 34
- Return Policy page 35
- Problem Collection Forms page 35
- Returned Check Forms page 35
- Unpaid Debt Consequences page 35
- Contact Info and Resources page 36
- Key Program Dates page 38-39



# Welcome to the 2023 Cookie Season!

Without dedicated and generous volunteers like you, our girls wouldn't gain the valuable skills they need to be tomorrow's leaders. To support you in this mission, we have provided you with a step-by-step guide for the 2023 Girl Scout Cookie Program and contact information.

Girl Scout Cookie CEOs have the power to do amazing things. This guide will show you how to help your troop achieve their goal!



## About the Program

Started in 1917, when Girl Scouts in Muskogee, Oklahoma, did what Girl Scouts everywhere always do: take action to make their dreams a reality. The girls of Mistletoe Troop hit on the clever idea to fund their projects by selling cookies they made at home in their own kitchens. So simple—and so smart! Other troops took note, and the idea of Girl Scouts selling cookies took off.

Fast forward to today, more than one million amazing girls will sell hundreds of millions of packages of Girl Scout Cookies to support their mission of making the world a better place. But there's more work to be done—and more amazing experiences to be had—and we need everyone's involvement!

## The Cookie Program makes Girl Scouts *possible*.

When customers buy delicious Girl Scout Cookies, they're helping power amazing experiences for girls. Experiences that broaden their worlds, help them learn essential life skills, and prepare them to practice a lifetime of leadership.

Cookie proceeds stay local, which means after the costs of baking the cookies and program logistics (like transporting them!), 100% of the proceeds for each package is reinvested in Girl Scouts of Eastern Iowa and Western Illinois!



## A Cookie CEO's 5 Essential Skills:



### Goal Setting

Girls learn how to plan and aim for success



### Decision Making

Girls choose how to sell and how to use their funds



### Money Management

Girls learn how to be fiscally responsible



# How the Cookie Crumbles

## Where does the money go?

All proceeds stay in our local council!

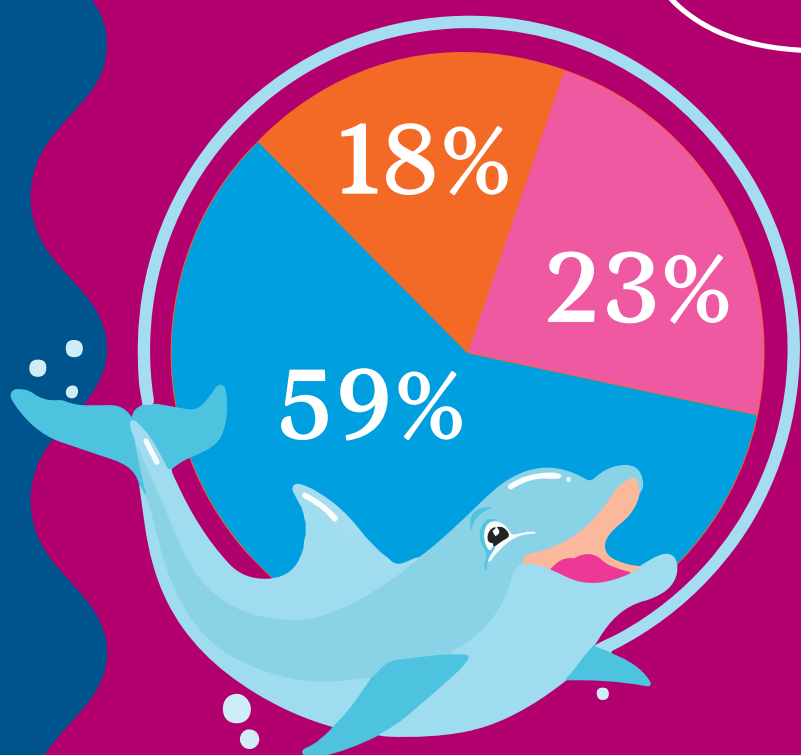
**18%** goes toward troop proceeds and girl rewards

**23%** goes toward the Girl Scout Cookie Program and baker costs

**59%** is invested in girls through programs, properties, volunteer support & training, financial assistance, and council services

## **So, what exactly does your Samoa or Thin Mint Do?**

- ▶ Supports troops' activities and service projects that benefit their communities
- ▶ Keeps Girl Scout Camp and other programming available and affordable
- ▶ Provides financial assistance so Girl Scouts is accessible for all girls



### **Business Ethics**

Girls learn the impact business has on the world



### **People Skills**

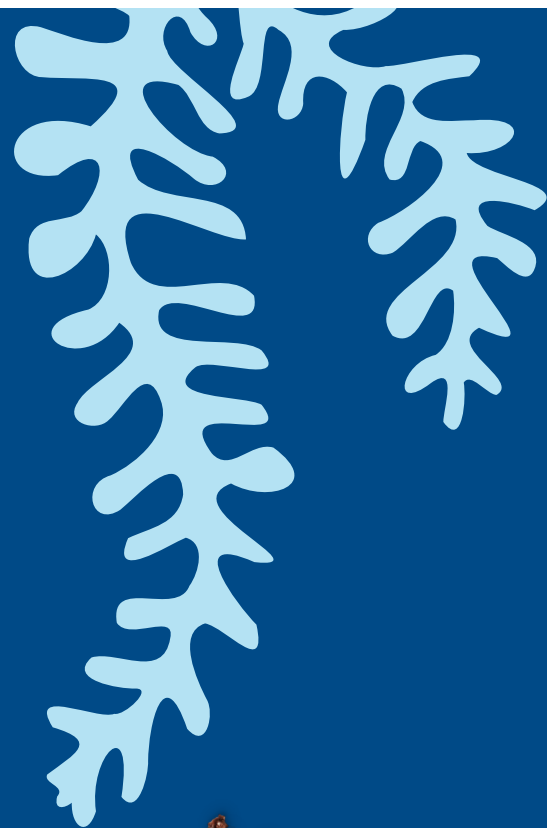
Girls learn how to approach and sell to customers

# Getting Ready!

We hope you're excited! As Troop Product Manager you do have a big role, but we truly believe the benefits of helping girls learn new skills and grow their confidence is just as big of a reward.

Your main responsibility is to oversee the Cookie Program for your troop. That means running what is known as a family cookie meeting, helping to set goals, assisting with inventory management, and distributing rewards. We also recommend visiting [GirlScoutsToday.org](http://GirlScoutsToday.org) for additional resources such as step-by-step tutorials. And of course, always feel free to reach out to your Volunteer Service Unit Product Manager—they are here to help you along the way!

Additionally, you'll receive the weekly email, Cookie Bites. This publication contains all the timely information you need, when you need it. We highly recommend that you read it through when it lands in your inbox for reminders, alerts, and inspirational stories to keep you going.



**Lemon-Ups** \$5



**Tagalongs** \$5



**Samoas** \$5



**Do-Si-Dos** \$5



## Skill building is more fun with family.



Bring the whole family together for tons of fun and learning with our Girl Scout Cookie Program pin collection!

Each Girl Scout grade level will have its own set of requirements to help families guide their Girl Scout as she runs her own cookie business. Girls can earn all 13 pins in the collection—one unique pin yearly as they participate. Learn more at [GirlScouts.org/EntrepreneurFamily](https://GirlScouts.org/EntrepreneurFamily).

## Cookie Badges

The Cookie Business badges are the best way for girls to develop business skills and learn to think like entrepreneurs as they run their own business. Earning a Cookie Business badge gives girls a chance to reach new heights and unleash their potential as they work together with their troop to achieve team goals. For more on all cookie badges and pins girls can earn, visit [GirlScouts.org/CookieBadges](https://GirlScouts.org/CookieBadges).

**Completed the steps and earned a badge?**  
**Badges can be purchased online or at a local Girl Scout Council shop.**

### Introducing: The New Raspberry Rally!

You asked and we heard you! We couldn't resist this flavor combo that packs a punch. We are proud to present our newest cookie Raspberry Rally! Thin, crispy cookies infused with raspberry flavor and dipped in chocolaty decadent goodness. These are only available online so get them while they are in stock!

### Why are they only available online?

It helps Girl Scouts learn about online shopping trends and build digital skills. It also lets us offer more flavors for you to enjoy without replacing customer favorites at booths.

**\$5**

**Online Only**



**Thin Mints \$5**



**Toffee Tastics GF \$6**



**Trefoils \$5**



**S'mores \$5**



# Online Training Resources

This year Girl Scouts of Eastern Iowa and Western Illinois will offer convenient training options that can be completed from the comfort and safety of your own home! All training resources can be found in gsLearn. Simply log in to MyGS and you will find everything in one place.

1. Complete all sections of the 2023 Cookie Program Training in gsLearn. Training will be available on gsLearn starting on December 12, 2022.
2. Fill out the Troop Product Manager Agreement form in gsLearn.
3. Log in to eBudde to set up your account.

