



2023–2024 Girl Scout Cookie Program®

Cookie Manager Manual

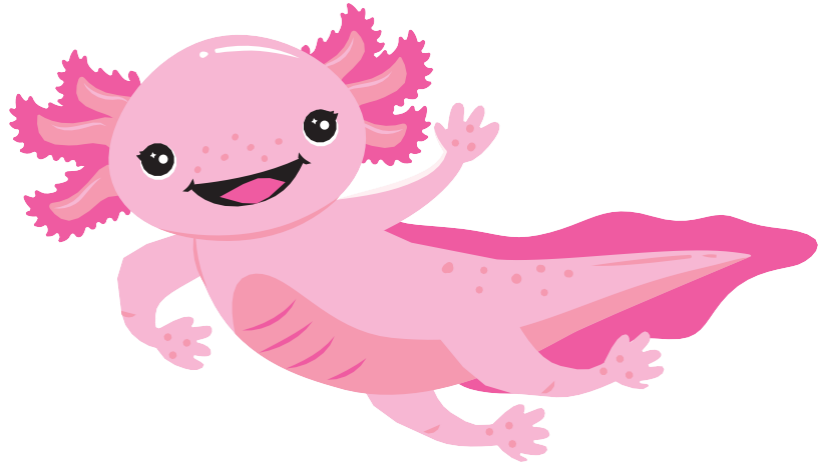


NEW!

**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 Cookie Manager! In this guide, you'll find tips, tricks and resources you can use to make this season the best one yet.





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
Approximately 15 cookies per 6.3 oz. pkg.

\$ 6.00



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.

\$ 6.00



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.

\$ 6.00



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.

\$ 6.00



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.

\$ 6.00



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.

\$ 6.00



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint
Approximately 30 cookies per 9 oz. pkg.

\$ 6.00



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.

\$ 6.00



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.

\$ 6.00



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ACCEPTED

Cookie Team Support: We are all working in support of one another during the busy cookie season. As the Troop Cookie Manager your main focus is to be the go-to person for girls, caregivers, and other volunteers. We know this can be a strenuous job. Please know that as shown below we are all here to support you and work together for a successful season.



Troop Cookie Managers

As a Troop Cookie Manager, you have the privilege of instilling passion and drive in girls so they can achieve their goals. You will help them develop an entrepreneurial mindset by giving them the materials and support they need to succeed. Your primary responsibilities are:

- ✓ Complete volunteer training (with your Service Unit Cookie Manager).
- ✓ Make sure all of your girls are in eBudde™, the online cookie management system.
- ✓ Distribute materials and support parents.
- ✓ Enter orders from girl order cards and keep eBudde up-to-date (either on the desktop version or the eBudde™ Troop App Plus)
- ✓ Pick up cookies and re-order as needed.
- ✓ Distribute cookies to parent/guardian. Do not give more cookies to parents/guardians who have not handed in money for cookies already taken.
- ✓ Enter and distribute girl rewards.

Service Unit Cookie Managers

As a Service Unit Cookie Manager, you have the privilege of instilling passion and drive in volunteers so they can pass this along to our girls. You will help them develop an entrepreneurial mindset plan by giving them the materials and support they need to succeed and teach the girls in their troops. Your primary responsibilities are:

- ✓ Complete Service Unit Cookie Manager training (dates and times have been emailed)
- ✓ Set up your troop's contact information in eBudde™, the online cookie management system. The troop numbers and girls will be uploaded by GSCWM. You will want to add the leader and the cookie manager information.
- ✓ Distribute materials and support leaders and troop cookie managers. Make sure you provide a training for leaders and cookie managers.
- ✓ Encourage troops to enter orders from girl order cards and keep eBudde™ up to date (either on the desktop version or eBudde™ Troop App Plus).
- ✓ Monitor your troops' cookie pick-ups and make sure you are checking in with them.
- ✓ Guide them when setting up cookie booths.
- ✓ Make sure all troops' cookie booths are put into eBudde™.
- ✓ Constantly be in touch with leaders and cookie managers to see if they are having trouble with any parents or have an influx of cookies.
- ✓ Submit and distribute girl rewards to the troops when they arrive.
- ✓ If you feel a troop is having any trouble please connect with us! We can help.

Important Dates for 2023-2024 Season



SUCM Training Holyoke	10/18/2023	Holyoke Leadership Center	10:00 AM – 12:00 PM
SUCM Training Holyoke	10/18/2023	Holyoke Leadership Center	6:00 PM – 8:00 PM
SUCM Training Worcester	10/19/2023	Worcester Leadership Center	10:00 AM – 12:00 PM
SUCM Training Worcester	10/19/2023	Worcester Leadership Center	6:00 PM – 8:00 PM
Troop Order due	12/6/2023	eBudde	By 11:59 PM
Order Card Order taking begins	12/13/2023	order cards	12:00 AM
Digital Order Card taking begins	12/13/2023	Digital Order Card Platform	12:00 AM
Cookie Cupboard Deliveries (week of)	1/8/2024	varies	varies
Booth Scheduler opens	1/12/2024	eBudde	7:00 PM
Council Big Cookie Drop Day	1/13/2024		appt only
COOKIE PROGRAM BEGINS	1/19/2024	whole council	12:00 AM
email to troops w/ 1 st ACH goes out	2/2/2024	contacts in eBudde	N/A
final day to inform GSCWM of insufficient funds	2/6/2024	contact our Finance Dept	9:00 AM – 5:00 PM
1 st ACH withdrawal 40% of the balance due to council	2/8/2024	Sales Report in eBudde	N/A
last day to return cookies	2/8/2024	qualifying troops only	appt only
Opt-Out Form due to council	2/9/2024	email to prodprograms@gscwm.org	N/A
final day to make any exchanges with the cupboards	2/22/2024	all cupboards	N/A
email to troops w/ 2 nd ACH goes out	2/23/2024	contacts in eBudde	N/A
final day to inform GSCWM of insufficient funds	2/27/2024	contact our Finance Dept	9:00 AM – 5:00 PM
2 nd ACH withdrawal 50% of the balance due to council	2/29/2024	Sales Report in eBudde	N/A
COOKIE PROGRAM ENDS	3/17/2024	whole council	11:59 PM
Digital Order Card platform ends	3/17/2024	whole council	11:59 PM
troops Girl Rewards due	3/19/2024	eBudde	11:59 PM
SUCM confirms & submits rewards	3/21/2024	eBudde	11:59 PM
email to troops w/ final ACH goes out	3/22/2024	contacts in eBudde	N/A
final day to inform GSCWM of insufficient funds	3/26/2024	contact our Finance Dept	9:00 AM – 5:00 PM
Final ACH withdrawal	3/28/2024	Sales Report in eBudde	N/A
Rewards shipped (month of)	Month of May	Service Unit Cookie Manager	N/A

