



# OWN YOUR magic



## The Girl Scout Promise

On my honor, I will try:  
 To serve God\* and my country,  
 To help people at all times,  
 And to live by the Girl Scout Law.

*\*Members may substitute for the word God in accordance with their own spiritual beliefs.*

## The Girl Scout Law

I will do my best to be  
 honest and fair,  
 friendly and helpful,  
 considerate and caring,  
 courageous and strong, and  
 responsible for what I say and do,  
 and to  
 respect myself and others,  
 respect authority,  
 use resources wisely,  
 make the world a better place, and  
 be a sister to every Girl Scout.

## Girl Scouts of the USA Mission

Girl Scouting builds girls of courage, confidence, and character who make the world a better place.

## How the Cookie Crumbles

Here is the breakdown of where the proceeds from cookies go. *All proceeds stay in Greater Los Angeles to fund and support girls, via*



- ✓ Camp Subsidy
- ✓ Girl financial assistance
- ✓ Recruitment
- ✓ Volunteer training & resources
- ✓ Property repair & Maintenance
- ✓ Council operations

47% High quality Girl Scout programs

27% Troop earnings and rewards

26% Girl and volunteer support

Additional Resources		
GSGLA Website / Cookies+	<a href="http://www.girlscoutsla.org/cookies">www.girlscoutsla.org/cookies</a>	Resources for families
Little Brownie Bakers	<a href="http://www.littlebrowniebakers.com">www.littlebrowniebakers.com</a>	Cookie info & inspiration
eBudde	<a href="http://ebudde.littlebrownie.com">ebudde.littlebrownie.com</a>	Online cookie sale management and Forms, Guides, links to all resources, etc.
Facebook	<a href="http://www.facebook.com/GSGLA">www.facebook.com/GSGLA</a>	Up to date Cookie info

# Table of Contents

## Cookies 101: The Basics

What's New in 2024.....	4
Troop Proceeds & Rewards .....	4
Calendar Checklist .....	5-6
TCC Checklist .....	7
Meet the Cookies .....	8
Cookies for the Community .....	9-10
Training Checklist for Family Meeting .....	11
Guidelines and Consequences.....	12

## eBudde: Your New Best Friend

eBudde Login .....	13
Set Up Troop and Banking Information .....	14
Edit Girl Information .....	14

## Starting Inventory Order: How to Get Cookies

Starting Inventory Order .....	15-16
Starting Inventory Reward Order .....	17
Starting Inventory Order Delivery.....	18
Selling Girl Scout Cookies .....	19-21
Digital Cookie .....	22

## Booths: Selling Cookies in Front of Businesses

Boothing .....	23-27
Boothing Inventory Recommendations .....	27
Drive-through Booths .....	28
eBudde Booth Scheduler.....	29
Both Rounds .....	30
Select a Booth Location & Time for your Troop....	31

## Cookie Inventory: How to Get More Cookies and What to do with the Cookies I Have

Cupboard Basics .....	32
Placing a Cupboard Order .....	33
Cupboard Pick-ups.....	34
SIO Returns/Exchanges/Consignments .....	35
Assign Cookies and Payments.....	36
Assign Booth Sales.....	37
Inventory Management .....	38
Troop-to-Troop Transfers.....	39

## Finances: Counting the Dough

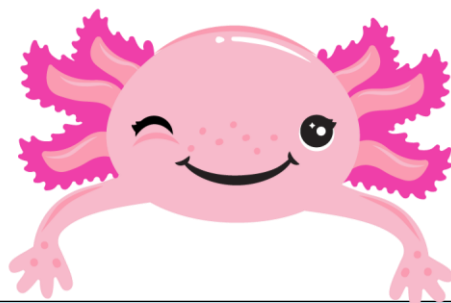
Financial Responsibility .....	40
Monetary Policies.....	41
Collection Issues .....	42
ACH Debits & Credits .....	43

## Wrap-up: You're Almost Done

Submit Final Rewards.....	44
eBudde Wrap-up .....	45

## Cookies 201: Advanced Cookie Science

Crisis Management.....	46
Council Based Marketing Initiatives .....	47
Cookie Terminology .....	48-49
Index.....	50



**Are you in a new troop or new to the Cookie Program?** Here are some additional resources to round out your cookie knowledge:

- **Cookies 101** ([girlscoutsla.org](http://girlscoutsla.org)) – recorded webinar and guide that covers cookie basics, including frequently used terms
- **Cookie Rookie** ([littlebrownie.com](http://littlebrownie.com)) – fun video for girls to watch and learn
- **Cookie Chats** ([girlscoutsla.org](http://girlscoutsla.org)) – live Q&A sessions with members of the Product Programs team. Get all of your cookie season questions answered.

# Welcome!

Welcome to the 2024 Girl Scout Cookie Program! As your troop's cookie chair (TCC), you are providing the Girl Scouts in your troop the opportunity to have great adventures, learn new skills, and make a difference in their community. Your support, along with the support of other adults in your troop, will help the Girl Scouts flourish and thrive as they explore the power of entrepreneurship and running their own business.

Your Service Unit Cookie Program Chair (SUCPC) is a volunteer in your area who is in charge of coordinating the cookie program for all of the troops in your service unit. S/he is an invaluable resource with experience to guide you through the program. You'll receive emails from your SUCPC and the GSGLA Product Programs team to let you know what each step is along the way. There are also resources like this guide, recorded and live training opportunities, and our robust website and eBudde Help Center that have all of the information you need about the cookie program. We at GSGLA are ready to support you and help you and your troop to succeed.

## What's New in 2024

- **Raspberry Rally** has been put on hold for 2024 and will not be part of our lineup, either in person or online. The other nine varieties that we had in 2023 plus Cookies for the Community will be available.
- **SIO worksheet** has been simplified and the goal-setting piece made into a separate document for the troop leaders to work with the Girl Scouts on their goals.
- **Booth Etiquette Guidelines** have been created for parents/caregivers to take with them to booths.
- **Cookie Family Guide** has been simplified so that all guidelines are grouped together.
- **Digital Cookie** has been updated:
  - Parents/caregivers will have the ability to turn off varieties for girl delivery
  - The Take a Payment feature will no longer require the customer's address

## Troop Proceeds & Rewards

- Troop proceeds are \$1/package.
- Cadette, Senior, and Ambassador troops or multi-level troops where the majority of girls are Cadettes or older, may opt out of rewards to earn an additional \$.10/package. This must be a girl decision where **ALL** of the girls are in agreement.
- Troop proceeds belong to the troop, not to any individual girl.
- Rewards are cumulative.
- Selections must be made for some levels. There is a form for parents/caregivers to make their selections and the TCC can enter their selections into eBudde. Each parent/caregiver will be given a rewards document that itemizes the choices and provides detailed information about the rewards so they know what the choices are.
- Girls in opt-out troops will receive SIO rewards, all patches and invitations to earned events only.
- Opt-out troops will not receive the troop PGA rewards.



# Calendar Checklist

## December 2023

- Troop Cookie Chairs (TCCs) attend their service unit's cookie training or watch the training modules and complete the quiz on gsLearn.
- Troops must submit the *TCC Agreement* and *ACH Authorization* eForms (including a voided troop check) to receive materials and access to eBudde.
- TCCs contact parents/caregivers to verify that girls will be participating; send invite to a girl/parent/caregiver cookie training. Collect *Parent/Guardian Permission/Responsibility Agreement* and *Parent/caregiver Conduct Agreement* forms if not already received.
- TCCs visit [girlscoutsla.org/cookies](http://girlscoutsla.org/cookies) to view/download the eBudde Manual.
- TCCs receive eBudde access email.

## January 2024

- Girl / Parent/caregiver Cookie Training — explain the Cookie Program and distribute materials. Talk to parents/caregivers about their availability/commitments for booth days/times, so you are prepared for choosing booths.
- Attend a Cookie Kick-off** sponsored by your Service Unit or a nearby service unit.
- January 3, 8:00 p.m.** — eBudde Booth Scheduler opens for Round 1.
- January 5, 8:00 p.m.** — eBudde Booth Scheduler opens for Round 2.
- January 5** — Starting Inventory Order (SIO) due in eBudde by 11:30pm.
- January 16** – Digital Cookie opens and girls can start sending emails to customers. Girls may also take orders via order card or door-to-door.
- January 26-28** — Starting Inventory Order delivery to troops.
- January 28** — **GO Day! Cookie Program begins** with cookies in hand. Girls may start delivering cookies to customers.
- January 31** — Cookie Cupboards begin to open. See eBudde for specific dates.

## February 2024

- February 6-7**– Starting Inventory Order returns.
- February 9** — **Boothing begins.**
- February 13 – March 12** — Even exchanges of whole, sealed cases accepted at designated cupboards.
- February 16-18** — National Girl Scout Cookie Weekend.
- February 26-March 12** – Individual package pick-ups allowed at cupboards.

## March 2024

- March 4-10** — Consignment Cookie orders now available. Troops may take out up to 10 cases of cookies on consignment from designated cupboards.
- March 10** — Cookie program ends.
- March 12** — Last day to return consignment orders at designated cupboards.
- March 12** – Last day to pick up cookies for girl delivered orders at designated cupboards.
- March 16** — Last day for TCCs to enter all C4C packages, troop transfers and complete all girl cookie assignments in eBudde. Must be completed by 11:30 p.m.
- March 18** — Last day to submit ACH Debit Adjustment Request form to PPM by 12 p.m.
- March 28** —ACH debit for troops owing money. Parent Discrepancy Reports due to PPM.
- End of March** – Print girl rewards roster from eBudde.

## April 2024

- April 2** - ACH credit for troops that are owed money.

## Reward Distribution and Events

- Girl rewards are targeted to be shipped to the Service Unit Reward Chair in July/August. Timing is hard to predict as supply chain and timing of receipt affect reward distribution.
- April 27**– Lunch with CEO - Theresa Edy-Kiene & Scavenger Hunt with Watson Adventures (2000+ package reward event)
- May 11** — Sweet Elite event at Disney Resort (1200+ package reward event)
- May 18** — Smart Cookie Club event at Six Flags Hurricane Harbor (500+ package reward event)
- June (Date TBA)** –Universal Studios Hollywood VIP Experience (3000+ package reward event)
- August 10-11** – S’mores Adventure Weekend at Camp Lakota (1500+ package reward event)  
*(Note: S’mores Adventure will be held on August 10-11, 2024. Based on participation/capacity, August 17-18 may be added.)*



# Troop Cookie Chair Checklist

- Submit *Troop Cookie Chair* (TCC) and *ACH Agreement* form
  - [www.gsglavolunteerapps.org/trpcookiechairagreement/](http://www.gsglavolunteerapps.org/trpcookiechairagreement/)
  - [www.gsglavolunteerapps.org/cookieeachdebitautho/](http://www.gsglavolunteerapps.org/cookieeachdebitautho/)
- Take training from your Service Unit Cookie Program Chair (SUCPC)
  - Receive troop training materials and cookie samples
- Log in to eBudde, the cookie program inventory management system
  - [ebudde.littlebrownie.com](http://ebudde.littlebrownie.com)
- Train girls and parents
  - Use council provided presentation and/or *Cookie Family Guide*, or have families watch the recorded training at [www.girlscoutsla.org/cookies](http://www.girlscoutsla.org/cookies).
  - Distribute materials and sample cookies with the Girl Scouts.
  - See page 12 for Training Checklist.
- Submit troop Starting Inventory Order (SIO) in eBudde.
  - The troop leader should work with the girls to decide their individual and troop goals.
  - Use the SIO worksheet to determine your troop's order based on the targeted per girl average (PGA) using troop and individual girl goals).
  - Order SIO rewards, if eligible.
- Delivery Day
  - Schedule your troop's cookie pick up time in eBudde.
  - Take enough empty vehicles to pick up the troop's cookies.
  - Count the cookies and receive a receipt.
  - Distribute cookies and receipts to Girl Scouts and parents/caregivers.
- Cookie Cupboards
  - Pick up additional cookies from cookie cupboards or assign a parent/caregiver to pick up cookies for the troop (add them as a Pick-up Only user in eBudde).
  - Place a cupboard order in eBudde at least 48 hours ahead of pick-up.
- Boothing
  - Sign up for booths in the eBudde Booth Scheduler.
  - Make sure girls and parents/caregivers understand boothing rules and etiquette.
- Rewards
  - Submit final rewards.
  - Receive rewards and distribute to girls.
- Throughout the Cookie Program
  - Answer parent/caregiver questions throughout the cookie program.
  - Receive and forward relevant communications from your SUCPC and GSGLA to parents/caregivers.
  - Follow up with girls to make sure they are fulfilling Digital Cookie girl delivered orders.
  - Check in with girls and parents/caregivers to see if they have any unsold inventory or need more. Collect funds due from parents/caregivers before giving them additional cookies.
  - Frequently reconcile the troop's inventory.

# Meet the Cookies

Cookies are sold for \$6 per package.

## 2023–2024 Girl Scout Cookies®

### All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

### The World's Most Flavorful Lineup



<p><b>Adventurefuls®</b> • Real Cocoa</p> <p>Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt Approximately 15 cookies per 6.3 oz. pkg. \$ _____ Ⓢ Ⓜ</p>	<p><b>Lemon-Ups®</b> NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p>Crispy lemon flavored cookies with inspiring messages to lift your spirits Approximately 12 cookies per 6.2 oz. pkg. \$ _____ Ⓢ Ⓜ</p>	<p><b>Trefoils®</b></p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. \$ _____ Ⓢ Ⓜ</p>
<p><b>Do-si-dos®</b> • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats</p> <p>Oatmeal sandwich cookies with peanut butter filling Approximately 20 cookies per 8 oz. pkg. \$ _____ Ⓢ Ⓜ</p>	<p><b>Samoas®</b> • Real Cocoa • Real Coconut</p> <p>Crisp cookies with caramel, coconut and dark chocolaty stripes Approximately 15 cookies per 7.5 oz. pkg. \$ _____ Ⓢ Ⓜ</p>	<p><b>Tagalongs®</b> • Real Cocoa • Real Peanut Butter</p> <p>Crispy cookies layered with peanut butter and covered with a chocolaty coating Approximately 15 cookies per 6.5 oz. pkg. \$ _____ Ⓢ Ⓜ</p>
<p><b>Thin Mints®</b> • Made with Vegan Ingredients • Real Cocoa</p> <p>Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. \$ _____ Ⓢ Ⓜ</p>	<p><b>Girl Scout S'mores®</b> • Made with Natural Flavors • Real Cocoa</p> <p>Graham sandwich cookies with chocolate and marshmallowy flavored filling Approximately 16 cookies per 8.5 oz. pkg. \$ _____ Ⓢ Ⓜ</p>	<p><b>Toffee-tastic®</b> • No Artificial Flavors GLUTEN-FREE</p> <p>Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. \$ _____ Ⓢ Ⓜ</p>



# Cookies for the Community (C4C)

The **Cookies for the Community** (C4C) program is a council-wide community service project that gives Girl Scouts the opportunity to learn philanthropy and community service. Troops collect monetary donations from customers for cookies to be purchased by GSGLA, who coordinates delivery to our Cookies for the Community partners, such as but not limited to: Operation Gratitude, Los Angeles Regional Food Bank, Bob Hope USO, Goodwill, and Blue Star Mothers.

