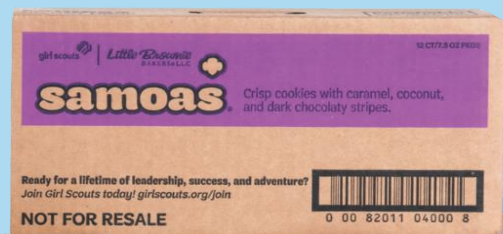


2021-2022 Girl Scout Cookie Program®

# TROOP COOKIE MANAGER MANUAL



CLIMB  
WITH  
COURAGE

girl scouts   
of gateway council

# IT'S TIME TO CLIMB

*Every Girl Scout has it in her to do amazing things.  
With your support, she'll rise to the challenge!*

You've volunteered to serve as a Troop Cookie Manager, and this makes you an invaluable part of the Girl Scout Cookie Program®. Now that you've stepped up in support of girls, it's time to help them rise to the challenge of becoming Girl Scout Cookie™ entrepreneurs.

This guide offers you resources, tools, and tips to help girls reach their goals. From social graphics for promoting a virtual cookie booth to in-person booth signs, we have everything you need to inspire girls to climb with courage this season.

## YOUR SUPPORT TEAM

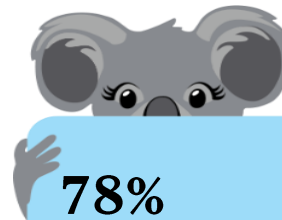
### Gateway Council Product Staff:

#### **Shayla Thomas**

Director of Product Programs and Retail

#### **Hannah Reid-Foley**

Product Program Coordinator



**78%**

of girls are interested in **becoming an entrepreneur** in the future.

*"Today's Girls, Tomorrow's Entrepreneurs"  
Girl Scout Research Institute, 2019*

#### **Community Product Teams:**

Our Community Product Managers (CPM) and Village Product Managers (VPM) volunteers support each of their communities during the Girl Scout Cookie Program by providing valuable resources to leaders and acting as a liaison between volunteers and Girl Scouts of Gateway Council staff.

- Community 2** | Sheri Darr, CPM
- Community 3** | Holly Lucas, CPM; Ginger Butler, Co-CPM
- Community 4** | Cecile Harrell, CPM; Heather McMahan, Co-CPM
- Community 5** | Tina Lewis, CPM; Mary Hargrave, Co-CPM  
Catherine Hammons, VPM; Theresa Guernon, VPM
- Community 6** | Melody Stallings-Mann, CPM
- Community 7** | Stephanie Hamner, CPM
- Community 9** | Candice Tice, CPM; Hope Williams, Co-CPM  
Rachael Jordan, VPM; Tamara Wilhelm, VPM
- Community 10** | Bonnie Fuller, CPM; Amanda Kuchta, Co-CPM  
Christina Cantrell, VPM
- Community 11** | Sharon Wonsey, CPM; Kendal Smithe, Co-CPM

# PROGRAM IMPROVEMENTS

**Training Hybrid** – Training options include both in person and virtual. Select the training preference that works best for you and your schedule. Leader training is a mandatory requirement to place an initial order. Leader trainings and other short ‘minute trainings’ recordings will be available for completion on gsLearn. Use these recordings – especially for eBudde platform – as a first resource for any questions.

**Troop Product Manager (TPM) Process simplified** – Helping to streamline the TPM form process – even more this year – you can now access the digital version located under Cookies on our website.



## NEW ADVENTUREFULS™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. Developed in collaboration with Girl Scouts of the USA.



## TROOP LEADER RESOURCES FROM GIRL SCOUTS

## CLIMB WITH COURAGE TOOLKIT

Through volunteering with Girl Scouts, troop leaders experience the following benefits:



**90%** feel they make a difference in the lives of girls.

**83%** say they gain a sense of purpose volunteering with Girl Scouts.

**76%** make friends through their service as a troop leader.

**74%** become more involved in their communities.

**62%** feel energized all or most of the time they volunteer as a troop leader.

**20%** gain career or job opportunities through their Girl Scout volunteering.

*“The Benefits of Being a Girl Scout Volunteer”  
Girl Scout Research Institute, 2020*



Start your climb as a troop cookie volunteer on Girl Scouts’ website. Check out some great resources for activities and badges that can help bring more meaning to girls’ cookie businesses. Plus, get informational handouts, safety tips, a step-by-step virtual booth guide and lots more!

**Where you’ll learn more:**  
[girlscoutcookies.org/troopleaders](http://girlscoutcookies.org/troopleaders)

We’ve refreshed our online toolkit of resources for cookie volunteers, so you can help your girls take their Girl Scout Cookie Program® to the next level! Find a Rally Guide with activities to inspire girls to reach their goals, plus download graphics for social media posts, virtual meeting backgrounds and more! Check back often since we’ll be adding resources throughout the season!

**Where you’ll learn more:**  
[LittleBrownie.com/volunteers](http://LittleBrownie.com/volunteers)





# MEET THE GIRL SCOUT COOKIES®



## All our cookies have...

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

## adventurefuls™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt.

Approximately 15 cookies per 6.3 oz. pkg.

