



GIRL SCOUTS OF GULF COAST FLORIDA

GIRL SCOUT COOKIE PROGRAM

TROOP GUIDE

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2021 GIRL SCOUT COOKIE PROGRAM KEY DATES

| | |
|-----------------------|--|
| January 05 | Digital Cookie opens |
| January 05 | Cookie program begins; pre-order taking begins |
| January 10 | eBudde system available to input orders |
| January 29 | Pre-order taking ends; Digital Cookie girl-delivered pauses |
| January 30, 9:00 p.m. | Deadline for troops to input initial cookie orders into eBudde; deadline for troops to input ACH information into eBudde |
| February 02 | Digital Cookie girl-delivered resumes |
| February 15–19 | Council-wide cookie delivery |
| February 19 | Booth sales begin |
| March 09 | First ACH—\$1.50 per box of cookies ordered on initial order |
| March 18 | Digital Cookie girl-delivered ends |
| March 19 | Cookie Cupboards close |
| March 21 | Cookie booths end; Cookie program ends at midnight |
| March 26, 9:00 p.m. | Deadline to collect money from girls; deadline for troops to submit final rewards orders in eBudde. |
| March 30 | Final ACH cookie payment due to council; Troop cookie paperwork due via online form submission |
| April 2 | Deadline for troops to report unpaid funds |
| April–June | Cookie rewards distributed |
| August 27 | 2021 Girl Scout Online Shop Certificates expire |

GETTING STARTED

ESTABLISH YOUR COOKIE TEAM

The first step of your troop participating in the Girl Scout Cookie Program is to identify a Troop Cookie Manager (TCM). This can be the troop leader or a new volunteer. The TCM needs to be signed up as a Troop Support Volunteer, which includes being a registered member and completing a background check.

Your TCM doesn't need to be the only person in charge of cookies, you can establish a whole team and divide the work.

GET TRAINED

The TCM then needs to complete cookie training. This year, all of our training is hosted on our gsLearn training, which is accessible through your Girl Scout account portal. Only adults holding a volunteer position will be able to access this—so be sure your TCM and any other cookie volunteers are ready to go.

SET YOUR TROOP'S COOKIE CALENDAR

You'll want to look at all of the cookie deadlines and your troop's meeting schedule, and set dates specifically for your troop. Either set deadlines that work with your troop meetings or set up special meeting dates that coincide with key cookie program dates.

HOLD A TROOP COOKIE MEETING

This year we are mailing materials directly to families, so it's important that you schedule a troop cookie meeting to review the program. During your meeting you'll want to:

- Make sure parents/caregivers know that materials are being mailed directly to them at the beginning of January. If they don't receive the mailing, your service unit cookie coordinator has extra copies you can secure for them.
- Explain the program and encourage 100% participation. Remember that participation can look different for each girl based on comfort levels. Some may only be okay with participating online, while others may be excited to work cookie booths. You'll want to identify this early so that you know how to support the girls.
- Help the girls set troop and individual goals.
- Talk about troop proceeds and rewards. Do the girls want to earn rewards or opt-out for higher proceeds? Keep in mind that this option is only available to troops with Cadettes, Seniors, and/or Ambassadors.
- Get the girls thinking about what they could do with their troop proceeds. The girls may decide to take a trip, buy troop supplies, and/or support a service project.
- Highlight Digital Cookie; explain the girl delivery process and your troop's expectations for reporting sales. See our Digital Cookie materials for more details.
- Talk about the best way to reach you during cookie season and give them an idea of how quickly you'll be able to respond. Providing a realistic timeframe and expectations upfront will keep parents/caregivers from getting anxious at not getting a quick response.
- Explain the importance of always counting cookies and money—they should never assume things will balance out in the end. They'll need to sign receipts for every transaction.
- Highlight important dates, such as the pre-order period, money, and order deadlines.

- Talk to them about safety and make sure they know how to keep their Girl Scout and the rest of the girls safe during the Girl Scout Cookie Program.
- Discuss important COVID-19 safety precautions as they pertain to participation in the cookie program.
- Discuss social media guidelines.
- Discuss cookie booth etiquette. It is their responsibility to understand and follow the rules to ensure a good relationship with businesses hosting cookie booth locations.
- Both girls and adults are on their honor when it comes to getting started. Remind them the sale does not begin until January 5, 2021.

Get YOUR TROOP Set UP in eBUDDE AND Digital COOKIE

Don't wait until the last minute to make sure your cookie team has eBudde and Digital Cookie access. Login early, review your troop details, and confirm that your roster is correct. If you need to add or remove a girl from your eBudde roster, email customercare@gsgcf.org with subject line "eBudde Roster".

Once the cookie program begins and girls have sales credited to them, they aren't able to change troops. So make sure your girls are listed in your troop and you aren't missing anyone.

New this year, troops will have access to a troop link for Digital Cookie, so make sure to get in and set your troop up.

Check out the Digital Cookie module on gsLearn and our supplemental resources for all the details on getting started.





GiRL Safety

Safety has always been a main focus and priority for our council. More detailed information can be found in [Volunteer Essentials](#) and [Safety Activity Checkpoints](#) on our website at www.gsgcf.org.

