

2024 Girl Scout Cookie Program®

Troop Product Manager Manual



Troop 923 Volunteers and Girl Scouts stand within a cookie cupboard, ready to restock and rock their cookie business!



NEW!

March to a Million

Join the collective effort to make council history

New Tearaway Resources

Convenience for on-the-go, found at the back of this manual

Upgraded LBB Website

Check out cookie resources on the baker's new website



2024 Girl Scout Cookies®

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

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



Lemon-Ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

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



Trefoils®

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



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

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



Samoas® • Real Cocoa • Real Coconut

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



Tagalongs® • Real Cocoa • Real Peanut Butter

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



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

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



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

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



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

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



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ACCEPTED

Letter from product program team

Dear dedicated volunteers,

You are the heart and soul of the Girl Scout Cookie Program, and your commitment transforms the lives of the Girl Scouts you lead. It's not just about the cookies; it's about the incredible opportunities that lie ahead for each and every one of them.

As you guide your troop through the cookie season, remember that it's more than just selling cookies—it's a chance for Girl Scouts to develop invaluable life skills, as they learn the art of setting ambitious goals, make crucial decisions, manage money wisely, and navigate social interactions with confidence. These skills are the building blocks of their future success, and you are the architects of this foundation.

You are also mentors, leaders, and role models, as you empower these Girl Scouts to believe in themselves and their abilities. Through our Cookie Program, they not only discover their strengths, but also practice leadership the Girl Scout way—lifting each other up and changing the world, one cookie at a time. Your tireless efforts create a world of possibilities for Girl Scouts.

As you embark on this cookie journey with your troop, know that you are not just selling cookies; you are opening doors to a brighter future—running a program is the mindset. Your unwavering support is the wind beneath their wings, propelling them to reach new heights. This is the power of the Girl Scout Cookie Program, and it's your leadership that makes it all possible.

Thank you for being the guiding stars in the lives of our Girl Scouts. Together, we will continue to change the world, one cookie and one Girl Scout at a time.

Yours in Girl Scouting,

Your product program team and all of the
Girl Scouts of Southern Arizona organization



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Please be aware that all the information in this Troop Product Manager Manual was accurate at the time of printing. However, the Girl Scout Cookie Program is constantly evolving, and information may undergo modifications. Any updates to the program will be communicated through eBuddy emails and will also be available in the eBuddy Help Center.

Calendar



DEC 2023

- Dec 1—plan caregiver meeting prior to drop day
- Dec 2—Pima cookie rally
- Dec 4—read Monday Maintenance email
- Dec 5—Troop Initial Orders due in eBudde
- Dec 7—Cochise cookie rally
- Dec 9—Yuma cookie rally
- Dec 11—read Monday Maintenance email
- Dec 12—Pinal cookie rally
- Dec 13—Santa Cruz cookie rally
- Dec 15—ensure all Girl Scouts are registered
- Dec 18—read Monday Maintenance email; volunteer access to DOC
- Dec 19—did you submit your troop's ACH form?
- Dec 20—are all troop's permission slips signed and returned?
- Dec 21—do all volunteers at booths have a current membership and eligible background check?
- Dec 25-Jan 1—council offices closed for winter break



JAN 2024

- Jan 2—council offices reopen following winter break
- Jan 3—Girl Scout access to DOC
- Jan 3-5—are all Girl Scouts in your troop in eBudde?; submit roster changes by scanning the QR code
- Jan 8—read Monday Maintenance email; Digital Cookie opens, DOC contest starts
- Jan 10—home deliveries begin
- Jan 15—read Monday Maintenance email
- Jan 15-19—cookie drops, pick up initial order
- Jan 19—distribute cookies to troop; DOC contest ends
- Jan 20—door-to-door, booths, cookie stands and cupboards open; BOOTH THEME: Magic in a Box of Cookies
- Jan 22—read Monday Maintenance email
- Jan 24—have you updated eBudde?
- Jan 25—remember to collect funds, make bank deposits
- Jan 27—BOOTH THEME: Cookie Mascot-Axolotl
- Jan 29—read Monday Maintenance email
- Jan 31—nominate for Kindness Counts



Calendar



Continued



FEB 2024

- Feb 1—ACH due in one week, collect from families
- Feb 2—is your eBudde up-to-date?
- Feb 3—BOOTH THEME: Goal Getter
- Feb 5—read Monday Maintenance email
- Feb 6—have you gone to the bank recently?
- Feb 8—first ACH pulled from troop account—25% of balance due
- Feb 10—BOOTH THEME: Super Bowl/Valentine's Day
- Feb 12—read Monday Maintenance email
- Feb 13—nominate for Kindness Counts
- Feb 15—ACH due in one week, collect from families
- Feb 16-18—National Girl Scout Cookie Weekend
- Feb 17—BOOTH THEME: National Cookie Weekend/Girl Scout Pride
- Feb 19—read Monday Maintenance email
- Feb 20—is your eBudde up-to-date?
- Feb 22—second ACH pulled from troop account—50% of balance due; deadline for Power of 700, mid-season reports due
- Feb 24—BOOTH THEME: Let's Go Camping
- Feb 26—read Monday Maintenance email



MAR 2024

- Mar 1—make a bank deposit
- Mar 2—BOOTH THEME: Going, Going, Gone
- Mar 4—read Monday Maintenance email
- Mar 5—nominate for Kindness Counts
- Mar 6—are cookie reward choices ready?
- Mar 7—in need of help? Reach out!
- Mar 9—BOOTH THEME: Cookies for Heroes
- Mar 10—ALL SALES END
- Mar 11—submit cookie rewards and any outstanding balance forms; close out eBudde, read Monday Maintenance email
- Mar 14—is all your money in the bank?
- Mar 18—third ACH pulled from troop account—100% of balance due
- Mar 25-27—families will receive direct emails about experiences earned and for some rewards that need choices or will be shipped direct, please ask families to check for emails from council and respond promptly

APR/MAY 2024

Emails from council and Service Unit Product Manager for rewards distribution

How the cookie crumbles



2025 transition to \$6 core cookie price

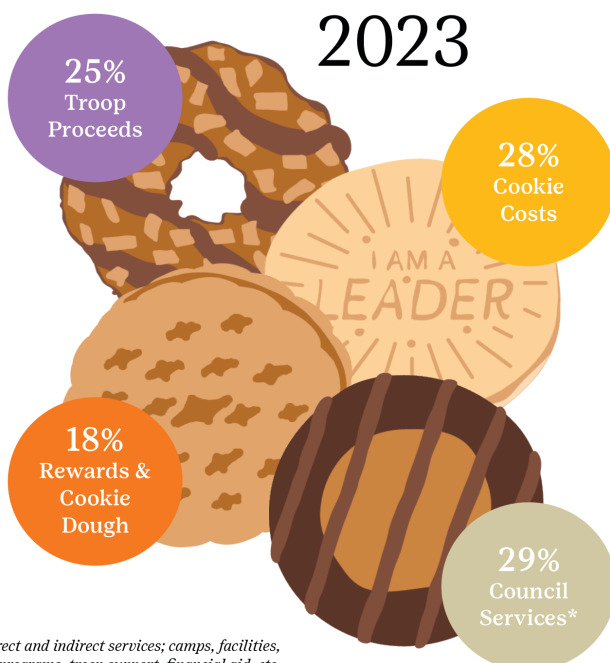
This upcoming cookie season, 2024, will be our last season where core cookies are priced at \$5. The reasons behind this change are due to:

- **Rising and managing commodity costs and widespread cost increases:** We are living in a time of increasing commodity costs, which affect the prices of cookies. Beyond commodities, expenses related to labor, travel, and electronics have also seen notable increases.
- **Protecting Girl Scout rewards and preserving experiences:** Our main priority with moving prices in 2025 is to ensure that the increased cookie costs do not impact the rewards and proceeds that our Girl Scouts receive. We remain steadfast in our commitment to maintain high quality experiences through program so our Girl Scouts continue to benefit.
- **Beyond cookies:** We want to emphasize that Girl Scouting is not just about cookies—it's about adventure, growth, and empowerment, much of which is funded by those indirect funds that come from cookie proceeds. These are critical to funding our staff-supported community programs, underwriting the cost of camp, ensuring we have presence in all our counties, funding opportunities for financial aid, and much more.

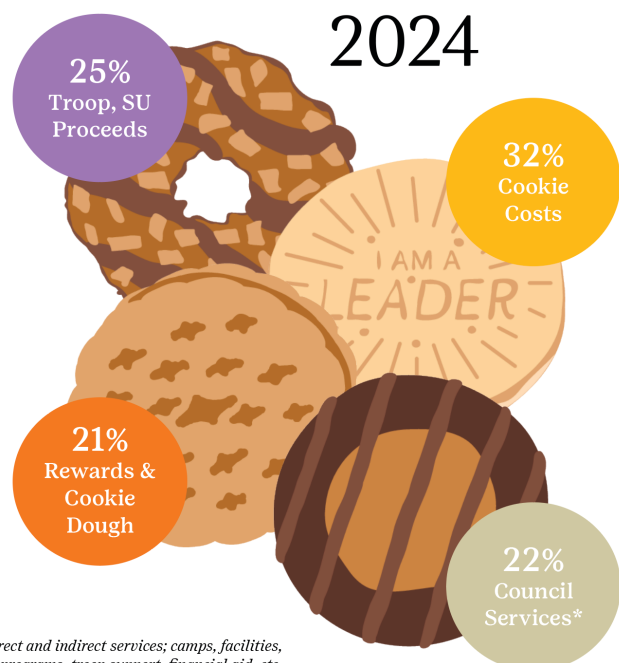
As a Product Manager, your support and dedication are invaluable in making every cookie season a monumental success for the Girl Scouts we all serve. Thank you for being an integral part of the Girl Scout family in Southern Arizona. We appreciate your understanding and support as we navigate this transition together.

Please remember, we have decided to hold steady on our cookie box prices for 2024, and the increase will not be implemented until 2025. We hope you understand the changes ahead and we appreciate your ongoing support! If you have questions, please reach out to us at customercare@girlscoutsoaz.org or by calling us at (520) 327-2288.

Year difference breakdown



*direct and indirect services; camps, facilities, programs, troop support, financial aid, etc.



*direct and indirect services; camps, facilities, programs, troop support, financial aid, etc.

New to the Troop Cookie Manager role?



Are you a new cookie coordinator, also known as the Troop Cookie Manager (TCM), for your Girl Scout troop? Thank you for taking the time to help your Girl Scout's troop and taking some responsibilities off your volunteer leader's plate!

If you are concerned about how to get started, first, attend a cookie training and read all your training materials. Reach out to your Service Unit Product Manager Troop Mentor for additional help.

