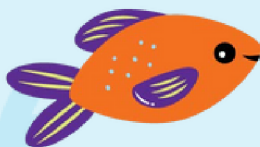




girl scouts
of northern california



2024 Cookie Program



Troop Cookie Chair Guide
Girl Scouts of Northern California



Welcome to the Girl Scout Cookie Program!

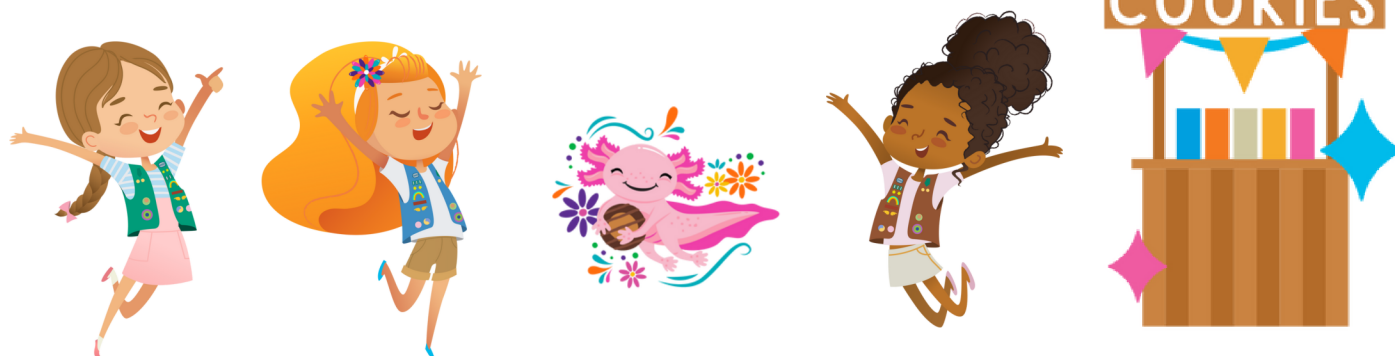
As cookie entrepreneurs, Girl Scouts learn valuable life skills while earning money to fund troop adventures and activities like community service projects, camping, travel, and more! All of this is possible because of you, our amazing volunteers, who dedicate valuable time and effort to support their entrepreneurs in the Girl Scout Cookie Program. Thank you for everything you do to ensure this program is enriching, safe, and an exciting experience for all of our Girl Scouts!

Getting Started



A successful cookie program is entrepreneur-led. Work with your entrepreneurs to create a year-long troop activity plan, then set program goals to support your troop budget.

- Complete the gsLearn training track for in-depth cookie program training to gain access to eBudde. Need help accessing gsLearn? Email us at onlinelearning@gsnorcal.org.
- Ensure each entrepreneur has cookie materials:
 - Order card
 - Goal getter order card
 - Money envelope
- Connect with your Service Unit Cookie Chair. If you need to be introduced to your Service Unit Cookie Chair please contact us at gscookies@gsnorcal.org or 510.995.2900.
- Download the eBudde Troop App Plus to manage your program on the go.
- Complete the following in eBudde:
 - Complete troop initial order and select delivery slot
 - Sign up for and manage cookie booths
 - Allocate packages to entrepreneurs
 - Order final rewards
 - Manage troop cookie finances
- Check out the "Navigating Ways to Participate" at the back of this guide and use it to work with your troop to determine how they will participate in the Girl Scout Cookie Program.
- Join us on Wednesday nights for LIVE just in time, in-depth training. You can find a complete list of trainings and their registration links on the Girl Scouts of Northern California Cookie Resources page.



Key Dates

calendar is subject to change

December 2023

15: Mandatory Troop Girl Scout Cookie Program training goes live on gsLearn

January 2024

- 8: First upload of trained Troop Cookie Chairs to eBudde
- 17: First round local only* booth sign-up at 8PM (see chart below for details on limits)
- 18: Second round local only* booth sign-up at 8PM (see chart below for details)
- 22: Troop initial order due at 8PM. Delivery time slot due by 9PM
- 23: Final round booth sign-up at 8PM (see chart below for details)
- 29: Digital Cookie launches. Entrepreneurs can begin selling online!