UD

- Real Cocoa

**NEW!**





# 2021-2022 Girl Scout Cookies®

## adventurefuls™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt.

Approximately 15 cookies per 6.3 oz. pkg.



**NEW!**



## lemon-ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits.

Approximately 12 cookies per 6.2 oz. pkg.



## samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes.

Approximately 15 cookies per 7.5 oz. pkg.



## tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating.

Approximately 15 cookies per 6.5 oz. pkg.



## do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling.

Approximately 20 cookies per 8 oz. pkg.



## trefoils®

Traditional shortbread cookies.

Approximately 38 cookies per 9 oz. pkg.



## thin mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint.

Approximately 30 cookies per 9 oz. pkg.



## girl scout s'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolate and marshmallow filling.

Approximately 16 cookies per 8.5 oz. pkg.



## toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.

Approximately 14 cookies per 6.7 oz. pkg.



### All our cookies have...

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



The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, LEMON-UPS®, ADVENTUREFULS®, Girl Scout Cookie Program®, and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers LLC is an official GSUSA licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrerquity Inc., an affiliate of Ferrero International, S.A. © 2021 Ferrerquity Inc. All Rights Reserved. CWC\_042621

# Helpful Information

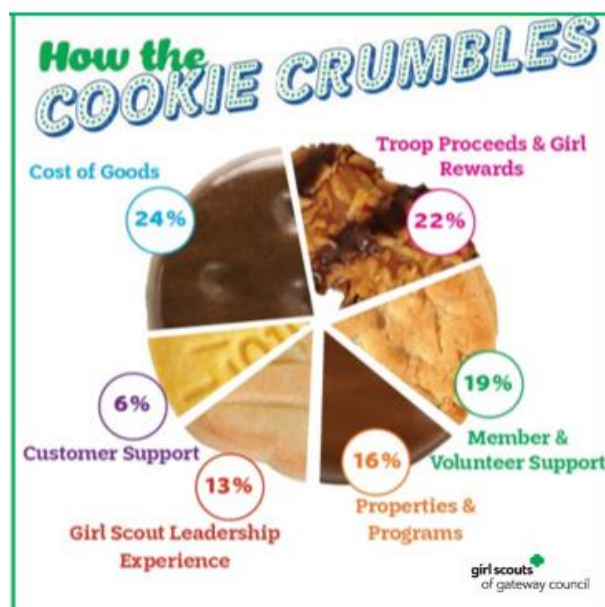
## Important Dates

- 12/02 – Leader training (Virtual or in-person)
- 12/11 – Cookie Kickoff at the Tallahassee Museum
- 01/04 – Order taking begins with Digital Cookie and Girl Order Card
- 01/10 – Reward opt-out form due to CPM (*available for Cadette, Senior and Ambassador Troops ONLY*)
- 01/12 – Deadline to qualify for early booth picks (*see pg. 16 for additional details*)
- 01/14 – Troop initial order/rewards due
- 01/17 – Early booth picks open for qualifying troops only
- 01/19 – Booth selection begins at 7 pm Eastern/6 pm Central (*set a reminder*)
- 02/4 - 02/05 - Mega Drop (*Cookie pick-up days*)
- 02/07 - Cookie Warehouses and Cupboards open (*get more cookies!*)
- 02/11 – Booth Sales Begin
- 02/18 – National Cookie Weekend
- 02/23 – 1<sup>st</sup> ACH due: deposit at least 25% of total money due to GSGC into TROOP bank account for ACH draw
- 03/03 – 2<sup>nd</sup> ACH due: deposit at least 50% of total money due to GSGC into TROOP bank account for ACH draw
- 03/16 – 3<sup>rd</sup> ACH due: deposit at least 75% of total money due to GSGC into TROOP bank account for ACH draw
- 03/18 - Final date to add girl(s) to eBudde
- 03/20 – In-person and Digital Cookies sale ends
- 03/23 – 4<sup>th</sup> (final) ACH due: deposit 100% of total money due to GSGC into troop bank account for ACH draw
- 04/09 – Reward Event: CEO Adventure Dolphin Cruise in Pensacola
- 04/28 – All rewards to be delivered to CPM's
- 04/30 – Reward Event: CEO Adventure Dolphin Cruise in St. Augustine
- 05/14 – Reward Event: Go-Getter Event at Dave and Busters in Jacksonville
- 05/21 – Reward Event: Go-Getter Event at Dave and Busters in Panama City
- 06/30 – Reward pick-up deadline from Community Product Team(s) and submit any missing items to GSGC

- \* *Automated Clearing House (ACH) also known as bank-to-bank electronic payment transfer*
- \* *There will be no deposit slips provided; all money should ONLY be deposited into your TROOP bank account. Do NOT deposit into GSGC account using old deposit slips*
- \* *eBudde is the online portal that tracks your troop and girl(s) cookie sales – important to keep this up to date as the troop and girl(s) will receive rewards based on information updated within eBudde*
- \* *Reward event(s) are only for those girls who earn that reward level. Tickets will be provided to earners prior to event to select desired location*
- \* *Cookie Kickoff invite and details coming to your inbox soon!*

## HOW THE COOKIE CRUMBLES

Girl Scout Cookie™ fans are especially eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local, powering amazing year-round experiences for local members and preparing them for a lifetime of success. Use the table below for a guide.



