

2023 Girl Scout Cookie Program®

# Juliette Caregiver Troop Cookie Manager Manual



GO  
BRIGHT  
Ahead

# Let's Go Bright Ahead!

Girl Scout Cookie™ entrepreneurs are forces of nature. They are bold, curious, and bring a go-getter spirit to every challenge, no matter how big or small.



Whether Girl Scouts are planning their own cookie stand or making a splash on their Digital Cookie® pages, they are determined to achieve their goals, and have of fun doing it!

A Girl Scout's potential to succeed is limitless—especially if they're among the 6 in 10 girls\* who have entrepreneurial mindsets. Research has shown that these girls:

- Want to change the world and are confident in their abilities to make their mark
- Embrace challenges, take risks, and see failing as an opportunity to learn and grow
- Are curious and innovative self-starters
- Excel as team players who are open to new ideas and suggestions

We're willing to bet that you know Girl Scouts in your area who are leaping with joy to get started, so let's encourage them to go bright ahead!

## Here's to You, Volunteer!

Thank you for volunteering to serve as a TCM for your Girl Scout Juliette! You're an invaluable part of the cookie program, and we're here to support you. This guide offers you resources, tools and tips to help you help your Girl Scout reach her goals.

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



## 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. 12** | Digital Cookie/DOC opens for girl delivery and donated orders

**Jan. 17** | Troop Initial Order (IO) and Delivery Day site selection due

**Jan. 25-Feb. 2** | Cookie delivery to rural sites

**Jan. 26-Feb. 1** | Booth Selections

**Feb. 4** | Main Cookie Delivery Day

**Feb. 5** | Cookie Program Begins!

**Feb. 5** | My Sales Booths and Council Booths Begin

**Feb. 9** | Cookie Cupboards start to open

**Feb. 27** | DOC opens for shipped orders.

**March 12** | Cookie Program Ends

**March 17** | Money Problem Reports due

**March 23** | ACH Debit, Final Payment due

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

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

**[inquiry@gscolorado.org](mailto:inquiry@gscolorado.org)**

**[www.girlscoutsofcolorado.org/](http://www.girlscoutsofcolorado.org/)**

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

# Table of Contents

<b>Support And Resources</b>	- page 5
<b>What's New</b>	- pages 6-7
<b>Juliette Caregiver (TCM)Role and Key Responsibilities</b>	- page 8
<b>Cookie Program Prep</b>	- page 9
<b>Ways to Participate, Why, and Purpose</b>	- pages 10-12
<b>Skills Development</b>	- page 13
<b>Cookie Business Badges</b>	- page 14
<b>Safety</b>	- page 15
<b>What If?</b>	- page 16
<b>Cookie Program Policies and Procedures</b>	- pages 17-18
<b>Meet The Cookies</b>	- page 19
<b>Girl Rewards</b>	- page 20
<b>Cookie Credits and Additional Rewards</b>	- pages 21-22
<b>Philanthropic Opportunities</b>	- page 23-24
<b>eBudde</b>	- pages 25-26
<b>Initial Order</b>	- pages 27-28
<b>Cookie Delivery Day</b>	- pages 29-30
<b>Cookie Booths</b>	- page 31
<b>Cookie Cupboards</b>	- page 32
<b>Managing Inventory</b>	- pages 33-34
<b>Digital Cookie/DOC</b>	- pages 35-36
<b>Cookie Program Money Management</b>	- pages 37-38
<b>Cookie Program Permission Form</b>	- page 39
<b>Glossary</b>	- page 40
<b>Your Cookie Team</b>	- page 41

# TCM Support and Resources

## COOKIE TEAM CIRCLES OF SUPPORT

We work in support of each other during the Girl Scout Cookie Program!

When you have questions or need assistance, the first person you should reach out to is your service unit cookie manager.

## COOKIE CHATS!

**Every Wednesday at noon Nov. 30 - March 8** 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.



**Also, make the most of the resources below!**

### Little Brownie Bakers

[littlebrownie.com](http://littlebrownie.com)



- Fun activity ideas
- Cookie prep resources
- Cookie tips and tricks

### Girl Scouts of the USA

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



- Facts and history
- National cookie pins and badges
- Troop volunteer resources

### Girl Scouts of Colorado

[girlscoutsofcolorado.org](http://girlscoutsofcolorado.org)



- Family, troop, and booth guides
- Digital Cookie tip sheets
- Fun activity ideas
- Forms

### TCM tip: Girl Scout Cookie Program

permission form - parents/caregivers can complete digital form and have a copy emailed directly to TCMs!

They will receive a copy of the form too, attached to the confirmation email.



### eBudde App

Google Play or Apple App Store

- Entering pending transactions
- Recording booth sales
- Allocating cookies and payments to girls
- And so much more!

### Individual Support

Always reach out to your service unit cookie manager for support.! If you're not sure who that is, contact the GSCO customer care team. [inquiry@gscolorado.org](mailto:inquiry@gscolorado.org) or call 1 (877) 404-5708

### myGS

[mygs.girlscouts.org](http://mygs.girlscouts.org)



- Check troop roster.
- Renew memberships.
- Find safety guidelines and resources.
- Find Girl Scout Entrepreneurship badge information



# What's New



## eBudde Enhancements for 2023

The digital world is changing fast. That's why eBudde™ is engineered to keep you moving at the speed of Girl Scouts.

