girl scouts western pennsylvania | Little Brownie BAKERS

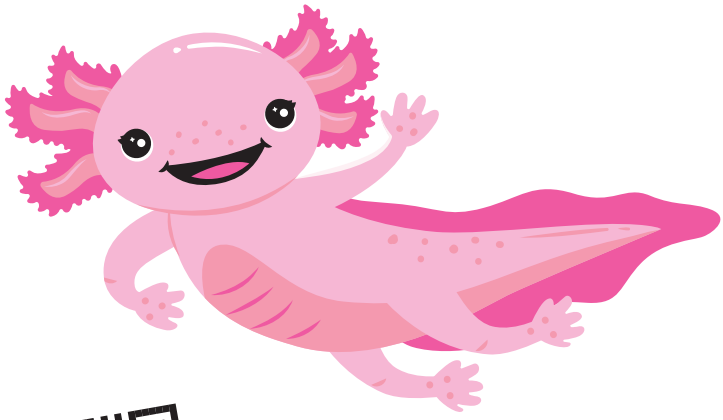
2024 Girl Scout Cookie Program®

Troop Cookie Manager Manual

The Girl Scout Cookie Program begins Jan. 9.

WHAT'S NEW this year

- Updated Proceeds Structure
- Updated Rewards Structure
- Digital Cookie In-Hand enables girls to process credit cards at booth sales!
- Cost of Cookies—$6
- Updated Cookie Rookie and Cookie Captain patches and videos
- Operation: Sweet Appreciation expands to local fire and law enforcement organizations



Scan here or visit gswpa.org/TCM for a Troop Cookie Manager Calendar and Checklist.

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

Our council's Girl Scout Cookie Program begins

Jan. 9, 2024.

Three cheers for our volunteers!

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

Amanda Erin Yvonne
Debbie Victoria

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.

No matter which path girls take—virtual, in-person, or both—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!*

How the Girl Scout Cookie Program benefits girls

Girl Scouts aren't just selling Girl Scout Cookies. They're making their communities better places and preparing for successful futures. Girls also build lifelong skills, friendships, and confidence along the way.

The Girl Scout Cookie Program is essential to our mission of building girls of courage, confidence, and character, who make the world a better place. Funds raised through the cookie program support many aspects of Girl Scouting by:

- providing troops with proceeds to fund their troop activities and service projects;
- keeping camp affordable by subsidizing registration costs;
- supporting the Girl Scout experience by providing girl programming, curriculum, and events;
- providing financial assistance to girls with financial barriers to ensure that Girl Scouting is available to all girls;
- support Girl Scout Bronze, Silver, and Gold Award projects and training; and
- maintain and make upgrades to properties, such as camps and activity centers.

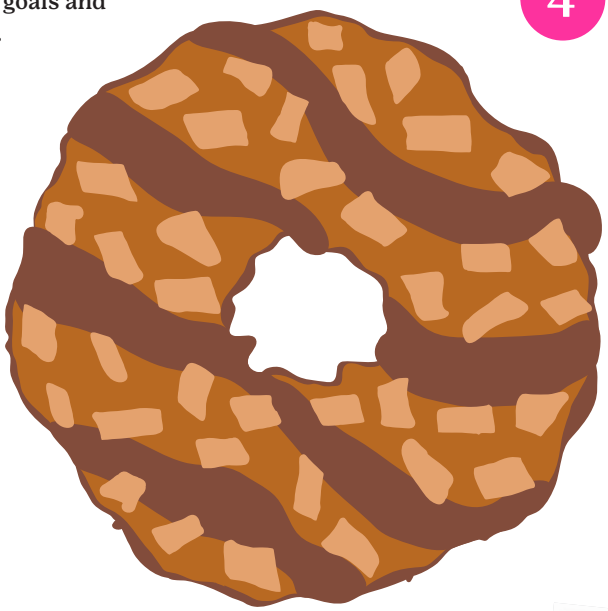
Over the course of more than 100 years, generations of girls have built the Girl Scout Cookie Program into a beloved tradition and the largest girl-led, entrepreneurial program in the world.

Skills Girl Scouts Learn

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.

Learn more!

Getting Started

Cookie Program Materials

You'll receive cookie program materials from your service unit cookie manager (SUCM) at the service unit cookie training, including resources for troop use and for distribution to families. For additional materials, visit gswpa.org/cookieseller or contact your service unit cookie manager (SUCM).

Communications

PLEASE NOTE: The information in this guide is as up-to-date as possible at the time of printing. However, as guidelines and information change leading up to and through the program, updates will be communicated through eBudde, *Cookie Bytes*, and gswpa.org.

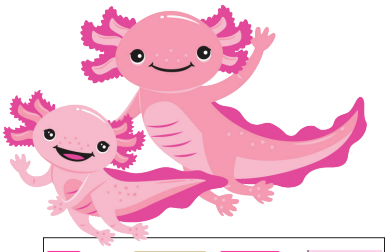
Cookie Bytes

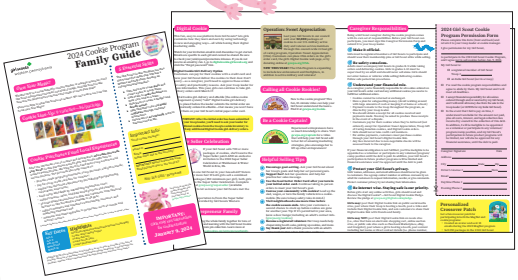
It's important to stay connected with Girl Scouts Western Pennsylvania for cookie program updates and reminders throughout the entire cookie season. Look for eBudde emails and *Cookie Bytes*, our council's enewsletter with helpful hints and reminders. We'll email eBudde users a notice when a new edition is posted. You can access *Cookie Bytes* anytime by visiting gswpa.org/cookiebytes. ***Please note:*** You're responsible for information contained in these communications. **Please don't unsubscribe from any Girl Scouts Western Pennsylvania or eBudde emails or you'll miss essential information.**

If you accidently unsubscribe from emails generated through eBudde, including *Cookie Bytes* notices, you can easily resubscribe on the troop's eBudde *Contacts* tab.

Family Cookie Meeting

When families are involved, girls succeed. Holding a family cookie meeting is part of being a troop cookie manager (TCM). When families are left unaware of policies and procedures, troops are often faced with frustration, increased financial risk, and disappointed girls. It's critical to the cookie program's success for families to gain key information, including deadlines, and for them to understand their responsibilities and the troop's expectations.





Scan here for our Family Review Checklist to guide you at your family cookie meeting.

Tip: The *Family Guide* is a great tool to use when leading the family cookie meeting.

Troop and Girl Goals

An important lesson girls learn from selling cookies is how to set and reach their goals. Help girls keep goals realistic, but optimistic. It's never too early to start the conversation. It's important to work with girls as a group and individually. (This is a great way to involve a caregiver or new volunteer.)

Camp S'more magazine is published in the winter for families and leaders. Setting cookie program goals is a great way to make Girl Scout programs (including camp) even more affordable. Remember, Girl Scout Bucks are worth double when used toward a council-sponsored camp!