Funds from customers who generously tell troops to “keep the change” must be added to the Cookies for the Community collections. The Cookie Program is not a direct solicitation for troops funds. All sales or donations must be reported and translated into cookies.

When your troop sells cookies through Cookies for the Community the troop does not pick up or take possession of the cookies. Collect the donation (money) and complete the customer Cookies for the Community Receipt (if requested), then **record the number of packages in eBudde** under C4C (make sure the troop has received the funds before you give a girl credit in eBudde). This lets the council know how many packages to send to these organizations. Girl Scouts are eligible for the C4C rewards for selling C4C packages. The troop receives its proceeds, and the donor can feel good that their tax-deductible donation is supporting Girl Scouts AND the charitable organizations!

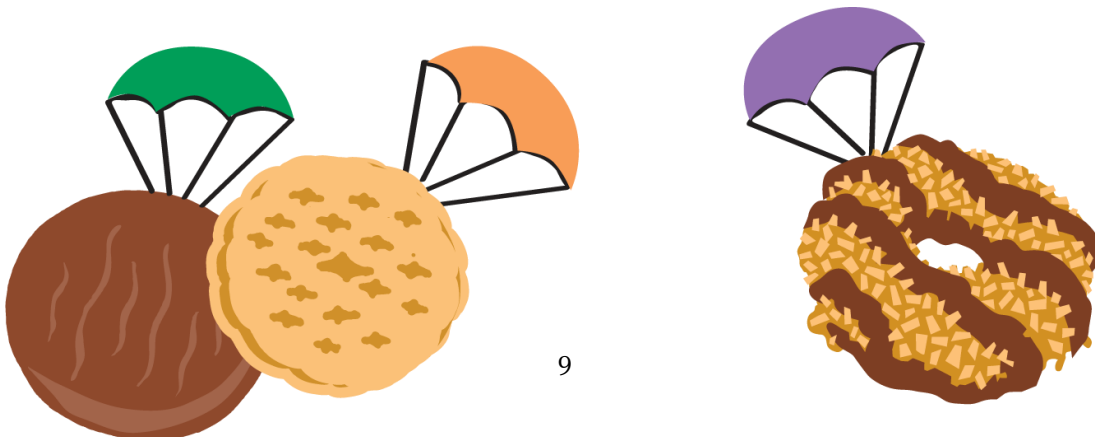
*To increase Cookies for the Community sales, consider these points:*

- C4C is your 10th cookie variety. It satisfies customers on a diet, with food restrictions, and any other reason why they don't want to buy a “real” package. ***It is sugar-free, fat-free, guilt-free, and calorie-free!***
- Girl Scouts can sell C4C to those who want to support Girl Scouts, but just don't want to have the cookies around their house due to dietary restrictions.
- Showcase this variety at your booth locations with donation jars and posters (resources available in the troop marketing kit.)
- Girl Scouts should email relatives and friends (especially those out of the area). This is a great group to target for C4C without incurring the cost of shipping.

## ***Cookies for the Community Challenge***

In 2023, GSGLA Girl Scouts collected donations of more than 213,800 packages that were then distributed to our community partners. If girls focus on C4C as much as physical packages, your total sales figures are sure to grow. **Imagine selling even 50 packages (or one to each customer) and not having to transport, carry, and deliver them!**

***Note:*** Troops may donate their leftover cookies to an organization of their choice but cannot solicit donations for any other organization. Any changes to this policy will be communicated to our members. These packages do not count towards the council's Cookies for the Community program. The council-wide C4C service project is the only activity of this type approved by GSGLA and follows both GSUSA and the US Department of Defense Guidelines.



# Cookies for the Community Partners

All GSGLA Cookies for the Community Partners are registered 501(c)3 non-profit organizations. Some of the partners we donate to are listed below.

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

**Los Angeles Regional Food Bank** mobilizes resources to fight hunger in our communities by distributing food to people in need through charitable agencies or directly through programs, including nearly 900 charitable agency sites throughout Los Angeles County. They also conduct hunger education and awareness campaigns and advocate for public policies that alleviate hunger. The Food Bank feeds 1 MILLION People in LA County every year.

**Operation Gratitude** is one of the largest and most impactful nonprofits in the country for hands-on volunteerism in support of military, veterans, and first responders. Since its inception, the organization has encouraged millions of Americans to express their gratitude through hands-on volunteerism, in turn lifting the spirits of more than 3.3 million deployed troops, recruit graduates, veterans, military families, first responders and healthcare heroes. The volunteers of Operation Gratitude are a generous and spirited grassroots network of Americans joined in common cause to say “Thank You” to all who serve our great nation.



**Bob Hope USO** provides a comfortable area for service personnel to spend quality time with family before they ship out, or as a private area to reunite with loved ones as they return. It is a place where emotions run high and small creature comforts of home mean a lot. The USO does outreach across a wide footprint, including LAX airport and Edwards AFB. Cookies for the Community cookies provide that special taste of home that tells military personnel that someone cares and appreciates their service beyond words – and only a Girl Scout Cookie can convey that!



**Blue Star Mothers of Santa Clarita and Antelope Valley** is an organization comprised of mothers who now have, or have had, children honorably serving in the military. The organization’s mission is to support through service, members and their sons and daughters who serve or have served honorably in the Armed Forces of the USA. Cookies donated through GSGLA’s Cookies for the Community program will be sent to United States’ military personnel in care packages along with other items to brighten the soldiers’ day.

# Training Checklist for Family Meeting

It is very important that the Girl Scouts and their parents/caregivers are clear on their responsibilities and what will be expected of them during the cookie program. Trained Girl Scouts and adults are much less likely to make mistakes and miss important due dates. Providing the families with clear dates and information before the cookie program begins will prevent situations which may cause hard feelings or may result in consequences being applied (like reduced proceeds). You can use the *Cookie Family Guide* and/or the parent/caregiver training presentation as a guideline. Below is a list of topics that should be covered in the training meeting:

- Every participating Girl Scout must have a signed *Parent/Guardian Permission & Responsibility Agreement* on file with the troop leader before selling. Go through this document with the families since some parents/caregivers may sign them without realizing that they are more than just permission slips. Be sure to review expected behavior guidelines and potential consequences.
- Explain:
  - The purpose of the program (i.e., the 5 Skills for Girls) and hand out program materials only to Girl Scouts who have submitted signed agreements.
  - Have the Girl Scouts decide on their individual goals based on the reward levels they want to reach and troop goals—how many packages they need to sell to support their program activities.
  - The best method for parents/caregivers to communicate with you.
  - That no cookies may be delivered until Go Day.
  - The Starting Initial Order (SIO) that the troop will be submitting and how it will be determined.
  - The process for cookie distribution day, including that every cookie and money transaction will be recorded on a signed receipt.
  - How often and when Girl Scouts can get more cookies and the process to get them.
  - Under what circumstances/timeframes the families can return and/or exchange cookies within the troop.
  - The money handling policy. This should include:
    - How often cookie money must be turned in;
    - How much inventory each family will be allowed before they must turn in money;
    - The troop's policy regarding accepting checks and large bills;
    - When money will be collected and when the final payment is due; and
    - The steps the troop is required to take when money is not turned in.
  - The boothing policies. This is very important. Parents/caregivers need to understand the boothing policies and procedures to ensure they know what is expected of them and that violations could result in the loss of boothing sites for the service unit and/or consequences for the troop or individual Girl Scouts. Train families by modeling a perfect booth at the training. They must understand that we are guests at booth locations and must abide by any site-specific requirements made by the management.
  - How rewards are earned by the Girl Scouts and get the girls' sizes and other reward choices.
- Go over all the cookie due dates, including those imposed by GSGLA and those within the troop.
- Review the online [Safety Activity Checkpoints](#).
- Have parents/caregivers sign the [Parent/Guardian Permission](#) form for boothing.
- Discuss how the troop should celebrate its successful cookie season!
- Distribute materials: order cards, money envelopes, *Rewards Selections* and *Quick Start Guide*.

# Guidelines and Consequences

All girls and troops must follow the guidelines found in the following documents:

- *Parent/Guardian Permission and Responsibility Agreement*
- *Family Guide*
- *This Troop Guide*
- Any other published communication

The guidelines are put in place for girl safety and to ensure a successful, fair, fun, and safe cookie season. There will be consequences for those that do not follow the rules.

## *Consequences*

Girl Scouts and/or troops can be penalized by having one or more of the following consequences enforced:

- Removal of the highest reward level earned.
- Reduction in troop proceeds or opt out proceeds.
- Reduction in packages sold for girl and/or troop.
- Forfeiture of girl and/or troop proceeds/rewards.
- Loss of future boothing opportunities.

Most common examples of guidelines not complied with are as follows. NOTE: This is **NOT** an exhaustive list, only a few examples. **If it is not listed as an approved selling technique in this Guide, ask your SUCPC for guidance.**

- Selling cookies before Go Day.
- Selling cookies for the incorrect price.
- Selling cookies outside of authorized areas. For example:
  - Selling on a sidewalk or street corner or in a parking lot
  - Conducting a walkabout in a commercial/business area
  - Selling in front of or on a school campus (walkabout)
- Selling at a booth location/store not scheduled for your troop in eBudde and/or without first submitting and receiving a special request approval.
- Girls selling or delivering cookies alone.
- Boothing with the incorrect girl/adult ratio or inappropriate behavior at a booth location, including leaving trash at the site.

## *Application of Consequences*

If a consequence needs to be applied, it will be decided by the SUCPC, Product Programs Manager and/or Sr. Director of Retail & Product Programs. The weight of the consequence will be based on the guidelines broken, impact to others, safety, and if one or multiple infractions were made. Decisions about consequences will be kept confidential and **will not be shared** with anyone other than the SUCPC and Product Programs staff to maintain the Girl Scouts' privacy.

## *Assume Good Intent*

- If you see someone not following the rules:
  - Report the behavior to your SUCPC. Include troop number, date, time and place, who was there, and what was occurring.
  - DO NOT take pictures of the concerning behavior.
  - Refrain from actively looking for problems.
  - Trust in the process—**troops/girls not following the rules will be addressed appropriately.**

# eBudde Login

All transactions, including ordering and assigning cookies and money management, are handled through one website: [eBudde.littlebrownie.com](http://eBudde.littlebrownie.com). A detailed eBudde guide and recorded training are available at [www.girlscoutsla.org/cookies](http://www.girlscoutsla.org/cookies).

## Accessing eBudde

User accounts will be activated by your SUCPC after you have attended training and the troop has submitted the *Troop Cookie Chair Agreement* and *ACH Authorization Form* ([www.girlscoutsla.org/cookies](http://www.girlscoutsla.org/cookies)) and the previous year's financial report.

- When you have been granted access to eBudde, you will be sent an email to the email account you listed on your *Troop Cookie Chair Agreement*.
- Click on the link in the email and follow the prompts to set your password.
- Contact your SUCPC if you have submitted the forms and completed training and have not received a login email.

Once you have logged in and set your password, you will be taken to the Troop Dashboard page. This is the screen you will see every time you log into eBudde. It will show you important messages from GSGLA and/or your service unit. There is also a troop checklist on the right side of the dashboard to help you track upcoming steps during the sale.

The screenshot displays the eBudde Troop Dashboard with a top navigation bar containing: Dashboard, Contacts, Settings, Girls, Init. Order, Delivery, Girl Orders, and Transactions. A note at the top left states: "Note: Dashboard results may be up to 20 minutes old." A "PRINT DASHBOARD" button is located in the top right.

The main content area features a "Sales Progress Report: Current Orders, Compared to End of Last Season" section. It includes a bar chart comparing 2021-22 (green) and 2022-23 (blue) across three categories: Init. Order, C4C, and Add. Orders. The y-axis ranges from -1 to 1. Filter buttons for Type, Variety, Grade, Doc, and Totals are present. A "SHOW DATA >" link is at the bottom right.

Below the chart are three summary cards: "DOC Girl Delivery Orders" (listing items like Adventurefuls, Lemon-Ups, etc., all at 0), "Service Unit Contacts" (displaying "None"), and "Cupboard Locations" (with a map icon and "SHOW MAP >" link).

At the bottom left, there are two more cards: "Rewards Selected" (0, 0% Girls Sub.) and "Troop Per Girl Average" (N/A). Below these are promotional banners for "Order Here", "Need Tech Support? Visit the eBudde Help Center", and "Build Your Cookie Season Plan!".

On the right side, there is a "Messages" section with two emails from the Council, a "Calendar" section showing "No events to show", and a "Troop Checklist" section with a list of tasks such as "Submit Starting Inventory", "Choose a Delivery Station", and "Print & Submit Sales Report". A "Recommended activity" icon is at the bottom right of the checklist.

# Set Up Troop and Banking Information

The first time you log in to eBudde, you will need to set up your troop and banking information.

- Click on the **SETTINGS Tab** and then click the **EDIT SETTINGS** button.

## *Troop Information*

- Verify that your five-digit troop number is correct in the Number field. (May include leading zeros.)
- The “#Girls Selling” and “#Girls Registered” fields will automatically populate as girls are uploaded and packages are assigned to girls.
- Choose the Troop/Group Age Level (i.e., Brownies, Juniors, etc.)
- Check "Opt Out" for additional proceeds (\$.10/package) **ONLY** if your troop is opting out of girl rewards. (Only available to Cadettes and above.) This must be a girl decision and **ALL** girls must agree to opt out.

## *Banking Information*

- Troops that submit their eForms (both *TCC Agreement* and *ACH Authorization*) by the due date will have their banking info uploaded into eBudde. Troops need to make sure their banking info is in eBudde before submitting their SIO, or their SIO will not be placed. If they were **not** part of the upload, troops will need to manually enter the information (instructions follow).
  - Enter your troop's bank name, routing, and account number. (This is **MANDATORY**: The troop starting inventory order will **NOT** be accepted without the troop banking information entered into eBudde.)