IMPORTANT INFORMATION

Order Card taking: this is for friends, family, co-workers, neighbors etc. When bringing the order card into the workplace we understand that your girl might not be able to accompany the card. If this is the case be sure to include a handwritten letter that can go along with the card asking the customer if they would like to purchase cookies. This is a huge part of learning the five skills and having it be very clear that the **GIRL SCOUT** is selling the cookies and not their adult.

Returning Cookies: We know we ask you very early to place an initial order with us. To make you feel comfortable with this we offer a safety net. You will have a deadline and qualifications to return unopened cases from your initial order. In order to be able to return cookies your troop will need to qualify. The qualifications are as follows:

1. Your troop placed an initial order by December 6, 2023.
2. Your troop **did not** place any additional orders from the cupboards.

If you are unsure if your troop qualifies, both the Holyoke and Worcester Cookie cupboards will have access to a list of qualifying troops. Exchanging cookies or transferring cookies to another troop does not affect your ability to qualify.

ALL RETURNS MUST BE DONE AT THE HOLYOKE AND WORCESTER CUPBOARDS ONLY

Who do I contact and who can help?

Troop Leaders

- **Have cookie questions?** Contact your **Service Unit Cookie Manager** or Membership Specialist (only if they are filling in as the Service Unit Cookie Manager) this is the person who should have done your cookie trainings and given you the materials for your troop.
- **Have general cookie questions** and cannot get ahold of your SUCM? Contact our Information and Referral Team at info@gscwm.org
- **Specific ACH & Finance Questions?** Contact our Finance Team at 508-365-0115.
- **Specific Cookie Cupboard Questions?** Call Cookie Cupboard Managers directly (a list of cupboard managers will be sent out and will be listed on our website)

Service Unit Cookie Managers

- **Have cookie questions?** Contact your Product Program Team.
- **Have general cookie questions** and cannot get ahold of your Product Program Team? Contact our Information and Referral Team at info@gscwm.org
- **Specific ACH & Finance Questions?** Contact our Finance Team at 508-365-0115.
- **Specific Cookie Cupboard Questions?** Call Cookie Cupboard Managers directly (a list of cupboard managers will be sent out and will be listed on our website)

Juliette's or Non-Troop affiliated Girl Scouts

Do you have girls in your unit who would like to participate in the cookie program? Wonderful! Have them contact the Cookie Boss Lead, Jess, at jgonzalez@gswm.org.

Troop and Service Units Bonus Opportunities

All troops earn **\$0.75** cents per package sold.

Troops then have the opportunity to increase their proceed amount and earn up to **\$1.05** for each package sold. You may be asking.....*How?*

Initial Order Commitment Bonus: For troops who place an initial order commitment in eBudde (Little Brownie Bakers' cookie ordering and sales tool) of 125 packages per girl registered in the troop, the troop will earn an extra **\$0.10/ package** on all cookies they sell for the 2023/24 cookie program. In order to receive this higher proceed amount troops cannot return any cookies throughout the entire program. You will be able to exchange varieties based on availability by February 22, 2024. The bonus amount will be reflected as a "tiered proceed" shown in the eBudde Sales Report tab.

Cookie	Specialty
Pkg price: 5.00 Case price: 60.00 Pkgs sold: 2306	Pkg price: 6.00 Case price: 72.00 Pkgs sold: 165
Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100	Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100
Tiered Rate: 0.080 Tiered Proceeds: 184.48	Tiered Rate: 0.080 Tiered Proceeds: 13.20
Generic Proceeds 1 (Fall Product Program Bonus) : 0.06	Generic Proceeds 1 (Fall Product Program Bonus) : 0.06
no	no
Girl Init. Pkgs: 0	Girl Init. Pkgs: 0
Booth Init. Pkgs: 0	Booth Init. Pkgs: 0
Init. Charity Pkgs: 0	Init. Charity Pkgs: 0

Fall Product Program PGA Bonus: For troops who have a per/girl average in the Fall Product Program of \$250 or more- those troops qualified for a troop bonus of **\$0.10/packages** on all cookies sold. This will be entered into eBudde and will add to your proceed amount shown on the Sales Report tab. This bonus needs to be manually entered into the system by GSCWM. Please give us until the end of February to have it appear on your sales report.

Cookie	Specialty
Pkg price: 5.00 Case price: 60.00 Pkgs sold: 2306	Pkg price: 6.00 Case price: 72.00 Pkgs sold: 165
Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100	Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100
Tiered Rate: 0.080 Tiered Proceeds: 184.48	Tiered Rate: 0.080 Tiered Proceeds: 13.20
Generic Proceeds 1 (Fall Product Program Bonus) : 0.06	Generic Proceeds 1 (Fall Product Program Bonus) : 0.06
no	no
Girl Init. Pkgs: 0	Girl Init. Pkgs: 0
Booth Init. Pkgs: 0	Booth Init. Pkgs: 0
Init. Charity Pkgs: 0	Init. Charity Pkgs: 0

Opt-Out: For Junior, Cadette, Senior or Ambassador Troops who choose to "opt-out" of receiving the girl rewards and cookie credits, those troops will receive an additional **\$0.10/packages** on all cookies sold.

