



2024 Girl Scout Cookie Program[®]

Troop Cookie Manager Manual



NEW!

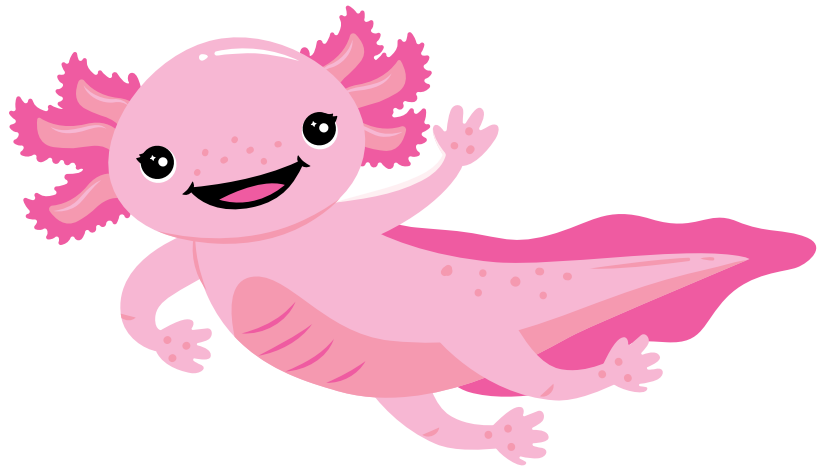


**Redesigned
LittleBrownie.com**
Check out cookie
resources on the baker's
new website





OWN YOUR magic



Whether they're a social butterfly, creative thinker or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

The information in this guide was crafted to help you empower each and every Girl Scout — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started. So go ahead, own your magic!



Three cheers for our volunteers!

It's a fact: Cookie season couldn't happen without the hard work of our volunteers. Thank you for serving as a troop cookie manager! In this guide, you'll find tips, tricks and resources you can use to make this season the best one yet.



The Girl Scout Promise

On my honor, I will try:

To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,

And to

respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

Girl Scout Cookie Program

Key Dates At-a-Glance

Jan. 1 | TCMs gain access to DOC

Jan. 7 | Parents/caregivers gain access to DOC

Jan. 11 | Digital Cookie/DOC opens for girl delivery, shipped, and donated orders

Jan. 16 | Troop Initial Order (IO) and Delivery Day site selection deadline

Jan. 24-Feb. 1 | Cookie delivery to rural sites

Jan. 25-Jan. 31 | Booth Selections

Feb. 3 | Main Cookie Delivery Day

Feb. 4 | *Cookie Program Begins!*


Feb. 4 | My Sales Booths and Council Booths Begin

Feb. 8 | Cookie Cupboards start to open

Mar. 10 | Cookie Program Ends

Mar. 15 | Money Problem Reports deadline

Mar. 21 | ACH Debit, Final Payment deadline



92% of girls
believe they are
smart enough to
become an
entrepreneur*

Girl Scouts of Colorado
Customer Care: (877) 404-5708

inquiry@gscolorado.org

www.girlscoutsofcolorado.org/

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Resources at a glance



Found at girlscouts.org/cookieresources

- About Girl Scout Cookies®
- Troop Leader Resources
- Cookie Business Badges Cookie
- Entrepreneur Family Pin
- Digital Cookie®

Girl Scouts' safety guidelines

One of the most essential steps you can take to have a magical season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

For more information visit: girlscouts.org/cookieresources

COOKIE CHATS!

Every Wednesday at noon
Nov. 29 - March 6

Join the Product Program Specialist team for open discussions on different topics each week.

No need to register! Find the link to join the chats on the Cookie Resources page.



Found at LittleBrownie.com

- Digital Marketing Basics
- FAQs and Nutrition Information
- Girl Scouts® Cookie Captains and Cookie Rookies
- Social Media Tools and Graphics
- Own Your Magic Resources
- Resources for Girl Scouts to Grow Their Cookie Businesses
- Cookie History

Need Inspiration?

Find us on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.

Follow us on social for shareable cookie content!



Found on the **GSCO Cookie Resources Page:**

- Guides
- "How to" videos
- Tip sheets
- Permission forms
- Booth resources



TCM Role and Responsibilities

Thank you for being a troop cookie manager (TCM) for the 2023-2024 membership year!

Below is an outline of key responsibilities. To review a complete description of the TCM role and responsibilities, go to the GSCO website, Cookies Resources page to download a copy.

TCMs also receive a copy of the position description when they complete the TCM agreement. The full volunteer job description is included in the body of their approval email.

Position Summary: Troop cookie managers work directly with girls, families, and troop volunteers to provide Cookie Program information, training, materials, guidance, and support. This role coaches Girl Scouts to understand, learn, and master the 5 Skills: Goal setting, Decision-making, Money Management, People Skills, and Business Ethics.

Support and Training: As a troop cookie manager, you will receive support from other troop volunteers, your service unit cookie manager SUCM, and the product program team. You must attend required cookie training and you will have access to additional learning opportunities ahead of and during the program, as well as guides, tip sheets, and other resources to reference.

TCM Responsibilities

- Attend required TCM training, utilize program guides and resources, and take advantage of supplemental online trainings throughout the program.
- Train the girls in your troop and their families on the Cookie Program (including safety tips, policies and procedures, Digital Cookie/DOC, cookie inventory management, important dates, etc.)
- Troop Cookie Managers (TCMs) are financially responsible for all cookies received and retained in troop cookie inventory. When TCMs collect the required Cookie Program permission form from parents/caregivers and cookies, financial responsibility for cookies distributed to Girl Scouts is transferred to parents/caregivers.
 - *Do not distribute cookies to parents/caregivers until they fill out, sign, and turn in a permission form.*
 - Receipts must be completed and signed by both TCM and parent/caregiver when cookies are distributed. *A receipt is needed for every distribution of cookies and payment for cookies! Keep all receipts!*
 - Read all financial responsibilities outlined in more detail below.
- Adhere to all deadlines and submit all required paperwork.
- Submit an initial order (IO) for your troop.
- Make sure that your delivery day ticket/receipt accurately reflects the quantity and variety of initial order (IO) cookies picked up. There are no returns on cookies.
- Arrange for timely and secure pick-up/distribution of cookies to/from families and cookie cupboards.
 - **Inform parents/caregivers that only TCM coordinates troop-to-troop transfers, and only parents/caregivers designated by TCM are allowed to do cupboard pickups.**
- Organize booth sales, following all guidelines.
- Keep accurate records and receipts for each cookie transaction in eBudde. Allocate cookies to girls and keep other inventory records in eBudde updated throughout the program.

TCM Role and Responsibilities

- Coach girls/families on best customer service practices, including booth etiquette and Digital Cookie girl delivery.
- Complete closeout process, submit girl rewards order and check-in with service unit cookie manager at end of program.
- Arrange for pick-up of earned rewards and promptly distribute to the girls.
- Accept and respond to communications (incl. calls and emails) from GSCO staff, volunteers and Girl Scout families. Important information and updates are communicated throughout the program. *Volunteers may not "opt-out" of GSCO/eBudde emails.*
- Communicate important information to council, other volunteers, and Girl Scout families in a timely way.
- Ensure that all verbal or written communications (including telephone conversations, emails, texts, and electronic and social media) do not contain profanity or condescending remarks.
- Refrain from inappropriate displays of anger, aggression, or berating of individuals.
- Volunteers may not use any information received for personal or monetary gain.
- Volunteers will notify GSCO if they have a potential conflict of interest or if they believe anyone else is facing a potential conflict of interest.

Volunteers may be asked to do or support other duties or activities that meet the goals and/or objectives of the service unit and/or GSCO.

Financial Responsibilities

- *There are no returns on cookies.*
- TCMs are financially responsible for all cookies the troop receives and retains in troop cookie inventory until it is distributed to Girl Scout families.
 - The signed permission form is required and serves as an agreement that parents/caregivers are financially responsible for the order money collected, for turning that money in to TCM/troop, and for all cookies that are distributed to them/their Girl Scout(s).
 - Collect the required Cookie Program participation permission form from parents/caregivers (online forms or paper forms) at the START of the program!
 - *Do not distribute cookies to parents/caregivers until they fill out, sign, and turn in a permission form.*
- **Receipts must be completed and signed by both TCM and parent/caregiver when cookies are distributed. Keep all receipts!**
- Juliette caregivers (acting as TCMs) are financially responsible for all cookie inventory received.
- TCMs must collect, record in eBudde, and write receipt for all money from booth sales and family sales.
- Ensure that the money accurately corresponds to the number of cookies issued.
- Ensure that all cash and checks are deposited into troop account on at least a weekly basis.
- Juliette caregivers should deposit cookie money into the Bank of Oklahoma (GSCO bank account) and/or follow other required money handling guidelines outlined in Juliette deposit instructions in guide and posted to the [cookie resources page](#).
- TCMs/Juliette caregivers must report any unpaid cookie bills by submitting a Money Problem Report with receipts and/or other documentation, on or before the deadline (March 15, 2024, 8 p.m.)
- TCMs/Juliette caregivers must submit a Money Problem Report if the troop or Juliette caregiver, will not/does not have enough money to pay GSCO the amount due as stated on eBudde Sales Report. This must be submitted no later than March 15, 2024, 8 p.m.