## Cookie Materials

Cookie materials (order cards, envelopes, etc.) will be shipped directly to the Troop Product Manager! Materials will start to ship the week of December 12, 2022. If you are short on items, please contact your Service Unit Product Manager.

## Cookie Service Unit Meeting

Your service unit will hold a cookie meeting in December or January. It is very important to attend this meeting to hear about service unit specific information such as delivery, cookie rally, not to mention to pick up a sample box of the new Raspberry Rally cookie to share with your troop!

## Cookie Bites Online Newsletter

Starting January 11, 2023, we will be sending out Cookie Bites, a weekly online cookie newsletter with tips, reminders, trainings, and other tidbits to help you along the way!

## NEW this year: Just in Time Trainings

Who couldn't use a little eBudde refresher a few weeks after your complete online cookie training? In 2023, we will be including brief online training videos weekly with Cookie Bites and on social media on topics relevant to the timing of the program.

Complete Training Online (Avaliable December 12)

You will complete the online training in gsLearn. Cookie training will consist of:

A required section on the Cookie Program for all troop leaders to complete in December.

A required section on troop finances for all troop leaders to complete in January.

*Optional training sections for new troop leaders will also be included to be complete in January.*

# How much will my troop earn?

Troops earn a minimum 65¢ per package sold. Cadette, Senior, and Ambassador Troops who opt out of rewards for higher troop proceeds earn 75¢ per package sold. Troops that opt out of rewards will still qualify for all patches, troop PGA T-shirt reward, Troop Adventures, Program Credits and the Super Seller Club rewards.

## Proceeds Bonus

Troops have the opportunity to earn an additional proceeds bonus per package sold if they reach a certain per girl average (PGA) for the Cookie Program. Take the total number of packages sold by your troop, divided by the number of girls selling and plug that into the chart to figure out how much your troop will earn per package sold. You can also find your troop PGA in eBudde on the total sales report or the final rewards page – already calculated. Girls not selling do not count toward your troop PGA.



Per Girl Average	Rate Per (PGA) Package	
	<i>With Rewards</i>	<i>Opt Out Of Rewards</i>
1 - 249	\$0.65	\$0.75
250-299	\$0.70	\$0.80
300+	\$0.75	\$0.85



# Host a Family Cookie Meeting

Family Cookie Meetings are critical to the success of the program! They help provide a foundation of understanding and agreement for both volunteers and families. We recommend hosting a meeting 1-2 weeks before the Cookie Program start date. At the meeting, Girl Scouts and their families come together with their Troop Leader(s) to talk about the upcoming Cookie Program and discuss their goals, share best methods for staying in contact (i.e. text, phone, email), and agree on roles and responsibilities.

The Cookie Program differs for troops based on level and experience. Because of this, you can find Cookie Program Family Meeting Guides for each Girl Scout Level!

## Each guide contains:

- **A meeting agenda**
- **Tips on holding virtual meetings**
- **Safety tips**
- **Ways to sell cookies**

You can find a link to your level-specific Family Meeting Guide at [GirlScoutsToday.org](https://www.girlscoutsofamerica.org/girlscoutstoday.org) under "Cookies+" and "Resources for Troops".

## Calling all Cookie Captains!

Cadette, Senior, and Ambassador Girl Scouts can complete online training to become a 2023 Cookie Captain! Cookie Captains are experienced cookie sellers who can use their expertise to assist at rallies, troop meetings, and cookie booths. They can even earn extra program credit by participating! Find out more at [GirlScoutsToday.org](https://www.girlscoutsofamerica.org/girlscoutstoday.org)!

- Review the Cookie Program permission form and the Family Guide (received in the mail) and open the meeting up to questions and clarifications.
- Discuss all methods of selling – which methods work best for the troop and families.
- Share the Girl rewards on the flyer with the girls (you know they're excited!).
- Discuss volunteer opportunities with parents/guardians such as initial order pick up, cookie sorting, and cookie booth supervision.
- Share important dates and review the program calendar.
- Share cookie rally information.
- Establish a cookie calendar of when orders will be due and when cookies will be available for pick-up.
- Log in and discuss Digital Cookie.
- Discuss the initial inventory order – how will the troop's initial inventory order be placed? How many cookies would each family like to start with? Is there a specific amount?
- Discuss the Family Entrepreneurial Pins. These make a great addition on the front of uniforms!
- Discuss the Cookie Badges! Talk about how the troop can work together to earn them.



## Troop Rewards



## Troop T-Shirt

### 300 + Final Troop PGA\*

If your troop achieves a PGA (Per Girl Average) of 300 packages or more by the end of the Cookie Program, all girls selling PLUS two volunteers will receive a troop t-shirt!

\* Troops that qualify will need to place a reward order in eBudde.

## Troop Adventure

### 500 + Final Troop PGA

If your troop achieves a PGA (Per Girl Average) of 500 packages or more by the end of the Cookie Program, your troop earns a ticket for each girl selling plus two chaperones for a Troop Adventure of your choice! Troops will determine the dates and times of travel and will be responsible for transportation to and from the activity as well as food.

Troop Adventure location must be chosen by June 1, 2023. If your troop qualifies, a member of council product program staff will reach out to you to with details.

### Instant Rewards:

Rewards for the 110+ and 185+ are included with the cookie materials mailed to Troop Product Managers! See page 31 for more information.

## "Clicker" the mini dolphin Clip

### 200+ Initial Cookie Order Troop PGA\*

If your troop achieves a PGA (Per Girl Average) of 200 packages or more on the Initial Order, all the girls that placed an initial order will earn a "Clicker" the mini dolphin clip! The clips will arrive with the rest of the rewards upon completion of the program.

The number of packages on your initial order divided by the number of girls selling on the Initial Order gives you the PGA – you can also check if you qualify on the Sales Report Tab in eBudde. You will find your Initial Order PGA on the report. If it is 200 or higher, your troop qualifies!



Represent your business by wearing this gear when you are out selling cookies or running a booth!

### Adventures to choose:

- Capri Mani/Pedi Day – Davenport, Cedar Rapids, Waterloo, Dubuque, IA
- National Mississippi River Museum and Aquarium – Dubuque, IA
- Lost Island Water Park – Waterloo, IA
- Speedeez Indoor Karting – Cedar Rapids, IA
- Dragon's Lair Escape Room – Cedar Rapids, IA
- Shedd's Aquarium – Chicago, IL
- Niabi Zoo – Coal Valley, IL
- Hucks Harbor – Burlington, IA

## Existing Troops:

Your expected sales will be based on last year's total sales and the number of girls you will have selling. The cookie calculator will help you estimate your order.

We recommend that you order 75% of your expected sales; however you can order any amount you are comfortable with selling.

## New Troops:

**Use the Cookie Calculator** for new troops to help you to estimate your order.

Don't be afraid to ask an experience volunteer or the product sales team at Girl Scouts if you have further questions about what to order.

## Cookie Variety Recommendations

We have 9 varieties of cookies in the lineup. Here are some suggested percentages to use when calculating your Initial Order varieties:

**Thin Mints 28%**  
**Samoas 19%**  
**Tagalongs 15%**  
**Adventurefuls 11%**  
**Do-Si-Dos 7%**  
**S'mores 7%**  
**Lemon Ups 6%**  
**Trefoils 5%**  
**Toffee Tastics 2%**



# Calculating Your Initial Inventory Order

## Let's get right to it—how do I get my cookies?

With the eBudde online platform, it's easy to manage cookie inventory, find your delivery location, and transfer cookies to/from other troops.

## Why does the initial order matter?

Placing an initial order helps your troop(s) have the inventory they need on hand for Cookie Go Day. The Initial Inventory Order is your troop's starting inventory. Working with your girls and their families on planning can help reduce the chances of running to a Cookie Cupboard for large-quantity pick-ups!

## How much should I order?

Our recommendation for the initial inventory order is 75% of your troop's expected sales for the 2023 Cookie Program. New troops would order 75% of the average sales of your level the previous year. Troops can use the Cookie Calculator on GirlScoutsToday.org to help decide what to order. These cookies are not returnable to council, so order wisely. All cookies are paid for by the troop bank account.

## What is the Per Girl Average?

During the 2022 Cookie Program, Girl Scouts in our council sold an average of 229 packages per girl; we encourage Girl Scouts to start there with their 2023 goal. Some choose to sell more or less, but girls who reach the 229 package goal will experience every benefit of the program. From trying different methods of selling to achieving some amazing prizes!



Remember, if your troop achieves a PGA (Per Girl Average) of 200 packages or more on the Initial Order, all the girls that placed an initial order will earn "Clicker," the mini dolphin clip!



# Logging into eBudde

You will use eBudde to place the troop's Initial Order, track girl orders, order initial and final rewards, order additional cookies, and schedule cookie booths. We highly recommend you download the eBudde Troop App Plus – you can now do anything on the app that you can do on eBudde!