- **Show You're a Girl Scout**—Wear your Girl Scout vest/sash; let's show the world what a Girl Scout can do!
- **Buddy Up**—Always use the buddy system. It's not just safe, it's more fun.
- **Partner with Adults**—Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girl Scouts Cadettes and older must be supervised by an adult at all times when selling door-to-door and must never sell alone.
- **Plan Ahead**—Always have a plan for safeguarding money, and avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults, who are to deposit it as soon as possible.
- **Do Not Enter**—Never enter the home or vehicle of a person when you are selling or making deliveries.
- **Protect Privacy**—Girls' names, addresses, and email addresses are never to be given out to customers. Protect customer privacy by not sharing their information.
- **Be Net Wise**—Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online.

COVID-19 Safety PROTOCOLS

- Girls and chaperones must be wearing a mask at all times while participating in in-person cookie program activities—this includes cookie booths, walkabouts, and drive-thru booths.
- Masks must be worn properly while participating in public cookie program activities—covering the mouth and nose. Visit the [CDC website](#) for guidance on mask use.
- To maintain effective social distancing, traditional cookie booths are restricted to no more than two girls/two adults. If locations allow, exceptions may be made for a parent/caregiver with multiple Girl Scouts in their household.
- Troops and girls are strongly encouraged to use contactless payment methods when possible. Any in-person cookie sales should strive to minimize direct contact.
- Anyone who has COVID-19 symptoms (such as fever, cough, sore throat, etc.) should not participate in in-person cookie activities until symptoms subside or a negative COVID-19 test has occurred.
- Anyone who has been exposed to someone with a positive COVID-19 case may not participate in cookie program activities until a 14-day quarantine period has passed.

- Leaders must maintain active knowledge and rosters of in-person troop cookie activities. A [COVID-19 Exposure Form](#) must be submitted in the event of a positive COVID-19 test of anyone participating in the cookie program (girls, chaperones, volunteers). A council staff member will send an email to the parent/caregiver of any girl who may have been exposed, to volunteers, and to the facility, maintaining the confidentiality of the individual(s). Girl and volunteer health information is private and strictly confidential.
- At select cookie booth locations, additional COVID-19 precautions will be required by the location. Be sure that participating girls and chaperones are aware of and are ready to adhere to any listed precautions. Failure to adhere to location specific precautions may cause loss of booth locations for the entire council.

SOCIAL MEDIA AND ONLINE MARKETING

- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caretakers.
- Girls are only to use the internet to market the Girl Scout Cookie Program to friends and family (for clarity, “friends and family” are people whom the girl or her family personally know).
- Friends and family of a girl participating in the cookie program must not market or share a girl’s contact information, sales links, or sales information on public-facing online sites. They also should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines). Public-facing sites are defined as any website that is not a personal page.
- Girls/caregivers may post online on their personal social media page that they are selling and where they will be selling.
- Should any online marketing activities be deemed in violation of these guidelines, GSGCF and GSUSA reserve the right to intervene and request removal or remove the post. Girls who do not follow these rules may have their Digital Cookie page deactivated, and may be suspended from further participation in the cookie program.
- Parents, girls, and volunteers must contact and collaborate with GSGCF in advance of any national or local news media opportunities.
- Girl Scout cookies may not be sold on any sales platform such as eBay or Amazon.
- Troops/girls may not pay for ads/boosted posts/etc. for sales promotion.

THE BUSINESS OF COOKIES

Girl Scout Cookies are awesome for all kinds of reasons. They are delicious and everybody seems to have a favorite flavor. Most importantly, they are part of over a 100-year tradition that helps power girl success.

When a girl decides to participate in the cookie program, she is exposed to unique experiences and learns essential life skills, her confidence soars, and the leader in her begins to step up in powerful, everyday ways—when she raises her hand to speak up, when she says “yes” to a challenge, or when she finds the silver lining in a bad day. Your support of her participation in the Girl Scout Cookie Program helps make it all possible.

Everyone who participates wins! Girls learn new skills and can earn fun rewards. Troops generate funds for supplies, activities, and trips. Your participation helps the council continue to offer affordable, quality programs and events for girls, adult training, and maintain our properties.

TROOP PROCEEDS

- All troops participating in the cookie program will earn “base” proceeds of \$.75 per package.
- Troops who have an initial order with a per-girl average of 275+ and maintain or exceed that through the program will receive an additional \$0.05 per package.
- Troops may earn additional proceeds through bonuses introduced throughout the program.
- Troop proceeds belong to the troop and cannot be allocated to individual girls within the troop.

REWARD OPT-OUT

Cadette, Senior, and Ambassador level troops may opt-out of rewards for an additional \$0.05 per package. This option is not available to multi-level troops containing younger girls. This option is a troop-level decision. Troops who opt-out of rewards will still receive initial order incentives and all patch rewards. Girls in troops who opt-out will NOT receive Cookie Credits or admission to earned events.

Troops considering this option should have a discussion that includes all girls and parents. Girls’ individual goals should be taken into account—girls with high package goals may get a better benefit out of keeping rewards (including Cookie Credits) rather than a higher troop proceed.

Older girl troops who would like to opt-out of rewards must complete the online [Reward Opt-Out Form](#) and submit it by the initial order deadline.



SELLING COOKIES

ORDER CARD · Digital Cookie · GOAL-Getter · TRADITIONAL COOKIE BOOTHS · DRIVE-THRU COOKIE BOOTHS · POP-UP COOKIE BOOTHS · VIRTUAL COOKIE BOOTHS · LEMON-UP STANDS · WALKABOUTS · COOKIE HOUSE PARTY

Girl Scout Cookies are \$5 per package for traditional varieties (Thin Mints, Samoas, Tagalongs, Trefoils, Do-si-dos, and Lemon-Ups). Specialty cookies are \$6 per package (Girl Scout S'mores and gluten-free Toffee-tastic). There are 12 packages in each case of cookies.