Cookie Program Prep

GET READY! - November, December, January

- Ensure all information is current with your troop bank account and all signers on the account are updated. All bank account signers must also complete a BAASA form.
- Submit ACH authorization form for the 2023-2024 membership year (ACH forms are submitted annually) and TCM agreement. *Make sure both bank account signers are renewed too!*
 - Once ACH form and TCM agreement are approved, TCMs will receive eBudde login information from Girl Scouts of Colorado.
- Log in to eBudde to verify/edit information. Check the troop roster (in eBudde and myGS) *before* mid-December to ensure all girls in your troop have a current membership.
- Deadline to transfer girls between troops is Dec.13, 2023. No girls can be transferred between troops after the deadline.
- Take required volunteer training offered in December or January and review the TCM Guide.
- Receive materials from your service unit cookie manager (SUCM).
- Meet with troop leadership team and schedule a date and time for troop training AND plan the Cookie Program schedule. Have a family meeting in December or January.
- Collaborate with the troop leadership team in coaching girls to discuss their goals and what they want to do with their cookie proceeds.
- Plan and confirm with troop leader the number of packages to be ordered on the Initial Order (IO). Use the IO calculator on the GSCO cookie resources page as a planning tool!

TCM TIP: Discuss the benefits of attending a Cookie Rally (or helping to host one!)

- Girl Scouts who participate in cookie rallies consistently reach higher goals. At rallies, girls get excited about the upcoming cookie season, sample cookies, participate in activities, and practice business skills.
- Rallies are hosted around the state. Troops might organize and host a rally in collaboration with the service unit.
- Check in with your service unit about rally events in your area, and also look for rallies on the events calendar on the Girl Scouts of Colorado website for details.
- To help with planning, Little Brownie Baker's (LBB's) rally guide has themed activities for service unit or troop rallies! Find the guide on the GSCO Cookie Resources page!



Troop Training Checklist

Communicating with girls and their families is important and having a troop/family meeting is key. GSCO recommends having a family meeting before the start of the program and after the program ends, sharing important updates throughout the program. If extra support is needed for training, contact your SUCM.



- **Every participating Girl Scout must turn in a signed caregiver/parent Cookie Program permission form before they are given cookie inventory and start selling.** The printable form is in this TCM guide. Tear out and make copies to share. Or, share the link to the digital form with parents/caregivers.
- Go over the permission form with the families to ensure they understand their financial responsibility.
- **Explain the purpose of the program (i.e., the 5 Skills) and hand out program materials to girls.**
- Explain the best method for parents/caregivers to communicate with you.
- **Go over all the cookie due dates, including GSCO deadlines and troop deadlines.**
- Explain the Initial Order (IO) that the troop will be submitting and discuss how it will be calculated.
- Explain the process for cookie distribution day.
- Explain that a complete and signed receipt is needed for every cookie and money transaction.
- Explain how often and when girls can get more cookies and the process to get them.
- Explain under what circumstances/time frames the girls can return and/or exchange cookies *within the troop*. **No cookie returns are accepted by GSCO.**
- **Explain the troop's money handling policy. This should include:**
 - How often cookie money must be turned in;
 - How much inventory each girl will be allowed to have before she must turn in money;
 - The troop's policy about accepting checks and large bills, (GSCO recommends not accepting checks or \$50 or \$100 bills.)
 - When final payments for cookie inventory/sales are due – need before the ACH debit.
 - The steps the troop is required to take when money is not turned in.
- **Review safety guidelines.**
- **Explain booth policies and best practices, at storefront booths, drive-thru booths, or virtual "booths," and share the GSCO booth guide.**
- Parents/caregivers need to understand the booth policies and procedures to ensure they know what is expected of them.
- Parents/caregivers do not inherently know how to manage a booth, so train them by modeling a perfect booth during the troop training.
- Explain how rewards are earned by the girls and get the girls' sizes and other reward choices.
- **Discuss how the troop should celebrate its successful cookie season and talk about what the girls would like to do with the troop proceeds that they earn!**

Ways to Participate

Digital Cookie | Jan. 11 - March 10

On this online selling platform, girls can personalize their Digital Cookie site and send emails to invite friends and family to buy cookies with the option of choosing either in-person delivery or direct shipment to their home, or, they can opt to purchase cookies to donate to Gift of Caring.

Door-to-Door | Jan. 11- March 10

Girl Scouts can start by asking friends and family to place orders for cookies, and go door-to-door in their neighborhood. They can use the order card to track the quantity and variety of cookies sold, and the money collected, and deliver cookies to customers once they have cookies in hand - for orders taken prior to Feb. 4. If a customer isn't home when a Girl Scout knocks, leave a door hanger or a Digital Cookie business card with the link to the Girl Scout's online store - customers can then place a cookie order at their convenience! Respect no solicitation signs and don't leave anything in a mailbox.

Girls can also use the Digital Cookie app, along with or instead of the order card, to go door-to-door, make sales, collect credit card payments, and give the customer their cookies.

In-Person Booths | Feb. 4 - March 10

Girl Scouts can build on the momentum of their initial orders by getting creative with a booth event. They can set up shop as a family (My Sale booths) or as a troop in front of retail stores or other community spaces. Girls will enjoy working towards their goals together.

Drive-Thru Booths | Feb. 4 - March 10

Ask local businesses, schools, or places of worship if you can have permission to host a drive-thru booth in their parking lot during off hours!

Virtual Cookie Booths | Feb. 4 - March 11

Girls can host virtual Girl Scout Cookie Booths on social media! Virtual booths give girls another way to achieve their goals and connect with family, friends and neighbors. Girls can talk about their Girl Scout experience and what their troop plans to do with the proceeds earned. They can also promote helping others in their community, by asking their customers to purchase cookies to donate in support of the troops' Hometown Heroes or to Gift of Caring for military personnel.

Booth Resources for Girl Scout families and new TCMs - find guidance, tips, best practices, cookie boards, goal charts, and signage to share on the [GSCO Cookie Resources page](#).

Girl and adult safety is our priority.

Girl Scouts and adults are expected to adhere to all safety guidelines outlined in the TCM Guide (see page 14) as well GSUSA internet safety guidelines. The same safety information is included in the family guide (see page 10).



Why Participate?

Why Participate in the Girl Scout Cookie Program?

The Girl Scout Cookie Program is the premier entrepreneurial program for girls in the world. What do we mean by entrepreneurial? The definition of an entrepreneur is someone who creates and manages a business. The Cookie Program offers girls the opportunity to do just that as well as learn about and market their product, engage customers, and set and accomplish goals.

Delivering on Our Promise

Girl Scout Cookies and the annual Cookie Program play a crucial role in Girl Scouts of Colorado's ability to:

- Deliver quality programming for girls;
- Train adult volunteers;
- Provide financial assistance for girls' fees for camps, other activities, and events.

Girl Scouts helps girls learn more about themselves and their abilities through skill-building activities and opportunities to try new things, connect with others to create change, and take action by developing projects that make their communities and the world a better place.

The Girl Scout Cookie Program is the core of the Entrepreneurial Pillar that is part of the Girl Scout Leadership Experience along with STEM, outdoor experiences, and life skills. As cookie entrepreneurs, Girl Scouts gain essential skills and work as a team to accomplish common goals and solve problems, while building the confidence they need to shine as girls, as young women, and as future leaders. They have lots of fun along the way too.

Participation in the cookie program is voluntary. Caregiver permission to participate is required. Parents/caregivers **MUST** complete a permission form and turn it into their TCM.

Learning Life Skills

The Girl Scout Cookie Program helps girls learn and practice the life skills embodied in the Promise and Law. During cookie activities, girls are members of a team working toward a common goal, with each girl striving to do her best. So, when Girl Scouts go to friends, family, and door-to-door with this year's best-selling cookies, they're becoming the business leaders of tomorrow!

The Girl Scout Cookie Program helps ensure the future of Girl Scouting. All the proceeds from our cookie program remain in Colorado. The revenue is used to benefit girls, some is used to fund troop activities, and some of it indirectly by subsidizing the cost of providing Girl Scout programs to girls statewide.



The Purpose

The Purpose of the Girl Scout Cookie Program

While girls are meeting customers, they are bound to get asked questions. It's important for adults to be aware of the questions that people may ask and to help the girls be prepared to answer the questions.