## Setting up your eBudde account

### Step One:

#### Log In

Each user will get a welcome email from eBudde that has a unique link for logging into the system for the first time. This link is unique to you, and cannot be used by others.

- ▶ User receives "welcome email" with login link.
- ▶ Remember to check your junk folder. Click on the link. This link expires in 48 hours and is unique to you.
- ▶ At the password screen, enter and confirm personal password.
- ▶ At the profile screen, enter same personal password that you used in Step 3.
- ▶ Also review/enter all additional information.
- ▶ Write your new password on page 36 of this book.
- ▶ Enter Little Brownie Cookie Tech Portal system— select eBudde from the list.
- ▶ You will be able to update your contact information from the Cookie Tech Portal screen.
- ▶ Confirm account update via email link.

### Forgot Password?

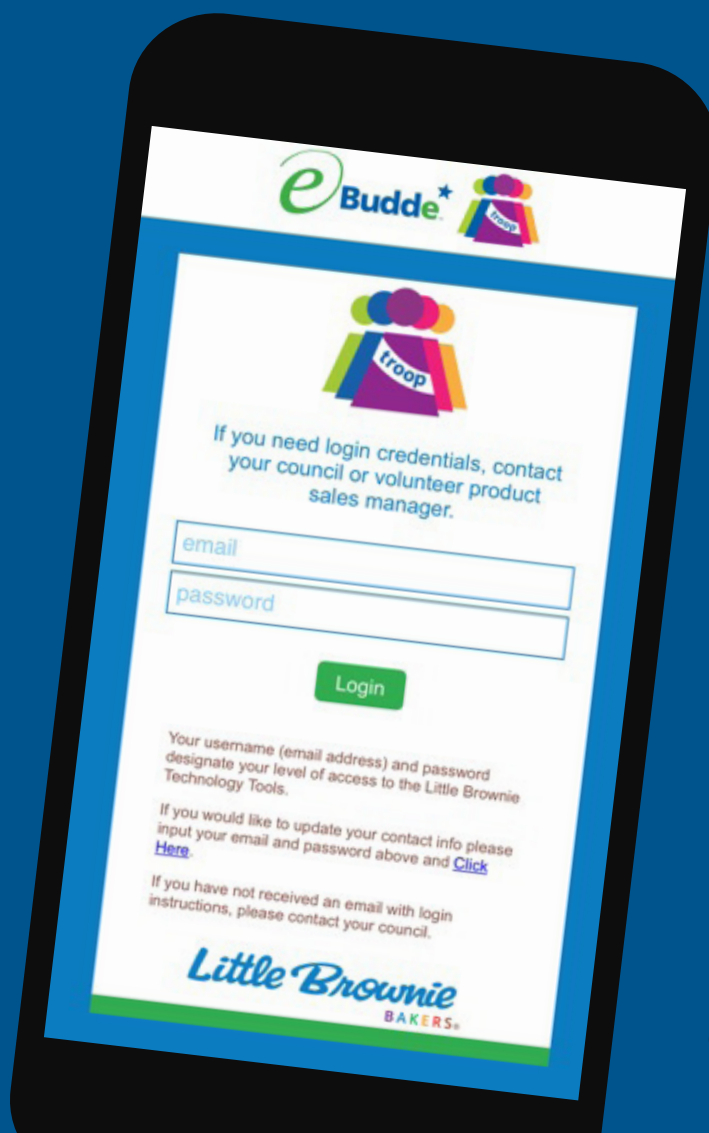
- ▶ Go to [cookieportal.littlebrownie.com](http://cookieportal.littlebrownie.com)
- ▶ Click "Forgot your Password".
- ▶ Enter Email and click "send me reset password" in instructions.
- ▶ You will get an email with a new password link.

### Update Information:

- ▶ Click the Contacts tab.
- ▶ Click Edit next to your contact information to update your personal information as needed.
- ▶ You can now enter your GSUSA ID. Click "Update my preferences" to update your information.

### Email Caregivers

Troops can email their girl's primary caregiver on the contacts tab. Click the "E-mail Care givers" button.



# Setting up your eBudde account

## Step Two:

### Set up your troop

Click the Settings tab and Edit Settings button.

- ▶ Enter your troop's goal in packages.
- ▶ Make sure the age level is correct.
- ▶ C/S/A Option Only: Check no rewards/ additional proceeds if your troop is opting out of rewards for higher proceeds.
- ▶ Scroll to the bottom of the screen and click Update.

*NOTE: The number of girls selling and registered is automated.*

## Step Three:

### Confirm Registered Girls

- ▶ The Menu Bar provides additional support for you in eBudde. Here you will find a link to the new cookie calculator. The cookie calculator is a helpful tool that allows you to calculate the selling prices of cookie varieties.
- ▶ On the Girls tab, which is locked, you can view all the girls registered with your troop.
- ▶ This will continue to be updated throughout the sale.

Only girls with cookies assigned to their name in eBudde will count as selling and used to calculate your per girl average (PGA).

- ▶ If there are girls missing, first check your roster via your My GS account to ensure they are registered. Only your council can verify registration status and update eBudde.

# Placing the Initial Inventory Order

## in eBudde

### 3 Easy Steps!

## Step One:

### Entering the Initial Inventory Order

eBudde allows you to place your initial inventory order by individual girl\*, booth sales, or the entire troop. You can place your order one way – or all three! To order cookies by Individual Girls:

- ▶ Go to the Initial Order tab. Click on each girl's name.
- ▶ At the bottom of the screen, tab through each column and enter total packages by variety
- ▶ Click the OK button on the bottom right.

**\*IMPORTANT:** If you do not have cookie orders by individual girls, that's OK! Many troops will place a troop Initial Inventory Order for the entire troop and will distribute the cookies to the girls at a later time. If you are planning on ordering enough cookies to reach a PGA of 200 packages, you will need to order at least one package of cookies for each girl that will be selling cookies, then enter the rest of the troop cookie order under Booth or Other. This will ensure that eBudde will order a dolphin clip for each girl selling. Digital Cookie orders DO count.

### Ordering Cookies in the Other or Booth column:

- ▶ Go to the Initial Order tab.
- ▶ Click the Others or Booth line
- ▶ Enter the number of cookies by package – NOT case. There are 12 packages per case.
- ▶ Your Initial Inventory Order will be rounded up to the nearest case.
- ▶ Remember: Cookies ordered for booths on the Initial Order are not eligible for return.



## Step Two: Confirm Initial Order Rewards

If your troop ordered a PGA of 200 or more (check the Sales Report Tab in eBudde), you will submit an initial rewards order.

- ▶ On the "Rewards" tab, click "Fill Out" next to "Initial Reward Order".
- ▶ Each girl that was assigned cookies could be listed as receiving a reward.
- ▶ If a girl is not listed, you must go back to Initial Order and assign at least one package of cookies to each girl.
- ▶ Review and click "Submit" to submit the troop's initial order rewards.
- ▶ Click "OK" in the pop up box to confirm your submission.

## Step Three: Confirm Delivery Station

You must confirm your delivery station in eBudde. Your Service Unit Product Manager will confirm your delivery location.

- ▶ Go to the Delivery Tab.
- ▶ Click who is picking up the order.
- ▶ Click if you will be picking up for more than one troop.
- ▶ Choose your delivery station.
- ▶ Choose pick up time and lane – if applicable.
- ▶ Click Submit My Information button at the top.
- ▶ The system will confirm your submission. You can click View Confirmation and print this page for delivery pick up submission.

**Reminder!**  
Cookie Delivery:  
February 11, 13-16

### **Each delivery site is a bit different, but here are the basics:**

Arrive at your assigned or chosen time. Volunteer pick up times will be spaced out to allow for safe pick up.

Arrive no earlier than 15 minutes prior and make sure your entire party is available. Please notify the station worker if you have multiple vehicles.

Use vehicles large enough to hold all of your cookies at once. When you choose your delivery site in eBudde, you will see guidelines for the size of vehicle you will need to pick up all the cookies in your initial order.

Cookies will be counted and loaded into your vehicle by volunteers on site. If you need to exit your vehicle, please be considerate of others.

You should be given a receipt for the cookies you pick up. Make sure you sign it and return a copy for your records. If you are not given one, ask for one.

Contact your Service Unit Product Manager right away if:

- ▶ Your troop misses cookie pick-up due to an emergency.
- ▶ If you get home and find there is an error with your count.

# Working with Girls and Families

The best part of being a Troop Product Manager is that you work with girls directly on achieving their goals and developing smart business skills. The Girl Scout Cookie Program is no joke when it comes to training girls with the essentials, but sometimes tough decisions go along with running a business. Managing their inventory, knowing when to pass that inventory along to another girl or troop, and seeing if a girl is capable of taking on additional inventory is a large part.

