WHAT'S NEW FOR 2021

- Digital Cookie Girl Delivery orders now count toward Digital Cookie rewards
- Digital Cookie Troop Link

Today’s girls are already thinking like entrepreneurs.* With your guidance, girls are able to build on their thinking and start running their own Girl Scout Cookie™ businesses.

With every Girl Scout Cookie sold, today's girls are becoming tomorrow's leaders, and this couldn't happen without you. Your hard work and dedication help girls have new adventures and life-changing opportunities.

Thanks so much for all you do to make the Girl Scout Cookie Program a galloping success.

You can't stop Girl Scouts!

Every Girl Scout is part of a sisterhood. Girls become lifelong friends. Together they build lifelong skills through the Girl Scout Cookie Program. Nothing can stop Girl Scouts when they say, "We've got this!"

The largest girl-led entrepreneurial program in the world is moving forward in bold ways. No matter which path you take—virtual, in-person or both—we've got this!

How the Girl Scout Cookie Program benefits girls

Our Girl Scouts aren't just selling Girl Scout Cookies, they're doing their part to make their communities better places as they prepare for successful futures. They'll also be building lifelong skills, friendships, and confidence along the way.

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. Girls learn 5 SKILLS during the cookie program.

The Girl Scout Cookie Program is also essential to Girl Scouts Western Pennsylvania (GSWPA) Girl Scouts 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; and
- providing scholarships to girls with financial barriers so Girl Scouting is available to all girls.

The Girl Scout Cookie Program teaches 5 ESSENTIAL SKILLS that will last a lifetime and help girls develop an entrepreneurial mindset.

1: GOAL SETTING
Girls learn how to set goals and create a plan to reach them.

2: DECISION MAKING
Girls learn to make decisions on their own and as a team.

3: MONEY MANAGEMENT
Girls learn to create a budget and handle money.

4: PEOPLE SKILLS
Girls find their voice and build confidence through customer interactions.

5: BUSINESS ETHICS
Girls learn to act ethically, both in business and life.

Cookie Program Materials
Here’s what you need as a troop to make the cookie program happen, including resources for troop use and for distribution to families. For additional materials, visit gswpa.org/cookies, vipetraining.littlebrownie.com, or contact your service unit cookie manager (SUCM).

Troop Resources:
✓ this handbook
✓ one package of Thin Mints for troop sampling
✓ receipt book (for recording cookie pick-ups and money transactions with families)

Resources for Families:
✓ Family Guide—where you’ll find the Parent/Guardian Financial Responsibility and Permission Form, which must be signed and collected for each girl before she starts selling. Troops must keep these forms on file until Dec. 31, 2021. GSWPA will request your copy in the event of a girl/parent delinquency.
✓ girl order card (1 per girl)
✓ Goal Getter Order Card—Distribute to girls after their initial orders are turned in or if a girl requests an additional order card. The Goal Getter Order Card can be downloaded at vipetraining.littlebrownie.com. Print as many as you need!
✓ money envelope (1 per girl)

Communications
PLEASE NOTE: The information in this guide is as up-to-date as possible at the time of printing. However, please note that as guidelines and information change leading up to and through the program, we will use emails from eBudde and Cookie Bytes to communicate updates.

Cookie Bytes
It’s important to stay connected with GSWPA for cookie program updates and reminders throughout the entire cookie season. Look for eBudde emails and Cookie Bytes, a GSWPA enewsletter with helpful hints and reminders emailed to eBudde users. Please note: You’re responsible for information contained in these communications. Please don’t unsubscribe from any GSWPA or eBudde emails or you’ll miss essential information.

If you accidentally unsubscribe from Cookie Bytes or emails generated through eBudde:
1. Go to the Contacts tab in eBudde.
2. Click on the purple ‘Edit’ box next to your information.
3. Check the box that says ‘Receives Email.’
4. Click ‘Update My Preferences’.

Troop Cookie Goals: Idea #1
Go Somewhere New
Traveling as a troop brings so many life lessons and fun memories into Girl Scouts. Many kids don’t travel outside of their family until they are young adults. By introducing your Girl Scouts to new places, they experience the world in a unique way!
Engaging girls of all experience levels

Cookie Captains
Experienced teens are great mentors for first-time sellers. Accomplished girls/troops pair up with first-time cookie sellers/troops to show them the ropes. Younger girls will be thrilled that older girls are helping them learn to sell Girl Scout Cookies. And, it's a great way for older girls to earn service or leadership hours. Cookie Captains can provide support by helping at rallies, cookie booths, and more! Ask your SUCM to connect you with a troop in your service unit.

Cookie Rookies
If your girls are new to the cookie program, there's a fun, 10-minute video to help them understand the basics.

Show the video and discuss it afterward—or stop after each section for discussion and activities. It's up to you and the girls! See a summary of the show and activity ideas that reinforce the learning in the Run of Show (available on the Little Brownie Baker Volunteer Blog). Find the video on the Little Brownie YouTube channel or at gswpa.org/cookie-rookie.

Girls learn:
- how the sale works
- cookie names
- easy ways to ask a customer to buy
- cookie booth essentials
- safety rules
- how to set goals

Cookie Rallies
What's a Cookie Rally?
It's 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!

We know this year it has been challenging to get together. Connect with your SUCM to see if a virtual 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.
**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 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.

**Family Review Checklist: Use this list to guide you at your family cookie meeting.**

- Remind parents the Girl Scout Cookie Program is much more than a fundraiser. The program helps girls learn 5 Skills: goal setting, decision making, money management, people skills, and business ethics.
- Stress to parents that all proceeds stay within our council, helping their Girl Scout, troop, service unit, and GSWPA.
- For Junior, Cadette, Senior, and Ambassador troops: Discuss if your troop chose the additional proceeds option or are receiving the rewards.
- Let parents know that order taking starts Jan. 8, 2021. Everyone is on their honor not to sell before Jan. 8.
- Remind families of the need for timely communication, and let them know how you’ll communicate with them—email, phone call, take-home flyers, etc.
- Make sure families understand they are held financially responsible for all cookies they order.
- Review the money collection procedures, making note of due dates for orders and money due. Explain that money is collected throughout the sale in order for your troop to meet payment deadlines.
- Review safety guidelines at gswpa.org/en/cookie-resources.
- Discuss parent/guardian volunteer opportunities, like helping to pick-up your initial order, sorting cookies and rewards, and transporting girls to and from cookie booths (*must be an approved volunteer driver with clearances to transport girls*).
- Digital Cookie—Let families know to watch for their Digital Cookie invitation which will be sent to the email address provided to GSWPA in mid-to-late December. Also, be sure to review the Girl Delivery Option.

