



OWN
YOUR **magic**

ASSOCIATION COOKIE MANAGER MANUAL

2023-2024

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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	<p>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 choose to earn an extra five cents per package sold. Troop must vote and majority rules. Only youth members earn rewards.</p> <p>Daisies and Brownies cannot opt out of rewards.</p>
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, Girl Scouts 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 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.

Mission & Vision



WE ARE GIRL SCOUTS

Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them.

GIRL SCOUT COOKIE PROGRAM

When youth members participate in the Girl Scout Cookie Program, they get more than life-changing experiences and adventure. They also develop essential life skills—goal setting, decision making, money management, people skills, and business ethics—all while soaring in confidence and practicing leadership the Girl Scout way to lift one another up and change the world, together.

The Girl Scout Cookie Program provides all Girl Scouts with opportunities to earn their own money and make their own choices! Dream it, earn it, do it. That's the Girl Scout difference.

COOKIE QUICK FACTS



Participation	All registered Girl Scout youth members are eligible to sell cookies. The Girl Scout Cookie Program is a foundational experience of being a Girl Scout and all youth members are strongly encouraged to participate. All youth members, troops and adults must be debt free by Nov 30, 2023.
Prices	\$5.00 per package \$6.00 per package of Specialty Cookies (S'mores and Toffee-tastic)
Base Proceeds	\$.85 per package + girl reward items OR \$.90 per package with no girl rewards
PGA Proceeds	Tier 1- additional \$.05 per package @ 160 PGA selling Tier 2- additional \$.06 per package @ 200 PGA selling
Super Troop	Troops with 6 girls selling that reach \$250 PGA selling during the Fall Product Program receive an additional \$.05 in Cookies
Troop IO Revenue Share	160 PGA selling in Troop Initial order earn \$.05 per package 200 PGA in Troop Initial Order earn additional \$.05 per package
Responsibility	Each troop is financially responsible for all cookies received. Product is not returnable or exchangeable unless damaged.
Goal Setting	The Council goal this year is 4,400,000 packages. Sales and service goals allow youth members to do a world of good!
Our Baker	Our Council's cookies are baked by Little Brownie Bakers of Louisville, Kentucky, one of two companies in the country licensed by GSUSA.
Cookie Costumes	Reservations are first come, first served. ONE costume per request. Costumes need to be returned promptly or we may ask you to pass it on to another troop over the weekend. Please DO NOT WASH the costumes! They are DRY CLEAN only. Special requests for a specific costume cannot be honored. Each office has costumes.

WHAT'S NEW FOR 2024?

1 NEW REWARD

You may see a new reward on your order card this year! Our Membership Registration reward covers the cost of renewing the GSCNC Membership for the following Girl Scout year. You'll even earn a patch along with the renewal!

2 NEW PROCEEDS

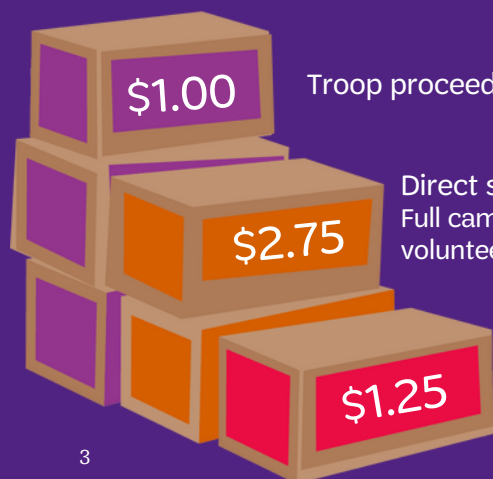
Our tiered rewards are going up this year!

Tier 1: 160 PGA is going up to .05

Tier 2: 200 PGA is going up to .06



How the Cookie Crumbles



Troop proceeds (average based on various opportunities)

Direct service to youth and adult members
Full camping sites and services, Council- wide programs, training for adult volunteers, tech and web support, staff support, financial assistance for members

Program Costs

Cost of product, transportation, program promotion, Service Unit proceeds, rewards, administrative costs and debt



ASSOCIATION BASICS

As an Association Manager of the Nation's Capital Cookie Program, you are agreeing to be a champion of the program. You will advocate for the program and its success throughout the year. One of the most important roles that an ACM plays during the cookie program is communication with the Service Units. Throughout the cookie program you will be in constant contact with your SU Cookie Teams advocating for the triumph for the SU teams. Good communication helps to make sure that all volunteers understand their duties and are up to date on when everything is due for the program.