Tips for success and sanity

- Review the vehicle capacity guidelines—in this guide—to plan for your cookie drop.
- Track religiously from the very beginning—through our council's cookie system—and be sure to include a paper copy.
- Give yourself enough cushion for your due dates to prepare for any unforeseen circumstances.
- Ensure caregivers are signing their paperwork and hold them accountable for cookies sold and money owed.
- Count cases and boxes twice ... and then a third time—you cannot be too cautious!
- Do not allow individual sales at booths, as it will mess things up for later—troop booths are tracked as troop booths.
- Use the Digital Cookie app as a credit card reader to encourage sales. If your troop collectively decides to pay for Square for credit cards, please note that council only pays for fees on the Digital Cookie app and will not cover associated Square fees.
- Have caregivers pay before checking out additional cookie boxes and cases. Create a timeline of when cookie money is due and enforce that. No one can check out more cookies until meeting the percent due each week, just as your troop will do for council.
- Make a separate deposit for each Girl Scout's cookie deposit—it might seem like more work, but it will make things easier to track when you have the deposits clearly labeled.
- Do not play favorites for friends in the troop; remember that friends do not ask for different timelines that make your job harder.



Using troop proceeds



Develop leaders who know the facts

Discussing the troop's bank account regularly and often ensures that every Girl Scout, down to the smallest Daisy, begins learning about financial literacy.

Participation in the Cookie and Fall Programs helps your troop earn proceeds that should make your troop self-sufficient—if budgeted well. That means making plans together before cookie season begins, knowing what your troop goals are and what needs to occur during the programs to achieve these budgetary goals.

Let's explore friendly and informative ways to make the most of your troop's hard-earned money while adhering to Girl Scout finance practices—finance policies can be found on our web site, girlscoutsoaz.org.

1. Girl-Led Financial Decisions: Empowering Girl Scouts to make financial decisions is a vital aspect of the Girl Scout Leadership Experience (GSLE). By providing guidance and support, you help them learn valuable life skills while pursuing their goals. Let's see how your troop can put their earnings to good use!

2. The Three Piles Approach: One effective way to decide how to allocate your troop's funds is by using the "Three Piles" method. This approach divides the money into three categories, allowing your troop to determine where they want to focus their resources:

- **Spend a little:** Consider using part of the funds for exciting adventures or activities. These are the fun activities your troop will plan on doing i.e. Build-A-Bear, Camp Surf, the zoo, ice cream dates etc.
- **Save a little:** Encourage your troop to set aside some funds for future needs or unexpected expenses. Having a financial safety net can make a big difference in reaching your troop's long-term goals or organizing a memorable party.
- **Give a little:** Girl Scouts are known for their generosity and community spirit. Create a donation fund that cookie entrepreneurs can use to support a charity of their choice or contribute to Take Action Projects that require specific supplies.

3. Spending Wisely: When it comes to spending your troop's earnings, the possibilities are vast. Some smart choices include:

- Paying Early Bird Registration fees for both active leadership adults and Girl Scouts
- Investing in uniforms to keep everyone looking sharp and ready to bridge to the next level
- Getting Bridging Supplies or Kits for special ceremonies
- Registering for Girl Scout Summer Camp to create unforgettable memories
- Participating in program events hosted by council.
- Joining Service Unit Camporees or council's Jamboree to bond with other troops





Develop leaders who know the facts continued

4. **Saving for Future Goals:** Saving a portion of your earnings is essential for the long-term success of your troop. It can be used for:

- Achieving big goals like an epic troop trip.
- Covering unforeseen expenses or emergencies.
- Funding projects or initiatives that require a larger budget.

5. **Giving Back:** Girl Scouts embody the spirit of giving. Encourage your troop to allocate some funds for charitable purposes, such as:

- Donating to a charity of their choice. You cannot raise funds for a charity but your Girl Scouts can choose to donate gifts in kind i.e. go shopping and then stock a food pantry.
- Supporting community needs during times of crisis, as many troops did during Hurricane Katrina or the fire in Maui.
- Financing Take Action Projects, ensuring that your troop has the necessary supplies to make a positive impact.

6. **Your Role:** As a leader of the troop, you play a crucial role in guiding your Girl Scouts through their financial decisions. Teaching them about saving, earning, and spending will equip them with valuable skills for adulthood. Remember, all volunteers listed on troop/group bank accounts are responsible for troop/group finances. Mishandling Girl Scout funds is a serious matter and they should be handled with care to maintain the integrity of the organization.

A Girl Scout troop's hard-earned funds can pave the way for exciting adventures, financial security, and acts of kindness. Embrace the "Three Piles" approach, let Girl Scouts take the lead, and watch as they learn invaluable financial skills while making a positive impact in their community and themselves. Happy budgeting, and may your troop's financial journey be as fulfilling as their scouting adventures!



Caregiver meetings



Being prepared for the cookie season

Run through this checklist with families at your first caregiver cookie meeting to ensure they are prepared for the cookie season.

- Review with families the following necessary document, and ensure it is signed and in the hand of troop leader(s) prior to selling.
 - Caregiver Permission and Responsibility Form
- Explain the purpose of the program (i.e. five essential skills) and hand out program materials **ONLY** to families who have signed the agreements.
- Have Girl Scout members decide on their individual goals for rewards and troop goals for spending proceeds.
- Share the best method for parents and caregivers to communicate with you.
- Explain that no orders may be taken in person until the first day of the program, Jan 20.
 - Digital Order Card is not a door-to-door experience, but is digital and emails only
- Review all cookie due dates, including those imposed by GSSOAZ and those within the troop.
- Explain Initial Order (IO), that the troop will be submitting and discuss how it will be calculated.
- Discuss the process for cookie distribution day, including material distribution (order cards, money envelopes, door hangers, etc.) and that every cookie and money transaction will be recorded on a signed receipt.
- Explain how often and the process for when families can pick up more cookies from you.
- Review the online Safety Activity Checkpoints and Volunteer Essentials on our website.
- Discuss under what circumstances and time frames Girl Scouts can return and/or exchange cookies within the troop.
 - Remember, taking your mid-sale inventory is **KEY** to ensure you are aware of when families need an inventory mix up; do this for success!
- Review the money handling policy; this should include the following:
 - How often cookie money must be turned in to the troop
 - How much inventory is allowed to each family prior to turning in money
 - The troop's policy regarding accepting checks and large bills
 - What steps the troop is required to take when money is **NOT** turned in—**remember, starting this season, council will NOT take more than \$400 in bad debt for the entire troop, not per family.**
- Explain the different bothing and cookie stand options.
- Explain booth policies and procedures—caregivers need to understand these to know what is expected of them; train by modeling a perfect booth at the caregiver meeting.
- Remind caregivers the rules regarding setting up a booth without permission.
- Discuss rewards and how they are earned; record Girl Scout members' sizes and other reward choices now so you are not hunting down people later, and that all decision changes must be communicated before the end of season.
- Begin talking about how the troop will celebrate a successful cookie season by reviewing plans and reasons for goals being set in Girl Scout-led fashion.

Adult recognitions, how to nominate



Nomination need-to-knows

Did you know anyone can nominate a volunteer for an adult award or recognition? Nominations are now open for both adult and Girl Scout recognitions. Do not delay—there is a new timeline for nominations! The link is now open and will close on December 1, to allow our staff time to gather, review, and select the 2024 recipients to gloriously recognize them at our annual Adult Recognitions Ceremony, April 27, 2024.

New this year— Two new awards specifically for older Girl Scout members, will be awarded this year and onward at Young Women of Distinction!

The Margaret Scout Service Award

This award is presented to a registered Girl Scout in grades 6 to 12, who has greatly served the Girl Scout community.

AWARD ELIGIBILITY

- Registered Cadette, Senior, or Ambassador Girl Scout Member (grades 6 to 12)
- Must have performed a minimum of 50 hours of service to the Girl Scout community
- Performed service while embodying the Girl Scout Promise and Law, in both action and attitude
- A minimum of two separate nominations are required to be eligible

Scan the QR code to learn more about Margaret Ferris and "The Golden Eaglet".



The Girl Scout of the Year Award

This award is given to a Girl Scout in grades 9 to 12, who exemplifies through their words, actions, and involvement, the highest ideals of character, conduct, patriotism, and service.

AWARD ELIGIBILITY

- Registered Senior or Ambassador Girl Scout member (grades 9 to 12)
- Exemplifies through words and actions the highest ideals of character, conduct, patriotism, and service
- Upholds the mission of Girl Scouts
- Holds or has held positions of leadership in both Girl Scouts and the community
- Must have performed a minimum of 80 hours of service to the Girl Scout community
- Embodies the Girl Scout Promise and Law, both during Girl Scout activities and in day-to-day life
- A minimum of four separate nominations are required to be eligible



Nominations are due December 1
—don't delay, uplift that someone
who goes the extra mile TODAY

Cookie drops



This is a council-wide event where the Troop Product Managers pick up their troop's cookies! NEW this year: each troop will select the cookie drop they want to attend to pick up their troop's Initial Order. If you do not select a drop location by 8 p.m. on December 8, staff will assign you based on your service unit. Drop dates to save are January 16 through 19. Exact dates by location will be released in early January.

You must have enough vehicles to take your entire initial order in one visit, assuming that the vehicle is empty—remember car seats and other items—and is only transporting the driver. **If you do not bring enough vehicles, your troop will be charged \$1 per case for the surplus.**



Compact Car
23 cases



Station Wagon
75 cases



Hatchback
30 cases



Minivan
75 cases



Standard
35 cases



Pickup Truck
100 cases



Sport Utility
60 cases



Cargo Van
200 cases

Home deliveries

Being number one in the nation for highest per girl average (PGA) means your troop is moving a HUGE amount of cookies! That also sometimes means bringing a U-Haul to cookie drop.

For our troops with large orders, our delivery agent has once again offered concierge services to add an element of convenience for those huge orders.

The minimum for a direct delivery to your home and/or storage unit before cookie drop this season is 600 cases. This opportunity is not available for our brand-new-to-this-cookie-season-troops, nor for troops who had remaining or unsold inventory during the 2023 season.



Please submit your Home Delivery form no later than 5 p.m. on December 8, by scanning this QR code.

Cookie drops continued

Generally speaking, Girl Scout councils have historically recommended the vehicle to case ratio provided. That said, on Facebook, leaders and troop product managers have reported being able to creatively accommodate as many more cases in their vehicles safely.