This year, Little Brownie Bakers® is planning several enhancements to the cookie management system to improve performance, speed and usability. These include security updates, a simplified troop user experience and—of course—the addition of new, shipped only Raspberry Rally™ Girl Scout Cookies®!



Updates are also underway to offer you more visibility into important information while you're on the go. Key areas are delivery agents, cupboards, reports, rewards and the booth scheduler.



Simplicity at your fingertips!

No matter how the digital landscape evolves, or where you're at in the Girl Scout Cookie Season, eBudde will stay bright at the center.

Learn more at [LittleBrownie.com](https://www.LittleBrownie.com)



Available to order  
through  
Digital Cookie,  
shipped only.

Introducing Our Newest Cookie!

## Raspberry Rally™

Thin, crispy cookies infused  
with raspberry flavor, dipped in  
chocolaty coating



### What's so special about Raspberry Rally (*aside from its delicious taste*)?

For the first time ever, Girl Scouts is offering a new cookie that will be exclusively sold online for shipment.

### Why are we selling the new cookie exclusively online?

There are many benefits and learning opportunities when selling an online-only product:

#### **Simplicity**

- Eliminates complexity
- Distribution to customers is effortless
- Payment is simpler

#### **Learning for Girl Scouts**

- Allows them to participate in online shopping trends
- Enables them to build relevant, omni-channel selling skills
- Allows them to build their online business

#### **Building Consumer Excitement and Growth**

- An easy way to offer a new item that keeps customer engagement high without complicating or discontinuing existing flavors
- The opportunity to try new ideas without taking on too much risk



# TCM Role and Key Responsibilities

**Thank you for being a Juliette caregiver troop cookie manager (TCM) for the 2022-2023 membership year!**

**Position Summary:** Juliette caregivers act as TCMs for their Girl Scout Juliette, helping them to understand, develop, and implement the 5 Skills: Goal setting, Decision-making, Money Management, People Skills, and Business Ethics.

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.

**Support and Training:** As a Juliette caregiver TCM, your service unit cookie manager SUCM, is your primary contact and support person throughout the cookie program. 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.

## **Core Responsibilities:**

- Complete required troop cookie manager training, and take advantage of additional resources and learning opportunities provided.
- Stay informed on details of the Cookie Program (including safety tips, policies and procedures, best customer service practices, including girl delivery, cookie inventory management, important dates, etc.- all information included in this guide!)
- Submit an Initial Order for your Juliette.
- Follow all GSCO policies and meet deadlines.
- Arrange for on time pick-up of cookies and cupboard orders. Make sure your Girl Scout delivers cookies to customers on time.
- Keep accurate records and receipts for each cookie distribution and sale.
- Stay current on allocating, assigning, cookies to your Girl Scout in eBudde.
- Organize booth sale opportunities, adhering to all booth guidelines.
- Complete closeout process, submit girl reward order, and check-in with service unit cookie manager at end of program.
- Arrange for pick-up of earned cookie rewards.
- Ensure all behavior, including verbal and written communications, is in accordance with the Girl Scout Promise and Law.

## **Financial Responsibilities:**

- Request and write receipts, and enter transactions in eBudde for all order money received and/or Booth Sales.
- Ensure money collected accurately corresponds to the number of cookies issued.
- Ensure all cookie order money is either deposited into the GSCO bank account regularly -OR- deposit money collected for cookie orders through a Digital Cookie transaction. See Juliette Deposit Instructions near end of guide.
- Report any unpaid cookie bills by submitting a Money Problem Report with receipts and/or other documentation, on or before 8 p.m., March 17, 2023.
- If you need assistance, have questions, or issues that arise, contact your SUCM (service unit cookie manager) immediately



# Cookie Program Prep

## GET READY! - November/December/January

- Submit TCM agreement form. Find forms on the GSCO website, under "Members" tab, then select "Forms and Documents."
  - TCM agreement are approved, TCMs will receive eBudde login information from Girl Scouts of Colorado.
- Log into eBudde to verify/edit information.
- Take required volunteer training offered in December/January and review the TCM Guide.
- Receive materials from your service unit cookie manager (SUCM).
- Coach your Juliette in goal setting, customer service, and discuss what they want to do with their Cookie Credits.
- Plan and forecast the Initial Order (IO). See detailed IO information in this guide.

## PRO TIP: Benefits of attending a Cookie Rally

- 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. Sometimes individual troops will have a rally as part of their Girl Scout family cookie training, or a troop(s) will organize and host a rally in collaboration with the service unit.
- To help with planning, Little Brownie Baker's (LBB's) rally guide has themed activities for rallies!
- Check in with your service unit about rally events in your area, and also out the events calendar on the Girl Scouts of Colorado website for details!

**Check out Little Brownie Baker's Rally Guide posted on the GSCO Cookie Resources page too!**



# Ways to Participate

## **Digital Cookie | Jan. 12 - March 12**

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, they can opt to purchase cookies to donate to Gift of Caring (starting Jan. 12), or, customers can order cookies to be shipped directly to their homes (starting Feb. 27 - national LBB delay).

