



Why the Cookie Program is Important?

It's More Than Money
Girls develop lifelong skills to successfully navigate through life.

The Five Skills

- **Decision Making: *Critical Thinking and Problem Solving***
 - What to do we want to do?
 - A long or short term goal?
 - Fun or educational? A little bit of both?
- **Goal Setting: *Cooperation and Team Building***
 - Goals to accomplish what girls want to do for the year.
 - Broaden travel goals.
 - One year goal to visit Disneyland; 5 year goal to visit New York City

Cookie Contests- Tools to Promote the Program


- **Cookies Worth Sharing:** Girl Guided Training Challenge. Earn a chance to sell cookies at the Cookie Kick-Off on January 9 at the GCU. **Entries due December 14.**
- **Flat Stacie Collage Contest:** What does selling cookies look like to you? Experience the cookie sale with your friend, Flat Stacie! Share your story with your sister Girl Scouts and enter into a raffle to win tickets to a fun spring festival. **Entries due February 28.**
- **Cookies on the Go:** Send us a picture of you decked out wagon, scooter, stroller or anything without a motor. **Entries due March 9.**
- **Mystery House:** There is a 'Mystery House' hidden in every Service Unit. The first girl who finds the house on her walkabout will win a Mystery Prize!
- **Bling Your Booth:** Send us a picture of your blinged out Cookie Booth to enter the contest. **Entries due March 9.**
- **Mighty Mints Club:** Sell 2000+ packages of cookies and receive special recognition at the 1000+ super sellers event along with a one-of-a-kind trophy. C'mon, join the club!

For more information visit our website at:
<http://www.girlscoutsaz.org/en/cookies/cookie-contests-events.html>

Why the Cookie Program is Important?


- **Money Management: *Practical Life Skills***
 - Counting boxes
 - Making change
 - Creating a budget and business plan
- **People Skills: *Healthy Relationships and Conflict Resolution***
 - Talking to customers
 - Learning to articulate
 - Learning that it's okay if a customer says, 'no thank you'
- **Business Ethics: *Positive Values***
 - Philanthropy and supporting her Council
 - Communication and inventory Management
 - Customer appreciation

• **Our Neighborhood Cookie Rally: Friday, January 8th 6:00-8:00 at Mountainside Middle School**



What's New This Year

- Digital Cookies
- Initial Order due December 15!
- Savannah Smiles are back
- Troops cannot turn in a *Parent Guardian Outstanding Balance Form* in for unpaid balances of more than 120 packages.
- Toffee-tastic orders
- Service Unit Bonus
- Troop-to-Troop Transfer Link



Cookies Now!

- Girls can begin selling with cookies on hand on January 18.
- Girls should not take pre-orders or sell before January 18!
- Girls can announce that cookies are coming.

Troop Success!

What girls need to do to participate in the Cookie Program:

- Girls must be registered for the current Girl Scout season. This year, troops will not be able to add girls to eBudde.
- Girls' families have signed a *Product Program Parent/Guardian Permission and Financial Responsibility Agreement* (good for both Fall Product and Cookies).
- Girls and her Parent/Guardian have agreed to communicate cookie inventory status with Troops and turn money in weekly.

Troop Success!

Hold Cookie Meetings:

- **Girl Meeting:** Let girls decide their goals and develop an action plan to sell cookies.
- **Parent Meeting:** Discuss cookie inventory and communication, Girl Program, girl safety and financial responsibility.
- The Cookie Manual is great resource to help develop Parent and Girl cookie meetings.
- *Product Program Parent/Guardian Permission and Financial Responsibility Agreement* is signed for each girl and kept on file with the troop.

Selling Cookies!!!

Sale Dates:
January 18- February 28

Girls may promote the Cookie Sale prior to January 18 (i.e. Cookies are Coming...)

