

girl scouts 
of gulfcoast florida

TROOP COOKIE MANAGER MANUAL

2022–23 Girl Scout Cookie Program[®]



GO BRIGHT
Ahead



2023 GIRL SCOUT COOKIE PROGRAM KEY DATES

January 2

Cookie program begins; Digital Cookie opens; eBudde system available to input orders

January 10

Raspberry Rally available online on shipped Digital Cookie only

January 11

Digital Cookie girl-delivered pauses

January 12, 9:00 p.m.

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

January 16

Digital Cookie girl-delivered resumes

January 23-January 27

Council-wide cookie pick-up week

January 28—February 2

Cookies on the go: in-person sales begin

January 30—February 3

Cookie Cupboard Deliveries; cupboards will open after delivery

February 3

Cookie booths begin

February 14

First ACH—\$1.50 per box of cookies ordered on initial order

February 17—19

National Girl Scout Cookie Weekend

February 28

Digital Online Cookie closes

March 5

Cookie program ends at midnight

March 10, 9:00 p.m.

Deadline to collect money from girls; deadline for troops to submit final rewards orders in eBudde. Final troop cookie report due

March 14

Final ACH cookie payment due to council

March 30

Deadline for troops to report unpaid funds

Summer 2023

Due to ongoing global supply chain interruptions, reward delivery timeframe cannot be guaranteed

GETTING STARTED CHECKLIST

- ☐ Set your troop's calendar with key deadlines and troop specific dates
- ☐ Hold a Troop Cookie Meeting with Girls and Parents/Caregivers. Be sure to:
 - Share your troop's important dates
 - Set troop and girl goals
 - Highlight the different ways girls can participate (online, in-person)
 - Review social media guidelines
 - Review cookie booth etiquette
 - Review money handling procedures
 - Discuss Direct Sale orders with parents (at least 75% of what their girl's anticipated sale will be)
- ☐ Get Your Troop Set Up in eBudde
 - If you need to add or remove a girl from your eBudde roster, email customer care@gsgcf.org with the subject line "eBudde Roster"
- ☐ Get your troop's Digital Cookie link set up so you'll appear in the cookie finder – it's easy sales

GIRL SAFETY

Safety has always been a main focus and priority for our council. Detailed information on our council's safety procedures can be found in Volunteer Essentials and Safety Activity Checkpoints on our website at www.gsgcf.org.



IN-PERSON, ONLINE, AND SOCIAL MEDIA MARKETING

We understand that online marketing is an important business skill for girls to develop and our goal is for them to do so safely and fairly.

Girls/Troops may not pay for any ad placement, online or in-person, to market their cookie program. This includes boosted social media posts or paying influencers to market their cookie program.

In the event of national or local media opportunities, GSGCF must be contacted in advance of speaking to the media.

Girl Scouts should not advertise their cookie program in online marketplaces, including Facebook Marketplace, eBay, Craigslist, and Amazon.

Girls may share their cookie program online efforts within online groups, such as Facebook Groups and Nextdoor, where the group permits them to do so.

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.

Should any online marketing activities be deemed in violation of our 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.



THE BUSINESS OF COOKIES

Troop Proceeds

All troops participating in the cookie program will earn base proceeds of \$.75 per package.

Troops have the opportunity to earn proceeds by qualifying for our Service Unit Bonus or Super Troop 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 \$.05 per package. This option is not available to multi-level troops containing younger girls. This option is a troop 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 January 21, 2023.

Troop Opt-Out Form

Service Unit Bonus

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

Troops within service units who achieve a 5% increase in total sales (compared to the 2021 cookie season) will earn an additional \$.02 per package.

Troops within service units who achieve a 10% increase in total sales (compared to the 2021 cookie season) will earn an additional \$.04 per package.

The Service Unit Bonus is awarded to all troops within the service unit at the same level based on total service unit growth in sales.

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, Lemon-Ups, Adventurefuls, and Raspberry Rallies). 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 nine varieties can be found at LittleBrownieBakers.com.



DONATING COOKIES PROGRAM



Mints for the Military allows customers to purchase cookies to be donated to support active military personnel, and veterans. Cookies are donated locally and overseas.

Because there is 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 program, GSGCF will pair with troops to deliver cookies to local military organizations, and partner with Solider's Angels, who will ensure that cookies are delivered to the military!

DIGITAL COOKIE

January 02 - March 05

The primary parent/guardian of girls will receive an email invitation to participate in the Digital Cookie platform.



Digital Cookie allows girls to set up an online storefront, let customers know about their goals, and 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.

Digital Cookie also offered a Troop Cookie Link that will allow troops to appear on the virtual booth finder. Don't forget to log in to Digital Cookie and set yours up!

[Starting Inventory Order](#)

January 12

Troops will place a starting inventory order based on what they think the troop will need to get them through the first couple weeks of the cookie program. Refer to your training for details on how to place a starting inventory order!

[Cookies On The Go](#)

January 28 — February 02

After troops receive their inventory, they can distribute out to the girls. Girls can visit family members, friends, and neighbors and sell cookies right then and there. If girls want to get a jump on the season, they can use their paper order card or Digital Cookie to take preorders.



COOKIE BOOTHS

February 03 — March 05

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.

Cookie booths come in many different forms, so here is a quick rundown. Booth sales are NOT permitted after March 5, 2023.

Traditional Cookie Booths – Service Unit Approval Required

This is the traditional table 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.

Traditional cookie booths are limited to a maximum of two girls and two adults. When securing cookie booths, troop cookie manager (TCM) should take care to review eBudde for any additional rules that may be listed on the location. Locations may have asked for specific rules 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 traditional cookie booth locations. They must go through the SU (service unit) cookie coordinator.