“Why do girls participate in the Girl Scout Cookie Program?”

Troop proceeds and individual girl rewards are important but are not the only reason. Girls develop the 5 Skills and confidence as they participate in the Cookie Program:

- Goal setting. Girls learn how to set goals and create a plan to reach them!
- Decision-making. Girls learn to make decisions on their own and as a team!
- Money management. Girls learn to create a budget and handle money!
- People skills. Girls find their voice and build confidence through customer interactions.
- Business ethics. Girls learn to act ethically, both in business and life.

“How much money do the Girl Scouts get?”

This question is frequently asked by customers. The answer is not \$0.81 or \$0.86 per package. The answer is: Girl Scouts get all of it!

- 100% of the Cookie Program proceeds stay in Colorado to provide the Girl Scout Leadership Experience to girls in our communities.
- Cookie money provides financial assistance for membership when needed and opportunity grants for girls to attend GSCO events, camps, and council-wide girl programs, as well as funding for Girl Scout programming, properties, camps, and events.
- The only portion of the \$5 or \$6 cost per package that doesn't stay in Colorado, is what we pay to the bakery to make the cookies.

“What is your troop going to do with the Cookie Program proceeds?”

Girls should decide as a troop how they want to spend the proceeds they earn. Troop proceeds are deposited into the troop bank account and can be used to fund lots of activities girls want to do throughout the year, and proceeds can be used to purchase, badges, or uniforms, save for a troop trip or camp out - whatever girls choose!

“What have you learned in Girl Scouts” or “What do you like about Girl Scouts?”

Girls can tell customers about adventures they've had, friends they've met, skills they've learned, and the ways they've given back to their communities. Each girl's story is her own and each troop's story is its own.

When Girl Scouts share their stories, the community learns the true impact of Girl Scouts!



Inspire cookie entrepreneurs



Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

- 1 Goal Setting**
Girl Scouts learn how to set goals and create a plan to reach them.
How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.
- 2 Decision Making**
Girl Scouts learn to make decisions on their own and as a team.
How you can help: Talk about how they plan to spend the troop's cookie earnings.
- 3 Money Management**
Girl Scouts learn to create a budget and handle money.
How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.
- 4 People Skills**
Girl Scouts find their voices and build confidence through customer interactions.
How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5 Business Ethics**
Girl Scouts learn to act ethically, both in business and life.
How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Cookie business badges

Good for Girl Scouts, good for the planet!

Entrepreneurs can earn official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at [girlscouts.org](https://www.girlscouts.org)!



Did you know?
100% of our rewards packaging is recyclable or reusable!



Safety

Girl Scout Cookie Program Safety Tips

Before participating in the Girl Scout Cookie Program, it is imperative for adults and girls to become familiar with and follow the safety guidelines listed below. This not only ensures girls' safety, but also creates a fun and successful experience for all.

Show you're a Girl Scout. Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.

Buddy up. Always use the buddy system. It's not just safe, it's more fun.

Be streetwise. Become familiar with the areas and neighborhoods where you'll be selling cookies.

Partner with adults. Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling cookies, or delivering cookies. Girls in grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all times during cookie booth sales.

Plan ahead. Be prepared for emergencies, and always have a plan for safeguarding money.

Do not enter any homes or vehicles. Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, except at designated drive-thru cookie booths, or going into alleys.

Sell in the daytime. Sell only during daylight hours, unless accompanied by an adult.

Protect privacy. Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.

Be safe on the road. Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.

Be aware of traffic when unloading products and passengers from vehicles.

Be safe online. Girls must have their parent's or caregiver's permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, to participate in Digital Cookie, girls must read and abide by the Girl Scout Digital Cookie Pledge, and caregivers must read and abide by the Digital Cookie Terms and Conditions for caregivers.

What If?

THEFT, ROBBERY, COUNTERFEIT MONEY, BURGLARY, OR FIRE

GSCO does not take financial responsibility for any of the circumstances of a theft, robbery, burglary, or fire, but we will evaluate each circumstance on a case-by-case basis to provide assistance to a troop.

A few recommendations to assist a troop in recovering the loss:

- The police/fire department must be called, and a report taken within 48 hours of the incident.
- The number of packages and/or money lost must be specified on their report and/or insurance claim.
- A copy of the police/fire report must be submitted with a Money Problem Report no later than 8 p.m., March 15, 2024.
- In some cases, homeowner's or rental insurance will cover the cost.

Customer Complaints

GSCO expects a certain number of product complaints every year that range from a customer not liking the taste of a cookie to finding an empty package in a case of cookies. Some customers call the Little Brownie Bakers Consumer Affairs number, which is listed on the cookie package. Many customers call a GSCO office or return the package directly to the girl or troop. Regardless of the nature of the complaint, if a customer informs a troop that there is something wrong with the cookies they received, please follow the steps below.

- 1) Record the customer's name, contact information, and nature of the problem.
- 2) Ask the customer to save the package of cookies if possible and let them know a Customer Service Representative from Little Brownie Bakers will contact them.
- 3) Call or email a Product Program team member immediately to relay the information.
- 4) Replace the cookies for the customer - any variety- or offer a refund.
- 5) Bring the returned product to a cookie cupboard and exchange for a replacement or to an SUCM for credit in eBudde.
- 6) Please fill out the Cookie Action Report:
https://girlscoutsofcolorado.formstack.com/forms/cookie_action_report

TCM Tip – Difficult questions or situations : If any of the girls and/or adults in your troop have an uncomfortable experience or are asked difficult questions while participating in the Cookie Program, please contact your service unit cookie manager and product program specialist at Girl Scouts of Colorado. *We are here to support you!*

Cookie Program Policies and Procedures

Cookie Program Policies and Procedures

With thousands of Colorado Girl Scouts participating in the Cookie Program, it is essential to have guidelines to ensure every girl has a chance to be successful. GSCO appreciates everyone abiding by the guidelines, incorporating the Girl Scout Promise and Law into the Cookie Program, and sharing them with the families in each troop.

Troops

- What is a troop? A troop consists of two unrelated, registered, and background checked adults as well as a minimum of three unrelated, registered girls.
 - Troops must meet the minimum definition of a troop to earn troop proceeds.
- If a Girl Scout leaves a troop, proceeds earned during the Fall Product and Girl Scout Cookie Program, or any other troop money-earning endeavor, DO NOT follow the girl. Troops earn proceeds. Girl Scouts earn rewards and Cookie Credits.

Online Cookie Sales

- **All online cookie sales must go through Digital Cookie/DOC site. Girl's online storefront URLs may be posted on public and private social media sites (including NextDoor), per GSUSA, except:**
 - Digital Cookie/DOC links should not be posted on resale sites - for example, eBay, Facebook Marketplace, Facebook Swap, etc., as they are high buy and trade retail environments that pose a safety risk to girls.
- **Girls and their caregivers should continue to follow safety guidance outlined in:**
 - Heath guidelines page on the GSCO website for COVID-19 guidelines and updates
 - Girl Scout Internet Safety Pledge
 - Digital Cookie Pledge
 - Supplemental Safety Tips for Online Marketing
 - Girl Scouts' Safety Activity Checkpoints.
- Full name, personal emails or street addresses of girls should never be used. Instead, use an adult's account, or a group account that is managed by an adult.

Cookie Booths

- Girl Scouts of Colorado allows troop leaders and families to determine the best location for My Sales booths. All My Sales sites are subject to approval, and they will not be denied only on the fact they may be located near an adult-oriented business.

No Returns

- **Girl Scouts of Colorado does not allow cookies to be returned. Cookies distributed through the initial order (I.O.) or cupboard belong and are the financial responsibility of the troop. When cookies are distributed to the Girl Scout, allocated in eBudde, and with signed receipt, they become the financial responsibility of the Girl Scouts' caregiver(s).** Reminder: Get signed Cookie Program permission form.

Cookie Program Policies and Procedures

- All booths must meet safety and security guidelines and not conflict with another booth location.
 - Additionally, DO NOT keep the cash box for cookie sales on the booth table.
 - Any form of a troop donation jar is not allowed at cookie booths.
- Girl Scouts of Colorado reminds all participants that when you are selling Girl Scout Cookies you are representing Girl Scouts. Council reserves the right to remove any booth, for any reason, at any time.

In-Person Order Taking

- Girls should NOT leave any items in people's mailboxes. Leave a business card or door hanger at the door instead if that is permitted in area. Be respectful of no soliciting signs.
- *Girl Scouts should be a sister to all other Girl Scouts they encounter when selling cookies!*
- Per established policies by GSUSA, girls cannot sell cookies to a business that plans to resell the product.