## *Granting eBudde Access to Other Troop Users*

- Add/update information for the troop leader and troop cookie chair.
- Add anyone who will only be picking up cookies for the troop from the cookie cupboard as a “Troop Cookie Pick Up Only User.”
  - **NOTE:** If you add a person as Troop Cookie Pick Up Only User that person will **ONLY** be allowed to view orders and cannot edit or add any orders. Only add someone as Troop Cookie Pick Up Only User if their **sole role** is to pick up cookies at the cupboard. **Do not list yourself or the troop leader in this section.** (Note also, if the person you add to this role has a different role with a different troop or the service unit, do not add them in this role as it will affect their other roles.)
- Click **UPDATE** once all modifications have been made.

# Edit Girl Scout Information

All Girl Scouts registered with your troop by the end of December will automatically be uploaded into eBudde and Digital Cookie the second week of January (after the SIO is finalized by GSGLA). Additional girls will be added regularly as they register in MyGS. Troop chairs will not have access to add or delete girls.

TCCs may deactivate girls who are no longer participating with their troop to make it easier to see the list of active girls.

- Click on the **GIRLS Tab**.
- Select Inactive on the row of the inactive girl's name.
- Click Hide Inactive (this will hide the inactive girl(s) from your **GIRL ORDERS Tab**).
- Click Update.

# Starting Inventory Order

For the success of the Girl Scouts, it is necessary for girls to have enough inventory on “Go Day.” This is accomplished by putting in a starting inventory order (SIO) that accounts for your **girls’ goals and the troop’s goals**. While you can take into consideration your troop’s selling history, **the SIO should not be based on past sales but rather on the girl and troop goals**. History tells us that 75% of the sale happens in the first two weeks of the program. Ordering at least 75% of your troop’s anticipated sales should allow you to have enough inventory for those first two weeks to fill Digital Cookie orders, in-person sales, and booths. An appropriate SIO is a substantial quantity of cookie packages ordered to support the girls’ and troop’s goals, and it provides the GSGLA Product Programs team an indication of how many cookies to order to support our girls and council throughout the Cookie Program.

## **Troop and girl goal setting is a crucial step in determining the troop’s SIO and is the first of the 5 Skills for Girls.**

- In the beginning of the Girl Scout year, the troop leader should work with the Girl Scouts and parents/caregivers to plan the activities the girls would like to do during the year, set a budget, and determine the funds needed to support the girls’ goals.
- To support the girl’s cookie program, the girl’s individual goals (i.e., which rewards she wants to achieve) is then factored into the overall troop activity planning to determine the troop’s SIO.

Given all the changes we have encountered in the last three years with ways to participate, changes to the program/timing, family comfort level, global supply chain issues, etc., focusing on prior year data to determine the current year possibilities is no longer a reliable data source. Moving to a PGA-based model (per selling girl average-based model) positions the Girl Scouts, the troop, and the council to be successful.

### **When considering your SIO, keep these things in mind:**

1. What is each girl’s individual goal?
2. What is the troop goal?
3. How many booths does the troop plan to have?
4. How accessible is the nearest cookie cupboard?
5. Does the troop wish to earn the SIO rewards (see page 18 for SIO reward criteria)?

### *How to determine your troop’s SIO*

1. SIO cookies should last at least through the first two weeks of the cookie program. This includes Digital Cookie girl delivered orders, in-person orders, and the first weekend of boothing.
2. All troops will have access to an eform where they can enter their troop’s goal and receive an SIO projection based on the number of girls they anticipate participating in the cookie program.
3. A Troop Variety Mix spreadsheet will be available for download. Troops that participated in the previous cookie program can enter their troop number to see their 2023 sales data. *Note: The SIO worksheet is now based on the troop’s anticipated PGA, not past year’s sales.*
4. The Excel file breaks down your troop order into a **suggested** variety assortment and distribution for Girl Scouts. You can modify this mix as you see fit.
5. **Troops may not set a quota for a girl to sell.** Speak to the parents/caregivers about how much inventory they want to take to start. Remember that the SIO includes both individual girl cookies and boothing cookies, so don’t distribute all of the SIO cookies to the girls right away.
6. Since individual girls have not started taking orders, you will not enter the SIO by Girl Scout. Instead split the SIO and enter some as "Other" to cover the individual sales for the girls and "Booth" to cover what is being ordered for booth sales.

**Note: Troops that form before 12/1/23 and do not submit an SIO will not be able to pick up cookies from a cookie cupboard until 2/3/24.** Troops formed on or after 12/1/23 are excepted and will be able to pick up cookies from a cupboard beginning 1/31/24.

You must both “save” and “submit” your SIO in eBudde by the due date for your troop to receive cookies on delivery day.

### *ENTER your Starting Inventory Order*

- Click on the **INITIAL ORDER** Tab.
- Click on **OTHER** to input the total cookies you anticipate distributing to the girls to sell. Tab to each package to enter the number of **cases** per variety. There is no option to enter C4C orders during the SIO, as troops do not receive these cookies.
- Click on **BOOTH** to enter the troop’s booth order. These are cookies that may not be distributed to the girls immediately but will get you through the first weekend of boothing.
- The SIO must be submitted via eBudde in **whole cases** (12 packages per case).
- Click the **SAVE** button.

### *SUBMIT your Starting Inventory Order*

- Review the totals at the bottom.
- Check to make sure you don’t have an extra zero or ordered packages instead of cases. (For example, if the intention was 7 cases of Samoas, you would enter 7 [cases], not 84 [packages].) **Once you submit your order, the cookies belong to your troop!**
- You can only **SUBMIT** your order once.
- Once you have verified that the order is accurate, click **SUBMIT TROOP IO**.
- Once you SUBMIT the order, you will not have access to change the order. If you discover a major error after you have submitted the order, immediately contact your Service Unit Cookie Program Chair (SUCPC).

### *Choose your Delivery Time*

Some service units will pre-assign troops to a cookie pick up schedule; others will allow troops to choose from a pre-set schedule. Your SUCPC will notify you of your SU’s process.

- Click on the **DELIVERY Tab**.
- Click **WHO** is picking up your troop cookies.
- Click if you will be picking up for more than one troop.
- If it is not already filled in, select your **DELIVERY STATION** from the drop down. Usually there is only one location option.
- If one has not already been assigned, choose a pick-up time and lane (if applicable).
- Click the **SUBMIT MY INFO** button at the top of the screen.

The system will confirm that your delivery information was updated. You can print the delivery confirmation for your records. It details when and where to be for delivery, the number of cases for each variety that you will receive, and how many cases will fit into your vehicle type. This confirmation can be especially helpful if someone else will be picking up the cookies. It gives them complete instructions.

The chart at right will give you an idea of approximately how many cases will fit in various sized vehicles.

Car Type	Approx. Number Of Cases of Cookies	Car Type	Approx. Number Of Cases of Cookies
Compact Car Toyota Corolla Honda Civic	22	Mid Size SUV Ford Explorer Honda Pilot	55
Mid-size Sedan Ford Fusion Chevy Impala	30	Mini Van Dodge Caravan Honda Odyssey	75
Small SUV Toyota Rav4 Honda CRV	35	Pickup Truck 6-foot bed 8-foot bed	100 125
Station Wagon Suburu Outback Volvo V60	70	Standard Van Ford Econoline Dodge Ram Van	150



# Starting Inventory Reward Order

Immediately after the SIO is submitted, the TCC must also submit the SIO Reward order for the troop to receive the SIO rewards if they are eligible to receive them. **Troops will not receive SIO rewards unless this step is completed.**

A troop must submit a **PGA of at least 175** packages per participating girl in order to earn this reward. The 175 PGA is our council SIO goal and is set as a baseline to support all the girls in GSGLA. Setting a PGA such as this is critical so that we order enough product so that every girl and troop is able to meet their goals. This PGA may be different from the troop's anticipated overall PGA, which is based on the girl and troop goals. It is up to each troop to determine what PGA would best support their girls' cookie program. This reward is a reflection of a troop's contribution to the overall council goal to support all girls within GSGLA for the entire cookie program.

**eBudde cannot automatically calculate the SIO reward order.** Therefore, qualifying troops should enter the number of rewards for the girls (one for every girl who is planning to sell; this should be the same number you used to calculate your SIO order). Troops that miss submitting their SIO reward order will not receive SIO rewards.

Your SUCPC and Product Programs staff will verify the rewards order submission and correct eBudde as applicable. Verification will be based on a comparison of the number of rewards ordered with the number of packages ordered. Troops who choose to opt out of rewards **will** receive Starting Inventory Rewards if they qualify and submit for them.

## ***SUBMIT your Starting Inventory (SIO) Rewards***

- Click on the **REWARDS** Tab.
- Click **FILL OUT** next to Initial Reward Order.
- If you ordered the recommended number of cookies, enter the number of rewards you qualify for. The number of rewards should correspond to the number of girls you used to calculate the SIO. This number of rewards will not change, even if you increase the number of girls selling after you submit your SIO.
- Click **SUBMIT** to submit your troop's initial reward order.
- Click **OK** in the pop-up box to confirm your submission.
- Once the girl rewards are submitted, **NO** changes can be made to this field.



# Starting Inventory Order Delivery

Delivery dates and locations vary by service unit so view eBudde or check with your SUCPC or Delivery Chair. Your SUCPC may ask for volunteers to help with delivery day.

- Print out your delivery confirmation and bring it with you to be sure you receive the correct number of cases.
- Go to the cookie delivery location at your scheduled pick-up time.
- **Please be patient, polite, flexible, and ready to help out if needed.** This is a great opportunity to practice the Girl Scout Promise and Law.
- Wear casual clothes and flat, comfortable shoes with traction. You may get a bit dirty.
- Bring enough vehicles to pick up your entire order at the same time (see vehicle capacity chart on the Delivery Confirmation in eBudde). The amounts use all space except the driver's seat and assumes that the vehicle has been cleaned out and emptied of all gear, car seats, pets, children, etc. Multiple vehicles for a troop must enter the line together. Strive to maximize the capacity of each vehicle and bring larger vehicles for larger orders to streamline the loading and unloading process. Some troops with large orders find it easier to rent a U-Haul for a nominal fee. More smaller cars slows down loading at delivery.
- **Count, count, count** the cases before you sign for anything!
- Remember, you are financially responsible for whatever cookies you sign for, including errors.
- You will be expected to load your troop's order in your vehicle(s).
- Do not separate girl orders at the delivery station. Take the cookies straight home. Do not leave them in your car as they will melt or could be stolen!

## Distribute Cookies to Girls

- Distribute some of the cookies to the girls as soon as possible. Distributing fewer cookies at a time leaves cookies for boothing and helps to manage inventory and payments.
- Schedule pick up times for each family. You **must** count out a girl's cookies with the parent/caregiver and give them a receipt signed by both the TCC and the parent. Keep the white copy and give the parent/caregiver the yellow copy.
- **KEEP ALL SIGNED RECEIPTS.** They are your only proof of your inventory should there be any discrepancies. Also use this receipt book to record additional cookies distributed to the girls and any money collected. The receipts will help you reconcile what each girl owes and has paid throughout the program.

MONEY		PRODUCT RECEIPT		CLUB/ORGANIZATION	RECEIPT NO.
TROOP NO.	RECEIPT NO.	RECEIVED/DEDUCTED	DATE		
NO. OF CASES	NO. OF PAGES	VARIETIES	AMOUNT DUE		
		ADVENTUREFULS™			
		LEMON-UPS®			
		TREFOLS®			
		DO-SI-DOS®	AMOUNT PAID		
		SAMOAS®			
		TAGALONGS®	AMOUNT STILL DUE		
		THIN MINTS®			
		GIRL SCOUT S'MORES®			
		TOFFEE-TASTIC®			
		<b>TOTAL</b>			

## Storage of Cookies

**IMPORTANT:** Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place or location where animals, bugs or water can get to them. Remember, you are responsible for these cookies, even if they get wet, melt from heat, or otherwise become unsaleable.

### What if a package is damaged?

If a package is damaged, it can be cheerfully exchanged at a cookie cupboard for a non-damaged package of the same cookie variety only. Damaged means:

- Crushed package
- Sealed but empty package
- Unsealed package
- Missing cookies
- Returned by customer for any reason

NOTE: Melted cookies are **not** considered damaged. You are responsible for any melted or mishandled cookies, and they will not be exchanged.

# Selling Girl Scout Cookies

Ninety percent of the general public would gladly buy Girl Scout Cookies, but did you know that nearly 35% are never asked? Below, you'll find some tips and techniques to help your girls achieve their goals.

It is vitally important for girls to remain safe as they market and sell Girl Scout cookies. Please follow all guidelines as outlined in *Safety Activity Checkpoints*, this *Troop Guide*, and the *Cookie Family Guide*. **Safety is first and foremost.** Now, let's get started selling those cookies!!

- Collect money as cookies are delivered, not before (except C4C). Money for C4C packages is to be collected when the customer places the order. Orders placed through Digital Cookie are already paid for.
- Girl Scouts in our council may only sell GSGLA cookies, and only within GSGLA's geographic borders.
- For in-person sales, Girl Scouts must follow current GSGLA safety guidelines. These guidelines will be communicated to members by GSGLA and are subject to change before or during the cookie program.