Girl Scouts must abide by the set price for cookies and may not offer discounts, coupons, or special offers.

Complete nutritional information on all eight varieties can be found at LittleBrownieBakers.com.



HOMETOWN HEROES (DONATED COOKIES)

Hometown Heroes is a special participation option of the Girl Scout Cookie Program that allows customers to purchase cookies to be donated to support our local hometown heroes, essential workers, active military personnel, and veterans during any portion of the program.

Because there's no product to deliver, girls should collect payment for Hometown Heroes cookies when the customer places the order. Troops do not set these cookies aside out of their inventory. They should record them inside of eBudde. **At the end of the program, GSGCF will place an order from our baker, pair with troops to deliver cookies to local hometown heroes, and partner with Support Our Troops®, who will ensure that cookies are delivered to deployed military!**

PRE-ORDERS

JANUARY 5-JANUARY 29

During our pre-order period, Girl Scouts should use their order card to collect pre-orders from customers. These orders should be entered in with the troop initial order. These cookies will arrive the first week of February and should be delivered as soon as possible.

Girl Scouts may continue to utilize the order card to collect orders throughout the program.

GOAL-GETTERS

JANUARY 30-FEBRUARY 15

Once the pre-order period has ended, Girl Scouts can continue to collect orders during our Goal-Getter phase. Girls can use their Goal-Getter order card to collect orders. Once cookies arrive, troops can fill

Goal-Getter orders from troop cookie reserves. Girls who sell 12+ packages during the Goal-Getter phase will receive a patch.

Booth Sales

FEBRUARY 19-MARCH 21

We've got some sweet strategies for girls and troops to sell cookies outside of traditional cookie booths. Be sure to spend time exploring all of the new options!

Digital Cookie

JANUARY 1-MARCH 21

This year it's more important for girls to explore the digital side of the cookie program. The primary parent/guardian of girls will receive an email invitation to participate in the Digital Cookie platform. For those who missed the email, Digital Cookie has some easy steps to request access.

Digital Cookie is a website that allows girls to set up an online storefront, let customers know about their goals, and even complete activities that can help them earn financial literacy badges! Through the website and accompanying app, girls can accept credit card payments directly for customers utilizing the girl-delivered and cookies-in-hand features.



Returns/Leftovers

Girl Scout Cookies may not be returned. Troops that have cookies left over are financially responsible for those cookies, so it's important to order carefully. Be sure to keep a close eye on your troop's inventory once you've got cookies in hand. If your troop has too many cookies, reach out to your SU cookie coordinator for help. They can assist with helping you list the cookies on the cookie exchange or identifying another troop who may be able to take on your product. Once the program has concluded it is much harder to move cookies from your troop, so be sure to ask for help early if you need it.

Damaged Cookies

Troops are responsible for all of the cookies they pick up from cookie cupboards and they should be careful to inspect them and refuse any with visible damages. As you open cases of cookies, it's possible you'll come across one that's not in sellable condition. If you encounter a cookie package that is damaged you may contact customercare@gsgcf.org with subject line "Damaged Cookies" to receive credit to your troop's account for the damaged package. You must include the following information:

1. Your name
2. Troop number
3. The lot number on the package of cookies
4. The variety
5. Number of affected packages
6. A description of the problem

CUSTOMER COMPLAINTS

Due to COVID-19 Girl Scout Cookies are not returnable from customers. Do not accept back opened boxes of cookies or offer an exchange for them.

If a customer has a complaint about the cookies they've purchased (they are stale, crushed, or melted, or the customer is generally not pleased), direct them to contact Little Brownie Bakers at 1-800-962-1718. This information can also be found on the side of every package of cookies.

MONEY GUIDELINES FOR THE COOKIE PROGRAM

Payment for Girl Scout Cookies is accepted at the time of delivery. The exclusion to this are cookies purchased through the Digital Cookie girl-delivered option.

Cash, checks, money orders, and credit cards are accepted forms of payment for Girl Scout Cookies.

GSGCF is providing [Cheddar Up](#) readers to all participating troops and will be covering the cost of point of sale fees incurred using this platform. Troops may opt to use alternative credit card payment methods, but GSGCF will not cover the cost of any incurred fees. For additional information on the Cheddar Up program, please review the Cheddar Up module on gsLearn.

Individual girls may utilize Digital Cookie to accept online payments.

OTHER SPECIAL INSTRUCTIONS

Walkabouts (aka "red wagon" sales) may be done in any neighborhood that permits girls to sell cookies. If troops would like to have a walkabout in a neighborhood with a "no soliciting" policy, permission should be granted by the property management before the walkabout.

Walkabouts should not be done at events, festivals, parades, or other public events without first getting permission from the SU cookie coordinator.

For everyone's safety, "tag-a-longs" (non-Girl Scout children, siblings, brothers, etc.) may not participate in the cookie program, including attending cookie booths or other sales activities. This is a liability issue. Those found to be in violation of the tag-a-long rule will be restricted from participating in additional cookie booths.