Girl Delivery

- Communicate with customer and coordinate time and location of cookie delivery. Also communicate any delays or changes and schedule a new time/date if necessary.
- Remind customers to bring the cookies inside as soon as possible.
- Find a special way to say thank you! Girls can leave a personalized note with the cookie delivery or send a thank you text or email after delivery.
- Adults should accompany Daisies, Brownies, and Juniors on all cookie deliveries and/or at any scheduled customer product pickups. It's recommended that Cadettes, Seniors, and Ambassadors make deliveries with a friend or an adult.

Additional Money Earning

- **No additional money-earning activities may take place from Feb. 4 (Cookie Program start date) to March 21, 2024 (ACH debit date).**
- Girl Scout/troop participation in the Fall Product and Girl Scout Cookie Programs is optional. However, GSCO/GSUSA does ask that troops, groups, and Juliettes not detract during Girl Scout product programs with additional money earning of their own.





2023–2024 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

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt **\$ 5**
 Approximately 15 cookies per 6.3 oz. pkg.
 ⓀD



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$ 5**
 Approximately 12 cookies per 6.2 oz. pkg.
 ⓀD



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$ 5**
 Approximately 38 cookies per 9 oz. pkg.
 ⓀD



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

Oatmeal sandwich cookies with peanut butter filling **\$ 5**
 Approximately 20 cookies per 8 oz. pkg.
 ⓀD



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$ 5**
 Approximately 15 cookies per 7.5 oz. pkg.
 ⓀD



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating **\$ 5**
 Approximately 15 cookies per 6.5 oz. pkg.
 ⓀD



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$ 5**
 Approximately 30 cookies per 9 oz. pkg.
 Ⓚ



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling **\$ 6**
 Approximately 16 cookies per 8.5 oz. pkg.
 ⓀD



Toffee-tastic® • No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits **\$ 6**
 Approximately 14 cookies per 6.7 oz. pkg.
 ⓀD



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ACCEPTED

Girl Rewards

| Level/#Pkgs sold | Items |
|------------------|--|
| 24+ pkgs | "2024" Year Bar |
| 50+ pkgs | Charm Patch |
| 85+ pkgs | Own Your Magic Charm |
| 100+ pkgs | Bar Patch |
| 125+ pkgs | Bandana |
| 160+ pkgs | Lanyard |
| 200+ pkgs | DIY Card Set |
| 240+ pkgs | Axolotl Socks OR 10 Cookie Credits |
| 280+ pkgs | Axolotl Plush OR 15 Cookie Credits |
| 350+ pkgs | T-shirt (Own Your Magic) OR 20 Cookie Credits |
| 400+ pkgs | Axolotl Pillow OR 25 Cookie Credits |
| 450+ pkgs | Journal and Magic Marker OR 30 Cookie Credits |
| 525+ pkgs | Wallet Pouch and Screen Cleaner OR 35 Cookie Credits |
| 625+ pkgs | Build-A-Bear experience OR Ulta experience OR 40 Cookie Credits |
| 750+ pkgs | Spinning Necklace and Collapsible Cup OR Shoe That Grows OR 45 Cookie Credits |
| 1000+ pkgs | Weekender Tote OR 50 Cookie Credits |
| 1250+ pkgs | 10% Camp Discount* and Top Achiever Medallion and choice of Top Achiever Experience OR 75 Cookie Credits |
| 1500+ pkgs | 15% Camp Discount*, Crossbody Bag and Fashion Patches |
| 2000+ pkgs | 20% Camp Discount* and Puffy Blanket |
| 2500+ pkgs | Top Cookie CEO Event OR 200 cookie credits |
| 3000+ pkgs | 350 Cookie Credits |
| 4000+ pkgs | 450 Cookie Credits |
| 5500+ | 50 Cookie Credits for every 500 packages sold beyond 5000 |

| DOC Rewards | Items |
|---------------------------------------|--------------|
| DOC Site setup and complete one order | Techie Charm |

| HTH and GOC Rewards | Items |
|----------------------------|--------------------|
| 20+ HTH pkgs w/ Data Input | Cookie Heart Charm |
| 30+ GOC pkgs | Axolotl Charm |

| Graduating High School Senior Reward | Item |
|--------------------------------------|---------------------|
| GS Ambassador 500+ pkgs | Lifetime Membership |



All troops will earn \$0.81 per package sold. Troops with a selling girl average of 400+ pkgs will earn \$0.86 per package sold. ***Troops earn proceeds. Girl Scouts earn rewards and Cookie Credits.***

All rewards are cumulative.

* The highest percentage camp discount earned during the Fall Product and Girl Scout Cookie program will be applied to cost of camps with GSCO-run camp registration through CampInTouch, not volunteer run camps.

GSCO reserves the right to substitute items for a different item of equal value with or without notice.

Cookie Credits

Cookie Credits

Cookie Credits are rewards earned as part of the Girl Scout Cookie Program and Fall Product Program. They are issued on a card, similar to a gift card, and are mailed directly to the girl or held at council for camp, if that option is requested during the reward selection process of the program.)

Girls can use the Cookie Credit reimbursement form to get reimbursed for their Girl Scout membership fee. Complete the form on the GSCO website. See information below.

- GSCO sponsored or hosted event or activity
- GSCO troop or service unit trip, event, or activity with a per girl fee
- Highest Awards project materials and/or other project related expenses
- GSCO shop purchases. Purchases must be made in-store or over the phone. You cannot use Cookie Credits for online store purchases.
- Any GSCO summer camp that uses registration in CampInTouch (overnight, day, and troop camps)

Cookie Credit reimbursement form:

Troops and girls can be reimbursed for these activities using the Cookie Credit Reimbursement Form:: www.girlscoutsofcolorado.org/cookie-credit-reimbursement

- Requests for reimbursements for a girl membership fee, GSCO event fee, travel, Highest Award project expense, or GSCO day camp or summer camp should be submitted within 90 days and/or within the same membership year.

Also note:

- Cookie Credits may not be used to pay for or renew adult memberships, pay fees to outside vendors, or purchase items not in the GSCO Retail Shop.
- They also cannot be used to pay for fees or travel expenses for children without a GSCO membership or for adults with or without memberships.
- Cookie Credits do not have a cash value.
- Cookie Credits expire 10 years from date of issue.

For questions about what Cookie Credits can be used for or the Cookie Credit Reimbursement Form, please contact: financial.followup@gscolorado.org



Additional Rewards

Troop Proceeds

Troops can earn \$0.81 per package for every package sold by the troop. In addition, troops have the opportunity to earn an additional \$0.05 per package, raising proceeds to \$0.86 per package, if the troop per girl selling average is 400+ packages.

Troop Super Seller Reward

Troops with a selling girl average of 450+ packages will receive a Super Seller Patch for each selling girl, plus \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults. Troops with a selling girl average of 650+ packages will receive \$25 in additional proceeds to fund a troop activity for every selling girl and two registered adults.

Girl Scout - S'mores Club Rewards

Girl Scouts who meet all the following criteria will earn the S'mores Club patch and a pair of custom Converse shoes:

Create your avatar in M2; sell 30+ items during the 2023 Fall Product Program;
Participate in the 2024 Cookie Program and sell 500+ packages of cookies.

Troop - S'mores Club Rewards

Troops that meet all the criteria below will earn an additional two cents (\$.02) in troop proceeds for each package of cookies sold during the 2024 Cookie Program:

Troop sells \$1000+ in combined sales during the 2023 Fall Product Program and troop has 500+ packages per selling girl average during the 2024 Cookie Program.

Product Program Troop Reward

Troops that participate in the Fall Product Program and meet all the criteria below, will earn one early cookie booth pick for the 2024 Girl Scout Cookie Program!

Criteria:

TFPM takes training, sends the Parent/Adult Email Campaign (log-in email) through M2 to all caregivers, communicates reminders and deadlines with caregivers and girls, and fulfills all other TFPM responsibilities.

AND

Troop sells 40 or more items during the Fall Product Program.

Girl Scout Ambassador Reward

Girl Scout Ambassadors who sell 500+ packages of cookies this cookie season, and are graduating from high school in 2024, can earn a Girl Scout lifetime membership!

Top Achiever Experience

Each girl who sells 1,250 packages is a Top Achiever and will receive two tickets (one adult and one youth) to **one** of the following locations: Renaissance Festival, Water World, Elitch Gardens, Cheyenne Mountain Zoo, or Glenwood Caverns.

Top 2,500+ Cookie CEO Event

Each girl who sells 2,500 packages is a Cookie CEO and will be invited to a celebration event with one adult guest in the summer of 2024.

Philanthropic Opportunities

Philanthropic Opportunities

Service is at the core of the Girl Scout experience. There are several ways that Girl Scouts can serve their community through the Cookie Program, including Hometown Heroes, Gift of Caring, and Shoe that Grows.