## Using the Internet for Cookie Orders

- Girl Scouts can use email and age-appropriate Internet tools to take orders from people they know, including the Digital Cookie platform.
- Cookie delivery and payment transactions **must** be done in person.
- Girl Scouts may **not** accept payment online, except via Digital Cookie.
- Girl Scouts will reach more customers faster when they use email as a communication tool.
- Girl Scouts of all ages (with parent/caregiver assistance) can utilize Digital Cookie to email customers to ask for orders. It boasts the highest average package sale of any method! Digital Cookie is the safe way for ALL girls to send emails.
- Approved online social networking sites are a great place for Girl Scouts (with parent/caregiver permission and supervision) to ask for cookie orders.
- Girl Scouts may post on Girl Scouts-appropriate community sites (like NextDoor) only within their own neighborhood, when permitted by that platform and by following the site's rules.
- Be sure to follow *Computer/Online Use* guidelines in *Safety Activity Checkpoints*. For additional resources, visit GSUSA's Basic Online Guidance for Product Program at [www.girlscouts.org](http://www.girlscouts.org).
- Rule of thumb: Facebook, Instagram, Snapchat, TikTok and X/Twitter, **YES!** eBay, Facebook Marketplace, Amazon, or other resale sites, **NO!**



## *Door-to-Door Sales / “Residential Walkabouts”*

- Encourage Girl Scouts to canvass their communities with Girl Scout buddies and adult partners. Girls may go door-to-door in any residential neighborhood within GSGLA’s boundaries.
- Sell door-to-door with cookies in hand. Load up a wagon with cookies, make signs, and you are ready for a residential neighborhood walkabout! Leave a doorhanger for customers who aren’t home (tip: Print personalized doorhangers from Digital Cookie).
- Girl Scouts should always wear their Girl Scout membership pin with their uniform, sash or vest, or Girl Scout t-shirt when selling cookies. A best practice is to wear a full uniform—it attracts more customer interest and helps to maximize opportunities.
- Walkabouts occur only during daylight hours, in residential, non-commercial areas. Shopping centers, schools/colleges, college campus residences, parking lots, and farmers markets are all considered non-residential areas and therefore are not allowed. Girl Scouts may sell cookies in a community park (i.e., a softball game), if city ordinances permit.
- Daisy, Brownie, and Junior Girl Scouts must be **accompanied** by an adult when selling and delivering cookies.
- Cadettes, Seniors, and Ambassadors must be **supervised** by an adult when selling cookies door-to-door.
- Girl Scouts should never enter a customer’s home or approach customers in cars.
- If a customer stops a Girl Scout while walking around a residential neighborhood, the girl may sell them cookies; however, the girl is NOT permitted to stay in that spot and continue to sell. **A walkabout means you are constantly walking, not staying in one place to sell cookies.**
- Girl Scouts are encouraged to accept credit card payments via the Digital Cookie Take a Payment feature (free to troops); Square or Cheddar-Up must be linked to the troop bank account. Venmo, PayPal, and Zelle are **not** allowed to collect payment from customers.
- Girl Scouts may also ask for a customer’s contact information to call back later or add them to their Digital Cookie list for email orders. Girl Scouts should leave their cookie “business card” (printed from Digital Cookie) so the customer can order more. Girls’ personal contact information should never be given to customers.

## *Residential “Cookie Stands”*

- Set up a simple “lemonade” type cookie stand to sell on residential property where the Girl Scout or someone she knows resides.
- A cookie stand can be set up any time throughout the sale.
- No other food or beverages may be served or sold.
- An adult from her household must be present at all times with the Girl Scout.
- Cookies and money must never be left unattended.
- Girl Scouts are encouraged to accept credit card payments via the Digital Cookie Take a Payment feature (free to troops); Square or Cheddar-Up must be linked to the troop bank account. Venmo, PayPal, and Zelle are **not** allowed to collect payment from customers.
- Girl Scouts who reside in an apartment, gated community or any other property requiring management approval, must obtain management approval prior to setting up their cookie stand.
- Apartment, condominium, and townhome set-up must be in a common area inside the complex, not on the street or sidewalk.
- Cookie stands **cannot** be set up on a street corner, sidewalk, street median, or outside of fences or walls.
- Adhere to local city/government ordinances.

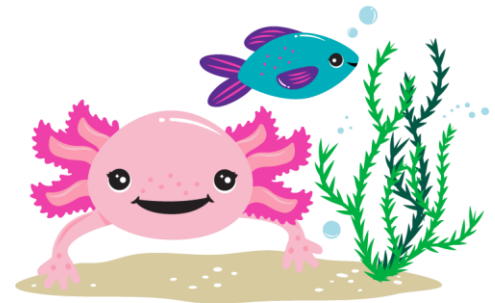
## Workplace Sales

Girl Scouts can contact business owners or managers to request permission to take orders for cookies at a workplace (including a parent's workplace). Girl Scouts may only sell to the employees, **not** to the business' customers (that would be considered a special booth).

- Approach businesses such as: parent/caregiver or family workplace, a beauty salon owner, car dealership, or doctor's office.
- Do NOT contact businesses being contacted by your service unit or GSGLA. Consult with your SUCPC with locations you would like to contact.
- With the business' approval, Girl Scouts can:
  - Make a quick "sales pitch" at a staff meeting or leave an order card in a location visible to employees (**not** customers). The Girl Scout may leave a note outlining the troop/girl goals and plans for the cookie proceeds. DO NOT list the girl's last name or phone number on the order card or note.
  - Sell cookies to the employees of these locations (office-to-office or cubicle-to-cubicle).
  - Girls **CANNOT** sell directly to the establishment's customers. Cookies can only be sold to the establishment's employees. Girls cannot sell cookies to businesses for resale.
  - Set a date to pick up the order card where the employees will write their orders and notify the employees when to expect delivery of the cookies.
  - Remember, Girl Scouts are to sell the cookies, not adults.
- A parent/caregiver may have cookies to sell at their place of work, but any displays must include a message from the Girl Scout and must **not** be visible to the business' customers.
- Setting up a table display in front of a business is considered a special booth and needs approval in advance. Consult with your SUCPC to obtain the necessary approval.
- Cookies can **never** be displayed on the counter for patrons/customers even if the family owns the business.

## Telephone Sales

- One of the fastest ways to sell Girl Scout Cookies is by phone with parental permission. Girls should review previous year's order cards and contact these reliable customers.
- Girl Scouts can call customers, thank them for their past orders, and ask when they can deliver a fresh supply.
- Try a Text-a-thon at a troop meeting –girls may want to text their friends and family to let them know "It's Cookie Time" or "I have cookies NOW—no waiting!"



## Delivering/Transporting Cookies

- Girl Scouts must be supervised by their parent/caregiver at all times while delivering cookies.
- Cookies must be covered if they are being transported for delivery or to a booth location, so that they are not visible to the public in non-residential areas.
- Girls should contact customers ahead of time to coordinate a cookie porch drop off. When she gets to the customer's home, she should call or text to let the customer know she's there. She should wait on the sidewalk while the customer picks up the cookies and leaves payment, if necessary. Girls must never leave cookies at a doorstep without previously arranging with the customer to be home to get the cookies.

# Digital Cookie

Superpower your girls' sales by adding online selling with the Digital Cookie platform, supported by M2 Media as in the past. Parents/caregivers love the convenience of using Digital Cookie and girls who participate in Digital Cookie sell significantly more than girls who participate in traditional sales alone. The platform is a fun, educational tool that helps girls run and manage their Girl Scout Cookie business online. Help the girls in your troop reach their goals with Digital Cookie.

You play a key role in encouraging and supporting girls and parents/caregivers with this channel. Remind them that it's easier for girls and parents/caregivers to participate at their convenience and to reach friends and family near and far.

It's really simple, with just a few easy steps! Girls will register, set up their sites, invite customers, and track their goals. That's it! Go to [www.gsdigitalcookie.com/gsgla](http://www.gsdigitalcookie.com/gsgla) to get started.

## *What can she do with the Digital Cookie platform?*

On the platform, girls can set up their sites, set their cookie goals, track their progress, manage orders and inventory, learn Internet safety skills, and more.

## *How does the Digital Cookie platform work?*

With Digital Cookie, the girls initiate the cookie sale. Girls use Digital Cookie to invite customers to visit their personalized cookie websites where customers can place their order and pay using credit cards to have their order shipped, delivered by the girl, or donated to Cookies for the Community.

Online sales and payment are automatically added to the Girl Order Tab in eBudde. Credit for payments will appear on the Deposits tab and Sales Report and will reduce the amount a troop owes on the ACH debit. TCCs must track girl delivered orders and ensure the girls have enough cookies to fill their orders.

Tip: Plan a troop meeting where the girls can work together to set up their Digital Cookie sites and record their videos.

## *Accessing Digital Cookie:*

Watch for an email in mid-January with your username and link to create a password. The "from" email address will be [noreply@mail.gsdigitalcookie.com](mailto:noreply@mail.gsdigitalcookie.com). Tip: add this email to your contacts so that it doesn't go to your spam folder.

If you are also a parent, you can go to [www.gsdigitalcookie.com/gsgla](http://www.gsdigitalcookie.com/gsgla) to participate starting on January 16, 2024. You do not need to wait for an email. You will be able to participate with the same email address that you use to log in to the volunteer site. On the landing page for this site, you will be able to select your role as a girl/parent/caregiver or volunteer. If you have additional roles, you will be able to select your role once you are in the volunteer site.

## *Troop Link:*

Troops will have access to a "troop link," which may be used at a booth sale to take orders and payments. Cookies sold on the troop link must be assigned to girls (see page 22).

# Boothng

Cookie booths allow girls an opportunity to reach their goals and make a difference in their community! A cookie booth usually takes place in front of a business, like a grocery store or bank. It could also be a drive-through booth in a driveway or parking lot. This is an opportunity for troops to bring Girl Scout Cookies to the public. The Girl Scout cookie booth is an excellent opportunity for a girl to put her people skills into action while participating in the most highly anticipated girl-run business of the year! Here is some key information regarding booth sales:

- Talk to your troop leader, girls, and parents/caregivers about boothng procedures, guidelines, schedule, and boothng etiquette. Keep in mind the minimum number of girls and parents/caregivers required at each door (see next page).
- Collect signed boothng permission slips and recruit parent/caregiver help if needed. Ensure parents/caregivers understand boothng etiquette.
- Teach girls how to speak about the cookies they are selling and Cookies for the Community (C4C). C4C is the simplest “up sell” they will ever do.
- Select your booths through the eBudde booth scheduler.
- Print a copy of your booth reservation just prior to attending the booth.
- Make sure you have enough cookies to cover the booth and money to make change. See the following pages for other items to have at the booth.
- Have fun and no matter the number of sales, allow the girls to have an exceptional learning experience.

## *Hours/Days*

- Troops may booth between the hours of 8am and 8pm (store/location hours permitting).
- Only Junior level Girl Scouts and older may booth after 6pm.
- Girl Scouts may only booth outside of regular school hours, Monday through Friday after 2pm. Homeschooled girls or girls on a school track schedule break may booth before 2pm provided they advise inquisitive customers that the girls are out of school legitimately.
- Each Daisy Girl Scout should not be scheduled longer than one hour during the assigned boothng shift; additional adult supervision is recommended. Rotate girls after their one-hour shift to cover a booth that lasts in excess of one hour. Happy girls are good sellers!
- Juliettes are encouraged to buddy up or partner with a troop for boothng.

## *Special Booths*

- Special booths are **unique, one-time/one day opportunities** that your troop has found to set up a booth, such as at a school, place of worship, or small business owned by someone you know.
- You must send a signed *Troop Special Booth Permission* form to your SUCPC (download at [www.girlscoutsla.org](http://www.girlscoutsla.org)).
- You must enter special booths in eBudde for your SUCPC to approve or deny. Additional time may be required if you request a special booth outside of your service unit boundaries, because your SUCPC will need to get approval from that service unit’s SUCPC.
- Enter your request in eBudde by clicking the *BOOTH SITES* tab clicking the Add a Troop Booth button. Click +Add and enter the information for your request.
- Your SUCPC will approve or deny your request. You will be notified via eBudde.

## Adult Oriented Businesses

Girls may not sell cookies inside or outside of any adult-oriented business, including but not limited to a bar, strip club, casino, liquor store, gun show, or marijuana dispensary.

### Safety

- At least two girls **PER DOOR** are required to be present at all times. This includes when a business has two doors. The minimum number of girls and adults must be at each door. See the chart below for details.

Level	Min. # girls at each door	Min. # adults at each door
Daisy—Cadettes	2	2
Seniors/Ambassadors	2	1

- One of the adults must be female. One adult should be a registered member. These adults do not need to be background checked by GSGLA.
- While cashless payments are preferred (through Digital Cookie Take a Payment function or other approved payment processing methods), troops may collect cash and should have a plan for safeguarding money. Adults take direct responsibility for cash at all times with the intent to deter a theft. Adults should exercise caution in holding large quantities of money at the point of sale. Make arrangements for an additional adult to pick up and deposit money from high traffic booth sales. Bring a deposit slip and ATM envelope with you to facilitate a bank run by another parent. Be extra cautious with a cash box since they can be easily stolen.
- Adults must handle ALL money for Daisy Girl Scouts.
- Adults should supervise girls closely at all times, including restroom breaks.
- Girls should not follow customers into a store or parking lot, even if promised a sale. Ask customers to return to the booth to make their purchase.
- Girls should never approach cars to make a sale or to deliver cookies.
- Safeguard cookies; never turn your back to the cookies, including the extra cases not on display.

### *One Girl/One Parent/Guardian (1G/1P) Boothing Cadettes and older, February 23 – March 10*

Boothing is primarily a troop activity that encourages teamwork, and GSGLA encourages all girls to booth with their troop to get the most from this experience. We also recognize that older girls who are not registered with a troop (i.e. Juliettes) and/or older girls with high reaching goals would like the opportunity to booth independently to meet their goals.

In the case of Girl Scouts that belong to a troop, all girls in the troop must be given the opportunity to participate in the booth. Priority will be given to troop boothing opportunities over individual girl boothing. Registered Juliette Girl Scouts should work with their SUCPC to possibly network with other Juliettes. These are great opportunities to work together as a team for your common high goals.

For older Girl Scouts who wish to booth individually, additional procedures on one girl/one parent/guardian boothing are intended to impart fairness and safety for the girl. These are:

1. The attending adult **MUST** be the Girl Scout's parent/caregiver.
2. The attending parent/caregiver **MUST** be a registered member of GSUSA.
3. The Girl Scout must be a **Cadette or older**. 1G/1P is not available to Juniors and under, including Juliettes.
4. The first two weeks of boothing is reserved for troops.
5. 1G/1P booths must be scheduled by the Troop Cookie Chair (TCC) on behalf of the Girl Scout. Check in with the TCC before and after the booth to verify sales to be credited to the girl, reconcile physical cookie inventory and funds, and turn funds collected from the booth sale to the troop.
6. The Girl Scout and her parent/caregiver need to be able to handle the expected volume. For example, a



busy high traffic location cannot be taken by a lone girl, as she cannot reasonably manage that many customers. This is a good opportunity to partner with another Girl Scout.

7. 1G/1P may not take a location alone with more than one door. The additional door(s) must be offered to other Girl Scouts/troops.
8. Booth shifts should be no longer than two hours long. If the booth is scheduled longer than two hours, you must have enough Girl Scouts to rotate in and out in order for the entire shift to be covered.
9. Encourage using the 1G/1P option to help girls sell extra product they may have at the end of the sale.

## Appearance

- Girls must be easily identifiable as Girl Scouts by wearing a Membership Pin and official uniform, tunic, sash, vest or other Girl Scout branded clothing. A best practice is to wear a full uniform to draw customers' attention and to maximize visibility.
- Girls should follow Girl Scout guidelines and wear closed toed shoes and not wear tank tops.
- Always dress neatly and be prepared for the weather.