When following up with SU Cookie Volunteers:

- It is important to emphasize to all Service Unit volunteers that eBudde information must be kept up to date. Be sure that SUCMs verify that the contact information in eBudde for each troop is accurate and complete. At minimum, a TCM and TL should be listed in eBudde for each troop. TMMs may also find eBudde access helpful.
- Make sure that you are communicating deadlines early! This includes deadlines on cookie deliveries. Be sure they are aware of the planned date, location, and process so that they can share it with the troops.
- Ensure that SUCM's know that they should come to you with questions about the Cookie Program.

Cookie booth information must be sent to Council electronically by SUCBCs by January 2nd. Each SU will receive their Excel spreadsheet directly and this is the only method of transmitting booth data. It should be sent to Boothsales@gscnc.org. Council will upload all booth information into eBudde so troops can select booth slots.



To make things easier, all of our important forms and resources can be accessed at https://linktr.ee/gscnc_productprogram
Password for forms folder: Cookies2023

Program Calendar

October

10/27/23

eBudde opens to ACM for contacts and setting updates

December

12/8/23

eBudde Girl Tab open to TCM for input of newly registered troop members

12/15/23

Initial Order taking begins

January

1/5/24

eBudde opens for troop order input - Save often, submit once

1/6/24

eBudde Booth Scheduler open for FIRST round of booth selection

1/7/24

Girl Delivery pauses in Digital Cookie - closes at 11:59 pm

1/8/24

eBudde Booth Scheduler open for SECOND round of booth selection

1/10/24

eBudde Booth Scheduler wide open - No restrictions on chains or quantity

1/11/24

ASSN Initial Order due (3 part process) - eBudde closes at 11:59
Please reference Initial Order pages for instructions

1/15/24

Girl Delivery re-opens in Digital Cookie

1/16-1/29/24

Association cookie deliveries scheduled

1/29/24

eBudde open to place "pending" Cookie Cupboard orders

1/31/24

ACH \$1 test payment made to troop bank accounts



February	
2/1-2/7/24	Cookie Cupboards begin to open for additional cookie pick-up. All open by: 2/7/24
2/2/24	Cookie Booths begin - Continue watching Booth Scheduler for more opportunities
2/15/24	ACH payment #1: Potential Debt Reduction Request Form open. Form closes on 2/22/24.
2/27/24	ACH PAYMENT #1 WITHDRAWAL
March	
3/3/24	Girl Delivered closes in Digital Cookie
3/6/24	Final day to opt-out of rewards - JUNIOR-AMBASSADOR ONLY
3/7/24	Final Troop Reward tab opens in eBudde - Save often, submit once
3/10/24	Cupboard closures begin - Check eBudde for open cupboards
3/10/24	Cookie Program ends - Digital and In-person
3/11-3/16/24	Limited cupboards open for HH GOC fulfillment
3/14/24	ACH payment #2: Potential Debt Reduction Request Form open. Form closes on 3/21/24.
3/15/24	Final payments due to TCM from families
3/20/24	ASSN Final Reward order due in eBudde - closes at 11:59 pm
3/26/24	FINAL ACH PAYMENT (balance due)
3/27/24	Any paperwork due to Council (electronic paperwork can be sent to psmoneymatters@gscnc.org)

DELIVERY PHASE



1 Prepare for delivery

- Choose a site. A large parking lot with no daytime traffic that is central to the area and easy to access is perfect for a Drive Thru. A site where cookies can be off-loaded all at once and safely separated by troop is needed for a traditional drop delivery.
- Council can provide a Certificate of Insurance upon request for any site administrators.
- Determine how many troops the Delivery Station needs to serve and how long you need the site .
- Determine how many volunteers you will need to run a smooth delivery. For a Drive Thru, ask each SU to provide volunteers. It is helpful to have greeters, car walkers (counters), traffic control, check in, check out and relievers.