February 2024

- 8-10: Troop initial order delivery
- 11: Go Day! In-person selling begin for booths, door-to-door, and all other public sales
- 19: Cupboards open
- 28: ACH** Credit form due by 9AM to notify council of any change to March 1 ACH

March 2024

- 1: First ACH** withdrawal: \$2/package minus Digital Cookie payments
- 17: Cookie program ends
- 20: Final rewards due by 11:59PM
- 24: Parent Past Due Cookie Account form due by 11:59PM
- 27: ACH** Credit form due by 9AM to notify council of any change to Final ACH
- 29: Final ACH**: 100% due to council (will include any reward charges or credits)

May 2024

Mid-May: Rewards Arrive to Service Unit

** Watch your eBudde newsletters for details on the LOCAL ONLY booth sign-up process.
** The Automated Clearing House (ACH) is the system used for electronic funds transfer.
With ACH, funds are electronically deposited in financial institutions.*

Booth Picks Per Round Based on Participating Girl Scouts in Troop

	Number of Girl Scouts in Troop Participating					
	1 to 12	13 to 24	25 to 36	37 to 48	49 to 60	61+
Round 1 - local	3	6	9	12	15	18
Round 2 - local	6	12	18	24	30	36
Final Round	unlimited # of booth picks					



New in 2024! There are no limits per chain to ensure we are not limiting those troops with few store chains in their area.

Meet the Cookie Lineup!

\$6 per
package!



Adventurefuls™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. Approximately 15 cookies per 6.3 oz. pkg.

U D

- Real Cocoa



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits.

Approximately 12 cookies per 6.2 oz. pkg.

U



Trefoils®

Traditional shortbread cookies.

Approximately 38 cookies per 9 oz. pkg.

U D



Do-si-dos®

Oatmeal sandwich cookies with peanut butter filling.

Approximately 20 cookies per 8 oz. pkg.

U D

- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats



Samoas®

Crisp cookies with caramel, coconut, and dark chocolaty stripes.

Approximately 15 cookies per 7.5 oz. pkg.

U D

- Real Cocoa
- Real Coconut



Tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating.

Approximately 15 cookies per 6.5 oz. pkg.

U D

- Real Cocoa
- Real Peanut Butter



Thin Mints®

Crisp, chocolaty cookies made with natural oil of peppermint.

Approximately 30 cookies per 9 oz. pkg.

U

- Made with vegan ingredients
- Real Cocoa



Girl Scout S'mores®

Graham sandwich cookies with chocolate and marshmallowy filling.

Approximately 16 cookies per 8.5 oz. pkg.

U D

- Made with Natural Flavors
- Real Cocoa



Toffee-tastic®

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.

Approximately 14 cookies per 6.7 oz. pkg.

U D

- No Artificial Flavors





Troop Proceeds

PGA	Proceeds per Package
1-229	\$0.80
230+	\$0.90
Additional Proceeds Options	
Early Bird Bonus	+\$0.10
JCSA Opt-Out	+\$0.15



New this year! Juniors may now opt-out of rewards for additional troop proceeds!

Junior, Cadette, Senior, and Ambassador (JCSA) troops may choose to opt out of the rewards program and earn an additional 15 cents per package. Entrepreneurs in troops opting out are eligible for patches, charms, and the 1000+ acrylic once they achieve the required milestones.

Troop proceeds will be forfeited to council if banking info is not submitted on the ACH Debit Form by May 31, 2024.

Need help setting up a troop bank account? Contact us at 510.995.2900 or gscookies@gsnorcal.org.

Troop Rewards

In addition to Girl Scout entrepreneurs earning individual rewards, your troop can qualify to earn troop rewards!

265+ PGA: Own Your Magic Troop T-Shirt



500+ PGA: Girl Scout Membership for all selling Girl Scouts plus 2 adults





Cookie Exchange

The “Cookie Exchange” tab in eBudde allows troops to post their excess cookies they have available for transfer to other troops. This tab will open March 1 for troops to utilize. This is a good place to find cookies you may need before placing a cupboard order.

Money Management

All cookie payments made to GSNorCal are collected via scheduled automatic withdrawals from the troop bank account.