Vehicle	Cases (estimated)
Cadillac Escalade	85
Chevrolet Trailblazer	65
Chrysler PT Cruiser	100
Chrysler Town & Country	180-200
Dodge Caravan	140
Dodge Ram	120
Dodge Stratus	55
Ford F-150	100
Ford Escape	83
Ford Excursion	120
Ford Expedition	100
Honda Odyssey	140
Hyundai Santa Fe	85-90
Jeep Cherokee	70-100
Kia Sorento	115
Lincoln Navigator	90
Mazda CX-9	90
Toyota Prius	75
Toyota Sienna	150
Volkswagen Passat	75
U-Haul 10-foot	400
U-Haul 12-foot	500

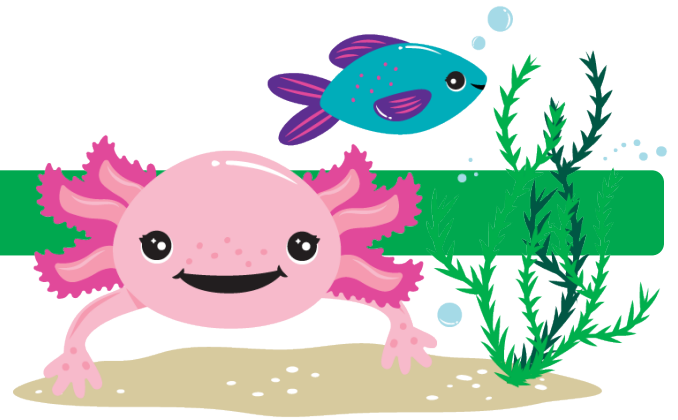
** depending on the cookie mix, some leaders have identified that they have been able to pack these amounts in their vehicles; everyone's spatial abilities vary, and these numbers are NOT confirmed by council*

Each cookie drop site is slightly different, however Troop Product Managers will receive specific instructions prior to arrival. At all sites, you will need to count your cases and sign for them. **Ask for a recount if necessary, as we will not be able to make any adjustments after you have signed and left the drop site.**

What else you need to know:

- You can change your time slot in eBudde up until January 2.
- Do NOT bring children or pets to cookie drop.
- Remove all items from vehicle to allow more space for cookies and collapse seats if possible.
- Bring your driver's license.
 - You do NOT need a copy of your order—staff will have a delivery ticket for you and that is what you will sign.
 - If you have more than one vehicle, ensure everyone arrives together.
 - Please be patient and courteous with your cookie drop staff and volunteers.





Inform your caregivers of their responsibilities

We know that you want to do everything you can to support your budding entrepreneur but there is a responsible way to do that. As the caregiver of a Girl Scout participating in the Girl Scout Cookie Program, you are assuming financial responsibility for every box of cookies you check out.

While your Girl Scout may have lofty goals, here are some tips to keep in mind:

- Check out only what you know your Girl Scout can sell, as those sell, turn in the money collected, and then check out more cookies.
- Keep a good mix of varieties in your Girl Scout's inventory. If you find you have too much of something, reach out to other troop families and see if anyone wants to trade.
- Store cookies properly. Cookies that are damaged may not be able to be sold but you are still financially responsible for them.
- Sign a receipt with your troop volunteers for every transaction—whether money or product—and keep a copy.
- Make payments to your troop frequently—if money is lost or stolen, you are still responsible for paying the troop.
- If you have cookies your Girl Scout is unable to sell, ask your troop volunteers if they can find booth locations.
- Things happen, we understand but if sales are not going as planned, reach out to your troop immediately to see what help they can offer.
- Find out at the beginning of the season whether your troop will accept unsold cookies. If they do, make sure you know the deadline for returns to the troop and do everything you can to help the troop move those cookies.



Inventory

How much inventory should a family hold at any one point in time? Of course that is completely up to them and depends on a Girl Scout's goals and participation plans. Remember that the troop can set the limit of inventory debt allowed at any given time. Ultimately they will decide how much to check out at any one time but a good mix might look like:



- 2 cases of Thin Mints*
- 2 cases of Samoas*
- 1 case of Tagalongs*
- 1/2 case of Trefoils*
- 1/2 case of Do-si-dos*



- 1/2 case of Lemon-Ups*
- 1 case of Adventurefuls*
- 3 boxes of Girl Scout S'mores*
- 3 boxes of Toffee-tastic*



One of the most important aspects of the Girl Scout Cookie Program is the finances. We provide this guidance to ensure the financial stability of troops participating in the cookie program and to emphasize the importance of keeping accurate records and receipts for all transactions.

Financial responsibility

Once a Girl Scout troop signs out cookies from a cupboard, they become financially responsible for those cookies. When a family signs a receipt for the cookies, they also assume financial responsibility for the amount indicated on the receipts.

Importance of receipts

Receipts are crucial because they serve as evidence of the transaction. If a family disputes owing funds and there is no receipt to prove the purchase, it becomes challenging to collect the outstanding balance, and council cannot provide support in such cases.

Council assistance

If a troop has unpaid balances from families at the end of the Girl Scout Cookie Program, they can request assistance from the council. To do this, troops can fill out the outstanding balance form by the troop submission deadline. If all the required information is provided, the council will follow up with the families to attempt to collect the outstanding funds.

In the meantime, while attempting to collect unpaid balances, the troop will be given a temporary credit of up to **\$400 PER TROOP**. This credit will help offset some of the uncollected funds. This amount will be deducted from the last ACH, leaving an equal balance owing of up to \$400 in your eBudde account. If we are able to collect funds from the families, that balance in eBudde will be reduced first. Any funds over that amount will be deposited into the troop bank account.

Submit, if appropriate, the Outstanding Balance form by scanning this QR code.



Social media etiquette



In the Family Guide, we provided your families with the guidelines of what they can and cannot do to promote their Girl Scout's cookie business. For troops, it is a little broader, however, you must remember that these extended guidelines apply only to posting your Troop Site Digital Cookie link; individual Girl Scout links can only be used as described in the Family Guide.

Promoting in person delivery

- Troops cannot do this in any circumstance.
- A Girl Scout can only do this on private accounts to ensure it only goes out to known personally.

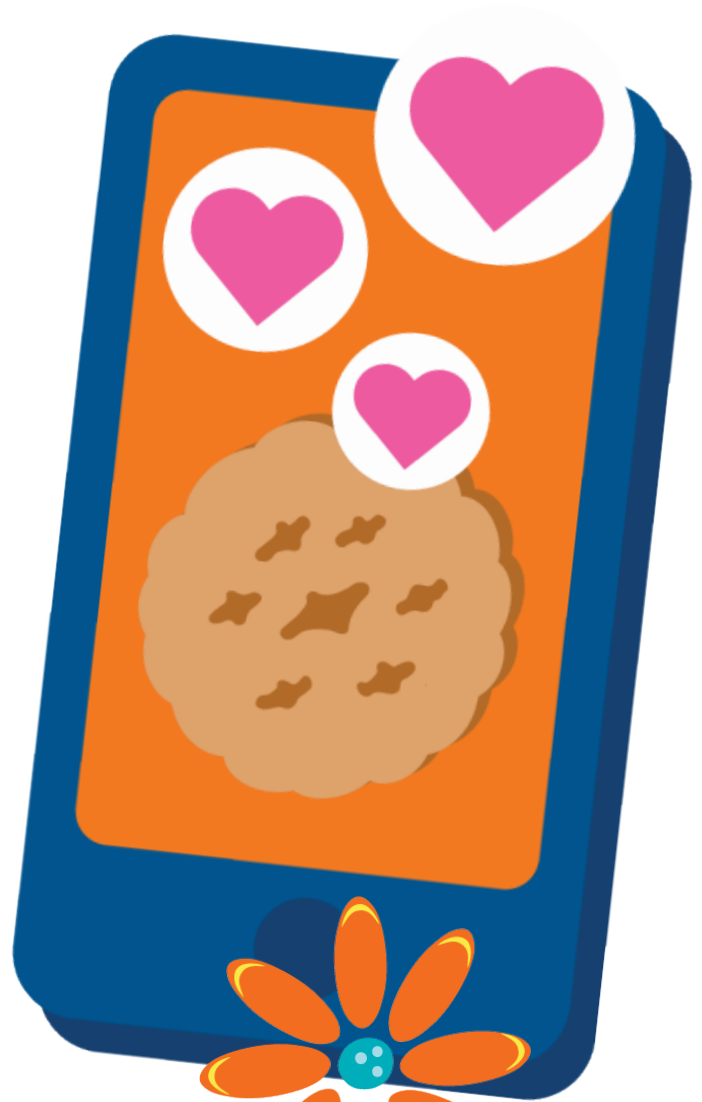
Promoting booths

- Troops can only do this on private accounts:
 - Facebook pages and community groups
 - Instagram

Responding to "where can I get cookies"

- Troops can post the cookie finder encouraging customers to locate a booth.
- Troops can post the location of their upcoming troop booth.
- Troops can post the troop link if it is set to ship only.
- A Girl Scout can post the cookie finder link.

As you are on social media during the season, if you see a post that does not follow the rules, remember that Kindness Counts! Reach out privately to the original poster and remind them of the rules and kindly ask them to remove their post.



Do's and don'ts



Do's

- Use receipt books—EVERY cookie transfer or money collection to or from Girl Scouts and their caregivers must be receipted. Best practice is to organize by Girl Scout!
- Be respectful to the volunteer team, staff, and each other.
- Train and prepare your troop Girl Scouts and their caregivers on the rules, deadlines, and expectations.
- Confirm receipt of the Caregiver Permission Slips for ALL Girl Scouts before giving cookies.
- Contact your team FIRST using your Who's Who list before going to social media.
- Read the booth stipulations for the location you are scheduled for.
- Review the Do Not Contact List before approaching a business to request a booth.
- Read all your emails.
- Use common sense—it is best not to have Daisies at booths after sunset.
- Encourage your Girl Scouts throughout the program.
- Create internal cookie rewards to keep focus on success and small wins = big wins.
- Have troop goals well known and posted on your booths.
- Ensure that both adults at a booth are registered and at least one (responsible for supervising the money handling) has a background check through GSSOAZ.



Don'ts

- Do not give samples of cookies to potential customers.
- Never let Girl Scouts go walking about after sunset.
- Never leave trash at booths.
- No pets allowed when walking about or at booths (unless service animals).
- Not allowed to booth anywhere unless scheduled in eBudde.
- Girl Scouts never go into someone's house or car when walking about.
- Do not link troop bank account to 3rd Party payment services (Zelle, Venmo, Paypal).
- Never sell cookies for more or less than the price set by council (\$5/\$6 as of 2023).
- Do not create “specials” like buy one get one free, you may not create specials that all of council doesn't have the same opportunity for.
- Never sell another Council's cookie or other products.
- Do not bring extra people to a cookie booth. The only children at booths should be registered Girl Scouts, and there should never be more than 2 adults.

Booths



As we gear up for another exciting Girl Scout Cookie season, safety remains our top priority. To ensure the success of our program and the well-being of all our members, please review and follow these essential safety guidelines when participating in Cookie Booths.

Basics

- Booth sales are conducted by troops and Juliettes.
- Always bring a copy of the sign up confirmation as your permit to your location, date, and time.
- Resolve conflicts with other troops peacefully, be sisters to every Girl Scout. Do not involve store management.
- Girls should maintain appropriate behavior in public settings.
- Adults are responsible for their actions and those of the Girl Scouts.
- Please behave professionally and refrain from eating or drinking—other than water—while selling Girl Scout Cookies.