2 Choosing a location

- For a 2 sided/2 line drive thru you will need minimum of 374 ft (or roughly 41 to 42 parking spaces).
- Look for a site that allows for one entrance and one exit...with no escape routes.
- Trucks end to end is classic but consider a U shape (less walking end to end).
- Pay particular attention to your traffic pattern. You need to have crowd control while people are in cars.
- Consider access to rest room facilities. For a short delivery, it may not be necessary. Portal-johns are always an option. Contact the Product Program Senior Specialist to request.
- Ask if snow would be removed promptly, if we were to face that challenge.
- If the location does not have close fast food, let volunteers know.
- If possible, have a staging space for troop cars waiting for the rest of their pick up crew as a troop should go through the line all together.

3 Getting SU buy in

- Let them know the date ASAP. Four months out should be plenty of notice.
- If you need to find a new site, ask for suggestions from SU volunteers, and help in securing one.
- Determine who will do what tasks leading up to the delivery as well as on delivery day.
- Communicate! Be sure that all troops are receiving the same information. Manage expectations.

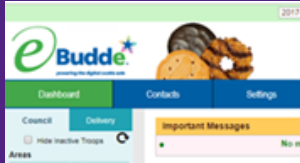
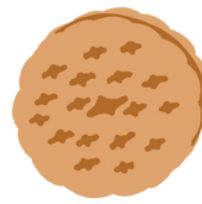
4 The day of

- Run off the Delivery Station reports in several different sort modes. Not all Troop volunteers will know their troop number, so sort by time, sort by troop number and, for a Drive Thru, sort by SU.
- Have contact numbers for ALL troops. The Troop Contact report is at the Association or Service Unit Level.
- Collate the SU paperwork before delivery day. Have the packets to be distributed to troops, the Bubble Sheets and anything else to be distributed ready.
- Google map the site since the TCMs will. Make sure they know the way you need them to enter.

5 Consider:

- eBudde Troop App+ and you can take electronic signatures for deliveries
- Clipboards & Gel pens (the ink doesn't freeze)
- Walkie Talkies or cell phones to communicate from one end of the line to the other
- Tables & chairs- a must at check in and check out for a Drive Thru
- Signs- Think like a traffic engineer and remember sight distance. Make sure all have the room to react to your directional signs. Get people off the street and into your lot. Anticipate back up and have a plan. Traffic cones can help. Tents, canopies, and shelters may be helpful in inclement weather.

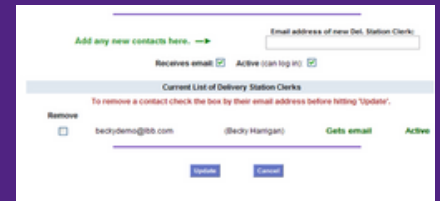
EBUDDE DELIVERY SET UP



Association Cookie Managers will need to identify Service Unit Cookie Managers in eBudde as Delivery Clerks. You will see a Delivery Tab on the left hand navigation of eBudde. The ACM is responsible for setting up the delivery station, dates and timing in the system so that troops can reserve a slot for pick-up. The delivery station will record all cookies that will be the basis for the delivery ticket. As a Delivery Clerk, SUCM will have access to this information.

Delivery clerk users can update delivery information and run reports. The dashboard on the delivery side shows you messages from your council delivery manager. It also shows you dates that are set by council.

You need to be sure that every SU has at least one person listed as a Delivery Clerk. In the case of traditional SU drop and go delivery, this person will be the one to update location information and monitor troop pick up reservations. The SU Delivery Clerk will then monitor their SU Troop preparedness for delivery.



Delivery station settings allow an ACM to change the information for their delivery station. Click the Edit button to make your changes. Items that are grey are set by council and cannot be changed by Delivery Clerks. Contact the Product Program Senior Specialist if you need one of the grey areas edited.

Most of the information on the Delivery Station Setting Tab does print on the delivery ticket. This is also where you will set the parameters for the troop pick up schedule. Carefully determine exactly how many slots you will need for your troops. Add about 5 slots for comfort. Please remember it is easier to add time to a delivery than to remove time.



EBUDDE DELIVERY SET UP



Mail To

This information will print on the mail to area of the delivery ticket. This includes the name, address and phone numbers of the person taking the lead on the delivery.

Deliver To

This information will print on the deliver to area of the delivery ticket. This includes the name, address and phone numbers of the physical site where the cookies will be delivered.