## Some tips for coaching girls (and families) along the way:

Share your own experience. This can be from when you were a Girl Scout selling cookies or something you had to do at your job. Girls can see the connection between their Cookie Program experiences and their future careers.

Hold a weekly Cookie Round-Up on the weekends with families so that everyone is kept in the loop during the sale. This could be anything from hosting a Google Hangout, to simply asking everyone to text you on an agreed upon day of the week.

Assist in moving inventory between girls. With your eagle-eye view, you'll know the best connections to make between families to get everyone to her selling goal.

## Distributing Cookies to Girls:

### Follow the list below to ensure successful deliveries to the girls and families!

Notify parents of the date, time, and location they can pick up their order. Give yourself enough time to get home, unload the cookies, and prepare the orders.

Sort all cookies and orders before you let any parent pick up cookies. This will help you identify a problem with your order before anyone picks up cookies.

Prepare cookie receipts for each girl. When parents pick up, have them count and verify their order. Complete a receipt for every cookie transaction.

Provide each girl with a money envelope with their balance and money due dates. Remember, parents are responsible for all cookies for which they sign. Write a receipt each time cookies or money exchanges hands.

Keep receipts in a safe place with the permission forms!

If you have a girl who lives in multiple households, be sure that she picks up her separate orders.

You should start collecting money from the girls for their initial order within two weeks of delivery.

Collect any additional cookie cupboard orders from your girls so you can pick up their orders. Cupboards open the week of cookie delivery. You can check eBudde for dates and times.

## Cookie Walkabout

No specific date this year is planned for Cookie Walkabout. Complete a Walkabout during the cookies in hand phase of the sale and girls will earn a Walkabout Patch. This is a great opportunity to visit customers you might have missed earlier — or to revisit customers who need to restock!



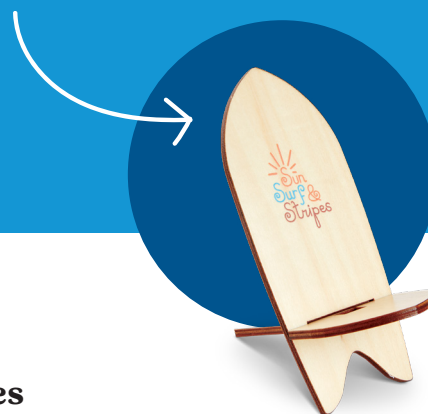
# Care to Share

Girl Scouts have a long tradition of making the world a better place and knowing the importance of community service and the value of giving back! During the Cookie Program, this can be achieved through our Care to Share program.

Care to Share encourages girls to ask customers/ businesses to donate as little as \$5 so cookies can find their way to men and women serving in the military through a council-sponsored program called Care to Share. Cookies purchased go directly to Iowa's Bravest and Soldier's Angels, military support organizations that send care packages. Cookies may also find their way to local community organizations like first responders.

What a sweet deal! Encourage customers to buy one package of cookies for themselves and another to give - through the Care to Share program. Girl Scouts of Eastern Iowa and Western Illinois facilitates the delivery of cookies purchased through this program. In 2022, Girl Scouts of Eastern Iowa and Western Illinois collected donations of 26,032 packages of cookies for the Care to Share program!

Girls who sell 15 or more packages earn the Gift of Caring patch, and those who sell 50 or more receive a Paddle Board Stand!



## Ways to Sell Cookies

### Door to Door Sales

Hand out the door hangers to the girls that came with the cookie materials. Girls can leave them for customers who are not home to contact them later!

If you run out, check with your local office, Service Unit Product Manager, or you can print more at [GirlScoutsToday.org](https://www.girlscoutsofamerica.org/girlscoutstoday.org).

Remember that Girl Scouts should respect areas that have "no solicitation" signs.

Daisy, Brownie and Junior Girl Scouts must be accompanied by an adult when selling.

### Order Taking Sales

Girls can take orders from customers before the cookies arrive. Have neighbor's who are itching for some Thin Mints? Get their order right away and deliver them when the cookies arrive. Order taking sales can take place during the entire sale.

### Online Sales

NEW this year Raspberry Rallies will be available for customers to order for online shipped orders only! Available while supplies last.

Girl Scouts can advertise their online cookie sales on social media sites to friends and family (such as Facebook and Digital Cookie). Girl Scouts may also advertise their cookie sales on social media through SAFE community sites (such as schools, churches, neighborhoods, etc). Posts on behalf of a Girl Scout should be girl-led and encourage girls being the ones to complete the sale.

Due to GSUSA safety guidelines, Girl Scout Cookie sales cannot be posted to social media "for sale" sites open to the public (i.e. Craigslist, Amazon, eBay, garage sale/Nextdoor/marketplace-type sites).

### Virtual Booth Sales

Create an event on Facebook and invite customers to purchase cookies through the troop Digital Cookie Link- they can pay with their credit card! Set up a contactless site for customers to pick up the cookies OR offer contactless delivery.

# Ways to Sell Cookies Continued

## **Workplace Sales**

Girls may leave an order card at a parent workplace, with employer permission.

Girls should play an active role in the sale by creating a display or marketing piece with the order card as well as help with distribution of orders and collection of payment.

Some companies may also be interested in purchasing cookies as gifts, making charitable contributions to the Care to Share Program, or matching collected donations.

## **Cookie Partner Program**

Troops that join the Cookie Partner program will have the opportunity to partner with local businesses that are interested in purchasing Girl Scout Cookies! GSEIWI will have a list of area businesses that are interested in participating in this program. For more information, visit [www.GirlScoutsToday.org](http://www.GirlScoutsToday.org).

## **Drive-Thru Booth Sales**

Contact local businesses about setting up a drive-thru Cookie Booth sale in a parking lot. This could include churches, schools, gas stations, etc. Make sure you find a safe location away from heavy traffic.

## **Troop Sponsored Cookie Booths**

These are booth locations set up by the Troop Product Manager or Troop Leader.

Contact your local businesses, churches, schools or events. Think outside the box!

Enter your cookiebooth in eBudde to be included in the Cookie Finder.

## **GSEIWI Sponsored Cookie Booths**

Commercial booth locations have specific dates and times secured by GSEIWI.

GSEIWI has made a commitment to these locations that Girl Scouts will uphold the Girl Scout Promise and Law, to follow site rules and be on their best behavior.

## **Mobile Sales**

Mobile sales involve selling Girl Scout Cookies in a public space while moving about (i.e., selling from a cart, wagon, or sled) They can happen any time during the Cookie Program, and do not need council approval.

To make things even easier for customers, girls can download the Digital Cookie mobile app and process customer payments using credit cards!

# Digital Cookie for Girls

Did you know that girls who use the Digital Cookie platform sell, on average, 3 packages more per order than they do with in-person businesses? In fact, Girl Scouts who paired Digital Cookie with traditional sales on average sold 76% more cookies than girls who did not sell cookies online at all. Needless to say, Digital Cookie is the perfect tool to help your girls run their 21st century cookie business!

Through the Digital Cookie platform, girls can conduct credit card and online transactions, reach out to potential customers, and track their progress digitally. Best of all, you can customize the way Girl Scouts learn and earn, using technology in new and engaging ways, all while earning cool cookie business badges along the way!

So where should you start? We know your troop is probably full of go-getters and leaders, but with varying levels of technological and internet experience. Here are some tips for your girls to be successful with Digital Cookie and use the platform to its full potential. Round up your Girl Scouts, put your #cookieboss hats on, and let's dive in!





## Setting up your Digital Cookie Account

(The account must be set up via a desktop computer and not the app).

### 1. Register

To set up and to use the Digital Cookie platform, girls should keep an eye out for the registration email, coming on January 11, 2023. Emails will be sent to all registered members.

### 2. Set up your site

Girls can set goals, share cookie stories and upload a fun picture or video.

### 3. Invite your customers

Manage your cookie customer list and easily send ready -to-use emails. Girls can also promote through a personalized cookie site link on Facebook with friends and family.

### 4. Track your goals

See how close you are to reaching goals by tracking the numbers of packages sold online and orders placed, as well as sales by delivery type and cookie variety. Girls can even add their offline sales to track their total progress.

\*Troop Product Mangers will still enter the initial order and rewards in eBudde.

## Digital Cookie Rewards

Girls who sell 75+ packages will receive a Cookie Techie patch



Girls who sell 150+ packages will receive a Kayak Pouch



Girls who sell 250+ packages will receive a pair of Sunglasses



## Notes

Girls can use the Digital Cookie app to take in-person credit card payments for cookies in hand or for shipped orders! Troops will need to order and fulfill any girl delivery orders – this includes the initial order and orders after the initial order. Girls can add offline sales to Digital Cookie to track their total sales.

Note that offline sales entered by the girls are not entered by variety.

Reminder that the NEW Raspberry Rally cookies are available for shipped orders only and are available for a limited time.