NOTE: The decision to opt-out of receiving the cookie rewards must be a girl decision. The troop needs to hold a meeting to discuss if the girls want to do this and **WHY** they want to do this- there must be a plan for the money. The troop will also have a parent/guardian meeting to discuss the girls' decision. An opt-out form must be signed by each parent, regardless of age of the girl, and submitted to GSCWM by February 9, 2024. An email from the parent/guardian may be used for a substitution if you are unable to get a signature.

Service Unit Bonus: Service Units have the opportunity to earn a bonus each year. In order to qualify for the bonus the Service must meet the following qualifications:

If your unit has a Service Unit Cookie Manager:

SUCM must attend the council training.

SUCM needs to hold a troop training and report back the date, time and who was in attendance for meeting. If a troop is unable to attend your training please contact bbarcomb@gscwm.org to arrange other options.

The amount you receive will be based on the following PGA of girls selling:

0-99pkgs: \$0.00 100-124pkgs: \$0.01 125-199pkgs: \$0.02 200+pkgs: \$0.025

If your unit does not a Service Unit Cookie Manager:

Every troop must have one representative attend a council training either via zoom or on gsLearn.

The amount you receive will also be based on the PGA of girls selling parameters shown above.

Helpful information



Girl Scout Initial Order Cookie Pick-up

In order for us to guarantee you will have cookies at the start of the cookie program in January, we recommend that all troops place an initial order. To qualify for the bonus troop proceed amount of \$0.10 per package you will need to place an order of 125 packages per registered girl in your troop. There are two ways that Service Units receive their initial order for troops to pick up:

Service Unit Delivery:

- Cookies are delivered to a location secured by the Service Unit Cookie Manager (SUCM)
- SUCM connects with our warehouse to set up day and time
- SUCM separates the order into each troop's initial order
- Troops pick up their cookies during their scheduled time

Tips to make both pickups smooth:

- o Know exactly how many cases you ordered of each variety
- o Arrive at your scheduled pickup time
- o Make sure you have enough vehicles to load your order
- o Make sure all vehicles arrive to pick up the order at the same time
- o Make sure to fill out bubble sheets(if applicable) prior to pickup
- o Follow pickup instructions as emailed by your SUCM

Council Cookie Drop:

- Council secures drop locations
- Participating SUCM are sent a time in which they are to schedule their troops
- Troops arrive at scheduled times on January 13 to pick up their initial order

How many cases can my car carry?

Compact Car—23 cases	Hatchback Car—30 cases
Standard Car—35 cases	SUV—60 cases
Station Wagon—75 cases	Minivan—75 cases
Pickup truck—100 cases	Cargo Van—200cases

How to place an initial order in eBudde by the due date of December 6, 2023

1. Go to the cookie website www.ebudde.littlebrownie.com.
2. Enter in your email address and password. (Troop contact information is entered into the system by the Service Unit Cookie Manager)
3. Go to the tab that says Init. Order and select it.
4. You will most likely see girls' names listed. Please ignore them and scroll until you see the line listed as Other or Booth.
5. If you participated in the program last year you should see the initial order you placed last year on one of those lines.

6. Select either line to enter the order.
7. A new page will pop up and that is the location you will put your initial order in packages.
8. The system rounds up to the next case. There are 12 packages in a case.
9. Best advice is to order in amounts of 12. ie...12, 24, 36, 48, 60, 72, 84, 96, 108
10. Once you finish with your order select save.

What to order for your initial order?

That can depend on your troop goals, where you are located, and how much time and effort you want to put into the program.

For example, a Brownie troop of 10 girls might place an initial order in full case amounts that looks like this:

Adventurefuls	23 cases
Do-Si-Dos	13 cases
Toffee-Tastic	2 cases
Lemon	18 cases
Tags	29 cases
Thin Mints	50 cases
Trefoil	12 cases
Samoas	39 cases
S'mores	10 cases



Average Sales per Cookie Variety

Deciding how many packages of which cookie variety to order for booth sales isn't an exact science, but this is the typical breakdown of varieties sold each year:

Thin Mints®	26%	Do-si-dos®	9%
Samoas®	19%	Lemon-Ups®	7%
Tagalongs®	14%	Girl Scout S'mores®	5%
Trefoils®	8%	Toffee-Tastic®	3%
		Adventurefuls®	9%



GSCWM Cookie Cupboards



What is a Cookie Cupboard?

Once you have placed your initial order into eBudde you can start to take your order card out to family, friends and neighbors beginning on December 13, 2023. You might find that come January when our program officially begins with cookies in hand, that you have sold all the cookies from your initial order. Don't panic! We have several cupboards placed around our council that are like mini cookie warehouses. They house extra stock that you can place an order for and be able to pick up later in that week.

Here's how the Cookie Cupboard operates

Our cupboards are set up by appointment only. The Troop Cookie Manager or the Troop Leader will go into eBudde and place an order setting up an appointment for later in the week. We are currently confirming our volunteer run cupboards which are in addition to our council run cupboards at our leadership centers in Holyoke and Worcester as well as our cupboard at the Lee Outlets. Please remember that most of these cupboards with the exception of our council cupboards are run by volunteers from your area. If our volunteers are not comfortable with running their cupboards due to poor interactions with other volunteers then we will have fewer locations. Please keep that in mind when placing an order for pickup at the cupboards. **All orders must be placed by Sunday evening at 11:59 pm in order to be eligible for cookie pickup Wednesday, Thursday, or Friday of that same upcoming week.** We do live in New England so please keep in mind that our deliveries could be delayed due to weather. However, we work very hard with our delivery agents to make sure that our cupboards are supplied with the cookies that they need in the time that they need them. As we get closer to the end of the cookie program we are transferring cookies from cupboard to cupboard which could impact quantity and variety of cookies available. We will require you to sign up for a pick up time and day. Your order needs to be picked up during that time. You will need to show up at your scheduled appointment time. No earlier and no later. If you need to make a change to that appointment then please contact us.