Two Gift of Caring Programs

Council Gift of Caring

- A 'virtual' Gift of Caring option; Council handles all the details.
- Purchases are recorded and money is collected at the time of purchase.
- Troop Product Managers record the transaction in the C_GOC column in eBudde.
- Council donates cookies to:
 - Local Food Banks including St. Mary's Foodbank, St. Vincent de Pauls, and United Foodbank.
 - The USO and Packages from Home

Troops do not take possession of the product; Council handles cookie distribution.

Digital Cookies Girl Program Overview

- Parents will receive an email inviting them to register their daughter for the program.
- Parents need to register girls for the program.
- Girls 13 and over must have a separate email account.
- All girls and volunteers must watch the safety video.
- Parents must sign the terms and conditions.
- Girls and parents must read the cookie pledge. Girls 13 and over will be sent a copy of the pledge.
- Girls will set up her website, enter her goals, enter customers, work on age appropriate Cookie Badges, learn about email marketing cycles, test her cookie knowledge, create a marketing video, and much more!

Two Gift of Caring Programs

Troop Gift of Caring

- Troops select a non-profit organization they would like to support.
- Troop Product Manager contacts the organization to verify they can accept the cookies.
- Troops use unsold inventory at the end of sale to fill Gift of Caring orders.
- If Troops need additional product to fulfill order:
 - Troops should check girl inventory.
 - Troops should check troop to troop transfer link.
 - Pick up additional cookies from the cupboard.
- Troop Product Managers record the transaction in the T_GOC column in eBudde.

Troops handle cookie distribution.

Digital Cookies Volunteer Overview

- Troop Leaders and Parents are sent a registration email about Digital Cookies. Volunteers with multiple roles can switch between them.
- Digital Cookies are shipped directly to the customer from the Bakery.
- Once an order has been placed and the payment clears, the information is sent to eBudde for troop records. There is nothing else the troop leader needs to do. DOC amounts are treated as a deposit for the full sales prices of the cookies. Council will cover the credit card fees for DOC cookies.
- Minimum order for shipped cookies is 4 boxes. Shipping and handling will be applied.

For more information on Digital Cookies, please see the website for additional webinars.

Booth Guidelines

Be polite:

- Do not booth before January 18, 2016.
- Cancel your booth in eBudde if you can't make it!
- Do not wear or bring competitor store items with you.
 - Don't bring a Trader Joes bag to Fry's.
- Check in with the store manager when arriving and leaving.
- Follow store set-up rules.

Booth Guidelines

- Do not arrive more than 5 minutes before your shift and do not stay after your shift.
- Siblings/friends are not allowed.
- Wear Girl Scout identification.
- Do not allow girls to shout at customers.
- Clean your area when you leave.
- Leave a thank you card with the manager.

Booth Guidelines

- Appoint someone to safeguard the cash box.
- Fanny bags may be preferable to a cash box.
- No more than \$100 in the cash box.
- Do not accept bills over \$20. Council will not replace counterfeits over \$20.
- Two adults and two girls at a booth.
- No more than 4 girls at a booth at a time.

Emergency???

- Follow the instructions on the MS-27 Emergency Card.
- Care for the immediate needs of the victim.
- Secure help, call 911.
- Contact your Troop and/or SU Product Manager if needed.
- Contact Council at 602 452 7000. After hours call the emergency line at 602 531 5935.
- Do not issue statements to the media.
- Do not post statements on social networking media.

Cookie Finder: Important reasons to enter ALL booths into eBudde!

- Customers looking for cookies will be directed to the nearest cookie booth.
- We use this information to impress the stores who support our cookie booths.
- All you have to do is enter your booths into eBudde.

What About Toffee-Tastic?!

- Toffee-Tastic is the gluten-free cookie that GSACPC is offering.
- Troops were invited in September to put in an order for Toffees. They are responsible for the amount ordered and it will be uploaded into eBudde by the Product Program Team. Troop will not be able to add or subtract from the number preordered.
- We will have a limited amount of Toffee-tastics at ONLY the Council Warehouse, but preference will be given to NEW TROOPS and IGMs.

Placing an Initial Cookie Order

- Adjusting for girl participation, established troops should place an order based on 80% of last year's sale.
- New troops should place an 80% order based on the per girl average for their age group.
- All troops should make a healthy initial order to avoid council wide inventory shortages.