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

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**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 parent or new volunteer.)

Camp S’more is published in the winter for GSWPA 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 GSWPA-sponsored camp!
Troop Proceeds
Troop proceeds help fund a troop’s community service projects and activities.

<table>
<thead>
<tr>
<th>Troop Proceed Tiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Troops earn the following proceeds for participating in the 2021 Girl Scout Cookie Program:</td>
</tr>
<tr>
<td>$.80 per package</td>
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<tr>
<td>$.85 per package</td>
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<tr>
<td>$.90 per package</td>
</tr>
<tr>
<td>Additional $.05 per package</td>
</tr>
<tr>
<td>$.02 per package MagNut bonus</td>
</tr>
<tr>
<td>$.03 per package MagNut bonus</td>
</tr>
</tbody>
</table>

Additional Proceeds Option
Junior, Cadette, Senior, and Ambassador troops can opt out of receiving individual rewards and earn an additional $.05 per package sold. The entire troop must participate in this option, because opting out can’t be done on a girl-by-girl basis.

To decline rewards and receive additional proceeds:
1. Submit the Additional Proceeds Option Agreement (available to download at vipetraining.littlebrownie.com) to your SUCM by the deadline, March 12.
2. Check the Opt out for additional proceeds box on the Settings tab in eBudde. If selecting additional proceeds, verify this box is checked before the troop lockout. Changes will not be accepted after the lockout.
3. Allocate cookies to girls through the Girl Orders tab in eBudde. For troops opting out of rewards, girls will still receive all patches, the initial order rewards, the Super Troop T-shirt, and any of the 1,000-package level and above rewards, if earned.

Service Unit Bonus
Help your service unit earn a $.01 per package bonus on all sales for the service unit treasury. Last year, 43 service units earned a total of $7,300 for their treasuries!

Service unit requirements to earn the bonus:
- have a combined troop sales increase of 5% or more
- host a cookie rally before or at the beginning of the cookie program (waived for the 2021 Cookie Program)
- all troops must be paid in-full by April 19 or have submitted the required girl delinquency paperwork by April 5, 2021.

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

Along with the 5 Essential 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**

Have your girls thought about Girl Scout Bucks as a recognition choice? Use them as payment toward any GSWPA-sponsored camp or service unit day camp, at camp Trading Posts, at GSWPA Shops, and for annual membership fees processed through GSWPA.

*Remember:* Girl Scout Bucks are doubled when used toward a GSWPA-sponsored camp. See your *Camp S’more* for camp details.


**Super Troop T-Shirt**

When troops reach a **PGA (per girl selling average) of 165** 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, if your troop earns them. Log on to gswpa.org/cookie-resources or vipetraining.littlebrownie.com 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 your 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 you know and love has gone beyond the booth and allows girls new ways to learn 21st century business skills. It’s easy, safe, and full of FUN! Last year, more than 6,500 girls in GSWPA created their personalized web page.

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
- make it easy for friends and family near and far to get their favorite Girl Scout Cookies

Digital Cookie will email* parents and troop leaders a registration link in mid-to-late December to the email address identified in the parent’s/leader’s ‘MyGS’ membership profile. 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 parents check their junk/spam/promotions inboxes.

*If a parent doesn't receive an invitation email by Jan. 1, direct them to click the “Request a Digital Cookie registration email” link at digitalcookie.girlscouts.org.

**Troop Cookie Goals: Idea #2**

Try New Things

Your troop is the best place for girls to go beyond their comfort zone! Talk with your Girl Scouts about activities that sound fun—but are new to them! Horseback riding, tomahawk throwing, overnight camp, or a SWAP meet-up are just a few ideas.

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**Girl Delivery Option in Digital Cookie**

For the most up-to-date information, be sure to read any 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 boxes each girl has sold. You do not need to provide any inventory to her for those orders. You will see a credit for the full amount paid for those orders. You can also see the amount as a deposit in your Deposits tab in eBudde.

**Delivered Orders:**

Customers can pay for cookies with a credit card through Digital Cookie and have your Girl Scouts deliver the cookies to their door. Don’t worry—parents must approve these orders for safety and practicality reasons. Customers can select the girl delivery option through March 12.

Parents receive an email from email@email.girlscouts.org with the subject “You have a Digital Cookie in-person delivery approval request!” letting the parent know their Girl Scout has received an order for delivery. The parent must approve this order within 5 days or risk losing the sale. If the parent has not approved the sale within 5 days, the customer’s second choice for the order is selected. The customer’s second choice could be Cancel, Ship, or Donate. The parent should approve the order before delivering it to make sure the customer’s payment is accepted. Download a tip sheet of steps for parents to approve a girl delivery order from gswpa.org/cookie-resources and vipetraining.littlebrownie.com.

Be sure to communicate with parents 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 parent that needs them!). To allow the parent to pick-up the cookies from a cookie cupboard, edit the information in the ‘Contact Info’ box to the parent’s name and phone number.

**NEW!** Girl Delivery cookies purchased through Digital Cookie count toward Digital Cookie rewards.
Girl Delivered Orders – Before and After the Initial Order

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

Before the initial order is submitted: Cookies ordered for In-Person delivery prior to the troop’s initial order submission will be reflected automatically in eBudde.* You will see the cookies ordered on the Initial Orders tab, a payment credit on her Girl Orders tab, and a deposit made to the Payments tab. Cookies will automatically be ordered and delivered as part of the troop’s initial order.

*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, we strongly recommend troops don’t ‘round up’ cookies ordered on the booth line. Let eBudde do the ‘rounding up’ for you.

After the initial order is submitted: On your Digital Cookie troop dashboard, you can see if any of your girls have pending orders. When the parent approves the order, the amount the customer paid will show as a credit on the Girl Orders tab in eBudde for that girl.

Please note: It does NOT automatically assign cookies for delivered orders to the girl. You/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 are essentially a deposit only. The amount the customer paid will also reflect in your Payments tab in eBudde.