The World's Most Flavorful Line-Up

Chocolaty, crunchy, crispy, gooey, buttery, or zesty—each one inspires a special kind of passion among Girl Scout Cookie™ customers. And all of them are baked with a single purpose—to help each entrepreneurial girl who sells them know that she can *own your magic!*

$6/pkg

From amusement parks to ziplining, everything Girl Scouts do has become more expensive, and we understand the financial burden on troops. Because of this and the rising expenses associated with cookies, a retail price adjustment is essential starting this year.

This price increase will allow us to increase troop proceeds, helping girls continue to fund their amazing adventures. Troops can earn up to $1.18 per package. We will also cover credit card fees from all packages purchased through Digital Cookie at booth sales in March.

NEW Troop Proceeds Structure!

Troop proceeds help fund a troop's community service projects and activities. This year, troops can earn up to $1.18 per package!

Troop Proceed Tiers	
Troops earn the following proceeds for participating in the 2024 Girl Scout Cookie Program:	
$.90 per package	Base rate for troop proceeds
$1.00 per package	Super Troop—Troops that reach a PGA* selling of 195 packages or more
$1.05 per package	Super Troop—Troops that reach a PGA* selling of 240 packages or more
Additional $.10 per package	Additional Proceeds Option (see below)
$.02 per package MagNut bonus	Troops that reach a PGA* selling of $185 in the MagNut program and a PGA* selling of 250 packages in the cookie program will receive a $.02 bonus per package of cookies.
$.01 (total $.03) per package MagNut bonus	Troops that reach a PGA* selling of $275 in the MagNut program and a PGA* selling of 250 packages in the cookie program will receive a $.01 (total $.03) bonus per package of cookies.

PGA = Per-Girl Average

Additional Proceeds Option

Junior, Cadette, Senior, and Ambassador troops can opt out of receiving individual rewards and earn an additional $.10 per package sold. The entire troop must participate in this option, because opting out can't be done on a girl-by-girl basis. Scan the QR code to learn more!

Service Unit Bonus

Help your service unit earn a $.015 per package bonus on all sales for the service unit treasury.

Ways your troop can help your service unit meet the bonus requirements:

- ✓ Be sure your troop is paid in-full by April 15 or has submitted the required caregiver outstanding balance paperwork **by April 4, 2024.**
- ✓ Have a combined troop sales increase of 10% or more.
- ✓ Encourage your girls to participate. A minimum of 80% of registered girls in the service unit must participate in the cookie program. (For participation, girls must sell at least one package of cookies.)
- ✓ Attend the service unit cookie rally. (Ask your SUCM if they need help with planning!)

Check with your SUCM throughout the program to see how close your service unit is to reaching the bonus goal!

New Resources for Entrepreneurs

Girl Scouts® Cookie Rookies

This educational video introduces first-time entrepreneurs to the magic of running their very own cookie business — including how they can make their mark online!

Go to Videos

Girl Scouts® Cookie Captains

Experienced entrepreneurs have so much knowledge to share. This video will help them add to their list of amazing marketing strategies, plus encourage them to lift up other entrepreneurs!

New patch alert!
Reward your rookies with this new patch!

Reward your captains with this new patch!

Cookie Rally

A cookie rally is an event that combines learning and cookie fun to inspire and prepare girls to have a great cookie season. Research shows that girls who attend a cookie rally have much higher cookie sales than those who don't get the chance. Certainly, they have more confidence in their sales and lots of fun!

Join us **Monday, Jan. 8,** for our council's virtual cookie rally! Connect with your SUCM to see if a service unit cookie rally is planned in your area. If there isn't one, host a virtual or in-person rally for your troop!

Find awesome in-person and virtual rally activity ideas on littlebrownie.com.

Rewards

New Rewards Structure!

Along with the **five skills** girls learn through the cookie program and proceeds earned by troops, girls earn individual rewards for their efforts. They can choose between specific items or Girl Scout Bucks at select levels. Check out the *Family Guide* and order card for rewards and levels.

Girl Scout Bucks

Girl Scout Bucks can be used as payment towards any council-sponsored activity or camp, as well as service unit day camps. Girl Scout Bucks can also be used towards purchases at council shops and camp trading posts and annual membership fees processed through council.

Girl Scout Bucks are digital! Caregivers will be notified by email when Girl Scout Bucks are credited to their Girl Scout.

Did you know? Girl Scout Bucks are doubled when used toward a council-sponsored camp. *Camp S'more*, our annual summer camp program magazine, releases in mid-to-late January. You can find it and more details about registering with Girl Scout Bucks at gswpa.org/camp.

Please note: Girl Scout Bucks earned in the 2024 cookie program expire Sept. 26, 2024.

Super Troop

When troops reach a **PGA* (per-girl average selling) of 185 packages** or more, each girl selling receives a **Super Troop T-shirt**, and two T-shirts are allotted for troop volunteers. Additional volunteer T-shirts are available for purchase when your troop achieves this goal. Visit gswpa.org/cookieseller to download the order form. Order forms **must** be received by the deadline date to ensure order fulfillment.

*Girls who don't participate in the cookie program aren't included in the *PGA Selling* calculation even though they're listed in eBudde on the *Girls* tab. Check the troop's *PGA Selling* on the *Sales Report* tab in eBudde throughout the program to monitor your progress.

Tip: Additional cookies are available at cookie cupboards to help reach Super Troop status. You can also get additional cookies from another troop. Ask your SUCM to do a troop-to-troop transfer.

The iconic Girl Scout Cookie Program goes beyond the booth and allows girls new ways to learn modern business skills. It's easy, safe, and full of FUN! Last year, over 8,600 girls in our council created their personalized webpage.

Through Digital Cookie, a girl can:

- share her cookie story,
- earn rewards,
- access Cookie Business badges online,
- track customer info, orders, and data,
- send cool, ready-to-use marketing emails,
- use the smart goal-setting calculator, and
- make it easy for friends and family near and far to get their favorite Girl Scout Cookies.

In early January, Digital Cookie will email* caregivers and troop leaders a registration link to the email address identified in the caregiver's "MyGS" membership profile and the troop leader's email address entered in eBudde. Registration emails are specific to each girl and cannot be shared with others. The email will come from "Girl Scout Cookie Program" (email@email.girlscouts.org). Be sure to have caregivers check their junk/spam/promotions inboxes.

*If a caregiver doesn't receive an invitation email, direct them to click the "Need help to log in" link then the "Request a registration email" link at digitalcookie.girlscouts.org.

NEW!

Cookies In-Hand

Girls and troops are now able to easily take credit cards at booth sales and while canvasing neighborhoods with cookies, and council will pay for the credit card fees processed through Digital Cookie.

Ordering Options in Digital Cookie

For the most up-to-date information, be sure to read eBudde emails and *Cookie Bytes*.

Digital Cookie Orders—Shipped, Donated, or Delivered

Customers can select to have the cookies shipped directly to them, donate cookies to Operation: Sweet Appreciation, or have the Girl Scout deliver the cookies to their door. Here is what you need to know about orders Girl Scouts in your troop might receive:

Shipped/Donated Orders:

Shipped and donated orders are automatically processed and there is nothing you need to do! In eBudde, you can look on the *Girl Orders* tab to see how many packages each girl has sold. You do not need to provide any inventory to her for those orders. You will see a credit to the Girl Scout on the *Girl Orders* tab for the full amount paid for those orders, and you can also see the amount as a deposit in your *Payments* tab in eBudde.