Initial Troop Cookie Order Reward

Troops who have a PGA of 160 or more on their initial order will earn a t-shirt.

- 1 shirt per girl
- 1 free adult shirt per troop
- Up to 3 additional adult t-shirts may be ordered on eBudde at time of initial order
- Additional t-shirts are \$6.00 each and will be debited from the with the first ACH on February 11.



Initial Troop Cookie Order Reward

- Troops must place the initial reward order into eBudde.
- Each girl selling must be assigned one package of cookies in eBudde under the initial order tab to be eligible for the initial order reward.
- Troops who do not enter the initial order reward forfeit the t-shirt reward.

There will be NO ADDITIONAL shirts available through Council for adults or girls.

All t-shirt orders must be entered into eBudde at the initial order or the t-shirt reward will be forfeited

Managing Girl Inventory

Or go Green... use a Google Docs spreadsheet to manage inventory.

Families can access the Google Doc to enter their current inventory.

Girl Inventory on Hand		Treats		Do-Si-Dos		Samosas		R-R Raisins		Tagalongs		Thin Mints		Toffee-tastic		Total	
Date Entered	Girl Name	Cases	Boxes	Cases	Boxes	Cases	Boxes	Cases	Boxes	Cases	Boxes	Cases	Boxes	Cases	Boxes	Cases	Boxes
2/14/2015	Susy Girl	1	2	0	3	4	1	2	3	0	9	1	2	2	4	10	24

Managing Girl Inventory

- Girls and parents must give weekly inventory updates to the troop.
- Money must be turned in weekly.
- Limit the amount of cookies given to one girl at one time.
- Do not give additional cookies to girls without an inventory count and all money owed is turned in.

In Summary, Try These Steps! (in order!)

Steps to Manage Troop Inventory:

1. Have girls turn in inventory status and cookie money weekly. Do not check out more cookies to a girl until money has been turned in. A girl should never have more than 120 unpaid packages at one time.
2. Need more cookies:
 - a) First **check with parents** to see if they have cookies they can't sell.
 - b) Then, check the **Council Troop-to-Troop Transfer Google Doc** to see if there are other troops who need to offload cookies.
 - c) If you still don't have the cookies you need, then **visit a cookie cupboard** and make a responsible order.

Cookie Cupboard Distribution

- Cupboards distribute cookies by cases only (i.e. 12 packages/case)
- Cookies cannot be returned.
- Unopened and sealed cases may be exchanged for a different flavor
- Damaged cases and packages may be exchanged

Digital Order Card 2.0

Digital Order Card 2.0 SU/Troop Training

Digital Order Card 2.0

Troop leader/SU registration process

Scenario 1
Adult is a SU Cookie Person, not a parent or leader

1. Volunteer gets email
2. Clicks on link to go to digital cookie
3. Sets password and logs in
4. Watches safety video (even if no girls)
5. Signs Terms and Conditions for volunteer
6. Is taken to the SU Dashboard

Digital Order Card 2.0

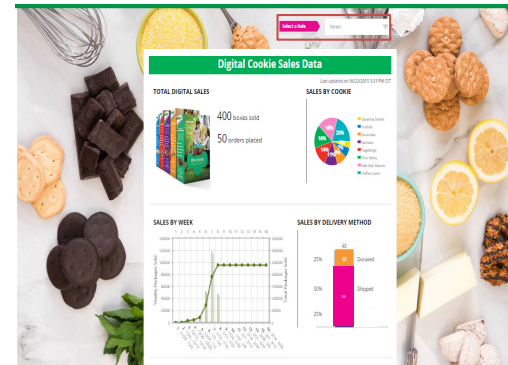
Troop leader/SU registration process

Scenario 2:

Adult is a parent of a girl over 13 AND a troop leader or SU Cookie Manager

1. User gets the Service Unit registration email (highest level in the hierarchy email only)
2. Clicks on link to go to digital cookie
3. Watches safety video
4. Signs T&C's for volunteer
5. Signs T&C's for parent
6. Chooses role from drop down
7. Chooses parent role
8. Registers girl(s)
9. Is taken to the parent dashboard