### Proceeds

PGA	Earnings
1-249	\$0.80 cents
250-349	\$0.85 cents
350 – 449	\$0.95 cents
450+	\$1.05

### Reminders:

- All proceeds earned are property of the troop, not individual girls
- Girl Scout Cadettes, Seniors and Ambassadors may choose to opt out of Girl Rewards to receive an additional \$0.05 cents per box. This decision must be unanimous by the troop; an opt-out form needs to be signed by each girl and returned to the community product manager before 01/10/2022.

Inspire her to think like an entrepreneur

# GOAL SETTING

Goal setting is one of the five essential skills girls develop through the Girl Scout Cookie Program®. With your support, they'll learn how to set realistic goals and achieve them.

Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.



## FIVE ESSENTIAL SKILLS

### 1. GOAL SETTING

Girls learn how to set goals and create a plan to reach them.

**Action steps:** Encourage girls to set incremental, achievable goals. Help girls break down those goals through setting weekly challenges.

### 2. DECISION MAKING

Girls learn how to make decisions on their own and as a team.

**Action steps:** Talk with girls about how they plan to spend the troop's cookie earnings.

### 3. MONEY MANAGEMENT

Girls learn to create a budget and handle money.

**Action steps:** Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

### 4. PEOPLE SKILLS

Girls find their voice and build confidence through customer interactions.

**Action steps:** Ask girls about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

### 5. BUSINESS ETHICS

Girls learn to act ethically, both in business and life.

**Action steps:** Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a Girl Scouts® Gift of Caring option.



Inspire her to think like an entrepreneur

# GETTING FAMILIES INVOLVED

The Girl Scout Cookie Program® is a team effort, and families and caregivers play a major role. With the support, assistance and encouragement of her family, there's no stopping a Girl Scout!



## COOKIE ENTREPRENEUR FAMILY PIN

The year-by-year Cookie Entrepreneur Family pin enables families to support their girls in learning the five skills and encourages girls to think like entrepreneurs.

### Action steps to engage families:

- Host a family meeting using the Cookie Family Meeting Guide. This can be in person or virtual!
- Explain how the cookie program gives girls an entrepreneurial edge.
- Encourage families to think about how they can support their girls as they climb toward their goals and earn the pin.



**COOKIE**   
**ENTREPRENEUR**  
**Family**

# 6 in 10

## girls have an entrepreneurial mindset

*“Today's Girls, Tomorrow's Entrepreneurs”  
Girl Scout Research Institute, 2019*



### COOKIE PROGRAM FAMILY MEETING GUIDES

You'll find everything you need to plan a fun and informative family meeting in these guides, which include resources tailored to each Girl Scout grade level.

#### Action steps to host successful meetings:

- Hold a family meeting 2–3 weeks before the start of the cookie season and be sure to highlight the Cookie Entrepreneur Family pin.
- At the meeting, adults can complete permission forms and sign up to help.
- Great time to go over health and safety guidelines.
- Choose a meeting format that works best for everyone — Girl Scouts offers an agenda and tips for hosting virtual meetings.

#### Where you'll learn more:

[girlscoutcookies.org/troopleaders](http://girlscoutcookies.org/troopleaders)

### Cookie Family Connection Guide

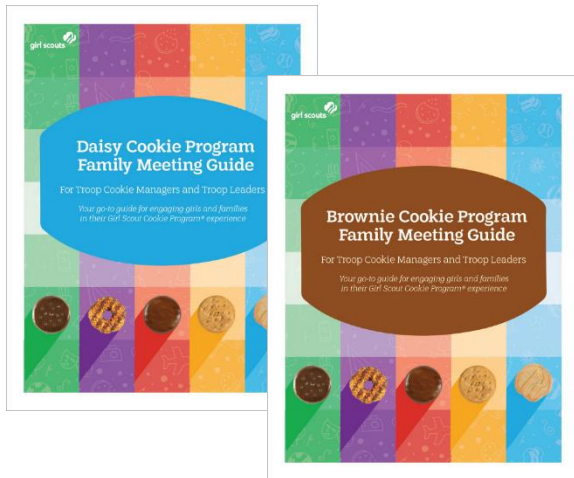
Use this inspirational brochure to introduce and welcome families to the Girl Scout Cookie Program

#### What it includes:

- Reasons for participating
- Tips on how families can support girls
- Safety rules and much more!

#### Where you will find it:

- Check your inbox and mailbox- GSGC will be mailing a copy to every Girl Scout.
- [girlscouts-gateway.org/cookies](http://girlscouts-gateway.org/cookies)



Help her to market like an entrepreneur

**National Cookie Finder  
is active  
February 18, 2022**

# DIGITAL COOKIE

Social media offers a great opportunity for teen girls to keep climbing toward their goals, while building digital skills. They can begin by using Digital Cookie®. Once they have their footing, girls can go to [LittleBrownie.com](http://LittleBrownie.com) to find cookie graphics and announcements for promoting their Girl Scout Cookie™ businesses.

## DIGITAL COOKIE®

Girls can customize their online site using Digital Cookie. Once their website is set up, they can tell their network of family and friends on social media that they are taking cookie orders online.

Girls younger than 12 can ask parents or guardians for help. Encourage girls to personalize their website with their goals and cookie pitch; then parents or guardians can post or email links to friends and family.

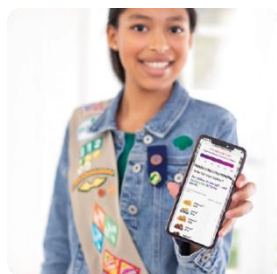
Customers have two delivery options: In person drop-off or direct shipment to their home. Digital makes no-contact delivery a breeze! Girls can drop the cookies on the doorstep, ring the bell or knock, and step back while the cookies are picked up!

### Action steps you can take to support girls on the platform:

- Encourage girls to get creative with tools like video and livestreaming.
- Teach girls about e-commerce and online marketing techniques as they work toward earning Cookie Business badges.
- Remember to always follow Girl Scouts' Safety Rules for selling Girl Scout Cookies®.

### Where you'll learn more and find resources:

- Girl Scouts' Digital Marketing Tips for Cookie Entrepreneurs and Families available at [girlscoutcookies.org/digitalmarketing](http://girlscoutcookies.org/digitalmarketing)
- Girl Scouts' Supplemental Safety Tips for Online Marketing available at [girlscoutcookies.org/digitalmarketing](http://girlscoutcookies.org/digitalmarketing)
- Safety resources are available [girlscoutcookies.org/troopleaders](http://girlscoutcookies.org/troopleaders).
- [girlscouts.org/cookiebadges](http://girlscouts.org/cookiebadges)
- [girlscouts.org/digitalcookie](http://girlscouts.org/digitalcookie)



## Discover Digital Cookie Troop Links

When you set up your Troop Link site, there will be two links you can use. These links will let your troop reach new customers in your local community and beyond. Use the information below to decide how troop links can work for your troop.

### Link One: The Troop Cookie Link

This link does it all! Customers can order cookies for local delivery by girls in your troop or have cookies shipped. For local sales within your troop's delivery area, customers place their order, and the troop delivers the cookies to the customer's address with support from an adult. The troop can also use this link to take preorders that allow customers to pre-pay and pick up at a troop designated location.

### Link Two: The Troop Shipped Only Link

Use this link when selling outside of your troop's delivery area in the community

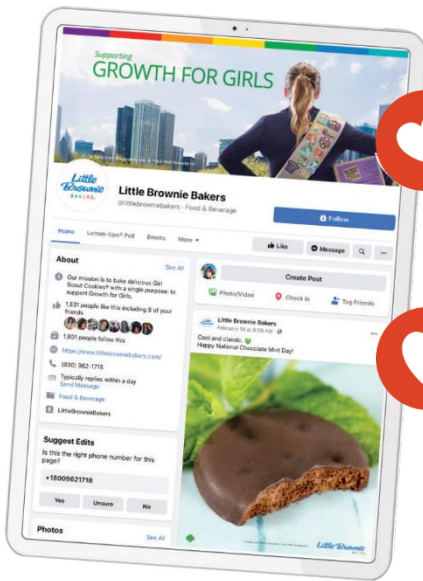
- Customers can purchase cookies that are shipped directly to a recipient or donated to the council's cookie donation program and credited to your troop.
- Once your troop sets up this link, it will be connected to the Girl Scouts of the USA Cookie Finder and customers from anywhere could end up using your direct ship link to buy cookies that support your troop. The great news-there is nothing additional to do... cookies are shipped directly to the customer and the troop shares the sales with all the girls in the troop at the end of the season.

### What about girl Digital Cookie links?

Girls should still use their individual links to promote to their customers. Troop links are just another way the troop can work together towards their goal, reach new customers, and track their progress.

### Do we need these links?

That is up to the troop! You don't have to use troop links; they are just an option giving troops and girls more choices for how they run their business and safely connect with customers as a team. If your troop wants to broaden their reach beyond individual girl's sales, you can leverage the Troop Cookie link.



## Digital Cookie and eBudde

### Prior to initial orders

Any orders placed for girl delivery on girls individual Digital Cookie Sites will automatically transfer over to eBudde under the girl's name in the girl order tab. Cookies ordered will automatically be added to the pkgs ordered line on the initial order tab. Please make sure to check the cases on the order line as well as the extras line before placing initial order. **Anything in the extra line will convert to an additional case ordered.** Payments will also be automatically transferred on that screen, as well as a payment credit from the troop to council.

### After initial orders are submitted

Orders placed after initial orders are submitted are no longer automatically transferred to the girl order tab. As these are now cookies that are taken out of troop stock, the girls will request the cookies from the troop. The TPM will need to allocate these cookies to the girls. Payments will still be automatically transferred to the girl orders tab as well as credited to the troop as a payment. If you see a payment with DLVR in the comment section, it is for girl delivered digital cookies. Make sure to allocate those cookies to her to keep the accounting correct.

