



**WOW**  
**the WORLD!**

# Letter from the CEO and President



Dear Troop Cookie Manager,

Did you know that the Girl Scout Cookie Program is the largest girl-led entrepreneurial program for girls in the world? It's pretty remarkable when you think about it. And it wouldn't be possible without dedicated volunteers like you!

This year, our theme is "Wow the World," and that's just what our girls will do! As they learn and practice goal setting, decision making, money management, people skills, and business ethics, they are also building the self-confidence they need to take on challenges in their schools, communities, even the world. The true bottom line is not monetary, but the value of their experience. You are a key part of that experience, and we want you to know how much we appreciate all you do.

As you review this year's cookie guide, please remember that we are here to help you, the girls, and their families make this experience meaningful and fun. Encourage the girls in your troop to set goals based not just on volume of sales, but what they will achieve with that volume. It's all about bringing out the **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> in all of us.

*Thank you again for investing your time and talent for the benefit of girls. We couldn't do it without you!*

Sincerely,

*Mary Anne Servian*

Mary Anne Servian  
Chief Executive Officer  
Girl Scouts of Gulfcoast Florida, Inc.

*Richard Cyphers*

Richard Cyphers  
Board President  
Girl Scouts of Gulfcoast Florida, Inc.



**P.S. This year, we're pleased to offer girls of ALL AGES the opportunity to save up to \$100 of their cookie proceeds toward the G.I.R.L. 2020 convention being held next October in Orlando. Look for more details in this booklet.**



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## • • • • • **2020 COOKIE DATES** • • • • •

### **December 15**

Pre-order taking begins

### **January 14**

Order cards due to troops; eBudde system available to input orders

### **January 15, 11:59 p.m.**

Deadline for troops to input initial cookie orders into eBudde; deadline for troops to input ACH information into eBudde

### **February 3-8**

Council-wide cookie deliveries

### **February 9-13**

Friends and Family Week: NO BOOTH SALES

### **February 14**

Booth sales begin

### **February 24**

First ACH-40% of initial order. Troops will not be permitted to pick up additional cookies until their first payment is completed successfully

### **March 11**

50% of remaining balance due

### **March 13**

Cookie Cupboards close

### **March 15, 11:59 p.m.**

Cookie program ends at midnight

### **March 20**

Deadline to collect money from girls; deadline for troops to submit final rewards orders in eBudde

### **March 26**

Final ACH cookie payment due to council

### **March 31**

Troop cookie paperwork due to SU cookie coordinators

### **April 7**

SU paperwork due to council; deadline for troops to report unpaid funds

### **May**

Cookie rewards distributed

### **August 27**

2020 Cookie Dough expires: NO EXCEPTIONS

## • • • • • VOLUNTEER RESPONSIBILITIES • • • • •



### **The prerequisites of the Girl Scout Cookie volunteer are:**

- ♦ Be a registered Girl Scout adult volunteer.
- ♦ Honor and live by the Girl Scout Promise and Law.
- ♦ Follow all rules and policies, and meet all deadlines.

### **Here's an overview of your roles and responsibilities:**

#### **Before the sale**

- ♦ Complete training as set by your SU cookie coordinator.
- ♦ Set the troop up in eBudde™ by making sure all girls are listed and all information is correct.
- ♦ Enter troop's bank account information into eBudde™.
- ♦ Download the eBudde™ app to your mobile phone or tablet.

#### **During the sale**

- ♦ Enter orders from girl order cards and keep eBudde™ up to date.
- ♦ Monitor online sales from the Digital Cookie® platform.
- ♦ Coordinate booth sales (or ask another volunteer to do so).
- ♦ Arrange cookie pickups from the Cookie Cupboard and store cookies until girls pick them up (or ask another volunteer to do so).
- ♦ Collect money from those picking up cookies, issue receipts, and make frequent bank deposits.
- ♦ Make sure first and second ACH are completed.

#### **After the sale**

- ♦ Fill out rewards order in eBudde.
- ♦ Make sure the final ACH is completed.
- ♦ Distribute girl rewards in a timely manner.
- ♦ Keep troop records and turn in final paperwork to your SU cookie coordinator.
- ♦ Celebrate with the girls!

### **~ SOCIAL MEDIA & 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/caregivers.
- ♦ 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, private page. Online groups, even those that have restricted access, are considered public-facing.
- ♦ For safety purposes, online marketing activities, especially those conducted through social media platforms, should always be done through accounts set to "private."
- ♦ Promotion of the cookie program should only be done on social media sites that allow users to restrict access to friends and family (e.g., personal Facebook page), and not to social media sites open to anyone (e.g., Facebook groups, Craigslist, yard sale sites, neighborhood sites, Amazon, eBay).
- ♦ Girls/caregivers may post online on their personal social media page that they are selling and where they will be selling. Girls/caregivers cannot post to any online site where they will exchange money online for cookies. If you are unsure, it's always better to ask before posting.
- ♦ 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.

## The First Step: Hold a Girl and Adult Cookie Meeting

Schedule time during the next troop meeting to explain the program and hand out forms to the girls and their caregivers.

- ◆ Explain the program, distribute paperwork, and encourage 100% participation.
- ◆ Help the girls set troop and individual goals for those participating.
- ◆ 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.
- ◆ Ask adults to become registered Girl Scouts. You'll need their help at cookie booths.
- ◆ Talk about the best way to reach you; give them an idea of how quickly you'll be able to respond.
- ◆ 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 in the Family Guide.
- ◆ 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 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 December 15, 2019.

## Next Step: Check Out a Cookie Rally!

- ◆ Girls who attend a cookie rally have a more successful program than girls who do not.
- ◆ Most service unit cookie rallies are held before the cookie booths begin. Can't make it? Host a troop cookie rally!
- ◆ Check out [LittleBrownieBakers.com](http://LittleBrownieBakers.com) for information on how to host a cookie rally.

## GIRL SAFETY

Safety has always been the 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](http://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 Scout 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' full names, addresses, and email addresses are never to be given to customers. Protect customer privacy by not sharing their information.

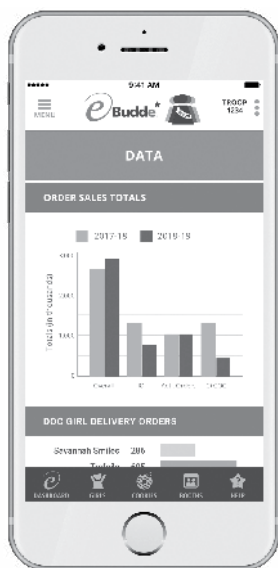
**Be Net Wise:** Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online.





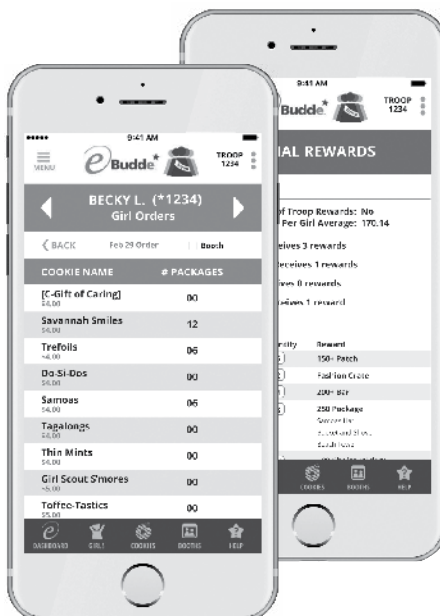
On-the-go support that's *friendly*, **plus** powerful!