Digital Order Card 2.0



Digital Order Card 2.0

Troop leader/SU registration process

Scenario 3:

Adult is a parent of a girl under 13 AND a troop leader or SU Cookie Manager

1. User gets the Service Unit registration email (highest level in the hierarchy email only)
2. Clicks on link to go to digital cookie
3. Watches safety video
4. Signs T&C's for volunteer
5. Signs T&C's for parent
6. Signs Girl Pledge on behalf of the girls
7. Chooses role from drop down
8. Chooses parent role
9. Registers girl(s)
10. Is taken to the parent dashboard

Digital Order Card 2.0

Girl Scouts									
Girl Name	GSUSAID	Parent Name	Parent Email	DOB	Site Live (Y/N)	Customer Link	Customers Emailed	# of Orders	Pending Approval
Jessica Smith	11110000222	Jack Smith	jsmith@test.com	1/12/2000	Y	/jessic12312	8	13	
Roxy Vitacco	11110000223	Roxanne Vitacco	rvitacco@test.com	4/4/1998	N	/roxy12353	3	11	
Anjali Sanjeevi	11110000224	Ramya Sanjeevi	ramya.v.sanjeevi@test.com	5/5/1995	N	/anjali1211	35	23	
Randa Moord	11110000225	Miranda Moord	miranda.m.moord@test.com	5/12/2002	Y	/randa12312	22	1	
Shelly Cubelic	11110000226	Michelle Cubelic	michelle.cubelic@test.com	7/7/2007	Y	/shelly123123	23	11	

Digital Order Card 2.0

Shipped/Donation and Completed Orders : 4

Name	Order Date	Order #	Order Status	# of boxes	Order Type	Delivery Status
<input type="checkbox"/> Phil Kinnison	6/12/2015	4343434	Processing	12	Shipped	Not Delivered
<input type="checkbox"/> Ramya Sanjeevi	5/9/2015	111110	Cancelled	2		N/A
<input type="checkbox"/> Payal Bhatia	5/9/2015	55555	Completed	4	Donation	N/A
<input type="checkbox"/> Michelle Cubelic	4/23/2015	55552	Completed	5	Shipped	Delivered

Digital Order Card 2.0 eBuddy Sales Report

Pkgs Received			Deposits Made		
Date	Reference	Amount	Date	Reference	Amount
09/15	Initial Order ---	888	2014-09-15	DOC DLVR 439024	\$ 20.00
09/15	C888 DOC SHIP+ 439100	5	2014-09-15	DOC SHIP+ 439100	\$ 40.00
09/15	C888 DOC SHIP 439025	5	2014-09-15	DOC DON 439023	\$ 20.00
	C_GOC pkgs.	22	2014-09-15	DOC SHIP 439025	\$ 20.00
			2014-09-15	DOC SHIP 439025	\$ 20.00
Total Pkgs Received		920	2014-09-15	DOC DON 439101	\$ 20.00
			2014-09-15	DOC DLVR 439101	\$ 20.00
			Total Deposits		\$ 140.00

Total Troop Sales	\$ 3,680.00	Council Proceeds	\$ 3,128.00
Troop Proceeds	- \$ 552.00	Deposits Made	- \$ 140.00
		Amount You Owe Council	\$ 2,888.00

Digital Order Card 2.0

Troop 6073 Girl Transactions Little Encourge [Log Out](#)

Settings Girls Int Order Delivery Girl Orders Transactions Rewards Deposits Sales Report Reports Help Center

Printable Save Add Trans. Add Payment Below are transactions for Wendy B. Switch to Gift: Wendy B. Return to Summary View