Delivery Station
Phone #

Enter the delivery station site phone number.

Contact Person

Enter the name of the lead for this delivery station.

Delivery Ticket Spec
Instr

Enter any special instructions that will print on the delivery ticket. This is a good place for specifics you need Security Storage to know about your location. Directions are NOT necessary

Comments for SU/Troops

Enter any comments needed for the SU and/or troops that will NOT print on the ticket but will be displayed on their delivery confirmation and on the system. Please keep these comments positive and short!

Alternate Name

The default is line. However this can be changed to truck, door, etc. This designates, on the signup sheet, the column name that troops will see when selecting a specific time to pick up their cookies.

C1 Name

The tree name will always be your geographic description of the SU or ASSN. So that the name of the actual delivery site will print on the delivery ticket, identify the delivery site in this box and it will print on the delivery ticket instead of the tree name.

Date and Time

Enter your delivery date. The delivery time indicated is not the time your trucks will arrive (for either a Drive Thru or a Traditional Delivery) but the times you expect troops to begin pick up. The times on the signup sheet come from the information you load here.

The pick up slots will be two minutes apart for a drive thru delivery. Set the delivery times to allow just enough slots for the expected number of troops picking up cookies. You may want to have an additional 1-2 slots for troops that may need multiple slots (for large order). Keep your schedule tight. Most deliveries will start at 9:30 AM though there will be exceptions based on day and location. You can always add slots to the schedule—shortening the schedule after troops begin sign-ups is difficult and disruptive.

EBUDDE DELIVERY SET UP



Email address of new
Del. Station Clerk

You can add email address for anyone working on and responsible for this delivery site. Enter their email address and they will receive a welcome email or one telling them a new role has been added. You should also remove a contact no longer involved with delivery.

NOTE: Do not remove yourself or you will not have access to this delivery station. Click Update to save your changes. Click Cancel to cancel your changes.

Delivery Station Type

Council will set up the type of delivery for each delivery station. We will be using only REGULAR type. This is a delivery station where all troops in a designated area go to one physical site to pick up cookies. The troops linked to this delivery station have no other choices for pick up. In the case of a Cookie Drive Thru, we need to select all of the Service Units that will be picking up their cookies at this site.

For a Cookie Drive Thru where ALL troops from ALL Service Units choose from any time during the pick up schedule, you only need one delivery station. By simply linking all Service Units to that location, troops have their pick of all slots. This will give troops more flexibility in sign up and there will only be one delivery ticket from the agent.

Signup Sheet Criteria

Council will set the criteria for your delivery station.

Time Allotment

All Drive Thru delivery stations will be set at 2 minutes. Traditional delivery will be set at 15 minute intervals. If you need this customized for your site, contact the Product Program Senior Specialist.

Number of Pickup Stations

This number designates how many lines are available at the delivery station site. Drive Thru deliveries will be set at 2, traditional delivery at 1. If you need this customized for your site, contact the Product Program Senior Specialist.

Troop Case Overflow

This is the maximum number of cases that has been determined can be picked up within the time allotment. If a troop has more cases than in the troop case overflow, the troop would be scheduled for two or more time slots. Troop case overflow will be set at 200, council wide. If you need this customized for your site, contact the Product Program Senior Specialist.

TROOP DELIVERY SIGN UP



Once the settings for the sign-up sheet are completed, the SUCM or ACM can send a branch email (from the Council navigation- Contacts tab) to let troops know to sign-up for their time slot as they submit their Initial Order. A troop's order must be submitted to the service unit before they can sign-up for their delivery time so the system knows how much time they will need.

After the troop submits their initial order to the SU, they would go to the Delivery Tab. The troop indicates who is picking up the cookies and if they are picking up for another troop. Ebudde will auto-calculate the number of time slots needed if a troop is picking up for more than one.

Submit Changes		St. John's Church (2) 8:00 am - 3:00 pm	
Time	Line #1	Line #2	
08:00 am			
08:05 am			
08:10 am			
08:15 am			
08:20 am			
08:25 am			
08:30 am			
08:35 am			
08:40 am	T9960		
08:45 am	(T9960)		
08:50 am	T9961		
08:55 am	T2582		

When these “questions” are answered by clicking on the correct info the delivery schedule will pop open at the bottom half of the screen. The troop then clicks on the time square that they want that is open. Then click on the “Submit My Info” button. Then the “View Confirmation” button will appear. The troops can then view confirmation and print the info after all ASSNs have submitted their orders. The confirmation will show, date, time, location for the pick up and even how cases will fit in various size cars to fit the size of their pickup! This is also where the Comments for SU/Troops that were entered in the Delivery Station Settings will appear. Please keep those messages positive and short!