Standards

- Have a minimum of two adults and a maximum of four Girl Scouts at all booth sales.
- For larger troops, schedule Girl Scouts for shorter shifts to allow everyone a chance to participate or run concurrent booths utilizing multiple locations and caregivers as the adults to maximize your numbers.
- Non-registered friends, acquaintances, siblings (including infants), and pets are not allowed at booths. These people are considered tag-a-longs and tag-a-longs may not be at a cookie booth. Only registered members of Girl Scouts of Southern Arizona.
- Cookies must be kept off the ground.
- All Girl Scouts should wear identifiable Girl Scout apparel, including a membership pin, and a uniform component—sash, vest, or smock is mandatory. Our council does offer uniform scholarships for families who cannot afford a uniform component. See your Girl Scout retail shop for help.
- Dress for the weather, ensuring that the uniform component is visible.
- Abide by all requirements specified on your sign-up printout for the booth sale location.
- First aid kits are required at cookie booths as are copies of all health history reports for Girl Scouts.
- Respect location managers; they have the right to ask your troop to leave without conflict.
- Check eBudde for booth setup information.
- Do not arrive more than 10 minutes before your scheduled time.
- Do not sell before your scheduled time starts.
- If another troop doesn't show up for their shift, you can continue selling until they arrive—but be ready to leave immediately when they arrive.
- Clean up, leave the area better than you found it; take all the empty cookie cases and trash with you.
- Use the buddy system at all times and ensure restroom access for Girl Scouts includes the buddy system.
- Do not sell where children are not allowed due to age restrictions (i.e. bars, cannabis stores, dispensaries, smoke shops, etc.)
- Understand that failure to follow requirements may jeopardize future troop participation in booth sales.



Thank you for your commitment to the safety of our Girl Scouts. By following these guidelines, we can ensure a successful and secure Cookie Booth season. Let's work together to make it a memorable experience for all involved.

Safety and security

- Never leave girls alone and unsupervised at a booth sale; always have an adult present.
- Use the buddy system for restroom breaks, and never leave your Girl Scouts alone.
- The supervising adult must be a registered member of Girl Scouts Southern Arizona.
- Encourage Girl Scouts to handle payments and make change, but closely monitor these transactions.
- Do not set up in unapproved locations except your own home; all public booth settings must be council-approved.
- Do not use your Girl Scouts' last names on any signage, handouts, receipts, etc.
- Keep a vigilant eye on the money box; if stolen, do not chase the thief. Call 911, then council.
- In case of a threatening incident, call 911 immediately, and then call the emergency line at the office (520-977-6623).
- For non-911 emergencies or assistance, contact 520-262-9109.

Premium booths at Walmart and Grocery Stores

We have been listening to your feedback, and we get it. There are not enough amazing booths to go around. We crunched the numbers, and here's the deal—while we want everyone to have a chance to shine, it is clear that the 1:1 booth experience is taking up much space. We had well over 6,000 booth slots left unused last season but not at the best locations, which were difficult or, in some areas, impossible to get.

Do you remember before the pandemic? 1:1 booths were a rarity for our younger Girl Scouts, and even our older Girl Scouts only did them occasionally. But things have changed, now it seems like everyone is doing 1:1 booths instead of using those booths as the training grounds and storefronts they were meant to be. We want to make sure that these incredible cookie entrepreneurs not only reach their highest goals but also work on their financial literacy badges, entrepreneurial badges, and family entrepreneurial pins.

Here is the big news—our premium booths, like Walmart, are no longer available for 1:1 experience. These spots are reserved for groups of 2-4 Girl Scouts who will work together as a troop—a unit—and focus on their badges, all while rocking their cookie goals. Keep that in mind when doing your lottery selections as 1:1s at these locations will not be allowed—honest and fair, responsible for what I say and do.

Make this year the best one yet! Through teamwork, learning, and focusing on the WHY of the cookie, she is loaded with magic, and when working together as a team, amazing growth occurs.





Cookie booth lottery and beyond the Booth Selector

This season, we are to come together and work as a united force to achieve our mission. There is some important news about booth scheduling, and we want you to think of it as a collective effort. Starting now, we are putting a limit on how many booths your troop can have at one time. Your troop can have a maximum of 30 booths that are council-generated on the booth scheduler. Keep in mind that this limit does not include your "Troop Booths."

Why are we doing this? We noticed that after the lottery selection, some folks are grabbing ALL the booths and then holding onto them until the last minute or even dropping them right before they're supposed to be used. This means that others do not get a fair chance, and created a monopoly situation, especially during the final weekend. People take a bunch of booths "just in case" and end up not using them. This is not in line with the Girl Scout spirit.

So, here is the plan: You can have up to 30 booths at any given time for the future. Feel free to grab more as you go along, but we are putting an end to grabbing 200 slots and maybe using them, or maybe not. Keep things fair, considerate, and true to the Girl Scout way of doing things. We are all in this together, and together, we will make this cookie season the best one yet.

Honest and fair—it's Girl Scout Law

We know with the magic of cookies, it is all sweetness, but we have to address the not-so-sweet stuff. First things first, no one likes it when people try to bend the rules. Here's the scoop: No cookies can be delivered, sold in person, or displayed until Saturday, January 20, 2024. And to be clear, there are certain places you should **NEVER** be selling cookies, such as cannabis shops (they're off-limits), or selling cookies out of your business, having them on the counter at your register is a no-no, or setting up on a roadside dirt pull-off after cookie drop.

We believe in being honest and fair. Being a Girl Scout means we follow the rules, not actively looking for ways to break them. We are putting these new strikes for foul play in place to make sure everyone plays by the same book and lives up to the Girl Scout Law and Volunteer Code of Conduct. These strikes count per troop, insuring people realize this is not a school fundraiser without rules—this is the largest entrepreneurial PROGRAM for young women in THE WORLD and as such, has guidelines that must be adhered to.

1st
Strike

Consider it a friendly warning, a reminder to keep it Girl Scout-friendly.

2nd
Strike

You might lose your premium booth location, so play by the rules.

3rd
Strike

This one is serious—it means a loss of participation, and you will still owe for cookies.

Cookie communication



So where do you get your communication?

Communication is key—especially during the Cookie Program!

- **Monday Maintenance** will come through eBudde to your email weekly
- Join us on our **weekly Zoom sessions** as we address a different topic each week, starting Feb 1 at 2 p.m., and ending on March 7
<https://zoom.us/j/95353350729>
Meeting ID: 953 5335 0729
Passcode: 012021
Links will also be posted in Monday Maintenance



- **Open office hours at the Angel's Place cupboard**, any Tuesday starting Jan 30 from 2 to 4 p.m., last office hours window will be on March 12. Not in Tucson? Give us a call at (520) 262-9109!
- Other **announcements and breaking news** will be sent out through eBudde and our Facebook page
- **Contests** will run on Facebook—follow our page for contest announcements and posts for adding photos, with **winners** of contests will be announced on social media

But what about when you need to reach out?

Your Service Unit Product Manager, your Troop Mentor and your staff are all available to help (see the Service Unit contact information page).

Remember, you aren't alone in this monumental lift!

Please remember that while your team is available by text, texting after hours should only occur in case of a true emergency.

Texting to ask a question about a booth, or picking up more cookies, etc., is not an emergency and should not occur outside of 8 a.m.-8 p.m.



NEW this year—midsale inventory report



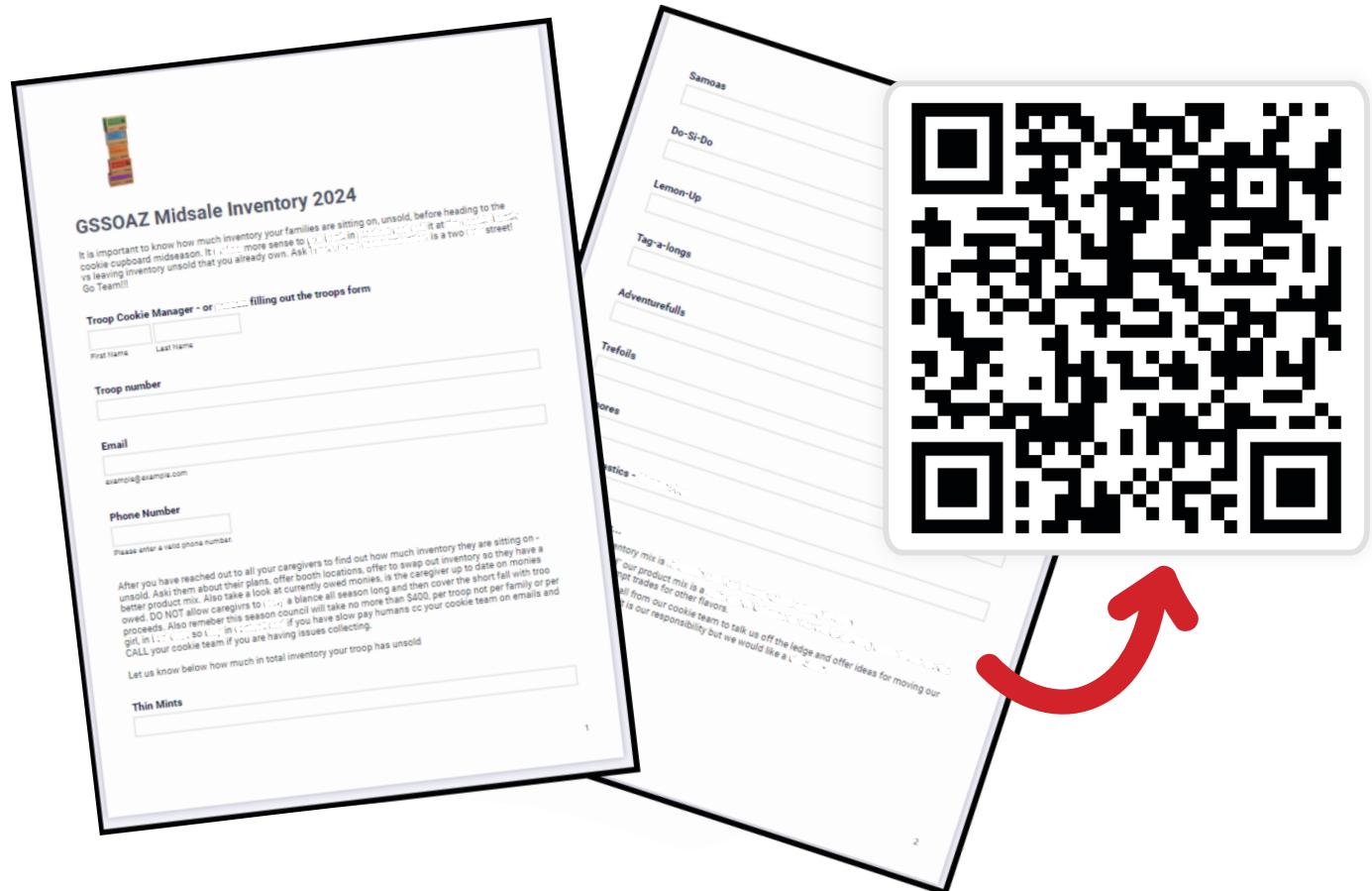
Mandatory midsale inventory forms due Feb 22

Our team thought it would be great to have a tool at your disposal that assist with knowing how much inventory you have unsold at the midsale point of the program.

This tool helps you turn your inventory, update your flavors, and assist everyone hitting their successful goals.

For completing the midsale inventory form by February 22, you receive the same SWAG that the elevated SWAG people received from Cookie Rally—and you can pick it up at the cookie cupboards starting February 29 ... just in time for a strong finish! Scan the QR code to fill out the form.

We saw you loved the Cookie Rally SWAG, so we figured you could have your own this way!