COOKIE BOOTHS

Customers love to buy cookies when they can eat them right away. That's why cookie booths—set up in front of grocery stores, at sporting events, at restaurants, or in other high-traffic areas—are so successful. Girls will have lots of fun setting up their own cookie “stores” and talking to customers.

This year our world looks a little bit different and our cookie program is no exception. We've strived to create opportunities for girls to safely sell cookies, no matter their comfort level.

TRADITIONAL COOKIE BOOTHS

Traditional cookie booths are what most people are used to. They are usually set up in front of a store. These booths are secured through Service Unit volunteers and are offered to troops for sign-up through a cookie booth lottery.

This year, traditional cookie booths are limited to a maximum of two girls and two adults. When securing cookie booths, TCM should take care to review eBudde for any additional rules that may be listed on the location. Many locations have asked for specific COVID-19 precautions in order to allow cookie booths. It's very important that any cookie booth attendees are informed about the rules and ready to follow them, otherwise we may lose the booth location.

Troops are not allowed to set up their own booth locations. They must go through the SU cookie coordinator.

DRIVE-THRU BOOTHS

Drive-thru booths are held in places that allow customers to purchase cookies without leaving their vehicles.

For additional information on drive-thru booths review page 3 of the [In-Person Cookie Booth Guide](#).

LEMON-UP STANDS

Lemon-Up stands are a fun name for “Mom and Me” cookie booths. These are manned by a parent/caregiver and their Girl Scout(s). These are typically hosted in locations such as a yard/garage sale. These booths do not need prior approval.

Booths held at public business locations are *not* considered Lemon-Up stands.

POP-UP BOOTHS

Pop-up booths are cookie booths that are held a few times throughout the cookie season. These can be held in public locations or businesses. They must be submitted through eBudde via the “Troop Booth Sale” feature and approved by either the Service Unit or GSGCF staff prior to hosting.

Pop-up booths are a great concept for a location such as a park or business that is only able to support the cookie program once or twice and not through the whole season.

For a successful pop-up booth, have girls do research on pop-up shops and what makes them successful. Make a plan to create a theme or unique shopping opportunity. For additional information on Pop-up booths review page 4 of the [In-Person Cookie Booth Guide](#).

VIRTUAL COOKIE BOOTHS

Virtual cookie booths are cookie booths that are hosted digitally. These can take a few different forms—including Zoom, Discord, Facebook pages, groups, events, and live sessions. They can be hosted on private pages or sponsored by a business.

The idea behind a virtual cookie booth is to get customers to buy cookies during a set period. They can be set up so customers utilize the shipped option or the girl-delivered option. With girl-delivered, consider setting up a pickup time when customers can drive up and get their cookies without leaving their car.

Virtual cookie booths can either be on the troop level (utilizing the Digital Cookie troop link) or on the girl level.

Additional guidance on virtual booths can be viewed [here](#). You can also find resources on helping girls earn their cookie badges digitally [here](#).

BOOTH SALES ARE A PRIVILEGE AND YOU REPRESENT THE GIRL SCOUT MOVEMENT WHILE AT THEM. PLEASE BE RESPECTFUL OF EVERYONE IN THE AREA AND THANK THE LOCATION FOR ALLOWING YOU TO SELL.

RUNNING COOKIE BOOTHS

Get girls involved in creating posters, signs, and decorations for their cookie booths. Use skits and role-playing to practice good booth behavior and make sure adult volunteers know what's expected of them, too.

It is recommended that all adults present at a cookie booth are approved Girl Scout volunteers. Cookie booth volunteers will handle a large amount of troop funds and cookie product, as well as being a representative of the Girl Scout movement.

Cookie booths are a privilege afforded to us by merchants because of the good reputation of Girl Scouts. If we receive a customer or store complaint about your troop at a booth, your troop may be removed from booths for the remainder of the sale.

COOKIE BOOTH SUPPLY LIST

- ☐ Face masks
- ☐ Hand sanitizer
- ☐ Contactless payment method
- ☐ Cases of cookies – check with your SU Cookie Coordinator if you're unsure of what to bring
- ☐ Table
- ☐ Chairs
- ☐ Cash box with change and small bills. **Be prepared and DON'T ask the store to make change!**
- ☐ Counterfeit marking pen – important to use even for small bills!
- ☐ Pens/pencils for each person working the booth to avoid sharing
- ☐ Calculator
- ☐ Trash bags
- ☐ System for keeping track of booth sales (check out our resources for tracking sheets)
- ☐ Colorful tablecloth or other table covering
- ☐ Posters, signs, and decorations to promote your troop goals, Hometown Heroes, and other troop activities
- ☐ A completed and up-to-date health history form for each girl at the booth (required for girls being supervised by an adult other than her parent)

COOKIE BOOTH DOS

- ✓ Remind girls to wear their Girl Scout uniforms or a Girl Scout shirt so they are easily recognizable as Girl Scouts.
- ✓ Wear a mask at all times.
- ✓ Obey the cookie booth start and end times. Don't show up early and cut into the time allotted to the troop before you!
- ✓ Notify the store manager that you have arrived. If you have the first booth of the day, ask where they'd like you to set up. If you're the final booth of the day, thank the store manager before you leave.
- ✓ Be polite and friendly to all store customers, even if they don't make a purchase.
- ✓ Due to COVID-19, many locations are requiring that girls stay behind the table. Even if they aren't, be sure to stay out of store doorways and walkways.
- ✓ Ask customers to buy cookies as they exit the store. Be assertive, but not aggressive with customers.
- ✓ Have GIRLS to make the sale, not the adults. Empower girls to see the booth as their business and get them involved in the inventory, set-up, money taking, etc. Adults are not to run cookie booths without girls present.
- ✓ Keep your booth area neat and tidy. Remove empty cases and take them with you at the end of the shift. Do NOT leave trash behind or use the store dumpster.
- ✓ Come prepared with plenty of change, small bills, and a contactless payment method.
- ✓ Set a good example.
- ✓ Be sure to schedule food breaks when planning back-to-back booths.