Delivered Orders:

Customers can pay for cookies with a credit card through Digital Cookie and request your Girl Scouts deliver the cookies to their door. Don't worry—caregivers must approve these orders for safety and practicality reasons. Customers can select the girl-delivery option **through March 17**.

Caregivers receive an email from email@email.girlscouts.org with the subject "You have a Digital Cookie in-person delivery approval request!" letting the caregiver know their Girl Scout has received an order for delivery. The caregiver must approve this order **within five days** or risk losing the sale. If the caregiver has not approved the sale within five days, the customer's second choice for the order is selected. The customer's second choice could be *cancel*, *ship*, or *donate*. The caregiver should approve the order before delivering it to make sure the customer's payment is accepted. Download a tip sheet of steps for caregivers to approve a girl-delivery order from gswpa.org/cookieseller.

Be sure to communicate with caregivers on the status of the troop's cookie inventory. Your troop may need to get additional cookies from another troop or from a cookie cupboard. Only registered eBudde users can place a pending order to a cupboard. However, anyone can be designated to pick up the cookies (even the caregiver that needs them!). To allow the caregiver to pick up the cookies from a cookie cupboard, edit the information in the "Contact Info" box to the caregiver's name and phone number.

Girl-delivered cookies purchased through Digital Cookie count toward Digital Cookie rewards.

NEW! Girls will earn the Techie charm when they send emails through Digital Cookie to 18 unique customers.

Girl-Delivered Orders—Before and After the Initial Order

Girl-delivered orders are managed differently before and after the initial order is submitted.

Girl-delivered orders placed before the initial order is submitted:
These orders are automatically reflected in eBudde* through the *Initial Orders* tab, a payment credit on the *Girl Orders* tab, and a deposit made to the *Payments* tab.

> ***Caution:** If the service unit and/or troop's initial order is un-submitted to make corrections, Digital Cookie girl-delivery orders will flow into eBudde until the troop's initial order is re-submitted. Therefore, don't "round up" cookies ordered on the booth line. Let eBudde do the rounding up for you.

Cookies are automatically ordered and delivered as part of the troop's initial order.

Girl-delivered orders placed after the initial order is submitted:

- Girl-delivered orders will display on your Digital Cookie troop dashboard.
- Once the caregiver approves the order, the amount the customer paid will show as a credit on the *Girl Orders* tab in eBudde for that girl and as a deposit made to the troop's *Payments* tab.
- **Cookies to fulfill these orders must come from the troop's inventory.**

Please note: After the initial order is placed, eBudde does not automatically assign cookies for girl-delivered orders to the girl. You or the troop cookie manager must allot these additional cookies to the girl on the *Girl Orders* tab—just like you would for an additional paper order. In-person delivery orders placed after the initial order are essentially a deposit only. The amount the customer paid will also reflect in the *Payments* tab in eBudde.

After the initial order is submitted, all additional Digital Cookie girl-delivery orders must be fulfilled using the troop's cookie inventory.

Check out our guidelines for online selling by scanning this code.

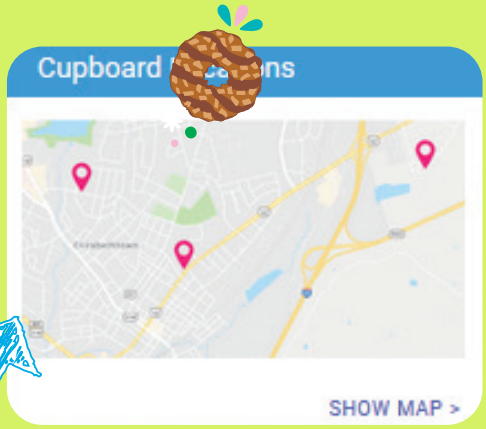
Find Digital Cookie tip sheets by scanning here.

National Girl Scout Cookie Weekend

National Girl Scout Cookie Weekend is Feb. 16-18! It's a great opportunity to share the news about the Girl Scout Cookie Program. On National Girl Scout Cookie Weekend, Girl Scouts across the nation will celebrate and promote the five skills girls learn while participating in the Girl Scout Cookie Program. Special marketing campaigns will run to help promote this weekend. While this weekend is before the start of our council's booth sale period, your troop can promote Operation: Sweet Appreciation, Troop Gift of Caring, or the troop's upcoming booth locations.

Cookie Cupboard

Cookie cupboards officially open on March 1.



Troops can use cookie cupboards to get additional cookies or to exchange damaged product. Cookie cupboards are located throughout the council at Girl Scout offices and volunteers' homes.

Cupboard Locations Map—Check out the cupboard locations map on the troop dashboard.

You can also find a complete list of cookie cupboards on the eBudde *Reports* tab in the *Cupboards* report. We consolidate the number of cupboards throughout the program by moving cookies to well-used locations. The *Cupboard* report and map automatically update when cupboards open/close.

- Troops can order full cases and/or single packages from a cookie cupboard.
- Have damaged packages? Take them to your local cupboard to exchange for the same variety.
- **Troop-owned cases/packages can't be exchanged for a different variety or returned.**
- Only select Girl Scout offices and volunteer cupboards will be restocked. For cupboards that will be restocked, please place a **pending order** through eBudde on the *Transactions* tab to the cupboard for additional cookies. **Please place your order by 9 a.m. on Mondays** to ensure inventory will be considered in the cookie planning for the upcoming weekend. While you can still place orders after Monday at 9 a.m., these orders may not be included in the cookie distribution planning for the upcoming weekend.
- Cupboards will "gray out" cookie varieties when they are no longer available.
- When you pick up the cookies, verify that what you're taking matches eBudde.
- **Troops are financially responsible for all cookies they pick up.** Review all cupboard pick-ups on the *Transactions* tab in eBudde.
- Keep all receipts until Dec. 31, 2024.

***Please note:* There's a limited availability of Lemon-Ups™, Girl Scout S'mores®, and Toffee-tastic™ at cookie cupboards. These varieties typically aren't restocked so when they're gone, they're gone!**

Service units are encouraged (but not required) to place a small service unit cookie order to help troops in that service unit easily access additional cookies instead of going to a cupboard. Contact your SUCM to see if an order has been placed in your area OR check out the *Cookie Exchange* tab in eBudde to see if a troop in your area has the cookies you need.

Who Can Pick Up Cookies?

When a troop places an order, the eBudde user placing the order can designate **anyone** to pick up those cookies. Enter the name and phone number of the person picking up the cookies in the contact section when you place your pending order.

Volunteer Cookie Cupboards

These cupboards are typically located in volunteers' homes and set their own hours of operation. After you place your pending order through eBudde, check the *Cupboard* report (on the *Reports* tab) to see if your selected cupboard has any requests to verify the pending order, i.e., call before coming, use back door, text communicate only, etc. (Look for a tip sheet in *Cookie Bytes* for details on how to place a pending order.)

Council Cupboards

Council cookie cupboard hours will be communicated in *Cookie Bytes* and listed on the eBudde *Cupboard* report.