End of season close out



Home stretch

Closing out your troop's Girl Scout Cookie sale is an important process to wrap up the season smoothly and ensure all transactions are properly recorded.

- **Contact participating families:** Reach out to all participating Girl Scout families to close out each Girl Scout's sale. This includes completing any necessary booth transfers, resolving reward selections, and addressing any outstanding issues.
- **Collect and deposit outstanding monies:** Collect all outstanding payments, ensuring that all collected funds are deposited into the troop's bank account. Confirm that the troop's cookie inventory is at zero, meaning all cookies have been accounted for.
- **Enter Girl Scouts' cookie rewards:** Input and submit the rewards earned by each Girl Scout based on their sales performance. This ensures that they receive the recognition they've earned for their hard work.

- **Handling outstanding balances:** If some caregivers still owe money, do not mark their balances as zero in the girl payment screen. This step is essential to keep track of how much is still outstanding. Note: Girl Scouts will not be considered as top sellers if funds are outstanding after the troop submission deadline.

- **Upload bank statements:** Upload your troop's bank statements into the designated Jotform, by scanning this QR code. This step serves as evidence that all deposits have been made into the troop's bank account.



- **Transfer remaining cookies:** Ensure that all remaining cookies in your troop's inventory are transferred to their respective Girl Scouts. Verify that the troop's inventory is at zero after this transfer.
- **Outstanding balance and unresolved debts:** Upload your documents to the jotform which includes the receipts, communications between you and the caregiver and amount outstanding. Without all of this documentation no debt will be accepted by council. Note: remember the total debt council is willing to pull off your troop is \$400 in total, not per family. See finance page (pg. 11) for clarity and QR code transfer.

By following these steps, you will effectively close out your troop's Girl Scout Cookie sale, ensuring that all financial transactions are accurately recorded, and rewards are distributed appropriately.



Girl Scout shuffle



What it is and how to do it

It could be a celebratory, end-of-season dance, but this isn't quite that! At the end of the cookie season, when you are moving your final cookies and each Girl Scout is accounted for, monies are paid and now you are looking over what rewards they have earned.

Do you have Girl Scouts sitting on 30+ cookies that cannot get them to the next level, but moving them to another Girl Scout in the troop WOULD help them get to the next reward? The "shuffle" is good to do. Before doing so, take record of everyone's numbers and paid levels, then proceed to move cookies.

Why should a Girl Scout want to gift cookie boxes?

- Often times, Girl Scouts sell over a reward level but not quite enough to reach the next goal. These "extra" boxes may help another Girl Scout in the troop reach their goal. Gifting or "shuffling" boxes to other Girl Scouts is the Girl Scout way but must be done with everyone's knowledge and cannot reduce another's chance at earning rewards.

Why would a Girl Scout NOT want to gift cookie boxes?

- When boxes are gifted, the total boxes sold for both the gifter and the giftee Girl Scout may change the Top Seller status of either Girl Scout. The gifting Girl Scout may gift away an amount of boxes that takes that Girl Scout below the Top Seller number, thus losing Top Seller recognition and possible rewards that come with it.
- The receiving Girl Scout may have enough boxes gifted to make it appear as though they are a Top Seller, but that Girl Scout in fact did not "sell" those cookies. Girl Scouts who gift boxes away in an amount that loses their Top Seller status will NOT be considered Top Sellers; they will forfeit the recognition and rewards that come with that title. Additionally, Girl Scouts who are gifted an amount of boxes that brings them up to the Top Seller status will also NOT be considered Top Sellers.

Fact: Being a top seller is not what cookies is about but this is something we must discuss so that no one feels that they did not have all the facts.



Fact: Gifting boxes is prohibited outside of your own troop, even if the Girl Scouts are related!

Fact: if you sell cookies as a family, such as sisters working together and sharing rewards, no top seller status can be given because multiple people sold the cookies, not one Girl Scout, as all other top sellers are not selling "as a team". We love that our council believes in family and allows sisters to work together, so many councils do not, and share one reward line up—but sharing a top seller spot is not a possibility.

If you have Girl Scouts in your troop shooting for our higher level rewards, PLEASE move those cookies throughout the program. Rewards costs have skyrocketed and knowing we have humans tracking to higher levels allows us to begin making arrangements. When you wait to move boxes it costs more and that is a terrible waste of Girl Scout money.



Just like the world's largest companies, the Cookie Program allows Girl Scouts to experience four key business models.

Participants can choose the experience that works best for their troop and their family—consider how you'll reach your goals, the time you have to invest, and the available network you have to leverage with each model.

EASIEST

E-Commerce = Digital Cookie

Your Girl Scout will become an e-comm extraordinaire with a growing customer list, digital marketing strategy, and dashboards to monitor their progress in reaching goals. Girl Scouts can choose to manage physical inventory for personal delivery or leverage direct ship options right from our cookie warehouses.

EASY-ISH

Direct Sale = Order Card

Just like the growing, multi-billion direct sale industry, your Girl Scout will learn the personal touch required to sell directly to a customer base with a Cookie Order Card. Taking in-person orders or participating in walking about, participants manage inventory and orders, submit reorders as necessary, and build relationships with customers.

CHALLENGING

Brick & Mortar = Cookie Booths

The most visible component of the Girl Scout Cookie Program is also the most visible component of the retail world: the physical location. A cookie booth will require merchandising skills, public speaking skills, and creativity as Girl Scouts entice customers to purchase their favorites or try a new flavor while on the go.

THE BEST CHALLENGE

Omnichannel = Combination

Successful retail businesses create an omnichannel strategy, combining the advantages of multiple business models. Cookie Entrepreneurs learn how different models fit together to satisfy their customers, and learn new models, adapting to changing conditions. This is innovation, customer service and problem solving at its best!



Cookie rallies



Get ready to rally

We will have a lot of fun and learning at this season's cookie rallies to prepare for the 2024 Girl Scout Cookie Program! At each of our council's cookie rallies, you will have an opportunity to begin working on—or refresh—your five skills through a variety of age level activities, in addition to some fun, hands-on challenges, all alongside your Girl Scout sisters.

Once you have your goal in mind, head to the rewards display and see what awaits! Taste some of the Girl Scout cookies to best pitch to your customers, and shop the latest cookie merch with our retail team's shop. You do not want to miss cookie rally!

It's never too soon to register to attend. Registration is free and includes your math lanyard and patch—elevate your experience by upgrading to the GSSOAZ exclusive Power of the Cookie SWAG for \$15, which includes a large fan, sling water bottle holder, reusable water bottle and a retractable pen.



Pima

Dec 2, 10 a.m. to noon
Winter Market on site

Cochise

Dec 7, 5:30-7:30 p.m.

Yuma

Dec 9, 10 a.m.-12 p.m.

Casa Grande

Dec 12, 5:30-7:30 pm
No shop present, place an order and we will deliver

Nogales

Dec 13, 5:30-7:30 p.m.



Register TODAY for the location of your choice.



March to a Million



"Adding a Dash of MY Girl Scout Magic to our Sweet Success!"

March to a Million—yes, THIS is the year we move a MILLION boxes as a council! This has been an ongoing goal for the last fifteen years and this is the year we finally do it!

Using a thermometer, we will be tracking our collective progress and posting throughout the sale how far from the end goal we are. Be a part of that glory and major movement for our council!

Are you in it to win it? We know we are!



Let's make this happen

March to a Million needs everyone involved! How can each troop help the council overall hit this incredible goal of moving one million boxes of cookies? Have a minimum of three Girl Scouts participating in the program—**remember that participation means a minimum of three Girl Scouts, in your troop, selling a minimum of 24 boxes, each.**

Even if you and your troop do not traditionally participate in the Cookie Program, join us in being a part of this momentous moment of our council's history when we collectively shatter that million-box ceiling!

What can you walk away with by joining us when we hit a million boxes sold? Every participating Girl Scout and two leaders from each troop will receive a keepsake reversible bucket hat, keepsake patch and keepsake enamel pin. Participating troops will receive an **additional .05 cents per box—all the way back to box zero**—added to their troop proceeds.

Want all of your Girl Scouts to earn this adorable bucket hat? Ensure all your Girl Scouts hit the participation level and that your troop has a minimum of three participating. So let's make this happen!



Cookie rewards



Cookies for Heroes and Digital Cookie rewards

- 25 emails in DOC—"I Am Amazing" screen cleaner
- 60 CFH donations—
Cookies for Heroes t-shirt



- 400 boxes (choose this or that)—**exclusive GSSOAZ night light** to illuminate your space with your Girl Scout spirit, OR an **adorable axolotl plush** to bring you joy and snuggles



Rewards based on boxes sold



- 24 boxes—2024 participation patch to honor your role in the cookie program

- 50 boxes—**colorful and exclusive GSSOAZ sticker** to place on your water bottle



- 500 boxes (choose this or that)—capture your thoughts, ideas, and drawings in this special **3-part journal sketch pad**,



- OR don your axolotl pride with this **fun cookie themed shirt**, you SUPERSTAR, you!

- 125 boxes (choose this or that)—a **stylish bandanna** for your outdoor adventures, OR a **charming hair accessory** that showcases your Girl Scout Pride



- 200 boxes (choose this or that)—a **wallet pouch** to keep your essentials safe and stylish, OR a **cute and small plush** for your collection



- 300 boxes (choose this or that)—an **exclusive GSSOAZ durable tin camp cup** to keep you hydrated along your journeys, OR a **fun and cuddly axolotl pillow**—one-of-a-kind just like you!



- 700 boxes—get ready to dance and have a blast at this **Glow Party Disco*!** Bring your best 80's garb and we will see you there!

- 900 boxes (choose this or that)—capture instant memories with a **Fuji film Instant Camera**, OR enjoy a **fun-filled week at our Hacienda Day Camp**, as you make memories swimming, archery, and so much more, OR join us for **Cookie Boss**, where you will show off your cookie-selling skills at this exclusive, signature event (includes a Girl Scout, their caregiver, OR—new this season—Khaki Crew can forego their caregiver(s) and attend TOGETHER with the camp staff team!



signature event (includes a Girl Scout, their caregiver, OR—new this season—Khaki Crew can forego their caregiver(s) and attend TOGETHER with the camp staff team!

Cookie rewards



NEW for Khaki Crew opt out from 901-5,999 boxes



New York—we know that for many, finding the money to travel is out of reach. But what if you could opt out of several levels and earn your entire cost to join our council on their domestic destination? Now is your chance to fund your travel experience with this unique cookie reward!

- If you have already made payments towards this trip, they are refundable back to you if you select this reward.
- If you have yet to register for this trip, and want to achieve it, make a small deposit now to be a part of the very important planning process so that when you earn it, you have not missed out on being a part of the creation of this trip!