The eBudde Troop App Plus provides helpful support for busy volunteers at every phase of the Girl Scout Cookie Program.® It has everything you need to manage orders on the go, all from your mobile phone or tablet!



### My dashboard

From a single dashboard, view important messages, review your calendar, access contact information, and more! A streamlined menu makes navigation easy.



### Track and place girl orders and rewards

Enter and view the number of packages for each Girl Scout Cookie variety, amounts due, and amounts paid for traditional and digital sales. Submit your final initial order and rewards to your council with just a touch.



### Cookie exchange

Need extra cookies? With the app, it's easy to find troops in your area that have more than they need, and you can contact them directly.



### Get help anytime



Even when you're out and about, you can get up to speed on the ins and outs of the

Girl Scout Cookie Program. Training videos from Girl Scouts® Cookie VIP eTraining platform are built right into the app. You can also use the app's help feature to get the answers you need.



**Available for download  
wherever you buy apps.**





Although a volunteer can manage the entire cookie season from the eBudde Troop App Plus, you can use the desktop version of eBudde if you prefer. At a glance, you can get an overview of the whole system. Many volunteers use the desktop version to get their bearings and enter initial data—and then use the app for the remainder of the season.



#### Log in at eBudde.littlebrownie.com

- ◆ Your SU cookie coordinator will grant you access.
- ◆ You'll receive a welcome email with a login link.
- ◆ Click the link and setup a new password, then click "Confirm." At the profile screen, enter your new password.

#### Set up your troop

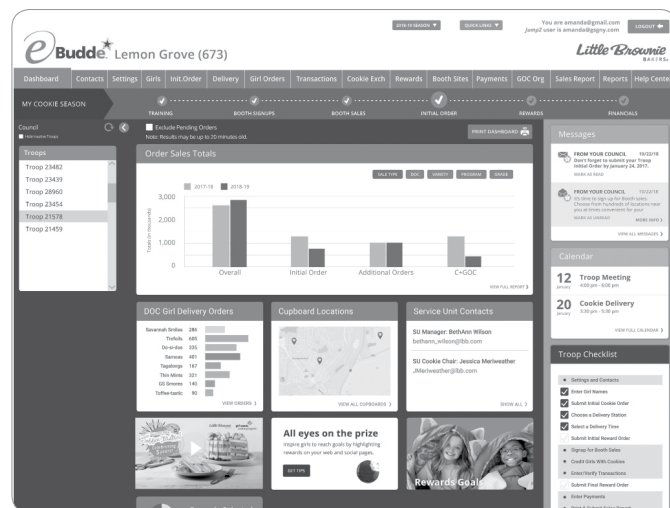
- ◆ Click the "Settings" tab, then "Edit Settings."
- ◆ Enter your troop's package goal.
- ◆ Update the level of your troop if it's not accurate.
- ◆ Click "Opt out only" if your troop is Cadette or above and wants to receive additional proceeds in lieu of girl rewards.
- ◆ Click "Update" to save.

#### Adding users

- ◆ Click on the "Settings" tab, then "Edit."
- ◆ Enter email addresses of additional users at the bottom of the page.
- ◆ Click "Update" to save.
- ◆ eBudde will email the new user a link to sign in.

#### Many features, one sign-on

eBudde's single sign-on makes it easy to access all the tools Little Brownie has to offer. Just log into the Cookie Tech Portal and find all the resources you need.



## AT-A-GLANCE GUIDE

This guide highlights the most frequently used tabs in eBudde and what you can do on each screen.

Want step-by-step help?  
 Watch the eBudde™ Microburst  
 Training videos on Little Brownie's  
 YouTube page.

TAB	DESCRIPTION
<b>DASHBOARD</b>	This is each troop's default screen. This is where you'll see important messages from your council, as well as links to tools and resources you'll need throughout the season.
<b>CONTACTS</b>	From here, you can review contact info and click EDIT to make any changes.
<b>SETTINGS</b>	You can do several things under this tab, including: <ul style="list-style-type: none"> <li>• Edit troop info.</li> <li>• Enter number of girls selling and their package goals.</li> <li>• Opt-out of rewards for additional profits.</li> <li>• Enter banking info.</li> </ul>
<b>GIRLS</b>	Here you can enter girls' names, GSUSA ID, and grade.
<b>INITIAL ORDER</b>	This is where you enter your troop's initial order by girl and additional cookies for booth sales. NOTE: Once orders are submitted here, they cannot be changed. Carefully review the totals before hitting SUBMIT ORDER.
<b>REPORTS</b>	The reports tab allows troops to run two information reports: <ul style="list-style-type: none"> <li>• The CUPBOARD report—shows a list of all open cupboards and their location/hours of operation.</li> <li>• The DELIVERY STATION report—shows a list of locations available for your troop to choose from for Initial Order Pickup.</li> </ul>
<b>SALES REPORT</b>	This report reviews all transactions for the troop, including: <ul style="list-style-type: none"> <li>• Final package numbers</li> <li>• Receipts</li> <li>• Mints for the Military donations</li> </ul>
<b>HELP CENTER</b>	Find any additional information you may need here, including: <ul style="list-style-type: none"> <li>• Council information</li> <li>• eBudde help</li> <li>• Links to Microburst Training videos</li> </ul>



## • • • • • 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 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 property maintenance.

### Troop Proceeds

- ♦ All troops participating in the cookie program will earn “base” proceeds of \$.75 per package.
- ♦ Troops may earn up to \$.95 in proceeds per package through bonuses.
- ♦ 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 \$.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 Dough 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 benefit more out of keeping rewards rather than a higher troop proceed.

Older girl troops who would like to opt out of rewards must fill out the Reward Opt-Out Form and turn it in to council by the initial order deadline.

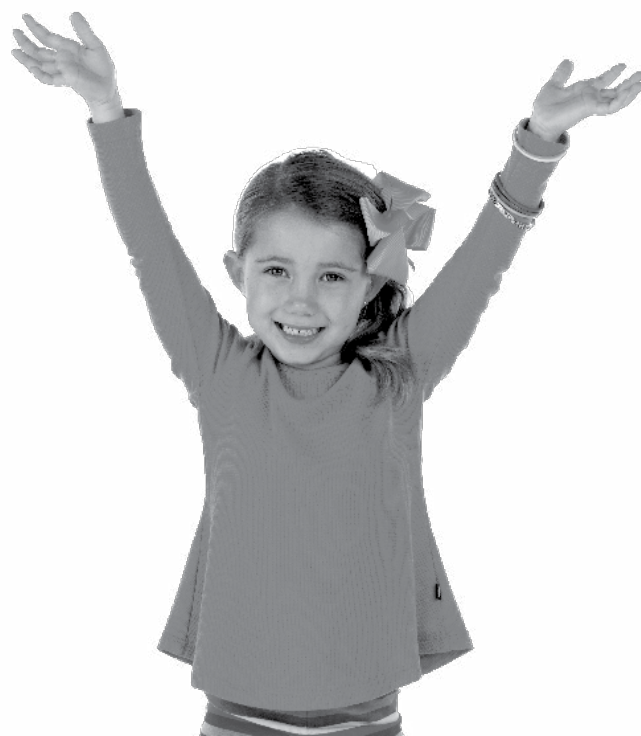
### Council Bonus for Troops

The Council Bonus for Troops is an opportunity for all troops to earn additional troop proceeds on every package they sell based on the collaborative effort of all the troops in the council to experience sales growth.