## **Door-to-Door | Feb. 5 - March 12**

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. Since girls have cookies in hand, "customers get their cookies right away! 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 too, 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. 5 - March 12**

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. 5 - March 12**

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. 5 - March 12**

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 Guide - New TCMs and Girl Scout families** - find detailed information, safety and set-up tips and best practices in the the GSCO Booth Guide on the the GSCO website, Cookies > Resources page, or scan the QR code!



## **Girl and adult safety is our priority.**

Girl Scouts of Colorado is following the recommendations of the Centers for Disease Control and the Colorado Department of Public Health and Environment as we monitor the coronavirus (COVID-19) pandemic.

- All Girl Scouts and adults must follow the most current GSCO COVID-19 guidelines in relation to in-person events, including participation in the Girl Scout Cookie Program.
- For current information, visit the Health Guidelines page on the GSCO website.

# 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, girls 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.

Girl 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! (Juliettes do not earn troop proceeds. They do earn Cookie Credits and rewards.)

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

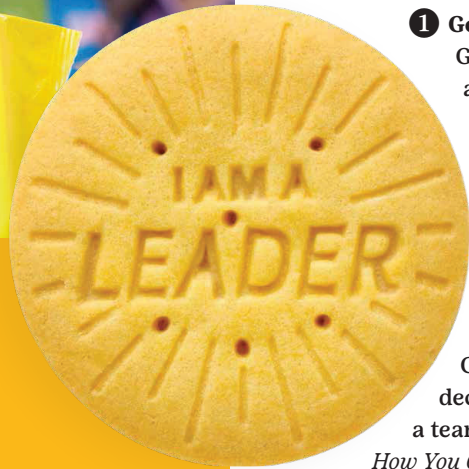
Girls can tell customers about adventures they've had, friends they've met, skills they've learned, and the ways they've given back to their communities. Each girl's story is her own and each troop's story is its own.

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





## Inspire Girl Scouts to Think Like Cookie Entrepreneurs



## Skills Development

The Girl Scout Cookie Program® helps girls 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, such as weekly challenges.

### 2 Decision Making

Girl Scouts learn how 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, 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

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.



## Certificates and Patches

How can you inspire Girl Scouts to go bright ahead? Recognize their hard work with a certificate or patch at any point in the season, from the earliest planning meetings through the booth phase.

Learn more:

- [www.girlscoutsofcolorado.org/](http://www.girlscoutsofcolorado.org/)
- [LittleBrownie.com/volunteers](http://LittleBrownie.com/volunteers)

## Cookie Business Badges

NEW

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses.

Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Check out the  
NEW  
Cookie Business  
and Financial  
Literacy badges!

Learn more:

- [girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges)
- [girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html](https://girlscouts.org/en/members/for-girl-scouts/badges-journeys-awards/badge-explorer.html)
- [girlscoutcookies.org/troopleaders](https://girlscoutcookies.org/troopleaders) for poster download

## The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

### Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques.

### Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their money as a team and overcome hurdles along the way.

### Learning by Doing

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Learn more:

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

## Getting Families Involved

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



To inspire Girl Scouts and their families, check out these helpful resources:

### Cookie Entrepreneur Family Pins

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

**Cookie Program Family Meeting Guides** Plan a fun and informative family meeting using these guides, which include resources tailored to each Girl Scout grade level.

Go to the GSUSA website for more information!





# Safety

## Safety Tips for the Girl Scout Cookie Program

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 17, 2023.
- 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](https://girlscoutsofcolorado.formstack.com/forms/cookie_action_report)

**Pro 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.*

### Juliettes

Juliettes do not earn troop proceeds from cookie sales. They do 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.

# 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. 5 (Cookie Program start) to March 23, 2023 (ACH debit).**
- 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 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™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt  
Approximately 15 cookies per 6.3 oz. pkg. **\$5**  
①D



## Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits  
Approximately 12 cookies per 6.2 oz. pkg. **\$5**  
①D



## Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe  
Approximately 38 cookies per 9 oz. pkg. **\$5**  
①D



## 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. **\$5**  
①D



## Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes  
Approximately 15 cookies per 7.5 oz. pkg. **\$5**  
①D



## 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. **\$5**  
①D



## Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint  
Approximately 30 cookies per 9 oz. pkg. **\$5**  
①



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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling  
Approximately 16 cookies per 8.5 oz. pkg. **\$6**  
①D



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

Rich, buttery cookies with sweet, crunchy toffee bits  
Approximately 14 cookies per 6.7 oz. pkg. **\$6**  
①D



## Raspberry Rally™ • Made with Vegan Ingredients NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating  
Approximately 30 cookies per 9 oz. pkg. **\$5**  
①



Available While Supplies Last

NEW!

EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



RSPO-1106186

Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers or visit [girlscoutcookies.org](https://girlscoutcookies.org).

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies® is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.