Cookie Booths

Booth sales are a great way to increase the troop's and service unit's success. Cookie booths are girl-operated, direct-sale opportunities where customers purchase cookies from the troop. Booth sales can be scheduled **March 1-24**. All Girl Scout grade levels (Daisies-Ambassadors) can participate in booth sales. Adequate volunteer-to-girl ratio is required at all cookie booths.

For guidance on ordering cookies for your booth sales, see page 18.

Scan here to view the volunteer-to-girl ratio chart.

Council-Arranged Cookie Booths

Council-arranged cookie booths are set up by the product program team or submitted to council by SUCMs and are entered in eBudde. All council-arranged cookie booths are available to all Girl Scouts Western Pennsylvania Girl Scout troops.

Service Unit and Troop-Arranged Booths

All booth sales at large businesses and outside of council-arranged booths are considered to be service unit booth sales. Select booth sale sites are set up by your SUCM or service unit cookie booth coordinator, who will tell you how and when to sign up.

SUCMs enter all service unit booth sales on the Booth Scheduler in eBudde. This allows the booth sale to be posted on the online Cookie Finder, as well as the Cookie Finder smartphone app! (It's extra marketing just for you!)

IMPORTANT: Troops may NOT approach large businesses/big box stores (i.e., Walmart, Giant Eagle, etc.) for cookie booths. When a service unit sets up cookie booths, they're able to request multiple days and times to accommodate the most troops and girls. This avoids multiple troops approaching busy retail managers and double scheduling.

Troops may only approach small businesses (i.e. local hair salons, small gift shops, family-owned businesses, etc.). **If there is a site outside of your service unit area where you're interested in scheduling a booth sale, contact your SUCM or service unit cookie booth coordinator so they can connect with the other service unit.**

Scan here for the steps to set up the troop's booth sale.

Cookie Booth Locations Guidelines

We encourage volunteers to use their best judgment in setting up cookie booths in locations that will be open, accessible, and safe for all girls and potential customers.

- Certain locations may be inappropriate for young girls based on the standards of the local community, may negatively impact the cookie program experience for girls, and/or may negatively impact the Girl Scout Cookie brand in the community.
- For additional clarity, girls should not sell in front of establishments that they themselves cannot legally patronize.

Cookie Finder

The Cookie Finder allows customers to search for nearby cookie booths by zip code. Be sure to follow the procedures regarding canceling either Booth Scheduler or service unit/troop-arranged cookie booths as soon as you're sure your troop cannot make it. This ensures the Cookie Finder remains accurate for hungry customers.

Booth Scheduler

The eBudde Booth Scheduler will open on **Jan. 11, at 7 p.m**. This time-slot scheduler lists council-arranged sites and sites submitted to council by SUCMs. It operates on a first-come, first-served basis. Available booth time slots will be shown in green. Your troop may sign up for one time slot the first week the scheduler opens, one additional slot the second week, two more additional slots the third week, and an unlimited number of slots beginning the fourth week. Check back! More sites may have been added, or a troop may have cancelled.

Booth-Specific Information

Most Booth Scheduler time slots will show specific information in the *Notes* section regarding the location of the booth within the store, including if it's indoors or outdoors and what you may need to bring with you. Do not contact businesses with questions about booth time slots or booth-specific information. Please contact the individual identified on the Booth Scheduler with any questions (most likely your SUCM).

Canceling a Time Slot in the Booth Scheduler

If you need to cancel a cookie booth assigned to you in the Booth Scheduler, please do so as soon as you know by going to the *Council Sales* section of the *Booth Sales* tab. This gives other troops an opportunity to sign up for the time slot. All approved booth sales are automatically uploaded to the Cookie Finder.

Recording Booth Sales in eBudde

Allocate your booth sales directly to the girls through eBudde or by using the eBudde app on your mobile device. Reporting your sales directly in eBudde allows you to easily credit sales to participating girls and accurately document the troop's success.

Scan here for detailed steps for using the eBudde Booth Sale Recorder.

Scan here for important information about cookie booth etiquette.

Think Beyond the Traditional Cookie Booth

Troops are highly encouraged to get creative—drive-thru and virtual booths are a great way to sell beyond a traditional cookie booth. Girls will have a lot of ideas. Just ask them! Remember, be sure to involve your SUCM in your booth sale plans.

Troop Cookie Link

Troop links are included on the Cookie Finder and offer a way for customers to purchase cookies online from your troop instead of visiting a booth sale. Troop links are a great way to help your troop reach their goals!

Virtual booths—hosted on social media—give girls a way to achieve their sales goals and help others in their community from home. In fact, girls may find this allows them to discover new ways to take the lead in their cookie business and stay connected through virtual means.

Using the Troop Cookie Link for a Virtual Cookie Booth

1. Create a social media event or schedule a live stream.
2. Consider the logistics and include the details. How will cookies be delivered? How will you handle payment?
3. Promote on social media and in your community. Be sure to use #VirtualCookieBooth in all your posts AND encourage customers to share a photo with their Girl Scout Cookie packages using the same hashtag. You can even leave a note with their delivery!
4. Celebrate and share your success! Together, we can build momentum nationwide!

Accepting Credit Cards through the Cookies-in-Hand Feature of the Troop Cookie Link

Many customers don't carry cash and rely on their debit/credit cards. Troops report an increase in sales when they accept debit/credit cards at booth sales. It's a great way to increase your sales while at the booth sale.

NEW! Use the Digital Cookie Troop Link to accept credit cards at your booth sale and council will pay the fees! (Council will not reimburse credit card fees incurred through other channels.)

Troop Cookie Links and the Cookie Finder

Troop links will be available for troop use in Digital Cookie after the initial order has been submitted. The troop can create a personalized webpage in Digital Cookie just like a girl does. The troop's link will not be "live" until after girls have had an opportunity for in-person sales and to share their own individual links prior to the launch of the troop link. Troops can allocate the cookies from the troop link to girls to count toward rewards.

More details will be shared in eBudde emails and *Cookie Bytes*.

Scan here for a Digital Cookie Troop Link tip sheet.

Cookie Donation Programs

Girl Scouts have a tradition of giving back to their communities. One way girls can give back is through our council's two cookie donation programs—Operation: Sweet Appreciation (OSA) and Troop Gift of Caring (TGOC). Troops can choose to participate in one or both donation programs.

Cookie Donation Programs Summary				
Cookie Donation Program	**Inventory Source for Donation**	**Recipient**	**eBudde Abbreviation**	**Cost**
Operation: Sweet Appreciation	Cookies are ordered and shipped directly from the bakery and council. (Troops won't handle cookies.)	Active military and veteran support organizations and local law enforcement and fire stations	OSA	$6
Troop Gift of Caring	Troops deliver donated cookie packages to the organization of their choice using troop inventory.	Organization selected by the troop	TGOC	$6

Cookie donations are tax deductible. Look for cookie donation receipts on the eBudde help center.