If the entire council achieves sales flat to the 2019 Girl Scout Cookie Program, all troops will earn an additional \$.10 per package.



WOW  
the World!



DON'T JUST FLY...  
SOAR

**Ordering**

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 8 varieties can be found at [LittleBrownieBakers.com](http://LittleBrownieBakers.com).

**Pre-Orders**

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 on February 3–8 and should be delivered during Friends and Family Week (February 8–13).

**Goal-Getter Phase**

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 on February 3–8, troops can fill Goal-Getter orders from troop cookie reserves.

**Friends and Family Week**

Friends and Family Week is an opportunity for girls to deliver orders they collected during the pre-order and Goal-Getter periods. This week allows customers who have pre-ordered to get their cookies before they begin to see girls at cookie booths.

During this week, girls may continue to sell cookies. They may even participate in neighborhood walkabouts. They cannot host cookie booths during this time.

**Booth Sales**

Booth sales begin on February 14 for our council. At this time, troops can set up cookie booths at the locations that have been selected through the cookie booth lottery. Girls may continue to participate in any of the other ways.

All troops are encouraged to participate in cookie booths. Cookie booths are a great opportunity for girls to really run their cookie business and get out in front of the public!

Cookie booth sites are organized through the SU cookie coordinator. All booths in public locations must be selected through the SU booth lottery system (whether in person or online).

**Digital Cookie (Online Sales)**

Each girl participating in the cookie program will receive an invitation to participate in the Digital Cookie platform. This website 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! Girls may share this link with friends and family to allow them to purchase cookies online through shipped or girl-delivered options. For girls participating in Digital Cookie, please refer to our social media policies found on page two (2).

**Digital Cookie Delivery Options**

Customers can begin shopping on a girl’s Digital Order Card beginning on December 15, 2019. When they do, they will be presented with two shopping options: shipped or girl-delivered.

- ♦ **Shipped**—Customers who would like their cookies shipped to them will select this option at check-out and pay a shipping charge. Cookies will be delivered directly to them. This option is not limited to our council timeframe when cookies are in hand, so customers who choose this option will get their cookies right away!
- ♦ **Girl-delivered**—Local customers who would like the convenience of paying with a credit card but do not want to pay shipping charges can select the girl-delivered option. This allows customers to place their order online and pay. Once the girl has cookies in hand, she can then deliver those cookies to the customer. See page 15 for detailed information on girl-delivered orders.

## Mints for the Military (Donated Cookies)

Mints for the Military is a special participation option of the Girl Scout Cookie Program that allows customers to purchase cookies to be donated to support our active military personnel and veterans during any portion of the program.

Because there's no product to deliver, girls should collect payment for Mints for the Military 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 sale, council will place an order from our baker and have the cookies delivered directly to our military partners, who will ensure the cookies end up in the hands of our military!

Encourage your Girl Scout to ask customers if they would like to purchase an extra package of cookies to be sent to the military. This is a great option for customers who have dietary restrictions or who may not be interested in cookies for themselves.



## What to Do with Returns/Leftovers

Girl Scout Cookies may not be returned. Troops that have cookies left over are financially responsible for those cookies. 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 transferring to another troop that may be in need. Once the program has concluded it is much harder to move cookies from your troop so be sure to ask for help early!

## Damaged Cookies

If you encounter a cookie package that is damaged you may contact [customercare@gsgcf.org](mailto:customercare@gsgcf.org) with the subject line "Damaged Cookies" to receive credit to your troop's account for the damaged package. You must include the following information:

- ❶ Your name
- ❷ Troop number
- ❸ The lot number on the package of cookies
- ❹ The variety
- ❺ Number of affected packages
- ❻ A description of the problem

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), accept the damaged package of cookies and offer them an exchange. Check to make sure the cookies are from this season—do not accept expired cookies. Even if the customer didn't purchase the cookies from your troop initially, exchange his/her cookies for a fresh package. Unless you are the troop they purchased from, **DO NOT** issue a monetary refund. Retain the damaged package. After exchanging the cookies, contact customer care with the above information to receive credit.

If the customer does not have a package to return or will not accept an exchange, direct them to contact Little Brownie Bakers at 800-962-1718. This information can also be found on the side of every package of cookies.

Once council has reviewed the incident, your troop will be credited for the damaged package in eBudde. This will reduce your troop's total sales and financial responsibility by the number of damaged packages.

If there are several incidents for your troop, you may be asked to submit the empty, damaged packages at the end of the sale. Troops who choose to accept damaged cases from a Cookie Cupboard will not be credited for those packages. Check each case carefully at the cupboard!

**Important:** If a customer reports a foreign object in a package of cookies, you must notify the council's product program staff immediately at 800-232-4475 ext. 340. You will need to provide the customer's name and a contact telephone number. These incidents must be reported and the cookies recovered as quickly as possible.



## Money Handling

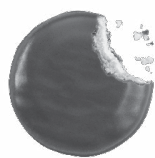
Payment for Girl Scout Cookies is accepted at the time of delivery. Cash, checks, and money orders are accepted forms of payment for Girl Scout Cookies. Troops may elect to accept credit card payments for sales at cookie booths. Individual girls may utilize the Digital Order Card to accept online payments. See pages 19–20 for complete information on accepting checks and credit cards.

## 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 must 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.

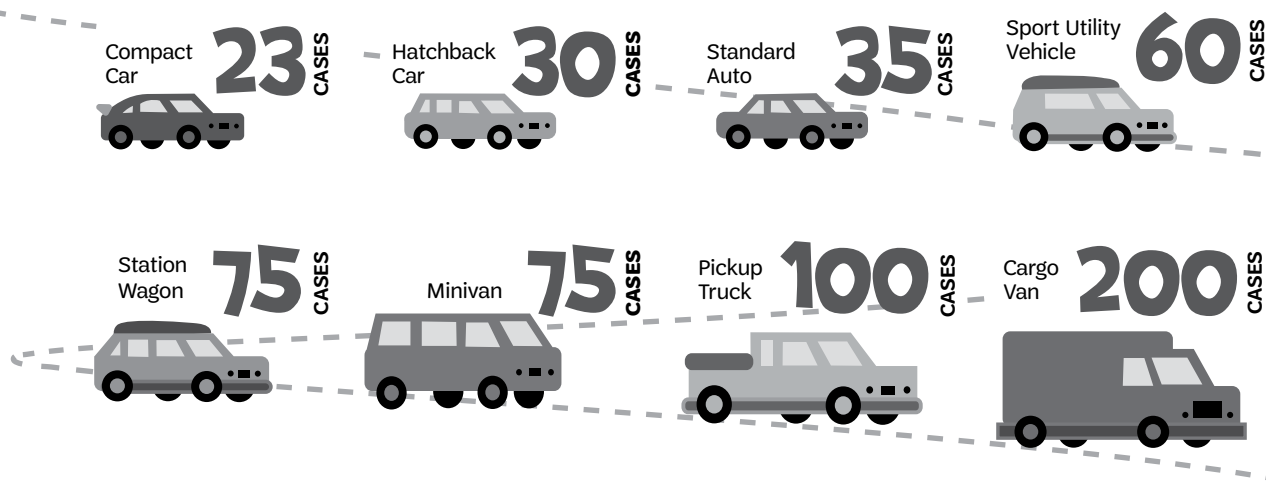




# Follow these guidelines for a Smooth Cookie Pickup Day

- ◆ Know exactly how many cookie cases you ordered of each variety.
- ◆ Arrive at your scheduled pickup time.
- ◆ Make sure to have enough vehicles to load your order (see graphic below for help!).
- ◆ Pull all your vehicles into the line at the same time.
- ◆ Check in and receive your pickup ticket.
- ◆ Give pickup ticket to loader and count the cases as they're loaded in.
- ◆ Sign for your order and take your receipt.