# Girl Rewards

Level/#Pkgs sold	Items
24+ pkgs	"2023" Year Bar
50+ pkgs	Charm Patch
85+ pkgs	Go Bright Ahead Charm
100+ pkgs	Bar Patch
125+ pkgs	Cooling Bandana Scarf
160+ pkgs	Scrunchie Set
200+ pkgs	Mini Dolphin Plush OR 10 Cookie Credits
240+ pkgs	T-Shirt (Go Bright Ahead) OR 15 Cookie Credits
280+ pkgs	Dolphin Plush OR 20 Cookie Credits
350+ pkgs	Dolphin Tail Bracelet AND Action Patch
400+ pkgs	Dolphin Mood Ring Set OR 25 Cookie Credits
450+ pkgs	Dolphin Sunrise Journal and Dolphin Tail Pen OR 30 Cookie Credits
525+ pkgs	Water Bottle and Multi Tool OR 35 Cookie Credits
625+ pkgs	Build-A-Bear experience OR 40 Cookie Credits
750+ pkgs	Sunglasses, Dry Pouch, and Carabiner OR Shoe That Grows OR 45 Cookie Credits
1000+ pkgs	Long Sleeve Hooded Shirt 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*, Beach Towel and Beach Tote
2000+ pkgs	20% Camp Discount* and Hooded Blanket
2500+ pkgs	Top Cookie CEO Event OR 200 cookie credits
3000+ pkgs	350 Cookie Credits
4000+ pkgs	450 Cookie Credits
5000+	50 Cookie Credits for every 500 packages sold beyond 5000

DOC Rewards	Items
DOC Site setup and complete one order	Email Charm
24+ DOC pkgs of Raspberry Rally	Raspberry Rally Charm
Digital Cookie – 415+ total DOC pkgs	Rechargeable Head Lamp
HTH and GOC Rewards	Items
15+ HTH pkgs w/ Data Input	Community Charm
25+ GOC pkgs	Cookie Oyster Charm
100+ GOC pkgs	Dolphin Craft Punch Kit
Graduating High School Senior Reward	Item
GS Ambassador 500+ pkgs	Lifetime Membership

*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](http://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](mailto:financial.followup@gscolorado.org)

# Additional Rewards

## Girl Scout Ambassador Reward

Girl Scout Ambassadors who sell 500+ packages of cookies this cookie season, and are graduating from high school in 2023, can earn a Girl Scout lifetime membership!

## S'mores Club Rewards

GSCO girl members and adult, product program volunteers, who participate in both the Girl Scout 2022 Fall Product Program and 2023 Cookie Program can earn the S'mores club rewards when they meet the requirements. To see all the reward requirements, check out the S'mores Club flier or FAQs on the GSCO website.

Girls and adult volunteers who qualify, will receive a special, personalized avatar patch and the opportunity to customize their own pair of Converse shoes.

## 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, or Water World, or Elitch or Gardens Cheyenne Mountain Zoo, or Glenwood Caverns, or, Girl Scouts can choose 75 Cookie Credits.

## 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 2023.



# Philanthropic Opportunities

## Philanthropic Opportunities

Service is at the core of the Girl Scout experience. There are optional, yet encouraged, ways that Girl Scouts can serve their community through the Cookie Program.

### 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 2022, Girl Scouts donated 119 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.





## eBudde™ Mobile

Stay in the know, on the go!

This must-have app puts power at your fingertips, wherever you are in the cookie season.



**eBudde is the online cookie inventory management system from Little Brownie Bakers.**

eBudde is part of the Little Brownie Cookie Tech Portal. This system allows for easier access to all Little Brownie Tech tools. No longer are there default passwords. If you were in the system last year, your email and password will be the same for the new season.

### What it includes:

- Streamlined dashboard
- Easy management of orders and rewards
- Important messages and upcoming events
- Options for finding booth locations and exchanging cookies
- Help Center

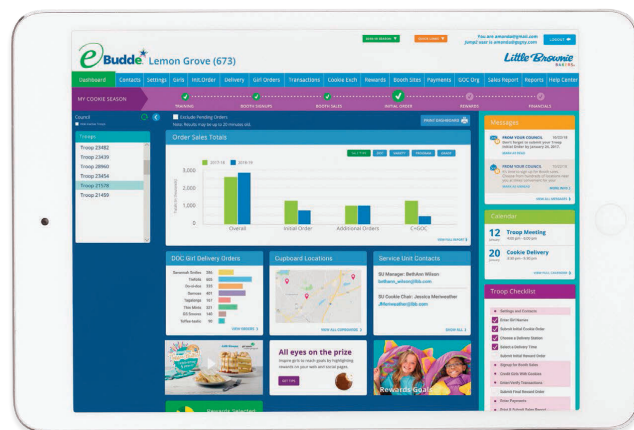
### Where you'll find it:

App Store and Google Play


### You can get to eBudde two ways:

ebudde.littlebrownie.com or [cookieportal.littlebrownie.com](http://cookieportal.littlebrownie.com)

- You will receive eBudde updates and announcements via email throughout the program.
- Additional trainings are available for eBudde with step-by-step instructions for each of the tabs.
- Once the TCM has an approved agreement on file, a current membership and background check, they will be given access to eBudde.
- Each user will get a welcome email from with a unique link for logging into the system.



**TCM Tip:** New TCMs should log into eBudde and use the Tabs Chart on the next page to do a self-guided orientation of the eBudde platform. Just-in-time training will be offered during the Cookie Program too.

 <p><b>Dashboard</b></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><b>You will also find:</b></p> <ul style="list-style-type: none"> <li>• A calendar with important dates</li> <li>• A brief checklist of tasks to get you through the program</li> <li>• Your troop's upcoming Cookie Booths</li> <li>• Your service unit cookie managers (SUCM) contact information</li> </ul>
<b>Contacts</b>	Allows you to edit your contact information. This includes name address and phone number. This DOES NOT include changing the email address.
<b>Settings</b>	This is where you can see your banking information and view troop contacts.
<b>Girls</b>	The Girls tab allows you to see the names of the girls in your troop, their grade, GSUSA ID, goal and more.
<b>Initial Order</b>	<p>The Initial Order tab is used to enter the troop's initial order by girl.</p> <p><b>Troop IOs are due by 8 p.m., Jan. 17.</b></p>
<b>Delivery</b>	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.
<b>Girl Orders</b>	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. <b>Note:</b> 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.
<b>Cookie Exchange</b>	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.
<b>Booth Sites</b>	Allows you to select council booth sale sites and/or request My Sales booths. sale.
<b>Rewards</b>	Troop reward ordering for both initial and final rewards.
<b>Reports</b>	<p>The reports tab allows troops to run helpful reports.</p> <ol style="list-style-type: none"> <li>1. The CUPBOARD report – shows a listing of all open cupboards as well as their location &amp; hours of operation.</li> <li>2. The DELIVERY STATION report – shows a listing of locations available for your troop to choose from for delivery day (IO Pick-Up).</li> </ol>
<b>Transactions</b>	List all cookie transactions, initial order, cupboard pickups, Digital Cookie orders as well as troop-to-troop transfers.
<b>Sales Report</b>	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.

# 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.

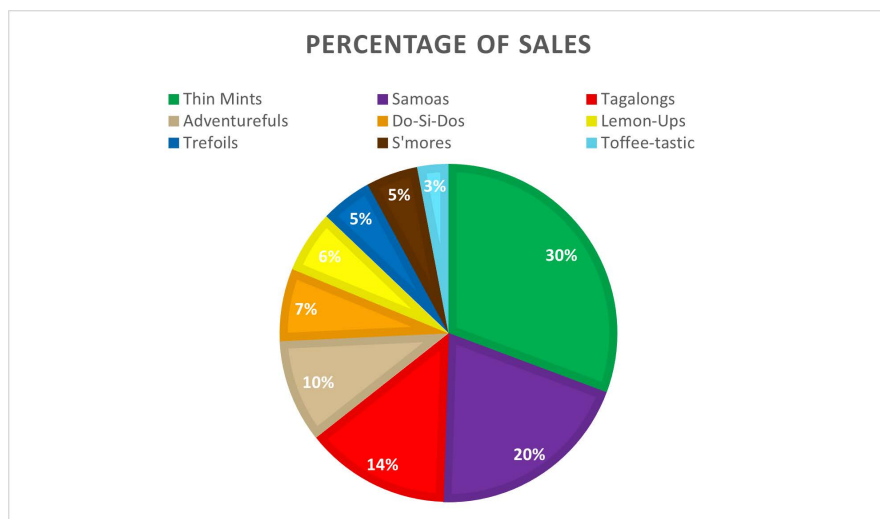
TCMs can place the troop IO as soon as they have access to eBudde, however, it's best to place the IO after TCMs have taken time to consider multiple factors relevant to their troop, and to also consider what is discussed and decided between the troop leadership team and during the family cookie meeting.

**The Initial Order (IO) is due in eBudde by 8 p.m., Jan. 17, 2023.**

**How much to order for the IO?**

### Things to consider:

- What is your Juliette's goal?
- How many booths does the troop plan to have?
- How close is the nearest cupboard?



Thin Mints – 30%  
Samoas – 20%  
Tagalongs – 14%  
Adventurefuls – 10%  
Do-Si-Dos – 7%  
Lemon-Ups – 6%  
Trefoils – 5%  
S'mores – 5%  
Toffee-tastic - 3%

**Experienced Juliette caregivers** should also reference 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 new to Girl Scouts, or are just 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 GSCO Cookie Resources page.



## 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. 9.** 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.*

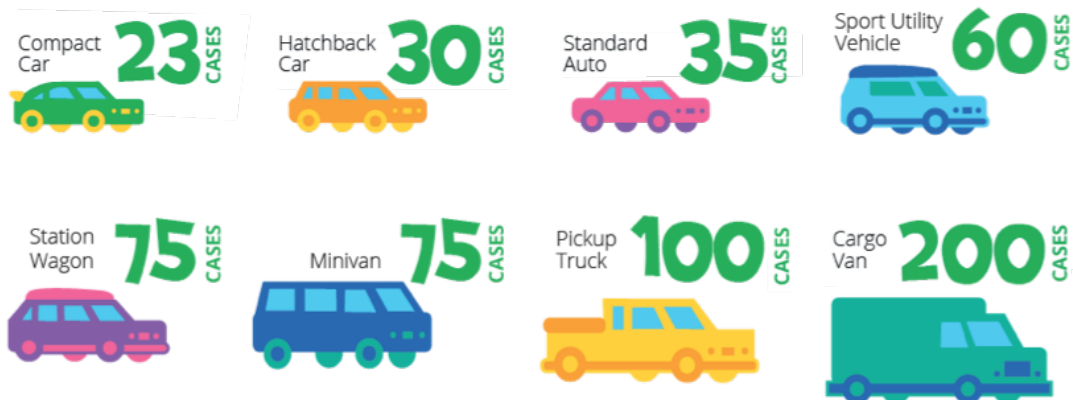


# Cookie Delivery Day

Now that the your 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.

