



New Troop Cookie Guide

Getting Started

Whether you're a Cookie Manager or a Troop Leader, your first year of Girl Scout volunteering can seem overwhelming! This guide can help you prepare for your first year of participating in the Girl Scout Cookie Program!

Here are some quick tips for your first Cookie Program Season:

Review your Troop Cookie Manager Training Manual!

1 This book should have all the information necessary to help you through the cookie season. The book outlines the entire program for you, including important dates and steps to keep you and your troop on track. Be sure to mark the important dates on your calendar, and connect with your Service Unit Cookie Manager to find out your training schedule.

2 Keep an eye on your email.

Email is an extremely important part of the communication throughout the Cookie Program. There will be newsletters sent out throughout the program, so be sure to keep an eye out for these weekly reminders.

3 Hold a caregiver meeting.

This is your first chance to inform youth members and caregivers, and get all adults and youth members on the same page. It's a great opportunity for the troop leader to assist with setting goals too! It's important to set clear guidelines for youth and their family as to what to expect from the Cookie Program. Be sure to discuss the permission slip at this meeting and have them completed right away!

4 Ask for help!

The cookie program runs from December-March and there are plenty of opportunities for you to recruit helpers for your troop! Caregivers can volunteer to help with booths and walkabouts!

5 Stay Organized.

The most tried and true tip for any TCM is to stay organized! Use a binder to hold your manual and all important paperwork. Be sure to keep youth documents and signed receipts in here as well. Keeping all your paperwork organized in one place is a key to a successful cookie program!



How to Sell

Order Card:

Youth members can begin taking orders in early December, and can continue to take orders throughout the program. To help reach their goals and increase their potential earnings, encourage your troop to collect orders throughout the whole program. Members work primarily with their families to collect order card orders, and you know exactly how many packages to order based off the physical card.

Digital Cookie:

With the help of their caregiver, they can manage an online store front. This way, customers can have their cookies shipped, donated, or choose Girl Delivery. This is a safe and secure way for troops to reach customers near and far! All orders are paid online, so parents don't need to track down payments.

Booths:

Your troop will set up outside of an approved local business with a cookie table set up to greet customers. You can sign up for all booths, both Council Approved and Private (churches, clubhouses, etc) on eBudde. Youth members and adults should work in 4x2 shifts. You choose dates, times, and locations that work for your troop. An average 2 hour booth sells around 100 packages.

Walkabouts:

Members work as a team to walk door to door with cookies on hand. This way they can instantly sell to neighbors without them having to place an order and wait. Orders and payments happen at the same time!

It's important to allow your Girl Scouts to lead throughout the program! It's your job to encourage them to Dream, Earn, and Do!



Staying Organized

Use this handy checklist as a guide to help you navigate the cookie program.

Hold a caregiver meeting to share important deadlines and ensure all caregivers have completed the agreement form.

Sign up for cookie booths. Its a great way for your troop to work on the five key skills!

Coordinate adult volunteers to manage booths- you can check out all cookie booth guidelines in the Troop Cookie Manager Manual.

Schedule youth members to participate in cookie booth shifts.

When submitting initial orders, don't forget to:

- Order cookies for your booths (by package).
- Select a delivery date/time/location for your families.
- Submit initial order rewards.

Pick up cookies from your designated delivery site.

Sort cookies by member using the family transaction form, then have caregivers pick them up to deliver to their customers. Be sure they sign the form. Advise caregivers to contact their cookie customers to make delivery arrangements or porch drop offs right away.

Collect money from caregivers regularly throughout the program and deposit in to your troop bank account regularly. Be sure to count funds in front of the caregiver, and log on the receipt. Have the caregiver initial the receipt. Check with your troop leader for account information. Doing this weekly can save you headaches at the end of program!

Give troop members credit for their sales on eBudde.

Make final deposits of money to your troop account and be aware of the dates for the automatic ACH withdrawals from the account to council.

Make any rewards selections including shirt sizes in eBudde and submit your troops final reward order.

Pick up rewards from your Service Unit Cookie Manager, sort them by member, and arrange delivery or pick up from members in your troop within two weeks.



