

# New Troops and the Cookie Program 2019

## The World's Largest Girl-Led, Skill-Building Entrepreneurial Program

Show cookie customers how the iconic Girl Scout Cookie Program prepares girls in their communities to lead, learn, and succeed, all while making it possible for them to embark on amazing adventures, form lasting memories, and unleash their inner G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™!

### Why should my troop participate in the Cookie Program?

- 1 For over 100 years, the Girl Scout Cookie Program has been providing girls with a dynamic hands-on learning experience, allowing them to develop **life-long leadership skills, financial literacy skills, and entrepreneurial skills**, as well as embrace community engagement.
- 2 In addition, girls and their troops can earn reward items as well as an empowered feeling as they earn their own money to **fund troop expenses** and other exciting Girl Scout experiences!
- 3 Most importantly, participating in the Cookie Program is FUN! Year after year, we hear from successful alums on how selling cookies during the annual Cookie Program was one of their favorite Girl Scout memories.

**Did you know?** In 2018, nearly 26,000 girls across Girl Scouts of NorCal participated in the Cookie Program. Together they sold over 4.4 million boxes!

### How to Participate

Selling cookies is one of the best ways for new Girl Scouts to feel welcome and part of the GS sisterhood. There are 3 ways to participate. Whether you participate in one, two, or all three ways, you and your girls can choose what works best for your troop!



**Booth Sales:** Set up shop in high traffic areas, like grocery stores or coffee shops to reach more customers. Check with your Troop Cookie Manager to find available booths.



**Direct/Door-to-Door Sales:** With an adult, girls are encouraged to visit friends, family, and neighbors with cookies in hand. Girls can load up a wagon with cookies, make signs, and go on a neighborhood walkabout.



**Digital Cookie:** With the Digital Cookie platform, girls create customized websites and send emails to people they know, asking them to buy cookies. Did you know? Girls who sold online last year had a per-girl-average of 295 boxes, compared to 129 boxes for those who did not sell online.

# Welcome to the Girl Scout Cookie Program 2019

# 1

Prepare

Troop #	Service Unit #	
Troop Leader Name	Email	Phone
Mentor Name	Email	Phone
Service Unit Cookie Manager Name	Email	Phone

# 2

Plan

- ▶ Ensure the troop has **2 adults** with a current registration and background check, and that all participating girls are registered.
- ▶ Ensure the troop has a **bank account**.
- ▶ Request Troop Leader or Treasurer to submit an **ACH Authorization form** on the council website.
- ▶ Take the **Troop Cookie Manager** and **eBudde trainings** online at [training.gsnorcal.org](http://training.gsnorcal.org)
- ▶ Meet with girls and parents—set goals, complete the **Girl and Parent Responsibility form**, and review price, payment, safety, and dates.

# 3

Sell

- ▶ Encourage girls to **create their personal online store** with the Digital Cookie platform.
- ▶ **Order cookies:** 24–48 boxes per girl. If you order by January 7, enter your order on the Initial Order tab in eBudde.
- ▶ If you order after January 7, place your order to a cupboard on the Transactions tab.
- ▶ Pick up cookies and distribute to girls to sell **between January 28 and March 3, 2019**
- ▶ Feeling bold? Ask your mentor about how to sign up for a **booth sale**.
- ▶ **Need more cookies?** Place a re-order on the Transaction tab in eBudde with your local cupboard.

# 4

Collect

- ▶ **Set a schedule** to collect money from parents. Check in weekly to confirm their sale activity.
- ▶ **Deposit all money** into the troop account in a timely manner.
- ▶ Submit **ACH Discrepancy forms** only if needed, per the due dates.



*Girls selling 25+ boxes of cookies will earn the "Go for Bold" patch!*

# 5

Celebrate

- ▶ In eBudde, **allocate all cookies** on the Girls tab and **submit their rewards** on the Rewards tab.
- ▶ The service unit cookie manager will let you know when the rewards are ready for pick-up.
- ▶ **Plan a celebration** with the girls to celebrate their Cookie Program success!