## HOW MANY COOKIE CASES CAN YOUR CAR CARRY?



## When Picking Up Cookies

- ◆ Go directly home from pickup. Chocolate cookies melt quickly in the Florida heat.
- ◆ Sort and re-count all the cookies before you begin distributing to families.
- ◆ Parents should ALWAYS count and sign for their cookies. Use the receipt books given to you in your troop packet anytime cookies or money exchange hands. Parents are responsible for turning in payment for all cookies they signed for and picked up.
- ◆ If a damaged (or empty) package is found in a case that appeared normal, contact [customercare@gsgcf.org](mailto:customercare@gsgcf.org) with your troop number, the variety of cookie, the lot number on the package, and a description of what is wrong. Do not discard the package. Your troop will either be credited for the package or a replacement will be provided.

## Can I return cookies?



**COOKIES CANNOT BE RETURNED ONCE THEY'RE PICKED UP.**

Troops are responsible for counting and verifying the total number of cases.

Troops accept financial responsibility by signing the receipt. Once receipts are signed, case counts are final, and cookies are the property of that troop.

### WHEN IN DOUBT, RECOUNT.

Wait until you're sure about your case count to sign the receipt.

## COOKIE CUPBOARDS

### What is a Cookie Cupboard?

Cookie Cupboards are locations where troops can pick up more cookies to fill girls' additional cookie orders AND pick up cookies needed for booth sales. These locations are warehouses, local homes, or GSGCF owned/rented facilities that offer convenient places and times for troops to pick up additional cookies. They are maintained by volunteers. Designated troop volunteers who have their Authorization Card can pick up additional cookies on the troop's behalf.

You will receive a cupboard schedule and list of locations after the initial order.

Cupboards will open on February 10. You will be notified via email when they start to close down at the end of the program. Primary Cupboards (aka Cookie Warehouses) will remain open through March 13.

### Cupboard Guidelines

- ♦ Cupboard pickups are made by the case only.
- ♦ Pickups should only be made by the troop cookie manager (TCM). Caregivers should pick up cookies from their TCM, not the cupboard.
- ♦ No returns or exchanges are allowed at Cookie Cupboards.
- ♦ Bring your Authorization Card and photo ID with you every time you pick up additional cookies.
- ♦ Count the cases with the cupboard manager and sign a receipt every time. Keep these receipts for your records.
- ♦ Although every effort will be made to keep cupboards well stocked, there may be times cupboard inventory is limited or unavailable. Please make sure to communicate with your cupboard manager ahead of time if you have a large order.

## Picking Up Additional Cookies

- ♦ TCMs can pick up additional cookies beginning February 10.
- ♦ All additional pickups must be in full-case quantities.
- ♦ Additional pickups can be scheduled at any Cookie Cupboard location, regardless of service unit. Adults picking up cookies MUST have a complete, signed 2020 Cookie Pickup Authorization Card. The cupboard staff will not release cookies without a signed Pickup Authorization Card.
- ♦ Additional pickups should be arranged through eBudde via Pending Orders. See the "Pending Orders" below for information on how to do this.
- ♦ Remember, children and pets are not permitted at cupboards. Please make arrangements to pick up cookies without children and pets.
- ♦ Check with your SU cookie coordinator before picking up additional cookies. Find out if there are other troops in your area that have extras.
- ♦ Keep a copy of your receipt for each additional pickup.

## Pending Orders

### Create a Pending Order Request

After you receive your initial order of cookies, your troop will likely need more. Pending Orders should be submitted by any troop who plans on stopping at a Cookie Cupboard to pick up additional cookies.

### Why do I have to place a Pending Order?

This will allow the cupboards to plan ahead and make sure the cookies are available for you. They also encourage you to think ahead about your troop's needs and communicate regularly with your troop's caregivers about inventory. Pending Orders are important for inventory control and help to ensure Cookie Cupboards remain fully stocked with all cookie varieties.

### When will my Pending Order be available?

All Pending Orders will be available for pickup during Cookie Cupboard hours unless otherwise indicated.

To submit a Pending Order:

1. Click on the "Transaction" tab in eBudde.
2. Click on purpose "Add a Transaction" button.
3. Select date and time you will pick up the inventory.
4. Type should be selected as "normal."
5. Under "Second Party" box select "Cupboard."
6. Enter quantities of cases by variety.
7. Under "Product Movement" select "ADD Product to your troop."
8. Click "Save/Print" when completed.
  - a. If you click "okay" it will take you back to view orders. It will remain pending until you pick up your order.



## • • • • • BLING MY BOOTH CONTEST • • • • •



Bling My Booth is a chance for girls to show off their amazing Girl Scout Cookie Booths and have some fun getting them “blinged out!”

Winning troops will earn a pizza party gift certificate, a patch for each girl participating in the cookie program, and a troop certificate. Winners will be chosen by a panel of staff and volunteers.

Prizes will be awarded for the following categories:

- ◆ Lemonade Stand  
(featuring the new Lemon-Ups cookie)
- ◆ Glitz & Glamour
- ◆ Mints for the Military
- ◆ Crazy for Cookies!

### Entry Guidelines and Rules

How does my troop enter?

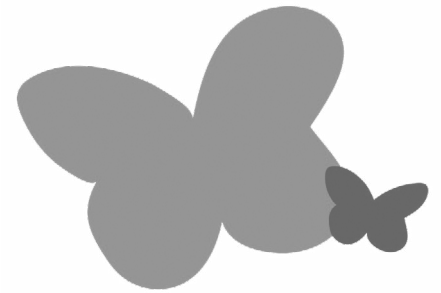
Troops will have until the end of the cookie program to take the very best picture of their cookie booth. A representative from the troop will need to email a single picture to Sasha Lioce at [sashal@gsgcf.org](mailto:sashal@gsgcf.org)

### What are the submission guidelines?

Only one picture may be submitted per troop, and it cannot be altered, edited, or included in a montage. The last day to email your photo is March 31, 2020. Late submissions will not be accepted. Troops may plan to have a photo op with all the troop members, but should take the photo at an actual cookie booth at a retail location. It should not be a “mock” booth set up at another time/location.

### What other rules apply?

The setting up and taking down of your booth cannot interfere with the troop selling cookies ahead or after you. Although you are participating in “Bling My Booth,” you must still follow all cookie booth guidelines. Remember, cookie booths are a privilege offered to us by local merchants.



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**FRIEND-ZY  
FUN!**



## 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 or fill an additional order, 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. Reach out to your service unit 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.

**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.

**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 signed the Permission Form. (If a girl lives in two households and will have having two separate guardians checking out cookies, please have each guardian sign 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 program.

**Update eBudde regularly.** When eBudde is updated (at minimum on a weekly basis) 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!

**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 cookies they have sold by variety, including Mints for the Military. 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!



Digital Cookie and eBudde are two separate online platforms that work together to track program information. There are some instances where TCMs must work with parents and input Digital Cookie information into eBudde manually.