After the initial order has been submitted, all additional Digital Cookie Girl Delivery orders must be fulfilled using the troop’s cookie inventory.

Guidelines for Online Selling

- Girls can use the internet to market the cookie program to friends and family.
- The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caretakers.
- **Girls may:** post their Digital Cookie link on public social media sites, post where their troop is booting, post a video and include their Digital Cookie link, and ask customers to share their Digital Cookie link with friends and family.
- **Girls may NOT:** post their Digital Cookie link on resale sites (for example, through a site that has an electronic shopping cart, online auction sites, or public sale sites such as Facebook Marketplace, eBay and Craigslist), post where a girl is booting, post content including last name or direct contact details (i.e. phone number, address, school, location, and/or email), or direct message anyone they don’t personally know on social media platforms.
- **Remember:** Girls may NOT take orders before Jan. 8, 2021. All online activities before this date should clearly note the Jan. 8, 2021, start date.
- Parents, girls, and volunteers should contact and collaborate with GSWPA in advance on any news media opportunities.
- GSWPA reserves the right to intervene, request removal, or remove any post.
Cookie Cupboards

Troops can use cookie cupboards to get additional cookies or to exchange damaged product. Cookie cupboards are located throughout the council at GSWPA 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, Cupboards. We consolidate the number of cupboards throughout the sale by moving cookies to well-used locations. The Cupboard report and map automatically update when cupboards open/close.

- Troops can take 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.**
- Troops must place a pending order through eBudde on the Transactions tab to the cupboard for additional cookies. Please place your order by Monday at 9 a.m., so we can facilitate the movement of cookies to the desired locations. 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.
- Only select GSWPA offices and select volunteer cupboards will be restocked.
- When you pick up the cookies, you’ll sign and receive a copy of the receipt.
- **Troops are financially responsible for all cookies they pick up.** Verify all cupboard receipts against the Transactions tab in eBudde.

**Please note:** There’s a limited availability of Lemon-Ups™, Girl Scout S’mores®, and Toffee-tastic™ at cookie cupboards.

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.
National Girl Scout Cookie Weekend

National Girl Scout Cookie Weekend is Feb. 19-21! 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 5 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 GSWPA’s booth sale period, your troop can promote Operation: Sweet Appreciation, Troop Gift of Caring, or your troop’s upcoming booth locations.

Cookie Booths

Booth sales are a great way to increase your 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 Feb. 26-March 21. All Girl Scout grade levels (Daisies-Ambassadors) can participate in booth sales. Adequate volunteer-to-girl ratio is required at all cookie booths.

<table>
<thead>
<tr>
<th>Volunteer-to-Girl Ratio Chart</th>
<th>Troop Meeting</th>
<th>Travel &amp; Camping*</th>
<th>Council-Sponsored Events &amp; Product Sales Booths</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Two unrelated troop leaders (at least one of whom is female) for this number of girls:</td>
<td>One troop leader and one unrelated approved volunteer (at least one of whom is female) for this number of girls:</td>
<td>Two unrelated approved volunteers (at least one of whom is female) for this number of girls:</td>
</tr>
<tr>
<td>Girl Scout Daisies (grades K-1)</td>
<td>12</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Girl Scout Brownies (grades 2-3)</td>
<td>20</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td>Girl Scout Juniors (grades 4-5)</td>
<td>25</td>
<td>16</td>
<td>25</td>
</tr>
<tr>
<td>Girl Scout Cadettes (grades 6-8)</td>
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<td>25</td>
</tr>
<tr>
<td>Girl Scout Seniors (grades 9-10)</td>
<td>30</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>Girl Scout Ambassadors (grades 11-12)</td>
<td>30</td>
<td>24</td>
<td>30</td>
</tr>
</tbody>
</table>

* Outdoor Skills Training required for camping; Let’s Go Travel Training required for trips/travel.
**Approved volunteers must have membership purchased and appropriate clearances submitted to GSWPA as required by PA State Law.

GSWPA-Arranged Cookie Booths

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

Service Unit and Troop-Arranged Booths

All booth sales at large businesses and outside of GSWPA-sponsored booths are considered to be service unit booth sales. Select booth sale sites are set up by your SUCM or service unit 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 that you're interested in scheduling a booth sale at, contact your SUCM or service unit cookie booth coordinator so they can connect with the other service unit.

Follow the steps below to set up your troop's booth sale.
1. Verify with your SUCM that the site is not part of the service unit's schedule or too close to a service unit location.
2. Ask permission from the location.
3. Enter the details on the Booth Sites tab in eBudde thereby allowing your booth sale to be posted in the online Girl Scout Cookie Finder and the Girl Scout Cookie Finder smartphone app.
4. Submit your request in eBudde to the SUCM for approval.
5. Your SUCM must confirm or deny the request. Possible reasons for denial include that the site location is inappropriate for girls or prohibited by GSWPA or the booth site location is out of your service unit area.

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
Little Brownie Bakers' Cookie Locator has been retired, however all approved booth sales are still automatically uploaded to GSUSA's Cookie Finder. The Cookie Finder allows customers to search for nearby cookie booths by zip code. Be sure to follow the procedures regarding cancelling 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. 14, at 7 p.m. This time-slot scheduler lists GSWPA-arranged sites and sites submitted to GSWPA 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).

Cancelling 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 Sites tab. This gives other troops an opportunity to sign up for the time slot. All approved booth sales are automatically uploaded to GSUSA's Cookie Finder.
While at Your Cookie Booth:

☐ Check in with store management when you arrive. They’ll let you know where you’ll be located. Be careful not to block doorways and entrances.

☐ Only plan to stay for the time you’re scheduled. There may be other troops scheduled before or after you. Please be patient and allow for transition time between troops.

☐ If there’s a conflict or if there was an error made in scheduling troops, it was surely unintentional. The troop with the printout from the ‘Current Signups’ page from the Booth Scheduler corresponding with the time and location in dispute has priority. Remember, conflicts among volunteers and parents are evident to the girls, the public, and the business management. Do not bring the business management into the conflict. It could risk future booth sales at this location.

☐ Girls should not yell at or disrupt customers. Always be kind.

☐ Leave the area cleaner than you found it. Do not leave anything behind (empty boxes, bags, paper, pens, etc.).