Hints: Best to keep the time of your delivery compressed so that troops are “forced” to sign up for earlier in the day. It is easy to add time to a delivery time but very difficult to rearrange troops to tighten up a schedule with gaps. Figure the number of slots needed to serve your troops (add a couple for large orders) and only use that amount of time.

Found on Delivery Navigation, the Sign Up tab will show you what troops have not yet been assigned a pick up slot. This is helpful in ensuring all troops are set for delivery. Use the email blast to get the message out to all troops. Always keep those messages positive, upbeat and enthusiastic

Delivery Types

- **Cookie Drive Thru:** This method of delivery is used to bring a large number of troops to one location for cookie pick up. Cookies go straight from the Delivery Agent truck to the pickup vehicles. Delivery can be accomplished quickly with minimal handling and effort. Generally a large parking lot is used.
- **Traditional Delivery:** This method involves a site for the cookies to be unloaded into. Volunteers then separate cookies by troop for pick up later. This method is much more labor and time intensive if a building is used.

From the Report tab on the Delivery Navigation, there are 2 reports that can be generated:

Delivery Station Detail

Shows you each troop's Initial Order by cookie ordered

Troop DS Report

Detail of packages to be picked up at this station by troop and variety. This report also shows the assigned time for pick up, the assigned line and if a proxy (another troop) will be picking up cookies for this troop

Finances and Debt

COOKIE PAYMENT PROCESS

Troops must submit the ACH Electronic Debit Authorization form to the Service Unit Money Manager when new accounts are opened or new signers are added to the account. Most troops probably have completed it in the early fall. The form can be obtained from the Service Unit Money Manager and they upload it to JotForm. Troops will deposit all cookie proceeds into the Troop bank account, and Council will initiate payment transactions with formula and schedule below.

If a troop changes bank accounts after submitting the ACH Electronic Debit Authorization form, they need to notify Finance before the end of February or within two days of creating the new account. Troops without sufficient funds in their account to cover the amount they owe for each payment and do not submit a reduction request (form found at www.gscnc.org/MoneyMatters.html) will fail that round.

The Troop or Troop Cookie Manager is held financially responsible for any shortage if they fail to provide the proper paperwork or do not respond to collection attempts. When a TCM is responsible, the Troop Cookie Manager's Agreement Form (NC-13) must be attached to the NC-18 and identified as a TCM debt.

The goal should be to have NC-18 paperwork completed for EVERY FAMILY that shows a delinquency as of March 19. It's easier to clear the debt with paperwork on file than to track down paperwork after the fact.

Payment	Date	Amount
Test Payment	1/31/24	\$1
Payment #1	2/27/24	\$2.50 per package by 2/22/24
Payment #2	3/26/24	Remaining Balance



DELINQUENCIES

Required Debt Documentation:

- Delinquent Account Form (NC-18) & Delinquent Troop Incentive Summary (NC-18A) complete and accurate
- A signed Parent Permission and Responsibility Form (NC-G1) with signed Troop Family Transaction Record (NC-T1A)
- Girl Order Detail from the Girl Order tab and Troop Sales Report printed from eBudde system

Any troop that fails the final ACH debit March 26 is considered delinquent. Do your best to see that all delinquencies are reported to the Council for resolution and collection. Run a Troop Sales Report from the Reports Tab at the Service Unit level in eBudde. Click both Refund and Owes boxes to get a complete picture. Any troop that shows a balance due will need a Delinquent Account Form (NC-18).

SUCMs should work with the TCM to determine if the debt should be attributed to a delinquent parent/family or is the responsibility of the whole troop. Make sure to submit necessary documentation along with any additional information. Complete a Delinquent Troop Incentive Summary (NC-18A). Order rewards as usual for all delinquent troops and families, but do not deliver them until the delinquency has been satisfied.



Product Program Staff

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.

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

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

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.