Available to Khaki Crew (grade 7 and up by the 2023 and 2024 membership year)

Rewards based on boxes sold

- 1,100 boxes (choose this or that)—customize this **special necklace with your name**, OR carry around your essentials with this **mini backpack**



- 1,300 boxes (choose this or that)—create your own furry friend at **Build-A-Bear Workshop** in Girl Scout style, OR explore your musical talents with a **keyboard piano** that has a built in "learn to play" element



Continued



- 1,500 boxes (choose this or that)—learn the art of jam making in this fun, hands-on **Jamming with E class*** and take home your creations to share with friends

and family , OR add a touch of grooviness to your space with this **lava lamp**, OR enjoy a **meal kit experience to nourish your family with a tasty, home cooked meal**



- 1,750 boxes (choose this or that)—earn your own relaxing space and swing in your very own **hammock chair**, OR



experience learning to roller skate with the local Tucson



Female Derby Team,

you will learn defensive and safe skating PLUS earn your own **exclusive GSSOAZ custom skates and safety gear**

Second Chance



- 2,024 boxes (choose this or that)—earn another opportunity to attend our signature **Cookie Boss event with this second chance**, OR immerse yourself in the **camp experience with an overnight stay (age restricted)**, OR



imagine and **create your own friend** by submitting your art to be made into a truly customized stuffie!



Cookie rewards



Rewards based on boxes sold



• 2,500 boxes (choose this or that)—kick back and relax in this **comfortable chill sack**, a MASSIVE bean bag all your own, OR have a **whimsical tea party with the CEO***



• 3,500 boxes (choose this or that)—earn **your own archery bow when you attend and learn with our skilled archery professionals**, OR vinyl is all the rage again



and music sounds so crisp on this **Bluetooth stereo turntable**, OR



stay connected, stylish and healthy with this **smartwatch (available for Apple or Android)**

• 4,500 boxes (choose this or that)—level up your gaming with the latest **Nintendo Switch OLED**, OR embark



on **high adventure to stunning Sedona**, enjoy indoor skydiving at iFly, marvel and scream on a Pink Jeep tour, climb rocks, see amazing animals in Out of



Africa, and stay in a luxe resort, complete with a lazy river (open to all levels, weekend includes a caregiver), OR **get pool certified with a scuba instructor and gear at Scuba Camp (Khaki Crew only)**



Continued



• 6,000 boxes (choose this or that)—bring the arcade home with this **awesome gaming arcade table**, OR set sail this season through

four countries—**Italy, Greece, Croatia, Montenegro**—in an **unforgettable cruise for you and a caregiver**, walk through the Parthenon, ride in a gondola and watch Murano glass being made, sample different cuisines AND so much more, all with your CEO!



These rewards are designed to celebrate your achievements and make your Girl Scout experience even more exciting and memorable.

• Please note that sometimes the world changes and rewards have to be swapped out.

• We reserve the right to replace rewards for equal or greater value. Colors, descriptions, events, and even locations as all rewards are based on the world we live in as of print date.

• We know our world is ever-changing and we can only guarantee based on what is available at reward distribution time.

**happening in multiple locations*

But wait, there's more!



Troop Reward: Digital Cookie Kick-Off

Digital Cookie is the way to start your 2024 Cookie Program off right!

- 100% of Girl Scouts selling in a troop must **(1)** send 20 unique emails from DOC and **(2)** achieve sales of at least 12 boxes each, between Jan 8 and 19, 2024
- Will earn a troop reward of "In My Scout Era" t-shirts, one for every Girl Scout in the troop and one for the adult listed as "primary" in eBudde, up to 5 additional shirts can be ordered for adults listed in eBudde at \$15 per shirt



Power of 700

By Feb 20, sell 700 boxes (shown in eBudde as moved and paid for) to earn this patch and a surprise reward.



- **Plus 10 random Girl Scouts, from this group of 700+ boxes sold, have the possibility of being selected for 50 CFH boxes credited to their program.**

Don't wait! Move those cookies in the system to show your cookie entrepreneurs hitting their goals!

Kindness Counts

Nominations open: Jan 1 through March 17, 2024

While our youth Girl Scouts are the heart of our organization, none of it can happen without our registered adult members. These amazing adults act with kindness and empathy daily, demonstrating the behavior we want our Girl Scouts to learn. When you see another adult in this uplifting way, you can highlight them by nominating them for a Kindness Counts Patch by scanning the QR code.



Two random winners will be selected each week beginning on January 22 and ending on March 18, 2024. Winners will receive a surprise gift, delivered to their home.

At the end of the Cookie Program, everyone will receive a letter with everything said about them along with a patch. All those who submit a nomination will also receive a patch.

Cookie contests



Girl Scout Pride

Jan 20 to March 10, 2024, for Juliettes and troops

Are you proud to be a Girl Scout? However you sell Girl Scout cookies, show us and the community how proud you are by wearing your full uniform while you are working your Cookie Program. Snap a photo of yourself or your troop and keep an eye out on our social media for the Girl Scout Pride post. When you see it, drop your photo and include your troop number.

- **REQUIRED:** Full uniform means vest/sash/smock when worn with any of our new official apparel or coordinating bottoms with a white shirt.
- One troop or Juliette per county area will win \$1,000 in Cookies for Heroes on the last day of the Cookie Program.



Illuminate Your Booth

Jan 20 to March 10, 2024 for Juliettes and troops

Decorate your booth with the weekly theme; get a great photo of it showing your Girl Scout(s) in action working that booth, then look for our post on our social media and comment with your photo and your troop number.

- One winner will be selected each week beginning on January 29 and ending on March 12.



Weekly themes



Jan 20-26, 2024; Magic in a Box of Cookies

That Girl Scout Cookie box contains so much more than just cookies. Maybe your cookie proceeds have taken you to camp, paid for travel to another state—or another country? Did the power of the Girl Scout Cookie help you buy supplies for an animal shelter, or backpacks for a school in your community? Decorate your booth so that your customers can see what magic will happen when they support your cookie business.

Jan 27-Feb 2; Cookie Theme: Axolotl

Where can you see an Axolotl in Arizona? Why, at a cookie booth of course! Learn facts about our Axolotl mascot and share them with your customers. Decorate your booth to highlight these smiling happy friends.

Feb 3-9; Goal Getter

Show off your Girl Scout Cookie goals! Are you working toward funding a specific event, trip or program? Will your cookie funding pay for the badges you plan to earn? Maybe you want to highlight the cookie reward you are striving to earn. Whatever your goals are—make them the focus of your booth!

Feb 10-16; Super Bowl/Valentine's Day

Two options for this week—pick your favorite or incorporate them both!

- Sunday, February 11 is Super Bowl. Is your favorite team playing? Maybe you have a scorecard for customers to select who they think will win. Get creative and make your booth interactive!
- Wednesday, February 14 is Valentine's Day. Will you offer note cards to attach to the cookies they buy for their loved ones? Will your booth be covered in hearts? Have fun and highlight that Girl Scout Cookies make a great gift—better than a box of chocolates!

Feb 17-23; National Cookie Weekend/GS Pride

Let's celebrate National Cookie Weekend all week long! The "National" date is Feb 16-18. Come up with a creative way to highlight that and boost your booth sales. Or maybe you will choose to highlight your Girl Scout Pride. Have you been in Girl Scouts for a while? Bring your previous uniforms and display them so customers can see your history! Have photos of your Girl Scout activities to display? Use your imagination and tell your customers how much you love being a Girl Scout!

Feb 24-Mar 1; Let's Go Camping

Do you use your cookie dough to pay for Girl Scout Summer Camp? Maybe your troop is planning their first camp out! Camp registration will be opening soon so decorate your booth to highlight your camp plans and see how your customers will support you getting there!

Mar 2-8; Going, Going, Gone

The 2024 Cookie Program is coming to an end. Make your "stock up now," "freeze for the summer," and countdown-to-the-end signs so that customers do not miss out on the deliciousness of Girl Scout Cookies once the season comes to a close.

Mar 9-10; Cookies for Heroes

Bonus for the final weekend. Let's highlight our Cookies for Heroes program. Do your customers know they can make a donation to support local heroes such as firefighters, law enforcement, military and more? This is the time to let them know and push to reach your final goal.



Proceeds vs. dough



Proceeds—earned by troops

To earn proceeds a troop must reach participation level. That means at least 3 Girl Scouts who sell at least 24 boxes of cookies each. A troop that meets that qualification will earn 80¢ a box.

Troops can increase those proceeds when they reach certain Per Girl Averages (PGA). PGA is calculated by dividing the total number of boxes sold by the troop by the number of Girl Scouts at participation level. For example, if your troop has 10 Girl Scouts participating and total boxes sold are 5,000, that would be a PGA of 500. As you can see from the chart to the right, that troop would then earn 90¢ a box for total troop proceeds of \$4,500.

Troop Proceeds

Base proceeds = 80¢ a box
Troop PGA 350 = 85¢ a box
Troop PGA 450 = 90¢ a box
Troop PGA 550 = 95¢ a box
Troop PGA 650 = \$1 a box

Important to remember:

- All money **MUST** be deposited into the troop bank account. If you are spending money during the cookie program, use your troop debit card, not the cash collected for cookies.
- Troop proceeds = Girl Scout money; the decisions to spend those funds should be made collectively by the Girl Scouts in the troop.

Full opt out

Troops also have the opportunity to earn \$1.10 per box, regardless of how many boxes they sell, when the Girl Scouts in that troop choose a full opt-out. This means those Girl Scouts will receive no physical rewards or cookie dough from the Cookie Program, but their troop in the above scenario would receive total proceeds of \$5,500. The decision to choose a full opt-out must be a unanimous troop decision.



Cookie Dough—earned by Girl Scouts

Cookie Dough can be used at any GSSOAZ retail store and also to pay for qualifying events, such as:

- Council programs
- Council resident and day camps
- Council travel
- To renew the Girl Scout's own membership
- GSUSA Destinations programs

Cookie Dough may **NOT** be used toward troop dues, as part of the troop treasury, to pay for adult Girl Scout memberships or redeemed for cash. Junior, Cadette, Senior and Ambassador Girl Scouts may choose to convert their Cookie Dough to travel bucks, which allow Girl Scouts the opportunity to save funds to be used towards paying fees associated with GSSOAZ sponsored travel or GSUSA Destinations. Travel bucks are non-transferable and valid for 4 years (expiring on 9/30, four years after conversion). There must be a minimum of \$25 in Cookie Dough to make your initial conversion but once your Travel Bucks account is established, any amount can be converted by using the QR code!



Cookie dough will be delivered by email to the caregiver's email address on file, and is expected late April to early May.

Cookie Dough (continued)

Cookie Dough earned in the 2024 Cookie Program will expire on March 31, 2025. Any conversion to travel bucks must be done prior to the original expiration date and all conversions are final.