COOKIE BOOTH DON'TS

- ✗ Don't argue, yell, or make a scene at a cookie booth. If there's a problem, contact your SU cookie coordinator for assistance.
- ✗ Don't block the store entrances or allow girls to interfere with shoppers.
- ✗ Don't allow the girls to go into the store while working at the booth except for necessary bathroom trips.
- ✗ Don't allow adults to run the booth without girls present. If the girl is on a bathroom break, the booth should be on break. Plan accordingly with signage.
- ✗ Don't ask the store to provide change for your booth.
- ✗ Don't eat, drink, or smoke during cookie booths.
- ✗ Don't bring non-Girl Scouts to booth locations.
- ✗ Don't solicit cash donations. Troops may accept small cash donations only if customers offer, which should be credited to the Hometown Heroes program. It is fine to encourage customers to purchase cookies to be donated.
- ✗ Don't leave empty cookie packages, cases, or signs at your booth sale. When your booth is over, clean everything up. Leave the space better than it was when you arrived.
- ✗ Don't clutter your booth with personal items. Bring only what you need, and store personal items safely out of sight. Leave valuables and electronic items at home.



COOKIE BOOTH CODE OF CONDUCT

Be sure to review the following code of conduct with girls and adults who are participating in cookie booths:

- Girl Scouts must be in uniform or wearing identifiable Girl Scout apparel while participating at cookie booths.
- Any chaperones must be wearing appropriate attire and fully clothed.
- All Girl Scouts and chaperones must be wearing a mask that fully covers their mouth and nose.
- Tag-a-longs (non-Girl Scouts, including infants) are not allowed to attend cookie booths.
- Girl Scouts participating in a cookie booth should not be eating. Necessary drinks are okay, but be sure to store them away from cookie packages to avoid contamination.
- Technology use at cookie booths should be limited to calculators and card processing. Girls and chaperones should not make phone calls or play games for the duration of the cookie booth.
- Girls must be directly involved in the sale. Chaperones cannot sell cookies on a girl's behalf. If girls need to take a break for any reason, the booth should also go on break!





TROOP COOKIE MANAGEMENT

ALLOCATING COOKIES TO GIRLS

The TCM must allocate cookies to girls in order for them to get credit and rewards based on their total sales. Each time girls sell cookies at a booth, fill an additional order, or sell cookies through Digital Cookie you have to allocate those cookies to each girl in order for their cookie totals to be up-to-date. The cookies must be allocated to each girl in order for her earned rewards to be ordered at the end of the program as well. Cookies are allocated to girls on the Girl Orders tab in eBudde. Watch your email throughout the cookie program for step-by-step eBudde instructions.

TROOP-TO-TROOP TRANSFERS

Troop-to-Troop transfers are a great way to even out your cookie inventory varieties or help reduce your troop's total inventory. Contact your SU cookie coordinator immediately if your troop has too much inventory. Do not wait until the cookie program is over to communicate; it will be too late! Your troop should have only a few packages left over at the end of the cookie program (or none!).

- Troop-to-Troop transfers should be entered into eBudde by the troop who is giving the cookies away (not the troop who is receiving them).
- Transfers are input in eBudde on the "Transactions" tab.
- When the transfer is entered into eBudde, financial responsibility also transfers from troop to troop.
- Always write a receipt anytime a transfer is done. Both troops should sign the receipt and each troop should receive a copy for their records.

INVENTORY MANAGEMENT: TIPS AND TRICKS

Document every single transaction. Caregivers should verify counts (money and cookies) and sign a receipt for every transaction. This protects both the troop and caregiver in the event of a discrepancy. Utilizing the Cheddar Up system is a quick and easy way to keep track of payments during the cookie program.

Keep deadlines in mind. Create firm deadlines for your caregivers. Think about program dates, when ACH payments are due, your schedule, and when you are able to facilitate cookie check-outs and money collection.

Decide ahead of time whether or not you will let girls return unsold cookies. Troops may accept returns of unsold cookies from girls into troop inventory if they can be used for booth sales or to replenish another girl's inventory. All cookies accepted as returns are the responsibility of the troop. We recommend setting a deadline by which cookies can be returned to the troop, to determine the troop's

inventory and cupboard pickups toward the end of the program. Be sure to verify the integrity of any returned cookies before accepting back into the troop's inventory.

Do not accept returned cookies from households that are quarantining from COVID-19 exposure or have a positive COVID-19 case. Contact customercare@gsgcf.org with subject line "Cookie Guidance" if you run into a scenario where a girl is not able to continue her participation in the cookie program due to COVID-19 so that we can help develop a plan for the inventory.

Limit the amount of cookies a girl can check out at once, and be mindful of previous pickups. It is highly recommended that you only allow girls to check out a limited amount of packages at a time. We recommend you have families turn in money from previous pickups before allowing them to check out more cookies. Please only check out cookies to caregivers who have completed the [Permission Form](#). (If a girl lives in two households and will have having two separate parent/caregiver checking out cookies, please have each responsible party complete the form and monitor what each one checks out.)