Girls who send out at least one email and have at least one online sale January 13-15 will be entered into a drawing for one of 20 awesome Cookie Mobile signs!

The drawing will take place January 17th.

## Digital Cookie for Troops

Digital Cookie isn't just an important sales tool for girls in your troop, it can be used to enhance Cookie Booth experiences and boost overall troop sales! The first step is to set up your troop account in Digital Cookie. Troop Leaders will receive their registration email by January 9th, 2023.

Troops will be able to set up a Digital Cookie link for customers to purchase cookies directly from the troop! This troop link will be connected to GSUSA's Cookie Finder app, and troops will be able to accept direct shipped and donation orders.

Troops can also use the Digital Cookie app to accept safe, contactless online payments from customers at booth sales –at no extra cost for the troop.

Troops will be able to schedule cookie pick-ups for customers through Digital Cookie for cookie booths they have scheduled in eBudde.

Troop Product Managers will be entered for a prize if their troop Digital Cookie link is created by January 24th, 2023.

# Setting up the Digital Cookie account for Troops



## **Step One:**

Watch for your registration email (January 9th, 2023) from the Girl Scout Cookie Program (email@email.girlscouts.org)

## **Step Two:**

In the email is a “Register Now” button to take you to the Digital Order Card registration site. Simply click that button!

## **Step Three:**

Once you click the link, you’ll be on the Digital Order Card site. You’ll need to create your password.

## **Step Four:**

Use your new password to log in. Remember to use the same email address where you received your registration email.

## **Step Five:**

If you are also the parent of a Girl Scout under 13 and parent registration is open, you will then watch a quick “Safe Selling for Smart Cookies” safety video. Note you can’t proceed any further until you have viewed the video.

## **Step Six:**

Read and accept the Terms and Conditions-Volunteer. If you are also a parent, you will need to read and accept the Terms and Conditions for parents when parent access opens.

## **Step Seven:**

If parent registration has opened in your council and you are also a parent of a Girl Scout under 13, you will see the girl pledge appear. If parent access has not opened, you will see it appear on your next login once parent access begins. See the “Site Registration” tip sheet for more information on the pledge.

## **Step Eight:**

If you have roles in addition to Troop Leader, you will be taken to a “role selector” screen once parent access opens, which may be a week after your volunteer access. Once parent access has begun, if you have additional roles and aren’t taken to this screen OR all of your roles do not show up on the drop down, please contact your Girl Scout Council for assistance.

## **Step Nine:**

Each time you login, you can indicate what role you want in order to get to the correct homepage.

# Digital Cookie for Troops

## Troop Dashboard Tab

Troop links allow you to use the Digital Cookie app to process payments at booth sales with NO FEES and to take orders from customers at the troop level instead of girl level. If set up the URL's and other links are available here. You will see the zip code chosen as well as the troop site lead. If not set up, the START button will be visible.  
(Please see page 23 for details on how to set up the troop links.)

## My Troop Delivery Orders

This will let you know if any girls in the troop have delivery orders that need to be approved.

## Troop Online Sales and Marketing

Allows you to see metrics for how your troop is doing in sales.

## Reports

You will see a number of reports you can pull including data, initial orders, and virtual cookie badges.

## Orders Tab

Allows you to look up orders for anyone in your troop.

## My Troop Tab

Shows the information about the girls listed with your troop. It shows whether they have set up their site or if they have any orders that need to be approved.

## My Troop Orders Tab

Allows you to see any orders that come in through your troop cookie link, including pick up, delivered, or completed (shipped or donated orders).

## Virtual Booths

The virtual cookie booths are the pick up booths – this allows customers to order cookies through the troop link to be picked up at an actual troop cookie booth location. You can find tip sheets and more information on how to do this on GirlScoutsToday.org under troop resources and Digital Cookie.

## Notes:

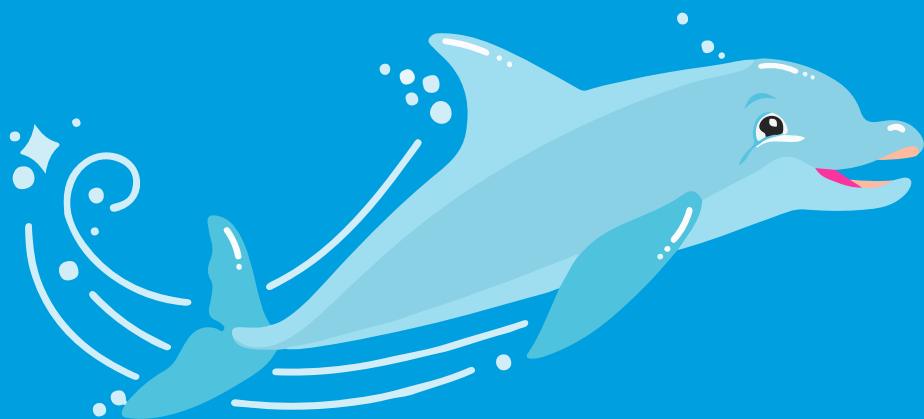
Online Shipped and Donated orders will show automatically in eBudde – you will be able to see the order and the payment in both the girl orders tab and the Sales Report. Girl Delivery orders must ALWAYS be added to eBudde by the troop product manager.

You will see payment only reflected in eBudde on the girl orders tab- which shows as a negative balance. Once you add the cookies to eBudde, the balance will even out.

### More Information about Troop Links

Troops who set up troop link by January 24 will go in for a live drawing the next day!

You can also navigate to your other roles at the top of all of your screens using the “Select a Role” dropdown.



## Discover Digital Cookie Troop Links

Your troop can work together to reach troop goals in new ways, using your Digital Cookie Troop Links.

Here's how:

When you set up your Troop Link site, there will be two links you can use. These links will let your troop reach new customers in your local community and beyond. Use the information below to decide how troop links can work for your troop.

### **Link One: The Troop Cookie Link**

This link does it all! Customers can order cookies for local delivery by girls in your troop or have cookies shipped. For local sales within your troop's delivery area, customers place their order, and the troop delivers the cookies to the customer's address with support from an adult.

The troop can also use this link to take preorders that allow customers to pre-pay and pick up at a troop designated location. This designated location could be an existing cookie booth, a drive-through location or another public location designated by the troop.

### **Link Two: The Troop Shipped Only Link**

Use this link when selling outside of your troop's delivery area in the community. Customers can purchase cookies that are shipped directly to a recipient or donated to your council's cookie donation program and credited to your troop.

Once your troop sets up this link, it will be connected to the Girl Scouts of the USA Cookie Finder and customers from anywhere could end up using your direct ship link to buy cookies that support your troop. The great news-there is nothing additional to do...cookies are shipped directly to the customer, and the troop shares the sales with all the girls in the troop at the end of the season.



# Frequently Asked Questions

## What about girl Digital Cookie links?

- ▶ Girls should still use their individual links to promote to their customers. Troop links are just another way the troop can work together towards their goal, reach new customers, and track their progress.

## Can we decide to use the links later?

- ▶ The links are available for your troop to use at any point once your troop sets up their troop site and your council is selling cookies.

## Do we need these links?

- ▶ That is up to the troop! You don't have to use troop links; they are just an option giving troops and girls more choices for how they run their business and safely connect with customers as a team. If your troop wants to broaden their reach beyond individual girl's sales, you can leverage the Troop Cookie link.

## When will my troop begin receiving sales generated from the Girl Scouts of the GSUSA Cookie Finder?

- ▶ The Troop Ship Only link will appear on the Girl Scouts of the USA Cookie Finder starting February 18, 2023. However, your troop can begin to use both links as soon as you set up your troop link site.

## What now?

Here are some ways to get started:

- ▶ Share this information with your entire troop of girls and volunteers! Find a troop volunteer who can serve as the Troop Site Lead and manage the trooplins site with leadership from the girls. Ask the troop for ideas on how to use these links in ways they wouldn't use their personal link.
- ▶ Don't forget to say thanks! Having girls design thank you notes that can be included with their troop delivered/picked up orders is a great way to get repeat customers your council will provide additional details on setting up the troop site, using the pickup and delivery functions and reporting.



# Council-Sponsored Cookie Booths

There are now THREE different types of booth sales you can schedule: council sponsored, troop sponsored, and virtual! Girl Scouts of Eastern Iowa and Western Illinois has booth sale agreements with area businesses. These booth sales are set up by the council staff and locations are listed in eBudde for your troop to sign up.

## Finding Council-Sponsored Booths

Starting January 13, you can find a list of participating sites in eBudde.

- ▶ Click the "Booth Sales" tab.
- ▶ Click "Free Slots" button.
- ▶ Fill in your specific search criteria.
- ▶ Click "Get Report" to see a list of available sites.