How do Girl Scouts earn Cookie Dough? There are two options:

- All rewards and Standard Dough
- No rewards under 899 boxes sold and Bonus Dough, starting at 900+ boxes, Girl Scouts will also select rewards

Standard Dough (also earn rewards)		Bonus Dough (no other rewards earned until 900+ boxes sold)	
Boxes Sold	Dough Received	Boxes Sold	Dough Received
250-349	\$10	51-99	\$5
350-499	\$25	100-199	\$10
500-599	\$40	200-299	\$20
600-699	\$55	300-399	\$35
700-899	\$70	400-499	\$55
900-1,099	\$85	500-599	\$85
1,100-1,250	\$100	600-699	\$100
1,251-1,474	\$125	700-899	\$125
1,475-1,699	\$150	900-1,099	\$150
1,700-1,849	\$175	1,100-1,249	\$175
1,850-2,199	\$200	1,250-1,549	\$200
2,200-2,699	\$250	1,550-1,749	\$225
2,700-2,999	\$300	1,750-1,849	\$250
3,000-3,499	\$350	1,850-2,199	\$275
3,500+	\$400	2,200+	\$300

Cookie Dough is not cumulative. A Girl Scout who elects to earn under the Standard Dough track, will earn the Cookie Dough relative to the highest box level sold as indicated below in addition to all rewards (which are cumulative). Those that select standard dough and rewards, will need to achieve at least the 250 box level. For those Girl Scouts that elect the Bonus Dough track, they will not receive any physical rewards (including CFH and Digital Cookie rewards) until they reach the 900+ level, but they will earn Cookie Dough relative to the highest level box sold as indicated on the bonus dough chart below starting at 51 boxes sold. We know this can be a confusing decision so here is quick example:

• Girl Scout A achieves a sales level of 355 boxes and selects Standard Dough and rewards. Girl Scout A will receive \$25 in cookie dough and the rewards for 24+ boxes, 50+ boxes, 125+ boxes, 200+ boxes and 300+ boxes.

• Girl Scout B achieves a sales level of 902 boxes and selects Bonus Dough. Girl Scout B will receive \$150 in cookie dough and choose one of the rewards at the 900+ box level.

All decisions regarding cookie dough vs. opt outs vs. rewards should be made by each Girl Scout individually in conjunction with their caregiver and should be communicated to their Troop Product Manager. Troops have the option to elect a Full Troop Opt Out in exchange for additional troop proceeds. Girl Scouts in a troop that has opted out will receive no physical rewards, including those offered under Cookies for Heroes and Digital Cookie, nor any Cookie Dough.

Helpful terms



The Girl Scout Cookie Program has some unique terms—if this is your first time, knowing them ahead of reading the manual will be most helpful!

- **ACH:** acronym for Automated Clearing House, the banking system GSSOAZ uses for electronic funds transfers
- **Bonus dough:** Girl Scouts can opt to receive less physical rewards and receive additional cookie dough
- **Booth locator:** visit girlscoutcookies.org and type in a ZIP code to find cookie booths
- **Box/package:** a single box of Girl Scout Cookies
- **Case:** cookies are checked out of cupboards as cases, which is 12 boxes of the same flavor packaged
- **Cookie booth:** a way Girl Scouts sell directly to the public is by setting up a table outside of a business that has approved with the council the presence of Girl Scout(s), two types of cookie booths are council booths and troop booths
- **Cookie dough:** part of the Girl Scout rewards for cookie sales, can be earned by Girl Scouts in addition to physical rewards and experiences
- **Cookie drop:** an assigned day in January when troops pick up their initial order of cookies
- **Cookies for Heroes (CFH):** our council's donation program, Girl Scouts collect donations, which are recorded in eBudde, then given to local heroes (first responders, military, and healthcare workers)
- **Council booth:** a booth secured by council and entered in eBudde for all troops
- **Cookie cupboard:** a location that stores cookies where troops can check out additional product during the program
- **Cupboard manager:** a volunteer who manages a cookie cupboard from their home or other designated location
- **Cupboard receipt:** an important, multi-part receipt that must ALWAYS be signed when cookies are checked out, both the cupboard manager and troop will receive a copy
- **Direct sale:** rather than taking preorders, Girl Scouts have cookies in hand on the first day sales begin
- **eBudde:** a web-based program that tracks your troop's cookie program, used to track inventory and payments, schedule booth sales, submit troop booths and order rewards
- **Help center:** an up-to-date section of eBudde that hosts communications from council, how to videos, important dates, cupboard information and more
- **Initial order:** placed in December, this cookie order can be picked up in January at your assigned cookie drop location
- **Juliette Girl Scout:** a Girl Scout who participates in programs independently rather than in the traditional troop setting
- **Juliette program credits:** additional cookie dough earned by Juliettes in lieu of troop proceeds
- **Little Brownie Bakers (LBB):** the bakery that supplies Girl Scout Cookies to our council
- **Participation:** a Girl Scout reaches participation by achieving sales of 24+ packages of cookies; a troop is considered as participating when they have at least 3 Girl Scouts at the participation level or higher
- **Per Girl Average (PGA):** the average number of boxes sold by each Girl Scout, calculated by dividing the total number of boxes sold by the number of Girl Scouts selling
- **Rewards:** physical items and experiences that can be earned by Girl Scouts based on the number of boxes sold, cumulative (except for cookie dough)
- **Service Unit Product Manager:** a volunteer who supports the troops in their service unit during the cookie program
- **Troop booth:** a booth secured by an individual on behalf of their troop to be utilized only by their own troop

FAQ and sensitive issues



Does Girl Scouting support families of faith?

Yes. Girl Scouting supports girls from all backgrounds and beliefs. While we are a secular organization that refrains from teaching religious or spiritual beliefs or practices, we believe that the motivating force in Girl Scouting is a spiritual one, and we greatly value our longstanding partnerships with religious organizations across many faiths that share the values of the [Girl Scout Promise and Law](#). We encourage Girl Scouts to develop connections to their own spiritual and religious beliefs by earning recognitions provided by their faith communities and by earning the [My Promise, My Faith](#) pin, which helps a girl deepen the connection between the Girl Scout Law and her faith. We support the right of faith leaders to verify that program delivered to girls in their places of worship is consistent with their faith's teachings.

Does GSUSA have a relationship with Planned Parenthood?

No, Girl Scouts of the USA does not have a relationship or partnership with Planned Parenthood.

Does GSUSA distribute a Planned Parenthood brochure at a United Nations event?

No, we did not. In 2010, GSUSA took part in the 54th Commission on the Status of Women at the United Nations. Our participation in that conference was the subject of numerous Internet stories and blogs that were factually inaccurate and troubling. Girl Scouts had no knowledge of the brochure in question and played no role in distributing it.

Why is palm oil used in Girl Scout Cookies?

Palm oil is an ingredient found in most baked snacks sold in the United States and is the most widely used vegetable oil globally. Per GSUSA's licensed bakers, it is necessary to use palm oil in our cookies because of its unique ability to provide volume and texture in baked goods, usually without adding trans fats. Additionally, growing palm oil requires less land than other vegetable oils and supports the livelihoods of more than 4 million farmers globally. Although we continue to explore alternatives, currently, there are no viable or readily available alternatives for use in the production of Girl Scout Cookies. At Girl Scouts, we have an opportunity to use our strong voice to bring about positive change on this important issue, and our bakers have made the following commitments:

- GSUSA and our licensed bakers are members of the [Roundtable on Sustainable Palm Oil \(RSPO\)](#), a non-profit organization of growers, buyers, manufacturers, conservationists, and other interested parties striving to develop and follow best practices to ensure an ethical supply chain.
- Our licensed bakers are committed to Sustainable Palm Oil in Girl Scout Cookies. Girl Scout Cookies baked by both ABC Bakers and Little Brownie Bakers use Mass Balance RSPO certified palm oil and include the RSPO Mass Balance logo on their packaging (i.e., RSPO "Mixed" certification label)

Why don't you offer cookies that are whole wheat, wheat-free, sugar-free, casein-free, organic, low-carb, low-calorie, low-fat, non-fat, fat-free, and the like?

Girl Scout Cookies are produced once a year, making the production of specialty cookies difficult. In addition, the demand has not been great enough to make it economically feasible. We trust our licensed bakers, who are industry leaders, to produce the best-tasting and highest-quality cookies while simultaneously addressing industry trends; scientific trends; and, of course, consumer needs including dietary restrictions and preferences. Don't forget to check the labels, you may find a variety that fits your dietary restrictions or goals.

Does any part of Girl Scout Cookie Program revenue support organizations other than the local Girl Scout council?

No. After paying the bakers, the net proceeds from Girl Scout Cookie sales are retained by the originating council and troop to power amazing experiences for Girl Scouts and impactful girl-led community projects. Girl Scout troops set goals for how to spend their proceeds on program-related activities, such as paying their own way towards a trip or outdoor adventure. Girl Scout troops may also choose to use proceeds to purchase materials for a project to benefit the community.

Why is the Raspberry Rally not back this season?

In an attempt to create a more streamlined and sustainable inventory we have "rested" this flavor this season while we look to stabilizing all inventories due to ongoing commodities shortages.

Cupboard locator and hours



Where can you replenish your cookie supply?

While your initial supply of cookies is picked up from a designated location, when you need to replenish you can go to any cupboard in our Council. The details below are correct at the time of printing, but always double-check hours and the available inventory in eBudde before heading to a cupboard. Please respect volunteer Cupboard Managers, follow their requests for placing pending orders, texting before arrival, etc.

Cupboards Outside of Pima County

Cochise

1400 AZ 92, Sierra Vista
Tamika Sullivan
(336) 508-6468

- Wed 5-8 p.m.
- Fri 4-7 p.m.
- Sat 7-9 a.m.
- Other times by appointment

Santa Cruz

1106 Avenida Seville, Rio Rico
Kenia Salcedo
(520) 313-0709

- Mon & Thurs 5-7 p.m.
- Sat 7-7:30 a.m.
- Other times by appointment

Pinal

51 N Pinal Ave, Casa Grande
Allison Satalino
(520) 233-1065
Liz Simmons
(520) 371-3221

- By appointment only

Yuma

Girl Scout Office
Heather Tashner
(520) 730-1142

- Mon 4-7 p.m.
- Wed 2:15-3:45 p.m.
- Fri 1-4 p.m.
- Sat 6-8 a.m.

Cupboards in Pima County

Angel's Place

4330 E Broadway Blvd, Tucson
"E" Locke-Thomas
(951) 212-3654

- Tues-Fri 12-6 p.m.
- Sat 8 a.m.-6 p.m.
- Sun 8 a.m.-4 p.m.

Pending orders encouraged,
DO NOT text for cookies.

Ajo/Southwest

6488 W Elk Falls Way, Tucson
Brooke Valmont
(520) 449-3562

- Mon-Fri 6-6:40 a.m.; 5-10 p.m.
- Sat-Sun 7 a.m.-10 p.m.

Text order prior to arrival to
save time

Northeast

5742 N Via Umbrosa, Tucson
Paula Collins
(520) 609-1230

- Tues-Fri 7-8:30 a.m.
- Sat before 8:45 a.m. and after 5:30 p.m.
- Sun 8 a.m.-12 p.m.
- Other times by appointment

Oro Valley

9920 N Hacienda Hermosa Dr, Tucson
Patricia Small
(520) 743-6162

- Tues 2-5 p.m.
- Thurs 4-8 p.m.
- Fri 12-2, 4-6 p.m.
- Sat 9-11 a.m., 5-7 p.m.
- Sun 4-6 p.m.

Need cookies outside my hours? I
sometimes will be available, please
text me to check.

Southeast

8641 E 28th Pl, Tucson
Karen Russell
(520) 271-0962

- Wed-Sun open until 9:30 p.m.