Don't check out more from your cupboard than you can reasonably sell. Please remember you can always pick up more cookies at a cupboard. It may be more beneficial for your troop to make frequent, smaller pickups rather than large orders to avoid having excess inventory at the end of the sale.

Update eBudde regularly. When eBudde is updated you will have a good idea of what you have in troop inventory and what girls have for themselves. Updates also help your SU cookie coordinator and council staff track your progress and see if you need any help! At a minimum, you should be updating eBudde on a weekly basis.

Practice good recordkeeping at booths. Make sure you keep track of inventory during booth sales at all times. You'll want a count of all the cookies that are taken to a booth and the amount of the starting bank.

During the booth, have girls keep a tally of what cookie they have sold by variety, including Hometown Heroes. At the end of the booth, carefully count how many packages are returning to troop inventory along with how much money has been collected. Failure to practice good recordkeeping at booths usually ends up being the reason why troops are missing money at the end of the program.

Regularly count troop inventory. Count, count, and recount! Make sure that your receipts, eBudde, and physical inventory reconcile on a weekly basis. This will keep you organized and save you a lot of potential stress at the end of the program!



MONEY MATTERS

Handling money safely and responsibly is a key component to the Girl Scout Cookie Program. Use the guidelines below to help ensure smooth transactions. Encourage the girls in your troop to get involved in the money handling. Provide plenty of support and check for accuracy.

- Payment for cookies should always be collected at the time of delivery, excluding Digital Cookie girl-delivered options.
- Accepted forms of payment are cash, money order, credit card, or check.
- Ask parents and girls to turn in collected money regularly—at least once a week! Always count money as it is turned in and in front of the parent. Utilize Cheddar Up or the receipt book to record payments. Give the parent a copy and retain a copy for troop records.
- Make a point to visit the bank after troop meetings where you know you'll be collecting cookie funds and after cookie booths.
- Use your best judgment on how many cookies to release to parents at a time. For example, if a family has \$500 of cookies in their possession, it's a good idea to collect payment for those cookies before they are allowed to pick up additional cookies.
- Stay in touch with girls and parents. This is the best way to be aware of and address any payment issues early. If you suspect a problem with a parent, talk to your SU cookie coordinator for advice immediately!
- Store money safely and securely. Do not leave cookie money in a car, home, or other unsafe location. Remember, the TCM is responsible for storing money safely until funds can be deposited. Deposit often to avoid lost funds.



ACCEPTING CHECK PAYMENTS FOR COOKIES

For your troop's safety, use extra caution when accepting checks from customers you don't know. Troops will be responsible for checks that are returned for insufficient funds. When accepting checks, remember:

- **It is required** that all checks must have name, address, driver's license number, and 2 DIFFERENT PHONE NUMBERS (home, work, cell) on the front of the check.
- Write the troop number and Girl Scout's name on memo line.
- Checks must be made payable to the Girl Scout troop.
- Checks are deposited into the troop's checking account.

ACCEPTING CREDIT CARD PAYMENTS FOR COOKIES

This year it is strongly encouraged for troops to offer a contactless payment method for customers to purchase cookies.

CHEDDAR UP

GSGCF has partnered with Cheddar Up to provide troops a point of sale system at no cost to them. Troops using the Cheddar Up platform are eligible for one free credit card reader and all credit card fees will be covered by GSGCF. Troops may purchase additional credit card readers. For additional information, see the Cheddar Up module on gsLearn.

Troops may also choose to accept credit cards using companies like Square, Intuit, or other similar apps for their smart phones. If troops choose to utilize a platform other than Cheddar Up, the following guidelines apply:

- Troops are responsible for making arrangements for accepting credit card processing, including selecting a processing vendor and purchasing equipment and software as needed (such as PIN pads, card swipers, software, smartphone apps, etc.).
- Troops are responsible for all credit card processing fees. Troops should decide as a group whether it isles is worth the processing fee expense.
- The TCM must provide training to all parents and volunteers who will be accepting credit card payments.
- **Credit card payments should be deposited directly into the troop bank account, not to a parent's or volunteer's personal bank account.**
- Troops are required to follow all local, state, and federal laws regarding credit card payments.
- Troops cannot sell cookies for more than \$5 per package (\$6 per package for specialty cookies) to cover the credit card processing. The cost of doing business should be absorbed by the troop.
- The TCM is responsible for maintaining all cookie program financial records, including documentation of funds received via credit card payment.
- Credit card payments may only be accepted in person or through Digital Cookie.

PAYING FOR COOKIES

- eBudde will be pre-loaded with troop bank accounts for troops who participated in the 2019-2020 cookie program. Troops who have had bank account changes and new troops will need to verify the correct information is entered into eBudde by 9:00 p.m. January 30, 2021. Personal checking account information should not be used.
- Troops that do not enter in their troop's Wells Fargo checking account information will have their initial order withheld until payment information is provided.
- Troops will deposit ALL Girl Scout Cookie payments received into their Wells Fargo troop checking account so that there is a financial record. Cash should not be held outside of the account.
- Payments owed to the council for cookies will be collected via electronic transfers or "sweeps" from the troop bank account according to the schedule below.
- It is the TCM's responsibility to ensure that cookie funds are deposited in a timely fashion to ensure the sweeps clear the account.
- Use the "Sales Report" tab in eBudde to see your balance owed to council at any time during the sale.