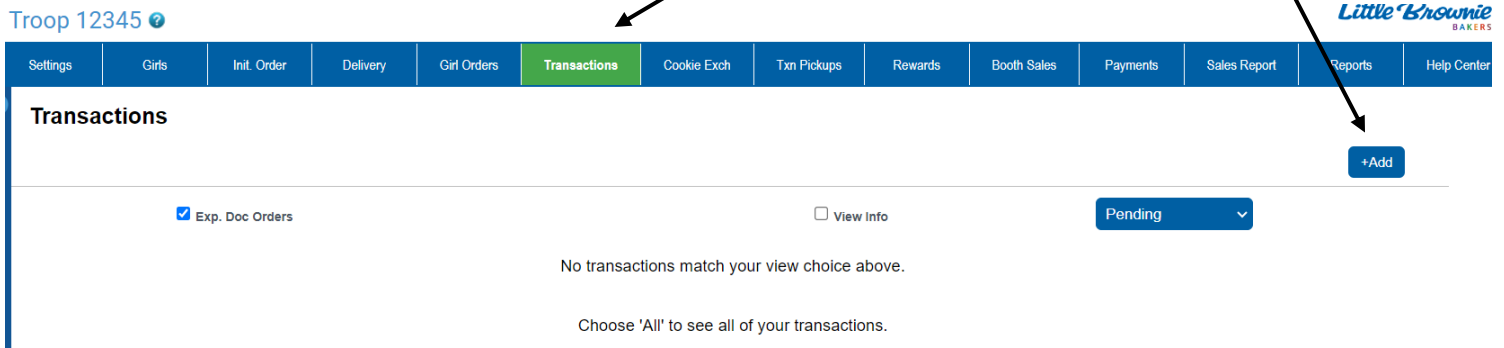
**Orders placed at the cupboards can be done in packages or cases.
The only time you are ordering in full cases is for the initial order.**

Due to the high volume of orders that are placed in the council cupboards we are unable to send out confirmations that your order is ready for pickup. Things to keep in mind....

- If you placed an order in eBudde by 11:59 pm on Sunday evening then it should be ready for your scheduled appointment.
- If there is a delay then we will send out a mass email letting you know the delay.
- When you put your order into eBudde try to exit out and re-sign into the system. Double check that your order is showing. If it is not showing then something happened and it was not placed correctly or saved. That means we do not have your order and you will need to place it again.
- You have until 11:59 pm on Sunday to compile your orders into one complete order. When multiple orders are placed into eBudde then we find many orders are forgotten or not completely picked up because the pickup person was not aware of multiple orders.
- Plan your pickup accordingly so that it can be done all in one pickup. Orders that are partially picked up or picked up in multiple trips can cause confusions and unnecessary errors.

How to enter a cupboard order

Sign into the eBudde system and select the transaction tab. Then go over and select +Add



Add Transaction

Cancel

Save **4**

Time & Place

Date: Receipt: #

Normal
 Booth
 Adjustment
 Return

Troop
 Service Unit
 Cupboard

Holyoke Cupboard (3)

Select Location

Holyoke Cupboard (3)

1

Pickup

2 Date: Time: Line:

Contact Info

BrandiBarcomb
 bbarcomb@gscwm.org
 301 Kelly Way

Cookie Order

Add Product
 Remove Product

** This cupboard has one or more varieties marked as unavailable.*

Product	Cases	Packages
Adventurefuls	<input type="text" value="0"/>	<input type="text" value="0"/>
Lemon-Ups	<input type="text" value="0"/>	<input type="text" value="0"/>
Trefoils	<input type="text" value="0"/>	<input type="text" value="0"/>
Do-Si-Dos	<input type="text" value="5"/>	<input type="text" value="0"/>
Samoas	<input type="text" value="0"/>	<input type="text" value="3"/>
Tagalongs	<input type="text" value="0"/>	<input type="text" value="0"/>
Thin Mints	<input type="text" value="0"/>	<input type="text" value="0"/>
S'mores	<input type="text" value="0"/>	<input type="text" value="0"/>
Toffee-tastic	<input type="text" value="0"/>	<input type="text" value="0"/>
Totals	5	3

3

1. Select the cupboard you would like to go to.
2. Choose the date and time for your pickup.
3. Enter in the quantities for pickup. Orders can be placed in full cases or individual packages.
4. Don't Forget to Hit Save!!

How to enter in cookie exchanges

Sometimes you are selling through one flavor quicker than another. You want to make sure that you are keeping a close eye on your inventory and it might not be a time in which you would like to take on additional inventory but you would like to switch out a slower moving flavor. No problem.

The steps to place an exchange into eBudde is very simple and just an extra step in placing a cupboard order as shown above.

1. Select the cupboard you would like to go to.
2. Choose the date and time for your pickup appointment.
3. Enter in the quantities of the variety you want. Exchanges can be placed in full cases or individual packages.
4. For an exchange - In the Contact Info box enter what you will be bringing to the cupboard (to be exchanged) for the order that you are placing.
5. Don't Forget to Hit Save!!