**PRO TIP - If you have any questions, please reach out to your CPM team early in the season to keep things as accurate as possible.**

### ONLINE SAFETY FIRST!

Girls and their supervising parent/guardian must read, agree to, and abide by the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, and the Supplemental Safety Tips for Online Marketing before engaging in online marketing and sales efforts through the cookie program. Find these resources at [girlscoutcookies.org/troopleaders](http://girlscoutcookies.org/troopleaders).



Encourage girls in your troop to share their inspiring Girl Scout Cookie stories with the world for a chance to be featured on Girl Scouts' "Think Outside the Cookie Box" gallery, the Girl Scout blog, Facebook, Twitter, Instagram and more.

Learn more at [girlscouts.org/poweredbyscookies](http://girlscouts.org/poweredbyscookies)

### Reminders

When a customer places a girl delivery order in digital cookie, the parent has 5 days to approve the order. If not approved within 5 days, the order will cancel, or revert to donations, whichever the customer chooses at time of order.

Girls can share their sites on personal social media pages and local community pages that are private. Sharing on public sites such as FB marketplace, next door and craigslist is not allowed. **SAFETY FIRST!**

# COOKIE MEGA DROP

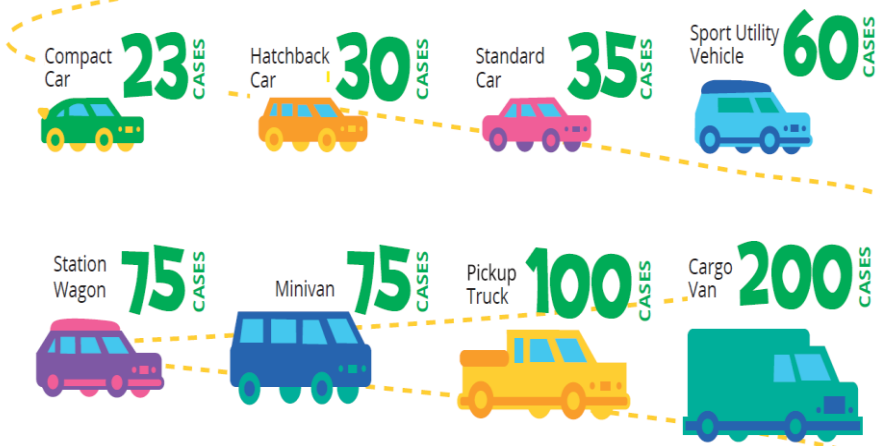
Follow these guidelines for a smooth cookie pick up!

February 4<sup>th</sup> and 5<sup>th</sup>



- Mega Drop is a contactless delivery, please make sure to bring your smart phone for check in and check out.
- Know exactly how many cookie cases you ordered for each variety.
- Arrive at your scheduled pickup time.
- Make sure to have enough vehicles to load your order (See the graphic below for help!)
- Pull all your vehicles into the line at the same time.
- Check in: A bubble sheet will be attached to your car window with your cookie case counts.
- Count cases of each variety before loading into vehicle.
- Verify your counts at the check out station before leaving.

## HOW MANY COOKIE CASES CAN YOUR CAR CARRY?



**REMEMBER: COOKIES CAN NOT BE RETURNED ONCE THEY'RE PICKED UP!**

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

Troops accept financial responsibility by confirming the pickup by text. Once you leave Mega Drop, the case counts are final, and cookies are the property of that troop.

## TAKE STOCK AND RESTOCK!

Deciding how many packages to order for booth sales isn't an exact science, but here are average sales per cookie variety\* to give you an idea of how many to order:

Thin Mints®	29%
Samoas®	21%
Tagalongs®	15%
Trefoils®	9%
Do-si dos®	10%
Lemon-Ups®	7%
Girl Scout S'mores®	6%
Toffee-tastic®	3%

**New cookies, such as this season's Adventurefuls™, typically represent 8%–10% of sales.**

*\*Data from 2021 GSGC Cookie Season.*



# Troop Incentive – Securing Booths

Troop will receive an early booth pick for securing one Hot Spot Booth Location.

Troop will receive one booth slot of their location choice for securing 5 Hot Spot Booth locations. \*

Troop will receive one Adventurous Booth Kit for securing 10 Hot Spot Booth locations or \$40 girl scout shop gift card.

We are excited to announce a new incentive for securing Hot Spot booths in your community. If you would like to take part in this opportunity, please contact your local Community Product Manager. Your CPM will discuss with you the Hot Spot locations available. You will receive a booth contract to take to the location for signature. Once the location is secured, return your signed booth contract(s) to your CPM prior to Jan 12<sup>th</sup> to qualify. After you secure one Hot Spot Booth you will be able to participate in an early booth pick on **Jan 17<sup>th</sup> @ 7 pm Eastern**.

## GET THE ESSENTIALS!

Refer to GSGC's Volunteer Essentials and Safety Activity Checkpoints. You'll get just about everything you need, including basic facts, forms, and tips for planning outdoor activities, managing troop finances, promoting safety, arranging trips, and selling cookies. You will find them on [girlscouts-gateway.org](https://www.girlscouts-gateway.org) under the volunteer essentials tab.

## Help girls plan their in-person events with these action steps:

- Early on, determine what type of booth girls would like to host, following local safety guidelines.
- Use eBudde™ and the eBudde App if scheduling an in-person booth — the system will also help you allocate booth sales to individual girls after the event.
- Discuss with girls how transactions with customers will be handled safely.
- Hold a booth planning meeting, in person or virtually, so girls can divide roles, design their booths and create signage to attract customers.
- Spread the word about your upcoming event on social media.

Make sure to check out gsLearn for all types of training videos and quick tip sheets for eBudde and digital cookie!

*\*This selection will be preloaded into eBudde before booth goes live and must be at one of the locations that the troop secured.*



# ALL ABOUT COOKIE BOOTHS

*Cookie Booths give girls a way to climb to their goals! A booth is not just a “booth”, it’s the troops storefront for their business!*



## What’s New:

	Min Girls	Max Girls	Min Adults	Max Adults
Daisy	1	5	1	5
Brownie	1	5	1	5
Junior	1	5	1	5
Cadette	1	5	1	5
Senior	1	5	1	5
Ambassador	1	5	1	5

**Best Practices for safety at a booth are two girls and two adults.** It makes it more fun, allows for small breaks and draws more attention. However, unpreventable things happen causing scheduled girls to cancel at last minute. In effort to help troops to be able to work all scheduled booths, only one girl will be required at a booth, no matter what level. However, there are additional guidelines in place to make booths as safe as possible:

- A registered, background-checked adult must be present at every booth to handle money and cookies. No tag-a-longs or other non-Girl Scouts allowed at a booth.
- **Follow proper girl-adult ratio:** If your booth has one girl and one adult, the adult must be related to the girl, and must be registered and background checked.
- If an unrelated adult is working the booth with a Girl Scout, there must be two, unrelated adults present, with at least one of them being registered and background checked.

## Hot Spot Locations: Do Not Contact

Your help is appreciated in securing additional cookie booths, but please do not contact Hot Spot locations unless you are working with the CPM for the Booth Incentive Program. A list of Hot Spot locations will be available on our website at [girlscouts-gateway.org](http://girlscouts-gateway.org) in the cookies+ section. Please reference that list and check with your CPM before contacting any businesses to set up troop booths.

## Hot Spot Booths

These booth opportunities are set up by GSGC Product Program Staff and volunteer team. They are located at high-traffic businesses, like grocery stores that GSGC has a partnership with.

### Reserving a Hot Spot booth:

- In eBudde, click the blue + next to the town where you would like to have a cookie booth, then click the blue + next to your preferred location.
- Click on the date that you would like, then select the time you would like to reserve. This time is the beginning time for your booth.
- Click “Submit.”

### Canceling a Hot Spot booth:

- If you are unable to use a booth time slot you have reserved, log in and click the slot again, then click “Submit.”

**Always cancel booths if the troop is unable to attend, even if the start time has already passed. This will prevent the booth from showing in Cookie Finder for customers.**

### Booth Requirements:

- A Girl Scout must be present and wearing Girl Scout attire
- Visible troop number, display of cookie prices
- Gift of Caring promoted
- Do not block ATMs or entrances/exits
- Set up and breakdown should occur no more than 5 minutes before start or end of a booth

## Troop Booths

Booths that are organized by a troop or parent of a Girl Scout utilizing their business contacts. These booths are not allowed at “Hot Spot” locations.

### Reserving a troop booth:

Troop leaders or cookie managers will contact your Community Product Manager prior to reaching out to any location to ensure it is on the list of approved venues. A Troop Booth Agreement (provided by your CPM) must be signed by the business, and the information entered into eBudde under My Booth Sales.

***Note: The booth information will be entered into eBudde, so it's visible for customers in Cookie Finder, but it is not available for other troops to reserve – it's all yours!***

## Pop-Up Booths

- Set up a booth in non-retail, common spaces with heavy foot traffic like food truck courts, festivals, or community sporting events
- Troop Leaders or Troop Product Managers are responsible for getting permission from the manager of the space where they will be setting up their pop-up booth.
- If your troop decides to do a pop-up booth, be respectful and share the space with other Girl Scouts. All safety guidelines must be followed.

### Drive-through booths:

- Contact the business and ask if your troop can hold the drive-through in their parking lot.
- Be safe! We recommend placing orange cones to control traffic and the girls' wearing neon or reflective vests, so they are visible.

### Virtual Booths:

- Go live on social media with a cookie booth! Share fun facts about the cookies, recipes and more.
- Set a date for a drive-through pick up for the orders.
- Take all payments on your digital cookie page.
- For teens, social media is a great way to spread the word about their cookie businesses.
- Parents and guardians should do the posting on social media if the girl is under age 13, but the girls should have a hands-on role in marketing their cookie business.

# TOOLS FOR VOLUNTEERS

*Your busy life picks up speed during Girl Scout Cookie Season. With eBudde™ by your side, though, you'll stay one step ahead all season long. A must-have for Girl Scout Cookie™ volunteers, eBudde offers calendar reminders, reports, training and much more — on your desktop or mobile device.*



Here are some quick action steps to get you started on



- Download the eBudde App wherever you typically download apps.
- After your Community Product Manager grants you access, look for a welcome email with a link and login information.
- Set up your troop — in this step, you'll enter your troop's package goal and edit your troop's rewards settings.
- Explore the dashboard on both the desktop and app versions, where you'll find messages and links to tools and resources you'll need throughout the season.