Operation: Sweet Appreciation

In this program, cookie customers purchase cookie packages to donate to our U.S. military active duty and veteran service member organizations, and new this year, the program has expanded to local law enforcement and fire stations. Last year, customers donated nearly 52,000 packages of cookies! Girls can promote Operation: Sweet Appreciation to their customers in person, through their Digital Cookie sites, and at booth sales! Operation: Sweet Appreciation and star patches are available for purchase at council shops! Add a star patch next to the main patch for each year she participates in OSA. **Scan the QR code to learn more about Operation: Sweet Appreciation.**

NEW! OSA Reward for Girls

Girls will earn the Cookie Hearts charm when they sell 15 packages donated to Operation: Sweet Appreciation.

Operation: Sweet Appreciation Online Promotion

From **Jan. 9 through Memorial Day**, troops can earn credit for cookies purchased on the council's website. Here's how it works:

- In addition to donations placed through Digital Cookie and in-person sales, customers can also make donations to Operation: Sweet Appreciation online at gswpa.org/OSA and select a specific girl or troop to benefit from their donation.
- For donations made after March 24, troops and Indie Girl Scouts receive proceeds or program rewards, respectively, for six or more donated packages. Donations of less than six packages will support council programming.
- Cookies sold through this online promotion won't count toward rewards if the donation is made after March 24.

Troop Gift of Caring

In this program, customers make a donation of Girl Scout Cookies from the troop's inventory to a worthy organization, such as a local food pantry, shelter, care center, or hospital. Encourage your troop to learn about the organization to truly provide the girls with a full community service experience. Scan the QR code to learn more about Troop Gift of Caring.

Fun Promotions

5 for Five! Customer Contest

The *5 for Five!* contest helps girls and troops exceed their goals. When taking individual orders and/or making sales at cookie booths, ask Girl Scout Cookie lovers to purchase five packages of cookies to participate in the drawing to **win five cases** of their favorite Girl Scout Cookies. Last year, we received over 3,100 entries!

This is a great way to boost your booth sales and encourage customers to learn about the five skills girls learn from participating in the cookie program.

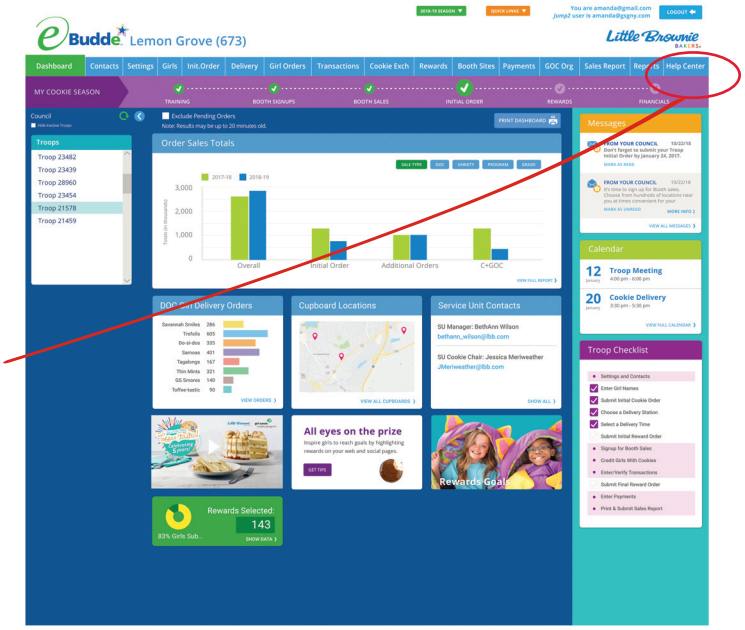
Scan here for more details about 5 for Five!

Council Bling Your Booth Contest

Bling Your Booth is our most popular contest, and we're excited to bring it back again this year! We're working on guidelines and resources for this year's Bling Your Booth contest, so please stay tuned for more information!

eBudde™

Available on a desktop and as a mobile app, eBudde is the command center for the troop's cookie season. eBudde is where you place the troop's initial order, track cookie packages, credit payments received from girls, record troop cookie transactions, and select girl reward items.



eBudde Help Center

The eBudde Help Center is a dedicated website that provides even more direct support for digital and traditional sales. You can access this resource by clicking the *Help Center* tab on the troop's dashboard.

eBudde App

The app makes it a snap! The eBudde App makes it easy to be a Girl Scout Cookie volunteer. It has everything you need to manage orders on the go, all from your mobile phone or tablet!

If you are using eBudde on a mobile device, you must use the eBudde App for full functionality.

eBudde Users and Girls

All eBudde users MUST be registered, approved Girl Scouts Western Pennsylvania volunteers* and should self-identify their troop cookie manager role in their MyGS profile. Girl Scouts Western Pennsylvania will process an initial upload of troop leaders. If you're a troop leader not included in the upload, please ask your SUCM or another troop volunteer with eBudde access to add you. Troop cookie managers (i.e. cookie moms) can be manually entered into eBudde **by another troop member with eBudde access**.

*With the exception of Indie Girl Scout caregivers managing their girl's cookie sales.

Girls must have an active 2023-24 membership to sell Girl Scout Cookies. Only council can add girls to eBudde. Council staff will begin uploading registered girls in December and will continue to regularly upload girls throughout the cookie season.

Changing troops during the cookie program:
Girls with cookies who are transferring to another troop before the initial order is submitted will be transferred with their cookies. Girls transferring with allotted cookies after the initial order is submitted will be processed on a case-by-case basis. Council reserves the right to make the final decision regarding transferring girls with cookies after the initial order is submitted.

Accessing eBudde

Volunteer access to eBudde will go live **Dec. 4, 2023,** for the 2024 Girl Scout Cookie Program. An email invite from eBudde will be sent to new users giving access to the Little Brownie Technology Tools. Email invitations are specific to each user and cannot be shared. Returning users can visit eBudde (cookieportal.littlebrownie.com) and click on the *Forgot your password?* link on the login screen. Follow the prompts to get started.

Forgot your password? Go to the Login page and click *Forgot your password.* ***Note:*** Only the user can change their email address. This is done on the login screen.

Single Sign-On Portal

The single sign-on portal will connect you to eBudde. Your username (email address) and password designate your level of access to the Little Brownie Technology Tools.

Important First Steps in eBudde

When logging into eBudde for the first time, please:

***Contacts* Tab**

- Update your contact information.
- Add additional users, including your adult troop helpers, i.e., troop cookie managers, booth helpers, etc. All must be approved volunteers.

***Settings* Tab**

- Enter the troop's goal. ***Tip:*** Make the troop's goal a 10 percent increase to help your service unit achieve the service unit bonus.
- Verify the troop's level (i.e., Daisy, Brownie, etc.). If the troop's level is incorrect, contact council's customer care at 800-248-3355 or customercare@gswpa.org.

***Girls* Tab**

- Council uploads the first and last name, grade level, GSUSA ID, and caregiver email of each girl to eBudde who's successfully registered by the time of uploads (starting in December). Council staff will continue to regularly upload newly-registered girls throughout cookie season.
- Enter each girl's sales goal and T-shirt size.

Entering the Troop's Initial Order

Once you determine the appropriate number of cookies for your troop, place the troop's order on the *Initial Order* tab in eBudde. The initial order is placed in packages in each girl's individual row.