## Reserve your council-sponsored booth sale in eBudde

- ▶ Click the plus sign next to the city in which you want to choose your time slot.
- ▶ Choose the location by clicking the plus sign next to it.
- ▶ Choose the date and time range you prefer.
- ▶ This will bring up a new screen with all available times.
- ▶ Choose the preferred time slot and click "Submit." A message will appear that your time is reserved.

# Troop-Sponsored Cookie Booths

Your troop can set up its own booth sale as long as it's at a location that is not listed in eBudde. Think of places of worship, stores, schools, etc. You may also contact schools, churches, or other businesses to use their parking lots for "Drive-Thru" booth sales!

## Setting up a non-council-sponsored cookie booth in eBudde

Confirm set up and date with your business. You must request permission for this booth sale at least 48 hours in advance in eBudde.

Log into eBudde, click the "Booths" tab. From the pull-down menu to the right, select "My Sales". Click the "Add a Location" button.

Enter the information and click "Add". A confirmation window will display.

Your booth sale is pending until reviewed and approved or denied. Once the location is listed in green, it has been approved and customers can see when and where booth sales occur. Orange means it has been denied.

## Sign Up Dates for Council Sponsored Booths

### January 18, 2023, at 7:00 a.m.

Early sign up date for troops that participated in the Fall Product Program. Troops can sign up for one council-sponsored booth time slot.

### January 21, 2023 at 7:00 A.M

First round: Sign up for one time slot

### January 22, 2023 at 7:00 A.M

Second round: Sign up for two additional time slots

### January 23, 2023 at 7:00 A.M

Unlimited reservations and all remaining time slots are open

# Virtual Booth Sales

Create a social media event or schedule a live stream  
Make it personal and fun!

- ▶ Use Little Brownie's virtual cookie booth graphics available on LittleBrownieBakers.com. You can also find information about virtual booth sales on GirlScouts.org or on eBudde.
- ▶ Troops will be able to set up their own link to Digital Cookie! Remember to distribute the cookies to the girls.

Consider the logistics and include the details:

- ▶ How will cookies be delivered?
- ▶ Will you have a pick up site for customers to pick up their orders- such as a school or church parking lot?
- ▶ Will you deliver the cookies?
- ▶ How will you handle payments?
- ▶ You can use Digital Cookie to process payments and orders. You could also consider using your preferred apps or websites to process digital transactions.

Invite friends and family.

- ▶ Send event invitations to potential customers through social media, email, and text.

Promote on social media and in your community.

- ▶ Be sure to use #VirtualCookieBooth in all your posts AND encourage your buyers to share a photo with their Girl Scout Cookie packages using the same hashtag.
- ▶ Digital Cookie links can be shared with friends, family and on public-facing sites such as neighborhood groups. Girl Scout Cookies may not be listed on resale sites such as Craigslist, eBay, and Facebook Marketplace.

Celebrate and share your success!

- ▶ Remember to follow the Girl Scouts Internet Safety Pledge found on the "For Cookie Sellers" page on GirlScoutsToday.org.

## The Do's and Don'ts of Virtual Cookie Booths

### Do's:

- ▶ Use Facebook live to stream your virtual cookie booth
- ▶ Keep orders contactless by accepting payments via Digital Cookie
- ▶ Share your virtual booth and troop Digital Cookie link via social media, text, and email
- ▶ Use Digital Cookie to collect donations and shipped orders
- ▶ Share your Digital Cookie link via social media, text and email
- ▶ Use marketing resources provided by Little Brownie Bakers, GSEIWI, and GSUSA

### Don'ts:

- ▶ Sell cookies at a higher/lower cost
- ▶ Post to public selling sites such as, but not limited to; eBay, Craigslist, Amazon, Marketplace, etc.

Troops that schedule 10 or more booths by January 24 will earn a free set of 3 extra-large cookie boxes to use for display throughout the Cookie Program!





# General Guidelines for Holding an In-Person Cookie Booth Sale:

Having your troop sell at a Cookie Booth can be very rewarding! You can decorate your booth with a theme, have girls work on their sales pitch, and spend time out in the community. However, to keep things running smoothly, here are some general rules:

- ▶ Remember to abide by the Girl Scout Promise and Law, and be a sister to every Girl Scout.
- ▶ Have two or more adults supervising (one who is a registered Girl Scout adult member that can handle the money on-site).
- ▶ One adult will need to be female, according to Girl Scouts of the USA's policies.
- ▶ Arrive a few minutes early and leave on time. There may be other troops that are scheduled at that location before or after you.
- ▶ Make sure you leave your booth space clean. Girl Scouts leave a place better than they found it.
- ▶ You can find a more detailed guide to booth sales at [GirlScoutsToday.org](https://www.girlscoutsofusa.org/girl-scouts-today).

## How many cookies does it take to run a booth?

GSEIWI uses reports from the Booth Recorder to determine the success of our cookie booths and locations! This information can help us to determine if a booth is successful, the best times to schedule a booth, number of cookies needed at a booth, etc.

GSEIWI highly encourages troops to use the Booth Sale Recorder in the Troop App!

In 2022, the average number of cookies sold at a cookie booth for a 2 hour time slot was 65 packages. This number is based on COUNCIL-WIDE averages. Please take into consideration your booth location, time slot, weather and other factors when planning the number of cookies for your booth. Check out our new Cookie Booth order calculator on [GirlScoutsToday.org](https://www.girlscoutsofusa.org/girl-scouts-today).

## Stats by Cookie

<b>Thin Mint</b>	<b>28%</b>
<b>Samoas</b>	<b>19%</b>
<b>Tagalongs</b>	<b>15%</b>
<b>Do-Si-Dos</b>	<b>7%</b>
<b>Lemon Ups</b>	<b>6%</b>
<b>Trefoils</b>	<b>5%</b>
<b>S'mores</b>	<b>7%</b>
<b>Adventurefuls</b>	<b>11%</b>
<b>Toffee Tastic</b>	<b>2%</b>



# Cookie Cupboard Basics

- Please be considerate of cookie cupboard volunteers and arrive at your scheduled pick up time. You can pick up cookies from any cookie cupboard listed in eBudde.
- There are no returns on cookies unless they are checked out on consignment for a booth sale – see the guidelines on the next page. Keep your cupboard receipts and verify in eBudde.
- If there is an error, contact the cupboard manager. If available, cookie cupboards can provide exchanges for damaged packages.
- Cookie cupboards have limited inventory on hand. If you do not place a pending order, you may not get the cookies you need.

## Who Can Pick Up From a Cookie Cupboard?

Troop Product Managers or parent volunteers with permission can pick up cookies from a cookie cupboard. Any cookies that are picked up are the responsibility of the troop until they are given to a girl and the receipt is signed.

Be prepared with your eBudde login and password as cupboards use the Cupboard Keeper app from eBudde.



## How to Place a Cookie Cupboard Pending Order

- To ensure that we have enough inventory in each cupboard, all troops are required to place a pending order.
- All pending orders for the week should be in eBudde by Sunday night at 8:00 p.m. to ensure inventory in the cupboards for your troop.
- In the Transactions tab, click the “Add a Transaction”.
- Choose a pick up date and time that matches the hours of operation for the cupboard.
- Choose Type: Normal or Booth.
- Select the cupboard from the drop down box.
- Product Movement should say "Add Product" because you are adding cookies to your troop.
- Enter your quantities – pay attention to whether you enter this in packages or cases.
- Once your order is complete, click "OK". This will place your order at the cupboard and you will not see your order highlighted in green, in your Transactions tab.
- Click the "Save" button at the top of your screen to complete the transaction. A pop-up box will appear confirming your changes to the transactions tab.



# Cookie Booth Return Policy

Per GSUSA food safety protocol for Girl Scout Cookies, cookie cupboards may accept returns of UNOPENED cases of cookies only – NO EXCEPTIONS! –within 48 hours of the booth sale.











This only applies to cookies checked out from a cupboard, NOT booth cookies ordered from the initial order. Those cannot be returned at all.

## Tips and FAQs:

- ▶ You may still check out individual packages of cookies from cookie cupboards.
- ▶ You will not be allowed to exchange individual packages of cookies with cookie cupboards.
- ▶ You may exchange full, unopened cases of cookies.
- ▶ Don't over-order the less popular varieties – such as Do-si-Dos, S'mores, Toffee-tastics, and Trefolis.
- ▶ Contact your Cupboard Manager or Service Unit Product Manager for help placing your order.
- ▶ If you have leftover packages that you are not able to return, hold another booth sale, give them out to the girls in the troop to sell door-to-door, schedule a Walkabout where the troop canvasses neighborhoods to sell cookies, or hold a text-a-thon at your next troop meeting where girls will text as many friends and family members as they can in one hour.
- ▶ Use eBudde's Cookie Exchange to trade cookies with other troops.