Pop-up Booths – Service Unit Approval Required

Pop-up booths are cookie booths that are held a maximum of two 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 before 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.

Drive-thru Booths – Service Unit Approval Required

Drive-thru booths are held in places that allow customers to purchase cookies without leaving their vehicles. These may be secured by your service unit or can be secured on the troop level as well. If secured by the troop, be sure to submit for approval as a troop booth in eBudde so it will appear on the Cookie Booth Locator.

Lemon-Up Stands

Lemon-Up stands are a cookie-themed 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.

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.

Walkabouts

Walkabouts 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. We would consider these to be "mobile booths" and need permission before the event.

RETURNS/LEFTOVERS

Girl Scout Cookies cannot be returned. Troops that have cookies leftover are financially responsible for those cookies, so it's important to order them carefully. Be sure to keep a close eye on your troop's inventory once you have 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, you may come across one that is in a damaged condition.

If you encounter a cookie package that is damaged in an otherwise good case, you may take them back to the cupboard you received them from for an exchange.



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. 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 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.**



CUSTOMER COMPLAINTS

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, 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

For in-person sales, payment for Girl Scout Cookies is only accepted at the time of delivery. For Digital Cookie girl-delivered, payment is collected at the time of order.

Troops may decide which forms of payment are acceptable for their cookie program.

MONEY HANDLING – IT MATTERS!

Handling money safely and responsibly is a key component of the Girl Scout Cookie Program. Use the guidelines below to help ensure smooth transactions. Encourage the girls in your troop to get involved in 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.
- 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 and cookie booths where you know you'll be collecting cookie funds.
- Use your best judgment on how many cookies to release to parents at a time. For example, if a family has \$500 worth 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, here are some tips:

- It is required that all checks must have a name, address, driver's license number, a phone number on the front of the check.
- Write the troop number and Girl Scout's name on the memo line.
- Checks must be made payable to the Girl Scout troop.
- Checks are deposited into the troop's checking account. Do not deposit them into your personal account.

ACCEPTING CREDIT CARD PAYMENTS FOR COOKIES

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. Returning troops should utilize their reader from the 2022 Cookie Program. New troops may receive a free one. Troops may purchase additional credit card readers. When using Cheddar Up, all credit card fees are covered by GSGCF.

For additional information, see the Cheddar Up module on gsLearn, found by logging into your MyGS account.

The Digital Cookie app has options for girls and troops to accept credit cards via OCR or manual entry. With this method, all credit card fees are covered by GSGCF.

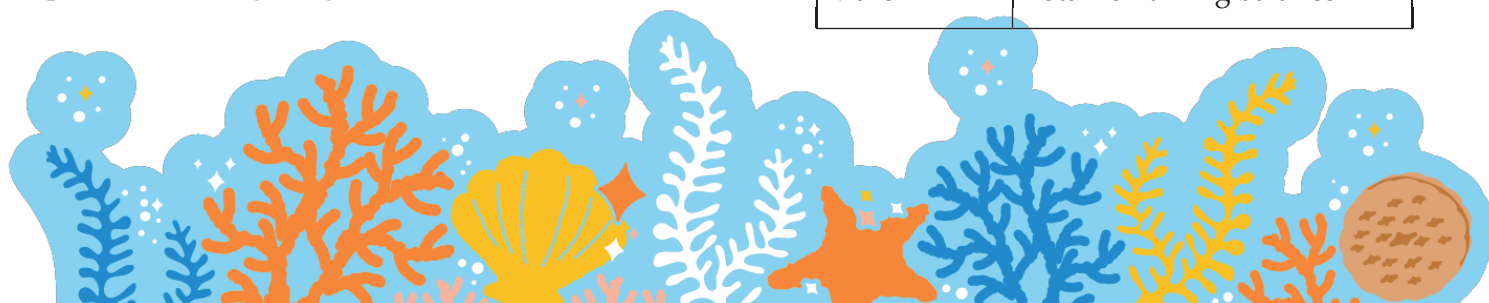
Troops may also choose to accept credit cards using companies like Square, Intuit, or other similar apps for their smartphones. If troops choose to utilize a platform other than Cheddar Up, the following guidelines apply:

- Troops are responsible for all credit card processing fees.
- 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 Digital Cookie.

PAYING FOR COOKIES

- eBudde will be pre-loaded with troop bank accounts for troops who participated in the 2021-2022 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 12, 2023. Personal checking account information should not be used.
- Troops that do not enter their troop's Wells Fargo checking account information will have their starting inventory 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 ACH transaction 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. GSGCF will not reimburse for overdraft fees incurred due to failure to deposit money in a timely manner.
- Use the "Sales Report" tab in eBudde to see your balance owed to the 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	Amount
February 14	\$1.50 per box ordered on initial order
March 14	Total remaining balance



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 before setting their goals or making decisions about reward opt-out.



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.

DELINQUENT ACCOUNTS

There are occasions where cookie funds go missing or are not submitted to the troop on time. 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.
- Any parent account that is not 100% paid by March 10, 2023 is delinquent. You must complete the unpaid funds form on the council website to begin the process of collecting these funds.
- Delinquent parents must be reported to council no later than April 1, 2023.
- The TCM is responsible for reporting the outstanding debt. Any troop balance that is not reported by April 1, 2023 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.

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. To minimize the 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.



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.

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

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



NOTES

The Girl Scout Cookie Program helps
Girl Scouts develop five key skills:



Goal Setting
Decision Making
Money Management
People Skills
Business Ethics



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