☐ Girls may not sell products other than Girl Scout Cookies.

☐ Girls must stay at their designated booth location. No wandering through the store or other nearby areas.

Accepting Credit Cards

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! GSWPA encourages troops to explore using a swipe device to accept credit cards at booth sales. *Please note:* GSWPA will NOT reimburse swipe fees. Accepting credit cards and paying all fees associated is a troop decision.

Think Beyond the Traditional Booth

Customers love to buy cookies when they can eat them right away. That’s why cookie booths are so successful. The 2021 cookie booth season might look a little different so troops might have 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.

Virtual Girl Scout Cookie Booths and the new Troop Cookie Link

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.

Here’s how it works:

1. Invite girls to brainstorm how they can help others with Girl Scout Cookies - Girls will undoubtedly want to do their part, and there’s never been a better time for a donation program that enables customers to donate cookies.
2. Create a social media event or schedule a live stream
3. Consider the logistics and include the details - How will cookies be delivered? How will you handle payment?
4. 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!
5. Celebrate and share your success! - Let everyone in your social channels see how the girls are helping their community with their #VirtualCookieBooth. Together, we can build momentum nationwide!

NEW! Troop links are now part of GSUSA’s Cookie Finder to help you with your virtual cookie booth!

Troop links will be automatically created in Digital Cookie. Just like a girl does in Digital Cookie, the troop can create a personalized webpage. But don’t worry—the troop’s Digital Cookie link will not be ‘live’ until the National Girl Scout Cookie Weekend giving the girls an opportunity for in-person sales and to share their own individual links prior to the troop link launch. Troops can follow the same process they use for booth sales to allocate these cookies to girls.

More details will be shared in eBudde emails and *Cookie Bytes.*
Girl Scouts have a tradition of giving back to their communities. One way girls can give back is through GSWPA’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

<table>
<thead>
<tr>
<th>Cookie Donation Program</th>
<th>Inventory Source for Donation</th>
<th>Recipient</th>
<th>eBudde</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operation: Sweet Appreciation</td>
<td>Cookies are ordered and shipped directly from the bakery and GSWPA. (Troops won’t handle cookies.)</td>
<td>Active military and veteran support organizations</td>
<td>OSA</td>
<td>$5</td>
</tr>
<tr>
<td>Troop Gift of Caring</td>
<td>Troops deliver donated cookie packages to the organization of their choice using troop inventory.</td>
<td>Organization selected by the troop</td>
<td>TGOC</td>
<td>$5</td>
</tr>
</tbody>
</table>

Cookie donations are tax deductible. Look for cookie donation receipts at [gswpa.org/cookie-resources](http://gswpa.org/cookie-resources) and [vipetraining.littlebrownie.com](http://vipetraining.littlebrownie.com).

### Operation: Sweet Appreciation

In this program, GSWPA cookie customers purchase cookie packages to donate to our U.S. military active duty and veteran service member organizations. Last year, GSWPA customers donated more than 57,000 packages of cookies! Promote Operation: Sweet Appreciation to your customers door-to-door and at booth sales!

**How does Operation: Sweet Appreciation work?**

1. Customers make donations to girls at any time during the cookie season and at booth sales.
2. Girls collect $5 per package and turn it in to the troop leader.
3. Operation: Sweet Appreciation donations are recorded in eBudde on the **Girl Orders** tab in the OSA column. Operation: Sweet Appreciation orders are included in the sales totals for rewards.
4. Girl Scout troops never take physical possession of these cookies. These cookies are delivered to support organizations directly from the bakery and GSWPA.

### Troop OSA Cookie Challenge

Earn a Go-Getter Cookie Booth Kit for your troop! The kit includes:

- Girl Scout tablecloth
- Money pouch
- Button pins
- Carryall tote

**Requirements to earn the Go-Getter Cookie Booth Kit:**

- Troops must have a minimum of two girls participating in the cookie program.
- Troops must have an OSA PGA selling (for all girls selling cookies) of 20 boxes or more.
OSA and Star Patches
Do your girls already have the OSA patch? Girls can add a star patch (placed next to the OSA patch) to signify each year they participate in OSA. There are no requirements to purchase this patch.

OSA and star patches are available for purchase at GSWPA shops!

Operation: Sweet Appreciation
Online Promotion
From Jan. 8 through Memorial Day (May 31), troops can earn credit for cookies purchased online.
Here’s how it works:
• Customers make donations in $5 increments through gswpa.org/military.
• Customers can select a specific girl or troop to benefit from their donation.
• For donations made after March 21, troops and Indie Girls receive proceeds or program rewards, respectively, for six or more donated packages. Donations less than six packages will support GSWPA programming.
• Cookies sold through this online promotion don’t count toward rewards if the donation was made after March 21.

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.

How does Troop Gift of Caring work?
1. Please verify in advance that the organization can take cookies.
2. Customers purchase cookies from girls at any time during the cookie season.
3. Girls collect $5 per package and turn it in to the troop leader.
4. Troop Gift of Caring donations are recorded in eBudde on the Girl Orders tab in the TGOC column. Troop Gift of Caring orders are included in the sales totals for rewards.
5. These orders are filled from the troop’s extra cookies at the end of the cookie program. If your troop needs additional cookies to fulfill the Troop Gift of Caring donation program, please place a pending order with a cookie cupboard or use the Cookie Exch tab to get cookies from another troop.
6. The troop delivers these cookies directly to their Troop Gift of Caring project organization.

Troop Cookie Goals: Idea #3
Make the World a Better Place
It’s part of our mission for a reason—this is who Girl Scouts are! Discuss community needs and open it up to topics they are passionate about. Confidence is built when girls take an idea, put it into action, and see the impact they can have.
**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 4,200 entries!

- The 5 for Five! contest runs the entire cookie program—Jan. 8-March 21.
- For every five packages purchased, customers can enter at gswpa.org/5for5 for a chance to win five cases of cookies. **Note: Winners must pick up their cookies at a GSWPA office.**
- Troops can print their supply of 5 for Five! entry forms to give to customers. Entry forms are sent as an attachment in *Cookie Bytes* or can be downloaded from vipetraining.littlebrownie.com.
- The drawing will be held in April 2021. This is a council-wide GSWPA drawing. Five winners will be randomly selected and announced online at gswpa.org.
- Volunteers and members are eligible to win, but GSWPA employees and members of their immediate family aren't eligible.