# Allocating Cookies in eBudde

Every package that girls sell counts toward their rewards. Girls will need to be given credit for any cookies sold and picked up after the initial order. Pending orders that you pick up at cupboards or receive as a transfer from another troop come into eBudde under your troop. It is your role as Troop Product Manager to allocate those cookies down to the girls that sell them so their rewards calculate correctly and so will your per girl average (PGA). You will do this even if your troop is opting out of rewards. Follow these easy instructions on how to allocate cookies to the girls for cookies sold post-initial order. You can allocate cookies each time they are picked up, once a week, or at the end of the sale.






-  Click the "Girl Orders" tab.
-  Click the girl's name you want to allocate cookies to.
-  Click "Add a Transaction".
-  Enter the details of the transaction "Booth Sale 3/9" or "Extra Pick up 3/8."
-  Using the tab key, move across the rows and allocate cookies under the appropriate column.
-  You will need to mark the "booth" check box if booth was not entered into the booth recorder. Since these cookies are already paid for by the customer, keep the balance due by girl accurate and tab over to the paid column to enter the dollar amount.
-  In order for a girl to receive a booth sale patch, cookies must be entered into eBudde. The patch will be automatically ordered.
-  Enter Care to Share cookies in the C2S column.
-  Click "Save" before moving to another girl's name.
-  You can also enter payments either while you allocate cookies – or click "Add Payment".

# Digital Cookie Girl-Delivery Cookies

If a girl sells cookies through Digital Cookie for girl delivery and they were not already added to her eBudde account. You must add them when she picks up the cookies, just as you would any other transaction.

- ▶ Once a parent tells you they need additional cookies to fulfill a girl-delivery order from Digital Cookie you will need to allocate them to the girl under the appropriate cookie variety.
- ▶ Enter the details of the transaction "DC girl delivery 3/10."
- ▶ When finished, click OK.
- ▶ Click Save before moving to another girl's name.
- ▶ Do not mark a payment for these packages. A financial transaction will already be listed under the girl's name from Digital Cookie as being paid.

## Entering a Cookie Transfer

-  The Troop receiving the cookies enters the transaction.
-  Go to the "Transactions" tab and click "Add a Transaction."
-  Select "Type: Normal" and choose "Second Party: Troop." Enter the troop number of the giving troop.
-  Under "Product Movement," select "Add Product" since you are adding product to your inventory.
-  Click "OK" and then click "Save" to complete the transaction. Both parties will now see the transaction in eBudde

## Booth Sale Recorder

- ▶ First add your booth sale to eBudde.
- ▶ Click the "Booth Sites" tab.
- ▶ Click "My Sales" in the box.
- ▶ Click "Add Location".
- ▶ Fill in location site information, date and time range.
- ▶ Click "Update". Request will be pending until approved or denied.
- ▶ Allocate cookies to the girls using the Booth Sale Recorder.
- ▶ If you use the Booth Sale Recorder to allocate the cookies, you will not need to allocate cookies to the girls under the girl order tab. This feature takes care of the cookies and the finances in one simple step.
- ▶ Click the "Booth Sites" tab.
- ▶ Click "Record Sales" in the box.
- ▶ Click on your booth location on the left.
- ▶ You will see a list of girls in your troop – check mark the girls who were present at the booth sale.
- ▶ Add the packages of each variety that were sold at the booth sale.
- ▶ Click "Distribute" – eBudde will distribute the cookies between the girls.
- ▶ Make any necessary adjustments.
- ▶ Click "Submit Sale". This will put information into the Girl Order Tab.

## Troop-to-Troop Transfer

You may work with other troops in your area to help with inventory management. If a troop has cookies that you need, swap or transfer them! Be sure to practice safety measures if you decide to swap cookies.



# Cookie Exchange

- ❑ The Cookie Exchange in eBudde allows you to see what cookies other troops have to exchange. It also allows you to post what extra cookies you have to exchange.
- ❑ Enter the extra cookie packages that you have that you would like to exchange. Enter the quantities in packages in the variety boxes. Click "Submit".
- ❑ If you no longer have all the extras originally posted, change the quantities appropriately and click "Submit". The submission will **OVERWRITE** the previous submission. There is only one record per troop in the Cookie Exchange.
- ❑ To see what cookies are available by other troops:  
Click the blue down arrow to the left of the variety. eBudde will display the troops that have extra cookie packages. It will list for you the date posted, the troop number, quantity available, the first name of the contact, email address and phone number. You can then contact that person via email/phone to make the exchange.
- ❑ The troop that is **RECEIVING** the cookies will still need to complete the Troop to Troop transfer in eBudde  
–you should also exchange written receipts.

## Rewards

### What can my girls earn?

Rewards in the line-up are cumulative. Girls will earn all rewards up to the level that they sell. You can see pictures of the reward line-up on the order card.

### Super Seller Clubs

Girls selling 500+ packages will become a member of the elite Super Seller Club! Girls earn a special bar segment and certificate in celebration of their success!

## Instant Rewards

Rewards for the 110+ and 215+ levels are included with the cookie materials mailed to the Troop Product Managers. These rewards can be distributed to the girls as soon as they reach that level. Troops are not given one reward per girl because not all girls in the troop will reach these levels. If you have extra or need more, you can swap with another troop or contact your Service Unit Product Manager for assistance.

110+ Packages: Cookie Decals

185+ Packages: Dolphin Pen

250+ Packages: Girls can stop by a local office & pick up a special 250 Instant Mystery Reward!

## Program Credit

Program Credit is an individual girl reward. It can be used to pay for camp, council-sponsored and Service Unit events, uniforms, pins, awards, and merchandise at the Girl Scout shop or camp trading posts. Girl Scout Juniors, Cadettes, Seniors, and Ambassadors can bank their program credit in order to use it on troop trips, travel, or high awards. Banking forms are available on [GirlScoutsToday.org](https://www.girlscouts.org/en/about-us/girl-scouts-today).

New this year, girls will have the opportunity to earn MORE program credit! During the 2023 Cookie Program, girls will earn \$5 for every 50 packages sold between 200-450 packages!

Packages Sold	Program Credit
200	\$5
250	\$5
300	\$5
350	\$5
400	\$5
450	\$5

Following the Cookie Program, parents will receive an email at the email address their Girl Scout is registered with containing information about how much program credit was earned and how it can be redeemed. Program Credits earned during the 2023 Cookie Program will expire May 1, 2024.

**NO EXCEPTIONS** when submitting the reward order in eBudde.

## Sisters Program

Sisters selling cookies that sell a Per Girl Average (PGA) of 100+ packages can receive a custom 2023 Sister patch! Fill out the Sister Cookie Rewards Request Form available on [GirlScoutsToday.org](https://www.girlscouts.org/en/about-us/girl-scouts-today.org) to receive your sister patches. Girls do not have to be in the same troop to be eligible.



## Graduating Seniors

Graduating Senior Ambassador Girl Scouts that sell 600+ packages will earn a Lifetime Membership!

## Ordering Walkabout Patches

To Order Walkabout Patches: A girl participates in a walkabout – anytime during the Cookie Program, she will earn the Walkabout patch. The Troop Product Manager must enter at least 1 package of cookies in the “Walk” column on the “Girl Order” tab for a patch to be ordered.

## Join the CEO Club!

(Girls plus one chaperone) selling 1500+ packages are invited to a special celebration dinner plus activities with our CEO Diane Nelson! A member of council staff will reach out to girls who qualify with the details following the conclusion of the 2023 Cookie Program.

## Join the Girl Executive Club!

Girls that sell 1000+ packages of cookies during the 2023 Cookie Program, have \$350+ sales during the 2022 Fall Product Program, and renew for 2024 by May 15 can join this exclusive club!

Some of the perks include: a special patch, sneak peak preview of the 2023 Fall Product Program rewards and the 2024 Cookie Program rewards, and much more!



See [GirlScoutsToday.org](https://www.girlscouts.org/en/about-us/girl-scouts-today.org) for more information!



# Submitting Final Cookie Rewards Due March 29, 2023

Before you can enter final rewards, you must finish allocating all of your troop cookies. Do not complete your final rewards selections until this is done, as allocations can change the rewards.

In the directions below, we suggest using the "Edit All" feature to make the selections all on the same page. There is not a save feature, so if you do use this, be prepared to complete all reward selections at once, or you can make reward selections one girl at a time by clicking on each girl's name. The Care to Share, Digital Cookie, and Booth Sales rewards will be ordered for the troop automatically based on how cookies were allocated in eBudde.

- ▶ Go to the "Rewards" tab.
- ▶ Click "Fill Out" next to the Final Rewards Order. All messages showing Size/Catalog Selection Needed means you must enter a choice for the girl at a certain level.
- ▶ Click "Edit All." Scroll down to each girl's name and make her selections as required.
- ▶ Once this is complete, select "Submit All Reward Orders". The system will alert you if a choice has been missed.
- ▶ Review your troop's total order and scroll to the bottom to select "Submit Reward Order".