Hometown Heroes

The Hometown Heroes (HTH) Program was created for girls to learn philanthropy and community service through the Girl Scout Cookie Program. Customers who do not want to buy cookies for themselves can purchase HTH packages to give to others while supporting Girl Scouts at the same time.

HTH donations may be tax deductible. Customers should consult their tax advisor.

Troops should not take possession of HTH cookies until the end of the program. These cookies should not be part of their cookie inventory during the program.

Follow these easy steps to participate in the Hometown Hero program:

- Girls/troops choose a group/organization to receive donated cookies. Recipients can be heroes in the community such as nonprofit organizations, shelters, firefighters, local military groups, blood banks, or food banks. Contact the selected organizations to get their approval prior to collecting cookie donations.
- Tell customers they can buy cookies to be donated to this group/organization.
- Enter all HTH cookie orders in the HTH column in eBudde under each girl who sold them and record the money collected for these packages in the same line.
- At the end of the program, use unsold packages of cookies in your troop inventory to fill the HTH order. Additional HTH cookies may be picked up from a local cupboard to complete the order.
- All arrangements for selection, delivery, and shipment of HTH cookies are the troop's responsibility.
- Last day to deliver HTH cookies is June 30.



Philanthropic Opportunities

Gift of Caring

Through Gift of Caring (GOC), customers can purchase virtual packages of cookies which GSCO will deliver to the military, both local and overseas, and nonprofit organizations on behalf of Girl Scouts. Girls collect the money, but do not physically take possession of the cookies.

- Tell customers they can buy cookies from your troop to be donated to the military.
- Enter all GOC cookie orders in the GOC column of eBudde under each girl who sold them and record the money collected for these packages in the same line.
- No need to order from a cupboard to account for these virtual packages. eBudde allows this to be automatically calculated.
- Please check the rewards page in this guide to see the rewards available to each girl who sells GOC cookies.

Shoe That Grows

Girl Scouts can choose to donate shoes through Because International, to fund the cost of needed children's shoes, in place of a reward item based on the structure of our rewards. GSCO will submit a single donation, on behalf of all girls who choose this reward.



In 2023, Girl Scouts donated 148 pairs of shoes!



- Once Because International receives the donation, they will work with their staff to identify a school or orphanage in Kenya where children would benefit from receiving the shoes and the shoes will be delivered.
- After the shoes are delivered, they'll be able to share details with GSCO, which we will in turn share with girls and caregivers - including any photos, testimonials, or messages of thanks from the children who received the shoes.





A must-have for Girl Scout Cookie™ volunteers

The eBudde cookie management system offers calendar reminders, reports, training and much more — on either your desktop or mobile device. It's also where sales are recorded so Girl Scouts get full credit for their hard-earned rewards.

Quick tips to get you started:

- Download the eBudde app from App Store or Google Play
- Once you've been added to the system, you will receive an email with a link and login information from do_not_reply@littlebrowniebakers.com
- Set up your troop — review your roster, enter your troop's package goal and individual goals
- Explore the dashboard on both the desktop and app versions, where you'll find messages, links to tools and resources you'll need throughout the season
- Visit the eBudde Help Center for any questions related to tech and training




Visual learner?

There's a video for that on the Little Brownie Bakers® YouTube channel! Check out this playlist for step-by-step eBudde training videos.



TCM Tip: Watch the the most current videos on the LBB YouTube channel and also log into eBudde and use the Tabs Chart on the next page to do a self-guided orientation of the eBudde platform.

| | |
|--|---|
|  <p>Dashboard</p> | <p>This is each troop's default screen. Here you will see important messages from GSCO and/or your service unit, as well as quick links tools and resources you'll need throughout the season.</p> <p>You will also find:</p> <ul style="list-style-type: none"> • A calendar with important dates • A brief checklist of tasks to get you through the program • Your troop's upcoming Cookie Booths • Your service unit cookie managers (SUCM) contact information |
| <p>Contacts</p> | <p>Allows you to edit your contact information. This includes name address and phone number. This DOES NOT include changing the email address.</p> |
| <p>Settings</p> | <p>This is where you can see your banking information and view troop contacts.</p> |
| <p>Girls</p> | <p>The Girls tab allows you to see the names of the girls in your troop, their grade, GSUSA ID, goal and more.</p> |
| <p>Initial Order</p> | <p>The Initial Order tab is used to enter the troop's initial order by girl. Troop IOs are due by 8 p.m., Jan. 16.</p> |
| <p>Delivery</p> | <p>The Delivery tab is where troops will request the pick-up location, date, and time of their initial order. This time is not guaranteed and may change. Print delivery site/pick-up confirmation and bring it with you on delivery day.</p> |
| <p>Girl Orders</p> | <p>This tab will track the total of a girl's sales efforts; initial orders, cookie booth credit, Digital Cookie sales and any other additional cookie orders received. This screen will also allow troops to track girl payments to the troop to provide a clear picture of a girl's individual balance due. Note: Orders received through Digital Cookie will automatically be recorded on this tab for you. Additionally, Digital Cookie orders for "Girl Delivery" will only reflect the payment received through Digital Cookie.</p> |
| <p>Cookie Exchange</p> | <p>The Cookie Exchange allows you to post excess cookie inventory that you are offering to other troops, OR, a place where you can find additional cookies.</p> |
| <p>Booth Sites</p> | <p>Allows you to select council booth sale sites and/or request My Sales booths.</p> |
| <p>Rewards</p> | <p>Troop reward ordering for both initial and final rewards.</p> |
| <p>Reports</p> | <p>The reports tab allows troops to run helpful reports.</p> <ol style="list-style-type: none"> 1. The CUPBOARD report – shows a listing of all open cupboards as well as their location & hours of operation. 2. The DELIVERY STATION report – shows a listing of locations available for your troop to choose from for delivery day (IO Pick-Up). |
| <p>Transactions</p> | <p>List all cookie transactions, initial order, cupboard pickups, Digital Cookie orders as well as troop-to-troop transfers.</p> |
| <p>Sales Report</p> | <p>The sales report reflects all transactions for the troop in the system. It includes the initial order, any additional orders, deposits, troop proceeds, total money to be collected for cookie orders and the balance due to GSCO.</p> |

Initial Cookie Order

Initial Order

An Initial Order (IO) is the cookie order that the TCM places prior to the beginning of the program. Cookies from the Initial Order are distributed to girls in the troop after delivery day pick-up, for girls to use to fulfill Digital Cookie/DOC girl delivery orders, and to have for “in-hand” door-to door sales and at booth sales.

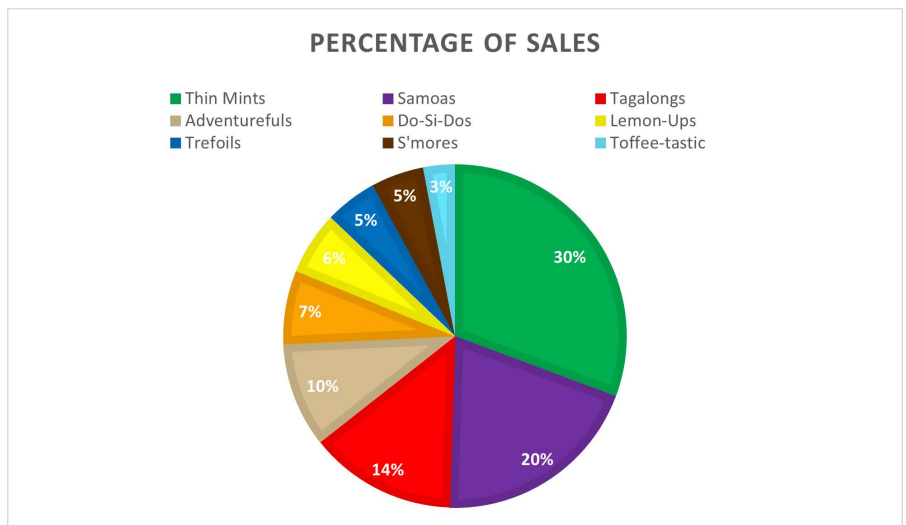
TCMs can place the troop IO as soon as they have access to eBudde, however, it’s best to place the IO after TCMs have taken time to consider multiple factors relevant to their troop, and to also consider what is discussed and decided between the troop leadership team and during the family cookie meeting.

The Troop IO is due in eBudde by 8 p.m., Jan. 16, 2024.

How much to order for the IO?

Things to consider –

- What is each girl’s individual goal?
- What is the troop goal?
- Does the troop wish to earn the IO rewards?
- How many booths does the troop plan to have?
- How close is the nearest cupboard?



Experienced troops should also reference troop sales from previous years and how many packages of cookies were sold through Digital Cookie/DOC ahead of the Cookie Program kick-off.