This is a great way to boost your booth sales and encourage customers to learn about the 5 Essential Skills girls learn from participating in the cookie program.

**GSWPA 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 the 2021 Bling Your Booth contest, so please stay tuned for more information in January!

**Troop Cookie Goals: Idea #4**

*Explore Outdoors*

Are your girls interested in camping or standup paddleboarding? Picnics or geocaching? Teach your girls a new way to explore the outdoors that makes them excited.
Proven and reliable, eBudde makes the Girl Scout Cookie season quick, easy, and inspiring for all. Available on a desktop and as a mobile app, eBudde is the command center for your troop’s cookie season. eBudde is where you place your 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. Please note: Because the Booth Sale Recorder is offered through eBudde, it was retired as a standalone app.

**eBudde Users and Girls**

All eBudde users MUST be registered, approved GSWPA volunteers* and should self-identify their troop cookie manager role in their myGS profile. GSWPA will process an initial upload of troop leaders. If you’re a troop leader not included in the upload, please ask your SUCM to add you. All troop cookie chairs (i.e. cookie moms) must be manually entered into eBudde by the troop leader.

*With the exception of Indie Girl Scout parents managing their daughter’s cookie sales.

Girls must be registered members to sell Girl Scout Cookies. Only GSWPA can add girls to eBudde. GSWPA will begin uploading registered girls in December and will continue to regularly upload girls throughout the cookie season.

Please note: If a girl transfers troops during the cookie program, GSWPA will not transfer cookies after Feb. 1. After Feb. 1, cookies will stay with the troop where they were originally ordered, and the parent must make payment to the original troop and new troop, if applicable.
<table>
<thead>
<tr>
<th>TAB</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>DASHBOARD</td>
<td>Default screen that shows important messages, calendar, checklist, dates, and your SUCM's name and email address.</td>
</tr>
<tr>
<td>CONTACTS</td>
<td>Allows you to edit your contact information, including name, address, and phone number. This does not include changing the email address.</td>
</tr>
<tr>
<td></td>
<td>That must be done by the user from the login screen. Do not uncheck the &quot;Receives email&quot; or &quot;Active&quot; boxes.</td>
</tr>
<tr>
<td>SETTINGS</td>
<td>Allows you to select the proceeds option (for Juniors, Cadettes, Seniors, and Ambassadors only). Add additional troop eBudde users by clicking &quot;Edit Settings&quot; at the top of the screen.</td>
</tr>
<tr>
<td>GIRLS</td>
<td>Displays girl members registered to the troop. Please contact GSWPA Customer Care at <a href="mailto:customercare@gswn.org">customercare@gswn.org</a> or 800-248-3355 if a girl is not listed.</td>
</tr>
<tr>
<td>INIT. ORDER</td>
<td>Enter your troop's initial cookie order here. You can also order cookies for booth sales, which will be delivered with the girls' initial orders.</td>
</tr>
<tr>
<td>DELIVERY</td>
<td>Allows you to view your delivery information, print your troop's delivery confirmation, select a delivery time from the clock (count-n-go &amp; warehouse only), designate your troop or another troop as picking up the cookies, and designate if you're picking up cookies for another troop.</td>
</tr>
<tr>
<td>GIRL ORDERS</td>
<td>Track girl initial, booth, and additional orders and payments. To see an individual girl's details, click on her name.</td>
</tr>
<tr>
<td>TRANSACTIONS</td>
<td>Record of all cookie transactions (initial order, cupboard pick ups, and troop-to-troop cookie exchange transfers). This is also where a troop places a pending order to a cookie cupboard.</td>
</tr>
<tr>
<td>COOKIE EXCH</td>
<td>Allows troops to post extra cookies in their inventory if the troop wants to transfer cookies to another troop. Allows the troop to see if another troop has the cookies needed to help their sister Girl Scouts.</td>
</tr>
<tr>
<td>REWARDS</td>
<td>Where the girls' reward choices are selected.</td>
</tr>
<tr>
<td>BOOTH SITES</td>
<td>Allows you to select council booth sale sites and/or request a troop booth sale site. You can also distribute approved booth site cookie sales to the girls.</td>
</tr>
<tr>
<td>PAYMENTS</td>
<td>Records troop deposits. This tab is view-only and displays all deposits/debits made throughout the troop's cookie sale.</td>
</tr>
<tr>
<td>GOC ORG</td>
<td>Allows you to record the Troop Gift of Caring donation organization, if participating. If your troop participates in TGOC, please input the organization receiving your cookie donations.</td>
</tr>
<tr>
<td>SALES REPORT</td>
<td>Recap of all troop financial information, including the amount due to GSWPA.</td>
</tr>
<tr>
<td>REPORTS</td>
<td>The Cupboard report lists all open cupboards and their location/hours of operation. The Delivery Station report lists the delivery site information, including address and contact information. The Delivery report will only display sites available to the troop. The DOC report provides Digital Cookie information.</td>
</tr>
<tr>
<td>HELP CENTER</td>
<td>This tab provides direct support for both digital and traditional sales.</td>
</tr>
</tbody>
</table>

**Want step-by-step help?**

Watch the eBudde™ Microburst Training videos on Little Brownie's YouTube page.
Accessing eBudde
Volunteer access to eBudde will go live Dec. 1, 2020 for the 2021 Girl Scout Cookie Program. To access the Little Brownie Technology Tools, eBudde will send users an email invitation. Email invitations are specific to each user and cannot be shared.

Forgot your password? Go to the Login page and click Forgot 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™, eBudde™ DEMO, and Girl Scouts® VIP eTraining™. 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.

Settings Tab
• Add additional users, including your adult troop helpers, i.e., troop cookie managers, booth helpers, etc. All must be approved volunteers.
• Enter your troop's goal.
• Verify your troop's level (i.e., Daisy, Brownie, etc.). If your troop's level is incorrect, contact Customer Care at 800-248-3355 or customercare@gswpa.org.

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

Access previous season's data (for returning troops/users only) by clicking the desired sales season from the dropdown menu at the top left of the screen.
Entering the Troop’s Initial Order

Once you determine the appropriate number of cookies for your troop, place your 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 goal!