## **How do girl-delivered orders in Digital Cookie work?**

- ◆ When customers choose “girl-delivered” on the Digital Cookie platform, parents **MUST** approve the order in Digital Cookie for it to be processed successfully.
- ◆ Once the order is approved, the payment from the customer will show under the girl’s name in eBudde (under the “Girl Order” tab).
- ◆ The parent **MUST** tell the TCM how many packages of each cookie the girl needs to fill the Digital Cookie girl-delivered order. Cookies will **NOT** automatically populate in eBudde.
- ◆ Once the cookies are signed out to the parent, the TCM must assign those cookies to the girl in eBudde (under the “Girl Order” tab).

## **How do direct shipping orders in Digital Cookie work?**

- ◆ When customers choose “direct shipping” in Digital Cookie, the packages and payments will automatically appear under the girl’s name in eBudde under the “Digital Cookie” column of the “Girl Order” tab.
- ◆ The order will be locked; the TCM will not be able to make edits to those orders.

## **How do donations in Digital Cookie work?**

- ◆ When customers choose to donate cookies to Mints for the Military in Digital Cookie, the online order and payment will automatically appear under the girl’s name in eBudde under the “M4M” column of the “Girl Orders” tab.
- ◆ The order will be locked; the TCM will not be able to make edits to these orders.
- ◆ These orders will count toward the girl’s Mints for the Military goal.

## **How does the Cookies in Hand option work?**

- ◆ When girls are directly in front of a customer, either delivering pre-orders or participating in a walkabout, they can select the Cookies in Hand option on the Digital Cookie platform to collect credit card payments.
- ◆ In eBudde, the cookies sold are subtracted from the girl’s inventory and a payment is credited to her. These items will be locked; the TCM will not be able to make edits to these orders.





## • • • • • 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.

In the late fall, SU cookie coordinators and booth coordinators reach out to local merchants to make arrangements for cookie booths. If your troop would like to suggest booth locations for your SU cookie coordinator to contact, please let them know. New suggestions are always welcome. To be fair to all Girl Scouts and avoid overwhelming store managers, cookie booth locations must be coordinated through the SU cookie coordinator. **Troops are not allowed to set up their own booth locations. They must go through the SU cookie coordinator.**

Troops select their booths through a lottery system, either held in person at a service unit meeting or online through eBudde. Each service unit decides whether to hold their lottery in person or online. Be sure to check with your service unit to find out how you'll be participating in the lottery.

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.

**At least one adult present at a cookie booth must be an approved Girl Scout volunteer.** Cookie booth volunteers will handle a large amount of troop funds and cookie product, as well as be a representative of the Girl Scout movement! It is important they are registered and background checked. This is true even for adults chaperoning their own girls.

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 will be removed from booths for the remainder of the program.

### Cookie Booth Checklist

- ✓ Cookies (For suggestions on how many to bring, contact your SU cookie coordinator as this varies based on area.)
- ✓ Card table
- ✓ Chairs for the adults at the booth (Girls should stand and be engaged with their customers!)
- ✓ Locking cash box with change and small bills. **Be prepared and DON'T ask the store to make change!**
- ✓ Counterfeit marking pen
- ✓ Pens/pencils
- ✓ Calculator
- ✓ Trash bags
- ✓ System for keeping track of booth sales (check VIP eTraining for ideas)
- ✓ Colorful tablecloth or other table covering
- ✓ Posters, signs, and decorations to promote your troop goals, Mints for the Military, 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)

#### **Remember:**

*Booth sales are a privilege  
and we represent all  
Girl Scouts while at them.  
Please be respectful of everyone  
in the area and thank the store  
for allowing you to sell.*



## Cookie Booth Dos

- 👍 Remind girls to wear their Girl Scout uniforms or a Girl Scout shirt so they are easily recognizable as Girl Scouts.
- 👍 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. Stay out of store doorways and walkways.
- 👍 Ask customers to buy cookies as they exit the store. Be assertive, but not aggressive with customers.
- 👍 GIRLS must 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 and small bills.
- 👍 Set a good example. Remember that what you do is far more memorable than what you say.
- 👍 Recruit new girls, volunteers, and alum to get involved in Girl Scouting.
- 👍 Plan to supplement your booth sales with walkabouts and neighborhood sales.
- 👍 Be sure to schedule food breaks when planning back-to-back booths.
- 👍 Have fun!

## 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.
- 👎 Don't ask the store to provide change for your booth.
- 👎 Don't eat 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 Mints for the Military program. It is fine to encourage customers to purchase cookies to be donated.
- 👎 Don't leave empty cookie packages or cases 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 unnecessary electronic items at home.

# A WOW worthy season!



## COOKIE BOOTHS

### 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.
- ♦ 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. A water bottle in the hot Florida weather is okay!
- ♦ 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!

### Booth Selling Tips

#### Give Away Recipes

Encourage customers to try something new by offering a recipe card with every purchase of multiple packages.

#### Make Cookie Bundles

Attach a ribbon and a handmade card for maximum impact.

#### Share Goals With Customers

They love to hear how girls are making a difference, so encourage girls to make posters, banners, or t-shirts to get the word out.

#### Mints for the Military

Mints for the Military is a special participation option of the Girl Scout Cookie Program that allows customers to purchase cookies to be donated to support our active military personnel and veterans.

- ♦ Encourage your Girl Scout to ask customers if they would like to purchase an extra package of cookies to be sent to the military. This is a great option for customers who have dietary restrictions or who may not be interested in cookies for themselves.
- ♦ Collect payment for the package(s) ordered and keep track of all Mints for the Military orders. Customers can purchase cookies for Mints for the Military at any time during the cookie program.
- ♦ Any “donations” or instances of “keep the change” should be credited towards Mints for the Military sales. A simple way to remember this is: donations given are donations to your cookie booth sale, not donations to the troop.

Check out the special Mints for the Military rewards girls can earn, too! All rewards are listed on the back of the girls' order card.



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**FRIEND-ZY**  
**fun!**



## ..... 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 Order Card girl-delivered options.
- ♦ Accepted forms of payment are cash, money order, or check. Troops may choose to accept credit cards for cookie booth sales.
- ♦ Ask parents/caregivers 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/caregiver. Use the receipt book to record payments. Give the parent/caregiver 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/caregivers 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/caregivers. This is the best way to be aware of and address any payment issues early. If you suspect a problem with a parent/caregiver, talk to your SU cookie coordinator 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 first name on memo line.
- ♦ Checks must be made payable to the Girl Scout troop. Council is unable to accept checks on behalf of a troop



# GET READY TO WOW!



**Accepting Credit Card Payments for Cookies**

Troops may choose to accept credit cards at cookie booths using companies like Square, Intuit, or other similar apps for their smart phones. Council does not have a recommendation on which processor to use. Talk to the other troops in your service unit to find out what has worked for them.

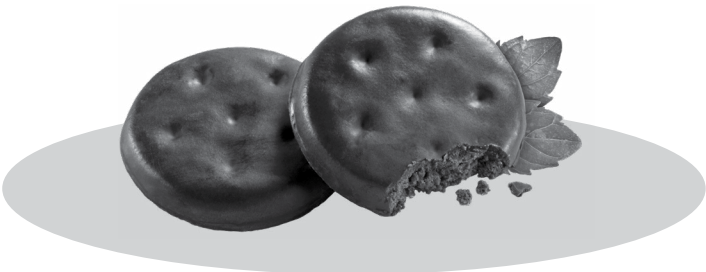
The procedures below must be followed by all troops accepting credit cards:

- ♦ 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 or not the potential increase in sales 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 must 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 the Digital Order Card.