Initial Cookie Order

IO Calculator

If you are a new troop, or unsure of how much to select of each variety of cookies for your initial order, our website has an IO calculator that recommends how many packages of each variety you should order. This is a recommendation based on 80% of the previous years' PGA for new troops/girls. Scan the QR code and go to the IO calculator on the Cookie Resources page.



TCM Tips and reminders:

- Colorado Girl Scout Cookie customers LOVE their chocolate cookie varieties: Thin Mints, Samoas, Tagalongs, and Adventurefuls!
- **Cupboards will start opening on Thursday, Feb. 8.** You want to be sure you have enough cookies to allocate to girls and to cover booth sales during the first two weeks.
- GSCO makes every effort to keep up with inventory needed during the cookie program.

IMPORTANT: We can only guarantee the quantity of each variety of cookie that you order through the Initial Order. Keep that in mind when deciding on quantities in your initial order.

| IO Reward Criteria | Rewards |
|--|-----------------------------|
| First year troop with an IO of 125+ pkgs per reg girl | Cookie Rookie Patch (girls) |
| First year troop with an IO of 125+ pkgs per reg girl | 1 GSCO Tablecloth (troop) |
| Troops with an IO of 350+ pkgs per reg girl | Frog Charm (girls) |
| Troops with an IO of 350+ pkgs per reg girl | 2 Lanyards (adults) |



Remember! IO Rewards are calculated based on registered girls in troop girls, *not per selling girl*. The deadline to transfer girls between troops or make other roster changes is Dec. 13, 2023.

Girls cannot be transferred between troops after the deadline.

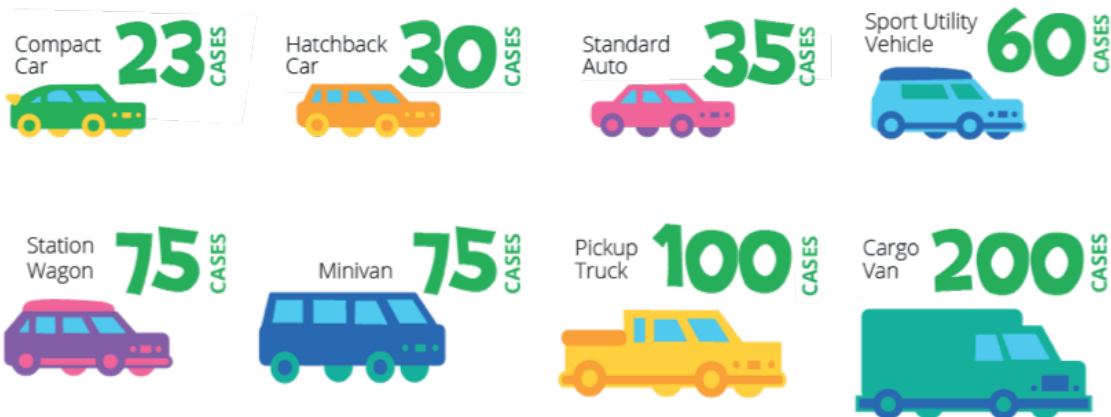
Cookie Delivery Day

Now that the troop IO has been placed and you've selected a delivery time and location, it is time to sit back and relax until cookies are to be picked up.

Remember: The troop ACH authorization MUST be submitted and approved prior to any cookies being picked up!

- Check for updates on GSCO Cookie Program Resources page for the most up-to-date information on Delivery Day.
- Delivery of cookies will begin with the outlying communities and Cookie Cupboards. These distribution sites will receive cookies starting Wednesday, Jan. 24.
- **Main cookie delivery day is on Saturday, Feb. 3, 2024.**

Safety first! Our distribution sites are drive-through, pick-up stations, and delivery agents may use forklifts to move cookies. This is an adult activity. Bring only adults with you to help. No children, no pets. Be sure that your vehicle(s) is emptied and there are no hazardous materials in it (e.g. gas can, paint, etc.)



- The amounts given assume the vehicle will be completely empty (no car seats, pets, children, etc.) except for the driver.
- Make sure there is sufficient room in the vehicle for the cookies to be picked up.
- Cookies must be picked up in one trip, so have additional vehicles ready for pick up if necessary.
- You will not be able to pick up cookies if you do not bring the appropriate number of vehicles.

IOs not picked up as scheduled on delivery day will be returned to the warehouse and those cookies will not be available for pick up until Feb. 6, 2024. The troop will be charged a \$25 transportation and storage fee to their eBudde account. Pickup will need to be coordinated with the warehouse. Contact your SUCM for assistance.

Cookie Delivery Day

Delivery Day Checklist

- Bring troop delivery confirmation (printed from eBudde, Delivery Tab) to pick up cookies.
 - This includes a code that you will text to the phone number listed when you arrive at the cookie delivery site.
- Be on time! If arriving early to pick up cookies, do not block the loading area. Do not pull in until assigned time.
- Wait for all vehicles in your party to arrive. All vehicles must drive through together.
- Be patient and courteous with volunteers at the delivery site. Remember they are all volunteers, too!
- Remain in vehicle at all times. This is for the safety of the driver and all people picking up cookies.

When you get home

- Take the cookies out of the vehicle IMMEDIATELY. Many are chocolate and can melt quickly.
- Double count the cookies to make sure they are all accounted for. If there is a discrepancy, return to delivery site for correction. If the delivery site is already closed, or if there are extenuating circumstances, contact your SUCM immediately. **Any discrepancies must be reported within 24 hours.**
- Fill in due dates and your contact information on the girl order cards and money envelopes.
- Make sure every package of cookies that leaves TCM possession is signed for on a receipt.
- Damaged packages may be exchanged at any cupboard.

What to do if a caregiver doesn't pick-up cookies?

If cookies are not picked up by a caregiver within four days:

- Use the cookies for additional orders from other girls.
- Use the cookies for booths.
- Use the Cookie Exchange tab in eBudde to complete a troop-to-troop transfer.
- Reach out to other troops in your SU, your SUCM will assist you with this.



Cookie Booths

Cookie Booths

A Cookie Booth is a place where Girl Scouts set up a table at a business or other approved public location to sell Girl Scout Cookies.

What is a Council Booth?

GSCO staff coordinates with certain corporations to establish the dates and times they will allow booths at their locations during the Girl Scout Cookie Program.

Council booth locations include but are not limited to: **GNC, Safeway, City Market, King Soopers, Albertsons, Walmart, Dunkin Donuts, JoAnn Fabrics, and Sam's Club** locations in the state of Colorado. These locations are NOT to be contacted by any troop, girl or adult, at any time, for any reason.

Booth selections begin Jan. 25. Some council booths will start as early as Feb. 4. All other council booths will begin starting on Feb. 9.

What is a My Sales Booth?

My Sales booths run from Feb. 4 to March 10. GSCO encourages Girl Scouts to use their creative, entrepreneurial spirit by holding "My Sales" at unique community locations.

How to reserve a My Sales Booth:

- Must receive approval from location/manager
- Caregiver must contact TCM for assistance
- TCM can request a girl/family site in eBudde
- SUCM or PPS approves the site within 48 hours of request.



TCMs: ask SUCMs to honor requests to add/approve My Sales booths to eBudde *after the booth has happened*. Doing so means that the TCM can use the booth recorder to distribute cookie sales to girls.

Releasing Council Booths

- **TCMs/troops should release a booth right away if they know they are not going to be able to work one of their selected booths. The TCM can release the booth from the eBudde dashboard calendar. My Sales booths can be released by contacting your SUCM.**
- Once a Council booth is released, it updates Cookie Finder AND any troop on the waitlist is notified when the booth is available for selection on a first-come basis.
 - **Releasing booths to update Cookie Finder is KEY, as it also helps customers looking for cookies! They are disappointed when they go to a booth location and no Girl Scouts are there selling cookies!**



Cookie Cupboards

TCM Tips: Know your eBudde password when going to pick up cookies from cupboards. You will have to enter password into the eBudde app when picking up. Make sure your cookie helpers who are picking up cupboard orders also know their log-in and password!

Cookie Cupboards:

Cookie Cupboards are locations strategically placed statewide where additional cases of cookies are maintained by an appointed cookie cupboard manager. Troops can obtain additional packages of cookies from a cupboard during the program.

Cupboards across the state will begin opening on Thursday, Feb. 8, 2024. Days and hours of operation for each cupboard may vary due to the type of cupboard and location. Check eBudde for the latest information.

Place all orders to pick up from a cupboard through the Transactions tab in eBudde, 72 hours prior to your intended pick-up time.