- Troops who do not have sufficient funds for a sweep will not be permitted to pick up additional cookies or cookie rewards until their balance is paid. The council will pursue collections actions for any balances not paid promptly.

| Date | Sweep Amount |
|----------|---|
| March 09 | \$1.50 per box ordered on initial order |
| March 30 | Total remaining balance |

DELINQUENT ACCOUNTS

There are occasions where cookie funds go missing or are not submitted to the troop in a timely manner. Use the guidelines below to reduce the odds of a delinquent account and handle the situation if it does arise.

- Don't give out large quantities of cookies all at once. Set a troop limit and let parents know they must pay for the cookies before they can pick up more.
- Contact your SU cookie coordinator as soon as you suspect you have a problem with a parent.
- Any parent account that is not 100% paid by March 30 is delinquent. Follow the steps below to report unpaid funds to the council for further collections action.
- Delinquent parents must be reported to council no later than April 2.
- The TCM is responsible for reporting outstanding debt. Any troop balance that is not reported by April 2 as unpaid funds will be considered troop debt, and the TCM will be held responsible for those funds.

Remember: Delinquent parents who have not paid their funds hurt the whole troop. The best way to prevent the situation is to be proactive, keep good records, and make sure to have a [Permission Form](#) for the cookie program on file for each girl.

STEPS TO REPORTING UNPAID FUNDS

1. Attempt to collect all unpaid cookie funds by the established deadline. Any family with an outstanding balance after the deadline on March 30, 2021 is considered past due.
2. The TCM must make three attempts to collect the balance from the family, including at least one attempt in writing. (Use the sample letter below.)
3. By April 2, submit the past-due parent information directly to the council product program manager. The following items must be submitted:
 - Product Program Permission Form must be on file
 - Report of Unpaid Funds Form
 - All signed receipts or other documentation showing proof of product pickup.
 - Documentation of all attempts to collect, including a copy of the written attempt

We are unable to accept unpaid funds reports without proper documentation.

Once the council receives the Unpaid Funds Form, we will follow up with a final notice before submitting the debt to a collection agency for further collections efforts. It is important to note that submitting the form does not guarantee full or partial collection of the outstanding funds. The troop is still responsible for making their final payment to council.

Sample Letter:

Dear _____,

Your Girl Scout, _____, was given permission and participated in the Girl Scout Cookie Program. My records indicate that \$_____ is outstanding and was due to the troop by March 19, 2021. Please contact me to make payment within one week. If payment is not received, your information and outstanding balance will be submitted to the council for further collections action, including third party collections, legal action, and/or other attempts to collect the funds. If you have questions concerning this matter, please contact me at _____.

ZERO TOLERANCE

GSGCF has a zero tolerance policy for misuse of girl funds; any adult accepting responsibility for handling money is accountable for its proper use and safekeeping. Unresolved debt will be referred to a collections agency and misuse of funds may result in legal action and termination of volunteer service. In order to minimize risk of loss, TCMs should regularly collect payments from caregivers throughout the program and make prompt deposits into the troop's bank account. Please provide weekly/monthly financial updates to families for full transparency.



REWARDS

Girls who participate in the cookie program earn rewards based on both personal and troop successes! Girls should be encouraged to review the rewards prior to setting their goals or making decisions about reward opt-out.

2021
Girl Scouts of Gulfcoast Florida

GIRL REWARDS

MY PERSONAL GOAL: _____ PKGS

300+ 600+ 1000+

Earn a bar patch for the highest level achieved 300+ to 1000+ packages

COOKIE CREDITS

\$50 Cookie Credits at 1000+ Packages
\$50 Cookie Credits at 1250+ Packages
\$100 Cookie Credits at 1500+ Packages
\$125 Cookie Credits at 2000+ Packages

JUST FOR DAISIES

Daisies who sell 200+ Packages will earn the Reversible Necklace

ROUND UP THE HERD

Earn all 4 to build a horse fence.

Booth Sales Patch
2 Booth Sales

Cookie Techie Patch
20+ DOC Emails

Goal Getter Patch
12+ Goal Getter Packages

Super Herd Patch
250+ Packages

Initial ORDER REWARDS

Girl Reward: Cooling Fabric Bandana
225+ Packages

Troop Rewards: Mint to Achieve T-Shirt
250+ PGA

FINAL TROOP REWARDS

Troops with a final PGA of 375+ packages will receive the Fleece Bag

Troops with a final PGA of 475+ packages will receive a \$100 Girl Scout Shop Certificate

Digital COOKIE REWARDS

Cookies on the Go Patch
30+ DOC Packages

Cable Horse
75+ DOC Packages

Wired Earbuds
150+ DOC Packages

Phone Light
250+ DOC Packages

MY PERSONAL GOAL: _____ PKGS

300+ 600+ 1000+

Earn a bar patch for the highest level achieved 300+ to 1000+ packages

COOKIE CREDITS

\$50 Cookie Credits at 1000+ Packages
\$50 Cookie Credits at 1250+ Packages
\$100 Cookie Credits at 1500+ Packages
\$125 Cookie Credits at 2000+ Packages

JUST FOR DAISIES

Daisies who sell 200+ Packages will earn the Reversible Necklace

ROUND UP THE HERD

Earn all 4 to build a horse fence.