Resources

Between Little Brownie Bakers' Cookie Tech Portal, Digital Cookie, Rallyhood, and the links on our Product Program LinkTree, there are many resources available for volunteers, families, and cookie entrepreneurs to ensure a successful program.

Cookie Tech Portal:

Your Cookie Tech Portal is your one stop shop for everything cookies. You can access eBudde and the eBudde Help Center

Digital Cookie:

If you have problems with digital orders during the program, you can reach the Digital Service Customer Service line at 888-791-2634.

Any problems with digital orders after the program ends should be brought to the attention of your Service Unit Cookie Manager or the Product Program Team.

Rallyhood:

Rallyhood is where you'll find important forms, up-to-date program information, and a community of other volunteers. To join, contact your Service Unit Cookie Manager or the Product Program Team.

Council Product Program Team:

Anna Bradford | Product Program Manager | abradford@gscnc.org

Contact Anna for Program related questions or assistance, Bakery or Vendor support or other matters related to the Cookie Program.

Judy Johnson | Senior Product Program Specialist | jjohnson@gscnc.org

Contact Judy for Digital Cookie, eBudde assistance, adding troops/youth members into eBudde, Cupboard, or delivery information, ACH and Troop deposits.

Cheryl Roberson | Product Program Coordinator | croberson@gscnc.org

Contact Cheryl for rewards shortages, certificates of insurance, cookie costume check out and ordering extra cookie forms.

Kat Michalak | Product Program Specialist | kmichalak@gscnc.org

Contact Kat for booth site questions and information, video training information, and cookie promotions.

Use this QR code to access the Product Program LinkTree. You'll find all of our important resources and forms!



Glossary

ACH	(Automated Clearing House) The method of paying Council for their portion of cookie revenue. What your troop owes Council will be debited from your troop bank account according to a pre-determined schedule. Council will also credit troop accounts if necessary.
Booth Sales	Business owners and store managers give permission in advance for Girl Scouts to sell cookies in front of their stores during the months of February and March. A Service Unit Cookie Booth Coordinator (SUCBC) will schedule all booth sales and contact businesses. Use the BOOTH SITES tab in eBudde for booth selection. Do not contact stores on your own.
Case	Each case of cookies contains 12 individual packages of the same variety of cookie.
Cookie Cupboard	Where you can pick up additional packages of cookies. Cupboards are geographically dispersed throughout the Council and run by volunteers (Cookie Cupboard Managers).
Cookie Rewards	There are two options for rewards: (1) Cumulative Rewards—individuals receive items based on individual accomplishment up to the selling level reached; (2) Additional Proceeds—Troop votes to opt out of the Cumulative Rewards and chooses to earn an extra five cents per package sold. Troop must vote and majority rules. Only youth members earn rewards. Daisies and Brownies cannot opt out of rewards.
Cookie Sale Audit	Council attempts to verify that all cookies ordered, Cupboard transactions, and ACH payments are correct on each troop sales report. Troop cookie records should be retained by troop leadership for three years.
DOC	Digital Order Card
eBudde	Internet-based product sales software used to track sales, inventory, booth sites, booth scheduling, rewards, and payments. Every facet of the cookie program is managed within eBudde.
Gift of Caring (GOC)	This is a great way for troops and their customers to help others in their community. While selling cookies, girls ask customers to purchase cookies to donate to a charity that the troop has selected. Customers do not select a specific variety and the troop uses the extra packages they have at the end of the sale to fill the Gift of Caring. The troop is responsible for distribution if participating in the Hometown Heroes option.
Initial Order (IO)	Information submitted via eBudde by the Troop Cookie Manager. The Initial Order includes the total number of packages of cookies needed to fill the individual orders from their order card (both paper and digital) and booth sale needs. The Initial Order must be in full cases.
Little Brownie Bakers	Nation's Capital Council's cookie bakery partner located in Louisville, KY. Only two bakeries produce all Girl Scout Cookies in the USA; the other baker is ABC Bakers.
Per Girl Average (PGA)	Divide the total number of boxes your troop sold by the number of members in your troop who are participating in the Cookie Sale.