## GIRL SCOUTS® COOKIE VIP E-TRAINING



Watch helpful videos about all aspects of the Girl Scout Cookie Program® whenever and wherever you are.

### Where you'll find it:

- Accessible via the eBudde App
- Little Brownie Bakers on YouTube at [youtube.com/user/LittleBrownieBakers](https://youtube.com/user/LittleBrownieBakers)

*Note: Resources were created before the outbreak of COVID-19 in the U.S. and have not been updated for the 2021-2022 Girl Scout Cookie Season.*

## GIRL SCOUTS® BUILT BY ME COOKIE PLANNER

Create a custom plan for the cookie season — online, in just minutes! Choose from a menu of options that fit your group's interests and schedules. It's as simple as taking a short survey.

### Where you'll find it:

[LittleBrownie.com/volunteers](https://LittleBrownie.com/volunteers)

### New for the 2021-22 season:

Updated for enhanced integration with Digital Cookie®, eBudde now offers volunteers and families even better visibility into important information about cookie orders.

### Cookie Cupboard pick-up options:

With a little help from eBudde, you can quickly pick up your order at a local Cookie Cupboard. Gateway Council Cupboards are contactless pickups. Make sure to have the eBudde Mobile app loaded on your phone before picking up cookies. Look for quick video trainings in the eBudde Help Center or on the Little Brownie Bakers® YouTube channel.

### Where you'll learn more:

[LittleBrownie.com/volunteers](https://LittleBrownie.com/volunteers)



# INVENTORY MANAGEMENT

## Distribution checklist

- Notify parents of the date, time, and location they can pick up cookies.
- Sort all cookies before anyone picks up their orders. This will help you identify any potential problems before anyone picks up.
- Provide each girl with a money envelope that shows their balance and the due date.
- Collect money for the cookies within two weeks of pick up.

## Cookie Receipts

- Prepare receipts for each girl. When parents pick up, have them count and verify their order. Complete a receipt for every cookie transaction.
- Remember, parents are responsible for all cookies they sign out. Write a receipt each and every time cookies or money changes hands.
- Keep receipts in a safe place with the Product Participation forms.



## Allocating Cookies

It is very important to allocate cookies in eBudde in real time as cookies are picked up. This helps you and the parents keep track of the cookies that a Girl Scout has in her possession.

**New this Season:** Cookies that are allocated and payments that are credited on the girl orders tab in eBudde will be visible to the parent on Digital Cookie. This will help to assist the parent with keeping track of their inventory and makes it even more important to allocate cookies and payments as they happen.

**Booth Cookies:** Cookies sold at booths are already paid for by the customers and the money is turned in to the troop right after the booth. To keep the accounting correct, enter each girl's cookies under the Booth column and enter the amount paid so the balance due by the girl is \$0. You will tab over to the Paid column and enter the dollar amount for the cookies allocated to her, so the balance is \$0

**Gift of Caring:** Packages purchased for Gift of Caring at booths or with additional orders should be allocated properly under the VGOC Column.

- If these packages were purchased at a booth sale, tab over to the paid column and enter the dollar amount to keep the girl's balance correct in eBudde.
- Girls must have cookies allocated in the VGOC column to count toward the Gift of Caring Rewards.

**Digital Cookies:** Packages ordered prior to initial order are automatically transferred to the girl orders tab. Packages ordered after initial order must be allocated by the Troop Product Manager on the girl order tab. Payments will transfer over automatically. *(Please see page 14 for more detailed information.)*

## Accuracy Matters!

Be sure to correctly allocate all packages of cookies before placing your troop's final reward order. GSGC will not be able to assist in collecting parent debt for Girl Scouts that do not have the correct number of cookies allocated to them.

## Gift of Caring

This year's Gift of Caring partner is Soldier's Angels, an organization that provides aid and comfort to members of the Army, Marines, Navy, Air Force, and Coast Guard, their families, and a growing veteran population.

### How it Works:

- Girls may take orders in-person for Gift of Caring using their order card.
- Customers may donate cookies to Gift of Caring through girls' Digital Cookie sites and will not pay shipping fees on donated cookies.
- Girls receive credit toward rewards for every Gift of Caring box donated.
- Have the girls turn in money as they take orders for Gift of Caring.

**Make sure to allocate the cookies in eBudde under VGOC so the girls qualify for great rewards!**



GOC patch:  
25 packages



Koala Bracelet:  
50 packages



2022-2023 Girl Membership- 125 packages

**Troop reward** – Two 2022-2023 adult memberships – 500 packages



## Initial Order Rewards

Place an initial order of **at least 65%** of your troop's total sales last year to qualify for these rewards!