Add Transaction

Cancel

Save

5

Time & Place

Date: Receipt: #

Normal Booth Adjustment Return

Troop Service Unit Cupboard

Holyoke Cupboard (3)

Select Location

Holyoke Cupboard (3)

Pickup

Date: Time: Line:

Contact Info

I will be bringing in 4 cases of Thin Mints and 3 packages of Lemon-Ups

Cookie Order

Add Product Remove Product

** This cupboard has one or more varieties marked as unavailable.*

Product	Cases	Packages
Adventurefuls	<input type="text" value="0"/>	<input type="text" value="0"/>
Lemon-Ups	<input type="text" value="0"/>	<input type="text" value="0"/>
Trefoils	<input type="text" value="0"/>	<input type="text" value="0"/>
Do-Si-Dos	<input type="text" value="5"/>	<input type="text" value="0"/>
Samoas	<input type="text" value="0"/>	<input type="text" value="3"/>
Tagalongs	<input type="text" value="0"/>	<input type="text" value="0"/>
Thin Mints	<input type="text" value="0"/>	<input type="text" value="0"/>
S'mores	<input type="text" value="0"/>	<input type="text" value="0"/>
Toffee-tastic	<input type="text" value="0"/>	<input type="text" value="0"/>
Totals	5	3

1

2

4

3

Returns.....

If you placed an Initial Order in eBudde by December 6 and your troop has not placed **ANY** additional orders at any of our cupboard locations then you could qualify to return full, unopened cases from your initial order.

RETURNS ARE NOT ENTERED INTO EBUDE.

You will either contact Tammy at tbreen@gscwm.org for the Worcester Cupboard or Brandi bbarcomb@gscwm.org for the Holyoke Cupboard and we will make an appointment for you to come to either Holyoke or Worcester to make the return during normal cupboard hours. A member of the cupboard team will make sure that all transactions show correctly in eBudde for your return. Please keep in mind that our return program is for those who placed an initial order in December only, prior to the start of the Cookie Program. Thanks to the online orders in December, we find that troops generally have no issue selling their initial order. Troops are welcome to exchange flavors with either the Holyoke or Worcester Cupboards, as well as troop to troop transfers. However, when something unexpected happens, it is nice to know that there is a safety net.

CUPBOARD COOKIES ARE NOT RETURNABLE. Once you take cookies from the cupboard, they become your responsibility to sell. Prior to the exchange deadline and based on availability you may be able to exchange flavors at a cupboard or do a troop to troop transfer with another troop.

Holyoke Office Cupboard
301 Kelly Way
Holyoke, MA 01040
Available appointment hours:
Wednesday: 3:00pm-6:00pm
Thursday 11:00am-8:00pm
Friday 9:00am-6:00pm

Worcester Office Cupboard
115 Century Drive
Worcester, MA 01606
Available appointment hours:
Wednesday: 3:00pm-6:00pm
Thursday 11:00am-6:00pm
Friday 9:00am-6:00pm



GSCWM Cookie Booths

There are two types of booths that a girl can have:

Troop Booth:

Troop Booths are held with 2 or more Girl Scouts. It is important not to have more than 5 girls present at a troop booth so that customers are not overwhelmed with asks and the girls can concentrate on their selling skills. It is required that two CORI'd, registered adults are present at the booth.



1

2

Family Booth:

Family Booths are 1 girl and her parent/guardian. This is typically a girl who has a higher goal. We ask that the parent/guardian at least register with GSCWM to do the booths. There are no additional girls allowed at the booth. Any additional girls would make it a troop booth and then you will need to have two CORI'd, registered adults.

Booths can be done from the **Daisy** level up to **Ambassador**. You will want to make sure to follow the steps below and you are on your way to a fabulous booth experience.

If your unit has a Service Unit Cookie Manager:

You will want to contact your SUCM to see how your unit handles setting up booth sales. If you have a location in mind or know someone who is willing to host a booth, please share this information with your SUCM. Either they or your Service Unit Booth Coordinator will be reaching out to the locations to secure dates and times to bring back to the unit. They will be the point of contact for setting up the locations so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by your SUCM need to be entered in eBudde so that your SUCM can approve them and they will show up in the cookie locator.

If your unit does not have a Service Unit Cookie Manager:

You will want to work as a team. Try to plan a “booth planning” meeting or begin an email thread that includes all the leaders. Gather all the names of booth locations in your service unit. Then make a plan on who will contact which location to try to get dates and times for the whole cookie season. After everyone comes back with all the information, you will then decide how to split up the dates and times. Some units do a drawing to see which troop will pick first. Others do it based on seniority. However your unit makes decisions is how you want to choose. The person who contacted the location will be the point of contact for that location so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by you need to be entered into eBudde and then notify your Membership Specialist so they can approve them and they will show up on the cookie locator.

Council Booths

Council Booths are set up usually through the corporate office level at a business or at the request of the business themselves. All of the council booths are entered into eBudde and are available for all troops in our council to choose. Council Booths are the only booths that troops do not enter themselves into eBudde and where the unit does not need to contact the “home” unit to notify them of the location. We are always looking for more council cookie booth locations. If you have any contact or suggestions please feel free to send them to

prodprograms@gscwm.org

GSCWM Cookie Booths cont.

Looking for booth locations can be fun. You will want to stay within your service unit to look for potential booths. However, if you have a family member or a friend who works outside your unit and would like to host your troop or girl for a cookie booth you will want to do the following:

- See how often they would like to host.
- If you can obtain more dates and times to share with the “home” unit that would be ideal.

If you have a SUCM you will want to let them know that you have this booth location and all the details that go along with it. They will then contact the other unit to notify them of the booth location. If you do not have a SUCM then please send your request to your Membership Specialist. They will be the one to be in touch with the other unit on your behalf. You will then want to enter the booth in eBudde.

You will want to think outside the box. You don't always have to have a booth outside of a business.