### 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/SU when the order is submitted to Little Brownie Bakers (LBB) by GSWPA. 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.
Delivery

Initial orders will be delivered **Feb. 17-25, 2021.** GSWPA 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, you must print the confirmation details from the Delivery tab in eBudde and bring it with you to the delivery site.

**GSWPA 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, GSWPA 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.

**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 Auto**: 40 cases
- **Sport Utility Vehicle**: 50 cases
- **Station Wagon**: 65 cases
- **Pickup Truck**: 90 cases
- **Minivan**: 115 cases
- **Cargo Van**: 190 cases

*Do not use during inclement weather, unless bed is covered.

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**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 to Place a Pending Order for Additional Cookies from a Cookie Cupboard

Pending Orders
Since booth sales typically happen over the weekend, order cookies for the upcoming weekend by Monday at 9 a.m. for the best chance that your requested cookie varieties are available in your desired cupboard. Troops place pending orders through eBudde to a cookie cupboard by clicking on the Transaction tab and Add a Transaction.

Look for a tip sheet on how to place a cupboard order in Cookie Bytes or download it from vipetraining.littlebrownie.com.

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 Views. The Individual Girl View(s) 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 a 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.

- The OSA column shows the number of packages donated through Operation: Sweet Appreciation. This is entered in each individual girl's view. Don't track donated packages by variety in addition to tracking them in this column.
- The TGOC column shows the number of packages donated through the Troop Gift of Caring Program. This is entered in each individual girl's view. Don't track donated packages by variety in addition to tracking them in this column.
- The Total column shows the total number of packages each girl has been allocated. This number automatically populates the Rewards tab for determining rewards for each girl.
- The Troop Order row shows the total number of packages the troop owns plus cookies donated through Operation: Sweet Appreciation. These numbers are automatically populated from the Transactions tab plus the OSA column.
- The Difference row shows the difference between the Girl Totals row and the Troop Order row. The Total column in the Difference row will be a zero when all troop inventory is allocated to girls.
  - If the Difference row displays all zeroes, you allocated all available cookies to girls.
  - If the Difference row displays negative numbers, there are two possible explanations:
    a. You still have cookies in the troop's inventory to allocate to girls.
    b. Your troop is participating in the Troop Gift of Caring Program. Any negative numbers in the Difference row under the cookie variety columns should add up to your troop's total Troop Gift of Caring donation.
  - If the Difference row shows any positive numbers, you've assigned more cookies of that variety than your troop owns. Verify each girl's sales and review the Transactions tab for accuracy.
Monitoring Inventory

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

- **Troop initial order:** The initial order appears after your order is submitted. It cannot be edited.
- **Pick-up at a cookie cupboard:** All cupboard pick-ups have a receipt number in eBudde which should match the number on the paper receipt you received at pick-up.
- **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 your troop has received in inventory.

Individual Girl View Description

Keeping girls’ orders up-to-date in eBudde is an important part of managing your 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.

- **Switch to Girl** allows you to switch between girls by clicking on the desired girl's name from the drop down menu.
- **Init. Order *Locked* row** automatically populates from the Init. Order tab. (You can’t edit this row.)
- **After clicking on the girl's name, you can:**
  - Click the Add Payment button to record money collected from the girl without any cookie movement.
  - Click the Add Trans. button to allocate cookies and record money paid/collected.
  - A green row will appear at the bottom of the page. Fill in the appropriate information by column:
    - The Comment column is a unique description for the transaction. GSWPA recommends including the date and descriptive title. *(DOC SHIP, DOC DON, and DOC DLVR are Digital Cookie orders. These lines cannot be edited.)*
    - The Booth column should not be checked. Entering information here is in addition to—not a replacement for—issuing individual, signed paper receipts for each transaction. It’ll automatically be checked when recording booth sales through the Booth Sites tab.
    - The OSA column is used to track the number of packages for which the girl has collected money for Operation: Sweet Appreciation. Don't track donated packages by variety in addition to tracking them in this column.
    - The Cookie Variety columns are used to track the number of packages per variety that have been given to a girl.
    - The TGOC column is used to track the number of packages the girl has collected money for through the Troop Gift of Caring Program. Don't track donated packages by variety in addition to tracking them in this column.
    - The Paid column is used to track the amount of money turned in by the girl.
    - When finished inputting the details, click the blue OK button. The row will now appear above.
- **Click Save** when done making changes to this individual girl's page, but before moving on to another page.
- You can edit select rows simply by clicking on the row. **Note:** Some rows can’t be edited, for example, the Init. Order *Locked*. 

Troop Cookie Goals: Idea #5

**Earn Badges**

Girl Scouts learn by doing, and that’s where badges come in. Ask your girls to think about things that they would like to learn more about, and find a badge that can help introduce the topic.
After Your Booth Sale—Entering Booth Sales

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

**eBudde Booth Sale Recorder**

Follow these quick and easy steps to use the Booth Sale Recorder feature in eBudde:

1. Click on the *Booth Sites* tab.
2. Select *Record Sales* from the drop down list.
3. Select the booth sale from the list where you want to enter data.
4. Input the total number of packages sold by variety. There is also a space for Troop Gift of Caring cookies and Operation: Sweet Appreciation.
5. Evenly distribute to all the girls, evenly distribute to some of the girls, or manually distribute to girls.
6. Click on *Submit Sale*. Your entered data will now be on each individual girl's transactions.

**Troop Cookie Goals: Idea #6**

*Mix and Match*

Girl Scouts is about more than just one thing, so talk to your girls about their priorities for this Girl Scout year. Set goals for a community service project and/or a fun getaway! The Girl Scout Cookie Program fuels the adventures. Text keyword COOKIEGOALS to 56525 and share your plans for your troop cookie proceeds by Jan. 31, 2021, for a chance to win a prize!
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 as recorded 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 Parent/Guardian Permission Form submitted before selling cookies. The girl reward order is due March 28 at 11:59 p.m. If selections are not made for girls by this deadline, the default for choice levels is Girl Scout Bucks.

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

**Entering and Submitting your 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 March 28 at 11:59 p.m.

You can only submit your order once. Contact your SUCM if you submitted before making all selections. If you don’t submit your order by the deadline, eBudde will automatically submit for you and Girl Scout Bucks will be given to girls whose selections were not made.