Please note: eBudde rounds up each variety of cookies to a full case (12 packages = 1 case) for the troop's initial order. Remember, Digital Cookie Girl Delivery and eBudde "talk!" Digital Cookie girl-delivery orders placed before the initial order is submitted are automatically ordered in eBudde. Therefore, we strongly recommend troops don't "round up" cookies ordered on the booth line. Let eBudde do the rounding up for you.

1. Remember, the initial order is placed in boxes/packages and eBudde will automatically round up to the nearest cookie case for all varieties. This is shown in the *Cases to Order* row. The troop is financially responsible for these "extra" cookies.
2. Order booth sale cookies by packages in the *Booth Sale* row. Keep any 'extra' cookies from above in mind. ***Remember:*** **Cookies cannot be returned or exchanged for a different variety.**
3. Review the *Pkgs. Ordered* row to confirm that the correct number of packages have been ordered by the troop to fulfill the initial order.
4. The *Extras* row shows the additional packages being added to your order to make a full case.
5. Click "Submit Order" and proceed to the *Delivery* tab.

Don't forget to distribute the **Goal Getter Order Card**.
After the initial order is submitted and until the sale ends,
girls can continue to take orders to reach their goals!

Initial Order Rewards

eBudde automatically calculates initial order rewards based on the packages allotted to girls, but you still need to click the *Submit* button for your troop. By clicking the *Submit* button, your SUCM knows the initial reward order is complete.

If the initial reward order isn't submitted, eBudde automatically submits for the troop/service unit when the order is submitted to Little Brownie Bakers (LBB) by our council. Initial rewards will be allotted based on the numbers at the time of submission to LBB. If cookies weren't accurately entered for the girl, she may not receive the reward she earned.

Having a booth sale?

If you know your troop is having a booth sale, we strongly encourage you to order some booth sale cookies with your initial order. This will help ensure you have the varieties you want and alleviate demand on the cookie cupboard. Ordering packages for booth sales isn't an exact science. Sales will vary depending on location, day of the week, and time of day. Ask troops in your area on their experiences to get an idea of how many you should order.

27% 19% 17% 8% 8% 7% 6% 5% 3%

While cookie customers' taste bud preferences vary slightly by region, this chart shows the average sales per cookie variety in our council in the 2023 season.

Cookie Delivery

Initial orders will be delivered **Feb. 17-25, 2024**. Girl Scouts Western Pennsylvania uses three types of delivery:

- traditional delivery (church, fire hall, etc.)
- warehouse delivery
- Count-n-Go delivery

Your SUCM will inform you of your delivery type, place, time, etc. To pick up cookies, print the confirmation details from the *Delivery* tab in eBudde and bring it with you to the delivery site.

Girl Scouts Western Pennsylvania and the delivery agent are not responsible for shortages once you leave the delivery site.

- Please be sure the cookies loaded into your car match the number of cases on your confirmation before leaving the site.
- ***Note:*** **For accurate counts at Count-n-Go deliveries, Girl Scouts Western Pennsylvania highly recommends two adults per vehicle—one to drive the car and one to count cases as they are being loaded.**
- Damaged product discovered after delivery can be exchanged at any cookie cupboard (dependent on cookie variety availability).
- Please report any extra cases immediately. Another troop may be looking for and being held financially responsible for these cookies.

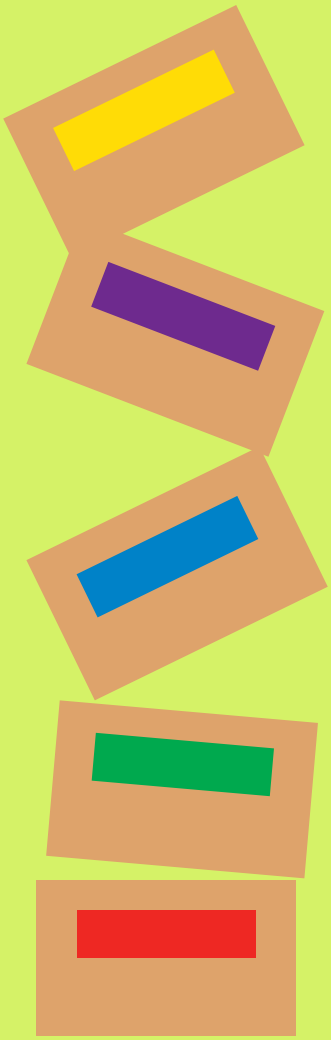
Can I return cookies my troop ordered?

Cookies cannot be returned once they're ordered. Troops are responsible for counting and verifying the total number of cases at delivery.

Troops accept financial responsibility by placing their initial order. Case counts are final, and cookies are the property of that troop.

When in doubt, recount.
Wait until you're sure about your case count to sign the receipt.

If the delivery receipt is not signed, we'll assume your troop received the cookies ordered, and the troop will be held financially responsible.



How many cookie cases can your car carry?

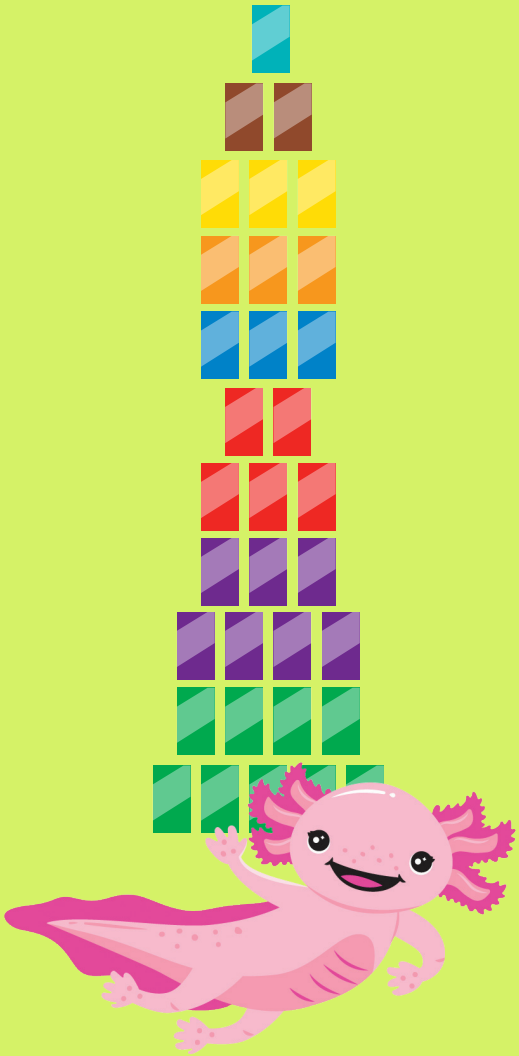
The following estimates are based on two adults in the vehicle:

Compact car	25 cases
Hatchback car	30 cases
Mid-size car	40 cases
SUV	50 cases
Station wagon	65 cases
Pickup truck w/cap	90 cases
Minivan	115 cases
Cargo van	190 cases

Monitoring Inventory

Throughout the sale, monitor the troop's inventory on the *Transactions* tab. Verify all transactions for accuracy.