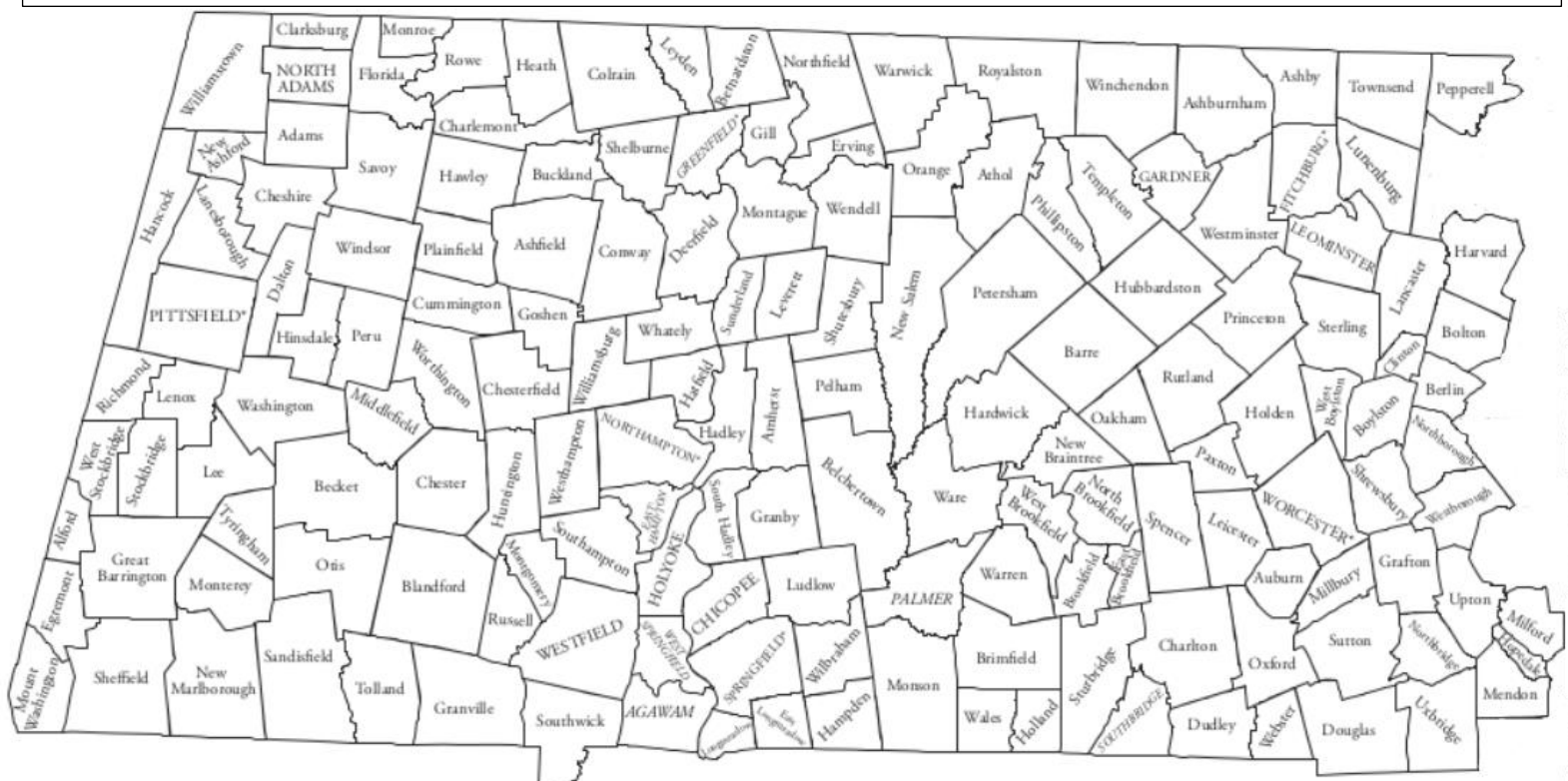
Alternative Booth Ideas

- In the lobby of a sporting event at a middle or high school
- At the local transfer station
- At a local art show or other cultural event
- Host a booth on your front lawn

- Locate an empty parking lot and with the owner's permission have a cookie drive thru
- Connect with your local car dealership to see if you can be part of their Presidents' Day festivities, or ask dealerships to purchase cases so they have cookies for buys in their showrooms
- Set up at a Real Estate Agent's open house, or ask Real Estate Agents to purchase cases so they have boxes to give to buyers or to be used at showings

REMINDER:

Cookie Booths cannot be located outside our council boundaries regardless of the connections a volunteer may have.



Cookie Booth Etiquette & Tips

(Please review with Girl Scouts and adults participating in booth sales)

In the interest of providing a quality program, ensuring safety and providing the assurance of future booth sales for our Girl Scouts, the following procedures, etiquette and tips have been developed.

Basics:

- ✿ Be sure to have all adults supervising a booth sale read, understand, and agree to abide by all procedures and etiquette as stated here.
- ✿ Booth Sales are conducted by Troops, Girls with a higher goal for a Family booth, or Individual girls participating in our Cookie Boss program with their families.
- ✿ Prior to booth sales, have the Girl Scouts and parent/guardians review and sign the Booth Sale Etiquette Contract available in the Troop Manual.
- ✿ When conducting a council booth sale, print a copy of the Current Signups confirmation and take it with you as the permit to your location, date, and time. If two troops should show up at a Cookie Booth at the same time, please work it out as we are sisters to every Girl Scout. The contact person for that location is on your print out. **DO NOT INVOLVE STORE MANAGEMENT.**
- ✿ Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for the actions of themselves and the actions of their girls. Keep in mind that girls who are not willing to follow procedures and etiquette should not be permitted to participate in cookie booths.

Security:

- ✿ Never leave girls alone and unsupervised at a booth sale. There **ALWAYS** needs to be an adult present and engaged.
- ✿ Keep a careful eye on the money box. Whereas girls should be encouraged to accept payment and make change, an adult should be carefully monitoring all financial transactions.
- ✿ If approached by individuals challenging the Cookie Program or Girl Scouting in general, Adults are asked not to engage in debate. Refer the individual to Dana Carnegie at 413-584-2602 ext 7122 to discuss the matter further.
- ✿ In the case of an incident where you or your Girl Scouts feel threatened, call 911 immediately and then the council emergency number 413-584-2602

Standards:

- ✿ There must be two adults present at all booth sales. There should be a minimum of two girls and a maximum of five girls present at a troop booth sale at any given time (maximum may vary per location. Refer to the Current Sign Up notes for your booth location). For larger troops, schedule girls to participate for shorter shifts so that every girl has the opportunity to participate. Troop member's friends, acquaintances, siblings (including infants) and pets are not permitted or appropriate at cookie booths.
- ✿ At a Booth Sale, girls should be identifiable as Girl Scouts by wearing a membership pin, uniform, sash or vest, or other Girl Scout clothing. Keep in mind that appearance makes a lasting impression and when participating in Girl Scout activities, we represent Girl Scouts. Girls and adults should dress as if they are "going to work". This is your business, represent it well.
- ✿ Remember to abide by any specific requirements identified on your Current Sign-ups print out specific to the booth sales location. Be sure all adults understand that we have assured the location managers of all stores we coordinate with that these guidelines will be followed. Reports of a troop's failure to comply with these guidelines may jeopardize future opportunities. Location managers have the right to ask anyone participating in booth sales to leave. Troops are to leave without comment if asked to do so.
- ✿ If you are the first troop to arrive at a booth site and are unsure of where to set up, ask the store manager or service desk personnel if there is a specific location for set up. **Do not ask for special set up locations.** All booth sales are to be set up **OUTSIDE** unless the store manager tells you that you may set up inside. Make sure girls and adults in charge dress for the weather.

- ❁ Arrive no more than 10 minutes before your scheduled time. The troop scheduled before you is scheduled until the end of their time slot and you may not sell cookies before the beginning of your time slot. Manage the transition with the previous troop without argument, please. However, if the troop following you has not shown up, you can continue to sell until they arrive. At the end of your shift, quietly pack up all items, clean up and remove all trash, and completely leave the area. All empty cases must be taken with you and not disposed of in the store's trash container. Think Recycle! If you are the last slot on the schedule, leave on time.
- ❁ Locate and show the girls where the restrooms are located. Some locations do not have or do not allow public use of the rest room. Do not ask for exceptions. Girls should always use the buddy system when taking a bathroom break, getting cookies from the car, etc. There should **ALWAYS** be girls at the booth site.
- ❁ If girls or adults need a food or drink break, they should eat and drink discreetly away from the booth sale. Food, drink or other items should not be on the booth sales display. There will be no smoking by girls or adults anywhere near a cookie booth.

Remember, we are all responsible for the reputation that Girl Scouts hold in the Girl Scout Council of Central and Western Massachusetts. Protect that reputation and our relationship with the businesses that support us with booth opportunities.

Questions? Contact your Service Unit Cookie Booth Coordinator, Service Unit Cookie Manager or Your Product Program Manager, Brandi at 413-224-4036 (prodprograms@gscwm.org)

Thank you and Happy Selling!



Cookie Booth Etiquette Contract

On my honor, I, _____, will follow the rules listed below while working at my troop's cookie booth.

I will:

- Be polite and friendly
- Remember that my behavior reflects on all Girl Scouts
- Obey the booth sales starting date
- Arrive and leave on time
- Wear my uniform, vest, or sash to identify me as a Girl Scout
- Not block the entrances to stores
- Keep table and area neat
- Say **THANK YOU** to all approached
- Remove empty boxes and recycle if possible



I will **NOT**:

- Get in the way of customers
- Ask a customer twice to buy cookies
- Go into the store to sell cookies while working at the cookie booth
- Talk loudly, run around or play while selling at a cookie booth
- Eat, drink or chew gum while at the cookie booth

Girl Scout Signature _____ Date: _____

Parent Signature _____ Date: _____

Any girl participating in the Cookie Booth Sale must follow procedures of Volunteer Essentials and have a signed Permission slip available from your Troop Leader.

Please Remember:

Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, live the Girl Scout Promise and Law, and to sell more cookies. With this opportunity comes the responsibility to follow safety, public relations and business guidelines.

Please keep in mind that selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses. This privilege, if abused (even unintentionally) could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. Please be considerate of the business's customers and property. If complaints arise you may be asked to leave.

LBB makes magic



Share the link to the new LittleBrownie.com

Did you know Little Brownie Bakers® started making Girl Scout Cookies® in 1973? They've been baking with heart for 50 years now! Join us in celebrating their milestone by checking out their new website.

One-stop shop for volunteers and entrepreneurs

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.



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.



Good for Girl Scouts, good for the planet!

Packages of Samoas® now have reduced plastic packaging, and cases of Thin Mints® use 26% recycled content (and 18% less packaging material).



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



Inspire cookie entrepreneurs



Continued

Cookie business badges

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

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

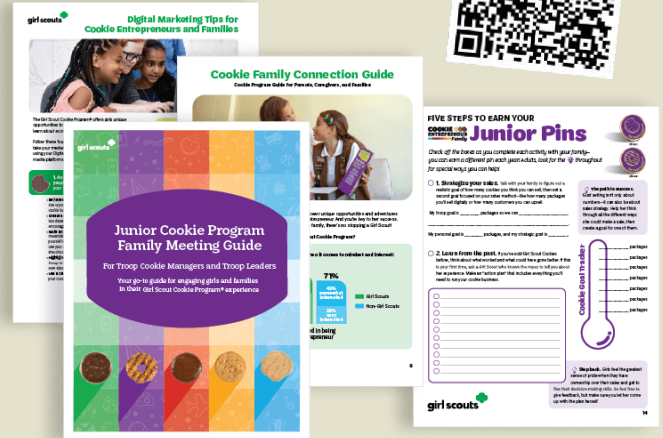


Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- [Cookie Program Family Meeting Guides](#)
- [Cookie Entrepreneur Family Pins](#)



Market their business online



Your #1 strategy

Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- **Digital Cookie:** Personalize their site by uploading weekly videos. Offer cookies through direct shipping or in-person delivery.
- **Social Media:** Create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit [Digital Marketing Basics](#) on LittleBrownie.com.
- **Text or Call:** Reach out to customers who may not be online and follow up for reorders.