**Paying For Cookies**

- ♦ Troops must enter their troop's Wells Fargo checking account information in the settings tab of eBudde by January 15, 2020. 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 must deposit ALL Girl Scout Cookie funds 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
February 26	40% of the total initial order
March 11	50% of the remaining balance
March 26	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/caregivers 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/caregiver.
  - ◆ Any parent/caregiver account that is not 100% paid by March 20 is delinquent. Follow the steps below to report unpaid funds to the council for further collections action.
  - ◆ Delinquent parents/caregivers must be reported to council no later than April 7.
  - ◆ The TCM is responsible for reporting outstanding debt. Any troop balance that is not reported by April 7 as unpaid funds will be considered troop debt, and the TCM will be held responsible for those funds.

Remember: Delinquent parents/caregivers 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 and Responsibility Form for the cookie program on file for each girl.

**Zero Tolerance**

GSGCF has a zero tolerance policy for misuse of girl funds; any adult accepting responsibility for handing 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.

**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 20, 2020 is considered unpaid.
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 7, submit the parent/caregiver information directly to the council product program manager. The following items must be submitted:
  - ◆ Report of Unpaid Funds Form
  - ◆ Permission and Responsibility Agreement for the cookie program
  - ◆ All signed receipts or other documentation showing proof of product pickup. We are unable to accept unpaid funds reports without documentation.
  - ◆ Documentation of all attempts to collect, including a copy of the written attempt

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 a caregivers/guardians' information 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 2020 Girl Scout Cookie Program. My records indicate that \$\_\_\_\_\_ is outstanding and was due to the troop by March 20, 2020. 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 \_\_\_\_\_.

## • • • • • **REWARDS** • • • • •

Girls who participate in the cookie program earn rewards based on both troop and personal successes! Girls should be encouraged to review the rewards prior to setting their troop and personal goals.

### **Camp Cookie Champ**

Girls who sell 750+ packages of cookies will have the opportunity to attend Camp Cookie Champ. Camp Cookie Champ is an exclusive day camp that will offer fun for all ages, campers and glampers alike. Camp Cookie Champ will be offered as two sessions: April 18, 2020 at Camp Honi Hanta and April 25, 2020 at Camp Caloosa. Girls will be assigned to the camp that is closest to them.

### **G.I.R.L 2020 Weekend Pass**

Girls who sell 1000+ packages of cookies will earn a girl weekend pass to the G.I.R.L 2020 Convention in Orlando, Florida.

### **CIT CAMP—Cadette, Seniors, Ambassadors OR Pool Party Movie Night**

Girls who sell 1250+ packages will be invited to a Pool Party Movie Night at Camp Honi Hanta.

Cadettes, Seniors, and Ambassadors who sell 1250+ packages of cookies have the option of attending CIT or Cadette Leadership Camp instead of the Pool Party.

### **CEO Only Event**

Girls who sell 2020+ packages of cookies are our “Cookie Entrepreneur Officers” and will be invited to a special event that will include GSGCF’s CEO as well as other key council staff. Girls will have an opportunity to experience something new, vote on next year’s cookie rewards, and network with fellow entrepreneurs.

### **Sister Patch**

Girl Scout sisters who sell a combined 300+ packages or more will receive a special sisters patch. Sisters who are qualifying for this patch for a second time will receive an add-on patch indicating the year. Girls who qualify should submit by visiting [Bit.ly/2zip6lQ](https://bit.ly/2zip6lQ).

### **Cookie Pro Contest**

Twenty-four lucky Girl Scouts will embark on an exciting trip to Orlando for a once-in-a-lifetime Cookie Entrepreneur Experience, including full VIP access to G.I.R.L. 2020, the largest event for girls in the world!

### **Mags & Munchies Cookie Crossover**

Girls who participated in the 2019 Mags & Munchies Program by creating their Me2 Avatar and sending 15 emails are eligible to earn a special Cookie Crossover patch after they have sold 350 packages during the cookie program! Girls who did not participate in the 2019 Mags & Munchies Program are not eligible for this reward. Encourage girls to keep an eye out for a similar crossover reward in next year’s Mags & Munchies Program!

### **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 \$.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 walk the stage at YWOD. **Girls in troops who opt out will NOT receive Cookie Dough, event admission, or Extreme Team rewards.** See “The Business of Cookies” on page 7 for details on reward opt-out.





## • • • • • **COOKIE DOUGH & COOKIE CREDITS** • • • • •

Beginning at 300 packages, girls have the opportunity to earn GSGCF Cookie Dough. Cookie Dough can be used for council shop purchases, membership renewal, lifetime membership (graduating seniors), Girl Scout camps, council or service unit-sponsored events, GSUSA Destinations, and troop travel over 100 miles. It may also be used towards reimbursement of Bronze, Silver, and Gold Award expenses.

New this year: in an attempt to more clearly define Cookie Dough, we are no longer using the term “banked Cookie Dough.” Eligible girls who would like to save their Cookie Dough for a future use will now need to request it be converted into Cookie Credits before the expiration date.

Cookie Dough may be converted into Cookie Credits for future use by girls who have earned it in their Junior level or above.

Daisy and Brownie level Girl Scouts may request that up to \$100 of their Cookie Dough be saved exclusively for the G.I.R.L. 2020 Convention.

Cookie Dough that is not used, requested for convention, or converted into Cookie Credits will expire on August 27, 2020. There are no exceptions to this deadline.

### **Cookie Dough Guidelines**

1. In the case of troop travel, the following stipulations apply:
  - a. Trips must be a minimum distance of 100 miles each way.
  - b. Trips must be a part of the Girl Scout program and experience:
    - i. A fun troop trip to Volcano Bay would not be a redeemable expense.
    - ii. A troop trip to Universal Studios where the troop is participating in an educational program and earning a patch would be a redeemable expense.
2. Cookie Credits may only be redeemed for activities within the Girl Scout Membership year, which runs October 1–September 30.
  - a. A girl cannot apply in August 2020 for a trip that occurs after September 30, 2020.
  - b. Exceptions will be made for GSUSA Destinations and troop travel that is being planned through EF Tours and requires advanced payment.
3. We are unable to redeem partial amounts towards annual GSUSA membership.
4. Redeemed Cookie Credits will be disbursed to the troop’s checking account. We are unable to issue Cookie Credit funds to individual entities.
5. Cookie Credits cannot be used to reimburse parents for activities that have already been paid for.
  - a. Exceptions will be made for Highest Award Expenses Reimbursement, and receipts are required. As reimbursement will be paid to the troop’s checking account, it is encouraged for expenses to be purchased out of the troop’s account.
6. Minimum redemption amount is \$10, except for use in the Girl Scout Shop.
7. Minimum conversion to Cookie Credits amount is \$10.
8. Cookie Dough 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.
9. Cookie Dough may only be used by the girl who earned it.

### **Cookie Credit Guidelines**

Cookie Credits carry all of the same guidelines as Cookie Dough, except it may not be used in the Girl Scout shop to make purchases. Girls must maintain an active membership to retain their Cookie Credits. Girls who have not renewed their membership for the new Girl Scouting year by October 1 will forfeit their Cookie Credit balances. Unused Cookie Credits expire when a girl bridges to adult.

**Cookie Credits may not be used in the council shop.**

## • • • • • WRAPPING UP THE PROGRAM • • • • •

At the end of the Girl Scout Cookie Program, there's just a little bit of work to be done to "clear the books" and close out the year's cookie program.