- **Troop initial order:** The initial order appears after the troop's order is submitted. It cannot be edited.
- **Pick-up at a cookie cupboard:** Verify that the cupboard receipt matches the number of packages picked up before leaving the cupboard site.
- **Transfers between troops:** Please contact your SUCM to transfer cookies to/from another troop. The *2nd Party* field shows the troop where cookies were transferred to/from.
- ***After Pending* row:** This shows the total amount of cookies the troop has received in inventory.



Tracking Girl Cookie Activity

The *Girl Orders* tab is where you track girls' cookie activity for rewards and track money paid. Cookies are tracked by individual variety.

There are two different ways to view troop activity on the *Girl Orders* tab—Summary View and Individual Girl View. (eBudde defaults to the Summary View.) The Summary View is an overview automatically populated from the Individual Girl View. The Individual Girl View is a tool to record specific cookie allotments, amount owed to the troop, and payments received by each individual girl.

Summary View Description (Troop View)

The Summary View provides a quick glance of girls in the troop, amount of cookies they have, and amount of money paid and due. The information on the Summary View can only be edited by clicking on a girl's name to switch to the Individual Girl View.

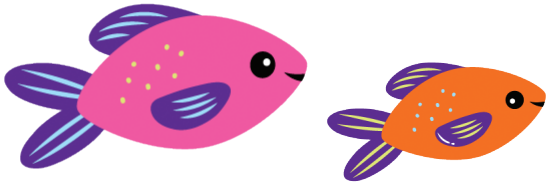
Scan here for a detailed description of the Summary View (Troop View).

Individual Girl View Description

Keeping girls' orders up-to-date in eBudde is an important part of managing the troop's inventory. To record when a girl picks up cookies from the troop inventory, how much money has been paid/collected, and how much money is due, click on an individual girl's name in the Summary View to see her individual *Girl Transactions* page.

Scan here for a detailed description of the Individual Girl View.

Submitting Rewards



Ordering Final Girl Rewards in eBudde

Remember: **Girls work very hard to achieve reward levels. It's important to meet the deadlines to make sure girls get what they earned!** eBudde automatically calculates girl reward levels based on the packages allocated in the *Girl Orders* tab. **Rewards are shipped directly from the vendors to your SUCM based on what was entered in eBudde by the deadline.**

Girls should have indicated their reward choices to you on the back of the Caregiver Permission Form submitted before selling cookies. The girl reward order is due **April 1 at 11:59 p.m.** If selections are not made for girls by this deadline, **your SUCM or council will guess and choose for you. Rewards cannot be exchanged.**

Rewards can be found on the Girl Order Card and in the *Family Guide*.

Entering and Submitting the Troop's Reward Order in eBudde:

1. Select the *Rewards* tab and click "Fill Out" on the *Final Reward Order* row.
2. Make selections for girls at choice levels. eBudde will indicate which girls need a size/reward selection where there is a choice between an item and Girl Scout Bucks or where a size is needed. After you complete the choice selections for each girl, be sure to click on the orange *Submit Girl Order* button at the bottom of the screen.
3. Troops that qualify will receive two Super Troop T-shirts for adult volunteers in the troop. **The T-shirt size must be manually entered.** Enter a "1" or "2" next to the desired size(s).
4. When you're finished selecting and submitting rewards, submit the order for the troop by clicking on the orange *Submit Rewards Order* button on the bottom of the *Rewards* tab by **April 1 at 11:59 p.m.**

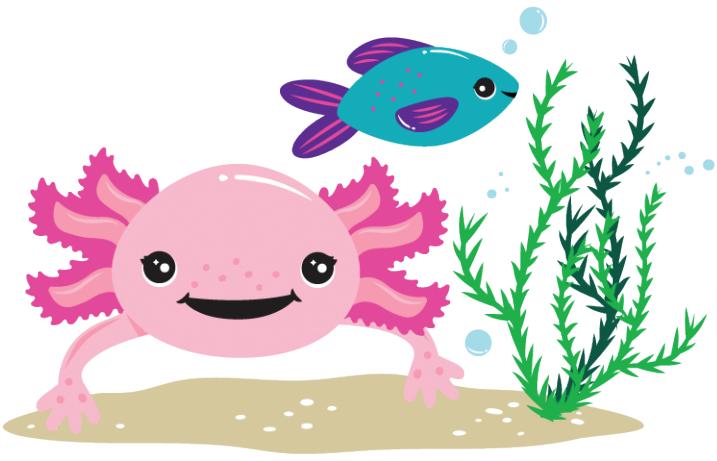
IMPORTANT: You can only submit the order once. Contact your SUCM if you submitted before making all reward selections. **If you don't submit the order by the deadline, eBudde will automatically submit for you.**

Reward Distribution

Girl Scout Bucks are digital. Caregivers will be notified by email when Girl Scout Bucks are credited to their Girl Scout and the redemption form.

Your SUCM will receive the girl rewards (up to and including the 1,000-package level, except the long-sleeve hooded T-shirt) in mid-to-late May and will contact you when the items are ready for pickup. All 1,500+ and higher level rewards are mailed directly to girls. **If you have any issues with the reward order, contact your SUCM to report the issue by May 31.** Use the report located in the *Rewards* tab to distribute items to girls.

IMPORTANT: Please distribute rewards as soon as possible, but no later than the end of the school year. **The deadline to report reward issues to your SUCM is May 31.** Issues reported after May 31 may not be able to be resolved.



Finances

Scan here for important tasks to complete for a successful ACH sweep.

At the End of the Cookie Program

Verify that all transactions have been recorded correctly in the troop's *Transactions* tab. The *Sales Report* tab is where you check all packages owned by the troop and money owed. The troop is financially responsible for all packages indicated under the *Pkgs Received* section on the *Sales Report* tab in eBudde.

ACH Procedures

ACH works by a troop granting Girl Scouts Western Pennsylvania authorization to issue debits or credits to a bank account.

All troops are **required** to have a Bank Account Information and ACH Electronic Debit/Credit Authorization Form on file.

Girl Scouts Western Pennsylvania will upload the troop's banking information into eBudde (only the bank name and last four digits will appear). You cannot input banking information on eBudde. Contact customer care if the troop's banking information is incorrect. You'll also need to submit a new Bank Account Information and ACH Electronic Debit/Credit Authorization Form and an ACH Adjustment Request Form if the banking info is not updated in eBudde by the Adjustment Request deadline.

Council processes sweeps as outlined below. Troops are responsible to deposit sufficient funds to cover these debits.

2024 Cookie Program Sweep Schedule:

Sweep:	Sweep Date:	Sweep Value:
1st Sweep	**March 21**	25 percent of the troop's total outstanding balance due
2nd Sweep	**April 11**	Remaining balance due

If the troop won't have funds available on the date of the scheduled sweep, it's your responsibility to complete and submit an ACH Adjustment Request Form at least five (5) business days before a scheduled sweep, March 14 and April 4.

Situation Requiring an Outstanding Cookie Money Form & ACH Adjustment Request

If a caregiver has an outstanding cookie balance, the troop shouldn't pay for the caregiver's portion of the "**Amount you owe council,**" nor does the troop retain the outstanding proceeds. An Outstanding Cookie Money Form must be completed for each caregiver with an outstanding balance, and the troop must send a collection letter to the caregiver. You must also send copies to your SUCM. The Outstanding Cookie Money Form can be downloaded from gswpa.org/cookieseller.