Find ready-made graphics, announcements and other digital resources:

Find inspiration on social! Follow and share posts to kick-start a digital campaign.

Plan your content with the Digital Marketing Basics

Download posts

Girl Scouts® **Little Brownie Bakers®**

The collage includes a calendar for January 2024 with a callout for 'Kick off the official start of the Girl Scout Cookie Season!' on January 9th. Below the calendar are several social media-style graphics: a 'Reminder Booths now open!' post, a 'Samoas' cookie post with a '3 days until' countdown, and a 'Happy Women's Entrepreneurship Day!' post. A large QR code is also present, along with social media icons for Facebook, Twitter, Instagram, and Pinterest.

Safety resources

Girl Scouts and their caregivers must read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)



Market their business in person



Share the magic, face-to-face

If your troop is planning in-person cookie events, there are lots of ways they can creatively rise to the occasion!

- **In the Neighborhood:** Girl Scouts can stay local and ask their neighbors to buy cookies using their cookie order card.
- **Cookie Stands:** Entrepreneurs can set up shop in front of a residence or private property and market their cookies to customers who live nearby.
- **Cookie Booths:** Preapproved locations like grocery stores, banks, malls or even parking lots are great places to set up a booth and connect with cookie lovers.

*Cookie booths must be coordinated by Troop Cookie Managers, may only happen at council-approved locations and must be legally open to, accessible, and safe for all girls and potential customers. For more details, talk to your council and visit girlscoutcookies.org/troopleaders.

Cookie menu lanyard

On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

They fit easily into plastic holders on lanyards so they're protected from all types of weather. Entrepreneurs can wear them at booths and encourage customers to scan their QR code to go to Digital Cookie®. It's especially handy if booth inventory in a certain variety is running low!

Girl Scouts can also pop them into their backpacks for customers to scan anytime.

Lanyard inserts can be personalized with marketing messages and cookie prices.



Only need one printed insert per Girl Scout!

Found at LittleBrownie.com





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
- 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, and edit your troop's reward settings
- 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.

Watch Videos!





Annual Report of Troop Funds and ACH Authorization

Report of Troop Funds

This report fulfills Girl Scouts of Central and Western Massachusetts' obligation as a legal corporation to account for public funds and to provide information required by Girl Scouts of the USA. Thank you for accepting your responsibility to submit this information. Send one copy to the Finance Department at the Worcester Leadership Center (115 Century Drive, Worcester MA, 01606) by June 15th. Retain a copy for your records.

Troop #: _____ Service Unit: _____
 Program Level: Daisy Brownie Junior Cadette Senior Ambassador # of Girls _____
 Leader's Name: _____ Phone: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Email: _____

Automatic Clearing House (ACH) Authorization

Three signers of unrelated, currently registered, Girl Scout adults are required to be on the account. One of the three signers is a member of the service team. Two signatures are required for every withdrawal and written check. ATM/debit cards may be (at least 2 signers must have online access to the account). I/we give GSCWM the authority to initiate bank withdrawals and deposits to the troop bank account below. **I/we understand that it is the troop's responsibility to notify GSCWM if funds will not be available on the specified date, and that accept responsibility for any fees assessed for insufficient should we failed to provide timely notice to GSCWM.**

Status of Account (circle one): New Ongoing (no changes) Check Signers Changed Closed

Bank Name and Branch Address: _____

Account Name: Girl Scouts of Central and Western Massachusetts, Inc. – Troop # _____

Transit ABA (Routing Number): _____ Account Number: _____

List the names of all authorized signers. Check the circle next to the person who receives the bank statements.

- Print Name _____
- Print Name _____
- Print Name _____

Signature _____

Signature required of a signer who does NOT receive the statements.

Our bank account is a (check one): Checking Account Savings Account

If using a checking account, please attach voided check here.

Permission to Participate in the 2023-2024 Cookie Program Activity

_____ (please print girls name), a member of Troop # _____, has my permission to participate in the 2023-2024 Cookie Program. I have read and understand the information in the Family Guide and agree to accept financial responsibility for all cookies and monies she receives. I understand the safety guidelines and will see that my girl scout has appropriate adult guidance and support at all times. I also agree to follow all Cookie Program Activity procedures and deadlines. I understand that the troop proceeds belong to the troop and benefit all girl members of the troop and that proceeds do not belong to my girl scout.

Signature of Girl Scout's Adult

Girl Scout's Adult Name- Please Print

Mailing Address

City/Town

Zip Code

Home Phone

Work Phone

Cell Phone

Email Address

Please check any areas in which you are willing to assist our group this Cookie Season:

- | | |
|---|---|
| <input type="checkbox"/> Cookie Volunteer in Charge | <input type="checkbox"/> Cookie Cupboard Pickup |
| <input type="checkbox"/> Cookie Volunteer Assistant | <input type="checkbox"/> Chaperone for Neighborhood Sales |
| <input type="checkbox"/> Technology Assistant | <input type="checkbox"/> Cookie Sale Signage with girls |
| <input type="checkbox"/> Host cookie girl presentation/sale at work | <input type="checkbox"/> Deliveries Assistant |
| <input type="checkbox"/> Chaperone for Cookie Booth | <input type="checkbox"/> Cookie Storage |
| <input type="checkbox"/> Chaperone for Neighborhood Sales | <input type="checkbox"/> Other: _____ |

Troop Leader/Troop Cookie Manager Contact Information:

Name

Phone Number

Email Address

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!

Primary

eBudde™ Sign-Up

Key

Key

Resources at a glance



All resources can be 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



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
Little Brownie
Bakers®
on Pinterest
[@lbbakers](https://www.pinterest.com/lbbakers)

Follow us on social for shareable cookie content!

FOLLOW
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on Facebook
[@LittleBrownieBakers](https://www.facebook.com/LittleBrownieBakers)