#DOC	+Comment	+Bk	+C GOC	+\$5m	+1re	+0.S.D	+5m	+RRR	+Tags	+Mist	+Toff	+Total	+Total Due	+Paid	+Bal. Due
✓	DOC DON 00071835		1	0	0	0	0	0	0	0	0	1	\$ 4.00	\$ 4.00	\$ 0.00
✓	DOC SHIP+ 00072112		1	0	0	0	0	0	1	0	2	\$ 8.00	\$ 8.00	\$ 0.00	
✓	DOC SHIP 00072110		0	0	0	0	0	0	0	0	0	\$ 0.00	\$ 24.00	\$ 0.00	
✓	DOC SHIP 00072116		0	1	1	1	1	1	1	1	0	7	\$ 28.00	\$ 28.00	\$ 0.00
	Int Order 'Locked'		0	1	1	1	1	1	1	1	0	7	\$ 28.00	\$ 0.00	\$ 28.00
			2	2	2	2	2	2	3	0	17	\$ 68.00	\$ 68.00	\$ 0.00	

All Orders [Go Recap](#)

Digital Order Card 2.0

1. Girl (parent) gets registration email
2. Girl sets up site
3. Parent approves and publishes it
4. Girls build their customer list and send marketing emails

Digital Order Card 2.0

Sarah's Digital Cookie Site

PARENT - OR - GUARDIAN: Sarah submitted her Digital Cookie page for your approval on July 11, 2015 10:27AM. When you approve and publish, her site will be open for business.

Sarah's site status: Open for Business <https://DigitalCookie.girlscouts.org/scout/sarah4350>

Buttons: EDIT, APPROVE AND PUBLISH

Digital Order Card 2.0

Games and Videos

All the fun in one place! Games, videos, and a whole lot more.

- Cookie Booth Bounce
- Cookie Crave
- "The Cookie Song" Full Video
- Travel Video: Girl Scouts of Eastern Pennsylvania
- Cookie Booth Theater for Brownies
- My Take Action Planner

More Activities

Digital Order Card 2.0

My Brownie Badges

GIVE BACK

You'll be using your cookie money to do lots of fun things with your Brownie Friends, but you also can use some to help others out!

Purpose: When I've earned this badge, I'll know how to "give back."

Steps to complete "Give Back":

- Find out about businesses that give back.
- Set a giving goal.
- Invite your customers.
- Practice giving back.
- Tell your cookie customers how they helped.

Congratulations!
Wow! You've earned the Give Back badge! Keep up the good work! Be sure to tell your mom how you can get your badge!

MEET MY CUSTOMERS

When you run a business, you need to know all about your customers, who they are, how to talk to them, and how to make them happy!

Purpose: When I've earned this badge, you'll know how to find customers, make them happy, and help your cookie business grow.

Steps to complete "Meet My Customers":

- Find out where your customers are.
- Talk to some customers.
- Practice handling money and making change.
- Role-play good customer reactions.
- Thank your customer!

Digital Order Card 2.0

Shipping and Handling Fees

When you pay for shipping and handling, you're helping empower girls to do more with their cookie earnings. These fees go directly to the retailers who help us make sure your delicious cookies get to you and the cookie money gets to her too. That way, she and her friends can get out into their communities and do amazing things. Thank you for your support!

PH: Shipping fees are calculated in tiers as described below.

1-6 boxes \$9.95	7-8 boxes \$11.95	9-10 boxes \$13.50	11-12 boxes \$14.95
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Minimum Order: 4 Boxes

More than 12 Boxes: $\$14.95 + \text{Additional Tier} = \text{Total Shipping Cost}$

Please use the same process to calculate shipping costs for your order, regardless of how many boxes you purchase.

Backward: There's no need for you to do all that math, just go to the Order Card, make your cookie selections, and we'll calculate the shipping for you!

Cookie Delivery Time: "Need your delicious Girl Scout Cookies in a flash?" Use the Shipping option to get them to your door in an estimated 2 to 10 days—great for shipping your cookies ahead of you to support Girl Scouts around the country, not just locally, and you can get your cookies even if you're not home to receive them. Four box minimum order, please!