Booth Sales Patch
2 Booth Sales

Cookie Techie Patch
20+ DOC Emails

Goal Getter Patch
12+ Goal Getter Packages

Super Herd Patch
250+ Packages

OPERATION COOKIE SLEEPOVER CAMP

This reward is tentatively schedule for the weekend of April 23, 2021 and will be held at Camp Honi Hanta. This overnight camp will be adjusted to a day camp if we are not able to lift overnight restrictions prior to the date. Details will be provided to girls who have earned it.

GIRL SCOUT SHOP CERTIFICATE

This certificate is only valid on girlscoutshop.com. It is **not** convertible into Cookie Credits for other uses.

GSGCF COOKIE CREDITS

GSGCF Cookie Credits are a credit that Girl Scouts can earn as a reward through the Girl Scout Cookie Program. Registered Girl Scouts can use Cookie Credits to reduce or pay for the cost of approved Girl Scout activities.

Cookie Credits may only be used by the registered GSGCF Girl Scout who earned them. Cookie Credits are non-transferrable. It cannot be transferred to other individuals, troops, and doesn't follow a girl if she changes councils.

Cookie Credits have no cash value and may not be exchanged for cash.

When redeemed towards an approved expense, one credit can be redeemed per dollar.

Cookie Credits can be used for girl membership renewal, lifetime membership (graduating Ambassadors), Girl Scout camps, council or service unit sponsored events, GSUSA Destinations, and troop travel. It may also be used towards reimbursement of Bronze, Silver, and Gold Award expenses.

Cookie Credits cannot be used for any other expense not listed, including troop dues.

Cookie Credits do not have an expiration date, but earning girls must maintain an active GSGCF membership to retain them.

COOKIE CREDITS FOR TROOP TRAVEL

- Cookie Credits may only be redeemed for troop trips that have a council approval on file.
- Trips must be a part of the Girl Scout program. Example: Cookie Credits would not be usable on a fun cruise, but would be useable on a cruise that had scheduled activities for badge work.
- Cookie Credits are only redeemable towards the cost of the trip. Costs include: travel arrangements, lodging, food, and Girl Scout activities. They cannot be requested for spending money, passports, or to pay for siblings or adults going on the trip.
- Requests to redeem Cookie Credits for troop travel must be completed via the [Cookie Credits for Troop Travel](#) form.

COOKIE CREDITS FOR MEMBERSHIP

Cookie Credits can be requested for a girl's annual GSUSA membership. This costs 25 Cookie Credits. We are unable to apply a partial amount towards annual membership renewal.

Graduating Ambassadors may redeem Cookie Credits towards a Lifetime Membership. We are able to accept partial amounts for Lifetime Memberships.

REDEMPTION OF COOKIE CREDITS

- Cookie Credits requests must be submitted at least one month in advance of need to allow adequate time for processing and disbursement. Requests that are not submitted by this deadline may not be approved prior to date of need.
- Girls must maintain an active membership to retain their saved Cookie Credits. Girls who have not renewed their membership for the new Girl Scouting year by October 1 will forfeit their Cookie Credit balances.
- As long as a girl maintains an active membership with GSGCF, saved Cookie Credits do not expire until a girl bridges to adult.

<https://projectcookie.co/cookiecredits>

HOW COOKIE CREDITS ARE APPLIED

- GSGCF programs are credited internally.
- Non-GSGCF Girl Scout Camps are paid directly to the hosting council via check and may take up to a month to process. Plan accordingly for payment deadlines.
- GSUSA Memberships are paid by GSGCF directly to GSUSA.
- Troop Travel and Higher Award Reimbursements are paid to the troop via check. We are not able to issue Cookie Credits to individual entities.

OLDER GIRL TROOP REWARD OPT-OUT

Remember, troops consisting only of Cadettes, Seniors, and/or Ambassadors may choose to opt-out of rewards for an additional \$0.05 a package. Troops who opt-out of rewards will still receive initial order incentives, and all patch rewards, and girls can still qualify to be honored at YWOD. **Girls in troops who opt-out will NOT receive Cookie Credits, event admission, or any other rewards.**

<https://projectcookie.co/optout>

RESOURCES

Be sure to take advantage of all the resources available online to guide you through a fun and successful Girl Scout cookie program®.



Girl Scouts of the USA: Locate info on the Girl Scout Cookie Program and national cookie badges and pins. GirlScoutCookies.org



Baker Website: The website of our official Girl Scout Cookie baker. Find girl activities, marketing ideas, Girl Scout Cookie facts, cookie sale resources, and clip art to help girls prepare for the cookie sale. LittleBrownie.com



Projectcookie.co: Visit our site to find procedures, forms, manuals, and other helpful information.



eBudde™: Your command center for managing the cookie sale. Order cookies, track girl activity, and order girl rewards. ebudde.LittleBrownie.com



eBudde Troop App Plus™: Place orders on your mobile devices. Video training and eBudde help are built right in. Learn more and download the app at LittleBrownie.com.



Girl Scouts® Built by Me™ Cookie Planner: An online tool to help plan a custom cookie season. CookiePlanner.LittleBrownieBakers.com



Digital Cookie®: Girl Scouts can set up their own personalized website, take credit card payments, and ship cookies directly to their customers. DigitalCookie.GirlScouts.org



Little Brownie Bakers® YouTube Channel: Check out our library of inspiring videos featuring real Girl Scout stories and selling tips. youtube.com/LittleBrownieBakers

