



2022-2023 Girl Scout Cookie Program*

Cookie Manager Manual



Raspberry Rally™
New Girl Scout Cookie™
Exclusively Sold Online
for Shipment

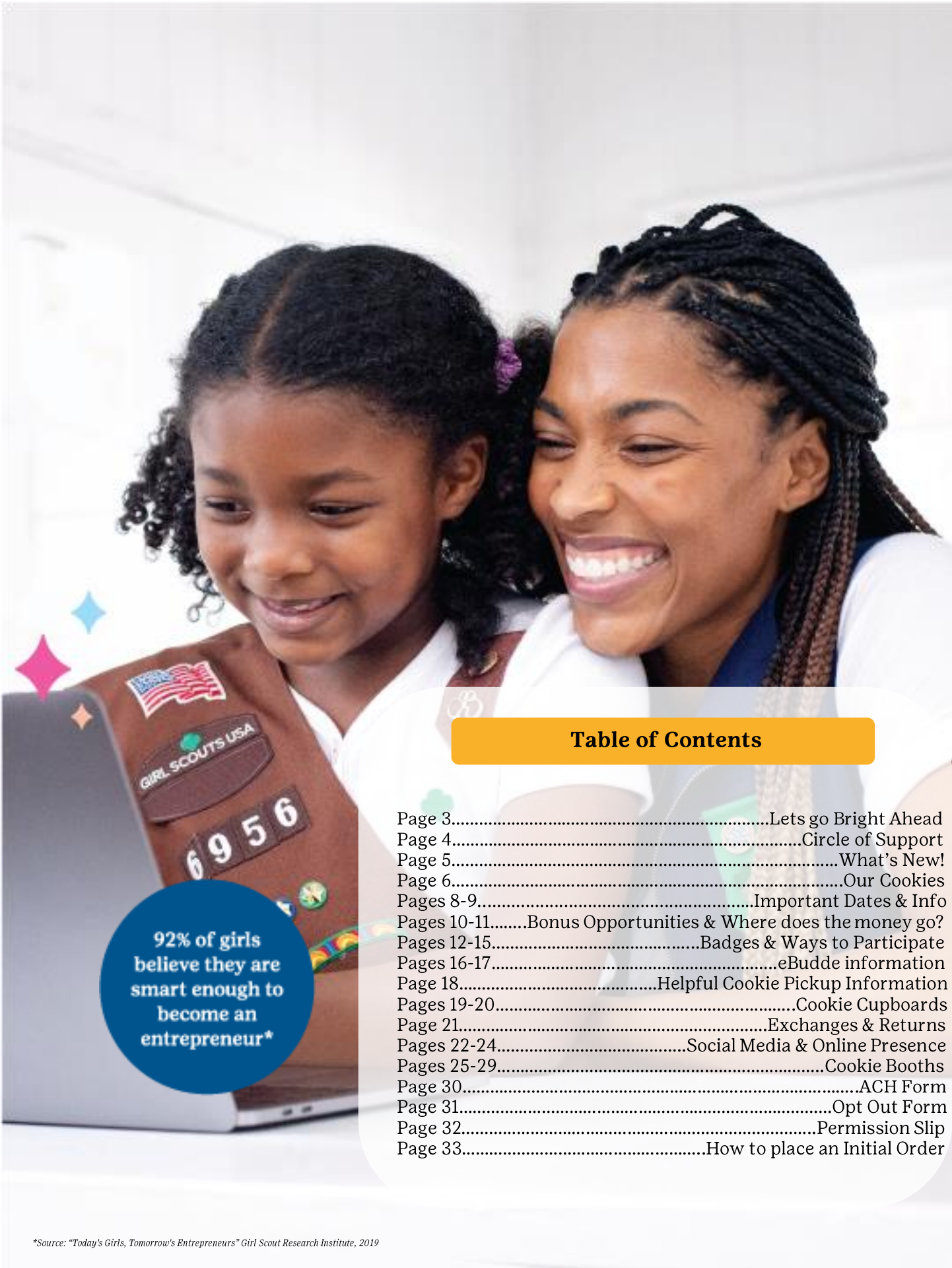
NEW

eBudde™
Tech Upgrades

What's New on
Digital Cookie®

GO
BRIGHT
Ahead

girl scouts 
of central & western
massachusetts



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

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*Source: "Today's Girls, Tomorrow's Entrepreneurs" Girl Scout Research Institute, 2019

Let's Go Bright Ahead!

Girl Scout Cookie™ entrepreneurs are forces of nature. They are bold, curious and bring a go-getter spirit to every challenge, no matter how big or small.

Whether Girl Scouts are planning their own cookie stand or making a splash on their Digital Cookie® pages, they are determined to achieve their goals, and have lots of fun doing it!

A Girl Scout's potential to succeed is limitless—especially if they're among the 6 in 10 girls* who have entrepreneurial mindsets. Research has shown that these girls:

- Want to change the world and are confident in their abilities to make their mark
- Embrace challenges, take risks and see failing as an opportunity to learn and grow
- Are curious and innovative self-starters
- Excel as team players who are open to new ideas and suggestions

We're willing to bet that you know Girl Scouts in your area—or a whole troop—who are leaping with joy to get started, so let's encourage them to go bright ahead!



Here's to You, Volunteer!

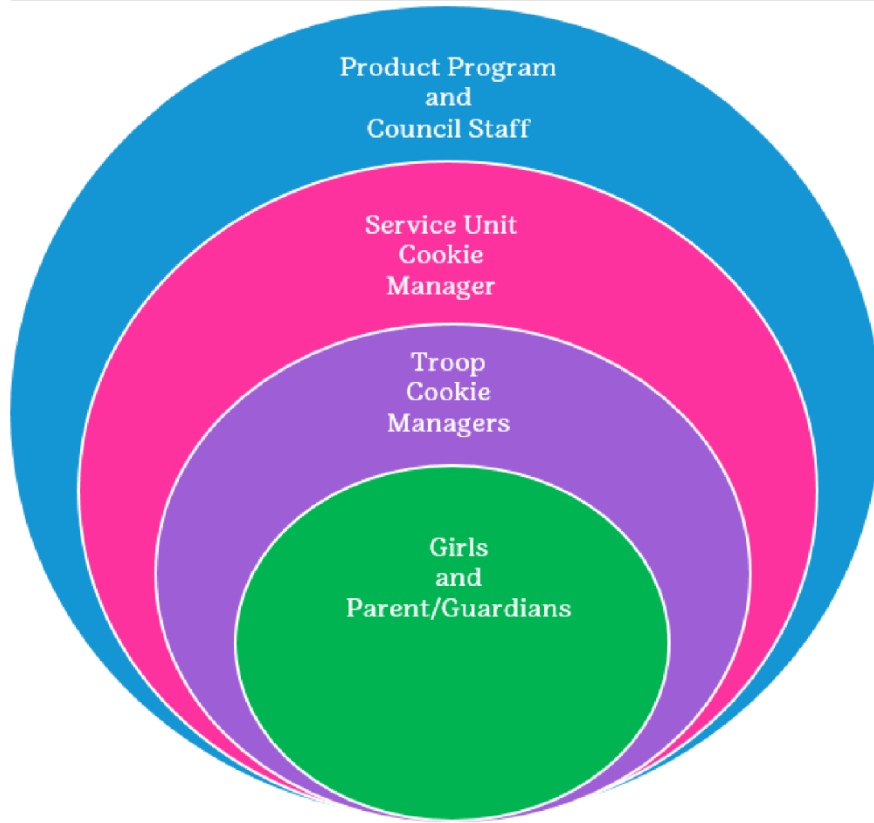
Thank you for volunteering to serve as a Troop Cookie Manager! You're an invaluable part of the cookie program, and we're here to support you with resources, tools, tips and more. Find everything you need for a bright season in this guide, developed in collaboration with Girl Scouts of the USA.

Every Girl Scout has it in them to do amazing things. With your support, they'll rise to the challenge!



*Source: "Today's Girls, Tomorrow's Entrepreneurs" Girl Scout Research Institute, 2019

COOKIE TEAM CIRCLES OF SUPPORT: As a team, we all work together to support each other during the Girl Scout Cookie Program. As the Troop Cookie Manager, your main focus is to be the “go-to” person for girls, caregivers, and other volunteers. When you have questions or need assistance, the first person you should reach out to is the Service Unit Cookie Manager. The Service Unit Cookie Manager will reach out to the Product Program Manager of GSCWM Staff if they are in need of further assistance.



Service Unit Cookie Managers

As a Service Unit Cookie Manager, you have the privilege of instilling passion and drive in volunteers so they can pass this along to our girls. You will help them develop an entrepreneurial mindset plan by giving them the materials and support they need to succeed and teach the girls in their troops. Your primary responsibilities are:

- Complete Service Unit Cookie Manager training (dates and times have been emailed).
- Set up your troop’s contact information in eBudde™, the online cookie management system. **The troop numbers and girls will be uploaded by council.** You will want to add the leader and the cookie manager information.
- Distribute materials and support leaders and troop cookie managers. Make sure you provide a training for the leaders and cookie managers.
- Encourage troops to enter orders from girl order cards and keep eBudde up to date (either on the desktop version or the eBudde™ Troop App Plus).
 - Monitor your troop’s cookie pick-ups and make sure you are checking in with them.
 - Guide them when setting up cookie booths.
 - Make sure all troop cookie booths are put into eBudde™
 - Constantly be in touch with leaders and cookie managers to see if they are having trouble with any parents or have an influx of cookies.
 - Submit and distribute girl rewards to the troops when they arrive.
 - If you feel a troop is having any trouble please connect with us! We can help.