After this point, you cannot make any edits. If you need to make changes, contact your Service Unit Product Manager immediately.



## Rewards Reminders

Troops that opt out are still eligible to earn all patches, final troop PGA rewards for 300+ (troop tee) and 500+ (troop adventure), and Super Seller rewards.

Even if your troop has opted out of rewards, you must still allocate cookies and submit a final rewards order.

Rewards will ship to the Service Unit Product Manager in May. Please allow them time to count and sort all rewards.

You should collect these rewards and distribute to the girls within two weeks of receiving them.

If you are missing items, notify your Service Unit Product Manager immediately. If you wait too long, we may not be able to order the items from Little Brownie.

Girls who send 18 emails for the Fall Product Program and sold 250 packages of cookies will earn the Fall/Cookie combo patch! Girls will receive their patch in the mail following the 2023 Cookie Program.

# Finance

## Collecting Payment

- No money should be collected for cookies until they are delivered, unless the payment is collected online.
- Pre-orders should be delivered within two weeks of receiving troop cookies.
- Collect money from girls/parents and deposit often. Do not hold cash or checks – deposit them immediately. Once cookie money is turned in to you, you are responsible for it, even if it is lost or stolen.
- If parents have \$500 worth of cookies out and they haven't made a single payment, request that they bring payment back before you give them additional cookies.
- Set money due dates throughout the sale and set the final date for money collection a few days before April 5, 2023. You are required to give a receipt each and every time cookies or money exchanges hands with parents/girls.

## Determining Council Payment

To determine how much money your troop owes, go to the "Sales Report" tab in eBudde. The bottom of the report shows the amount you owe council. Digital Cookie transactions will reflect as a payment to the council account and are subtracted from what you owe. If your troop accepted credit cards, the money collected from customers is deposited directly into the troop bank account - which is linked to the credit card account. The troop is responsible for all fees associated with accepting credit card payments.

## Automated Clearing House (ACH)

March 1, 2023: Council will pull 40% of the troop cookie balance due to council for troops that owe \$200 or more. This includes pending orders picked up or checked out from a cookie cupboard. Pending orders not picked up are not included. Any payment from Digital Cookie will reflect as a payment to council. 40% of the Amount You Owe Council will be pulled (if the amount you owe is \$200 or more)

April 5, 2023: Council will pull the remaining balance due.



# Return Policy

Troops and parents who sign for cookies cannot return them to the troop or to the cupboards/council office unless a troop has checked them out for a booth sale. Troops can return unsold, full cases checked out for a booth sale within 48 hours of the booth sale. If a package is damaged, it can be replaced at any cookie cupboard that has extra cookies available. This policy is consistent with councils nationwide.

## Problem Collection Form

In the event that a parent does not turn in their cookie money by the due date, complete a Problem Collection Form (PCF) found on GirlScoutsToday.org. As the Troop Product Manager, you are required to complete this form for any outstanding balance - no matter who the parent or the money owed.

Do not pay the past due amount with troop proceeds. The troop proceeds should not be penalized because a parent claims they will pay later. Even if they promise to pay, you must fill out the form.

As soon as the money is turned in, council staff will end the problem collection process and there will be no further action. The form must be turned in online or to a council office by March 29, 2023. No forms will be accepted after this date

## Returned Checks

Checks returned against your troop are the responsibility of the council. If you get a returned check, follow the instructions on the Returned Check Form on GirlScoutsToday.org.

## Unpaid Debt Consequences

### Girl Restrictions

- ▶ Any girl whose parent has an outstanding balance may not participate in Product Sales Programs.
- ▶ Girls will not receive their cookie rewards until the balance is paid in full.

### Parent Restrictions

- ▶ Council will attempt to contact the parent by email or phone.
- ▶ If the past due balance is not taken care of, council will pursue legal action.
- ▶ Parents with an unpaid balance cannot hold troop or Service Unit positions until the balance is paid in full.

### Troop Product Manager Restrictions

- ▶ The Troop Product Manager who signed the Troop Product Manager Agreement form is responsible for the troop cookie money due to council.
- ▶ Council will attempt to contact the Troop Product Manager by email or phone.
- ▶ Leftover cookies that contribute to past due balance can be sold within a month of the end of the sale. The troop must stay in communication with council and the Service Unit Product Manager.
- ▶ Troop Product Managers with unpaid debt cannot hold a troop or Service Unit position.
- ▶ Any daughter of the Troop Product Manager will not be able to participate in Product Sale Programs until the debt is paid.
- ▶ Legal action will be pursued.

# Cookie Program Resources

## **ebudde.littlebrownie.com**

Order cookies, track girl activity, and order girl rewards.

## **eBudde App**

Download this free app in iPhone App Store or through Google Play. Volunteers can manage their cookie sale through their mobile device. Troop Product Managers must log in to eBudde on a desktop before they can use the app.

## **GirlScoutsToday.org**

Find procedures, forms, manuals, training videos, and other helpful information.

## **littlebrowniebakers.com**

Find girl activities, marketing ideas, cookie facts, program resources, and clipart to help girls prepare for the cookie sale. You can even use the Built by Me Cookie Planner, to plan your Troop's cookie sale step-by-step!

## **digitalcookie.girlscouts.org**

### **Digital Cookie Mobile app**

Parents will receive a personal email to set up their daughter's account. Girl Scouts can set up their own personalized sales pages, take credit card payments, and ship cookies directly to their customers.

## **GirlScoutCookies.org**

Locate information on the Girl Scout Cookie Program and national cookie badges and pins.

## **Cookie Crew**

Our Cookie Crew is made up of experienced Cookie Program volunteers who are ready to help! Email [Info@GirlScoutsToday.org](mailto:Info@GirlScoutsToday.org) if you would like to be connected with a member.

# Contact Information

**[Info@GirlScoutsToday.org](mailto:Info@GirlScoutsToday.org)**

**800-798-0833**

## **Service Unit Product Manager**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## **Cookie Cupboard**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## **eBudde and Digital Cookie Login**

[ebudde.littlebrownie.com](http://ebudde.littlebrownie.com)

eBudde Login: \_\_\_\_\_

Password: \_\_\_\_\_

Digital Cookie Log In: \_\_\_\_\_

Password: \_\_\_\_\_



[illegible]

## Key Cookie Program Dates

### December

Attend SU cookie meetings & cookie rallies. Dec. gsLearn cookie training available.

**DEC 12**

Early Cookie Booth sign up for Fall Product Program Participants

**JAN 18**

Troop Initial Order due in eBudde

**JAN 24**

### January

Troop Access to Digital Cookie

**JAN 09**

Cookie Booth Sign Up #1  
*One spot*

**JAN 21**

Girl Access to Digital Cookie

**JAN 11**

Cookie Booth Sign Up #2  
*Two more spots*

**JAN 22**

Digital Cookie opens and pre-orders begin

**JAN 13**

Cookie Booth Sign Up #3  
*Unlimited*

**JAN 23**

*Go Day!*

### February

Cookie delivery to service units

**FEB 11  
13-16**

First Pending Order deadline 8:00 P.M.

**FEB 12**

In Hand and Booth Sales Begin

**FEB 17**

National Cookie Weekend

**FEB 17-19**

Pending Order deadline 8:00 P.M.

**FEB 19**

Pending Order deadline 8:00 P.M.

**FEB 26**

## GSEIWI Cookie Rallies

Service Units host Cookie Rallies as a great way to kick off the cookie season! Girls will get to participate in fun activities designed to help them have courage, confidence, and character as they work towards their cookie goals! This year, virtual and in person rallies will take place. Contact your Service Unit Leadership Team for more information about your local cookie rally.

## March

First ACH: 40%  
for troops with  
a total balance  
due of \$200 and  
above

**MAR 1**

Pending  
Order  
deadline 8:00  
P.M

**MAR 5**

Pending  
Order  
deadline 8:00  
P.M

**MAR 12**

Pending  
Order  
deadline 8:00  
P.M

**MAR 19**

End of Cookie  
Program

**MAR 26**

Problem  
Collection  
Forms (PCF's)  
due Troop  
Rewards Due

**MAR 29**

## April

Final ACH  
Pull

**APR 5**

## May

Rewards ship  
to Service  
Units

## February 17-19, 2023

The National Girl Scout Cookie Finder will open to the public on National Cookie Weekend! Customers will be able to find local cookie booths and troop links simply by typing in their zip code.

Troops have the option to set up their own troop link in Digital Cookie and have it included in the Cookie Finder for potential customers to order cookies!

Troop links included in the Cookie Finder will only be able to accept shipped or donated orders through Digital Cookie.

NEW this year: Girl links in Digital Cookie have the option to be included in the cookie finder!

Please check your Digital Cookie Guide or [GirlScoutsToday.org](https://www.girlscoutsofamerica.org/girlscoutstoday) for more information about setting up your troop cookie link.