Shipping to Alaska, Hawaii, or APO/FPO addresses? Cool! We're more than happy to deliver the extra mile—we'll just need an additional \$5 to make it happen. Don't worry. These cookies are the reward you're making with your...

eBudde Info

The Dashboard

3

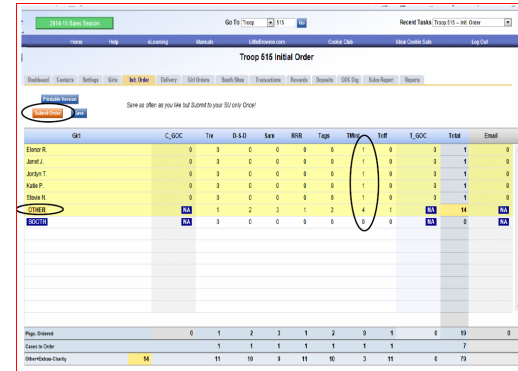
What can you do here?

- Messages: Read important messages from your Service Unit and the Product Program Team.
- Troop Checklist: Check your "to-do's" for your troop.
- Calendar: Review the calendar for important sale dates in eBudde.



eBudde Info

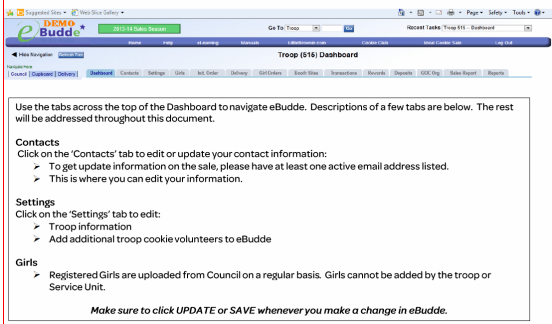
Initial Order



eBudde Info

The Tabs

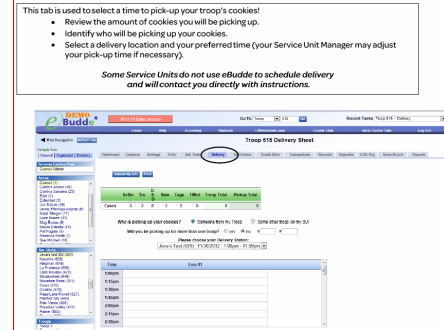
4



eBudde Info

Delivery Tab


6



eBudde Info

Booths Sites Tab 7

Council Booths
 Click 'Council Sales' on the drop down to reserve a Council booth.



Self-Scheduled Booths

- Click 'My Sales' on the drop down to schedule a booth.
- Please make sure you do not schedule a booth already listed under 'Council Booths'.
- Click 'add a location' to enter the booth. Please include the street address.

eBudde Info

Gift of Caring 9

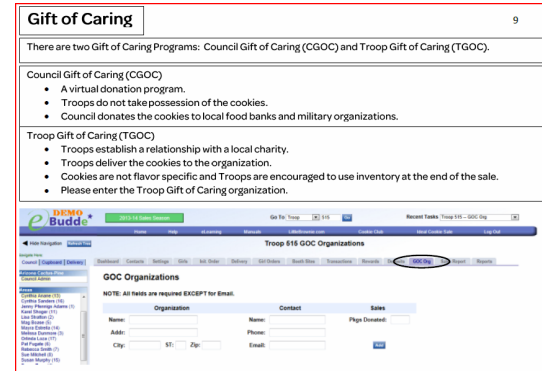
There are two Gift of Caring Programs: Council Gift of Caring (CGOC) and Troop Gift of Caring (TGOC).

Council Gift of Caring (CGOC)

- A virtual donation program.
- Troops do not take possession of the cookies.
- Council donates the cookies to local food banks and military organizations.

Troop Gift of Caring (TGOC)

- Troops establish a relationship with a local charity.
- Troops deliver the cookies to the organization.
- Cookies are not favor specific and Troops are encouraged to use inventory at the end of the sale.
- Please enter the Troop Gift of Caring organization.



GOC Organizations

NOTE: All fields are required EXCEPT for Email.