### In eBudde...

- ♦ Complete the Girl Orders page. Make sure you've input each girl's sales (including booth sales) and payments. Double-check that eBudde reflects the correct number of packages sold for each girl. (eBudde uses these numbers to help calculate incentives.) Make sure all data is entered into eBudde by March 17. Submit your troop's final rewards order for all girls in eBudde by March 20.
- ♦ Review your transfers and pickups for accuracy. It is the TCM's responsibility to make sure the information in eBudde is accurate.
- ♦ Make your final deposit into the troop's checking account by March 25 in preparation for the final sweep. (Hint: Check the Troop Sales Report if you aren't sure how much is due!)
- ♦ Print and sign the Troop Sales Report. Your signature is your acknowledgement that the information on the report and in eBudde is accurate.

### With your troop...

Review your troop goal and what your troop has accomplished. Did you meet your goals? Surpass them? What were the best parts of the program? What did the girls in your troop learn?

Report back to the leader and primary caregivers/guardians about the troop proceeds. Work with the troop to evaluate and adjust plans for the cookie proceeds as needed.



### After the program...

Patches and reward items will be delivered to your SU cookie coordinator in early May. Make arrangements to pick up these items and distribute them to your troop before the last troop meeting.

Girls who have made it to the Extreme Team level are eligible to be honored on stage at the Young Women of Distinction Awards Ceremony in May. Keep an eye out for communications from council regarding the dates, time, and registration information for this ceremony. Be sure to invite the whole troop to attend and celebrate the successes of the girls walking the stage!

Cookie Dough is delivered in May via email directly to the girls who earn it. Delivery of Cookie Dough is staggered, so don't be surprised if one girl in the troop receives hers before another.

Encourage primary parents/caregivers to ensure both their mailing address and email address are updated in the MyGS system so that rewards are successfully received.

### Cookie Paperwork Checklist

Submit the following completed items to your SU cookie coordinator by March 31:

- ✓ Printed Troop Sales Report from eBudde (Remember, signing this document is your acknowledgement that the information on it, and in eBudde, is correct.)
- ✓ Copies of additional pickup forms and receipts for troop transfers

## • • • • • **FREQUENTLY ASKED QUESTIONS** • • • • •

### **Who do I call if I have questions or need help?**

If you have questions about the Girl Scout Cookie Program, please contact your SU cookie coordinator. You may also contact the council's customer care team at [customercare@gsgcf.org](mailto:customercare@gsgcf.org) for additional assistance.

### **Who sets the price of the cookies?**

The council board of directors makes the final decision on the price per package of our cookies. They receive input from volunteers, staff, and our baker partners.

### **How many packages are there in a case of cookies?**

There are 12 packages in each case of cookies.

### **How do I get more cookies for my troop?**

Additional cookies can be picked up at Cookie Cupboards. Follow the directions for picking up additional cookies on pages 12 and 14.

### **What if I need just one or two more packages, not a whole case? How can I find these cookies?**

Contact your SU cookie coordinator. They can help you find another troop with extra cookies and complete a troop transfer.

### **What do I do if I have too many cookies?**

Contact your SU cookie coordinator right away! They can help you transfer your excess cookies to other troops in your service unit that need more. Don't delay; it's easiest to transfer cookies early in the program. Remember, if you are not able to transfer the cookies or sell them, your troop will have to absorb the cost of the cookies. Troops are responsible to pay for all cookies picked up.

### **When will we get our rewards?**

Your SU cookie coordinator will receive the patches and rewards for your service unit in early May. Make arrangements to pick up these items and distribute them to your troop prior to your final meeting. Cookie Dough and invitations to earned events will be issued directly to each girl.

### **Where do cookie patches go on the uniform?**

Cookie patches are worn on the back of each girl's uniform. Financial literacy badges and family cookie pins are worn on the front.

### **What happens if a parent/caregiver in my troop doesn't pay for the cookies his/her Girl Scout sold?**

Complete the Unpaid Funds Form and submit it directly to GSGCF to report the unpaid funds and turn it over to the council. The council will attempt to collect the funds on behalf of your troop. See page 21 for additional information on delinquent accounts.

### **What if a customer has a complaint about the cookies they've purchased?**

Have girls cheerfully replace the cookies with a fresh package. Collect the damaged package (even if it's empty) from the customer and keep it. Contact the council's customer care team to be credited for the package. See page 9 for additional details.

### **My troop has cookies left over at the end of the program. What can I do with them?**

Remember, the troop pays for every package of cookies picked up, regardless of whether they were sold or not. Contact your SU cookie coordinator to try and transfer the cookies to another troop. If that's not possible, consider donating the cookies to a local charity or nonprofit organization as a Gift of Caring service project. You can purchase Gift of Caring patches in the council shops for your troop. If all else fails, leftover cookies make great snacks for troop meetings, travel, celebrations, and camping trips.

### **What are the rules on donation jars at cookie booths?**

GSGCF and GSUSA policies state that troops cannot solicit donations, and a cash donations jar is considered soliciting donations. Troops may have a donation jar that is clearly labeled to collect Mints for the Military donations. All donations received should be totaled up and converted into Mints for the Military packages.

## • • • • • **FREQUENTLY ASKED QUESTIONS** • • • • •

### **What about instances of a customer saying “keep the change” or saying they would like to donate to the troop?**

All donations received at cookie booths should be converted to Mints for the Military packages.

### **Can troops receive donations from the public at all?**

Troops may accept donations that are offered from individuals as long as the donations do not exceed \$250. Please remember that neither troops nor the council can provide a tax letter for gifts received by troops because individual troops do not qualify for nonprofit entities under US tax law. Any donations taken in by troops that are not spent on Mints for the Military packages must be deposited into the troop’s bank account and labeled as donations on the troop financial report.

### **What if a customer would like to donate funds for a specific purpose, like sending a girl to camp? Or they would like to make a large donation but need a tax receipt?**

Please refer those customers to council staff. We can make sure the customer’s donation is used per their request as well as make sure they receive the appropriate tax documentation for their gift.

### **Where can I find documentation for Mints for the Military donations?**

Please visit [www.gsgcf.org](http://www.gsgcf.org) and [www.littlebrowniebakers.com](http://www.littlebrowniebakers.com) for resources that can be printed to share with customers who would like proof they purchased donated cookies.

### **I know some great locations for cookie booths! How can I set up a booth at these spots?**

Great! Share your suggestions with your SU cookie coordinator so she can contact these stores and they can be added to your SU cookie booth lottery. Only the SU cookie coordinator is authorized to make arrangements for cookie booths.

### **I have parents in my troop who work in/own retail locations. Can my troop set up a booth at their store? What if the booth is inside the store, not outside?**

Whether inside, outside, or upside down—to be fair to all troops, cookie booths must go through the lottery system. Let your SU cookie coordinator know about the opportunity to set up booths at these retail locations so they can be included in the cookie booth lottery.

### **Who can work a cookie booth with girls?**

Registered and background-checked adults can work cookie booths with girls.

### **Is it okay to have a cookie booth with only one girl?**

Cookie booths with only one girl are permitted so long as the girl is being chaperoned by her caregiver, provided they are a background-checked volunteer. It is not recommended. Remember that a key piece to the Girl Scout Leadership Experience is girls working together. Make sure all girls are engaged with other girls throughout the program in planning, marketing, and coordinating their sales. Additionally, girls must always be involved in the ask of the sale and cookie booths must not be run solely by an adult. Cookie booths that are managed by only one girl will need to “go on break” if the girl needs to take one.

### **What can Cookie Dough be used for?**

Please refer to page 23 for details on Cookie Dough.