## Conduct

- Booting is a privilege! Always respect each other and the host business.
- Booth sites are at a premium, so you should always plan to cover both doors, if applicable. If you can't, invite a sister troop to booth with you at the other door. Don't leave a busy door unattended!
- Always arrive on time to your assigned location and stay until your shift is complete.
- Upon arrival, check in with the store/location manager **or** previous troop to advise them of your presence and thank them for supporting Girl Scouts. Ask them where they would like you to set up your booth. Before leaving, notify the next troop of any store management requirements.
- Follow all rules and requirements of the location. Some requirements may have been entered into eBudde and they are non-negotiable on behalf of the management. Be aware of this as you choose your sites. Remember, we are guests! If management communicates a requirement to you once you arrive at the location, please adhere to it and notify your SU Booting Chair or SUCPC immediately thereafter.
- Behave in a manner that is befitting a Girl Scout and appropriate to a public place. No roughhousing, running, climbing, or inappropriate language, etc.
- Greet people warmly, smile and remain pleasant under all circumstances.
- Girls should approach customers only as they are leaving the location. Thank everyone, even those who don't make a purchase.
- Only Girl Scouts and supervising adults are to be present at cookie booths. **No tagalongs, like friends or siblings.**
- Do not block doorways or stand more than 5 feet away from your booth.
- Never leave your booth or cookies unattended.
- Cell phones or other electronic devices should not be used during your booting shift. Exception: Adults who are accepting credit card payments on their smart phone.
- Do not eat, drink or smoke near the booth.
- Adults may assist but cannot sell Girl Scout cookies. This is the girl's business; allow her to manage and run it!
- Be on the lookout for GSGLA's Booth Sleuths! Our "secret shopper" program quizzes girls, checks on your booth's appearance, and gives instant rewards for troops that are doing things the best they can.
- Respect the next scheduled troop by being prepared to turn over the booth site on time. Begin to pack up your cookies and everything you brought 10 minutes before the end of your shift. Do not stay longer than your scheduled shift.
- **Clean up ALL trash.** Do not leave empty boxes or trash at the booth site and do not use trash cans at the booting location to dispose of your trash. **Take your trash and empty cases with you.** Clean up should be completed as part of your booth time, so the next troop can start on time. *Girl Scouts always leave a place cleaner than they found it.*
- At the end of your shift be sure to thank the management for the opportunity to booth at their site. A package of cookies, certificate of appreciation, card or poster from the troop is also a nice addition to saying thank you!

### *What if another troop is in our spot when we arrive?*

To avoid misunderstandings, print out a copy of your booth site confirmation from eBudde and take it with you. The troop with the most recent printed confirmation has the permission to be at the site. **Be kind, respectful and considerate at all times and do not involve the host business.** Settle any disputes away from the girls and then explain to them how you resolved the conflict. You are the face of Girl Scouts! Girls are watching and learning from adults – adults must demonstrate appropriate behavior at all times.

### *What Girl Scouts/adults must know before they arrive at a booth*

- Expected behavior at the boothing site.
- How to approach and speak to customers. Girl Scouts should develop their “Cookie Pitch.”
- Cookies being offered and their prices.
- What the troop plans on doing with their proceeds.
- Council-wide Cookies for the Community (C4C) program. Make it part of your “Cookie Pitch.”
- Download and learn to use the Booth Sale Recorder App to facilitate assigning cookies to girls.

### *Set up your booth to appeal to customers*

- Troops should bring all of their own supplies to set up their booth, including a table, chairs and Girl Scout or other colorful tablecloth.
- Keep booths neat at all times.
- Place extra cookies and supplies under the table out of sight.
- Make a poster to display the troop’s goal and plans for cookie earnings. Customers are more inclined to make a purchase if they know how the girls plan to use their proceeds.
- Do not hang anything on the walls of the location. If you have posters to display, neatly attach them to your table or use a table tent. Girls may also hold signs.
- Provide information about the Cookies for the Community (C4C) program and have girls suggest the option to potential customers who may not want to purchase cookies for themselves. C4C is the fat-free, sugar-free, guilt-free cookie your customers want!
- Every Girl Scout Shop has professional marketing tools you may want to purchase to really punch up your booth. Marketing materials are also available on GSGLA’s Cookies+ website and in the Marketing Kit you will receive from your SUCPC.

### *What else to bring*

- Extra cash to make change for customers. Do not ask the host business for change.
- Cash container. Fanny packs and money belts are good options for holding large amounts of cash. Be extra cautious if using a cash box as they can easily be stolen. Adults should take direct responsibility for all cash at all times with the intent to deter theft. For high volume sites, have another adult pick up the money mid-way through the sale. Do not put money in a car.
- Shopping bags. Single-use bags are great when recycled for cookies. Start saving them now. Customers will buy more if they have an easy way to carry them.
- Copy of troop booth site confirmation from eBudde.
- Important telephone numbers: Troop Leader, Cookie Chair, SUCPC and Boothing Chair.
- Extra and enough cookies!
- Booth Inventory sheet to record “before and after” inventory and money. (Available at GSGLA’s Cookies+ website.)
- Cookies for the Community (C4C) receipts (available to print on [www.girlscoutsla.org/cookies](http://www.girlscoutsla.org/cookies)) and collection canister and/or sign.
- Masking/painter’s tape for affixing signs to your table and a pen or sharpie for taking notes and writing.
- A method for collecting payment via credit card, whether the Take a Payment feature in Digital Cookie or a swiper like Square.
- RECOMMENDED: Counterfeit detector for large bills.

## Donations at Booths

Any and all donations, “keep the change,” or direct contribution received by the troop during the cookie program period are to be converted into C4C.

## Accepting credit cards

- Research proves that customers purchase more when they can use a credit card. Use of a credit card reader app (linked to a troop bank account) or Digital Cookie Take a Payment function is encouraged for in-person transactions.
- Girls and troops are encouraged to use the Digital Cookie Take a Payment function to take credit cards. GSGLA will absorb all associated fees.
- Troops may use a credit card vendor of their choice. Square, PayPal Here, and Intuit Go Payment are among the available vendors. Troops must do research to find the right vendor for them. **Credit card readers must be linked to the troop bank account. All fees are the troop’s responsibility.**
- Troops/girls may **not** accept payment from customers via Venmo, Paypal, Zelle, or other payment apps due to restrictions in their usage policies.
- The cost of the cookies cannot be increased to cover the fees (prohibited by law).

# Boothing Inventory Recommendations

## Determining how much inventory is needed for a booth

You will want to include enough cookies in your troop’s SIO to stock the first weekend’s booth sales. Below is a suggested quantity for a two-to-three-hour booth sale during the first and subsequent weekends. Amounts may differ based on the date, time, location and weather. This is a *guideline* for the number of cookies to take to a booth, not necessarily what you will sell. Refer to last year’s booth sales, if data is available, to help you determine how much to bring to a booth site or ask your SUCPC for guidance.

Variety	First Weekend	Subsequent Weekends
Adventurefuls	2 cases	1 case
Lemon-Ups	2 cases	1 case
Trefoils	2 cases	1 case
Do-si-Dos	2 cases	1 case
Samoas	3 cases	2 cases
S’mores	2 cases	1 case
Tagalongs	2 cases	1 case
Thin Mints	4 cases	3 cases
Toffee-Tastic	1 case	1 case

## Balancing your booth inventory and money

- Use the booth sale recording feature in eBudde, and the booth inventory tracking form found on Cookies+ to track cookies taken to the booth, cookies returned, and money collected.
- A best practice is to take whole cases to the booth, when possible, to make tracking sales easier.
- Always receipt cookies going out to a booth, cookies returned, and money received.
- Use eBudde’s booth recorder function to record cookies sold and assign cookies to Girl Scouts.

# Drive-through booths

## Location

Drive-through booths must be approved by the SUCPC and entered in eBudde. They must provide enough space for girls and volunteers to set up at least one sales station, allow a safe flow of traffic to pass without obstruction, and practice any safety guidelines in place.

- Look for a spot that would not normally host a booth sale in order to avoid conflict with nearby booths. Check eBudde to confirm!
- Parking lots with good visibility and easy ingress and egress are perfect.
- Large enough to handle the anticipated volume of cars and booth set-up safely. Always keep the girls' and adults' safety in mind.
- Suggested locations might be a school, place of worship, fast food drive-through or bank parking lot without other businesses to avoid excess parking lot traffic.

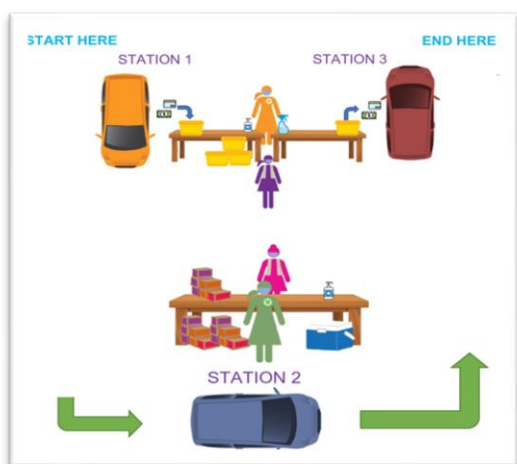
## Adult Supervision

Be sure to have enough adult supervision (additional adults are needed to always work with Daisy – Junior level Girl Scouts) to direct the following:

- Incoming and outgoing traffic to the booth.
- Supervise Girl Scouts.
- Adults place orders in the back seat or trunk. (**Girl Scouts should not approach cars**).
- 1 adult and 1 girl ratio.

## Location Set-up

- Booth must be set up in such a way that Girl Scouts NEVER approach vehicles.
- Set tables up between where the Girl Scouts will stand, and cars will pass by. If the booth is a parking lot sale rather than a drive-through, be sure to indicate proper parking locations to customers.
- Troops may also provide a Digital Cookie link and the customer can pay via the Digital Cookie Take a Payment feature.
- Put the customers' purchases in the trunk of their car or ask them to roll down their rear window and drop their purchase on the back seat for a contactless transaction.
- Examples of drive-through booth set ups:



# eBudde Booth Scheduler

Your troop may have opportunities to sell cookies at booths, which are council-approved, non-residential areas/sites, dependent upon the approval of the locations. To help you estimate the size of your Starting Inventory Order (SIO), you will have access to the eBudde Booth Scheduler before your SIO is due for an initial booth selection opportunity.

The eBudde Booth Scheduler will list the locations and shifts available and will be updated throughout the cookie program. Boothing locations are arranged **ONLY** by your SU Boothing Chair (SUBC) and must be pre-approved (if you find a one-time booth opportunity such as at a school or small business, contact your SUBC for approval). If you have a suggestion for a site, share your recommendation with your SUBC and they will contact the site/business. Reach out to your SUCPC/SUBC to see how you can help to secure locations.

**How it works:** To ensure equal opportunity for all troops, sign-ups are in multiple cumulative rounds, which means if you miss Round 1, you will be able to select those shifts in Round 2 and catch up with other troops. Each round is open for a set amount of time, except for the final round, which does not close.

During Rounds 1 and 2, you may only sign up for booths **within your service unit** or geographic boundaries. Service Unit volunteers or GSGLA staff may drop troops from improper sign-ups without notification. After Round 2, you may sign up for any booths listed in the Booth Scheduler.

Troops with 25 or more registered girls as of Dec. 30 may select additional sites in the first four rounds. Eligible troops will be added to the extra rounds in eBudde. **Cookies must be assigned to at least 25 Girl Scouts based upon signed receipts from parents/caregivers, before boothing starts on Feb. 9, or additional sites will be deleted.**



# Booth Rounds

Round	Date opens	Time opens	Date closes	Time closes	# of choices
1a	1/3/2024	8:00 PM	1/4/2024	7:59 PM	1 (home SU)
1b (25+ girls)	1/4/2024	8:00 PM	1/5/2024	7:59 PM	1 (home SU)
2a	1/5/2024	8:00 PM	1/6/2024	7:59 PM	2 (home SU)
2b (25+ girls)	1/9/2024	8:00 PM	1/10/2024	7:59 PM	2 (home SU)
3a	1/14/2024	8:00 PM	1/15/2024	7:59 PM	3
3b (25+ girls)	1/15/2024	8:00 PM	1/16/2024	7:59 PM	3
4a	1/21/2024	8:00 PM	1/22/2024	7:59 PM	5
4b (25+ girls)	1/22/2024	8:00 PM	1/23/2024	7:59 PM	5
5	1/28/2024	8:00 PM	1/29/2024	7:59 PM	10
6	2/4/2024	8:00 PM	2/5/2024	7:59 PM	10
7	2/7/2024	8:00 PM	2/8/2024	7:59 PM	10
8	2/8/2024	8:00 PM	2/11/2024	7:59 PM	15
9	2/11/2024	8:00 PM	2/18/2024	7:59 PM	15
10	2/18/2024	8:00 PM	2/25/2024	7:59 PM	15
11	2/25/2024	8:00 PM	3/3/2024	7:59 PM	15
12	3/3/2024	8:00 PM	3/10/2024	n/a	15



# Select a Booth Location and Time for Your Troop

- Click on the **BOOTH SITES Tab**.
- Select Council Sales.
- Select the City, Location (store, bank, etc.), and Date from the list by clicking each level to explore the options. (Remember, during Rounds 1 and 2, you may only choose booths located in your service unit's geographical area; selections made outside of your service unit will be removed without notice.)
- Available time slots will appear in green.
- Click on the time slot that you are choosing, and your troop number will fill that spot.
- Click **SUBMIT** to reserve your time slot.
- See screenshots below, for illustration only.

The screenshot shows a web interface titled "Council Sales". At the top left is a blue "Cancel" button. To its right is a checkbox labeled "Hide Unavailable". Below these are two expandable location lists: "Acton, CA" and "Agoura, CA". The "DIY (Las Virgenes SU)" location is selected, showing its address "28750 Roadside Drive" and "1 door; outside only". To the right of the address is a dropdown arrow. Below the address, three time slots are listed in green text: "Fri Feb 10 2023 3:00pm - 8:00pm", "Sat Feb 11 2023 8:00am - 8:00pm", and "Sun Feb 12 2023 8:00am - 8:00pm".

## *Reserving Excessive Booths*

Troops may reserve a reasonable number of booths by taking into consideration their girls' and parents' availability, the troops' goals, and the number of girls who wish to participate in boothing. SUCPCs may determine if a troop has scheduled more booths than they can reasonably be expected to fulfill or are monopolizing a site and will work with the troops to reduce that number if necessary. If a troop is unresponsive or unwilling to work with their SUCPC, a SUCPC may delete excessive booths based on their judgment and in partnership with the Product Programs Manager. Remember to be kind, considerate, and a sister to every Girl Scout when selecting your booth locations.