Payments are submitted to your bank on the dates listed below, but may take a few business days to appear withdrawn from your account

ACH Credit Form Due Date	Balance Due Date	Amount to Be Withdrawn From Troop Bank Account
February 28 by 9AM	March 1	\$2/pkg minus any Digital Cookie payments
March 27 by 9AM	March 29	100% Amount owed to council

Returning Troops

Be sure to double check the bank account listed on your troop settings tab in eBudde by Jan 21, 2024. If a returning troop does not have a bank account on file with council by Jan 21, 2024 all users in the troop will be marked inactive until banking information is provided. If the troop has already placed their initial order, it will be removed. If this happens to your troop, please contact us at 510.995.2900 for assistance.

New Troops

Please be sure to submit your troop bank account information on the ACH Debit Form no later than Feb 23, 2024. Failure to provide banking information by this date may result in all users in the troop being marked inactive within the eBudde system until banking information is received by council.

Bounced Payments or Account Not Found

All users in the troop in eBudde will be marked inactive until the issues are resolved.

Past Due Cookie Accounts

- Parent/Guardian debt: If payment is not made by the parent/guardian who has taken responsibility (signed receipts) for cookies, please complete and submit a Past Due Cookie Account form no later than March 24 at 11:59PM. This form can be found in the council Girl Scout Cookie Program resources and will be shared in the March newsletters. Once you have submitted this form please have the parent/guardian contact council to make payment.
- Troop debt: Troop Cookie Chairs who fail to pay their cookie bill risk losing their volunteer status and may face legal recourse.

Digital Cookie

Digital Cookie runs on Central Standard time

Digital Cookie is the preferred method of collecting credit card payments. All fees associated with credit card payments collected through Digital Cookie are paid for by Girl Scouts of Northern California and the payments automatically flow into eBudde for seamless accounting. Be sure to set up your Digital Cookie Troop Link in January to prepare for booth season. Volunteers will receive their Digital Cookie welcome email to begin setting up their troop links on January 15, 2024.



Troop Virtual Booth Links

Your Troop Virtual Booth Link will allow your troop to make sales online instead of, or in addition to, in-person cookie booths. When you set up your Troop Virtual Booth site, there will be two links you can use. These links will let your troop reach new customers in your local community and beyond.

- Troop virtual booth link: Customers can order for local delivery, donate cookies, or have them shipped. Troops can also take pre-orders for pickup at a troop designated location.
- Troop ship-only link: Use this link when selling outside of your troop's delivery area.

For more information and tip sheets about Digital Cookie, please check out our council resources in gsHelpCenter.

Digital Cookie Shipping Promotions!

Back again this year, we will be offering a special shipping promotion in March.

Booths

Booths are the primary way Girl Scouts sell cookies to the general public. Adhering to booth etiquette is important to ensure we can continue partnerships with local businesses for years to come. We will share booth etiquette in your weekly newsletters in January as well as in the following two pages. There are three types of booths:

- Council Booth: This is a booth secured by Girl Scouts of Northern California and listed in eBudde for sign-up.
- Service Unit Booth: This is a booth secured by the booth coordinator who supports your service unit and listed in eBudde for sign-up.
- Troop Booth: This is a booth your troop secured. When securing troop booths please be courteous of where council and service unit secured booths are located. You should not be at a location next to or in the same parking lot as one of these booths. Troop booths should be uploaded to eBudde on the booths tab, under "my sales," for council approval 72 hours prior to hosting the booth. If you need a last minute booth added, please call the Cookie Hotline (510.995.2900). Booths may only be secured by council, service units, or troops at family-friendly locations to ensure Girl Scout safety.

Cookie Booth Essentials

How to Maximize Your Booth Experience, Interact with Customers, and Stay Safe



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Remember to follow all guidelines that your GSNorCal sets, like approved and designated booth locations, as well as requirements for setting up, running, and taking down a booth.



Use this flyer for helpful tips on how to talk to customers about the cookie program, and how to navigate difficult situations that may come up.

Booth Requirements

While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!

- All booth must be placed in a designated, council-approved area.
- Booths should not block a store entrance or exit.
- Make sure there is adequate space for a table to display the cookies and the participating Girl Scout.
- Ensure that pedestrians, bikes, and cars can safely pass by.
- Always have a first-aid kit available at the booth.
- Have approved volunteers/adults present at a booth at all times.