**Reward Distribution**

Girl Scout Bucks* (GSB) will be mailed to your SUCM the beginning of April. If you have girls going to camp that want to use Girl Scout Bucks to pay for it, please make arrangements with your SUCM and parents to distribute the Girl Scout Bucks to the girls as soon as possible. Please don’t wait for the rest of the rewards to arrive. Your SUCM should receive the rest of the girl rewards in mid-to-late May and will contact you when the items are ready for pick up. **If you have any issues with your reward order, contact your SUCM to report the issue by June 2.** Use the report located in the *Rewards* tab to distribute items to girls.

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 June 2. **Issues reported after June 2 might not be able to be resolved.**

*5 certificates, if selected. $75, $100, and $150 certificates are mailed directly to girls.*

**At the End of the Cookie Program**

Verify that all transactions have been recorded correctly in your troop’s *Transactions* tab. Your troop is financially responsible for all packages indicated on the *Sales Report* tab in eBudde.

The *Sales Report* tab is where you check all packages owned by the troop and money owed.
ACH Procedures

ACH works by a troop granting GSWPA 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. Troops will not be activated in eBudde until this form is on file.

GSWPA will upload the troop’s banking information into eBudde (only the bank name and last 4 digits will appear). You cannot input banking information on eBudde. Contact Customer Care if your banking information is incorrect.

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

2021 Cookie Program Sweep Schedule:

<table>
<thead>
<tr>
<th>Sweep:</th>
<th>Sweep Date:</th>
<th>Sweep Value:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Sweep</td>
<td>March 18</td>
<td>$2/pkg. of the girls’ initial order (not including booth cookies)</td>
</tr>
<tr>
<td>2nd Sweep</td>
<td>April 1</td>
<td>Remaining Balance Due</td>
</tr>
</tbody>
</table>

If your troop won’t have funds available on the date of the scheduled sweep, it’s your responsibility to complete and send the ACH Adjustment Form at least five (5) business days before a scheduled sweep, March 11 and March 25. Email the completed form to ACH@gswpa.org.

Important Tasks to Complete for a Successful ACH Sweep:

- Complete and submit the Bank Account Information and ACH Electronic Debit/Credit Authorization form. (Download the form at vipetraining.littlebrownie.com.) If the form was submitted previously and your banking information has not changed, you do not need to submit this form again. The ACH Electronic Debit/Credit Authorization form will remain in full force and effect until written notification of the closing of this bank account is received.
- If your bank account/routing numbers change, make sure that you complete and sign a new form in a timely manner.
- Collect and deposit all money into your troop’s account in a timely manner. Remember: Checks may take a few days to clear before funds are available! Verify policies with your bank. Cookie money turned in by girls is NEVER to be deposited into personal accounts. Note: Most banks allow anyone to make a deposit into any account regardless of who is listed as a signer on the account!
- Ensure you have enough money deposited and the checks have cleared. If not, an adjustment form must be completed.
- Make sure all order and transfer information is correct on eBudde.
- Transactions and/or corrections entered into eBudde that occur after March 28 may not be accurately reflected in the sweep amount. The troop may need to remit a check for any outstanding balance.
- Be sure to check the Sales Report tab in eBudde after the ACH sweeps to verify your troop is paid in-full. Last minute transactions may not have been accounted for in the ACH sweep.
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 GSWPA. These fees differ with each bank. Please contact your 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/parent debt. Please send notification by filling out the ACH Adjustment Form and email it to ach@gswpa.org five (5) business days before the scheduled sweep. An ACH Adjustment Form must be completed for both sweeps, if applicable.

Download this form on gswpa.org/cookie-resources or vipetraining. littlebrownie.com. Any late submissions may not be received in time to adjust the sweep.

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

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

What if I have a delinquent girl and didn't submit the ACH Adjustment Form by the deadline so my troop is paid in-full?

The Delinquent Cookie Money Form and supporting documentation must be submitted by the deadline for the troop to be reimbursed the delinquent girl's 'Amount you owe council'. We strongly encourage you to submit the ACH Adjustment Form by the deadline because reimbursements take time to process which could result in your troop missing funds for summer activities.

If your troop doesn't submit the ACH Adjustment Form nor the Delinquent Cookie Money Form by the deadlines and your troop is paid in-full, you will not receive a reimbursement from GSWPA for the girls' 'Amount you owe council'. However, we will forward any proceeds collected by GSWPA from the girl within 1 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 us know that you are a new troop and intend to sell cookies, so we can activate you in eBudde.

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 SU's account. The SU will send a check to GSWPA for the amount owed to council. Once the troop account is established, the SU will remit a check to the troop for the troop's cookie proceeds.

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

The troop must send in a check or money order made payable to 'GSWPA' and mail it to: GSWPA, Attn: Cookie Sales Coordinator, 5681 Rt. 6N, Edinboro, PA 16412. Please note: GSWPA 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 and any associated fees.
Situation Requiring a Delinquent Cookie Money Form & ACH Adjustment Form

If a girl has an outstanding cookie balance, the troop shouldn’t pay for this girl’s Amount You Owe Council, nor does the troop retain the delinquent girl’s proceeds. A Delinquent Cookie Money Form must be completed for each girl and the troop must send a collection letter to the parent/guardian. You must also send copies to your SUCM. The Delinquent Cookie Money Form can be downloaded from gswpa.org/cookie-resources or vipetraining.littlebrownie.com.

All girl/parent delinquent paperwork is due by April 5. Please don’t withhold the submission of this form because a parent "promises" to pay.

Submit the delinquency documentation to GSWPA, Attn: Cookie Program Coordinator, 5681 Route 6N, Edinboro, PA 16412. Include a copy of the collection letter from the troop, the Delinquent Cookie Money Form, a copy of the receipts (pick-ups and payments), and a copy of the signed Parent/Guardian Permission Form. Failure to submit the documentation could result in GSWPA not being able to collect on this debt and the troop being held financially responsible.

Web Resources

Built By Me Cookie Planner
cookieplanner.littlebrowniebakers.com

The Built By Me Cookie Planner helps girls build the best cookie season ever! Built By Me is an online tool made specially for volunteers that helps create a customized plan for cookie season.