General Cupboard Guidelines:

- Damaged packages or cases may be exchanged for non-damaged packages or cases of the same variety. Cookie Cupboards will not accept returns or exchanges for different varieties.
- Any discrepancies in cupboard orders must be reported within 24 hours AFTER pick-up.
- Cookies may be ordered in either packages or cases from a cupboard.
- Cookie pick-ups should be made by TCM or troop leader. If another volunteer is picking up cookies, the TCM must designate that pick-up person in eBudde. The cupboard manager will ask the pick-up person to sign receipt for cookies in eBudde. Caregivers are not allowed to pick up cookies for just their individual girl.
- The TCM will sign a receipt at the cupboard. TCMs will need to keep a copy of the receipt to be put with other cookie receipts and records. All receipts will be electronic.
- Transactions are updated immediately in eBudde when transactions are complete.



Managing Inventory During the Program

Inventory Management

Inventory management is key to a successful cookie program. The Little Brownie Baker eBudde platform is the main tool for TCMs and other volunteers to use to manage the Girl Scout Cookie Program. It can be accessed through a computer or through a mobile app.

TCM Tip: SUCMs have years of experience using eBudde and are happy to help troops navigate the system and to share best practices throughout the program. Reach out to your SUCM with questions and for support!

A few key points to keep in mind:

- The TCM and troop leader should agree on a plan for how cookies will be distributed to the girls/caregivers.
- Review the caregiver/parent permission form and explain expectations. TCMs should have caregiver sign the form and return it, before giving caregivers/girls cookies.
- Experienced TCMs recommend you seek a commitment from the girl and her caregiver for the minimum number of cookies she will sell.
- TCMs are strongly encouraged to NOT give additional cookie inventory to girls/families until payment is received.
- Set deadlines for girls and their families to turn in order money collected. Remind troop about the deadlines and stick to them! Make the deadlines something easy to remember, e.g. "Money Mondays."
- Remind Girl Scouts and their families that anyone storing cookies must store them in a temperature-controlled, food safe, smoke-free environment.

Receipts

Each troop will be provided with cookie receipt books to be used to track cookie and money transactions *within the troop*. They are carbon copied so that both the TCM and the caregivers can keep a copy. This paper trail is very important and is for the protection of everyone involved. **The signed receipt transfers the financial responsibility from one to the other and must be kept for reference.**

WRITE OUT A RECEIPT FOR EVERY PACKAGE OF COOKIES DISTRIBUTED TO GIRL SCOUTS AND THEIR FAMILIES AND FOR EVERY MONEY TRANSACTION!

- Every receipt should include:
 - Troop number
 - Date
 - Cookie variety
 - Number of packages
 - Signature of adult accepting cookies or money
 - Signature of adult giving cookies or money

Managing Inventory During the Program

Receipts (cont'd)

Both parties should count the cookies and money together. The troops should keep the white copy of receipt and give the yellow copy to the caregiver **Keep copies of ALL receipts, including starting inventory order, cupboard orders, and troop cookie allocations** (or keep electronic records of all transactions).

Remember: There is a no-return policy on cookies, EXCEPT when a package of cookies is damaged. The package may be *exchanged* at any Cookie Cupboard for a non-damaged package of the same cookie variety.

Damaged means:

- Crushed package
- Sealed, but empty package
- Unsealed package
- Missing package in a case of cookies
- Returned by customer for any reason

When more cookies are needed for booths, Girl Delivery, and door-to-door

A few weeks after the start of the program, and before you place a cupboard order for additional cookies, first check in with the girls in your troop and their families - get a status report on how much cookie inventory they have.

- Do they need more cookies?
- Do they have inventory that could be used at an upcoming cookie booth?
- Or do they have they have "extra" cookies that another girl in the troops needs?
- Do they have enough cookies to fulfill their Digital Cookie girl delivery orders?
 - Have they delivered those orders?

Cookie Exchange Tab

Next, consider checking the Cookie Exchange tab in eBudde. It's a great tool for troops looking for more product or who have excess product. It enables troops to list what they have, and for other troops to "pick-up" cookies from a troop with excess inventory first, before taking more cookies from a cupboard. Or vice-versa!

Troop-to-Troop Transfers

To help with troop inventory control, troops can transfer product to another troop via eBudde's Transactions tab. Troops will want to make sure they also have each party sign a receipt. Practice safe handling of product received from a troop. **Note:** Transactions should be entered right away!



Digital Cookie/DOC

DIGITAL COOKIE/DIGITAL ORDER CARD (DOC)

Digital Cookie, or DOC, is an online platform and educational tool that helps girls run and manage their Girl Scout Cookie business and sell cookies to friends and family. There are many benefits to using the DOC, including:

- Girls will be able to learn 21st century entrepreneurship skills and have the opportunity to expand their cookie business.
- It is the perfect solution for selling to out-of-town relatives and friends who want to support a girl, but for whom personal delivery is not an option. These special customers can order cookies from a girl and pay online.
- Digital Cookie also allows individuals to support girls/troops by donating cookies through the Gift of Caring program.

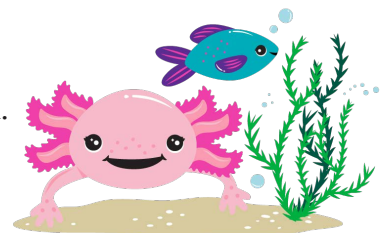
In order for a girl to participate in DOC:

- Council must have her registration data correct and complete. This includes the accurate name, birth date, troop number, grade level, and caregiver email address for each girl.
- Changes may be made by visiting their myGS site.
- If additional assistance is required, or if you have a caregiver or leader who does not receive the DOC link, please click on the “contact us” or “help” link at the bottom of the login page.
- Once the DOC program is activated:
 - Caregivers will receive a message to the email address GSCO has on file.
 - This message will contain instructions on creating a girl’s DOC site and how to begin to receive and accept orders.

Note: All DOC online orders will automatically be imported into eBudde and credited to the girl and funds credited to troop in eBudde. Shipping/handling fees are paid by customer.

Accessing the Digital Cookie as a volunteer:

- Watch for an email that will have Girl Scout Cookie Program as the sender and the “from” email address will be:
[email@email.girlscouts.org](mailto:email@girlscouts.org).
- Click on the green button in the email.
- Create a password and use your email address and password to login.
- Watch the safety video and sign the terms and conditions.
- Check out your troop’s progress on your digital cookie dashboard.



Digital Cookie/DOC

Customers have four options:

- **Donated cookies (DOC DON):** Purchase virtual cookies that will be donated to Gift of Caring.
- **Direct shipped delivery (DOC SHIP):** Purchase cookies that are shipped to customer address as provided.
- **Mobile app, direct delivery (DOC INHAND):** Customer must meet with girl in person to purchase cookies using the digital cookie mobile app. The mobile app allows customers to use a credit card as payment. Cookies come out of girl's on-hand inventory.
- **Girl delivery (DOC DLVR):** Customers can order cookies online and have them delivered by the Girl Scout. Caregivers must confirm Girl Delivery for each order. If a caregiver declines delivery, the customer is given the option of having their order shipped or they can donate the cookies.

TCMs/Parents/Caregivers - Girl Delivery - Important Message:

The Digital Cookie system sends notification emails to parents/caregivers to approve orders for girl delivery as they come in. Last year, Girl Scout families did a great job of staying on top of those approvals! One thing that created confusion for customers is once an order is approved customers get automated emails regarding their order. This led some customers to believe that their order would be delivered very soon after it was approved, but that wasn't always the case. *Here are some recommendations for parents/ caregivers to follow, to prevent misunderstandings:*

- **Check cookie inventory before you approve order.** If you don't have enough cookies on hand, check with TCM
- **Communicate with customer right after order approval about timeline for cookie delivery.** Stay in communication with customer until cookies are delivered.



Also, TCMs/Parents/Caregivers, coach your Girl Scouts on best girl delivery customer service practices! *Girl Scouts:*

- Double-check that your customer orders are correct as you prep them for delivery.
- Contact customers before you deliver cookie orders. That way, they can plan to be home when you deliver and bring their cookies inside!
 - Do not click on "order delivered" in Digital Cookie until the order has been delivered! It's confusing to customers when that button is hit well in advance of the delivery happening.
 - You can take a photo of the cookies delivered and email it to your customer too.
- Include a thank you note with your cookie deliveries. Sign with your first name and a caregiver's email address or phone number, in case your customer needs to contact you.
 - Neighbors might order cookies from a few Girl Scouts in the neighborhood. It helps them to know who just delivered cookies, so they can thank you too!
- Please do not leave fliers, door hangers, business cards or cookies in people's mailboxes!

Cookie Program Money Management

Cookie Program Money Management

Every GSCO troop should have a troop bank checking account (no savings accounts) into which all money collected during the Cookie Program should be deposited frequently.

All cookie money belongs to Girl Scouts of Colorado, and any misuse or failure to appropriately deposit funds into the troop bank account will result in legal action taken by Girl Scouts of Colorado.

RECEIPTS! Make sure you get completely filled-out and signed receipts for every transaction – cupboard pick-ups, cookie inventory given to girls/families, payment for cookies distributed, cookie exchanges (troop-to-troop transfers) and all sales.