Text orders in advance; NO
pork products in car or on
person as Karen is HIGHLY
allergic

West/Foothills

3943 N Avenida Dos Vistas, Tucson
Suzette Chavez
(520) 404-5525

- Mon-Fri 5-8 p.m.
- Sat and Sun by appointment

Please call or text

Picture Rocks

7335 N Pear Tree Rd, Tucson
Sunny Herndon
(520) 271-7570

- Mon, Thurs, Sat 8 a.m.-8 p.m.
- Fri, Sun 10:30 a.m.-8 p.m.
- Pending orders preferred, if no pending order, you MUST text before driving over.

Sahuarita

Cupboard location is still pending
at time of print; check eBudde for
details.

Service Unit contact information



Who do you contact?

The success of the Girl Scouts of Southern Arizona Cookie Program relies heavily on the invaluable contributions of our volunteers. You, the Troop Volunteer, are at the heart of this endeavor, but we understand that you may require assistance along the journey. In such cases, our dedicated Service Unit Product Managers, who undergo additional training, are here to provide support. Don't hesitate to contact them when you need assistance.

Ajo & Southwest

Brooke Valmont
(520) 449-3562
tucsonbrooke@gmail.com

Eastside

Stephanie Johnston
(520) 409-7052
thecookiebeetle@gmail.com

Marana

Patricia Small
(520) 743-6162
psmall@comcast.net

Sahuarita

Maria Catania
(815) 529-6543
mariacatania1987@gmail.com

Central & Downtown

Kim Allen
(520) 481-6712
disney2981@yahoo.com

Vicky McCormick
(520) 440-3188
mccormfam@aol.com

Pinal

Liz Simmons
(520) 371-3221
ezri_66@yahoo.com

Allison Satalino
(520) 233-1065
allisonsatalino@gmail.com

Cochise

Kelly Moody
(520) 234-5963
singlepeanuts@yahoo.com

Foothills

Suzette Chavez
(520) 404-5525
suzettechavez2000@yahoo.com

Oro Valley

Paula Collins
(520) 609-1230
eastsidecookie@gmail.com

Santa Cruz

Patty Molina
(520) 841-2979
patty_molina0641@msn.com

Vail

Paula Collins
(520) 609-1230
eastsidecookie@gmail.com

Yuma

Olga Chapman-Gonzales
(928) 750-3808
ochapmangonzales.gssoaz@gmail.com

TROOP MENTOR

Are you new or feeling unsure about the Cookie Program?

We have another layer of help for you—the Troop Mentor. You can reach Paula at eastsidecookie@gmail.com or (520) 609-1230.

COUNCIL

Are you in need of reaching council staff? Text anytime between 8 a.m. and 8 p.m. Outside of these hours, please email.

E — (951) 212-3654, elockethomas@girlscoutsssoaz.org
Rosi — (520) 262-9109, rsouthee@girlscoutsssoaz.org
productprogram@girlscoutsssoaz.org

Cookie resources



Where can you find additional information and resources about the Girl Scout Cookie Program?



GSSOAZ
Cookies+



GSUSA
Cookies



Little Brownie
Bakers

Share your stories

We love singing your praises all year long, and especially during the Girl Scout Cookie Program®! If you and your troop are having a fun time at a booth, you see a Cookie Boss flexing their 5 Business Skills, you care to share why your troop is selling this season, or have a snap worthy story you love about your MAGICAL cookie journey, share it with us.

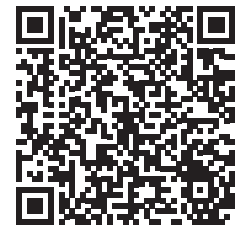
Girl Scouts not only learn important skills through selling cookies, they also help to make the world a better place. Help us share those stories and the incredible impact of the Girl Scout cookie with customers and community members.

Throughout the sale, submit your troop's unique goals, stories, fun and incredible moments to us via photo or video, for a chance to be featured on the Girl Scouts of Southern Arizona social media. To share the cookie impact, email us at communications@girlscoutssoaz.org, or tag us at @gsssoaz on Facebook, Instagram, and TikTok!

Make sure you give us a follow to see all the amazing happenings around all of Southern Arizona!



Smart cookie marketing tags



Make the cookie season truly MAGICAL! Utilize recipe cards, door hangers, fun Valentine's Day tags (see below), and so much more by scanning the QR code.



 **gssoaz**

Gimmie S'mores of your loving, Valentine!

TO:
FROM:



 **gssoaz**

We were mint to be together, Valentine.

TO:
FROM:



 **gssoaz**

I'd Tagalong with you anywhere, Valentine!

TO:
FROM:



 **gssoaz**

Lemon-Up on you is easy, Valentine!


TO:
FROM:




 **gssoaz**

You're a Trefoil treat, Valentine!


TO:
FROM:



 **gssoaz**

Life with you is full of adventure, Valentine!

TO:
FROM:



 **gssoaz**

Wanna go Do-Si-Do-ing with me?

TO:
FROM:



 **gssoaz**

We'll have a Toffee-Tastic time together, Valentine!

TO:
FROM:



 **gssoaz**

I'll take Samoas of your love, Valentine!

TO:
FROM:



Timeline and checklist

December

- Register for and attend a cookie rally
- Submit your ACH authorization
 - Note: if you participated in the Fall Program you do not need to do this again
- Dec 5: Place your initial order
- Confirm all Girl Scouts in the troop are registered for the 2024 membership year
- Dec 2-13: Attend a cookie rally
- Collect caregiver permission slips

January

- Jan 1-12: Make sure all Girl Scouts in your troop are in eBudde
- Jan 8: Digital Cookie opens
- Jan 19/20: Distribute cookies to your troop members
- Jan 20: In-person sales start with Girl Scouts going door-to-door, setting up booths at local businesses and cookie stands at their homes
- Jan 20: Cupboards open, troops can restock as your Girl Scouts sell through their cookies supply
- Weekly: Collect funds from troop families—DO NOT FORGET RECEIPTS—and make bank deposits
- Weekly: Enter all receipts from cookies checked out, booth participation and money paid to the troop into eBudde so Girl Scouts can track their sale on their Digital Order Cards
- Weekly: Look for our post on Social Media to enter your Illuminate Your Booth photos
- Weekly: Read the Monday Maintenance email that comes through eBudde for tips and news

February

- Feb 8: First ACH (25% of your current balance due) will be pulled; ensure funds are in the bank or contact council at least 2 days in advance to advise you are short and set up alternative options
- Feb 16-18: National Girl Scout Cookie Weekend. Boost your sales by promoting the event to your customers

February (continued)

- Feb 22: Second ACH (50% of your current balance due) will be pulled. Ensure funds are in the bank or contact council at least 2 days in advance to advise you are short and set up alternative options
- Weekly: Collect funds from troop families—DO NOT FORGET RECEIPTS—and make bank deposits
- Weekly: Enter all receipts from cookies checked out, booth participation and money paid to the troop into eBudde so Girl Scouts can track their sale on their Digital Order Cards
- Weekly: Look for our post on Social Media to enter your Illuminate Your Booth photos
- Weekly: Read the Monday Maintenance email that comes through eBudde for tips and news

March

- Weekly: Collect funds from troop families—DO NOT FORGET RECEIPTS—and make bank deposits
- Weekly: Enter all receipts from cookies checked out, booth participation and money paid to the troop into eBudde so Girl Scouts can track their sale on their Digital Order Cards
- Weekly: Look for our post on Social Media to enter your Illuminate Your Booth photos
- Weekly: Read the Monday Maintenance email that comes through eBudde for tips and news
- Mar 10: Final day of sale
- Mar 11-13: Begin Close Out in eBudde
- Mar 11-13: Submit outstanding balance forms (While Council will only cover **\$400 per troop***, be sure to submit forms for ALL outstanding balances)
- Mar 11-13: submit rewards in eBudde
- Mar 18: Final ACH (100% of your current balance due) will be pulled. Ensure funds are in the bank or contact council at least 2 days in advance to advise you are short and set up alternative options

April & May

- Pick up rewards from your Service Unit Product Manager
- Distribute rewards to Girl Scouts
- Celebrate your accomplishments!!

1-2-3, let's get started!



Although Girl Scout cookie entrepreneurs decide how to run their cookie businesses (with the support of their caregivers and troop leadership, of course), every Girl Scout participates in certain steps of the Cookie Program consistently. Based on how each entrepreneur and their troop choose to participate in the program, running the cookie business may require different steps.

1

Plan

your cookie business

Set goals

Cookie entrepreneurs partner with their caregivers and troop volunteers to set their Cookie Program goals!

Make a plan

Determine how you'll reach your goal by planning which business models your troop will utilize, such as an e-Commerce or omnichannel strategy.

Initial Order

Use the Initial Order Planning Worksheet to submit an initial order in eBudde to stock up on cookies to fulfill orders from cookie customers.

Initial Order pick-up

When placing the Initial Order, select the time and location you'd like to pick up your Girl Scout Cookies in January.

2

Run

your cookie business

Choose: Digital Cookie

When Girl Scouts participate in Digital Cookie, troop volunteers must verify troop rosters before families set up their digital shops together!

Choose: Cookie Order Card

When taking orders using the Cookie Order Card, payment can be easily accepted on Digital Cookie or troops may accept cash.

Choose: Cookie Booths

When participating in Cookie Booths, troops select booth dates, times and locations in eBudde.

Manage inventory

As the Cookie Program progresses, communicate with your Service Unit volunteers regarding inventory shortages or excess. Use the eBudde Cookie Exchange tool, too!

3

Celebrate

your cookie business

Digital Cookie payments

Troops utilizing Digital Cookie to collect payment will have lower ACH withdrawals and less paperwork at the end of the program.

Physical cookie payments

Troops collecting physical monies must determine a regular schedule for depositing all funds to the troop bank account ahead of each ACH.

Allocate cookie packages

Troop Volunteers will use eBudde to allocate packages to each participant in the troop daily. This ensures all Girl Scouts receives their cookie rewards.

Select rewards

Troop volunteers submit the rewards selected by each participant at the end of the program. Rewards will be distributed by Service Units in May.

Celebrate each step of the way!

Keeping track of your troop's goal is easy! Start by writing in your total Girl Scout Cookie package troop goal in the space that says 100%, and be sure to include your smaller goals along the way. Celebrate by coloring the lily pads as they make magic!



OWN YOUR
magic

Volunteer action plan



**OWN YOUR
magic**



The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support entrepreneurs as they own their magic!

Primary Contacts

Key Dates

eBudde™ Sign-Up Info

Key Actions



Tokyo, Japan, 2023

Will this be YOUR



Australia, 2022



Fiji, 2022

Girl Scouts in 2024?

Your dedication and commitment to guiding Girl Scouts through the Cookie Program makes an extraordinary impact. Your involvement, engagement, care and attention opens up countless doors full of opportunities.

The words "thank you" are simply never enough to express how incredible we think you are!

Never forget, **YOU MATTER** and that you make an incredible difference for them, every single day—we see you!



Keep breathing, allow yourself grace. Remember you have a team of humans standing here ready to assist, give you help, remind you how awesome you are.



You've totally got this!