- Check for updates eBudde 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. 25.
- **Main cookie delivery day is on Saturday, Feb. 4, 2023.**

**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. 7, 2023.** 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.



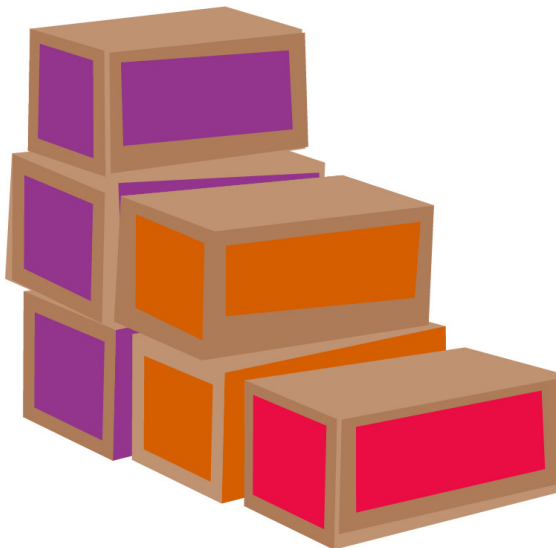
# Cookie Delivery Day

## Delivery Day Checklist

- ☐ Bring 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 resolved within 24 hours.**
- Damaged packages may be exchanged at any cupboard.



# 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: **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. 5. All other council booths will begin starting on Feb. 10.**

### What is a My Sales Booth?

My Sales booths run from Feb. 5 to March 12. 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
- Juliette caregiver must contact SUCM for assistance
- SUCM or PPS approves the site within 48 hours of request.

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!**

**Get booth ready!** Review and the GSCO Booth Guide or mini-guides and tip sheets with the Girl Scouts and caregivers in your troop! Go to the Cookies tab, on the GSCO website, and click on the Cookies > Resources page or scan QR code.



# Cookie Cupboards

**ProTip:** 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. 9, 2023.** 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:**

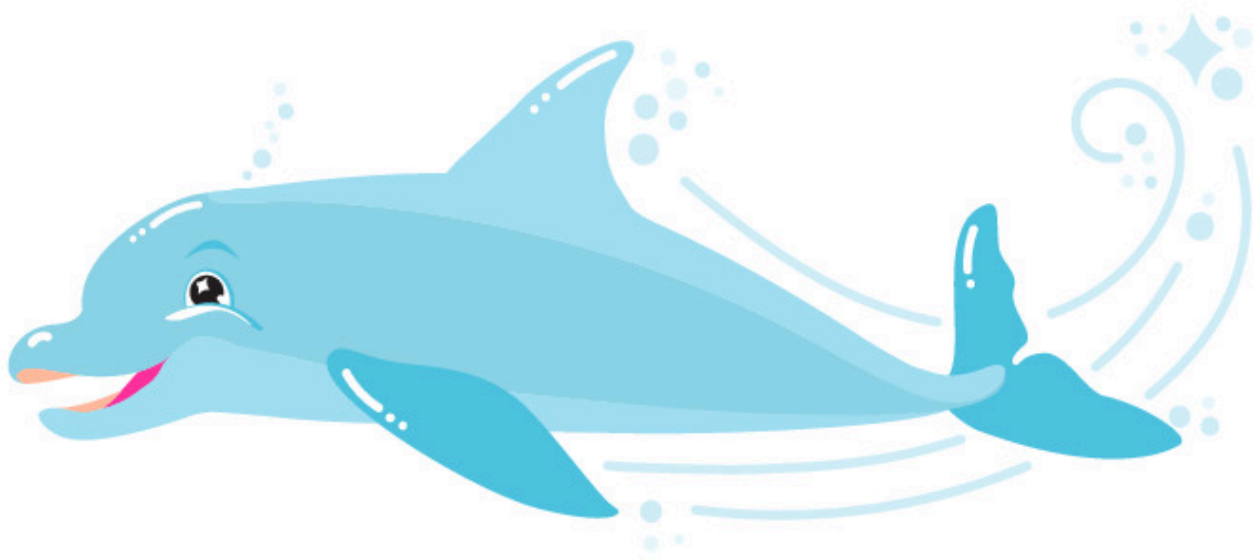
- Damaged packages or cases may be exchanged for non-damaged packages or cases of the same variety. Cookie Cupboards will not accept returns or exchanges for different varieties.
- Any discrepancies in cupboard orders must be reported within 24 hours AFTER pick-up.
- Cookies may be ordered in either 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 Juliette caregivers (TCMs) to use to manage the Girl Scout Cookie Program. It can be accessed through a computer or through a mobile app.