Digital Cookie
digitalcookie.girlscouts.org

Digital Cookie provides more ways to sell, more ways to buy, and more ways to learn and have a ton of fun! With Digital Cookie, each girl can use technology to:

- market her cookie business
- build her customer list
- take virtual orders with her personalized web page
- accept credit card payments

eBudde
ebudde.littlebrownie.com

eBudde is the web-based cookie management system provided by Little Brownie Bakers (LBB). It’s the place where the actual sales management happens.

The Girl Scout Cookie Program is easier than you might think! The demo site lets you practice things you’ll do during the cookie season, like post orders, submit cookie and recognition orders, etc. Once you request access on the login screen, the troop cookie chair or service unit cookie manager approves your access.

eBudde Demo
ebdemo.littlebrownie.com

eBudde Troop App Plus
Download at littlebrownie.com

Place orders, watch training videos, and find eBudde help all on your mobile device. Learn more and download the app at LittleBrownie.com.
Web Resources—Continued...

**Girl Scouts® Cookie Captain**
littlebrowniebakers.com/volunteers/cookie-captain

Keep experienced teens interested in the cookie program and give them a chance to give back with the Cookie Captain program.

**Girl Scouts® Cookie Rookie**
gswpa.org/cookie-rookie

Made especially for young girls, this video teaches cookie names, how to ask customers to buy, and more essential skills.

**Girl Scouts® Cookie VIPeTraining**
VIPeTraining.littlebrownie.com

Cookie VIPeTraining is where troop cookie volunteers learn step-by-step what you need to know about the Girl Scout Cookie Program—even GSWPA-specific information. In Sections 1-4, LBB provides great information on program materials, marketing ideas, technology opportunities, and, of course, the cookies. In Section 5, find GSWPA-specific information, including the most comprehensive list of forms, training, and resources to help you during the sale.

This is GSUSA’s hub for everything cookie! The site is specifically designed to educate and inspire all audiences to get excited about and participate in the Girl Scout Cookie Program.

**GSUSA**
girlscoutcookies.org

Be sure to like our council's official page (facebook.com/GSWPA) to see great stories on what other troops are up to this year.

**GSWPA Facebook**
facebook.com/GSWPA

Our website has important documents, resources, activities, and information about the Girl Scout Cookie Program. The For Cookie Sellers section provides great tools for girls and their families, as well as easy access to forms and training resources for volunteers.

**GSWPA Website**
gswpa.org/cookies

Cookie volunteers, along with families and girls, can check out the latest information from the bakery. From exciting activities for girls to teen business tools and fun promotional ideas, this dynamic resource will help you have a great season.

**GSWPA Facebook**
facebook.com/GSWPA

Check out this blog where participants can share and find activities, best tips, and how-to stories.

**GSWPA Website**
gswpa.org/cookies

Download delightful graphics and suggested captions to help your Girl Scout market her cookies on social media. Perfect for volunteers, families, and troops.
Here are some common terms you may hear during the Girl Scout Cookie Program.

**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/cookie-resources or vipetraining.littlebrownie.com.

**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 GSWPA is published online and mailed in the winter.

**Cookie Bytes** — A GSWPA enewsletter with helpful hints and reminders. Cookie Bytes is emailed to eBudde users.

**Cookie Cupboard** — A location (at select GSWPA 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 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 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 GSWPA for service unit delivery. These are the very first cookies that are delivered to customers by girls.

**Little Brownie Bakers (LBB)** — One of two bakeries licensed by Girl Scouts of the USA (GSUSA) to provide cookies for the annual Girl Scout Cookie Program. GSWPA uses LBB 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.

**Parent/Guardian Permission and Responsibility Form** — A form that a parent or guardian 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 (SU)** — A geographic area set by GSWPA 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 parents 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 organizations toward their mission (shelters, fire departments, hospitals, etc.).

**Troop Proceeds** — Money earned by a troop for total cookie sales.
ONOMBER–JANUARY: BEFORE THE SALE

- Attend the in-person or virtual training provided by your SUCM and get your troop materials.
- After Dec. 1, log in to eBudde and update your contact information.
- Schedule and hold an in-person or virtual family cookie meeting for your troop. Collect the 2021 Cookie Program Permission Form from each parent/guardian before distributing girl materials.
- Distribute girl materials.
- Review safety and selling tips with the girls.
- Attend your service unit’s Cookie Rally, if scheduled, or host one for your troop.

JANUARY–MARCH: DURING THE SALE

- **Jan. 4:** Booth scheduler opens in eBudde for service unit and troop entries.
- **Jan. 8:** Girl order taking and Operation: Sweet Appreciation online promotion begin.
- **Jan. 14:** GSWPA-arranged booth scheduler sign-up opens at 7 p.m.
- **Jan. 29:** Girls’ initial orders are due to their troops.
- **Feb. 1:** Troop initial order is due in eBudde by 11:59 p.m.
- **Beginning of February:** For warehouse and Count-n-Go deliveries only, select your delivery time (check with your SUCM).
- **Feb. 17-19:** Cookie delivery. Print your delivery confirmation from eBudde and take to your scheduled pickup.
- **At delivery:** Initial reward distribution. (Check with your SUCM for more information.)
- **Feb. 19-21:** National Girl Scout Cookie Weekend.
- **Feb. 26:** Booth sales begin and cookie cupboards open.
- **March** (weekly): Collect cookie money from girls and deposit into the troop’s bank account.
- **March 11:** ACH Adjustment Form due for initial sweep, if applicable.
- **March 18:** First ACH sweep.
- **March 21:** Final day of the cookie program. Booth sales end. Cupboards close.

MARCH–MAY: AFTER THE SALE

- **March 25:** ACH Adjustment Form due for final sweep, if applicable.
- **March 28:** Troop lockout of eBudde. Make final updates in eBudde—allocate cookies to girls, record girl payments, and select girl final rewards—before the lockout at 11:59 p.m.
- **April 1:** Final ACH sweep
- **April 5:** Deadline for Delinquent Cookie Money Form and supporting documentation, if applicable.
- **May:** Final rewards are shipped to service units. Make arrangements to pick up rewards from your SUCM.
- **May:** Distribute final rewards to girls. If there are issues, contact your SUCM immediately.
- **May 31** (Memorial Day): Operation: Sweet Appreciation online promotion ends.
- **Late May:** Watch for a feedback survey to be sent to troop cookie managers with the online voting for the 2022.
- **June 2:** Deadline to report any issues with girl rewards to your SUCM.