Collecting/Handling Money

Bank Deposits

- All money collected from the sale of cookies should be deposited into the troop's account as soon as possible (at least weekly). Be sure to keep all bank deposit receipts!
- Do not keep large sums of money in homes or vehicles. Weekly deposits are mandatory.
- Cookie money should never be deposited into a personal bank account.

Credit Card Payments

- GSCO allows troops to accept credit cards as a form of payment for cookie purchases.
- Girls/troops may choose to accept credit cards using the Digital Cookie/DOC mobile app, with no fees.
- Any decisions made regarding the use of providers (Digital Cookie/DOC) to use to run credit cards, as well as fees associated with any choices made, belong to the troop, and may not be passed on to the customer. GSCO cannot recommend nor endorse any provider.

Do not accept any bills larger than \$20. Most counterfeit bills are \$50 and \$100 bills. Ask the customer to go into store and exchange large bill for smaller bill.

Use a pen to detect counterfeit bills.

Checks

- GIRL SCOUTS OF COLORADO DOES NOT REIMBURSE TROOPS FOR NSF RETURNED CHECKS. TROOPS ACCEPT CHECKS AT THEIR OWN RISK.
- If a troop chooses to accept checks, do not accept checks that are not pre-printed and/or checks for large amounts of money (anything more than \$50). All checks should be made out to "Girl Scouts of Colorado - Troop #####."

Cookie Program Money Management

Unsold Cookies

- Girls should make every possible attempt to sell the cookies they have picked up.
- TCMs need to check in with girls and families weekly to how many cookies they have and how their sales are going.
- Knowing how many cookies are with each girl and their upcoming plans for selling, the better you can judge if there might be excess inventory and can act before close out.
- Notify your SUCM and your Volunteer Support Specialist (VSS) right away. They can offer you advice and assistance and help you to navigate all options.
- **If cookies are leftover at the end of the program, the troop must pay for them by March 21, 2023, the ACH debit date.** Cookies may continue to be sold until April 30, 2023. *There are no returns on cookies.*

Suggestions for girls/troops managing excess cookies include:



Before Program Ends

- Notify SUCM and your VSS for assistance.
- Notify all caregivers that the troop is having trouble selling their cookies or that the troop has extra cookies.
- Use extra inventory first before doing additional cupboard pick-ups.
- Post extra inventory to cookie exchange in eBudde.

Before and After Program Ends

- Notify the closest Girl Scout office so inquiring customers may be referred to a troop with extra cookies.
- Door-to-door sales with a caregiver.
- Sell cookies to business (Businesses CANNOT resell any product).
- After-program booth (troops/caregivers will need to make arrangements with retailers for these - absolutely NO Council contracted locations may be used for this!)



Cookie Program Money Management

TCM Outstanding Balances

TCMs are financially responsible for all cookies taken into the troop inventory until they are signed out by a caregiver or transferred to another troop. **Receipts must be filled out and signed by both parties for EVERY transaction/movement of cookies!**

Failure to pay GSCO any portion of the amount owed council (found on the Final Sales Report tab in eBudde) by March 21, 2024, will result in the TCM being considered to have an outstanding balance unless proper paperwork has been submitted documenting transfer of financial responsibility to another party through signed receipts.

Any TCM with an outstanding balance must contact council immediately to make the payment, otherwise they are at risk of being referred to a collection agency for the debt and could be pursued to maximum extent of the law. SUCMs and VSS are available to support!

Caregiver Outstanding Balances

It is important to not give caregivers any additional cookies until money for all previously picked up packages has been turned in.

Caregivers should submit payment in the original form it was received. Do not accept a personal check to pay for the girl's cookie bill.

Should payment concerns arise with a caregiver in the troop, notify your SUCM immediately.

It is encouraged to work on resolving the issue within the troop first, by being in immediate contact with the caregiver.

Document the situation and all attempted contacts.

If money remains uncollected, complete and submit a Money Problem Report. **All Money Problem Reports are due no later than March 15, 2024, 8 p.m.**

If the caregiver fails to pay the money owed, GSCO will refer the debt to a collection agency and be pursued to the maximum extent of the law.

Troops are NOT to use troop proceeds to cover the outstanding balances. Doing so it makes it more difficult to pursue collections. Additionally, the troop proceeds belong to the girls and by using these funds to cover a bad debt, the girls lose out on their hard work.

Final Troop Debit

GSCO will debit all troop accounts on March 21, 2024. All funds must be in troop accounts at this time. A troop will be fined \$25 each time the debit does not clear on or after the initial debit date.

GSCO uses a program called Automated Clearing House (ACH). Using an ACH with the bank allows an electronic transfer from a troop bank account to the council bank account. Visit www.girlscoutsofcolorado.org/ACH to complete the form.



Thank you, troop cookie managers for supporting Girl Scouts!



Glossary

| | |
|--|--|
| ACH - Automated Clearing House (ACH) is the banking system GSCO uses for electronic fund transfers during the cookie season. Must be a checking account. | Booth Recorder App - The Booth Recorder App can be used at a booth, so adults can keep track of sales and girl participation via a smart phone. It allows for immediate recording of the number of packages sold and will divide them evenly between the girls participating. |
| Case - There are 12 packages of cookies in one case. | Cookie Booth - A stationary sale of Girl Scout Cookies at a public location. |
| Cookie Credits - A girl reward choice that can be used to pay for GSCO camp, GSCO program events, and other activities, or purchases at the GSCO Shop. | Cookie Cupboard - Local sites where additional inventory is stored and where troops can pick up additional cookies. |
| Cookie Cupboard Manager (CCM) - Person responsible for managing a Cookie Cupboard. | Cookie Delivery Day - The day troops will pick up their Initial Order (IO) from a designated location. |
| Cupboard Receipt - This is a two-part carbon copy receipt that must be signed any time a troop picks up cookies from a cupboard. Keep a copy for troop records. Troops are responsible for ALL cookies taken from a cupboard. | Delivery Agents - These are the transport companies that handle product delivery for Girl Scouts of Colorado. |
| Digital Order Card (DOC) - Where girls can create a custom website and send out a link to their site via email to customers. Customers can order cookies by the variety to be shipped to them or choose to donate cookies through the Gift of Caring program. | Direct Sale - GSCO uses the direct sale model, meaning girls have cookies in hand when the program starts rather than taking pre-orders. Troops are able to restock their cookie supply throughout the program by acquiring cookies at a cupboard. |
| eBudde - Bakery website used by TCMs to order cookies, select booth sites, track girl/troop sales, record troop finances, and calculate, order, and submit rewards. | Gift of Caring Cookies (GOC) - Customers can purchase virtual packages of cookies that GSCO will deliver to the military on behalf of our troops. The girls collect the money, but do not physically take possession of the cookies. |
| Hometown Heroes (HTH) - GSCO term for the charitable donation program that allows troops to donate cookies to a local non-profit organization. | Initial Order (IO) - This is the initial troop inventory order. |
| Juliette - A girl who is a member of GSCO, participates in Girl Scouts, but is not part of a troop. | Little Brownie Bakers (LBB) - Little Brownie Bakers is our bakery partner for the cookie program. They supply our council with cookies for girls and volunteers. |
| Package - A single container (box) of Girl Scout Cookies. | Per Girl Average (PGA) - Average number of packages sold by each girl based on the number of girls <i>selling</i> in that troop. |
| Rewards - Merchandise or Cookie Credits given to acknowledge a girl's efforts in the cookie program. Rewards are based on the number of packages sold. | Service Unit Cookie Manager (SUCM) - Volunteer mentor for troops and Juliettes in an assigned service unit. |
| Troop Cookie Manager (TCM) - Volunteer manager responsible for monitoring the cookie program for a single troop. | Troop-to-Troop Transfers (T2T) - Transfer of cookies between troops |

Volunteer action plan



**OWN YOUR
magic**

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 entrepreneurs as they own their magic!

Troop Information

| | |
|--|-----------------|
| Five Digit Troop #: | Leader's Name: |
| Leader's Phone: | Leader's Email: |
| Troop Cookie Support Team | |
| Service Unit Cookie Manager (SUCM) Name: | |
| Phone: | Email: |
| Volunteer Support Specialist (VSS) Name:: | |
| Phone: | Email: |

Product Program Specialists

Northern and Northeastern CO
Julie Gallagher
Julie.Gallagher@gscolorado.org

Denver Metro
Keile Stewart
Keile.Stewart@gscolorado.org

Pikes Peak, Pueblo, San Luis Valley,
and Southeastern CO
Jennifer Figueroa
Jennifer.Figueroa@gscolorado.org

Western Slope, Southwestern CO, and
Mountain Communities
Mary Ann Deard
MaryAnn.Deard@gscolorado.org