All caregiver outstanding cookie money paperwork is due by April 4.

Please don't withhold the submission of this form because a caregiver "promises" to pay. By letting us know there is still some outstanding cookie money, you'll be protecting the troop's proceeds for summer fun and activities. We'll reach out to the caregiver with gentle reminders that cookie money supports girls' experiences and encourage payment so their Girl Scout can continue to participate in the fun.

Submit the Outstanding Cookie Money documentation to Girl Scouts Western Pennsylvania, Attn: Cookie Program, 503 Martindale St., Suite 500, Pittsburgh, PA 15212. Include a copy of the collection letter from the troop, the Outstanding Cookie Money Form, a copy of the receipts (pick-ups and payments), and a copy of the signed Caregiver Permission Form. Failure to submit the documentation could result in council not being able to collect on this debt and the troop being held financially responsible.

ACH FAQs

What if my troop doesn't have enough money in the account when the sweep is processed?

The troop will incur fees associated with insufficient funds (NSF), including all fees incurred by Girl Scouts Western Pennsylvania. These fees differ with each bank. Please contact the troop's bank if you have any questions.

As per *Volunteer Essentials*: All fees incurred by the troop relating to discrepancies in the bank account, such as fees added for insufficient funds and/or other fees charged by the bank or financial institution, are the personal responsibility of the troop leader and/or troop volunteer who is managing the troop account.

What should I do if I know that the money won't be in the bank on the date of the sweep?

We understand emergencies happen and there may be an outstanding girl/caregiver debt. Please send notification by completing an ACH Adjustment Request five (5) business days before the scheduled sweep. An ACH Adjustment Request must be completed for both sweeps, if applicable.

You can find this form at gswpa.org/cookieseller. Any late submissions may not be received in time to adjust the sweep.

What if council pulls an incorrect amount from my troop's account?

Your attention to the reports in eBudde is crucial. The troop's initial order and outstanding balance due will be on the *Troop Balance Summary* Report. If we discover something that changes the troop's balance during our audit of the troop account, the troop will be credited or debited accordingly.

What if I have a caregiver with outstanding cookie money and didn't submit the ACH Adjustment Form by the deadline so my troop is paid in full?

The Caregiver Outstanding Balance Form and supporting documentation must be submitted by the deadline for the troop to be reimbursed the caregiver's portion of the "Amount you owe council." We strongly encourage you to submit the ACH Adjustment Request by the deadline because reimbursements take time to process which could result in the troop missing funds for summer activities.

If you don't submit the ACH Adjustment Request Form nor the Outstanding Cookie Money Form by the deadlines and the troop is paid in full, the troop will not receive a reimbursement from council for the caregiver's portion of the "Amount you owe council." However, we will forward any proceeds collected by council from the caregiver within one year of the debt.

What if I am a new troop and the bank account has not been set up yet?

You will need to let your SUCM and service unit finance manager know the troop intends to sell cookies.

Because cookie money should never be deposited in a personal account, the troop must work with the service unit treasurer. The cookie money should be deposited in the service unit's account. The service unit will send a check to council for the amount owed to council. Once the troop account is established, the service unit will remit a check to the troop for the troop's cookie proceeds.

What if I still owe money to council after the ACH sweeps have been processed?

The troop must send in a check or money order made payable to:
Girl Scouts Western Pennsylvania, Attn: Cookie Program, 5681 Rt. 6N, Edinboro, PA 16412.

Please note: Girl Scouts Western Pennsylvania does not accept customer/personal checks.

Helpful tip: Don't have any checks for the troop's account? Most banks provide an online bill payer service! Check with the troop's banking institution for additional information or other payment options available and any associated fees.

Glossary

ADDITIONAL PROCEEDS OPTION: Junior, Cadette, Senior, and Ambassador troops can elect to receive additional proceeds instead of selecting rewards. Download the form at **gswpa.org/cookieseller**.

BOOTH SALES: These are sites where girls sell their product to customers in a face-to-face transaction. Typically, booths are outside of retail establishments on weekends.

CAMP S'MORE: This annual list of summer camp programs sponsored by council is published online and mailed in the winter.

COOKIE BYTES: A council enewsletter with helpful hints and reminders.

COOKIE CUPBOARD: A location (at select council offices or volunteers' homes) used by troops to pick up additional cookie inventory or exchange damaged product.

COOKIE FINDER: This database of booth sale sites and troop links is a great way to connect customers to cookies. You'll find it at **girlscouts.org** and **gswpa.org.** Potential customers can type in their zip code, and the finder displays all current and future active booth site locations and troop links to purchase cookies online within that zip code.

DIGITAL COOKIE [also known as Digital Order Card (DOC)]: A digital platform providing girls a fun, safe, and interactive space for selling cookies online.

INITIAL REWARD: An item earned by a girl that is only offered for specific goals met as part of the initial order.

INITIAL ORDER: Cookie orders submitted to Girl Scouts Western Pennsylvania for service unit delivery. These are the very first cookies that are delivered to customers by girls.

LITTLE BROWNIE BAKERS: One of two bakeries licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. Girl Scouts Western Pennsylvania uses Little Brownie Bakers as our cookie supplier.

OPERATION: SWEET APPRECIATION (OSA): A council-wide donation program allowing cookie customers to make purchases of cookie packages to donate to our U.S. military active duty and veteran service member organizations at home and overseas and local police and fire stations.

CAREGIVER GIRL SCOUT COOKIE PROGRAM PERMISSION FORM: A form that a caregiver signs allowing their Girl Scout to participate in the cookie program and accepting financial responsibility for all cookies ordered and received by their Girl Scout. This form is found in the *Family Guide*.

PENDING ORDER: Troops can place pending cookie orders to cookie cupboards and/or service units to get additional cookies to fulfill orders and for booth sales. Before placing an order to the service unit, verify the service unit ordered and has cookies.

PER-GIRL AVERAGE (PGA) SELLING: Listed on the troop's *Sales Report* tab, the PGA Selling is an automatic calculation of the average number of packages sold per girl. This calculation only includes girls that are selling and does not include girls listed on the *Girls* tab who aren't participating in the cookie program.

REWARD: An item earned by a girl for meeting a specific sales goal.

SERVICE UNIT: A geographic area set by Girl Scouts Western Pennsylvania to create manageable groups of troops. Boundaries can be set by town/county lines, roadways, school districts, or other demarcation.

SERVICE UNIT COOKIE MANAGER (SUCM): Volunteer who coordinates the cookie program for the service unit.

TROOP COOKIE MANAGER (TCM): A volunteer who coordinates the cookie program at the troop level. This is the person caregivers should direct their cookie program questions to first. If they can't answer the question, then contact your service unit cookie manager.

TROOP GIFT OF CARING (TGOC): Troop service program where girls accept donated cookies from customers to give to a worthy organization of their choice (shelters, fire departments, hospitals, etc.).

TROOP LINK: A Digital Cookie site that can be shared to support the whole troop. Once set up, troop links are featured in the Cookie Finder for shipped and donated orders. Troops can opt in for in-person delivery orders.

TROOP PROCEEDS: Money earned by a troop for total cookie sales.