## *Release a Reserved Booth*

**Troops are required to release a booth in eBudde as soon as they know they can't support it.** Other troops are constantly looking to scoop up just-released booths and most importantly, customers expect to find troops at scheduled booths. Let your SUBC know that a booth has become available. They can communicate with other troops so that prime times and locations are utilized.

The information in the Booth Scheduler feeds directly into the Cookie Finder. Keeping it up to date is critical. GSGLA receives dozens of customer complaints each year because troops neglect to cancel booth spots that they couldn't fill. We want to support the public that supports us, so please release the booth in eBudde as soon as you know you will not be able to use that booth. Repeated no-shows without canceling in eBudde will result in consequences.

- You can release a booth site from your troop dashboard in eBudde by clicking on the Release button in the calendar on your dashboard for the date that you want to release.

# Cookie Cupboard Basics

After Starting Inventory Delivery day, additional cookies can be picked up from cookie cupboards. Days and hours of operation vary by cupboard. Therefore, you should check the schedule in eBudde before placing an order. Also, since not all cupboard locations have phone and/or computer access, procedures may vary slightly. In order to facilitate smooth operation for all cupboards, please follow the guidelines below. **Please note: a pending cupboard order is not a guarantee that the cookies will be available.**

## *Guidelines for Cupboard Orders*

- Troops should contact their Girl Scouts and other troops before placing an order at the cupboard to see if they have any extra inventory that the troop could use. The troop could absorb the extra cookies for booth sales or to transfer to a Girl Scout This helps girls and other troops to not be left with cookies and it's often more convenient than going to a cupboard. Save gas and help sister Girl Scouts and troops.
- Cookies ordered from the cupboard are paid for at the ACH debit.
- There may be limits on how much troops can pick up, based on available inventory.
- Orders for cookies from the cupboard must be placed by Troop Cookie Chairs (TCC) using eBudde. Troops should not phone/email the Council or Cupboard Managers directly.
- A cookie cupboard order is not a guarantee of inventory availability.
- All cupboards will operate in WHOLE CASES ONLY through February 25. Beginning February 26, troops can pick up in individual package quantity through the end of the sale.
- TCCs should enter all authorized adults to pick up cookies on the **Troop Settings** tab in eBudde prior to going to the cupboard.
- Authorized adults should be prepared to show photo ID to cupboard staff when asked.
- Cupboard transactions will be paperless, using the eBudde app. The person picking up the cookies should have the eBudde app installed on their phone so that they can confirm receipt of the cookies at the time of pick-up.
- Cupboards maintain their cookie inventory based on the number of cookie cases/packages requested by troops through the eBudde pending order system.
- Enter your pending order quantities in eBudde and enter your desired pickup date. **Troops must place their cupboard pending orders at least 48 hours in advance.** This lead time helps the GSGLA Product team to arrange cupboard restocks as needed.

## *Cupboards have 9 Varieties*

- Nine cookie varieties will be stocked in the cupboards.
- Sometimes cupboards temporarily run out of a certain type of cookie and it is usually re-stocked depending on our delivery agent's ability to deliver more cookies, as well as product availability. eBudde allows us to mark it as "out of stock" so troops know up front of its availability; however, this is a manual process and there are times when the orders exceed available inventory. We do our best to keep an eye on inventory levels and turn off varieties that are unavailable.
- Keep an eye out for cupboard inventory emails from eBudde, which will inform troops when a cupboard is out of a variety and when it is expected to be restocked. **Do not unsubscribe from eBudde emails!**

## *Touch base Tuesdays*

It can be hard to track how many cookies a girl still has on hand. Before a troop takes more from a cupboard, the parents should communicate weekly to see if cookies are being sold as expected. No one wants too many cookies on hand at any given time. Work as a team to manage inventories.



# Placing a Cupboard Order

## *Place a Pending Order for Cupboard Pickup, Exchange, Return, or Consignment*

Troops must place cupboard orders in eBudde at least 48 hours prior to coming to the cupboard. The pending order system does not guarantee cookie availability, but it is the best method to help us to manage the cookie inventory.

Note: Troops that are formed before 12/1/23 must place an SIO in order to pick up at the cupboard before February 3. Troops that don't place an SIO must wait until February 3 to pick up cookies at a cupboard. Troops formed on or after 12/1/23 are exempted from this restriction and may pick up starting the first day the cupboards open.

Troops create pending cookie order requests for a cupboard on the **Transactions** tab. Enter one order for the entire troop instead of separate orders for each girl. Follow these steps to enter a pending order:

### *For all transactions*

- Click on the **TRANSACTIONS** Tab.
- Click **+Add**. A new Cookie Transaction Window appears.
- Choose your desired Cupboard from the **Select Location** drop down list.
- Enter the date and time of your planned cupboard visit. The system will only allow pickups to be scheduled on days and times during which the cupboard is open.
- Enter your cookie order in cases and packages, as applicable. **Note, you may only order in whole cases until February 25, even though eBudde will allow you to enter individual packages before that date.**

### *Enter a pick-up*

- For **PRODUCT MOVEMENT**: Choose **ADD PRODUCT**

### *Enter a return*

- For **PRODUCT MOVEMENT**: Select **REMOVE PRODUCT**

### *Enter exchanges*

You must enter two transactions for an exchange — an **Add Product** and a **Remove Product**, with the added product being more than or equal to the removed product.

- In the Receipt field, place the cursor in front of the auto-generated receipt number and type EXCH-IN for product being returned, and EXCH-OUT for product being picked up. Example: EXCH-IN PHB100; EXCH-OUT PHB200

### *Enter consignments*

- For **PRODUCT MOVEMENT**: Follow the directions above for picking up or returning cookies.
- In the Receipt field, add the word **CONSIGN** in front of the auto-generated receipt number.
- Click **SAVE**. Your pending order is now placed with the cupboard.
- You also have the option to print your order, please do so and bring it to the cupboard.

When you view the Transactions tab, you will see a “yes” under the Pending column. This is your indicator that this order is still awaiting pickup at the cupboard and may be edited or deleted if necessary. Troops are not financially responsible for cookies until they have been picked up.

# Cupboard Pick-ups

- While placing a pending order 48 hours in advance helps us to plan for inventory needs, it is not a guarantee that the cookies will be available at the cupboard. The GSGLA Product team is dependent on the delivery agents' availability to restock cupboards.
- Print out your troop's pending order and bring it to the cupboard. If other volunteers are assisting you with the pick-up, make sure they have a copy of the pending order from eBudde, are listed as pick up only users, and have the eBudde app installed on their phone.
- Troop Cookie Chairs can authorize several adults in eBudde to pick up cookies on behalf of the troop. Cookies must be picked up by adults who are 18 and older.
- Give your complete troop number (i.e., five digits) to the cupboard staff. Your pending order will be reviewed with you, and you may have an opportunity to adjust quantities depending on available inventory.
- Once you have confirmed your pending order is accurate, the cupboard staff will process your "pending order" into a "picked up order," and it will be filled for you.
- **Count, count, count!** Verify your order before you load your vehicle and leave the cupboard! You are financially responsible for what you confirm, not for what you take. Orders will not be adjusted once you leave the cupboard!
- Make sure orders are entered correctly in eBudde. Notify your product programs manager immediately if you think an error has been made.
- Troops are only financially responsible for cookies once the pending order has been picked up and is marked completed in eBudde.
- Pending orders not picked up within 48 hours of the scheduled pick-up date may be deleted at the discretion of the Cupboard Manager.
- Do not contact the cupboard manager to see if they have the inventory available for your order. Cupboard managers are busy managing cupboards and cannot respond to these types of inquiry.

**Tip: Cupboards are often busiest the first 1-2 hours after opening. Come later in the cupboard shift for potentially shorter lines/less waiting.**

## *Volunteer at a Cupboard*

Patience and understanding are necessary as many cupboards are run and/or worked by volunteers and GSGLA staff, and they deserve respect and cooperation. They are working very hard to support all of the troops that come to the cupboard.

When you are picking up cookies at a cupboard and there is a long wait time, consider parking your car and jumping in to help fill orders until your car would have been at the front of the line. This will help speed up the wait time for all.

**You can make a difference by signing up for a shift(s) at a cupboard.** Ask your SUCPC how to sign up for a cupboard shift(s). Ask your troop parents/caregivers to help, too. We need you!

# SIO Returns / Exchanges / Consignments

- Transaction types do not overlap so the cupboard can be organized and efficient. **Please do not ask the cupboard staff to do a transaction if its time has passed or is not yet available.**
- If the last day of a transaction type occurs on a day that the cupboard is closed, the transaction type will end on the last day that the cupboard is open during that period. *For example: Even exchanges end March 1, but the cupboard you wish to visit is closed that day. Therefore, the last day to do exchanges with that cupboard would be the last day that cupboard was open before March 1. Do not ask the cupboard manager to make an exception and process your transaction.*

## SIO Returns – February 6-7

1. Troops may return up to 10 sealed cases of cookies from their SIO (variety and quantity must be part of the original SIO Order) on these dates, as long as the troop has not added any cookies into their inventory via cupboard pick-ups or troop-to-troop transfers.
2. Only whole, unopened cases may be returned.
3. Returning cases has two steps:
  - Record the transaction in eBudde as a cupboard transaction where you Remove Product
  - Return the cookies within the designated timeframe
4. Pick-ups of additional inventory are not allowed on the same day as a return.

## Even Exchanges—February 13 – March 12

1. Troops may make even exchanges of damaged cookies for another package/case at any time, but only of the same variety. No eBudde transaction is needed when you are returning damaged cookies – just go to the cupboard. *Remember, melted cookies are not damaged cookies.*
2. Troops should actively pursue Troop-to-Troop transfers to resolve surplus inventory. Use the **COOKIE EXCHANGE** tool in eBudde to post about your needs or contact your SUCPC. S/he will be a great resource on troop-to-troop transfers as s/he might know if other troops are looking for product.
3. Enter exchanges in eBudde as two transactions: Add Product for what you are picking up, and Remove Product for what is being exchanged in. See page 33 for instructions.
4. Even exchanges of **whole, factory sealed cases only** (12 packages of the same variety) are permitted at designated cupboard locations only. Verify that the cupboard you plan to visit accepts exchanges (most do). All orders after the exchange period ends are final. Individual packages may not be exchanged.
5. There are no minimum or maximum number of cases required for exchanges.
6. Individual girl exchanges/returns must be done within the troop, not at the cupboard.

## Consignments—March 4-10

1. Troops may check out up to 10 cases of cookies on consignment from designated cupboards to support them through the last weekend of booting, while decreasing risk of having excess inventory.
  - Complete the Consignment Inventory Form available at [www.girlscoutsla.org/cookies](http://www.girlscoutsla.org/cookies).
  - Add the transaction to eBudde.
  - Troops may only have one open consignment at a time.
2. Consignment orders must be returned to the original cupboard during that cupboard's scheduled hours, but no later than March 12. Consignment cookies not returned by originating cupboard's final day will become the troop's responsibility.
3. **Best practice:** Consider doing troop-to-troop consignments too. It's a win-win!

The **COOKIE EXCHANGE** tab in eBudde is a place to let other troops know you have cookies you want to transfer out of your troop. It is not a guarantee another troop will take your cookies but it's a good way to get the word out. Update your post as you transfer away cookies and work closely with your SUCPC to make sure you don't have cookies left at the end of the season.

# Assign Cookies and Payments

Cookies that are sold through a booth “belong” to the troop, not the individual Girl Scouts, and the troop has the common financial responsibility. Cookies taken by each Girl Scout are the financial responsibility of that Girl Scout (parent/caregiver). Girl Scouts earn rewards for the number of cookies sold, and they deserve credit for selling troop cookie packages at the troop booths. For this reason, each package of cookies must be assigned to a girl before the end of the cookie sale.

## *Recording Girl Transactions (Orders) and Payments*

- eBudde accounts for each girl’s (family’s) financial responsibility, and troops should record cookies assigned to girls and girl payments received via the **GIRL ORDERS** tab.
- **Package assignments and payment should be recorded daily** to keep the troop’s inventory up to date and to keep the girl’s information as accurate as possible.

GSGLA suggests that troops **assign cookies early and often** to help keep track of the troop’s inventory and girl payments, and to track the girls’ progress towards rewards. This will help you stay on top of additional cookies that the troop has left to sell.

- Click the **GIRL ORDERS** tab.
- Select the Girl Scout by clicking her name.
- Select **+Order** (to add or remove product) or **+Payment** (to track money received from the Girl Scout).
- A new form will open.
  - Enter an optional comment (date the Girl Scout picked up cookies or made a payment) in the Comment box.
  - Enter number of cookies by variety or payment in the other fields.
  - To **remove** cookies from a Girl Scout’s inventory or the troop link, simply add a minus sign (-) before the number of packages. The cookies will be put back into the troop’s inventory and can be assigned to another girl.
- Click **Save** when you are finished.
- Tip: the Difference line at the bottom of the screen should be zero for each type of cookie at the end of the program.
- Note: **Never** remove an order entry from eBudde or zero it out. If you need to make an adjustment to a Girl Scout’s record, enter a new transaction that accounts for the difference and include a note in the Comment box.

## *Assigning Digital Cookie Girl Delivery Cookies*

TCCs can see girls’ Girl Delivery orders from Digital Cookie on the *Girl Delivery – Varieties Only – By Girl* report. TCCs can use this report as a gauge of how many cookies the family might request. However, **TCCs should not assign cookies to the girls from this report**. TCCs assign only the physical cookies that are given to the Girl Scout by using the signed receipts from parents/caregivers to log the cookies into eBudde.

## *Unassigning Troop Link Cookies*

If the troop’s Digital Cookie link has sales, the cookies and payments must be unallocated from the Troop Link and assigned to Girl Scouts. Follow the instructions above to remove and assign the cookies and payments to girls in the troop.

# Assign Booth Sales

This is achieved in eBudde by assigning booth cookies to individual Girl Scouts. All money received at a booth should be held by the adult at the booth and turned in to the TCC or troop treasurer and deposited promptly into the troop bank account.

GSGLA also suggests that troops utilize the eBudde app which enables assignment of cookies to Girl Scouts in real time from a mobile device. Assigning cookies sold at a booth from either the eBudde app or on the Booth Sites tab assigns cookies and payment to the Girl Scouts in one easy step. It also gives the troop and the service unit the ability to look back at a booth site to see how it performed.

## *To use the Booth Sales Recorder from inside of eBudde*

- **BOOTH SITES** tab (select Record Sales from the drop-down menu) or click **Record a booth sale** from the **GIRL ORDERS** tab.
- Select the booth site that you wish to assign packages or C4C.
- Enter the number of packages of cookies sold, by variety, then click **Go to Distribute**.
- All of the girls in the troop will be listed with check marks by their names. Uncheck any girls who were not at that booth.
- Click **Distribute**, eBudde will assign the cookies and money evenly amongst the girls selected.
- Click **Save**.