### **What if I lose my Cookie Dough information?**

To request your information, contact customer care at [customercare@gsgcf.org](mailto:customercare@gsgcf.org) with the subject line “Cookie Dough.”

### **Is there a deadline to spend Cookie Dough?**

Cookie Dough cards that have not been spent or converted to Cookie Credits by August 27 will be forfeited. The deadline will not be extended for any circumstance.



## • • • • • **FREQUENTLY ASKED QUESTIONS** • • • • •

### **Who can convert Cookie Dough to Cookie Credits?**

Girl Scout Juniors, Cadettes, Seniors, and Ambassadors may choose to convert their Cookie Dough into Cookie Credits to save it for future years. Girls who earned Cookie Dough as a Girl Scout Daisy or Brownie who attempt to convert their Cookie Dough will forfeit their balance if the error is not caught by the Cookie Dough expiration date. Encourage families in your troop not to wait until the last minute to convert their Cookie Dough into Cookie Credits!

### **My troop would like to convert their Cookie Dough into Cookie Credits. What do we need to do?**

If girls would like to convert their Cookie Dough into Cookie Credits instead of spending it, the girl or her parent/caregiver must fill out the Cookie Dough form found on [www.gsgcf.org/Forms/Product Program](http://www.gsgcf.org/Forms/Product Program). Cookie Dough that has not been spent or converted by August 27 will be forfeited. See page 23 for detailed information on Cookie Credits and its uses.

### **How do we redeem Cookie Credits?**

Complete the Cookie Dough/Cookie Credits form by visiting [www.gsgcf.org/Forms/Product Program](http://www.gsgcf.org/Forms/Product Program). A separate form is required for each girl and needs to be completed by the girl and her parent/caregiver. Once the form is received and processed, a check will be mailed to the troop from the council. We are unable to issue payment directly to individuals. Checks are mailed during our next check cycle. It is recommended that requests for redemption be submitted a least one month in advance of when the funds are needed.

In the case of troop travel or service unit events, please fill out the Cookie Dough Travel Form and submit it via [customercare@gsgcf.org](mailto:customercare@gsgcf.org) with subject line "Cookie Dough for Troop Travel."

### **Are cookie rewards cumulative?**

Yes! All cookie rewards are cumulative, including patches and Extreme Team Rewards for 1000+ entrepreneurs. The only item that is not cumulative is a girl's bar patch. Girls who sell 300+ packages earn one bar patch for the highest level of sales achieved.

### **What if a girl cannot participate in the reward she has earned (such as the CEO Only Event)? Will an alternate reward be offered?**

Unfortunately, no. We understand that families have busy schedules and try to share the dates of reward events as far in advance as possible. In order to be consistent with GSUSA and IRS rewards guidelines, we cannot offer alternate rewards for girls who must miss an event.

### **My troop would like to see other items offered as rewards for the Girl Scout Cookie Program. How can we provide input?**

We rely on input from girls, parents, and volunteers to determine each year's cookie rewards. Please share your ideas in the Troop Cookie Manager Survey or contact the council product program staff to provide suggestions and input.

Visit [www.gsgcf.org](http://www.gsgcf.org)  
for more information on the  
Girl Scout Cookie Program.



This year's theme is all about celebrating friends and what girls can achieve when they fly together. It will surely inspire girls to set their goals sky-high!

..... **NOTES** .....  
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# Planning Tools

## Tools to Plan Girl Scout cookie Season



**Girl Scouts® Built by Me cookie planner**  
[CookiePlanner.LittleBrownieBakers.com](http://CookiePlanner.LittleBrownieBakers.com)

Plan a cookie season just right for you and the girls. With a few clicks, you can create your custom plan with this online tool, complete with fun suggested learning activities.

**New! Social planning tool**  
[LittleBrownie.com](http://LittleBrownie.com)

Download delightful graphics and suggested captions to help your Girl Scout market her cookies on social media. Perfect for volunteers, families, and troops.

**Girl Scouts® Cookie VIP eTraining**  
[VIPeTraining.LittleBrownie.com](http://VIPeTraining.LittleBrownie.com)

Get training for the Girl Scout Cookie Program® whenever and wherever you'd like.

**Little Brownie website**  
[LittleBrownie.com](http://LittleBrownie.com)

Check out the baker's website for exciting girl activities, booth ideas, recipes, and the latest cookie news.

**Girl Scouts® Cookie Rookie**

Made especially for young girls, this video teaches cookie names, how to ask customers to buy, and more essential skills.

**Girl Scouts® Cookie Captain**

Keep experienced teens interested in the cookie program and give them a chance to give back with the Cookie Captain program.

**Pinterest**

The Little Brownie Pinterest page is brimming with fun and engaging goal-setting activities, learning games, and crafts.

**Volunteer blog**  
[blog.LittleBrownie.com](http://blog.LittleBrownie.com)

Check out the volunteer blog for exciting girl activities, rally resources, and cookie booth ideas.

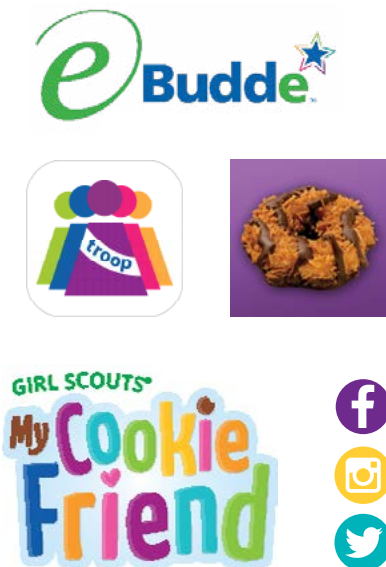
**Girl Scouts® Cookie House Party**  
video and hostess guide

Girls sell cookies by the case with this fun-filled strategy.

## Girl Scout Badge Portfolio

Girls can earn a Girl Scout Financial Literacy and Cookie Business Badge each year. Check out the [Girl Scout Badge Explorer](#) or search the [Volunteer Toolkit \(VTK\)](#) for the appropriate badge for your grade level.

## Tools to use During Girl Scout cookie Season



**eBudde™**  
[eBudde.LittleBrownie.com](http://eBudde.LittleBrownie.com)

Manage the cookie program from one central location. Order cookies, track girl activity, and order girl rewards.

**eBudde™ Troop App Plus**

Place orders, watch training videos, and find eBudde help all on your mobile device. Learn more and download the app at [LittleBrownie.com](http://LittleBrownie.com).

**Girl Scouts® Cookie Finder and the Little Brownie Bakers Cookie Locator App**  
[GirlScouts.org](http://GirlScouts.org)  
[CookieLocator.LittleBrownie.com](http://CookieLocator.LittleBrownie.com)

Help friends locate the closest cookie booth with these tools.

**Girl Scouts® My Cookie Friend**

Girls enter a fun-filled world with games, videos, and activities all about Little Brownie's newest mascot.

**Girl Scouts® website**  
[Girlscoutcookies.org](http://Girlscoutcookies.org)

Locate info on the Girl Scout Cookie Program® and national cookie badges and pins.

**Little Brownie social channels**  
*Facebook + Twitter @SamoasCookies*  
*Instagram @Samoas\_Cookies*

Find the latest cookie news and shareable Girl Scout Cookie Season inspiration on the Samoas® Facebook page, Instagram, and Twitter.



## Who to call for help?

Service Unit Cookie Coordinator

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Your SU cookie coordinator is your primary contact for questions regarding the cookie program. The council customer care team is available to assist as well at [customercare@gsgcf.org](mailto:customercare@gsgcf.org).



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