- Goal Getter patch – 1 per girl
- Bandana – 1 per girl + 2 additional for adult volunteers

Place an initial order of **at least 75%** of your troop's total sales last year to qualify for the rewards above, plus:

- Samoas Bracelet – 1 per girl
- Climb with Courage T-shirt – 2 for adult volunteers

# SAFETY GUIDELINES

*An essential part of your action plan for a successful Girl Scout Cookie Season is reviewing safety guidelines with troop members and their parents or guardians. Girl Scouts of the USA offers resources on [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders).*

## GIRL SCOUTS OF THE USA RESOURCES

- Digital Marketing Tips for Cookie Entrepreneurs and Families
- Supplemental Safety Tips for Online Marketing
- Practical Tips for Parents
- Safety Tips for Girl Scout Cookie™ Entrepreneurs
- Safety Tips for Product Sales
- Volunteer Essentials and Safety Activity Checkpoints

### Find safety resources and more at:

- [girlscoutcookies.org/digitalmarketing](https://girlscoutcookies.org/digitalmarketing)
- [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)
- [girlscouts.org](https://girlscouts.org)
- [girlscouts-gateway.org/cookies](https://girlscouts-gateway.org/cookies)



## RESOURCES AT A GLANCE

### Troop leader resources

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

### Cookie badges

[girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges)

### Cookie Entrepreneur Family pin

[girlscoutcookies.org/entrepreneurfamily](https://girlscoutcookies.org/entrepreneurfamily)

### Cookie history, FAQs and nutrition information

[LittleBrownie.com](https://LittleBrownie.com)

### Cookie Program Family Meeting Guides

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

### Digital Cookie®

[girlscouts.org/digitalcookie](https://girlscouts.org/digitalcookie)

### Digital Marketing Tips for Cookie Entrepreneurs

[girlscoutcookies.org/digitalmarketingtips](https://girlscoutcookies.org/digitalmarketingtips)

### eBudde™ App

[LittleBrownie.com/volunteers](https://LittleBrownie.com/volunteers)

wherever you download apps

### Girl Scouts® Built by Me Planner

[LittleBrownie.com/volunteers](https://LittleBrownie.com/volunteers)

### Goal-setting activities & tips

[girlscouts.org](https://girlscouts.org)

[LittleBrownie.com](https://LittleBrownie.com)

### In-Person Cookie Sales Guide & other resources

[LittleBrownie.com/volunteers](https://LittleBrownie.com/volunteers)

### Safety resources

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

### Social media tools and graphics [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

[LittleBrownie.com/social-resources](https://LittleBrownie.com/social-resources)

### Girl Scouts® Cookie VIP eTraining

[Vipetraining.littlebrownie.com](https://Vipetraining.littlebrownie.com)

### Virtual Cookie Booth Guide

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

### Virtual cookie sales tools

[LittleBrownie.com/volunteers](https://LittleBrownie.com/volunteers)

### Volunteer Essentials

[girlscouts-gateway.org/en/for-volunteers/VolunteerEssentials](https://girlscouts-gateway.org/en/for-volunteers/VolunteerEssentials)

### Cookie Family Connection Guide

[girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders)

### Little Brownie Bakers® Family Guide

[LittleBrownie.com/families](https://LittleBrownie.com/families)

**Share the Digital Marketing Tips brochure with cookie entrepreneurs and their families. Find it at [girlscoutcookies.org/digitalmarketingtips](https://girlscoutcookies.org/digitalmarketingtips).**

# VOLUNTEER ACTION PLAN & NOTES

The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support girls as they climb with courage, while having lots of fun!

## Key Dates:

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## Contacts:

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## Key Actions:

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## Notes:

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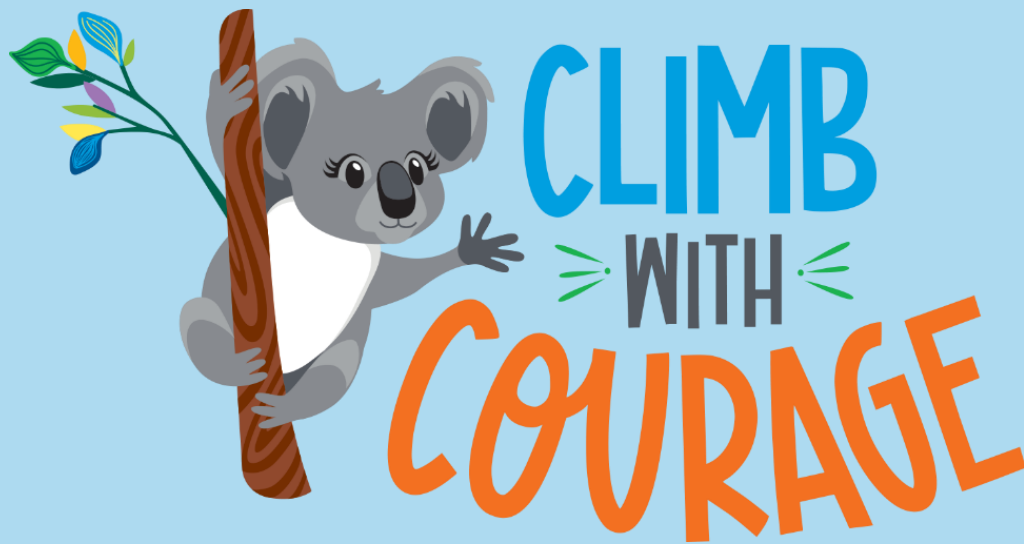
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