# Inventory Management

Regular balancing of your inventory of cookies on hand is critical because when you compare troop inventory in eBudde to the physical packages held by the troop, it makes it easy to make sure your counts are correct and reconcile discrepancies. Count the number of packages/cases on hand in the troop inventory daily and compare that to the number of packages/cases that eBudde says the troop should have in inventory. The troop's inventory is listed in the Difference row at the bottom of the ***GIRL ORDERS*** tab.

Timely entry of the girl orders (**based on the signed receipts**) in the ***GIRL ORDERS*** tab, and entry of the booth sales, will make balancing much easier. It is imperative to assign cookies to the Girl Scouts as they receive them in order to stay on top of the troop's inventory on hand.

## ***Reviewing the Transactions Tab***

The ***TRANSACTIONS*** tab holds all of the information about the troop's inventory. You will see your SIO order, cupboard orders, troop-to-troop transfers, and Digital Cookie orders on this page.

- Note: Digital Cookie shipped orders appear as *DOC Mxxxxxx* from 2<sup>nd</sup> Party C1000. These are imported from Digital Cookie and cannot be edited. Payment is also automatically applied, so the troop will be credited (in the ***PAYMENTS*** tab) for these cookies on their ACH debit.
- These cookies do not affect the troop's physical inventory.
- Remember that girl delivered orders are not automatically transferred to eBudde and must be entered by the TCC as cookies are distributed to girls.

## ***Balancing the Troop Inventory on a Regular Basis***

- The troop will know how many cookies are in inventory (to determine if more cookies are needed or the troop has too many and needs to start troop to troop transfers).
- Wrapping up the sale will be so much easier if the troop keeps the inventory balanced throughout the program (no scrambling at the end of the sale to fix a problem).
- Keep track of what families have in unsold cookies to see what the troop has available as a whole.
  - Set a deadline for families to return unsold cookies (at least two weeks before the end of the program).

If there is a difference, double check the following:

- Recount your actual on-hand inventory.
- Verify that all girl orders and booth packages sold have been entered according to the signed receipts or boothing worksheets.
  - If a Girl Scout has returned cookies, you can add a "-- (minus sign) in a girl's transaction to take cookies away from a girl. This will put them back into the troop's inventory.
  - You can also make corrections to an entry by clicking on that line and entering your edits. Never delete a line item; add a new transaction with adjustments as needed.
- Confirm cupboard pickups and review the ***TRANSACTIONS*** tab (Note: if there is a pending cupboard order, that order will be included in the Total Order row on the ***GIRL ORDERS*** tab).

# Troop-to-Troop Transfers

In order to help with troop inventory control, troops can transfer product to another troop via eBudde's Transactions tab. Troops will want to make sure they also have each party sign a receipt.

**Note:** only the troop "giving away" product should enter the transaction—not both troops. Transactions should be entered right away.

- Click the **TRANSACTIONS** tab.
- Select **+ADD**. A new window appears.
- Click **Troop**.
- Enter the 5-digit number of the troop you are giving product to. Include any leading zeros, i.e., Troop 916 would be entered as 00916.
- Product movement should be **REMOVE PRODUCT**.
- Enter the cases and packages, as applicable.
- Click **SAVE**.

### Add Transaction

#### Time & Place

Date: 09/13/2024 Receipt: L17300 #

Normal Booth Adjustment Return

Troop Service Unit Cupboard

Troop:

#### Pickup

Date:  Time:

Contact Info: AlisaAbrenica  
aabrenica@girlscoutsla.org  
22323 Sherman Way

#### Cookie Order

Product	Cases	Packages
Adventurefuls	<input type="text" value="0"/>	<input type="text" value="0"/>
Lemon-Ups	<input type="text" value="0"/>	<input type="text" value="0"/>
Trefoils	<input type="text" value="0"/>	<input type="text" value="0"/>
Do-Si-Dos	<input type="text" value="0"/>	<input type="text" value="0"/>
Samoas	<input type="text" value="0"/>	<input type="text" value="0"/>
Tagalongs	<input type="text" value="0"/>	<input type="text" value="0"/>
Thin Mints	<input type="text" value="0"/>	<input type="text" value="0"/>
S'mores	<input type="text" value="0"/>	<input type="text" value="0"/>
Toffee-tastic	<input type="text" value="0"/>	<input type="text" value="0"/>
<b>Totals</b>	<b>0</b>	<b>0</b>

# Financial Responsibility

## *Summary of Cookie Finances*

Troop Cookie Chairs are challenged to motivate Girl Scouts to sell as many packages as possible to meet their troop and individual goals AND to keep an eye on the flow of cash, checks, and credit card payments as well as the cookie product, all at the same time. If no guidance is given for financial responsibility, the troop can risk losing the entire cookie season to a parent/caregiver who didn't know how to handle lots of cash in hand.

Every TCC should set logical, attainable goals for depositing all funds into the troop bank account as promptly as possible. When in doubt, please ask your Troop Leader or SUCPC for additional guidance.

## *Troops' Financial Responsibility*

- All cookies ordered as part of SIO and picked up.
- All cookies picked up at cupboards under the troop number.
- All cookies obtained from another troop.
- Cookies for the Community virtual packages entered into eBudde.
- Any lost, stolen, or counterfeit money.

## *Troop Chair's Financial Responsibility*

- All girl payments received for cookies and all monies collected at booth sales.
- All Girl Rewards earned by the troop/group.
- Troop Chairs must distribute all girl rewards to girls with no outstanding unpaid funds upon receipt.

## *Each Family's Financial Responsibility*

- All cookies received by each Girl Scout.
- All money received from customers.

## *Receipts*

- **Always complete a receipt whenever a Girl Scout receives cookies or a payment is made to the troop.** Both parties should sign and keep a copy of the receipt (White copy, troop; Yellow copy, parent).
- Get a signed receipt from the troop treasurer/leader if you give them the money to deposit into the troop account. If you deposit the money to the troop account, be sure to keep copies of the bank receipts to turn in to the leader at the end of the program. Create a log of all deposits made into the troop account to enable balancing of the troop bank account to eBudde and the eBudde Sales Report
- When distributing cookies for a booth, receipt the cookies and money going to the booth, and cookies and money returned at the end of the booth sale.
- Log receipts on the **GIRL ORDERS** tab daily. **eBudde entries must always match a signed receipt.**

## *Money Mondays*

Troops can have a lot of cash floating with their girls' parents. Protect your troop's financial integrity by setting the expectation to collect from girls/parents every Monday. After a weekend of boothing, work together to get that money into the troop bank account and safeguard it. Do not let cash linger without collecting and depositing it promptly and frequently. Communicate with your Troop Leader if a family is late turning in money.



# Monetary Policies

1. Troops are strongly encouraged to move towards contactless payment options such as credit cards, using the Digital Cookie Take a Payment feature.
2. Cookie program funds should be collected from girls and safeguarded by parents/caregivers immediately.
3. Cookie program funds should be submitted for deposit to the troop treasurer promptly and frequently. Retain a receipt from the troop treasurer of monies turned in.
4. Troops must deposit all cookie program funds promptly and frequently into their troop bank account.
5. Payment is collected only when girls deliver cookies (except for Digital Cookie orders). However, for Cookies for the Community orders, payment should be collected immediately. **Troops may not require parents/caregivers to pay for cookies upon receipt.**
6. Girl Scouts may accept cash and/or checks made payable to “Girl Scout Troop XXXX” as payment for cookies.
  - a) Accept only preprinted checks with issuer’s address.
  - b) The telephone number of the issuer must be recorded on the face of the check.
  - c) The driver’s license number is recommended, if possible.
  - d) GSGLA cautions against accepting out-of-state checks.
  - e) Girl Scout’s first name and last initial should be recorded on the check in case of any issues.
7. Credit cards may be accepted from customers by troops via the Take a Payment Link in Digital Cookie. GSGLA will absorb the transaction fees for this type of payment so this should be the preferred customer payment choice. Payments do not count towards girl rewards.
8. Credit cards may be accepted by troops via a smart phone if they have set up an account with a major credit card reader company. **Payments must go straight into the troop bank account.** Fees are paid by the troop and may not be transferred to the customer.

Ways To Pay For Cookies:	Cash/Check	Credit Card with a troop credit card reader	Digital Cookie Take A Payment	Venmo / Paypal / Zelle, etc.
Ways for customers to pay for product	Yes	Yes	Yes	No

9. Troops and parents/caregivers **may not** use PayPal or Venmo, to accept payment from customers for cookies. Use of these payment processing apps are not allowed to reduce financial risk to troops.
10. Troops **may** use Paypal, Venmo, Zelle, or other money transferring services to accept payments from parents.
11. Parents/caregivers **may** deposit program funds into their personal bank accounts and then write a check or submit a Paypal/Venmo/Zelle payment to the troop for the amount, at the troop’s discretion. Troops are encouraged to set up a regular payment schedule with each family.

Ways To Pay For Cookies:	Cash/Check	Credit Card with a troop credit card reader	Digital Cookie Take A Payment	Venmo / Paypal / Zelle, etc.
Ways for parents/caregivers to pay for product	Yes	Yes	No	Yes

12. Girls should not accept bills larger than \$20 to reduce their risk of loss. Counterfeit bills are the troop’s responsibility and cost the girls. See guidelines for preventing counterfeiting at [www.girlscoutsla.org](http://www.girlscoutsla.org).
13. **Troops should receipt every transaction (e.g., cookies given to girls, money received from girls, money given to the troop treasurer for deposit) for clarity and reconciliation.**
14. All council proceeds will be collected from troops via ACH debit. GSGLA reserves the right to require a certified check/money order for troops that are delinquent. Troops that are delinquent will be prevented from participating in future product programs and girls in the troop forfeit rewards/events until the balance is paid.
15. Troops must pay in full, on time, in order to receive Early Renewal or troop PGA rewards.

# Collection Issues

## *Parent/Caregiver Collection Issues*

1. Should payment concerns arise with a parent/caregiver in the troop, troop leaders and/or TCCs are asked to document the situation and first try to resolve the issues within their own troop.
2. If problems persist, notify your SUCPC as soon as possible.
3. If the matter has not been rectified by the end of the program, troop leaders/TCCs must submit a *Discrepancy Report* to their Product Programs Manager as soon as possible. This form contains all pertinent information and detailed documentation of collection attempts, e.g., signed receipts for cookies, emails with requests for cookies or attempts to collect, dates when parent/caregiver was called for re-payment, etc. Troops should exhaust every effort to collect the funds before submitting a *Discrepancy Report*.
4. Troops should understand that it is critical that a *Discrepancy Report* is submitted to GSGLA as early as possible. DO NOT WAIT! It becomes progressively more difficult to collect as time passes. Please note: submission of a *Discrepancy Report* is not a guarantee that funds will be recovered; refer to the Credit Limit Guideline section below for ways to mitigate loss to the troop.
5. GSGLA will contact the parent/caregiver and try to collect the unpaid funds. Payment plans and/or promissory notes may be used, or in extreme cases the account may be referred to a collection agency or law enforcement. Any funds collected will be returned to the troop. Please note that GSGLA has had limited success in recouping funds, so troops should make every effort to collect the funds before submitting a *Discrepancy Report*. If an account is submitted to a collection agency, the agency's fee and any legal fees incurred will be deducted from any funds recovered.

## *Credit Limit Guideline*

GSGLA recommends using caution in how much product you distribute to a parent/guardian before collecting money. Until you are comfortable with a parent's payment patterns, a best practice is to **limit the troop's liability to \$300**. As you become comfortable with the girl/parent/guardian payment patterns it is acceptable to provide them with a limited quantity of packages. Troops that give parents/guardians a large volume of cookies incur a financial risk. Always keep in mind that **the troop is financially responsible for all cookies picked up**.

Remember *Money Mondays* and *Touch Base Tuesdays* to keep in touch with parents/caregivers to avoid loss.

## *Returned Checks*

If a customer's check is not honored for any reason:

- If you know the issuer of the check, respectfully contact the issuer to see if the item can be redeposited. You may be able to redeposit the "legal copy" of the check if this is the first time returned.
- If the issuer of the check is a stranger or if the check can no longer be presented to the bank, you should forward the original or bank "legal copy" to your Product Programs Manager within three days of the return date for collection. Troops should include troop number and contact information with the returned check.
- GSGLA staff will attempt to collect the amount of the check, plus bank charges, through a succession of phone calls and letters to the issuer of the check. GSGLA will refund the troop 100% of any recovered funds.
- All amounts not collected within 45 days will be forwarded to a collection agency. If the collection agency is able to recover funds, GSGLA will refund to the troop recovered funds up to the face value (only) of the check. Please note that the collection agency will keep a portion of the recovered funds as their fee.
- The troop should understand that collection may be more difficult if the telephone number and/or driver's license number is not recorded on the face of the check.

# ACH Debits & Credits

1. Troops that owe funds will be debited once by GSGLA, on the date provided in the timeline.
2. Troops must deposit sufficient funds in their troop bank accounts in time for funds to be available for the debit.
3. The amount due is listed on the eBudde Sales Report in the Council Proceeds section. It is possible that due to customer payment of Digital Cookie orders, that the troop will actually be owed a credit from GSGLA. This will be issued one week after the ACH debit.
4. If troops need to adjust their payment amounts, they must submit a *Debit Adjustment Request* form by the due date listed in this guide, so there is time to modify the bank's instructions. Troops should make every effort to collect ALL money owed from parents/caregivers before the ACH debit is due to mitigate the need for a debit adjustment and all the work and follow-up required. We receive several each season that could have been avoided with a bit more effort by the troop earlier on. If you do not notify the PPM in time, and the ACH debit is not honored by your bank, the ACH debit will be rejected. See #7 below.
5. Additional ACH debits will occur at GSGLA's discretion to accommodate missed troops, troops with collection issues, and ACH returns.
6. Troops will be charged for all NSF fees related to the ACH debit on the troop bank account. Due dates are well publicized, and troops need to be aware of their financial obligations. GSGLA will automatically process the ACH debits according to the calendar, and troops need to plan for it. Troops that allow an ACH debit to be rejected will be charged for GSGLA's bank fee, which takes away from the girls' proceeds.
7. Troops that are delinquent are subject to intervention by GSGLA. Rewards will be withheld, and Girl Scouts will not be allowed to attend any reward events. Troops will forfeit their Early Renewal or troop PGA incentives if they do not make their payments on time. Certified checks may be required for late payments. Troops that are delinquent in their payments may be prevented from participation in future product programs. All of these scenarios could impact the girls' Girl Scouting experience.