**Pro 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!



## Receipts

**Each troop and Juliette caregiver will be provided with cookie receipt books to be used to track cookie and money transactions.** 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.**

**Be sure to get a receipt for every cupboard pick-up and cookie exchange!**

- 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. 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 count the cookie inventory that you have on hand and factor in any cookie varieties needed to fulfill Digital Cookie girl delivery orders.

Make a list of all varieties of cookies and quantities needed.

### Cookie Exchange Tab

Before placing a cupboard order, consider checking the Cookie Exchange tab in eBudde. It's a great tool for troops/Juliette caregivers looking for more product or who have excess product.

It enables troops/Juliette caregivers to list what they have, and for others to "pick-up" cookies from a troops/Juliette caregivers with excess inventory first, before taking more cookies from a cupboard.

### 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!

**Tip sheets and just-in-time training will be available to help you understand exactly what you need to do in eBudde to manage inventory, stay on track, and complete your program closeout!**



# 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@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 came up though that created confusion for customers, was that once an order is approved, the customer starts getting 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

## Juliette Caregiver (TCM) Outstanding Balances

- Juliettes earn girl rewards for reaching their goals during the Girl Scout Cookie Program. All cash or checks that Juliettes collect during the 2023 Girl Scout Cookie Program, must be deposited into GSCO's account at Bank of Oklahoma (keep all deposit receipts), or, deposit money collected by making a transaction through Digital Cookie. (See Juliette deposit instructions at the end of this guide.)
- All cookie money belongs to Girl Scouts of Colorado, and any misuse or failure to appropriately deposit funds into the GSCO Bank of Oklahoma account, will result in legal action taken by Girl Scouts of Colorado.
- Failure to pay GSCO any portion of the amount owed council (found on the Final Sales Report tab in eBudde) by March 24, 2023 (ACH debit date) will result in the Juliette caregiver/TCM being considered to have an outstanding balance, unless proper paperwork has been submitted (Money Problem Report).
  - Any Juliette caregiver 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! \*
- Do not keep large sums of money in homes or vehicles. Make weekly deposits.
- Cookie money should never be deposited into a personal bank account.
- GSCO allows Juliettes to accept credit cards as a form of payment for cookie purchases.
- All decisions regarding which provider to use to run credit cards, as well as fees associated with this choice, belong to the Juliette and her caregiver and may not pass on to the customer. GSCO cannot recommend nor endorse any provider.
- Girls may choose to accept credit cards using the Digital Order Cookie (DOC) mobile app, with no fees.
- **Do not accept any bills larger than \$20 at a booth.** Ask the customer to go into the store and ask for smaller bills. Use a pen to detect counterfeit bills.
- If a Juliette chooses to accept checks, all checks should be made out to "Girl Scouts of Colorado—Girl Name/Service Unit number." GIRL SCOUTS OF COLORADO DOES NOT REIMBURSE TROOPS FOR NSF RETURNED CHECKS. TROOPS ACCEPT CHECKS AT THEIR OWN RISK.

\*However, do NOT give cookie money or checks to your service unit cookie manager (SUCM) or hold onto these items for extended periods of time. Receipts must be filled out and signed by both parties for EVERY transaction/movement of cookies!

# 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 Juliettes must pay for them by March 24, 2023.\*** Cookies may continue to be sold until April 30, 2023.
- **There are no returns on cookies.**

## Suggestions for Girl Scouts/troops with 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

- Juliettes can go door-to-door sales with a caregiver.
- Sell to businesses as gifts for clients, employees. (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!)



### **Juliette Cookie Program Deposit Instructions**

Juliette caregivers/parents are responsible for depositing money from cookie sales for their Girl Scout Juliette. During the 2023 cookie season, there are two ways to deposit money:

- 1) Caregiver/parents can "deposit" the cookie money collected by their Girl Scout Juliette through her storefront in Digital Cookie/DOC, by purchasing the same quantity and varieties that the Juliette sold door-to-door or at booths via digital cookie, and paying with a credit or debit card.

Please do NOT give money or checks collected for cookie sales to your service unit cookie manager (SUCM) or hold on to the cash/checks for orders for extended periods of time. It's recommended that you make weekly deposits throughout the program.

**If you need assistance with making payments through Digital Cookie for cookie inventory sold, review the Making Cookie Inventory Payments through Mobile App mini-guide, OR, contact your service unit cookie manager (SUCM) to have them walk you through the process.**

- 2) Instead of paying through Digital Cookie, parents/caregivers can deposit all order money that Juliettes collect during the 2023 Girl Scout Cookie Program into GSCO's account at \*Bank of Oklahoma (see bank address below). It is recommended that you make weekly deposits throughout the program.

- a) **Complete GSCO Payment form BEFORE you prepare and drop off or send in your deposit to Bank of Oklahoma.** Go to [Payment Notification Form - Formstack](#) or scan QR code:



- b) **Make a Deposit:** Deposits can be made at any Bank of Oklahoma location in Colorado. If there isn't a Bank of Oklahoma branch near you, mail a money order or check, with a deposit slip, to the Bank of Oklahoma address listed below. Do NOT send cash through the mail.