Troop Cookie Managers

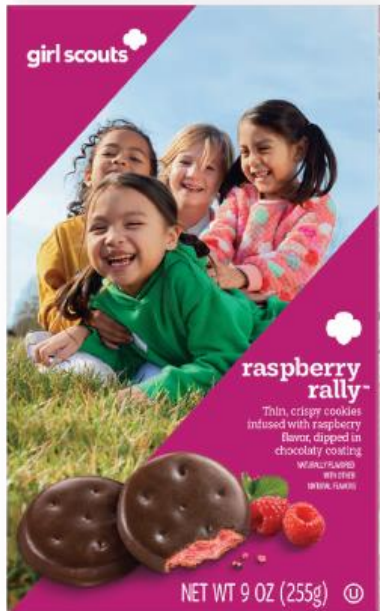
As a Troop Cookie Manager, you have the privilege of instilling passion and drive in girls so they can achieve their goals. You will help them develop an entrepreneurial mindset by giving them the materials and support they need to succeed. Your primary responsibilities are:

- Complete volunteer training (with your Service Unit Cookie Manager).
- Make sure all of your girls are in eBudde™, the online cookie management system.
- Distribute materials and support parents.
- Enter orders from girl order cards and keep eBudde up to date (either on the desktop version or the eBudde™ Troop App Plus).
- Pick up cookies and re-order as needed.
- Distribute cookies to girls/parents. Do not give more cookies to parents that have not handed in money for cookies already taken.
- Collect money from cookie pickups and issue receipts.
- Enter and distribute girl rewards. The Girl Scout Cookie Program® teaches 5 ESSENTIAL SKILLS that will last a lifetime and helps girls develop an entrepreneurial mindset.

See What's Bright and New!

EXCLUSIVELY SOLD
ONLINE FOR SHIPMENT

NEW



*Limited
Edition*

Introducing Raspberry Rally™ Girl Scout Cookies®

Let's all cheer for Raspberry Rally™, the first Girl Scout Cookie™ exclusively sold online and shipped only through Digital Cookie®.

Cookie fans will love how Raspberry Rally adds a delightful new dimension of sweet and tart flavors. Girl Scouts using Digital Cookie will love how it brings even more excitement to their cookie business. There's also less product for them to manage on hand as this cookie is only available to customers via shipping.

These are a limited edition online special. Quantities are limited, so make sure that your customers go online to order the new sweet Raspberry Rally Treat.

Why are we selling the new cookie exclusively online?

There are many benefits and learning opportunities when selling an online-only product:

Simplicity

- o Eliminates complexity
- o Distribution to customers is effortless
- o Payment is simpler

Learning for Girl Scouts

- o Allows them to participate in online shopping trends
- o Enables them to build relevant, omni-channel selling skills
- o Allows them to build their online business

Building Consumer Excitement and Growth

- o An easy way to offer a new item that keeps customer engagement high without complicating or discontinuing existing flavors
- o The opportunity to try new ideas without taking on too much risk



2022-2023 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

Adventurefuls™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt
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
Approximately 12 cookies per 6.2 oz. pkg.



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe
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
Approximately 20 cookies per 8 oz. pkg.



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes
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
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
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
Approximately 16 cookies per 8.5 oz. pkg.



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits
Approximately 14 cookies per 6.7 oz. pkg.



Raspberry Rally™ • Made with Vegan Ingredients NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating
Approximately 30 cookies per 9 oz. pkg.



Available While Supplies Last

NEW!

EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



RSPO-1106186

Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers or visit girlscoutcookies.org.

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies® is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, LEMON-UPS®, ADVENTUREFULS®, RASPBERRY RALLY®, Girl Scout Cookie Program®, Digital Cookie® and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers LLC is an official GSUSA Licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrero Group. ©2022 Ferrero Group. All Rights Reserved. _052022





eBudde® Enhancements

We're partnering with your council to update eBudde! This spring we conducted surveys to hear feedback from dedicated Girl Scout supporters like you on what they'd like to see in eBudde this year.



Digital Cookie® Update

This fun, easy-to-use platform from Girl Scouts® lets girls customize how they learn and earn by using technology in new and engaging ways—all while honing their digital marketing skills.



Here's what you'll find on Digital Cookie for 2022–2023:

- Integrations for in-person booths and virtual booths
- Mobile App for on the go sales
- Increased connectivity with eBudde for a seamless sale

Learn more: girlscouts.org/digitalcookie



IMPORTANT DATES FOR 2022-2023 SEASON

| | | | |
|---|------------|------------------------------------|---------------------|
| SUCM Training Holyoke | 10/19/2022 | Holyoke Leadership Center | 10:00 AM – 12:00 PM |
| SUCM Training Holyoke | 10/19/2022 | Holyoke Leadership Center | 6:00 PM – 8:00 PM |
| SUCM Training Worcester | 10/20/2022 | Worcester Leadership Center | 10:00 AM – 12:00 PM |
| SUCM Training Worcester | 10/20/2022 | Worcester Leadership Center | 6:00 PM – 8:00 PM |
| Troop Order due | 12/7/2022 | eBudde | By 11:59 PM |
| Order Card Order taking begins | 12/14/2022 | order cards | 12:00 AM |
| Digital Order Card taking begins | 12/14/2022 | Digital Order Card Platform | 12:00 AM |
| Cookie Cupboard Deliveries (week of) | 1/9/2023 | varies | varies |
| Booth Scheduler opens | 1/13/2023 | eBudde | 7:00 PM |
| Council Big Cookie Drop Day | 1/14/2023 | W.Spfld, Spfld, Worc, Pepp | appt only |
| COOKIE PROGRAM BEGINS | 1/20/2023 | whole council | 12:00 AM |
| email to troops w/ 1 st ACH goes out | 2/3/2023 | contacts in eBudde | N/A |
| final day to inform GSCWM of insufficient funds | 2/7/2023 | contact our Finance Dept. | 9:00 AM – 5:00 PM |
| 1 st ACH withdrawal of 40% of the balance due to council | 2/9/2023 | Sales Report in eBudde | N/A |
| last day to return cookies | 2/9/2023 | qualifying troops only | appt only |
| Opt-Out Form due to council | 2/10/2023 | email to prodprograms@gscwm.org | N/A |
| final day to make any exchanges with the cupboards | 2/23/2023 | all cupboards | N/A |
| email to troops w/ 2 nd ACH goes out | 2/24/2023 | contacts in eBudde | N/A |
| final day to inform GSCWM of insufficient funds | 2/28/2023 | contact our Finance Dept. | 9:00 AM – 5:00 PM |
| 2 nd ACH withdrawal of 50% of the balance due to council | 3/2/2023 | Sales Report in eBudde | N/A |
| COOKIE PROGRAM ENDS | 3/19/2023 | whole council | 11:59 PM |
| Digital Order Card platform ends | 3/19/2023 | whole council | 11:59 PM |
| troops Girl Rewards due | 3/21/2023 | eBudde | 11:59 PM |
| SUCM confirms & submits rewards | 3/22/2023 | eBudde | 11:59 PM |
| email to troops w/ final ACH goes out | 3/24/2023 | contacts in eBudde | N/A |
| final day to inform GSCWM of insufficient funds | 3/28/2023 | contact our Finance Dept. | 9:00 AM – 5:00 PM |
| Final ACH withdrawal | 3/30/2023 | Sales Report in eBudde | N/A |
| Rewards shipped (month of) | May | Service Unit Cookie Manager | N/A |



IMPORTANT INFORMATION

Order Card taking: this is for friends, family, co-workers, neighbors etc. When bringing the order card into the workplace we understand that your girl might not be able to accompany the card. If this is the case, include a handwritten letter that can go along with the card asking the customer if they would like to purchase cookies. This is a huge part of learning the five skills and making it clear that the **GIRL** sells the cookies, not their adult.

Returning Cookies: Due to the early December date for troops to place their initial cookie order with the baker, we have a specific return policy in place to help troops feel more comfortable while also ensuring that they have the cookies they want on Cookies in Hand Go Day. The deadline to return cookies applies to unopened cases from your initial order and the following qualifications must be met:

1. Your troop placed an initial order by December 7, 2022
2. Your troop **did not** place any additional orders from the cupboards.

If you are unsure if your troop qualifies, both the Holyoke and Worcester Cookie cupboards will have access to a list of qualifying troops. Exchanging cookies or transferring cookies to another troop does not affect your ability to qualify.

ALL RETURNS MUST BE DONE AT THE HOLYOKE AND WORCESTER CUPBOARDS ONLY

Who do I contact and who can help?

Troop Leaders

- **Have cookie questions?** Contact your **Service Unit Cookie Manager** or Membership Specialist (if they are filling in as the Service Unit Cookie Manager)
This is the person that should have done your cookie training and given you the materials for your troop.
- **Have general cookie questions** and cannot get ahold of your SUCM? Contact our Information and Referral Team at info@gscwm.org
- **Specific ACH & Finance Questions?** Contact our Finance Team at 508-365-0115
- **Specific Cookie Cupboard Questions?** Call Cookie Cupboard Managers (a list of cupboard managers will be sent out and listed on our website)

Service Unit Cookie Managers

- **Have cookie questions?** Contact your Product Program Team
- **Have general cookie questions** and cannot get ahold of your Product Program Team? Contact our Information and Referral Team at info@gscwm.org
- **Specific ACH & Finance Questions?** Contact our Finance Team at 508-365-0115
- **Specific Cookie Cupboard Questions?** Call Cookie Cupboard Managers (a list of cupboard managers will be sent out and listed on our website)

Juliette's or Non-Troop affiliated Girls?

Do you have girls in your unit that would like to participate in the cookie program? Wonderful! Have them contact the Cookie Boss Lead Jess at jgonzalez@gscwm.org

Troop and Service Units Bonus Opportunities

All troops earn **\$0.66** cents per package sold.

Troops then have the opportunity to increase their proceed amount and earn up to **\$0.90** for each package sold. You may be asking.....*How?*

Initial Order Commitment Bonus: For troops who place an initial order commitment in the eBudde system of 125 boxes per girl registered in the troop, the troop will earn an extra **\$0.08/ box** on all cookies they sell for the 2022/23 cookie program. In order to receive this higher proceed amount troops cannot return any cookies throughout the entire program. You will be able to exchange varieties based on availability by February 23, 2023. The bonus amount will be reflected as a “tiered proceed” shown in the eBudde systems Sales Report tab.

| Cookie | Specialty |
|--|--|
| Pkg price: 5.00 Case price: 60.00 Pkgs sold: 462 | Pkg price: 6.00 Case price: 72.00 Pkgs sold: 28 |
| Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100 | Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100 |
| Tiered Rate: 0.080 Tiered Proceeds: 36.96 | Tiered Rate: 0.080 Tiered Proceeds: 2.24 |
| Generic Proceeds 1 (Fall Product Program Bonus): | Generic Proceeds 1 (Fall Product Program Bonus): |
| 0.06 yes | 0.06 yes |
| Girl Init. Pkgs: 0 | Girl Init. Pkgs: 0 |
| Booth Init. Pkgs: 0 | Booth Init. Pkgs: 0 |
| Init. Charity Pkgs: 0 | Init. Charity Pkgs: 0 |

Fall Product Program PGA Bonus: For troops who have a per-girl average in the Fall Product Program of \$250 or more- those troops qualified for a troop bonus of **\$0.06/box** on all cookies sold. This will be entered into the eBudde system and will add to your proceed amount shown on the Sales Report tab. This bonus needs to be manually entered into the system by council. Please give us until the end of February to have it appear on your sales report.

| Cookie | Specialty |
|--|--|
| Pkg price: 5.00 Case price: 60.00 Pkgs sold: 462 | Pkg price: 6.00 Case price: 72.00 Pkgs sold: 28 |
| Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100 | Trp Proceeds Rate: 0.660 No Reward Proceeds: 0.100 |
| Tiered Rate: 0.080 Tiered Proceeds: 36.96 | Tiered Rate: 0.080 Tiered Proceeds: 2.24 |
| Generic Proceeds 1 (Fall Product Program Bonus): | Generic Proceeds 1 (Fall Product Program Bonus): |
| 0.06 yes | 0.06 yes |
| Girl Init. Pkgs: 0 | Girl Init. Pkgs: 0 |
| Booth Init. Pkgs: 0 | Booth Init. Pkgs: 0 |
| Init. Charity Pkgs: 0 | Init. Charity Pkgs: 0 |

Opt-Out: For Junior, Cadette, Senior or Ambassador Troops who choose to “opt-out” of receiving the girl rewards and cookie credits, those troops will receive an additional **\$0.10/ box** on all cookies sold.

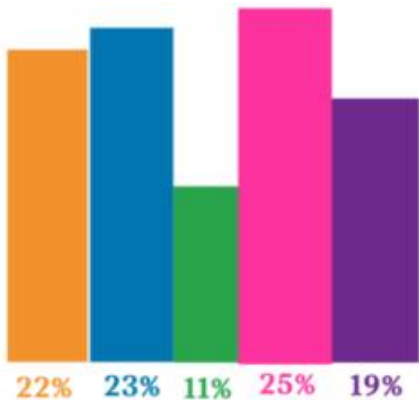
NOTE: The decision to opt-out of receiving the cookie rewards must be a girl decision. The troop needs to hold a meeting to discuss if the girls want to do this and **WHY** they want to do this- there must be a plan for the money. The troop will also have a parent meeting to discuss the girls’ decision. An opt-out form must be signed by each parent, regardless of age of the girl, and submitted to GSCWM by February 10, 2023. An email from the parent may be used for a substitution if you are unable to get a signature.

Service Unit Bonus: Service Units have the opportunity to earn a bonus based on the Per Girl Average (PGA) of the total amount girls sold in their unit. Make sure you are tracking your PGA so you know if you are close to the next level to earn.

PGA girls selling
0-99pkgs = \$0.00
100-124 pkgs = \$0.01
125-199 pkgs = \$0.02
200+ = \$0.025

Where does the cookie money go?

Girl Scout Cookie™ fans are especially eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local, powering amazing year-round experiences for local members and preparing them for a lifetime of success. Use the table below for a guide.



22% Cost of Cookies

23% Girl Leadership & Membership

11% Volunteer & Membership Support, Customer Service

25% Outdoor Program, Camp & Property

19% Troop & SU proceeds, Girl Rewards

Core Cookie Varieties



Thin Mints.....\$5.00



Samoas.....\$5.00



Tagalongs.....\$5.00



Do-Si-Dos.....\$5.00



Trefoil.....\$5.00



Lemon-Ups.....\$5.00



Adventurefuls.....\$5.00

Specialty Cookie Varieties



S'mores.....\$6.00



Toffee Tastic.....\$6.00

Limited Edition, Online Shipped Only Cookie Variety



Raspberry Rally.....\$5.00



Inspire Girl Scouts to Think Like Cookie Entrepreneurs



Skills Development

The Girl Scout Cookie Program® helps girls develop real-world skills in five essential areas:

- 1. Goal Setting**
Girl Scouts learn how to set goals and create a plan to reach them.
How You Can Help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, such as weekly challenges.
- 2. Decision Making**
Girl Scouts learn how to make decisions on their own and as a team.
How You Can Help: Talk about how they plan to spend the troop's cookie earnings.
- 3. Money Management**
Girl Scouts learn to create a budget and handle money.
How You Can Help: Build on their interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.
- 4. People Skills**
Girl Scouts find their voices and build confidence through customer interactions.
How You Can Help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.
- 5. Business Ethics**
Girl Scouts learn to act ethically, both in business and life.
How You Can Help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.

Certificates and Patches

How can you inspire Girl Scouts to go bright ahead? Recognize their hard work with a certificate or patch at any point in the season, from the earliest planning meetings through the booth phase.



Learn more:

- www.gscwm.org
- LittleBrownie.com/volunteers

NEW



Cookie Business Badges

Girl Scouts can earn Cookie Business badges by completing requirements that help them develop new skills as they learn and grow their businesses.

Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniforms.

Check out the NEW Cookie Business and Financial Literacy badges!

Learn more:

- www.gscwm.org
- girlscouts.org/cookiebadges
- girlscouts.org/en/members/for-girlscouts/badges-journeys-awards/badge-explorer.html
- girlscoutcookies.org/troopleaders for poster download

The Girl Scout Leadership Experience

Here are just a few ways the cookie program helps girls learn business, the Girl Scout way:

Girl-Led

Girl Scouts take the lead in their budget, plans and marketing techniques.

Cooperative Learning

Girl Scouts work together to set their goals, decide how to use their money as a team and overcome hurdles along the way.

Learning by Doing

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own career or business.

Learn more:

- girlscoutcookies.org/troopleaders

Getting Families Involved

The Girl Scout Cookie Program® is a team effort, and families play a major role. With the support, assistance and encouragement of their family, there's no stopping a Girl Scout!



To inspire Girl Scouts and their families, check out these helpful resources:

Cookie Entrepreneur Family Pins

Families can support their Girl Scouts in learning the five skills while encouraging them to think like entrepreneurs. Families can earn a different pin every year.

Cookie Program Family Meeting Guides

Plan a fun and informative family meeting using these guides, which include resources tailored to each Girl Scout grade level.

Learn more:

- girlscoutcookies.org/troopleaders
- girlscoutcookies.org/entrepreneurfamily

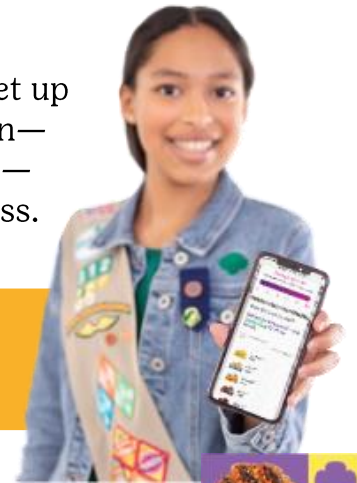




Inspire Girl Scouts to Market Their Cookie Businesses



Bright Ideas Abound!
Whether girls decide to set up shop digitally or in-person—or a combination of both!—the possibilities are endless.



Ways to Participate Digitally

Texting or Phoning Friends and Family

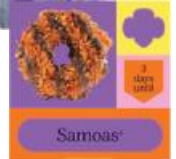
This is a great way to help girls feel comfortable connecting with cookie customers. Experienced entrepreneurs with busy schedules can also benefit from this option.

Digital Cookie®

Girl Scouts can ship cookies straight to customers, accept orders for donations or have local customers schedule an in-person delivery. Here's another bright feature: They can sell the new Raspberry Rally™ as the first-ever Girl Scout Cookie® to be offered exclusively online for direct shipping only.

Social Channels

Social media offers teen girls the opportunity to reach their goals while building digital skills at the same time. Find ready-made cookie graphics, announcements and other social resources for promoting their cookie businesses on LittleBrownie.com and girlscoutcookies.org.



Get inspired by the bright stories of Girl Scouts and volunteers!
Visit girlscouts.org/poweredbycookies.

FOLLOW GIRL SCOUTS®
[facebook.com/girlscoutsusa](https://www.facebook.com/girlscoutsusa)
[instagram.com/girlscouts](https://www.instagram.com/girlscouts)
[twitter.com/girlscouts](https://www.twitter.com/girlscouts)

FOLLOW LITTLE BROWNIE BAKERS®
[facebook.com/littlebrowniebakers](https://www.facebook.com/littlebrowniebakers)

FOLLOW SAMOAS®
[facebook.com/samoascookies](https://www.facebook.com/samoascookies)
[instagram.com/samoas_cookies](https://www.instagram.com/samoas_cookies)
[twitter.com/samoascookies](https://www.twitter.com/samoascookies)



Options for In-Person Participation

If your troop is planning in-person cookie sales events, there are lots of ways they can creatively rise to the occasion!

Here are just a few ideas to get started:

Door-to-Door

Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course.)

Cookie Stands

Would your Girl Scouts feel more comfortable on their own turf? Cookie stands, much like lemonade stands, are set up in front of a residence on private property, where they'll market their cookies to customers in their neighborhood.

Cookie Booths

Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall or even a drive-thru booth in a parking lot) where they can practice their business skills with new customers.

Cookie booths must be coordinated by Troop Cookie Managers, may only happen at council-approved locations and must be legally open to, accessible, and safe for all girls and potential customers. For more details, talk to your council and visit girlscoutcookies.org/troopleaders.

Cookie Sale Toolkit

Use the tools and tips in this action planner to help girls organize booths for both in-person and virtual cookie sales. You'll find resources to support a wide range of selling environments, from DIY workplace order stations to customizable social media posts.



Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/guardian must read, agree to and abide by the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge* and the *Supplemental Safety Tips for Online Marketing* before engaging in online marketing and sales efforts through the cookie program. You'll find all of these documents—and everything else you need—in your council's Safety Activity Checkpoints.



Learn more:

- girlscoutcookies.org/troopleaders
- LittleBrownie.com/social-resources
- Get info from your council regarding approved methods of delivery. Safety resources are available at girlscoutcookies.org/troopleaders and with your local council.
- girlscouts.org/cookiebadges
- girlscouts.org/digitalcookie

Essential Volunteer Safety Information

Ask your council about the Volunteer Essentials and Safety Activity Checkpoints. You'll get just about everything you need, including basic facts, forms and tips for planning outdoor activities, managing troop finances, promoting safety, arranging trips and selling cookies.



Connect with eBudde™

App Basics

A must-have for Girl Scout Cookie™ volunteers, the eBudde cookie management system offers calendar reminders, reports, training and much more—on either your desktop or mobile device. It's also where sales are recorded so girls can receive their rewards.

Here are some quick steps to get you started:

- Download the eBudde app wherever you typically search for apps
- After your Service Unit Manager grants you access, look for a welcome email with a link and login information
- Set up your troop—in this step, you'll enter your troop's package goal and edit your troop's rewards settings
- Explore the dashboard on both the desktop and app versions, where you'll find messages and links to tools and resources you'll need throughout the season



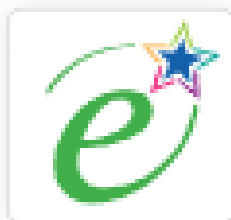


Enhancements for 2022–2023

The digital world is changing fast. That’s why eBudde™ is engineered to keep you moving at the speed of Girl Scouts.

This year, Little Brownie Bakers® is planning several enhancements to the cookie management system to improve performance, speed and usability. These include security updates, a simplified troop user experience and—of course—the addition of new, shipped only Raspberry Rally™ Girl Scout Cookies®!

Updates are also underway to offer you more visibility into important information while you’re on the go. Key areas are delivery agents, cupboards, reports, rewards and the booth scheduler.



No matter how the digital landscape evolves, or where you’re at in the Girl Scout Cookie Season, eBudde will stay bright at the center.

Simplicity at your fingertips!

Learn more at [LittleBrownie.com/volunteers](https://www.LittleBrownie.com/volunteers).



Helpful Information to help with cookie pickups

Girl Scout Initial Order Cookie Pick-up

There are two ways that a Service Units receives their initial order.

Service Unit Delivery:

- Cookies are delivered to a location secured by the Service Unit Cookie Manager (SUCM)
- SUCM connects with our warehouse to set up day and time
- SUCM separates the order into each troops initial order
- Troops pick up their cookies during their scheduled time

Council Cookie Drop:

- Council secures 4 drop locations
- Participating SUCM are sent a time in which they are to schedule their troops
- Troops arrive at scheduled times on January 14 to pick up their initial order

Tips to make both pickups smooth:

- o Know exactly how many cases you ordered of each variety
- o Arrive at your scheduled pickup time
- o Make sure you have enough vehicles to load your order
- o Make sure all vehicles arrive to pick up the order at the same time
- o Make sure to fill out bubble sheets prior to pickup
- o Follow pickup instructions as emailed by your SUCM

How many cases can my car carry?

| | | | |
|--------------------|----------|--------------------|-----------|
| Compact car..... | 23 cases | Station Wagon..... | 75 cases |
| Hatchback car..... | 30 cases | Minivan..... | 75 cases |
| Standard car..... | 35 cases | Pickup Truck..... | 100 cases |
| SUV..... | 60 cases | Cargo van..... | 200 cases |

Average Sales per Cookie Variety

Deciding how many packages to order for booth sales isn't an exact science, but here are average sales per cookie variety* to give you an idea of how many to order:

| | | | |
|-------------|-----|---------------------|----|
| Thin Mints® | 26% | Do-si-dos® | 9% |
| Samoas® | 19% | Lemon-Ups® | 7% |
| Tagalongs® | 14% | Girl Scout S'mores® | 5% |
| Trefoils® | 8% | Toffee-Tastic® | 3% |
| | | Adventurefuls® | 9% |

Girl Scout Cookie Cupboards

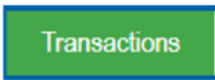
Here's how the Cookie Cupboard operates

Due to the huge success we had with our cupboards being by appointment only, we will continue to have troops chose appointment times to pick up their cookies. We are currently confirming our volunteer run cupboards which are in addition to our council run cupboards at our leadership centers in Holyoke and Worcester as well as our cupboard at the Lee Outlets. Please remember that most of these cupboards with the exception of our council cupboards are run by volunteers from your area. If our volunteers are not comfortable with running their cupboards due to poor interactions with other volunteers then we will have fewer locations. Please keep that in mind when placing an order for pickup at the cupboards. All orders must be placed by Sunday evening at 11:59 pm in order to be eligible for cookie pickup Wednesday, Thursday, or Friday of that same upcoming week. We do live in New England so please keep in mind that our deliveries could be delayed due to weather. However, we work very hard with our delivery agents to make sure that our cupboards are supplied with the cookies that they need in the time that they need them. As we get closer to the end of the cookie program we are transferring cookies from cupboard to cupboard which could affect quantity and variety of cookies available. We will require you to sign up for a pick up time and day. Your order needs to be picked up during that time. You will need to show up at your scheduled appointment time. No earlier and no later. If you need to make a change to that appointment then please contact us.

**Orders placed at the cupboards can be done in packages or cases.
The only time you are ordering in full cases is for the initial order.**

How to enter an order and make an appointment

1. Go to the Transaction Tab



2. Click on the Add a Transaction button



3. Select the drop down next to 2nd Party Cupboard and select the cupboard

The screenshot shows the 'Cookie Transaction' form. At the top, it has a title bar 'Cookie Transaction'. Below that, there are several input fields: 'Type' is set to 'Normal', '2nd Party' is set to 'Cupboard', and there is a dropdown menu next to it. Below these are 'Date', 'Pickup', and 'Receipt' (set to '66S000'). On the left, there is a table of cookie varieties with input boxes for 'Cases' and 'Pkgs'. On the right, there are sections for 'Additional Info.', 'Product Movement' (with an 'Add Product' dropdown), and 'Hours of Oper.'. At the bottom, there are buttons for '+', 'Save/Print', 'Okay', and 'Cancel'.

| Variety | Cases | Pkgs |
|---------------|------------------------------------|------------------------------------|
| Lemon-Ups | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Trefoils | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Do-Si-Dos | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Samoas | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Tagalongs | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Thin Mints | <input type="text" value="0"/> | <input type="text" value="0"/> |
| S'mores | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Toffee-tastic | <input type="text" value="0"/> = 0 | <input type="text" value="0"/> = 0 |

How to enter in an exchange in eBudde.....

Under the transactions tab you will select the Add a Transaction button. You will enter in an order as you normally would when placing an order for the cookies that you are looking to pick up from the council cupboards. Then in the same pop up that you are filling out the quantity you are looking to pick up there is a contact box with your information auto filled in it. In the contact box where your name is you will remove your name and enter in the cookies that you will be bringing in to exchange. So if you place an order for 2 cases of Thin Mints then in the contact box you will enter in 2 cases of Trefoils. This way your order will be ready and a member of the cupboard team will make sure that all transactions show correctly in the system for you.

| Variety | Cases | Pkgs | Taking home |
|---------------|--------------------------------|--------------------------------|-------------|
| Lemon-Ups | <input type="text" value="0"/> | <input type="text" value="0"/> | |
| Trefoils | <input type="text" value="0"/> | <input type="text" value="2"/> | |
| Do-Si-Dos | <input type="text" value="0"/> | <input type="text" value="0"/> | |
| Samoas | <input type="text" value="0"/> | <input type="text" value="0"/> | |
| Tagalongs | <input type="text" value="0"/> | <input type="text" value="0"/> | |
| Thin Mints | <input type="text" value="0"/> | <input type="text" value="0"/> | |
| S'mores | <input type="text" value="0"/> | <input type="text" value="0"/> | |
| Toffee-tastic | <input type="text" value="0"/> | <input type="text" value="0"/> | = 2 |

Returns.....

If you placed an Initial Order in the system by December 7 and your troop has not placed **ANY** additional orders at any of our cupboard locations then you could qualify to return full unopened cases from your initial order. **RETURNS ARE NOT ENTERED INTO THE EBUDDE SYSTEM.** You will either contact Tammy at tbreen@gscwm.org for the Worcester Cupboard or Brandi bbarcomb@gscwm.org for the Holyoke Cupboard and we will make an appointment for you to come to either Holyoke or Worcester to make the return during normal cupboard hours. A member of the cupboard team will make sure that all transactions show correctly in the system for your return. Please keep in mind that our return program is for those who placed an initial order in December only, prior to the start of the Cookie Program. Thanks to the online orders in Dec. we find that troops generally have no issue selling their initial order. Troops are also welcome to exchange flavors, and they can do troop to troop transfers. However, when something unexpected happens, it is nice to know that there is a safety net.

CUPBOARD COOKIES ARE NOT RETURNABLE. Once you take cookies from the cupboard, they become your responsibility to sell them. Prior to the deadline and based on availability you may be able to exchange flavors at a cupboard or do a troop to troop transfer with another troop.

The cupboard teams will give you virtual receipts for both types of transactions, Exchanges and Returns.

Girl Scouts Social Media and Online Presence

Girls may use the Internet to share their Cookie Program sales links, stories and learnings with the following guidelines:

The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or guardians.

- Girls engaging in online sales and marketing must review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Their Families*.
- Girls, volunteers and parents must review and adhere to the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge*, the *Supplemental Safety Tips for Online Marketing*, and Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).
- Sales links should never be posted to online resale sites (**eBay, Facebook Marketplace, Facebook Swap, local Town pages, any Tag sale pages etc.**).
- This includes any personal groups that you may belong to such as **Town Facebook pages, Flute Lovers of America, I saw Bigfoot etc.** even though these sites require questions answered or membership access they are still considered "public pages"
- You are able to advertise your local booth on these sites. Keep the ad general and not specific to any one girl. You are selling as a troop therefore you will advertise as a troop.
- Be aware post on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring you must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girls should consider removing their last name when using social media sites to protect their identity.

Girls may use the Internet to share their Cookie Program sales links, stories and learnings with the following guidelines:

- Must adhere to all terms and conditions on Digital Cookie platforms.
- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- **Parents, girls, and volunteers should contact and collaborate with Dana Carnegie from GSCWM in advance on any national news media opportunities tied to girls' online marketing and sales efforts.**

***Dana Carnegie email:
dcarnegie@gscwm.org***

Supplemental Safety Tips for Online Marketing:

When engaging in online marketing and sales efforts beyond friends and family through the Girl Scout Cookie Program®,

- Review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Families*.
- Continue to adhere to the *Girl Scout Internet Safety Pledge* and *Digital Cookie Pledge*.
- Review Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales on GSCWM's website.

In addition, review and apply the below *Supplemental Safety Tips for Online Marketing*:

- To protect your personal identity, NEVER direct message with people you do not know online or on social media platforms.
- Always use your Girl Scout online sales link for customer orders.
- Parents or guardians must approve all girl delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.
- If your Girl Scout sales link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the internet.
- Never share your personal information (e.g., last name, phone number, email, or street address).

Digital Marketing Tips for Cookie Entrepreneurs and Families

All girls in engaging in digital marketing and sales activity beyond friends and family must review and apply the *Digital Marketing Tips for Cookie Entrepreneurs and Families*

The Girl Scout Cookie Program® offers girls unique opportunities to engage in online marketing and sales as they learn about ecommerce and how to think like entrepreneurs. Follow these four steps as you run your cookie business, and take your marketing efforts to the next level by going online using your Digital Cookie® website and social media platforms.

1. As you set goals for your cookie business, think about how digital marketing can help you meet them. Imagine customers in your community who may not know a Girl Scout. Expand your reach by sharing your secure Digital Cookie or Smart Cookie link to reach them. Be sure to:
 - Be honest. Yes, the Girl Scout Law also applies to your sales technique! From your Digital Cookie or Smart Cookie site to your digital marketing campaigns, be honest, straightforward, and approachable as you write about your cookie business.
 - Create a sense of urgency. After all, Girl Scout Cookie season only comes around once a year! Countdowns to the last dates to order are a great motivator for driving sales. Use language that will encourage potential customers to buy from you right now.
 - Make an impression. Use clear, eye-catching photos in your marketing materials. This may include pictures of the different cookies you're selling, yourself in your Girl Scout uniform, or something tied to your goal. If you plan to use your cookie earnings to go camping, tell your customers about it to show that the cookie program powers amazing girl-led adventures!
 - Highlight special features or products. Share the top-selling cookies in your lineup or any special varieties. Do you have a new flavor available for purchase? How about a gluten-free option? Do your customers know that Thin Mints® are made with vegan ingredients?
 - Use a clear and prominent call to action. Share your goal and exactly what your customer can do to help you achieve it.
2. Earn one of the Cookie Business badges, and put a digital marketing spin on it. Check out these prompts to get you thinking about how you can digitize your sales efforts.
 - **Daisy Talk It Up badge:** Does your digital customer pitch include answers to commonly asked questions?
 - **Brownie Meet My Customers badge:** How can you reach potential customers through digital marketing on top of traditional sales efforts?
 - **Junior Cookie CEO badge:** How will you make a good impression on your online customers?
 - **Cadette Business Plan badge:** How can digital marketing expand your customer base?
 - **Senior Customer Loyalty badge:** How will you tell your cookie story to online customers?
 - **Ambassador P&L badge:** How will you teach younger girls about business ethics in online marketing? Hint: use the safety tips from this sheet!
3. Use digital marketing to expand your network and grow your people skills. Try some of the following strategies:
 - **Think of your favorite brands, and then check out their websites and social media accounts.** What do they do to create a relationship with their customers on Facebook or Instagram? What can you do to safely build a relationship with your online customers?
 - **Use platforms that potential customers could be on.** Think about your target customers and where they're most active online.
 - **Engage your customers through email marketing.** Send an email through Digital Cookie or Smart Cookie to inspire potential customers to buy Girl Scout Cookies and help you achieve your goals.

- **Turn loyal customers into brand advocates.** Existing customers can be your secret sales weapon, especially with word-of-mouth marketing in digital spaces.
 - **Use marketing to inspire, educate, entertain, and entice your prospective customers.** Share how you'll use your cookie proceeds, let people know about all the skills you're learning through the cookie program, and have fun while you're at it! Get creative in your communications—consider writing a poem or recording a video to educate and convince potential customers to buy from you.
 - **Show off customer testimonials.** Collect and highlight enthusiastic testimonials from your customers through social media. This shows potential customers that buying cookies from you is a great investment. Make sure to ask if you can share their words!
 - **Say thank you! Impress customers with a custom thank-you message via email or social media.** As your customer base expands beyond friends and family, find ways to maintain personalization while following Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use.
4. Practice business ethics by safely marketing online. Before you get started, review the below safety standards. When in doubt revisit these resources.
- You and your supervising parent/guardian must read, agree to, and abide by the *Girl Scout Internet Safety Pledge*, the *Digital Cookie Pledge*, and the *Supplemental Safety Tips for Online Marketing* before engaging in online marketing and sales efforts through the cookie program.
 - Review Girl Scouts' *Safety Activity Checkpoints* for Computer and Internet Use and Cookie and Product Sales on GSCWM's website.

Safety Tips

- ❖ To protect your personal identity, never directly message people you don't know online or through social platforms. And remember to always use your secure sales link for orders.
- ❖ When creating marketing content or materials, remember to get permission to use any images, songs, content, or ideas that come from someone else. When in doubt, create your own!
- ❖ Girls of all ages should partner with their parents or guardians to develop a plan to safely market their business online. Although your parent/guardian should do the posting for you if you're under age 13, all girls should have a hands-on role in marketing their cookie business.
- ❖ Make sure your marketing materials don't reveal your personal contact information (like your address, school, or last name).





There are two types of booths that a girl can have.

Troop Booth: Troop Booths are held with 2 or more girls. It is important not to have more than 5 girls present at a troop booth so that customers are not overwhelmed with asks and the girls can concentrate on their selling skills. You will want two cori'd registered adults to be at the booth.

Family Booth: Family Booths are 1 girl and her parent or guardian. This is typically a girl that has a higher goal. We ask that the parent or guardian at least register with GSCWM to do the booths. There are no additional girls allowed at the booth. Any additional girls would make it a troop booth and then you will need to have two cori'd registered adults.

Booths can be done from the Daisy level up to Ambassador. You will want to make sure to follow the steps below and you are on your way to a fabulous booth experience.

If your unit has a Service Unit Cookie Manager:

You will want to contact your SUCM to see how your unit handles setting up booth sales. If you have a location in mind or know someone that is willing to host a booth please share this information with your SUCM. Either they or your Service Unit Booth Coordinator will be reaching out to the locations to secure dates and times to bring back to the unit. They will be the point of contact for setting up the locations so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by your SUCM need to be entered into the eBudde system so that your SUCM can approve them and they will show up in the cookie locator.

If your unit does not have a Service Unit Cookie Manager:

You will want to work as a team. Try to plan a “booth planning” meeting or begin an email thread that includes all the leaders. Gather all the names of booth locations in your service unit. Then make a plan on who will contact which location to try to get dates and times for the whole cookie season. After everyone comes back with all the information. You will then decide how to split up the dates and times. Some units do a drawing to see which troop will pick first. Others do it based on seniority. However your unit makes decisions is how you want to choose. The person who contacted the location will be the point of contact for that location so that there are not an overwhelming amount of leaders contacting one location. This helps to improve relationships with our community partners. All booths set up by you need to be entered into the eBudde system and then notify your Membership Specialist so they can approve them and they will show up in the cookie locator.

Council Booths

Council Booths are set up usually through the corporate office level at a business or at the request of the business themselves. All of the council booths are entered into the eBudde system and are available for all troops in our council to choose a spot with. Council Booths are the only booths that troops do not enter themselves into the eBudde system and where the unit does not need to contact the “home” unit to notify them that they will be selling their unit location. We are always looking for more council cookie booth locations. If you have any contacts or suggestions please feel free to send them to prodprograms@gscwm.org

Looking for booth locations can be fun. You will want to stay within your service unit to look for potential booths. However if you have a family member or a friend that works outside your unit and would like to host your troop or girl for a cookie booth you will want to do the following things. See how often they would like to host. If you can obtain more dates and times to share with the “home” unit that would be ideal. If you have a SUCM you will want to let them know that you have this booth location and all the details that go along with it. They will then contact the other unit to notify them of the booth location. If you do not have a SUCM then please send your request to your membership specialist. They will be the one to be in touch with the other unit on your behalf. You will then want to enter the booth into the eBudde system.

You will also want to think outside the box. You don't always have to have a booth outside of a business.

Alternative Booth Ideas

In the lobby of a sporting event at a middle school or high school

At the local transfer station

At a local art show or other cultural event

Host a booth on your front lawn

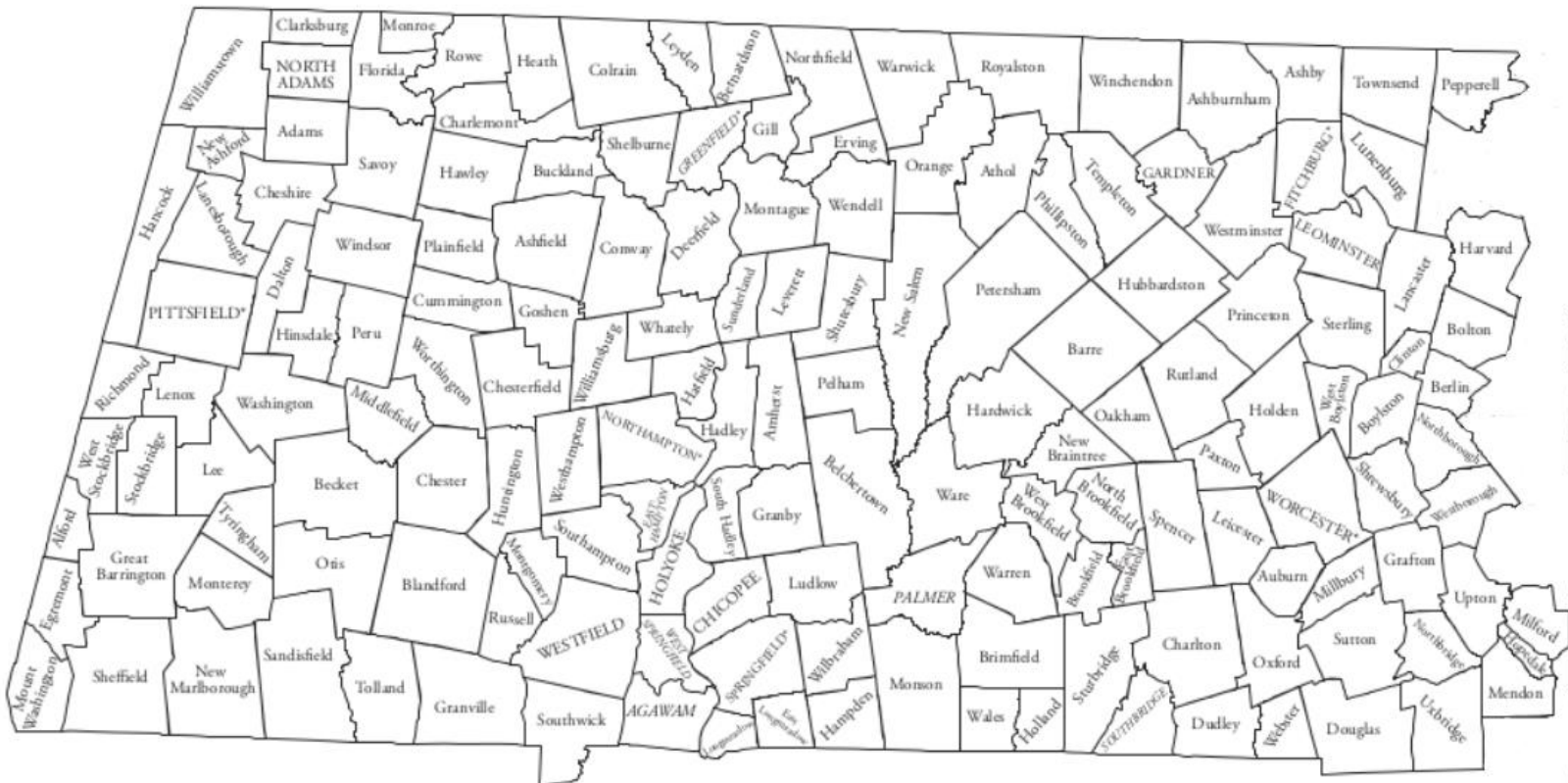
Locate an empty parking lot and with the owner's permission have a cookie drive thru

Connect with your local car dealership to see if you can be a part of their president's day festivities, or ask dealerships to purchase cases so they have cookies for buyers in their showrooms

Set up at a Realtor Open House, or ask realtors to purchase cases so they have boxes to give to buyers or for them to use at showings

REMINDER:

Cookie Booths cannot be located outside of our council boundaries regardless of the connections a volunteer may have.





Cookie Booth Etiquette & Tips

(Please review with girls and adults participating in booth sales)

In the interest of providing a quality program, ensuring safety and providing the assurance of future booth sales for our Girl Scouts, the following procedures, etiquette and tips have been developed.

Basics:

- Be sure to have all adults supervising a booth sale read, understand and agree to abide by all procedures and etiquette as stated here.
- Booth Sales are conducted by Troops, Girls with a higher goal for a Family booth, or Individual girls participating in our Cookie Boss program with their families.
- Prior to booth sales, have the girls and parents/guardians review and sign the Booth Sale Etiquette Contract available in the Troop Manual.
- When conducting a council booth sale, print a copy the Current Signups confirmation and take it with you as the permit to your location, date and time. If two troops should show up at a Cookie Booth at the same time, please work it out as sisters to every Girl Scout. The contact person for that location is on your print out. **DO NOT involve store management.**
- Girl Scouts should always behave in a manner appropriate to a public place. Adults are responsible for the actions of themselves and the actions of their girls. Keep in mind that girls who are not willing to follow procedures and etiquette should not be permitted to participate in cookie booths.

Security:

- Never leave girls alone and unsupervised at a booth sale. There **ALWAYS** needs to be an adult present and engaged.
- Keep a careful eye on the money box. Whereas girls should be encouraged to accept payment and make change, an adult should be carefully watching all financial transactions.
- If approached by individuals challenging the Cookie Program or Girl Scouting in general, Adults are asked not to engage in debate. Refer the individual to Dana Carnegie at 413-584-2602 ext 7122 to discuss the matter further.
- In the case of an incident where you or your Girl Scouts feel threatened, call 911 immediately and then the council emergency number 1-800-462-9100.

Standards:

- There must be two adults present at all booth sales. There should be a minimum of two girls and a maximum of four girls present at a booth sale at any given time (maximums may vary per location. Refer to the Current Sign Up notes for your booth location). For larger troops, schedule girls to participate for shorter shifts so that every girl has the opportunity to participate. Troop member's friends, acquaintances, siblings (including infants) and pets are not permitted or appropriate at cookie booths.

- At a Booth Sale, girls should be identifiable as Girl Scouts by wearing a membership pin, uniform, sash or vest, or other Girl Scout clothing. Keep in mind that appearance makes a lasting impression and when participating in Girl Scout activities, we represent Girl Scouts. Girls and adults should dress as if they are “going to work”. This is your business, represent it well.
- Remember to abide by any specific requirements identified on your Current Sign-ups print out specific to the booth sale location. Be sure all adults understand that we have assured the location managers of all stores we coordinate with that these guidelines will be followed. Reports of a troop’s failure to comply with these guidelines may jeopardize future opportunities. Location managers have the right to ask anyone participating in booth sales to leave. Troops are to leave without comment if asked to do so.
- If you are the first troop to arrive at a booth site and are unsure of where to set up, ask the store manager or service desk personnel if there is a specific location for set up. **Do not ask for special set up locations.** All booth sales are to be set up **OUTSIDE** unless the store manager tells you that you may set up inside. Make sure girls and adults in charge dress for the weather.
- Arrive no more than 10 minutes before your scheduled time. The troop scheduled before you is scheduled until the end of their time slot and you may not sell cookies before the beginning of your time slot. Manage the transition with the previous troop without argument, please. However, if the troop following you has not shown up, you can continue to sell until they arrive. At the end of your shift, quietly pack up all items, clean up and remove all trash, and completely leave the area. All empty cases must be taken with you and not disposed of in the store’s trash container. Think Recycle! If you are the last slot on the schedule, leave on time.
- Locate and show the girls where the restrooms are. Some locations do not have or do not allow public use of the rest room. Do not ask for exceptions. Girls should always use the buddy system when taking a bathroom break, getting cookies from the car, etc. But there should **ALWAYS** be girls at the booth site.
- If girls or adults need a food or drink break, they should eat and drink discreetly away from the booth sale. Food, drink or other items are should not be on the booth sales display. There will be no smoking by girls or adults anywhere near a cookie booth.

Remember, we are all responsible for the reputation that Girl Scouts hold in the Girl Scout Council of Central and Western Massachusetts. Protect that reputation and our relationships with the businesses that support us with booth opportunities.

Questions? Contact your Service Unit Cookie Booth Coordinator, Service Unit Cookie Manager or Your Product Program Manager Brandi at 413-224-4036 (prodprograms@gscwm.org)

Thank you and Happy Selling!



Cookie Booth Etiquette Contract

On my honor, I, _____, will follow the rules listed below while working at my troop's cookie booth.

I will:

- Be polite and friendly
- Remember that my behavior reflects on all Girl Scouts
- Obey the booth sales starting date
- Arrive and leave on time
- Wear my uniform, vest, or sash to identify me as a Girl Scout
- Not block the entrances to stores
- Keep table and area neat
- Say **THANK YOU** to all approached
- Remove empty boxes and recycle if possible



I will **NOT**:

- Get in the way of customers
- Ask a customer twice to buy cookies
- Go into the store to sell cookies while working at the cookie booth
- Talk loudly, run around or play while selling at a cookie booth
- Eat, drink or chew gum while at the cookie booth

Girl Scout Signature _____ Date: _____

Parent Signature _____ Date: _____

Any girl participating in the Cookie Booth Sale must follow procedures of Volunteer Essentials and have a signed Permission slip available from your Troop Leader.

Please Remember:

Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, live the Girl Scout Promise and Law, and to sell more cookies. With this opportunity comes the responsibility to follow safety, public relations and business guidelines.

Please keep in mind that selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses. This privilege, if abused (even unintentionally) could cause all Girl Scouts to lose the opportunity for additional sales at these places of business. Please be considerate of the business's customers and property. If complaints arise you may be asked to leave.



Annual Report of Troop Funds and ACH Authorization

Report of Troop Funds

This report fulfills Girl Scouts of Central and Western Massachusetts' obligation as a legal corporation to account for public funds and to provide information required by Girl Scouts of the USA. Thank you for accepting your responsibility to submit this information. Send one copy to the Finance Department at the Worcester Leadership Center (115 Century Drive, Worcester MA, 01606) by June 15th. Retain a copy for your records.

Troop #: _____ Service Unit: _____

Program Level: Daisy Brownie Junior Cadette Senior Ambassador # of Girls _____

Leader's Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Automatic Clearing House (ACH) Authorization

Three signers of unrelated, currently registered, Girl Scout adults are required to be on the account. One of the three signers is a member of the service team. Two signatures are required for every withdrawal and written check. ATM/debit cards may be (at least 2 signers must have online access to the account). I/we give GSCWM the authority to initiate bank withdrawals and deposits to the troop bank account below. **I/we understand that it is the troop's responsibility to notify GSCWM if funds will not be available on the specified date, and that accept responsibility for any fees assessed for insufficient should we failed to provide timely notice to GSCWM.**

Status of Account (circle one): New Ongoing (no changes) Check Signers Changed Closed

Bank Name and Branch Address: _____

Account Name: Girl Scouts of Central and Western Massachusetts, Inc. – Troop # _____

Transit ABA (Routing Number): _____ Account Number: _____

List the names of all authorized signers. Check the circle next to the person who receives the bank statements.

Print Name _____

Print Name _____

Print Name _____

Signature _____

Signature required of a signer who does NOT receive the statements.

Our bank account is a (check one): Checking Account Savings Account

If using a checking account, please attach voided check here.



Girl Scouts of Central and Western Massachusetts

2022-2023 Cookie Program

Reward Opt-Out Form

Junior, Cadette, Senior and Ambassador Troops may elect to "Opt Out" of receiving the girl rewards (including cookie credits) and receive additional troop proceeds.

Troops may elect to opt out of earning girl rewards, excluding patches, and in return earn additional funds (\$0.10) per package of cookies sold by the troop. If the troop decides to opt out of rewards, this form must be signed by a parent/guardian of each girl participating in the program and submitted by February 10, 2023. If the parent/guardian is not available for signature an email approval will be accepted.

Daisy and Brownie troops do not have the option of opting out of rewards.

Troop: _____ Service Unit: _____ Age Level: _____

Troop Level Cookie Mgr: _____ Phone: _____ E-mail: _____

Troop Leader: _____ Phone: _____ E-mail: _____

Date Troop Meeting was held and at which this program was explained to girls & parents: _____

By signing this form, you acknowledge that your troop has opted to forgo girl reward items (including cookie credits) in order to earn additional troop proceeds.

Print Girl Name

Parent/Guardian Signature

Table with 3 columns: Print Girl Name, Parent/Guardian Signature, and a small box for email approval. The table contains 15 rows for individual girl entries.

Permission to Participate in the 2022-2023 Cookie Program Activity

_____ (please print girls name), a member of Troop # _____, has my permission to participate in the 2022-2023 Cookie Program. I have read and understand the information in the Family Guide and agree to accept financial responsibility for all cookies and monies she receives. I understand the safety guidelines and will see that my girl scout has appropriate adult guidance and support at all times. I also agree to follow all Cookie Program Activity procedures and deadlines. I understand that the troop proceeds belong to the troop and benefit all girl members of the troop and that proceeds do not belong to my girl scout.

Signature of Girl Scout's Adult

Girl Scout's Adult Name- Please Print

Mailing Address

City/Town

Zip Code

Home Phone

Work Phone

Cell Phone

Email Address

Please check any areas in which you are willing to assist our group this Cookie Season:

Cookie Volunteer in Charge

Cookie Volunteer Assistant

Technology Assistant

Host cookie girl presentation/sale at work

Chaperone for Cookie Booth

Chaperone for Neighborhood Sales

Cookie Cupboard Pickup

Chaperone for Neighborhood Sales

Cookie Sale Signage with girls

Deliveries Assistant

Cookie Storage

Other: _____

Troop Leader/Troop Cookie Manager Contact Information:

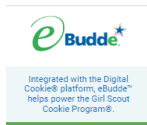
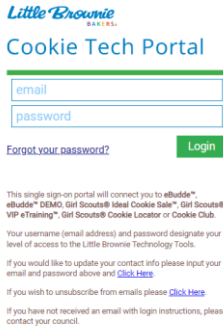
Name

Phone Number

Email Address

How to place an initial order in eBudde by December 7, 2022

1. Go to cookieportal.littlebrownie.com
2. Enter in your email address and password (Troops contact information is entered into the system by the SUCM)



3. Select eBudde box
4. Go to the tab that says Init. Order
5. You might see girls names listed in this section. You will want to ignore them and scroll down until you see Other

| | | | | | | | | | | | |
|-------------------|-----|-----|----|----|-----|-----|-----|-----|----|-----|-----|
| Other | 120 | 48 | 60 | 60 | 180 | 120 | 204 | 12 | 24 | 828 | |
| Last Year (Other) | 0 | 48 | 36 | 48 | 132 | 120 | 180 | 12 | 24 | 600 | |
| Booth | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Last Year (Booth) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Pkgs. Ordered | 0 | 120 | 48 | 60 | 60 | 180 | 120 | 204 | 12 | 24 | 828 |
| Cases To Order | 10 | 4 | 5 | 5 | 15 | 10 | 17 | 1 | 2 | 69 | |

or Booth

6. You can select either one to enter your order on. If you participated last year and placed an initial order you should see what you ordered last year.
7. You will want to put the total amount of packages you would like to order. Remember that the system rounds up to the next case. There are 12 packages per case.

| Uses DOC | Girl | PCS | Advf | LmUp | Tre | D-S-D | Sam | Tags | TMint | SMr | Toff | Total |
|-------------------|------|-----|------|------|-----|-------|-----|------|-------|-----|------|-------|
| Other | | | 120 | 48 | 60 | 60 | 180 | 120 | 204 | 12 | 24 | 828 |
| Last Year (Other) | | | 0 | 48 | 36 | 48 | 132 | 120 | 180 | 12 | 24 | 600 |
| Booth | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Last Year (Booth) | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Pkgs. Ordered | | 0 | 120 | 48 | 60 | 60 | 180 | 120 | 204 | 12 | 24 | 828 |
| Cases To Order | | | 10 | 4 | 5 | 5 | 15 | 10 | 17 | 1 | 2 | 69 |

8. You will want to place the order in increments of 12. If you order 11 packages then it will round up to 12 to give you the full case. You are responsible for the cookies that it rounds up to as you only pick up full unopened cookies at your initial order pickup. If you are ordering less than a full case then that would be better as a cupboard order.



Volunteer Action Plan

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 girls as they go bright ahead, while having lots of fun!



Primary Contacts

Key Dates

eBudde Sign-Up Info

Key Actions

Thank you for all you do as a Girl Scout Cookie™ volunteer to support girls!

Resources at a Glance

Girl Scouts of the USA

About Girl Scout Cookies®
girlscouts.org

Troop Leader Resources
girlscoutcookies.org/troopleaders

Cookie Business Badges
girlscouts.org/cookiebadges
www.gscwm.org

Cookie Entrepreneur Family Pin
girlscouts.org/entrepreneurfamily

Cookie Family Connection Guide
girlscoutcookies.org/troopleaders

Cookie Program Family Meeting Guides
girlscoutcookies.org/troopleaders

Digital Cookie® Platform
girlscouts.org/digitalcookie

Digital Marketing Tips for Cookie Entrepreneurs
girlscoutcookies.org/digitalmarketingtips

Virtual Cookie Booth Guide
girlscoutcookies.org/troopleaders

Volunteer Essentials
www.gscwm.org

Girl Scouts' Safety Guidelines

One of the most essential steps you can take to go bright ahead this season is to review all safety guidelines with troop members and their parents or guardians.

- Digital Marketing Tips for Cookie Entrepreneurs and Families
- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints
(You'll find Supplemental Safety Tips for Online Marketing and all other safety documents here.)

Find information about Girl Scouts' safety resources and more:

- girlscoutcookies.org/digitalmarketingtips
- girlscouts.org
- www.gscwm.org

Little Brownie Bakers®

Cookie History, FAQs and Nutrition Information
LittleBrownie.com

eBudde® App
LittleBrownie.com/volunteers and wherever you download apps

FAQs
LittleBrownie.com/pages/faq

Go Bright Ahead Toolkit
LittleBrownie.com/volunteers

Girl Scouts® Built by Me Cookie Planner
LittleBrownie.com/volunteers

Girl Scouts® Cookie Captains
LittleBrownie.com/teens

Girl Scouts® Cookie Rookies
LittleBrownie.com/girls

Girl Scouts® Cookie VIP eTraining
Vipetraining.littlebrownie.com

Girl Scouts® My Cookie Friend
LittleBrownie.com/volunteers

Goal-setting Activities and Tips
LittleBrownie.com
Also on girlscouts.org

In-Person Cookie Sale Guide
LittleBrownie.com/volunteers

Little Brownie Family Guide
LittleBrownie.com/families

Social Media Tools and Graphics
LittleBrownie.com/social-resources
girlscoutcookies.org/troopleaders

Resources for Girls
LittleBrownie.com/girls

Resources for Teens
LittleBrownie.com/teens

Virtual Cookie Sales Tools
LittleBrownie.com/volunteers

Need Inspiration?

Find us on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program® a success.

FOLLOW
Little Brownie
Bakers®
on Pinterest
[@lbbakers](https://www.pinterest.com/lbbakers)

Service Unit Areas

| | | |
|-----|----------------------------------|--|
| 104 | <i>SU 104</i> | Pepperell, Townsend, & Ashby |
| 126 | <i>4 Star</i> | Barre, Hardwick, Oakham, & New Braintree |
| 109 | <i>A Valley UNiteD</i> | Northbridge, Uxbridge, & Douglas |
| 172 | <i>Agawam</i> | Agawam |
| 158 | <i>Amherst Area</i> | Amherst, Pelham, Shutesbury, & Leverett |
| 132 | <i>Apple Blossom</i> | Harvard, Bolton |
| 167 | <i>Belchertown</i> | Belchertown |
| 173 | <i>Chicopee</i> | Chicopee |
| 121 | <i>City by the River</i> | Fitchburg |
| 193 | <i>Four Rivers</i> | Rowe, Heath, Colrain, Leyden, Bernardston, Northfield, Erving, Gill, Greenfield, Shelburne, Buckland, Charlemont, Hawley, Plainfield, Ashfield, & Montague |
| 123 | <i>Frontier</i> | Conway, Deerfield, Whately, & Sunderland |
| 119 | <i>Furniture Loop</i> | Phillipston, Templeton, Gardner, & Hubbardston |
| 158 | <i>Grafton Lakes</i> | Grafton |
| 192 | <i>GS Shooting Stars</i> | South Hadley & Granby |
| 143 | <i>Hadley</i> | Hadley |
| 154 | <i>Hammerock</i> | Charlton & Southbridge |
| 141 | <i>Hamptons</i> | Westhampton, Easthampton, & Southampton |
| 136 | <i>Holden Greenways</i> | Holden |
| 131 | <i>Holyoke</i> | Holyoke |
| 127 | <i>Leominster Appleseed</i> | Leominster |
| 175 | <i>Ludlow</i> | Ludlow |
| 124 | <i>Lunenburg Buttonwoods</i> | Lunenburg |
| 162 | <i>Milford</i> | Milford |
| 153 | <i>Mills & Hills</i> | Warren, Brookfield, Brimfield, Sturbridge, Holland, & Wales |
| 169 | <i>Monson</i> | Monson |
| 111 | <i>Mountaineers</i> | Windsor, Dalton, Hinsdale, Washington, Becket, Peru, & Cummington |
| 161 | <i>MHUGS</i> | Upton, Mendon, & Hopedale |
| 138 | <i>Nashua Clan</i> | Lancaster, & Clinton |
| 197 | <i>Nonotuck</i> | Goshen, Chesterfield, Worthington, Middlefield, Chester, Huntington, Williamsburg, Northampton, Hatfield |
| 122 | <i>North Quabbin</i> | Warwick, Royalston, Orange, Athol, Wendell, New Salem, & Petersham |
| 152 | <i>Northborough</i> | Northborough |
| 102 | <i>O.N.E. Greylock</i> | Williamstown, Clarksburg, Monroe, Florida, North Adams, New Ashford, Adams, Savoy, Cheshire, & Lanesborough |
| 135 | <i>Pine Hill</i> | Rutland & Paxton |
| 129 | <i>PS Wachusett</i> | Princeton & Sterling |
| 140 | <i>Reservoir</i> | West Boylston, Berlin, & Boylston |
| 151 | <i>Shrewsbury</i> | Shrewsbury |
| 190 | <i>Silver & Gold Belles</i> | Worcester |
| 157 | <i>Singletary</i> | Millbury & Sutton |
| 134 | <i>Southern Tri-Towns</i> | Tolland, Blandford, Russell, Montgomery, Granville, & Southwick |
| 180 | <i>Springfield</i> | Springfield |
| 144 | <i>Strawberry Hills</i> | West Brookfield, North Brookfield, Spencer, East Brookfield, Leicester |
| 170 | <i>Swift River</i> | Ware & Palmer |
| 110 | <i>TAGS</i> | Hancock, Pittsfield, Richmond, Lenox, Lee, Stockbridge, West Stockbridge, Alford, Great Barrington, Tyringham, Otis, Monterey, Egremont, Mount Washington, Sheffield, New Marlborough, & Sandisfield |
| 159 | <i>The 100th Town</i> | Westborough |
| 156 | <i>The French Quarter</i> | Auburn, Oxford, Webster, & Dudley |
| 163 | <i>The Meadows</i> | Longmeadow & East Longmeadow |
| 137 | <i>The Westies</i> | Westfield & West Springfield |
| 171 | <i>Wilbrahampden</i> | Hampden & Wilbraham |
| 195 | <i>WWAGS</i> | Winchendon, Ashburnham, & Westminster |