# Submit Final Rewards

eBudde automatically calculates rewards for girls based on the number of packages assigned to each Girl Scout at the close of the sale. Note: Digital Cookie Take a Payment transactions for in-person sales are merely a payment processing tool and **do not** count towards rewards.

TCCs must enter choices or sizes for some of the rewards (i.e., t-shirt sizes or program credit instead of an event). Cadette, Senior, and Ambassador troops may unanimously decide to opt out of rewards and earn an additional \$.10/package. These girls are still eligible for patches and invitations to earned reward events, as well as the Starting Inventory Order rewards. Multi-level troops may opt out if the majority of their girls are Cadette, Senior, or Ambassadors and ALL the girls (including younger girls in the troop) vote to opt out of rewards.

- Click the **REWARDS** tab
- Select **FILL OUT** on the Final Rewards Order line. A new screen will appear that will list all of the girls' rewards.
- If a size or selection is needed, it will be noted in red next to a girl's name (see the *Rewards Selection* document distributed to each troop).
- Click on a girl's name to see her rewards.
- Select the girl's size and/or choice(s). **We will only order what you enter**, so be sure that the selection is correct.



# eBudde Wrap-up

Wrapping up the cookie program is easy if you have kept up with girl cookie assignments and payments along the way. Use this checklist to make sure you have completed all required steps.

- Troop-to-troop transfers** are entered on the **TRANSACTIONS** tab by the troop who is “transferring away” the cookies. The receiving troop only needs to verify that the entry is correct. Troops transferring products should make certain they are transferring to the correct troop number in eBudde. If the receiving troop does not see the transaction entered in eBudde, they should contact the troop they received the product from.
- Cupboard orders** are correct on the **TRANSACTIONS** tab.
- Cookies for the Community**—C4C packages (**not** dollars) from girls’ individual orders as well as from booting need to be recorded on the **GIRL ORDERS** tab. These sales count towards the C4C rewards and the girls’ overall sales level.
- Opt out** - Cadette, Senior and Ambassador troops have one final opportunity to opt out of Rewards, if all of the girls agree. Troops that earn the troop PGA reward should double check their math. Usually, it is more advantageous to OPT IN to earn the troop PGA reward (and other rewards), than to OPT OUT, and take the extra \$.10 per package. Eligible troops may opt out using the **SETTINGS** tab.
- Assign packages to girls** on the **GIRL ORDERS** tab so that EVERY PACKAGE is assigned to a Girl Scout. **Even if a troop is opting out of rewards, assigning cookies is important** to make sure each Girl Scout earns the right number rocker patch (160+), and she will receive her invitation to the rewards events, if earned. Assign packages from the Digital Cookie Troop Link to Girl Scouts and make sure that the line item for the link is at zero.
- Troops should record all girl payments on the **GIRL ORDERS** tab to properly account for the amount due from each Girl Scout. eBudde tracks each Girl Scout’s financial responsibility. This can make troop collections very clear. Record each girl payment as you receive them.
- Troops must review their **REWARDS** tab. Some items may require a size or a choice between an event, an item, program credit, philanthropy, or troop money. Once a troop SUBMITS their final rewards order, it is locked. We cannot accept changes to a selection in eBudde once the final reward order has been submitted. Troops will be notified by their SUCPC to pick up the rewards. Once received, rewards should be distributed promptly to the girls. Due to storage limitations, unclaimed rewards can be returned to the local council service or community center and will be donated to a charity if not picked up by November 1.
- Troops with Girl Scouts that reach levels where selections are required need to communicate with the Girl Scout’s family to determine what size and selection should be ordered. **Please do not guess!** It is extremely important that the selection in eBudde be based on direction received from the Girl Scout’s family. As we only order sizes based on eBudde selections, minimal to no extras are available for exchange. The *Rewards Selection* form should be completed by each parent.
- Print and keep a copy of the final **Girl Rewards Report** on the **REWARDS** tab. eBudde will shut down at the end of July and you will not have access to it until the following season.
- Print and keep a copy of the **Sales Report** on the **SALES REPORT** tab. This information will be necessary to complete your troop's end-of-year financial reports.
- Turn a copy of the **Sales Report** and deposit receipts to your troop leader for year-end financial reports.

**NOTE: All data is considered final after cookie assignments are completed and rewards are selected.**

# Crisis Management

In the food industry, product complaints are not unusual. GSGLA and GSUSA expect a certain number of product complaints every year. These include, for example, reports that the product does not taste right or was found damaged when the package was opened. Occasionally, there are reports of foreign objects in the product. Customers may mistake crystallized sugar for glass or oat hulls and nutshells for wood. Containment - confining a difficult incident to the situation and the locale in which it took place - is the key to the successful resolution of product complaints.

Immediately notify your Service Unit Cookie Program Chair of any irregularities with cookies or any other situation to ascertain a course of action - whether an exchange of cookies or a refund is appropriate. Whenever possible, take pictures and get the lot number of the cookies to add to your report. Contact your Product Programs Manager as needed.

If a customer approaches you at a booth with a package of damaged or compromised cookies, take the cookies and exchange them at a cupboard.

Customers may call Little Brownie Bakers at 800-962-1718 or visit [www.littlebrowniebakers.com](http://www.littlebrowniebakers.com) to file a complaint about a product.

Any and all media contact must be handled by GSGLA staff. Do not respond to media questions or inquiries but refer them to the External Relations Department, who will work with the Product Programs Team. Media inquiries may be directed to call our Marketing and Communications team at 213-213-0123.

***Copy your SUCPC and PPM on any crisis communication.***



# Council Based Marketing Initiatives

GSGLA has prepared a diversified marketing and communications strategy to support our girls and volunteers this cookie season. It is projected to provide a highly visible presence in the community designed to connect customers to our girls so they can reach their goals. In fact, many of these strategies are guided by our research and are some of the same tools our girls are learning to put into action! Our research shows that Girl Scout Cookies are in demand because customers can only buy them once a year, and they buy cookies because they want to support our girls and Girl Scouting. This year's marketing campaign will support the cookie season with creative and cost-effective strategies.

## ***Communication Tools & Resources***

- *Cookie Program Family Guide*
- Emails from Lucy, our axolotl mascot (the famous CookiEgram)
- GSGLA social media pages
  - [www.facebook.com/GSGLA](http://www.facebook.com/GSGLA)
  - [www.instagram.com/GIRLSCOUTSLA/](http://www.instagram.com/GIRLSCOUTSLA/)
  - [www.twitter.com/GirlScoutsLA](http://www.twitter.com/GirlScoutsLA)
  - [www.youtube.com/user/GirlScoutsLA](http://www.youtube.com/user/GirlScoutsLA)
- E-tools and resources on the GSGLA website, [www.girlscoutsla.org/cookies](http://www.girlscoutsla.org/cookies)
- Messages from eBudde

## ***Troop Marketing Kit Components (subject to change; distributed at training):***

- *Cookie 101*: Cookie Description Sheet, Cookie FAQs, and Cookie Goal Poster
- *Booth Essentials*: Cookie Booth Checklist, Cookie Booth Guidelines, Cookie Box Price Displays, and Cookies for the Community Booth Sign
- *Also*: Tips for Selling Cookies, Online Sales Rules & Guidelines, C4C Ripple effect flier, and business cards

## ***Media Placement***

GSGLA creates a visible presence in the community with a diversified media campaign, which may include newspaper and television coverage, mall network ads, radio commercials and contests, and online and print ads. Placement is still being determined based on availability.

## ***Cookie Finder***

**When customers crave cookies...they look to the Internet.** The Cookie Finder on the GSUSA website allows customers to search by ZIP code to find cookie booths. [www.girlscoutcookies.org](http://www.girlscoutcookies.org)

# Cookie Terminology

Girl Scouts has a unique language, and the Cookie Program is no exception. Here are some of the more common terms we use on a daily basis but can be confusing until you know what we mean.

**ACH Debit/Credit** – an eBanking transfer from one bank account to another. ACH stands for Automatic Clearing House which is the federal system of sending funds electronically. GSGLA gives instructions to our bank to ACH Debit the troop accounts and deposit funds into the council’s bank account, or to reverse the transaction by crediting funds to troop accounts as appropriate.

**Assignments** – a process that gives Girl Scouts credit for their sales. The total of cookie packages and Cookies for the Community sales determines each Girl Scouts final sales quantity and her reward level.

**Boothing** – the process where Girl Scouts sell their product to customers in a face-to-face transaction at an approved booth site. Troops will booth based upon the motivation levels of their Girl Scouts and in direct relationship to their goals. The average troop holds four booths, but many large troops will have dozens of booths every weekend and even each day of the Cookie Program.

**Boothing Chair** – a service unit volunteer who manages the relationship of host businesses who grant written permission for troops to booth on their private property.

**Booth Scheduler** – a function in eBudde that allows troops to sign up for available booth sites and times. Very specific timelines determine when the Booth Scheduler is available to troops.

**Cookie Cupboard** – locations throughout GSGLA where cookies are warehoused, and troops are able to pick up additional product during designated days and hours.

**Cookie Locator** – a database of booths that have been chosen by troops. The Locator is on our website during the boothing period or by downloading the Cookie Locator App for your smart phone. Potential customers can type in their ZIP code, and the Locator will return all current and future active booths within that ZIP code. It is our best way to connect customers to the product.

**Cookie Stand** – a “lemonade” type stand at a Girl Scout’s home or at the residence of someone she knows. Formerly known as “lemonade stand”.

**Cupboard Manager** – a volunteer or GSGLA staff person who manages a local cookie cupboard.

**Digital Cookie** – an online sales platform that can be used by Girl Scouts of all ages. Girl Scouts send emails to family and friends to invite them to visit their personalized site and purchase cookies with a credit card for shipment or delivery. Customers also have the opportunity to donate cookies to Cookies for the Community. Girl Scouts may post their links on social media and ask friends and family to share.

**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.

**Cookies for the Community (CAC)** – Council-wide service program where other partnering non-profits receive cookie donations toward their mission.

**Girl Order Card** – Customized form that is used to record customer orders. It contains information about the cookies for the customer and details of the reward plan for girls.

**gsLearn** – An online learning platform accessible through MyGS.

**Little Brownie Bakers (LBB)** – the council cookie bakery partner located in Louisville, KY. Only two bakeries produce all Girl Scout cookies in the USA. The other baker is ABC Bakers.



**Opt-out** – Older girl troops (Cadette and above) can elect to waive the rewards they would otherwise earn, and instead receive an additional \$.10 per package sold in proceeds. Girls in opt-out troops still receive all patches, SIO rewards, and invitations to recognition events (if achieved).

**Parent/Guardian Permission and Responsibility Agreement** parents/caregivers or guardians sign to grant permission for their girl to participate in the Cookie Program and accept financial responsibility for all cookies their girl takes possession of based on signed receipts.

**Position Description and Agreement** – eform submitted by TCCs that defines their role and responsibilities to GSGLA for the cookie program.

**Product Programs Manager (PPM)** – the GSGLA staff member who has primary responsibility for working with volunteers in her service area to deliver the Cookie Program. SUCPCs work closely with the PPM on all operational needs.

**Recognition** – carefully screened and selected item received by Girl Scouts for reaching a specific sales goal.

**Reward** – a comprehensive term that includes all items received by a Girl Scout, a troop, or a service unit such as recognitions, troop proceeds, and program credit.

**Service Unit (SU)** – a geographic area set by GSGLA to create manageable groups of troops. Boundaries are set by zip codes.

**Service Unit Cookie Program Chair (SUCPC)** – a volunteer who coordinates the Cookie Program for the service unit. Chosen by the SUM, and appointed by GSGLA, this position trains and supports Troop Cookie Chairs.

**Smart Cookie Club** – a recognition event for girls who sell at least 500 packages, and who are the exclusive invitees to a custom, spectacular experience. Invited girls are welcome to bring an adult chaperone, including dads.

**Starting Inventory Order (SIO)** - the volume of cookies that troops order before the sale begins to be ready for GO DAY.

**Starting Inventory Order Delivery Site** – a special location within each service unit where Starting Inventory Orders are sorted and distributed to troops.

**Sweet Elite** – a recognition event for girls who sell at least 1200 packages, and who are the invitees to a customized, unique, and exclusive Girl Scout experience.

**Troop Cookie Chair (TCC)** – a volunteer who coordinates the Cookie Program at the troop level. Chosen by the Troop Leader, and appointed by GSGLA, this position trains and supports girls and parents/caregivers through the Cookie Program.

**Troop Proceeds** – monies earned by a troop on their total cookie sales, including opt-out proceeds.

**Troop-to-Troop Transfer** – the flexibility to move cookies (and their financial responsibility) from one troop with an excess supply of cookies to another troop with a demand for those cookies. This can be very helpful at the end of the program when a troop would otherwise be left with excess inventory and few prospects to sell them.

# Index

ACH Debits	6, 32, 38, 41, 43, 48	Facebook	2, 19, 47
<b>Boothing</b>	23-27	Financial Information	40-43
Assigning Booth Sales	37	Gluten-Free	8
Inventory Recommendation	27	Starting Inventory	15-16
Booth Sign up	29-31	Little Brownie Bakers	2, 46, 48
Cancelling a Booth	31	Opt Out	4, 14, 44, 45
Drive-through booths	28	Returned Checks	42
One Girl/One Parent	27	Rewards	4, 44-45
Car type (approx. cases)	19	Safety	11, 12, 19, 24
Cookies	8	TCC Checklist	7
Cookie Finder	31, 47	Troop Proceeds	4
Cookies for the Community	9, 10, 45, 48	Walkabouts	12, 20
Cookie Stands	20, 48		
Cost of cookies	8		
Credit Cards	20, 22, 27, 41, 48		
Crisis Management	46		
<b>Cupboards</b>	32-35		
Consignment Cookies	35		
Damages	35		
Exchanges	35		
Pending Cupboard Orders	33		
Returns	35		
Dates	5-6		
Delivery Location Selection	16		
Delivery Procedures	18		
Digital Cookie	22, 48		
Discrepancy Reports	6, 42		
Door-to-door Sales	20		
<b>eBudde</b>			
Booth Scheduler	29		
Dashboard Tab	13		
Delivery Tab	18		
Girl Cookie Assignments	36-37		
Girl Order Tab	36-38, 40, 45		
Girl Payments	36, 45		
Log in	13		
Rewards, Starting Inventory	17		
Sales Report	45		
Settings Tab	14		
Starting Inventory Submit	16,		
Transactions Tab	33, 38, 39, 45		
Troop Banking Info	14		
Troop-to-Troop Transfers	39, 45, 49		