Tips for Safeguarding Cookie Money

- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie packages.
- Don't walk around with large amounts of money.
- Bank cookie money often and do not keep money at home or at school.
- Reduce cash transactions by offering credit card payment options whenever possible.

Have an amazing cookie season and get ready to reach your goals!

"What If?" Scenarios

What if someone asks you, "What's the difference between Girl Scouts and Boy Scouts?"

- Girl Scouts and Boy Scouts are two completely different organizations.
- Girl Scouts bring their dreams to life and work together to build a better world! And research shows there's no better place to discover their full potential.
- Talk to cookie customers about what the Girl Scout experience has been like for you and your troop.

PRO TIP: Stay positive. Don't put other organizations down. Just lift Girl Scouts up!

What if someone asks about a cookie we don't sell anymore?

- Thank them for loving Girl Scout cookies!
- Ask them what they loved about that cookie, was it chocolate? Was it fruit flavored? Based on their response, recommend a different cookie.
- Some cookies come and go based on their popularity, food trends and to make room for new and exciting flavors.

PRO TIP: If you have a Digital Cookie page, share it with customers. Explain that purchasing cookies either at a booth or online helps you reach your goals.

What if someone steals money or cookies from the booth?

- Try to get a good look at the offender so you can describe them to security or the police.
- Call 911, and alert security (if applicable).
- Report any incidents to your council according to its guidelines.

PRO TIP: Never attempt to physically recover stolen items or confront a suspect.

What if you're approached by an angry customer or someone makes you uncomfortable?

- Try to get a good look at the person in case you need to describe them to security or the police.
- If the situation calls for it, call 911 and alert security.
- If it feels safe to do so, we want you to feel empowered to capture the person with your smartphone's video, photo, or audio recording to provide evidence to police.

PRO TIP: Never argue or negatively engage with a customer. Try to stay calm.

What if someone asks why Girl Scouts use palm oil in their cookies?

- Palm oil is an ingredient found in most baked snacks sold in the U.S.
- Palm oil ensures shelf life and serves as an alternative to trans fats.
- We continue to explore alternatives, but there are no viable or readily available alternatives at this time.
- Girl Scouts of the USA is a member of RSPO (Roundtable on Sustainable Palm Oil) which supports efforts to promote the growth and use of sustainable palm oil products.

PRO TIP: If someone is asking questions that you can't answer, feel free to direct them to the Girl Scouts website for more info.

What if a customer complains about where the cookie proceeds go?

You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world!"

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.

Navigating Ways to Participate: Tips for Troop Leadership

Girl Scouts can use many different cookie sales methods to help them learn, grow, and reach their goals. Leaders and families should not feel pressured to use all these methods each year. Instead, consider your time and resources as you lead the Girl Scouts to pick the right experience for your troop. Check off each one that feels right. Focus on these methods during your family meeting at the beginning of the cookie season.



Sales Method	Girl Scout Experience	Family Experience	Troop Leadership Experience	Tips
<p>Text or Call Friends and Family</p> <p>●</p>	<p>Girl Scouts get hands-on experience building people skills while interacting with customers they know and trust.</p>	<p>Girl Scouts take orders, deliver cookies, and collect money from friends and family. The family submits the orders and money to the troop cookie manager.</p>	<p>The troop cookie manager picks up cookies to distribute to the troop and deposits money into the troop bank account throughout the season.</p>	<p>Encourage families to use Digital Cookie to collect payments. This minimizes the amount of cash families, and the troop, must manage.</p>
<p>Connect with Community</p> <p>●</p>	<p>This option is perfect for older Girl Scouts who have big goals. They practice their people skills as they build relationships in their community to boost their business.</p>	<p>Families can help Girl Scouts make connections in their community. Bigger sales may require more room to store cookies and more support managing inventory and money along the way.</p>	<p>The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBuddie or Smart Cookies.</p>	<p>High-selling troops may make several trips to pick up additional inventory. It is okay to set your own deadlines and procedures for families to follow as they request and pick up inventory.</p>
<p>Digital Cookie</p>	<p>Shipped</p> <p>●</p> <p>Girl Scouts explore online sales using their own Digital Cookie site. They can use the site to set and share their goals, learn how to create a marketing video, and promote their business.</p>	<p>Families can support their budding entrepreneurs without handling cookies or money.</p>	<p>This method requires the least action for troop leadership.</p>	<p>Encourage Girl Scouts to use Digital Cookie to email their cookie link, send reminders, and thank their customers.</p>
<p>Girl Scout Delivered</p> <p>●</p>	<p>Girl Scouts explore online sales and get to interact with customers as they deliver cookies, with help from their family.</p>	<p>The family helps the Girl Scout track sales, request inventory from the troop leader, and deliver cookies to customers all without handling money. All sales are paid for via credit card on the Digital Cookie site.</p>	<p>The troop cookie manager picks up cookies to fill online orders without having to collect and deposit money.</p>	<p>Troop cookie managers can get specific with troop deadlines. Example: Please have orders to me by Tuesday at noon each week. Pick up orders on Saturdays from 11am-1pm.</p>