- i) Write your Girl Scout's full name and your town/city on the deposit slip. This is very important for tracking all the deposits made on behalf of your Girl Scout Juliette.

- c) **Deposit Receipt:** Take a photo of the deposit slip, money order or check that you're sending to the Bank of Oklahoma and keep the photo as a receipt for your records.

**Girl Scouts of Colorado does not reimburse NSF checks. Accept checks at your own risk!**

**Remember to get a deposit receipt from the bank for all deposits made into GSCO's account.**

Send a copy of the deposit receipt (with Girl Scout's full name on it) to council and keep one for your records also.

Only scan *deposit receipts* and e-mail them to Stephanie Sanders at: [stephanie.sanders@gscolorado.org](mailto:stephanie.sanders@gscolorado.org)  
Do not include a copy of the deposit slip (with the full account number) in the scanned and emailed file.

**OR mail the deposit receipt to:**

Stephanie Sanders  
Product Program Administrative  
Assistant Girl Scouts of Colorado  
3801 E. Florida Avenue, Suite 720  
Denver, CO 80210

**\* Bank of Oklahoma**

P.O. Box 8779  
Denver, CO 80201-8779

**The Girl Scout Cookie program ends on March 12, 2023, 8:00 p.m. Deposits should be made, and deposit slips received at the GSCO office, no later than 5 p.m. on March 17, 2023.**

Any Juliette parent/caregiver with an outstanding balance after 5 p.m. on March 17, 2023 must contact council to make payment arrangements, 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.



# Glossary

<b>ACH</b> - Automated Clearing House (ACH) is the banking system GSCO uses for electronic fund transfers during the cookie season. Must be a checking account.	<b>Booth Recorder App</b> - 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.
<b>Case</b> - There are 12 packages of cookies in one case.	<b>Cookie Booth</b> - A stationary sale of Girl Scout Cookies at a public location.
<b>Cookie Credits</b> - 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.	<b>Cookie Cupboard</b> - Local sites where additional inventory is stored and where troops can pick up additional cookies.
<b>Cookie Cupboard Manager (CCM)</b> - Person responsible for managing a Cookie Cupboard.	<b>Cookie Delivery Day</b> - The day troops will pick up their Initial Order (IO) from a designated location.
<b>Cupboard Receipt</b> - 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.	<b>Delivery Agents</b> - These are the transport companies that handle product delivery for Girl Scouts of Colorado.
<b>Digital Order Card (DOC)</b> - 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.	<b>Direct Sale</b> - 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.
<b>eBudde</b> - Bakery website used by TCMs to order cookies, select booth sites, track girl/troop sales, record troop finances, and calculate, order, and submit rewards.	<b>Gift of Caring Cookies (GOC)</b> - 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.
<b>Hometown Heroes (HTH)</b> - GSCO term for the charitable donation program that allows troops to donate cookies to a local non-profit organization.	<b>Initial Order (IO)</b> - This is the initial troop inventory order.
<b>Juliette</b> - A girl who is a member of GSCO, participates in Girl Scouts, but is not part of a troop.	<b>Little Brownie Bakers (LBB)</b> - Little Brownie Bakers is our bakery partner for the cookie program. They supply our council with cookies for girls and volunteers.
<b>Package</b> - A single container (box) of Girl Scout Cookies.	<b>Per Girl Average (PGA)</b> - Average number of packages sold by each girl based on the number of girls <i>selling</i> in that troop.
<b>Rewards</b> - Merchandise or Cookie Credits given to acknowledge a girl's efforts in the cookie program. Rewards are based on the number of packages sold.	<b>Service Unit Cookie Manager (SUCM)</b> - Volunteer mentor for troops and Juliettes in an assigned service unit.
<b>Troop Cookie Manager (TCM)</b> - Volunteer manager responsible for monitoring the cookie program for a single troop.	<b>Troop-to-Troop Transfers (T2T)</b> - Transfer of cookies between troops

# Cookie Team



Troop Cookie Support Team	
<b>Service Unit Cookie Manager (SUCM) Name:</b>	
Phone:	Email:
<b>Volunteer Support Specialist (VSS) Name::</b>	
Phone:	Email:

## Product Program Specialists

Northern and Northeastern CO Julie Gallagher <a href="mailto:Julie.Gallagher@gscolorado.org">Julie.Gallagher@gscolorado.org</a>	Denver Metro Keile Stewart <a href="mailto:Keile.Stewart@gscolorado.org">Keile.Stewart@gscolorado.org</a>
Pikes Peak, Pueblo, San Luis Valley, and Southeastern CO Melissa Hall <a href="mailto:Melissa.Hall@gscolorado.org">Melissa.Hall@gscolorado.org</a>	Western Slope, Southwestern CO, and Mountain Communities Mary Ann Deard <a href="mailto:MaryAnn.Deard@gscolorado.org">MaryAnn.Deard@gscolorado.org</a>



**Thank you,  
Juliette caregivers!**

# Volunteer Action Plan

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 go bright ahead, while having lots of fun!



## Notes

## Key Actions