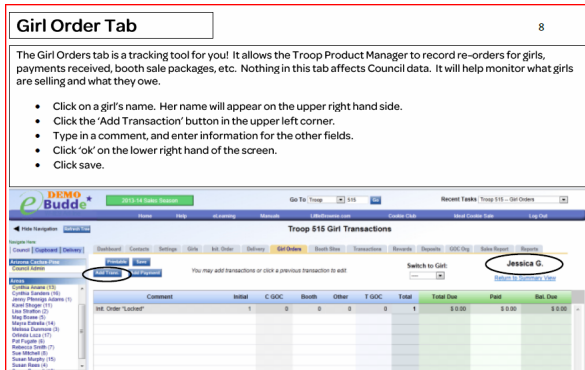
Organization	Contact	Sales
Name:	Name:	Page Donated:
Address:	Phone:	
City:	State:	Zip:
Email:		

eBudde Info

Girl Order Tab 8

The Girl Orders tab is a tracking tool for you! It allows the Troop Product Manager to record re-orders for girls, payments received, booth sale packages, etc. Nothing in this tab affects Council data. It will help monitor what girls are selling and what they owe.

- Click on a girl's name. Her name will appear on the upper right hand side.
- Click the 'Add Transaction' button in the upper left corner.
- Type in a comment, and enter information for the other fields.
- Click 'ok' on the lower right hand of the screen.
- Click save.



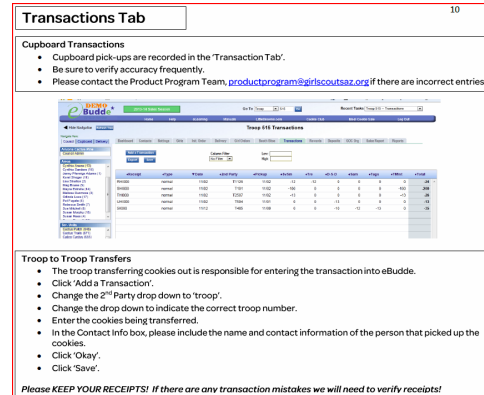
Comment	Initial	C-GOC	Booth	Other	T-GOC	Total	Total Due	Paid	Bal. Due
Girl Order Locked	1	0	0	0	0	1	\$ 0.00	\$ 0.00	

eBudde Info

Transactions Tab 10

Cupboard Transactions

- Cupboard pick-ups are recorded in the 'Transaction Tab'.
- Be sure to verify accuracy frequently.
- Please contact the Product Program Team, productprogram@girlscoutsofusa.org if there are incorrect entries.



Troop to Troop Transfers

- The troop transferring cookies out is responsible for entering the transaction into eBudde.
- Click 'Add a Transaction'.
- Change the 2nd Party drop down to 'troop'.
- Change the drop down to indicate the correct troop number.
- Enter the cookies being transferred.
- In the Contact info box, please include the name and contact information of the person that picked up the cookies.
- Click 'Okay'.
- Click 'Save'.

Please KEEP YOUR RECEIPTS! If there are any transaction mistakes we will need to verify receipts!

eBudde Info

Rewards Tab11

- Initial Reward Order:
- Click the 'Fill Out' button.
- Troops must have met the initial order PGA requirement reward t-shirt.
- One FREE adult shirt per troop.
- 3 additional adult shirts can be ordered for \$6.00.
- Troops will be ACHed for the additional shirts on the first ACH date.
- **No additional t-shirts are available through council.**
- **If you do not enter the reward, you forfeit the reward.**
- If the reward is incorrect, click on the girls name and edit.
- Click 'Submit' when the rewards are accurate.
- You can **ONLY** submit the incentive order once. No changes can be made after clicking 'Submit'

Troop 616 Troop Rewards

Dashboard | Contacts | Settings | Girls | **Kit Order** | Delivery | Gift Orders | Bank Stmt | Troops | **Rewards**

Troop Rewards Order Forms

Initial Rewards Order	View Edit Submit
Final Rewards Order	View Edit Submit