Sales Method

Girl Scout Experience

Family Experience

Troop Leadership Experience

Tips

Door-to-Door

Order Taking

Girl Scouts go door-to-door with help from their family to collect orders and, later, deliver cookies. As they do, they practice their people and money management skills.

Cookies in Hand

Girl Scouts preorder a supply of cookies. They go door-to-door with help from their family to sell their inventory to customers. As they do, they practice their people and money management skills.

Cookie Stands

Girl Scouts report one of their favorite things about running their cookie business is spending time with family. Running a lemonade-style cookie stand near home as a family project is a great way to grow memories along with skills!

Cookie Booths

Girl Scouts work as a team to reach new customers in a retail setting as they practice communicating their goals, interacting with customers, and safely handling money with adult support.

The family helps the Girl Scout collect orders from neighbors and later deliver the cookies and collect money.

Girl Scouts sell inventory door-to-door with family help. Advantages: With cookies in hand, Girl Scouts must only visit a residence once. Disadvantages: The Girl Scout and her family assume financial responsibility for the inventory.

The family helps Girl Scouts set up a cookie stand at their residence or a private property in their community. The family assumes inventory responsibility before the cookies are sold.

This is an easy way for busy families to let their Girl Scouts engage in the Cookie Program. Family members can become approved adult chaperones to support.

The troop cookie manager picks up cookies based on the troop pre-order and distributes them to the troop.

The troop cookie manager fills Girl Scouts' cookie orders, regularly collects payments, and tracks progress in eBuddie or Smart Cookies.

Same as above.

The troop cookie manager signs up for cookie booths, schedules Girl Scouts and approved adults to work the booths, and provides them with inventory. They collect money earned and deposit it into the troop bank account. They also keep records of hours and packages sold so individual Girl Scouts can receive credit for their booth sales.

Encourage families to use Digital Cookie to collect payment. This minimizes the amount of cash families, and the troop, must manage.

Encourage inexperienced families to take less inventory. This minimizes the risk of taking too many cookies. They can always come back for more and turn in money as they go.

Same as above.

This is a great way to get families to start volunteering with the troop. It shouldn't be the troop leader or troop cookie manager's job to work all the booths.



Resources

Girl Scouts of Northern California Girl Scout Cookie Program resources: use the QR code to take you straight to those resources.

gsLearn Troop Training: An in-depth resource for Troop Cookie Chairs that provides training and resources for the Girl Scout Cookie Program. Please contact onlinelearning@gsnorcal.org should you need assistance.

Cookie Newsletter (every Monday): Our Monday cookie newsletters are sent via eBudde and provide volunteers with important information they need such as calendar reminders, training links, and more! Be sure not to opt out of receiving messages from eBudde as this is how all Girl Scout Cookie Program communications are shared.

Girl Scouts of Northern California cookie hotline and contact: 510.995.2900 or gscookies@gsnorcal.org



Add your Service Unit Cookie Chair contact information below:

Name:

Email:

Phone:

eBudde website: <https://cookieportal.littlebrownie.com/>

eBudde login:

eBudde password:

